

**2015
CONFERENCE
PROGRAM**

ACT

**INTERNATIONAL
CONFERENCE**
JULY 26–29
HYATT REGENCY
BALTIMORE, MD

ACT

Association for Commuter Transportation
Celebrating Our 30th Anniversary

Three great services. One great brand.

A smarter, better way to get to work.

Our Rideshare vanpooling division is supported by the extensive Enterprise Rent-A-Car neighborhood network. Simply put, our vanpools are a natural extension of the local car rental service that Enterprise pioneered more than 55 years ago.



As part of our full-service package, long-distance commuters get a late-model, well-equipped vehicle for maximum comfort, plus comprehensive maintenance, roadside assistance and insurance, as well as access to our Guaranteed Ride Home Program.

See how at www.EnterpriseRideshare.com or call us at **800 VAN-4-WORK** today, and we can help answer any questions you may have about vanpooling and its many benefits.

Share the ride and save.

Zimride by Enterprise is an online ride-matching service that efficiently connects drivers and passengers with the same destination, and helps our partners facilitate a sustainable transportation management solution. Zimride is the largest ride-matching program in the United States with more than 380,000 users within more than 140 private networks.

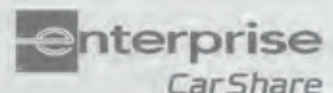


Zimride offers an efficient transportation solution for different types of organizations, including universities, corporations, hospitals and municipalities, to help employees save time, money and stress on their commute by sharing seats in their cars.

Now backed by Enterprise Rent-A-Car, Zimride offers a complementary solution to our existing car sharing, vanpooling and car rental services. For more information, visit www.Zimride.com.

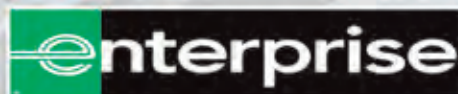
Own the day, not the car.

As part of the Enterprise Rent-A-Car network, Enterprise CarShare uses technology and an award-winning service record to deliver speed, efficiency and economy to people who need a car at a moment's notice.



We build customized car sharing programs for key stakeholders, including businesses, colleges and government agencies. Our individual car sharing programs complement alternative forms of transportation like carpooling, biking or mass transit – and enable everyone to rent a variety of newer, cleaner cars. Reserve hourly car rentals including hybrids, SUVs, pickup trucks or fuel-efficient vehicles for one low hourly, daily or overnight rate.

Since 2007, the Enterprise CarShare network has grown to include markets in the U.S., U.K. and Canada. For more information or to join today, visit www.EnterpriseCarShare.com.



Proud supporter of the Association for Commuter Transportation.



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ACT 2015

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PAST & FUTURE CONFERENCES

The ACT International Conference is a collaborative learning community comprised of practitioners, government officials, students, researchers, and educators, all engaged in developing the next generation of demand and mobility management leadership, technologies, analytics, and strategies.

The 2015 ACT International Conference brings us to Baltimore—one of the most fun port cities in the U.S.—to celebrate ACT’s 30th anniversary. This is a big year for planning a long-term vision and strategy that will take us to our 35th, 40th, and 50th celebrations.

Start planning your travel to refreshingly friendly Portland, Oregon, August 1–3. Themed “Mobilizing Our Communities,” we will tackle subjects such as mitigating congestion, enhancing mobility, economic benefits of TDM, energy conservation, the future of alternative funding sources, commuter and employee safety, and much more.

PAST CONFERENCES

- 2009: Washington, DC**
- 2010: Indian Wells, California**
- 2011: Chicago, Illinois**
- 2012: Savannah, Georgia**
- 2013: San Antonio, Texas**
- 2014: San Francisco, California**

FUTURE CONFERENCES

- 2016: Portland, Oregon**
- 2017: TBD**
- 2018: TBD**



CALL FOR ABSTRACTS OPENS SEPTEMBER 2015

REGISTRATION & EXHIBIT HOURS

CONFERENCE DAYS	REGISTRATION HOURS	EXHIBIT HOURS
Sunday, July 26	7:00 am–5:00 pm	6:00 pm–8:00 pm
Monday, July 27	7:00 am–6:00 pm	8:00 am–5:00 pm
Tuesday, July 28	7:00 am–4:00 pm	8:00 am–4:00 pm
Wednesday, July 29	8:00 am–12:00 pm	NONE

*Registration located in the Atrium

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Arizona State University

Mobility Lab™

Mobility Lab communicates about "transportation demand management – moving people instead of just cars" and provides research and development support to TDM programs in Arlington County, Virginia. Arlington has one of the largest TDM programs in the U.S. and removes 41,000 car trips from the region's roads each work day.

ACT VOLUNTEERS

COUNCILS, COMMITTEES & CHAPTERS



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Sustainable Real Estate Development Council

Co-Chair: Peggy Schwartz

Co-Chair: Justin Schor

Telework/AWA Council

Chair: Elham Shirazi

TMA Council

Chair: Maureen Farrell

University Council

Chair: Penny Menton

Vanpool Council

Chair: Carolyn Newsome

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Elections & Bylaws

Chair: Peggy Schwartz

Events

Chair: Katie Sihler

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Chair: David McMaster

Membership

Chair: Connie McGee

Professional Development

Chair: Jim Barr

Public Policy

Chair: Jon Martz

Sponsorships

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TIME TO ACT
And Win Big!

Stop by and play to be eligible to win an Amazon KindleFire. Visit each exhibitor & ACT Staff listed to earn a stamp on your game board. Once the game board is filled and you've completed the questionnaire on the backside, return it to the Conference Registration Desk by 4:00 pm EDT on Tuesday, July 28. Drawing held during the Award Ceremony Breakfast the following day. Must be present to win.

ACTWeb.org

ACT
Association for Commuter Transportation

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WELCOME!



Robert Henry
ACT President

Welcome to the 2015 ACT International Conference!

We are so glad you are here with us in Baltimore to celebrate ACT's 30th anniversary as the leading advocate for Transportation Demand Management (TDM).

This is an amazingly unique conference. Hundreds of us converged on Baltimore, with diverse expertise and wide range of differing transportation experiences. We are at the forefront of mobility and whether you are commuting by bus, train, ridesharing, cycling, walking, or teleworking, we are all working to improve our world by contributing to energy independence, improved air quality, sustainability, urban mobility, reduced congestion and living healthier.

Your participation in the education sessions is the essential value of this conference. The demands of commuters continue to evolve and it is our job to satisfy their needs. The sessions and conversations are opportunities to help us find solutions, develop partnerships, and integrate services to improve upon the problems we all face in this critical area. We are confident that your presence will generate many fresh and useful ideas.



Bill Anderson
Executive Director

This year's conference program offers a perspective on many different needs for transportation. From keynote speaker Andrew Evans, National Geographic's "Digital Nomad," narrating his global travels using only public transport to Edward Gabriel, Principle Deputy Assistant Secretary at the U.S. Department of Health and Human Services, talking about transportation as one of four community lifeline infrastructure functions, we are highlighting the essential services transportation provides to sustain and connect communities.

From the vibrant Inner Harbor, fun-filled Fells Point, and colorful Hampden neighborhood, to the gravesites of Edgar Allen Poe and Harris Glenn Milstead (aka, Divine), the awesome National Aquarium, the old-world grandeur and calm of the Basilica of the Assumption of the Blessed Virgin Mary, Charm City is waiting to entertain. Just outside the doors of the Hyatt Regency is the Charm City Circulator, ready to take you and your friends to all of the fun.

Whether you are new to the ACT Conference or a long-time attendee, prepare to hear great presentations, learn from proven performances and experiences, engage in thought provoking conversations, and enjoy your time celebrating our 30th anniversary with your friends.

Convening partners for Mobility. Mobility for all.

Thank you for attending.

Robert Henry, ACT President
Bill Anderson, ACT Executive Director

WHAT CAN YOU DO FOR YOUR ASSOCIATION?

PROGRAM OVERVIEW

The ACT International Conference is a one of a kind platform convening public and private sector professionals who are working to advance demand and mobility management performance. The Conference's main goals are to:

- ▶ Promote the exchange of ideas and experiences among students, educators, practitioners, and government officials developing commuter transportation programs and professional services.
- ▶ Offer transportation demand and mobility management training and professional development to educators and practitioners.
- ▶ Strengthen TDM professional, research, and educational networks and establishing an integrated commuter transportation community of practice.

