2020 ANNUAL REPORT

The premier organization for transportation demand management professionals.
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LETTER FROM THE PRESIDENT

In such an unprecedented year, I am proud of the accomplishments this association and our members have made despite incredibly challenging circumstances. As much of the world’s workforce found itself having to work from home, our members came together to share the obstacles they faced and develop solutions for effective teleworking and safe commuting.

It was exciting to see ACT launch new programs and services including several new ways for ACT members to virtually gather through our new online community forum, Connect, and at regular virtual discussions. I was also so inspired to see 60 members leap into action to serve on the Diversity, Equity & Inclusion (DE&I) Task Force, which led to the Board establishing a new DE&I Committee, ensuring these important issues remain a focal point for the organization moving forward.

Seeing our members come together during such a difficult year has taught us that we are all capable of more than we thought. I am so grateful for this exceptional group of transportation demand management professionals who work hard everyday to make the commute a better journey for everyone.

CONNIE Mcgee
President

Our Vision

A Better Journey For Everyone

Our Mission

ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM in order to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.

Diversity Statement

As an organization, ACT celebrates our differences, seeks and continues to improve equity, and supports a culture of respect. ACT is committed to a better journey for everyone in our communities, as we strive to improve the quality of life for all people.
ABOUT ACT

1,229 individual members

453 organization members

Our Members

- Government: 33%
- Government: 33%
- Non-Profit: 12%
- Non-Profit: 12%
- Higher Education: 14%
- Higher Education: 14%
- Consultant: 10%
- Consultant: 10%
- Employer: 12%
- Employer: 12%
- Service Provider: 16%
- Service Provider: 16%
- Other: 3%
- Other: 3%

2020 Financial Summary

Income

- Sponsors & Exhibitors: $165,990
- Registrations: $174,905
- Other: $3,330
- Membership: $320,710

Expenses

- Salaries & Benefits: $371,972
- Administration: $139,942
- Consulting: $89,238
- Programs & Services: $139,942
- Chapter Share: $500
- Other: $2,016
IMPACT! LEADERSHIP

The ImpACT! Leadership program recognizes, supports, and develops professionals in their growth as leaders in TDM. The Class of 2020 displayed exceptional leadership, adapting their projects to meet the challenge posed by the COVID pandemic.

Group Projects & 2020 Class Members

**K-12 Staff Commuter Benefits**
Brittany Barrett  
Marie-France Laurin  
David Zyck

**ACT Virtual Discussions**
Madeleine Feig  
Melissa Foley  
Kaite Justice

**Handling the Coronavirus**
Kelly Koster  
Lloyd Nadal

**ACT Swag Shop**
Jane Davaransky  
Megan Gribble  
Edward Howard

**Relationship Between TMAs/TMOs and Transit Agencies**
Sylvia Crum  
Tammy Quinn  
Johann Weber
EMERGING MOBILITY VIRTUAL SUMMIT

Scheduled to take place in Pittsburgh, PA, the 2020 Emerging Mobility Summit needed to be quickly transitioned to a virtual gathering due to the pandemic.

The 2020 event featured deep dive presentations and shorter issue briefs on new mobility concepts in a 3-hour virtual summit. This marked the first virtual event for ACT in 2020.

| 490 | 16 | 3 | 2 |
| attendees | presenters | panel sessions | issue briefs |

VIRTUAL TDM FORUM

Having hosted two virtual events by the time the 2020 TDM Forum came around, we procured a new virtual platform that made attendees feel like they were at an in-person conference. Featuring virtual roundtables that attendees could pop in and out of to engage in conversation with the friends and peers they usually get to see at these events.

| 231 | 11 | 5 | 4 |
| attendees | presenters | sessions | networking breaks |
VIRTUAL INTERNATIONAL CONFERENCE

ACT’s largest annual event, the International Conference attracts hundreds of TDM professionals from across the world for engaging keynote speakers, a wide array of educational breakout sessions, networking opportunities, and the presentation of the ACT National Awards.

The 2020 conference featured keynote speakers Tamika Butler and Joseph Kopser, and featured live and pre-recorded sessions on topics from racial justice to pandemic response through a TDM lens.

593 attendees  
150 presenters  
41 sessions  
15 awards presented
WEBINARS & VIRTUAL DISCUSSIONS

ACT Webinars have always provided our members with frequent opportunities to learn & share knowledge throughout the year.

