

TDM IN THE GARDEN OF GREEN & SUSTAINABLE



2012 ACT INTERNATIONAL CONFERENCE

SAVANNAH GA

JULY 28 > AUG 1 2012

July 28 – August 1, 2012 • Savannah, Ga.

Hyatt Regency Savannah

PROGRAM BROCHURE

# ACT 2012 International Conference Sponsors



## Dear ACT Members and Guests,

Welcome to Savannah, located in the heart of coastal Georgia's famed Lowcountry, an area known for its historic Southern charm and hospitality. We come together for ACT's International Conference to once again focus on rational solutions to transportation demand management challenges and other pressing topics in our industry.

We unite at our annual conference to strengthen both ACT and its members, which has been reinforced with the announcement of the ACT500 membership campaign. Here, we can learn from one another and share strategies to help our communities. ACT's International Conference is an ideal opportunity to reconnect with old colleagues and meet new ones. Part of our industry's appeal is its wide range of expertise and resources — take a look around you at this conference!



The International Conference is a participatory experience, where we can listen to, and learn from, other members and presenters while also connecting with and learning from our business partners on the trade fair floor. Be sure to avail yourself of the extensive variety of professional development workshops, breakout sessions and general sessions. These exceptional opportunities -like our special Suburban and Rural TDM Summit -focus on developing and maintaining essential partnerships. The collaborations, such as working with the Joblinks Employment Transportation Center reinforces the vital role TMAs have to enhance cooperation, exchange ideas and share experiences that are key to economic growth and sustainable mobility, enhancing the quality of life in our communities.

Today's economic and political climate have created challenges to TDM and our conference is an ideal time to connect with each other, unite our support and strengthen our voices to emerge successful and to ensure that ACT continues to be a strong voice throughout our nation. Thank you for your continued support and commitment to ACT and this conference as we move forward to preserve and protect the future of our industry.

Please enjoy your time in Savannah exploring the opportunities that our local and national committees have diligently arranged to enhance your conference experience.

With Warm Regards,

Caryn R. Souza,  
Executive Director



Visit us at Booth 19

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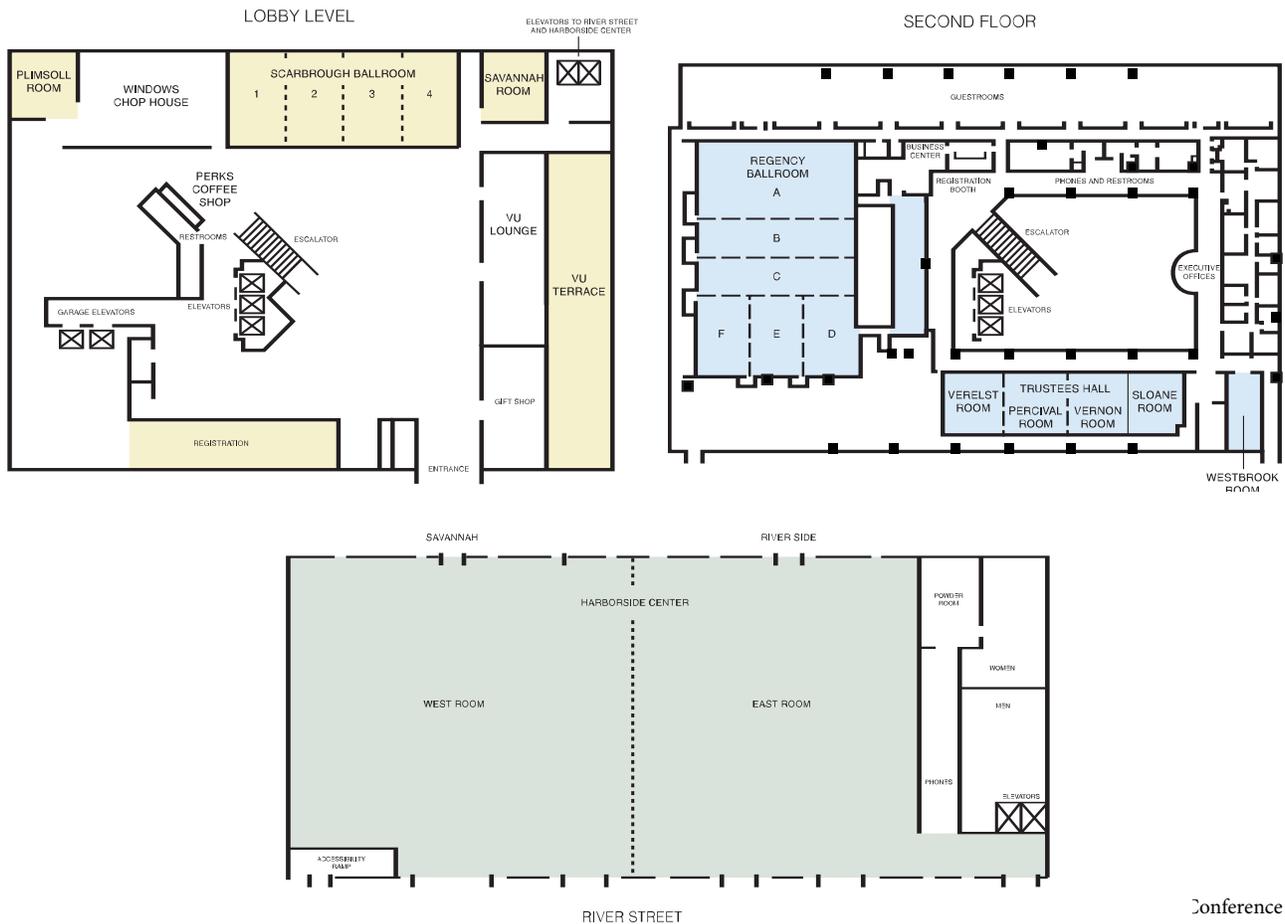
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## Hyatt Regency Savannah Map



# 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!

## Technical Committee

Brian Shaw, University of Pennsylvania  
Chris Simmon, vRide

## Off-Site Tour Committee

Cheryl O'Connor, Chair, Arlington Transportation Partners  
Bridgette Carter, Ridefinders  
Mike Williams, The Clean Air Campaign

## Awards Committee

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Rico Fleshman, Co-Chair, vRide  
Jim Appleby, vRide  
Alice Lee-Cook, vRide  
Suzanne Day, Valley Metro  
Jesse Kafka, vRide  
Barbara Ladner, Pace Suburban Bus  
David McMaster, Metro-Metropolitan Transit Authority  
Kathy Molin, Triangle Transit/GoTriangle  
Aileen O'Rourke, A Better City TMA  
Larry Robinson, Sacramento Air Quality Management District  
Lynn Robinson, Mid-Ohio Regional Planning Commission  
Thomas Shahaden, Enterprise Rideshare  
Joseph Wright, Agency for Community Transit

## Summit Committee

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Barbara Ladner, Pace Suburban Bus  
Chris Simmons, vRide

