

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Raul Perez

SUBJECT: REQUEST TO TRAVEL

DATE: November 12, 2019

Recommendation:

Authorize Councilmember Perez to attend Association for Commuter Transportation (ACT) 40 Under 40 Awards and TDM Forum in Seattle, Washington.

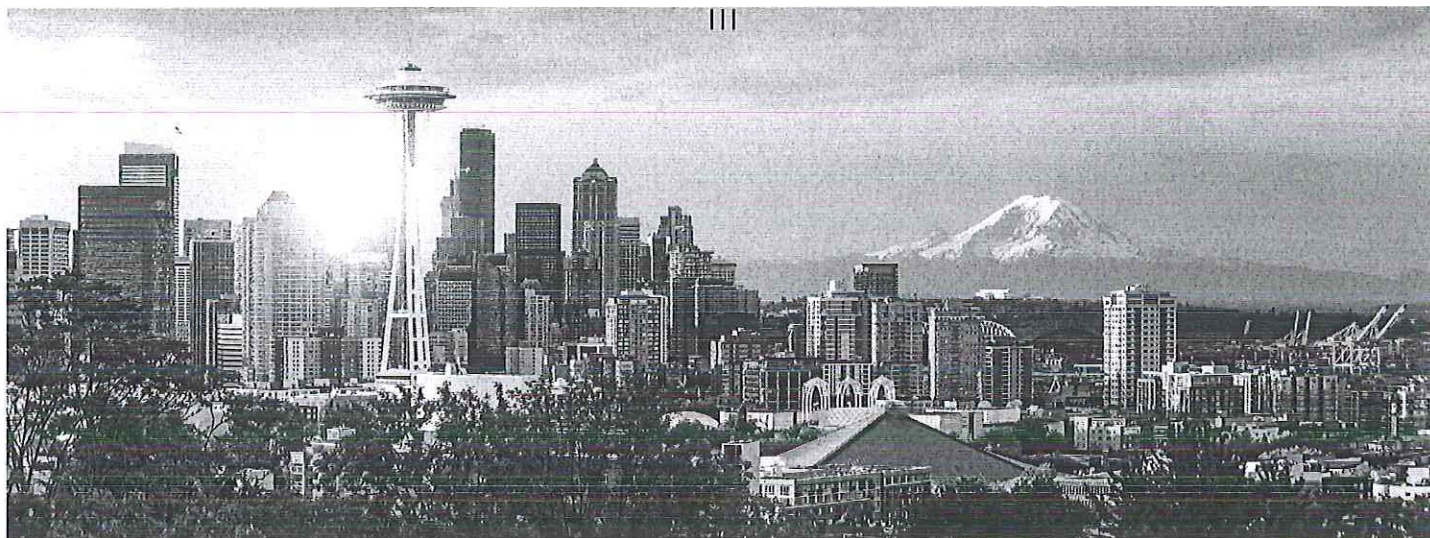
Authorize travel for: Councilmember Raul Perez

Location: Seattle, Washington

Meeting Dates: November 11th – November 13th

Source of Funds: Expenses will be sourced from the District 3 office budget and personal funds.

Purpose: The Association for Commuter Transit (ACT) has named Councilmember Raul Perez as one of the recipients of the ACT 40 under 40 honoree for 2019, recognizing him as an ambitious leader that is working to find creative solutions to improve quality of life of commuters and the liability of our communities. The award will be presented during TDM Forum from November 11-13, 2019 in Seattle, Washington. In addition, Councilmember Perez will also be a speaker on the panel "Transportation Planning in Rapidly Growing Regions" during the TDM Forum.



Home (/tdm-forum) | Register (<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eggu4gwq88b702ac&oseq=&c=&ch=>) | Agenda (<https://www.actweb.org/tdm-forum-agenda>) (<https://www.actweb.org/tdm-forum-agenda>) | Travel (<https://www.actweb.org/tdm-forum-travel>) | Sponsorship (<https://www.actweb.org/tdm-forum-sponsorship>)

Monday, November 11th

2:00pm - 5:00pm **NEW - Bike Tour**

Lead by the Seattle Department of Transportation. Tour description and registration details coming next week.

2:30pm - 5:00pm **NEW - Transit Tour**

Tour description and registration details coming next week.

5:30pm - 7:30 pm **Employer Spotlight: The New Standard of Commuter Benefits***

Join us for an employer panel and networking happy hour to kick off this year's TDM Forum in Seattle. We will highlight four regional innovators – Expedia Group, Google, Grange Insurance, and Oregon Health and Science University – who continue to push the envelope when it comes to commuter benefits for their employees. The evening will begin with a networking happy hour, followed by a moderated panel discussion and additional time to mingle afterwards. Commute Seattle and Luum look forward to welcoming all those eager to learn more about commuter benefits at the Luum headquarters in Seattle this November. **Please register (<https://www.eventbrite.com/e/employer-spotlight-the-new-standard-in-commuter-benefits-tickets-71548394173>)** to hold your spot - space is limited!

