Greetings!

The Association for Commuter Transportation has jumped out of the gate at full speed in 2019 and it is always a joy to update you all on our activities to advance TDM and build a strong community of TDM professionals.

As many of you may know, over the past few years, ACT has gone through a period of rapid change and growth in membership, programming, and organizational structure. With a solid foundation, the ACT Board of Director's approved at its February meeting to embark on ACT's first formal strategic planning process to establish long-term goals for the organization and to identify internal and external strategies for how to achieve them. The strategic planning process is anticipated to take place throughout 2019 and will include opportunities for members to provide input through surveys, focus groups, and interviews. I encourage all members to share their thoughts about how ACT can best meet their interests and continue to serve the entire TDM industry.

Also, during our February meeting, the National Board approved the appointment of the inaugural members of the Certification Board of Trustees and it is my pleasure to introduce them to you all.

- Jessica Alba, Stanford University
- Aaron Gaul, UrbanTrans
- Chris Hagelin, City of Boulder
- Debbie Henry, The TMA Group
- Daniel Kaempf, Metro
- Andrea Leary, Northeast Transit Planning & Management
- David Lieb, Walker Consultants
- Malika Reed Wilkins, Atlanta Regional Commission
- Peggy Schwartz, TAP
- Kristin Slaton, AECOM

The Trustees will have many important tasks before them as they take the lead of ACT’s efforts to develop the first national certification program for TDM professionals. This will include the final development of the certification exam, the program's name and brand, creation of the certification programs policies and procedures, and ultimately welcoming our first group of certified TDM professionals.
Looking for ways to reduce parking demand, improve access to public transit and give your commuters alternatives to driving to your workplace or campus alone? It’s easy with WeDriveU.

Watch > Be Inspired!

ACT is a unique organization that brings together the full spectrum of individuals and entities involved in TDM. I invite you all to take a look at our newest infographic “The ACT Community” to learn more about who is involved. I encourage you to speak with your colleagues who are not yet members of ACT to join us in our efforts to strengthen the TDM industry, share best practices, and connect with other professionals across the country and globally.

It continues to be an honor to lead ACT and I am grateful to all of you for your involvement. I wish to acknowledge several of our members that continue to make significant investments in ACT. You can learn more about ACT’s new Corporate Partners on our website. If your organization would like to support ACT by sponsoring an upcoming conference or webinar please let us know.

Sincerely,

David Straus, Executive Director

TDM Professionals Make an ImpACT!

Earlier this month, the ImpACT! Leadership Class of 2019 met at Disney World in Orlando, Florida for a three-day retreat focusing on leadership development in TDM. The program draws a cross-section of early-mid career TDM professionals for an in-depth learning experience where participants will work together over the year on group projects aimed at furthering their professional development and providing support to ACT.

This year, the program covered strategies and qualities of good leaders, challenges leaders will face, and how different styles of leadership can work together. Participants learned about Emotional Intelligence and how to respond to challenging customer service situations. After learning and discussing leadership development, ImpACT! participants were briefed on ACT, its structure, governance, and goals, and got started planning their group projects that they will continue working on this year. In addition to the learning and training, participants had opportunities to build a new network of peers through team building activities.

Throughout the three-day event, members of the class of 2019 got the opportunity to network with members of the ACT Board of Directors, finally presenting their project plans to the Board on the last day of the program.

"ImpACT! was a great way to connect with other TDM professionals at similar places in their careers. Everything I learned, and the connections I made during the program, were invaluable to my personal and professional development. I’ve already started applying what I’ve learned (and have even shared what I’ve learned with others!). I definitely recommend the program to anyone considering it. It’s worth it!” - Sana Ahmed, ALTRANS, 2019 ImpACT! Graduate

ImpACT! applications for 2020 will open this summer, so stay tuned!  

Explore more about the ImpACT! Leadership program >>

New Committee Members Appointed

As a membership organization, the strength of ACT lies in the collective effort of its members that volunteer their time and expertise. ACT’s committees work on behalf of the Board of Directors to provide advice and guidance on
the organization's operations, leadership, programming, and policy; helping the Board build a solid foundation for a strong future. We would like to welcome the following individuals as members to the following committees:

**Public Policy Committee**
- Rob Henry (Chair), GVF
- Jeff Olischwang, UCLA
- Jonathan Boldes, DS&MG
- Jessica Alba, Stanford University
- Philip Winters, Center for Urban Transportation
- P Timothy Phelps, TMA of Chester County
- Dion Beuckman, Enterprise Holdings
- Luanna Huber, Walt Disney Company
- Rob Sadow, Scoop

**Governance Committee**
- Frank Mongioi (Chair), ICF
- Peggy Schwartz, North Bethesda TMD
- Allyson Coltrane, Orange County Public Transportation
- Thom Cerny, AECOM
- Ed Taffet, WageWorks

**Program & Events Committee**
- Beth Snoke (Chair), The Ohio State University
- Jill Goldberg, ARC - Georgia Commute Options
- Puja Thomas-Patel, Steer/Santa Monica TMO
- Stacey Weiss, GVF
- Kevin Chau, Commute with Enterprise
- Miranda Clements, Metro Nashville Planning
- Department/Nashville Connector

**Membership Committee**
- Maureen Farrell, GVF
- Lori La Riva, SBCAG Traffic Solutions
- Geoff England, Steer
- David Sorrell, UC Berkeley
- Brianna Benson, Tennessee DOT
- Bill McCaughey, ITS Consulting

