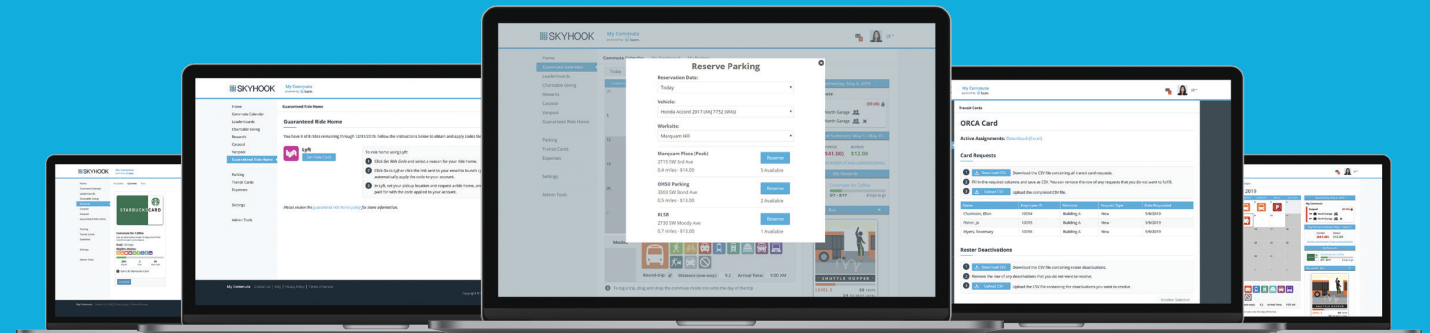






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Welcome to New York City! It has been more than 20 years since our last International Conference here and so much has changed in the city and ACT.



New York City has become one of the most progressive leaders in TDM; utilizing complete streets and vision zero goals to guide its efforts along with its recent adoption of a transit benefit ordinance and congestion pricing to create a safe, efficient, and environmentally responsible transportation system. We hope that you will take advantage of the tours, sessions, and speakers that will highlight these achievements.

As the premier TDM event of the year, this year's International Conference is continuing our recent trend of record-breaking attendance, bringing together over 600 TDM professionals from across the globe. We encourage you to use this opportunity to meet with colleagues that may be facing the same challenges or connect with vendors that can provide you with new solutions or strategies. We are truly honored to have so many TDM leaders joining us this year!



Many thanks go to our growing list of sponsors and exhibitors, including our Platinum sponsors, Rideamigos and Rideshark; and our new Diamond sponsors Iuum and TransLoc. The support we receive from our sponsors makes this event possible and helps ACT advance our shared goals and vision of a better journey for everyone. Thank you also to our conference committee chaired by Wendy Duren, who has helped lead the many months of planning it takes to make this event

happen; and to our host chapter – Mid-Atlantic, who have worked to develop engaging activities and tours.

We are thrilled to welcome our two keynote speakers – Gil Penalosa and Janette Sadik-Kahn who will share their unique leadership within the field and inspire us to think differently about our transportation systems and our communities. Our 40 workshops and sessions feature over 100 dynamic speakers on topics ranging from expanding mobility options to behavior change to measuring performance.

Please download the conference app sponsored by Commute with Enterprise for all session details and last-minute changes. If you are tweeting, please use the conference hashtag #ACTCONF19, so we all can follow the conversation.

We will spend our final morning together celebrating the work of our colleagues during ACT's National Awards Breakfast but we look forward to you joining us again in 2020, when we will be in Denver, August 2-5.

Thank you again for attending. If this is your first ACT conference (or even your twentieth) please take a moment to introduce yourself.

Have a great conference!

