

2010 ACT International Conference



Making Sustainable Attainable

August 29 – September 1, 2010 • Indian Wells, Calif.

Renaissance Esmeralda Hotel

PROGRAM BROCHURE



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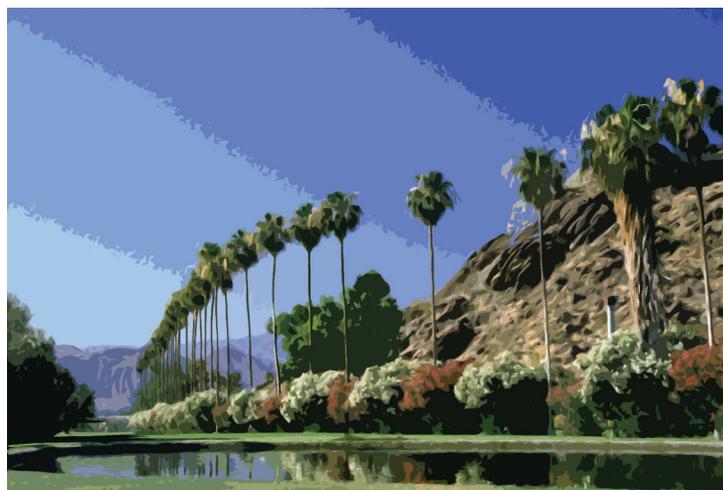
K O M O T O R

- CARBON MEASUREMENT
- INCENTIVE PROGRAM MANAGEMENT
- TRIP TRACKING & REPORTING
- CAR & VAN POOL MANAGEMENT

Dear ACT Members and Guests,

Welcome to this year's ACT International Conference in beautiful Indian Wells, California!

We know that it has been an extremely challenging year for almost everyone in our business, which is why annual conference is so important. This gathering offers us the chance to we are revitalize as we network, celebrate our award winners and learn about the best practices from experts in our industry. It is also an opportunity renew our dedication and commitment to the people and communities that we serve.



Our International Conference is remarkable because it includes both listening and learning opportunities like our special TMA Summit that reinforces this vital role in implementing mobility and air quality programs. You'll hear from knowledgeable professionals when you participate in one of our exceptional professional development sessions or breakout workshops. You'll find in our exhibit hall an exceptional opportunity for discussion with our business partners. Finally, this is a great time to meet new friends or connect with your colleagues from previous conferences.

This conference is really about you and your input is invaluable for not just ACT's success but your own, as well as to those people we're trying to help in the special place you call home. I encourage you to use this opportunity to share our resources, gather support from each other and build our strength to move forward on the vital issues that we have all worked so hard to preserve and protect for the future of our industry.

Please enjoy and explore the opportunities that our local and national committees have worked industriously to provide to enhance your conference experience.

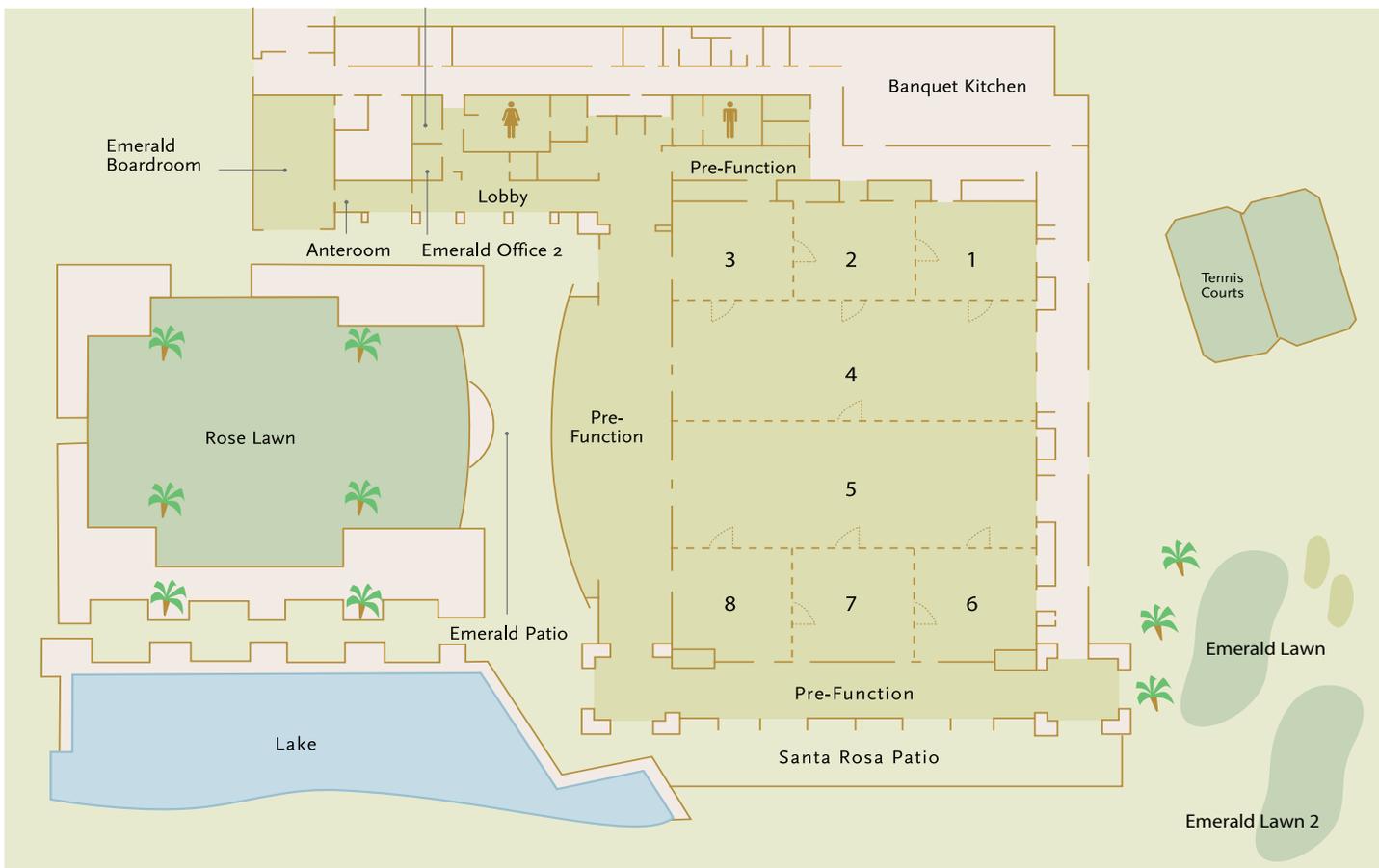
With warm regards,

Handwritten signature of Caryn R. Souza.

