



Full Schedule as of July 16, 2018

Monday, October 8, 2018

5:00pm - 7:00pm     **WELCOME RECEPTION & BADGE PICK-UP** *(optional)*  
Triple Voodoo Brewery  
2245 3<sup>rd</sup> Street  
San Francisco, CA 94107  
415-598-8811  
[www.triplevoodoo.com](http://www.triplevoodoo.com)

Tuesday, October 9, 2018

9:00am - 10:00am     **BADGE PICK-UP & CONTINENTAL BREAKFAST**  
The Pearl  
601 19<sup>th</sup> Street  
San Francisco, CA 94107  
415-269-7171  
[www.thepearlsf.com](http://www.thepearlsf.com)

10:00am - 10:45am     **OPENING PLENARY SESSION 1**  
Solutions for the Future of Fleet Transportation  
Modern supply chains and e-commerce depend on last-mile logistics, but this rapidly expanding concept comes with unique challenges. Future Transportation North America, a newly-established division of Mercedes-Benz Vans in Silicon Valley, is tasked with building innovative solutions to meet these demands. This plenary seminar will take attendees inside the cutting-edge research and latest advancements in technology that are transforming the van into a modern logistics platform. In this seminar and in an afternoon product demonstration, Mercedes-Benz Vans will reveal for the first time in North America game-changing technology — an intelligent cargo space that leverages artificial intelligence to automate the last mile, bring greater transparency to fleets, and improve overall efficiency.  
*Speaker:* Nick Tempelhoff, Mercedes-Benz Vans

10:45am - 11:45am     **OPENING PLENARY SESSION 2**  
Your Autonomous Strategy Begins Now  
Whether 10 years or 25, we won't wake up one day in a world of driverless cars. It's going to be a gradual process, with plenty of disruption and opportunity along the way. Right now — not tomorrow — the systems are forming around autonomous vehicle use as a service: how they'll be hailed, tracked, serviced, domiciled, in-fleeted, and de-fleeted in a financially sustainable model. As a fleet owner or manager, what new processes and partnerships should you be investigating now to poise yourself as a provider of the future? This plenary panel seminar will help you begin forming your autonomous strategy today.  
*Moderator:* Chris Brown, Auto Rental News  
*Panelists:* Mark Thomas, Ridecell; Tony Candeloro, Holman Enterprises; John Liniado, Cox Automotive

12:00pm – 2:00pm     **VEHICLE TECHNOLOGY DEMONSTRATIONS + LUNCH**  
Parking Lot + Rooftop

2:00pm - 2:45pm

**TEK TALKS** *(concurrent)*

**Telematics: Transforming Big Data into Actionable Results**

Using Big Data — are we there yet? What if you were able to compare your fleet metrics to data from thousands of other users? We've heard the buzz for some time, but results aren't yet fully realized. This seminar will demonstrate the vast potential of this new frontier. Attendees will gain access to actual Big Data sets — aggregated and anonymous — collected and analyzed from millions of fleet vehicle, driver, and location data points. But this data is meaningless if you can't interpret it. This seminar will also deliver strategies on how to analyze Big Data to make better decisions on critical fleet components such as maintenance, routing, and driver safety, among others. (Includes announcement)

*Presenter: Mike Branch, Geotab*

**Build, Buy or Partner? Future-Proofing your Fleet Enterprise**

From new tech to new regulations to a nationwide driver shortage, the fleet industry is undergoing an unprecedented upheaval. What must legacy fleet businesses do to keep up with — or even get ahead of — the astonishingly fast rate of change in the industry? In this session, attendees will understand the value in alignment with industry disruptors as a strategy to retain market relevance. As customer demands become increasingly complex and branch into territories like ridesharing, mobile wallets, and autonomous vehicles, the big guys must think like Darwin — adapt or buy.

*Presenter: Bernie Kavanagh, WEX*

2:45pm - 3:15pm

**BREAK**

3:15pm - 4:00pm

**CAMPFIRE DISCUSSIONS** *(concurrent)*

**Evaluating Shared Use Models for Commercial Fleets**

Consumer carsharing technologies are migrating to business vehicle use, and they promise to reduce fleet count and overall fleet spend — while evolving the assigned driver-to-car model into a broader shared platform over time. But sharing fleet vehicles requires rethinking aspects of the traditional model, as well as careful planning on how to apply the technology, manage driver acceptance and onboarding, optimize utilization, administer bookings, and harvest the data. Using working case studies, this panel seminar will dive deep into ideal use cases for sharing and then present a blueprint for implementation.

