

2019 Association for Commuter Transportation California Chapters Regional Conference

Keep California MOVING



ACT

Association for Commuter Transportation
NORTHERN CALIFORNIA CHAPTER

ACT

Association for Commuter Transportation
SOUTHERN CALIFORNIA CHAPTER

**May 1-2, 2019
Hilton Universal City**

Keep California MOVING



2019 Association for Commuter Transportation California Chapters Regional Conference

May 1- 2, 2019 • Hilton, Universal City

WELCOME TO UNIVERSAL CITY

Lights. Camera. Action!

Welcome to the Association of Commuter Transportation (ACT) California Chapters regional conference at Universal City. Sit back, relax and enjoy a conference full of inspiring ideas, brilliant thought-leaders, and important topics surrounding how to Keep California Moving!

The mobility industry is enhancing at a breakneck pace. And this conference is stride for stride in bringing together many of today's leaders in transportation policy, marketing, services, and technology. It's pretty fitting to be here at Universal as we go "behind the scenes" on some of the world's leading transportation innovations happening right here in California. Be sure to balance all this incredible learning with some fun and networking too. We've planned some great social opportunities and off-site tours to make this one to remember.

An extra special thank you to our conference sponsors and volunteers whose support is vital to creating this truly special event. None of this would be possible without them.

If this is your first ACT event or if you aren't an ACT member yet, we encourage you to learn about the many additional benefits of our association and its role as a leading advocate for commuter transportation and transportation demand management (TDM). Through advocacy, education, and networking efforts, ACT strives to improve the lives of commuters, the livability of communities, and the economic growth of businesses. Be sure to pull aside some of our members in the room and discover what makes this association so special to them.

Most of all, we hope you enjoy yourself and that you walk away with great insights, newfound energy, and a bigger professional network of talented folks. Thank you for joining us and for helping Keep California Moving!



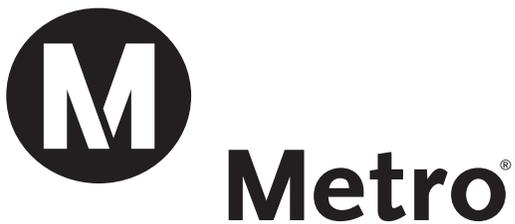
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AGENDA

WEDNESDAY, MAY 1, 2019

- 7:30AM-12:00PM** **Registration**
- 7:30AM** **Breakfast**
- 8:50AM** **Welcome and Opening Plenary Session**
Aaron Gaul, President, ACT Southern California Chapter
- 9:00AM-9:30AM** **Kick-off Session: The Success of the Keep California Moving Campaign**
Let's get started with an informative and insightful session that will provide news and insights on the latest TDM policies and legislation relevant for every practitioner at the local, regional and state level.
- Presenters:**
Daniel J. O'Donnell, odonnellcompany
Devon Deming, Director of Commute Services, LA Metro
- 9:30AM-10:30AM** **Don't Trip: Take a Deeper Dive into TDM Ordinances to Keep California Moving**
This session will feature interesting speakers from both Northern and Southern California who are on the front lines of TDM policies, implementing ordinances for cities, regions and counties around the region and highlighting lessons learned, best practices and pitfalls to avoid.
- Presenters:**
David Somers, City of Los Angeles Department of Transportation
Jacquilyne Brooks de Camarillo, LA Metro
Jason Geldert, City of Carlsbad
Carli Paine, San Francisco Municipal Transportation Agency
- 10:30AM-10:45AM** **Morning Break**
- 10:4AM5-11:30AM** **Incorporating Mobility On Demand to Keep California Moving**
This will be a panel presentation of projects that are currently underway. Presenters will provide you with the latest information necessary to expand, enhance, and enliven the program you've envisioned for your site.
- Presenters:**
Emma Huang, LA Metro Office of Extraordinary Innovation
Rani Woods, LA Metro Office of Extraordinary Innovation
Hilary Norton, Executive Director, Fixing Angelenos Stuck in Traffic
- 11:30AM-12:00PM** **Automated People Mover to Keep California Moving**
The APM is coming! Come learn first hand about how LAX is preparing to welcome more transit- oriented commuters and revolutionize the central terminal area. We'll also gain insight into the intersection of TDM and large public infrastructure projects.
- Presenter:**
Stephanie Sampson, Los Angeles World Airports

12:00PM-2:00PM

Lunch

12:30PM-1:15PM

Keynote:

Tying together regional Mobility on Demand, Micro-Mobility, and other New Technologies to Keep California Moving

Speaker:

Joshua L. Schank, Ph.D., Chief Innovation Officer, LA Metro

1:15PM-1:45PM

Hear an Update from ACT National that will help Keep California Moving

Receive up-to-the-minute information on what ACT National is planning, working on, and preparing in the world of TDM.

