

ACT

AUGUST 2-6

INTERNATIONAL CONFERENCE

2014



Association for Commuter Transportation

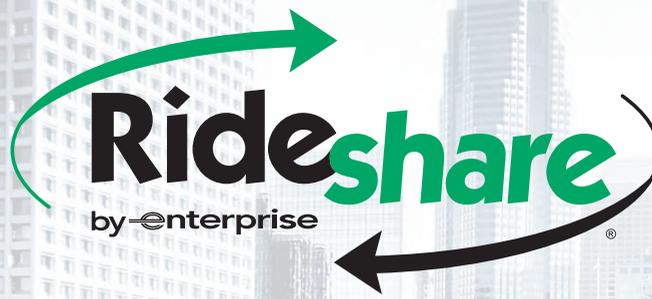
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CONFERENCE PROGRAM



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Exceeding our customers' expectations is the driving force behind our business and it's a commitment that's well recognized. Enterprise led the car rental industry in an annual North American airport car rental survey, which includes both leisure and business travelers, for seven years in a row. When you choose Enterprise Rideshare, you'll experience the same Enterprise Rent-A-Car Customer Service that has made us a national leader.

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Whether you have five people, or 15, Enterprise Rideshare allows you to choose the vehicle that best fits your vanpool needs from Minivans, to Crossover SUV's, to Luxury Seat Large Vans. Additional options include satellite radio, WiFi, HD Traffic, HD Radio, GPS, and plug-ins for electronic devices.

Industry Leading Local Support Network

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.

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With the largest fleet in North America and a wide variety of cars, vans, and trucks, Enterprise has you covered for all your travel and transportation needs.

- Save 5%* with Enterprise Rent-A-Car for out of town trips or a weekend upgrade*
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WELCOME!

Dear ACT Members and Guests:

Welcome to the 2014 ACT International Conference in San Francisco. The Bay Area is not only one of the most beautiful, vibrant, and historic regions in the world, but also home to some of the most innovative, inventive, and forward-thinking teams of people on the planet. Industry-changing inspirations have emerged from a variety of sources — scrappy startups, big corporations, edgy think tanks, and top-level universities — all within mere miles of our conference hotel.

This year’s program came together with that same freewheeling and inventive mindset. It was drawn from a record number of session proposals from people and organizations eager to share, engage, and inspire conference participants to explore and innovate. Our sincere thanks go to the Program Committee and everyone involved in shaping the raw material of session abstracts into the finished product of a not-to-be-missed conference experience.

Our local Host Committee likewise put in long hours planning and arranging educational and recreational excursions and dine-around opportunities. Thanks to all the dedicated volunteers whose work has made this conference possible. Thanks also to our Patrons and conference sponsors for their essential — and much appreciated — support.

Get ready for an exciting opening keynote, featuring acclaimed speaker, author, and change management expert Doug Lipp. Doug helped create the first international version of the Disney University in Japan, and then led the training team of the Disney University at The Walt Disney Company corporate headquarters.

Look forward to hearing our other keynoters, as well, detailed in this program guide. And please be sure to visit with our exhibitors. They’re a vital part of every ACT International Conference. Plan to attend the ACT Awards Breakfast on Wednesday morning to help recognize and celebrate members’ achievements.

Finally, our most important thanks are reserved for you! Your presence and participation in this year’s conference make it that much more memorable and valuable for everyone during these action-packed, knowledge-expanding days in San Francisco. Your attendance here is truly appreciated.



*Josh Kavanagh, CAPP
ACT President*



*Mark Wright
ACT Executive Director*



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2014 ACT INTERNATIONAL CONFERENCE

PROGRAM OVERVIEW

You serve in one of the most challenging professions on the planet. No one knows that better than you and your colleagues. The ACT International Conference provides a platform for sharing, learning, and listening that's available nowhere else. This year's program is organized into four tracks, plus council and committee meetings that are distributed throughout the schedule to enable participants to attend multiple council and committee meetings. The 2014 conference offers you a gateway to new knowledge, new insights, and new connections.

Sunday Evening Welcome Reception

Join us on the Grand Hyatt San Francisco's 36th Floor for magnificent views, relaxing refreshments, and the good company of your fellow conference attendees.

Monday Opening Keynote Session

Jump-start your conference experience by attending the opening session featuring change management expert Doug Lipp. Learn how to manage change when not holding the reins through the words, wisdom, and humor of the man who helped shape Disney University's world-famous customer service training. Described as dynamic and engaging by enthusiastic audiences, his message is sure to resonate with transportation demand management professionals.

Monday Luncheon Keynote Session

Welcome Jack Broadbent, executive officer of the Bay Area Air Quality Management District; Daniel McCoy, associate director for transportation, Genentech; and Jason Pavluchuk, Pavluchuk & Associates, for a look at policy and employer issues from both a local and national perspective, moderated by ACT Northern California Chapter President Connie McGee, Enterprise Rideshare.

Tuesday Breakfast Keynote Session

The role of good transportation systems has become more important than ever, with population growth in our urban centers making it impossible for us to build our way out of congestion. Parsons Brinckerhoff Senior Vice President Paula Hammond will share the essential, straightforward strategies that can help regions integrate investments and align objectives for cost-effective solutions. Uncover the truth about what Americans want from their transportation system and the straightforward things we can do now to address them. Commuting in America is a survey on rider attitudes and modal decision making factors gathered by TransitCenter with the input of more than 12,000 people in the U.S. TransitCenter Executive Director David Bragdon will share facts and insights learned from this extensive research effort.

Exhibitor Lunch and Learn

Enjoy a casual lunch on Tuesday while getting to know the vendors who serve our industry with their state-of-the-art products and services. These are the people who offer the support many TDM programs rely on in the complex world of transportation options and alternatives.

Awards Breakfast

Join us on Wednesday morning to celebrate our 2014 annual award winners. We will also be celebrating the graduation of our 2014 Leadership Academy class. In addition, you'll hear about our 2015 conference destination: Baltimore, Maryland, in ACT's Chesapeake Chapter.

ACT Council/Committee Meetings

ACT's councils are home to the association's thought leaders and subject matter experts. Some are highly structured while others are more free-form, but all offer dynamic opportunities to dive deep into specialized topics. You are invited to participate in meetings during the conference of the Sustainable Development, Telework/Alternative Work Arrangements, TMA, University and Vanpool councils. The ACT Public Policy Committee will also meet. This year, there will also be a sponsored workshop by the Center for Urban Transportation Research (CUTR), "Intro to Commuter Tax Benefits Course." In addition to the business meetings, councils and committees also provide program input and speakers for educational sessions.

Concurrent Sessions

The 2014 ACT International Conference is packed with sessions about all the things TDM professionals want to know today. This year's program will be your platform for exploring, sharing, and learning what you need to help you continue to succeed in this challenging environment for TDM professionals. Your gateway to new knowledge, insights, and connections is organized into four paths to help you navigate to your preferred destinations. Choose the sessions that best address your interests and needs.

