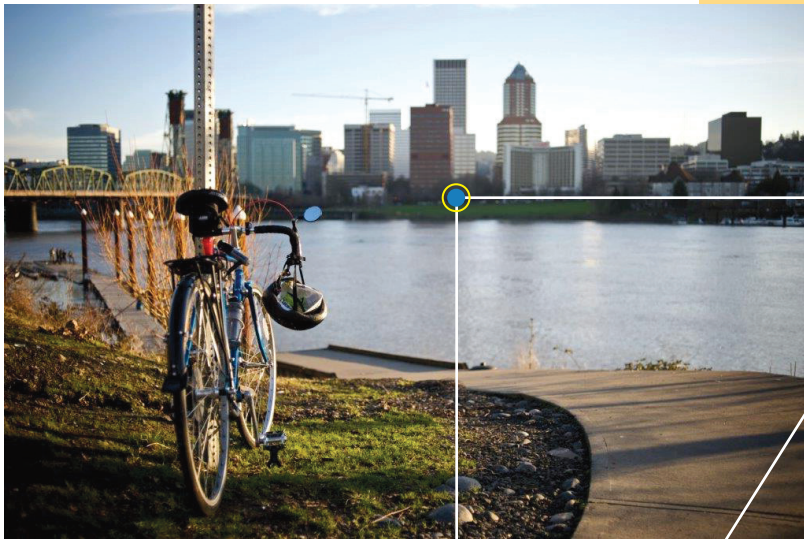
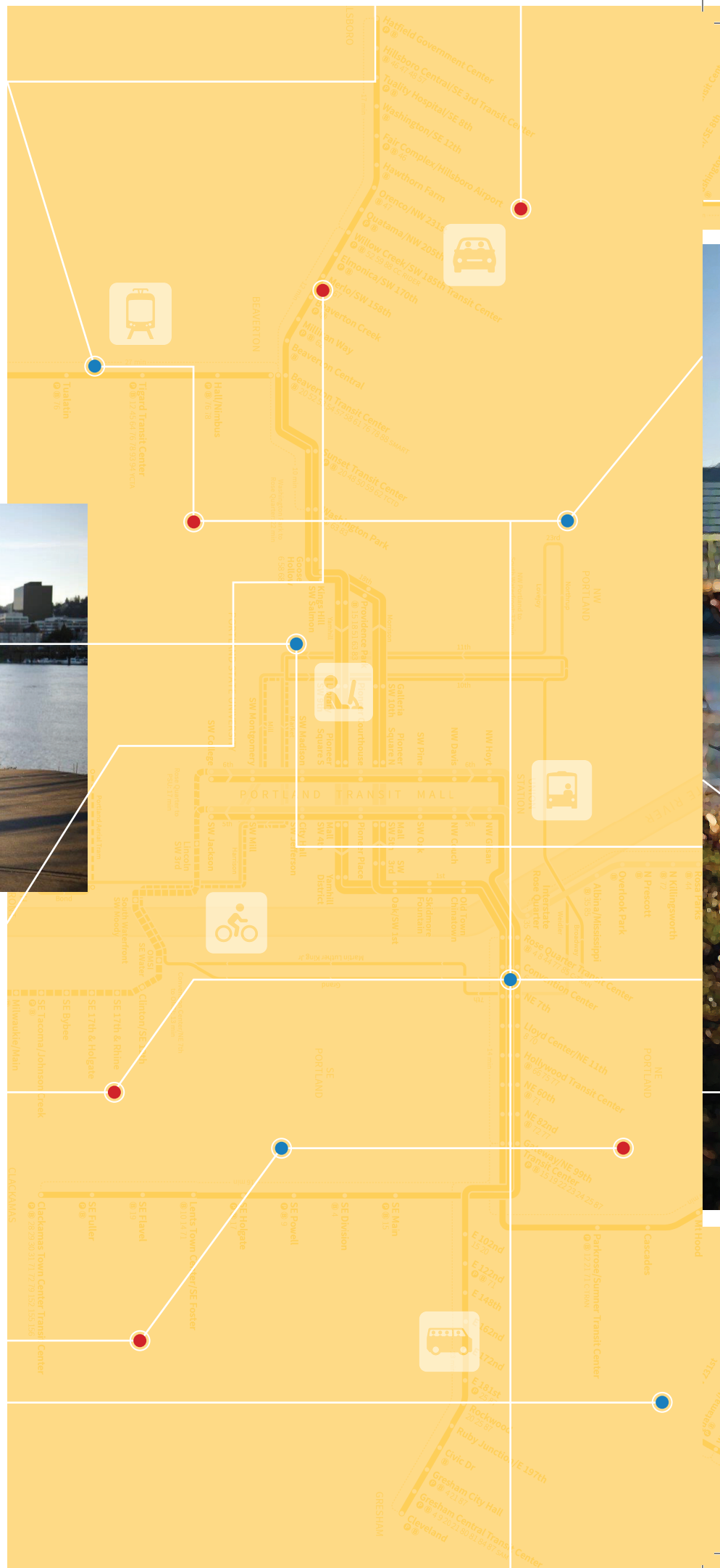


# 2016 ACT International Conference



ONE CHESTNUT SQUARE  
SHARON, MA 02067  
202.792.5801  
[info@actweb.org](mailto:info@actweb.org)





# CONFERENCE PROGRAM

## 2016 **ACT** International Conference

**JULY 31-AUGUST 3**  
**HILTON PORTLAND & EXECUTIVE TOWER, PORTLAND, OR**





# Three great services. One great brand.

## A smarter, better way to get to work.

Our Rideshare vanpooling division is supported by the extensive Enterprise Rent-A-Car neighborhood network. Simply put, our vanpools are a natural extension of the local car rental service that Enterprise pioneered more than 55 years ago.



As part of our full-service package, long-distance commuters get a late-model, well-equipped vehicle for maximum comfort, plus comprehensive maintenance, roadside assistance and insurance, as well as access to our Guaranteed Ride Home Program.

See how at [www.EnterpriseRideshare.com](http://www.EnterpriseRideshare.com) or call us at **800 VAN-4-WORK** today, and we can help answer any questions you may have about vanpooling and its many benefits.

## Share the ride and save.

Zimride by Enterprise is an online ride-matching service that efficiently connects drivers and passengers with the same destination, and helps our partners facilitate a sustainable transportation management solution. Zimride is the largest ride-matching program in the United States with more than 380,000 users within more than 140 private networks.



Zimride offers an efficient transportation solution for different types of organizations, including universities, corporations, hospitals and municipalities, to help employees save time, money and stress on their commute by sharing seats in their cars.

Now backed by Enterprise Rent-A-Car, Zimride offers a complementary solution to our existing car sharing, vanpooling and car rental services. For more information, visit [www.Zimride.com](http://www.Zimride.com).

## Own the day, not the car.

As part of the Enterprise Rent-A-Car network, Enterprise CarShare uses technology and an award-winning service record to deliver speed, efficiency and economy to people who need a car at a moment's notice.



We build customized car sharing programs for key stakeholders, including businesses, colleges and government agencies. Our individual car sharing programs complement alternative forms of transportation like carpooling, biking or mass transit – and enable everyone to rent a variety of newer, cleaner cars. Reserve hourly car rentals including hybrids, SUVs, pickup trucks or fuel-efficient vehicles for one low hourly, daily or overnight rate.

Since 2007, the Enterprise CarShare network has grown to include markets in the U.S., U.K. and Canada. For more information or to join today, visit [www.EnterpriseCarShare.com](http://www.EnterpriseCarShare.com).



Proud supporter of the Association for Commuter Transportation.

## Welcome to the 2016 ACT International Conference in beautiful Portland Oregon – the City of Roses!

We and the Board of Directors thank you for attending our conference and hope you take advantage of everything we have to offer. The ACT International Conference is the premier event for the TDM industry. Thank you to our sponsors and exhibitors as without your financial support we wouldn't be able to host this event. Thank you also to our conference committee and our host chapter the, ACT Cascade Chapter who worked together to put the agenda and offsite activities in place.

This conference has much to offer. We kick off the conference with our opening ceremony and Portland's own Representative Earl Blumenauer who has been a strong advocate for TDM and a longtime friend of ACT. Our keynotes Gabe Klein and Jarrett Walker will focus on innovation, transit planning and policy. We will also be hosting a breakfast with regional transportation leaders where we will discuss the TDM initiatives going on throughout Portland. Our last day will feature the ACT National Awards breakfast where we will recognize the many innovative programs and organizations who are elevating the TDM industry.