The Conference is a collaborative learning and mentoring community of students, educators, practitioners, and government officials engaged in developing the next generation of commuter transportation leaders, technologies, and strategies. The Conference program is packed with sessions, meetings, and networking opportunities, offering you a gateway to knowledge, new insight, and new connections. To assist you in Conference schedule planning, we provide this overview.

Welcome Reception—Breaking the Ice

Start your conference experience off with your old friends and make some new friends. Join us in the grand atrium of the beautiful Hyatt Regency to celebrate ACT's 30th anniversary. Tickets for the reception are included with the full conference registration. Enjoy the refreshments, mingle among good company, and celebrate with a piece of birthday cake.

Keynote General Sessions

Keynote speakers will unleash innovation and creativity in general sessions when they address the big challenges we tackle to enhance the mobility of commuters and commerce through our communities. This year, we offer three plenary sessions.

Keynote Breakfast Sessions on Monday and Tuesday



Arriving by riding the MARC train on Monday, **Andrew Evans** will open the 2015 ACT International Conference with a morning keynote talk about

public transportation as a way of life—and the high-stakes mission in which ACT members are engaged. Mr. Evans is National Geographic's digital explorer, always traveling and always wired. In 2010, he made his way from Washington, D.C. to Antarctica—by bus. He chronicled his uncharted 12,000-mile adventure on public transportation using outstanding photography and real-time social media posts.



Start your day on Tuesday with the **Honorable Edward J. Gabriel, MPA, EMT-P, CEM**, Principal Deputy Assistant Secretary for Preparedness and

Response (ASPR) at the U.S. Department of Health and Human Services (DHHS). Mr. Gabriel is a 26-year paramedic veteran of the Fire Department of New York Emergency Medical Service and was engaged in the response to the terrorist attacks in New York City on September 11, 2001, and has become increasingly passionate not only about emergency preparation but also ensuring viable transportation options before, during and after disasters. As transportation is one of four lifeline infrastructure functions for communities, Mr. Gabriel will highlight the vital relationships between preparedness and mobility for TDM professionals devoted to affecting positive behavior change in our resilient metropolitan and coastal regions.

Keynote Luncheon & Public Policy Update—Regional Commuter Transportation Planning and Development



When considering regional transportation planning and development,

most think about multiple counties working

through an MPO within a state, such as Los Angeles, Indianapolis, Houston, and San Francisco. Baltimore and Washington, D.C. are among a handful of unique communities in which regional planning includes more than one state. Join the **Honorable Dennis R. Schrader, P.E., CHPCP**, Deputy Secretary, Maryland Department of Transportation and the **Honorable Nicholas Donohue**, Deputy Secretary, Virginia Department of Transportation, for a look at the role TDM plays in regional planning and economic development, moderated by ACT Sacramento Valley Chapter President Larry Robinson, Sacramento Metro AQMD.

Concurrent Sessions

The 2015 ACT International Conference is packed with sessions about all the things TDM professionals want to know today. Below is preliminary program information that will be your platform for exploring, sharing, and learning what you need to help you continue to succeed in this challenging environment for TDM professionals. Your gateway to new knowledge, insights, and connections is organized into five paths to help you navigate to your preferred destinations. Choose the sessions that best address your interests and needs. (Note: Sessions are subject to change.)

Public Policy Track

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

Innovation Track

Your interest in learning how your colleagues are pursuing their objectives with creative solutions and technologies when implementing their TDM strategies can be fulfilled in this track. You will work through some of the toughest challenges you face with your program, hear case studies about the progress others have made since we

last gathered, and get the latest news on innovations that affect our industry.

Sustainability Track

Sustainable communities, sustainable developments, and sustainable transportation solutions are increasingly the impetus for TDM being at the table for policy and planning. This path will lead you toward up-to-the-minute experience and insight into some of the ways TDM professionals are contributing to successes in this quest for improved sustainability. Important inroads have been made with public policy in some areas and others are driving commercial and economic interests in TDM.

Health & Wellness Track

According to the Rockefeller Foundation's 100 Resilient Cities Initiative, health and wellness are essential to the resilience of communities and businesses. Resilience is the immune system of our communities. Everyone—rural and urban dwellers—should have reliable access to nutritional foods, health services, and living wage jobs. Discover how sidewalks, biking facilities, rural and shared mobility, employer-provided commuter benefits, and other options are providing community health conscious services to access these essentials as well as reducing pollution, conserving energy, and encouraging exercise.

Rapid Fire Sessions

By popular demand, we offer an opportunity for attendees to listen to as many high-quality, educational presentations as possible. These fast-paced sessions offer four 15 minute presentations on a wide range of subjects.

Awards Breakfast

Join us on Wednesday morning to celebrate our 2015 annual award winners. In addition, you'll hear about our 2016 Conference destination: Portland, Oregon in ACT's Cascade Chapter.

ACT Council/Committee Meetings

ACT's councils are home to the association's thought leaders and subject matter experts. Some are highly structured while others are more free-form, but all offer dynamic opportunities to dive deep into specialized

topics. You are invited to participate in meetings of the Sustainable Development, Telework/Alternative Work Arrangements, TMA, University, and Vanpool councils. The ACT Public Policy Committee will also meet.

Connect with the TDM Industry

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

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

Dine Around: The Dine Around event facilitates informal networking among

colleagues. The Host Committee has selected Baltimore restaurants that offer a range of prices and a variety of cuisines; advance registration required.

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

Closing Night Party: Close out the 2015 Conference with your old and new friends. Join us at the Tin Roof Bar, 32 Market Place in Baltimore for dancing, karaoke, open bar and fun, fun, fun! The Tin Roof Bar is short 4-minute rideshare away or only two blocks away from a Charm City Circulator, Orange Line stop. The closing night party is made possible by RideAmigos and vRide.



PROGRAM

SATURDAY, JULY 25

Leadership Academy

8:00 am–5:30 pm
Room: President

ACT Executive Committee Meeting

10:30 am–12:30 pm
Room: Executive Board Room

Board of Directors Meeting

1:00 pm–5:00 pm
Room: Chesapeake Room

ACT Board and Leadership Academy Joint Reception

5:30 pm–7:00 pm
Location: TBD

SUNDAY, JULY 26

Registration Open

7:00 am–5:00 pm
Room: Atrium

Exhibit Setup

8:00 am–5:00 pm
Room: Constellation Foyer/Atrium/
Harborview

Leadership Academy

8:30 am–5:30 pm
Room: President

Pre-Conference Training Courses (Sponsored by TDMI)

9:00 am–12:00 pm

► **Introduction to Social Marketing for TDM Professionals**

Room: Annapolis

► **Change Agent 101: Bringing TDM to Organizations through Change**

Room: Columbia

Pre-Conference Training Courses (Sponsored by TDMI)

2:00 pm–5:00 pm

► **Developing Creative Thinking Skills for TDM Professionals**

Room: Annapolis

► **What's New Across the Pond? European TDM Initiatives That Could Help You**

Room: Columbia

TRB TDM Committee Meeting

2:00 pm–5:00 pm
Room: Chesapeake AB

First-Timer/New Member Welcome

5:00 pm–6:00 pm
Room: Bistro 300

TDM Institute Board Meeting

4:30 pm–6:30 pm
Room: Baltimore

Opening Reception/Exhibits Open

6:00 pm–8:00 pm
Room: Constellation Foyer/
Atrium/Harborview

MONDAY, JULY 27

Registration Open

7:00 am–6:00 pm
Room: Atrium

Exhibits Open

8:00 am–5:00 pm
Room: Constellation Foyer

Welcome Keynote Breakfast

► **Public Transportation—
Living the Adventure**
Andrew Evans, National Geographic

7:30 am–9:30 am
Room: Constellation Ballroom

Andrew Evans is National Geographic's digital explorer, always traveling and always wired. In 2010, Mr. Evans made his way from Washington, D.C. to Antarctica—by bus. He chronicled his uncharted 12,000-mile adventure on public transportation using outstanding photography and real-time social media posts. As a District of Columbia

resident, Mr. Evans eschews car ownership and relies on transit for daily mobility.

