

CHICAGO

AUG. 27 - AUG. 31 | 2011



**RETOOL
REINVEST
RECHARGE**

ACT
Association for Commuter Transportation

August 27 – 31, 2011 • Chicago, Ill.

Hyatt Regency Chicago

PROGRAM BROCHURE

See what's new with **RidePro** at the **2011 ACT Conference**

Booth # 10



NEW!

- Completely revised one-time trip matching
- New web interface for managing vanpools and events
- Define limited matching groups (corporate / university)
- Text message and email alerts for new matches

See RidePro in action at www.rideproweb.com
www.trapezgroup.com/ridepro



Our Car. Your Car.
WeCar
by-enterprise



See us at booth #16

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

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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 16**.



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Dear ACT Members and Guests,

Welcome to Chicago, the city of broad shoulders and a region well known for commuting challenges and solutions. We come together for ACT's International Conference at a vital time when the work that you do back home is never more important than it is today.

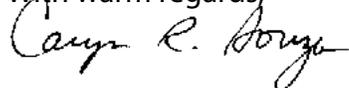
Our conference theme — *Retool, Reinvest, Recharge* — affirms the important role of gathering annually as an Association. The central focus of this conference is strengthening both ACT and its members by bringing together as many commuting professionals as possible to build legislative support, network, celebrate award winners and learn from top-notch professional development opportunities.

The International Conference also focuses on developing and maintaining key partnerships — such as working with the International Parking Institute for our special *Summit on Parking*. New partners and partnerships will undoubtedly be important ingredients in the continued success of our Association and its members. Of course, our ACT business members are valuable partners, and I urge you to take advantage of exceptional opportunities to talk with our business partners on our trade fair floor.

Making new connections is not only what this industry is all about, it also aptly summarizes our goals for conference attendees. I encourage you to use this opportunity to continue to not just maintain the relationships that you have brought here today, but to develop new and expanded opportunities to strengthen and gather support for the future of your organizations and of this industry.

In what is a critical year for both industry policy and legislative goals, we have chosen this conference as an ideal time to unite our support and strengthen our voices to ensure that ACT continues to be a strong voice throughout our nation. Thank you for your continued support and commitment to a future that builds on the connections we launch here in Chicago.