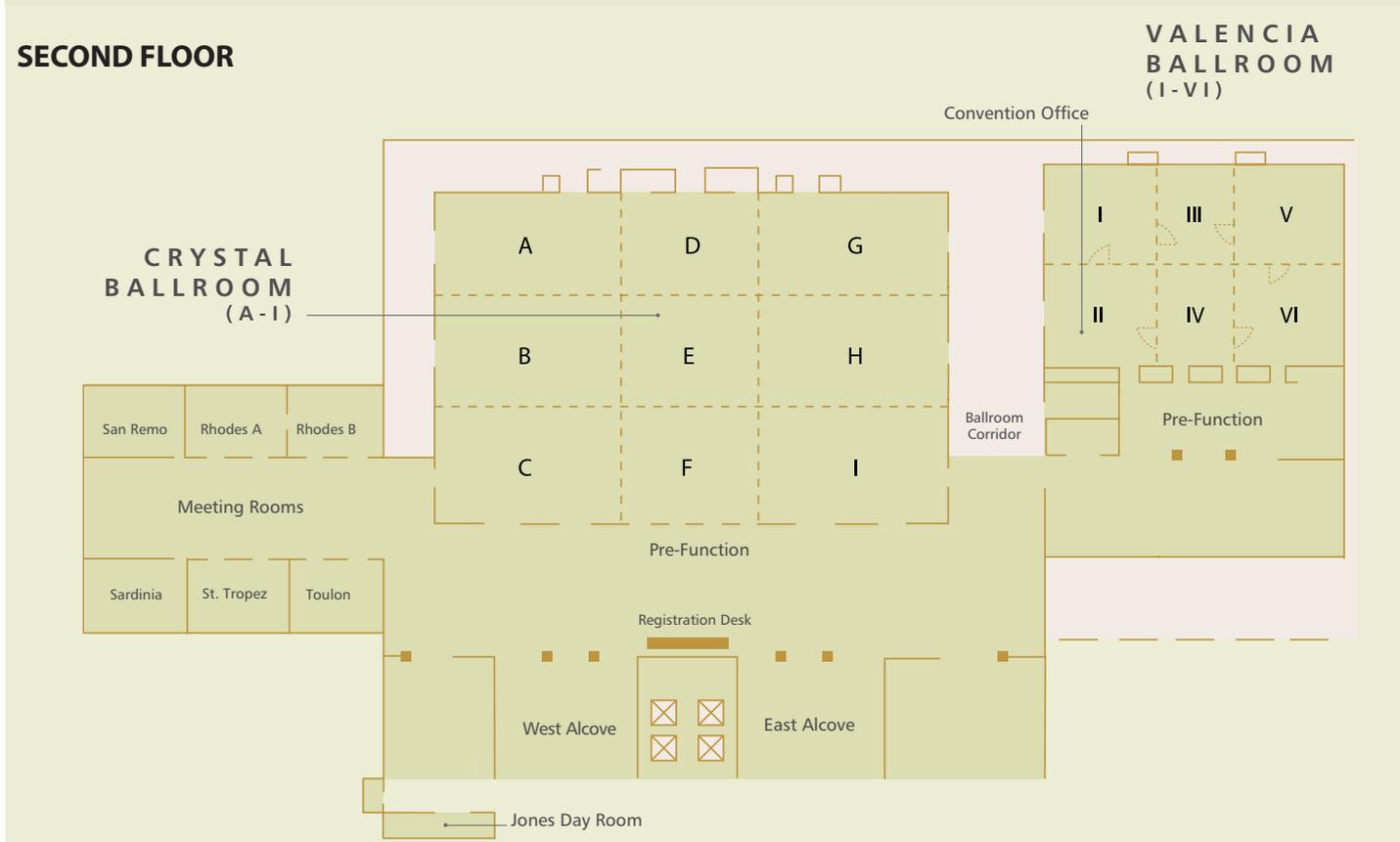
Caryn R. Souza
Executive Director



FIRST FLOOR



SECOND FLOOR



Breakout Session Committee

Wendy Silvani, Chair, Silvani Consulting
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 University of South Florida
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 Larry Robinson, Sacramento Metropolitan Air Quality
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 Josh Kavanagh, University of Washington

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 Tammy Ford, PB America
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 Devon Deming, Los Angeles World Airports
 Rebecca Granite-Johnson, City of Glendale
 Diana Kotler, Anaheim Transportation Network
 Astrid B. Logan, California State University Northridge (CSUN)
 Rita Linsey, Los Angeles County Metropolitan Transportation Authority
 David Sutton, Los Angeles County Metropolitan Transportation
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 Judy Willens, Ventura County Air Pollution Control District
 Larry Robinson, Sacramento Metropolitan Air Quality
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 Connie McGee, Enterprise Rideshare
 Wendy Silvani, Wendy Silvani Consulting

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 Douglas Franklin, Metropolitan Washington Council of
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 Jen Massa, City of Wilsonville
 David Straus, A Better City TMA
 Lynn Overcashier, 511 Contra Costa
 Merideth Schuft, University of Vermont

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 Chris Simmons, VPSI
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 Ricardo Fleshman, VPSI
 Vanessa Vega, Arlington Transportation Partners
 Sandy Thibault, Catma
 Rob Henry, Greater Valley Forge TMA

Conference Logo Development

Rita Linsey, Metropolitan Transportation Authority

Join Us in Chicago!



