



Sunday, August 30

Welcome and Opening Reception

Monday, August 31

Opening Session

Retrospective

Morning Breakout Sessions

SESSION ONE

Employer Council Session

Employers and TDM

A look at employer programs that effectively address congestion, carbon footprints, and health.

This session features three expert speakers addressing specific aspects of employer transportation programs. The first section will cover **Helping Employers Achieve ISO 14001 Certification with Commuter Programs**. Participants will find out what the ISO 14001 Standard is all about and why commuter trip reduction program is important for employer ISO 14001 certification. The second section will look at **Tying Rideshare Into a Corporate Image** by creating effective marketing strategies for living healthy, being green and going beyond the commute. Attendees will look at Kaiser Permanente's Brand strategy of "Total Health" and how it is building on that credo to create supportive messages that drive and influence market conceptions of transportation demand management and its relationship to health. Efforts to help preserve today's resources for tomorrow have become mainstream. The third and final section of this session is titled, **Welcome to the Planet**, and features the Salt River Project (SRP) — a companywide campaign to engage employees in environmental activities. Planet SRP is a creative, interactive way to encourage employee commitment to environmental stewardship as a core value while promoting positive decision making that considers long-term economic and environmental impacts.

Speaker: Barbara Disser, Boeing Company – Mesa, AZ

Speaker: Dominic Menton, Kaiser Permanente – Pasadena, CA

Speaker: Lori Singleton, Salt River Project – Tempe AZ

SESSION TWO

TDM and Climate Change

TDM and Land Use — Teaming to Create Climate Change

This three-part session covers transportation demand management and land use. The first part will cover **Making TDM More Effective in Reducing CO2 Emissions**. Emissions of carbon dioxide are more closely related to vehicle-miles traveled (VMT) than to other commonly-used TDM performance measures such as changes in mode split, vehicle occupancy, or vehicle trips. Using VMT as a performance measure for TDM programs, instead of the more common measures, would both align TDM more closely with reducing CO2 emissions, and improve TDM's effectiveness in achieving other objectives. Part two of this session will explore **Transportation and Climate Change, Focusing on Causes and Consequences**. The transportation sector in the United States is responsible for 28 percent of all greenhouse gas (GHG) emissions; therefore, reducing transportation's fossil fuel use will be an important component of federal, state, and local efforts to reduce GHGs. Moreover, climate change has substantial implications for the management of transportation systems, due to the associated increases in temperature, sea level rise, and rise in the intensity and number of storms. One recent effort to support this renewed focus was creation of the US DOT Transportation and Climate Change Clearinghouse (<http://climate.dot.gov/index.html>), which includes the Climate Exchange, an online forum allowing users to share thoughts, questions, knowledge, and "best practices" in order to build their expertise on transportation and climate change issues. The third and final part to this session will highlight **Using Public and Private Partnerships for Business TDM Activity**. Congestion, pollution and climate change issues affect us all in our everyday activity so it is important that those responsible take ownership of the problem. The government can impose a range of carrots and sticks but what we ultimately need to achieve is the voluntary involvement of the individual in and outside of the workplace. This paper will outline a new approach that has been successfully trialled in the UK and is now being used as best practice across Europe.

Speaker: Edward L. Hillsman, Center for Urban Transportation Research – Tampa, FL

Speaker: Kathy Daniel, Federal Highway Administration – Washington, DC

Speaker: Natalie Owen, UrbanTrans – Caloundra, QLD, AUS

SESSION THREE

New Technologies and Approaches for TDM

How new advances in technology and marketing can reach the commuter.

A three tiered session, our first tier will spotlight **Using New Media and Social Networking Strategies for TDM**. With emerging new technologies that affect peoples' media consumption habits, we have discovered that traditional marketing channels may no longer be effective and

sufficient for some campaigns. While this campaign continues to utilize traditional marketing channels such as radio, earned media and online banner advertising, we are finding that these means are just no longer sufficient if used exclusively of each other. We will show samples of our integrated marketing campaigns on YouTube, Facebook, Blogger.com, and Twitter with the end goal of inviting the audience to start their campaign by setting up their own program page and maximizing the little or no-cost features of these social networking sites. The second tier is titled, **TDM 2.0 – Stretching Thinking on Roles for Technology**. Technology is changing faster than most can keep pace with. The presentation will include a review of some of the latest trends in technology advancements - most of them unrelated to transportation, along with some stretch thinking on how these tools and services might be applied to TDM programs. The session will encourage audience members to contribute ideas and brainstorm ideal new directions for technology... in an attempt to induce stretch thinking and new thought processes. The third tier will examine **How Social Networking is Changing Ridematching**. Just 5 years ago, most ridematching was done through large government-sponsored, centralized databases. Today, many commercial enterprises are tapping into commuters' need for hyper-social connectivity by offering ridematching as part of a social network – Craigslist, Facebook, Goloco.org, Ridebuzz.org, Greenyour.com, and even the Dave Matthews Band. What does this mean for large central, government-sponsored ridematching services? This presentation showcases what commuters want and why; and the relative appeal of the different kinds of ridematching offers.

Speaker: Frank Mongioi, ICF International – Woodbridge, NJ

Speaker: Kevin Luten, UrbanTrans ANZ – Melbourne VIC, AUS

Speaker: John Martin, Southeastern Institute of Research – Richmond, VA

SESSION FOUR

HOT Lanes

A look at how HOT lanes are changing the options for commuters and improving congestion.

The first part of this session — **Express Lanes: Converting HOV to HOT** —will examine how the Florida Department of Transportation (FDOT) introduced 95 Express lanes to reduce congestion on I-95 from I-395 in downtown Miami to the Golden Glades interchange with Phase 1A in December 2008. These lanes replaced the HOV lanes, which FDOT found were being underutilized. Motorists are charged a variable toll (via a Sunpass transponder) to use the lanes, and tolls fluctuate based on the level of congestion at a given time. Three person carpools, hybrid vehicles and South Florida vanpools are allowed to use the lanes for free. The second part of this session will cover **New Travel Choices: The Capitol Beltway HOT Lanes Project**. The Virginia Department of Transportation, Virginia Department of Rail and Public Transportation, Transurban and Fluor are working in partnership to deliver the Capital Beltway HOT Lanes project -- the most significant package of improvements to Interstate 495 (the Capital Beltway) in Northern Virginia in a generation. The Capital Beltway High Occupancy Toll (HOT) lanes project will provide new travel choices for a faster and more reliable trip on one of the most congested highways in the nation. These new choices will benefit everyone – drivers, carpools, transit riders, businesses and communities. The HOT Lanes project will provide, for the first time, HOV and reliable transit options on the Beltway, as well as a seamless connection with existing HOV service on I-95/I-395, I-66 and Dulles Toll Road.