With warm regards,

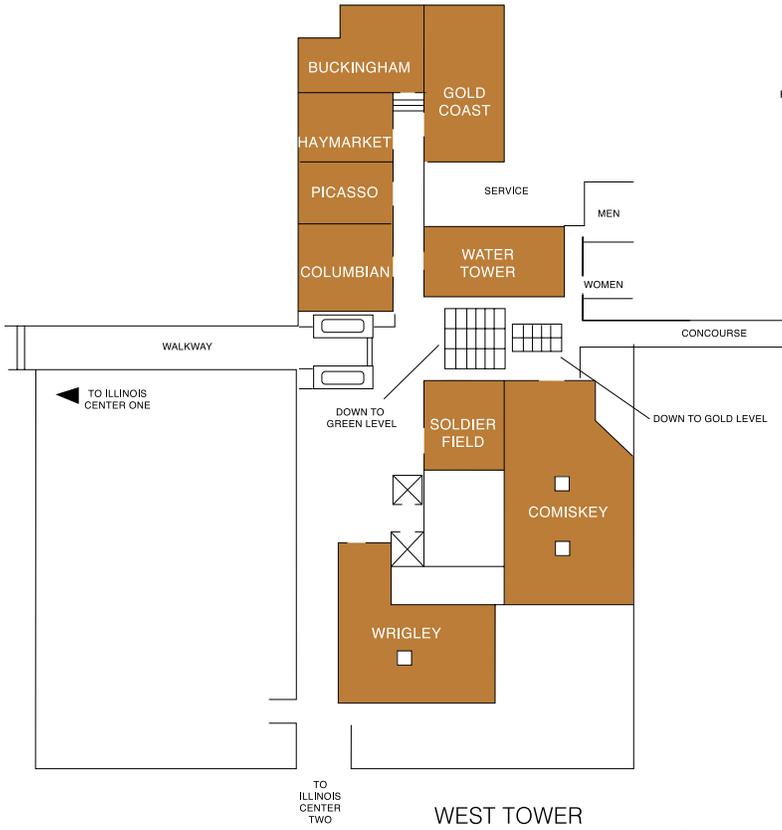


Caryn R. Souza

Executive Director

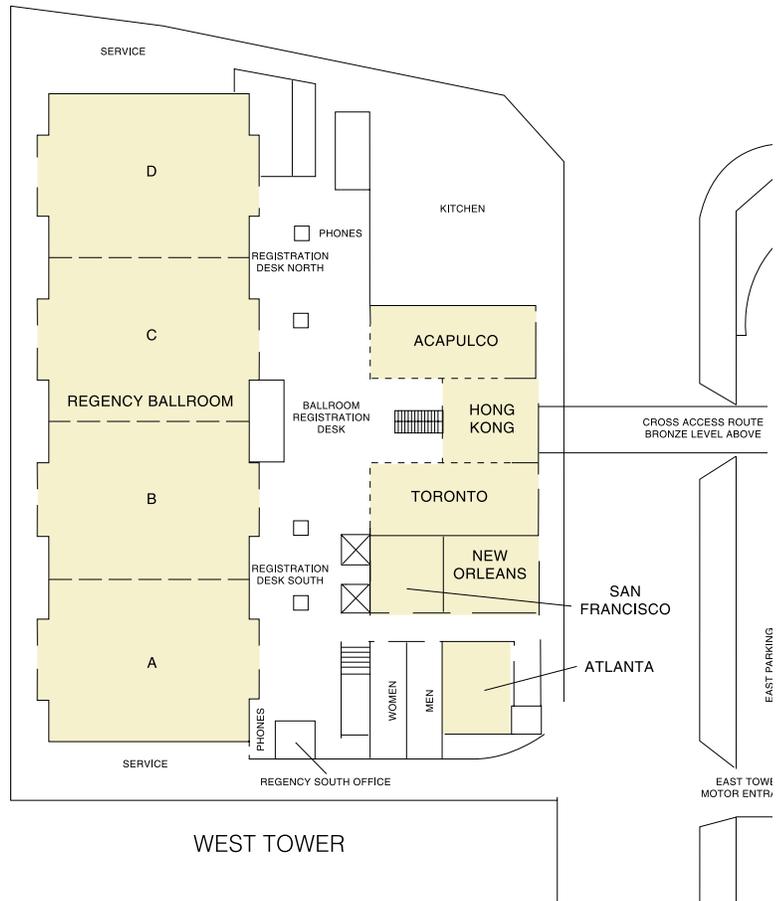


LANDMARK ROOMS – BRONZE LEVEL



Meeting rooms for ACT International Conference general sessions, breakout sessions, the exhibit hall and much more are located on the Bronze and Gold levels at the Hyatt Regency Chicago. Rooms named after Chicago-area landmarks (ie. Wrigley Field, the Water Tower, etc) are located on the Bronze Level's Landmark section, while those with an international flavor – Toronto, Acapulco, etc., – can be found on the Gold Level's International section.

INTERNATIONAL ROOMS – GOLD LEVEL



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

Technical Committee

Brian Shaw, University of Pennsylvania
Chris Simmons, VPSI, Inc.

Local Conference Committee

Marge Gasnick, Mid-America Regional Council Rideshare
Iris Steinberg, Southeast Michigan Council of Governments
Joseph Wright, Agency for Community Transit
Kristian Skogsbakken, Pace Suburban Bus
Karin Allen, Regional Transportation Authority

Professional Development Workshop Committee

Tammy Ford, PB America
Lynn Robinson, Mid-Ohio Regional Planning Commission
Lisa Kay Schweyer, Southwestern Pennsylvania Commission
Kristian Skogsbakken, Pace Suburban Bus
Iris Steinberg, Southeast Michigan Council of Governments

Breakout Session Committee

Aaron Fodge, North Front Range Metropolitan Planning Org.
Barbara Ladner, Pace Suburban Bus
Sandi Moody, Tampa Bay Area Regional Transportation Authority
Larry Robinson, Sacramento Metropolitan AQMD
Nancy Shore, Getdowntown Program

Off-Site Educational Tour Committee

Marge Gasnick, Mid-America Regional Council Rideshare
Melody Geraci, ActiveTrans
Tim Grzesiakowski, Metropolitan Planning Council
Adolfo Hernandez, ActiveTrans
Dan Persky, ActiveTrans

New Member/Welcome Committee

Jesse Kafka, VPSI, Inc.
Ryan Thompson, ICF International
Pinky Advani, Arlington Transportation Partners
Michelle Isaac, VPSI, Inc.
Roberta Jackson, Howard Commuter Solutions, Howard County Government

Summit on Parking Committee

Michele Amaya, International Parking Institute
Bonnie Watts, International Parking Institute
Josh Kavanagh, University of Washington
Shawn Conrad, International Parking Institute

Conference Logo Development

Alex Felts, Greater Valley Forge Transportation Management Association

Communications Committee

Tammy Ford, PB America
David Straus, A Better City
Jeff Horton, The Marketing Institute Florida State University College of Business
Luanna Huber, The Walt Disney Company
Chris Simmons, VPSI, Inc.

Awards Committee

Crissy Ditmore, VPSI, Inc.
Rico Fleshman, VPSI, Inc.

Membership Committee

Justin Schor, UrbanTrans Consultants
Ricardo Fleshman, VPSI, Inc.
Sandy Thibault, Catma
Rob Henry, Greater Valley Forge Transportation Management Association
Cecilia Cannon, VPSI, Inc.
Casey Barnes, Enterprise Rideshare
Roberta Jackson, Howard Commuter Solutions, Howard County Government

Join Us in Savannah!



The 2012 ACT International Conference will be held in Savannah, Ga., July 28 - August 1 at the River Front Plaza, Hyatt Regency Savannah.

Stay tuned to www.actweb.com and @ACTNational on Twitter for details and updates throughout the year!

Schedule At-a-Glance

Friday, August 26

| | | |
|--------------------|---------------|------------------------|
| Registration | REGENCY FOYER | 7:00 a.m. – 12:00 p.m. |
| Leadership Academy | WATER TOWER | 9:00 a.m. – 3:30 p.m. |

Saturday, August 27

| | | |
|------------------------------|---------------|------------------------|
| Leadership Academy | WATER TOWER | 8:30 a.m. – 1:00 p.m. |
| Registration | REGENCY FOYER | 11:00 a.m. – 6:00 p.m. |
| Board of Directors Meeting | GOLD COAST | 1:00 p.m. – 5:00 p.m. |
| Leadership Academy Reception | TRUFFLES ROOM | 5:30 p.m. – 7:00 p.m. |

Sunday, August 28

| | | |
|--|-----------------------|------------------------|
| Registration | REGENCY FOYER | 7:00 a.m. – 8:00 p.m. |
| Chapter Leadership Meeting | COMISKEY | 8:00 a.m. – 12:00 p.m. |
| Morning Professional Development Workshops | MEETING ROOMS | 8:00 a.m. – 12:00 p.m. |
| Afternoon Professional Development Workshops | MEETING ROOMS | 1:15 p.m. – 5:15 p.m. |
| Committee Leadership Meeting | COMISKEY | 3:00 p.m. – 4:00 p.m. |
| New Member Welcome | THE BIG BAR | 5:00 p.m. – 6:00 p.m. |
| Opening Reception and Exhibit Hall Opens | REGENCY BALLROOMS A&B | 6:00 p.m. – 8:00 p.m. |

