

SESSION 3: Better Transportation Through Technology

As new technologies, incentives, and creative solutions emerge, how can we capitalize and make the best use of them

Wednesday, October 30th

- 4:00 pm Modernizing Transit
Steve Bland, WeGo Public Transit & RTA
- 4:30 pm Break
- 4:45 pm Autonomous Vehicles: Impact & Challenges
George Gunter, Vanderbilt University
- 5:30 pm Commuter Service
Stanton Higgs, TMA Group and CMUTER 🎓
- 6:00 pm Incentives for Changing Behavior
Mark Cleveland, Co-founder/CEO, Hytch, LLC



STEVE BLAND

Chief Executive Officer, WeGo Public Transit and Regional Transportation Authority (RTA)

Stephen G. Bland serves as the Chief Executive Officer of WeGo Public Transit (formerly Nashville Metropolitan Transit Authority) and the Regional Transportation Authority of Middle Tennessee (RTA). During his extensive 28-year career in public transit, Steve has served as the CEO, executive director, or general manager of both large and small transit systems including Pittsburgh, PA.; Albany, N.Y.; York, Penn.; and Gloucester, Mass.

Under his leadership in Pittsburgh, his transit team completed a \$500 million New Starts Light Rail subway extension. He also served as the program director on the CTfastrack, a 9.5-mile advanced bus rapid transit system between New Britain and downtown Hartford, Conn.; and he has done other consulting work on similar projects. Prior to CTfastrack, Steve was the Assistant Director/General Superintendent for the Port Authority Trans Hudson (PATH) Rail System. PATH is a heavy rail transit system that connects Newark, Harrison, Jersey City, and Hoboken, New Jersey with various points in Manhattan, New York City operating 24 hours daily carrying approximately 250,000 commuters with a fleet of 350 revenue rail cars.

Steve holds a Master of Public Affairs in Public Finance and a Bachelor of Science in Public Affairs, with Distinction in Transportation Planning and Management from Indiana University.



GEORGE GUNTER

Phd candidate in Electrical Engineering & Computer Science, and the Institute for Software Integrated Systems, Vanderbilt University

George Gunter is a PhD student in Civil Engineering and the Institute for Software Integrated Systems at Vanderbilt University. He earned his B.S. in Civil and Environmental Engineering from the University of Illinois at Urbana-Champaign. His research interests are broadly in applications of cyber-physical systems to civil infrastructure, specializing in smart and connected transportation systems with a focus on traffic modeling and control.



STANTON HIGGS

Business Development and Operations Director, TMA

Stanton Higgs leads the strategic growth of the VanStar – A Better Commute regional commuter vanpool program for The TMA Group. The VanStar program currently operates over 85 vans a day operating throughout 14 counties within Middle Tennessee. Additionally, Stanton is responsible for overseeing the daily management of Franklin Transit public transportation system in Franklin, TN on behalf of the Franklin Transit Authority. Stanton's expertise centers around providing commute and transit solutions to our customers. Creating customer friendly solutions to transportation issues for communities is his main focus.

Stanton has 25+ years of executive management in private transportation experience, specializing in retail transportation products. In 2010, Stanton joined the leadership team of The TMA Group.

Stanton has expertise in product development, marketing, sales and operations of transportation products including commute transit, paratransit, vanpool and scheduled service transportation, large event transportation management, and tourism transportation.

Currently, Stanton Higgs sits on the Tennessee Public Transportation Association Board of Directors; and has served as an Ex-Officio on the RTA Board, as well as a transportation liaison for the Nashville Convention and Visitor Bureau. He holds a Bachelor of Business degree from Bethel College in St. Paul, MN.



MARK CLEVELAND*

Co-Founder/CEO, Hytch, LLC

In 2014, Mark Cleveland was named Nashville's Entrepreneur of the Year. The next year, he Co-Founded Hytch Rewards, a platform created to improve traffic conditions in any city at any time simply by inspiring and rewarding environmentally smart mobility decisions - at the street level - one ride at a time.

Some industries and markets simply deserve to be disrupted. Mark's ability to build a team that can "chew through nails" and invent solutions might be his greatest strength. In the last five years he's been honored three times at the helm of three separate companies as one of Nashville's most admired CEOs.

Mark's strategy is embarrassingly simple -- people respond to incentives. It follows that rewarding people who share a ride in their daily commute is the foundation of Hytch Rewards. The core concepts that make Hytch a sensational and timely solution are rooted in more than 20 years of experience as an executive at Jubitz Corporation, SeaBridge Freight and Truckload Management, Inc. (ACS/Xerox). There Mark built a deep understanding of how to optimize transportation by land, air and sea. Today you'll hear how his team of hungry, humble, and smart folks introduced a refreshingly simple solution to optimize our daily commute and defeat traffic.

In recognition of its pioneering platform, Nashville-based Hytch received a Congestion Mitigation and Air Quality (CMAQ) grant from the Tennessee Department of Transportation. Hytch also earned the Nashville Technology Council's Emerging Company of the Year Award, the Tennessee Governor's Environmental Stewardship Award and most recently, the Sustainable Transportation Award presented by the Tennessee Department of Environment and Conservation. To learn more about Hytch, visit HytchRewards.com.