Connie McGee, ACT President  
David Straus, ACT Executive Director

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Vanpool Chair: Dezra Nauls, Metropolitan Transit Authority of Harris County Texas Vice Chair: Michelle Althoff, Commute with Enterprise Secretary: Jamila Owens, TripSpark Technologies	

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David Straus, Executive Director	Casey Murphy, Events & Programs Manager	Amanda Brangwynne Membership and Communication Coordinator
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Wendy Duren, Destination Sales and Marketing Group

Program Committee

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Awards Committee

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Strategic Partnerships Committee

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 Andie Fritz, ICF International  
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Chair: Heather Reiners, Westchester County Department of Public Works & Transportation | Amanda Stevens, Princeton University |  
 Annie Vivino, TransOptions Inc. | Dan Callas, TransOptions Inc. | Frank Mongioi, ICF International

**Keynote Speakers & General Session Panels**

MONDAY, AUGUST 5 | 9:00AM - BROADWAY BALLROOM

Keynote Speaker - Gil Penalosa, MBA, PhDhc, CSP | 8 80 Cities

**Creating Vibrant & Healthy Cities for All**



Gil Penalosa is passionate about cities for all people. He advises decision makers and communities on how to create vibrant cities and healthy communities for everyone regardless of age, gender and social, economic, or ethnic background. His focus is on the design and use of parks and streets as great public places, as well as sustainable mobility: walking, riding bicycles, using public transit, and new use of cars.

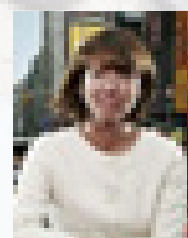
Gil is the founder and chair of the board of the internationally recognized non-profit organization 8 80 Cities, based in Canada. The organization was created centered on a simple but powerful philosophy; if you create a great city for an 8 year old and an 80 year old, you will create a successful city for all people. Gil also runs his own international consulting firm - Gil Penalosa & Associates and is an accomplished keynote speaker, facilitator of strategic workshops and advisor to decision makers and community groups. Because of Gil's unique blend of experience, pragmatism and passion, his leadership and advice is sought out by many cities and organizations; he has worked in over 300 different cities in all continents.

Gil has been a strong supporter and advocate for improving city parks, first making his mark in the late 1990s, when he led the transformation of Bogota's park system as Commissioner. During his tenure, Gil successfully led the design and development of over 200 parks including Simon Bolivar, a 113-hectare park in the heart of the city. His team also initiated the "new Ciclovía"/ Open Streets - a program that sees over 1.5 million people walk, run, skate and bike along 121 kilometers of Bogotá's city roads every Sunday, and today is internationally recognized and emulated.

TUESDAY, AUGUST 6 | 9:00AM - BROADWAY BALLROOM

Keynote Speaker - Janette Sadik-Khan, Bloomberg Associates

**Title:**



Janette Sadik-Khan is one of the world's foremost authorities on transportation and urban transformation. She served as New York City's transportation commissioner from 2007 to 2013 under Mayor Michael Bloomberg, overseeing historic changes to the city's streets—closing Broadway to cars in Times Square, building nearly 400 miles of bike lanes and creating more than 60 plazas citywide.

A founding principal with Bloomberg Associates, she works with mayors around the world to reimagine and redesign their cities. She chairs the National Association of Transportation Officials, implementing new, people-focused street design standards, which have been adopted in 76 North American cities. She is the author of Streetfight: Handbook for an Urban Revolution.

**SUNDAY, AUGUST 4**

8:45am – 12:30pm	<b>Private NYC Highlights e-Bike Tour</b> (Registration Required)	Meet in the Lobby at 8:45am
9:00 am – 12:00pm	Pre-Conference Workshops (Registration Required)	
<b>Sales &amp; Marketing – A Better TDM Program Together</b>		Chelsea / Gotham
<b>Nudging the Commute: Behavioral Science and TDM</b>		Empire / Hudson
9:00am – 12:00pm	<b>Center for TDM Meeting</b>	Harlem
12:00pm – 6:00pm	<b>Exhibitor Move-In</b>	Broadway Ballroom & Foyer
12:45pm – 3:30pm	<b>Rock the Oculus Scavenger Hunt</b> (Registration Required)	Meet in Lobby at 12:45pm
1:00pm – 4:00pm	Pre-Conference Workshops (Registration Required)	
<b>Presentation Skills, Broadway Style!</b>		Off-Site
<b>Inspiring Meaningful Behavior Change through Motivational Interviewing</b>		Hudson / Empire
1:00pm – 4:00pm	<b>Transportation Research Board TDM Committee Meeting</b>	Harlem
1:15pm – 4:30pm	<b>Underground Subway Tour</b>	Meet in the lobby at 1:15pm
4:00pm – 5:00pm	<b>Public Policy Committee Meeting</b>	Chelsea
5:00pm – 6:00pm	<b>First Time Conference Attendee &amp; New Member Reception</b>	Majestic Complex
<b>Opening Reception</b>		
6:00pm – 8:00pm	Join us for a fun evening of LIVE entertainment, food, drinks and of course, networking!	Broadway Ballroom

