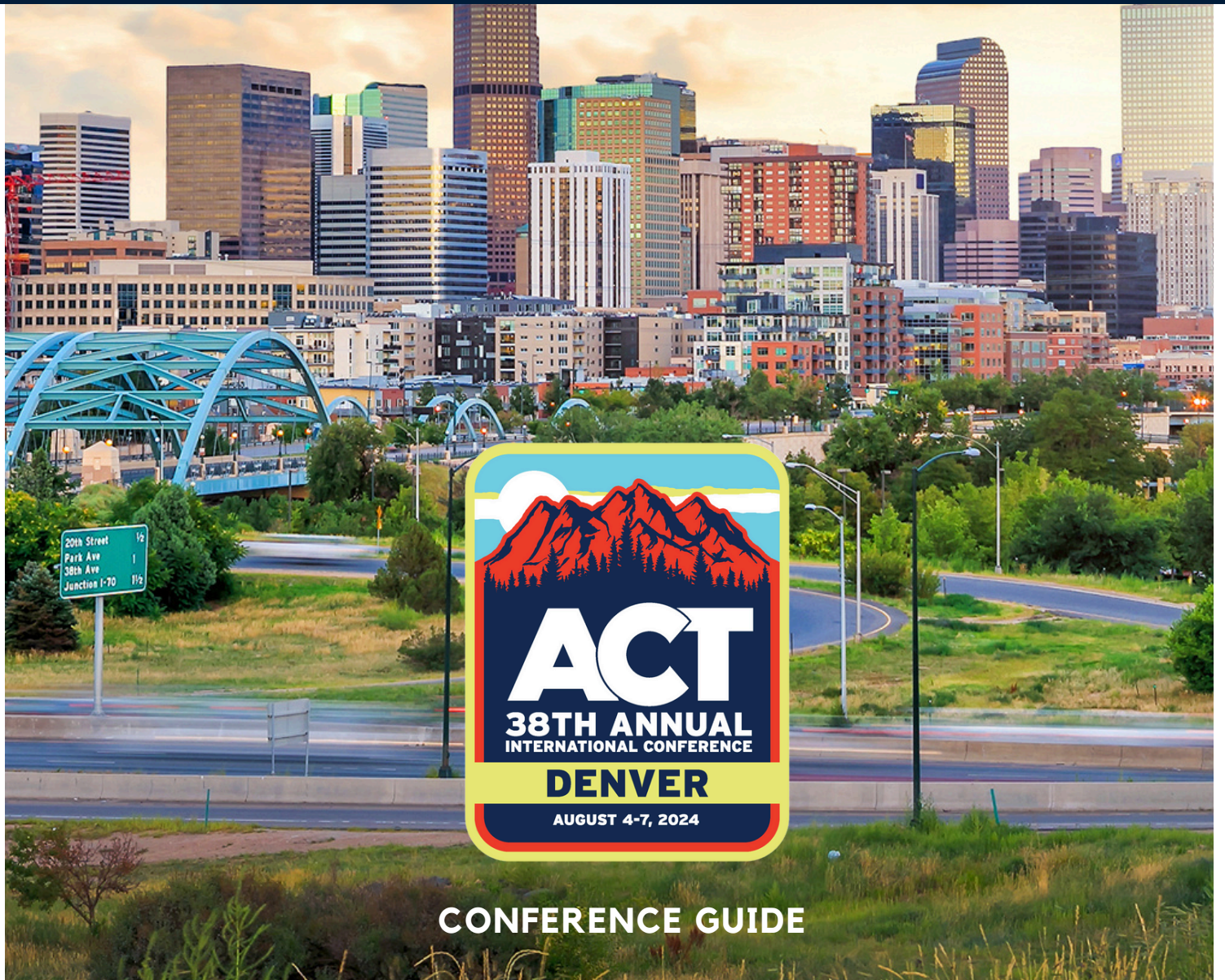


ASSOCIATION FOR COMMUTER TRANSPORTATION

# 38TH ANNUAL INTERNATIONAL CONFERENCE



CONFERENCE GUIDE



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# WELCOME TO DENVER!