The conference also has many phenomenal education sessions that focus on our wide variety of members. Please download the conference app and if your tweeting outside of the app please use the conference hashtag #ACTPORTLAND so we and all of our members can follow the conversation.

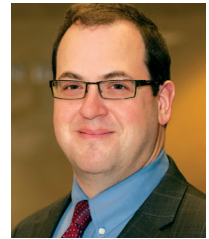
If you're not a member of ACT we encourage you to join! ACT is continuing to grow as we now have over 900 members and three main events in addition to our chapters, councils and public policy committee. This year we've experienced steady growth and the ACT Board is working with our leadership team to develop ACT's vision for the future.

We are also hosting our first TDM forum in Boston, Massachusetts, October 11-12, 2016 and we hope to see you there. Thank you again for attending. Please say hello to us and let us know what you think as we're here to help you grow as a professional and to continue to elevate all TDM professionals.

Have a great conference!

**Robert Henry**, ACT President

**David Straus**, ACT Executive Director



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# 2016 **ACT** International Conference

## CONFERENCE SPONSORS

### CORPORATE PARTNER



### GOLD



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### CONFERENCE FRIEND



## ACT BOARD, LEADERSHIP, AND STAFF

### 2015-2016 Officers

<b>Rob Henry</b> , President GVF	<b>Connie McGee</b> , Vice President Enterprise Rideshare	<b>David McMaster</b> , Treasurer Metropolitan Transit Authority of Harris County Texas	<b>Jim Barr</b> , Secretary University of Vermont
<b>Josh Kavanagh</b> , Immediate Past President	<b>Peggy Schwartz</b> , AICP, LEED GA, Parliamentarian North Bethesda Transportation Management District		

### 2015-2016 At-Large Directors

<b>Wendy Duren</b> Arlington Transportation Partners	<b>Maureen Farrell</b> GVF	<b>Luanna Huber</b> The Walt Disney Company	<b>David Judd</b> Edenred USA
<b>Jon Martz</b> vRide	<b>Frank T. Mongioi, Jr.</b> ICF International	<b>Lucy Tice</b> Google	<b>Diane G. Thorne</b> TMA Group

### 2016-2017 Chapter Directors

<b>Kiki Dohman</b> (Cascade) Salem-Keizer Transit	<b>Jude Miller</b> (Chesapeake) Marriott	<b>Terri Quici</b> (Mid-Atlantic) Centre Area Transportation Authority (CATA)	<b>Melissa Madison</b> (Midwest) Commuter Services
<b>Kim Comstock</b> (Northern California) Peninsula Traffic Congestion Relief Alliance	<b>Rebecca Cyr</b> (Patriot) AECOM/MassRIDES	<b>Cheryl O'Connor</b> (Red River) vRide	<b>Aaron Fodge</b> (Rocky Mountain) Colorado State University
<b>Joseph James Hurley</b> (Sacramento Valley) Sacramento Air Quality Management District	<b>Michelle Parker</b> (SEACT) Triangle Transit	<b>Diana Kotler</b> (Southern California) Anaheim Transportation Network	<b>Tony Perez</b> (Valley of the Sun) Salt River Project

### Council Leadership

<b>Employer</b> <b>Chair:</b> Wendy Scholtz, Microsoft <b>Vice-Chair:</b> Ken Jarocki, The Walt Disney Company <b>PPC Rep:</b> Jude Miller, Marriott	<b>Sustainable Real Estate &amp; Development</b> <b>Co-Chair:</b> Peggy Schwartz, North Bethesda Transportation Management District <b>Co-Chair:</b> Justin Schor, Wells & Associates <b>PPC Rep:</b> Brendan Casey, Arlington Transportation Partners
<b>Telework</b> <b>Co-Chair:</b> Elham Shirazi, e-Planning <b>Co-Chair:</b> Sara Hendricks, CUTR/USF <b>Vice Chair:</b> Melissa Madison, Commuter Services <b>Secretary:</b> Beth Johnson, Middle Peninsula Planning District <b>PPC Rep:</b> Elham Shirazi, e-Planning	<b>Transportation Management Association</b> <b>Chair:</b> Maureen Farrell, GVF <b>PPC Rep:</b> Dan Callas, TransOptions
<b>University</b> <b>Chair:</b> Penny Menton, UCLA <b>PPC Rep:</b> Penny Menton, UCLA	<b>Vanpool</b> <b>Chair:</b> Crissy Dittmore, vRide, Inc <b>Secretary:</b> Angie Wilkie, Valley Metro <b>PPC Rep:</b> Michelle Landrum-Althoff, Enterprise Rideshare



# 2016 ACT International Conference

## 2016 International Conference Committee and Volunteers

### Conference Chairs:

**Connie McGee**, Enterprise Rideshare  
**David McMaster**, Metropolitan Transit Authority of Harris County Texas

### Program Committee:

**Co-Chair: Wendy Duren**, Arlington Transportation Partners  
**Co-Chair: Diana Kotler**, Anaheim Transportation Network  
**Adriana Britton**, Trimet  
**Thomas Cerny**, AECOM  
**Tien-Tien Chan**, City of Austin  
**Kim Comstock**, Commute.org  
**Craig Cotton**, Texas Tech University  
**Devon Deming**, Metropolitan Transportation Authority  
**Tracy Ellis**, Point2Point Solutions  
**Anne Galamb**, City of Raleigh  
**Alicia Hartman**, Commuter Benefit Solutions  
**Kerry Haywood**, Moffett Park Business Group  
**Sara Hendricks**, Center for Urban Transportation Research/USF

**Luanna Huber**, The Walt Disney Company  
**Ken Jarocki**, The Walt Disney Company  
**Lisa Jemison**, Research Triangle Foundation  
**David Judd**, Commuter Benefit Solutions  
**Frank Mangioi**, ICF International  
**David McMaster**, Metropolitan Transit Authority of Harris County Texas  
**Cheryl O'Connor**, vRide  
**Lauren Parker**, Trimet  
**Mary Sell**, Triangle J Council of Governments  
**Alyssa Sherman**, Apple  
**Beth Snoke**, The Ohio State University  
**Eric Tucker**, San Jose State University  
**Julia Prange Waller**, MassCommute  
**Kathryn Zeringue**, NC State University  
**Awards Committee:**  
**Chair: Dan Deanda**, West Florida Regional Planning Council  
**Caitlin Cerame**, West Florida Regional Planning Council  
**Devon Deming**, Metropolitan Transportation Authority

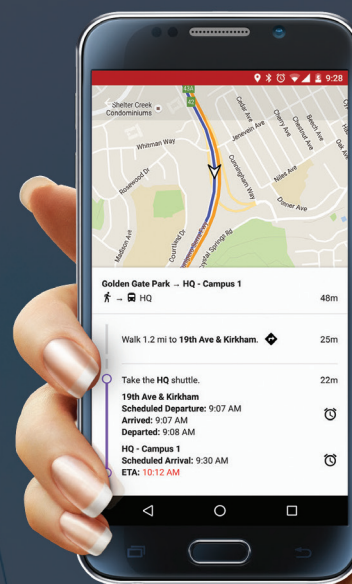
**Beverly Elam**, Metropolitan Transit Authority of Harris County Texas  
**Anne Galamb**, City of Raleigh  
**Richard Gentles**, TransOptions  
**Kerry Haywood**, Moffett Park Business Group  
**Jim Johnson**, Go Triang  
**Jim Larsen**, Dulles Area Transportation Association  
**Amy McCray**, Commute.org  
**David McMaster**, Metropolitan Transit Authority of Harris County Texas  
**Holly Morello**, Omni Ride  
**Jamila Owens**, Metropolitan Transit Authority of Harris County Texas  
**Sharon Stockwell**, Pierce Transit  
**Diane Thorne**, TMA Group  
**Wendy Weaver**, Boeing  
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**Marketing & Communications Committee:**  
**Chair: Maureen Farrell**, GVF  
**Emily Cass**, Hampton Roads Transit

