

Statements and Bios of Nominees for the 2021-2022 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.

2021-2022 Board of Directors Nominees



Board of Directors Positions

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PRESIDENT

Connie McGee

Commute Manager
Commute with Enterprise
San Ramon, CA



Over my 22 years at Commute with Enterprise I have served in numerous positions at ACT. As President of the Board, I have overseen the creation of our 5-year strategic plan and the launch of TDM-CP.

For the 13 years I have been involved in ACT, most have been in a leadership role, helping ACT to continue to grow and move forward. As President of the Northern California Chapter from 2009-2013, I helped to create consistency with outreach and membership engagement, as well as increased membership in the chapter. When I became Vice President of ACT National in 2014, we focused on stabilizing the organization as we hired an Executive Director to run ACT, after years of being managed by other organizations. As VP I had oversight of the Chapters, helping them grow through membership strategies, and consistency in Chapter goals.

In 2018 I was elected President of National and started the strategic planning process that concluded at the end of 2019, identifying the 3 strategic imperatives that will guide ACT for the next 5 years. Over the next 2 years as President I want to help support and help further the MORE through TDM legislation we have been working on, respond to the needs of our membership, continue to implement the imperatives established through strategic planning, furthering TDM-CP, and increasing the impact that ACT can make through growing membership and public policy initiatives.

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VICE PRESIDENT

David McMaster, TDM-CP

Director of Commuter Services
Metropolitan Transit Authority of Harris County Texas
Houston, TX



Currently ACT's Vice President, David is Dir. Commuter Services at Houston METRO. He serves on the Transportation Air Quality policy subcommittee at the MPO and on the board of ACT's Center for TDM.

I joined the board in 2012 as an at-large director, served as treasurer from 2015-2018 and became vice president in 2019. I have actively worked on multiple conference committees as well as the professional development and finance committees; participated in numerous public policy efforts on the Hill; have been a long-time active member of the vanpool council; and have been part of several task force/working group efforts for the association. I'm also a director on the board of the Center for TDM and hold the TDM-CP credential.

I seek re-election as vice president to continue the work I've been a part of for the last six years building ACT's position as the leading advocate for transportation demand management and TDM professionals. I'm proud of what we've accomplished to date to reestablish the Association's financial vitality and boost member value -- including establishing our own executive leadership and professional staff for ACT, creating a successful leadership program for young professionals, elevating our public policy efforts and successes, implementing new events in the TDM Forum, Emerging Mobility Summit and monthly webinar series, forming the Center for TDM, introducing the industry's first professional certification, and crafting a meaningful strategic plan to guide us in advancing the TDM profession, policies and practices.

My goal for ACT is to aggressively pursue our strategic imperatives even as we navigate the challenges of the current pandemic and economic turmoil. Furthering these plans for reinforcing our value proposition for all members, intensifying our influence nationally and locally, and accelerating our local presence offer us the best possibilities for addressing the current risks while bolstering TDM's higher role in the future transportation environment.

VICE PRESIDENT

Heather Salem, TDM-CP

Senior Transportation Program Manager
Genentech
South San Francisco, CA

Heather Salem is a Senior Transportation Program Manager at Genentech. She manages their ferry, vanpool, and carpool programs in the San Francisco Bay Area and has been an ACT member for over two years.



I would like to submit my nomination for the Vice Presidency of the Association of Commuter Transportation Board of Directors. When I first joined ACT, I went to my first chapter happy hour and discovered a group of like-minded people who were as passionate about transportation as myself. Throughout the past two years, I have gotten so much out of ACT - including participating in the ImpACT Leadership Program, attending two international conferences, networking with fellow transportation professionals both in Northern California and across the country, and learning more about TDM in these two short years than I had in the previous seven of my transportation career. That knowledge led me to be part of the first group of certified TDM professionals and I am honored and humbled to be included among so many other incredible TDM practitioners.

In my job as a Senior Transportation Program Manager at Genentech, I've had the opportunity to further develop my transportation network, participate in my local transportation organizations, and mentor many young transportation professionals. I am currently the co-chair of the Water Transit Subcommittee for the Bay Area Council and have participated in multiple task forces with the Bay Area Council and the Water Emergency Transportation Authority (WETA) around the development of a potential hovercraft service in the San Francisco Bay Area. I'm also passionate about developing future TDM leaders and have mentored and coached many young people who have been interested in the transportation industry.

As the Vice President, I hope to be able to give back to an organization that has given me so much. I would like to see ACT become an example for how a professional organization can change into a truly diverse, equitable, and inclusive organization for both existing and future TDM professionals. Initiatives could include new scholarships for young BIPOC interested in joining ACT and learning more about TDM, and mentorship programs that focus on building a "pipeline" of future TDM professionals by mentoring high school and college students.

2021-2022 Board of Directors Nominees

SECRETARY

Maureen Farrell

Deputy Executive Director
GVF
King of Prussia, PA



Deputy Executive Director at GVF and a TDM expert, Maureen has 12+ years' experience in business development, coordination of TDM programs, policy development, advocacy, marketing, and event planning.

After serving on the ACT National Board of Directors for six years, as an At-Large director, I am interested in serving in an officer position as Secretary. I have been an active ACT member for close to 12 years and have had the pleasure of serving in several different roles.

I served as ACT National's TMA Council Chair for almost 5 years. The TMA Council was dormant, and I reinvigorated it through the development of a strategic plan. This led to more participation in meetings, as well as record attendance at relevant ACT events and TMAs joining ACT National. I also helped to facilitate the production of the first ever TMA white paper. I have also chaired and co-chaired ACT events: ACT International Conference in Anaheim, CA, which had record attendance and was a sold-out event and I chaired ACT Inaugural TDM Forum in Boston, which also had record attendance and was a sold-out event. I have also facilitated and spoke on several panels at the TDM Forums, International Conferences, and the Public Policy Summit. Most recently, as I continue to serve on ACT's Board of Directors, I am also chairing the Membership Committee. With a goal of growing membership to 3,000, I have recruited volunteers from throughout the country and have developed strategies to grow and retain membership.

