

ASSOCIATION FOR COMMUTER TRANSPORTATION

# 37TH ANNUAL INTERNATIONAL CONFERENCE



**37TH ANNUAL  
INTERNATIONAL  
CONFERENCE**  
SEATTLE • WASHINGTON  
JULY 30 - AUGUST 2, 2023



CONFERENCE GUIDE

# Award-winning technology. Science-based programs. Real modeshift results.



Regional TDM Hub



Employer CommuteHub



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# WELCOME TO SEATTLE!



On behalf of the Planning Committee, we warmly welcome you to ACT's 37th Annual International Conference in beautiful Seattle, Washington! We are thrilled to have you join us as we gather to share knowledge, foster connections, and celebrate excellence in TDM. If it is your first time attending, thank you for stepping into the ACT community. If you are a returning guest, thank you for coming back! Whether you are attending for the first time or the 37th, we value your trust in what we have to offer. We are pleased to have experts from numerous transportation agencies and organizations bringing together a fantastic program filled with interactive workshops, interesting sessions, and tours that showcase TDM in the Pacific Northwest.



**Kiki Dohman,**  
Conference Chair  
Salem Area Mass  
Transit District

The value of networking at a conference like this is incalculable. There will literally be thousands of years of experience gathered in the same place to share their best practices and help the TDM community better serve their communities. There is no better opportunity to connect with your peers, build relationships, and explore partnership opportunities.



**Jamie Gaskill**  
Conference Co-chair  
Colorado State University

To put a conference of this magnitude together is not a small task. To that end, we want to thank everyone who made this event possible. First, we would like to thank Casey Murphy, ACT's Senior Director of Events, along with the other wonderful ACT staff members for their time and commitment. Equally as important, we want to recognize the volunteers serving on the Conference Planning Committee. These individuals have worked tirelessly throughout the year to assemble a conference worthy of your time. We also would like to thank all of the sponsors highlighted in this program for providing their generous financial support that allowed us to make this year's conference the most memorable to date.



**Clark Rider**  
Conference Co-chair  
University of  
Colorado Boulder

Whether it's kayaking through the bay, exploring Pike Place Market, or catching a Mariners game, Seattle is full of fun experiences. We hope you have a fantastic time here in the PNW! Thank you for choosing ACT!

## **KiKi Dohman, Jamie Gaskill, and Clark Rider**

- Host:** Mary Anderson, AICP, TDM-CP
- Host:** Sylvia Crum
- Host:** Lisa Enns
- Host:** Bobby Lauterjung
- Host:** Valerie Juguilon
- Host:** Sarah Spicer
- Host:** Melodi Yanik
- Awards/Host:** Daniel Heldring

- Awards/Host:** Allison Miskell
- Awards:** Zarina Infante
- Awards:** Mark Melnyk
- Program:** Marne Duke
- Program:** Emily Haar
- Program:** Manuel Soto
- Program:** Heidi Speight



# Can AI be more than just smart?

Could it make TDM more accessible?

A screenshot of a mobile application interface titled "Ask AI". At the top left is a search icon with a plus sign, and at the top right is a close button (an 'x'). Below the title is a subtitle: "Get answers to your transportation questions anytime, anywhere." A text input field contains the placeholder text "Ask me your Seattle transportation questions...". Below the input field, under the heading "Try these", are five example questions: "How do I buy an ORCA card?", "Where can I charge my electric vehicle downtown?", "Are there reduced fares on Metro for seniors?", "What is vanpooling?", and "What are my transportation options to get to the Mariners game?".

Q+

**Ask AI**

Get answers to your transportation questions anytime, anywhere.

Ask me your Seattle transportation questions...

Try these

How do I buy an ORCA card?

Where can I charge my electric vehicle downtown?

Are there reduced fares on Metro for seniors?

What is vanpooling?

What are my transportation options to get to the Mariners game?



## We think so.

Come kick the tires\* as an AI tester at the Commutifi booth and get a sneak peek at what we're building.



*\*Pun intended.*

# THANK YOU TO OUR 2023 SPONSORS

## PLATINUM



## DIAMOND



## GOLD



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## BRONZE





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Micromobility



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Customer Service Representatives

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# KEYNOTE SPEAKERS

MONDAY, JULY 31 | 9:15 A.M.



**Olatunji Oboi Reed**

President & CEO

The Equiticity Racial Equity  
Movement

PRESENTED BY **rideamigos**

TUESDAY, AUGUST 1 | 9:15 A.M.