**38TH ANNUAL  
INTERNATIONAL  
CONFERENCE  
DENVER**  
AUGUST 4-7, 2024



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

On behalf of the Planning Committee, we are excited to welcome you to ACT's 38th Annual International Conference in the mile high city of Denver, Colorado! 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 38th, 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, engaging sessions, mobile sessions and tours that showcase TDM in the Colorado and the Rocky Mountain Region and beyond.



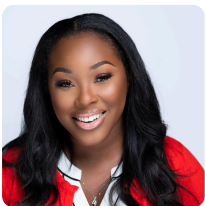
**Clark Rider**  
Conference Co-chair  
University of  
Colorado Boulder

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 with the sole purpose of sharing their best practices and helping the TDM community better serve their communities. There is no better opportunity to connect with your peers, build relationships, and explore partnership opportunities.



**Imani Johnson**  
Conference Co-chair  
City of Durham

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.



**Shontay Rose-Bell**  
Conference Co-chair  
Odonnell Company

Whether it's hiking a local trail, visiting the Forney Museum of Transportation, riding the 5280 trail, attending a Rockies game or sipping local microbrews, Denver has something for everyone. We hope you have a fantastic and memorable time in colorful Colorado! Thank you for choosing the ACT International Conference.

**Jamie Gaskill, Clark Rider, Imani Johnson and Shontay Rose-Bell,**  
Conference Committee Co-Chairs

**Awards:** Brandon Figliolino  
**Awards:** Devin King  
**Awards:** John Marcantonio  
**Awards:** Hailee Lenhart-Wees  
**Host/Awards:** Kathleen Godfrey  
**Host/Awards/Program:** Nisha Mokshagundam  
**Host:** Darcy Kitching  
**Host:** Phil von Hake  
**Host:** Jaclynn Streeter  
**Host:** Elaine Erb  
**Host:** Carson Priest  
**Host/Awards:** Tammy Herreid  
**Host:** Eric Herbst

**Host:** Max Gesten  
**Host:** Erica Hine  
**Host:** Diane Beil  
**Host/Program:** Nathan Pope  
**Program:** Michael Holme  
**Program:** Jonathan Hopkins  
**Program:** Kalie Fallon  
**Program:** Catherine Sanders  
**Program:** Michael Hughes  
**General:** Karen Worminghaus  
**General:** Evangelos Gatseos  
**General:** Nick Glenna  
**General:** Marisa Kaplita

**Personalize** the commute experience.  
**Influence** real modeshift.  
**Eliminate** busywork.

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by ride**amigos**

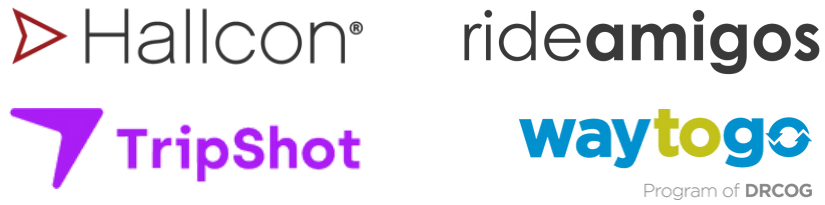


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# KEYNOTE SPEAKERS

MONDAY, AUGUST 5



**Charles Brown**

**Founder & CEO,**  
Equitable Cities

PRESENTED BY  Hallcon®

TUESDAY, AUGUST 6

**AMY FORD**

**Executive Director,**  
Department of  
Transportation and  
Infrastructure, City and  
County of Denver



PRESENTED BY **rideamigos**

# Transforming the Commuting Experience

TripShot, a transportation management technology, provides solutions for fixed-route, on-demand, microtransit and parking services. Transportation managers for public and private transit programs use our software to create bus routes, dispatch their vehicles, monitor maintenance issues, manage parking options and track performance. Riders use our mobile app to locate their buses, receive notifications, plan trips and pay through digital ticketing.

