

ASSOCIATION FOR COMMUTER TRANSPORTATION

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2017 ACT International Conference

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Association for Commuter Transportation



2017 ACT INTERNATIONAL CONFERENCE

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Brake Valve: West. 1018, 1019-1019
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Sash: Side Top, AAV Brass, stationary
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Vestibule, AAV Brass, lower
Trucks: Brill 76-El, 1018-1009, 1011-1019
St. Louis 110-64, 1010 (5'4")
Wheels: 28"; Axles: 11
Journals: 3-3/4 x 7

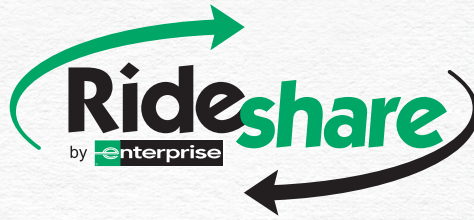
Underframe: Steel
Sides: #12 Gauge steel
Side Posts: 1" x 1" x 1/2" yellow pine
Vestibule Posts: White Oak
Rear Rail: #12 Gauge steel
Floor: 1/2" x 1" x 1/2" yellow pine
Roof: Aluminum, 1/2" x 1/2" x 1/2"

NEW ORLEANS

July 30-Aug 2, 2017

Floor: Yellow pine, 1/2" x 1" x 1/2"
Seating: 52 (36 cross, 16 longitudinal)
Type Seats: BAK #300, wood slat

Conference Program



VISIT US IN BOOTH 26.

Conference Program

It is our pleasure to welcome you to the 2017 ACT International Conference in historic New Orleans!

This year's conference brings together over 450 TDM professionals from across the United States, Canada, and New Zealand. Our members share the belief that through our combined efforts to advance transportation options, we can improve the lives of commuters, increase the livability of communities and support economic growth. Over the next four days, we encourage you to network with new colleagues and old friends, learn the latest best practices and to leave reenergized.

Many thanks go to our sponsors and exhibitors, including our Platinum sponsor, Enterprise. The support we receive from them makes this event possible and helps ACT advance our shared goals and vision of a better journey for everyone. Thank you also to our conference committee and to our host chapters (Red River and SEACT), who have worked together to develop a strong program and fun offsite activities.

This year's conference has much to offer. Our keynote speakers Jeffrey Tumlin, Tiffany Sauder, and Elizabeth Levin will inspire us to think differently, solve problems, and understand that we all make a difference through our work. Our 36 breakout sessions feature over 120 dynamic speakers on topics ranging from behavior change to autonomous vehicles and vanpooling to university best practices.

Please download the conference app for all session details and last minute changes and if your tweeting outside of the app please use the conference hashtag #ACTNOLA17 so we all can follow the conversation.

Before departing, we will spend a morning celebrating the work of our colleagues at ACT's National Awards celebration. With a theme of California Dreamin', we start looking forward to next year's International Conference in Anaheim, CA, July 29 – August 1, 2018.

If you're not a member of ACT, we encourage you to join! With over 800 members to connect with, three national events, webinars chapters, councils and our public policy committee, we have much to offer you.

Thank you again for attending. Please say hello to us and let us know what you think as we're here to help you achieve your goals and to elevate all TDM professionals.

Have a great conference!

Robert Henry, ACT President

David Straus, ACT Executive Director



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ACT 2017 INTERNATIONAL CONFERENCE SPONSORS.....
ACT BOARD, LEADERSHIP & STAFF.....
ACT VOLUNTEERS COMMITTEES, COUNCILS & CHAPTERS

2017 ACT International Conference

CONFERENCE SPONSORS

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CONFERENCE FRIEND



Conference Program

ACT BOARD, LEADERSHIP, AND STAFF

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Wendy Duren Destination Sales and Marketing Group	Maureen Farrell GVF	Jim Barr University of Vermont	David Judd Commuter Benefit Solutions, Edenred
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2016-2017 Chapter Directors

Kiki Dohman (Cascade) Cherriots Rideshare	Jude Miller (Chesapeake) Marriott International	Terri Quici (Mid-Atlantic) Centre Area Transportation Authority (CATA)	Roman Kuropas (Midwest) Innova EV
Kim Comstock (Northern California) Commute.org	Rebecca Cyr (Patriot) AECOM/MassRIDES	Cheryl O'Connor (Red River) Enterprise Rideshare	Aaron Fodge (Rocky Mountain) Colorado State University
Joseph James Hurley (Sacramento Valley) Sacramento Air Quality Management District	Michelle Parker (SEACT) GoTriangle	Diana Kotler (Southern California) Anaheim Transportation Network	Tony Perez (Valley of the Sun) Salt River Project

Council Leadership

Employer Chair: Wendy Scholtz, Microsoft Vice-Chair: Ken Jarocki, The Walt Disney Company Secretary: Eddie Ozawa, Aerospace Corporation PPC Rep: Jude Miller, Marriott International	Sustainable Real Estate & Development Chair: Steven Higashide, TransitCenter Vice Chair: Federico Tallis, Wells Associates Secretary: Keara Mehlert, Destination Sales and Marketing Group PPC Rep: Justin Schor, Wells Associates
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ACT Staff

David Straus , Executive Director	Casey Murphy , Events & Programs Manager	Candace Paris , Membership & Communications Coordinator	Jason Pavluchuk , Government Affairs Director
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2017 ACT International Conference

2017 International Conference Committee and Volunteers

Conference Co-Chairs:

Connie McGee, Enterprise Rideshare

Maureen Farrell, GVF

Program Committee:

Co-Chair: David McMaster, Metropolitan Transit Authority of Harris County Texas

Co-Chair: Julie Bond, Center for Urban Transportation Research

John Andoh, Capital Metro

Maggie Awad, Destination Sales and Marketing Group

Thomas Butler, Movability Austin (Downtown TMA)

Thomas Cerny, AECOM

Kim Comstock, Commute.org

Dan Deanda, West Florida Regional Planning Council

Devon Deming, Metropolitan Transportation Authority

Kiki Dohman, Cherriots Rideshare

Wendy Duren, Destination Sales and Marketing Group

Anne Galamb, City of Raleigh - Department of Transportation

Sara Hendricks, Center for Urban Transportation Research

Debbie Hoffman, Texas A&M - Transportation Services

Kim Johnson, GoTriangle

Jesse Kafka, Enterprise Rideshare

Diana Kotler, Anaheim Transportation Network

Roman Kuropas, Innova EV

Keara Mehlert, Destination Sales and Marketing Group

Frank Mongioi, ICF International

Cheryl O'Connor, Enterprise Rideshare

Michelle Parker, GoTriangle

Aneka Patel, Downtown Denver Project

Tony Perez, Salt River Project

JC Porter, Arizona State University

Terri Quici, Centre Area Transportation Authority (CATA)

Elham Shirazi, e-planning

Katie Sihler, Ridescout

Eve Stokes, NuRide

Christi Turner, Red Hat, Inc.

Sarah Williams, NC State University

Mia Zmud, Metropia Inc.

Awards Committee:

Co-Chair: Erika Benti, Colorado State University

Co-Chair: Rebecca Cyr, MassRIDES / AECOM

Dan Deanda, West Florida Regional Planning Council

Jim Larsen, Dulles Area Transportation Association

Sharon Stockwell, Pierce Transit

Jamila Owens, METRO STAR

Katie Martin, Chittenden Area Transportation Management Association (CATMA)

Connie McGee, Enterprise Rideshare

Terri Quici, Centre Area Transportation Authority (CATA)

Penny Menton, UCLA

Laura Manual, Hawaii DOT

Bill McCaughey, Innovative TDM Solutions

Debbie Hoffman, Texas A&M University

Maureen Farrell, GVF

Terri Quici, Centre Area Transportation Authority (CATA)

Heather Reiners, Westchester County Department of Public Works and Transportation

Sponsorship Committee:

Co-Chair: David Judd, Commuter Benefit Solutions, Edenred

Co-Chair: Katherine Molin, City of Raleigh - Department of Transportation

Marketing & Communications Committee:

Co-Chair: Kim Comstock, Commute.org

Co-Chair: Tien-Tien Chan, City of Austin

Anne Galamb, City of Raleigh - Department of Transportation

Maggie Awad, Destination Sales and Marketing Group

Emily Cass, TRAFFIX/HRT

Jude Miller, Marriott International

Mia Zmud, Metropia Inc.

Strategic Partnerships Committee:

Chair: Frank Mongioi, ICF International

Host Committee:

Co-Chair: Katherine Molin, City of Raleigh - Department of Transportation

Co-Chair: Craig Cotton, Texas Tech University

Caitlin Cerame, West Florida Regional Planning Council

Daniel Deanda, West Florida Regional Planning Council

Sabrina Glenn, PART

Anita McLaurin, METRO STAR

Dezra Nauls, METRO STAR

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Conference Program

Keynote Speakers & General Session Panels

MONDAY, JULY 31 | 8:30AM - GRAND BALLROOM

Keynote Speaker - Jeffrey Tumlin, Nelson\Nygaard

Karl Marx, Southwest Airlines, and Heroin Addiction: How remembering Econ 101 will make TDM relevant



Jeffrey Tumlin is director of strategy at Nelson\Nygaard Consulting Associates, a San Francisco-based transportation planning and engineering firm that focuses on sustainable mobility. For more than twenty years, he has led station area, downtown, citywide, and campus plans, and delivered various lectures and classes in 20 U.S. states and five other countries. His major development projects have succeeded in reducing their traffic and CO2 emissions by as much as 40%, and accommodated many millions of square feet of growth with no net increase in motor vehicle traffic. These projects have won awards from the U.S. General Services Administration, Institute of Transportation Engineers, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, and Urban Land Institute. During 2016-17, Jeff Tumlin was the interim director of Oakland's first

Department of Transportation, helping the city create the new department and develop its first budget, including allocating a \$350 million infrastructure bond that voters approved by 82% in November 2016. He is the author of *Sustainable Transportation: Tools for Creating Healthy, Vibrant and Resilient Communities* (Wiley, 2012).

MONDAY, JULY 31 | 12:00PM - GRAND BALLROOM

Keynote Speaker - Tiffany Sauder, Element Three

The Secret to Building a Brand That Compels People to Action



Business first. That's the tagline of Element Three, a full-service brand and marketing agency in Indianapolis that works across channels to solve real business problems for clients who want to be market leaders. But it's also the axiom that fuels E3 President Tiffany Sauder's own approach to growing an enterprise. When the former financial analyst took the helm of the company in 2006, Sauder was 24. Over ten years later, she's catapulted annual revenues by over 950 percent. From coaching executives through the brand considerations of an acquisition to helping them use marketing and sales technology to track marketing performance, Sauder understands that success results from an integrated approach to business, brand, and creativity. Sauder has been interviewed by the Harvard Business Review and participated in panels hosted by Ad Age and TechPoint. Her agency is a three-time Inc. 5000 company and in 2012, was awarded the HubSpot Agency of the Year award. She lives in Indianapolis with her husband, J.R., and their three daughters.