**Professional Development Committee**
- Jim Barr (Chair), University of Vermont
- Elizabeth Denton, DS&MG
- Kiki Dohman, Cherriots
- Craig Cotton, Texas Tech University
- Alix Scarborough, Movability
- Brittnay Barrett, Emory University/Clifton Corridor TMA
- David Sorrell, UC Berkeley
- Aaron Fodge, Colorado State University

**Finance Committee**
- Wendy Duren (Chair), DS&MG
- Thom Cerny, AECOM
- David McMaster, MTA of Harris County

**Membership Committee**
- Maureen Farrell, GVF
- Lori La Riva, SBCAG Traffic Solutions
- Geoff England, Steer
- David Sorrell, UC Berkeley
- Brianna Benson, Tennessee DOT
- Bill McCaughey, ITS Consulting

**Emerging Mobility Summit - Early Registration Now Open!**

The second annual Emerging Mobility Summit is just two months away and early bird registration is now open! Join ACT for a hands-on two-day event on innovative TDM solutions to solve the mobility challenges of today and tomorrow. Over 100 subject matter experts, community leaders, entrepreneurs, academics, and thought leaders focused on the future of transportation and mobility will meet in Austin, TX to discuss important challenges, opportunities for research, and what might be in store for the future of TDM.

The event will feature an afternoon of themed table discussion enabling participants to have in-depth conversations on a variety of issues. Each table will be led by a subject matter expert looking to share their knowledge, gain new insights, and discuss future research, program, and implementation needs. If interested in submitting a topic for a discussion table, please contact Casey Murhpy.

**Early Bird Rates are available until March 15th.**

**February Webinar Recap**

Last week was ACT’s second webinar of 2019, focusing on effective negotiation strategies for promoting yourself and your program. Whether you’re a consultant, program manager, the Executive Director of a TMA, assist with business development, or promote ridesharing, negotiating is a part of your daily routine. Effective negotiating skills are not just a trait some people are born with, they can be learned and honed over time. Session panelists Thom Cerny from AECOM and Melissa Maraj from Texas A&M University shared tactics that help prepare them for all situations and provided information on how to increase your confidence when negotiating.

Don’t worry if you missed the live presentation, because you can watch the full webinar here.

Join us on March 21st for our next webinar: Power of Data: Calculating Return on TDM Investments. Register here>>
Registration for the 2019 International Conference is now open! Join us in New York City this August (4th-7th) for our most popular event of the year. Anaheim sold out last year, so don't miss your chance to join over 600 Transportation Demand Management professionals from top private employers, departments of transportation, municipalities, transportation management associations, consultants, universities and other shared use mobility providers.

Conference sessions will feature topics like new trends & innovation, transportation system challenges, suburban & rural TDM, public policy & advocacy, social justice, and more! Register today at www.actconf.org.

Interested in using the event to promote your product or service to hundreds of TDM professionals? Contact Casey Murphy for information about sponsoring and exhibiting.

Executive Spotlight: Elizabeth Hughes, TDM Specialists

This month, we had the opportunity to hear from Elizabeth Hughes, President of TDM Specialists, Inc., a leader in improving land management and commute options.

Tell us about TDM Specialists.
We are planners, and technical experts focused on land development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, and air pollution impacts. Our TDM practitioners offer full-service commute and transportation program management, employee commuter surveys, and vehicle trip mitigation. Serving as an extension of client staff, we provide a broad range of amenity services to meet the unique needs of the employer.

What are you and your organization seeking to achieve?
TDM Specialists, Inc. seeks to achieve a higher-level of commuter engagement in the San Francisco Bay Area and increase the number of commuters who use alternative transportation modes (and reduce drive-alone rates).

How did you get to where you are today?
I was introduced to the transportation planning space because of my real estate and land-use background. Having worked real estate development, I joined a transportation firm and learned that I had a knack for TDM industry planning and commuter program management....

Awards Nomination Deadline Approaching

The Association for Commuter Transportation recognizes and honors outstanding achievements in the field of transportation demand management. The 2019 awards will be presented at the ACT International Conference in New York City on August 7, 2019.

Nominees do not need to be members of ACT, but you must be a member in good standing to submit a nomination. Self-nominations are accepted encouraged.

Nominations are due before March 29, 2019!

More information on each award and submit a nomination>>

Membership

Getting To Know… Corey Tucker, RideAmigos
RideAmigos is the leading provider of commuter management software, helping organizations of all sizes - from universities and Fortune 500 employers to state and regional governments - understand and incentivize commuters to make smarter choices. As the Director of Customer Success, Corey Tucker brings an extensive background in TDM-related research to best enable clients to initiate and execute successful and sustainable TDM programming, as well as leveraging that experience into smart product design to ensure RideAmigos continues to offer an industry-leading software platform that brings together fragmented mobility options with behavioral science.

What brought you to TDM/how did you get involved in the field?
I stumbled into TDM during my graduate studies at MIT. During the first year of my graduate studies, while still exploring research opportunities, I became a bicycle commuter and after being hit a couple of times, I started looking for research opportunities in transportation policy preferably related to driver/cyclist interactions. I was fortunate to find a research project in TDM that I felt would at least have some impact on cyclists. My career since then has been focused on bringing TDM principles into our design at RideAmigos and to our clients to assist with their transportation problems...

Welcome New Members!
We are pleased to welcome the newest members to the ACT family!

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ACT is a community of professionals working to advance transportation options for commuters and improve the economic competitiveness of the cities, regions, and businesses they serve. Encourage your colleagues to join; the larger our community the greater our impact!