Concurrent Education Sessions

9:45 am–10:45 am

► **Autonomous Vehicles: Their Potential to Change the Face of Personal (and Public!) Transportation**

Room: Constellation D

Track: **Public Policy**

Jon Martz, vRide

As the self-driving auto moves to reality, one can envision a fleet of autonomous vehicles combining the attractiveness of not having to drive with the flexibility of services without hired drivers. It has been estimated an autonomous vehicle fleet could serve travelers with half the number of vehicles on the road today. So, if autonomous cars, taxis, vanpools and buses can better perform the functions of both personal and public transportation, should we let them?

► **The Role of Open Data and Crowdsourcing to Improve the Commuter Experience**

Room: Constellation E

Track: **Innovation**

Moderator: *Philip Winters, Center for Urban Transportation Research (CUTR), University of South Florida*

Craig Nelson, Steer Davies Gleave; David Emory, Conveyal

Personal mobile devices coupled with open data sources are creating new opportunities and challenges for TDM professionals. This session will highlight the role of open data and the use of such technologies to improve TDM program products, services, and effectiveness. This panel will describe open data and crowdsourcing. Speakers will highlight a few technologies to illustrate their points.

► **Open Mic PechaKucha: Best Practices in Local Government Land Use Policies that Focus on TDM**

Room: Constellation F

Track: **Sustainability**

Moderator: Justin Schor, Wells + Associates

Bree Clohessy, Fairfax County Department of Transportation; Melissa McMahon, Transportation Demand Management Field;

What if your phone rang off the hook with people asking for your TDM Services? In many local government jurisdictions across the U.S., there are policies that create that kind of market for TDM service providers by integrating TDM into the Development Review Process. Come learn about U.S. best practices from Boston; Washington, D.C.; San Francisco; and more, presented in a fast-paced, open-mic, PechaKucha format where speakers show 20 images, each for 20 seconds.

► **TRB TDM Committee—Linking Traffic Management and TDM Closer Together: The Active Transportation and Demand Management Program**

Room: Baltimore/Annapolis

Track: **Other**

Moderator: Deepak Gopalakrishna, IFC International

Frank Mongioi, Senior Manager, ICF International; Eric Schreffler, ESTC; Wayne Berman, U.S. Department of Transportation—Federal Highway Administration; Edward Mark, New York State Department of Transportation; Deborah Jones, SANDAG

The ATDM program championed by USDOT strives to bring the worlds of traffic management and TDM closer together by integrating demand management as part of a more dynamic operational approach for managing corridors/regions reliably, safely, and efficiently. This session will provide

an update on FHWA's program as well as perspectives from an MPO, State DOT, and a European point of view on how best to strengthen the linkage between the traffic engineers and practitioners.

Concurrent Education Sessions

11:00 am–12:00 pm

► **Connecting the Dots—Perspectives on Performance Measurement for TDM (sponsored by TRB)**

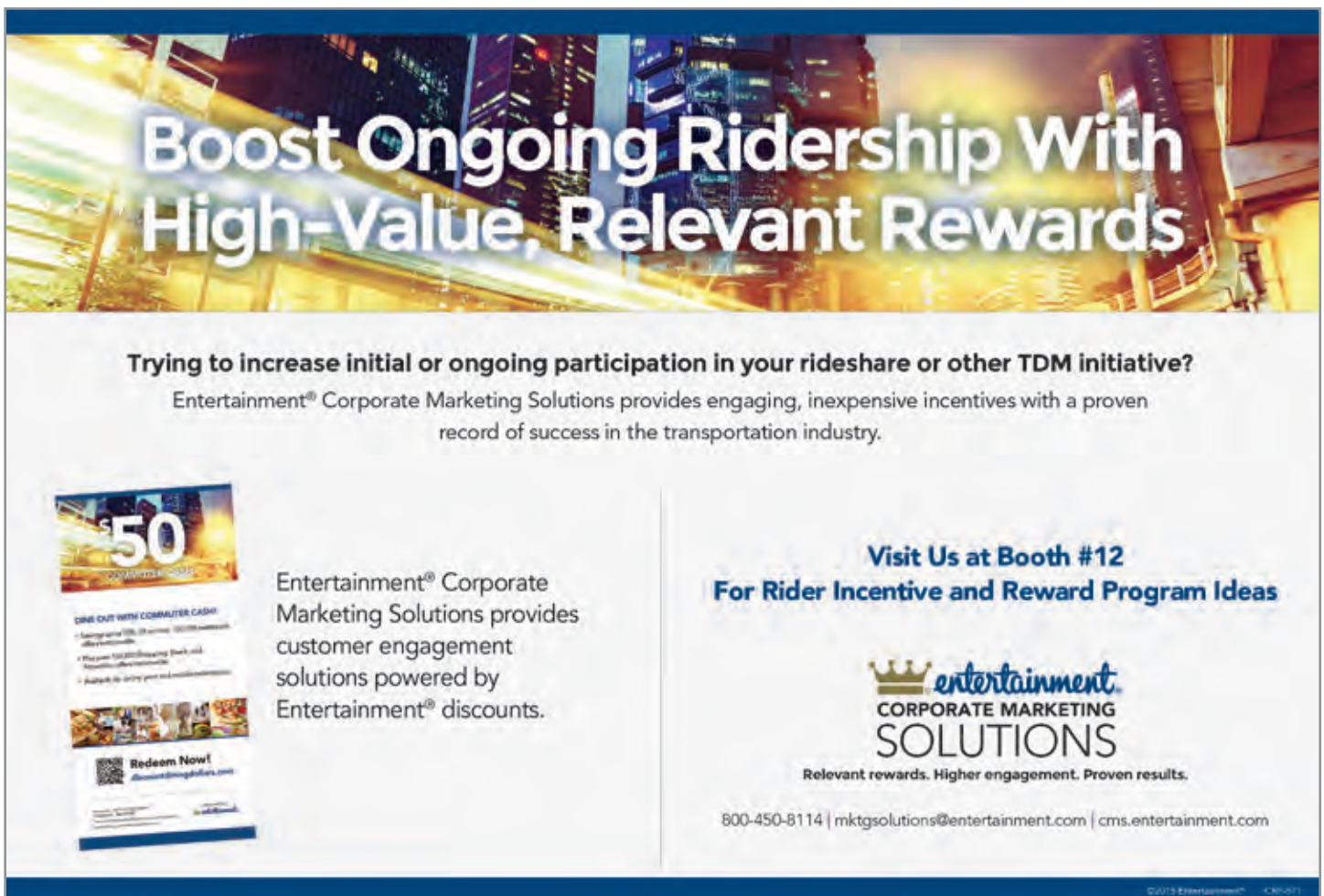
Room: Constellation D

Track: **Public Policy**

Moderator: Matthew Kaufman, UrbanTrans North America

Philip Winters, Center For Urban Transportation Research (CUTR); Bill Loudon, DSK Associates; Pete Stephanos, FHWA

MAP-21 impacts how we measure TDM programs and how effectively TDM competes for funding against other transportation investments. This session



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will provide background on MAP-21's performance measurement requirements. We will discuss opportunities to influence the rule making process, as well as tools to measure the effectiveness of TDM programs to help assure that TDM continues to be a competitive transportation investment.

► **The Evolving Role of TMAs in the U.S.**

Room: *Baltimore/Annapolis*

Track: **Other**

Erika Kampe, Steer Davies Gleave

Transportation Management Associations (TMAs) emerged as a key tool for reducing traffic impacts in the late '80s and early '90s. Since that time, the role of these localized public/private partnerships has evolved as technology, public policy, and consumer preferences have changed. What factors have caused some TMAs to thrive while others have shut their doors? Explore these themes in an interactive format from the lens of Southern California's 26 year old Go Glendale TMA.

► ***Rapid Fire Session—15 minute session***
Growing TDM in the Inland Empire one Commuter at a Time

Room: *Constellation E*

Track: **Innovation**

11:00 am–11:15 am

Moderator: Ashley Robbins, Mobility Lab

Robert Yates, Riverside County Transportation Commission

A case study on the development of new TDM ridematching and program implementation software that includes the incorporation of end user commuter portable accounts. The case study discusses project implementation from needs assessment, consultant procurement, business logic development, programming, and final product implementation.