## Conference Planning Committee

David Straus, Chair, A Better City TMA  
Daniel Allalemdjian, URS Corporation  
Bridgette Carter, RideFinders  
Aaron Fodge, North Front Range MPO  
Vonie Gilreath, BCD Council of Governments  
Lauren Grymek, Seaport TMA  
Rob Henry, Greater Valley Forge TMA  
Deborah Jones, San Diego Association of Governments  
Josh Kavanagh, University of Washington  
David McMaster, Metropolitan Transit Authority of Harris County Texas  
Cheryl O'Connor, Arlington Transportation Partners  
Dustin Rhue, Neponset Valley TMA  
Larry Robinson, Sacramento Metropolitan AQMD  
Lynn Robinson, Mid-Ohio Regional Planning Commission  
Rachel Roche, Southwestern Pennsylvania Commission  
Elizabeth Stutts, Florida Department of Transportation  
Lisa Kay Schweyer, Southwestern Pennsylvania Commission

Brian Shaw, University of Pennsylvania  
Diane Thorne, The TMA Group

## Conference Logo Development

Jeff Horton, Florida State University

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Bridgette Carter, RideFinders  
Jeff Horton, Florida State University  
Marc Larson, North Florida TPO  
James Lim, Research Triangle Park  
Katie Bailey Martin, Campus Area TMA  
Katherine Molin, Triangle Transit, GoTriangle  
Sandi Moody, Tampa Bay Area Regional Transit Authority  
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Phil Winters, University of South Florida, CUTR  
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Wendy Duren, Arlington Transportation Partners  
Tom Fairchild, Mobility Lab  
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Heather Perkins, Legum and Norman  
Krute Singa, San Francisco Department of the Environment  
Joe Stainsby, vRide  
Patrick Sullivan, 128 Business Council  
Sandy Thibault, CATMA  
Roberta Walker, Howard County Government  
Joe Weiss, TransOptions, Inc.



# ACT 2012 International Conference

## Offsite Tours

### *Educational Tours*

#### **Savannah Bike Tour**

**When:** Sunday 7/29 6:00 p.m. – 7:00 p.m.

**Cost:** \$17.50

**Registration Deadline:** Attendance is limited to 10 people, sign up quick

Combination of a local guide and a bike advocate will give a short guided tour of the historical district and give some good bike safety tips for forming or guiding group rides as part of your professional TDM portfolio. Participants will also get to hear from top bike advocates and officials of the Savannah area about their outreach and initiatives like bike lanes and local legislation.

*Participants will meet in the hotel lobby and depart from there at 5:45 p.m.*

#### **Savannah Segway Tour**

**When:** Sunday 7/29 6:00 p.m. – 7:00 p.m.

**Cost:** \$50

**Registration Deadline:** Attendance is limited to 19 people for each tour, sign up quick

This tour features a combination of history and local Segway advocacy information. Here from Segway advocates about the inroads they have made in the Savannah area about creating a culture of using Segway as a primary mode of transportation as well as historical facts. Monday during the day they will be in the hotel demonstrating segways and you can take a ride! You can also schedule a separate tour other than the group tour. Waivers will be available ahead of time.

*Note: Pre-registration required.*

### *Recreational Tours*

#### **Sea Kayak Georgia**

**When:** Saturday, June 28 8:00 a.m. – 11:30 a.m.

**Cost:** \$45.00

Kayaking Georgia's Beautiful Coastal Sea Marshes While visiting Savannah, getting out on the water and into the estuarine wilderness is sure to be one of the most enjoyable memories of your trip. Join us for our fun salt marsh paddle; no experience necessary, only the desire to kayak. Our seasoned guides are naturalists who love to interpret the ecology of the beautiful Georgia coast. Getting away from the crowds and deep into our pristine barrier islands and winding

tidal creeks, the kayak allows you to really experience our unique marsh ecosystem up close. Tours are the perfect length for inexperienced paddlers to give the sport a try using our stable recreational single or double kayaks. Our group will have a great opportunity to see wading birds, shore birds, and a good possibility for dolphins and sea turtles. The tour will include time for a short beach combing session along the beaches of Little Tybee Island. There is also a nice spot for swimming during this break. Please join us for this special outdoor excursion.

#### **Details:**

**Tour Company:** Sea Kayak Georgia.

Launch will be 8:30am. Low tide is at 11:20 am that day.

**Transportation:** The group will be meeting Mike Williams in the lobby at 7:30am to depart for the trip. He is arranging transportation.

*Note: Pre-registration required.*

#### **Slowride of Savannah**

**When:** Tuesday, July 31, 6:30 p.m. – 8:30 p.m.

**Cost:** \$21.40 for credit cards, \$20 paid onsite Savannah Slow Ride is the eco-friendly way to see Savannah. Our fifteen person bicycle excursions (you read that right, fifteen people on one bike!) take you through beautiful historic downtown. We offer a variety of routes to entertain bachelor/bachelorette parties, birthdays, graduation celebrations, company or retirement parties, pub-crawls, family outings or just to leave the hustle and bustle behind and have a blast with fifteen of your best friends. Shenanigans included.

**Reservations:** 6:30-8:30pm Tuesday July 31. We will meet in the lobby of the hotel at 6pm and walk to the pickup site. We have reserved 2 bicycles so the maximum amount of people is 30. Please reserve through the ACT Website by July 15th! Cost will be approx. 21.40 each for credit cards and \$20 cash to be paid onsite. Pack your favorite beverage or dinner and Join us for a fun-filled Tuesday night!

# ACT 2012 International Conference

## Full Schedule

### Friday, July 27

8:30 a.m. – 5:00 p.m.

#### **Leadership Academy**

Room: Scarbrough Ballroom 4

### Saturday, July 28

8:00 a.m. – 10:00 a.m.

#### **Council Leadership Meeting**

Room: Plimsoll Room

8:30 a.m. – 1:00 p.m.

#### **Leadership Academy Meeting**

Room: Scarbrough Ballroom 4

10:00 a.m. – 12:00 p.m.

#### **Chapter President Leadership Meeting**

Room: Plimsoll Room

1:30 p.m. – 5:30 p.m.

#### **Board of Directors Meeting**

Room: Plimsoll Room

3:00 p.m. – 6:00 p.m.

#### **Registration**

Room: Second Floor Lobby

5:45 p.m. – 7:15 p.m.

#### **Leadership Academy Reception**

Room: Scarbrough Ballrooms 2 & 3

### Sunday, July 29

7:00 a.m. – 8:00 p.m.

#### **Registration**

Room: Second Floor Lobby

8:00 a.m. – 4:30 p.m.

#### **Expanding the Horizon: Suburban and Rural TDM Summit**

The Summit will cover the range of customer needs and labor market trends in rural and suburban areas, while recognizing the important role TMAs can play as a key partner alongside transportation providers, employers, economic development and workforce development professionals, and chambers of commerce.

Room: Scarbrough Ballroom

8:00 a.m. – 12:00 p.m.

