

## Statements and Bios of Nominees for the 2025 – 2026 ACT National Board of Directors

The following positions will appear on the ballot:

### Officers

- President
- Vice President
- Secretary
- Treasurer

### At-Large Directors

- At-Large Director (6 positions available)

### Board Positions & Terms

Board members are elected to two-year terms. At-Large Directors may be elected to three consecutive terms of office of two years each; provided, however, that no director shall serve on the board for more than six (6) consecutive years, unless serving as an officer or immediate past president.

### Volunteer Leadership

The ACT Board of Directors includes five Officers (including the Immediate Past President) and 12 At-Large Directors. The Board has the ultimate responsibility for determining and achieving the strategic vision of the organization. ACT encourages representation from a diverse mix of members and sectors to ensure that our organization's leadership is reflective of our community.

# 2025-2026 Board of Directors Nominees



## Board of Directors Positions

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### **PRESIDENT**

**David McMaster, TDM-CP**

President/Principal

Transportation DM, LLC

Spring, TX

ACT Membership: 16-20 years

Chapter: Red River



TDM advocate, serial ACT volunteer, ACT president, anxious to continue important work I began in this term and my contributions toward strengthening and growing ACT as the premier TDM organization.

#### **Personal Statement:**

It is an honor to seek reelection to the position of ACT President for 2025-2026. Working closely with many outstanding leaders, volunteers, and staff as part of the ACT Board and throughout the ACT membership has been an important highlight in my professional TDM career - I came to think of ACT as “Family” long ago. My extended years of service to the organization and my ongoing work toward our goals reflect my long-term commitment to ACT.

My favorite thing is getting to know so many ACT members over 18 years as an active member - including 14 years as a volunteer at the national level - and over 25 years in the TDM field within ACT member organizations. Every ACT event and ACTivity yields connections to more amazing people and increasing knowledge valuable in my TDM endeavors. Sharing our work in TDM is the underpinning of my involvement in the Association and my service as a director and officer have given me a valuable foundation for helping ACT leverage opportunities for the industry and members.

My mission is giving back to ACT through work to help us continue growing and prospering as THE Association for the TDM industry. I’m proud of the expanded services and successes we’ve brought to the field during my time on the Board and Executive Committee and I’m anxious to see us continue building greater value.

My passion is in seeing the member organizations and professionals in ACT build better communities through TDM policies, programs, and services and doing so better thanks to ACT’s education and network. We’ve seen TDM gain prominence in federal policy, local regulations, employer practices, and professional roles and our advocacy as an Association has contributed significantly to these advances.

My priority is seeing us continue the work we’ve begun prioritizing and achieving our strategic imperatives as we secure a better future for TDM. Our ambitions to increase member value, expand our Association’s influence, and foster stronger local engagement in all TDM communities have driven new events, programs, and initiatives of importance to ACT members. These are the things members tell us they value and that provide a positive return on investment for an ACT membership.

My commitment is to enhance the resources and support for our professional staff executing the programs and events that ACT provides to members and the industry. Our ambitions will always exceed our capacity unless we maintain and continue to increase our investment in their success. I am proud of my role as part of the Board leadership that took the step of hiring our own staff and selecting our executive director. I believe we need to increase our focus on better equipping our team as we strive to accomplish even greater things each year.

Thank you for your consideration as you decide how to use your vote.

### PRESIDENT

**Rosalind "Roz" Tucker, TDM-CP**

Managing Director, Mobility Services Department/Georgia Commute Options  
Atlanta Regional Commission  
Atlanta, GA  
ACT Membership: 6-10 years  
Chapter: SEACT



Managing Director of Mobility Services at Atlanta Regional Commission, brings 25+ years of transformative leadership in mobility and community engagement. Her vision promises an inclusive, innovative future!

#### **Personal Statement:**

I am thrilled to announce my candidacy for the position of President of the Association for Commuter Transportation (ACT). With a deep-rooted commitment to transportation demand management (TDM) and extensive experience in the field, I am well-prepared to lead ACT into an exciting new phase of growth and influence.

As the Managing Director for the Georgia Commute Options Program, managed by the Atlanta Regional Commission and funded by the Georgia DOT, I have been actively involved in numerous ACT initiatives. My contributions span from participating in board meetings to organizing events that highlight and promote TDM strategies. My innovative ideas have not only expanded the reach of TDM but have also highlighted the critical importance of our work. Empowering others to succeed is one of my greatest strengths.

I am passionate about the transformative potential of TDM to enhance our transportation systems and improve the quality of life for many. Serving as President of ACT would allow me to leverage my experience and unwavering commitment to advance our mission. I aim to diversify and expand our operations, strengthen our policy influence, and ensure that our professional community continues to thrive. I am particularly focused on amplifying TDM's voice at the national level, advocating for supportive policies, and fostering collaborations that drive innovation.

By serving on the Board, I hope to accomplish the following:

1. **Expand and Diversify Operations:** I plan to introduce initiatives that broaden ACT's reach and impact, addressing the evolving needs of our members, staff, and the communities we serve.
2. **Strengthen Policy Influence:** I will work to enhance our advocacy efforts, further supporting ACT as a leading voice in national transportation policy discussions.
3. **Bolster Professional Community:** I aim to create more opportunities for professional development, networking, and knowledge sharing among our members.

I am committed to representing ACT's diverse mix of individuals, organizations, and sectors. My extensive experience working with a wide range of stakeholders—from government agencies and private sector partners to community organizations—has given me a deep appreciation for the diverse perspectives that strengthen our community. I will ensure that all voices are heard and valued in our decision-making processes.

## 2025-2026 Board of Directors Nominees



Beyond my role with Georgia Commute Options, I have served on the boards of several organizations, providing strategic leadership and fostering collaboration across sectors. My background in organizational leadership, coupled with certifications in TDM and sustainable transportation, has equipped me to effectively lead ACT.