► ***Rapid Fire Session—15 minute session***
Is Gamification the Next Big Thing in TDM?

Room: *Constellation E*

Track: **Innovation**

11:15 am–11:30 am

Moderator: Ashley Robbins, Mobility Lab

Eric Schreffler, ESTC

Gamification is a new buzzword in TDM. It might be viewed as the logical progression from commuter information dissemination to incentive programs to reward/lottery programs and ultimately to gamification via new advances in social media. This presentation will attempt to address the

question "Is gamification a way to just get millennials engaged, or is there broader appeal to all commuters and travelers?"

► ***Rapid Fire Session—15 minute session***
Jitneys for the 21st Century: Via's Experience in New York City

Room: *Constellation E*

Track: **Innovation**

11:30 am–11:45 am

Moderator: Ashley Robbins, Mobility Lab

Zachary Wasserman, Via Transportation, Inc.

Jitney service, long considered a makeshift form of mobility, is making a comeback across the U.S. as transformational new technologies converge with powerful social and cultural forces. Via is helping to lead the way in New York City, where the company currently provides tens of thousands of shared rides per week. A representative from Via will discuss some of the lessons learned in the process of reinventing a historically marginalized transit mode.

► ***Rapid Fire Session—15 minute session***
The Transportation Survey as a Tool for Understanding Travel Choices, Behaviors, and Patterns

Room: *Constellation E*

Track: **Innovation**

11:45 am–12:00 pm

Moderator: Ashley Robbins, Mobility Lab

Bridget Thrasher, Stanford University

We have partnered with a variety of academics to develop a new suite of questions for our annual transportation survey that will help bring insight into our commuters' travel choices, behaviors, and patterns. By gaining a better understanding of why people commute the way they do, we will be able to develop and tailor our TDM programs to better meet the needs of our diverse community and lower our percentage of drive-alone commuters.

► ***Rapid Fire Session—15 minute session***
Bike Share: Where We Started, Where We Are Headed

Room: *Constellation F*

Track: **Sustainability**

11:00 am–11:15 am

Lee Jones, Bicycle

Bike Share: where we have come from and where we are headed. We will visit the development and growth of bike share systems in communities of all sizes here in the U.S. highlighting the recipes for success in a

variety of cities. The presentation will look to emerging trends in the bike share market.

► ***Rapid Fire Session—15 minute session***
Carrots and Culture: Promoting Travel Behavior Change with a Big Bag of Tricks

Room: *Constellation F*

Track: **Sustainability**

11:15 am–11:30 am

Ellen Orleans, City of Boulder/GO Boulder

Learn strategies for encouraging a wide variety of employees to green commute. The presentation discusses tone, tricks, and tactics for shifting employee travel—and supervisor attitudes—toward bike, bus, carpool, vanpool, and telework options. It also discusses the advantages of multiple motivations, from cleaner air, saving money, and promoting health to networking, building community, and creating a disaster-ready workforce.

► ***Rapid Fire Session—15 minute session***
From Crimson to Gold: Promoting Bicycling at Harvard University

Room: *Constellation F*

Track: **Sustainability**

11:30 am–11:45 am

Ben Hammer, Harvard University Transportation Services

Learn about the innovative strategies Harvard has implemented to establish and maintain its nationally recognized bicycling program. Topics include bike share, bicycle benefit programs, infrastructure development, safety campaigns, and municipal and statewide collaboration will be discussed.

Keynote Luncheon & Public Policy Update

12:00 pm–1:30 pm

Room: *Constellation Ballroom*

► **Regional Commuter Transportation Planning and Development**

Moderator: Larry Robinson, Sacramento Metro AQMD and ACT Sacramento Valley Chapter President

Honorable Dennis R. Schrader, P.E., CHPCP, Deputy Secretary, Maryland Department of Transportation and the Honorable Nicholas Donohue, Deputy Secretary, Virginia Department of Transportation

When considering regional transportation planning and development most think about multiple counties working through and MPO within a state, such as Los

Angeles, Indianapolis, Houston, and San Francisco. Baltimore and Washington, D.C. are among a handful of unique communities where the regional planning includes more than one state. Join the Keynote speakers for a look at the role TDM plays in regional planning and economic development.

Concurrent Education Sessions

1:45 pm–2:45 pm

► Five Key Campaigns to Make Bicycling Safe and Popular

Room: *Baltimore/Annapolis*

Track: **Health & Wellness**

Moderator: Brendan Casey, Arlington Transportation Partners

Shane Farthing, Washington Area Bicyclist Association

Bicycling is a growing mode of transportation worldwide, but many local, state, and national leaders struggle to determine what concrete steps to take to make bicycling safe and popular in their respective communities. In this presentation, a leading bike advocate will present five Key Campaigns every jurisdiction, regardless of size and resources, can pursue to grow bicycling and achieve the accompanying benefits in public health, sustainability, and affordable mobility.

► Live More, Commute Less—An Innovative Marketing Strategy to Promote Social Change by Reinforcing the Positive Aspects of Not Driving Alone

Room: *Baltimore/Annapolis*

Track: **Health & Wellness**

Jim Larsen, Dulles Area

Transportation Association

The Dulles Area Transportation Association recently created the Live More Commute Less marketing strategy as a vehicle to promote the positive aspects of changing drive-alone commuting behavior to realize that you can be more healthy, focus on other things than driving every day, save money, and live more with the added time that you will gain back in your life. Central to the Live More Commute Less strategy is @livemore, a tabloid paper inspiring the Dulles Area community to explore alternatives to single car commuting—and get their lives back! The presentation will explain this program in detail and will provide examples of how the Live More Commute Less marketing campaign

strives to accentuate the positive life and health benefits that commuting less in a single occupant vehicle has on your everyday life.

► Dare to Dream: The Power of Partnerships to Change the World

Room: *Constellation D*

Track: **Public Policy**

Carol Merrill, King County Metro

This session will consider options to develop and implement a program to administer a low-income transit fare to minimize the costs of using public transportation for those who can least afford it. This session will incorporate sustainability, the core integrity of the public agency, maintaining political will to keep going, and leveraging partnerships to reduce costs. What does such a program look like?

► Apps for Gaps: Digital Solutions for the First/Last Mile Challenge

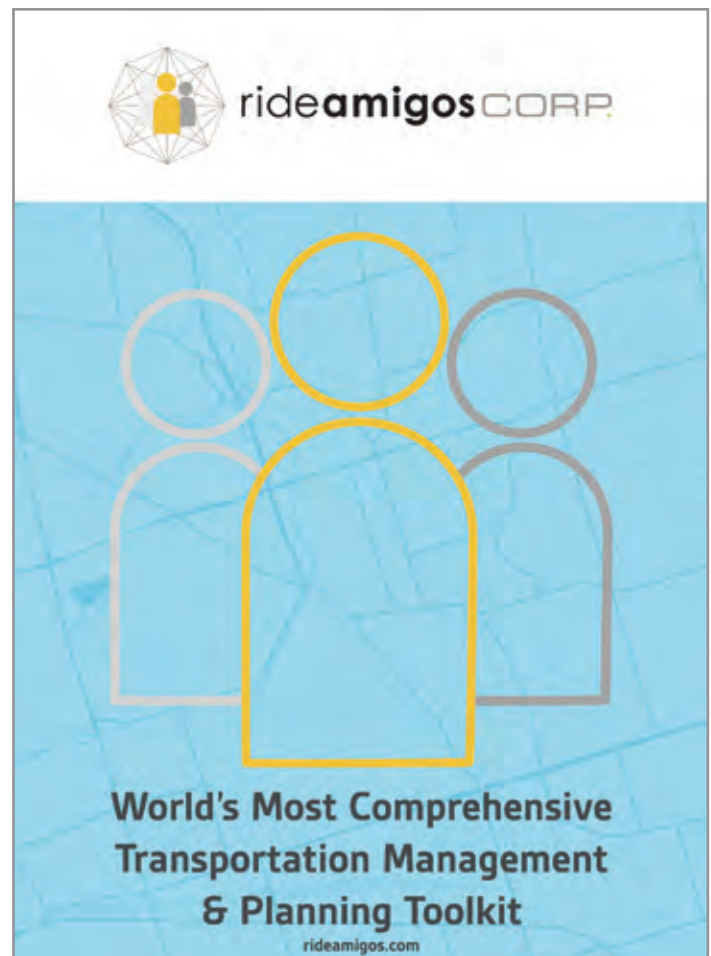
Room: *Constellation E*

Track: **Innovation**

Moderator: Terra Curtis, Nelson\Nygaard Consulting Associates

Emily Castor, Lyft; Boris Palchik, Nelson\Nygaard Consulting Associates; Katie Sihler, RideScout

Need fresh ideas to replace costly shuttles or ridematching services that are failing to change commute habits? Technology and changing demographics give rise to new solutions for “first- and last-mile gaps”—inconvenient connections between transportation hubs and final destinations. This panel discussion brings together the latest ideas and app solutions to improve mobility, especially in suburbs. Participants will learn about dynamic commuting options and ways to create inviting first/last-mile services with lasting behavior change potential.