#### **Professional Development Workshops**

##### **Crafting a Fully Formed TDM Plan**

*Instructor: Aaron Fodge, North Front Range*

*Metropolitan Planning Organization*

This important workshop will thoroughly cover 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.

Room: Verelst Room

##### **Creating Transportation Choice at Universities and Medical Centers**

*Instructor: Brian Shaw, University of Pennsylvania*

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

Room: Percival Room

##### **21st Century Communications Skills**

*Instructor: Scott Bogren, Community Transportation Association of America*

In the age of instant communications, social media and real-time information, today's TDM professional needs a dynamic set of communications skills. In this hands-on, participatory session, Community Transportation Association of America Communications Director Scott Bogren will lead attendees through an exploration of the new communications and marketing skills, with an emphasis on transitioning the traditional communications tools to the modern audience. This session will cover everything from the basics of deploying new technologies to diving successfully into the social media waters; from communicating

effectively with local, state and federal elected officials to strategically adapting your TDM message to specific target markets. Participants will leave this session with a set of fresh ideas they can use the day get home from Savannah.

Room: Vernon Room

12:00 p.m. – 1:15 p.m.

**Lunch on Your Own**

1:15 p.m. – 5:15 p.m.

**Professional Development Workshops**

**LEED and Green Business Certification:  
Building A More Sustainable Future for Your  
TDM Program and ACT Members**

*Instructors: Peggy Schwartz, Transportation Action Partnership and Justin Schor, Wells & Associates*

This important workshop will focus on LEED and what it means to TDM's important proposed changes to LEED certification including added focus on LEED ND and Location and Transportation credits, and promising LEED project projections. Instructors will cover how to build support for a LEED/Green Building within ACT and development of a strategic implementation plan. Finally, the workshop will highlight the latest advances in TDM criteria toward LEED certification.

Room: Verelst Room

**An Art and a Science: Convening and  
Facilitating Meetings**

*Instructor: Carolyn Jeskey, Community Transportation Association of America*

Since many of our goals are best achieved by working with other community stakeholders, convening meetings and work groups are essential. The question is: how can we design meetings with meaningful conversation and satisfying results? In this half-day session, our group will learn: 1) Key steps in preparing for a meeting that will make a difference, including building discussion topics, questions and group work that best achieves the purpose of the meeting (rational aim) and enables a positive and productive participant experience (experiential aim); 2) Essential skills to facilitate productive conversations; and 3) A tried-and-true approach to leading a consensus-building workshop.

Room: Percival Room

**The Federal TDM Policy and Legislative  
Roundtable**

*Instructor: Richard Doyle, Transportation Planning and Resource Group (TPRG)*

Join your colleagues in what promises to be an interactive discussion with experienced session leaders on how transportation legislative and funding decisions are made at the federal level. Expand your knowledge about the current state of federal transportation legislation and policy, with a focus on recent changes and/or proposals that may impact ACT members. From examining the current surface transportation legislative arena to providing both context and guidance, this session will highlight success stories in obtaining federal funds to sustain and expand transportation demand management programs.

Room: Vernon Room

5:00 p.m. – 6:00 p.m.

**New Member Welcome**

Room: Vu Lounge

6:00 p.m. – 8:00 p.m.

**Opening Reception and Exhibit Hall Opens**

Room: Regency Ballroom C

**Monday, July 30**

7:00 a.m. – 6:30 p.m.

**Registration**

Room: Second Floor Lobby

8:00 a.m. – 5:00 p.m.

**Exhibit Hall Open**

Room: Regency Ballroom C

8:00 a.m. – 8:45 a.m.

**Continental Breakfast**

Room: Regency Ballroom C

8:00 a.m. – 8:45 a.m.

**New Member Breakfast**

Room: Verelst Room

*Savannah Mayor Edna Branch Jackson*

8:45 a.m. – 10:00 a.m.

**Opening Session**

*Speaker: Mayor Edna Branch Jackson*

Room: Regency Ballrooms A & B

10:00 a.m. – 10:15 a.m.

**Visit Exhibitors**

Room: Regency Ballroom C



10:15 a.m. – 11:45 a.m.

## Breakout Sessions

### **Leading TDM Initiatives Through Local Action**

Local initiatives, planning and development strategies are key to overall success in the TDM field. These sessions will provide insight into how these local activities emerge, progress and eventually come to fruition. You'll learn tactics and strategies you can employ immediately in your community.

*Moderator: Heather Wheeler, Community Transportation Association of Idaho*

### **San Francisco Commuter Benefits Ordinance — Promoting Commuter Choices**

*Krute Singa, San Francisco Department of the Environment*

### **Think Globally — ACT Locally**

*Larry Robinson, Sacramento Metro Air Quality Management District*

### **Developing a Strategic TDM Plan for the Houston-Galveston Region**

*Veronica Baxter-Lamb, Houston-Galveston Area Council and David McMaster, Metropolitan Authority of Harris County*

Room: Scarbrough Ballroom 1

### **Cycling and Bikeshare**

Many cities desire to implement bike-sharing, but the high cost and heavy infrastructure demands associated with traditional programs are a major roadblock for most municipalities and universities. Georgia Tech believes it has found the perfect solution for college campuses and mid-size cities in its viaCycle bike-share program. Georgia Tech's program combines groundbreaking technology with regular bike racks and smart phones to provide their 25,000 member campus with bike-sharing at half the cost of traditional programs.

*Moderator: Lindsey Gray, CommuteSmart, Birmingham*

### **Bike-Share in a Box: Affordable Bike-Sharing for Any City**

*Aaron Fowler, Georgia Tech University*

### **Capital Bikeshare Member Survey — A Detailed View of Who Rides and Why**

*Chris Eatough, Capital Bikeshare*

### **Racks, Locks, Thieves, and Cops — A Bicycle Security Primer**

*Ramon Zavala, University of California, Irvine*

Room: Scarbrough Ballroom 2

### **In the Know: Resources for Every TDM Professional**

This is a must-attend session for any TDM professional who wants to be in the know about resources and tools available to successfully start or energize a program. Learn how to quickly find and use TDM tools available online and network with other TDM Professionals; expand your knowledge by utilizing existing resources such as the TDM listserv or Best Workplaces for Commuters, and find out how to energize and think critically about visual marketing strategies that deploy a variety of public and private resources such as tdmPOP, an online resource to compete in the increasingly crowded marketing environment. This unique session involves the audience through interactive play with instant feedback, and may provide some surprises along the way.

*Moderator: Julie Bond, University of South Florida, CUTR*

### **In the Know: Resources for Every TDM Professional**

*Julie Bond, University of South Florida, CUTR*

*Jeff Horton, The Marketing Institute at Florida State*

*University College of Business*

*Katherine Molin, City of Raleigh*

Room: Scarbrough Ballroom 3

### **Mobile Applications for TDM**

This session seeks to answer the most pressing questions about TDM and mobile apps. Can real-time and trip-planning mobile apps affect transit ridership? Can these apps facilitate ridesharing and carpooling? What are some of the latest trends for mobile apps, and how can mobile devices be integrated into TDM strategies? Bring your questions as we discuss recent research and deployments on the mobile app/TDM field.