As I lead the membership committee and have led previous committees and conferences, the success that has been achieved has come from developing strong teams and encouraging others to push the limits of what is capable. I enjoy challenging others and strive to do that in my position at GVF as well.

"For our own success to be real, it must contribute to the **success of others."** ~ **Eleanor Roosevelt**. I believe with my ability to lead, problem solve, challenging myself and others to be creative and innovative, I would be a valuable addition to the ACT Executive Board serving as Secretary.

Thank you for the consideration!
Maureen Farrell

SECRETARY

Aaron Fodge, TDM-CP

Alternative Transportation Manager
Colorado State University
Fort Collins, CO



Aaron Fodge, TDM-CP, is the Alternative Transportation Manager for Colorado State University.

Mr. Fodge has served on the ACT Board of Directors for eleven (11) years as the Rocky Mountain region and At-Large representative. Aaron led the board's task force to create the TDM-CP Certification 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 ACT) and served as chapter President for the Rocky Mountain Chapter. [<https://www.linkedin.com/in/fodge/>]

Candidate for Secretary of the ACT Board of Directors

I would proudly serve our association as Secretary of the Board of Directors and member of the Executive Committee. I believe the Secretary's primary responsibility rests on delivering a transparent record of our proceedings that reflects the creativity and proactive conversation of the Board. Attention to detail, clarification, and active listening are expectations I will hold of myself.

Goals to Accomplish

Over my eleven years on the board, ACT has positioned itself as a leading voice in transportation across the nation. We have transcended the "Great Recession" to a stronger financial position with value-added member benefits including expanded conferences, certification, and professional development. It is this same perseverance that will elevate our association during the COVID pandemic as THE source for proactive transportation planning and demand management.

I hope to achieve the following pursuits as your Secretary:

1. Deliver accurate and timely record of our Board's proceedings to uphold transparency
2. Support the efforts of our Councils to engage membership
3. Support ACT's Diversity Task Force and integrate actions steps to build membership and participation across the association

Professional Experience

It is with great enthusiasm that I pursue the Secretary position with ACT. I believe my professional experiences have prepared me for this role:

- Leadership Northern Colorado Graduate (2012)
- ACT Leadership Academy (2008) Graduate
- Mediation Graduate Certificate – Colorado State University
- ACT Chapter President – Rocky Mountain ACT
- Board Member – Pacific Intermountain Parking and Transportation Association

Education

2001 – MBA – Colorado State University
1998 – MS Environmental Studies – California State University, Fullerton
1996 – BS Environmental Studies – SUNY ESF at Syracuse University

TREASURER

Thom Cerny, AICP, TDM-CP

TDM/Travel Behavior Change Practice Lead
AECOM
Tampa, FL



During my 31 years in the profession, I have managed numerous TDM programs (state, regional, TMA, employer). As a current At-Large Director of ACT, I serve on the Governance and Finance Committees.

I am seeking the Treasurer position because I want to help ACT prepare for the future of our profession, particularly in these uncertain financial times. My 31 years of TDM program management in a wide variety of economic environments can be leveraged, and my significant private sector experience might offer fresh ideas on how the organization operates. I currently serve as an At-Large Director on the ACT Board of Directors, and I am proud to be a member of the organization's Governance and Finance Committees. I am among the first group of TDM professionals to become ACT-Certified (TDM-CP).

As AECOM's Transportation Demand Management (TDM)/Travel Behavior Change (TBC) Practice Lead, I am honored to work with our 100+ TDM professionals worldwide, who are committed to reducing drive alone trips and improving air quality. Over 31 years I have managed numerous high-profile TDM programs at the State/Regional Commuter Assistance Program, Transportation Management Association, Transportation Management Initiative, and employer levels. My TDM/TBC experience also traverses private, non-profit, and public-sector work environments.

These programs include: CT Rides, in Hartford, CT; Commuter Services of Pennsylvania, in York, PA; Club Ride, Las Vegas; Rideshare Delaware, in Wilmington, DE; Carpool Southeast Texas; Commuter Krewe, in Baton Rouge, LA; The Clean Air Campaign and Georgia Commute Options, in Atlanta; Clean Air Works! in Charlotte, NC; CommuteSmart in Birmingham, AL; the Massachusetts Statewide Travel Options and Safe Routes to School (SRTS) Programs; Commuter Services, in Southwest Florida; South Florida Commuter Services, in Ft. Lauderdale, FL; and the statewide Safe Routes to Schools program in both Georgia and South Carolina. Prior to joining AECOM, I worked as the Planning Manager at Bay Area Commuter Services in Tampa, Florida; as the Executive Director of the Downtown Orlando Transportation Management Association; as an Employee Transportation Coordinator (ETC) at Florida Hospital; and as a Bicycle/Pedestrian Program Coordinator at the Orlando Urban Area Metropolitan Planning Organization (MPO).

I'd like to see ACT continue to be more proactive with the trends in our sector and less reactive. Opportunities may include conducting annual best practice assessments of our profession, setting national standards for program evaluations, educating transportation leaders about the value of our programs and services, and ongoing improvement to our professional certification processes. This will earn the association greater respect in the transportation industry and expand its recognition far beyond conference organizing.

Before the impacts of COVID-19, we were already adjusting to the rapid advancements in transportation technology and society's ongoing need to share travel. As a result of this pandemic, we are now all experiencing historic and unforeseen impacts to our industry, its funding, and unprecedented changes to traveler behavior. The ACT Board must advance its leadership and standing in the transportation community, while providing highly valued services to its members. I would appreciate your support so I can continue to be part of it.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

James Barr

Director for Transportation and Parking Services
University of Vermont
Burlington, VT



I am the Director for Transportation and Parking Services at the University of Vermont. I am currently an At-Large Director on the ACT Board and previously served as Secretary and Patriot Chapter Director.