The work we do at ACT is crucial to the future of transportation demand management. As President, I will bring my dedication, experience, and vision to advance our mission and ensure that we continue to be the premier association for TDM professionals. I look forward to the opportunity to serve and contribute to our shared success.

Thank you for considering my nomination.

Kind regards,

Rosalind "Roz" Tucker

### VICE PRESIDENT

#### **Maureen Farrell**

Deputy Executive Director

GVF

King of Prussia, PA

ACT Membership: 16-20 years

Chapter: Mid-Atlantic



With close to 20 years of TDM expertise, Maureen Farrell has been recognized regionally and nationally for her TDM expertise and leadership.

#### **Personal Statement:**

***“It ain’t about how hard you can hit. It’s about how hard you can get hit and keep moving forward.”*** A fellow Philadelphian, this is a relevant quote from Rocky Balboa on the perseverance of not giving up. In life, I have faced rejections and challenges, and one of the common themes is how I continue to persevere and find ways to continue to lead.

I ran for ACT Vice President, which was the only competitive election, in 2022 and lost. I took time to reflect on that and realized I still wanted to be involved in an ACT leadership position. I have been serving as the chair for the Technology & Innovation Council for the last year and a half.

Throughout my personal and professional life, I have recognized that I enjoy leading. I would like another opportunity to be a part of ACT’s executive committee and work with our board of directors to help carry out the goals of ACT National, while challenging ourselves to continue to raise the bar. As a mom of 2, I talk to my children about perseverance and not giving up. I’m getting *‘back in the ring’* for another opportunity to run for ACT Vice President.

I have been involved in ACT for 16 years serving in various leadership roles. Most relevant was 10 years as a member of the board of directors with two of those years on the executive committee, as Board Secretary. I currently chair the Technology & Innovation Council, where we have held consistent meetings, sessions at the conference and strengthening the collaboration with other councils. Most notably, as our mobility space continues to evolve, I helped to get artificial intelligence added as one of the council’s focus goals.

In my role as ACT Board Secretary, I served on the executive committee, so I understand what that entails if I am elected as Vice President. I was also the liaison among Council leadership, and I worked towards strengthening the collaboration among councils, which continues to thrive today.

I have also chaired and co-chaired ACT conferences and forums, as well as assisting with program content and networking opportunities at events. I coordinated and monitored the first ever Women in TDM panel at the first ACT TDM Forum in Boston, which I chaired. I have also chaired the TMA Council, as well as chairing the Membership Committee. Through my various leadership roles and involvement with ACT, I have been recognized with the TDM Leadership Award, Emerging Leader in TDM, and 40 under 40 recipient.

With close to two decades of TDM expertise working for a 2-time nationally recognized TMA, combined with my various leadership roles within ACT, I believe I will bring a diverse and educated approach while serving as Vice President.

### **VICE PRESIDENT**

**Courtney Reynolds, TDM-CP**

Director of Partnerships

Agile Mile

Sanford, FL

ACT Membership: 11-15 years

Chapter: SEACT



Courtney Reynolds serves as Director of Partnerships at Agile Mile. She has 20+ years of TDM experience. Courtney volunteers with the Florida Bicycle Association to teach bike safety across the state.

#### **Personal Statement:**

I love TDM.

I love the people. I love the challenge. I love the work that never ends.

I joined ACT in 2010, back in the early days of my career. By that time, I had worked in both the public and private sectors, getting to see the inner workings of transit agencies and a consultant firm. But I did not realize just how many other layers of the TDM world existed, and I thank ACT for opening up this wider world to me.

Since then, I've participated in a number of activities, including helping to plan the 2021 International Conference in Orlando. This was a truly special event - and not just because it was in my own backyard. It was the first time our community was coming back together in person after the pandemic. It was a test of our resiliency as a community, and I was so impressed by the enthusiasm and support. The experience reconfirmed my belief that "TDM people" are some of the best people out there!

Currently, I serve as the Co-Chair of the Professional Development Committee, the Secretary of the newly-minted Carpool Council, and Vice President of SEACT, as well as being a member of the Events Oversight Committee and the Certification Board of Trustees for the TDM-CP program. I've been lucky enough to present at multiple conferences and forums, sharing what I've learned over the years and hopefully helping others discover their own path within the TDM industry.

That is my "why" for being so involved and seeking to serve on the ACT Board: it's vitally important that we support each other, learn from each other, and get so good at what we do that there's no question that TDM is a valuable and viable solution for transportation challenges.

I am so grateful for all the people who have guided me along the way - from my first transit boss who chided me for wearing a t-shirt to work, to my current team that has taught me so much about what's possible. Serving as an ACT Board Member would allow me to share what I've learned, not just about TDM but about nonprofit management and how to be a good Board Member. I would welcome the opportunity to serve on the ACT Board and humbly ask for your support.

Thank you!

Courtney Reynolds, TDM-CP

Director of Partnerships

Agile Mile, Inc.

E: [creynolds@agilemile.com](mailto:creynolds@agilemile.com)

### **SECRETARY**

**Jessica Alba, TDM-CP**

Director of Policy & TDM

Stanford University

Redwood City, CA

ACT Membership: 6-10 years

Chapter: Northern California



Jessica Alba has consulted and advised on hundreds of projects and policy efforts in the sustainable, equitable and emerging mobility realm, primarily by recommending behavior change strategies.

#### **Personal Statement:**

Over the past two years, I've had the pleasure of serving as Secretary on ACT's Board of Directors. I am thrilled to be seeking a second term to ensure that ACT brings even more value to our members and policy-makers across the continent and beyond. I am a firm believer that TDM programs and strategies can *and should* serve all trips, travel needs, and people of all backgrounds and abilities. As such, TDM is closely linked to sustainability, diversity, equity, and affordability through incentives, availability, engagement, and policy development. I wholeheartedly believe that ACT is *creating a better journey for everyone* while also furthering traffic safety, reducing GHG emissions, and utilizing our transportation system as effectively and efficiently as possible. As I've done over the past three years while on the Board, I look forward to having ongoing discussions on these topics and how we achieve and exceed the goals that we are aspiring to.