*Moderator: Diane Thorne, The TMA Group*

### **The Impact of Mobile Apps on TDM**

*John Canfield, Network Commuting*

*Phil Winters, University of South Florida CUTR*

*Richard Bryce, Avego*

Room: Scarbrough Ballroom 4

### **Active TDM**

The Federal Highway Administration (FHWA) will present information on several initiatives and programs related to TDM. First, TDM will be defined from a highway operations standpoint and information provided on how to think about traveler choices and the operation of the highway system. Then an update on the emerging program called "Active Transportation and Demand Management (ATDM)". Next, an example of ATDM will be provided in the form of

a new Primer on Parking Pricing — just released by FHWA. Finally, an update will be provided on forthcoming guidance on TDM and the transportation planning process.

*Moderator: Ralph Volpe, Federal Highway Administration (FHWA)*

### **Managing Travel Demand and Maximizing Choices**

*Ralph Volpe, Federal Highway Administration (FHWA)*

### **ATDM and Integrating TDM into the Planning Process**

*Wayne Berman, FHWA Office of Operations, Washington, D.C.*

### **Contemporary Approaches to Parking Pricing**

*Joddie Gray, Urbantrans, Atlanta*

Room: Trustees Hall

12:00 p.m. – 1:00 p.m.

### **Luncheon and General Session**

Room: Regency Ballrooms A & B

1:15 p.m. – 2:45 p.m.

### **Breakout Sessions**

### **Public Policy - National and Local Perspectives on Transportation Authorization**

*Moderator: Jason Pavluchuk, Pavluchuk & Associates*

*Nick Donohue, Policy Director – Transportation for America*

*Tom Thomson, Executive Director of the Chatham County-Savannah Metropolitan Planning Commission*

Room: Scarbrough Ballroom 1

### **Electric Vehicles**

Since new electric vehicle (EV) and plug-in hybrid technologies arrived on the market, they have been growing in popularity. These sessions highlight the future of electric vehicles and the potential impact they could have to TDM and the environment.

*Moderator: Jarvis Keys, Minnesota DOT*

### **NC PEV Readiness Initiative: Plugging In from Mountains to Sea**

*Sean Flaherty, Centralina Council of Governments*

### **Electric Vehicles and Fuels for Mobility**

*David Humphreys, Annapolis Regional TMA*

### **Why I Don't Own A Car And Other Tales From Google's Corporate CarShare Service**

*Anna Walters, Google*

Room: Scarbrough Ballroom 2

### **Collaborating for Multi-Modal Initiatives**

Successful TDM incorporates multiple transportation modes, offering maximum flexibility to the community and customers. These sessions highlight these multi-modal concepts in action at the international, national, state and local levels.

*Moderator: Frank Mongioi, Jr., ICF International*

### **I-way: Idaho's Planning and Coordination Process to Improve Mobility**

*Heather Wheeler, Community Transportation Association of Idaho*

### **Century City TMO: A Technology Solution to the Multi-Modal Approach**

*Linda Lyles, Century City Transportation Management Organization (CCTMO)*

*Jeffrey Chernick, Ride Amigos Corporation*

### **Sustainable Mobility in Canada**

*Sharon Lewinson, ACTCanada*

Room: Scarbrough Ballroom 3

### **Creative Funding and Partnerships**

In the current federal, state and local economic climate, developing partnerships and collaborations is vital to any successful TDM strategy. These sessions spotlight successful initiatives in which partnerships have resulted in cost-effective TDM strategies.

*Moderator: Aaron Fodge, North Front Range Metropolitan Planning Organization*

### **Leveraging Partnerships: An Innovative, Zero-Cost Approach to Marketing Communications**

*Penny Menton, UCLA Events and Transportation*

*Diana Chi, UCLA Events and Transportation*

### **Developing Successful Greenways: Case Study of the East Coast Greenway**

*Vonie Gilreath, Berkeley-Charleston-Dorchester Council of Governments*

### **No Funding Necessary!**

*Barbara Ladner, PACE Suburban Bus*

Room: Scarbrough Ballroom 4

2:45 p.m. – 3:00 p.m.

### **Visit Exhibitors**

Room: Regency Ballroom C

3:00 p.m. – 4:00 p.m.

## Breakout Sessions

### **Integrating Electric Vehicles Into TDM Strategy: A Case Study on the Richmond EV Initiative**

Richmond, Va. is one of only 19 cities in the country to be selected by Ford Motor Company for the initial rollout of its Focus EV. Through the efforts of several local organizations, the Richmond Electric Vehicle Initiative (REVi) was awarded grant money from the United States Department of Energy to develop a regional strategic plan that will support the adoption of electric vehicles and the associated infrastructure in the Greater Richmond area. The session leader will discuss how the REVi's 50+ partner organizations are working together to prepare the region for electric vehicles and the necessary charging infrastructure. Advertising personnel will provide insight on additional strategies the Initiative is undertaking to help create awareness of, maintain and improve Richmond's non-electric vehicle transportation choices and, ultimately, its quality of life.

*Moderator: Wendy Duren, Arlington Transportation Partners*

### **Integrating Electric Vehicles and TDM: A Business Case for Sustainable Transportation Demand Management**

*Jim Wright, Pulsar Advertising*

*Mary Doswell, Dominion Resources*

Room: Scarbrough Ballroom 1

### **Innovative Approaches to TDM: A Case Study of the Transportation and Climate Initiative**

The world economy has experienced a paradigm shift. This economic shift has had a dramatic effect on the American economy and is forcing an evolution of transportation in America. The Transportation and Climate Initiative (TCI), formed in 2010, is a collaborative effort of the transportation, environment, and energy agencies of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and the District of Columbia. TCI aims to work cooperatively among states and disciplines to address the challenge of reducing greenhouse gas emissions from the transportation sector while promoting sustainable economic development, energy independence, transportation options, and a better quality of life. These efforts have been leading novel deployment of innovative information and communications technology (ICT) to improve customers' ability to make better real time travel decisions, improving the ease and convenience of using public transit services and other travel alternatives, reducing highway congestion, and ultimately improving the efficiency of our

transportation systems. This presentation is an overview of Innovative Approaches to TDM, covering concepts that are relevant to any organization seeking to increase or integrate the role of TDM in transportation.