**The 2011 ACT International Conference will
 be held in Chicago, Ill. July 31 - August 3 at
 the Hyatt Regency Chicago.**

***Stay tuned to www.actweb.com for details and
 updates throughout the year!***

Schedule At-a-Glance

Friday, August 27

Registration
Leadership Academy

7:00 a.m. – 12:00 p.m.
8:30 a.m. – 6:00 p.m.

Saturday, August 28

Registration
Board of Directors Meeting
Leadership Academy Reception

11:00 a.m. – 6:00 p.m.
1:30 p.m. – 5:30 p.m.
6:00 p.m. – 7:00 p.m.

Sunday, August 29

Registration
Morning Professional Development Sessions
TMA Summit
Afternoon Professional Development Sessions
New Member Welcome
Opening Reception & Exhibit Hall Opens
Ice Cream Social

7:00 a.m. – 8:00 p.m.
8:00 a.m. – 12:00 p.m.
9:00 a.m. – 4:00 p.m.
1:15 p.m. – 5:15 p.m.
5:00 p.m. – 6:00 p.m.
6:00 p.m. – 8:00 p.m.
9:30 p.m. – 10:30 p.m.

Monday, August 30

Registration
Continental & New Member Breakfasts
Exhibit Hall Open
Opening Session
Morning Workshop Sessions
Luncheon & General Session
Afternoon Workshop Sessions
Chapter Meetings
Dine Arounds

7:00 a.m. – 6:30 p.m.
7:30 a.m. – 8:30 a.m.
7:30 a.m. – 5:15 p.m.
8:30 a.m. – 9:45 a.m.
10:00 a.m. – 11:15 a.m.
11:30 a.m. – 1:30 p.m.
1:45 p.m. – 4:30 p.m.
4:45 p.m. – 6:00 p.m.
6:00 p.m. – 9:00 p.m.

Tuesday, August 31

Registration
Continental & Leadership Breakfasts
Exhibit Hall Open
General Session
Morning Workshop Sessions
Awards Luncheon
Afternoon Workshop Sessions
Council Meetings
After Party

7:00 a.m. – 5:00 p.m.
7:30 a.m. – 9:00 a.m.
7:30 a.m. – 5:00 p.m.
8:45 a.m. – 9:15 a.m.
9:45 a.m. – 11:00 a.m.
11:15 a.m. – 1:15 p.m.
1:30 p.m. – 4:30 p.m.
4:45 p.m. – 6:00 p.m.
9:00 p.m. – 12:00 a.m.

Wednesday, September 1

Continental Breakfast
General Session
Morning Workshop Sessions
Closing Session

7:30 a.m. – 8:45 a.m.
7:30 a.m. – 8:45 a.m.
9:00 a.m. – 11:45 a.m.
11:45 a.m. – 12:15 p.m.

S P O N S O R S

Local Transportation Options

Stop by the conference registration desk to learn more about the Avego/VPSI free shuttle service from the Esmeralda Hotel to the nearby restaurant and shopping district. This complimentary service will run the Sunday, Monday and Tuesday of the conference from 5:00 p.m. to 11:00 p.m. It will serve the Palm Desert Shopping Center, The River Shopping Center and other retail areas along Highway 111.

Educational Tours

Virtual Bike Ride

(Located in the Esmeralda Hotel Yoga Room)

Big Fish Folding Bikes is sponsoring a virtual bike ride in the yoga room throughout the conference. Come by and experience a virtual bike ride and enjoy the beauty of Palm Springs without the heat! Please sign up for this event in the yoga room.

SunLine Transit Agency Tour

Tuesday, August 31

Don't miss a guided walking tour of the Hydrogen Generation Facility and Hydrogen Learning Center at SunLine Transit Agency in Thousand Palms. Experience first-hand the Agency's fifth and sixth generation zero-emissions hydrogen fuel cell buses. In 1994, the SunLine converted its entire fleet to Compressed Natural Gas – six years later, the agency began to produce hydrogen that goes directly into its buses.

Attendees will witness the Stuart Energy Electrolyzer produce hydrogen from water and the Reformers generate hydrogen from natural gas. The SunLine facility became the first public alternative fueling station in the nation. If you are passionate about renewable, sustainable, clean fuels and advanced transit vehicle technology, do not miss this tour. Transportation to and from the Esmeralda Resort will be provided by SunLine.

NOTE: Pre-registration required.



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FRIDAY, AUGUST 27

7:00 a.m. - 12:00 p.m.

Registration Desk Open EMERALD LOBBY

8:30 a.m. - 5:00 p.m.

Leadership Academy EMERALD ROOM 2

SATURDAY, AUGUST 28

11:00 a.m. - 6:00 p.m.

Registration Desk Open EMERALD LOBBY

1:30 p.m. - 5:30 p.m.

Board of Directors Meeting EMERALD ROOM 3

6:00 p.m. - 7:00 p.m.

Leadership Academy Reception EMERALD ROOM 2

SUNDAY, AUGUST 29

7:00 a.m. - 8:00 p.m.

Registration Desk Open EMERALD LOBBY

8:00 a.m. - 12:00 p.m.

PROFESSIONAL DEVELOPMENT SESSIONS

Take the Confusion Out of Talking to Legislators: A Guide to Legislative Advocacy

EMERALD BALLROOM 2

Instructor: Jamie Strausz-Clark – PRR, Seattle, WA

Instructor: Chris Simmons – VPSI, Inc., Troy, MI

Many of us depend on federal and state dollars to sustain our programs, but advocating to our legislators to support this funding can feel intimidating. This session will help you effectively reach and persuade elected officials – including state and Congressional legislators and staff. At this workshop, you will: 1) Focus and adapt your programmatic message to resonate with elected officials and their staff; 2) Walk through the steps to advocate for program funding; and 3) Engage in role-playing exercises with the trainers.