Jim Barr serves as the Director for Transportation and Parking Services at the University of Vermont. In that position, he is responsible for all campus transportation and parking, to include: TDM programs, parking management, enforcement, permits sales, and lot management as well as shuttle services, and all active transportation modes. He has served for five terms as a board member for NEPC serving on multiple committees. Jim is a former ACT Patriot Chapter Director Representative to the ACT National Board of Directors, served as Secretary for ACT National, Chair of the Professional Development Committee, and Liaison to ACT Councils, and currently serves in his second term as an At-Large Board Director in which he continues to serve as the Chair of the Professional Development Committee. Other association memberships include International Parking and Mobility Institute, National Parking Association and the New England Parking Council. In addition to his university duties, Jim maintains positions within his community and municipal governments on committees advising for both parking and transportation issues as well as serving as commissioner for City of Burlington Public Works.

Jim joined the university in 2005 serving initially as a supervisor with campus police services before an appointment as the Director for Transportation and Parking Services in April of 2009. Prior to that, he served 22+ years with the U.S. Army in various positions of leadership, command and management, retiring as a Lieutenant Colonel. A graduate of Airborne, Ranger and Mountaineering Schools, the Combined Arms and the Command and General Staff Schools. He brings a background in operational and strategic planning along with leadership management experience.

Personal Statement:

I am a team player and am eager to remain involved with ACT and the ACT Board of Directors to continue to help shape the future of our association. The process of strategic visioning and how best our association can position ourselves to definitively contribute to commuter transportation on a national level is extremely important to me. I am eager to continue my involvement with the Professional Development Committee which includes oversight for our ImpACT Leadership Program, the mentor/PALs program, the future home of ACT TDM certification program and the nucleus for our ACT Webinar and Event Professional Development Sessions working group. We have a terrific group of volunteers on this committee, our board and in our councils forming a truly knowledgeable and creative management team. I still have a lot to offer and will work to continue our successful upward trajectory. In addition, I was recently appointed as the University of Vermont Mobility Safety Committee Chair where I am responsible for all modes of mobility on campus including active transportation. I am a graduate of the 2013 ACT Leadership Academy, the IPMI First Observer Training Program, and am currently enrolled in the CUTR 2020 Commuter Choice Certificate Program. I welcome the opportunity to serve and contribute in whatever way I can to better our association and grow our membership with meaningful educational events.

AT-LARGE DIRECTOR

Brittany Barrett

Assistant Director of Transportation
Emory University
Decatur, GA



Assistant Director of Transportation at Emory University. I oversee shuttle services and Commute Alternative Program. I have 17 years of experience with positions in Business Development, Marketing & Customer Service.

I am very interested in becoming a board member for a variety of reasons. Prior to coming on board at Emory, I served in many different relevant roles including Customer Service, Marketing, Training and Business development so I have a background that has given me an array of experiences within this industry. Since joining ACT in 2016 I have increased my participation each year. I currently serve as the Marketing Chair for the SEACT Chapter; am on the Professional Development Committee; and am in the ImpACT Leadership program. I have attended all the annual conferences since I joined and participated as a speaker during a session in Anaheim.

As a result of those experiences I have deepened my understanding of this amazing organization and want to grow even further in my participation. In my capacity as the Marketing Chair for the SEACT committee I have heard from members who are looking for opportunities to get more involved in ACT and looking for ways in which to enrich their experiences at conferences and between those meetings. I'd like to use my role as an At-Large board member to help other members increase participation and involvement. My background and education is in marketing with an emphasis on behavior change so I bring an additional layer of expertise to the table that I believe will be beneficial to Board.

Finally, I want to convey my passion and enthusiasm for this industry. I have a desire to personally grow and encourage others to deepen their expertise or expand their knowledge base. We will all benefit from fresh ideas and knowledgeable colleagues. If selected for the Board, I will be diligent about that responsibility and do my best to make positive and meaningful contributions that benefit all our members. Thank you for your consideration of my nomination.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Mark A. Cleveland

CEO & Co-Founder
Hytch Rewards
Nashville, TN



A motivated, optimistic leader, Mark sets a course based on solid data, stays curious and humble to navigate challenges and motivates people to do business in ways that are smarter, greener and safer.

Managing teams focused on transportation strategy and technology innovation, Mark has built national communications and service networks operating in nearly every truck stop and travel center in North America.

As President at TripPak (Truckload Management, Inc., now a Xerox company), Mark directed sales, marketing, client services as well as the technical deployment and software development teams providing business process improvement services for 70% of America's largest over the road trucking companies. In this highly competitive environment, with driver recruiting and retention among the greatest challenges for fleet employers, timely, data driven decisions are vital. Mark brings expertise in FMCSA regulations and commercial driver behavior management.

As Chairman of SeaBridge Freight, his team launched and operated a maritime transportation operation serving Tampa Florida and Brownsville Texas, where the company established the first maritime highway designation in decades and Smartway designation from the EPA.

Mark brings multimodal transportation and commercial driver behavior management experience to Hytch, with the goal of realizing behavior change in consumer commuting -- at scale.

In December 2019, Hytch introduced the first carbon-zero commute program, allowing any environmentally conscious motorist in America to neutralize emissions from their daily commute -- totally free. Hytch recently announced additional initiatives responding to Covid-19.

Transitioning to personal statements (and going first person) regarding my involvement with ACT, I serve on the Marketing Committee and am active in the SEACT Chapter, contributing content on COVID mobility policy. I'm interested in dedicating energy to helping improve connections with the ACT mission and the evolving political and policy arena. I believe I have the capacity to help drive strategic decision making, am comfortable being quiet or speaking my mind, and have an expectation of myself that I contribute to contagious collaboration at all times. Working as a team, I believe my skills can help elevate the board's focus on strategic communications in challenging times. My personal goal is to complete the professional certification processes while serving on the board. As a board member, I will initiate a "listening tour" dedicating time to hearing different perspectives of membership and helping with membership recruiting. I may have a unique perspective on the interaction of freight and commuter movements, which could add depth to our conversations.