Monday, August 29

| | | |
|-----------------------------|--------------------------|-------------------------|
| Registration | REGENCY FOYER | 7:00 a.m. – 6:30 p.m. |
| Continental Breakfast | REGENCY BALLROOMS A&B | 7:30 a.m. – 8:30 a.m. |
| New Members Breakfast | TORONTO | 7:30 a.m. – 8:30 a.m. |
| Exhibit Hall | REGENCY BALLROOMS A&B | 7:30 a.m. – 5:00 p.m. |
| Opening Session | REGENCY BALLROOMS C&D | 8:30 a.m. – 9:45 a.m. |
| Morning Breakout Sessions | MEETING ROOMS | 10:00 a.m. – 11:15 a.m. |
| Luncheon & General Session | REGENCY BALLROOMS C&D | 11:30 a.m. – 1:30 p.m. |
| Afternoon Breakout Sessions | MEETING ROOMS | 1:45 p.m. – 4:30 p.m. |
| Chapter Meetings | MEETING ROOMS | 4:45 p.m. – 6:00 p.m. |
| Dine-Arounds | MEET IN WEST TOWER LOBBY | 6:00 p.m. – 9:00 p.m. |

Tuesday, August 30

| | | |
|-----------------------------|-----------------------|-------------------------|
| Registration | REGENCY FOYER | 7:00 a.m. – 5:00 p.m. |
| Continental Breakfast | REGENCY BALLROOMS A&B | 7:30 a.m. – 8:30 a.m. |
| Exhibit Hall Open | REGENCY BALLROOMS A&B | 7:30 a.m. – 5:00 p.m. |
| Annual Business Meeting | REGENCY BALLROOMS C&D | 8:30 a.m. – 9:45 a.m. |
| Morning Breakout Sessions | MEETING ROOMS | 10:00 a.m. – 11:15 a.m. |
| Awards Luncheon | REGENCY BALLROOMS C&D | 11:30 a.m. – 1:15 p.m. |
| Afternoon Breakout Sessions | MEETING ROOMS | 1:30 p.m. – 4:30 p.m. |
| Council Meetings | MEETING ROOMS | 4:45 p.m. – 6:00 p.m. |

Wednesday, August 31

| | | |
|---------------------------|-----------------------|-------------------------|
| Registration | REGENCY FOYER | 7:00 a.m. – 12:00 p.m. |
| Continental Breakfast | REGENCY BALLROOMS C&D | 7:30 a.m. – 8:45 a.m. |
| Summit on Parking | REGENCY BALLROOM A | 8:30 a.m. – 6:00 p.m. |
| Morning Breakout Sessions | MEETING ROOMS | 9:00 a.m. – 11:45 a.m. |
| Closing Session | REGENCY BALLROOMS C&D | 11:45 a.m. – 12:15 p.m. |

Monday, August 29, 2011**Activity 1: Southside Bike Tour****9:30 a.m. – 12:00 p.m.****(Meet at West Tower Lobby at 9:00 a.m.)****FREE TOUR**

Also starting at Millennium Park, this tour heads straight to Chicago's Lakefront Trail and then south to 18th Street. Participants will experience many transit and pedestrian amenities, as well as a slice of Chicago's unique Mexican-American heritage, plus progressive infrastructure that looks ahead to the future of climate change. Highlights include the 18th Street Metra station and pedestrian overpass, the neighborhood of Pilsen, and the public art murals of the 18th St. Pink Line elevated station. Continuing on, the tour will stop at ongoing construction of new semi-permeable streets designed to deal with the increased rainfall from climate change, and possibly a new separated bike lane. Also included are Chicago's Little Italy (Italian Ice, anyone?), the UIC campus, and the newly-opened multimodal facilities at the LaSalle St. Metra station.

NOTE: Pre-registration required.**Activity 2: Northside Bike Tour****1:00 p.m. – 3:30 p.m.****(Meet at West Tower Lobby at 12:30 p.m.)****FREE TOUR**

This route highlights recent and future cycling-infrastructure, unprecedented in Illinois, as well new developments in transit and Chicago's diverse land use. Beginning at the Millennium Park Bike Station, participants will ride the first-ever separated bike lane in Chicago and travel bike corridors that regularly see 20% and higher mode share during rush hour. They'll also visit a newly updated El station and experience the equally vast tracts of Chicago's working industry and treasured green space. Included are the future sites of both the Bloomingdale Trail (an abandoned elevated rail line slated to be converted to a mixed-use trail) and the Navy Pier Flyover.

NOTE: Pre-registration required.**Activity 3: Walking/Transit tour of the loop:****9:00 a.m. – 12:00 p.m. (Meet at West Tower Lobby at 8:30 a.m.)****FREE TOUR**

This walking tour of Chicago's Loop led by Active Trans employee and Chicago Architecture Foundation tour

guide Dan Persky will highlight both new and time-tested amenities for Chicago's commuters. Included are the first-of-its-kind-in-Chicago Kinzie Street separated bike lane, the Clark/Lake elevated station (with transfers between five CTA rail lines), and the famed Pedway, with underground pedestrian access from the city government buildings of Clark St to Michigan Ave offices and Metra stations. The ever-expanding Chicago Riverwalk will also be featured.

