



2009 Sponsorship Opportunities

Twelfth Biennial Asilomar Conference Climate Change Policy

At Asilomar 2009 the UC Davis Institute of Transportation Studies (ITS-Davis) will continue its tradition of hosting the highest caliber international conference dedicated to transportation sector energy issues. We will again examine growing concerns about climate change and the efficacy of expanding public and private initiatives to reduce greenhouse gases. This *invitation-only* event attracts worldwide leaders from the automotive and energy industries, government, public interest groups, start-up technology companies and academia. ITS-Davis hosts this conference for the Energy, Alternative Fuel and Sustainable Transportation committees of the US Transportation Research Board.

Such a conference would not be possible without the generous support of sponsors that share our interest in a biennial review of the most pressing transportation energy issues. Sponsor revenue is used for: conference planning and major off-site preparation and support; invitations to a diverse and ever-changing international transportation energy community; ensuring a low registration fee to facilitate attendance by the specially selected participants; staffing the conference's planning committee; preparing the talks; assisting with lodging for organizers, conference personnel, and invited speakers with need; support for environmental NGO fellowships; editing costs associated with conference paper submissions, and publishing a book to record the proceedings. Sponsorships are requested at several levels:

Cypress Sponsor \$30,000



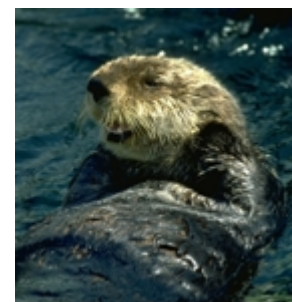
Cypress Sponsors are recognized at our highest level, including mention on: 2009 conference web site; all promotional materials following the sponsorship; welcoming materials to attendees; PowerPoint slides used during the conference and posted online for worldwide access; post-conference materials including the book published from the Asilomar Conference proceedings.

Admission to 2009 Asilomar Conference for six (6) attendees

Otter Sponsor \$15,000

Otter Sponsors are recognized on: 2009 conference web site; all promotional materials following the sponsorship; welcoming materials to attendees; PowerPoint slides used during the conference and posted online for worldwide access; post-conference materials including the book published from the Asilomar Conference proceedings.

Admission to 2009 Asilomar Conference for three (3) attendees



For additional information contact: Norma DeLiberty (530/754-6514; ndeliberty@ucdavis.edu)

Preliminary Agenda

July 28 – 31, 2009
Asilomar Conference Center
Pacific Grove, California

Twelfth Biennial Conference on Transportation Energy and Policy
Organized under the auspices of the Energy, Alternative Fuel, and Sustainable Transportation Committees
of the U.S. Transportation Research Board
Hosted by the Institute of Transportation Studies at the University of California, Davis

Tuesday, July 28

- 3:00 p.m. Registration (closing at 9:00 p.m.)
- 4:30 - 6:00 p.m. Reception
- 6:00 p.m. Dinner
- 7:30-8:30 p.m. Evening Reception

9:00 a.m. Wednesday, July 29 through noon Friday, July 31

Opening Keynote Presentations: Role of Transportation in Climate Strategies and Policies

How much GHG (and oil) reduction can be gained from transportation as part of a comprehensive climate strategy—in both the short and long term? How are the EU and California approaching these questions? What is the role of cap and trade policies versus activity-specific rules and policies? What is the best overall policy architecture—the best mix of market, regulatory and other instruments?

- **Mort Downey** (Parsons Brinckerhoff, former U.S. DOT Deputy Secretary)
- **Mary Nichols** (Chair, California Air Resources Board)
- **Daniel Yergin** (Chairman, Cambridge Energy Research Associates)

Session 1: Transportation Trends and Policies

Moderator: **Jonathan Rubin** (University of Maine)

Keynote: **Roy Kienitz** (Under Secretary, U.S. DOT) (invited)

Speakers:

- **John Conti** (U.S. Energy Information Administration)
- **Lew Fulton** (International Energy Agency)

Session 2: Fuels Policy

The transition to low carbon non-petroleum fuels is getting underway. How can policies be formulated to guide this transition? How might this transition occur? How fast? This session will address broad policies such as the low carbon fuel standard and the perspectives and actions of key stakeholder groups.