**MONDAY, AUGUST 5**

8:00am – 5:00pm	Registration Desk	Broadway Ballroom Registration Counter
8:00am – 6:30pm	Exhibit Hall Open	Broadway Ballroom & Foyer
8:00am – 9:00am	Networking Breakfast & Exhibits	Broadway Ballroom & Foyer
8:00am – 9:00am	Governance Committee Meeting	Shubert Complex

General Session & Conference Keynote Address

9:00am – 10:15am	Welcome Remarks: - Connie McGee, ACT President - David Straus, Executive Director	 Broadway Ballroom
	Conference Keynote Address: Creating Vibrant & Healthy Cities for All Gill Penalosa, 880 Cities  Sponsored by RideShark	



Concurrent Sessions

10:30am – 12:00pm	How to Slice and Dice: Targeted Approaches to Audience Segmentation for Transportation Behavior Change	Astor Ballroom
	Gen-Z's: The New Millennials	Soho Complex
	No One Goes It Alone — Data Sharing & APIs	Empire Complex
	Take Charge: How Government Mandates Can Make Your TDM Program More Impactful Sponsored by: Transportation Research Board TDM Committee	Majestic Complex
	Vanpool Strategies: How to keep wheels on the ground! Sponsored by: Vanpool Council	Shubert Complex
	University Council Meeting	Duffy / Columbia

12:00PM – 1:20PM Networking Lunch & Exhibits


Join in the conversation and meet new colleagues. Choose from one of our many pre-selected table topics, including:

- Multimodal Transportation
- UBIT
- Employer Engagement Strategies
- Microtransit
- And many more!

Or create a topic of interest to you, we will have blank table tent cards and pens at each table.

Concurrent Sessions

1:30pm – 2:45pm	MaaS for Campus - New Trends in Providing University "Safe Ride" Services Sponsored by: University Council	Astor Ballroom
	Improving Veterans' Community Livability through Transportation: Lessons Learned from the Go Vets Outreach Program	Soho Complex
	Construction, Constraints, and Closures: Developing Tools for Commuters When Things Look Grim	Empire Complex
	Being an Advocate for TDM Sponsored by: Public Policy Committee	Majestic Complex
	The Hard Work of Changing Values and Perceptions About TDM, When Leadership is Not On-Board	Shubert Complex
	TMA Council Meeting	Duffy / Columbia

2:45pm – 3:00pm	Afternoon Refreshment Break - Stop by and visit our exhibitors! Sponsored by: Agile Mile 	Broadway Ballroom
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3:00pm – 4:00pm	The New Imperative: The Impact of Commute Modes on Commuter Well-Being Sponsored by: Scoop 	Astor Ballroom
	Regional TDM Planning in the 21st Century	Soho Complex
	TMA Expansion in Massachusetts – What's behind the increase in popularity? Sponsored by: TMA Council	Empire Complex
	Congestion Pricing: New York's Next Big TDM Strategy Sponsored by: Public Policy Committee	Majestic Complex
	Expanded Mobility: Making Way for Pedestrians and Bicyclists Sponsored by: WTS International	Shubert Complex
	Telework Council Meeting	Duffy / Columbia

