

The Manhattan business community rallied behind NYC Bike share and other groundbreaking new transportation options for the City at the first Transportation Transformation workshop organized by the Manhattan Chamber of Commerce and E3Think.

Speakers Mark Gorton, the Limewire founder turned investor, Alex Mashinsky, the telecom entrepreneur and patent generator and Bob Burns, president of BCycle one of the two final contestants for the NYC Bike program, captured the full attention of nearly 100 small and medium business owners in ConEd's conference floor overlooking Manhattan's skyline with an excited crowd.

Said Mark Gorton: "A smarter mix between cars, bikes, Bus Rapid Transit and other transportation makes for a healthier environment, a stronger economy and a more livable city." A strong advocate for all alternatives to cars, Gorton is excited with the prospect of the Bikeshare program, commissioned by City Hall. Bob Burns, president of BCycle, the losing contender for the program, showed great sportsmanship by heartily endorsing the program and wishing NYC lots of biking fun. He added: "I'm proud of the proposal the New York based team submitted, I think it's the right thing and being a New Yorker I know that New Yorkers will let us know what they think, but they appreciate the option to choose a bike instead of the car."

Alex Mashinsky took the opportunity to announce the first installation of wireless communication in a subway station in New York City. The Union Square station a block from the venue where the event took place has just been outfitted by the consortium under the leadership of one of Mr. Mashinsky's companies. Wireless seems to be a guiding principle for him, as he also unveiled the wireless electric vehicle charging technology he has patented. This technology will drive down the cost of electric vehicles, and increase mass adoption.

Transportation Transformation is designed to provide the business community of Manhattan with an overview of Clean Transit Modes (e.g. Electric Vehicles, Carshare, Bus rapid Transit, Bikeshare, Water Taxi, etc), Clean Transit Hubs (transfer areas between water taxi and bike/carshare) and the impact these will have on the City's economy. Retail will be attracted by transportation hubs with its specific traffic and the manufacturing and service for the bikes and cars will take place in the City.

About 100 guests registered for the event, which was sold out. David Pospisil of ConEd, who sponsored the event, said: "we're excited to be part of this series and to see the level of engagement of the business community in Manhattan. These are difficult economic times and to see the excitement for positive change makes one be hopeful for the future."

The next event in the **Transportation Transformation** series will take place on October 25th, at the same location. The subject of that workshop will be on the economic benefits transportation alternatives, and

how to finance the transformation. Given Mr. Gorton's point that the \$20 billion that will be spent on the 2nd Avenue line would have bought an entire network of Bus Rapid Transit for the City, these issues are extremely important. Speakers will address the investment community and its expectations. Also case studies will be presented how different transportation decisions lead to increased economic activity. In spring 2012 the series will be concluded with a big bang: an international full day workshop with thought leaders from governments, science, business, architecture and urban design.

For more information

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