TUESDAY, AUGUST 1 | 12:00PM - GRAND BALLROOM

Keynote Panel - Boots on the Ground and Flats in the Boardroom: Transportation Women Tell Their Stories



Elizabeth Levin

Liz is the co-author with Grace Crunican of "Boots on the Ground, Flats in the Boardroom". She is President of Liz Levin &

Company, a management consulting company to the transportation and environmental industry. Since 2003 she has also served on the Board of Directors of Normandeau Associates, a national environmental science firm. Liz's prior experience includes serving on the Board of Directors of MassDOT and of the MBTA. Liz also served as a Principal and Board

Member of Rizzo Associates which she helped grow from a start-up to a wonderfully successful transportation, environmental and engineering firm that was sold to Tetratex in 2001. In her early career Liz spent 13 years at Metcalf & Eddy that included leading their environmental planning. She started her career in housing and urban development. Liz has done extensive leadership work in the transportation, environmental and women's communities. She served as International President of the Women's Transportation Seminar (WTS), President of the New England Environmental Business Council, President of WalkBoston and Chair of the Massachusetts Government Appointments Project (MassGAP). Liz holds a BA from Wellesley College, a Masters of Urban Affairs from Boston University, and a

MBA from Simmons School of Management. She earned her graduate degrees while working and raising young children.



LaVerne Frances Reid

Former FAA New England Region Airports Division Manager, one of the first female African-

American en route air traffic controllers in Alaska, first African-American National President of the Business and Professional Women's Foundation, Presidential appointee to the US Small Business Administration Council. Prevailing over personal tragedy as well as discrimination, Reid fashioned an indelible transportation career.

2017 ACT International Conference

SUNDAY, JULY 30

8:30am – 12:30pm	Jean Lafitte Swamp Tour <i>(registration required)</i>		Meet in Lobby at 8:15 am
9:00 am – 12:00pm	PD#1: Whoever Tells the Best Story Wins	Annette Simmons, Group Process Consulting	Bayside A
	PD#2: The Human Algorithm: A New Approach to Influencing Behavior Change	Dan O'Donnell, O'Donnell Company Eileen O'Donnell, O'Donnell Company	Bayside C
1:00pm – 4:00pm	New Orleans 10 Years After Katrina <i>(registration required)</i>		Meet in Lobby at 12:45pm
1:00pm – 4:00pm	PD#3: National Transit Database Reporting for Vanpool Services	Margaret Schilling, Federal Transit Authority, National Transit Database Program Matt Bonzek, Federal Transit Authority, National Transit Database Program	Bayside A
	PD#4: Marketing Fundamentals for TDM Professionals	Jeff Horton, Commuter Services of North Florida	Bayside C
1:00pm – 4:00pm	Transportation Research Board TDM Committee Meeting		Muses
1:30pm – 4:30pm	Historical Riverboat Cruise <i>(registration required)</i>		Meet in Lobby at 1:15pm
4:00pm – 5:00pm	Public Policy Committee Meeting	Chair: Jon Martz, Enterprise Rideshare	Muses
5:00pm – 6:00pm	First Time Conference Attendee & New Member Reception	Sponsored by ACT SEACT & Red River Chapters	Grand Couteau

Opening Reception

6:00pm – 8:00pm	Opening Reception	Grand Ballroom
	Join us for a fun New Orleans style evening of LIVE entertainment, food, drinks and of course, networking!	

Download Conference App

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- View detailed program.
- View attendee list.
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- Post to Twitter.
- Receive conference updates.

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Invitation Code: act2017

Conference Program

MONDAY, JULY 31

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

General Session & Conference Keynote Address


General Session & Conference Keynote Address		
8:30am – 10:15am	Welcome Remarks: Rob Henry , ACT President David Straus , Executive Director	
	Conference Keynote Address: <i>Karl Marx, Southwest Airlines, and Heroin Addiction: How Remembering Econ 101 Will Make TDM Relevant</i> Jeffrey Tumlin , Nelson\Nygaard	
		Grand Ballroom

Concurrent Sessions

10:30am – 12:00pm	Autonomous Vehicles, Changing Travel Behavior, and the Future of Sustainable Parking	Joshua Karlin-Resnick , Nelson\Nygaard Peter Costa , Nelson\Nygaard Moderator: Aaron Fodge , Colorado State University	Bayside A
	Developing User Interfaces to Promote Your Programs and Increase Transportation Options	Courtney Banker , TranSystems Madeline Steele , TriMet Jennifer O'Brien , Mid America Regional Council Rick Steele , NuRide, Inc. Moderator: David Sorrell , UC Berkeley Parking and Transportation	Bayside B
	How to Keep Them: A Discussion on Marketing and Retaining Vanpools Sponsored by Vanpool Council	Annie Arguello , Capital Metro Carolyn Newsome , Intercity Transit Dezra Nauls , METRO STAR Moderator: Lisa Kay Schwyer , Southwestern Pennsylvania Commission	Bayside C
	Local Ordinances and TDM Policies – Best Practices Sponsored by Public Policy Committee	David Judd , Edenred Rob Henry , GVF Jason Pavluchuk , Association for Commuter Transportation Moderator: Jon Martz , Enterprise Rideshare	Grand Couteau
	Work Smarter Not Harder - Incorporating an Effective Marketing Plan Into Your Community	Wendy Duren , Destination Sales and Marketing Group Maggie Awad , Destination Sales and Marketing Group Derek Hofbauer , Alta Planning + Design Marne Duke , Metro Portland Debbie Anderson , Community Transit Moderator: Angie Malpiede , Stapleton Foundation	Grand Chenier
	University Council Meeting	Chair: Penny Menton , UCLA	Bacchus/Iris