**Tien Tien Chan**, City of Austin  
**Kim Comstock**, Commute.org  
**Lucy Tice**, Google  
**Strategic Partnerships Committee:**  
**Chair: Frank Mongioi**, ICF International  
**Tien Tien Chan**, City of Austin  
**Host Committee:**  
**Co-Chair: Kiki Dohman**, Cheriotts Rideshare  
**Co-Chair: Sharon Stockwell**, Pierce Transit  
**Co-Chair: Sunny Knott**, King County Metro  
**Cathy Cibor**, Alta Planning + Design  
**Danielle Gregoire**, Enterprise Rideshare  
**Rachel Mattenberger**, vRide  
**Roxanne Rolls**, Cheriotts Rideshare  
**Derek Hofbauer**, Alta Planning + Design  
**Jessica Roberts**, Alta Planning + Design  
**Jen Massa Smith**, City of Wilsonville  
**Caryn Walline**, Community Transit  
**Maggi Lubov**, City of Tukwila



## Intelligent Commuter Transportation

- ✓ Real-time visibility
- ✓ Trip planner
- ✓ Accurate ETAs using traffic data
- ✓ Subscribe to delays and arrivals by route and stop



## KEYNOTE SPEAKERS & GENERAL SESSION PANELS

### MONDAY, AUGUST 1 — 8:45AM

#### Gabe Klein

Author, *Start-Up City: Inspiring Private & Public Entrepreneurship, Getting Projects Done, and Having Fun*



Gabe Klein is the former DOT director under Mayor Rahm Emanuel's administration in Chicago and former Director of the District DOT under Mayor Adrian M. Fenty. In Washington he launched Capital Bikeshare, the first large-scale bikeshare system in the US, and in Chicago he later launched Divvy, which is now the largest bikeshare system in the US. Before entering the public sphere, Gabe honed his creativity and leadership skills working for startups, including Zipcar, where he served as Vice President for four years. He also wrote a business model for the first point-to-point car sharing concept and co-founded the first all-natural multi-unit food truck company in the US. In

2015, Gabe joined Fontinalis Partners as a Special Venture Partner on their new fund. He continues to advise a number of technology and mobility companies, including Transit Screen and Phone2Action, where he provides leadership on strategy. He is on the boards of NACTO and Streetsblog. Gabe and his work have been featured in many major news outlets, including the New York Times, Washington Post, Washington Business Journal, Bloomberg, and many more.

### TUESDAY, AUGUST 2 — 12:00PM

#### Jarrett Walker

Author, *Human Transit*



Jarrett Walker is an international consultant in public transit planning and policy, including the links between transit and all aspects of community planning and urban structure. In his 20 years of consulting experience he worked on more than 200 projects across North America, Australia, and New Zealand, spanning the range from small towns to major metro areas. His network designs have been implemented successfully in many cities throughout this range.

From this core expertise, he has also built a strong track record in a range of transit planning and policy issues, including bus-rail integration, Bus Rapid Transit, flexible services planning, and innovative public consultation. He has

written and worked extensively on the integration of public transit into community planning at all scales, from the design of a small development to the structure of an urban region. His work covers the entire spectrum of planning perspectives, from visionary urbanism to operational detail. He is also known for his work on educating stakeholders about the choices that transit requires, building clear consultation processes, and helping organizations form coherent and implementable transit goals. Since 2009 he has written the popular weblog [HumanTransit.org](http://HumanTransit.org), which has grown into an online collection of articles explaining key transit concepts and issues

### TUESDAY, AUGUST 2 — 8:30AM

#### Spotlight on Portland: A Legacy of Progressive Transportation Planning and Innovating for Tomorrow

This year's ACT International Conference will feature a special General Session Panel featuring leaders of Portland's major transportation agencies. Each panelist will share how their agency has helped shape Portland in becoming a national and world leader in sustainable transportation and mobility and discuss what the future holds for transportation in the region as it continues to grow and new innovations re-shape mobility.

A facilitated conversation will follow with the opportunity for questions from the audience.



**Neil McFarlane,**  
General Manager,  
Trimet



**Commissioner  
Steve Novick,**  
City of Portland



**Tom Hughes,**  
President, Metro



# 2016 ACT International Conference

**SUNDAY, JULY 31**

9:00am - 12:00pm	Transportation Demand Management Institute (TDMI) Board Meeting	Salon I & II
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## Professional Development Sessions (registration required)

9:00 am - 12:00pm	<b>Advancing TDM Through LEED and Other Recognition</b> <p>This course will look in depth at how TDM organizations can engage property owners, land developers, and employers through providing them support to achieve LEED certification. It will review the new online Green Resource Tool from TDM Institute that seeks to help link the TDM community with those seeking LEED transportation points. This class also will discuss other recognition programs, such as Best Workplaces for Commuters and the Sustainability Tracking, Assessment &amp; Rating System™ (STARS) of the Association for the Advancement of Sustainability in Higher Education.</p> <p><b>Sponsored by: TDMI</b></p>	Sara Hendricks, Center for Urban Transportation Research, USF	Directors Suite
	<b>Using Social Media to Inspire Travel Behavior Change</b> <p>Social media is not yet completely universal—but it's getting close! 70% of the U.S. population now has at least one social media profile and more than half have two or more. Worldwide, social media use is projected to grow from 2.1 billion individuals last year to 2.5 billion by 2018. How do we harness this massive momentum in our efforts to change travel behaviors? In this session, we will explore the steps to change behavior; the social media tools that can assist us in those steps, and a few tips and tricks to take your social media marketing to the next level. Attendees can expect an interactive session, to work on their own social media plan, and to hear best practices from peer organizations.</p> <p><b>Sponsored by: TDMI</b></p>	Dan O'Donnell, O'Donnell Company Eileen O'Donnell, O'Donnell Company	Studio Suite

**9:45am - 1:00pm**

## Japanese Garden Tour (registration required) | Meet in Lobby

Start the morning off right with a beautiful walk down to the Sunday Market and grab a bite to eat. Once done exploring the market, participants will take the MAX to the Portland Japanese Garden. This site is a haven of beauty, dedicated to authentic Japanese garden design and sharing Japanese culture.

## Columbia River Gorge Tour — 12pm to 4pm\*

**Cost:** \$15/person

Explore one of the most popular tourist attractions in Oregon — Multnomah Falls! At 620 feet, is arguably 'the grand-daddy' of the 77 waterfalls that are on the Oregon side of the Columbia River Gorge. To get the full spectrum of the beauty, you can hike 1.2 miles to the top of the falls. So grab comfortable shoes and a camera, because this is one tour you won't want to miss!

## Brew Cycle — 12pm to 4pm\*


**Cost:** \$25/person

When in Portland, we pedal together! The Brewcycle is Portland's best way to pedal the Northwest. This tour will take participants to three Portland breweries that make wonderful classic beers along with inspirational seasonals.

*\*meet in lobby 15 minutes prior to tour*

## SUNDAY, JULY 31

### Professional Development Sessions (registration required)

1:00pm – 4:00pm	<b>Beyond the Buzz: Building Innovation into Your TDM Program</b>  This workshop will provide an overview of what innovation is (and is not), and a framework for how to incorporate innovation in your operations. The session will also include an overview of the reasons and drivers for innovation, requirements to make it effective, and common barriers experienced by individuals and organizations. There will be a particularly focus on innovation in the public sector, with case studies from government and transportation-oriented organizations in the Toronto area.  <b>Sponsored by: TDMI</b>	<b>Ryan Lanyon,</b> City of Toronto	<b>Studio Suite</b>
	<b>Developing Creative Thinking Skills for TDM Professionals</b>  Creativity is not solely a function of your artistic skills. It is the deliberate and systematic generation of new products, services, and approaches. Participants will learn proven creative thinking techniques that are simple, practical, and powerful. This highly interactive session will provide opportunities for participants to apply the techniques to their problems. This course targets transportation professionals looking for easy-to-apply creative thinking techniques to develop new ideas or approaches because things may have changed, new information has become available, the original concept is no longer effective, or facing a future that may be considerably different than their current situation.  <b>Sponsored by: TDMI</b>	<b>Philip Winters,</b> Center for Urban Transportation Research, USF	<b>Directors Suite</b>
2:00pm – 5:00pm	<b>Transportation Research Board TDM Committee Meeting</b>		<b>Salon I &amp; II</b>
4:00pm – 5:00pm	<b>Public Policy Committee Meeting</b>	<b>Chair: Jon Martz</b> vRide	<b>Forum Suite</b>
5:00pm – 6:00pm	<b>First Time Conference Attendee &amp; New Member Reception</b>	<b>Sponsored by:</b> ACT Cascade Chapter Alta Planning + Design	<b>Broadway I &amp; II</b>
6:00pm – 8:00pm	<b>Opening Reception</b>		<b>Grand Ballroom</b>
	Kick-off ACT's 2016 International Conference with food and fun as we bring Portland's legendary food cart scene and culture off the streets and into the hotel.  <b>Sponsored by:</b> 		



