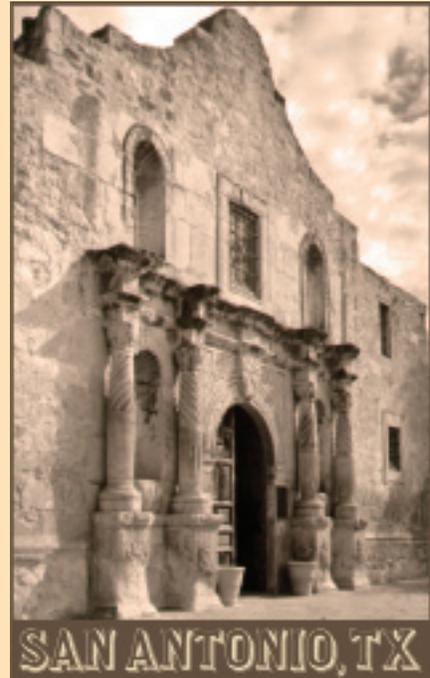




**2013  
International  
Conference**



**Deep in  
the Heart  
of TDM**

**July 27 – 31, 2013 • San Antonio, Texas  
Grand Hyatt San Antonio**

**PROGRAM BROCHURE**

# ACT 2013 International Conference Sponsors



## Dear ACT Members and Guests,

Greetings to all Association for Commuter Transportation (ACT) 2013 International Conference attendees, exhibitors and sponsors and welcome to San Antonio, where Tex-Mex meets the Old West and the atmosphere is rich, the river passages colorful and the cuisine even more flavorful. On behalf of our Association's Board of Directors, I'd like to thank you for joining us and while you're here, please don't hesitate to let me – or any of our Association staff – help make your conference the best experience possible.

Convening at the national level, the International Conference brings together as many transportation demand management and commuting professionals as possible to build legislative support, network, celebrate award winners and learn from top-notch professional development opportunities.

This year's International Conference focuses on developing and maintaining key partnerships — such as learning from the expertise of the Transportation Research Board (TRB) TDM Committee and its track of concurrent education sessions. New partners and partnerships will undoubtedly be important ingredients in the continued success of our Association and its members. Of course, our ACT business members are valuable partners, and I urge you to talk with our business partners on our trade fair floor.

Our conference education sessions are among the most timely, pertinent and targeted group of sessions that we've ever arranged. There's something to meet all of our attendee's needs from the concurrent education session tracks to hands-on technical sessions. These exceptional education opportunities – like our University TDM Summit – provide real-world experience that will inspire you with new perspectives, unparalleled networking opportunities and the chance to learn from and with colleagues from institutions similar to yours.

I've always said that making new connections is not only what this industry is all about, it also aptly summarizes our goals for conference attendees. From the Trade Fair to our Awards Breakfast to our General Session Luncheons, be sure to spend time with your colleagues and share ideas, insight and solutions.

We are excited to have four featured speakers highlighting our General Sessions this year, Howard Peak, former Mayor of San Antonio and executive director of external affairs for AT&T, Inc.; John Robert Smith, President and CEO of Reconnecting America; and Park Howell, President of Park & Co., and Vinn White, Associate Director for Transportation Policy at the U.S. Department of Transportation will bring their expertise, experience and leadership to these sessions. Be sure to bring your questions!

Again, thank you for your continued support and commitment to ACT and for taking time out of your busy schedule to join us at the Association for Commuter Transportation 2013 International Conference – Deep in the Heart of TDM. Here's to enjoying a great opportunity to learn, teach, discuss, honor and network.

With Warm Regards,

Caryn R. Souza,  
Executive Director



# Schedule At-a-Glance

## Saturday, July 27

Council Leadership Meeting	Crockett C/D	8:00 a.m. – 10:00 a.m.
Leadership Academy	Crockett A/B	8:30 a.m. – 7:00 p.m.
Chapter President Leadership Meeting	Crockett C/D	10:00 a.m. – 12:00 p.m.
Board of Directors Meeting	Crockett C/D	1:00 p.m. – 5:00 p.m.
Registration	Fourth Floor Lobby	3:00 p.m. – 6:00 p.m.

## Sunday, July 28

Registration	Fourth Floor Lobby	7:00 a.m. – 8:00 p.m.
University TDM Summit	Texas Ballroom C	9:00 a.m. – 4:00 p.m.
Conference Intensive Workshops	Meeting Rooms	8:00 a.m. – 12:00 p.m.
Leadership Academy	Republic B/C	12:00 p.m. – 6:00 p.m.
University TDM Summit Lunch	Fourth Floor Lobby	12:00 p.m. – 12:30 p.m.
Conference Intensive Workshops	Meeting Rooms	1:15 p.m. – 5:15 p.m.
University Council Meeting	Texas Ballroom C	4:10 p.m. – 5:00 p.m.
New Member Welcome	Bar Rojo	5:00 p.m. – 6:00 p.m.
Opening Reception & Exhibit Hall Opens	Fourth Floor Lobby	6:00 p.m. – 8:00 p.m.

## Monday, July 29

Registration	Fourth Floor Lobby	7:30 a.m. – 6:30 p.m.
Exhibit Hall Open	Fourth Floor Lobby	7:30 a.m. – 5:00 p.m.
Continental Breakfast	Fourth Floor Lobby	7:30 a.m. – 8:15 a.m.
New Member Breakfast	Crockett A/B	7:30 a.m. – 8:15 a.m.
Opening Session	Texas Ballroom A/B	8:15 a.m. – 9:30 a.m.
Visit Exhibitors	Fourth Floor Lobby	9:30 a.m. – 10:00 a.m.
Guided Tour of VIA Primo BRT & Facility	Main Lobby	9:45 a.m. – 11:30 a.m.
Concurrent Sessions	Meeting Rooms	10:00 a.m. – 11:30 a.m.
Luncheon and General Session	Texas Ballroom A/B	11:45 a.m. – 1:00 p.m.
Concurrent Sessions	Meeting Rooms	1:15 p.m. – 2:45 p.m.
Visit Exhibitors	Fourth Floor Lobby	2:45 p.m. – 3:15 p.m.
Concurrent Sessions	Meeting Rooms	3:15 p.m. – 4:30 p.m.
Chapter Meetings	Meeting Rooms	4:30 p.m. – 5:45 p.m.
Leadership Academy	Presidio B	5:00 p.m. – 7:00 p.m.
Dine-Arounds	Offsite Locations	6:30 p.m. – 9:00 p.m.

## Tuesday, July 30

Registration	Fourth Floor Lobby	7:30 a.m. – 6:00 p.m.
Exhibit Hall Open	Fourth Floor Lobby	7:30 a.m. – 5:00 p.m.
Continental Breakfast	Fourth Floor Lobby	7:30 a.m. – 8:15 a.m.
General Session	Texas Ballroom A/B	8:15 a.m. – 9:30 a.m.
Visit Exhibitors	Fourth Floor Lobby	9:30 a.m. – 10:00 a.m.
Concurrent Sessions	Meeting Rooms	10:00 a.m. – 11:30 a.m.
Exhibitor Luncheon	Fourth Floor Lobby	11:45 a.m. – 12:45 p.m.
Concurrent Sessions	Meeting Rooms	1:00 p.m. – 2:30 p.m.
Visit Exhibitors	Fourth Floor Lobby	2:30 p.m. – 3:00 p.m.
Concurrent Sessions	Meeting Rooms	3:00 p.m. – 4:15 p.m.
Visit Exhibitors	Fourth Floor Lobby	4:15 p.m. – 4:30 p.m.
Concurrent Sessions	Meeting Rooms	4:30 p.m. – 5:45 p.m.