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riders

using TripShot in 2023

100+  
million  
miles

vehicle miles traveled using TripShot in 2023

150+  
customer  
locations

utilizing TripShot

Parking

On  
Demand

External  
Codes

Fixed  
Route


Reservations

FlexRide





# AGENDA

## Sunday, August 4

- 8:30 a.m. - 7 p.m.**      **Registration Open**  
Denver Registration
- 9 a.m. - 4:45 p.m.**      **Tours**
- 9 a.m. - 12 p.m.**      **Applying Behavioral Science to Transportation Demand Management**  
Penrose 1&2 *\*Workshop pre-registration required*
- CANCELED - The Power to Engage and Persuade: Theatre Techniques for Effective Communication**  
Mattie Silks *\*Workshop pre-registration required*
- 1 p.m. - 4 p.m.**      **The History of TDM: Lessons Learned and How to Apply Them Today**  
Mattie Silks *\*Workshop pre-registration required*
- Volunteer Leaders Workshop**  
Penrose 1&2 *\*Workshop pre-registration required*
- 5 p.m. - 6 p.m.**      **President's Reception (invite only)**  
Colorado G-H
- 6 p.m. - 8 p.m.**      **Opening Reception**  
The Plaza (located outside the Hilton lobby)
- Sponsored by:  **Commutifi**

## Monday, August 5

- 7:30 a.m. - 5 p.m.**      **Registration Open**  
Denver Registration
- 7:45 a.m. - 8:45 p.m.**      **Public Policy Committee Open House**  
Colorado G-H
- 8 a.m. - 9 a.m.**      **Networking Breakfast & Exhibit Hall**  
Colorado A-F & Denver Ballroom
- 8:45 a.m. - 10:15 a.m.**      **Monday Morning Welcome and Keynote - Charles Brown**  
Colorado A-F
- Keynote sponsored by:  Hallcon\**
- 10:15 a.m. - 10:30 a.m.**      **Morning Coffee Break & Exhibit Hall**  
Colorado A-F & Denver Ballroom
- Sponsored by:  TRAKK*
- 10:30 a.m. - 12 p.m.**      **Optimizing Mobility: Transportation Demand Management's Role in Transportation Systems Management & Operations**  
Penrose 1

Penrose 1 sponsored by:  Hallcon\*      Colorado G-H sponsored by: **jawnt**

# Learn how Way to Go keeps the Denver region moving.

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Program of **DRCOG**

[WayToGo.org](http://WayToGo.org)

## Clearer Colorado Skies Through Zero Fare for Better Air

Monday, August 5  
1:10 p.m. to 2:10 p.m.

## The Evolution of the TDM Ordinance

Tuesday, August 6  
10:30 a.m. to 12 p.m.

## E-Bikes, Everywhere, All at Once (mobile session)

Tuesday, August 6  
1 p.m. to 3 p.m.

## Solving Transportation Challenges with Microtransit

Tuesday, August 6  
2:35 p.m. to 3:50 p.m.



Downtown  
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# AGENDA

## Monday, August 5 (cont.)

- 10:30 a.m. - 12 p.m.**
- Combating Sustainable Transportation Barriers for Low Wage/Shift-Based Workers**  
Colorado G-H
  - Scooting, Spinning, and Sharing: Different Models for Shared Micromobility Programs**  
Penrose 2
  - Let's Get Tactical - TDM Messaging Workshop**  
Colorado I-J
  - What TDM Professionals Should Know about Working with Transit Agencies**  
Matchless
  - Navigating Residential TDM: From Pilots to Success!**  
Mattie Silks
- 12 pm. - 1 p.m.**
- Networking Lunch with Exhibitors**  
Colorado A-F
  - Chapter/Council/Committee Leaders Luncheon (Invite only)**  
Appaloosa Grill, Wright Room
- 1 p.m. - 3:20 p.m.**
- Advanced Registration Required - "Don't Pick on the Newbie"- Making Room for Shared Micromobility**  
*\*Mobile session pre-registration required*
- 1:10 p.m. - 2:10 p.m.**
- Matching Funds for Sustainable Commuting: Boulder's TDM Wallet Pilot**  
Colorado I-J
  - Evidence-Based Behavior Change Strategies: Nine Lessons from Traffic Safety**  
Penrose 1
  - Policy Popcorn**  
Colorado G-H
  - Canceled - Preparing the Next Generation: Integration of TDM into Transportation Curricula**  
Mattie Silks
  - Transportation Equity for Supported Housing and Income-Qualified Participants**  
Penrose 2
  - Clearer Colorado Skies Through Zero Fare for Better Air**  
Matchless
- 2:10 p.m. - 2:20 p.m.**
- Break**
- 2:20 p.m. - 3:20 p.m.**
- Streamlining TDM Marketing: Tips to Creating Resources, Campaigns, and Call-to-Actions**  
Colorado I-J