71% of ACT Members rank webinars in top 3 most valued programs

16 webinars 170 avg. attendees

In partnership with members of the 2020 ImpACT! Class, ACT launched a new program for members to stay connected while staying safe. What started as a way for members to share their responses to the pandemic and its impacts on their programs, transformed into a regular opportunity for ACT members to gather virtually to discuss relevant topics in TDM.

17 discussions 100 avg. attendees
The long-awaited Transportation Demand Management Certified Professional (TDM-CP) program & exam was launched in 2020, welcoming 81 certified professionals. After a group of 26 beta testers passed the exam in the spring, the first public TDM-CP exam opened in the fall & winter. ACT members had been eagerly waiting for this new opportunity to elevate their status as TDM professionals and many members took the lead in creating study groups & contributing review materials in preparation for the exam.

Jessica Alba, TDM-CP
Mary Anderson, TDM-CP
Brittany Barrett, TDM-CP
Destree Bascos, TDM-CP
Roxanne Beltz, TDM-CP
Erika Benti, TDM-CP
David Bergart, TDM-CP
Abby Bleything, TDM-CP
Christopher Bongorno, TDM-CP
Adrienne Boyd, TDM-CP
Matthew Boyer, TDM-CP
Aaron Buckley, TDM-CP
Brian Canepa, TDM-CP
Thomas Cerny, TDM-CP
Kim Comstock, TDM-CP
Marie Elizabeth Cox, TDM-CP
Anthony De Simone, TDM-CP
Wendy Duren, TDM-CP
Geoffrey England, TDM-CP
Kelly Fetterman, TDM-CP
Larry Filler, TDM-CP
Aaron Fodge, TDM-CP
Rachel Forseth, TDM-CP
Aaron Gaul, TDM-CP
Emily Haar, TDM-CP
Tanisha Hall, TDM-CP
Diane Hanson, TDM-CP
Thomas Harrington, TDM-CP
Sara Hendricks, TDM-CP
Robert Henry, TDM-CP
Estella Hollander, TDM-CP
Sarah Hollis, TDM-CP
Eva Hsu, TDM-CP
Valerie Juguilon, TDM-CP
Daniel Kaempff, TDM-CP
Wendy Karsch, TDM-CP
Andrew Keeton, TDM-CP
Marie-France Laurin, TDM-CP
Andrea Leary, TDM-CP
David Lieb, TDM-CP
Russell McDermott, TDM-CP
David E. McMaster, TDM-CP
Matthew Meservy, TDM-CP
Stacy Newcomer, TDM-CP
Cheryl O’Connor, TDM-CP
Daniel O’Donnell, TDM-CP
Jamila Owens, TDM-CP
Melody Parker, TDM-CP
Lisa Kay Pfannerstiel, TDM-CP
Courtney Reynolds, TDM-CP
Jessica Roberts, TDM-CP
Carlos Robles Malave, TDM-CP
Marne Rowland Duke, TDM-CP
Heather Salem, TDM-CP
Catherine Sanders, TDM-CP
Alexandra Scarborough, TDM-CP
Lisa Kay Schweryer, TDM-CP
Allison Simmons, TDM-CP
Patricia Sistrunk, TDM-CP
Kristin Slaton, TDM-CP
David Sorrell, TDM-CP
Manuel Soto, TDM-CP
David Straus, TDM-CP
Kimberly Stolz, TDM-CP
Patrick Sullivan, TDM-CP
Rachel Szakmary, TDM-CP
Puja Thomas-Patel, TDM-CP
Kendall Tiffany, TDM-CP
Ian Todreas, TDM-CP
Lauren Travis, TDM-CP
Rosalind Tucker, TDM-CP
Tiffany Updike, TDM-CP
Allison Velleca, TDM-CP
Caryn Walline, TDM-CP
Tracy Wang, TDM-CP
Julia Wean, TDM-CP
Peter Williamson, TDM-CP
Karen Winger, TDM-CP
Philip Winters, TDM-CP
Julia Woolley, TDM-CP
LeAnn Yamamoto, TDM-CP
SUPPORTING COMMUTERS RETURNING TO WORKSITES DURING COVID-19

Inspired by the publication produced by the Telework Council in the early days of the pandemic, a group of ACT members representing a variety of sectors collaborated to produce the Supporting Commuters Returning to Worksites During COVID-19.

This publication serves as a resource to employers, employees and service providers of various commute modes so commute options other than single-occupancy vehicles could remain safe for commuters returning to the worksite.