Silver Track - Implementation and Policy

If you seek insights into the things that make the best programs succeed in their TDM missions, this is the place for you to begin your journey. You will not only uncover the keys to the concepts from those who have reached their objectives, but also learn about the effects of their efforts.

Gold Track - TDM Strategies

Your interest in how your colleagues are pursuing their objectives with individual TDM strategies and your desire to learn more about what everyone in your field should know should have you looking for the Gold. You will work through some of the toughest challenges you face with your program, hear case studies about the progress others have made since we last gathered, and get the latest news on innovations and policy developments that affect our industry.

Green Track - Sustainability

Sustainable communities, sustainable developments, and sustainable transportation solutions are increasingly the impetus for TDM's seat at the table for policy and planning. This path will lead you toward up-to-the-minute experience and insight into some of the ways TDM





Bay Area
Commuter Benefits Program

**BAY AREA ACT
CONFERENCE PARTICIPANTS:
HAVE 50+ FULL TIME EMPLOYEES?**

The Bay Area Commuter Benefits Program requires employers to register by September 30, 2014. Employers must offer one of four commuter benefit options.

OPTION 1

Pre-tax transit benefit, up to \$130 per month.

OPTION 2

Employer-provided transit subsidy/pass or vanpool subsidy up to \$75 per month.

OPTION 3

Employer-provided free or low cost bus, shuttle or vanpool service.

OPTION 4

Propose custom option — assistance is available.

HOW TO REGISTER

- Visit 511.org and click on Commuter Benefits Program
- Call 511, and say "Commuter Benefits" to request assistance



PROGRAM OVERVIEW – CONTINUED

Green – Sustainability, continued

professionals are contributing to successes in this quest for improved sustainability. Important inroads have been made with public policy in some areas and others are driving commercial and economic interests in TDM. The reviews of effects and results help us show the prospective value of new TDM initiatives we propose and for which we seek support.

Blue – Outreach and Marketing

Many in the TDM profession have one thing on their mind: "How do I get through to more people to help them make better travel decisions?" Whether we are worried about health and air quality, congestion and safety, sustaining our resources and quality of life, or just meeting the program objectives for which we are accountable, more people choosing what we promote is often our bottom line. If this is you, travel the Blue road to gather information you can use about the art, science, and technology that will help your behavior change efforts achieve the greatest effect.

Connect with the TDM Industry

Exhibit Hall: The ACT International Conference attracts first-rate exhibitors from throughout the TDM industry. These exhibitors offer our attendees state-of-the-art products and services needed to achieve members' goals.

Dine Around: The Dine Around event facilitates informal networking among colleagues. The Host Committee has selected San Francisco restaurants that offer a range of prices and a variety of cuisines; advance registration required.

Opening Reception: Our opening reception on the 36th Floor welcomes attendees while helping participants form new professional connections.

Off-Site Educational Tours: Beyond the conference walls, you will have the opportunity to participate in engaging and educational off-site tours that combine chances to explore TDM options and effects in the local community with opportunities to connect with other conference attendees. ■





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2014 ACT INTERNATIONAL CONFERENCE SCHEDULE AT-A-GLANCE

Subject to Change

Friday, August 1

3:00 pm – 6:00 pm Leadership Academy Curran

Saturday, August 2

8:00 am – 10:00 am Council Leadership Meeting Belvedere
 8:30 am – 5:30 pm Leadership Academy Curran
 10:00 am – 12:00 pm Chapter Leadership Meeting Belvedere
 1:00 pm – 5:00 pm Board of Directors Meeting Belvedere
 3:00 pm – 6:00 pm Registration Open Ballroom Foyer

Sunday, August 3

7:00 am – 8:00 pm Registration Open Ballroom Foyer
 8:00 am – 4:00 pm Optional Recreational Tours Offsite
 9:00 am – 12:00 pm TDM Institute Board Meeting Warfield
 8:30 pm – 3:30 pm Leadership Academy Curran
 2:00 pm – 5:00 pm TRB TDM Committee Meeting Warfield
 5:00 pm – 6:00 pm First-Timer/New Member Welcome OneUP Lounge
 6:00 pm – 8:00 pm Opening Reception 36th Floor

Monday, August 4

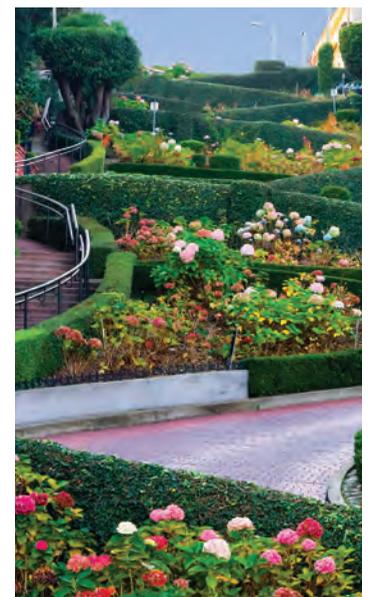
7:00 am – 6:00 pm Registration Open Ballroom Foyer
 8:00 am – 5:00 pm Exhibits Grand Foyer
 8:00 am – 9:30 am Continental Breakfast & Opening Keynote Grand Ballroom
 9:45 am – 11:15 am Concurrent Sessions & Council Meeting Grand Ballroom
 12:00 pm – 1:00 pm Luncheon & General Session Grand Ballroom
 1:15 pm – 2:45 pm Concurrent Sessions
 3:00 pm – 4:00 pm Concurrent Sessions & Council Meeting
 3:00 pm – 4:00 pm Leadership Academy Curran
 4:15 pm – 5:30 pm Chapter Meetings
 6:30 pm – 9:00 pm Dine Around Offsite

Tuesday, August 5

8:00 am – 4:00 pm Registration Open Ballroom Foyer
 8:30 am – 4:00 pm Exhibits Grand Foyer
 8:30 am – 9:45 am Continental Breakfast & General Session Grand Ballroom
 10:00 am – 11:30 am Concurrent Sessions
 11:45 am – 12:45 pm Luncheon & Exhibit Visits Grand Ballroom & Grand Foyer
 1:00 pm – 2:30 pm Concurrent Sessions & Council Meeting
 2:45 pm – 3:45 pm Concurrent Sessions
 4:00 pm – 5:00 pm Concurrent Sessions & Council Meeting
 5:00 pm Open Night

Wednesday, August 6

8:00 am – 12:00 pm Registration Open Ballroom Foyer
 9:00 am – 10:00 am Awards Breakfast/
 Leadership Academy Graduation Grand Ballroom
 10:00 am – 11:30 am Concurrent Sessions
 10:00 am Educational Excursions Offsite



PROGRAM

Friday, August 1

Leadership Academy

3:00 p.m. – 6:00 p.m.

Room: Curran

Saturday, August 2

Council Leadership Meeting

8:00 a.m. – 10:00 a.m.

Room: Belvedere

Leadership Academy

8:30 a.m. – 5:30 p.m.