4:15pm – 5:15pm Chapter Meetings (4th, 6th & 7th Floors)		
CA Chapters (Northern, Southern)	Majestic Complex	
Cascade	Soho Complex	
Chesapeake	Empire Complex	
Mid-Atlantic	Shubert Complex	
Midwest	Ziegfeld	
Patriot	Wilder	
Red River	Odets	
Southeast (SEACT)	Duffy / Columbia	
Rocky Mountain	Gilbert	
Valley of the Sun	Brecht	
5:15pm – 6:30pm	Exhibitor Hour – Happy Hour Sponsored by: Luum 	Broadway Ballroom & Foyer



**TUESDAY, AUGUST 6**

8:00am – 5:00pm	Registration Desk Open	Broadway Ballroom Registration Counter
8:00am – 4:00pm	Exhibit Hall Open	Broadway Ballroom & Foyer
8:00am – 9:00am	Networking Breakfast & Exhibits	Broadway Ballroom & Foyer

General Session & Conference Keynote Address

9:00am – 10:15am	<p>Welcome Remarks: -David Straus, Executive Director Conference Keynote Address: TITLE Janette Sadik-Kahn, Principal, Bloomberg Associates, former NYC DOT Commissioner</p> <p>Sponsored by: RideAmigos</p> 	 <p>Broadway Ballroom</p>
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Concurrent Sessions

10:30am – 12:00pm	Closing the Gap and Increasing the Geographic Reach – Why corporate transit is thriving Sponsored by: Employer Council	Astor Ballroom
	Microtransit Transition Design: Assessing Opportunities and Getting Started	Soho Complex
	SuperBowl LIII: 1,000,000 Residents, 10,000 Volunteers, 600 Employers, 4 TDM (Telework, Ridematching, Transit, Communications) Strategies That Changed the Game Sponsored by: Telework Council	Empire Complex
	Coming to a Road Near You: Why Planning Now for Self-Driving Vehicles is a Good Idea Sponsored by: Transportation Research Board TDM Committee	Majestic Complex
	TDM & Social Equity: Bridging the Gap for Practitioners and Constituents	Shubert Complex
	Vanpool Council Meeting	Duffy / Columbia

12:00PM – 1:30PM Networking Lunch & Annual Meeting

David Straus, Executive Director		Broadway Ballroom & Foyer
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Concurrent Sessions

1:45pm – 3:00pm	Smart is as Smart Does: The future is now for Smart Cities and Campuses	Astor Ballroom
	Social Marketing for Carpool: The Psychology of Behavior Change	Soho Complex
	Steps for Establishing a TDM Policy in Your Community	Empire Complex
	The Smart Commuting Side of the Coin: Selling access to mobility to attract business Sponsored by: TMA Council	Majestic Complex
3:00pm – 3:15pm	Implementing Efficient TDM Programs Based on Quantified Data	Shubert Complex
	Employer Council Meeting	Duffy / Columbia
3:00pm – 5:00pm	Afternoon Refreshment Break - Stop by and visit our exhibitors!	Broadway Ballroom
	Radio City Stage Door Tour	Meet in the Lobby at 3:00pm
	Linking Emerging Mobility Practices, TDM Programs and Transportation Management to Enable Mobility on Demand: Perspectives from USDOT. Sponsored by: Public Policy Committee	Astor Ballroom
	Show Me the Money! How Vanpools generate federal funding for Transit Agencies . Sponsored by: Vanpool Council	Soho Complex
	Keeping Up with E-Scooters: Higher Education Campus Perspectives on Best Practices and Lessons Learned. Sponsored by: University Council	Empire Complex
	Measure What You Treasure	Majestic Complex
	How Hospitals are Transforming Employee and Patient Mobility. Sponsored by: Employer Council	Shubert Complex
	Implementing Telework: A new resource kit and lessons learned. Sponsored by: Telework Council	Duffy / Columbia




4:45pm – 5:45pm	Chapter Leadership Meeting Council Leadership Meeting Open to all members currently serving or interested in serving in a leadership position within a Chapter or Council.	Majestic Complex Shubert Complex
5:30pm – 6:30pm	Marriott Marquis Hotel – 7th Floor Foyer	
Young Professionals Mixer (By Invite Only) Hosted by:  		
8:00pm   Location	RideAmigos Closing Night Karaoke Party   Sponsored by: 	