# 2016 ACT International Conference

## MONDAY, AUGUST 1

7:30am – 5:00pm	Registration Desk Open	Grand Ballroom Foyer
7:30am – 5:00pm	Exhibit Hall Open	Grand Ballroom II
7:30am – 8:30am	Continental Breakfast	Grand Ballroom

General Session & Conference Keynote Address		
8:30am – 10:15am	<b>Welcome Remarks:</b> <ul style="list-style-type: none"> <li>■ Rob Henry, ACT President</li> <li>■ David Straus, Executive Director</li> </ul>	
	<b>Conference Keynote Address:</b> <ul style="list-style-type: none"> <li>■ Gabe Klein, Author of Start-up City</li> </ul>	
		Grand Ballroom

## Concurrent Sessions


10 :30am – 12:00pm	<b>Bringing Extraordinary Data to Your Everyday Work</b> <p>Panelist from TDM agencies and the private sector will discuss how the new data are being used to tailor TDM programs to more closely match the trip-making behavior of the travelers being served.</p> <p><b>Sponsored by: TRB TDM Committee</b></p>	<b>Laura Schewel</b> , Streetlight <b>Andrew Salzberg</b> , Uber <b>Eric Sundquist</b> , SSTI, University of Wisconsin <b>Moderator: Philip Winters</b> , Center for Urban Transportation Research, USF	Broadway III & IV
	<b>Implementing Commuter Benefit Ordinances</b> <p>This panel will highlight local ordinance campaigns and commuter incentive programs across the country. During the session, we will discuss what it took to get these initiatives off the ground and passed and what the results have been. During this session, ACT will discuss its 25 by 2020 Commuter Benefits Challenge, what tools are available, and how your organization can benefit and get involved.</p> <p><b>Sponsored by Public Policy Committee</b></p>	<b>David Judd</b> , Commuter Benefit Solutions <b>Michael Watts</b> , DOES/Office of Wage-Hour <b>Daniel Soto</b> , San Francisco Dept. of Environment <b>Moderator: Jason Pavluchuk</b> , ACT	Galleria North
	<b>Increasing our Impact: Forming Coalitions and Partnerships to Improve Transportation Options</b> <p>To achieve transformative change in travel behavior organizations involved in advancing transportation demand management programs are encouraged to form broader coalitions with likeminded entities that will strengthen their marketing efforts and increase the likelihood of policy change. This session will present the experiences of several organizations that have utilized coalitions and partnerships to build a powerful community network and target their audiences. You will learn how the development and implementation of these partnerships can help you achieve better return on investment than traditional promotional strategies alone.</p>	<b>Steven Higashide</b> , TransitCenter <b>Julie Bond</b> , Center for Urban Transportation Research, USF <b>Caryn Walline</b> , Community Transit <b>Julia Prange Wallerice</b> , MassCommute <b>Howard Jennings</b> , Mobility Lab <b>Moderator: Wendy Duren</b> , Arlington Transportation Partners	Broadway I & II

## MONDAY, AUGUST 1

10 :30am – 12:00pm	<b>Managing and Messaging Parking in Support of TDM</b> <p>Panelists will discuss the parking policies that support TDM efforts using case studies from communities around the country that are implementing them along with the plans and planning processes—including the necessary data gathering—to develop progressive parking policy</p>	<b>Holly Parker</b> , Nelson Nygaard <b>Malissa McCreedy</b> , City of Portland <b>David Lieb</b> , Walker Parking Consultants <b>Moderator: Jesse Kafka</b> , vRide, Inc	Galleria South
	<b>Vanpool Customer Service Round Table</b> <p>Get a crash course in multiple vanpool customer service topics and build your network of contacts for how other programs address common customer service issues and responsibilities. This session is designed for our season veterans and our newbies to learn new ideas and share knowledge accordingly. Participants will have the opportunity to join up to three small group discussions during the session. The session facilitator will give an overview on the topic and then facilitate a discussion among the group. Bring your questions, your suggestions and your business cards to share with others.</p> <p><b>Sponsored by: Vanpool Council</b></p>	<b>Patricia Olmsted</b> , Mid-Ohio Regional Planning Commission <b>Leigh-Anne Kitch</b> , vRide, Inc <b>Chuck Welek</b> , Enterprise Rideshare <b>Carolyn Newsome</b> , Intercity Transit <b>Angie Wilkie</b> , Valley Metro <b>Moderator, Crissy Dittmore</b> , vRide, Inc	Parlors
	<b>University Council Meeting</b>	<b>Chair: Penny Menton</b> , UCLA	Salon I & II

12:10 – 1:30pm	ACT Annual Meeting & Luncheon		Grand Ballroom
	<p>State of ACT Address</p> <p>■ David Straus, Executive Director</p> <p>ACT Public Policy Briefing</p> <p>■ Jason Pavluchuk, Government Affairs Director</p>		

## Concurrent Sessions

1:45pm – 3:00pm	<b>Becoming “the” Workplace for the Next Generation: How to Keep up with the Changing Mobility Expectations of Employees</b> <p>Shifting employee transportation preferences is well-documented. Employees have new expectations about how they get to work and flexibility and convenience is of utmost importance. This panel will draw upon the broad spectrum of employer responses to meeting employee expectations and highlight the array of mobility solutions available, including new technologies and complete paradigm shifts in how the workplace interfaces with its surrounding community.</p> <p><b>Sponsored by:</b>  <b>TRIPSHOT</b></p>	<b>Brie Becker</b> , Nelson/Nygaard <b>Tommy Hayes</b> , Lyft <b>Brad Choi</b> , City of Hillsboro <b>Evan Correy</b> , Nelson/Nygaard <b>Tyler Simpson</b> , luum <b>Moderator:</b> <b>Nicole Le</b> , Tripshot	Galleria North
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# 2016 ACT International Conference

## MONDAY, AUGUST 1

1:45pm – 3:00pm	<b>What Developers Like (and Don't Like) About TDM</b>  TDM ordinances and regulations take many forms across the United States. This panel of local Portland developers will discuss their perspective on TDM related development ordinances. You will learn what developers like about TDM ordinances and what they don't, so that you can inform how best to craft effective TDM related development ordinances in your community. The panel will follow a Pecha Kucha format.  <b>Sponsored by Sustainable Real Estate &amp; Development Council</b>	<b>Kevin Cavanaugh</b> , Guerilla Development <b>Matt Edlen</b> , Gerding Edlen <b>Noel Johnson</b> , Killian Pacific  <b>Moderator: Diana Kotler</b> , Anaheim Transportation Network	<b>Galleria South</b>
	<b>Going Beyond Bike Week: Measuring Success and Extending its Impacts</b>  This session will take us beyond Bike Week by sharing the results of a recent survey of the San Francisco Bay Area's 2014 BTWD, which drew over 66,000 participants. The findings can help transportation agencies and TMAs maximize the impact of BTWD and other outreach events by targeting new riders who are most likely to change their behavior. In addition, learn how Portland and Seattle are engaging the private sector and health care industry in promoting active transportation through a series of Employer Bicycle Summits, which pull together professionals from diverse fields where they find their common interests supporting active transportation, improved building amenities for tenant recruitment, and commute program goals.	<b>Eliot Rose</b> , ICF International <b>Ann Sutphin</b> , City of Seattle <b>Scott Barrow</b> , Regence <b>Stephanie Noll</b> , Bicycle Transportation Alliance  <b>Moderator, JJ Hurley</b> Sacramento Metropolitan AQMD	<b>Broadway I &amp; II</b>
	<b>Planning for Performance</b>  MAP-21 introduced performance measures and outcome based planning. This change will have a long standing impact on how State and local governments decide which projects to advance. In addition, the FAST ACT included language requested by ACT that encourages State and local planners to include TMAs, employers, and private providers in the planning process. The changes that are being made will impact almost all ACT members. During this session, we will discuss these changes and what ACT is doing to represent our members' interests, including the development of an internal performance measures taskforce.  <b>Sponsored by Public Policy Committee</b>	<b>Jason Pavluchuk</b> , ACT <b>Paige Townsend</b> , Rouge Valley Transportation District, Oregon Department of Transportation  <b>Moderator: Howard Jennings</b> Mobility Lab	<b>Broadway III &amp; IV</b>
1:45pm – 3:00pm	<b>Technology's Growing Impact on TDM and Universities</b>  The growth and proliferation of technology in the changing workforce environment has led to new and increased expectations for immediate response and access/mobility options. In this session, you will hear how technology is helping transform TDM practices and the way we offer services to our program participants. Through online access, real-time information and data sharing, along with on-demand mobility applications, these technologies are contributing to sustainable behavior change and a positive customer experience.  <b>Sponsored by University Council</b>	<b>JC Porter</b> , Arizona State University <b>Brian Shaw</b> , Stanford University <b>Philip Winters</b> , Center for Urban Transportation Research, USF  <b>Moderator: Penny Menton</b> UCLA	<b>Parlors</b>
	<b>Vanpool Council Meeting</b>	<b>Chair: Crissy Dittmore</b> vRide, Inc	<b>Salon I &amp; II</b>
3:00pm – 3:15pm	<b>Afternoon Refreshment Break</b>		<b>Grand Ballroom II</b>
	Stop by and visit our exhibitors!		