## Wednesday, July 31

Registration	Fourth Floor Lobby	7:00 a.m. – 12:00 p.m.
Annual Business Meeting	Texas Ballroom A/B	7:00 a.m. – 7:30 a.m.
Awards Breakfast	Texas Ballroom A/B	7:30 a.m. – 8:45 a.m.
TRB TDM Committee Meeting	Presidio	9:00 a.m. – 12:00 p.m.
Concurrent Sessions	Meeting Rooms	9:00 a.m. – 10:30 a.m.
Concurrent Sessions	Meeting Rooms	10:45 a.m. – 12:00 p.m.

# ACT 2013 International Conference

## Full Schedule

### Saturday, July 27

#### Council Leadership Meeting

8:00 a.m. – 10:00 a.m.  
Room: Crockett C/D

#### Leadership Academy

8:30 a.m. – 7:00 p.m.  
Room: Crockett A/B

#### Chapter President Leadership Meeting

10:00 a.m. – 12:00 p.m.  
Room: Crockett C/D

#### Board of Directors Meeting

1:00 p.m. – 5:00 p.m.  
Room: Crockett C/D

#### Registration

3:00 p.m. – 6:00 p.m.  
Room: Fourth Floor Lobby

### Sunday, July 28

#### Registration

7:00 a.m. – 8:00 p.m.  
Room: Fourth Floor Lobby

#### University TDM Summit

9:00 a.m. – 4:00 p.m. (NOTE: See pg. 18 for agenda)  
Room: Texas Ballroom C

#### Conference Intensive Workshops

8:00 a.m. – 12:00 p.m.

#### Creative Thinking Techniques for TDM Professionals

Room: Crockett A/B

*Instructor: Philip Winters, University of South Florida, CUTR*

Creativity is not solely a function 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, as well as how

the creative thinking step fits into an overall method for separating out the different aspects of thinking. *NOTE: This is a four-credit hour, required course under the Florida Commuter Choice certificate program.*

#### “A History of Transportation Policy” – Monty Python Style

Room: Crockett C/D

*Instructor: Jason Pavluchuk, ACT Government Relations Specialist, Pavluchuk & Associates*

“Title 23, MPO, Designated Recipient, Allocations, Local Ordinances” .....have you ever read or listened to your colleagues talk about public policy and immediately zone out because you don’t understand what they are saying. Do not worry you are not alone. During this session, our panel of experts will give you a crash course on transportation policy. During this course you will learn all you need to know about those crazy acronyms, how transportation policy works, who makes funding decisions, and more importantly how and when to get involved. We will also discuss what issues can be dealt with at the Federal level, and what issues need to be dealt with at the local level. Finally, we will review some of the most successful local initiatives and talk about how you can start one in your region.

#### Leadership Academy

12:00 p.m. – 6:00 p.m.  
Room: Republic B/C

#### University TDM Summit Lunch

12:00 p.m. – 12:30 p.m.  
Room: Fourth Floor Lobby

#### Conference Intensive Workshops

1:15 p.m. – 5:15 p.m.

#### LEED, LEED V4, and TDM: New Opportunities to Provide Value to Developers and Property Managers

Room: Crockett C/D

*Instructors: Peggy Schwartz, Transportation Action Partnership, Inc./North Bethesda Transportation Management District; Justin Schor, Wells + Associates*

The US Green Building Council’s (USGBC’s) Leadership in Energy and Environmental Design (LEED) Green Building Rating System is creating new and ever growing market opportunities for TDM professionals

**Monday, July 29, 2013**

to expand our services and programs. Thousands of developers and property owners nationwide are looking to design projects in sustainable neighborhoods or construct more efficient buildings. In all instances TDM is a key element of attaining the sustainable transportation elements of their certification including points for LEED certification. This hands-on workshop will show participants how to take advantage of this growing new market opportunity by creating new outlets to sell and market their services while helping property owners and developers obtain green certification. Attendees will also benefit from information on the latest changes to the LEED rating system as it pertains to TDM through Location and Transportation credits as the USGBC continues work on the most recent updates to the LEED rating system – LEED V4.

### **Ridesharing: An Ever-Evolving Option**

Room: Crockett A/B

*Facilitator: Amy Conrick, National Center for Mobility Management*

*Instructors: Steve Erickson, Denver Regional Council of Governments; Linda Furnas, California 511/Parsons Brinkerhoff; Susan A. Shaheen, Ph.D., University of California, Berkeley; Wendy Weaver, The Boeing Company*

Participate in this multi-activity workshop that looks at ridesharing from many angles. The workshop begins with an overview of the growing movement toward a “sharing economy” and the impact on ridesharing; an historical look by Dr. Susan Shaheen at how ridesharing operated when it had a larger market share, where it’s gone from there, and where it could go in the future; a panel with presenters from the Denver Regional COG, Boeing, and Rideshare.511 (California) on how to grow ridesharing in normal and crisis (e.g., recent BART strike) times; a brief look at real-time rideshare applications; and small-group brainstorming on new avenues for ridesharing programs.

### **University Council Meeting**

4:10 p.m. – 5:00 p.m.

Room: Texas Ballroom C

### **New Member Welcome**

5:00 p.m. – 6:00 p.m.

Room: Bar Rojo

### **Opening Reception & Exhibit Hall Opens**

6:00 p.m. – 8:00 p.m.

Room: Fourth Floor Lobby

### **Registration**

7:30 a.m. – 6:30 p.m.

Room: Fourth Floor Lobby

### **Exhibit Hall Open**

7:30 a.m. – 5:00 p.m.

Room: Fourth Floor Lobby

### **Continental Breakfast**

7:30 a.m. – 8:15 a.m.

Room: Fourth Floor Lobby

### **New Member Breakfast**

7:30 a.m. – 8:15 a.m.

Room: Crockett A/B

### **Opening Session**

8:15 a.m. – 9:30 a.m.

Room: Texas Ballroom A/B

The ACT International Conference will kick off with a welcome and overview of San Antonio by the former Mayor, Howard Peak. Our keynote address will be given by Park Howell who will highlight how to ignite the growth of people, products and companies through the power of storytelling. Park has been featured in the Wall Street Journal, Fast Company and the Social Innovation Review Magazine.

### **Visit Exhibitors**

9:30 a.m. – 10:00 a.m.

Room: Fourth Floor Lobby

### **Guided Tour of VIA Primo BRT and Westside Multi-Modal Facility**

9:45 a.m. - 11:30 a.m.

*NOTE: Registration: Attendance is limited to 30 people*

Join Art Herrera with the VIA Metropolitan Transit Authority as he provides a guided tour of VIA’s Primo Bus Rapid Transit system and the newly opened Westside Multi-Modal Facility. Interested participants are encouraged to pre-register — check at the Conference Registration desk for tour availability. Participants will meet in the Hyatt lobby at 9:45 a.m. The tour will return in time for participants to attend the 11:45 a.m., General Session.

### **Concurrent Sessions**

10:00 a.m. – 11:30 a.m.

## **TDM Deep in the Heart of Texas**

Room: Texas Ballroom C

*Shelley Whitworth, Houston-Galveston Area Council; Katrina Bayer, Houston-Galveston Area Council; John Fifield, Houston-Galveston Area Council; Howard W. Peak, Former Mayor of San Antonio*

San Antonio and Houston MPOs lead major initiatives to address congestion, air quality and livability. Houston is the nation's 4th largest metropolitan area with traffic and air quality issues on a scale the size of Texas. The Houston-Galveston Area Council's Commute Solutions Team is tackling TDM and air quality with telework programs, clear air leadership awards, innovative vanpool pilot programs, carpooling, and the nation's largest and most successful privately funded incentive program. The result, more than 130 million miles of reduced driving over the last seven years. San Antonio, best known to many as the home of the Alamo, is also home to the San Antonio Missions National Historical Park, which encompasses four distinct missions that were each once the heart of individual settlement communities. A "Transportation in National Parks" project has helped to link some of this park's disconnected facilities via an extensive trail network in the midst of the largely urban setting surrounding the missions.