**WEDNESDAY, AUGUST 7**

8:00am – 10:15am	Registration Desk Open	Broadway Ballroom Registration Counter
8:00am – 10:00am	Exhibit Hall Open	Broadway Ballroom & Foyer
8:30am – 10:00am - ACT National Awards Breakfast		
Recognizing 2019 Winners for: • Employee Transportation Champion (ETC) • Marketing & Outreach • Commuting Options • Outstanding TMA • Outstanding Building/Development Award • Excellence in Advocacy • Excellence in Research • Excellence in Planning	David Straus, Association for Commuter Transportation Julia Wean, Steer Elizabeth Denton, Destination Sales & Marketing Group Leah Barrett, Jibe	Broadway Ballroom
Concurrent Sessions		
12:45pm – 4:00pm	Commuting with Children: Solving School Transportation Challenges and Congestion	Majestic Complex
	Four Different Approaches to Commuter Incentive and Challenge Programs	Shubert Complex
	Targeted Marketing	Soho Complex
	Toward a Shared Future: Strategies to Manage Travel Demand	Empire Complex
	Columbia University Tour (Pre-Registration required)	Meet in Lobby at 12:45pm

Conference Exhibitors

Exhibits located in the Broadway Ballroom & Foyer

<p>ACT Member Center Sponsored by: Transloc</p>  <p>Web: actweb.org Email: info@actweb.org Booth # 504 &amp; 506</p>	<p>Agile Mile, Inc.</p>  <p>Web: agilemile.com Email: rsteele@agilemile.com Booth # 306</p>	<p>Commute with Enterprise</p>  <p>Web: commutewithenterprise.com Email: Kevin.V.Chau@ehi.com Booth # 304</p>
<p>Commutifi</p>  <p>Web: commutifi.com Email: rich@commutifi.com Booth # 206</p>	<p>Dero Bike Racks</p>  <p>Web: dero.com Email: tony@dero.com Booth # 513</p>	<p>DoubleMap, Inc.</p>  <p>Web: doublemap.com Email: tyler@doublemap.com Booth # 401</p>
<p>Edenred Commuter Benefit Solutions</p>  <p>Web: commuterbenefits.com Email: larissa.lazaro@commuterbenefits.com Booth # 407</p>	<p>Foursquare Integrated Transportation Planning</p>  <p>Web: foursquareitp.com Email: sjohnson@foursquareitp.com Booth # 404</p>	<p>Gotcha</p>  <p>Web: ridegotcha.com Email: chrissy@thegotchagroup.com Booth # 403</p>
<p>Keolis America Inc.</p>  <p>Web: keolisamericas.com Email: chris.barker@keolisna.com Booth # 204</p>	<p>Liftango</p>  <p>Web: liftango.com Email: dean@liftango.com Booth # 511</p>	<p>Luum</p>  <p>Web: luum.com Email: Kelly@luum.com Booth # 303</p>
<p>Motor Coach Industries</p>  <p>Web: motorcoach.com Email: vicki.bowman@mcicoach.com Booth # 104</p>	<p>Optibus</p>  <p>Web: optibus.com Email: shirm@optibus.com Booth # 307</p>	<p>Pablito</p>  <p>Web: pablito.com Email: pablo@pablito.com Booth # 509</p>