## MONDAY, AUGUST 1

### Concurrent Sessions

3:15pm – 4:15pm	<b>Changing Travel Behavior Through Construction Mitigation</b>  Communities have found TDM programs to be flexible, low cost, measurable and effective particularly for addressing disruptions such as major events and construction. The session will start with a brief overview of how TDM is being used as a construction mitigation effort throughout the United States and will quickly transition to a thorough discussion of specific examples from Denver and Atlanta. Attendees will learn about successful strategies and how these communities secured funding and support from multiple transportation agencies.	<b>Matthew Kaufman</b> , UrbanTrans North America  <b>Audrey DeBarros</b> , 36 Commuting Solutions  <b>Joddie Gray</b> , UrbanTrans North America  <b>Moderator: Eva Hsu</b> , ICF International	<b>Broadway III &amp; IV</b>
	<b>Commuter Benefits Jeopardy</b>  There is more to know than the tax free limits of Internal Revenue Code Section 132(f) qualified transportation fringe benefits (a.k.a., commuter benefits). This highly interactive session will use an audience response system ("clickers") and modified Jeopardy!® PowerPoint game format to test your knowledge about these commuter benefits. After this session, you will have a working knowledge of commuter benefits' conditions, exceptions and opportunities for employers.	<b>Philip Winters</b> , Center for Urban Transportation Research, USF	<b>Broadway I &amp; II</b>



# 2016 ACT International Conference

## MONDAY, AUGUST 1

3:15pm – 4:15pm	<b>Creating Healthy Walkable Communities</b> <p>We are all familiar with using media in our work, but how do we go beyond the billboard and really reach people? How do you affect change in communities where the car is still king, and there isn't the mindset of using transportation options? This session will present how through grassroots outreach, clever media, and good old-fashioned fun, you can achieve breadth and depth. As well, the session will delve into the difficulties of promoting bicycling, walking, and transit in suburban environments, case studies that represent a priority shift in TDM promotion, and some tips and tech that can help overcome the obstacles.</p>	<b>Cathy Cibor,</b> Alta Planning + Design <b>Alex Mehn,</b> Community Transit <b>Moderator: Chris Hagelin</b> City of Boulder	<b>Broadway I &amp; II</b>
	<b>Implementing TDM Outside the Urban Core</b> <p>This panel will showcase efforts to assist residents and commuters outside the urban core to utilize transportation options that reduce traffic congestion, vehicle emissions, and fuel consumption while improving the overall transportation system. Attendees will hear new methods for residents to access transit in a technology focused generation and the challenges integrating Alternative Services into the existing transit system, potential barriers, and policy requirements. Attendees will also hear about alternative services products that combine traditional rideshare with pioneering delivery methods and hear how to provide promotion and outreach that's cost effective, inventive and provocative enough to catch potential customers' attention.</p>	<b>Carol Cooper,</b> King County Metro <b>Victoria Tobin,</b> King County Metro <b>Moderator: Eric Schreffler</b> ESTC	<b>Galleria South</b>
	<b>Vanpools Actually Do Reduce Stress, and I Can Prove it!</b> <p>Vanpools reduce stress! That is a marketing statement used by vanpool providers as a way to attract new ridership. Until now that statement could not be proven. Using recent research findings, this program will demonstrate the difference is stress level between vanpool and their SOV counterparts. This may be your only chance to hear vanpool research using data with empirical value in a fun and collaborative environment.</p> <p><b>Sponsored by: Vanpool Council</b></p>	<b>Crissy Ditmore,</b> vRide, Inc <b>Devon Deming,</b> Los Angeles Metro <b>Valerie Rader,</b> Los Angeles Metro <b>Moderator, David McMaster,</b> MTA of Harris County Texas	<b>Parlors</b>
	<b>Employer Council Meeting</b>	<b>Chair: Wendy Scholtz,</b> Microsoft	<b>Salon I &amp; II</b>

## MONDAY, AUGUST 1

### Chapter Meetings

4:30pm - 5:30pm	CA Chapters (Northern, Sacramento Valley, Southern)	Galleria II
	Cascade	Forum Suite
	Chesapeake	Galleria III
	Mid-Atlantic	Council Suite
	Midwest	Skyline III
	Patriot	Skyline IV
	Red River & Southeast (SEACT) Joint Meeting	Broadway I & II
	Rocky Mountain	Directors Suite
	Valley of the Sun	Studio Suite

6:00pm - 8:00pm

### Mini 4Ts Trail Tour (registration required)

Train, Tilikum crossing, Tram and food Trucks ... that is all you need in Portland! Check out this short version of Portland's iconic tour. Derek H. with Alta Planning will be leading the tour. Jeff Owen of Trimet will give input of Tilikum crossing the Trimet's Orange Line. John Landolf of OHSU speaking about the OHSU Tram and the bike valet on Portland's south waterfront.



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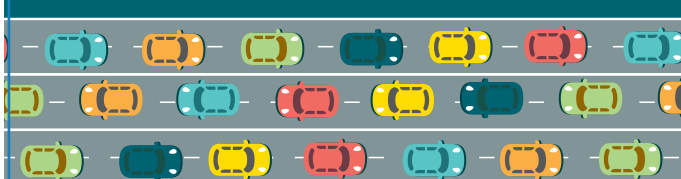
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ACT International Conference - July 31 - August 3, 2016, Portland, OR

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# 2016 ACT International Conference

## TUESDAY, AUGUST 2

7:30am – 5:00pm	Registration Desk Open	Grand Ballroom Foyer
7:30am – 5:00pm	Exhibit Hall Open	Grand Ballroom II
7:30am – 8:30am	Continental Breakfast	Grand Ballroom
7:30am – 8:30am	Employer Council Networking Breakfast (open to employer council members)	Forum Suite

### General Session

8:30am – 10:00am	A Spotlight on Portland		
	A special General Session Panel featuring leaders of Portland's major transportation agencies. Each panelist will share how their agency has helped shape Portland in becoming a national and world leader in sustainable transportation and mobility and discuss what the future holds for transportation in the region as it continues to grow and new innovations re-shape mobility.	<b>Steve Novick</b> , Commissioner, City of Portland <b>Tom Hughes</b> , President, Metro <b>Neil McFarlane</b> , General Manager, Trimet <b>Moderator: Rob Henry</b> , GVF	Grand Ballroom