Room: Curran

Chapter Leadership Meeting

10:00 a.m. – 12:00 p.m.

Room: Belvedere

Board of Directors Meeting

1:00 p.m. – 5:00 p.m.

Room: Belvedere

Registration Open

3:00 p.m. – 6:00 p.m.

Room: Ballroom Foyer

Sunday, August 3

Registration Open

7:00 a.m. – 8:00 p.m.

Room: Ballroom Foyer

TDM Institute Board Meeting

9:00 a.m. – 12:00 p.m.

Room: Warfield

Optional Recreational Tours

8:00 a.m. – 4:00 p.m.

Offsite locations. Attendees depart from Stockton Street near fountain & stairs. (Mid-block, not lobby.)

Leadership Academy

8:30 a.m. – 3:30 p.m.

Room: Curran

TRB TDM Committee Meeting

2:00 p.m. – 5:00 p.m.

Room: Warfield

First-Timer/New Member Welcome

5:00 p.m. – 6:00 p.m.

Room: OneUP Lounge

Opening Reception

6:00 p.m. – 8:00 p.m.

Room: 36th Floor

Monday, August 4

Registration Open

7:00 a.m. – 6:00 p.m.

Room: Ballroom Foyer

Exhibits

8:00 a.m. – 5:00 p.m.

Room: Grand Foyer

Continental Breakfast & Opening Keynote General Session

8:00 a.m. – 9:30 a.m.

Room: Grand Ballroom

Acclaimed speaker, author, and change management expert Doug Lipp kicks off the 2014 ACT International conference with insights drawn from his years with The Walt Disney Company and his work with large and small companies to turn their visions into reality.

Concurrent Sessions

9:45 a.m. – 11:15 a.m.

Marketing, Communication, and Collaboration: Connecting TDM to a Larger Audience

Room: Conference Theater

Track: Silver (Implementation and Policy)

Wendy Duren, Arlington County Transportation Partners; Tom Fairchild, Mobility Lab; Lois DeMeester, Mobility Lab/DS&MG; Howard Jennings, Mobility Lab; Paul Mackie, Mobility Lab

TDM holds great promise for many of society's greatest challenges, but how do we get the outside world to take notice? Our industry suffers from an identity crisis, yet it has implications to positively affect a diverse set of global priorities, including childhood obesity, economic competitiveness, global warming, and energy sustainability. Join us for insights into showing off TDM effects through marketing, communication, and collaboration!

Telework Case Studies, Legal Issues, and Co-Working

Room: Warfield

Track: Gold (TDM Strategies)

Sara Hendricks, Center for Urban Transportation Research, University of South Florida (Moderator); Elham Shirazi, E-Planning; Barbara Sprenger, Satellite Telework Centers; Dylan Wiseman, Esq., Littler

Hear about the latest case studies from Southern California, learn about security concerns with employees using "Bring Your

Own Devices” (BYOD), and receive information on the growing trend of teleworking at co-working centers.

How We Move Around: New Research on Transportation Impacts of Urban Mixed Use Residential Development with TDM

Room: Redwood A

Track: Green (Sustainability)

Tien-Tien Chan, Fehr & Peers (Moderator); Melissa McMahon, Arlington County; Stephen Crim, Arlington County; Jonathan Rogers, District Department of Transportation; Carli Paine, SFMTA

Dense, mixed-use places work together with TDM programs so people can get around without driving. However, there is often resistance to communities like these because of concern over transportation effects. To address this, planners from Arlington County, Va., and the District of Columbia, conducted two studies that counted trips taken to and from 30 residential buildings in dense, urban settings, and captured travel modes for these building users. At the same time, planners from San Francisco are quantifying the San Francisco-specific efficacy of TDM measures for use in requirements for new development. Learn how the outcomes of their work will be used in future project planning and how you might use this information in your own community.

The Evolving Technology of TDM Powers Behavior Change

Room: Belvedere

Track: Blue (Outreach and Marketing)

Daniel McCoy, Genentech (Moderator); Craig Nelson, Steer Davies Gleave; Jonny Rotheram, Steer Davies Gleave; Evan Meyer, RideAmigos; Sarah Wishon, UrbanTrans North America

Technologies play ever increasing roles in empowering travelers, encouraging behavior change, and engaging them in the transportation planning process. Best practices for online engagement can encompass online transport information, gamification, and outreach tools. Innovative strategies that incorporate crowd sourcing and online tools, combined with traditional planning techniques to broaden public engagement, help develop transportation plans that are in sync for local and regional effectiveness. Smartphone-based applications simultaneously encourage travel behavior change and capture data to measure activity and effects.

Council Meeting: University Council

9:45 a.m. – 11:15 a.m.

Room: Orpheum

Council Chair: Penny Menton, UCLA

Luncheon and General Session

12:00 p.m. – 1:00 p.m.

Room: Grand Ballroom

Connie McGee, Enterprise Rideshare (Moderator); Jack Broadbent, Bay Area Air Quality Management District; Daniel McCoy, Genentech; Jason Pavluchuk, Pavluchuk & Associates

The Bay Area Air Quality Management District is the regional agency responsible for protecting air quality in the nine-county

San Francisco Bay Area. It was created in 1955 by the California Legislature as the first regional air pollution control agency in the nation. The Air District is governed by a 22-member Board of Directors composed of locally elected officials, which oversees policies, provides incentives and adopts regulations to reduce air pollution and protect public health. Genentech, a major Bay Area employer, has deep experience with commuter programs and brings a host of valuable lessons to this session both for fellow employers and for TDM professionals. Jason Pavluchuk will provide a national perspective as ACT’s government relation’s specialist.

Concurrent Sessions

1:15 p.m. – 2:45 p.m.

TDM International Update

Room: Conference Theater

Track: Silver (Implementation and Policy)

Stuart Baker, Edenred USA (Moderator); Sharon Lewinson, ACT Canada; Stuart Anderson, Steer Davies Gleave; Lisa Buchanan, Steer Davies Gleave; Kevin Luten, UrbanTrans ANZ

Learn what is new in TDM programs internationally. As more countries adopt TDM, we are seeing an increase in innovation and unique application of strategies from our global community. This session will feature best practices from Canada, the United Kingdom, Brazil, and Australia.

Innovative Cycling/Walking Business Models

Room: Warfield

Track: Gold (TDM Strategies)

Amy Harcourt, *Bikes Make Life Better (Moderator)*; Julie Bond, *Center for Urban Transportation Research, University of South Florida*; Kathy Molin, *City of Raleigh*; Jessica Herrera, *Facebook*; Michael Alba, *LinkedIn*

With pressures for healthier, more sustainable transportation options, bike and ped programs are top-of-mind for TDM professionals. Learn bike program best practices from industry leaders such as LinkedIn and Facebook. See innovative campaigns from City of Raleigh and Center for Urban Transportation Research that actively use these modes as part of the daily commuting experience. Find useful techniques on how to replicate these programs and become a "Bicycle Champion."