2017 ACT International Conference

MONDAY, JULY 31

Keynote Address & Luncheon		
12:00pm – 1:30pm	Keynote Address: <i>The Secret to Building a Brand That Compels People to Action</i> Tiffany Sauder , Element Three	
		Grand Ballroom

Concurrent Sessions

1:45pm – 3:00pm	The National Transit Database has a Central Role in Public Transportation Policy, Funding and Data	Margaret Schilling , Federal Transit Authority, National Transit Database Program Matt Bonzek , Federal Transit Authority, National Transit Database Program Moderator: David McMaster , METRO STAR	Bayside A
	The San Diego Association of Governments Pilot Telework Program: A Summary of Four Companies Sponsored by Telework Council	Elham Shirazi , e-planning Deborah Jones , SANDAG Moderator: Elizabeth Johnson , Middle Peninsula Planning District Commission	Bayside B
	Leveraging Mobility on Demand and its Impacts on Public Transit	David Adelman , Via Transportation, Inc. Carol Cooper , King County Metro Brady Young , DoubleMap, Inc. Moderator: David Judd , Commuter Benefit Solutions, Edenred	Bayside C
	Stage of Change - Strategies to Shift Travel Behavior and Create New Game Plans	Jonathan Bollhoefer , Destination Sales and Marketing Group Cathy Cibor , Alta Planning + Design Daniel Weaver , UrbanTrans North America Moderator: Courtney Reynolds , TranSystems	Grand Couteau
	Future of TDM for Higher Education Sponsored by University Council	Aaron Fodge , Colorado State University Debbie Hoffmann , Texas A&M University Jeri Baker , Virginia Tech Ian Stude , Portland State University Ramon Zavala , UC Irvine Moderator: Julie Bond , Center For Urban Transportation Research (CUTR)	Grand Chenier
	Employer Council Meeting	Chair: Wendy Scholtz , Microsoft	Bacchus/Iris
3:00pm – 3:15pm	Afternoon Refreshment Break <i>Stop by and visit our exhibitors!</i>	Sponsored by  <small>MOBILITY INSPIRED BY YOU</small>	Ballroom D & E

Conference Program

MONDAY, JULY 31

Concurrent Sessions

3:15pm – 4:15pm	Working Together to Solve the Last Mile Challenge: Innovations in Public-Private Partnership	Roman Kuropas , Innova EV John Carpenter , Choose DuPage Moderator: Frank Mongioi , ICF International	Bayside A
	Strategies for a Data Driven Commuter Challenge	Adrienne Harrington , Wilmington Metropolitan Planning Organization Thuy Le , My Open Road Jeff Weiss , My Open Road Moderator: Katherine Molin , City of Raleigh	Bayside B
	Tailoring TDM Programs for Success Within Targeted Markets	Alison Carpenter , Duke University Elizabeth Denton , Destination Sales and Marketing Group Stephanie Loyka , GoTriangle Sheila McGraw , Destination Sales and Marketing Group Moderator: Cheryl O'Connor , Enterprise Rideshare	Bayside C
	Making Your Case: Quantifying the Impacts of TDM Programs	Steven Higashide , Transit Center Derek Hofbauer , Alta Planning + Design Jessica Roberts , Alta Planning + Design Michael Sudol , Triangle J Council of Governments Moderator: Philip Winters , Center For Urban Transportation Research (CUTR)	Grand Couteau
	Bike Sharing for All! Expanding Bikeshare Beyond the Big City	Ted Bronstein , Zagster Lucy Tice , Google Lindsay Walker , Nike Inc. Moderator: Joanna Rustin , WeDriveU, Inc.	Grand Chenier
	Telework Council Meeting	Chair: Elham Shirazi , e-planning	Bacchus/Iris

Chapter Meetings (4th, 5th & 8th Floors)

4:30pm – 5:30pm	CA Chapters (Northern, Sacramento Valley, Southern)	Bayside A
	Cascade	Bayside B
	Chesapeake	Bayside C
	Mid-Atlantic	Rex
	Midwest	Endymion
	Patriot	Zulu
	Red River	Proteus
	Southeast (SEACT)	Bacchus/Iris
	Rocky Mountain	Grand Chenier
	Valley of the Sun	Muses

2017 ACT International Conference

6:30pm – 8:00pm	PALs Mentoring Networking Dinner Join PALs for informal eats at one of New Orleans' casual dining faves, Dat Dog! Vegetarian and vegan options included at this creative hot dog place. Leave from the hotel lobby at 6pm to walk over. Dinner not covered by ACT.	Dat Dog 601 Frenchmen Street New Orleans
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TUESDAY, AUGUST 1