### Concurrent Sessions

10 :15am – 11:45am	<b>Closing the Gap: The First, Last and Toughest Mile in Transportation</b> <p>The first/last-mile connection can be the most challenging barrier to mode shift. This session will inform attendees about successful efforts to connect individuals and work sites to transportation options through effective outreach, marketing, and community engagement. The session will go beyond traditional transit/shuttle options and look at how vanpools are being utilized in Central Florida as work place connectors and how other communities are taking a multi-modal approach to closing the gap through the use of off-road trails.</p>	<b>Casey Gifford</b> , University of Washington <b>Zachary Howard</b> , University of Washington <b>Stephen Alianiello</b> , TranSystems <b>Sara Hendricks</b> , Center for Urban Transportation Research, USF <b>Moderator: Diane Hanson</b> , MassRIDES/AECOM	Galleria South
	<b>Smarter TDM – Ideas from the Smart City Challenge</b> <p>Representatives from cities that were finalists in the USDOT Smart City Challenge will describe how they proposed to use the latest technologies for shared mobility services, sensor-based infrastructure, cell phone communication, connected vehicles and urban automation to provide new customer friendly options to encourage ridesharing and transit use, increase vehicle occupancy and reduce VMT. Representatives from Austin, San Francisco and Portland will discuss how their proposals for Smarter TDM fit within the larger context of the Smart City of the future.</p> <p><b>Sponsored by: Transportation Research Board TDM Committee</b></p>	<b>Tien-Tien Chan</b> , City of Austin <b>Eva Hsu</b> , ICF International <b>Jeffrey Chernick</b> , RideAmigos <b>Adrian Permire</b> , DKS Associates <b>Moderator: Bill Loudon</b> , DKS Associates/ TRB TDM Committee	Broadway III & IV

## TUESDAY, AUGUST 2

10 :15am – 11:45am	<b>The State of Mobility on Demand</b> <p>This session will provide a brief overview on the state of Mobility on Demand Services. Hear from Internationally recognized experts discuss the latest trends and information. You will also hear from a panel of Mobility on Demand providers give a brief overview of projects they are involved in which integrate TDM, Transit and Mobility on Demand. This session will be followed by a workshop in which experts in a variety of fields will be able to answer your questions and help design a project that makes sense for you.</p>	<b>Susan Shaheen,</b> University of California Berkeley <b>Chris Barker,</b> Chris Barker Consulting <b>Moderator:</b> <b>Jason Pavluchuk,</b> ACT	Galleria North
	<b>TMA Rapid Fire</b> <p>In this rapid fire session, you will hear from some of the leading TMAs and TMA-like organizations throughout the country focusing on advocacy, employee engagement, incentive programs, shuttle systems, Mobility Challenge and the incredible value of these organizations. This rapid fire session will keep you engaged and walking away with ideas you can implement in your TDM programs!</p> <p><b>Sponsored by: TMA Council</b></p>	<b>Dan Callas,</b> TransOptions, Inc. <b>Robyn Chiarelli,</b> Downtown Fort Lauderdale TMA <b>Wendy Duren,</b> Arlington Transportation Partners <b>Maureen Farrell,</b> GVF <b>Patrick Sullivan,</b> Seaport TMA <b>Kristina Walker,</b> Downtown on the Go! <b>Audrey DeBarros,</b> 36 Commuting Solutions <b>Moderator: Rob Henry,</b> GVF	Broadway I & II
	<b>WorkSmart: A Regional Technical Assistance Program for Telework and Flexible Scheduling</b> <p>This session provides valuable and current information on examples of both employer based and regional assistance. WorkSmart is a program based out of King County Metro, Washington which works with employers within the county to provide one on one assistance to employers to implement teleworking and alternative work schedules. ICF International will provide information on their award winning telework program. GoTriangle will present lessons learned from the implementation of two programs in North Carolina.</p> <p><b>Sponsored by: Vanpool Council</b></p>	<b>Michelle Epps Parker,</b> GoSmart & GoTriangle <b>Frank Mongioi,</b> ICF International <b>Sunny Knott,</b> King County Metro <b>Kim Johnson,</b> GoSmart & GoTriangle <b>Moderator:</b> Elham Shirazi, e-Planning	Parlors
	<b>Sustainable Real Estate &amp; Development Council Meeting</b>	<b>Chairs: Justin Schor,</b> Wells & Associates and <b>Peggy Schwartz,</b> North Bethesda Transportation Management District	Salon I & II
12:00 – 1:30pm	Luncheon & Keynote Address		Grand Ballroom
	<b>Keynote Address – Abundant Access: Public Transit as a Tool for Freedom</b> <p>■ Jarrett Walker, International Consultant in Public Transit Planning</p> 		

# 2016 ACT International Conference

**TUESDAY, AUGUST 2**

## Concurrent Sessions

1:45pm – 3:15pm	<p><b>Breaking Bad ... Habits: Effective Community Wide Behavior Change Programs</b></p> <p>Implementing effective TDM programming that delivers results is a critical challenge no matter if you are in options rich New York City, the suburbs of Seattle, or in midtown Atlanta. This session will provide lessons learned from a variety of community based and targeted marketing strategies to engage with residents and commuters. Attendees will learn about research, strategies for behavior change, performance measures, and interviewing models that encourage a target audience to make the first step in changing their behavior towards the use of sustainable transportation options.</p>	<p><b>Dawn Erickson</b>, City of Everett/ Everett Transit</p> <p><b>Sunny Knott</b>, King County Metro</p> <p><b>Geoff England</b>, Steer Davies Gleave</p> <p><b>Alexander Keating</b>, NY City DOT</p> <p><b>Sarah Wilgus</b>, Midtown Alliance</p> <p><b>Thomas Wynn</b>, Midtown Alliance</p> <p><b>Moderator:</b> <b>Jessica Roberts</b>, Alta Planning + Design</p>	Broadway I & II
	<p><b>Thanks for Sharing! Developing and Promoting Shared-Use Mobility, Car Sharing and Bike Sharing on Campus</b></p> <p>This dynamic session will bring together TDM subject matter experts and hands-on program managers from national educational institutions to opine about the shift in campus access and mobility needs and how those needs are driving behavioral change. The presenters will focus on their own professional experiences and stories regarding new program research, development, planning, execution, measurement and results, emphasizing multimodal mentality, collaborative efforts, partnerships, and technologies that have made sharing assets easier and more efficient. New solutions offer innovative responses to the demand for new options to: provide more mobility choices to campus employees and students who commute as well as students living on campus without vehicles; further reduce parking demand; address issues of last mile/first mile to transit and rail; reduce traffic congestion and address campus traffic calming; help reduce GHG and reduce fossil fuel consumption.</p> <p><b>Sponsored by University Council</b></p>	<p><b>Daniel Allalmdjian</b>, Columbia University</p> <p><b>Ian Stude</b>, Portland State University</p> <p><b>Jennifer Friedman</b>, UCLA</p> <p><b>Moderator: Penny Menton</b>, UCLA</p>	Broadway III & IV
	<p><b>Game On!</b></p> <p>Attendees will hear how three organizations are successfully utilizing “gamification” the concept of applying game mechanics and game design techniques to engage and motivate individuals to achieve the goals of mode shift through Green Workplace Challenges. Attendees will hear how the programs are scaling up from single employer pilots to larger regional platforms.</p>	<p><b>Lisa Kay Schweyer</b>, SW Pennsylvania Commission</p> <p><b>Paul Straw</b>, GoTriangle</p> <p><b>Courtney Reynolds</b>, TranSystems</p> <p><b>Moderator: Diane Thorne</b></p>	Galleria South



## TUESDAY, AUGUST 2

1:45pm – 3:15pm	<b>Mobility on Demand: A Workshop</b>  This session has no speakers and no panelists. Instead, you help make this session come to life. During this workshop, the room will be divided into a handful of sections, each with a distinct topic on how you can integrate mobility on demand into your organizations programs. Subjects include First/Last Mile, Guaranteed Ride Home, Carpool Incentives, Integrating Bike Share, and Integrating Car Share. In each section, experts on project design, execution and funding will be there to answer your questions and take that first step to integrate MOD and TDM.  <b>Sponsored by Public Policy Committee</b>	<b>Moderator:</b> <b>Jason Pavluchuk, ACT</b>	Galleria North
	<b>Results of the 2016 Employer Benchmarking Survey &amp; Spotlight Examples</b>  Come learn the results of the 2016 Employer Benchmarking Survey and hear from two organizations about how they are achieving significant results from their employee commuter programs. The 2016 employer survey conducting in partnership between ACT and Best Workplaces for Commuters, gathered great information on reasons for having commute programs, their scope, and types of benefits being provided. You will also hear from Sonos, Inc and Seattle Children's Hospital about what is helping make their programs a success, including senior management support, innovative programs, and partnerships with outside agencies and service providers.  <b>Sponsored by Employer Council</b>	<b>Jamie Cheney,</b> Seattle Children's Hospital  <b>Allison Griffin, SONOS</b>  <b>Lori LaRiva,</b> Santa Barbara County Association of Governments  <b>Philip Winters,</b> University of South Florida, CUTR  <b>Moderator: Wendy Scholtz,</b> Microsoft	Parlors
	<b>TMA Council Meeting</b>	<b>Chair: Maureen Farrell, GVF</b>	Salon I & II

3:15pm – 3:30pm	<b>Afternoon Refreshment Break</b>	Grand Ballroom II
	Stop by and visit our exhibitors!	