LEED and TDM: Continuing Opportunities to Market Your TDM Services—How One Jurisdiction Makes it Work

Room: Redwood A

Track: Green (Sustainability)

Larry Robinson, *Sacramento Metropolitan AQMD (Moderator)*; Justin Schor, *Wells+Associates*; Peggy Schwartz, *Transportation Action Partnership*; Melissa McMahon, *Arlington County*

The U.S. Green Building Council's LEED Green Building Rating

System is creating growing market opportunities for TDM professionals. There are thousands of developers and property owners nationwide looking to design projects in sustainable neighborhoods or construct more efficient buildings. TDM is a key element of attaining the sustainable transportation elements of their certification, including points for LEED certification. Hear an overview of LEED and TDM and then hear how they are making it work in Arlington County, Va., through site plan reviews and AIRE, a voluntary green building program.

The Science—and Art—of Behavior Change is at the Heart of TDM Programs

Room: Belvedere

Track: Blue (Outreach and Marketing)

James Paxson, *Hacienda (Moderator)*; Aaron Gaul, *UrbanTrans North America*; Helen Whitkin, *San Francisco Department of the Environment*; Jeff Chernick, *Ride Amigos*; Linda Lyles, *ETC Consultant*

In the interest of behavior change, passion for the outcome isn't enough. Maximizing success with TDM initiatives depends on being prepared to apply proven behavior change principles. Experienced program professionals will guide you through the use of GIS tools and surveys to leverage available information and encourage broader participation. Community-based social marketing techniques can be used to help identify audiences and apply appropriate messaging to address their barriers to participation.

Vanpool Council Session: Overview of National Transit Database Reporting

Room: Orpheum

Jami Carrington, *Los Angeles County Metropolitan Transit Authority (Moderator)*; Brian McCollom, *NTD Operations Center Advisor*

The Federal Transit Administration objectives for National Transit Database (NTD) reporting by vanpool programs include increasing the number of qualified programs that report and increasing the accuracy and consistency of reported data. Brian McCollom will review the purposes and components of NTD reporting for vanpool programs.

Concurrent Sessions

3:00 p.m. – 4:00 p.m.

TMA's on a Shoestring

Room: Conference Theater

Track: Silver (Implementation and Policy)

Maureen Farrell, *GVF TMA (Moderator)*; Peter Paz, *UrbanTrans North America*; Aaron Gaul, *UrbanTrans North America*; Phil Winters, *Center for Urban Transportation Research, University of South Florida*

Learn about latest research on the use of incentives in a TMA and their effectiveness on behavior change. Hear about sustainable awards programs and the ROI it brings to the TMA and the employers they are working with. This session will then wrap up with an update on the Center for Urban Transportation Research 2014 TMA survey.

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- Extensive Reporting
- Intuitive Interface
- Easy Trip Planning
- Social Media and Gamification
- Mobile Support

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Standing in the Intersection of the Ridematching Experience: Assessment of Traditional Incentives vs. Emerging Web-based Systems

Room: Warfield

Track: Gold (TDM Strategies)

Valerie Rader, Los Angeles County Metro (Moderator); Michael Norvell, Southeastern Institute of Research; Stephen Finarock, Metropolitan Washington Council of Governments

Cross the road with a veteran rideshare incentive program that will demonstrate how to effectively market and measure your success and investment. Then learn how web-based systems are changing the complexion of ridematching and the new way of offering incentives. Explore as ridematching services shift from traditional strategic planning through emerging smart technology. With an increasingly saturated market of options, a greater understanding will be achieved and you will see the green light as to which road will be most lucrative for your investment.

Leadership Academy Presentation

Room: Redwood A

Track: Green (Sustainability)

Class Presenters: Brendan Casey, Arlington Transportation Partners; Kiki Dohman, Salem Keizer Transit District; Keara Mehler, Arlington Transportation Partners; Julia Wean, 128 Business Council; Lucy Tice, UCLA Events and Transportation; Celeste Gilman, University of Washington Transportation Services; Alex Depompolo, A Better City TMA; Jennifer Hass, Community Transit

Come join this lively and diverse panel of participants from our own ACT Leadership Academy. Learn about three different TDM team research projects ranging from active transportation and its benefits, to change is the new TDM constant, and how Millennials will be at the center of the stage. Experience the energy, absorb the data and metrics, and marvel at the teamwork, collaboration, and subject matter expertise of these new TDM professionals. Your attendance and support will be a productive way to wrap up the first day of conference presentations and welcome the Leadership Academy cohort as TDM change agents for tomorrow's transportation challenges.

Creating Effective, Sustainable Safe Routes to School Programs

Room: Belvedere

Track: Blue (Outreach and Marketing)

Krute Singa, San Francisco Department of the Environment (Moderator); Stephanie Hicks, San Luis Obispo Council of Governments Regional Rideshare; Jason Jackman, University of South Florida, Center for Urban Transportation Research, University of South Florida; Ana Validzic, San Francisco Department of the Environment

Partnerships and collaboration are essential elements of creating Safe Routes to School programs that are effective and sustainable. Collaboration with your MPO provides assistance in identifying and incorporating relevant stakeholders and available TDM programs. Finding your program's target audience and

gaining support from schools and communities comes through partnerships of all types and sizes. Making travel information and data accessible to all members of the community can lead to improved choices and safety.

Council Meeting: Sustainable Development Council

3:00 p.m. – 4:00 p.m.

Room: Orpheum

Co-Chairs: Peggy Schwartz and Justin Schor

Leadership Academy

3:00 p.m. – 4:00 p.m.

Room: Curran

Chapter Meetings

4:15 p.m. – 5:30 p.m.

Multiple Rooms, see registration area

Dine Around

6:30 p.m. – 9:00 p.m.

Offsite locations. Attendees depart from Stockton Street near fountain & stairs. (Mid-block, not lobby.)

Choose from an array of local dining choices while making invaluable connections and spending quality time with old friends and new acquaintances. Whether you are a seasoned member or first-time attendee, be sure to make time for this annual dine-around experience. Please pre-register, as space is limited.

Tuesday, August 5

Registration

8:00 a.m. – 4:00 p.m.

Room: Ballroom Foyer

Exhibits

8:30 a.m. – 4:00 p.m.

Room: Grand Foyer

Breakfast and General Session

8:30 a.m. – 9:45 a.m.

Room: Grand Ballroom

Paula Hammond, Senior Vice President, Parsons Brinckerhoff; David Bragdon, Executive Director, TransitCenter

Learn why good transportation systems have become more important than ever with population growth in urban centers making it impossible for us to build our way out of congestion. What do Americans want from their transportation system? Hear results from the Commuting in America survey on rider attitudes and modal decision making factors gathered by TransitCenter.

Concurrent Sessions

10:00 a.m. – 11:30 a.m.