Presenter:

David Straus, Executive Director, Association for Commuter Transportation

1:45PM-2:00PM

Networking Break

2:00PM-3:15PM

MARKETING CERTIFICATE – PART 1

It doesn't matter whether you are required to earn a certificate for marketing or not, you'll want to participate in this engaging session to expand your knowledge on marketing your own program, increasing interest, and measuring effectiveness to ensure the best return on your investment.

Facilitator: Daniel J. O'Donnell, odonnellcompany

Presenter: Matt Mallon, ESPN

3:15PM-3:30PM

Afternoon Break

3:30PM-4:30PM

Innovative Technology to Keep California Moving

Come hear how agencies can use CRM Technology in your TDM programs based on what leaders in the field are doing with segmentation. Hear these divergent perspectives and use the information to add to your decision-making process.

Facilitator: Kathryn Hagerman, rideamigos

Presenters: Deborah Jones, SANDAG
Peter Williamson, Employer Outreach Coordinator, SLOCOG
Additional presenters to be confirmed

5:00PM-6:00PM

Keep It Moving Networking Reception

Share, meet, and greet fellow-attendees and share information, develop contacts, and have an enjoyable time to unwind with our host, Lux Bus America.

Hosted by: Lux Bus America

AGENDA

THURSDAY, MAY 2, 2019

8:00AM -10:00AM

Registration

8:00AM

Breakfast

9:00AM-9:45AM

How the Modernization of Carpool/Vanpool Can Keep California Moving, by maximizing the Brain Trust between regions

It's not your grandma's carpool! Carpooling and vanpooling programs are harnessing new technology to make it easier and more convenient than ever to share the ride and reward those who do so. Come learn about some exciting pilot programs in NorCal and SoCal. Listen to industry experts talk about how we can maximize the brain trust between our two regions in this field.

Facilitator: Laura Abella, Strategic Partner Manager, Waze Carpool

Presenters: Puja Thomas-Patel, Executive Director, GoSaMo TMO, and Sr. Consultant, Steer
Jake Satz, Account Executive, Commute with Enterprise
Dan Gronski, SoCal Lead, Scoop

9:45AM-10:45 AM

MARKETING CERTIFICATE – PART 2

Learn about innovative marketing strategies and incentive approaches, from well-known "Movers" in the field. This concluding session on Marketing is designed to showcase what is being accomplished at NBCUniversal with their NBCU Commutes pilot program along with other key employers and behavior change experts. You too, can achieve stunning results— if the marketing is right.

Facilitator: Bronwen Keiner, Principal Consultant, Steer

Presenters: Joy R. Forbes, AICP, Vice President, Planning and Development, NBCUniversal
Tamar Fuhrer, Associate Director, Transportation and Commuter Services, Kite

10:45AM-11:00AM

Morning Break

11:00AM-11:15AM

What's Being Done to Keep California Moving with Tax Law and UBIT Changes

Tax law and UBIT may not be on your table right now, but the movement could affect employers... especially colleges, universities, and non-profits. Hear about UBIT and what is being done in California to get affected employers back to the primary task of moving people with fewer cars.

Presenter: David Judd, Transportation Consultant

11:15AM-12:00PM

E-Scooter and e-Bike Launches to Keep California Moving

Join this panel session to learn the latest on how municipalities worked scooters and dock-less bike share into the landscape. Hear about their hits and misses. Take home the best practice approach to working with the shared mobility vendors who are changing the transportation landscape.

Facilitator: Dia Turner, Marketing Manager, Culver City Bus

Presenters: Eric Bruins, Transportation Policy Director, District 11, City of Los Angeles
Additional presenters to be confirmed.

12:00PM-1:00PM

Networking Lunch

Departing at 1:00PM

Off-site Tours:

NBCUniversal Studios Sustainability Tour

Join us for a very special behind the scenes Universal City Studios Tour, and bring home bragging rights and maybe even a celebrity sighting!

Metro North Holly Project (Via)

The LA Metro partnered with Via to launch a year-long pilot project to offer shared, on-demand rides to and from three of the Metro stations. This tour is designed to give participants a glimpse into the comprehensive future transportation systems being planned for Los Angeles.

(Conference Program subject to modification & updates)

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