Speaker: Steven Titunik, Virginia Department of Transportation
Speaker: Jennifer Aument Transurban – Alexandria, VA

Monday, August 31

Afternoon Breakout Sessions

SESSION FIVE

A New Perspective for Vanpooling

New approaches on how to market, increase participation, and gain new sources of funding.

This session features three distinct sections. Section one is: **Vanpool Branding — A Public/Private Reinvention**. Houston METRO is one of the nation's vanpool leaders. In 2006 a number of performance characteristics were emerging which suggested that less separation and multiple provider/sources could more likely contribute to greater growth and retention. One inefficiency was observed where one public agency subsidizes mini-vans at higher seat subsidies than another public agency subsidized full-size vans. Another inefficiency saw sponsoring agencies having sales staff at some of the same large employers. In 2008, results show a dramatic increase in ridership and less confusion among the public in general and employers promoting vanpooling in particular. The second section, **Urban and Rural Vanpooling Unite**, examines how vanpooling was primarily born as a transportation solution for suburban and urban employers and commuters. But in recent years, vanpooling has been found to be an effective transportation solution for rural employers, for lower income employees and for job access. Job growth is not confined to city centers. A growing percentage of job growth is with rural based employers which can involve employees traveling longer-than-average distances to rural jobs of all types. Another growing trend is includes urban or suburban residents traveling to suburban or rural jobs. The final section of this session will feature **Statewide Vanpooling – Michigan's Program**.

Speaker: David McMaster, Houston METRO – Houston TX

Speaker: Dr. Travis H. Bradshaw, 2Plus – Wake Forest, NC

Speaker: Angie Payne, VPSI, Troy, MI

SESSION SIX

TMA Council Showcase I

International TMA Survey

A Look at the Survey of International TMAs.

TMAs: Today and Tomorrow — Surveys of TMAs have been completed in 1993, 1998, and 2003. Working in partnership with the ACT TMA Council, UrbanTrans is leading an international survey of TMAs in at least five countries in 2009. The results will be complete in time for presentation at the ACT conference. For the presentation, I propose to present a

summary of the survey results, along with an assessment of trends and potential future directions for TMAs in the US and beyond. Ideally - this would be longer than a 20 minute presentation.

Speaker: Kevin Luten, UrbanTrans ANZ – Melbourne VIC, AUS

SESSION SEVEN

TDM and Land Use

How can land use effectively partner with TDM in diverse areas? A look at how TDM and land use can cooperative effectively.

This three-part session will commence with a look at **Transit and Our National Parks**. Over the last decade, the National Parks have developed a number of transit options for access both to and within some of our most heavily visited sites. This paper will present case studies of several different transit services and will present clear recommendations and lessons learned for when and how to approach transit services for other parks and recreational destinations. Part two will feature **Baseball and TDM**. The section will offer a review of the planning and implementation of the Washington Nationals Baseball Club's Transportation Demand Management Plan for its 2008 Opening Season in its new ballpark for both staff and fans. Discussion of the partnerships between transit agencies, transportation and police departments, commissions, public transit authorities all from three separate and distinct governments who worked together in creating, implementing and maintaining mode share goals through a complete baseball season. The Marketing, advertising and fan outreach plan to capture the mode share split in an event driven environment. The session will conclude with a discussion of **Breathing Life into TOD** and how a well-designed community is only part of what is needed to significantly change the travel behavior of residents, employees and visitor to an area. Transportation Demand Management (TDM) strategies are often used as a complement to Transit Oriented Development (TOD) to “breathe life” into a new development and maintain active participation in all transportation-related options and services. The framework for the presentation is based upon four core policy elements: Parking Control; Active Promotion of Transportation Options; Sustainable Program Funding; Performance Monitoring.

Speaker: Bonnie Nelson, Nelson/Nygaard Consulting – San Francisco, CA

Speaker: Francine Waters, The Washington Nationals Baseball Club – Washington, DC

Speaker: Justin Schor, UrbanTrans Consultants Inc. – Washington, DC

SESSION EIGHT

Carsharing Today

Exploring how Carsharing can increase transit use and relieve congestion.

This carsharing session will offer three perspectives on this vital topic. **Carsharing in the U.S.: Where, When, and How?** will be an interactive, attendee involved session that presents a brief history of carsharing in the United States and provide a current snapshot of where it exists, when it began, and how it functions. As carsharing grows around the US it is important to present it as a tool in the toolbox of commuter choice and TDM. The second phase of this session is titled, **Who Carshares, Why, and When? A Review of DC's Carsharing Survey**. Several

jurisdictions and agencies in the Washington metropolitan region support carsharing operations. To explore carshare users' experience with the program and the impact of carsharing on users' travel patterns, Commuter Connections, the regional commute program, conducted an online survey of about 5,000 registered carshare members. The 2008 survey examined characteristics of members, types and frequency of carshare trips, travel changes in response to carshare availability, and carshare satisfaction. The conclusion of this session will highlight **Integrating Transit and Carsharing: A Case Study of the Chicago Card Plus IGO**. Several peer-reviewed national studies have shown that Carsharing can reduce car ownership and increase transit ridership. I-GO Carsharing in Chicago is working to fully integrate car sharing with the Chicago Transit Authority and make it a true last mile solution. As part of that work, IGO and CTA recently launched a joint smartcard that allows users to both load value on their card for the bus and train and also use the same card to access I-GO cars, low emission vehicles available on an hourly basis in 30 Chicago neighborhoods. This presentation will address the challenges and opportunities for integrating car sharing with transit in order to increase transit use and reduce vehicle ownership.

Speaker: Andy Nicol, AICP Transystems – Maitland, FL

Speaker: Lori Diggins, LDA Consulting – Washington, DC

Speaker: Sharon Feigon, IGO Car Sharing – Chicago, IL

SESSION NINE

Universities and TDM Approaches

A closer look at what universities are doing with TDM and with Climate Change.