TDM in Challenging Applications: Crisis and Construction

Room: Conference Theater

Track: Silver (Implementation and Policy)

Diana Kotler, Anaheim Transportation Network (Moderator); Joddie Gray, UrbanTrans North America; Linda Furnas, 511 Rideshare; Susan Heinrich, ICF International; James Peters, Responsible Hospitality Institute

TDM is not just for commute trips! Learn how TDM can be applied during large-scale construction projects to mitigate community effects. Hear about the efforts of 511 Rideshare in dealing with transportation crises such as transit strikes and freeway closures. Attendees will also brainstorm what should be incorporated into emergency plans for both employers and employees.

Changing the Way We Move: Shared Use Mobility

Room: Warfiled

Track: Gold (TDM Strategies)

Nicholas Ramfos, Metropolitan Washington Council of Governments (Moderator); Susan Shaheen, Transportation Sustainability Research Center, UC Berkeley; Rick Hutchinson, City CarShare

Information will be shared on the benefits and challenges of how shared use programs and their effects drive access, mobility, air quality, and corridor congestion. Current knowledge, learning, and understanding of how such programs will shift the look of TDM will also be discussed. Situational awareness of automated vehicle technology is an important component that requires TDM response. Hear how to include these vehicle services and applications in your mix to change the way we move.

Commute Trip Reduction Ordinances: Are They Working? How Do We Know?

Room: Redwood A

Track: Green (Sustainability)

Devon Deming, Los Angeles World Airports (Moderator); Stephanie Loyka, Triangle Transit; Sara Hendricks, Center for Urban Transportation Research, University of South Florida; Alex DePompolo, A Better City TMA

Numerous cities and counties across the United States require new developments, worksites, and employers to implement TDM programs to reduce their impact on traffic as a responsible business practice or as a condition of approving their construction permits. This session will provide a comparison of several regions of the country that have implemented ordinances with trip reduction requirements and that measure the effects of these public policies. Gain insight into how local governments can best monitor and enforce their formalized trip reduction programs, whether those efforts are effective and achieving the desired results, as well as an understanding of the lifecycle of a trip reduction ordinance and evolving practices that can ensure effectiveness as policies change over time.

Personalized Outreach Approaches Can Improve Behavior Change Results and Introduce New Social Justice Issues

Room: Belvedere

Track: Blue (Outreach and Marketing)

Valerie Rader, Los Angeles County Metro (Moderator); Lisa Buchanan, Steer Davies Gleave; Emma Pachuta, St. Paul Smart Trips; Daniel Kaempff, Metro (Portland)

Continued on next page

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Continued from previous page

Personalized individual and community-based marketing and outreach initiatives can be effectively used to grow support for behavior change in favor of active transportation choices in diverse communities. Unfortunately, not everyone participates equally in the positive outcomes of these efforts and the damage done is not easily erased. St. Paul Smart Trips overcame language barriers, infrastructure inadequacies, community safety concerns and income inequalities in fostering increased walking, biking, and transit use. San Diego Council of Governments undertook door-to-door household contacts and community gatherings to share travel information and assistance and gathered data to understand how this approach compares to others. Portland led the way for many in developing an active-transportation focused region and found the need to correct unintended social injustice, gentrification, and outright neglect that occurred in the process.

Council Meeting: Vanpool Council

10:00 a.m. – 11:30 a.m.

Room: Orpheum

Chair: Carolyn Newsome, Intercity Transit

Luncheon and Exhibit Visits

11:45 a.m. – 12:45 p.m.

Room: Grand Ballroom

Concurrent Sessions

1:00 p.m. – 2:30 p.m.

National Best Practices Swap and Share

Room: Conference Theater

Track: Silver (Implementation and Policy)

Hosted by Southern California Chapter

Bring your best ideas in rideshare incentives, program implementation, special events, and marketing to share with other experts in the field, or bring your challenges and hear others' solutions to similar problems. This is your chance to shine and share your knowledge with others while you learn from the best in the business! Bring copies of promotional items, handouts, or samples to share. This event is open to members of all chapters and all are encouraged to attend and share.

Top 10 List for Reporting Vanpool in the National Transit Database

Room: Warfield

Track: Gold (TDM Strategy)

Jami Carrington, Los Angeles County Metropolitan Transit Authority (Moderator); Brian McCollom, NTD Operations Center Advisor

Vanpool data are like square pegs in the round holes of the National Transit Database (NTD). Following the format of a top 10 list, NTD Operations Center Advisor Brian McCollom will review the challenges vanpool programs have most often. Attendees will learn the answers to many of the most pressing questions about suitable options for gathering and configuring data for reporting to NTD.

TDM Regulation—Lessons Learned from San Francisco and the Bay Area

Room: Redwood A

Track: Green (Sustainability)

Tien-Tien Chan, Fehr & Peers (Moderator); Sue-Ellen Atkinson, San Francisco Department of Environment; David Burch, Bay Area Air Quality Management District; Jackie Winkel, Bay Area Air Quality Management District

This panel will highlight recent efforts to promote commute alternatives in the San Francisco Bay area. The session will first describe the results of three ordinances adopted by the City of San Francisco: the Commuter Benefits Ordinance, the Healthy Air and Clean Transportation Ordinance, and the Tenant Bike Parking in Existing Commercial Buildings Ordinance. The session will then describe a new regulation adopted by the Bay Area Air Quality Management District and the Metropolitan Transportation Commission to reduce traffic congestion and improve air quality by requiring employers to offer commuter benefits to their employees.

The graphic features the 'OneCommute' logo at the top. Below it, a green background contains various commuter management terms: 'Commuter Management Applications', 'Employer Awards Program Management', 'Application Management', 'Carpool Management', 'Outreach CRM', 'VMP', 'Company CO2 Savings', 'Trip Logging', 'Commuter Community', 'Surveys', 'Vanpools', 'Ride Matching', 'Shuttles', 'Mobile', 'Time Tracking', 'Marketing', 'Gamification', 'Transit Passes', and 'GHG Dashboards'. Below the green section is a diagram with 'Accounts' at the center, connected to 'Surveys', 'Marketing', 'Communities', 'Programs', and 'Contacts'. To the right is an image of a woman pointing at a screen displaying a dashboard. The 'CELWELL' logo and the website 'www.OneCommute.com' are at the bottom.

What's in a Definition?

Room: Belvedere

Track: Blue (Outreach and Marketing)

Jon Martz, vRide, ACT Public Policy Committee Chair (Moderator); Jason Pavluchuk, Pavluchuk & Associates; Sean O'Sullivan, Carma; Tim Papandreou, San Francisco Municipal Transportation Agency; California Public Utility Commission

Companies that provide innovative mobility services are looking at ways to use terms such as ridesharing to avoid a bevy of regulatory and tax issues. At the same time, local officials are scrambling to react through establishment of legal and regulatory frameworks to regulate these new modes, often causing heartache and confusion and stifling innovation. Is there a middle ground? This session will dive into the differences between the definitions and discuss what local governments are doing to regulate the new modes.

Council Meeting: Telework and Alternative Work Arrangements Council

1:00 p.m. – 2:30 p.m.