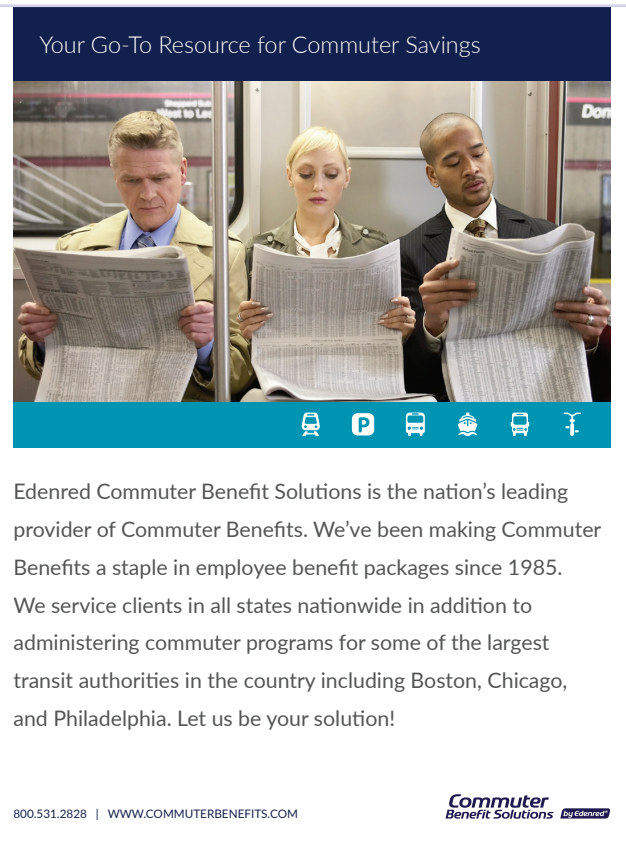
7:30am – 5:00pm	Registration Desk Open	Grand Ballroom Foyer
7:30am – 4:00pm	Exhibit Hall Open	Grand Ballroom D & E
7:30am – 8:30am	Continental Breakfast	Grand Ballroom D & E

8:30am – 10:00am	Annual Meeting	Grand Ballroom
	Building Off a Year of Success: David Straus , Executive Director Rob Henry , President Jim Barr , Co-Chair, Professional Development Committee Aaron Fodge , Chair, Certification Committee Beth Snoke , Chair, Membership Committee Jon Martz , Chair, Public Policy Committee Jason Pavluchuk , Government Affairs Director	



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Conference Program

TUESDAY, AUGUST 1

Concurrent Sessions

10:15am – 11:45am	Campus Parking & TDM Strategies: Complementary or Competitive? Sponsored by University Council	Craig Cotton , Texas Tech University Beth Snoke , Ohio State University Tom Yardley , Nelson\Nygaard Moderator: Brian Shaw , Stanford University	Bayside A
	Best Practices: Learn how to Plan and Implement a Telework Week Sponsored by Telework Council	Melissa Madison , Commuter Services Christopher Arabia , Virginia Department of Rail and Public Transportation Moderator: Michelle Parker , GoTriangle	Bayside B
	Competing with Free Parking: TDM Challenges for Large Employers Who Don't Charge for Parking Sponsored by Employer Council	Tien-Tien Chan , City of Austin Susan Heinrich , ICF International Thomas Harrington , Intuit Lucy Tice , Google Allen Greenberg , Federal Highway Administration Moderator: Brian No , Spin	Bayside C
	Planning & Procuring for Innovation in TDM: A Look at Best Practices Sponsored by Public Policy Committee	Diane Thorne , The TMA Group Adrienne Moretz , Sacramento Council of Governments Jon Martz , Enterprise Rideshare Moderator: Jason Pavluchuk , Association for Commuter Transportation	Grand Couteau
	Current Trends and Innovative Programs that TMAs have Implemented to Improve Employees' Journeys Sponsored by TMA Council	Katherine Auge , Missoula in Motion Thomas Butler , Movability Austin (Downtown Austin TMA) Aylene McCallum , Downtown Denver Partnership Rob Henry , GVF Moderator: Maureen Farrell , GVF	Grand Chenier
	Vanpool Council Meeting	Chair: Lisa Kay Schweyer , Southwestern Pennsylvania Commission	Bacchus/Iris

12:00pm – 1:30pm	Luncheon & Keynote Panel Address		Grand Ballroom
	Opening Remarks: David Straus , Executive Director Conference Keynote Panel Address: <i>Boots on the Ground and Flats in the Boardroom: Transportation Women Tell Their Stories</i> Elizabeth Levin , Co-author, "Boots on the Ground, Flats in the Boardroom", President of Liz Levin & Company LaVerne Frances Reid , Former FAA New England Region Airports Division Manager	 	

2017 ACT International Conference

TUESDAY, AUGUST 1

Concurrent Sessions

1:45pm – 3:15pm	Driving Through Challenges - Integrating Parking and Best Practices to Drive TDM Success	Stephen Alianiello , TranSystems Mark Melnyk , Swedish Health & Services Beth Snoke , The Ohio State University Jane Wilberding , Sam Schwartz Moderator: James Barr , University of Vermont	Bayside A
	Utilizing Data to Guide Your Programs Success	Calli Cenizal , Nelson\Nygaard Michael Hemry , Media Beef Christopher Hrones , Arup Brian Shaw , Stanford University Robert Yates , Riverside County Transportation Commission Moderator: Thomas Cerny , AECOM	Bayside B
	How Technology Innovations are Changing the Role and Productivity of Park-and-Ride Lots	Cathy Cibor , Alta Planning + Design Carol Cooper , King County Metro Zachary Elgart , Texas A&M Transportation Institute Stefanie Hom , Metropolitan Transportation Commission of the San Francisco Bay Area Moderator: Bill Loudon , DKS Associates	Bayside C
	TOD, Transit Benefits, and TMAs	David Judd , Commuter Benefit Solutions, Edenred Keara Mehlert , Destination Sales and Marketing Group Courtney Menjivar , Wells & Associates Moderator: Jason Pavluchuk , Association for Commuter Transportation	Grand Couteau
	Can Anyone Tell a Developer What to do When it Comes to TDM? Sponsored by Sustainable Real Estate & Development Council	Martin Alkire , City of Mountain View Tien-Tien Chan , City of Austin Geoff England , Steer Davies Gleave Moderator, Christopher Barker , CBC Consulting	Grand Chenier
	TMA Council Meeting	Chair: Maureen Farrell , GVF	Bacchus/Iris