*Moderator: Frank Mongioi, Jr., ICF International*

### **Innovative TDM Approaches**

*Frank T. Mongioi, Jr., ICF International*

*Ellwood F Hanrahan, Georgetown Climate Center, TCI*

Room: Scarbrough Ballroom 2

### **Virginia Megaprojects: A Case Study for Making the Business Case for TDM**

The Virginia Department of Transportation (VDOT) is investing \$6 billion in large-scale transportation improvements in Northern Virginia, the second most congested region in the country. Because avoiding construction was not an option in this case, VDOT partnered with Virginia Department of Rail and Public Transportation (DRPT) to offer a variety of TDM solutions during the construction. These projects, collectively branded Virginia Megaprojects, are underway, impacting 50 miles of heavily traveled roadways, including the Capital Beltway. VDOT Megaprojects' Communications Director will cover how the TDM components are being integrated into the overall support plan for this construction effort that will completely transform travel in Northern Virginia. To mitigate traffic congestion and keep Tysons moving during the Capital Beltway Express Lanes and the Dulles Corridor Metrorail construction projects, an effective trip reduction program was deployed to support major employers in the affected corridor. Market research, a dedicated Employer Solutions Team, specially designed TDM incentives, powerful partnerships and strategic communications produced the following quantifiable results: 33 Telework Programs, 15 New Vanpools, 259 New Employer Meetings, hundreds of Commuter Express transit riders, and additional shared-ride commuter solutions. Attendees will learn how to use market research and powerful partnerships to tailor specific TDM strategies to effectively meet business needs during the construction phase of major transportation projects. VA Megaprojects employed a layered communications approach to effectively utilize community and employer outreach, media and public relations, advertising, customer relationship management (CRM), major events, websites, collateral, and the Employer Solutions (TDM) Team and personal sales strategies to meet the target market's communication needs. Attendees will learn how to incorporate the implementation of TDM strategies into overall project communications and marketing strategies to achieve results.

*Moderator: Barbara Ladner, Pace Suburban Bus*

## **TDM and Construction, An Essential Partnership**

*Jim Wright, Virginia Megaprojects*

## **Incorporating the Employer Solutions (TDM) Team into the Overall Communications Plan to Maximize Project Effectiveness**

*Steve Titinuk, Virginia Megaprojects*

## **Making the Business Case for TDM Success**

*Felicia Woodruff, Virginia Megaprojects*

Room: Scarbrough Ballroom 3

## **Speed Networking for TDM**

In this highly interactive session, the first 40 participants will pair up to share: What's the best TDM program you experienced this year? Why did it work? What impact did it have? What lesson did sponsors learn? Facilitated by experienced TDM professionals, partners will take turns exchanging ideas – and cards for follow-up networking – in short, intense interactions, then move on to new contacts. By the session's end, participants will learn about at least 20 examples of successful TDM initiatives and have the contacts to follow-up on those most useful for their work.

## **Speed Networking – More TDM Ideas in Less Time without the Talking Heads**

*Donna Smallwood, MassRIDES, URS Corporation*

*Daniel Allalemdjian, MassRIDES, URS Corporation*

Room: Scarbrough Ballroom 4

4:15 p.m. – 5:30 p.m.

## **Chapter Meetings**

**California Chapters:** Scarbrough Ballroom 1

**Chesapeake Chapter:** Scarbrough Ballroom 2

**Mid-Atlantic Chapter:** Scarbrough Ballroom 3

**SEACT Chapter:** Scarbrough Ballroom 4

**Cascade Chapter:** Verelst Room

**Patriot Chapter:** Percival Room

**Rocky Mountain Chapter:** Vernon Room

**Midwest Chapter:** Regency Ballroom A

**Valley of the Sun Chapter:** Westbrook Room

6:00 p.m. – 9:00 p.m.

## **Dine-Arounds**

Offsite Locations (Meet in Hotel Lobby)

## **Tuesday, July 31**

7:00 a.m. – 5:00 p.m.

## **Registration**

Room: Second Floor Lobby

8:00 a.m. – 5:00 p.m.

## **Exhibit Hall**

Room: Regency Ballroom C

8:00 a.m. – 8:45 a.m.

## **Continental Breakfast**

Room: Regency Ballroom C

8:00 a.m. – 8:45 a.m.

## **Chapter Leadership Breakfast**

Room: Verelst Room

8:45 a.m. – 10:00 a.m.

## **General Session**

*Keynote Speaker: Dr. Richard Jackson*

Dr. Richard Jackson of the acclaimed public television documentary, *Designing Healthy Communities*, and the companion book, highlights how we design the built environment and its potential for addressing and preventing many of the nation's devastating childhood and adult health concerns. Dr. Jackson looks at the root causes of our built environment and highlights healthy community designs achieved by planners, designers, and community leaders working together.

Room: Regency Ballrooms A & B

10:00 a.m. – 10:15 a.m.

## **Visit Exhibitors — Dr.**

## **Jackson Book Signing**

Room: Regency Ballroom C

10:15 a.m. – 11:45 a.m.

## **Breakout Sessions**

## **Public Policy — Federal**

## **Transportation Fringe**

## **Benefit: A Roundtable Discussion with the IRS (The Taxman Cometh)**

*Moderator: Jason Pavluchuk, Pavluchuk & Associates*

*Speakers: Lynne Camillo Chief, Employment Tax Branch, Office of the Division Counsel/Associate Chief Counsel IRS Paul Dean; Vice President, Transit Center*

Room: Scarbrough Ballroom 1

## **Integrating Public Health and TDM**

TDM can have a dramatic impact on both public safety and public health. These sessions illustrate TDM's potential safety and health impact, with a focus on replicability and education.

*Moderator: Lynn Robinson, Mid-Ohio Regional Planning Commission*



## **The Health Impacts of a Road Diet and Re-Striping Project in Spartanburg, South Carolina**

*Maya H. Pack, MS, MPA*

## **What Path Makes the Healthy Choice the Easy Choice?**

*Paula Kreissler, Wounded Care Clinic*

## **TDM and Public Health: Making the Connection?**

*Don Kostelec, Kostelec Planning, LLC*

Room: Scarbrough Ballroom 2

## **Utilizing Technology and New Media to Market TDM**

Whether through communications, cost-effectiveness or streamlining services, technology is vital to the future of TDM efforts. These three sessions cover important TDM technology topics — like social media, marketing and communications — with practical, hands-on guidance.

*Moderator: Linda Greene, The BWI Business Partnership*

## **Sparking Engagement In Small Markets Through Digital Media**

*Seth Peterson, Pulsar Advertising*

*Kelly Poe, Pulsar Advertising*

*Stephanie Derry, Pulsar Advertising*

## **Incentivizing Your TDM Program Through Online Membership**

*Penny Menton, UCLA Events and Transportation*

## **The TDM Real World: How Real-Time Technology and TDM Work Together**

*Lauren Parker, Triangle Transit & GoTriangle*

*Josh Cohen, TransLoc*

Room: Scarbrough Ballroom 3

## **Regional Approaches and Collaboration for Vanpooling**

While vanpools are among the safest modes of public transportation, by their very nature, they often cross the line – or at least jurisdictional boundaries. Regional approaches and collaboration are vital. At their best, the unique strengths of each entity combine to create some of the most satisfying transportation programs commuters have ever seen. Increasingly, agencies, service providers and other stakeholders are finding creative ways to work together to meet market needs. At their worst, neighboring and overlapping entities can engage in bitter fights, wasteful competition among public programs, confusing or limited service options or even avoided services. Presenters will talk about some interesting examples

of how the challenges of working together have led to better opportunities.