Room: Orpheum

Co-Chairs: Elham Shirazi, e-planning, and Sara Hendricks, Center for Urban Transportation Research, University of South Florida

Concurrent Sessions

2:45 p.m. – 3:45 p.m.

How Community Outreach Can Elevate Your TDM Program

Room: Conference Theater

Track: Silver (Implementation and Policy)

Kerry Haywood, Moffett Park Business Group (Moderator); Lisa Bobadilla, 511 Contra Costa; Danelle Carey, 511 Contra Costa; Tedra Cheatham, The Clean Air Campaign

Learn about the importance of outreach to communities and community leaders to ensure the success of your TDM programs. You will hear lessons learned from two different programs: 511 Contra Costa and the Clean Air Campaign. 511 will focus on the importance of extensive and effective outreach into the community. Clean Air Campaign will emphasize why pursuing relationships with community leaders can increase the value of TDM services and make you an indispensable part of a community's business strategy.

Are We Steering Parking in the Wrong Direction and Missing the Bus? An In-Depth Review of Parking Rightsizing for Residential Development

Room: Warfield

Track: Gold (TDM Strategies)

Brian Shaw, CAPP, Stanford University (Moderator); Peter Haas, Center for Neighborhood Technology; Ann Cheng, Green Trip, Transform

An over-abundance of parking can have deleterious effects on economic development, social responsibility, and environmental consciousness. Significant research and data have been done to describe effects of parking use, direct costs, and the role of TDM in three distinct case studies. Through encouragement of land use, public policy advocacy, and proper balance of parking and transit development that positively affects urban neighborhoods, mixed-use residential development can be seen as moving in the right direction and taken off the parking lot.

Integrating Sustainability into Regional Priorities and TDM Programs

Room: Redwood A

Track: Green (Sustainability)

Melissa Molina, Los Angeles World Airports (Moderator); Lynn Overcashier, 511 Contra Costa; Wendy Duren, Arlington Transportation Partners

Sustainable elements of some well-established TDM programs reach well beyond employer-based trip reduction. In this session, you will hear how two regions have expanded sustainable elements in TDM, including implementation and policy details to help others. Speakers will share information about the extensive efforts over long periods of time that have reshaped the communities in Contra Costa County, Calif., and Arlington County, Va., in ways that affect everything from transportation to land use and development.

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Promoting TDM Often Involves Special Events to Attract and Incentives to Encourage Behavior Change

Room: Belvedere

Track: [Blue \(Outreach and Marketing\)](#)

Judy Leaks, Solano Transportation Authority (Moderator); Courtney Miller, TranSystems; Nicolle Masters, TranSystems; Kristina Walker, Downtown On the Go

Explore a series of case studies that look at how we bring awareness to TDM initiatives and create incentives to encourage behavior change. In the first series, learn about creating special events to promote TDM to targeted audiences. Whether your program is about riding the bus or biking, you first have to get commuters' attention. See examples of holding special events that wow them as a means of increasing participation. Then, explore how to create interest in a new and different TDM initiative and the lessons learned by one TDM program.

Intro to Commuter Tax Benefits Course

Room: Fillmore

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

This one-hour session is part of the popular Florida Commuter Choice Certificate Program. A Jeopardy game format is used to improve understanding of TDM professionals on the intricacies of Section 132(f) qualified transportation fringe benefits (a.k.a. commuter benefits).

Public Policy Committee Meeting

Room: Grand Ballroom

Jon Martz, vRide, Chair

The ACT Public Policy Committee will hold this open meeting to discuss public policy issues related to the association. Topics to be covered include transportation reauthorization, the transit benefit, and the definition of ridesharing. In addition, learn about how you can become more involved in ACT's Public Policy Committee and how you can take advantage of the resources ACT offers. The meeting is open to all conference attendees.

Concurrent Sessions

4:00 p.m. – 5:00 p.m.

Introducing TDM to Transit Stations and Rural Universities

Room: Conference Theater

Track: [Silver \(Implementation and Policy\)](#)

Charles Carter, UCLA (Moderator); Stuart Anderson, Steer Davies Gleave; Frank Mongioi, ICF International; Sarah Laurie, SUNY

TDM practices are increasingly being seen in new areas, such as transit station and rural contexts. This session demonstrates the success of TDM practices in transit stations around the country. You will also learn about how 511NY Rideshare set the stage for travel options for students, faculty, and staff in rural western New York state.

Building a Transit Safety Net: Bridging the Gaps and Making Public Transit Affordable for Low Income Levels

Room: Warfield

Track: [Gold \(TDM Strategies\)](#)

Valerie Rader, Los Angeles County Metro (Moderator); Carol Merrill, King County Metro Transit; Linda Greene and Ben Cohen, The BWI Business Partnership

Transportation agencies are always under pressure to maintain and increase service, enhance customer experience, and help support access for all, particularly low-income passengers. Looking for a balanced approach through reduced fares programs and public/private partnerships, new service opportunities will be examined and compared with existing programs that have demonstrated measurable success in other regional areas for some time.

University Council Session

Room: Redwood A

Track: [Green \(Sustainability\)](#)

Rachel Mattenberger, Stanford University (Moderator); Celeste Gilman, University of Washington; Lucy Tice, University of California, Los Angeles; Jim Barr, University of Vermont

Join us to hear from highly recognized universities with strong TDM programs. Learn a conceptual framework for each of these TDM programs and gain valuable planning insight, marketing tools, and digital media that you can transfer to your college or university.



Managing Outreach and Communications for Employers and Commuters to Reinforce TDM Participation

Room: Belvedere

Track: Blue (Outreach and Marketing)

Wendy Silvani, Silvani Transportation Consulting (Moderator); Steve Wheeler, CelWell; Mike Williams, The Clean Air Campaign; Goldin Doles, San Diego Association of Governments

TDM and commuter programs live or die on the success of outreach efforts in attracting and retaining participants. Learn more about how organizations collect and organize information from employers to present a commuter sustainability value proposition. The presenters will explore principles of outreach methodology, levels of engagement, using technology to measure and articulate the value proposition for employers, and understanding commuter sustainability from an executive perspective.

Council Meeting: Transportation Management Association (TMA) Council

4:00 pm – 5:00 pm

Chair: Maureen Farrell, GVF TMA

Open Night

5:00 p.m.



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Registration Open

8:00 a.m. – 12:00 p.m.

Room: Ballroom Foyer

Awards Breakfast/Leadership Academy Graduation

9:00 a.m. – 10:00 a.m.

Room: Grand Ballroom

Celebrate and recognize the remarkable work, excellence, and achievements of ACT members.

Concurrent Sessions

10:00 a.m. – 11:30 a.m.