NOTE: Pre-registration required.**Activity 4: Minnesota Twins @ Chicago White Sox****Location: U.S. Cellular Field****First Pitch at 7:10 p.m.**

Mondays at U.S. Cellular Field is Half-Price Day, when all tickets to White Sox games are half off. ACT members are offered three options to attend Monday's game:

1. Upper reserve seating: \$12.00 per seat
2. Lower box seating: \$21.50 per seat
3. Outfield bleacher seating: \$19.00 per seat

Note: Pre-registration required. No Refunds.**Activity 5: Chicago Architectural Tour****Tuesday, August 30, 2011**

2:00 p.m. – 3:30 p.m.

\$26.00 per person (\$9.00 off the regular price)

Note: The tour leaves from the docks located directly across the street from the Hyatt Hotel at 2:00 p.m.. No Refunds (Meet at West Tower Lobby at 1:30 p.m.)



Friday, August 26

7:00 a.m. – 12:00 p.m.

Registration

REGENCY FOYER

9:00 a.m. – 3:30 p.m.

Leadership Academy

WATER TOWER

Saturday, August 27

8:30 a.m. – 1:00 p.m.

Leadership Academy

WATER TOWER

11:00 a.m. – 6:00 p.m.

Registration

REGENCY FOYER

1:00 p.m. – 5:00 p.m.

Board of Directors Meeting

GOLD COAST

5:30 p.m. – 7:00 p.m.

Leadership Academy Reception

TRUFFLES ROOM

Sunday, August 28

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

Registration

REGENCY FOYER

8:00 a.m. – 12:00 p.m.

Chapter Leadership Meeting

COMISKEY

8:00 a.m. – 12:00 p.m.

PROFESSIONAL DEVELOPMENT WORKSHOPS

Preparing Winning Grant Proposals

ACAPULCO

Instructor: Janet Arrowood, The Write Source

The workshop will present practical and proven tools and techniques that result in compliant, complete, and winning grant proposals. Attendees will learn to determine appropriate funding sources, analyze documentation related to the opportunity, develop effective writing techniques and tools, and methods to ensure fully compliant grant proposals. This workshop will cover: 1. Understanding how to seek grant opportunities and identify suitable funders. 2. Avoiding common pitfalls that cause grant proposals to be rejected or go unfunded. 3. Effective analysis of funders' objectives, requirements, goals, and targets. 4. Planning and writing effective grant proposals 5. Analysis of a sample (DOT) grant solicitation and associated grant proposal.

Crafting a Fully Formed TDM Plan

WATER TOWER

Instructor: Aaron Fodge, North Front Range Metropolitan Planning Organization

This important workshop will walk through the steps for crafting a fully formed TDM Plan, from project scoping, budgeting, consultant selection, staff utilization, public involvement, strategy development, and introducing the TDM concept to small group decision-makers. Workshop attendees will collaborate on a hands-on case study during several break-outs. The presentation will evaluate the recently completed Long Range TDM Plan for the SmartTrips program in Northern Colorado.

Get Your Commuter Club Moving

TORONTO

Instructor: Penny Menton, UCLA Events and Transportation

Loyalty clubs are more than just for businesses: TMAs around the country have successfully launched commuter clubs that draw in alternative mode travelers with both fun and valuable incentives. TMAs have also realized real results through the formation of their clubs from administrative efficiencies to increases in alternative mode ridership. In this interactive workshop, you'll learn how to make the case for starting a commuter club, how to pull together the pieces for launching your commuter club, and a detailed checklist of strategies to help you manage the day-to-day adventures of operating a commuter club.

10:00 a.m. – 10:15 a.m.

Morning Break

REGENCY FOYER

1:15 p.m. – 5:15 p.m.

PROFESSIONAL DEVELOPMENT WORKSHOPS

Successfully Translating TDM Concepts into Rural and Suburban Settings

ACAPULCO

Instructor: Lynn Wehrman, The Wehrman Collaborative

Congestion and commuting are no longer just big city issues. A growing number of rural and small-urban communities are facing travel challenges with both similar and unique barriers as their big city counterparts. Learn how Minnesota is preparing to face this challenge and join in an interactive discussion regarding what has worked for other states and regions and what might work best for yours. This session will showcase TDM best practices in Minnesota, present strategies and techniques Minnesota is proposing to address congestion in small-urban and rural areas of the state, discuss the role of the State DOT in Minnesota's TDM plans, and open discussion among attendees to share roles and answer all questions.

During Lean Times: Strategies for Dealing with Limited TDM Staff and Resources

TORONTO

Instructor: Deborah Jones, SANDAG

With this economy, times are lean both for TDM programs and for employer-sponsored TDM programs. But now more than ever, employees need TDM programs to help them save money and get reliability to work. Proactively responding to increased demand during lean times is vital for your TDM program. This session will focus on employer outreach and best practices and will offer practical, how-to tactics to deliver high levels of service with limited staffing and other resources. Participants will learn how to efficiently and effectively grow and/or maintain TDM employer outreach using self-service toolkits, geographic synergies, Green Teams, low-cost incentives, database management, ETC networking, well-timed messaging and credible messagers, as well as partnerships with agencies, professional associations, and economic development. This session is ideal for all TDM professionals in both the public and private sectors, as well as consultants, looking for ways to economize and leverage existing resources while meeting increased demand.

LEED and Green Business Certification: The Evolving and Growing Market for TDM

WATER TOWER

Instructors: Justin Schor, UrbanTrans Consultants; Peggy Schwartz, Transportation Action Partnership, Inc.

The US Green Building Council's exciting Leadership in Energy and Environmental Design (LEED) 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 countless developers and property owners nationwide looking to design projects in sustainable neighborhoods or construct more efficient buildings, as well as businesses in those and other buildings looking to embrace a corporate citizenship/corporate social responsibility business model. In all 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. Attendees will also benefit from information on the latest advances in TDM criteria toward LEED certification.

2:45 p.m. – 3:00 p.m.

Afternoon Break

REGENCY FOYER

3:00 p.m. – 4:00 p.m.