*Moderator: Carolyn Newsome, Intercity Transit*

## **Bridging a Gap Between ADA Transit Needs, Employment Challenges, and Small Business Opportunities**

*Barbara Ladner, Pace Suburban Bus*

## **Rural Franchise of a Regional Vanpool Program**

*Vastene Olier, Colorado Valley Transit District*

## **Pinpoint Strategies with Limited Resources**

*David McMaster, STAR Vanpool/METRO*

Room: Scarbrough Ballroom 4

12:00 p.m. – 1:30 p.m.

## **Annual Awards Luncheon**

Room: Harborside Center

1:30 p.m. – 1:45 p.m.

## **Visit Exhibitors**

Room: Regency Ballroom C

1:45 p.m. – 3:15 p.m.

## **Breakout Sessions**

## **Guidance Systems and Parking Technologies**

Reducing Vehicle Miles Travelled (VMT), congestion and emissions is a key goal of most TDM programs. In recent years, a range of technology innovations in parking guidance, on-board navigation systems, vehicle sensing, and payment technologies opened new opportunities for TDM professionals to achieve their behavioral goals and to quantify the impacts of their programs. In this session, the presenter will cover a range of technologies from the bleeding edge to the missed opportunities that are already on the street in your community, with a focus on their application to TDM goals.

*Moderator: Josh Kavanagh, University of Washington*

## **Guidance Systems and Parking Technologies**

*Casey Jones, Boise State University*

*Chuck Reedstrom, Kimley-Horn and Associates, Inc.*

*Bridgette Brady, Washington State University*

Room: Scarbrough Ballroom 1

## **Ridematching General**

The purpose of this presentation is to focus on innovative TDM strategies in ride-matching and sustainable modes of transportation in order to reduce greenhouse gases emitted from travel. Specifically, we will highlight ongoing recent efforts in use by many

large corporate campus and institutional employers, such as Facebook, Stanford University, Genetech, and Google in the Bay Area, California, including online ride-matching service ZimRide, which works through social networking platforms to inform matching characteristics. Additionally, we will highlight GoLo, a new web-based tool for encouraging participants to reduce their vehicle miles traveled, and thus greenhouse gas emissions.

*Moderator: Chantale Wesley, Part*

### **Moving Beyond Ridematching — Towards Transformational Change**

*Tom Lewinson, RideShark*

### **Innovative Technologies for Promoting Ridesharing**

*Aarjav Trivedi, Rice Cell*

### **Utilizing New Technologies for Marketing**

*Nicole Nagaya, Fehr & Peers Transportation Consultants*

Room: Scarbrough Ballroom 2

### **Marketing and Communications**

The best marketing and communications strategies are those that fully engage an audience — and then lead directly to a desired outcome. From interactive web content to real-time data sharing, these sessions will open your eyes to the world of marketing and communications opportunities that technology can leverage.

*Moderator: Cheryl O'Connor, Arlington Transportation Partners*

### **Creating a Compelling TDM Website**

*Diane Kean, goDCgo*

### **Technology in TDM: Innovation, Outreach, Training and a Digital Scavenger Hunt**

*Stephanie Loyka, Triangle Transit & GoTriangle*

### **From Promotions to Prizes: Creating a Tracking & Incentive Program in Mid-size Markets**

*Amanda Simmons, Triangle Transit & GoTriangle  
Lindsey Gray, CommuteSmart, Birmingham*

Room: Scarbrough Ballroom 3

### **Vanpool Vehicles are Key Ingredient for all Vanpool Programs**

Regardless the strategy or organizational structure, the process your agency or program uses to obtain vanpool equipment will influence your success for years to come. With as many variations of vanpool vehicle arrangements as there are vanpool programs, they all must ensure you offer a safe, reliable and affordable service to your community. Our presenters will share more about the processes they've used to

qualify or select vanpool providers or vanpool vehicles and some of the related services they needed for their programs. Learn key considerations and tips that can help craft the successful partnerships needed to create a vanpool vehicle foundation for your vanpool program.

*Moderator: Byron York, 2Plus of Texas*

### **Agency Selected Provider Considerations**

*Randy Rosvold, Metro Vanpool/Metropolitan Council*

### **Agency Owned Vehicle Considerations**

*Kristian Skogsbakken, Pace Suburban Bus*

### **Rural Franchise of a Regional Vanpool Program**

*Justin Rison, TRANSITIONS Commute Solutions LLC*

Room: Scarbrough Ballroom 4

3:15 p.m. – 3:30 p.m.

### **Visit Exhibitors**

Room: Regency Ballroom C

3:30 p.m. – 4:30 p.m.

### **Breakout Sessions**

### **Becoming a Bike and Pedestrian Friendly University: Case Study**

Duke University, NC State University, and UNC-Chapel Hill – the three major universities of the Triangle region of North Carolina – This session will present how they incorporate bicycling and walking concepts and incentives into their TDM programs. Duke's engineering improvements will be discussed, as well as NC State's focus on encouragement programs, and UNC's education and outreach. Each university has a unique campus culture, and all are involved in a regional TDM program focused on reducing VMT and improving air quality in the greater-Triangle area. This presentation will cover the challenges and successes each has faced in creating a more bike and pedestrian friendly environment as part of a greater regional effort.

*Moderator: Brian Shaw, University of Pennsylvania*

### **Becoming a Bike — and Pedestrian — Friendly Campus**

*Brian Williams, Duke University*

*Michael Ousdahl, North Carolina State University*

Room: Scarbrough Ballroom 1

### **Ridematching Research**

Over the last five years, technology and social media have given us quicker and snazzier tools for TDM. In this session we will discuss what has or hasn't

changed and present today's response to the question: Is ridematching technology the solution to congestion reduction, or is it one tool to achieve the desired result? This presentation will serve as a spring-board for discussion and sharing of trends and experience by attendees.

*Moderator: Kay Carson, CT RIDES/URS*

### **Still Matching After All These Years**

*Kay Carson, CT RIDES/URS*

Room: Scarbrough Ballroom 2

### **Successful Regional and Employer Telework Initiatives**

The Telework Council session will showcase successful regional and employer teleworking initiatives featuring programs from Atlanta and the Twin Cities. Attendees will learn about successful models used to offer telework resources to employers to increase adoption of teleworking policies at worksites.

*Moderator: Eddie Caine, Valley Metro*

### **eWorkplace: A Look at the Successful Model the Twin Cities Used to Offer Telework Resources to Employers**

*Kate Meredith, Commuter Services*

### **The Clean Air Campaign**

*Mike Williams, Clean Air Campaign*

Room: Scarbrough Ballroom 3

### **ACT Leadership Academy: Building the TDM Futures of Tomorrow**

This session will consist of Fellows from the Leadership Academy who will discuss, in depth, their experience participating in the Academy (projects, speakers, networking, etc.) and then provide relevant leadership experience after their time in the Academy. Numerous of the Leadership Academy graduates have gone on to local chapter board positions, joined or participated in national committees and councils, and been elected to ACT National Board of Directors. The panelists will speak on how their Leadership Academy participation helped influence their involvement with chapter planning events, their involvement on the national board and their involvement within the respective councils. This informative session will help ACT members understand the effectiveness of the Leadership Academy and the need for future participation.