Assessing the Impacts of Changes to Qualified Transportation Fringe Benefits and Cost-Effectiveness of Financial Incentives

Room: Conference Theater

Track: Silver (Implementation and Policy)

Crissy Dittmore, vRide (Moderator); Stephen Crim, Mobility Lab; Chanyoun Lee, Center for Urban Transportation Research, University of South Florida

This session will look into both financial effects and incentives for TDM programs. Using this year's change to the IRS qualified transportation fringe benefit cap as an example, learn steps to turn a high-level policy change into relevant, easy-to-understand numbers that feed persuasive arguments when advocating to employers and other decision makers. In the past, limited effort has been made to understand how different ways of providing financial incentives affect commuter mode choice. Gain a better understanding of how these components of incentives affect the market and how they are critical to enhancing the performance of financial incentives as a TDM strategy.

Crossroads: Where Parking and Technology Meet

Room: Warfield

Track: Gold (TDM Strategies)

Irma Henderson, University of California, Riverside (Moderator); Jay Primus, San Francisco Municipal Transportation Agency; Irena Goloschokin, T2 Systems

As new technologies in parking systems evolve and customers push for demand-responsive pricing, the call for change to a new approach is here. A pilot program in San Francisco will be showcased in detail, demonstrating how to make the parking experience easier and beneficial to cities and customers. Integration of parking practices, data management and TDM is equally important. Learn about intelligent transportation systems and TDM with parking. Walk away with the necessary steps to build and grow a successful crossover program.

TDM in Five

Room: Redwood A

Track: Green (Sustainability)

David McMaster, Metropolitan Transit Authority (Houston); Wendy Duren, Arlington Transportation Partners

Continued on next page

Continued from previous page

TDM professionals are nothing if not passionate about their work and mission. This session will feature several speakers in short talks on important topics. Attendees will experience rapid-fire information on anything TDM, from best practices and lessons learned to research findings and visions for the future.

Resources, Best Practices and Tips for Effective TDM Outreach, Marketing and Communications

Room: Belvedere

Track: [Blue \(Outreach and Marketing\)](#)

Judy Willens, Ventura County Air Pollution Control District (Moderator); Julie Bond, Center for Urban Transportation Research, University of South Florida; Jay Freschi, Arlington County

This is a must-attend session for every TDM professional who wants to be in the know about resources, tools, and key approaches to successfully start or energize a TDM program. In this session, you will identify tools and recognize marketing resources that are available to the TDM industry. Learn about the importance of applying simple messaging to provide convenient and easy to use information for making travel choices that are personal to the user and reflect positive outcomes.

Educational Excursions

10:00 a.m.

Offsite locations. Attendees depart from Stockton Street near fountain & stairs. (Mid-block, not lobby.)

Make sure to reserve time on your schedule for two informative and congenial tours. Nothing beats seeing theory put to work in the real world, and these promise to be great opportunities to do that while networking with old and new friends from around the world. *(Registration Required)*

South Beach Walking Tour

Led by Ratna Amin, transportation policy director of SPUR, along with City and County of San Francisco transportation and planning agency staff, this tour will spotlight transit-oriented development and new walkable communities in San Francisco.

Participants will ride the Muni Metro to the AT&T Park baseball stadium while discussing this most recent extension to the line as well as the new Central Subway. Once on site, the group will tour the park and discuss its effect on the South Beach area.

Next, participants will walk a loop incorporating other transit-oriented developments and the Caltrain station, discussing high-speed rail and its potential effect on the region. That will be followed by a walk up the Embarcadero to the Ferry Building, stopping along the way for refreshments and discussion of the Embarcadero Freeway teardown and surrounding revitalization, as well as more recent changes on Rincon Hill.

Upon arrival at the Ferry Building, the group will talk about the effect of the farmer’s market and other transformative changes. If time permits, participants will walk through the building with an eye toward good places for lunch and Bay ferry operations. The group will also discuss the Warrior Stadium controversy and

a recent failed waterfront initiative. Maximum number of participants: 20

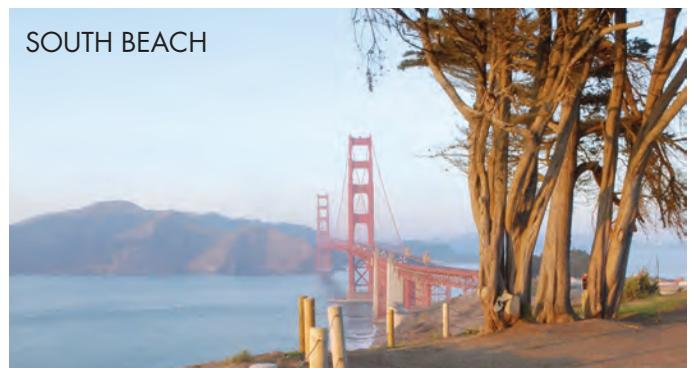
Walking distance and time: approximately 1.3 miles; up to 2.5 hours

Stanford University Shuttle and Bike Tours

Experience the history and beauty of Stanford University, in the heart of Silicon Valley. Tour participants will enjoy seeing Stanford’s award-winning transportation programs, including collaboration with regional transit agencies, extensive marketing efforts, the largest university Zipcar fleet in the world, electric vehicle (EV) charging infrastructure, and more.

In addition to learning about Stanford’s TDM programs, participants will have the opportunity to view and learn about historic Stanford landmarks. Potential site visits include the Main Quad with its distinct architecture; the Mausoleum where the Stanford family is buried; the Rodin Sculpture Garden; and the Red Barn, which is a registered historical landmark.