Parking and TDM: Opportunities and Obstacles

EMERALD BALLROOM 3

Instructor: Brian Canepa – Nelson/Nygaard Consulting Associates, San Francisco, CA

Instructor: Irma Henderson – University of California, Riverside, Riverside, CA

Instructor: Gary Levitt – Sea Breeze Properties, San Diego, CA

Instructor: Jim Holloway – City of San Clemente, San Clemente, CA

The purpose of this workshop is to identify and discuss management measures that have shown the greatest success in promoting alternative modes and managing parking demand. The discussion will include both why the individual programs were selected and how these programs have, or will, impact travel for a variety of users, including residents, employees, students and visitors. Potential programs to be discussed include eco-passes, demand-responsive parking pricing and the tailoring of parking requirements. The conversation regarding the effectiveness of individual programs will be supplemented by presenters' experiences dealing with the implementation of such measures and how different items have been received by the public or other interested parties. This portion of the workshop will demonstrate not only why and how certain measures were selected, but what obstacles are likely to emerge in gaining acceptance of new demand management programs.

Successful Social Marketing Strategies with Facebook/Twitter and Beyond

EMERALD BALLROOM 7

Note: This is an Air Quality Management District (AQMD) Marketing Certified Class

Instructor: Nicole Gingras – NuRide, Inc., Essex, CT

This workshop will detail a number of strategies to use when deploying social marketing with Facebook, Twitter, YouTube and other social media. It will cover the best ways to get fans on Facebook and followers on Twitter, how best to engage fans and followers, measuring the success of your social marketing campaigns and how to leverage relationships to recruit more fans and followers at virtually no cost. Social media is a fast-moving field with many changes and while it is easy to get started in social media, it takes concentrated effort to repeatedly engage an online audience.



Creating Transportation Choice at Universities and Medical Centers

EMERALD BALLROOM 8

Instructor: Brian Shaw – Sam Schwartz Engineering, Chicago, IL

Universities and Medical Centers have unique characteristics and cultures that allow for various transportation demand management techniques to be employed. The challenge is determining the right mix of options and developing support for TDM and parking management. This course will cover a proven process and philosophy that has successfully led to parking demand reduction and improved mobility at three Universities and/or Medical Centers.

9:00 a.m. - 4:00 p.m.

TMA SUMMIT

EMERALD BALLROOM 1

The TMA Summit is intended to enrich the knowledge of TMA Directors and staff, Board Members, employer representatives, government officials and others who work in or with transportation management associations. The Summit will provide a thorough education for those new to the industry as well as the seasoned professionals. It will reinforce the vital role TMAs play in implementing mobility and air quality programs

10:00 a.m. - 10:15 a.m.

Morning Break EMERALD PREFUNCTION

1:15 p.m. - 5:15 p.m.

PROFESSIONAL DEVELOPMENT SESSIONS

Building New Markets for Your TDM Program: The Role of LEED and Other Green Business

EMERALD BALLROOM 3

Instructor: Peggy Schwartz – Transportation Action Partnership, Inc, North Bethesda, MD

Instructor: Justin Schor - UrbanTrans North America, Washington, DC

The US Green Building Council's Leadership in Energy and Environmental Design green building rating system and other local government sponsored Green Business Certification programs are creating new market opportunities for TDM professionals to expand services and programs. There are thousands of developers and property owners nationwide looking to design projects in sustainable neighborhoods or construct more efficient buildings as well as countless businesses in those and other buildings looking to embrace a more respon-

sible business model. In those instances, TDM is a key element of attaining the sustainable transportation elements of their certification, including points required for LEED certification. This hands-on professional development 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, developers and businesses obtain green certification.

Kickstart Your Media Relations

EMERALD BALLROOM 7

Instructor: Dorie Clark – Clark Strategic Communications, Inc., Somerville, MA

Winning positive media coverage is a powerful way to reach and influence commuters. In this workshop led by a media and marketing strategist who has advised leaders including Howard Dean and former U.S. Labor Secretary Robert Reich, you'll learn effective strategies to build relationships with reporters, develop quotable soundbites, and direct the conversation back to your message points. You'll also learn critical techniques to deflect hostile questions and what to do when you don't know the answer. You'll leave prepared to make a media impact.

Second Generation TDM

EMERALD BALLROOM 8

Instructor: David Lieb – Cornell University, Ithaca, NY

TDM programs are generally started by looking inside our organizations, which helps achieve a certain measure of success. However, to truly grow these programs and increase participation, we need to look beyond our own walls into the broader community. This is what some may call, "Second Generation TDM", which entails partnerships outside the organization, increasing the potential pool of participants, and creating options that serve the communities in which we operate.

2:45 p.m. - 3:00 p.m.

Afternoon Break EMERALD ROOMS 4 & 5

5:00 p.m. - 6:00 p.m.

New Member Welcome GLOW LOUNGE

6:00 p.m. - 8:00 p.m.

**Opening Reception & Exhibit Hall Open
EMERALD ROOMS 4 & 5**

Conference Schedule

9:30 p.m. - 10:30 p.m.

Ice Cream Social CRYSTAL PREFUNCTION

MONDAY, AUGUST 30

7:00 a.m. - 6:30 p.m.

Registration Desk Open EMERALD LOBBY

7:30 a.m. - 8:30 a.m.

Continental Breakfast EMERALD ROOMS 4 & 5

7:30 a.m. - 8:30 a.m.

New Member Breakfast EMERALD ROOMS 4 & 5

7:30 a.m. - 5:15 p.m.

Exhibit Hall Open EMERALD ROOMS 4 & 5

8:30 a.m. - 9:45 a.m.

Opening Session CRYSTAL BALLROOMS A-F
Welcome - Caryn Souza, Association for Commuter Transportation
Keynote Speaker - Heather Neely, Neely Consulting

9:45 a.m. - 10:00 a.m.

Morning Break EMERALD ROOMS 4 & 5

10:00 a.m. - 11:15 a.m.

Incentive, Verification, and Carpooling

EMERALD ROOM 2

Moderator: Frank Mongioi, ICF International

Turning Cars Into Buses: Tapping the Value of Empty Seats in Single-Occupant Vehicles

Speaker: Sean O'Sullivan, Avego

Commuter Challenge Events – Measuring and Rewarding Success

Speaker: Rick Steele, NuRide, Inc.