**ROB JOHNSON**

SVP – Sustainability  
and Transportation

The Seattle Kraken and  
Climate Pledge Arena



PRESENTED BY  **Commutifi**



## Your ACT Conference is Carbon-Free in 2023!

We're incredibly proud to be the ACT Climate Sponsor again this year. We're also super excited to welcome Courtney Reynolds to our team. Stop by our booth to say hello, meet Courtney, and enjoy a carbon-free visit!



## ONE COMMUTE

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- Mobile Apps with OneApp Manager



OneCommute is a comprehensive, innovative suite of software applications designed to encourage collaboration and promotion of commuting programs for businesses, employees, TDM programs & communities. OneCommute focuses on reducing single-occupancy vehicles by promoting alternatives such as biking, transit, walking, working from home, carpooling, and vanpooling.



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(770) 299-8502



[info@onecommute.com](mailto:info@onecommute.com)



# AGENDA

## Sunday, July 30

8:30 a.m. - 7 p.m.

### Registration Open

Grand Ballroom Pre-Function Area / Spruce

9 a.m. - 12 p.m.

### Cutting through the Noise: Tailoring your Message to Get Results

Willow A

### Transportation Resilience in Disaster & Large Scale Emergencies Continuity of Operations

Willow B

10:45 a.m. - 4:45 p.m.

### Tours

1 p.m. - 4 p.m.

### When Driving Isn't An Option - Mobility Access for Nondrivers

Willow A

### Volunteer Leaders Workshop

Willow B

### TDM-CP Exam

Cedar A

3 p.m. - 5 p.m.

### TRB TDM Committee Meeting

Aspen

5 p.m. - 6 p.m.

### President's Reception (Invite only)

Cirrus Ballroom (35th floor)

Sponsored by:  **TransWest**

6 p.m. - 8 p.m.

### Opening Reception

Grand Ballroom

Sponsored by:  **ONECOMMUTE**  
Driving Change OneCommute at a Time

## Monday, July 31

7:30 a.m. - 5 p.m.

### Registration Open

Grand Ballroom Pre-Function Area / Spruce

8 a.m. - 8:50 a.m.

### Networking Breakfast & Exhibit Hall

Grand Ballroom

8:50 a.m. - 9:15 a.m.

### Welcome to Seattle!

Grand Ballroom

9:15 a.m. - 10:15 a.m.

### Keynote Address - New Policies, New Systems, New Moves: Reimagining Transportation for Racially Marginalized Communities

Grand Ballroom

Sponsored by:  **rideamigos**

10:15 a.m. - 10:30 a.m.

### Networking Break & Exhibit Hall

Exhibit Hall/Grand Ballroom A



**Mobility for You**

- Family
- Late Nights
- Date Nights
- New Jobs
- Old Friends
- Getting To Work
- Getting To Play
- Walking More
- Driving Less
- Seamless Journeys
- Better Connections
- The First Day Of School
- The First Day Of Summer
- Lawn Seats
- Free Concerts
- Playoffs
- A Better Commute
- A Better Experience
- A Better Planet

**All**

# AGENDA

## Monday, July 31 (cont.)

10:30 a.m. - 12 p.m.

**Downtown Diversification: Cities Adapting to Sustain Hybrid Work**  
Cedar

**The Premise of Behavioral Science in Transportation: A discussion of approaches, implementations, and future work**

Redwood

**One Size Does Not Fit All: Microtransit across Washington State**  
Metropolitan A


**Watering Residents and Commuters that Live in Transit Deserts**  
Metropolitan B

**Get Linked: Using LinkedIn to Build Support for TDM**  
Ravenna

**Greener Together: Cracking the Code for Zero Emission Fleet Transitions**  
Willow

12 pm. - 1 p.m.

**Networking Lunch with Exhibitors**  
Grand Ballroom

Sponsored by:  Hallcon\*

**Chapter/Council/Committee Leaders Luncheon (Invite only)**  
Cirrus Ballroom (35th floor)

1:10 p.m. - 2:10 p.m.

**New Opportunities for TDM In Sustainability and ESG Reporting**  
Metropolitan A

**Starting Small, Thinking Big: Evolving to ZEV Shuttles on Campus**  
Metropolitan B

Sponsored by:  WeDriveU

**Improving Equity and Mobility via Public-Private Sector Partnerships**  
Willow

**Co-Creating Outreach Strategies to reach Underserved Transit Riders**  
Cedar

**Flexible Vanpools for the Future: Telework, Hybrid and New Schedules**  
Redwood

**Measure What Matters: Using OKRs to deliver better TDM work**  
Ravenna

2:10 p.m. - 2:20 p.m.

