



INVITATION

Genesee-Finger Lakes

Regional Transportation System Management and Operations (TSMO) Strategic Plan

The Future of Transportation Technology: A Community Symposium

Help define a vision for the region's next-generation transportation system.

Date: Friday, December 2, 2016

Time: 9:00 a.m. to 12:00 p.m.

Location: Kate Gleason Auditorium – Bausch & Lomb Public Library; 115 South Avenue,
Rochester, New York 14604

For over 30 years, transportation agencies have invested in advanced technologies to improve the efficiency, safety, and user experience of our region's multi-modal transportation system. Through agency partnerships and technological applications, travelers have benefitted from reliable and predictable commutes, improved incident management, and real-time information. The agencies responsible for planning, building, and operating the regional transportation system are constantly seeking new ways to leverage technologies to enhance system performance.

Nationally, transportation is on the brink of a revolution due to emerging technologies such as Connected and Autonomous Vehicles, Data Analytics, and Mobile Devices. These technologies are anticipated to profoundly impact mobility, traveler behavior, and community character and well-being.

The Genesee Transportation Council (GTC), the Metropolitan Planning Organization for the nine-county Rochester-Genesee Finger Lakes region, is currently updating its transportation technology plan. As part of this effort, you are invited to participate in a community symposium to help to define a vision for the region's next-generation transportation system.

The City of Rochester's recent proposal for the Federal Government's Smart Cities Challenge demonstrated the power of bringing together community thought leaders from the public, business, non-profit, and academia. In that spirit, the symposium will explore how the region can harness transportation technologies to improve the effectiveness of the transportation system, transform communities, and continue Rochester's legacy of technological leadership.

We look forward to your participation at the symposium. Please RSVP to Mary Rowlands at (585) 287-2755 or mary@highland-planning.com by close-of-business Friday, November 4. If you have any questions about the symposium or GTC's regional transportation technology plan, please contact Joe Bovenzi, Genesee Transportation Council staff planner, at jbovenzi@gtcmpo.org or (585) 232-6240.





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AGENDA

- 9:00 Welcome and Introductions
- 9:10 Background
- Project Purpose and Goals
 - Transportation System Management and Operations and the Connected City
 - Project Status
- 9:20 Meeting Objectives
- Draft Vision Statement and Themes
- 9:30 Panel Discussion
- 10:00 Roundtable Discussion
- Issues and Opportunities
 - Current Initiatives and Activities
 - Emerging Trends and Themes
- 10:30 Break
- 10:45 Break-out Groups
- 11:15 Break-out Group Reports
- 11:45 Wrap-up and Next Steps
- 12:00 Adjourn