## **Making the Case for TDM**

Room: Crockett A/B

*Erin Franke, CTS EMBARQ Mexico; Timothy Grzesiakowski, Metropolitan Planning Council; Jeremy Holmes, RIDE Solutions*

TDM efforts do not succeed by merely existing. Learn how to make the case for TDM in this session, including case studies from Mexico City, Chicago, and smaller cities. This session includes tips on finding partners, staying flexible, and making your TDM program work for your city or community.

## **From the Halls of Academia: Building a Better Bike Program**

Room: Crockett C/D

*Moderator: Brian Shaw, University of Pennsylvania; Beverly Malone, University of Maryland DOTS; Valerie Goubeau, University of Maryland DOTS; Mark Kastner, reCycle Bike Program; Ramon Zavala, University of California, Irvine; Craig Cotton, Texas Tech University*

Universities across the nation are building successful bike programs. Learn from four University programs about starting a new bike program, innovative ways to acquire bikes and equipment, and how to prevent bicycle theft with your program.

## **Vanpool: Develop and Implement Sales and Marketing Strategies That Work**

Room: Republic B/C

*Moderator: David McMaster, VIA Metropolitan Transit Authority*

*Stuart Anderson, Steer Davies Gleave; Carolyn Newsome, Intercity Transit; Mario Rodriguez, Enterprise; Blake Berlin, VIA Metropolitan Transit Authority*

Participants will learn more about how to approach development and implementation of sales and marketing plans that are strategically designed for their marketplace and product offerings. Then, find out about the experience from King County METRO incorporating social media connections into their customer attraction and customer relationship business practices to keep vanpools in business. Finally, learn about VIA's success navigating the decision making and outreach opportunities in promoting vanpool to the military at Joint Base San Antonio.

## **Data's Role in Shaping TDM Marketing Programs**

Room: Seguin

*Lisa Buchanan, Steer Davies Gleave; Rachele Waterman, Smart Commute North Toronto; Nicholas Ramfos, Metropolitan Washington Council of Governments; Ryan Ellis, Atlanta Regional Commission*

Most TDM programs collect some type of data for marketing or advertising purposes; from current and potential program user feedback, all the way to the collection of "big data" from large survey efforts. During this panel discussion, which is being organized by the Transportation Demand Management Institute (TDMI), a closer look will be taken on how the use of data can influence the development and/or implementation of a TDM marketing program. Panelists will share information on the role data plays in marketing TDM programs, the insights gleaned from data which lead to the formation of efficient and effective TDM marketing programs, examples of how data has been used in various projects, and new data collection trends and tools that are emerging in the TDM industry.

## **Luncheon and General Session**

11:45 a.m. – 1:00 p.m.

Room: Texas Ballroom A/B

Our luncheon and general session will feature a keynote address focusing on the role of TDM within the United States Department of Transportation. This thought-provoking lunch session will give you a greater understanding of how TDM is continuing to evolve within U.S. DOT.

## **Concurrent Sessions**

1:15 p.m. – 2:45 p.m.

## **Technology, Trip Planning, and TDM**

Room: Texas Ballroom C

*Matthew Kaufman, UrbanTrans North America; Jeffrey Chernick, RideAmigos; Craig Nelson, Steer Davies Gleave; Richard Bryce, Avego*

From mobile apps to user-centered information systems, technology's role in TDM is the focus of this session. Learn how to use an app to change travel behavior, give smartphone users everything they need to play a trip, and measure the resulting change. The session will also examine future technologies and opportunities they may provide to TDM.

### **Vanpool: Outreach for Rural and Urban Riders**

Room: Crockett A/B

*Moderator: Janet Berardi, Mid-Ohio Regional Planning Commission*

*Annette Harper, Commuter Ride; Nicole Stern, Commuter Ride; Jeff McVay, VanGo; Devon Deming, Los Angeles World Airports*

Successful TDM program relay on "go-to" people when it is time to find riders and grow participation in vanpools, carpools and employer-based commuter programs. Learn how to make the hard work of vanpool and TDM outreach fun and successful. You will learn simple tools and proven approaches for building relationships with businesses, government agencies and citizens in your community and growing your happy customer family. You will come away equipped with new data to aid you in demonstrating the business value of commuter initiatives to employers you work with

### **TRB: The One-Way Trip as the New TDM Frontier**

Room: Seguin

*Moderator: Lori Diggins, LDA Consulting, Washington, DC; Katie Sihler, goDCgo/Capital Bikeshare; Glenn Gadbois, Movability Austin; Joseph Kopster, Ridescout; Nicholas Ramfos, Commuter Connections, Metropolitan Washington Council of Governments*

TDM programs have long focused on serving round-trip travel; the mode you used to reach a destination was the mode you used to go home. But the introduction of dynamic rideshare, bikeshare, one-way carshare, and casual carpool, along with an explosion in real-time travel information has created a wealth of new one-way travel opportunities that travelers can choose "in the moment." This session will focus on how access to one-way options influences mode choice, the infrastructure and information needed by travelers, and strategies TDM organizations can take to capitalize on the opportunity.

### **ACT Public Policy Session**

Room: Crockett C/D

*Jason Pavluchuk, ACT Government Affairs; Jon Martz, VRide, ACT Public Policy Chair; Paul Dean, Transit Center*  
This session will be a broad overview and roundtable on Public Policy Issues that ACT is working on. Included in this overview and roundtable will be an overview of the MAP-21 reauthorization task force recommendations; an update on MAP-21 circulars and regulations; an update on the transit benefit. This will be a lively roundtable and discussion that will include member participation. This session is for you if you want to catch up on the latest news and information, if you are curious about how to get involved, or have interest in public policy.

### **Sustainable Development Council Meeting**

Room: Republic B/C

*Peggy Schwartz, Co-Chair, North Bethesda TMD; Justin Schor, Co-Chair, Wells + Associates*

Join the inaugural meeting of this new council formed to support ACT TDM professionals working in the LEED, Green Building and other sustainable development effort communities. The aim is to increase awareness and raise the profile of ACT in this field, expand the number of communities integrating TDM into planning as support for TOD and walkable/bikeable environments, and increasing partnership opportunities for ACT with organizations engaged in sustainable development initiatives.

### **Visit Exhibitors**

2:45 p.m. – 3:15 p.m.

Room: Fourth Floor Lobby

### **Concurrent Sessions**

3:15 p.m. – 4:30 p.m.

### **Set Your "Sites" to be the Best**

Room: Texas Ballroom C

*Julie Bond, Center for Urban Transportation Research; Glenn Hiner, Fairfax County DOT; Courtney J. Menjivar, Wells + Associates*

TDM agencies partner with developers, shopping malls, business campuses and other multi-employer developments to find transportation solutions that are not only consistent with their mission but improve the economic vitality and quality of life for their entire community. These sites are leaders implementing TDM benefits that include improvements to facilities, incentives, promotions, TDM policies and more. During this session, you will hear from "sites" that have been recognized for their efforts on a local and national level.

## **Telework Council Session: Telework is Alive and Well Post-Yahoo!**

Room: Crockett C/D

*Eddie Caine, Valley Metro, Phoenix area, Arizona; Melissa Madison, Commuter Services, I-494 Corridor Commission, Minnesota; Kay Carson, CTrides/URS Corp.; Sara Hendricks, Center for Urban Transportation Research, University of South Florida*

"To become the absolute best place to work, communication and collaboration will be important, so we need to be working side-by-side. That is why it is critical that we are all present in our offices," Jackie Reses, Yahoo!'s human resources chief, wrote in the memo sent out [February 22, 2013]. "Speed and quality are often sacrificed when we work from home. We need to be one Yahoo!, and that starts with physically being together." This was reported by the Los Angeles Times ("Yahoo CEO Marissa Mayer causes uproar with telecommuting ban," Jessica Guynn, February 26, 2013) and other news media. It provoked much debate in the world of business management. What do you think? Hear a roundtable discussion by experts with direct experience who will identify the real issues, provide guidance as it relates to commuter assistance, and answer your questions.