Speaker: Paula Sakofs, MetroPool, Inc.

Speaker: Katrina Bayer, Houston-Galveston Area Council

Using Smarter Technologies and Methodologies to Achieve Travel Behavior Change

Speaker: Justin Schor, UrbanTrans, Inc.

Understanding and Leveraging the Role of State DOTs in TDM

EMERALD ROOM 3

Understanding and Leveraging the Role of State Departments of Transportation in TDM

Speaker: Kathleen Rooney, ICF International

Washington State DOT's Leadership Role in TDM

Speaker: Joan Cullen, Washington State DOT

Introducing Employers to the Why and How of Commuter Benefits

EMERALD ROOM 7

Moderator: Jennifer Paedon, Lockheed Marin Space Systems

Speaker: Deborah Jones, SANDAG - iCommute program

Speaker: Amy Conrick, Community Transportation Association of America- Joblinks Program

Pain-Free Policies for 20 Percent US Driving Reduction

EMERALD ROOM 8

Speaker: Steve Raney, Cities21

11:30 a.m. - 1:30 p.m.

Luncheon and General Session Transportation Funding: Stuck in Traffic

Jason Pavluchuk, Pavluchuk & Associates

CRYSTAL BALLROOMS A-F

1:45 p.m. - 3:00 p.m.

The Realities of Tomorrow's Last-Mile Solution Today: Personal Rapid Transit

EMERALD ROOM 2

Moderator: Wendy Silvani, Silvani Consulting

Speaker: Steve Raney, Cities 21



Engaging Younger Populations

EMERALD ROOM 3

Moderator: Daniel Dickerson, Dallas Area Rapid Transit

Youth Engagement – Daring to Bring TDM to High School

Speaker: Arthur Orsini, Urbanthinkers

Millennials: Can They Hear You Now?

Speaker: Kay Carson, MassRIDES/URS Corp.

Issues of the Commute-to-Work Benefit

EMERALD ROOM 7

Moderator: Jason Pavluchuk, Pavluchuk & Associates

New Working Relationships Between the TDM Community and Commuter Benefits

Speaker: Stuart Baker, Accor Services

Speaker: Christine Maley-Grubl, Peninsula Traffic Congestion Relief Alliance

Speaker: Adeline Canez, City and County of San Francisco

3:00 p.m. - 3:15 p.m.

Afternoon Break

EMERALD ROOM 4 & 5

3:15 p.m. - 4:30 p.m.

Peer Advisory Panels – Lessons Learned and Curmudgeons Appeased

EMERALD ROOM 2

Speaker: Kay Carson, MassRIDES/URS Corp.

Speaker: Peter Valk, Transportation Management Service

A Look at the New World of Social Media

EMERALD ROOM 3

Staying Green and Making TDM Socially Acceptable: A Look at the New World of Social Media

Speaker: Penny Menton, UCLA Transportation

Building Transportation Communities through Social Networks

Speaker: John Zimmer, Zimride

TDM Tools for Change: Prognostication, Partnerships, Process

EMERALD ROOM 7

Moderator: Judy Willens, Ventura County Air Pollution Control District

Dulles Area Transportation Association and New GHG Calculator for Employers

Speaker: James N. Larsen, Dulles Area Transportation Association

Hidden Value of Partnerships, Experiences from the Streets of New York on 511NY and Clean Air NY

Speaker: Frank Mongioi, ICF International

Air Quality, California Environmental Quality Act, and Transportation Demand Management in California

Speaker: Larry Robinson, Sacramento Metropolitan Air Quality Management District

Vanpool Council: Safety and Risk Management

EMERALD ROOM 8

Vanpool Safety and Risk Management

Speaker: Andy Bawdin, VPSI, Inc.

Annual Vanpool Safety Program

Speaker: Aaron Fodge, North Front Range Metropolitan Planning Organization

4:45 p.m. - 6:00 p.m.

Chapter Meetings

California Chapters (Northern, Southern, Sacramento Valley) - Emerald Ballroom - 2

Cascade Chapter- Emerald Ballroom - 3

Chesapeake Chapter- Emerald Ballroom - 7

Lone Star Chapter- Emerald Ballroom - 8

Mid-Atlantic Chapter- Crystal Ballroom G

Midwest Chapter – Emerald Ballroom 6

Patriot Chapter – Emerald Ballroom 1

Rocky Mountain Chapter- Crystal Ballroom H

SEACT Chapter – Rhodes A

Valley of the Sun - Crystal Ballroom I

Conference Schedule

6:00 p.m. - 9:00 p.m.

Dine-Arounds

Existing Members
New Members

CANNES ROOM
BARCELONA ROOM

Enjoy great tastes by choosing one of the five fabulous dining selections (pre-registration required) while making invaluable connections and spending quality time with old friends and new ones – without having to leave the Esmeralda Hotel!

TUESDAY, AUGUST 31

7:00 a.m. - 5:00 p.m.

Registration Desk Open

EMERALD LOBBY

7:30 a.m. - 8:30 a.m.

Leadership Breakfast

EMERALD ROOM 1

7:30 a.m. - 8:30 a.m.

Continental Breakfast

EMERALD ROOMS 4 & 5

7:30 a.m. - 5:00 p.m.

Exhibit Hall Open

EMERALD ROOMS 4 & 5

8:45 a.m. - 9:15 a.m.

General Session

CRYSTAL BALLROOM A-F

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

Morning Break

EMERALD ROOMS 4 & 5

9:45 a.m. - 11:00 a.m.

Resources for Every TDM Professional

EMERALD ROOM 2

Moderator: Sharon Stockwell, Pierce Transit
Speaker: Julie Bond, Center for Urban Transportation Research

TDM and Retail

EMERALD ROOM 3

TDM in a Shopping Mall? The Realities of Retail TDM

Speaker: Sam Salkin, UrbanTrans Consultants

Speaker: Zac Corker, Goose Networks

Speaker: Carissa Bobenchik, Greater Valley Forge TMA

Biking to Work: Doing More Than Just the Challenge Week?