This session will feature three unique perspectives on university TDM programs. The first session, **Unbundled Parking: New Research on University Housing and Parking Cost Bundling** will present research findings from the University of Colorado at Boulder (UCB) that expounds upon the topic of bundled parking and housing fees for university housing residents. UCB prides itself in supporting use of alternative transportation but by bundling parking and housing fees this university may in fact be encouraging rather than discouraging single occupancy vehicle trips. By changing the focus of the argument, perhaps the practice of hiding parking fees in housing rents will end. Findings presented in this session address this shortcoming and are based on the claim that bundlers can be encouraged to unbundle parking and rent if they can be shown a good business reason for doing so. The second section will look at **Living on a Low Car Diet at the University of Texas – A Multi-Modal Approach**. Centrally located in down-town Austin, the University of Texas sits on 350 acres of land and is wedged between the Capital Complex, the Central Business District, and mixed-use residential developments. UT Austin is home to 75,000 daily individuals coming to campus for school, work, research, business, entertainment, and recreation and has a parking inventory of less than 15,000 spaces. We actively promote our award-winning shuttle system, our partnership with the local transportation authority including our new light rail line, our bike program, car pool, van pool, pedestrian program and soon to be car sharing service on campus. The final part of this session is titled, **Play it Cool with Climate Masters: A Community Climate Action Program**. Are you looking for effective ways to reach new constituencies? Do members of your community want to engage in climate action but don't know how your offerings meet their

goals? Do others say they want to decrease their driving but have trouble motivating change? The Climate Masters at Home program responds to these needs with a 10-week training class followed by 30 hours of volunteer “pay back,” in which participants support others in reducing their climate impact, including through changes in transportation habits. Trained Climate Masters link community members with existing programs and resources through public speaking, tabling, household climate consultations and other innovative outreach activities

Speaker: Casey Jones, CAPP University of Colorado at Boulder – Boulder, CO

Speaker: Blanca Juarez, University of Texas at Austin – Austin, TX

Speaker: Sarah Mazze, University of Oregon Climate Leadership Initiative – Eugene, OR

SESSION TEN

Bike-sharing and other Non-Motorized TDM Solutions

Examining how Bike Sharing and Non-Motorized Pilot Programs Offer Clean Alternatives for Commuting.

Divided into two parts, this non-motorized TDM session will begin with a discussion of **Bike-Sharing: Its History and Future**. This presentation will review the history of bike-sharing from the first generation of programs with that of Amsterdam in 1964, through the second generation of programs in the 1990s in Denmark, to today’s third generation of high tech programs throughout the world. Bike-sharing has come a long way since the “free bikes” and changed dramatically since its inception. How will it continue to evolve and what would a fourth generation program look like? **Smart Mobility: The Non-Motorized Transportation Pilot Program**, is the concentration of the second half of this session. The U.S. surface transportation bill (SAFETEA-LU Section 1807) authorizes the expenditure of \$25 million in each of four communities for the purposes of the Non-motorized Transportation Pilot Program. The four pilot communities are: Columbia Missouri; Marin County, California; Minneapolis, Minnesota; and Sheboygan County, Wisconsin. This program is intended to demonstrate, through the development of an extensive and inter-connected system of walking and biking facilities and services, the extent that biking and walking can carry a significant portion of the transportation load and represent a major portion of the transportation solution.

Speaker: Paul DeMaio, MetroBike, LLC

Speaker: Jim Sebastian, DCDOT- Washington, DC

Speaker: Thomas Gotschi, Rails to Trails Conservancy – Washington, DC

SESSION ELEVEN

New Marketing Ideas for TDM

Fresh Approaches in Getting the TDM Message Across to Commuters

The first part of this session is titled, **TDM Marketing to English as a Second Language Commuters**. The Seattle Department of Transportation (SDOT) is working to reduce single-occupant trips in Southeast Seattle neighborhoods, which are some of the most ethnically and

culturally diverse communities in Seattle. Many Southeast Seattle residents are recent immigrants or refugees, limited-English proficient, and/or are very low-income. As part of SDOT's race and social justice initiative, the agency engaged PRR to develop recommendations on how to effectively communicate with diverse populations in Southeast Seattle about using alternatives to driving alone. The final section of this session will cover **Corridor Marketing: Identifying Targeted Opportunities to Grow TDM**. Scarce marketing resources must be husbanded and skillfully directed to seize the biggest opportunities first, before being scattered across dozens of fronts.. This is the marketing approach being applied by Richmond RideFinders and supported by a comprehensive corridor research study that mined the most promising transit/TDM rideshare growth corridors in the Richmond region. In this presentation, RideFinders and Southeastern Institute of Research/LDA Consulting will share how the optimal target audiences in a specific corridor were identified; how unmet transportation-related needs and opportunities were identified, and how potential solutions for expanded or new transportation services were tested. This presentation will help attendees frame the opportunity to investigate and leverage corridor marketing opportunities and offers ten lessons to follow when focusing resources on this highly targeted approach.

Speaker: Jamie Strausz-Clark, PRR – Seattle, WA

Speaker: Karen Smith, Southeastern Institute of Research – Richmond, VA

SESSION TELVE

Getting to Know TDM Inside and Out

Learn the Nuts and Bolts of TDM as well as Examples of Successful TDM Programs

This two-part session begins with a look at **TDM Review**. TDM Review, published by the Association for Commuter Transportation (ACT), is the Travel Demand Management (TDM) industry's primary medium for documenting program success and for exploring ideas and trends that affect growth in the realm of sustainable mobility. With the renewed emphasis, worldwide, on the reality and consequences of climate change, TDM Review is uniquely positioned to assume a broader role in informing and educating organizations and individuals about the tools and techniques of TDM. This session will conclude with a session featuring **Welcome to the TDM Community: Tools and Resources for the Newcomer**. This presentation is aimed at relative newcomers to the field of transportation demand management (TDM). The purpose is to make them aware of the existing tools and resources that are readily available to them. This presentation will highlight the TRANSP-TDM listserv, Best Workplaces for Commuters, NCTR National TDM and Telework Clearinghouse (including netconferences with ACT), and the Trip Reduction Impacts for Mobility Management Strategies (TRIMMS) model. The final part of the session focuses on **Limited Communications Budgets – Unlimited Possibilities**

Speaker: Kay Carson, MassRides/URS Corp – Boston, MA

Speaker: Phil Winters, CUTR – Tampa, FL

Speaker: Jim Wright, Pulsar Advertising – Richmond, VA

Chapter Meetings

Tuesday, September 1

Chapter Leadership Breakfast

Retrospective

Morning Breakout Sessions

SESSION THIRTEEN

Employer Council Session

TDM and the Recession

How can TDM survive in a down economy? Approaches on how to survive and thrive.