**Break**

2:20 p.m. - 3:20 p.m.

**Making the Case for Support of TDM Programs: Benchmarking and data gathering**  
Metropolitan A

Willow room sponsored by:  Hallcon\* Metropolitan A room sponsored by:  Commutifi

# AGENDA

## Monday, July 31 (cont.)

2:20 p.m. - 3:20 p.m.

**How Transportation Policy Can Help us Move to a Multimodal Future**  
Redwood

**"So What Do You Guys Do?" Fun Speed Networking for Technology Providers & Clients**  
Cedar


**E-Bikes, Enhancing Mobility and Maximizing Equity in the Bull City**  
Metropolitan B

**TDM Strategies in Urbanizing, Suburban, and Rural Communities**  
Ravenna

**Smashing the Reset Button on Incentives Programs After the Pandemic**  
Willow

3:20 p.m. - 3:45 p.m.

**Afternoon Break and Refreshments**  
Exhibit Hall / Grand Ballroom A

Sponsored by: 

3:45 p.m. - 4:45 p.m.

**Vanpool Council Meeting**  
Willow

**Marketing and Communications Council Meeting**  
Metropolitan A

**Employer Council Meeting**  
Metropolitan B

**Shuttle Council Meeting**  
Redwood

**TDM Executives Meeting (Invite only)**  
Cedar

5 p.m. - 6 p.m.

**Cascade Chapter Meeting**  
Willow

**Patriot Chapter Meeting**  
Capitol Hill

**Chesapeake Chapter Meeting**  
Cedar

**Red River Chapter Meeting**  
Ballard

**Mid-Atlantic Chapter Meeting**  
Issaquah

**Rocky Mountain Chapter Meeting**  
Aspen

**Midwest Chapter Meeting**  
Redwood

**SEACT Chapter Meeting**  
Metropolitan A

**Northern/Southern California Chapter Meeting**  
Grand Ballroom

**Valley of the Sun Chapter Meeting**  
Greenwood

6 p.m. - 7 p.m.

**Exhibitors Reception**  
Exhibit Hall/Grand Ballroom A

Sponsored by:  **TripShot**  
All Aboard

Willow room sponsored by:  Hallcon\* Metropolitan A room sponsored by:  Commutifi

# AGENDA

## Tuesday, August 1

7:30 a.m. - 4:15 p.m.

### Registration Open

Grand Ballroom Pre-Function Area / Spruce

8 a.m. - 9 a.m.

### Networking Breakfast & Exhibit Hall

Grand Ballroom

9:15 a.m. - 10:15 a.m.

### Keynote Address - Kraken the Code to a More Sustainable Future

Grand Ballroom

Sponsored by:  **Commutifi**

10:15 a.m. - 10:30 a.m.

### Networking Break & Exhibit Hall

Exhibit Hall / Grand Ballroom A

10:30 a.m. - 12:00 p.m.

### Increasing Mobility in Rural Communities: A Pacific Northwest perspective

Cedar

### TDM Partnerships - Partnership TDM in the Greater Seattle Area

Metropolitan A

### Incentive-based Commute Pilot for SF Essential Transit Workers

Ravenna

### E-bike Growing Pains

Metropolitan B

### TDM Strategic Planning at the Regional Level

Redwood

### TDM & Employer Ordinance

Willow

12 p.m. - 1 p.m.

### Networking Lunch & Exhibit Hall

Grand Ballroom

### TDM-CP Luncheon (Invite Only)

Cirrus Ballroom (35th floor)

1:10-2:25 p.m.

### Marketing the TDM Story in a Changing Mobility Landscape

Metropolitan A

### Return to Work - Challenges/Opportunities With Hybrid Structures

Metropolitan B

### TDM-CP Topics Game Show

Cedar

### Cracking the Code on Residential Transit Passes

Ravenna

Willow room sponsored by:  **Hallcon** Metropolitan A room sponsored by:  **Commutifi**

# AGENDA

## Tuesday, August 1 (cont.)

1:10 p.m. - 2:25 p.m.

### Creating Commuter Shift: Implementing a Campus Daily Parking Program

Redwood



### TDM Evolution - New, more inclusive models

Willow



2:25 p.m. - 2:35 p.m.

### Break

2:35 p.m. - 3:50 p.m.