*Moderator: John Possumato, DriveltAway*

*Panelists: Joe Poznick, Poolcar*

**Blueprints for EV Fleet Adoption**

With automakers' aggressive rollout of new electric vehicle (EV) models and the exponential growth of charging infrastructure, fleets are ready to consider EV adoption. However, range anxiety, battery life questions, and an unformed wholesale market for EVs has up to now made defining ownership costs — and thus ROI — an elusive endeavor. This seminar will explore the electrification of passenger vehicle fleets in-depth through actual case studies, including the firsthand planning and implementation process for a large corporate fleet. Discussion points include model selection, infrastructure development, technology considerations, lifecycle analyses, driver education, and more. Of course, not all solutions fit all fleets — this seminar will help attendees understand the “what, where, and how” of electrification for them.

*Presenters: Felipe Smolka, LeasePlan; David Peterson, ChargePoint*

4:00pm - 4:30pm

*BREAK*

4:30pm - 5:15pm

**CAMPFIRE DISCUSSIONS** *(concurrent)*

**Transforming the Motor Pool to a Shared Fleet – A Municipal Fleet Case Study**

From paper forms, spreadsheets, and emails to telematics, smartphones, and web-based metrics: This discussion will dive into the process of transforming a motor pool into an integrated carsharing solution through an actual use case with a large county fleet. The benefits are considerable — more efficient and transparent vehicle use and avoiding vehicle replacement costs of more than \$1.7 million, in this case. Yet this process depended on organization-wide resources applied to management buy in, technology execution, driver education, systems integration, and data analysis to realize efficiencies and savings. Come hear how the challenges were met and learn what technologies could help right size your fleet.

*Moderator:* Thi Dao, Government Fleet Magazine

*Presenters:* Alan Woodland, INVERS; Kevin Myose, San Joaquin County

**Peer-to-Peer and Ridehailing Providers: Understanding the New Fleet Entrepreneurs**

A new type of fleet owner is emerging to serve new markets such as commercial rentals to Uber and Lyft drivers and retail rentals through peer-to-peer platforms. Entrepreneurial and tech-savvy, these fleet suppliers are renting 20, 200 to 2,000 vehicles outside of the traditional model. In this New West of rental, the sweet spot to profitability depends on understanding depreciation, insurance, financing, and liability considerations for high utilization and high-mileage vehicles. Come see how it all works.

*Moderator:* Chris Brown, Auto Rental News

*Presenters:* Eric Rothman, Fast Track Mobility LLC; Andro Vrdoljak, Turo Inc.; Joe Furnari, HYRECAR Inc.

5:15pm – 7:30pm

**SUNSET KICK-BACK RECEPTION**

Rooftop

Wednesday, October 10, 2018

8:00am - 10:00am

**CONTINENTAL BREAKFAST + PLENARY SESSION**

**Fleet Management as a Service: ROI Today, New Opportunities Tomorrow**

Fleet management began with the first commercial use of vehicles. The fleets of tomorrow will need to be managed too, only this need will grow exponentially as vehicles move from ownership to access through Mobility as a Service (MaaS) platforms. Enter Fleet Management as a Service (FMaaS) — the backbone of MaaS. As we get closer to autonomy, FMaaS providers will manage the in-fleeting, insuring, maintaining, rebalancing, and remarketing of these vehicles, as well as provide the interfaces between owners and end users. In this seminar, Avis Budget Group will share its vision for the FMaaS potential through data and learnings from its management of the Waymo fleet and Zipcar to its Avis mobile app, Mobility Lab in Kansas City, and thousands of connected vehicles.

*Presenter:* Ohad Zeira, Avis Budget Group

10:00am – 10:30am

*BREAK*

10:30am - 11:15am **CAMPFIRE DISCUSSIONS** (concurrent)

Topic Title: TBD

Presenter: TBD

#### EV Carsharing: an Operator's View

This campfire discussion explores the inner workings of an EV carsharing network, from startup and implementation to daily fleet management, client acquisition, and more. The operators will discuss their philosophy behind their model of carsharing as an amenity at high-end apartment complexes as well as their plans for a broader public use network serving non-profits, cities, municipalities, and utilities.

Presenters: Aric Ohana & Orië Sagie, Envoy co-founders

11:15am - noon **CAMPFIRE DISCUSSIONS** (concurrent)

#### The Great Mobility Debate

"I still can't get my drivers to fill out a personal use log, and you're asking me to transform into a 'mobility manager'?" Fleet managers are increasingly feeling the pressure to rethink their processes based on the disruption in the transportation sector. But why change when we all know that autonomous vehicles aren't coming soon? In this interactive format, our presenters will take roles and dig into both sides of the mobility debate. No agenda here, just straight talk on the issues facing fleets moving forward. Audience participation is essential!