Conference Program

TUESDAY, AUGUST 1

3:15pm – 3:30pm	Afternoon Refreshment Break <i>Stop by and visit our exhibitors!</i>	Grand Ballroom D & E
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Concurrent Sessions

3:30pm – 4:45pm	Artificial Intelligence – Personalized Marketing to Commuters	Steve Wheeler, CelWell Services Courtney Menjivar, Wells and Associates Moderator: Lauren Bennett, Salesforce	Bayside A
	Mobilizing the Suburbs Through Innovation and Behavioral Change	Tim Grzesiakowski, TMA of Lake Cook Alex Mehn, Community Transit Nicole Ventimiglia, WSP Moderator: Caitlin Cerame, West Florida Regional Planning Council	Bayside B
	Mobility Credits for Behavior Change: An Innovative Pilot to Create a Better Planet	Jeffrey Chernick, RideAmigos Linda Lyles, Century City TMO David Weisman, Scoop Moderator: Erick VanWagenen, WeDriveU	Bayside C
	Using Data to Make the Future of Mobility a Reality	Crissy Ditmore, Conduent Adam McGavock, moovel Craig Nelson, PhD, Steer Davies Gleeve Mary Riemer, Steer Davies Gleeve Moderator: Danny Silva, METRO STAR	Grand Couteau
	Vanpool Recharged: Revitalizing 25 Years of Vanpool Sponsored by Vanpool Council	Gregory Garrett, Spokane Transit Authority Moderator, Annette Harper, Commuteride - Ada County Highway District	Grand Chenier
	Sustainable Real Estate & Development Council Meeting	Chair: Steven Higashide, TransitCenter	Bacchus/Iris

3:30pm – 5:00pm	New Orleans Street Car Tour	Meet in Lobby at 3:00pm
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5:00pm – 6:00pm	Chapter Leadership Meeting	Bayside A
	Council Leadership Meeting <i>Open to all members currently serving or interested in serving in a leadership position within a Chapter or Council.</i>	Bayside C

2017 ACT International Conference

WEDNESDAY, AUGUST 2

8:00am - 10:30am	Registration Desk Open	Grand Ballroom Foyer
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ACT National Awards Breakfast

8:30am - 10:00am	Recognizing 2017 Winners for:	Grand Ballroom
	<ul style="list-style-type: none">- Marketing & Outreach (Public/University/Partnership/TMA)- Commuting Options (Biking/Walking/Public Transit/Carpooling/Vanpooling)- Outstanding TMA- Outstanding Building/Development Award- Employee Transportation Champion- Excellence in Advocacy- Excellence in Research- Bob Owens Champion Award- President's Awards (Emerging Leader, TDM Service, Chapter of the Year, and TDM Leadership)	

CONTINUE YOUR LEARNING EXPERIENCE AFTER #ACTNOLA17



SEPTEMBER WEBINAR

THE NEW COMMUTE: EMPLOYERS LEADING THE WAY

Planning or expanding a commuter program? Join Julie Bond (CUTR/Best Workplaces for Commuters) and a panel of trailblazers for actionable ideas to reduce parking demand, ease traffic congestion and drive your organization's growth and sustainability.



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Conference Program

WEDNESDAY, AUGUST 2

Concurrent Sessions

10:15am – 11:45am	Autonomous, Electric, and Connected Vehicles – The Future of Shared Rides and Transportation	David DeRosa, AECOM Lauren Isaac, EasyMile Lee Rawlings, General Motors Corey Ershow, Lyft Moderator: Frank Mongioi, ICF International	Bayside C
	Changing Times: How TNCs Fit in a Multi-Modal Landscape	Zachery Elgart, Texas A&M Transportation Institute Todd Hansen, Texas A&M Transportation Institute Maarit Moran, Texas A&M Transportation Institute Moderator: Annie Arguello, Capital Metro	Bayside B
	TDM Communication Strategies for a Transportation Crisis	Maggie Awad, Destination Sales and Marketing Group Marina Budimir, District Department of Transportation Robyn Chiarelli, Downtown Fort Lauderdale Transportation Management Association Ashley Nuckles, GVF Zanna Worzella, ICF International Moderator: Wendy Duren, Destination Sales and Marketing Group	Grand Couteau
	A Rapid Discussion of Changing Customer Expectations and their Dynamic Impact on TDM <small>Sponsored by Employer, TMA and University Councils</small>	Daniel Allalemdjian, Columbia University Brian Crockford, Microsoft Maureen Farrell, GVF Jeff Olschwang, UCLA Transportation Services Moderator: Rob Henry, GVF	Grand Chenier

1:00pm – 4:30pm	Tour of Tulane University (<i>registration required</i>)	Meet in Lobby at 12:45pm
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2017 ACT International Conference

CONFERENCE EXHIBITORS

PREMIER EXHIBITORS

LimeBike

Web: www.limebike.com

Phone: 443-326-7856

Description: LimeBike aims to revolutionize urban mobility in cities and colleges nationwide by empowering residents with a faster, cheaper, and healthier transportation option that improves urban sustainability. Our GPS-enabled smart bikes with 3G wireless technology and self-locks will dramatically improve the first and last mile problem. By utilizing modern mobile technology we make bike sharing universally available and affordable with a stationless, subsidy free network.