## **MPO 101: A Seat at the Table**

Room: Republic B/C

*Moderator: Aaron Fodge, North Front Range Metropolitan Planning Organization*

*Alexandria Stokman, Missoula in Motion; Jason Pavluchuk, ACT Government Affairs*

A metropolitan planning organization (MPO) is a federally-mandated and federally-funded transportation policy-making organization governed by representatives from local governments. Most federal funding for transportation projects and programs are channeled through these organizations. This session is geared for TDM professionals wanting to learn about MPOs and where they can find a "seat at the table." Learn about the Transportation Improvement Program (TIP), Regional Transportation Plans (RTP), the Congestion Management Process (CMP), Unified Planning Work Program (UPWP).

## **Vanpool Council Meeting**

Room: Seguin

*Carolyn Newsome, Chair, Intercity Transit*

The Vanpool Council of the Association for Commuter Transportation is North America's largest and most respected gathering of professionals who specialize in the provision of vanpool services. Key issues on the Council's agenda during 2013 include challenges with Buy America provisions of federal funding programs,

NHTSA van safety considerations, National Transit Database reporting practices, navigating the US DOT TranServe debit card implementation process, and delivering enhanced value to Council members.

## **Sales Strategies, Practical TDM Methods and Outcome Performance Metrics**

Room: Crockett A/B

*Frank Mongioi, ICF International; Paul Spreer, ICF International*

This presentation will discuss strategies for improving sales results by proving value to employers and the influence on changing behavior in employee populations. It will also look at practical methods for measuring and analyzing sales growth in the face of ambitious goals, as well as outcome performance metrics associated with the sales pipeline. We'll look at sales performance over time, trends, and analysis for needed improvements. We'll discuss data collection and key metrics for ride-share employer worksite events, as well as analysis that looks at the population size of the employers. Finally, the presentation will include a demonstration of cost-benefit analysis and strategies for improving return on investment from macro and micro approaches.

## **Chapter Meetings**

4:30 p.m. – 5:45 p.m.

Room: Breakout Rooms

## **Leadership Academy**

5:00 p.m. – 7:00 p.m.

Room: Presidio B

## **Dine-Arounds**

6:30 p.m. – 9:00 p.m.

Room: Offside Locations

Enjoy great tastes by choosing from one of San Antonio's fabulous restaurants while making invaluable connections and spending quality time with old friends and new acquaintances. Whether you are a new member, first-time conference attendee or continue to join us for our annual dine-around experience, we encourage you to pre-register as space is limited. Please check at the conference registration desk to see if any space is still available.

**Tuesday, July 30**

## **Registration**

7:30 a.m. – 6:00 p.m.

Room: Fourth Floor Lobby

### **Exhibit Hall Open**

7:30 a.m. – 5:00 p.m.

Room: Fourth Floor Lobby

### **Continental Breakfast**

7:30 a.m. – 8:15 a.m.

Room: Fourth Floor Lobby

### **General Session**

8:15 a.m. – 9:30 a.m.

Room: Texas Ballroom A/B

Tuesday morning will kick off with a keynote address by John Robert Smith, CEO, Reconnecting America.

Mr. Smith will focus on his experience with Reconnecting America, his role as co-chair of Transportation for America (T4) and his roles as the former chair of Amtrak's board of directors and his time focusing on mobility as the Mayor of Meridian, Mississippi. He will present lessons that you can utilize in your community so that you can better advocate for all forms of mobility.

### **Visit Exhibitors**

9:30 a.m. – 10:00 a.m.

Room: Fourth Floor Lobby

### **Concurrent Sessions**

10:00 a.m. – 11:30 a.m.

#### **TDM and Performance Measures**

Room: Texas Ballroom C

*Jason Pavluchuk, ACT Government Affairs; Howard Jennings, Mobility Lab, Arlington County Commuter Services; Nick Donohue, Transportation for America*

MAP-21 included vital provisions that will require all MPOs and State DOTs to develop performance measures. ACT has been actively engaged in the research and development of the metrics needed to develop ideal performance measures. During this session, we will go through what changes were made in MAP-21, how it will affect the TDM industry and what ACT is working on to promote the best possible metrics.

#### **Vanpool Customer Service Roundtable**

Room: Crockett A/B

*Moderator: Connie McGee, Enterprise Rideshare  
Carolyn Newsome, Intercity Transit*

*Terri Quici, Centre Area Transportation Authority; Jami Carrington, Metropolitan Transportation Authority Los Angeles; Mark Penson, Enterprise Rideshare; David McMaster, Metropolitan Transit Authority/STAR Vanpool*

Engage in a series of interactive discussions on vanpool customer service topics of importance to most vanpool programs to exchange ideas and best practices. Topics include: 1) Following up Ridematch Leads; 2) Finding

Riders & Filling Seats; 3) Vanpool Challenges: Effective Conflict Management through Driver/Rider Agreements; 4) Sharing the Ride to TranServe Debit Cards; and, 5) Handling Public Comments & Complaints

#### **TRB: Managed Lanes and Alternative Modes – How Can they Peacefully Co-Exist?**

Room: Crockett C/D

*Moderator: Eric Schreffler, ESTC*

*Nick Wood, Texas Transportation Institute (invited); Allen Greenberg, Federal Highway Administration; Jesse Glazer, Federal Highway Administration*

HOT lanes and other congestion pricing schemes can affect the attractiveness of transit and carpooling by diminishing the cost advantage and time advantage of alternative modes. This session will explore the potential implications of a new HOT lane change for the formation and retention of carpools. In this session, practitioners will present current research from HOT lane pilot programs and examine how TDM strategies can make congestion pricing more successful.

#### **TDM Development Guidelines Best Practices**

Room: Republic B/C

*Moderator: Holly Morello, Potomac and Rappahannock Transportation Commission*

*Joddie Gray, UrbanTrans North America; Matthew Kaufman, UrbanTrans North America; Chris Park, Warner Center TMO*

This presentation will explore why TDM is an important component of development guidelines, how TDM can be integrated into the development review process, and highlight communities that have implemented TDM developer guidelines. Learn various development types and legal requirements; enforcement; developer acceptance and costs; the role of TMAs; and lessons learned.

#### **TMA Council Meeting**

Room: Seguin

*Diane Thorne, Chair, The TMA Group*

The TMA Council addresses and supports ACT Professionals engaged in Transportation Management Associations (TMAs). The Council addresses and shares information related to TMAs, including public-private partnerships, governance, marketing, contracting, employer outreach and the broad range of TDM services and programs available for communities and organizations.

#### **MPO: Integrating TDM into Your Long-Range Transportation Plan**

Room: Presidio

*Lisa Buchanan, Steer Davies Gleave; Antoinette Meier,*

SANDAG; Cain Williamson, Atlanta Regional Commission  
The Long Range Transportation Plan (or Regional Transportation Plan) is the guiding blueprint for how transportation dollars are allocated. This session explores two successful efforts to integrate TDM into the regional planning process and funding cycles. Steer Davies Gleave and the San Diego Association of Governments (SANDAG) will discuss the development of corridor-specific TDM plans and TDM plans for construction mitigation included in their 2050 Regional Transportation Plan. The Atlanta region's long-range TDM plan is using 'TDM+' strategies to integrate TDM into planning, project development, and system operations investment decision making. It builds on the Atlanta Regional Commission's long-range PLAN 2040 and will provide input into future regional plan updates and performance measures. ICF's TDM+ approach expands on conventional TDM strategies by connecting TDM with livability, systems operations, transit and TOD, economic development, healthy communities, and active aging.