Mark and his teams have earned recognition for excellence in different industries, including the Innovator of the Year award at Affiliated Computer Services (ACS now a Xerox company). His most recent honor is Entrepreneur of the Year Award in Nashville, where he was recognized three times as one of the most admired CEOs in the region. Mark received the Governor's Award for Trade Excellence as a manufacturer exporting textiles from Tennessee. Hytch was honored at Nashville's Sustainability Startup of the Year, Emerging Company of the Year from the Nashville Technology Council, the Governor's Environmental Stewardship Award, and the Tennessee Department of Environment and Conservation's Sustainable Transportation Award.

Hi wife Jenny, two daughters Savannah and Piper, and their two sons Andrew and Jacob are all helping improve the world in their own ways.

AT-LARGE DIRECTOR

Ryan Croft

Co-Founder & Chief Commercial Officer
TransitScreen®
Washington, DC



Ryan is cofounder and CCO at TransitScreen, a trustee at Federal City Council and previous ACT Board member. He is a frequent speaker on transportation technology, smart cities, and entrepreneurship.

Hello, I am Ryan Croft co founder and Chief Commercial Officer (CCO) at TransitScreen®, a Washington DC based enterprise software company. I have three reasons supporting my nomination to the open At-Large seat on the ACT Board of Directors: policy experience, tech perspective, and personal motivation.

Board Experience:

I have a wide range of transportation policy experience that would add value to the board. In addition to board service for TransitScreen, I am a trustee at DC-based Federal City Council and currently sit on the Transportation Committee. I previously served on the Board of Directors for ACT (Association for Commuter Transportation) in 2019 and the Board of Directors for Give and Surf, a non-profit based in Bocas del Toro, Panama. In addition, I have joined Washington, DC mayoral trade delegations to Toronto, San Francisco, Beijing, Hong Kong, and Shenzhen. In April 2020, he was appointed to DC Mayor Muriel Bowser's "ReOpen DC" Committee on Transportation and Infrastructure to help the city's strategic response to the impacts of the Covid-19 pandemic.

Perspective

As a software company founder, I can bring a unique voice to the ACT board. I've been a frequent speaker at conferences and universities around the topics of transportation technology, smart cities, real estate tech, urban mobility, travel, and entrepreneurship, including Code for America, Google X, Stanford University, Carnegie Mellon University, Harvard University, US Department of State, NACTO, SPUR San Francisco, Consumer Electronics Show (CES), South by Southwest Interactive (SXSW), Oracle Open World, NMHC OpTech, European Business Summit (Brussels), TUM (Technical University of Munich), Inter-American Development Bank (Montevideo, Uruguay), and the Global Entrepreneurship Summit (GES 2017) in Hyderabad, India.

Personal motivation:

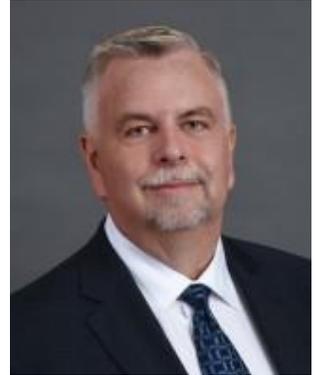
Lastly, I'd just like to express my personal and professional passion and commitment to ACT, TDM, transportation policy. As an At-Large member of the ACT Board, I would be a relentless advocate for issues TDM, in particular, areas related to equity and inclusion within transportation.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Donald DeVivo

President
DATTCO, Inc.
New Britain, CT



As President of DATTCO, Inc., Donald has been in the transportation industry his entire career. He runs his family-owned motor coach and school bus operation and serves on several industry boards.

Specific contribution to ACT such as prior Board, Chapter, Council, or Committee work

On a local level, DATTCO operates one of the largest commuter lines in Massachusetts' South Coastal area, making myself and the company a natural advocate for commuter transit. Nationally, in my position as Chairman of the Board of Directors for the American Bus Association (ABA), we've been addressing issues surrounding transit systems on a national level and focused on initiatives that will make these systems better for the commuter and ultimately, more profitable.

Reasons for wanting to serve on the Board in the capacity being nominated

I am seeking to represent the Association for Commuter Transportation because I know I can make a valuable contribution with my broad network and association with fellow policymakers and transportation professionals. As President of DATTCO and in the roles I serve on various boards, it is one of my goals to make the TDM infrastructure stronger and to provide more advocacy as roads become more crowded.

What you hope to accomplish by serving on the Board in the capacity being nominated

I see the need to advocate for and create awareness around the importance of transit to the necessary infrastructure of communities.

Transportation is in my blood. As a teenager, I began working in the bus industry at my family company, learning the business from the ground up starting in the shops, then as a driver, and then first-line management and operations. The transportation industry is made up of people who support each other, which has been powerfully demonstrated in recent times as we navigate the uncertainty of the industry impacted so greatly by the pandemic. The support that I received over the years has led me to commit to supporting others. I would love to give back to the industry that has given so much to me, and to my sons – the next generation of DATTCO.

Any other experiences that will foster success (board member of another organization, organizational leadership, certification/training, etc.)

During my tenure as Chairman of the Board for the American Bus Association (ABA), I have guided the organization under a unified, influential voice with an emphasis on critical issues that impact the organization's members. We are focusing on influencing and managing government policy. In addition to lobbying the Department of Transportation and the Federal Motor Carrier Safety Administration, we are involved in shaping regulatory issues in New York City, Chicago, and Maine. Under my leadership, we see success in engaging and growing ABA's membership and communicating the value ABA contributed to its members and the industry.

I have been a very active member of the Middlesex Chamber of Commerce, Connecticut's largest chamber. I served as the Chairman of the Board for the fiscal year 2019-2020; during this time, we addressed issues surrounding regional transportation, tourism, and business development.

I also serve as a Board Member for New England Bus Association, Connecticut Operators of School Transportation Association, and Massachusetts Bus Association. DATTCO is highly diversified, giving me expertise in an array of businesses: contract services, charters, school buses, shuttles, and intercity bus routes, to bus sales and repair. A good portion of DATTCO's contract services business deals with college campus transportation, promoting mass transit to students.