► **Developer Perspective on TDM**

Room: *Constellation F*
Track: **Sustainability**
Moderator: *Peggy Schwartz, North Bethesda TMD*

Shane McLaughlin, Quadrangle Management Company; Jay Corbalis, Federal Realty Investment Trust; Rebecca Snyder, Insight Property Group LLC; Brook Katzen, SB Urban

Hear from Maryland, Virginia, and Washington, D.C. developers and property owners about how TDM was incorporated into their projects—projects that were designed to be sustainable and TDM-friendly.

While TDM may have been initially included in response to local legislation and ordinances, it has become a highly regarded tenant amenity and an integral part of these nationally-recognized, award-winning; in one case, it allowed a project to get approved with no parking.

Concurrent Education Sessions

3:00 pm–4:30 pm
► **Beyond the Fundamentals**
Room: *Constellation D*
Track: **Public Policy**
Philip Winters, Center For Urban Transportation Research (CUTR), University of South Florida

There is more to know than the tax free limits of Internal Revenue Code Section 132(f) qualified transportation fringe benefits (a.k.a., commuter benefits). This highly interactive session will use an audience response system (“clickers”) and modified Jeopardy!® PowerPoint game format to test your knowledge about these commuter benefits. After this 60-minute session, you will have a working knowledge of commuter benefits’ conditions, exceptions, and opportunities for employers. Two credits awarded toward Commuter Choice Certificate.

► **Social Marketing in a Digital Age**
Room: *Constellation E*
Track: **Innovation**
Moderator: *Elizabeth Denton, Arlington Transportation Partners*

Mark Marosits, Worldways Social Marketing; Anne Rugg, commuteSMARTseacoast, COAST

Social marketing is proven practice for promoting positive behavior change,

including transportation choices. The practice of social marketing is evolving as the digital future evolves. Web and social media offer new and cost-effective ways to mount social marketing campaigns and sustain behavior change. This session will be skills based, focusing on how to use social marketing to change behavior.

► **Bikeshare: The Bridge to Bike Commuting**
Room: *Baltimore/Annapolis*
Track: **Health & Wellness**
3:00 pm–3:45 pm
Courtney Miller, TranSystems

Bikeshare programs inspire a lot of attention and interest, but do they really help daily commuters? In 2014, Orlando Bikeshare launched with 20 bikes and expanded to 200 bikes in 2015. reThink, Central Florida’s Commuter Assistance Program, built on the excitement surrounding bikeshare to spark new relationships with employers and used the bikes to build the skill-level of drive-alone commuters so they could plan to bike to work instead.

► **Put a Little Step in Your Commute—Montgomery County’s Walk and Ride Challenge**
Room: *Baltimore/Annapolis*
Track: **Health & Wellness**
3:45 pm–4:30 pm
Peggy Schwartz, Executive Director, North Bethesda TMD; Traci McPhail, Marketing Manager, North Bethesda TMD

The Challenge gets people walking as part of both their commute and daily lives. Participants get T-shirts and pedometers, track their steps, and compete for prizes including gift cards and transit passes. The Challenge has grown from 100 participants in 2007 to more than 1,000. Participants include entry-level employees to CEOs. The Challenge promotes health/wellness, and the County’s many TDM programs.

Leadership Academy
3:00 pm–4:30 pm
Room: *Constellation F*
Track: **Other**

Telework Council Meeting
3:00 pm–4:00 pm
► **“The need for telework in TDM and the economy of sharing”—Presented by Elham Shirazi.**
Room: *Columbia*

Chapter Meetings

4:45 pm–6:00 pm
► **Cascade**
Room: *Conway*
► **California Chapters (Northern, Sacramento Valley, Southern)**
Room: *Constellation AB*
► **Chesapeake**
Room: *Constellation C*
► **Mid-Atlantic**
Room: *Constellation E*
► **Midwest**
Room: *Constellation F*
► **Patriot**
Room: *Baltimore*
► **Red River**
Room: *Constellation D*
► **Rocky Mountain**
Room: *Annapolis*
► **SEACT**
Room: *Frederick*
► **Valley of the Sun**
Room: *Columbia*

Optional Event: Heritage Walking Tour

6:00 pm–8:00 pm
Restaurant dinner on your own.

The city’s oldest urban trail will lead conference attendees through three distinct neighborhoods: the Inner Harbor, Little Italy, and historic Jonestown. Discover the people and places that have shaped Baltimore during the past four centuries. Baltimore Visitor Center, 401 Light Street.
Location: Baltimore Visitor Center

Transit Techies Group Meeting

6:30 pm–9:00 pm
Location: Frederick/Columbia
Sponsored by Mobility Labs

Optional Event: Horseshoe Casino

7:00 pm
Meet in the hotel lobby to walk over to Horseshoe Casino for some gambling fun.
1525 Russell St, Baltimore, MD 21230
Location: Horseshoe Casino

TUESDAY, JULY 28

Registration Open

8:00 am–4:00 pm
Room: *Atrium*

Exhibits Open

8:00 am–4:00 pm

Constellation Foyer

Keynote Breakfast and Leadership Academy Graduation

8:00 am–10:00 am

► Vital Role in Transportation in Emergency Preparedness

Edward J. Gabriel, U.S. Department of Health and Human Services

Ed Gabriel is Principal Deputy Assistant Secretary for Preparedness and Response (ASPR) at the U.S. Department of Health and Human Services (DHHS). Prior to HHS, he served as Director, Global Crisis Management and Business Continuity, for The Walt Disney Company. He also held positions in New York City, where he was a 26-year Paramedic veteran of FDNY Emergency Medical Service, and was assigned to the City's Office of Emergency Management as Deputy Commissioner for Planning and Preparedness, where he was responsible for all preparedness and planning-related strategy, projects, and initiatives. He was at Ground Zero in New York City on September 11, 2001, and has become increasingly passionate not only about emergency preparation but also ensuring viable transportation options before, during and after disasters.

Optional Event: University of Maryland—Baltimore Walking Tour & Tour of Bicycle Facilities

Complimentary tour

10:15 am–1:30 pm

Location: University of Maryland—Baltimore

Concurrent Education Sessions

10:30 am–11:30 am

► *Rapid Fire Session—15 minute session* Financing TDM and Parking Management in Boulder Junction through Property Taxes

Room: Constellation D

Track: **Public Policy**

10:30 am–10:45 am

Christopher Hagelin, City of Boulder/GO Boulder

Boulder Junction is a mixed-used transit-oriented development with access to first and final mile amenities, reduced parking, connections to Boulder's multi-use paths, and a focus on the pedestrian.



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To make this vision a reality, city planners built on the parking and TDM programs in downtown Boulder and added new innovative regulatory measures and finance mechanisms. This presentation will explain the design and implementation of Boulder Junction's dual TDM and parking management taxing districts.

► ***Rapid Fire Session—15 minute session***
Subsidizing Congestion? Impacts of Tax Subsidies

Room: Constellation D

Track: **Public Policy**

11:00 am–11:15 am

Steven Higashide, TransitCenter;
Shin-pei Tsay, TransitCenter

Parking and transit tax benefits together account for an estimated \$8.6 billion total in forgone federal and state income tax and payroll tax revenue each year. Better mechanisms to manage parking are available. This presentation will review the impacts of outdated commuter tax benefits and how they could be updated for the 21st century.