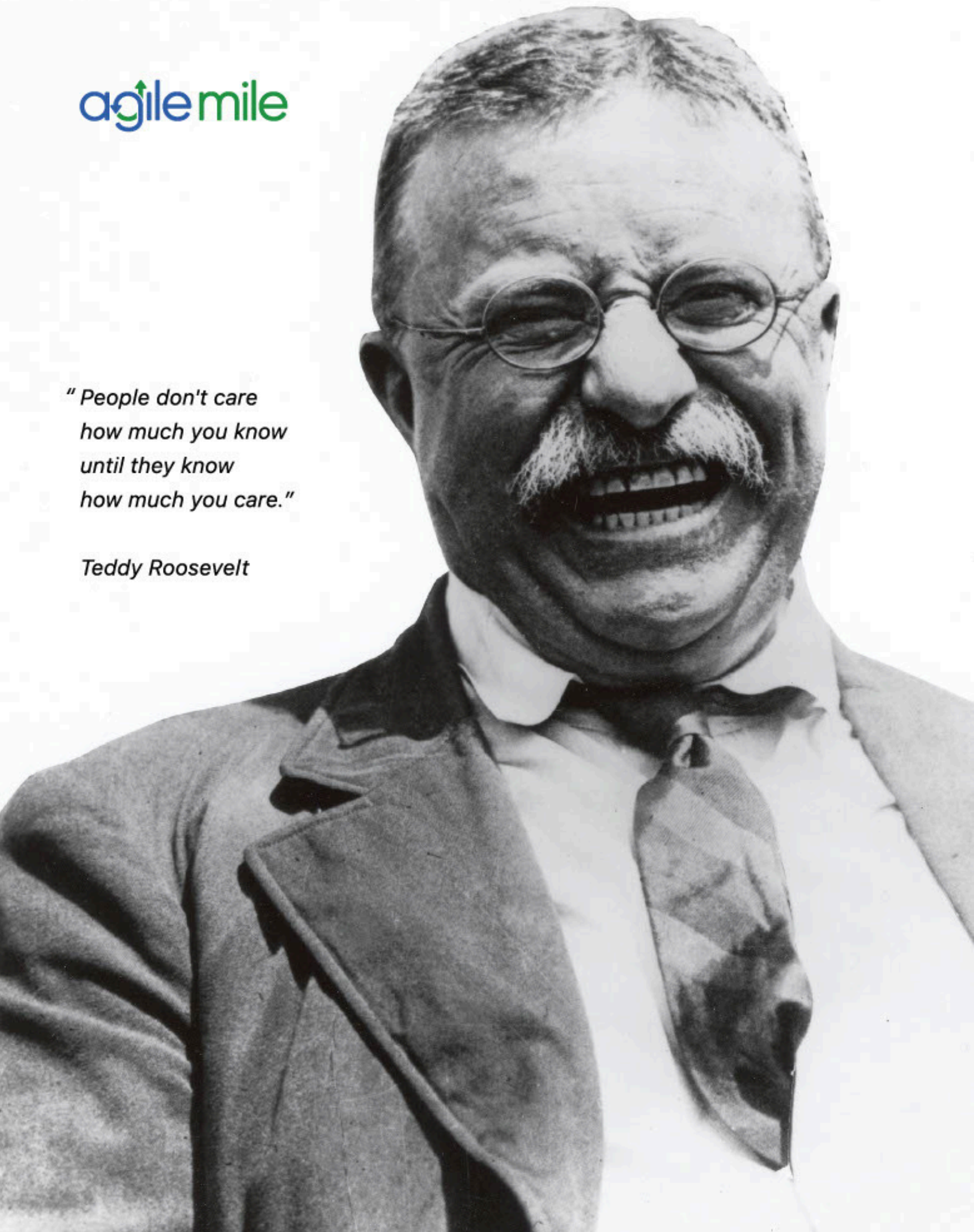
Penrose 1 sponsored by:  Hallcon® Colorado G-H sponsored by:  jawnt