## Concurrent Sessions

3:30pm – 4:45pm	<b>Creating &amp; Implementing Effective TDM Regulations in Your Region</b>  This session will include an overview of research collected from nearly a dozen communities across the Country revealing how different Jurisdiction incorporate TDM into their local government policies. Included within this research are Developer perspectives for those who had to comply with these requirements. The session will review across the board similarities and differences in TDM philosophies, industry-wide best practices, and lessons learned from the Local Government/Developer Perspective. As well, this session will focus on strategies TDM professionals can use to increase engagement at the property level and encourage non-SOV commute modes among building occupants.  <b>Sponsored by Sustainable Real Estate &amp; Development Council</b>	<b>Keara Mehlert,</b> Arlington Transportation Partners  <b>Ann Sutphin,</b> City of Seattle  <b>Melissa Madison,</b> 494 Corridor Commission  <b>Carli Paine,</b> San Francisco Municipal Transportation Agency  <b>Tien-Tien Chan,</b> City of Austin  <b>Moderator: Steven Higashide,</b> TransitCenter	Galleria South
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# 2016 ACT International Conference

TUESDAY, AUGUST 2

3:30pm – 4:45pm	<p><b>Futurecasting: Trends in Vanpool Branding &amp; Outreach</b></p> <p>In the age of Uber and Zipcar, how you brand and sell your mode is becoming as important as the features of the mode itself. This session will explore what vanpool programs across the nation are doing to compete for increased awareness and accessibility in this new environment, specifically concerning branding and employer and commuter outreach. As well, this session will give a snapshot of some of the most successful marketing efforts used to form new commuter vans, keep current customers and help educate commuters on available rideshare options.</p> <p><b>Sponsored by: Vanpool Council</b></p>	<p><b>Lisa Kay Schweyer,</b> Southwestern Pennsylvania Commission</p> <p><b>Jamila Owens,</b> Metro STAR</p> <p><b>Victoria Tobin,</b> King County Metro</p> <p><b>Nicole Stern,</b> ACHD Commteride</p> <p><b>Moderator: Terri Quici,</b> Centre Area Transportation Authority</p>	Parlors
	<p><b>Get the Biggest Bang for Your Buck: Promoting Sustainable Commuting Through Targeted Marketing</b></p> <p>Commuting is a habit—and habits are really hard to change. All too often, resources are spent attempting to influence people when their habits are engrained and they are extremely unlikely to be receptive to marketing, assistance, or incentives regarding sustainable commuting. Instead, change agents will be much more successful and get the biggest bang for their buck by focusing their efforts on individuals in the midst of a major contextual change. In this session, learn how the University of Washington has found success targeting their efforts, developing tailored strategies, and evaluating their progress—and how you too can get the biggest behavior change for your buck.</p>	<p><b>Casey Gifford,</b> University of Washington</p> <p><b>Emily Kathrein,</b> University of Washington</p> <p><b>Miriam Castro,</b> University of Washington</p> <p><b>Moderator: Maggie Awad,</b> Arlington Transportation Partners</p>	Broadway III & IV
	<p><b>Navigating Boom in Seattle's South Lake Union</b></p> <p>An alliance of transit agencies, city government and a TMA are tackling mobility in Seattle's burgeoning South Lake Union neighborhood. Long known for warehouses, car dealers, and almost no housing, the area now hosts 35,000 workers, 5000 residents and an active social scene. Amid continued construction, travelers in all modes navigate a crammed obstacle course. During this session you will hear about the actions being used to turn the area into awalkable, bike-friendly, transit-rich community and reach a 25% drive-alone rate. Panelists will present strategies being taken to forge relationships between governments and businesses; deliver TDM programs and messaging; and invest in mobility services and infrastructure</p>	<p><b>Carol Cooper,</b> King County Metro</p> <p><b>Cristina Van Valkenburgh,</b> City of Seattle</p> <p><b>Matthew Trecha,</b> Commute Seattle</p> <p><b>Moderator: Devon Deming,</b> Los Angeles Metro</p>	Galleria North
	<p><b>The Role of TDM in TSMO: The Portland Experience</b></p> <p>Transportation Systems Management and Operations (TSMO) is an emerging philosophy related to traffic congestion and environmental improvement. The Portland region is a leader in developing a TSMO strategy that integrates TDM as one of three key elements. The presentation will define TSMO, discuss emerging Federal policy and programs in this area and introduce two speakers from the Portland region who will provide a useful case example.</p>	<p><b>Brie Becker,</b> Nelston/Nygaard</p> <p><b>Eric Schreffler,</b> ESTC</p> <p><b>Caleb Winter,</b> Oregon Metro</p> <p><b>Moderator: Wendy Duren,</b> Arlington Transportation Partners</p>	Broadway I & II
	<p><b>Telework Council Meeting</b></p>	<p><b>Chair: Elham Shirazi,</b> e-Planning</p>	Salon I & II

## TUESDAY, AUGUST 2

5:00pm – 6:00pm	Chapter Leadership Meeting	Galleria South
	Council Leadership Meeting	Galleria North
	Open to all members currently serving or interested in serving in a leadership position within a Chapter or Council.	

6:00pm – 8:00pm

**Dine Arouds** (sign up at registration table)

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# 2016 ACT International Conference

## WEDNESDAY, AUGUST 2

7:30am - 10:30am	Registration Desk Open	Grand Ballroom Foyer
8:30am - 10:00am	<b>ACT National Awards Breakfast</b>  <b>Recognizing 2016 Winners for:</b> <ul style="list-style-type: none"> <li>Marketing &amp; Outreach (Public/University/Partnership/TMA)</li> <li>Commuting Options ((Biking/Walking/Public Transit/Carpooling/Vanpooling)</li> <li>Outstanding TMA</li> <li>Employee Transportation Champion</li> <li>Advocacy</li> <li>Research</li> <li>Bob Owens Champion Award</li> <li>Cathy Cole Memorial Award for Telework</li> </ul>	Grand Ballroom

## Concurrent Sessions

10:15am - 11:45am	<b>Master Plan: A Game of Limited Resources</b>  Play the newly-updated iteration of one of the most popular sessions from the 2015 ACT Conference in Baltimore, "Master Plan: A Game of Limited Resources." Choose a role, pick up some Lego bricks, and advocate for the achievement of your objectives. The simulation is meant to help participants transcend their specialized mindsets, and see the planning process from the position of other types of planners and developers, i.e. holistically. Participants will also be provided with all of the necessary materials to lead simulations with stakeholders in their local areas. The updated version includes a significantly more streamlined, turn-based gameplay!	<b>Monica Tibbits-Nutt,</b> 128 Business Council	Parlors
	<b>Taking the TDM Industry to Another Level by Mass Communicating Our Success</b>  The TDM industry has lacked a story that connects with people throughout the U.S. on an emotional level. Every industry that has ever been disruptive and broken through to mass audiences has done it through storytelling and creating images that inspire. This should be easy for TDM. We have bicycling, walking, trains, buses, carpooling in community, working from home, and so much more at our disposal. How can we all make a difference through improved communications?	<b>Paul Mackie,</b> Mobility Lab <b>Michael Bulthuis,</b> The Rapid	Galleria North