AT-LARGE DIRECTOR

Evangelos C. Gatseos

Outreach Manager

Denver South Transportation Management Association

Englewood, CO



First generation Greek immigrant born in Boulder, Colorado. United States Marine Corps veteran. BA in History and Political Science. Elite level road bike racer. 5 years doing successful TDM work.

Doing TDM outreach and marketing development has been a wonderful experience. We work directly with employers to help encourage commuter behavior change. This process is necessary and on-going. Denver South provides unique outreach challenges because there are no TDM mandates and voters have not approved many multi-modal transportation improvements. This places additional burden on TMAs to encourage voluntary employer participation.

My professional aspirations in Denver include running for City Council in 2023. Having experience sitting on a Board like ACT will provide valuable experience in understanding policy making processes and how to overcome opposition by political leaders or business interests.

Basically, I want to provide insight on objections/challenges from individual TMA outreach and employer perspectives which would hopefully create more effective best practices for TMAs throughout the US. I also want to learn from planners and policy makers on how TDM can be implemented at the government level.

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AT-LARGE DIRECTOR

Brendon Harrington

Director, Transportation
Google
Mountain View, CA



Involved in ACT his entire professional career, Brendon has over 20 years of diverse TDM experience. Joining Google in 2009, he has overseen extraordinary growth of its global transportation programs.

Thank you for considering me for a second term as an At-Large Director. It has been a privilege and honor to serve on the ACT Board, helping to advance ACT's vision of a better journey for everyone. My contributions and leadership can continue to add value to the organization as we navigate the uncertainty facing our industry during the current pandemic and as we navigate the future of commuting. Five key opportunities for ACT that my current role as the Director of Transportation for Google as well as my earlier career TMA and TDM experience will add value include:

- 1) Prioritizing Diversity, Equity & Inclusion efforts
- 2) Fostering additional employer engagement
- 3) Increased professional development opportunities for all ACT members to advance their career goals
- 4) Increased international presence
- 5) Advancing innovation in the TDM industry

With over 20 years of 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 now 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 growth of our global transportation programs that reduce single occupancy vehicle demand. In the Bay Area alone, our shuttle system has grown from only a handful of buses and routes to a major transit system serving nine counties and upwards of 11,000 passengers each way each day, an operation roughly comparative in size to the systems in cities like Nashville, Orlando and Kansas City. 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.

Having been an ACT member since the late 1900's, my professional growth has been influenced very positively by ACT, with active or past involvement in ACT's Strategic Plan Development, the Future of Events Task Force, the TMA Council, the Employer Council, the RMACT Chapter Board and was part of the inaugural ACT 40 under 40 class. I have also been a regular presenter and moderator at ACT events and have volunteered numerous times on various award judge panels. I also look forward to joining the work underway with the Governance Committee and the ACT Diversity and Inclusion Task Force.

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

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Marie-France Laurin

Chief Development Officer

Netlift

Montreal, Quebec



Ms. Laurin is Chief Development Officer at Netlift, a carpooling and HOV parking management solution. Marie-France holds a Bachelor's in Integrated Communication and an MBA in international management.

Being a member of the Association of Commuter transportation has been an eye opener for me, on a personal level, as well as for Netlift as an organization. Having the chance to be surrounded by smart and insightful members from different realities has allowed me to learn so much about TDM and the opportunities we are facing.

It was really important for me to be an active member of ACT, allocating time and energy to get involve in the TDM ecosystem. I am a lucky member of the 2020 ImpACT Leadership program, a group of amazing individuals that want to make a difference and change behaviors from SOV to TDM.

I am a member of the Vanpool council since I joined ACT in 2019, but I was looking to do more, to get involve and help support the return to the workplace. With a great group of individuals and different perspective, I was a collaborator to the "Supporting commuters returning to worksites during Covid-19" document. I leaded the task force on carpooling and parking, but I also offer my collaboration to the preparation of the entire document with the ACT team.

Netlift has carpooling and HOV parking projects in Europe and in Canada where we work with Cities, Private organizations and government entities, experiences that would bring insights to the ACT Board of Directors and the entire community.

As a new member of ACT, I envision a collaborative vision of all members to reduce the number of SOV on the road and to provide efficient, affordable, and complimentary mobility solution to all. As an actor of the carpooling and parking sector, I bring with me new opportunities to the entire Association of Commuter Transportation and would love the opportunity increase the reach and membership of the organization.

For those who know me, I bring energy and motivation to the table and I believe that ACT as the opportunity to shine even more in the next years, especially with the new mobility reality that we are facing.

I do not want to watch the parade; I want to be in it and lead it with all the tool and knowledge possible. Looking forward to having a chance to be an active member of ACT Board of Director and to collaborate with all of you.

Looking forward to having the chance to be part of such a great group of ACT Board of Director.

Marie-France Laurin

Chief, Development Officer

Netlift

AT-LARGE DIRECTOR

Nicole Le

Co-Founder

TripShot

San Jose, CA



Nicole Le’s “Big Picture” vision, combined with her attention to critical details, fuses together the future of mobility and technology in a world quickly evolving to new realities.

The future of regional mobility will center around how we evolve our commuting patterns, habits and behaviors.

This fact was true well before the current global pandemic arrived: single-automobile usage is not a feasible mode of mobility in a world that needs sustainable solutions at its core, as its constitution. Now, more than ever, we must as an industry work harder to push against the pendulum of people who may eschew shared transit. In short: our job just grew in difficulty. But it is also presenting opportunities that may have been unimaginable in normal times.

Technology will be a major cornerstone, if not the entire backbone, of how we help stimulate new behavior changes, and it will prove absolutely critical to help transit managers understand the entire picture of their network at an up-to-the-second pace never before seen for so many modes of congruent mobility. It is far past time for technology to saturate mobility. The rising demands of growing generations and their fluid comfort with mobility that happens at the tap of a finger dictate this imperative.

For every employee who refrains from using the subway, we need micro-transit hub and spoke networks to flourish. For everyone who scoffs at boarding a bus, we need reminders and solutions that help them feel safer, and safer than ever before. For every employee who transitions to a home office, we need better biking and walking infrastructure in place to support greener choices that keep automobiles off the road.