<p>RideAmigos</p> <p><b>rideamigos</b></p> <p>Web: rideamigos.com Email: kathryn.hagerman@rideamigos.com Booth # 100</p>	<p>RideShark Corporation</p> <p><b>RideShark</b> Unified Mobility with <b>goby</b></p> <p>Web: rideshark.com Email: Sharon@RideShark.com Booth # 202</p>	<p>Scoop</p> <p><b>scoop</b></p> <p>Web: takescoop.com Email: annie@takescoop.com Booth # 205</p>
<p>Share Now</p> <p><b>CAR 2GO</b></p> <p>Web: your-now.com Email: walter.rosenkranz@share-now.com Booth # 102</p>	<p>Spin</p> <p><b>SPIN</b></p> <p>Web: spin.pm Email: alanna.spencer@spin.pm Booth # 106</p>	<p>TransitScreen, Inc.</p> <p><b>TRANSIT SCREEN</b></p> <p>Web: transitscreen.com Email: rachel@transitscreen.com Booth # 305</p>
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<p>TripSpark Technologies</p> <p><b>TripSpark</b> MOVING &lt;&lt; TOGETHER</p> <p>Web: tripspark.com Email: jamila.owens@tripspark.com Booth # 406</p>	<p>Via Transportation</p> <p><b>VIA</b></p> <p>Web: ridewithvia.com Email: laney@ridewithvia.com Booth # 405</p>	<p>WageWorks Inc.</p> <p><b>WageWorks</b></p> <p>Web: wageworks.com Email: andrew.arenzen@wageworks.com Booth # 402</p>
<p>WeDriveU</p> <p><b>WeDriveU</b></p> <p>Web: wedriveu.com Email: joanna@wedriveu.com Booth # 107</p>		

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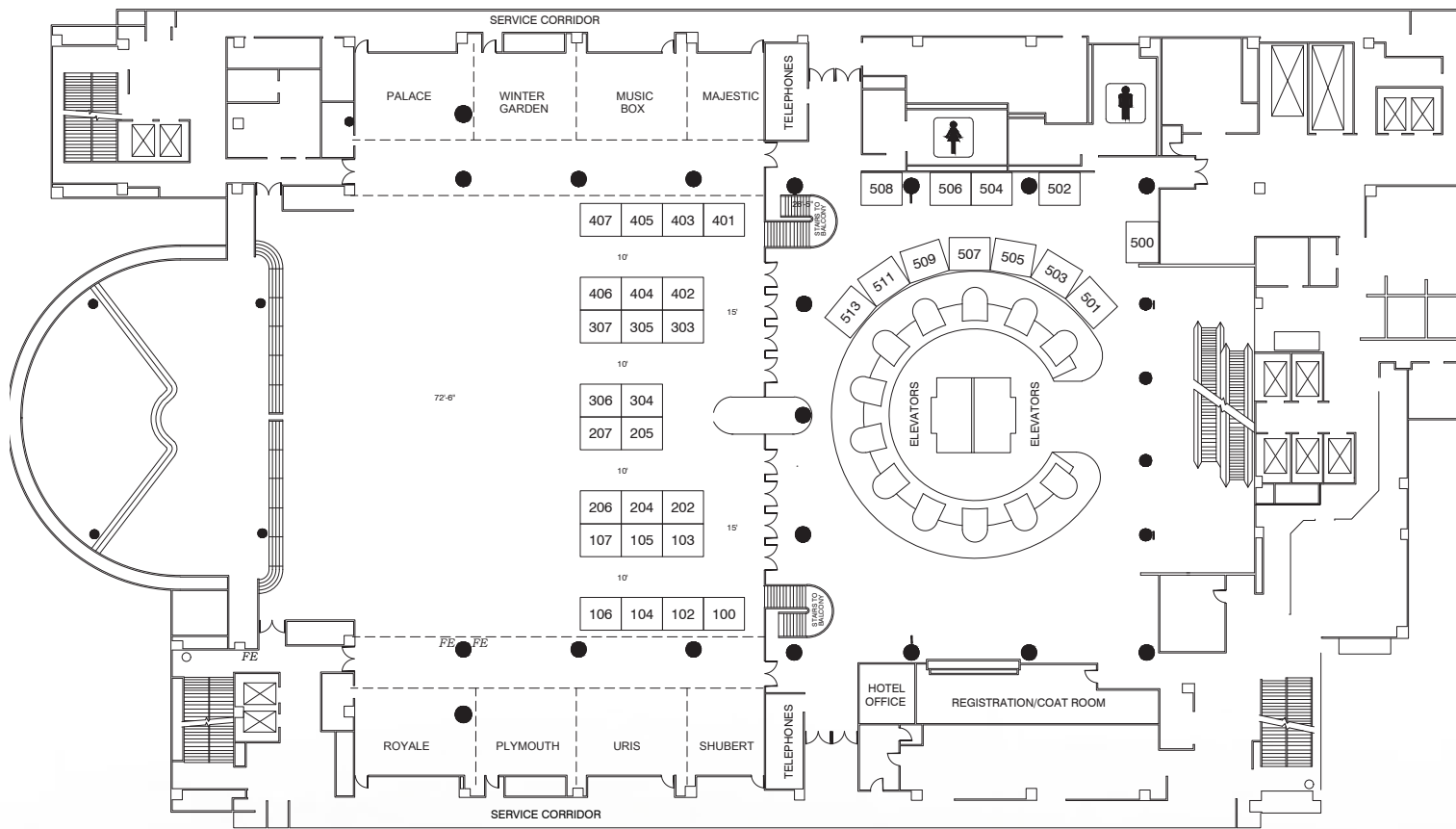
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**ag-ile**