Committee Leadership Meeting

COMISKEY

5:00 p.m. – 6:00 p.m.

New Member Welcome

THE BIG BAR

6:00 p.m. – 8:00 p.m.

Opening Reception and Exhibit Hall Opens

REGENCY BALLROOMS A AND B

Monday, August 29

7:00 a.m. – 6:30 p.m.

Registration

REGENCY FOYER

7:30 a.m. – 8:30 a.m.

Continental Breakfast

REGENCY BALLROOMS A AND B

7:30 a.m. – 8:30 a.m.

New Members Breakfast

TORONTO

7:30 a.m. – 5:00 p.m.

Exhibit Hall

REGENCY BALLROOMS A AND B

8:30 a.m. – 9:45 a.m.

Opening Session

REGENCY BALLROOMS C AND D

9:45 a.m. – 10:00 a.m.

Morning Break

REGENCY BALLROOMS A AND B

10:00 a.m. – 11:15 a.m.

BREAKOUT SESSIONS

How to Get From Point A to Point B: Connecting to Transportation Options and Services

ACAPULCO

Moderator: Lynn Frosch, Microsoft

Presenters: Derek Fretheim, Acire, Inc.

Lynn Manion, Airport Corridor Transportation Association

Kristian Skogsbakken, Pace Suburban Bus

Casey Jones, Boise State University

Josh Kavanagh, University of Washington

Conference Schedule

Livability and TDM: Making the Connection

WATER TOWER

Moderator: Christy Straight, New River Valley Planning District Commission

*Presenters: Kathleen Rooney, ICF International
Thomas Murtha, Chicago Metropolitan Agency for Planning*

11:30 a.m. – 1:30 p.m.

Luncheon and General Session: Recharging TDM: Thoughts on the Future of the Industry

REGENCY BALLROOMS C AND D

1:45 p.m. – 3:00 p.m.

BREAKOUT SESSIONS

Lessons Learned: Developing, Engaging, and Maintaining Successful Statewide TDM Programs

ACAPULCO

Moderator: Susan Sloan-Rossiter, Vanasse Hangen Brustlin

*Presenters: Kathleen Rooney, ICF International
Wendy Morgan, Center for Transportation and the Environment*

Mike Williams, The Clean Air Campaign

Snap, Crackle, POP: Resources to Make Your TDM Sing!

TORONTO

Moderator: Kathy Molin, City of Raleigh, Public Works Department

*Presenters: Julie Bond, Center for Urban Transportation Research, USF
Jeff Horton, The Marketing Institute at FSU College of Business*

The College Traffic Grind: TDM Measures to Reduce SOV Trips

GOLD COAST

Moderator: Amy Conrick, Community Transportation Association of America

*Presenters: Stephen Gerritson, enterpriseSeattle
Josh Cantor, George Mason University
Helen M. Cox, Ph.D., California State University, Northside
Kristy E.H. Michaud, Ph.D., California State University, Northridge*

Emerging Worksite Trip-Reduction Information Tools

WATER TOWER

Moderator: Brendon Harrington, Google

Presenters: Edward L. Hillsman, Center for Urban Transportation Research, USF

Sean J. Barbeau, Center for Urban Transportation Research, USF

Ensure Commitment at the Local and National Level with Effective Advocacy, Support, and Communication

COMISKEY

Moderator: Alexandria Stokman, Missoula in Motion

Presenter: Larry Robinson, Sacramento Metro AQMD

Presenter: Damian Goebel, St. Paul Smart Trips

Transportation to Work: What Defines Successful Employer-Sponsored Transportation Programs

TORONTO

Moderator: Timothy Harrison, The BWI Business Partnership

Presenters: Joe Wright, Agency for Community Transit (RideFinders)

Kay Carson, MassRIDES/URS Corp

Allison Billings, Innovative Urban Strategies

Encouraging Active Transportation at CDC's Metro Atlanta Campuses

HONG KONG

Moderator: Sonya Jackson, North Central Texas Council of Governments

Presenter: Kathleen Sobush, U.S. Centers for Disease Control and Prevention (CDC)



TDM Success Stories from the Field
GOLD COAST

Moderator: Eddie Caine, Valley Metro RPTA

Presenter: Deborah Jones, SANDAG iCommute

Federal Transportation Authorization Update - Public Policy Session 1
COMISKEY

Moderator: Larry Robinson, Sacramento Metropolitan AQMD

*Presenters: Jon Martz, VPSI, Inc.
Jason Pavluchuk, Pavluchuk & Associates*

TMA's and Commuter Benefit Providers – Natural Partners in TDM
HONG KONG

Moderator: Janet Berardi, Mid-Ohio Regional Planning Commission

*Presenter: Kate Brangaccio, ICF International
Joseph Mazzola, TransitCenter, Inc.
Danny Mager, Transit Solutions/Staples Marketing*

3:00 p.m. – 3:15 p.m.
Afternoon Break REGENCY BALLROOMS A AND B

3:15 p.m. – 4:30 p.m.
BREAKOUT SESSIONS

TDM Applications for Social Media – Twitter, Facebook, and More
ACAPULCO

Moderator: David McMaster, Metropolitan Transit Authority

*Presenter: Cathleen Edgerly, CATA Clean Commute Options
Presenters: Penny Menton, UCLA Events and Transportation
John Zimmer, Zimride*

TDM in Rotterdam Port Area and in Smaller Business Regions: New Area's for a New Era!
WATER TOWER

Moderator: Jim Appleby, VPSI, Inc.