## WEDNESDAY, AUGUST 2

10:15am – 11:45am	<b>International TDM</b>  In this session you will hear how TransLink's demand management policy approach is being based on contemporary understandings of how to enable people to change their behaviour using the carefully managed combination of challenging attitudes, norms and peer values; raising awareness of investments that are conducive to change; and targeting levers like price and access controls as ways to encourage the reassessment of habits. You will also learn how across Canada, it is becoming widely recognized that demand management must be integrated directly with municipal and regional strategic policy that directs efforts on markets with demonstrated willingness to change. Attendees will also hear how Auckland, NZ is addressing its transportation challenge through the development and implementation of a smart city initiative focused on ITS, data sharing, and smart mobility. Lastly, attendees will hear how innovation is being used in Israel to assist employers with addressing their commuter transportation challenges.	<b>Louise Baker,</b> Opus, New Zealand  <b>Sharon Lewinson,</b> Rideshark, Canada  <b>James LaPointe,</b> Translink, Canada  <b>Moderator: Crissy Dittmore,</b> vRide	Galleria South
	<b>The Future of Carpooling &amp; Ridematching</b>  The session will explore the roles of government and the private sector regarding the future of carpooling and ridematching. With a focus on the Bay Area market panelists will share their experiences and connect the issues to other regions around the country in answering questions about the role of government of carpool formation? What does the future hold for regionally sponsored ridematching programs? How do new technologies and innovative services fit into a regional strategy? What is the role for employers?	<b>Paul Steinberg,</b> Carma  <b>Robert Sadow,</b> Scoop Technologies  <b>Rachel Zack,</b> PB  <b>Moderator:</b> <b>Barbara Laurenson,</b> Metropolitan Transportation Commission	Broadway I & II

12:15pm – 3:00pm

### Explore! Washington Park TMA Tour (registration required) | Meet in Lobby

Participants will take the Max Train to the Oregon Zoo and will meet with Heather McCarey from Explore! Washington Park TMA to speak about the partnership with the zoo and the strategy behind receiving consistent funding. Heather will also talk about how metrics and data collection help create a strong argument for funding. Participants will be picked up by a MTR Western bus to tour the rest of Washington Park.

12:45pm – 2:00pm

### Employer Council Tour of OHSU (registration required) | Meet in Lobby

Ride MAX to a one-hour tour of OHSU's waterfront campus, hosted by OHSU's John Landolfe and presented by ACT's Employer Council. The tour will showcase employee commute infrastructure, including the continent's largest car-free bridge, an aerial commuter tram, dedicated bike garage and valet, bikeshare, shuttle, streetcar, cycle track, and smart parking. Along with great programs, these features help OHSU achieve a biking rate double the Portland city census. Tour includes MAX pass, aerial tram, scenic photo ops, and easy walking or rolling. Food trucks will be available after the tour.

# 2016 ACT International Conference

WEDNESDAY, AUGUST 2

1:30pm – 4:30pm

## Oregon Statewide Transportation Options Meeting (Open to All) | Galleria North

In April 2015, the Oregon Transportation Commission adopted the state's first statewide Transportation Options (TO) Plan. First of its kind in the nation, the Oregon TO Plan identifies policies, programs, services, and investments to expand transportation choices for Oregonians and support the efficient use of the state's transportation infrastructure. Since Plan adoption, Oregon Department of Transportation (ODOT) staff and transportation options stakeholders have provided input on implementation efforts. This meeting is for professionals and stakeholders in Oregon to hear an update on the TO Plan Implementation process and early outcomes.



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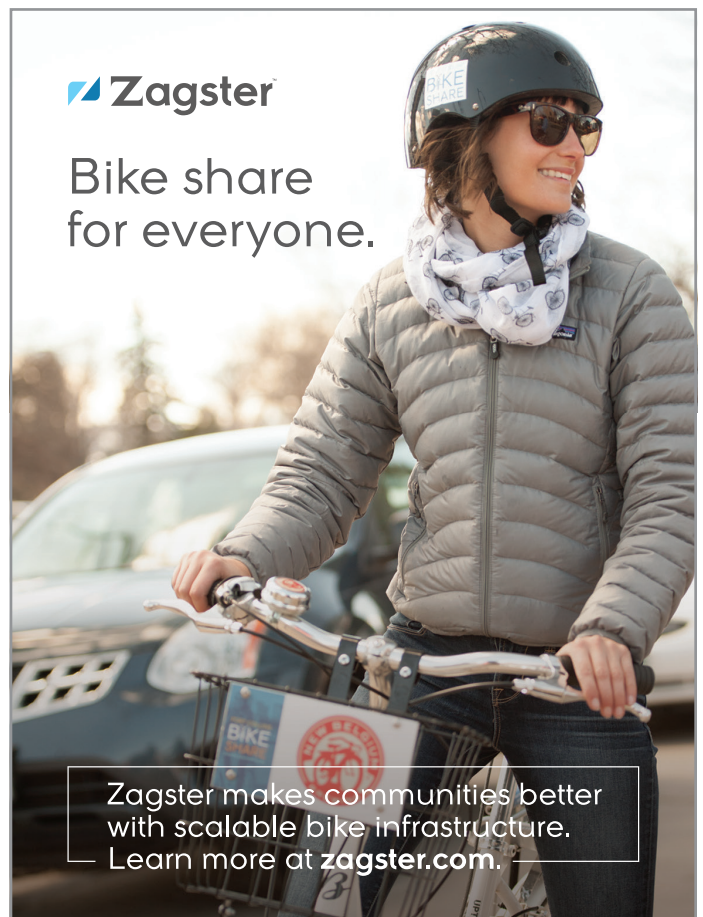
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## CONFERENCE EXHIBITORS

### PREMIER EXHIBITORS

#### Enterprise Rideshare

**Web:** <http://www.enterpriserideshare.com/>

**Description:** Enterprise Rideshare is a turn-key vanpool solution for employees, employers and transit agencies looking to enhance alternate commute options. Vanpools are groups of 5 to 15 people who commute to and from work together. The Rideshare approach is based on proactively establishing vanpool groups while providing the most economical solutions and fostering their growth through unmatched local support and vehicle selection.

**Contact:** Chuck Welek

**Email:** [Chuck.F.Welek@ehi.com](mailto:Chuck.F.Welek@ehi.com)

**Phone:** 314-512-5087



#### Rideshark

**Web:** [www.rideshark.com](http://www.rideshark.com)

**Description:** RideShark is a multimodal, fully customizable, enterprise commute management system. It includes app and web based dynamic and scheduled rideshare matching, multimodal trip logging, comprehensive incentives, vanpool management, NTD reporting, ERH, carpool parking management, commuter challenges and an extensive administration portal. All modules are fully integrated with user single sign on. Users can select specific seats in a carpool or vanpool. An integrated payment module provides a sophisticated method of transferring payments amongst the driver, passenger and client organization.

**Contact:** Tom Lewinson

**Email:** [info@rideshark.com](mailto:info@rideshark.com)

**Phone:** 613-723-0024



#### vRide

**Web:** [www.vride.com](http://www.vride.com)

**Description:** vRide is our nation's largest vanpool service provider with more than 8,000 commuter vans serving commuters in a hundred urbanized areas. WHY? "By transitioning to vRide, our agency brings additional benefits to our riders including 1) a wider variety of vehicles, 2) an agency-branded website with GPS routing/scheduling features, and 3) on-line fare payment options. With vRide, we can actually operate our program much less expensively than we were able when we operated it ourselves."

**Contact:** Jon Martz

**Email:** [jon.martz@vride.com](mailto:jon.martz@vride.com)

**Phone:** 248-597-3500



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## ● CONFERENCE PROGRAM

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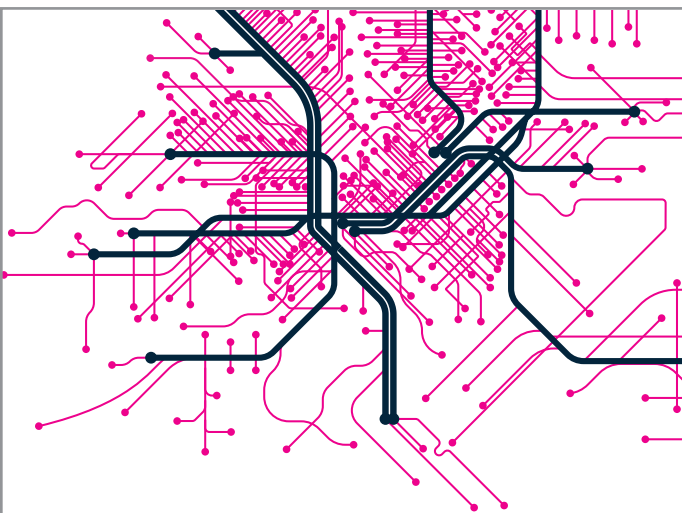
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