Rideshark

Web: www.rideshark.com

Email: sharon@rideshark.com

Phone: 613-723-0024

Description: RideShark is the world-leading proven enterprise commute management system. The fully customizable multimodal solution is the only system on the market globally that meets the needs of TDM professionals and public or private sector clients. With over 15 years of dedicated experience, the RideShark solution is the one clients can trust to deliver results. The RideShark solution features both app and web-based dynamic and scheduled rideshare matching, multimodal trip logging, comprehensive incentives, vanpool route and roster management, NTD reporting, ERH, carpool parking management and commuter challenges.

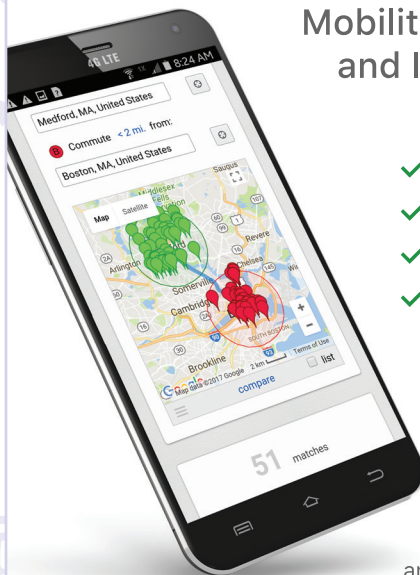
All modules are easily managed through our comprehensive administration portal and are all fully integrated with user single sign-on. Additionally, users can select specific seats in a carpool, while an integrated payment module provides a sophisticated means of transferring payments between the driver and passenger.

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Details at Booth **23**

Conference Program

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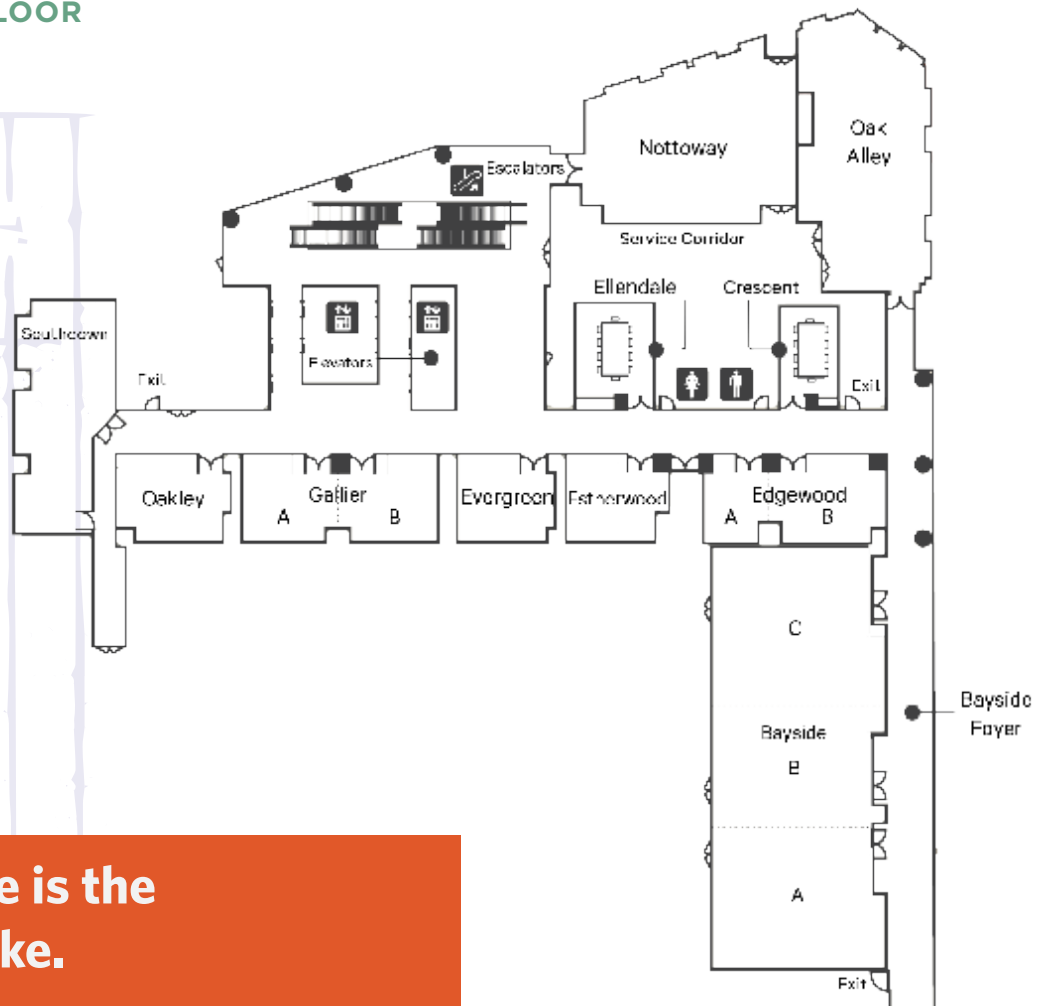
MAIN EXHIBIT HALL