EMERALD ROOM 7

Moderator: Larry Robinson, Sacramento Metropolitan Air Quality Management District

Bike to Work Challenge

Speaker: Lauren Peak, Greater Valley Forge TMA

Implementing a Successful Bicycle Commuting Program

Speaker: Dorothy Fennell, A Better City

Public Policy Council – ACT Legislative Initiatives

EMERALD ROOM 8

Speaker: Jon Martz, VPSI, Public Policy Council Chair

Speaker: Jason Pavluchuk, Pavluchuk & Associates

11:15 a.m. - 1:15 p.m.

Awards Luncheon

CRYSTAL BALLROOMS A-F

1:30 p.m. - 2:45 p.m.

Dude, Where's My Transit Service?

EMERALD ROOM 2

Moderator: Jon Martz, VPSI, Inc.

Speaker: Brendon Harrington, Google

Speaker: David Sutton, Metropolitan Transportation Authority



Employer Shuttles

EMERALD ROOM 3

Moderator: Thomas Cerny, URS Corporation

Improving the Valley Forge Park Experience Through Improved Transit

Speaker: Carissa Bobenchik, Greater Valley Forge TMA
Speaker: Lauren Peak, Greater Valley Forge TMA

Google's Shuttle Program

Speaker: Brendon Harrington, Google

Redefine Your Commute: An Arlington Employer and Residential Campaign

EMERALD ROOM 7

Speaker: Cheryl O'Connor, Arlington Transportation Partners
Speaker: Wendy Duren, Arlington Transportation Partners

Why ACT Leadership Academy?

EMERALD ROOM 8

Moderator: Ricardo Fleshman, VPSI

4:45 p.m. - 6:00 p.m.

Council Meetings

- Employer Council - Emerald Room - 2
- Telework Council - Emerald Room - 3
- University Council - Emerald Room - 7
- TMA Council - Emerald Room - 8
- Public Policy Council - Emerald Room 1
- VanPool Council - Emerald Room 6

9:00 p.m. - 12:00 a.m.

After Party

STIR LOUNGE

TDM and Development Processes – How Do They Integrate?

EMERALD ROOM 3

Moderator: Aaron Fodge, North Front Range Metropolitan Planning Organization

Public Private Partnerships – P3s in the Philadelphia Metropolitan Area

Speaker: Carissa Bobenchik, Greater Valley Forge TMA
Speaker: Sam Salkin, UrbanTrans Consultants

Telework Council: Alternative Work Hours and Telework – The Time Has Come – Stump the Experts

EMERALD ROOM 8

Moderator: Elham Sirazi, e-Planning
Speaker: Eddie Caine, Valley Metro
Speaker: Deborah Jones, SANDAG - iCommute
Speaker: Elizabeth Johnson, Middle Peninsula PDC

2:45 p.m. - 3:15 p.m.

Afternoon Break

EMERALD BALLROOM 4 & 5

3:15 p.m. - 4:30 p.m.

TDM and Fleet Management – An Unexplored Opportunity

EMERALD ROOM 2

Moderator: Joseph Michael Lalley, Cornell University

Building Bridges: the Importance of Communication & Collaboration Between Mobility and Fleet Management Professionals

Speaker: Jane Leonard, City of Culver City

WEDNESDAY, SEPTEMBER 1

10:30 a.m. - 11:45 a.m.

7:30 a.m. - 8:45 a.m.

Continental Breakfast CRYSTAL BALLROOM A-F

7:30 a.m. - 8:45 a.m.

General Session

First Operator Training - Department of Homeland Security

CRYSTAL BALLROOM A-F

9:00 a.m. - 10:15 a.m.

TDM Legislation in California – Not All is Golden

CRYSTAL BALLROOM G

Speaker: Larry Robinson, Sacramento Metropolitan Air Quality Management District
Speaker: Chris Simmons, VPSI

TMA Council Showcase

CRYSTAL BALLROOM H

Moderator: Chris Park, TMA Council Chair

Parking Inventory Study

Speaker: Lauren Peak, Greater Valley Forge TMA

Best TMA Practices

Speaker: Stuart Anderson, UrbanTrans

TDM and Special Events

CRYSTAL BALLROOM I

Moderator: Carol Merrill, King County Metro

TDM Outreach and Special Events

Speaker: Frank Mongioi, ICF International

10:15 a.m. - 10:30 a.m.

Morning Break CRYSTAL PREFUNCTION

Incentives

CRYSTAL BALLROOM G

Moderator: Brian Shaw, Sam Schwartz Engineering

The Impact of Incentives on Loyalty and Measurement – Because Word-of-Mouth is the Most Powerful Marketing

Speaker: Paul McGrath, RideSpring

Speaker: Rick Steele, NuRide, Inc.

University Session

CRYSTAL BALLROOM H

Moderator: David Cook, University of Colorado at Boulder

University Transportation: Past, Present and Future

Speaker: Julie Bond, Center for Urban Transportation Research

Technology and Design: Wrapping the Tools for Change in a Pretty Package

Speaker: Holly Parker, Yale University

Employer Program Showcase

CRYSTAL BALLROOM I

Moderator: Barbara Disser, The Boeing Company

Hewitt's Green Programs

Speaker: Timothy Grzesiakowski, Hewitt Associates

County of Orange, California Commuter Assistance Program

Speaker: Cecilia "CJ" McLaughlin, TransVironmental Solutions

11:45 a.m. - 12:15 pm.

Closing Session

CRYSTAL BALLROOM A-F

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TDM *Review*

The Telework Issue

 TDM Review • Spring 2010

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ACT's quarterly digital publication – ***TDM Review*** – is available at www.actweb.org. Not only does ***TDM Review*** feature outstanding content on current topics – such as telework or vanpools – but also offers interactive elements such as like web links, easy page-to-page navigation and a fully functional table of contents. If you haven't yet explored ***TDM Review***, try it today!