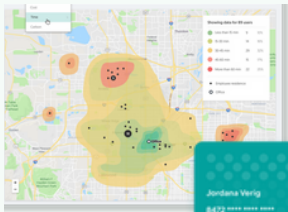


agile mile

*" People don't care  
how much you know  
until they know  
how much you care."*

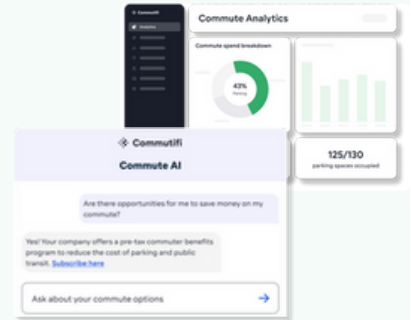
*Teddy Roosevelt*





# Commutifi

Centralized Software for Commuting at Scale



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Alta's programs team was joined by UrbanTrans in April 2024, marking the beginning of a new era in transformative mobility solutions! Together, we are leading the industry to provide the most innovative TDM services!

alta

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NORTH AMERICA



# AGENDA

## Monday, August 5 (cont.)

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

### Enhancing the Reach and Efficacy of TDM through Equitable Engagement

Penrose 1

### What's The Point?: Planning Utah's New Multimodal City

Mattie Silks

### Seamless in Seattle: How to Deliver on TDM Goals

Penrose 2

### Hybrid Work Ecosystem: Trends Shaping the Future of Work

Matchless

### Inclusive University Design to Support Equitable Access to All Commuters

Colorado G-H

2:30 p.m. - 3:30 p.m.

### (Pre-Registration Required) Explore Downtown Denver With Pedestrian Dignity

*\*Mobile session pre-registration required*

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

### Afternoon Break and Refreshments

Denver Ballroom

Sponsored by:  WeDriveU

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

### Higher Education Council Meeting

Penrose 1

### TMA Council Meeting

Mattie Silks

### Technology & Innovation Council Meeting

Colorado G-H

### Transit Council Meeting

Penrose 2

### Telework/AWA Council Meeting

Colorado I-J

5 p.m. - 6 p.m.