*Moderator: Rico Fleshman, Assistant Director, Leadership Academy*

Room: Scarbrough Ballroom 4

4:45 p.m. – 6:00 p.m.

### **Council Meetings**

**Telework Council:** Scarbrough Ballroom 1

**TMA Council:** Scarbrough Ballroom 2

**University Council:** Scarbrough Ballroom 3

**Vanpool Council:** Scarbrough Ballroom 4

### **Wednesday, August 1**

7:00 a.m. – 12:00 p.m.

### **Registration**

Room: Second Floor Lobby

8:00 a.m. – 8:45 a.m.

### **Continental Breakfast**

Room: Regency Ballrooms A & B

9:00 a.m. – 10:15 a.m.

### **Annual Business Meeting and Closing Session**

Room: Regency Ballrooms A & B

10:30 a.m. – 12:00 p.m.

### **Breakout Sessions**

### **Advanced Vanpool Marketing and Communications**

We've had some tough markets for growing ridership over the past few years. Marketing as usual is no longer good enough. Let's talk with some vanpool leaders who've had success sharpening the marketing skills to sustain their programs during lean times and create long-term growth opportunity. Programs large and small face challenges finding riders, often with very small budgets. This session will explore effective ways to build program awareness and attract new riders, including rethinking the role that marketing plays in retaining riders and routes. Maybe we can make commuting to and from work something people want to talk about without using foul language. Presenters from around the country will talk about vanpool marketing topics including branding, incentives, advertising, social media, and sales tactics.

*Moderator: Lynn Robinson, Mid-Ohio Regional Planning Commission*

### **Rebranding Vanpool**

*Randy Rosvold, Metro Vanpool / Metropolitan Council*

### **Creating Incentives to Attract New Riders**

*Carolyn Newsome, Intercity Transit*

## Connecting with Customers via Social Media and a Micro-Site

*Kirk Montgomery, Commuteride*

Room: Scarbrough Ballroom 1

## Recognizing Success

Both TDM professionals and employee transportation coordinators want others to know that the work they do is important and that they are making a difference for their organization. TDM agencies partner with employers to find transportation solutions that will not only make their company more successful, but improve the economic vitality and quality of life for their community. Employer rewards and recognition programs can help meet these needs, and in doing so, motivate everyone involved in the TDM process. During this innovative session, you will hear from agencies recognizing and rewarding employers and employers getting recognized on a local and national level for their efforts in return.

*Moderator: Larry Robinson, Sacramento Metropolitan Air Quality Management District*

## Employer Awards that Return Benefits

*Julie Bond, University of South Florida, CUTR*

*Glenn Hiner, Fairfax County DOT, Virginia*

*Christine Diaz-Pagan, Commuter Services, Florida*

*Abigail Williams, State of Arizona*

Room: Scarbrough Ballroom 2

## Safe Routes to School

There's more to sustainable and safe routes to school than successful International Walk to School Day festivities. Participants in this interactive session will learn how Massachusetts reaches more schools with effective Safe Routes programs through community collaboration. Partnerships with community health, law enforcement, and planning officials - in addition to school stakeholders - yield sustainable initiatives based on all five Es: education, encouragement, enforcement, engineering, and evaluation. Examples of Massachusetts collaboration with YMCAs, pedestrian/bicycle task forces, healthy eating/physical activity initiatives will highlight opportunities for TDM professionals to apply their behavior change skills in new arenas.

*Moderator: Dawn Coomer, Valley Metro*

## Successful Safe Routes to School: It Takes a Village

*Ben Hammer, CommuterChoice*

## Walk, Ride, and Roll to School — A Collaborative Effort to Expand SchoolPool to Include Walking and Biking

*Goldin Ortiz, San Diego Association of Governments*

## Safe Routes to School

*Patti Sistrunk, GA and SC Safe Routes*

Room: Scarbrough Ballroom 3

## Reinventing the Park & Ride

Park and Ride facilities play a unique role in supporting low-impact transportation, whether in the first mile, last mile, or the commute core. This session will highlight leading-edge practices in park and ride facility design and service operations that emphasize seamless intermodal connections and make it easier for individuals to keep the keys to their Single Occupancy Vehicles (SOVs) in their pockets rather than the ignition.

*Moderator: Jim Appleby, vRide*

## Reinventing the Park and Ride

*Josh Kavanagh, University of Washington*

*Mitch Skyler, Solstice Transportation Group*

*Brett Munkel, SP Plus*

Room: Scarbrough Ballroom 4



# ACT 2012 International Conference Exhibitor Listings

## Avego Corporation – Booth #2

1050 17th Street, N.W. Suite 810

Washington, DC 20036

Phone: (202)318-0108

Web: [www.avego.com](http://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

## ACT Canada – Booth # 14

2031 Merivale Road

Ottawa, ON K2G 1G7

Phone: (613) 226-9845

Web: [www.ACTCanada.com](http://www.ACTCanada.com)



ACT Canada is the Canadian sustainable mobility network supporting stakeholders in their efforts to encourage and promote sustainable travel options, improve air quality and quality of life for Canadians. Join us for the highly anticipated Sustainable Mobility Summit 2012 - a four-day conference featuring international experts speaking to the effort of achieving the balance in sustainable mobility as a means of shaping urban spaces and travel choices.

## Base Technologies – Booth # 12

1749 Old Meadow Road, Suite 500

McLean, VA 22101

Phone: (703) 848-2400

Web: [www.basetech.com](http://www.basetech.com)



Base Technologies has been providing IT solutions to Federal, State, and local organizations for 25 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.

## Bauer's Intelligent Transportation – Booth # 16

Pier 27 The Embarcadero

San Francisco, CA 94111

Phone: (800) 546-6688

Web: [www.bauersit.com](http://www.bauersit.com)



Bauer's provides a diversified suite of intelligent transportation solutions that meet and exceed the

needs of corporations, transit systems, schools, airports and transportation managers. Programs include custom commuter transportation programs, last mile programs and individual commuting solutions.

## Enterprise Rideshare – Booth # 19

Phone: (800) VAN-4-WORK

Web: [www.vanpool.com](http://www.vanpool.com)

The Enterprise Rideshare

teams work with a variety

of transit agencies across the country to help supplement or completely manage vanpool fleets. We can work with you to provide a solution that best fits your current vanpool needs. So whether you are looking for a provider to supply additional vans to your current fleet or would like assistance in completely managing your program, we can help. For more information on how vanpooling and Enterprise Rideshare can provide you with solutions to your current vanpool program, call 800 VAN-4-WORK, or go to [EnterpriseRideshare.com](http://EnterpriseRideshare.com) today.