AVEGO CORPORATION – Booth # 9

1050 17th Street, N.W. Suite 810
Washington, D.C. 20036
Phone: (202)

Web: www.avego.com

Avego™ is a global provider of software, hardware and professional services for improving the efficiency of passenger transportation. Using GPS, web and mobile technologies, Avego's real-time information systems make seat capacity known and available to passengers, provide convenient ticket purchasing options, and enable extensive reporting capabilities.



BASE TECHNOLOGIES – Booth # 1

1749 Old Meadow Road
McLean, VA 22101
Phone: (703) 848-2400

Web: www.basetech.com

Base Technologies has been providing IT solutions to Federal, State, and local organizations for 23 years. Our KOMOTOR TDM management system, is a comprehensive web-based total TDM service, combining ride-matching, management, measurement, and reporting tools into one product suite.



www.bigfishbike.com/commute

BIG FISH BICYCLES – Booth # 13

1631 NE Broadway, Suite 615
Portland, OR 97232
Phone: (877) 524-4347

Web: www.bigfishbike.com/commute

Bring a small revolution to your business with a Bigfish Folding Bike Program. Assist your employees with additional commute options by incorporating a folding bike program at your worksite. www.bigfishbike.com/commute



CARPOOLTOSCHOOL.COM, LLC - Booth # 11

P.O. Box 66833

Scotts Valley, CA. 95067

Phone: (831) 435-6016 ext. 128

Web: www.CarpooltoSchool.com

CarpooltoSchool.com is a safe, intuitive, customizable, school pool site that gives parents tools to find and organize carpools, bike trains, and walking school buses, and provides powerful analytics to district and county level planners to help inform the decisions that can make a real difference in the lives of their constituents.



DUO-GARD INDUSTRIES - Booth # 20

40442 Koppernick Rd.
Canton MI 48187

Phone: (734) 207-9700

Web: www.duo-gard.com

Duo-Gard Industries Inc. is an international innovator in the design, engineering, fabrication and installation of bike shelters, both custom and standard, as well as passenger shelters, canopies, walkways and specialty structures for sustainable environments. A comprehensive range of accessories such as bike racks and storage, seating, lighting in LED and solar options plus insulating coatings is included.



ECOLOGY AND ENVIRONMENT- Booth # 2

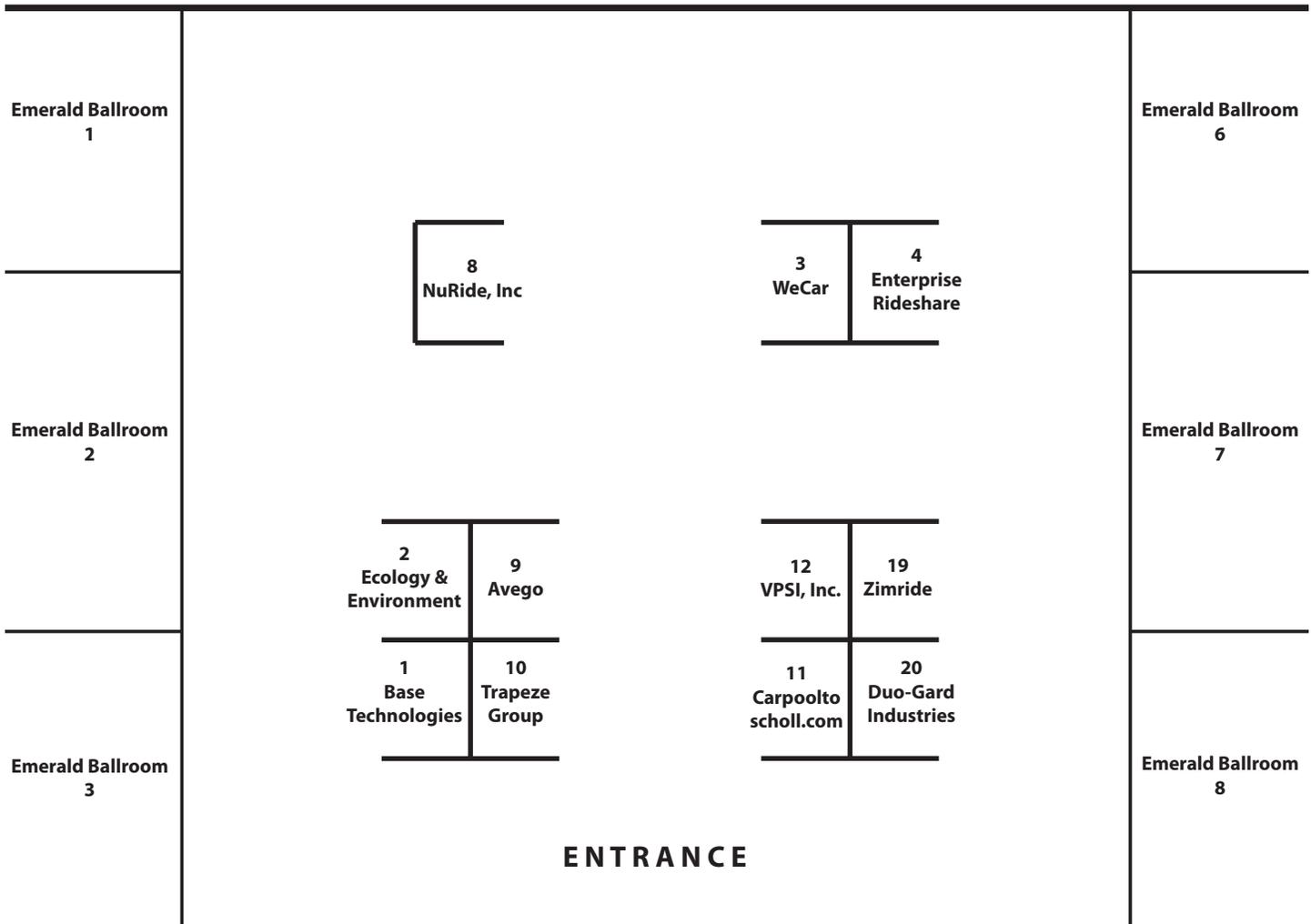
368 Pleasantview Drive
Lancaster, NY 14086

Phone: (716) 684-8060

Web: www.ene.com

GreenRide Connect is a fully integrated, multiple award-winning, easy-to-use, web-based, rideshare solution available to more than 39 million people. Please visit us for more information or go to www.greenride.com.