In this three-part Employer Council Session, the first section focuses on **Riding for Recession Relief: The Efficacy of Commuter Benefits**. With employers holding the line on salaries and bonuses, workers are looking everywhere for financial relief. The American Recovery and Reinvestment Act (ARRA) provides tax savings on commuting by transit and vanpool. A provision of the ARRA almost doubles the available tax-free exclusion from gross income of an employee's salary from \$120 to month to \$230. This means that commuters can save up to \$1,000 or more a year if an employee uses transit or vanpools. This session will focus on the impact of ARRA on employees, recent survey findings among employers and employees as to the current and potential impact of offering a commuter tax benefit program, the current state of the art in commuter tax benefits and how employers can use it. **Recession Proof Your Rideshare Program** is the focus of part two of this session. In a time of such a tremendous economic crisis, rideshare programs can easily get pushed aside. San Francisco Bay Area 511 Rideshare will provide an interactive workshop demonstrating how private and public sector employers can not only save and enhance their rideshare program, but "recession-proof" it, and let it serve as a vehicle to improve employee morale. Real life programs will be introduced. Attendees will have the opportunity to interact with TDM professionals possessing first-hand knowledge of each sample program. All attendees will receive a "Rideshare Stimulus Tool-kit" on a flash-drive. The final section of this session will cover **Creating a Lean and Green Marketing Plan**. Budget slashed? Need to incorporate a green theme in your commuting portfolio? Businesses and agencies continue to look for cost-saving ideas and leaner processes. Yet the desire for environmental conservation increases. Take a look at how to expand the influence of your commuting program and incorporate a green message by using existing resources. This presentation will examine various techniques The Boeing Company uses to promote its commute program.

Speaker: Larry Filler, TransitCenter – New York, NY

Speaker: La Shawn Martin, 511 Rideshare – Oakland, CA

Speaker: Wendy M. Weaver, The Boeing Company – Seattle, WA

SESSION FOURTEEN

Rideshare Innovations

See How Technology has Changed Ridesharing Now and for the Future.

A three-tiered technology session begins with a section entitled: **This isn't Your Traditional Ridesharing Database Anymore**. Transportation Demand Management has shifted from the early days of just maintaining a ridematching database to a host of other programs such as Guaranteed Ride Home, Employer Outreach, Teleworking, Carpool Incentives, Special Event Ridematching, Transit Information, and Bicycling programs. In many cases these various programs haven't fit into the mold of the traditional ridesharing database and have required many TDM practitioners to maintain a host of various databases and computer program services either on the web or on the office PC. This presentation will focus on a large scale effort that was executed in the Washington DC region to streamline these multi-faceted programs into a "one-stop" on-line TDM software system designed for program managers, employers, and the general public. **Ridesharing in the Digital Age** will headline the second part of this session. The purpose of the session will be to discuss how emerging technologies and applications are being used to engage a new audience and introduce them to ridesharing. Rideshare agencies are using facebook, the I-phone, and other platforms in a way to get a new generation of Americans to rideshare. In this session, Avego will discuss how it is using the I-Phone, dynamic ridesharing techniques, and pricing strategies to make advances in ridesharing. During the session Avego will demonstrate, 'shared transport', and talk about its European experience with this technology. The final section of this session, **Ridesharing in the 21st Century**, will discuss how emerging technologies and applications are being used to engage a new audience and introduce them to ridesharing. Rideshare agencies are using social networking tools (Facebook), location-based services, iPhone apps, other platforms to make ridesharing easier, more convenient, and accessible to a new generation of Americans. In this session, Avego will discuss how it is using the iPhone, dynamic ridesharing techniques, pricing strategies, and tools to help commuters allocate costs efficiently to make advances in ridesharing.

Speaker: Nicholas Ramfos, MWCOG

Speaker: Patrick Holway, Base Technologies – Washington, DC

Speaker: Richard Bryce, Avego – Washington, DC

Speaker: Jason Conley, Avego – Washington, DC

SESSION FIFTEEN

How Land Use and TDM Cooperate

Perspectives on how TDM and Land Use Partner with Each Other.

Land use and TDM will be explored in three parts in this session, beginning with a look at **Beltway Burdens: The Combined Cost of Housing and Transportation in the Greater Washington DC Metropolitan Area**. Housing located far from transit and employment centers places a heavy financial strain on working families in the Washington, D.C. metropolitan region. The report, *Beltway Burden: The Combined Cost of Housing and Transportation in the Greater Washington, DC Metropolitan Area*, documents the challenges faced by area working families who are forced to "drive 'till they qualify" for housing, incurring higher transportation costs that eventually erode their housing cost savings. It finds that area families are victim to combined housing and transportation costs that constitute, on average, nearly 47 percent of the area median income. Part two, **Land Use Patterns, Transportation Infrastructure, and TDM Services**,

examines how transportation infrastructure and transportation services, in combination with land use patterns, play an essential role in defining a community's mobility and accessibility opportunities and influencing travel choices. Transportation also is important to business vitality through access to materials, workers, customers, and services. In Arlington, VA, three elements combine for successful integrated of land use and transportation: 1. High-density, pedestrian-focused, mixed-used "Urban Villages" development pattern 2. Multimodal transportation infrastructure 3. Comprehensive transportation information and assistance services. The presentation will show findings on the relative importance of transportation factors in employers' location decision, employers' reasons for implementing TDM strategies, and benefits they achieved, and the role of transit access, parking, and TDM on employees' mode choice.

Speaker: Emily Salomon, Center for Housing Policy – Washington, DC

Speaker: Lori Diggins, LDA Consulting – Washington, DC

SESSION SIXTEEN

Presentation Skills

A Workshop Session on How to Effectively Communicate Your Message

In this **Presentation Skills Workshop**, you'll learn to present professional public presentations. According to the "Book of Lists", public presentations are considered to be the "Number 1 fear" in America! Begin your process of conquering these natural "fears" by attending this workshop! Learn how to convert nervous energy to jump-start your talk into a positive, well received presentation. Practice presentation principles that you can use right away to better organize your talks. Begin to speak with greater confidence and clarity. See better ways to use visual aids and gestures. Most importantly, all attendees will compile and use these concepts through the use of "hands-on" speaking exercises. After all, this is a workshop!

Speaker: Richard A. Sloane, National Institute of Environmental Health Sciences – Research Triangle Park, NC

Conference Awards Luncheon

Tuesday, September 1

Afternoon Breakout Sessions

SESSION SEVENTEEN

Public Policy Council

Information Session on Current Legislative and Policy Issues

At the **Public Policy Council Topic Session**, ACT's Public Policy Council traditionally presents issues at the forefront of the current legislative and policy debates at a breakout session at annual conferences.