Technology can be the catalyst for all of this, and for all the things we haven’t even considered yet. But we must act swiftly, decidedly and decisively. The next few years will determine the direction of this industry for decades to come.

While I have not served in any official capacity with the Association of Commuter Transportation, TripShot have been ardent supporters from our inception. I am familiar with the goals and ethos of the association. Additionally, my work as Director of Funds for Stand Up For Kids, a non-profit focused on ending child homelessness. I have also started a non-profit for breast cancer awareness. I believe this background-combined with the passion for necessary change in the industry as we move into a post-pandemic world, perfectly positions me to find ongoing success in the At-Large Director role for ACT.

After reviewing my supplemental application materials, I hope you will agree.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

David J. Lieb, TDM-CP

National Director of Higher Ed Mobility Planning
Walker Consultants
Longmont, CO



As National Dir. of Higher Ed Mobility Planning at Walker Consultants, David has supported over 50 universities' efforts to improve campus-commuter experiences and brings 31-years of TDM leadership.

I have been a member of ACT since 2007. In that time, I have made great friends and contacts and learned so much about the industry and the value that the organization provides to it. I've recently had the opportunity to give back as a member of the Certification Board of Trustees and would like the opportunity to extend that leadership by serving as an At-Large director on the Board of Directors.

In 2010, I graduated from ACT's Leadership Academy (the predecessor to the ImpACT! Program). During my time in the association I have participated in the Rocky Mountain Chapter and the University Council. I have been a presenter and a moderator at conferences. Most recently I have been serving as the vice-chair of the ACT Certification Board of Trustees (CBOT), and the chair of the CBOT exam subcommittee. I am proud to be one of the first people in the world to have earned the designation of TDM-CP.

The TDM certified professional exam and certification are further elevating our chosen professions, by recognizing, promoting, and celebrating the professionalism and skill that our peers inside and outside of the association possess.

I have seen firsthand as a practitioner and as a consultant the value that ACT offers—ACT's work on Transit Parity and the UBIT repeal brought real and immediate benefits to the industry. I am proud to have been a part of that as a member and I want to help lead the organization to continue to provide these services and to continue to grow the association.

My experience in TDM and in leadership roles has positioned me well to benefit ACT. My work directing parking and transportation at Cornell University and at the University of Colorado Boulder was tightly focused on improving commuter experiences. At Cornell, I helped develop one of the earliest university TDM programs and at Boulder helped a venerable TDM program grow. I introduced vanpooling at both universities.

Now as Walker Consultants' National Director of Higher Ed Mobility Planning, I support colleges and universities around the country in advancing their access and mobility for faculty, staff, students, and guests—by enhancing customer service; improving commuting programs, facilities, and support services; and, increasing operational efficiency.

I have a history of volunteer board service. In the 1990s I served on the board of directors for Campfire Boys and Girls and for Cornell Advocates for Rape Education (CARE). From 2008 to 2014, I was the founding board president of Ithaca Carshare, Inc.—launching it and growing it into a half-million dollar per year non-profit service to the Ithaca and Cornell communities. From 2013-2015, I served on the board of directors of eGo CarShare in Boulder and Denver, another community-based not-for-profit.

I bring 31 years of experience developing, leading, expanding, and consulting on TDM programs and the support services that make them more accessible. I would be privileged and honored to serve on ACT's Board of directors and would deeply appreciate your support.

AT-LARGE DIRECTOR

Courtney Menjivar

Principal
Wells + Associates
Tysons, VA



Courtney helps communities modernize their approach to transportation. She helps identify mobility amenities to lower costs, reduce parking, and leverage transportation for competitive advantage.

I joined the Association for Commuter Transportation (ACT) and the Chesapeake Chapter almost two decades ago. I am forever grateful for the opportunity as I genuinely believe I am the professional today because of this Association. ACT is where I gave my first presentation, served on my first conference committee, received my first project award, recognized as a recipient of the first 40 under 40 award “class”, judged my first conference abstracts/awards submissions and ultimately learned how to be open to possibilities ... so many firsts and many more seconds. I have made friendships, sought out mentors, learned how to be curious and found inspiration along the way. I feel that ACT has given me so much and I sense that I am now in a place in my career that I am able to give back while at the same time eager to develop new skill sets by serving as one of your At-Large Directors. I lead a team that is focused on helping developers and other commercial real estate sector enterprises optimize their business models by integrating technology-based solutions, bridging the “last-mile” connection, and tapping into underutilized transportation amenities, such as:

- Designing and implementing comprehensive communications, wayfinding, and marketing programs for major transit-oriented, mixed-use communities undergoing redevelopment features including the largest shopping center in the Washington, DC region. This program built multimodal transportation choices and internet-based communications systems into the existing network, earning a “Best Workplace for Commuters” award.
- Conceptualizing and implementing multimodal transportation programs for both established and growth-stage technology companies undergoing major office relocations.
- Improving the marketability and tenant experience at a new mixed-use development by improving access, providing more transportation choices, and delivering effective commute assistance to current and prospective tenants. This project included the use of lower-cost, geofenced ride-hailing services to improve access to transit and comply with regulatory requirements.

I believe that my current experience rooted in the commercial real estate sector and my membership in the Commercial Real Estate Women (CREW) Network can support the association by expanding the reach of ACT in the private real estate sector and cultivate ideation and relationships with developers, architects, and property managers focused on site connectivity and accessibility as well as tenant engagement. I see opportunities for ACT to lead private sector mobility training, market research collaboration, site-based travel behavior technology, continued thought leadership and membership growth. As an At-Large Director, I will commit to focusing my energy and efforts on improving the lives of commuters, the livability of communities and the economic growth of business by leveraging my experience, network and passion.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Rob Sadow

Co-Founder & CEO
Scoop Technologies, Inc.
San Francisco, CA

Rob is Co-Founder and CEO of Scoop and a current At-Large Director of ACT. A 40 Under 40 recipient, he frequently speaks on shared mobility. He is a Wharton School graduate with a BSE in Management.