### **Exhibitor Luncheon**

11:45 a.m. – 12:45 p.m.

Room: Fourth Floor Lobby

This luncheon will offer you time to network with our exhibitors and your fellow attendees. This is will be a wonderful opportunity to engage ACT members so that you can continue to grow with the Association.

### **Concurrent Workshop Sessions**

1:00 p.m. – 2:30 p.m.

#### **Bike Programs Built to Last**

Room: Texas Ballroom C

*Moderator: Lillian Duarte, Valley Metro RPTA  
Ruth Reiman, Pima Association of Governments; Ryan Ellis, Atlanta Regional Commission; Lacey Bousquet, The Clean Air Campaign; Damian Goebel, St. Paul Smart Trips*

These successful bike programs reveal the secrets of their success. Learn how to increase cycling in your community through marketing strategies employed in Tucson and Atlanta, as well as using technology solutions to track the success of these campaigns and offering rewards or incentives based on these results.

#### **Making TDM Relevant to Commuters**

Room: Crockett A/B

*Moderator: Maureen Farrell, Greater Valley Forge TMA  
Wendy Weaver, The Boeing Company; Jeffrey Chernick, RideAmigos; Anna Walters, Google*

The best TDM programs do more than deploy the latest technology and build local programs – they listen to their partners. This session includes presentations from

Google, the Boeing Company, and RideAmigos get to the art of relevant TDM.

#### **MPO: TDM & Clean Air in San Antonio: A Regional, City, and Employer Perspective**

Room: Crockett C/D

*Peter Bella, the Alamo Area Council of Governments;  
Bill Barker, City of San Antonio Office of Sustainability;  
Mark Still, USAA*

Successful TDM requires shared goals, teamwork, and ongoing communication and coordination amongst regional governments, city planners, and regional employers. A panel of regional officials from the Alamo Area Council of Governments and the City of San Antonio, along with a transportation executive from insurance giant USAA, will discuss how to successfully execute TDM from a regional, city, and employer perspective, including annual commuter challenge events, regional incentives, bike-share programs, and the largest employer-run vanpool program in the country.

#### **TRB: Better Living Through TDM – Quality of Life, Community, and Health Benefits of TDM Strategies**

Room: Republic B/C

*Moderator: Howard Jennings, Mobility Lab, Arlington County Commuter Services*

*Stephen Crim, Mobility Lab; Don Kostelec, Kostelec Planning;  
Chris Hagelin, City of Boulder*

TDM programs have long been judged by their trip reduction results, but that's not all they do. An increasingly important motivator for TDM programs is to enhance social mobility and public health. DuPont advertised "Better Living Through Chemistry." This session will present research related to how TDM programs can improve our quality of life, through enhanced social mobility, community cohesion, and public health and safety and explore demographic trends that will help to drive these objectives.

#### **Telework Council Meeting**

Room: Seguin

*Sara Hendricks, Co-Chair, Center for Urban Transportation Research, University of South Florida*

Telework Council addresses and supports ACT Professionals engaged in telework as an alternate commute solution for reducing congestion, improving air quality, reducing energy dependence and offering work alternatives for today's evolving work force. The Council addresses issues including regional training programs, local policies, and technology trends and developments.

#### **Vanpool: Ridesharing and Vanpooling – Changes in Regulations and Public Policy**

Room: Presidio

*Moderator: Carolyn Newsome, Intercity Transit  
Jason Pavluchuk, ACT Government Affairs; Jon Martz,  
vRide*

During this session, we will dive into regulatory issues that are haunting the ridesharing and vanpool industry, including, Buy America issues, Federal Transit Benefits and Employees, as well as what constitutes ridesharing versus what is a taxi-cab service.

### **Visit Exhibitors**

2:30 p.m. – 3:00 p.m.

Room: Fourth Floor Lobby

### **Concurrent Sessions**

3:00 p.m. – 4:15 p.m.

#### **TDM and Emergency Response**

Room: Texas Ballroom C

*Eva Hsu, ICF International; Frank Mongioi, ICF International; Kate Brangaccio, ICF International*

TDM is playing an increasingly vital role in helping communities respond to natural disasters. Learn how TDM can help damaged Transportation systems continue operation following these disasters, as well as various ways to inform the public of these changes. This session includes lessons learned from the recent Super-Storm Sandy and research and recommendations from a study for the Sacramento Area Council of Governments on TDM in Emergency Situations.

#### **Not All Things to All People – Social and Individualized Marketing**

Room: Crockett A/B

*Moderator: Carol Merrill, King County Metro  
Aaron Gaul, UrbanTrans North America; Peter Paz, Urban-Trans North America*

TDM rookies and seasoned professionals will discover simple, cost-effective, and targeted social marketing techniques that establish measurable and long-term sustainable travel behaviors. Learn about strategies for implementing individualized marketing and selecting target areas, and best practices. In this interactive session, you will learn about promising practices from around the world, including practical examples, how-tos, results generated and lessons learned

#### **Oh, The Stories We Can Tell**

Room: Crockett C/D

*Kay Carson, CTrides/URS Corp*

Stories have proven effective in communicating messages and information, and there is brain science to prove it. As we create messages encouraging mode switch, learn stories can be more compelling than facts and figures. In this session, learn how telling a story ac-

tivates our brains; share successful examples from TDM programs around the country; and engage in an interactive exercise, using a framework for identifying and crafting compelling stories from “real life” experiences of commuters, employers, and thought leaders.

#### **TRB: Land Use and Development Regulation - TDM's Role in Making them More Effective**

Room: Republic B/C

*Moderator: Bill Loudon, DKS Associates:*

*Sara Hendricks, Center for Urban Transportation Research, University of South Florida; Sarah Stott, Arlington County, VA*

A growing number of cities and counties are implementing trip reduction requirements for new developments or are offering development incentives in exchange for TDM actions. This session will review various approaches jurisdictions are taking to TDM for new development, in particular examining the nexus of development conditions, parking policy, and TDM actions for commercial and residential developments.

#### **Leadership Academy Session**

Room: Seguin

*Brian Shaw, University of Pennsylvania and Immediate Past President of ACT; Current and Past Participants of Leadership Academy*

Four teams in the 2013 ACT Leadership Academy will present the results of their Group Projects. These include: Marketing on a shoe string; Technology and TDM; Is TDM needed in a world of electric cars, real-time ridematching, smartphone trip planning apps, car-sharing, bike-sharing?; and How to better merge the TDM and parking worlds to expand membership and cooperatively boost our industries. 2013 Leadership Academy participants include: Jim Barr, Marie Budimir, Craig Cotton, Elizabeth Floyd, Erin Francke, Don Jenkins, Omar Llanes, Kris Locke, Jessica Kalach, Alex Mehn, Heather Reiners, David Sorrell, and Jennifer Tew.

#### **MPO: Funding Sources**

Room: Presidio

*Moderator: Aaron Fodge, North Front Range Metropolitan Planning Organization*

*Sonya Landrum, North Central Texas Council of Government; Larry Robinson, Sacramento Metropolitan Air Quality Management District*

Almost 400 Metropolitan Planning Organizations (MPO) exist across the U.S. to distribute various Federal and State funding sources. Many of these funding sources are eligible for TDM activities, yet TDM professionals are alarmingly absent from the process of allo-

cating these funds. This session will explore the many funding sources and discuss why YOU need to guide how these funds are distributed by your MPO.

### **Visit Exhibitors**

4:15 p.m. – 4:30 p.m.

Room: Fourth Floor Lobby

### **Concurrent Sessions**

4:30 p.m. – 5:45 p.m.

