



Memorandum

To: Todd Muck, Deputy Executive Director
From: Ariana Green, Associate Transportation Planner
Meeting Date: August 23, 2017
Subject: Association of Commuter Transportation Conference 2017

Associate Transportation Planner Ariana Green attended the International Association of Commuter Transportation (ACT) International Conference in New Orleans, Louisiana from July 30-August 2, 2017. The Association of Commuter Transportation International Conference is the premier gathering of Transportation Demand Management professionals in North America. The Conference features sessions in new trends and innovation, transportation system challenges, suburban and rural transportation demand management, marketing and communications, mobility as a service and social justice. In addition to valuable education sessions, the conference offered various opportunities to network with the 500 attendees coming from across the United States, Canada, Europe and Australia as well as members of the Northern California ACT Chapter of which TAMC is a member.

The conference sessions helped TAMC staff to learn about successful travel demand management programs around the country, software and marketing tools that proved effective, the importance of economic valuation and collecting data and presenting it in a way that is useful to decision-makers and members of the public. Below is a summary of sessions attended:

Karl Marx, Southwest Airlines, and Heroin Addiction: How remembering Econ 101 will make TDM relevant

An interesting talk that lived up to the colorful title! The speaker Jeffrey Tumlin, Principal and Director of strategy for Nelson Nygaard in San Francisco talked about the importance of factoring economic analysis in transportation infrastructure investments and decision-making. Currently our roads are built to accommodate the peak traffic volumes, which only accounts for a few hours each day. The majority of the day, the roadways sit underutilized which is a pricing waste. Instead of solely measuring Level of Service (vehicle delay), person delay and pricing waste should be considered as well. Furthermore, traffic is not always bad, in some downtown areas traffic is justifiable for increased retail sales and economic benefit.

Work Smarter not Harder

The theme of this panel session was on focused marketing to achieve increased use of transportation investments. Examples were from a transit agency servicing rural Washington, a travel demand management agency in Arlington Virginia and a transit agency that serves Portland, Oregon. Speakers touched on the importance of targeting outreach to distinct user groups to better engage people and provide relevant resources. Larger, city or countywide programs divided outreach by residents, workers and schools. The Metro in Portland Oregon took it a step further and did personalized marketing in several neighborhoods to increase ridership on one of their transit lines. Personalized marketing involved mailing a survey to all residents and asking about their current travel behavior, interest in riding the transit line and what resources they need to do so. They then created personalized resource packets for those who returned the survey, delivered the packets in person and talked to the residents about how they could access and use the transit line. After several months a follow-up survey was sent out to track change in travel behavior and continue assistance when needed. Metro found that they were able to more effectively engage with residents and track actual travel behavior change.

The Secret to Building a Brand That Compels People to Action – Tiffany Sauder, President of Element Three

Ms. Sauder talked about the importance of knowing your audience and the distinct differences between Baby Boomer and Millennial preferences. Whereas Baby Boomers tend to be nostalgic and loyal customers who value customer service, Millennials don't like to feel like they're being "sold" something and will make choices based on reviews. Marketing and public outreach for transportation should consider who is/will be using the transportation facility and communicate accordingly.

Stage of Change – Strategies to Shift Travel Behavior and Create New Game Plans

Behavior change occurs during a pivotal moment in someone's life such as buying a new home, starting a new job or working in a new area. Public health professionals use the evidence-based "Stage of Change" model to assess how ready an individual is to make a change - and then provides tailored tools and messages based on that readiness. Understanding the stages of change and how they apply to your audience's mindset helps facilitate effective engagement. Applying stages of change to travel demand management can facilitate behavior change to reduce single occupancy vehicle (SOV). **Speakers:** Destination Sales and Marketing Group, Alta Planning + Design and UrbanTrans North

Making Your Case: Quantifying the Impacts of TDM Programs

This session covered recent research on better techniques to evaluate TDM campaigns, based on methods from behavioral economics, politics, climate change, and public health. **Speakers:** Alta Planning + Design, TransitCenter and Triangle J Council of Governments.

Current Trends and Innovative Programs that TMAs have Implemented to Improve Employees' Journeys

Programs discussed in this session built on existing institutions and local culture. GVF in Philadelphia and Downtown Denver formed partnerships with the local economic league to evaluate the economic vitality of certain transit and TDM projects. Missoula In Motion

leveraged existing active lifestyle culture to encourage more biking and walking to work through commute challenges and incentives. Movability Austin developed a network of employers and offered networking opportunities so employers could share lessons learned and innovations within their programs. **Speakers:** GVF, Downtown Denver, Missoula In Motion and Movability Austin.

How Technology Innovations are Changing the Role and Productivity of Park-and-Ride Lots

Park-and-ride lots have been used throughout the US for many years to support ridesharing and transit use. New technologies are available for monitoring space availability and providing that information to commuters. Ridesharing apps are also making it easier for carpools and vanpools to form for short- or long-term use. **Speakers:** Alta Planning + Design, King County Metro, Texas A&M Transportation Institute, Metropolitan Transportation Commission of the San Francisco Bay Area and DKS Associates.

Mobility Credits for Behavior Change: An Innovative Pilot to Create a Better Planet

A major opportunity for the Century City TMO emerged in 2016 by external market conditions such as new transportation options/services, last mile barriers, and changing workforce demographics. This opportunity was capitalized on via a pilot project that deployed an innovative incentive program designed to shift Century City commuters from single occupant vehicle trip travel, and subsequently help maintain those new behaviors. The incentive scheme generated new alternative transportation behaviors by providing valuable incentives and services like Lyft Line and Scoop that removed barriers to the alternative behaviors. **Speakers:** RideAmigos, Century City TMO, Scoop, UrbanTrans North America and WeDriveU, Inc.