Prior to my journey as a Board member, I was the Chair of ACT's Certification Board of Trustees. In this role, I worked closely with leadership, staff, Trustees, and stakeholders to steer the launch of the organization's TDM-CP program. With more than 100 certified professionals in the first couple of years, it was an incredibly satisfying effort with a deeply committed team. The CBOT is hard at work to ensure that future exams and the recertification process are exceptional. Mentoring and professional development are such important tools for personal and organizational success, and the TDM-CP program gives our members exactly that. I look forward to staying on as the Board of Directors liaison to the CBOT.

I am an involved member of ACT's Public Policy Committee and an elected Director-at-Large of the NorCal Chapter. In these roles, along with my Stanford University position, I support the industry on local, regional, state, and federal transportation policy matters. I look forward to continuing the opportunity to influence the industry and growing the organization by further elevating the benefits of TDM and utilizing the appropriate technology solutions to achieve goals around equity, affordability, and seamless travel. I would be remiss if I didn't mention how excited I am about the creation of a few new Councils, the reinvigoration of some existing Councils, and the Executive Committee-initiated Women in TDM effort. We have lots of work to do over the coming couple of years, and I'm ready to dig in.

Thanks to the wonderful community that ACT has created and continues to nurture, it would be an honor to serve as Board Secretary for a second term. I know I will work with a fabulous group of people on truly meaningful tasks no matter what opportunity I am given to contribute to the organization and its members.



### **TREASURER**

#### **Aaron Fodge, TDM-CP, CAPP**

Director of Active Transportation and Fleet Services  
Colorado State University  
Fort Collins, CO  
ACT Membership: 16-20 years  
Chapter: Red River



Aaron Fodge, TDM-CP, CAPP, is the Director of Active Transportation and Fleet Services at Colorado State University. He serves on the ACT Board and supports the Finance and Accreditation committees.

#### **Personal Statement:**

Aaron Fodge, TDM-CP, CAPP is the Director of Active Transportation and Fleet Services for Colorado State University. In this role, he has delivered foundational TDM programming, the Platinum Bicycle Friendly University designation, and inclusive building standards to support daily commuters. He has managed grant awards for trail construction and transit enhancements. He advises student fee board that disburses \$2 million for contracted transit services and competitive grant awards.

Mr. Fodge has served on the ACT Board of Directors for fourteen (14) years as the Rocky Mountain region and At-Large representative. Aaron previously led the board's task force to create the TDM-CP credential including skills assessment, exam creation, and seating of the Board of Trustees. He is a graduate of the ACT Leadership Academy (2008, now ImpACT) and served as chapter President for the Rocky Mountain Chapter. [<https://www.linkedin.com/in/fodge/>] He formerly served as a Senior Transportation Planner for the North Front Range Metropolitan Planning Organization. He oversaw the VanGo Vanpool program, the region's first Bicycle Master Plan, and SRTS funding awards.

#### **Interest in Treasurer Position**

I am seeking election as Treasurer for the board as I complete my current term as a Director. I have participated on the board's Finance Committee led by the Treasurer. This has afforded me the opportunity to engage in the annual budgeting process, evaluate actual expenditures, review one-time applications for funding, and meeting with our tax professional for our annual audit. As Treasurer, I hope to simplify our monthly financial reporting to identify anomalies and validate our annual budget. I look forward to leading the Finance Committee and participating on the Accreditation Committee. This Executive Committee position is a career aspiration and I hope to give back to ACT as Treasurer.

#### **Goals to Accomplish**

ACT is positioned as the premiere Transportation Demand Management organization in the nation. I am committed to a strong partnership with ACT staff to deliver an annual budget that continues our post-pandemic recovery while striving to invest in new, creative projects and programs that add to member value and retention. The Board is committed to aggressive membership expansion to diversify our revenue—I will use this lens to evaluate our financial commitments.

#### **Professional Experience for Treasurer Position**

My professional experience has prepared me for the Treasurer Position:

- Certifications – TDM-CP, CAPP
- ACT Finance Committee (2022-2024), Chapter Task Force (2022-2023), and Accreditation (2024)
- Led TDM-CP effort from concept to pilot examination delivery
- Leadership Northern Colorado Graduate (2012)
- ACT Leadership Academy (2008) Graduate (now ImpACT)
- Mediation Graduate Certificate – Colorado State University

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- Former ACT Chapter President – Rocky Mountain ACT

### **Education**

2001 – MBA – Colorado State University

1998 – MS Environmental Studies – California State University, Fullerton

1996 – BS Environmental Studies – SUNY ESF at Syracuse University

### **AT-LARGE DIRECTOR**

**Raymond Bernheim**

Director of Implementation and Training

TripShot

Bay Area, CA

ACT Membership: 6 – 10 years

Chapter: Northern California



Raymond has helped TripShot’s customers and larger team to succeed for 20+ years. He empowers customers to become TripShot experts, maximizing value and leading them on their mobility technology journey.

**Personal Statement:**

I have been a dedicated member of ACT for the past 9+ years and have served on the board of directors for the past 2 years. During my tenure, I have actively contributed to the growth of the organization by encouraging TripShot customers to join and by engaging in meaningful TDM conversations. My close collaboration with the ACT and TripShot Marketing and leadership teams, has resulted in hosting numerous sessions and attending multiple ACT conferences, enhancing our collective impact.

My passion for improving the lives of commuters and creating effective mobility solutions drives my desire to continue serving on the Board. I believe in our mission and am confident that we are making a significant difference. My experience in empowering customers to create stress-free commutes for their employees provides me with a unique perspective that I bring to the ACT Board. I advocate for the benefits of commuter transportation, highlighting the technological advancements that benefit both riders and providers.