#### **Three Perspectives on Implementing Telework Programs: Environmental, Organizational, and Employee**

Room: Crockett A/B

*Beth Heinen, ICF International; Allison Alexander, ICF International*

While telework programs are known to be beneficial, it is imperative to gain buy-in to have organizations and employees participate in these programs and make them successful. This session will describe motivations to implement or participate in telework programs based on recent telework research with employees from various organizations, the positive environmental effect as well as benefits to both the organization and employees.

#### **Measuring TDM Results: The Alaskan Way Viaduct Experience**

Room: Crockett C/D

*Theresa Gren, WSDOT; Carol Cooper, King County Metro*  
WSDOT and King County Metro have invested more than \$30 million in demand management to keep people and goods moving during the Alaskan Way Viaduct and Seawall Replacement tunnel construction. Learn more about the program's trip-reduction targets; how it leveraged existing programs and partnerships; its innovative TDM strategies; and its measured quantitative performance.

#### **MPO: Mobility Management and TDM at the Regional, Corridor, and Site Level**

Room: Republic B/C

*Jeremy Nelson, Nelson/Nygaard; Brie Becker, Nelson/Nygaard; Brad Lonberger, Gateway Planning; Monte Anderson, Options Real Estate*

Governments increasingly find it difficult to fund multimodal transportation investments, yet these investments are increasingly needed to make more efficient use of the transportation system and satisfy human and environmental health goals. The purpose of this session is to present strategies at the regional, corridor, and site level that have enabled communities and regions to leverage partnerships, identify innovative TDM funding

sources and strategies, and build capacity on the existing system using multimodal solutions. Panelists will present successful case studies and "lessons learned" from communities of all sizes across the U.S., including site-specific examples.

#### **TRB: Impact of Incentives on Travel Behavior Change – Yes, Money Really Does Talk**

Room: Seguin

*Moderator: Phil Winters, Center for Urban Transportation Research, University of South Florida*

*Wendy Morgan, Center for Transportation and the Environment; Dr. Chanyoung Lee, Center for Urban Transportation Research, University of South Florida;*

*Allen Greenberg, Federal Highway Administration*

Financial incentive programs are based on the economic principle that reducing the cost of a product will make it more attractive, leading to a switch from the competition. But how much of a result is realistic to expect? And are all incentives equally attractive to all travelers? Speakers in this session will explore these questions through research and case study results.

## **Wednesday, July 31**

### **Registration**

7:00 a.m. – 12:00 p.m.

Room: Fourth Floor Lobby

### **Annual Business Meeting**

7:00 a.m. – 7:30 a.m.

Room: Texas Ballroom A/B

### **Awards Breakfast**

7:30 a.m. – 8:45 a.m.

Room: Texas Ballroom A/B

### **TRB TDM Committee Meeting**

9:00 a.m. – 12:00 p.m.

Room: Presidio

### **Concurrent Sessions**

9:00 a.m. – 10:30 a.m.

#### **Beyond Marketing 101**

Room: Texas Ballroom E

*Alisha Ashouri, Smart Trips; Sara Martin, Smart Trips*

Attendees will learn the real tricks of the TDM marketing trade. This session will cover both basic and unconventional strategies to promote TDM programs.

## **Marketing Transit and TDM for Hard-to-Reach Groups**

Room: Texas Ballroom D

*Moderator: Lindsey Gray, Regional Planning Commission of Greater Birmingham*

*Speakers: Geoff England, Steer Davies Gleave; Jonathan Dong, Seattle Department of Transportation*

Residential- and employer-based TDM programs often face challenges in reaching certain segments of the population. These two unique presentations will explore the challenges and successful approaches for engaging hard-to-reach groups. The first, based on recent campaigns in Seattle, will explore successful methods for conducting social marketing that overcame racial and ethnic barriers, and succeeded in increasing transit ridership. The second will highlight the goBerkeley program in Berkeley CA, targeted at small and medium-sized businesses primarily in the retail and restaurant industries, where a unique marketing approach is using transit and carshare incentives to support the implementation of demand-responsive parking pricing in the core business districts.

## **Spreading the TDM Gospel**

Room: Republic B/C

*Hillary Poole, Fairfax County Department of Transportation; Damian Goebel, St. Paul Smart Trips*

To succeed, TDM programs require advocates at all community levels. Learn how to start a TMA and build the advocates necessary to succeed.

## **Launching a Bike Program**

Room: Seguin

*Jonny Rotheram, Steer Davies Gleave*

Take an inside look at the training, planning, and implementation impact of the launch of a bike program. Learn about a program that has been training children cyclists in the UK since 2006, increasing the number of children cycling to school. Attendees of this session will also hear how to explain the importance of cycling to those who don't cycle.

## **Concurrent Sessions**

10:45 a.m. – 12:00 p.m.

### **Bicycle-Friendly Communities**

Room: Texas Ballroom D

*Clark Martinson, Energy Corridor District; Julia Murphy, City of San Antonio, Office of Sustainability*

Bicycling as a mode of transportation and recreation continues to gather non-partisan momentum throughout the country. Houston is one of many large sprawling cities that has latched onto the popularity of the bicycle, with the completion of over 500 miles of bike-

ways, a \$200 million bond initiative for more bayou trails, 21 BCycle stations offering 175 rental bikes and new policies in development to enhance safety for vulnerable roadway users and the development of complete streets project development practices. The League of American Bicyclists has a defined criteria for 'Bicyclist Friendly Communities' that go far beyond bike lanes. This seminar will demonstrate effective approaches towards creating bicyclist-friendly communities from management district-level (micro) and city-wide initiatives. Attendees will learn the steps to get there and that it takes many efforts and partners with never-ending goals to achieve this status

### **Planning for TDM Success**

Room: Texas Ballroom E

*Sue-Ellen Atkinson, San Francisco Department of Environment; Geoff England, Steer Davies Gleave*

Introducing TDM concepts into the planning process can yield long-term results. Learn how policies can produce TDM changes and influence travel choices.

### **Finding, Recruiting, and Cultivating TDM Partners**

Room: Republic B/C

*Moderator: Jim Larsen, Dulles Area Transportation Association*

*Sara Martin, Smart Trips*

Every TDM program could use new partners, invested in shared goals. Learn how to unearth new partners and resources to increase involvement in your TDM program.

### **Breaking Bad.... Behaviors**

Room: Seguin

*Moderator: Deborah Jones, San Diego Council of Governments (SANDAG)*

*Aaron Gaul, UrbanTrans North America*

Attendees will take an exciting and valuable look at the world of changing human behavior. This presentation includes insights from neuroeconomics, psychology, social marketing, and behavior change theorems. While these topics likely didn't entice you when selecting college courses, this presentation is chock-full of super interesting stats and strategies to adjust travel/transportation demand management strategies and metrics. Examples will include best practices from behavioral change industries such as energy, climate change, and sustainable transportation.

# ACT 2013 International Conference Exhibitor Listings

## ACT Canada – Booth 11

2031 Merivale Road  
Ottawa, ON K2G 1G7  
Phone: (613) 226-9845



Web: [www.ACTCanada.com](http://www.ACTCanada.com)

ACT Canada is the Canadian sustainable mobility network supporting stakeholders in their efforts to encourage and promote sustainable travel options, improve air quality and quality of life for Canadians. Join us for the highly anticipated Sustainable Mobility Summit 2013 in Calgary, AB October 27-30, 2013!

## Avego Corporation – Booth 5

5669 Snell Ave #250  
San Jose CA 95123, USA  
Phone: (408) 540-9942  
[www.avego.com](http://www.avego.com)



Avego is the breakthrough ridesharing app that matches you with nearby people who want to share the cost of traveling by car. Riders contribute towards drivers' operating costs via automated in-app payments.