*Presenters: Jos Mens, VPSI INC/Vipre BV
Rob Soeters, Twente Mobiel*

Demonstrating Success and Accountability: Performance Measures and Reporting
TORONTO

Moderator: Lynn Manion, Airport Corridor Transportation Association

*Presenters: Ryan Thompson, ICF International
Frank Mongioi, ICF International*

Closing the Gap Between Bike Commuter Amenities and Demand
GOLD COAST

Moderator: Lynn Robinson, Mid-Ohio Regional Planning Commission

*Presenters: Jamie Cheney, Commute Seattle
Jessica Szelag, Commute Seattle*

Safe Routes to School: Involving Local Communities Through Collaboration and Partnership
COMISKEY

Moderator: Barbara Ladner, Pace Suburban Bus

*Presenters: Donna Smallwood, MassRIDES/URS Corporation
Jason Jackman, Center for Urban Transportation Research*

4:45 p.m. – 6:00 p.m.
CHAPTER MEETINGS

- California Chapters (Southern California, Northern California, and Sacramento Valley) – ACAPULCO
- Cascade Chapter – GOLD COAST
- Chesapeake Chapter – TORONTO
- Lone-Star Chapter – TRUFFLES ROOM
- Mid-Atlantic Chapter – WRIGLEY
- Midwest Chapter – OFF-SITE LOCATION
- Patriot Chapter – WATER TOWER
- Rocky Mountain Chapter – HONG KONG
- SEACT Chapter – COMISKEY
- Valley of the Sun Chapter – SAN FRANCISCO ROOM

6:00 p.m. – 9:00 p.m.
Dine-Arounds OFF-SITE LOCATIONS
(MEET IN WEST TOWER LOBBY)

Tuesday, August 30

7:00 a.m. – 5:00 p.m.

Registration REGENCY FOYER

7:30 a.m. – 8:30 a.m.

Continental Breakfast REGENCY BALLROOMS A AND B

7:30 a.m. – 5:00 p.m.

Exhibit Hall Open REGENCY BALLROOMS A AND B

8:30 a.m. – 9:45 a.m.

Annual Business Meeting

REGENCY BALLROOMS C AND D

9:45 a.m. – 10:00 a.m.

Morning Break REGENCY BALLROOMS A AND B

10:00 a.m. – 11:15 a.m.

BREAKOUT SESSIONS

Marketing and Managing a Large Bikeshare Program: Lessons Learned from Capital Bikeshare

ACAPULCO

Moderator: Judy Willens, Ventura County Air Pollution Control District

Presenters: Katie Sihler, goDCgo
Chris Eatough, BikeArlington

Commute Options to Reduce Carbon Emissions and Improve Employee Outcomes

WATER TOWER

Moderator: Tim Grzesiakowski, Metropolitan Planning Council

Presenters: Tom McKone, Civic Consulting Alliance
Nancy Goldstein, Compass X Strategy
Max Barry, Boston Consulting Group

Climate Change Planning Implications to TDM

TORONTO

Moderator: Kathy Johnston, Washington State DOT

Presenters: Sara J. Hendricks, Center for Urban Transportation Research, USF;
Ed Hillsman, Center for Urban Transportation Research, USF

Earth Day as Can't-Miss TDM Opportunity: Lessons from a Unique Public-Private Partnership

GOLD COAST

Moderator: Lynn Robinson, Mid-Ohio Regional Planning Council

Presenters: Bob Gibson, Ecology & Environment, Inc.
Kelly Dixon, Greater Buffalo Niagara Regional Transportation Council (GBNRTC)

Deficit Reduction and Impacts to the Commuter Transportation Benefit – Public Policy Session 2

COMISKEY

Moderator: Jon Martz, VPSI, Inc.

Presenter: Jason Pavluchuk, Pavluchuk & Associates

11:30 a.m. – 1:15 p.m.

Annual Awards Luncheon

REGENCY BALLROOMS C AND D

1:30 p.m. – 2:45 p.m.

BREAKOUT SESSIONS

Design on a Dime – Low-Cost Programs/Big Payoff

ACAPULCO

Moderator: Lisa Horanyi, Thomas Jefferson Planning District Commission

Presenters: Elizabeth Hughes, HDR, Inc.
Linda Furnas, 511 Rideshare / Parsons Brinckerhoff

Speed Networking – More TDM Ideas in Less Time

WATER TOWER

Moderator: Thomas Shahaden, Enterprise Rideshare

Presenters: Donna Smallwood, MassRIDES/URS Corporation
Kay Carson, MassRIDES/URS Corporation

Managing Travel Demand to Mitigate Congestion – FHWA Workshop 1

TORONTO

Presenters: Ralph Volpe, FHWA
Eric Schreffler, ESTC

ACT Leadership Academy - Building the TDM Leaders of Tomorrow

GOLD COAST

Presenter: Rico Fleshman, Assistant Director of Leadership Academy

Building Consensus and Getting Results, Even when it's Tough

GOLD COAST

Moderator: Lisa Kay Schweyer, Southwestern PA Commission

Presenter: Iris Steinberg, SEMCOG

The Great Rideshare Challenge From Local to National – It Can Be Done!

COMISKEY

Moderator: Frank Mongioi, ICF International

On your MARC, get set, Sprint! Midwest Rideshare Program Provides Starting Block for Sprint's National TDM Program

*Presenters: Marge Gasnick, Mid-America Regional Council
Amy Sokoloff, Sprint*

Curb the Carbs: The Great Race for Clean Air

Presenter: LaShawn Martin, 511 Rideshare / Parsons Brinckerhoff

How Businesses and Property Owners Meet Transportation and Sustainable Goals Requirements

COMISKEY

Moderator: Stephanie Loyka, Triangle Transit

Alternative Transportation and Tenant Engagement: Helping Property Owners Meet Their LEED, Regulatory and Sustainability Goals

Presenter: Jamie Cheney, Commute Seattle

Alternate Commute Programs: More Than Just a Car Off the Road

Presenter: Wendy Weaver, The Boeing Company

2:45 p.m. – 3:15 p.m.

