ROADMAP 11

FORTH — Empowering Mobility

Roadmap 11 Call for Proposals
Case Studies, Speakers, & Breakout Sessions

June 19-20, 2018 | Oregon Convention Center – Portland, OR
Proposal Submission Deadline: Friday, December 15, 2017

Event Summary

The Roadmap Conference is the leading electric and smart mobility conference in the United States. Held each summer in the Pacific Northwest, Roadmap includes nearly 100 national and international speakers, dozens of exhibits, vehicle 'ride and drive' opportunities, regional smart mobility tours, and high-energy interactive breakout sessions. With over 600 participants in 2017, Roadmap continues to be the premier forum to explore emerging industry trends and best practices with a diverse mix of industry, utility, and government leaders. Take a look at the 2017 Program and our diverse speakers – and make plans to join us in 2018!

Areas of Interest

The Roadmap Conference is particularly interested in leading developments, case studies, and emerging questions that will shape the frontiers of electric, shared, connected and autonomous mobility over the coming decade. The following list is just meant as a starting point – we welcome your creative ideas!

Building the Market for New Mobility

- What are the barriers to expanding the market for electric and "smart" mobility, and how can they be overcome?
- What platforms, engagement techniques, and strategies have been most effective?
- What hard evidence do we have proving that various "outreach and education" strategies can help drive market growth?
- How can automobile dealers be more effectively engaged?
- How can automakers, dealers, government agencies, utilities, and NGOs work together more effectively to expand these markets?

Electric Vehicle Charging

- What new challenges and opportunities are being created as fast chargers increasingly move from 50 kW to 150 kW, 300 kW, and beyond?
- What can we learn from increasingly dense networks of DC Fast Chargers in regions like the Pacific Northwest and parts of Europe?
- How is Volkswagen Group of America, through Electrify America, rolling out its investment of $2 billion over the next 10 years? What impact is it having on the marketplace?
- What are the prospects for wireless charging?
- How can workplace charging be made a more commonplace employee benefit?

Smart Charging and the Smart Grid

- What business models will effectively move smart charging from pilot projects to widespread adoption?
- How are electric vehicles and the "smart grid" converging, and what impacts will this have on both?
- What are the most effective strategies to enlist consumers in smart charging efforts?
- Does promoting smart charging help, or hurt, efforts to accelerate electric vehicle sales?

Utility Programs

- What is the appropriate role for utilities in promoting electricity as a transportation fuel?
- What models and pilots are pointing the way forward?
- What are we learning in the process?
- How valuable are electric vehicles to utilities and the grid, and how can we best capture that value?

Connected & Autonomous Mobility

- How quickly are connected and autonomous features coming, truly – and what are the key variables?
- How are "connected car" technologies impacting electrification – and vice versa?
- What are the most positive and negative impacts of autonomous and connected technologies – and how can we work together to make the former more likely than the latter?
- What roles should various stakeholders in the mobility ecosystem be playing?

Smart Cities & Energy Efficient Mobility Systems

- How are leading "smart cities" integrating electric and smart mobility, and what lessons do they have for other regions?
- What are the prospects in the US for lighter electric vehicles, such as electric assist bicycles? How might their adoption be accelerated?
- How can local governments make their codes and planning processes more "EV-friendly?"

- What are the prospects and barriers to electrifying car sharing, ride hailing, and other shared mobility platforms?

Transforming Freight & Heavy-Duty Vehicles

- How are electrification and other advanced mobility technologies transforming freight transport?
- As electric buses and industrial equipment become increasingly competitive, what is being done to accelerate electrification in these markets?
- What specific market segments are most ripe for disruption?

Public/Private Partnerships

- What are the most effective programs and projects being undertaken by public agencies?
- What public policy measures are most effective? How should current policies, such as the "ZEV Mandate," evolve over time?
- What are the challenges to effective public/private collaboration?
- What specific roles do transportation agencies, local government planners, developers, and other stakeholders have to play in a rapidly evolving market?

Public Policy

- What are the most effective programs and projects being undertaken by public agencies to support autonomous, connected, electric, and shared mobility?
- What actions are most effective at the local level? The state level? The national and international levels?
- What does the future hold for key policy drivers, such as the Zero Emission Vehicle mandate and federal autonomous vehicle legislation in the United States?
- What impact do changes in U.S. policy have at the national level on the advanced mobility industry?