► ***Rapid Fire Session—15 minute session***
What's in a Name? The Limitations of Current TDM Definitions and the Potential for Greater Impact

Room: Constellation D

Track: **Public Policy**

11:15 am–11:30 am

Kirk Hovenkotter, Program Fellow,
TransitCenter

What does a city, region or program's definition of TDM reveal about its efforts and funding sources? TransitCenter scanned the field and took a closer look at the relationship between program priorities and those of their funders. Learn how redefining TDM programs with a focus on economic development, public health, and social equity open the door to more diverse funding sources and make practitioners work more relevant to more people.

► **Spotlight on Best Workplaces for Commuters Employer Programs**

Room: Constellation E

Track: **Innovation**

Moderator: *Julie Bond, Center for Urban Transportation Research (CUTR), University of South Florida*

Deborah Freed, Virginia Tech; Maureen Farrell, GVF; Kerri Morehart, Cadmus Group; Hillary Zahm, Development, Macerich/Tyson's Corner Center

This is a must-attend session that will feature the leaders of four award winning Best Workplaces for Commuters' employer commute programs. Through an innovative format, the stage will be set for each panel member to tell their story through interview style interaction with the facilitator. This session will engage the audience members through quick polls and interactive discussion surrounding the many perspectives of the panel members.

► **The Building Blocks of TDM: Visualizing Better Transportation Options through Active Play**

Room: Constellation F

Track: **Sustainability**

Monica Tibbits-Nutt, 128 Business Council

Learn to facilitate more robust discussions of transportation options through the use of Lego building blocks. Learn how to utilize active play presentations to engage community groups, business executives, and other stakeholders. You will actively go through the process while learning how to lead a similar process in your communities and work environments. Each participant will be given a handbook detailing the process, preparation, marketing, and necessary materials to replicate the process.

► **A Travel Demand Management Digital Safari**

Room: Baltimore/Annapolis

Track: **Other**

10:30 am–11:00 am

Louise Baker, Opus International Consultants

Catch up with the latest on this 2015 TDM "digital safari," which will showcase the TDM apps that every discerning TDM practitioner should know about. This presentation showcases a collection of established and emerging TDM apps and seeks to inspire TDM professionals to embrace digital

technology, keep up to date, and collaborate with digital developers.

► **From 5to4, Successful Gamification in Mobility Management in Europe**

Room: Baltimore/Annapolis

Track: **Other**

11:00 am–11:30 am

Moderator: *Ashley Robbins, Mobility Lab, Arlington Transportation Partners*
Willem Buijs, DTVConsultants

From5To4 is a web-based tool which combines personal and group incentives for employees into an attractive game. It aims for a reduction impact of commuter and business trips through the provision of a 'Commuter Challenge' competition. F5T4 is a game-changer, introducing new trends in social media and gamification into the field of mobility management. From5To4 encourages employees to change their travel behavior and use sustainable modes for at least 20% of their commutes.

Networking Luncheon

11:45 am–12:45 pm

Room: Constellation Ballroom AB

Chapter Leadership Meeting

11:45 am–12:45 pm

Room: Pratt/Calvert

Council Leadership Meeting

11:45 am–12:45 pm

Room: Camden/Lombard

Concurrent Education Sessions

1:00 pm–2:00 pm

► **TNCs, Mobility and TDM—A Roundtable Discussion**

Room: Constellation D

Track: **Public Policy**

Jason Pavluchuk, Pavluchuk & Associates

This session is designed to be an open forum and discussion of new roles of TNCs and TDM. During the session, we will explore the latest public policies as it relates to TDM and TNCs. We will also discuss how TDM agencies are working with (or against) new mobility providers. This session will be facilitated by ACT Government Affairs Director Jason Pavluchuk and is designed to be an open discussion rather than a series of presentations.

► **TDM and Tech Providers: Getting to a Win-Win Collaboration**

Room: *Constellation E*

Track: **Innovation**

Moderator: *Howard Jennings, Mobility Lab*

Matt Caywood, TransitScreen; Paul Steinberg, Carma; Kevin Webb, Conveyal

A huge array of technology enabled innovations such as car and bike sharing, real-time apps, mobile fare payments, and real ridesharing and ride-hiring are creating a revolution in transportation. TDM agencies can play a key role in marketing these innovations, and indeed must be actively engaged to stay relevant in this rapidly changing environment. Join an expert panel of private tech providers and TDM practitioners in determining ways to create mutually beneficial collaboration.

► **Green Parking and Green Garage Certification**

Room: *Constellation F*

Track: **Sustainability**

Moderator: *Rachel Yoka, International Parking Institute*

Casey Jones, SP+; JC Porter, Arizona State University

Do you know what it takes to get your facility certified as a Green Garage by the Green Parking Council? Whether you pursue certification for your facilities or not, this presentation covers best practices as well as state-of-the-art sustainability measures. Discussion of topic areas such as Transportation Demand Management (TDM), renewable energy sources, and energy efficiency measures as well as case studies.

► **Commute Concierge—A Guide for the Journey**

Room: *Baltimore/Annapolis*

Track: **Other**

Celeste Gilman, University of Washington

The choices we make about how to travel are personal and complex. In August 2014, the University of Washington began a new service to cut through this complexity and provide people with just the information that is relevant to them. The Commute Concierge provides personalized commute plans online, in person, and over the phone. By working one-on-one with customers, we are able to help them overcome their particular barriers to a non-driving commute.

Vanpool Council Meeting

1:00 pm–2:00 pm

Room: *Columbia*

Optional Event: Tour of BWI Marshall Airport Bikeshare Program and Bike Trail

This tour includes bike riding.

2:00 pm–5:30 pm

Location: Baltimore/Washington International Thurgood Marshall Airport (BWI)

Concurrent Education Sessions

2:15 pm–3:15 pm

► **You're Good Now, Now Let's Make Sure Everyone Knows It**

Room: *Constellation D*

Track: **Public Policy**

Moderator: *Howard Jennings, Mobility Lab*

Jef Lucero, Washington State Department of Transportation; Paul Mackie, Mobility Lab; Jason Pavluchuk, Pavluchuk & Associates

TDM is an incredibly effective tool that can be used for a variety of purposes: congestion relief, improving air quality, employee retention, increased access, among others. However, TDM experts are often challenged when it comes to selling the results. This session will key in on developing well-crafted messages about your results that are simple, memorable, clear, and framed in basic terms that make TDM as American as apple pie. This session will show you how to spin basic stats into a message that is focused and energetic. We will discuss crafting messages that decision makers at any level want to hear and provide you with tips on how to market your results to those decision makers.

► **Multimodal Payments: Key to Managing Mobility**

Room: *Constellation E*

Track: **Innovation**

Moderator: *Michael Dinning, Volpe Center, U.S. Department of Transportation*

Craig Roberts, InComm; Katie Sihler, Business Development, RideScout; Gwo-Wei Torng, U.S. Department of Transportation Federal Transit Administration

This session will outline the potential benefits from the convergence of payment systems for different modes of transportation, including transit, toll roads, parking, bike and

car sharing, etc. He will summarize the results of the recent Multimodal Transportation Payments Convergence Workshop and outline the potential opportunities, challenges, and strategies for collaboration among public and private organizations involved in payment systems in the various modes of transportation.

► **The Bike Shorts Film Festival: Building a Bike Culture from Scratch**

Room: *Constellation F*

Track: **Health & Wellness**

2:15 pm–2:45 pm

Moderator: *Brendan Casey, Arlington Transportation Partners*

Tyler Godsey, Roanoke Valley—Alleghany Regional Commission

RIDE Solutions' annual Bike Shorts Film Festival is in its 5th year and has grown international in scope, a huge jump from its humble beginnings in a narrow downtown performance space. This presentation will explore the importance of community partnerships and engaging arts organizations in the success of your program, and ways to challenge car culture by providing a creative outlet to the smartest people in your city.

► **Bikesharing as a TDM tool: How the Integration of Bikesharing and Public Transit Can Encourage Mode-Shift**

Room: *Constellation F*

Track: **Health & Wellness**

2:45 pm–3:15 pm

Eric Tucker, San Jose State University

Bikesharing is a cutting edge transportation mode that is being implemented in cities across the U.S. that has great potential to encourage mode shift from personal automobiles by increasing the access to public transportation and bicycles in cities. Using GIS analysis, the presenter will visualize how bikesharing serves as a TDM tool for cities by increasing the catchment area of existing public transportation stations, therefore benefiting residents, transit agencies, and the city as a whole.

