

## PROGRAM BREAKDOWN



\*Speakers listed below have been confirmed unless otherwise noted. Additional speakers may be added prior to the event.

8:30am

### Opening Remarks

Katie Sihler – ACT Chesapeake Chapter President

Josh Kavanagh – ACT President

Caryn Souza – ACT Executive Director

8:45-10:00am

**Panel: Technology-Enabled Ridematching: How it is Re-Defining Ridesharing Arrangements**, presented by the Transportation Demand Management Institute (TDMI)

*Ridesharing is not a new concept; however within the past few years new technology through the private sector has expanded the range of how the public shares the ride whether for work or other purposes.*

*This panel discussion will explore the current status of these new ridematching services along with how the taxi cab and insurance industries view these services. The traditional TDM industry will also offer a perspective on whether or not these services are truly providing “shared commuter trips.” Join the dialogue on whether or not these new “ridesharing services” will replace the need for traditional TDM services and whether new technology-enabled ridematching services should be re-classified or re-defined as a separate mobility mode.*

10:15-11:30am

**Keynote Speaker – Jeff Speck, AICP, LEED-AP, CNU-A**

*Jeff Speck is a city planner and architectural designer based in Washington, DC. Mr. Speck has dedicated his career to determining what makes cities thrive, and has boiled it down to one key factor: walkability.*

*Using writing, lectures and built work, Jeff advocates internationally for smart growth and sustainable design. In his essential new book, **Walkable City: How Downtown Can Save America, One Step at a Time**, Mr. Speck reveals the invisible workings of the city, how simple decisions have cascading effects, and how we can all make the right choices for our communities. Mr. Speck will discuss his book, its relationship to the TDM field, and lay out a practical, necessary, and eminently achievable vision of how to make our normal American cities great again.*

## **Track A sessions: Local and Regional TDM Strategies**

11:40am-12:30pm

### **TDM Strategies for Government Agencies – Successes and Challenges**

Marc Oliphant – Naval District Washington

Lisa Passagaluppi – U.S. Department of Defense/Washington Headquarters Services

*Experienced TDM professionals will discuss current and future TDM strategies for working with government entities such as the Mark Center in Alexandria, VA and other federal campuses throughout the region, including encouraging the role of employee transportation coordinators (ETCs), new in-house ridesharing software; notification systems; new DoD shuttle maps.*

12:30-1:20

Lunch

*Speaker: Jason Pavluchuk – ACT Legislative Summit Recap*

1:20-2:20pm

### **Disaster Management and TDM – Lessons from SuperStorm Sandy and Beyond**

Kate Brangaccio – ICF International

Marcelo Ferreira – Fairfax County Office of Emergency Management

Elizabeth Floyd – Arlington Transportation Partners

*Weather emergencies and other events can wreak havoc on travel. At this session you'll learn about how transit agencies, operators and TDM organizations can manage travel demand, and ensure preparedness in the face of extreme weather situations.*

2:30-3:20pm

### **Making the Grade: TDM Ideas for College Campuses**

*Marina Budimir and Josh Cantor – George Mason University*

*Beverly Joy Malone – The University of Maryland*

For large universities throughout the region, transportation and access are essential elements to enabling its sustainable growth. In this session, you'll hear about unique TDM strategies being applied at George Mason University and the University of Maryland, addressing challenges of reaching multiple campus locations and the role of Universities in developing regional transportation solutions.

3:30-4:20pm

**The New Normal: Technology, Innovation and the Future of TDM**

Steve Carroll – RideScout

Caleb Parker – Touchdown Space, Inc.

*Technology and access to real-time information and data are helping to support impressive innovations in the field of TDM. During this session, you will hear about real-time trip planning services, strategies for engaging the mobile workforce of the future, and more!*

**Track B sessions: Sustainable Development and TDM**

11:40am-12:30pm

**LEED Opens Doors for TDM: Part 1 – What TDM Professionals Have to Offer**

Courtney Menjivar – Wells + Associates

Peggy Schwartz – Transportation Action Partnership

*This presentation will provide an overview of the significant number points available to developers and property managers seeking LEED Certification through TDM and alternative transportation services that our industry members provide, including a discussion of survey methods and instruments.*

12:30-1:20

Lunch

*Speaker: Jason Pavluchuk – ACT Legislative Summit Recap*

1:20-2:20pm

**LEED Opens Doors for TDM: Part 2 – How to Let Them Know You’re There – organized and supported by TDMI**

Luanna Huber – The Walt Disney Company

Justin Schor – Wells + Associates

*Part 2 will provide an overview of the efforts made by the Transportation Demand Management Institute (TDMI) to build partnerships with the United States Green Building Council (USGBC) and other green building certification organizations to increase awareness of TDM as a resource to help with LEED Certification. The session will also provide a sneak preview of TDMI’s beta website - a directory of qualified TDM Professionals that can help assist with LEED Credits for Alternative Transportation. Chesapeake Chapter Members will be the first to pilot this beta website, which will have a direct link from the USGBC’s website.*

2:30-3:20pm

**New Places to Live, Work and Play: Part 1 - The Role of TDM in Transforming and Creating Great Suburban Communities**

Francine Waters – White Flint Partnership

Jeffrey Herman – Fairfax County Department of Transportation

*As suburban developments throughout the region look to re-invent themselves as livable activity centers, there is an important role for TDM professionals in helping to shape these changes, take advantage of opportunities to encourage mode shift and create livable communities for workers, residents and visitors.*

3:30-4:20pm

**New Places to Live, Work and Play: Part 2 – The Role of TDM in Transforming Great Urban Communities and other Regional Activity Centers**

Michael Stevens – Capital Riverfront Business Improvement District

Paul DesJardin – The Metropolitan Washington Council of Governments

*This topic will provide an overview of projects and initiatives with a regional focus towards sustainable transportation, including proposed light rail in DC, and a look at MWCOG's 'Region Forward' vision for a more accessible, sustainable, prosperous and livable metropolitan Washington.*