I'm proud to have served on ACT's Board since January 2019. It's a privilege to work with some of the brightest transportation experts from across the country to help shape the organization's perspective on opportunities presented by emerging transportation modes and beyond. I'm humbled by the work we've accomplished—and we are only getting started.

Before 2020, we as an industry witnessed and implemented steady, yet rapid, growth towards a future of commuting that is more sustainable, equitable, efficient, and convenient. Since my time on ACT's Board, I've witnessed firsthand how ACT serves as a leading international advocate for commuter transportation improving the lives of commuters, increasing the livability of communities, and supporting the economic growth of businesses.

Then 2020 happened—and the commuting landscape was upended. As the world grapples with the impacts of a global pandemic, the future of commuting is uncertain. Us leaders within the transportation and commuting industries cannot sit back and wait to see how this future plays out. In a time when there are more questions than answers when it comes to the future of commuting, ACT is the "North Star," guiding the industry with collaboration and strategy to provide resources needed for commuters, employers, and transportation agencies alike.

Now, it is crucial that leaders from all areas of the transportation industry unite under ACT to provide a firm perspective on what we must do to ensure that the future of commuting remains as sustainable, equitable, efficient, and convenient as ever.

If re-elected to serve on ACT's Board, I look forward to partnering with the Board to ensure we chart a successful path for ACT into the future. We need to ensure we don't take a step backward on our smart mobility goals, and that we help alleviate commuter uncertainty and cement our leadership opposition as a critical voice for the commuter community.

As the Co-Founder and CEO of Scoop, I currently serve as Chair of the Board of Directors, which includes partners from venture capital firms including G2VP, Index Ventures, and Signia Venture Partners. I also provide mentorship one-on-one for various entrepreneurs in both the mobility and broader tech ecosystem. Prior to co-founding Scoop, I served on the New York and San Francisco leadership teams of Bain & Company, one of the world's top management consulting firms.

At Scoop, we represent an evolution in new and shared mobility, partnering with some of the world's most forward-thinking organizations to positively change commuter behavior at scale. In a time when support for transportation and commuter initiatives is more crucial than ever before, I look forward to raising awareness for ACT's initiatives to our partners, as well as providing perspective on how public and private organizations can partner to affect meaningful changes on commuter behavior, reduce SOVs, and provide complete solutions and access for commuters everywhere. Together, we can cement ACT as the leading voice in an ever-changing commuter transportation landscape.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Kristin Slaton, TDM-CP

National TDM Business Manager

AECOM

Cincinnati, OH



With 20 years' experience as Business Manager for AECOM's national TDM practice, I bring a breadth of expertise, skills, and knowledge to TDM. I also serve on ACT's Certification Board of Trustees.

I am seeking the At-Large Director position because I want to contribute to ACT and the TDM profession in a meaningful way that grows the visibility and effectiveness of TDM, while preparing our industry for the future. I bring 20 years of experience in TDM having managed programs in varied geographies and within the public, private and non-profit environments. I am a long-standing ACT member and participant. I currently serve as a member of the ACT Certification Board of Trustees, have served previously in Chapter leadership, and participated in numerous ACT activities over the past 20 years. I am among the first group of TDM professionals to earn the TDM-CP credentials.

As AECOM's National TDM Business Manager, I am honored to lead 80+ TDM professionals across the country who are committed to reducing drive-alone trips and improving air quality. I began my TDM career as an Outreach Coordinator recruiting the very first employers to participate in metro Atlanta's Clean Air Campaign initiative 20 years ago. Since then I have had the opportunity to lead comprehensive TDM programs and project teams in markets that include Massachusetts, Southern Nevada, and Atlanta. Currently I oversee AECOM's active TDM programs in a Project Advisor role which involves program development, financial/funding management, team building and training, program evaluation and measurement, innovation and growth, and facilitation of information and best practice sharing.

Some of these programs past and present include: CT Rides, statewide Connecticut; Commuter Services of Pennsylvania; Club Ride Commuter Services, Las Vegas; Carpool Southeast Texas; The Clean Air Campaign and Georgia Commute Options, in Atlanta; the Massachusetts Statewide Travel Options and Safe Routes to School (SRTS) Programs; Commuter Services in Southwest Florida; the statewide Safe Routes to Schools programs in both Georgia and South Carolina; Rideshare Delaware; the Lake County SOV Reduction Assessment in Illinois; the TDOT Tennessee Statewide TDM Plan; and the Contra Costa 511 TDM Assessment.

Across each of these projects, I have a successful track record of building highly effective TDM teams and deploying effective TDM outreach and marketing services. I also bring a reputation for building a network of meaningful and successful stakeholder relationships within these programs that include state DOTs, non-profit organizations, MPOs, local governments, transit agencies, regulatory agencies, and TMAs.

I have seen ACT on an exciting trajectory over the past several years and would like to see the organization continue to be more proactive with trends and technologies and engage TDM professionals across all levels to strengthen our profession. Before the impacts of COVID-19, we were already adjusting to rapid advancements in transportation technology and society's ongoing need to share travel. As a result of this pandemic, we are now experiencing historic and unforeseen impacts to our industry, funding, and traveler behavior. The ACT Board must advance its leadership and standing in the transportation community, while providing highly valued services to its members. I would appreciate your support to take on this new leadership role within ACT.

AT-LARGE DIRECTOR

Ian Todreas, TDM-CP

Vice President
ERG, Inc.
Boston, MA



Ian is a vice president at ERG, a national consulting firm, with more than 20 years of experience supporting and managing large technical and communications projects in the transportation sector.

We are at a momentous juncture in transportation and environmental history. In the next few months or years, all levels of government and most other sectors of society will need to take drastic action to address climate change. The transportation sector will be one of the largest targets, and yet it is the largest, most diffuse, and most vexing sector when considering where and how to reduce emissions.