Special thanks go to the following individuals for lending their time and expertise to the development of this resource:

Nick Abel (Commute Seattle), Jessica Alba, TDM-CP (Stanford University), Michelle Althoff (Commute with Enterprise), Chris Arabia (VA Dept. of Rail and Public Transit), Stacey Burton (KIPDA), Thomas Cerny, TDM-CP (AECOM), Mark Cleveland (Hytech), Shannon Dulaney (Spin), Patrice Espinosa (Bikes Make Life Better), Jim Gascoigne (Charles River TMA), Shuchi Gupta (Triangle J COG), Tom Harrington (Intuit), Edward Howard (TransLoc), Kaite Justice (Valley Regional Transit), Marie-France Laurin (Netlift), Bobby Lauterjung (Beeline Mobility), Connie McGee (Commute with Enterprise), David McMaster, TDM-CP (Houston Metro), Mark Melnyk (Starbucks), Halie Mitchell (VA DOT), Dezra Nauls (Houston Metro), Brian Nelson (ABC Companies), Bryan O’Connell (ABC Companies), Lisa Kay Pfannenstiel (Movability), Courtney Reynolds, TDM-CP (VHB), Lizzie Ryan (Scoop), Courtney Schultz (Charlotte Area Transit System), Lisa Kay Schweyer, TDM-CP (Carnegie Mellon University), Chris Simmons (Ann Arbor Area Transportation Authority), Beth Snoke (The Ohio State University), Nicole Stern (ACHD Commuteride), Chris Vazquez (Pablito), Julia Wean (Steer)
CONNECT

In September, ACT launched a new online community forum for ACT members called Connect: Where ACT Brings the TDM Community Together. Here, ACT members can post questions, share research, and stay in touch with their peers. ACT Chapters and Councils use Connect to continue conversations after webinars and share details for upcoming programs & events.

420 members have joined

18 communities to join

81 conversation threads

97 replies posted
DIVERSITY, EQUITY & INCLUSION EFFORTS

In the summer of 2020, ACT established a Diversity, Equity & Inclusion (DE&I) Task Force to explore and recommend opportunities and initiatives to ensure that ACT is an inclusive community for all TDM professionals. By the end of the year, the Board established a new DE&I Committee to ensure these important issues remain a focal point of ACT moving forward.

“ACT stands in support of equality and justice for all. As an industry we look to expand transportation options for all users and we look to build a transportation system that serves every member of society no matter the color of their skin, their abilities, or their economic status. As TDM professionals, we cannot permit discrimination within our programs and services and in no way should we allow for discrimination to go unchecked in the world around us.”

– ACT Statement Announcing DE&I Task Force

The DE&I Task Force also worked to develop and distribute a comprehensive survey to the ACT membership to gain a better understanding of the various identities that make up our community.

63 members joined the task force
CHAPTERS & COUNCILS

ACT Chapters provide TDM professionals with a regional community focused on carrying out ACT’s goals on a local or regional level. Chapters host their own webinars, meetings, and conferences and provide scholarships to ACT National events.

ACT has five issue-focused councils where members can share research and learn around focused industry topics like Employer, Telework, Transportation Management Association (TMA), University, and Vanpool. Councils host sessions at ACT National events, webinars, meetings, and conduct research.

Thank You 2020 Chapter & Council Volunteer Leaders!

Dan Allalemdjian  Becky Alper  Michelle Althoff  Darlene Amaral  Georgina Arias  Chris Barker  Brittany Barrett  Elizabeth Bastian  Erika Benti  Abby Bleything  Aaron Buckley  Emily Cass  Kevin Chau  Shawn Chavira  David Cook  Ronda Craig  Dan Deanda  Kiki Dohman  Geoff England  Aaron Fodge  Noah Fox  Tamar Fuhrer  Aaron Gaul

ADVOCACY

2020 was a successful year on ACT’s public policy front in advancing the support of TDM at the federal level.

Success!

- MORE Through TDM Act introduced by Congressman Dan Lipinski (D-IL)
- House Select Committee on the the Climate Crisis includes TDM recommendations in report to Congress
- TDM definitions and funding included in INVEST in America Act
- TDM supportive language included in T-HUD Appropriations Subcommittee Report

Member Briefing Calls

- (April) Congressman Price updates ACT Members on the status and timeline of the CARES Act stimulus package, highlighting the funds dedicated to transit agencies and Amtrak.
- (April) Congressman DeFazio shared his priorities for a federal infrastructure package, namely material and climate resiliency. The INVEST in America Act was introduced in the House a few months later.
- (December) Congressman Garcia joined ACT Members to provide updates on the priorities of the 117th Congress and his efforts to improve transit funding.

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