



ARPA-E Transportation Behavior and New Technology Workshop Friday, March 16, 2011 Claremont Hotel, Berkeley CA		
7:30 – 8:00 AM	Registration and Continental Breakfast	
8:00 – 8:15	Welcome and Opening Remarks	<i>ARPA-E</i>
8:15 – 8:35	Workshop Overview and Objectives	Jonathan Burbaum <i>ARPA-E</i>
8:35 – 9:25	Behavioral Economics and Transportation	Dan Ariely <i>Duke University</i>
9:25 – 9:55	Hybrid Electric Vehicles and Consumer Choice	Tom Turrentine <i>UC-Davis</i>
9:55 – 10:25	Alternative Fuels: What have we learned?	David Greene <i>ORNL</i>
10:25 – 10:40	Coffee Break and Report to Breakouts	
10:40 – 12:30 PM	Morning breakouts: small-scale modifications in Phase 1 I. Transforming the experience of purchasing alternative fuels. II. Transforming the experience of researching and purchasing vehicles such as EVs, PHEVs, natural gas vehicles, etc.	
12:30 – 1:00	Lunch Presentation: Overview of the Stanford Behavioral Project and Lessons Learned	Carrie Armel <i>Stanford University</i>
1:00 – 1:10	Solar Energy Evolution and Diffusion Studies (SEEDS): RFI from DOE Sunshot program	Adam Cohen <i>DOE Sunshot Fellow</i>
1:10 – 1:40	Reports from Morning Breakout Sessions	
1:40– 1:50	Instructions for Afternoon Breakout Sessions	
1:50– 2:05	Coffee Break and Report to Breakouts	
2:05– 4:00	Afternoon breakouts: A view from 2022: how was the U.S. able to transform the transportation sector? III. Breakout sessions in fuels and vehicles will create a hypothetical scenario where technology adoption happened faster than anyone imaged and articulate factors that enabled such a success.	
4:00– 4:15	Break, Reconvene for Report Back	
4:15– 4:45	Report Back from Afternoon Breakout Sessions	
4:45– 5:00	Concluding Remarks	