### Cascade Chapter Meeting

Colorado I-J

### Patriot Chapter Meeting

Independence

### Chesapeake Chapter Meeting

Penrose 2

### Red River Chapter Meeting

Silverton

### Mid-Atlantic Chapter Meeting

Colorado G-H

### Rocky Mountain Chapter Meeting

Colorado A-F

### Midwest Chapter Meeting

Mattie Silks

### SEACT Chapter Meeting

Penrose 1

### Northern California Chapter Meeting

Nat Hill

### Valley of the Sun Chapter Meeting

Homestead

### Southern California Chapter Meeting

Pomeroy

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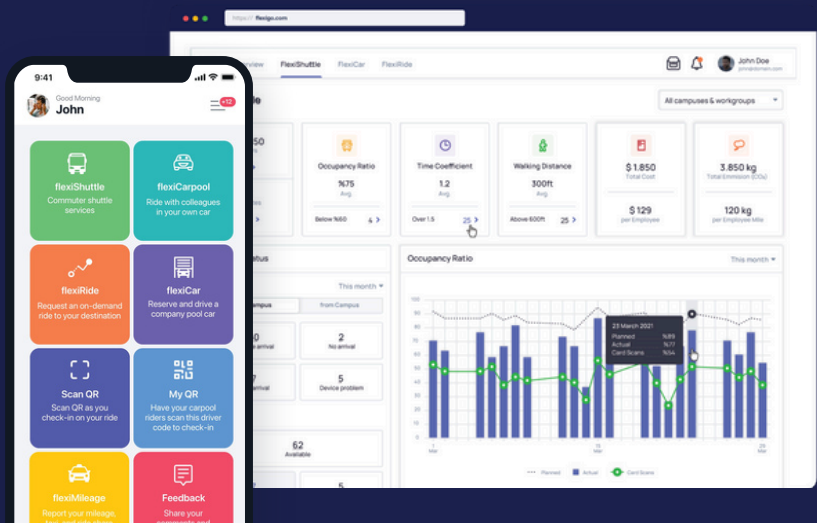
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# AGENDA

## Monday, August 5 (cont.)

6 p.m. - 7 p.m.

### Exhibitors Social

Denver Ballroom

Sponsored by:  TripShot

## Tuesday, August 6

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

### Registration Open

Denver Registration

8 a.m. - 9 a.m.


### Networking Breakfast & Exhibit Hall

Colorado A-F

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

### Tuesday Keynote Presentation - Amy Ford

Colorado A-F

Sponsored by:  rideamigos

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

### Networking Break & Exhibit Hall

Colorado A-F

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

### Leveraging Local Partnerships and Trends for Social Media Marketing

Matchless

### The Future is Electric: How E-Bike Rebates are Zapping VMT

Penrose 2

### Applying TDM Assessment Tools to Identify the Most Impactful Strategies

Penrose 1

### Corporate Mobility Rapid-Fire: Impactful Commute Solutions in 5 Slides

Colorado G-H

### Transportation Demand Management, Behavior Change, and Equity: Lessons from TRB

Colorado I-J

### The Evolution of the TDM Ordinance - Efforts to make TDM policies and programs more equitable and inclusive for residents of multifamily, affordable housing developments

Mattie Silks

12 p.m. - 1 p.m.

### Networking Lunch & Exhibit Hall

California A-F

### TDM-CP Luncheon (Invite Only)

Appaloosa Grill, Wright Room

12 p.m. - 1:30 p.m.

### TRB TDM Committee Meeting

Gold Coin

1 p.m. - 4 p.m.

### Advanced Registration Required - Creative Placemaking with Transit and People-Focused Planning

*\*Mobile session pre-registration required*

Penrose 1 sponsored by:  Hallcon® Colorado G-H sponsored by:  jawnt



# Technology to connect commuters

FIND US AT BOOTH  
**1**



**Carpool**

Dynamic matching and validation



**Shuttle**

Manage on-demand and fixed-route buses



**Labs**

Service design and optimization

7:30 am

8:45 am

9:30 am

10:15 am

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# AGENDA

## Tuesday, August 6 (cont.)

1 p.m. - 3:30 p.m.

**Advanced Registration Required - E-Bikes, Everywhere, All At Once:  
Fostering Bike Demand in Denver**

*\*Mobile session pre-registration required*

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

**At the Conception: Building TMAs From Scratch for Any Circumstance**

Mattie Silks

**Multilingual Approaches to TDM**

Penrose 2

**Let's Partner- Fun Speed Networking for Technology Providers & Clients**

Colorado G-H

**Moving as One: Northern Colorado's Collaboration for Smarter Commutes**

Matchless

**TDM Policy Leaders in Colorado**

Penrose 1

**Promoting Sustainable Commuting by Providing Daily Decision**

Colorado I-J

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

**Break**

Colorado A-F

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

**Improving University Mobility and Affordability through Transit Pass Programs**

Penrose 2

**The Call for a Carpool Renaissance**

Colorado G-H

**Breaking Barriers to Bike Ownership: Increasing Mobility for Underserved  
Populations**

Colorado I-J

**New Trends in Free Fares for Youth Mobility**

Mattie Silks

**Solving Transportation Challenges with Microtransit**

Penrose 1

**Beyond Roads: State DOT Innovations in TDM for Sustainable Futures**

Matchless

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

**Afternoon Break and Refreshments**

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

**Vanpool Council Meeting**

Penrose 1

**Marketing & Communications Council Meeting**

Colorado G-H

**Employer Council Meeting**

Penrose 2

Penrose 1 sponsored by:  Hallcon® Colorado G-H sponsored by:  jawnt



We asked about  
commuter benefits.