Bauer's Intelligent Transportation Web: www.bauersit.com Email: alishas@bauersit.com Booth # 8 	CVC Inc Web: www.cvcandmore.com Email: javier@cvcandmore.com Booth # 25 	Dero Bike Rack Web: www.Derozap.com Email: Aspaay@dero.com Booth # 18 
DoubleMap, Inc. Web: www.doublemap.com Email: mary@doublemap.com Booth # 19 	Edenred Commuter Benefit Solutions Web: www.commuterbenefits.com Email: kerrie.lepage@commuterbenefits.com Booth # 5 	Enterprise Rideshare Web: www.enterpriserideshare.com Email: jon.martz@ehi.com Booth # 26 
Entertainment CMS Web: www.cms.entertainment.com Email: lkuehl@entertainment.com Booth # 21 	Gotcha Bike Share Web: www.gotchabike.com Email: katie@thegotchagroup.com Booth # 24 	Innova EV & Innova EV Car Share Web: www.innovaevcarshare.com Email: roman@innovaev.com Booth # 7 
Luum Web: www.luum.com Email: todd@luum.com Booth # 17 	Maven (General Motors) Web: www.Maven.com Email: rick.range@gm.com Booth # 11 	My Open Road Web: www.myopenroad.com Email: tle@myopenroad.com Booth # 20 
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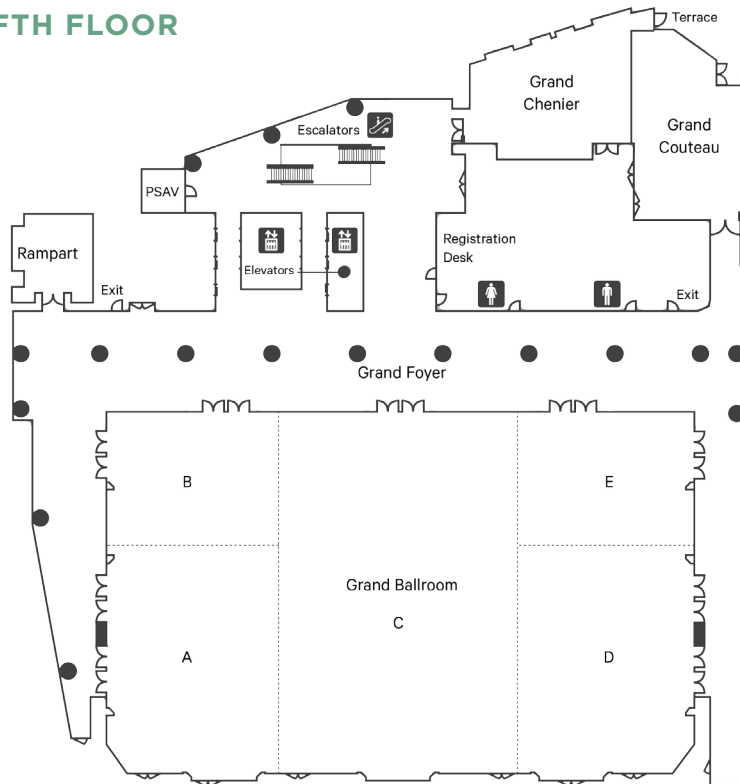
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Changing travel behavior



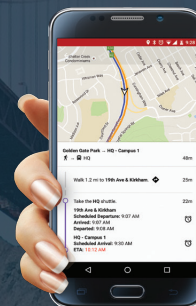
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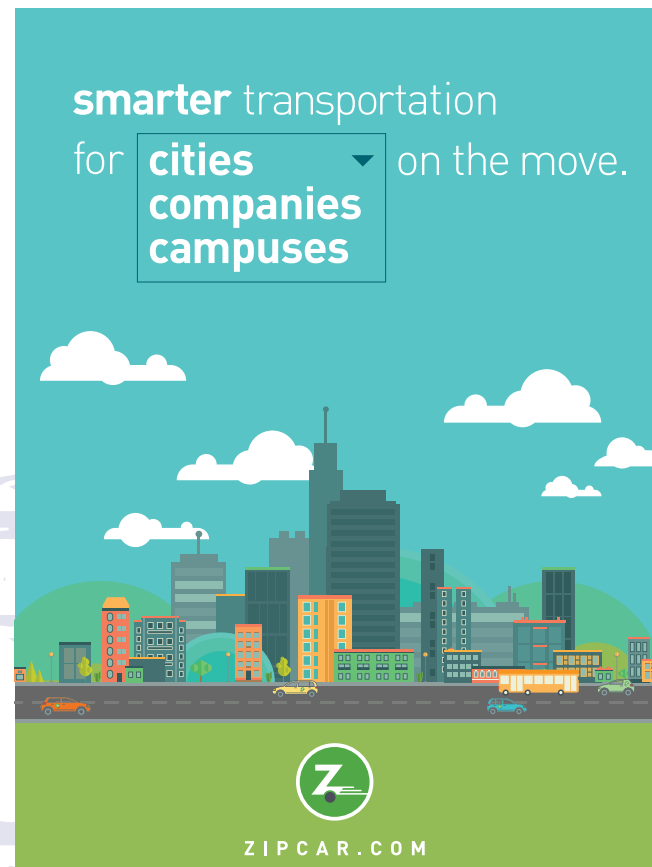


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Sides: 1000-1009, 1010-1011

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