If re-elected, I will continue to enhance the value of an ACT membership by leveraging my unique work history and ability to see the big picture while addressing the needs of customers and providers. My goal is to maximize results, ensuring that everyone recognizes the benefits of our solutions and the diverse, committed organization that ACT represents.

At TripShot, we have a diverse, cross-generational, and multiracial team dedicated to solving the most pressing commuter transportation challenges. Advancing DEI is an ongoing process for us, and as we grow, we remain committed to building a diverse team that brings various perspectives to mobility solutions. I bring my full identity to my professional role, emphasizing the importance of diversity and embracing our differences to unite us. I plan to continue upholding these ideals as an ACT board member.

My professional experience and belief in the future of transportation demand management for commuters will continue to drive success as an ACT board member. My role at TripShot has allowed me to wear many hats, identify goals, and achieve them with determination. I hope to continue contributing to ACT's progress and paving the way for a stronger, more diverse commuter transportation industry.

Thank you for your consideration.

### **AT-LARGE DIRECTOR**

**Thom Cerny, AICP, TDM-CP**

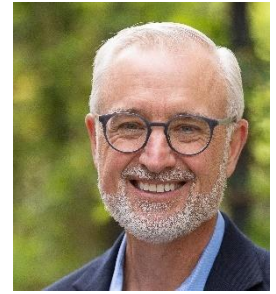
TDM/Climate Resiliency Practice Lead

Toole Design Group

Kennesaw, GA

ACT Membership: 20+ years

Chapter: SEACT



I would appreciate your support to remain a Board member and allow me to continue advocating for our financial sustainability, advancing the Accreditation initiative, and increasing membership value.

#### **Personal Statement:**

I am seeking re-election to the Board after 4 years as Treasurer. My interest is particularly motivated by my determination to see the ACT Organization Accreditation Program succeed and to maintain continuity within the Finance Committee. I am hopeful you will trust me with these responsibilities.

I am currently employed as Toole Design's Travel Demand Management (TDM) Practice Lead. In this role, I am honored to work with our 250+ professionals nationwide, who are committed to equitably reducing drive-alone trips and improving air quality. For 34+ years I have assisted with the management of high-profile TDM programs at the State/Regional Commuter Assistance Program, Transportation Management Association, Transportation Management Initiative, and employer levels. My TDM experience also traverses private, non-profit, and public-sector work environments.

In addition to TDM planning related projects, I've had the privilege to be involved with numerous high-profile TDM implementation efforts. These include:

- Orlando Urban Area Metropolitan Planning Organization (Launched the region's first comprehensive Bike/Ped Program)
- Florida Hospital (served as the first full-time Employee Transportation Coordinator in the Southeastern US)
- Downtown Orlando Transportation Management Association (Executive Director)
- Bay Area Commuter Services (Planning Manager)
- Gateway Transportation Management Initiative (Director)
- Gold Coast Commuter Services (Project Manager)
- South Florida Commuter Services (Project Manager)
- Downtown Miami Transportation Management Initiative (Project Manager)
- Airport West Transportation Management Initiative (Project Manager)
- West Palm Beach Transportation Management Initiative (Project Manager)
- Partnership for a Smog Free Georgia (Project Manager)
- Georgia Clean Air Campaign (Project Manager)
- Georgia Commute Options (Project Advisor)
- Atlanta Braves Stadium Relocation Proactive Outreach (Project Advisor)
- MassRides (Project Advisor)
- PA Commuter Services (Project Advisor)
- Club Ride (Las Vegas) (Project Advisor)
- CTrides (Connecticut) (Project Advisor)
- Rideshare Delaware (Project Advisor)

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- Delaware Commute Solutions (Project Advisor)
- Georgia Safe Routes to School (Project Advisor)
- South Carolina Safe Routes to School (Project Advisor)
- Vermont Safe Routes to School (Project Advisor)
- Massachusetts Safe Routes to School (Project Advisor)
- Polk County Florida Safe Routes to School (Project Advisor)
- ReThink Your Commute (Orlando) (Project Advisor)
- Commute Smart Birmingham (Project Advisor)
- Commuter Krewe of Louisiana (Project Advisor)
- Carpool Southeast Texas (Project Advisor)
- Commuter Services of Southwest Florida (Project Advisor)
- Go Maine (Project Advisor)
- Go Vermont (Project Advisor)

I have also served in several leadership roles with the Association including:

- Vice Chair – Southeast ACT
- Governance Committee Member
- Chair – Finance Committee
- Chair – Accreditation Committee
- National Board Member
- Executive Board Member (Treasurer)

We are experiencing historic changes to our industry, its funding, and traveler behavior. ACT must advance its leadership and standing in the transportation community, while providing highly valued services to its members. Immediate opportunities include educating transportation leaders about the value of TDM program accreditation, and ongoing improvement to our professional certification processes.

### **AT-LARGE DIRECTOR**

#### **Casey Collier**

VP of Business Development  
Lux Bus America  
Anaheim, CA  
ACT Membership: 6 – 10 years  
Chapter: Southern California



Casey Collier, General Manager and Vice President at Lux Bus America Northern California, has over 20 years of transportation experience, demonstrating leadership and innovation in the industry.

#### **Personal Statement:**

With over 20 years of experience in the transportation industry, my career has been marked by a commitment to excellence, innovation, and leadership. For over ten years, I have been a dedicated member of the Lux Bus America team. I was Employee #1 in the Bay Area, serving as the Vice President of Business Development and growing our California operations immensely in Northern California. For the past two years, I have been fully responsible for our San Jose and Sacramento operations, including our charter operations and many of our shuttle contracts. In this role, I have led numerous initiatives across operations, safety, maintenance and growth that have enhanced operational efficiency and significantly improved customer satisfaction.

My contributions to ACT have been driven by a strong belief in the power of collaboration and continuous improvement. I plan to actively participate with ACT to learn more about the organization and provide value where it is most needed. I hope that my extensive experience on the private side of the transportation industry and in business development can support the organization's goals to move forward. My leadership focus has always been on fostering a culture of innovation, sustainability, and inclusivity within our industry and I hope to continue this on the Board of Directors of ACT.