350+ HR pros  
answered.

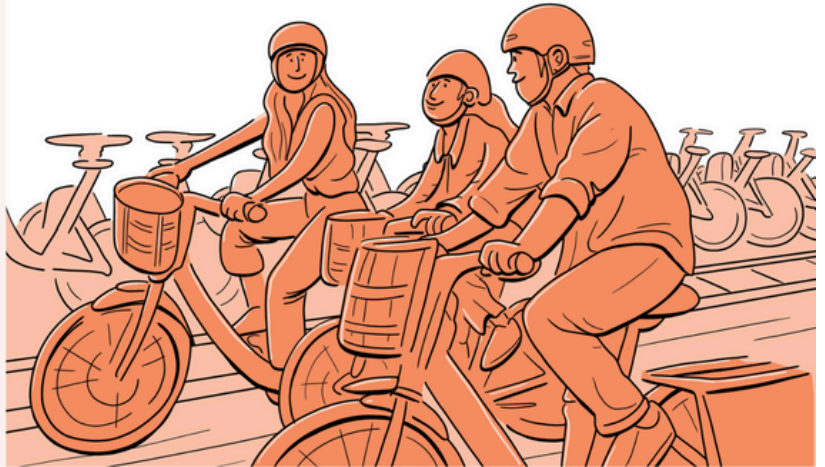
HR professionals across dozens of  
industries shared their thoughts on  
commuter benefits for Jawnt's first  
**State of Commuter Benefits Report**

To learn more & explore the responses,  
download the report below



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# AGENDA

## Tuesday, August 6 (cont.)

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

### Shuttle Council Meeting

Colorado I-J

### Carpool Council Meeting

Mattie Silks

## Wednesday, August 7

8 a.m. - 10 a.m.

### Registration

Denver Registration

8 a.m. - 8:45 a.m.

### Networking Breakfast & Exhibit Hall

Colorado A-F

8:45 a.m. - 9:45 a.m.

### ACT National Awards & 2025 Conference Announcement

Colorado A-F

10 a.m. - 11:15 a.m.

### Incentivizing Behavior Change

Penrose 2

### Selling to the C-Suite

Penrose 1

Sponsored by:  TripShot

### Do Incentives Increase Participation? Three agencies discuss success and iteration

Colorado G-H









11 a.m. - 5 p.m.

### Tours

Penrose 1 sponsored by:  Hallcon® Colorado G-H sponsored by:  jawnt



Changing Commuter Behavior . . . Maximizing Efficiency . . . Minimizing Complexity

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-  Commuter Rewards & Incentives
-  Ordinance Management
-  Guaranteed Ride Home Programs
-  Ride Matching
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-  Commuter & Employer Marketing
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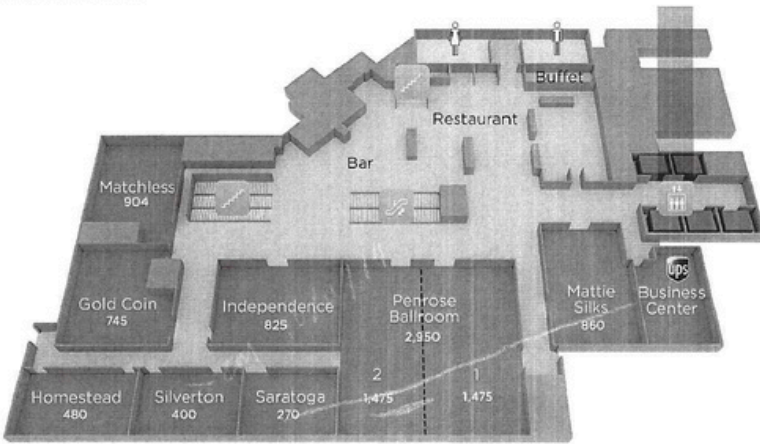