Speaker: Jon Martz, VPSI, Inc. – Troy, MI

SESSION EIGHTEEN

Telework Council Topics

A Session Looking into Telework Issues.

This session, titled, **Getting to the Guts of Telework: Policies, Procedures, and Sticky Situations**, will examine how millions of people telework without even knowing it: they check emails, return phone calls, edit reports, and balance spreadsheets, all outside the office. Yet many workplaces don't have a policy to either encourage or oversee telework. How can your business benefit from telework while making sure work gets done and both employees and supervisors feel at ease with less "face time"? This presentation and facilitated discussion will cover a wide range of teleworking options, including temporary, on-going, and emergency arrangements as well as emphasize the benefits that telework offers employers: increased recruiting options and reduced office space, sick time, and VMT. We'll also tackle telework's hot-button questions: What kinds of positions and employees are suitable for telework? How do you obtain buy-in from directors, supervisors, and employees? How do you solve supervisors' concerns regarding control and productivity? What about office coverage, meeting attendance and confidentiality? Join us as we share answers and experiences in making the most of telework.

Speaker: Michael Dziak, e-work.com,. Inc. Peachtree City, GA

Speaker: Jennifer Alcott, - Telework!VA, Richmond, VA

SESSION NINETEEN

TDM in Europe

European Approaches for Commuting and TDM. See How TDM Issues are Addressed Internationally.

This three-part session commences with, **Station Travel Plans: Travel Planning at UK Railway Stations**, where we'll look at how the UK railway industry is running a project to introduce "Station Travel Plans" at key sites around the country. This is the first time that a TDM programme has been attempted at railway stations in the UK. The aims of the project are to alleviate traffic congestion around the stations, make more efficient use of car parking space, reduce CO2 and other emissions, increase passenger numbers and improve passenger satisfaction. The project is introducing travel plans at 31 stations around the country, working with local government, Train Operating Companies, and other partners. Following extensive passenger survey work, the travel plans have been written by the partners and many measures have begun to be implemented. In part two, **The CIVITAS in Europe: Cleaner and Better Transport in Cities**, we'll examine how the European Commission has been sponsoring a large-scale demonstration and policy-transfer project for the past six years entitled CIVITAS: Cleaner and Better Transport in Cities. Over 35 cities in 15 countries have been involved. The experience gained from this project has been used to develop a new policy direction for Europe,

contained within the Green Paper on Sustainable Urban Transport, presented to the European Parliament in 2008. This presentation will provide an overview of CIVITAS I and II, results of comparative technical and process evaluations, and the contents of the Green Paper. The session's final section focuses on **The Use of Regional, National, and International TDM Networks in Europe**. An essential element of any fledgling industry is the ability to support the professionals that work within it. Organisations such as ACT provide this support in the USA, and this paper seeks to outline the approaches that are taken across Europe including sources of information, funding and learning resources. At the top of this support structure is EPOMM (the European Platform on Mobility Management), a network of national ministries from across the EU. EPOMM has utilised funding from the European Commission to expand this network and enable the construction of national support networks within its member states. This paper will explain how EPOMM went from the verge of closure to become a thriving, growing network. Countries such as the Netherlands, France and the UK have established networks supporting TDM work, including ACT TravelWise in the UK.

Speaker: Alex Veitch, ATOC – London, UK

Speaker: Eric Schreffler, ESTC – San Diego, CA

Speaker: Natalie Owen, UrbanTrans – Caloundra QLD, AUS

SESSION TWENTY

Measuring TDM

Examples of How to Measure TDM Programs and Their Effectiveness

This three-part session begins with, **Results from the 2008 TDM Program Survey**. To date, limited research has identified comparative metrics for Transportation Demand Management (TDM) programs throughout the United States. Whereas every community is different, and hence, the specific activities and strategies employed by a TDM program will likewise differ, commonalities between programs can be illustrated for comparison and benchmarking purposes. In April 2008, the Texas Transportation Institute (TTI) conducted a comprehensive survey of TDM programs in the United States. Results from this effort will be presented for: carpool programs, vanpool programs, guaranteed ride home, employer outreach, regional marketing, performance evaluation, budget, and funding. **Satisfying Customers Needs and Making a Positive Contribution to the Community** is the second section of this session. In 2006, Arlington County Commuter Services (ACCS) initiated an extensive research and evaluation program. Since that time, ACCS has conducted surveys of residents, employees, and other customers to measure their awareness and use of ACCS services and assess how well ACCS meets their expectations. An important parallel element of the research was to explore how customers traveled before and after their contact with ACCS and define travel changes they made in response to ACCS services. During 2008, ACCS analyzed the results of all the research to estimate the travel and environmental impacts of customers' travel changes. This presentation will show results from this three-year analysis and highlight how the ACCS research assessed each phase of TDM program results. **Making the Change, Does it Last?**, is the title of final part of this session. The Clean Air Campaign (CAC) and eight Transportation Management Associations (TMAs), with the support of state and regional agencies, collaborated to create a regional incentive program to encourage use of alternative commute modes. Cash for Commuters (CFC) is aimed at drive alone commuters and provides an incentive to switch to

using alternative commute modes. Participants receive \$3/day for using a commute alternative during a 90-day period and must use the new mode at least 13 days during the period, receiving up to \$100. The program launched in October of 2002 and since that time more than 28,000 commuters in the Atlanta region have participated in the program. This presentation will share results of this timely follow-up survey and help answer the question of whether short-term incentives can motivate sustained behavior changes.

Speaker: Tammy Ford, DART, Wilmington, DE

Speaker: Lori Diggins, LDA Consulting – Washington, DC

Speaker: Wendy Morgan, Center for Transportation and the Environment – Atlanta, GA