### Navigating the TDM Puzzle

Metropolitan A

Sponsored by:  TripShot  
All Aboard

### How Washington State is Evolving their Vanpool Program for a New Commuter

Metropolitan B

### The ACT Shuttle Council Survey - Insights from 2023

Cedar

### A Tale of Telework Program Impacts: New and pre-covid

Ravenna

### A Parking Cashout Story: From Advocacy to Reality

Redwood

### Influencers, Trends, and Trolls: Leveraging Social Media for TDM

Willow

3:50 p.m. - 4:15 p.m.

### Afternoon Break and Refreshments

Exhibit Hall / Grand Ballroom A

4:15 p.m. - 5:15 p.m.

### Higher Education Council Meeting

Metropolitan A

### Technology and Innovation Council Meeting

Metropolitan B

### Telework / AWA Council Meeting

Redwood

### TMA Council Meeting

Willow

6 p.m. - 8 p.m.

### RideAmigos Closing Night Celebration (Family Friendly!) - RSVP Required (RSVP at the QR code)

Downtown Seattle



Willow room sponsored by:  Hallcon\* Metropolitan A room sponsored by:  Commutifi

# AGENDA

## Wednesday, August 2

8:30 a.m. - 10:30 a.m.

### Registration

Grand Ballroom Pre-Function Area / Spruce

9 a.m. - 9:30 a.m.

### Networking Breakfast & Exhibit Hall

Grand Ballroom

9:30 a.m. - 10:30 a.m.

### Commuting to Commencement: TDM strategies for the best last day

Willow

### How Employer Commute Programs are Responding to a Post-Pandemic Workplace

Metropolitan A

### How TransLink leverages technology and incentives to reduce commuting impacts

Metropolitan B

### Leading through Listening: Utilizing community-based outreach and engagement for TDM

Redwood

10:30 a.m. - 11:45 a.m.

### ACT National Awards & 2024 Conference Announcement

Grand Ballroom

12 p.m. - 4 p.m.

### Tours

Willow room sponsored by: > Hallcon\* Metropolitan A room sponsored by: Commutifi

**Booth #5**

**zeelo**

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**zeelo.co**

# Better commute, better communities.



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## Congratulations on 37 years!



As a Patron Sponsor of the Association for Commuter Transportation, we salute ACT for 37 years leading the way in improving transportation options for commuters and sustainable communities. We're thrilled to celebrate with our valued customers and partners and thank the Cascade chapter for the warm hospitality on behalf the Shuttle and Transit division of National Express North America, a Mobico Group company proudly serving nearly a billion bus, coach and rail passengers on four continents.



Visit us in the Expo for a free gift  
to celebrate #EarthDayEveryDay

[www.wedriveu.com](http://www.wedriveu.com)