My motivation to serve on the ACT Board stems from a deep-seated belief in the organization's mission and its critical role in shaping the future of transportation. As a board member, I aim to leverage my experience to advance ACT's goals of promoting public and shared transportation initiatives and enhancing member engagement. I am particularly interested in contributing to committees focused on technological advancement and sustainable practices, where my expertise can provide valuable insights.

Lux Bus America is a diverse organization with significant roles held by various gender, age and race. Representing ACT's diverse mix of individuals is a responsibility I take very seriously. Throughout my career, I have worked with professionals from various backgrounds, and I understand the importance of inclusivity and representation. I am committed to ensuring that all voices are heard and that our policies and initiatives reflect the diverse needs of our community.

In addition to my professional experience, my background in strategic planning and project management has equipped me with the ability to navigate complex challenges and drive meaningful change. My leadership style is collaborative and inclusive, which I believe is essential for effective board governance.

### **AT-LARGE DIRECTOR**

**Matt Davis, MCJ, CAPP, CPP**

Assistant Director - Parking & Transportation Services

The University of Mississippi

University, MS

ACT Membership: 1 – 2 years

Chapter: SEACT



Matt is the Assistant Director of Parking & Transportation Services for the University of Mississippi. He has been in that role since January of 2023.

#### **Personal Statement:**

To Whom it May Concern;

I am writing this letter to you to express my interest in running for the ACT Board of Directors. With over 18 years of parking and transportation knowledge and experience, I believe I could be a pivotal asset to the board! I have been a contributing member to ACT and SEACT for the past 2 years and I plan to continue that trend into the foreseeable future.

The main reason that I want to serve on the ACT Board of Directors is to expand the reach of ACT into the southeastern region of the United States. I feel at times that our region is neglecting the importance of public transportation and transportation demand management. I would like to reverse that trend and get our community members to utilize other transportation options other than SOV!

I have served as a member of the Mid-South Transportation & Parking Association (MSTPA) since 2014 and as Director on their board since 2020. I fully understand what it takes to serve on a board as important as this and I do not take the opportunity lightly! I have also been a contributing member of IPMI and NPA since 2014.

I have experience both in the municipal world and the higher education arena. I am knowledgeable about how the real world operates and what it takes to make a program or service successful in both environments. With the popularity and credibility of our university, I believe having me serve on the board with further the reach of ACT!

Thank you for your time and your consideration of allowing me to serve ACT and it's member! If you need anything else, please feel free to contact me at any time.

Sincerely,

Matt Davis

Matt Davis, MCJ, CAPP, CPP

Assistant Director, Services

### **AT-LARGE DIRECTOR**

#### **Oscar Gonzalez**

Transportation and Sustainability Coordinator

Rubrik

Palo Alto, CA

ACT Membership: 1 – 2 years

Chapter: Northern California



Hello! I am a full time Transportation and Sustainability leader for Rubrik Inc, which is one of the fastest growing data security companies in the world. In a very short amount of time, I have launched the following programs in 3 states; Bike and Scooter Leasing, Vanpool Groups (over 25 Slack Groups), and linked multiple team members to public transportation. My passion is thinking out of the box by using multiple areas of technology to get our teams out of their single driven cars and into a vanpool group or other. Overall this passion and drive has allowed me to achieve the Sustainability Strategies Certification from Stanford University. I believe that if I am able to get a nomination for the Director at Large role I can make a much larger impact.

#### **Personal Statement:**

Personal Statement- Oscar Gonzalez

- Specific contributions you have made to ACT (Board, Chapter, Council, Committee, public policy work, event planning, etc.) I recently spoke at the National ACT Conference in San Francisco, Genentech Campus. During this presentation, I had the opportunity to join representatives from Enterprise, Solano County, and Stanford Research Park. I work directly with these team members when dealing with our HQ site in Palo Alto as well as extended groups in Texas and Washington.
- Reasons for wanting to serve on the Board in the capacity being nominated Rubrik Inc. is a recent IPO and continues to expand and grow throughout the world. I believe the Board Position would allow me the opportunity to expand my network and make significant contributions globally in my current role and nationally as a board member.
- What you hope to accomplish by serving on the Board and selected committees in the capacity being nominated I believe that I can make the largest impact with the professional development group. I am a huge believer in education and professional development as this drives my interest in Global Sustainability Programs and the success of these programs in business.
- How you will represent ACT's diverse mix of individuals, organizations, and sectors By taking on new challenges and leadership roles, I have moved from the shipping receiving department to become one of the leaders in the Workplace Solutions team. This opportunity is ideal for me because I have been part of a team that has successfully taken a company from startup to a publicly traded company. Also, I am a first generation Mexican-American born in the US and I have a huge drive to succeed in anything I put my mind to.
- Any other experiences that will foster success (board member of another organization, organizational leadership, certification/training, etc.) I have achieved the following: successfully rolled out commute programs in 3 states in 1 year, Achieved the Gold- Bicycle Friendly Business Award, 5th year- Best Workplace for Commuters, launched our first Scope 1 and Scope 2 Sustainability Metrics Globally, and Achieved a safety certification from National Safety Council (7 courses in 1 year, 120 hours of courses). I have been a featured presenter at SRPgo and ACT.



### AT-LARGE DIRECTOR

**Brendon Harrington**

Senior Director, Transportation

Google

Mountain View, CA

ACT Membership: 20+ years

Chapter: Northern California



Involved in ACT his entire career, Brendon has 26 years of diverse TDM experience including 15 years at Google leading the extraordinary growth and success of its global transportation programs.