► **The Evolution of Individualized Marketing Programs**

Room: *Baltimore/Annapolis*

Track: **Other**

Cathy Cibor, Alta Planning + Design

Individualized marketing is a proven model for changing travel behavior

and has a long history in Australia, the UK, and North America. American communities are now pushing the boundaries on what individualized marketing can do. From targeting new residents or specific demographics to focusing on campuses and employers, individualized marketing is evolving as a tool to reduce drive-alone trips. This session will cover a brief history of the program model, introduce the basic principles of individualized marketing, and showcase recent innovations through case studies.

Employer Council Meeting

2:15 pm–3:15 pm
Room: *Columbia*

Concurrent Education Sessions

3:30 pm–4:30 pm

► National Transit Database Reporting for Vanpools

Room: *Constellation D*

Track: **Public Policy**

David McMaster, Metropolitan Transit Authority of Harris County Texas; Brian McCollom, NTD Operations Center/McCollom Management Consulting, Inc.

National Transit Database Operations Center Adviser Brian McCollom will provide an overview of vanpool reporting for NTD and review the challenges vanpool programs have with reporting data. Attendees will learn the answers to many of the most pressing questions about suitable options for gathering and configuring data for reporting to NTD.

► Harnessing the Virtual Workforce for Transportation Benefits

Room: *Constellation E*

Track: **Innovation**

Moderator: *Sara Hendricks, Center for Urban Transportation Research (CUTR)*

Sandra Brecher, Montgomery County Commuter Services; Melissa Madison, Commuter Services

Three experienced employer outreach specialists will discuss their programs to promote telecommuting and provide assistance to employers to start and maintain telecommuting programs. Questions and discussion will bring out successes and challenges these programs experience.

► Making it Count: How Utah's Clear the Air Challenge Creates a Measurable Impact

Room: *Constellation F*

Track: **Sustainability**

Ryan Evans, Salt Lake Chamber

How do you activate a population to change travel behavior, not drive alone, and tell you about it? In this session, learn how the U.S. Department of Transportation and the Salt Lake Chamber leveraged their online Challenge tool to engage with citizens and save 6800 participants more than \$750,000 in gas and burn 15,933,401 calories in just four weeks.

► The Eclectic Toolbox of Neuro Programming for TDM Behavior Change

Room: *Baltimore/Annapolis*

Track: **Other**

Moderator: *Connie McGee, Enterprise Rideshare*

LaShawn Martin, Parksons Brinkerhoff/511 Rideshare; Kerry Haywood, Moffett Park Business Group

How can you elicit behavior change in your marketing messages? A few subtle language changes can catch the reader's attention in a way that causes them to make a shift in their thinking and behavior. This workshop will explore the ways people think, respond, and how they get motivated, process information, and make decisions. This session is based on the original work of Rodger Bailey and adapted for the transportation industry by Kimbrell

Sustainable Real Estate Development Council Meeting

3:30 pm–4:30 pm

Room: *Columbia*

Public Policy Committee Meeting

4:30 pm–5:30 pm

Room: *Constellation C*

TMA Council Meeting

Venue is located in the Hotel Monaco at 2 N Charles St, Baltimore, MD 21201

5:00 pm–7:00 pm

Location: *B&O American Brasserie*

Exhibits Tear Down

6:00 pm–8:00 pm

Room: *Constellation Foyer/ Atrium/ Harborview*

Optional Event: Baltimore Orioles vs. Atlanta Braves Baseball Game

Game starts at 7:05 p.m. Limited tickets available. \$30 each.

6:15 pm–10:00 pm

Location: *Oriole Park at Camden Yards (walking distance)*

Those interested in walking together should meet in the hotel lobby at 6:15 pm.

Tickets should be picked up at the ACT registration desk no later than 4:00 pm.

Closing Party with your Amigos!

8:30 pm–11:30 pm

Location: *Tin Roof Bar*

Close out the 2015 Conference with your old and new friends. Join us at the Tin Roof Bar, 32 Market Place in Baltimore for dancing, karaoke, open bar, and fun, fun, fun! The Tin Roof Bar is short four-minute rideshare away or only two blocks away from a Charm City Circulator, Orange Line stop. The closing night party is made possible by RideAmigos and vRide.

WEDNESDAY, JULY 29

Registration Open

8:00 am–12:00 pm

Room: *Atrium*

Awards Breakfast

8:30 am–10:30 am

Room: *Constellation Ballroom*

Concurrent Education Sessions

10:45 am–11:45 am

► It's the Climate, Stupid!

Room: *Constellation D*

Track: **Public Policy**

Larry Robinson, Sacramento Metro Air Quality Management District

California is leading the way on innovative approaches to reducing greenhouse gases, with the GHG Cap and Trade Program being chief among them. With the sale of emissions credits slated to generate more than \$1 billion per year, learn how TDM projects/programs can figure prominently in the programming of that revenue as well as effective advocacy strategies that lead to success in the regional/state regulatory and legislative arenas

► **Transit Diary: Data That Moves**

Room: *Constellation E*

Track: **Innovation**

Monica Tibbitts-Nutt, 128 Business Council

Increased ridership is the goal of any transit system. Explore innovative methods and tools for measuring individual preferences and behaviors that influence said ridership. Learn how to use these methods to improve transit usage and to better engage the public in transit issues.

► **Repositioning the Suburbs through Multimodal Transportation Enhancements**

Room: *Baltimore/Annapolis*

Track: **Other**

Eric Goldstein, King of Prussia District

Learn how public and private leaders in King of Prussia, Pa., are using multimodal transportation enhancement projects to reinvigorate and reposition a successful but dated suburban community that lies just 18 miles northwest of downtown Philadelphia. Presentation topics will

include the proposed King of Prussia Rail Extension, "Road Diet" design and construction, the new commuter shuttle system, the proposed Pennsylvania Turnpike (276) interchanges, and numerous other pedestrian and vehicular safety improvement projects.

University Council Meeting

10:45 am–11:45 am

Room: *Columbia*

Optional Event: Behind the Scenes Tour of BWI Airport

Light rail fee on your own. I.D. required for security checkpoint.

12:30 pm–3:00 pm

Location: Baltimore/Washington International Thurgood Marshall Airport (BWI)

Optional Event: Walking tour of University of Maryland- College Park Bicycle Facilities

Rail and/or Metro fees on your own.

12:30 pm–4:30 pm

Location: University of Maryland—College Park

Optional Event: Behind the Scenes Tour of Union Station

Light rail and MARC rail fees on your own.

12:30 pm–5:00 pm

Location: Union Station in Washington, D.C.