**MARK YOUR CALENDAR!**

**MON. JULY 31**

**10:30-12**

**Greener Together: Cracking  
the Code for Zero Emission  
Fleet Transitions**

**1:10-2:10**

**Starting Small, Thinking Big:  
Evolving to ZEV Shuttles on  
Campus**

**TUES. AUG. 1**

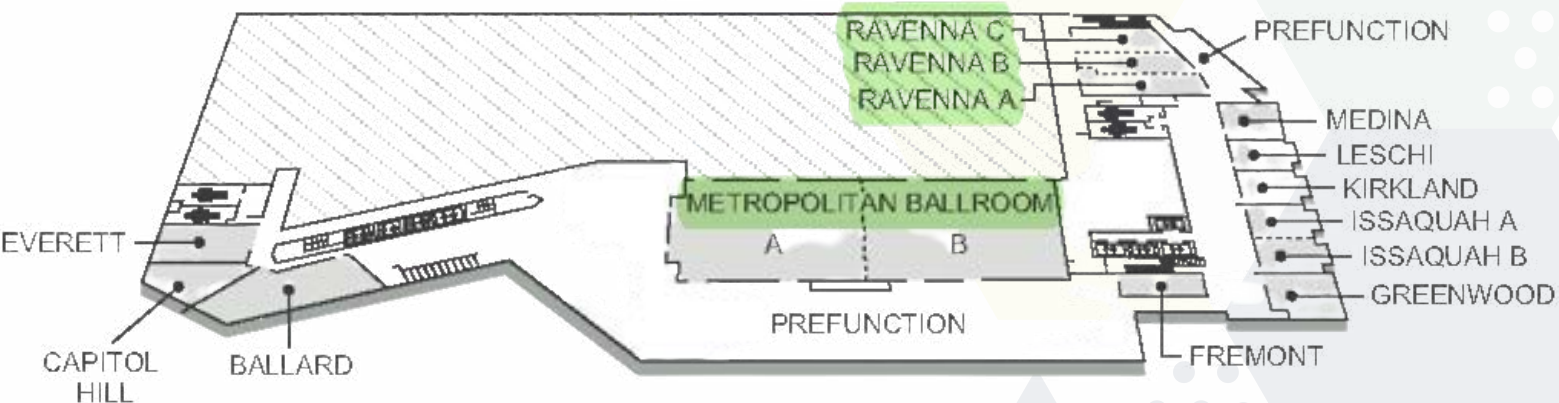
**2:35-3:50**

**ACT Shuttle Council Survey -  
Insights from 2023**

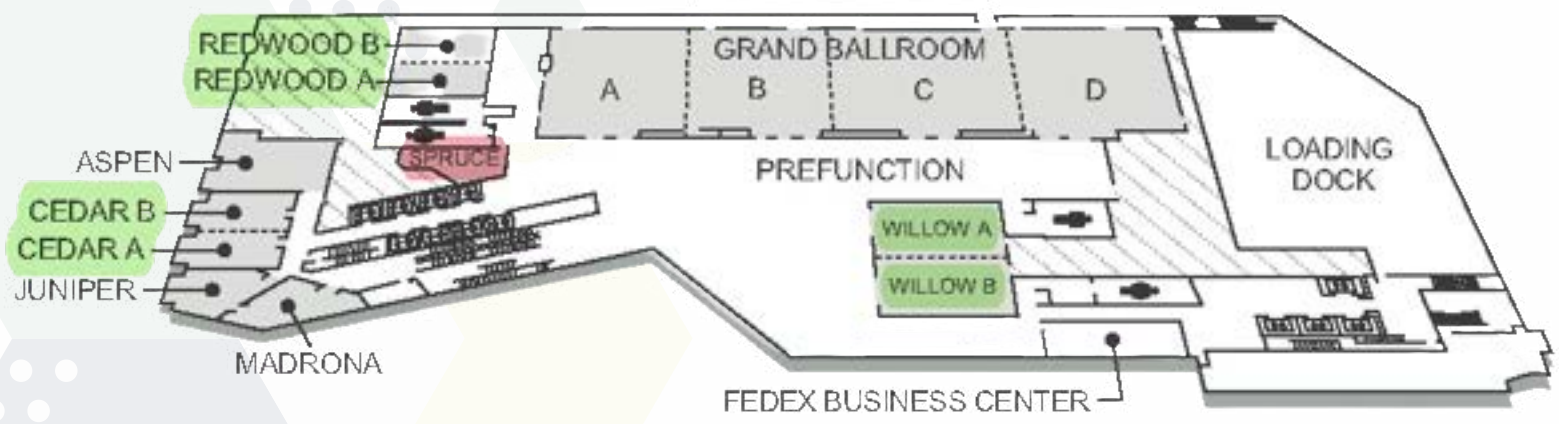


# EVENT MAP

## Third Floor



## Second Floor





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# EXHIBITOR HALL

	 <b>Best Payment Solutions</b> <small>Rebate   Shared Incentive   Employee Rewards</small> <b>10</b>	 <b>Bauer</b> <small>Intelligent Transportation</small> <b>11</b>	 <b>TransLōc</b> <b>12</b>	 <b>TripSpark</b> <small>MOVING &lt;&gt; TOGETHER</small> <b>13</b>	 <b>LUXBUS AMERICA</b> <b>14</b>
 <b>luum</b> <small>by HealthEquity</small> <b>9</b>					
 <b>parkable</b> <b>8</b>			 <b>WeDriveU</b> <b>15</b>	 <b>TripShot</b> <small>All Aboard</small> <b>25</b>	
 <b>Ridepanda</b> <b>7</b>		 <b>flexigo</b> <b>16</b>			
 <b>ONE.COMMUTE</b> <small>Driving Change OneCommute at a Time</small> <b>6</b>					
 <b>zeelo</b> <b>5</b>			 <b>via</b> <b>17</b>	 <b>Hallcon</b> <b>24</b>	
 <b>CLS</b> <small>GLOBAL TRANSPORTATION</small> <b>4</b>			 <b>TransWest</b> <b>18</b>	 <b>agilemile</b> <b>23</b>	
 <b>rideamigos</b> <b>3</b>					
 <b>my Mobility</b> <b>2</b>			 <b>LOVE TO RIDE</b> <b>19</b>	 <b>Commutifi</b> <b>22</b>	
 <b>sp+</b> <b>1</b>			 <b>Liftango</b> <b>20</b>	 <b>CLARK communications</b> <small>25</small> <b>21</b>	

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