SESSION TWENTY ONE

Long Range Planning and TDM

How TDM Fits into Larger Transportation Planning

How the UK Land-Use Planning System Realizes the Benefits of TDM is the first part of this three-tiered session. This paper will explain how significant changes to planning requirements, by both national and local governments in the UK, have been used to dramatically increase the number of organisations implementing TDM measures and initiatives. It will highlight the broad range of policy documents, planning guidance and institutional changes that have been implemented to date to ensure that the benefits of TDM are realised. In particular, the paper will shed light on how these issues have been addressed in the UK, and more generally emphasise lessons learnt over the last decade, including practical steps that could be undertaken in the US to build on the potential of the planning system to lock-in the benefits of TDM. The session will continue with, **How to Begin, Sustain, and Grow a Regional Transportation Program**, a look at how in 1999 - 2000 the Tri-County Council for Southern Maryland along with Maryland Transit Administration (MTA), local government agencies, human service providers and the locally operated transit systems (LOTS) convened and formed the basis of the Southern Maryland Transportation Coordination Program development process. Successes and failures of the Southern Maryland Regional Transportation Coordination Program will be explored and discussed as well as the sharing of some examples of how Southern Maryland made coordinated transportation viable and real. This session will close with a discussion of **Long Range TDM Planning: TDM at the Table with the Big Boys**. Traditionally TDM has too often been relegated to an ancillary role in the transportation world – off in a separate non-profit organization, or stuck in the corner of the local transit agency – without much clout or respect. As major economic and societal forces mandate changes in the way our society manages its resources, the TDM industry needs to do a better job of asserting itself as an important and integral part of the transportation system. One important way to garner respect, policy support, and more funding is to become part of “The Plan”. Arlington County, Virginia, is doing that in two ways. The County’s recently adopted multi-modal Master Transportation Plan recognizes TDM both as an underlying principle in its coordinated land use and transportation policies as well as a set of strategies for accomplishing goal # 2 of the plan: “Moving more people without more traffic.” This presentation will provide an overview of the elements and processes of both plans and the documentation that helps make the case for TDM.

Speaker: Dr. Colin Black, Contemporary Transport – Hildenborough, UK

Speaker: Elaine J. Lancaster, Tri-County Council for Southern Maryland – Hughesville, MD

Speaker: Lora Byala, Foursquare ITP – Rockville, MD

SESSION TWENTY TWO

TMA Council Showcase II

New Approaches for TMAs

How New Ideas and Educational Efforts have helped the Reach of TMAs

This three-pronged breakout session will begin with a look at **The South I-25 Corridor TMA: The TMA of the Future**. The Transit Rider Incentive Program (TRIP) is a TDM program designed to provide an incentive to employees within SPIMD's boundaries to use the Regional Transportation District's (RTD) public transit system; bus, light rail and call-n-Ride. This pilot program's purpose is designed to enhance the economic vitality of the Corridor, by increasing the size of the employee pool, as well as, reducing the number of vehicles on the road. Since the program's inception, TRIP has been successful in encouraging both employers and employees to utilize public transportation services. This session continues with a focus on **Involving TMAs in Emergency Management and Business Continuity through TDM Measures**. This presentation summarizes the results of a 2008 study commissioned by the Sacramento Area Council of Governments, the MPO for three of California's urbanized areas. It represents the MPO's, TMAs' and other public stakeholders' first step towards the development of an emergency management and business continuity plan for its six-county region. Based on 20 interviews with government agencies and private companies across the United States, as well as a review of government and industry publications, the presentation highlights best practices—including public-private partnerships, resource sharing protocols, and technology applications—for maintaining employee mobility and business continuity following an emergency situation. The study also presents five case studies based on public and private sector experiences that highlight lessons learned and coordination efforts aimed at supporting employee mobility after an emergency. **Individualized Social Marketing** is the final section of this session. In 2008, St. Paul Smart Trips completed a pilot program in the Summit-U neighborhood of St. Paul, Minnesota using individualized social marketing techniques to encourage residents to use more sustainable forms of transportation. The program mailed newsletters to 7,100 neighborhood households, with 8.6 percent of households participating in the program either by ordering a bike-delivered Smart Trips Kit (full of customized materials and incentives) or attending a guided bike ride, walk or class. Following the program, a 33 percent increase in walking and biking trips was recorded in the neighborhood, when compared to a control. This session will address why residential outreach is important to St. Paul Smart Trips' mission as well as how they tailored the individualized social marketing model to fit their community and lessons learned related to program materials, events, and evaluation methods.

Speaker: Lauren Hayutin, South I-25 Urban Corridor TMA – Englewood, CO

Speaker: Ryan Elizabeth Thompson, ICF International – Washington, DC

Speaker: Frank Mongioi, ICF International – Woodbridge, NJ

Speaker: Laura Baum, St. Paul Smart Trips, St Paul, MN

SESSION TWENTY THREE

TDM and the Economic Crisis

How TDM can Cope with Tough Economic Times

This timely session has three distinct sections. **Today's Crisis is TDM's Opportunity** is the lead-off section. There seems to be a widespread realization that the U.S. and the world are facing a new age; and life as we know it will never be quite the same. TDM is the right solution for today's converging transportation challenges – one of the few tools that addresses them all. Congestion, energy, climate change, transportation funding shortage, huge demographic and social changes, and the economic meltdown together present an unprecedented imperative for new solutions and a new role for TDM. We need to sell TDM as an approach to a more sustainable transportation system that is fully integrated with all aspects of infrastructure and operations, not simply a stack of unrelated measures and initiatives. Today is the time for more investment in TDM, not less. The second focus of this session will be, **Making a Business Case for TDM: How to Sustain Funding for TDM in Today's Tough Economy**. Many studies have been conducted by TDM agencies across the country to measure use of non-SOV modes and assess the impact of specific TDM programs. Yet questions still come from stakeholders and elected officials – “Is TDM worth it?” Unfortunately, the TDM industry is often its own worst enemy when it comes to providing answers to this perennial question. Not only do TDM agencies need to formulate a more powerful and relevant message, we need to tap into TDM apostles that will reinforce TDM's credibility – our local business communities. **Overcoming the Impact of Record Low Gas Prices and Rising Unemployment** is the final focus of this session. During the fourth quarter of 2008 gas prices hit a 5-year low and unemployment rose sharply. The combined impacts of these two forces dealt a heavy impact on the demand for TDM by lowering the cost of driving and reducing the number of workers seeking transportation alternatives. This presentation will review a series of increasingly visible initiatives that were taken in Houston to combat this downward spiral and keep TDM relevant and top of mind. Detailed graphs and data will be presented demonstrating the effectiveness of each initiative and how these lessons can be applied to other markets and other market conditions.