**Personal Statement:**

Thank you for considering me for re-election as an At-Large Director. It continues to be a privilege and honor to serve on the ACT Board in this leadership role with a commitment to excellence in helping to advance ACT's vision of a better journey for everyone. With a thoughtful, curious, and empathetic approach and an amiable and good-humored mindset, my contributions continue to add value to the organization and ACT members as we continue to navigate opportunities and challenges for the future of commuting.

An ACT member since 1998, my professional growth has been positively influenced by ACT. Since joining the board, I have served as the Chair of the ACT Governance Committee where we have worked to ensure that ACT remains a strong and impactful organization. In addition to the Governance Committee leadership and recent involvement in the NorCal Spring Chapter Event initiative, past involvement has included the ACT Diversity and Inclusion Task Force, ACT's Strategic Plan Development, the Future of Events Task Force, the TMA Council, the Employer Council, and the Rocky Mountain Chapter Board. I was included in the inaugural ACT 40 under 40 class, and I have also been a regular presenter and moderator at ACT events and have volunteered numerous times on various award judge panels.

In the coming term, my professional and leadership experience will help the organization with a number of key opportunities:

- 1) Additional engagement with employers to convince decision makers with significant resource constraints on how to advance practical and cost-effective solutions for commuters to improve their user experience and quality of life.
- 2) Highlighting the role TDM plays in achieving broader Sustainability and Placemaking goals.
- 3) Increasing professional development opportunities, mentorship, and leadership experiences for ACT members to advance their career goals.
- 4) Additional connections to international opportunities and best practices.

With over 26 years of professional TDM experience, my entire professional career has been dedicated to TDM roles in the non-profit and private sectors, having worked in Boston, New York, Philadelphia, Denver and the San Francisco Bay Area in various capacities including operations, planning, business management, program management, public/private partnerships, and advocacy. Joining Google in 2009, I have led the team that has overseen extraordinary global growth of our transportation programs that reduce single occupancy vehicle demand and help to meet our ambitious sustainability goals. With a data driven and financially responsible approach, we have seen outstanding results with a mode split of less than 45 percent driving alone to our Bay Area Headquarters, while also establishing and managing TDM efforts both big and small throughout our global offices.

My educational background includes earning a BS in Urban and Regional Studies at Cornell University's College of Architecture, Art & Planning, and an MBA from the University of Colorado, Leeds School of Business.

### **AT-LARGE DIRECTOR**

**Jonathan Hopkins**

Principal

Smart Mobility Associates

Miami, FL

ACT Membership: 2 – 5 years

Chapter: SEACT



Residing in Seattle & Miami, Jonathan has led Commute Seattle (very established) & WPBgo (very new) with experience at Uber, Lime & Brightline. An Army vet, he has degrees from West Point & Georgetown.

**Personal Statement:**

**Why...** ACT helped shape my love for TDM. It helped guide me during my first role as Executive Director Commute Seattle, and it has been great to work within ACT as we stand up one of the newest TMAs in Florida (WPBgo). I hope through my participation on this board, I can contribute to an environment where others are able to do the same.

**Previously...** I have served as a Vice Chair of the TMA Council when I first joined ACT, and now am the President of the same council. I have had the opportunity to lead TDM efforts in a state graced with some of the most detailed TDM regulations in the country, as well as to stand up TDM efforts in localities with no regulations at all. It has also been my pleasure to represent ACT at federal lobbying days.

**Purpose...** If chosen to represent all of us on the ACT Board, I hope to help continue our organization's growth in the public policy space. We should continue to make TDM more central to the solutions promoted by the federal government and embraced by states and cities. The results of this effort can be better, more affordable places for people to experience, enjoy, and afford. I love sharing the story of how our work makes a difference, celebrating the great work that our peers are doing around the country, and exploring how better policy can make that work easier or more impactful.

Leveraging my work within the TMA Council, I also hope to grow ACT's support for growing TMAs and associated TDM regulations around the country. ACT's work to create the TDM-CP certification is but one step to continue to elevate the work we do. More cities in our country should see the benefits that TMAs offer.

**Representation...** If selected to the ACT Board, I can represent TMA practitioner experience, with a mix of geographic experience in Seattle, Miami and elsewhere. Previously, I have served on boards before within groups that successfully fought for LGBTQIA+ equality within the military (I am gay Army vet), which included extensive lobbying and communications on Capitol Hill. I've also been part of successful efforts to pass a \$54 billion transit measure in the Puget Sound region. I have been a board member of Seattle Subway, Cascadia Rail (founder), OutServe and Knights Out.

**In Summary...** What we do is really important. Great TMAs help communities realize smart solutions necessary to make great places possible. Truly, TDM along with more efficient land uses are cures for much of what ails our communities in an era of rapidly rising housing costs. I want to work within ACT to grow our application of TDM and help communities thrive.

### **AT-LARGE DIRECTOR**

**Veronica Jarvis, TDM-CP**

Senior TDM Planner

Thurston Regional Planning Council

Olympia, WA

ACT Membership: 2 – 5 years

Chapter: Cascade



Veronica is a Senior TDM Planner at Thurston Regional Planning Council and runs the Commute Trip Reduction Program in her region. She loves talking about TDM to anyone that will listen.

#### **Personal Statement:**

I started as a TDM planner in July of 2020 and found ACT through a Google search-I'm so lucky I did! I quickly learned that ACT is an incredible community full of great networking opportunities, resources, and people. I am so appreciative of being welcomed into the ACT community, that I want to do what I can to give back to the organization. I want to ensure everyone who joins and interacts with ACT feels welcomed and that they belong. We are fortunate to have a diverse group of members, and I hope to continue serving on the Board of Directors so I can help the organization forward TDM in a variety of areas.

I think it is awesome how ACT members have so many great ideas about TDM and love to share their projects and resources with others, I want to do more of that! I enjoy staying connected with several regional and national groups that do TDM work (Commute Trip Reduction Implementers in Washington State, WA State TDM Technical Committee, the Washington State Rideshare Organization, and a group of MPO-TDM implementers across the nation) that enables me to help connect TDMers with more resources.