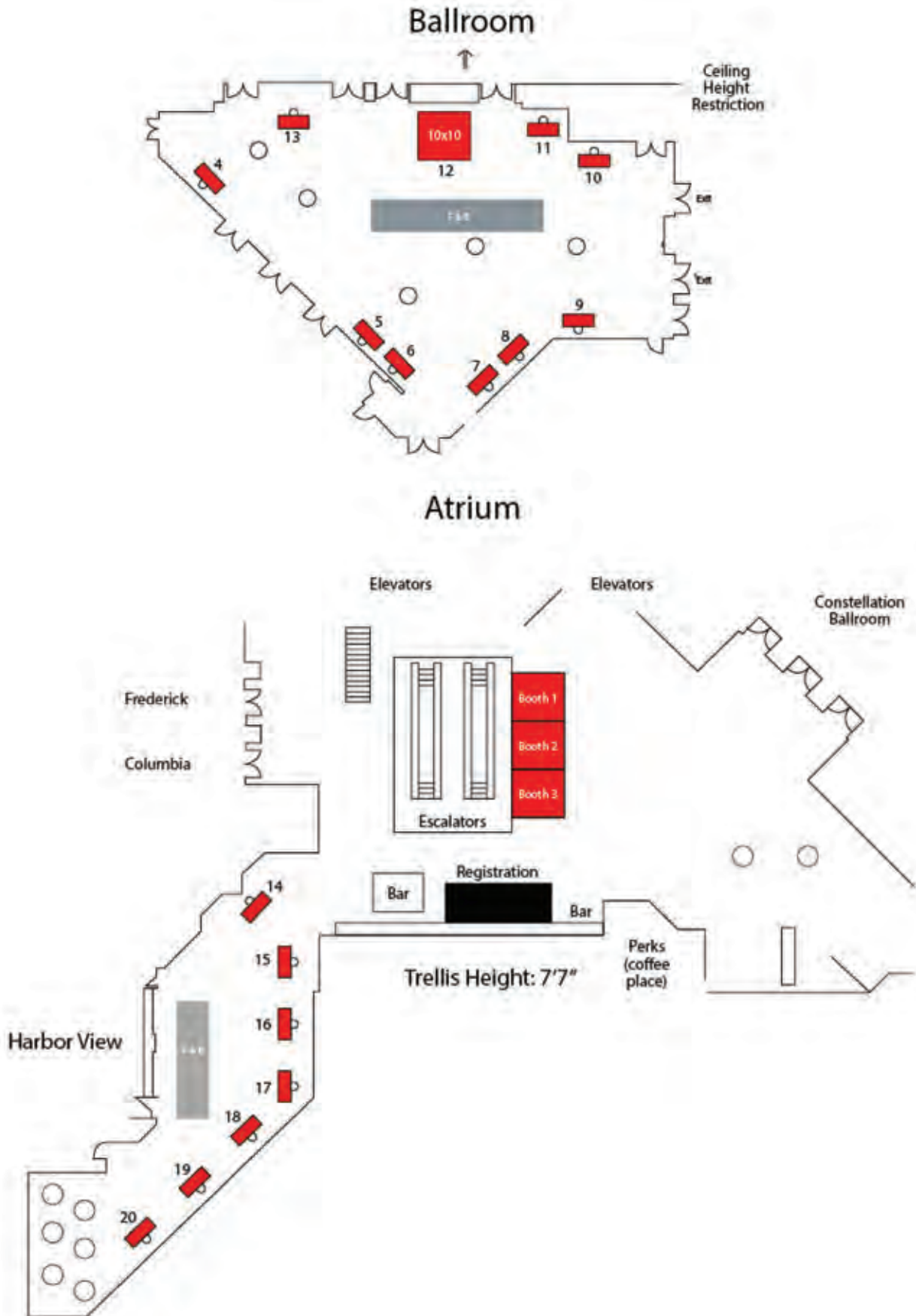
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Edenred Commuter Benefit Solutions	1	TripSpark	3
Enterprise RideShare	10	UrbanTrans North America	N/A
Entertainment Corporation Marketing Solutions (DBA Entertainment)	12	vRide	11
		Wells + Associates	N/A



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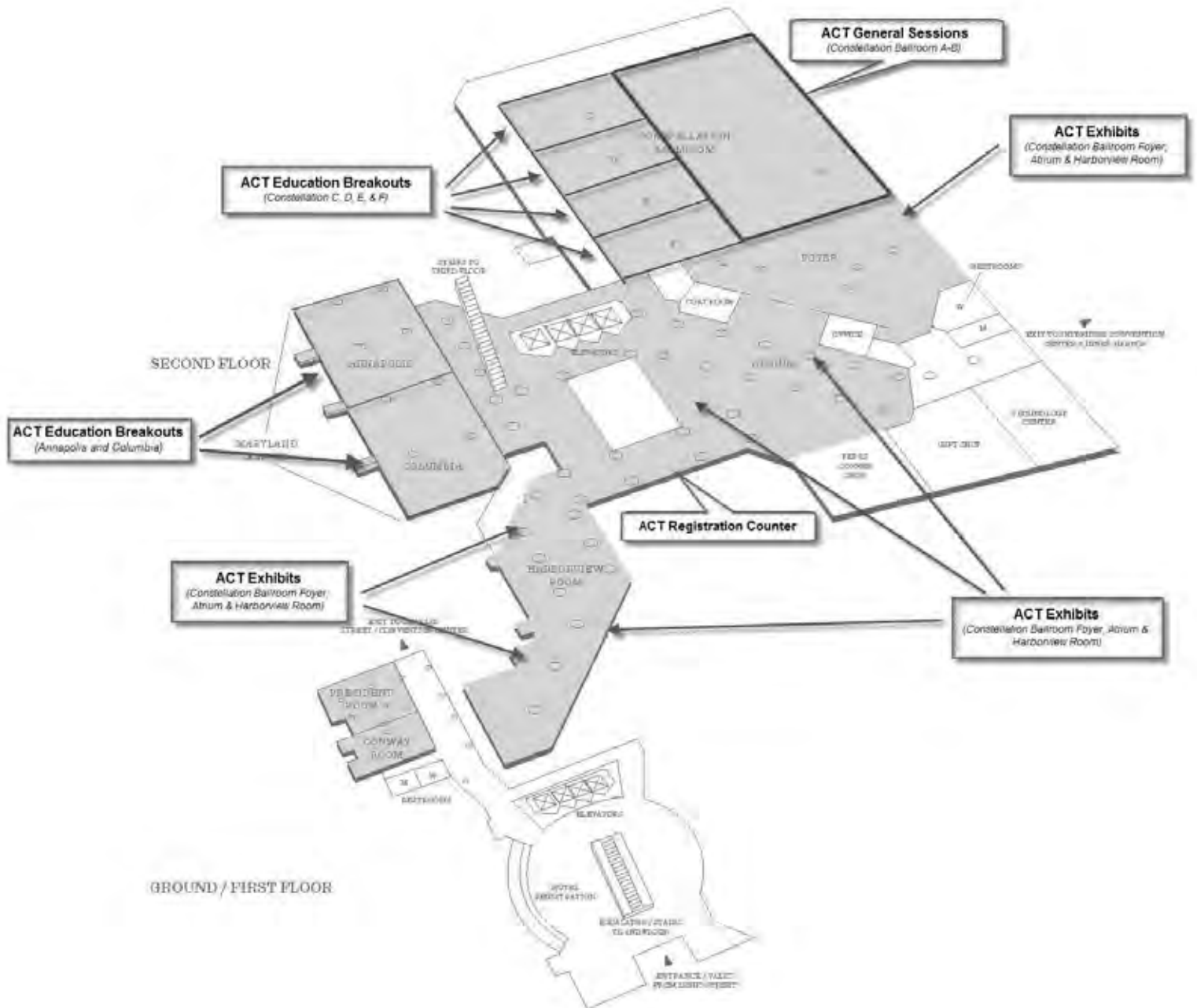
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Association of Commuter Transportation

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CONFERENCE COMMITTEES

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!

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Rico Fleshman, Chair, American Public University

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Candace Zaslow, Enterprise Rideshare

Ben Cohen, BWI Business Partnership

Alan Doran, Harford County Department of Community Services

Adrienne Moretz, TransIT Services of Frederick

Courtney Menjivar, Wells + Associates

Awards Judges

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Crissy Ditmire, vRide

Katherine Molin, City of Raleigh

Courtney Menjivar, Wells + Associates

Laura Manuel, Hawaii.gov

Sonya Landrum, Northern Central Texas Council of Governments

Justin Schor, Wells & Associates

Brian Shaw, Stanford University

Abbey Harding, North Natomas TMA

Conference Marketing Support

John Rowley, Quintessential Marketing Inc.

Conference Technical Support

Jill Baker, International Parking Institute

LIVE BAND KARAOKE, GONG SHOW!

vRide and RideAmigos invite you to a "Live Band Karaoke Night" during your stay at the 2015 ACT International Conference in Baltimore. Please join us for a night full of good music, great networking and a guaranteed fun time.

Where.

Tin Roof Bar. 32 Market Place. Baltimore, MD 21202

What.

The HariKaraoke Band (Live Band Karaoke) will be in the house with the solution to relieving "painful" singers with a GONG. Will you survive?

When.

Tuesday, July 28th. 8:30 pm - 12:30 am

Who will be there?

YOU (of course), and the rest of the most influential transportation professionals attending the ACT 2015 International Conference. You won't want to miss this!

We look forward to seeing you!



As history proves, the ACT Leadership Academy has been cited for receiving "The Gong" during past performances at the Hill Country BBQ in D.C. Will they be REPEAT OFFENDERS?



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