Diversity, Equity, and Inclusion

- How will new mobility technologies impact traditionally underserved communities?
- What projects and programs are proving most effective in ensuring that electric and advanced mobility technologies benefit traditionally underserved communities?
- How can mobility changes create job opportunities in traditionally underserved communities?
- What are the connections between affordable housing and affordable mobility?
- What are leading organizations in the field doing to make equity a more central focus in their mobility work?

Session Types

This is the 11th edition of the Roadmap Conference, which is known for its engaging, interactive approach and its rich content.   We are interested in a range of sessions, including:

- **Presentation.** Traditionally, most of Roadmap consists of thematic panels featuring 3-4 speakers and a moderator, with presentations of 10-20 minutes each. We are always interested in new topical presentations or case studies highlighting interesting new findings or projects.
- **Panel session.** If you have a fully formed idea for a panel, with multiple speakers from different perspectives, tell us about it!
- **Interactive workshop.** Forth welcomes suggestions for hands-on, experiential learning sessions; let us know how you would structure such a session, what outcomes could be expected, and what you would require in terms of time or technology.
- **Solutions lab or "mini-charette."** These sessions will tackle a real-world problem and engage participants to develop solutions in real time.
- **Keynote address.** Roadmap typically has very few keynote speeches or plenary sessions – but if you have a compelling and inspiring message, we'd love to hear about it.
- **Lightning round.** These lively sessions will include multiple "PechaKucha" or "Ignite" style presentations of 5-6 minutes each.
- **Other.** Be creative! Ted talk, poetry slam, video, live audience participation, interpretive dance, you name it – tell us how you'd like to engage!

Submission Requirements

Please submit the following through our online submission form. Only proposals submitted through is online form will receive full consideration.

- **Title** 20 words maximum.
- **Session Type**
- **Abstract** 500 words maximum.
- **Relevant Audience(s)** Please indicate the target audience: OEMs, utilities, government agencies, charging companies, etc.
- **Learning Objectives** Please list a few lessons/insights the audience will take away from your proposed session and be able to use in their work.
- **Speaker Details** Including name(s), affiliation, professional title, email address & phone number, bio (100-250 words), and 1-3 examples of speaking experience (event, presentation title, length, date, and audience size).
- **Submitter's Contact Information** The "submitter" is the individual completing the online form, and who will be available to answer any logistical questions about the submission.

Review Criteria

Diversity of gender, race, discipline, and geographic representation is a priority for Forth in developing the conference program. Forth will use the following criteria as a means for evaluating proposals:

- Represents an innovative contribution to a timely and important topic of interest in the electric and smart mobility industry (sample topics noted above).
- Expertise, experience, and diversity of presenters, as demonstrated by presenter bios, speaking experience, etc.
- Originality and demonstrated commitment to enhancing learning of leaders in the advanced mobility ecosystem.

Program Policies, Guidelines and Expectations

Presentations should not be a platform for business promotion. Forth requests that all proposals focus on educational outcomes, including sharing of best practices and tools, exploring ideas, proposing actionable steps, and summarizing projects and lessons learned. If a presentation relates to a specific business, product, technology, or project, the emphasis should be on the underlying research or innovation, with the objective of providing insight that attendees can apply to their own work. Forth seeks diverse representation from different geographic region and disciplines, as well as race and gender diversity, to ensure the program reflects the diversity of the field.

Selected session speakers will be offered a deeply discounted $99 full conference registration rate and are encouraged to attend the full conference.

How to Submit

Please submit all proposals in our online submission form. Proposals not submitted through the online submission form will not be considered.

Review and Selection Process Timeline

>> **October 6, 2017**   Call for Proposals issued

>> **December 15, 2017**   Deadline for proposal submissions

>> **January 15, 2018**   Announcement of accepted proposals

>> **February 15, 2018**   Deadline to confirm participation with bio and headshot

>> **March 15, 2018**   Program launched online

>> **June 19-20, 2018**   Roadmap 11 Conference, Portland Oregon

Additional information

Questions? Please email AshleyD@ForthMobility.org or visit www.roadmapforth.org