Here are some items I've worked on this term on the board, and what I hope to accomplish in another term:  
Done:

- Working with the Public Policy Committee to get the TDM definition into Federal Law through the Federal Aviation Reauthorization. This will enable more funding and opportunities for TDM nationwide.
- Helped coordinate a TDM in Schools Webinar to learn about novel approaches to programs for youth.
- Currently working with the National Association of City Transportation Officials (NACTO) and Governor's Highway Safety Association (GHSA-traffic safety organization) to put on a joint webinar on how multimodal infrastructure, education and enforcement, and TDM behavior change all work together.

To do:

- Work with our ACT airport members and those who support airports to make the most of the new policy win.
- Continue working to establish partnerships with other organizations who are TDM adjacent to bring more connections to ACT.
- Connect with ACT members and share resources so everyone can do more TDM!

ACT has been such a great community to be a part of so far in my TDM career, I hope to continue serving on the board to represent the wonderful membership we have.

### **AT-LARGE DIRECTOR**

**Russell McDermott, PMP, TDM-CP**

Program Director

AECOM

Rocky Hill, CT

ACT Membership: 11 -15 years

Chapter: Patriot



Russell McDermott, a program director in AECOM's Sustainable Mobility practice, has over 15 years of experience in successfully leading both regional and statewide TDM programs.

#### **Personal Statement:**

I am seeking the At-Large Director position because I want to contribute to an organization at the forefront of addressing the challenges we face with climate change. In my home state of Connecticut, the transportation sector is the leading cause of harmful greenhouse gas emissions that contribute to climate change's harmful effects. The Transportation Demand Management (TDM) industry, particularly ACT, will be vital in addressing this critical issue.

My involvement with ACT dates back to my membership in the Southeastern ACT (SEACT) chapter and, currently, the Patriot chapter. I also serve on the TDM-CP committee. This experience has provided me with a deep understanding of ACT's goals and initiatives and the challenges faced by the TDM industry.

If elected to the board, I will focus on helping ACT navigate several challenges in the ever-changing post-COVID environment. These challenges include national changes in travel patterns and a broad decline in transit ridership. I will collaborate with our members and stakeholders to develop new and enhance existing TDM strategies that position ACT as a leader in this field.

As a Program Director in AECOM's Sustainable Mobility practice, I oversee the Statewide Sustainable and Active Transportation program (*CTrides*) and several aspects of the statewide rail program (*CTrail*) in Connecticut. This experience has allowed me to work closely with various stakeholders, including state DOTs, community-based organizations, community members, local governments, transit agencies, and elected officials. I have a proven track record of building meaningful and successful coalitions essential for driving positive change in the transportation sector.

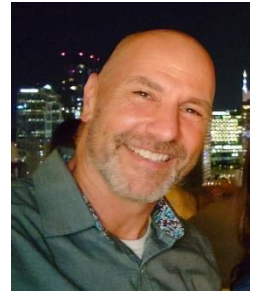
My 15-year career in the transportation industry has given me a comprehensive understanding of the challenges and opportunities faced by TDM professionals. I have worked on numerous projects and programs in different capacities, including planning, implementation, and evaluation. This experience has given me the skills and knowledge necessary to serve effectively as an ACT board member as it navigates the post-COVID environment.

I have the experience, skills, and dedication to be an effective At-Large Director. I am committed to working with my fellow board members to advance ACT's mission and to ensure that the organization remains at the forefront of addressing climate change through TDM.

### **AT-LARGE DIRECTOR**

**Matt Meservy, PE, TDM-CP**

Director of Planning  
Tennessee Department of Transportation  
Nashville, TN  
ACT Membership: 6 – 10 years  
Chapter: SEACT



Good day, ladies & gents! Please consider me for Board re-election. I'm the Planning Director for the TN-DOT, a registered engineer, AND certified TDM professional. A proverbial unicorn, (or yeti).

**Personal Statement:**

Since I joined the ACT family back in 2018, my passion to represent TDM and the Association has not wavered. In fact, it's stronger than ever. It hasn't been easy to rep though, that's for sure... I mean, trying to convince the masses to change (or to at least consider changing) the way they travel to and from their destinations involves an army of people dedicated to making that happen. Am I right? Am I right?

But I think that's what fuels me...

Finding those little victories that start to move the needle inspire me to find the next little victory... or even the next BIG victory! For example, one of the more gratifying accomplishments of being the Planning Director at the Tennessee Department of Transportation was the development and Federal approval of our state's first Carbon Reduction Strategy. This planning document places a large emphasis on TDM as a key strategy for reducing our carbon footprint. It has also laid the groundwork as we start to revamp our Statewide TDM Plan. All this effort will culminate in establishing and operating the state's FIRST statewide TDM program!! Pretty cool, eh? Like I said, little victories...

When it comes to my involvement with ACT, here are some of my accomplishments I can boast about since joining the Board that highlight my dedication and commitment to the ACT community:

- Since January 2022, I have NOT missed a single Board meeting; AND I've attended EVERY in-person Board Meeting during that same time period.
- I currently serve as Secretary of ACT's Public Policy Committee.
- I was recently awarded a seat on the Transportation Research Board's (TRB) TDM Committee.
- I was invited to serve as a member of ACT's Strategic Plan Working Group that was tasked with developing the 2025 Work Plan activities.
- I attended the 2023 ACT legislative fly-in event in Washington, DC.
- I have also presented at least once at eight out of the nine in-person ACT events since 2022. During these presentations, I have covered several TDM-related topics including state and federal policy, carbon reduction strategies, congestion management, and program funding. Oh yeah, I also co-developed a few sessions aimed at educating our International Conference attendees on TDM-CP exam topics within a game show environment (same MAY know me by my stage name – Matt Modeshift).