## Bauer's Intelligent Transportation – Booth 17

Pier 50  
San Francisco, CA 94158  
Phone: (800) 546-6688  
Web: [www.bauersit.com](http://www.bauersit.com)



Bauer's provides a diversified suite of intelligent transportation solutions that meet and exceed the needs of corporations, transit systems, schools, airports and transportation managers. Our services include custom commuter transportation programs, special event transportation and coordination and individual commuting solutions.

## CelWell Services – Booth 8

3929 Brookton Pass  
Powder Springs, GA 30127  
Contact: Steve Wheeler, VP of Sales  
[steve.wheeler@celwell.com](mailto:steve.wheeler@celwell.com)  
Phone: 770-639-4685  
[www.CelWell.com](http://www.CelWell.com)



CelWell provides cloud application, development and implementation services. Our Transportation Management applications deliver solutions to assist commuter transportation organizations. The application tracks Accounts, Contacts, Meetings, Activities, Opportunities, Forecasting, Lead

Management, Program Overviews, Mode Counts, Budgets, Time Entry, Surveys and custom forms to manage complex government reporting requirements.

## DoubleMap – Booth 3

748 E. Bates Street, Suite 300W  
Indianapolis, IN 46202  
Phone: (317) 324-8883  
Web: [www.doublemap.com](http://www.doublemap.com)



DoubleMap is the provider of an innovative Automatic Vehicle Location (AVL) platform for university and public transit systems. The DoubleMap solution offers: GPS Bus Tracking, Automatic Vehicle Locator (AVL), Passenger Counting, National Transit Database (NTD) reports, Run/Block System, Automatic Vehicle Annunciator (AVA), Historical Reporting, Bus Signage, Vehicle Telemetry / Vehicle Diagnostics, Unique Transportation Solutions, Android & iPhone / IOS applications and Mobile Website.

## Ecology and Environment – Booth 7

368 Pleasant View Drive  
Lancaster, NY 14086  
Phone: (716) 684-8060  
Web: [www.greenride.com](http://www.greenride.com)



Ecology and Environment, Inc. is committed to sustainable development worldwide, including the advancement of sustainable transportation initiatives. E & E's GreenRide software applications combine comprehensive features with user-friendly design and have been selected by more than 50 clients in the United States and Internationally.

## Enterprise Rideshare – Booth 6

Phone: (800) VAN-4-WORK  
Web: [www.vanpool.com](http://www.vanpool.com)



The Enterprise Rideshare teams work with a variety of companies and transit agencies across the country to supplement or completely manage vanpool fleets that best fit your current transportation needs. Our Rideshare division is supported by the extensive Enterprise Rent-A-Car neighborhood network of more than 5,500 rental offices located within 15 miles of 90 percent of the U.S. population. In addition to the advantages of our geographical presence, we are proud to now offer services through Zimride, the largest online ride-matching program in the United States. With more than 350,000 users, Zimride efficiently connects drivers, passengers and partners to facilitate sustainable transportation-management options.

## High Five Advertising – Booth 4

1833 Hamilton Road  
Pelham, AL 35124  
Phone: 888-627-3396  
Web: [www.h5advertising.com](http://www.h5advertising.com)



High Five Advertising, L.L.C. has a new concept that works as a functioning handle and as a source of advertising revenue. Our advertising handles affix to the horizontal metal bars that run the length on the inside of transit vehicles. Each handle has a clear acrylic rectangle (2.75" h x 5" L) on each side to display various messages. The handles are equipped with a Kevlar strap that can withstand up to 1,300 lbs of pressure.

**Lancer Insurance Company – Booth 15**

P.O. Box 9004  
370 West Park Avenue  
Long Beach, NY 11561  
Phone: (800) 782-8902, ext. 3027  
Web: www.lancerinsurance.com



Lancer Insurance Company provides specialty commercial insurance products and services that address the needs of corporate, public, and owner-operated vanpool fleets. Recognized as the largest specialty insurer of commercial transportation vehicles in the nation, Lancer is consistently rated A- "Excellent" for financial strength and stability by the A.M. Best Company and is among Ward's 50 group of top performing companies.

**RideShark – Booth 12**

2031 Merivale Road  
Ottawa, ON K2G 1G7  
Phone: 1-877-743-3717  
Web: www.RideShark.com



RideShark is the world's leading multimodal rideshare system offering clients a complete mobility management solution in a fully hosted, white labeled service. The system encourages users to search for carpool and vanpool partners, or cycling, walking and transit buddies. Optional modules include Commute Tracking with detailed cost, health and emissions reporting, Commuter Challenges, Surveys, Carpool Parking Management, Vanpool Management, Emergency Ride Home, and an extensive incentives and rewards program to maximize and retain participation.

**Smartrek – Booth 14**

Tucson, AZ  
info@smartrekmobile.com  
Web: www.smartrekmobile.com



Smartrek is the innovative new travel demand management system that uses advanced prediction and coordinating smartphone technology combined with user incentives to balance traffic load and reduce traffic congestion citywide. Visit our booth to find out how Smartrek reduces travel time for all drivers while solving traffic congestion in cities where deployed.

**The Landyman – Booth 16**

9498 Chamberlin Rd.  
Macedonia, OH 44056  
Phone: 888-526-3962  
Web: www.TheLandyMan.com



Visit us at www.TheLandyMan.com for products and testimonials, Remember... The Landyman Can! The Testimonials will tell you why! Get results with promotional advertising. Samples are FREE, Catalogs are FREE and so is the CALL, get DISCOUNTED prices year-long. Golden Pyramid National Award Winner 1983, '84, '86, '90, '92, '95, '96, &'00.

**Trapeze Group – Booth 1**

168 Industry Drive  
Pittsburgh, PA 15275  
Phone: (888) 595-4696  
Web: www.trapezegroup.com



Trapeze Solutions consider the full 360 degrees of passenger transport. RidePro is a comprehensive rideshare management application which integrates public, employer, and administrative interfaces with a unified accessible database.

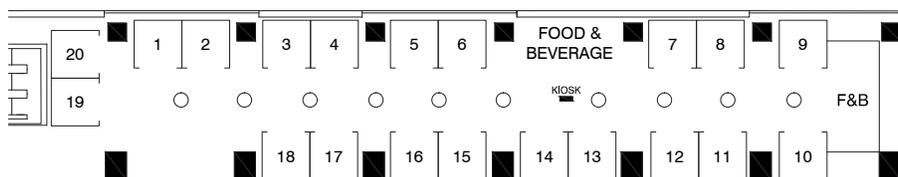
**vRide – Booth 13**

1220 Rankin Drive  
Troy, MI 48083  
Phone: (248) 597-3500  
Web: www.vride.com



vRide, a private provider of public transportation services, serves vanpool commuters in more than 60 urbanized areas of the United States. Please join us in our campaign to take 1 million cars off the road.

## Exhibitor Map



*Note: The Exhibit Hall is located in the Fourth Floor Lobby*

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# Conference Committees

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The ACT International Conference would not be possible without the hard work and dedication of a host of volunteers, focusing on everything from logistics to awards. We thank them for their efforts in making this year's Conference a success!