Speaker: Chris Hamilton, Arlington County Commuter Services – Arlington, VA

Speaker: John Martin, Southeastern Institute of Research – Richmond, VA

Speaker: Rick Steele, NuRide, Inc. – Essex, CT

SESSION TWENTY FOUR

TDM and the “Greening” Effect

How TDM factors into Greening efforts

This session includes two separate discussions. The first focuses on **Integrating Quantifiable TDM Strategies into Green Business Programs**. This presentation will cover strategic TDM elements which can be incorporated into your community's "Green" movement of sustainable transportation options. Sample strategies to incorporate TDM into local Green Business Programs or other similar associations can give TDM programs new respect and attention,

especially with quantifiable and proven Vehicle Miles Traveled (VMT) and GHG emissions reductions. Participants will receive a toolkit of TDM elements for incorporation into these programs, along with some quantifiable emissions reduction documentation for TDM elements. The second focus of the session will be on **Greenhouse Gas Emissions Savings from Transit: A Synthesis of Recent Research**. This presentation will provide highlights from ICF's work on the Transit Cooperative Research Program (TCRP) Synthesis Report, SH-09: Current Practices in Greenhouse Gas Emissions (GHG) Savings from Transit. It will synthesize current transit agency information and summarize current knowledge available on transit's ability to reduce greenhouse gas emissions, including the various techniques to reduce GHG emissions (increasing ridership on existing transit, shifting SOVs to transit, using transit to facilitate compact development, and minimize transit's emissions from its own operations). It will also discuss efforts by transit agencies to quantify carbon emissions and reduce their own carbon footprint.

Speaker: Lynn Overcashier, 511 Contra Costa – Pleasant Hill, CA

Speaker: Michael Grant, ICF International – Fairfax, VA

Wednesday, September 2

Morning Breakout Sessions

SESSION TWENTY FIVE

Harnessing New Ideas and Best Practices for Successful TDM Campaigns

Learn, first hand, from regional TDM experts and program administrators how to integrate new approaches for motivating commuters and employers in your region to take action.

This three-tiered session begins with, **Green Matters: New Rules for Marketing TDM Across Generations**. The emerging green economy is forcing rapid and unprecedented change on business. Some companies and industries have committed to sustainability as an important business strategy while others are hoping it is just a passing fad. Where does TDM fit in? How important is it to be green? What are the most relevant and meaningful ways to be green? What do commuters expect from us? This presentation will help any TDM organization better understand today's "Green" consumer, what it means to be green, and provides practical tips on how to segment this new marketplace. Attendees will learn how to package "going green" and how to design the most compelling and believable communications program to tell your environmentally responsible story while still advancing the core benefits of ridesharing. The session continues with a section entitled, **36,000 People Can't Be Wrong – Integrating Innovation and Best Practices for Success**. In one year alone, 36,000 commuters participated in commute option incentive programs in metro Atlanta. And hundreds of thousands more found a better way to work. It's been more than 20 years since commuter assistance programs were first introduced in the Atlanta region, but the growth of these programs has continued at a steep trajectory. As TDM becomes a more mature industry, how does your organization integrate best practices across program design, employer outreach, marketing and operations and ensure success? The key is continued innovation. This session will provide attendees with insight on how to identify, create and harness new ideas and best practices, and ensure seamless integration for maximum impact. **The Worksite Isn't Green Until the Commute Is Green** is the

concluding focus of this session. Employers realize that reducing a company's carbon footprint is essential for public image, meeting regional requirements and instilling employee pride. At the average domestic worksite, transportation energy use exceeds the building's operating energy needs by 30 percent. Employee commuting in and out of a worksite contributes an enormous amount of environmentally-damaging pollutants. Reducing single-occupancy vehicles at the worksite is a simple and low cost option to "greening" the workplace. Presenters will conduct an interactive discussion exploring strategies that use CO2 emission information to develop TDM programs.

Speaker: John Martin, Southeastern Institute of Research – Richmond, VA

Speaker: Kevin Green, The Clean Air Campaign, Atlanta, GA

Speaker: Linda Furnas, 511 Rideshare, Oakland CA

SESSION TWENTY SIX

Measuring TDM and Land Use

A Look at how TDM and Land Use are Measured

This session features, **Leveling the Field: Forecasting Techniques of TDM Benefits**. While the benefits of TDM programs are well known and documented, these programs compete for funding with an array of other transportation initiatives. Many of these competing applications are accompanied by seemingly definitive analysis of their benefits stated in terms of reductions in auto trips, Vehicle Miles of Travel (VMT), harmful emissions and greenhouse gases. This presentation will detail a number of simplified forecasting techniques used to successfully promote TDM projects in New Jersey, Pennsylvania, Maryland and the DC regions.

Speaker: Robert Dabadie, Michael Baker Corporation

SESSION TWENTY SEVEN

New Opportunities for TDM

TDM Faces New Challenges – How can TDM help in meeting them Head on

This two-part session begins with a session focusing on **Extreme Commuters: New Commuting Patterns, New Opportunities**. We all know there's no silver bullet when it comes to TDM marketing. The outcome of our marketing efforts represent the cumulative impact of dozens of tactics – promotions, onsite fairs, direct mailing, etc. To continue to sustain and, dare to dream, grow market share, enlightened TDM marketers continue to look for and serve unmet consumer needs. One of the new, most promising areas that is being tapped is serving the growing numbers of extreme commuters (those who travel at least 90 minutes one way). In this presentation, Dr. Karen Smith from the Southeastern Institute showcases what extreme commuters want and why; and the relative appeal of different kinds of rideshare services. The second part of this session spotlights **TDM: The Catalyst for Surviving a 63-Day Transit Strike**. The City of Ottawa, with a population of 1.2 million people, experienced a transit strike lasting from December 2008 to February 2009 - a total of 63 days. With a bus transitway service that's world renowned, catastrophic impacts were expected to arise the day the buses stopped running. But through the timely and proactive application of TDM principles, crisis was averted and the City remained mobile and functional. This presentation will explore what the

City did to maximize traffic flows, encourage alternatives and help citizens and employers continue to to business during the coldest months of the year, without transit.