/ˈajəl/

adjective

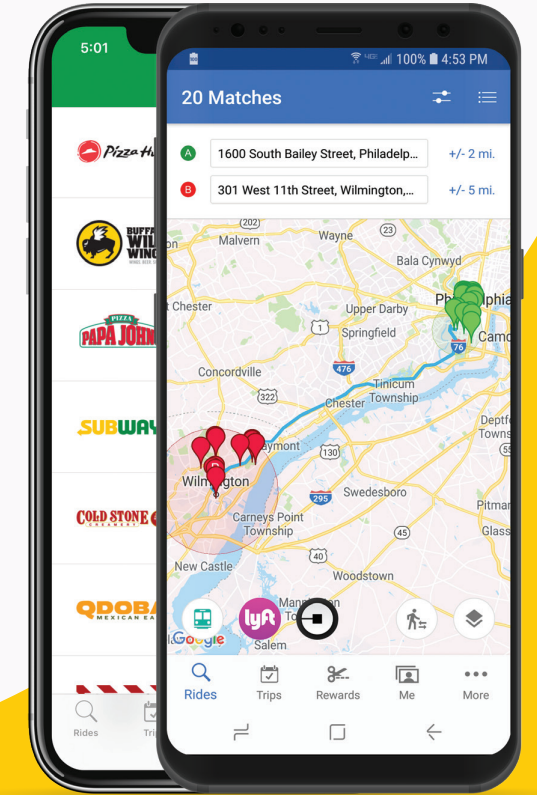
1. able to move quickly and easily
  2. able to think and understand quickly
  3. a method of software development
- "replace high-level design with frequent redesign"

**mile**

/mīl/

noun • adverb

1. a unit of linear measure equal to 5,280 feet
  2. by a great amount or a long way
- "this software is miles better"



TDM SOFTWARE FOR GOVERNMENTS



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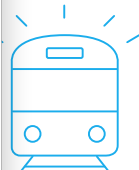
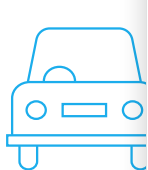
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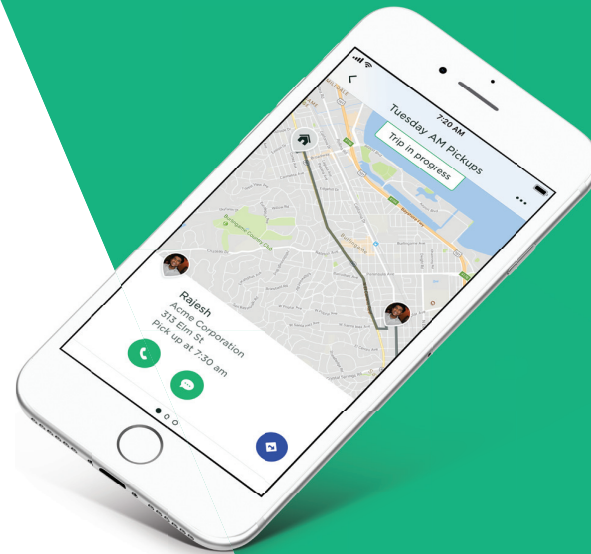
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