Afternoon Break

REGENCY BALLROOMS A AND B

3:15 p.m. – 4:30 p.m.

BREAKOUT SESSIONS

go520 Case Study: The World's Largest and First Real-Time Ridesharing Corridor

ACAPULCO

Moderator: Brendon Harrington, Google

Presenter: Sean O'Sullivan, Avego Corporation

Volunteer Driving Programs for Seniors

WATER TOWER

Moderator: Eddie Caine, Valley Metro RPTA

Presenter: Sara J. Hendricks, USF Center for Urban Transportation Research

FHWA Initiatives in Planning for TDM and Operations – FHWA Workshop 2

TORONTO

*Presenters: Ralph Volpe, FHWA
Eric Schreffler, ESTC*

4:45 p.m. – 6:00 p.m.

COUNCIL MEETINGS

Public Policy Council – ACAPULCO

Telework Council – TORONTO

TMA Council – COMISKEY

Vanpool Council – GOLD COAST

University Council – WATER TOWER

Wednesday, August 31

7:00 a.m. – 12:00 p.m.

Registration

REGENCY FOYER

7:30 a.m. – 8:45 a.m.

Continental Breakfast

REGENCY BALLROOMS C AND D



8:30 a.m. – 6:00 p.m.

SUMMIT ON PARKING: THE MISSING LINK IN EFFECTIVE TDM

REGENCY BALLROOM A

During this day-long symposium, participants will learn about the parking management techniques and technologies that directly contribute to Transportation Demand Management (TDM) objectives including, congestion relief, air quality improvements, VMT reduction, enhancements for transit and active transportation, improved land use decisions, and quality of life/urban space enhancements. Material covered will be suitable for parking asset owners and operators, planners, architects, transportation management association staff, corporate and university campus transportation professionals, facility managers, downtown professionals, and employee transportation coordinators.

9:00 a.m. – 10:15 a.m.

BREAKOUT SESSIONS

Taking the TFA from the TOD

ACAPULCO

Moderator: Daniel Dickerson, Dallas Area Rapid Transit

Presenters: Blanca Juarez, University Of Texas at Austin
John Quinn, Dallas Area Rapid Transit

TMA of Lake Cook Shuttle Bug Program

WRIGLEY

Moderator: Elaine Lancaster, Tri-County Council for Southern Maryland

Presenters: Timothy Grzesiakowski, Metropolitan Planning Council
William Baltutis, TMA of Lake Cook
Virginia Chandler, Metra
Tim Dilsaver, PACE Suburban Bus

Telework and Alternative Work Arrangements Solve Workplace Challenges

TORONTO

Moderator: Sara Hendricks, Center for Urban Transportation Research, USF

Presenters: Jeanne Ulatowski, Northern Trust
Dr. Pat French, Enterprise Virtual Organization Initiative, Boeing Corporate Human Resources and Administration
Leslie Minier, Katten Muchin Rosenman
Michael Bloom, U.S. GSA Office of Federal High-Performance Green Buildings

TDM Solutions Through The Lens of the Triple Bottom Line

GOLD COAST

Moderator: Aaron Fodge, North Front Range Metropolitan Planning Organization

Presenters: Jamie Cheney, Commute Seattle
Jessica Szelag, Commute Seattle

10:30 a.m. – 11:45 a.m.

BREAKOUT SESSIONS

Integrating TDM into Arts and Culture

ACAPULCO

Moderator: Suzanne Day, Metro Valley RPTA

Presenter: Jeremy Holmes, RIDE Solutions

TDM Solutions for Military Base Personnel

TORONTO

Moderator: Amy Conrick, Community Transportation Association of America

Presenters: Linda Greene, The BWI Business Partnership
Alonzo R. Moore, United States Army, Transportation Division

Going Green is Easy – Doing Things Smarter and Saving More

GOLD COAST

Moderator: Jesse Kafka, VPSI, Inc.

Presenter: Gary Bauer, Bauer's Transportation

11:45 a.m. – 12:15 p.m.

Closing Session

REGENCY BALLROOMS C AND D



S P O N S O R S

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ACT Canada – Booth # 20

2031 Merivale Road
 Ottawa, ON Canada K2G 1G7
 Phone: (613) 226-9845
 Web: www.ACTCanada.com

The Association for Commuter Transportation of Canada (ACT Canada) is a national association dedicated to sustainable mobility in Canada. ACT Canada's focus is on sustainable mobility, transportation demand management (TDM), provision of relevant tools, services and resources, fostering collaboration, networking, and best practices information exchange among the five pillars of urban sustainability – transportation, health, economy, land use and the environment.



Association of Pedestrian and Bicycle Professionals - Booth # 2

PO Box 93
 Cedarburg, WI 53012
 Phone: 262-375-6180
 Web: www.apbp.org

The Association of Pedestrian and Bicycle Professionals is the only professional membership organization for the discipline of pedestrian and bicycle transportation. APBP provides training and networking opportunities including monthly webinars to enable communities to build multi-disciplinary teams that make it possible for people to walk and bicycle as part of everyday life.



AVEGO CORPORATION – Booth #9

1050 17th Street, N.W. Suite 810
 Washington, D.C. 20036
 Phone: (202) 318-0108
 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 # 3

1749 Old Meadow Road suite 500
 McLean, VA 22101
 Phone: (703) 848-240
 Web: www.basetech.com

Base Technologies has been providing IT solutions to Federal, State, and local organizations for 24 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.