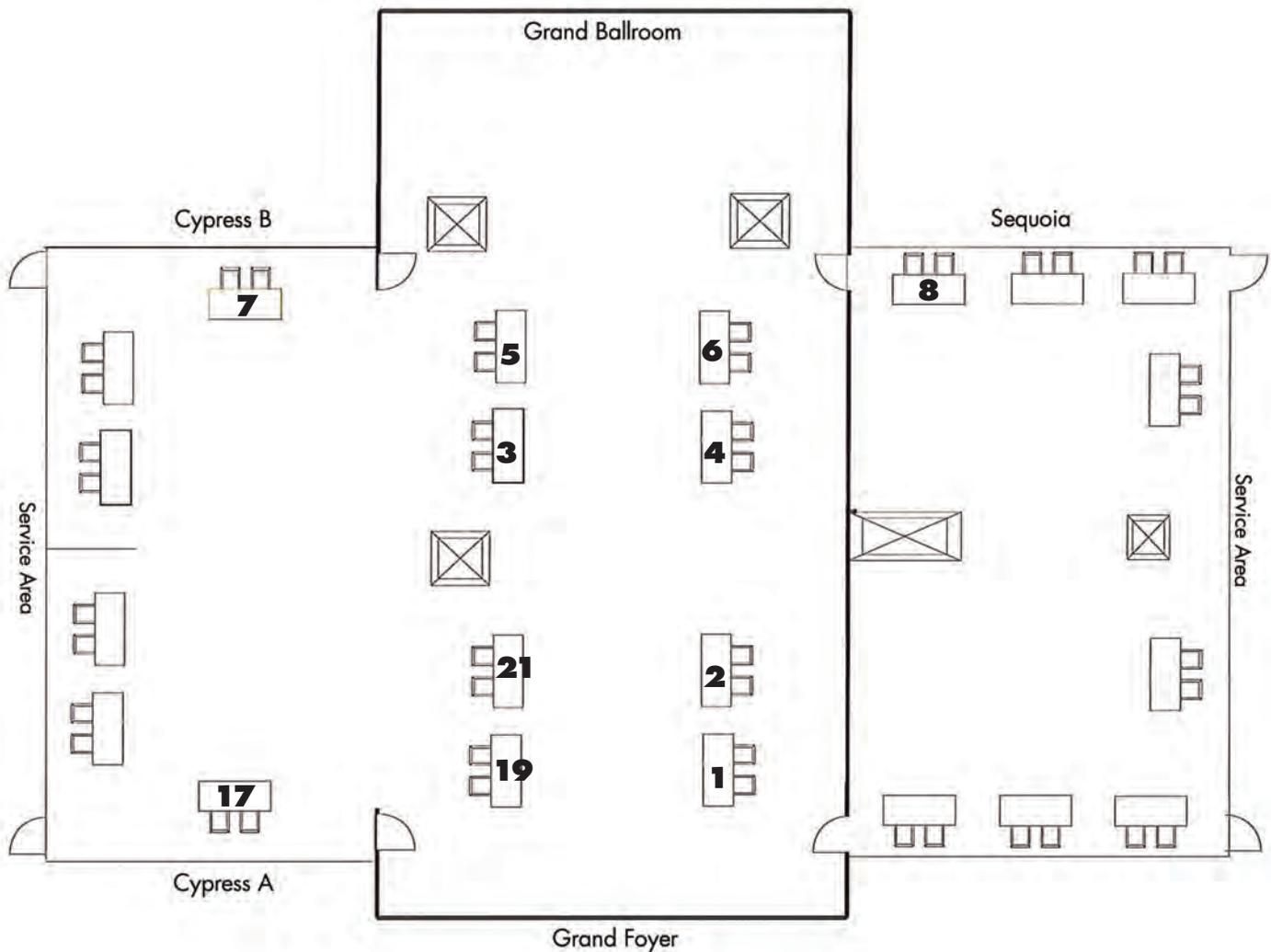
- **Option A: Shuttle Tour.** Participants will experience a guided tour of campus onboard a 100 percent electric bus from Stanford’s Marguerite shuttle fleet, which provides free transportation to the public.
Maximum number of participants: 30
- **Option B: Bicycle Tour.** Participants will take a guided tour of campus to see bike infrastructure, circulation, and commuting resources that include bike cages and bike locker compounds. Bicycles and helmets (required) provided. Check out a Platinum-Level Bicycle Friendly University, as designated by the League of American Bicyclists!
Maximum number of participants: 12 ■



EXHIBITION FLOOR PLAN

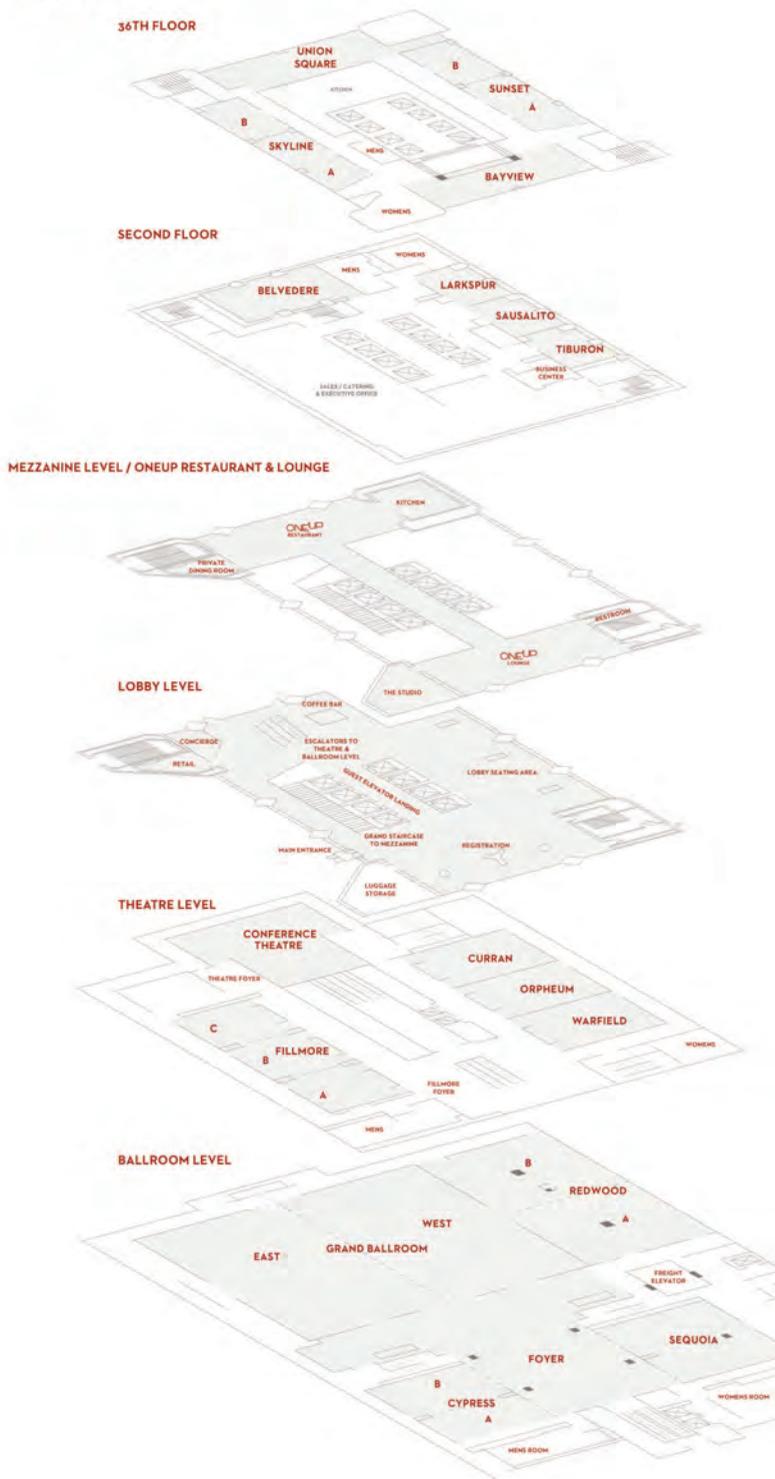
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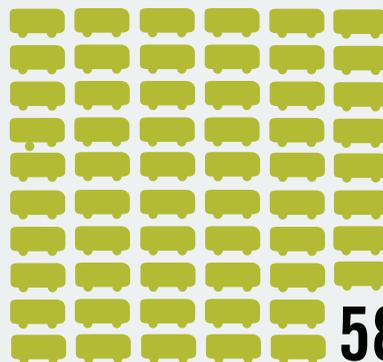
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57 COMMUNITIES SERVED TODAY

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