Speaker: Karen Smith, Southeastern Research Institute – Richmond, VA

Speaker: Sharon Lewinson, Commuting Solutions – Ottawa, CA

SESSION TWENTY EIGHT

Successful TDM Marketing

How to get your TDM Message out and How you can be Effective

We Were Green before Green was Cool: Getting Your Message out in a

Saturated Market is the first discussion of this two-pronged session. Today, everything is “green.” When does the market saturation of green messaging make it harder for demand management to be heard among the crowd? How much should TDM organizations be jumping on the green bandwagon today before the wheels fall off? In this session, leading TDM marketing firm Cookerly Public Relations (www.cookerly.com) will present smart marketing strategy on how to use the green trend to your best advantage, and still be heard. From engaging social networks to using creative storytelling to cut through the clutter, green marketing in the most effective way can take TDM programs to the next level and make demand management strategies part of the vernacular instead of just background noise, even with smaller marketing budgets and more competition. The second half of this session highlights **The DC Circulator Marketing Success Story**. The DC Circulator experienced a downward trend in ridership on one of its three routes from July 2007 to July 2008. In an effort to reverse that trend, the marketing team engaged Pulsar Advertising to develop a residential direct mail campaign. The mailing generated a 6% return rate, double the industry standard. The first month after the mailing occurred the route broke all previous ridership records. Over the subsequent months, ridership has continued to increase over the same month in the previous year. Last month's ridership was up 7% over February's ridership in 2008. Based on the success of this pilot, the Circulator is preparing another wave of residential direct mail on two new routes being launched March 29th a section entitled, **“Sailboat vs. Motorboat”**: **Vanpool Marketing for all Climates**. The 2008 spike in fuel cost contributed to record increases in public transportation use, specifically vanpooling. STAR, the newly branded vanpool system sponsored by Houston METRO grew by over 17% during 2008 to over 760 routes with nearly 2.6 million passenger boardings. This paper discusses how to actively and measurably impact growth and retention during market conditions with a more natural demand that requires active marketing. Marketing elements include a combination of traditional and innovative approaches. Traditional approaches include: billboard, print ads, radio, TV, promotional items, rider referral cards, and sales reps to large employers promoting cost savings of services and the Guaranteed Ride Home program.

Speaker: Candace McCaffrey, Cookerly Public Relations – Atlanta, GA

Speaker: Ellen Jones, Downtown Business Improvement District – Washington, DC

Speaker: Byron Jones, 2Plus, Cary, NC

SESSION TWENTY NINE

Parking Management Programs

See how Successful Park and Ride and Parking Management Programs Work

This two-part session kicks off with a discussion featuring **Park & Ride Program Success and Concepts in Central Florida**. This session will present the park and ride program in the Central Florida region and discuss some innovative and unique approaches employed, including GPS inventory and condition assessment; Navigation unit itinerary creation and deployment; Biennial inventory; Lighting and Safety Assessment; Marketing, Signage and Wayfinding; Bike Ped Facilities; User Survey Results and Techniques; and Lot Design/Layout. A section on **Parking Management: A New Management and Supply Approach for a Critical Vanpool Resource** is the second focus of the session. Houston METRO, serving Harris County, Texas is a major transportation agency providing bus, commuter rail, over 100 miles of HOV lanes, and STAR, a 760 route vanpool network. METRO operates 28 Park & Ride facilities. The massive relocation of New Orleans residents after Hurricane Katrina in 2005, the 2008 fuel price spike, the general increased emphasis on domestic energy solutions, and the growing Houston population and work force base, have increased the need for METRO services taxing Park & Ride facilities. METRO has recognized that the capital cost and timing associated with buying and building new parking space is prohibitive. An effort to identify existing parking spaces among retailers, churches, and property management companies, where heavy, smoky, noisy, and oil leaky buses are typically not wanted is underway. Vanpool groups need as little as 6-15 parking spaces. This session will encourage vanpoolers to frequent businesses where they park and who provide this valuable service.

Speaker: Andy Nicol, AICP TranSystems – Maitland, FL

Speaker: Micah Gilliom, TranSystems, FL

Speaker: David McMaster, Houston METRO – Houston, TX

SESSION THIRTY

Greening Ridesharing

Two examples of how to grow “Green” awareness for TDM

Meeting Transportation Efficiency – A Case Study of the City of Redmond’s “Going for Green” Program is part one of this two-part session. As part of meeting transportation efficiency, parking and economic development goals, the City of Redmond, Washington (www.redmond.gov) took Main Street "green" with the Redmond Trip Reduction Incentive Program (R-TRIP). The R-TRIP program is a comprehensive commute alternative program, with an incentives program designed to encourage alternative commuting, which has capitalized on employer partnerships, maximized local funding and social marketing techniques by providing real-time statistics of environmental and economic benefits of commute trips reduced through this program. Microsoft, Redmond’s largest employer with over 40,000 employees and contractors, has used this system to achieve significant alternative mode goals, and currently has over 7,800 users that are generating substantial environmental, energy and economic savings. Within less than a year of launching R-TRIP it has engaged over 120 businesses and 11,000 employees to reduce more than 520,000 single occupant vehicle trips, prevent 7,000 tons of CO₂e from entering the atmosphere and save over 665,000 gallons of gasoline by encouraging

the use of alternatives to driving alone. The second part of this session will focus on **Regional Rideshare Solutions**. The Ann Arbor Transportation Authority, Interurban Transit Partnership (The Rapid), and Southeast Michigan Council of Governments are working together as a partnership to be innovative in public service to the Detroit and West Michigan regions through the use of carpooling programs that have helped employees reduce commuting costs and maintain employment. In the Grand Rapids area, The Rapid has successfully engaged the support of employers such as Spectrum Health, Amway, Perrigo, Foremost Insurance, Meijer, Steelcase, Grand Rapids Community College, Grand Valley State University, and Haworth to provide a service to their employees that reduces environmental emissions and supports regional strategies in alternative commuting with the goal of making it easier and more affordable to travel to work. The Detroit and Ann Arbor regions recently launched an updated ridematching Web site that uses GreenRide as a base of its partnership and is working with Detroit and Ann Arbor employers to join as regional partners with similar goals of creating easier commutes, reducing regional emissions, and supporting community values by promoting environmental sustainability. Both programs in the Grand Rapids and the Detroit area are great examples of public/private partnerships, as is demonstrated by The Rapid with its use of employer partners and public/public partnerships as is demonstrated by Detroit and Ann Arbor.

Speaker: Chester Knapp, City of Redmond – Redmond, WA and

Speaker: Tony Gale, Ecology and Environment Inc. – Lancaster, NY

Speaker: Iris Steinberg, SEMCOG – Detroit, MI

Speaker: Ken Anderson, AATA-Ann Arbor, MI

Speaker: Kevin Wisselink, The Rapid-Grand Rapids, MI

SESSION THIRTY ONE

Commuter Modes and Modeling

A Comparison of Commuter Modeling

Comparison of the COMMUTER Model and the Worksite Trip Reduction Model. As part of the Metropolitan Washington Council of Governments' Commuter Connections Demand Management Evaluation Project, the Center for Urban Transportation Research (CUTR) at the University of South Florida compared the EPA COMMUTER model with the CUTR Worksite Trip Reduction Model for the purposes of estimating trip, VMT and emission reductions from Employer Outreach efforts. This presentation will provide an overview of the two models, summarize the results of a test using Commute Trip Reduction (CTR) data from the State of Washington in both models, assess the strengths and weaknesses of each model, and present findings.

Speaker: Phil Winters, CUTR – Tampa, FL

Business Meeting and Closing Session