## Conference Committee

Josh Kavanagh, University of Washington  
Rob Henry, GVF  
David McMaster, Metropolitan Transit Authority of Harris County, Texas  
Chris Simmons, vRide

## Awards and Recognition Committee

Crissy Ditmore, Co-Chair, vRide  
Rico Fleshman, Co-Chair, vRide  
Diane Davidson, Oak Ridge National Laboratory-Center for Transportation  
Rob Henry, GVF  
Jim Larsen, Dulles Area Transit Authority  
David McMaster, Metropolitan Transit Authority of Harris County, Texas  
Sandi Moody, Tampa Bay Area Regional Transportation Authority  
Cheryl O'Connor, vRide  
Larry Robinson, Sacramento Metropolitan AQMD

## University TDM Summit Committee

Penny Menton, UCLA  
Josh Kavanagh, University of Washington

## Local Committee

David McMaster, Metropolitan Transit Authority of Harris County, Texas  
Erica Heinz, NuRide  
Alice Lee-Cook, vRide  
Mark Penson, Enterprise Rideshare

## Concurrent Session Committee

Sara Hendricks, University of South Florida  
Aaron Fodge, North front Range Metropolitan Planning Organization  
Elizabeth Jespersen, vRide  
David McMaster, Metropolitan Transit Authority of Harris County, Texas  
Carolyn Newsome, Intercity Transit  
Elham Shirazi, e-planning  
Elizabeth Jespersen, vRide  
Lynn Robinson, Mid-Ohio Regional Planning Commission

## Conference Logo Development

Luanna Huber, Walt Disney Company

## Dine-Around and Education Tours

Erica Heinz, NuRide, Inc.



# University TDM Summit Agenda

## 9:00 - 9:10 – Welcome & Introductory Remarks

Facilitators: Penny Menton, UCLA, University Council Chair; Josh Kavanagh, University of WA, ACT National President

## 9:10 - 9:30 – Networking Exercise

Facilitator: Penny Menton, UCLA

## 9:30 - 10:45 – Parking & TDM: A Constant Balancing ACT

Panel Speakers: Casey Jones, SP Plus Institutional Services; Brian Shaw, University of Pennsylvania; Bridgette Brady, Washington State University

10:45 - 11:00 – Break

## 11:00 - 12:00 – Integrating Innovative Technology into TDM

Panel Speakers: Richard Bryce, AVEGO; Ramses Madou, Stanford

12:00 - 12:30 – Lunch

12:30 - 1:30 – Keynote: Stuart K. Robinson, Brady, Brannon & Rich Talent Branding, Marketing and Communication

1:30 - 2:45 – Roundtable Workshop: Tackling Your Toughest Problems

Facilitator: Stuart K. Robinson, Brady, Brannon & Rich Talent Branding, Marketing and Communication

2:45 - 3:00 – Break

## 3:00 - 4:00 – University Commuter Services

### Programs: Best Practices

Panel Speakers: Julie Bond, University of South Florida CUTR; Holly Parker, Yale University; Lucy Ho-Tice, UCLA

4:00 - 4:10 Break

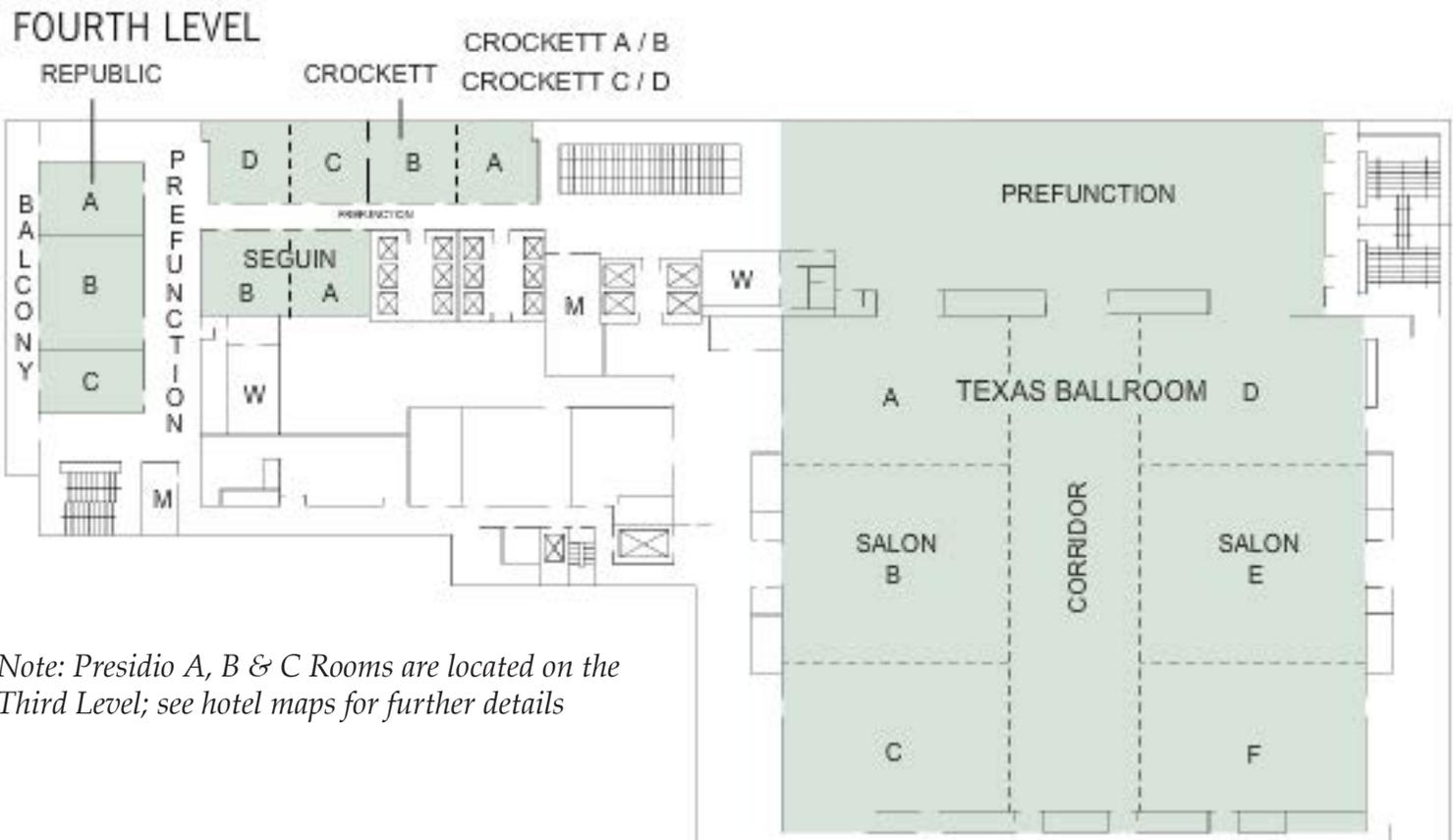
## 4:10 - 5:00 – ACT University Council Meeting

Facilitator: Penny Menton, UCLA

*University TDM Summit Sponsored By:*



## Grand Hyatt San Antonio Map





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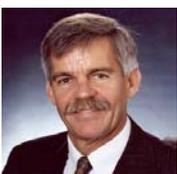
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## Featured Speakers



### Park Howell

Park Howell is the President of Park&Co. Park began his sustainable marketing firm in Phoenix, AZ with a singular quest: to ignite the growth of people, products, companies and causes that dare to make the world a better place. His ad agency uses the power of storytelling in all of its forms to turn ad campaigns into meaning-filled movements that matter.



### Howard Peak

Howard Peak, an urban planner and historian, served as a city planner for San Antonio before being elected a City Councilman and Mayor. Today, he is executive director of external affairs for AT&T, Inc., and President of the San Antonio Parks Foundation. He was instrumental in creating the greenway trail system for San Antonio, now named in his honor.



### John Robert Smith

John Robert Smith is the former Mayor of Meridian, Mississippi, and a long-time leader on behalf of passenger rail. He is co-chairman of Transportation for America (T4America), a former Chairman of Amtrak's board, and a former member of the transportation committees of the National League of Cities and the U.S. Conference of Mayors, as well as former co-chairman of the National Forum on the Future of Passenger Rail.

**We Built this City on TDM**



**ACT 2014 CONFERENCE**  
**AUGUST 2-6**  
*Grand Hyatt Hotel*  
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