Anyway, it all starts with that army of people I was talking about; and believe it or not, YOU are part of the army! The ACT Army!! This tight-knit group of TDM practitioners, vendors, and professionals working hard to make a difference in a fast-paced world of change and turmoil. WE CAN be that difference with experienced and passionate leadership, and I have been proud to represent you on the Board in this way for the last three years; and with your permission, I'd like to keep representing for at least the next two. Thanks for reading this to the end. If I could, I'd send you a gift as a token of my appreciation. :-)

### **AT-LARGE DIRECTOR**

**Luke Tiemann**

Director, Business Development

Hallcon

Austin, TX

ACT Membership: Less than 1 year

Chapter: Red River



I am deeply passionate about TDM, sustainable transportation, and advanced technology. Eager to leverage my expertise, I aim to champion our shared values and drive positive change.

#### **Personal Statement**

I am pursuing a position on the Board of Directors to advance the growth of TDM in all communities and propel the industry forward by championing our shared values. My commitment to this organization's mission is unwavering, and I believe that through collaboration, we can enhance the efficiency of TDM programs, secure increased funding and policy support for TDM initiatives, and effect meaningful changes in commuter behavior. This will, in turn, positively impact our communities.

With rapid advancements in sustainable technologies and artificial intelligence, we now have unprecedented opportunities to enhance the effectiveness of TDM programs and their impact on surrounding communities. We find ourselves at a pivotal moment where the industry is offering more mobility options with increasingly flexible schedules to meet commuters' personal needs. This is an exciting era for TDM, presenting a prime opportunity to elevate our leadership, promote our vision, garner increased policy support, and secure new funding sources.

As a member of the Board of Directors, I believe that I can play a role in driving progress in the following areas:

- Shaping the future of TDM programs to address the evolving needs of modern commuters, employers, and transportation providers
- Promoting the role TDM plays in decarbonization and increasing public funding and policies for the transition to electric fleets.
- Advancing and promoting business intelligence and analytics to improve the effectiveness of TDM programs.
- Increasing opportunities for diversity & inclusion within the TDM industry.

At Hallcon, we manage some of the nation's largest and most complex commuter transportation programs, as well as one of North America's most extensive on-demand networks. Our mobility solutions effectively remove thousands of single-occupancy vehicles from the roads daily. By leveraging cutting-edge technology, analytics, and artificial intelligence, we optimize public and private transportation networks that provide meaningful increases in ridership and satisfaction. We are committed to transitioning to more sustainable fleets by adopting Electric Vehicles, reducing pollution, and enhancing the health of our communities.

#### **LUKE TIEMANN BIO**

My name is Luke Tiemann, and I am the Director of Business Development at Hallcon, a leader in mobility and infrastructure services. In just under a year, I have thrived at Hallcon, and discovered a profound passion for TDM and

## 2025-2026 Board of Directors Nominees

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the adoption of EVs and EV infrastructure. I am eager to bring this enthusiasm to ACT's Board of Directors, championing sustainable transportation, technology, and infrastructure.

My extensive experience in Business Development spans various organizations, across financial and corporate services. As an active member of ACT's Red River chapter, I am currently based in Austin, TX.

I graduated from The University of Texas at Austin in 2008 with a Bachelor of Sciences in Communication Studies and was a dedicated member of the football team, starting as a walk-on and earning a scholarship. My diverse background and commitment to innovative solutions make me a strong candidate for the Board of Directors.

### **AT-LARGE DIRECTOR**

**Allie Velleca, TDM-CP**

TDM Project Manager

AECOM

Atlanta, GA

ACT Membership: 6 – 10 years

Chapter: SEACT



Allie, an ACT Emerging Leader and a 40 Under 40, has held council and chapter leadership roles and brings 12+ years of experience in TDM project management from Georgia to Texas to Washington.

#### **Personal Statement:**

I have served as SEACT VP and held the roles of Vice Chair and Chair of the Telework Council. Recently, I joined the Transportation Reauthorization Task Force and have supported various other task forces in the past. I joined ACT to expand my industry connections and deepen my knowledge of TDM practices nationwide. My involvement in these leadership positions and task forces reflects my commitment to advancing transportation demand management and developing sustainable transportation solutions. Through ACT, I aim to continue fostering professional growth, collaboration, and the exchange of innovative ideas within the transportation industry.

I am eager to serve on the Board in the at-large position as it seems like a natural first step toward understanding how the Board provides guidance and leadership. Attending my first Board meeting at the International Conference in Seattle last year sparked my interest in supporting the organization in this capacity and shaping the future of ACT. I am excited about the opportunity to collaborate with like-minded individuals dedicated to advancing ACT's best interests. This role will allow me to contribute meaningfully while gaining valuable insights into the Board's operations and decision-making processes.

By serving on the Board and selected committees, I aim to ensure that ACT remains relevant and meaningful in the evolving TDM landscape post-pandemic. With the BIL opening new funding for TDM and our public policy efforts gaining traction, it's crucial to keep the organization's efforts aligned with member needs. My goal is to help guide ACT in fostering impactful initiatives and providing valuable resources and support to our members through committee involvement.

I've had the pleasure of supporting AECOM's global Sustainable Mobility practice for over 12 years, working with a diverse array of clients and programs across varied geographies in the public, private, and non-profit sectors. This experience has given me a keen understanding of the nuanced challenges in TDM, including political hurdles, funding limitations, equity issues, and transportation system hardships. I will use this knowledge to bring a well-rounded perspective to the Board, ensuring that all voices and perspectives are considered. My goal is to represent and support the diverse mix of ACT members by addressing gaps and making inclusive, well-informed decisions for the organization.

I'm not new to volunteering, having supported our neighborhood HOA through committee involvement and serving as PTA president at our school. In the PTA role, I ensured all materials were translated into four languages to cater to our diverse community. I thrive in diverse groups where everyone shares the same end goal and leverages individual strengths to advance initiatives. These experiences have honed my organizational leadership skills and ability to foster inclusive environments. I look forward to bringing this experience to the ACT Board, where I can contribute to our collective goals using my background in managing diverse teams and projects.