Panelists:

Jenny Cadigan, Program Manager, Oregon Health and Science University (OHSU)

Melanie Truhn, Commute Program Manager, Expedia Group

Sabrina Ruiz, Global Transportation, Google

AnneMarie Killen-Gall, Vice President of Human Resources, Grange Insurance Association

Moderators: **Madeline Feig**, Commute Seattle and **Kelly Hostetler**, Luum

Presented by: Commute Seattle and Luum

Luum HQ

119 S Main Street, Suite 400

Seattle, WA

***This is a free event for all Forum attendees, but there is a cap on attendance. Ensure your spot by REGISTERING HERE (<https://www.eventbrite.com/e/employer-spotlight-the-new-standard-in-commuter-benefits-tickets-71548394173>)!**

Tuesday, November 12th

7:45 am - 5:00 pm **Registration**
8:00 am - 10:15 am **Breakfast & Welcome Keynote**



ROGER MILLAR
Secretary of Transportation
Washington State Department of Transportation

Sponsored by:



(<https://www.tripshot.com/>)

10:30 am - 12:00 pm **Concurrent Sessions - 90 mins**

Integrating TDM into Long Range Planning

Hear from senior leadership of public agencies that embrace TDM as a key aspect of their organization's efforts to address their region's transportation challenges. Speakers from King County Metro, Seattle Department of Transportation, Sound Transit, and Washington Department of Transportation will share how they are integrating TDM into their long-range planning, program structure, and the ways they prioritize funding to support TDM efforts.

NEW - Campus Sustainability & Best Practices

Caryn Walline, Manager Commute Options & Planning Transportation Services, University of Washington (STARS Gold Rating)
Carolyn Hernandez, Acting Sustainable Transportation Manager, University of California Irvine (STARS Platinum Rating) (Invited)
Moderator: **Jessica Alba**, Transportation Policy Manager, Stanford University (STARS Platinum Rating)

12:00 pm - 1:10 pm **Networking Lunch**

Welcome Address (12:15pm-12:30pm)



Chris O'Claire (/files/Chris%20O'Claire%20bio%208_26_19.docx)
Mobility Division Director
King County Metro

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Moving forward together

(<https://kingcounty.gov/depts/transportation/metro.aspx>)

1:15 pm - 2:30 pm **Concurrent Sessions - 75 mins**

Ensuring Equity and Accessibility in Contracted Transit Services

In April 2019, King County Metro in partnership with Sound Transit and the City of Seattle launched an on-demand ride sharing service called Via to Transit to connect people to buses and trains at 5 transit hubs in SE Seattle and Tukwila. Providing an equitable and accessible service has been a primary objective of the service from the original concept through planning and implementation. This panel will discuss the key goals of the service and lessons learned, with a deep dive into how it improves equity in the Seattle area as well as where the service still has room for improvement.

Jean Paul Velez, Innovative Mobility Program Manager, King County Metro

Abby Chazanow, Transportation Planner, Sound Transit

Representative from Rainier Beach Action Coalition (TBA)

Moderator: **Valentina Titun**, Partner Success Principal, Via

Commute Challenges 2.0 - Meaningful, Measurable, & Mobile

Develop new and engaging commuter challenge events that produce measurable impacts, engage mobile commuters, and are less challenging to manage. This session will provide case studies of highly successful commuter challenge events in Maine, Pennsylvania, and Oregon along with new technologies and techniques for creating effective challenge events that engage mobile commuters and produce measurable results.

Rebecca Grover, Program Coordinator, GO MAINE

Stacy Newcomer, Deputy Project Manager, Commuter Services of Pennsylvania

Cody Franz, Transportation Options Specialist, Point2Point

Matt Getty, Operations Manager, Agile Mile (Speaker/Moderator)

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2:45 pm - 4:00 pm **Concurrent Sessions - 75 mins**

Reinventing Transportation for Workplaces and Campuses

Innovation is thriving at the intersection of public and private transit as organizations leverage new approaches and technologies to transform journeys. This session will explore the different ways organizations are rethinking mobility and leave you inspired with creative ideas and success tips as you plan transportation initiatives for 2020.

Ray Atkinson, Transportation Systems Analyst, Clackamas Community College

Brendan Lempkin, Transportation Program Manager, Hines @ Facebook

Sabrina Ruiz, Transportation Program Manager, Regional Distributed Offices Google

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Bringing TDM Solutions to Communities of Diversity

Effective change can only be achieved by ongoing interactions with community members. In this presentation, you'll be hearing from Northeast Transportation Connections (NETC)'s partnership with the Colorado Department of Transportation - TDM strategies to those affected by Denver's Central 70 expansion project - one of the first such partnerships in the nation's history. NETC's recent white paper, titled "Bringing TDM Solutions to Communities of Diversity," was developed to help those doing similar work around the world to address the unique challenges inherent to economically and ethnically diverse communities. They will discuss the challenges of identifying community leaders, gaining trust, developing flexible programs that respond to changing needs, the hurdles of language translation, and the importance of sensitivity to cultural norms. Nicholas Robb from Fairfax County Department of Transportation will take a deep dive into his research on the Hispanic Community and building trust through face-to-face interaction and cultural change - and the importance of public outreach strategies across generations of immigrants.