## GREENRIDE (by Ecology and Environment, Inc.) – Booth # 20

368 Pleasant View Drive

Lancaster, NY 14086

Phone: (716)684-8060

Web: [www.greenride.com](http://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 50 clients in the United States and Internationally.

## Joblinks Employment Transportation – Booth # 8

1341 G Street,

N.W., 10th Floor

Washington, DC

20005

Phone: 1-800-527-8279 ext. 720

Web: [www.ctaa.org/joblinks](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.

**Lancer Insurance – Booth # 17**

P.O. Box 9004,  
370 West Park Avenue  
Long Beach, NY 11561  
Phone:(800) 782-8902

Web: [www.lancerinsurance.com](http://www.lancerinsurance.com)



Lancer Insurance Company provides specialty commercial insurance products and services that specifically address the needs of corporate, public and owner-operated vanpool fleets, providing the security they deserve at a great price. We place a high priority on helping vanpoolers reduce their liability on the road by offering a wide variety of loss prevention tools and 24/7/365 direct access to the best claim professionals in the business. Recognized as the largest specialty insurer of commercial transportation vehicles in the nation, Lancer is consistently rated A-“Excellent” for financial strength and stability by the A.M. Best Company.

**RideShark – Booth # 13**

2031 Merivale Road  
Ottawa, ON K2G 1G7  
Phone: 1-877-743-3717

Web: [www.RideShark.com](http://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 interface is intuitive, user-friendly and even integrates with Google Transit. Built on a banking grade server network, the system has unrivaled 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.

**Trapeze Group – Booth # 5**

1500 Oxford Drive, Suite 200  
Bethel Park, PA  
Phone: (888) 595-4696

Web: [www.trapezegrup.com](http://www.trapezegrup.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.

**vRide – Booth # 18**

1220 Rankin Drive  
Troy, MI 48083  
Phone: (248) 597-3500  
Web: [www.vride.com](http://www.vride.com)



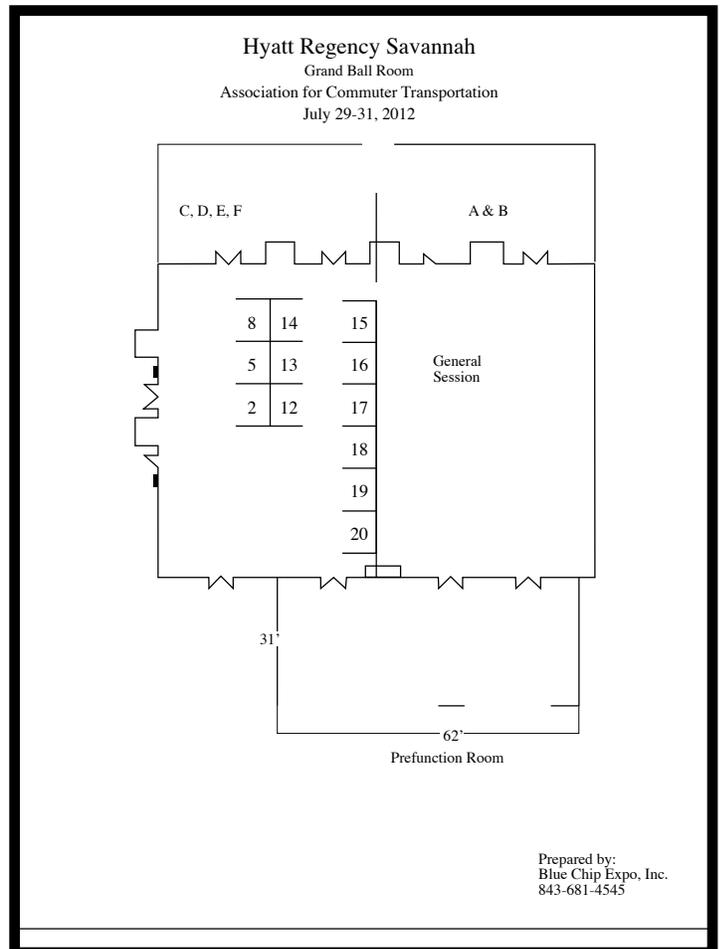
vRide, a private provider of public transportation services, serves vanpool commuters in more than 60 urbanized areas of the United States. Please join us in our campaign to take 1 million cars off the road at our website... [www.dontbeansov.com](http://www.dontbeansov.com)

**WeCar – Booth # 19**

Phone: 1-877-599-3227  
Web: [www.wecar.com](http://www.wecar.com)



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](http://wecar.com)





Visit us at Booth 2

## Join the Real-Time Ridesharing Revolution

The revolution has begun.

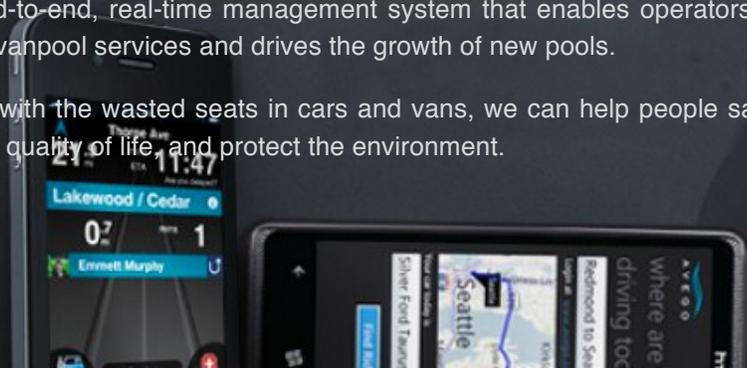
Drivers and riders across America, and beyond, are using Avego™ Real-time Ridesharing to battle their commute stress. Private cars can now become part of the public transit network through Avego's marketplace for drivers to offer their unused seats to riders along their commute route.

Check out the activity in the San Francisco Bay area with [WeGoRideshare.com](http://WeGoRideshare.com), in Northern Virginia with [WeGoMil.com](http://WeGoMil.com) and in Santa Barbara with [SmartRide.org](http://SmartRide.org).

Avego Vanpool is an end-to-end, real-time management system that enables operators to improve the efficiency of vanpool services and drives the growth of new pools.

By matching commuters with the wasted seats in cars and vans, we can help people save time and money, improve quality of life, and protect the environment.

Paul Steinberg  
Avego, Director of Americas  
[paul.steinberg@avego.com](mailto:paul.steinberg@avego.com)  
(408) 540 9943



# See what's new with RidePro at the 2012 ACT Conference

Booth # 5



- View and contact rideshare matches on your mobile devices (Android, iPad and iPhone)
- Web based administration screens for commuter administration and vanpool management
- School pool enhancements to support walking school bus and bike trains

See RidePro in action at [www.rideproweb.com](http://www.rideproweb.com)  
[www.trapezgroup.com/ridepro](http://www.trapezgroup.com/ridepro)

 **Trapeze™**  
[www.trapezgroup.com](http://www.trapezgroup.com)