ACT is uniquely positioned to help reduce climate change emissions in the transportation sector. As the voice of the TDM community, it has the authority, credibility, relationships, and (most importantly) the proven solutions to achieve GHG reductions immediately and inexpensively—without major technological innovations or large-scale infrastructural investments. Moreover, TDM offers so many other benefits—employee satisfaction, cleaner air, improved health, cost savings, etc.

I would like to serve on ACT’s board to help ACT position itself as a leader in the movement to reduce emissions from the transportation sector. Through serving as contract manager and principal investigator to EPA, DOT, TRB, and multiple state and local agencies (including MassCommute, ABCTMA and Seaport TMA), I bring both an understanding of climate science, transportation, and TDM policy as well as longstanding commitment to, involvement in, and understanding of ACT:

TRANSPORTATION – CLIMATE EXPERTISE

- Authored summaries of measures (compressed work weeks, telework, flex time, provision of traveler information, public outreach and education on the costs of driving, and others) to reduce greenhouse gas emissions in the transportation sector for inclusion in US DOT’s *Report to Congress*.
- Led NYS’ stakeholder engagement process to define transportation research for climate adaptation.
- Led CalTrans study to better communicate climate change issues within and beyond agency.
- Led EPA’s Best Workplaces for Commuters F500 Campaign and the BWC – Climate Change “Making the Connection” set of tools.
- Led local MA community efforts to expand bike infrastructure, secure Zipcars, map ped routes, and launch EV adoption campaign for climate action plan.
- Led several of EPA’s green freight training and regional diesel emission reduction initiatives.

ACT EXPERIENCE

- Helped organize several ACT Patriot Chapter events and conferences.
- Served on the program committee for ACT National Conference in Boston.
- Have attended several international ACT conferences.
- Participated in ACT Leadership Academy.
- Currently serving on CBOT.
- Obtained TDM-CP.

Thank you for your consideration.

AT-LARGE DIRECTOR

Jimmy Tran

Bicycle and Pedestrian Planner
UCLA
Los Angeles, CA



Jimmy is the Bicycle and Pedestrian Planner for UCLA. Using the skillsets from his urban planning and public health master's degrees, he develops policies and programs to make UCLA a healthier campus.

I've participated with ACT in support of my colleagues who were part of the chapter leadership for Southern California. I've had the opportunity to present on university bike programs and best practices at an ACT Conference in San Diego and a leadership meeting in Anaheim. In 2019 I received an ACT 40 Under 40 award at the TDM Forum in Seattle and made valuable connections with TDM professionals across the country.

While my local chapter is performing well implementing programs in the Southern California region, I would like to contribute to ACT nationally by collaborating with other board members to set the course for transportation demand policies and practices in the next few years. By serving as a Board member, I plan to shift the conversations around TDM strategies as being "alternative" to "sustainable" or the "primary" strategy as we aim to enhance access and mobility for our workforces by exploring multi-modal transportation. While there is no one-size-fits all strategy, I hope to continue meeting with professionals in other cities and states who experience different challenges and opportunities from my own here in Southern California. While innovation is key, the need to provide a feasible approach for implementation in different cities and regions is equally necessary.

I am relatively new to TDM having worked at UCLA for nearly four years as a bicycle and pedestrian planner. What I lack in decades of experience, I make up for with the drive and enthusiasm necessary to shift policy and programs to address transportation and climate issues in our country. My work experience and education at UCLA provided me with the necessary tools to bridge the dialogue on health, climate and transportation. I completed my dual master's program in public health and urban planning at UCLA and use the two disciplines regularly by developing partnerships to make UCLA a healthier campus for thousands of UCLA students and employees. My involvement in multi-disciplinary projects on campus have included the revitalization of campus spaces, the implementation of a campus bike share program, and the development robust policies and programs to enable micro-mobility use.

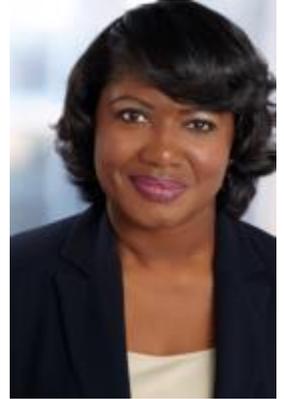
The industry of transportation demand management is rapidly shifting. During this current global pandemic, there is a need for developing new strategies that encompass public health best practices while still reducing our workforce's impact on greenhouse gas emissions. Another area where ACT can contribute to in a meaningful way is to be part of the national dialogue on addressing systemic racism in all policies. TDM policies are not immune from having adverse effects on disadvantaged communities or people of color. As a Board Member, I plan to contribute and bring forward the tough conversations that our organization needs in order to develop policies that will address sustainable transportation, health and equity. The next few years are arguably the most important for our profession.

2021-2022 Board of Directors Nominees

AT-LARGE DIRECTOR

Roz Tucker, TDM-CP

Managing Director of the Mobility Services Group & Georgia Commute Options
Atlanta Regional Commission
Atlanta, GA



Roz is Managing Director, Mobility Services Group + Georgia Commute Options, Atlanta Regional Commission. She is passionate about leadership and developing others to their full potential.

Roz Tucker, Managing Director of the Mobility Services Group + Georgia Commute Options at the Atlanta Regional Commission. I bring over 25 years of experience navigating the intersection of mobility, human services, philanthropy, and community engagement. I bring a wealth of knowledge from the public, nonprofit and private sectors, where I have served in senior leadership roles. I currently volunteer on ACT's Certification Team (TDM-CP) and have dedicated my time for weekly meetings, trainings, and working sessions. I am proud to be in the first group to earn the TDM-CP designation and I look forward to encouraging others to achieve this great accomplishment as well. As a member of the SEACT Chapter, I have worked to increase engagement with local TDM Practitioners.

I am gifted at fostering partnerships and convening groups. I am a servant leader who is passionate about seeing individuals develop to their fullest potential. By serving as an ACT board member, I will seek to help further the mission and achieve greater reach for the organization. My experience scaling regional programs, coupled with my passion for cultivating engaged communities makes me a perfect fit for this role.