CYCLE-SAFE – Booths # 6 and 7

5211 Cascade Rd, Suite 210
 Grand Rapids, MI 49546
 Phone: (888) 950-6531
 Web: www.cyclesafe.com

CycleSafe takes pride in engineering bicycle parking products that satisfies both the needs of facility owners and bicyclists worldwide. Our products help achieve healthy and sustainable communities and increase employee recruitment and retention.



ENTERPRISE RIDESHARE – Booth # 16

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.



FIRST TRANSIT – Booth # 5

600 Vine Street, Suite 1400
 Cincinnati, OH 45202
 Phone: (866) 949-7620
 Web: www.firsttransit.com

First Transit is the largest public sector provider of transit services in North America; offering fixed route operations, transit management services, paratransit services, university and airport shuttle services, call center operations, bus line inspections, consulting, and more. We combine the management of labor, fuel, equipment, facilities, and innovative technology to produce cost savings and efficiency for our customers.

**ACT International Conference – August 26 - 31, 2011
Hyatt Regency Chicago – Regency Ballrooms A & B**

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| 18 VPSI | | | | | | 9 Avego Corp. |
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| 16 Enterprise/ WeCar | | | | | | |
| | 15 Zimride | | | | 11 Joblinks | |

GREENRIDE



GREENRIDE (by Ecology and Environment, Inc.) – Booth # 1

368 Pleasant View Drive

Lancaster, NY 14086

Phone: (716) 684-8060

Web: www.greenride.com

Ecology and Environment, Inc. is committed to sustainable development worldwide, including the advancement of sustainable transportation initiatives. E & E's GreenRide software applications combine comprehensive features with user-friendly design and have been selected by more than 60 clients in the United States and internationally.



iCARPOOL – Booth # 17

P.O. Box 2264

Issaquah WA 98027

Phone: (425) 956-3774

Web: www.iCarpool.com

iCarpool combines ride matching, multi-modal trip log calendar, SchoolPool, incentive management, emergency ride home management, bike locker rental management and vanpool management into an integrated, end-to-end system. Highlights include social networking integration with Facebook and Twitter, smart-phone application suite for real time trips on popular platforms such as the iPhone and Android. iCarpool provides fully hosted and managed services on its platform that is hands free for administrators.



Joblinks Employment Transportation – Booth # 11

1341 G Street, N.W., 10th Floor
Washington, D.C. 20005
Phone: 1-800-527-8279 ext. 720
Web: <http://www.ctaa.org/joblinks>

Joblinks, a program of the Community Transportation Association of America, connects workforce professionals, mobility providers and other stakeholders with transportation-to-work solutions that are affordable, reliable and accessible. Joblinks focuses on the mobility needs of low-wage earners and job seekers, as well as workers with disabilities, youth, veterans, and older workers.



RideShark – Booth # 19

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

RideShark is the world's most advanced ridematching system and offers clients a complete Commute Management Solution that allows users to search for carpool and vanpool partners, or cycling, walking and transit buddies. Optional modules include Commute Tracking with detailed cost and GHG emissions reporting, Carpool Parking Management, Vanpool Management, Emergency Ride Home, and an extensive incentives and rewards program to encourage high program participation. Its graphic-based interfaced is intuitive, user-friendly and even integrates with Google Transit. Built on a banking grade server network, the system has unrivalled security features and data protection and contains the most extensive administration portal on the market today. Developed by a Microsoft Gold Certified Partner, RideShark is multi-language enabled and facilitates global applicability.



STREETLINE, INC. – Booth # 8

49 Stevenson St., 3rd Floor
San Francisco, CA 94105
Phone: (415) 762-8706
Web: www.streetlinenetworks.com

Streetline provides a full suite of real-time sensor-enabled mobile and web parking applications to turn parking in your city, transit agency, campus, or garage into a more pleasant and efficient experience. Streetline's smartphone app, Parker, enables motorists to quickly find available parking, reducing congestion and emissions. Streetline's applications for parking providers give a real-time picture of operations and also guide officers to current violations, substantially increasing productivity and revenue.



The Trapeze Group – Booth # 10

1500 Oxford Drive, Suite 200
Bethel Park, PA
Phone: (888) 595-4696
Web: www.trapezegroup.com

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



VPSI COMMUTER VANPOOLS – Booth # 18

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

VPSI, a private provider of public transportation services, transports vanpool commuters in more than sixty (60) urbanized areas of the United States. Private capital investment in public service – the VPSI way – since 1978.



WeCar – Booth # 16

Phone: 1-877-599-3227
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 # 15

548 Market St. #68514
San Francisco, CA 94104
Phone: (650) 924-1115
Web: www.zimride.com

Zimride makes sharing rides and splitting costs for drivers and passengers fun and easy. Zimride is a new spin on carpooling and ridesharing, using social networks to enable real connections. Over 100 companies, universities and municipalities including Facebook, Intuit, Stanford, UCLA and Harvard are using Zimride to fuel their TDM strategies.

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TDM *Review*

at www.actweb.org



ACT's digital publication - **TDM Review** - is available at www.actweb.org. Not only does **TDM Review** feature outstanding content on current topics- such as vanpools- but it also offers interactive elements such as weblinks, easy page-to-page navigation and a fully functional table of contents. To advertise, contact Kevin Oliff at 202-631-8627 or info@actweb.org. If you haven't explored **TDM Review**, try it today!



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Avego™ Real-time Ridesharing matches drivers and riders in real time as they travel, so you can rideshare whenever you want, from wherever you are.

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For more information, visit us at Booth #9, or contact:

Jason Conley
Director of Government Relations
jason.conley@avego.com
(202) 318-0108



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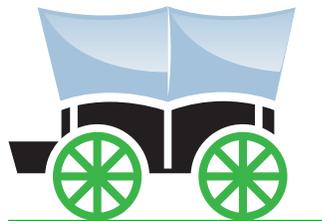
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