Presenters: Michele Cunningham & Aaron Sandstrom, Element Fleet Management

#### Preparing for an Automated Future: Keys to Optimizing Fleet Operations

Consider your back-end fleet operations: How many layers of staff, phone calls, and emails are required to complete many daily tasks? In today's new mobility space — and as fleets grow in complexity — correcting these inefficiencies is essential. This seminar will share the concepts behind "programmable fleet management," including how to implement a comprehensive fleet servicing toolkit and a single virtual vendor marketplace, and more. Attendees will walk away with strategies to eliminate manual processes, increase transparency, and boost their fleet's bottom line.

Presenter: Sean Behr, STRATIM

12:00pm – 2:00pm **LUNCH + PLENARY SESSION**

#### Integrating Mobility Solutions: What do the Fleet Managers Say?

Mobility management has been heralded as the next evolution of fleet management, but in this rapidly evolving market, where do you jump in? In this seminar, seasoned fleet managers and administrators will put some context to this question by sharing their own mobility initiatives and cost-benefit analyses of solutions coming to market. Discussion topics include developing procurement plans to implement electric vehicles, identifying opportunities for sharing and right sizing, shifting from a car allowance to a mobility allowance, implementing telematics, and more.

Presenters: Jean A. Paul, Aramark; Bill Russell, FLETC

2:00pm – 2:30pm **BREAK**

2:30pm – 3:15pm **TEK TALKS** (concurrent)

#### Corporate Fleets and the Carsharing Potential

Carsharing is spreading from its roots in retail to include various business

uses as well as hybrid models for both business and personal use. Corporations are using carsharing opportunistically to mitigate fleet costs and replace fleet use where it makes sense. Based on the latest data, attendees will understand how and where this concept is gaining traction in fleet.

*Presenter:* Alex Thibault, Vulog

#### A Roadmap for Advanced Fleet Safety Technology

With an ever-increasing suite of vehicle safety options and active safety systems available today – both OEM and aftermarket – fleet managers have more available technology to keep their fleet safe than ever before. Still, the annual accident rate for commercial fleets is about 20%; vehicle crash fatalities and injuries are on a five-year rise, and distracted driving is now being called an epidemic. How should fleets address this urgency, while weighing the myriad of options, cost factors, and effectiveness of the technologies? This seminar will guide fleets on the state of safety technology today – from active collision avoidance and driver monitoring systems to newly available autonomous driving features – and reveal the advancements coming in the near future.

*Presenters:* Marco Della Torre, Derive Systems

3:15pm – 4:00pm

#### **TEK TALKS** (*concurrent*)

##### New Global Location Technology and the Potential for Fleets and Logistics

In 2013, the world was divided into a grid of 3 meters by 3 meters — 57 trillion squares, actually — and each has been assigned a unique 3 word address. This new global location technology is already being used in a variety of work applications, from facilitating time-critical deliveries to rural businesses and delivering machinery to a specific point in a vast work site, to finding the right loading dock on a large corporate campus. Come join the discussion to explore actual use cases and the potential for further efficiencies in transportation and logistics, last-mile deliveries, and other fleet-related activities.

*Presenter:* Ashley Cashion, What3words

**From MaaS to Autonomy: Managing Risk in New Mobility Models**  
From shared fleets and ride hailing to the gig economy and “grey fleet” demands, emerging workforce mobility models are creating new challenges and opportunities for the management of risk. At the same time, accidents caused by distracted driving have reached epidemic proportions, creating an unsustainable market for fleets and insurers alike. This seminar will dive into the bleeding edge of risk management for fleets, from the latest in usage-based insurance (UBI) and big data harvesting to Internet of Things (IoT) applications and the role of insurance in an autonomous environment. Attendees will learn how new tools can be harnessed to reduce cost, mitigate risk, and drive operational efficiencies.

*Presenter:* Andrew Brown-Allan, Trak Global Group

4:00pm – 4:15pm

#### **CLOSING SUMMARY**

4:30pm – 5:30pm

#### **DEBRIEF** (*SPONSORS ONLY*)

##### *Rooftop*

Directly after the close of Fleet Forward Conference, event sponsors are welcome to meet on the rooftop to debrief this year's event. We'll share what went well, where improvements can be made, ideas for next year, and how we can collectively work together to advance mobility solutions in fleet.