**ACT International Conference – August 29 - 31, 2010
Renaissance Esmeralda – Indian Wells, Calif. – Emerald Ballroom 4 & 5**



ENTERPRISE RIDESHARE – Booth # 3

Phone: 800VAN4WORK

Web: www.vanpool.com

Enterprise Rideshare specializes in providing vanpool and carpool commuter services to individuals and companies. Our Account management team can develop a vanpool program that addresses both local and national needs. To learn more about Rideshare go to vanpool.com.

NuRIDE - Booth # 8

35 Pratt Street, Suite 108

Essex, CT 06426

Phone: (860) 661-0310

Web: www.nuride.com

NuRide is the nation's largest rewards program for people who walk, bike, telecommute, carpool, vanpool, take a subway, train, bus, ferry or even work a compressed week. NuRide's members have reduced more than 100 million miles of driving while earning more than two million dollars in rewards from companies like Dick's Sporting Goods, McDonald's, Applebee's, Chipotle, Dunkin' Donuts and hundreds of others.



PARKMOBILE - Booth # 7

3200 Cobb Galleria Parkway SE, Suite 100
Atlanta, GA 30339

Phone:

Web: www.parkmobileglobal.com

Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for pay by phone parking and digital parking permits. With roughly 2 million registered users, Parkmobile is available in more than 100 cities worldwide. For additional information, please visit www.parkmobile.com.



TRAPEZE GROUP - Booth # 10

1500 Oxford Drive, Suite 200
Bethel Park, PA

Phone: (888) 595-4696

Web: www.trapezegrup.com

RidePro- Comprehensive rideshare, management software that integrates Internet and desktop interfaces with a unified accessible database. Trapeze produces the world's most comprehensive complete line of software for public transportation.



VPSI, Inc. - Booth # 12

1220 Ranklin Drive
Troy, MI 48083

Phone: (248) 597-3500

Web: www.vpsi.com

VPSI moves the world by developing and delivering innovative, cost effective and customer focused employee transportation solutions to meet the specialized needs of our clients worldwide.



WeCar - Booth # 3

Phone: (314) 512-5489

Web: www.wecar.com

WeCar: WeCar is a membership-based car sharing program for people who are looking for an alternative method of transportation that lowers the cost and reduces the hassles of car ownership. WeCar programs help increase utilization while reducing overall business travel and fleet costs. To learn more about WeCar, go to wecar.com.



Zimride, Inc. - Booth # 19

548 Market St, #68514
San Francisco, CA 94104

Phone: (650) 924-1115

Web:

Zimride's private ridesharing communities for universities, corporations and municipalities combine innovative social networking with extensive marketing support. Zimride is now working with 60+ partners including Ithaca-Tompkins County, University of Michigan, Stanford, UCLA, UNC, Esurance and CIGNA.





What's New in RidePro!

- Instantly matches commuters to carpools, vanpools, school pools, park-and-rides, transit routes, bike partners and more
- Numerous pre-defined reports including vanpool reporting, plus a built-in report generator gives you complete access to all of your data
- Facebook and Twitter Integration, guarantees instant communications with registrants
- Faster matching with Web based vanpool ridership management, plus a convenient vanpool finder
- Integrated e-mail with HTML formatting
- Expanded Employer Portal with content management
- Integrated Survey Module

See RidePro in action at www.rideproweb.com

Our Car. Your Car.
WeCar



See us at booth #3

Car sharing is smart business.

WeCar offers a cost-effective, convenient and environmentally friendly transportation solution to corporate, university and government customers nationwide.

Programs are customized to the unique needs of the customer with options to include mileage, gas, physical damage protection, liability coverage and more.

To learn more about WeCar, go to wecar.com



Founded in 1994, Enterprise Rideshare has become a national leader in servicing both individual vanpool groups and large employer work sites.

- **Relieve parking issues**
- **Increase your employee benefits package and morale**
- **See higher retention percentages**
- **Strengthen your organization's environmental platform**

Our account management team can develop a vanpool program that addresses both local and national needs.

To learn more about Rideshare, go to vanpool.com and be sure to visit us at **Booth 3**.



What if They Threw a Traffic Jam ...

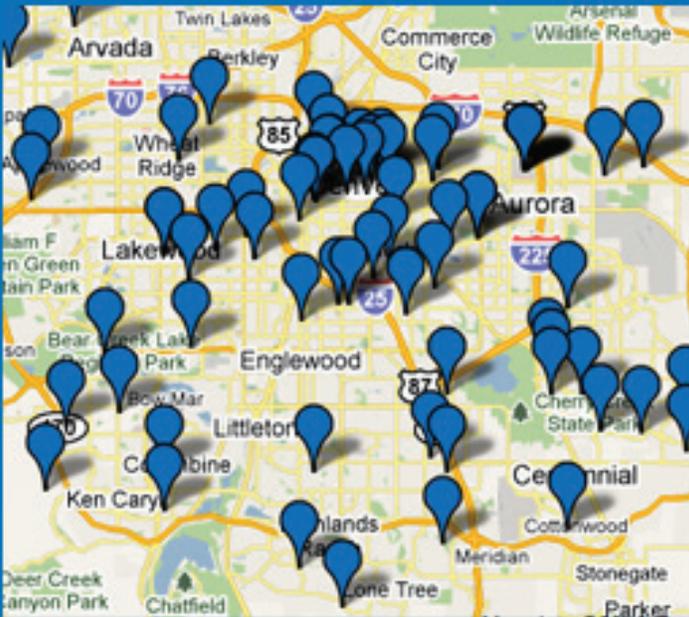
AND NOBODY CAME?

Vanpooling
Clean. Simple. Sustainable.



VPSI Inc.®

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www.VANRIDE.com



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American UCLA Wal-Mart Michigan Indiana...