info@onecommute.com

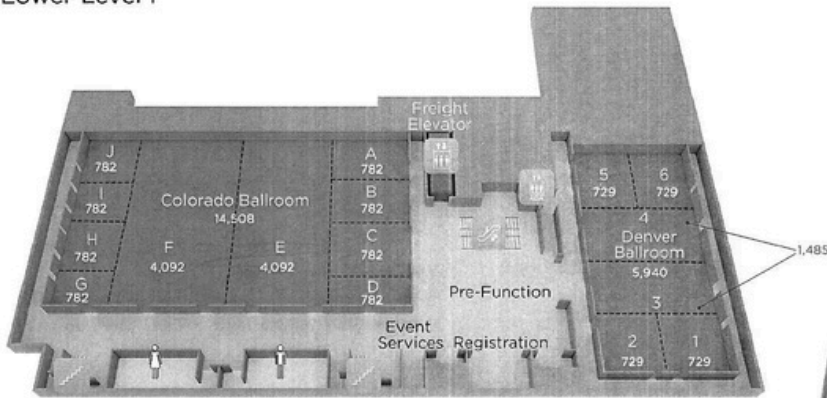
# EVENT MAP



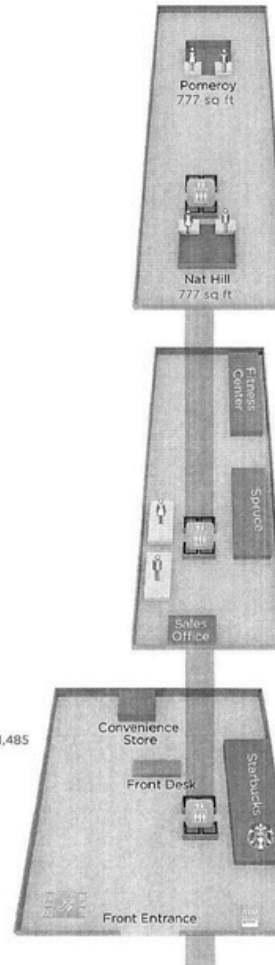
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Lower Level 1



Lower Level 2



3rd Floor

2nd Floor

Lobby Level



**ACT's 39th Annual International Conference will take place in **New Orleans** from **August 3-6, 2025**. Mark your calendars and stay tuned for further details!**



# Increase Commuter Participation with Rewards



Instant Rewards

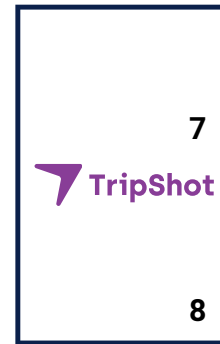
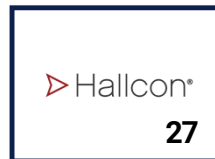
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# EXHIBITOR HALL



# COMING UP AT ACT



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Charlotte, NC

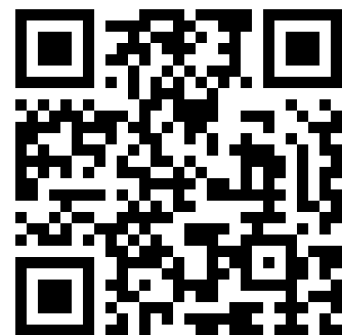
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# TDM WEEK 2024

Transportation Demand Management Week

*TDM Week will be **September 16-20** this year. Make your pledge by visiting [actweb.org/tdm-week-2024](https://actweb.org/tdm-week-2024) or scanning the QR code to the right.*



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**38TH ANNUAL  
INTERNATIONAL  
CONFERENCE  
DENVER**

**AUGUST 4-7, 2024**