Moderator: **Robert Larson** (U.S. EPA)

Speakers:

- **Sonia Yeh** (UC Davis)
- **Ralph Moran** (BP)
- **Ed Kjaer** (Southern California Edison)
- **Vinod Khosla** (Khosla Ventures)
- **Roland Hwang** (NRDC)

Session 3: Future of Vehicle Fuel Economy and Greenhouse Gas Standards

This session addresses the challenge of designing fuel economy and greenhouse gas standards for vehicles. How stringent should they be? Should they be based on fuel economy or greenhouse gases? How should the various conflicting fuel economy/GHG standards be reconciled? How do they accommodate alternative fuels?

Moderator: **John Viera** (Ford Motor Company)

Speakers:

- **K.G. Duleep** (ICF International)
- **Bill Charmley** (U.S. EPA) (invited)
- **John German** (International Council on Clean Transportation)
- **John DeCicco** (Environmental Defense Fund)

Session 4: Challenges for Technology and Innovation

Do we have the fuel, vehicle, and transportation technologies we will need to gain large reductions in oil use and greenhouse gas emissions? What is the government's role? Discussion of new approaches for government and industry to stimulate innovation from R&D to commercialization. International technology transfer opportunities?

Moderators: **Carmen Difulio** (U.S. DOE) and **Jack Johnston** (ExxonMobil, ret.)

Speakers:

- **Trevor Demayo** (Chevron)
- **Robert Marlay** (U.S. DOE)
- **Mans Lonnroth** (Telia) (invited)

Session 5: Most Effective Policies to Reduce Vehicle Travel?

How might the transport system be transformed to increase travel choices and accessibility and improve system efficiency? Which strategies and policies might be most attractive and effective? What's working? What's promising? How can we measure progress? What are the primary barriers to success? What's needed to realize potential GHG savings from travel efficiency?

Moderator: **David Burwell** (BBG Group)

Speakers:

- **Bill Cowart** (Cambridge Systematics)
- **Steve Winkelman** (Center for Clean Air Policy)
- **Mike McKeever** (Sacramento Area Council of Governments)
- **Emil Frankel** (Bipartisan Policy Center)

Session 6: Freight Transport

Freight is expected to account for an ever larger share of transport's energy and greenhouse gas emissions. Which policies and strategies might be most effective in taming travel demand, shifting travel to less energy-intensive modes and improving modal energy efficiencies? This session will consider improved fuel economy of trucks, reorganization of goods delivery and pickup in metropolitan areas, changes in supply chain management, and improved efficiencies in truck-rail-ship systems and intermodal operations.

Moderator: **Marianne Mintz** (Argonne National Laboratory)

Keynote: **Peter Bakker** (CEO, TNT) (invited)

Speakers:

- **Tony Greszler** (Volvo Truck)
- **Drew Kodjak** (International Council on Clean Transportation)
- **James Winebrake** (RIT)

Discussant: **John Boesel** (CalStart)

Session 7: Reduction of GHGs and Oil Use in Developing Countries

Moderator: **Lee Schipper** (Stanford University)

Speakers:

- **Cornie Huizenga** (Consultant, Asian Development Bank)

- Others

Session 8: Closing Session

Moderators: **David Greene** (Oak Ridge National Laboratory) and **Patrick Oliva** (Michelin)

Steering Committee:

John Boesel	<i>Calstart</i>
David Burwell	<i>BBG</i>
John DeCicco	<i>Environmental Defense Fund</i>
Carmen DiFiglio	<i>US Department of Energy</i>
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John German	<i>International Council on Clean Transportation</i>
David Greene	<i>Oak Ridge National Laboratory</i>
Tony Greszler	<i>Volvo Truck</i>
Ian Hodgson	<i>Environment Directorate General, European Commission</i>
Cornie Huizenga	<i>Asian Development Bank (Clean Air Initiative)</i>
Roland Hwang	<i>Natural Resources Defense Council</i>
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Dan Sperling	<i>UC Davis</i>
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