Angie Rivera-Mapiede, Executive Director, Northeast Transportation Connections

Jesse Livingston, Director of Communications and Marketing, Northeast Transportation Connections

Nicholas Robb, Transportation Planner 1, Fairfax County Department of Transportation

4:15 pm - 6:00 pm **40 Under 40 Awards Ceremony & Reception**

Once again ACT will be recognizing a group of TDM professionals with its annual 40 Under 40 Awards. This honor is awarded to ambitious leaders that are working to find creative solutions to improve the quality of life of commuters, the livability of communities, and are developing TDM programs that are shifting behavioral change.



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(<https://hallcon.com/>)

Wednesday, November 13th

8:00 am - 3:00 pm **Registrations**

8:00 am - 10:15 am **Breakfast & Keynote Presentation**

10:30 am - 12:00 pm **Concurrent Sessions - 90 mins**

NEW - Going Above and Beyond - Bringing a creative approach to challenging employer programs

Jennifer Poole, Human Resources Coordinator, Foster Garvey PC

Kara Seliga, Environmental Engineer & Sustainability Coordinator, General Atomics Aeronautical Systems (Invited)

Adrian Down, Environmental Program Manager, Port of Seattle

Jamie Cheney, Director of Transportation, Seattle Children's Hospital (Invited)

Moderator: **Jenna Forty**, Senior Program Manager Commute Seattle

Overcoming Hurdles to Getting Vans on the Road

With the ever growing world of transportation, vanpools have remained constant as a long distance commuter mode. In this session we will discuss creative parking strategies to help fill in the gap to park and rides as well as how to help people find meeting points. Review how to attract people to start vanpools despite gas prices being low, and explore different promotions and incentives that have helped start and keep vanpools on the road.

Latwana McClure, Special Projects Coordinator/Vanpool, Hampton Roads Transit/ TRAFFIX
Jeffrey Olschwang, Bruin Commuter Services Manager, UCLA
Victoria Tobin, Formations / Promotions Chief, King County Metro
Moderator: **Michelle Althoff**, Group Commute Manager, Commute with Enterprise
Sponsored by: ACT Vanpool Council

Transportation Planning in Rapidly Growing Regions
Steve Marshall, Head of Transportation, City of Bellevue
Councilmember Raul Perez, City of San Jose, District 3
Moderator: **Chris Barker**, President, Chris Barker Consulting

12:00 pm - 1:15 pm Lunch and ACT Excellence Awards

Our TDM Excellence awards will shine the spotlight on Companies, Universities, and Municipalities/Regional Governments that understand the importance of addressing commuter transportation in their efforts to improve the quality of life of employees, students, and residents; and the benefits of TDM on livability and economic competitiveness.

1:20 pm - 2:35 pm Concurrent Sessions - 75 mins

Overhauling Park City - TDM, Parking & Stakeholder Engagement

This session will begin with the strategies needed when addressing parking management and technology deployment with a focus on the lessons learned from the progressive implementation plan to the complete TDM transformation and how it was used for launching paid parking in less than 9 months in Park City, Utah. The previous Parking Manager and Implementation Consultant will discuss the importance of the implementation timeline and how to be prepared for anything. They will address the critical need for technology integration and the considerations for the onsite City staff support that was required to support the deployment including the vendor management demands. Learn from firsthand experience the implementation challenges and experiences. We will provide a thorough and candid perspective of the complete deployment, implementation process, the lesson learned and ongoing improvements.

Julie Dixon, President, Dixon Resources Unlimited
Kenzie Coulson, Associate Consultant, Dixon Resources Unlimited

NEW - Ending Traffic Together

People are on the move now more than ever. With 65,000 cars driving into Seattle everyday and thousands slotted to move to the greater Area, there needs to be a suite of options for alternate transit. Commuters should feel empowered to pursue multiple modes of transit that best fit their needs. What works for one day may not apply to the next day, so transportation agencies like Go Redmond work to inspire the community to embrace a culture of walking, carpooling, biking & taking public transportation.

Carpooling is a mode that has been around for a long time. However, there have been barriers to entry including its manual nature, difficulty to find someone who shares the same schedule & route, payment and safety. Waze Carpool strives to fix this by matching drivers and riders who are going the same way through the Waze platform. The ultimate goal is to take cars off the road, reduce carbon emissions and build community. Waze Carpool has partnered with 300+ private & public partners across the US, Mexico, Brazil & Israel to bring carpool to their employees. Go Redmond partnered with Waze Carpool to help alleviate major congestion along Willows Road over the Summer of 2019. Commuters from companies along Willows Ride were able to enjoy subsidized \$1 dollar flat rides, and collectively took almost 1500 rides on Waze Carpool. Hear what they learned from the campaign and from a few other partners and how more public and private organizations can leverage carpool as an alternate method of transportation.

Carolyn Chapman, System Administrator, Go Redmond
Lia Yim, Transportation Program Manager, Kite Pharma (Invited)
Mona Weng, Partnerships Lead, Waze Carpool
Sponsored by:



(<https://www.waze.com/carpool>)

2:45 pm - 4:00 pm Concurrent Sessions - 75 mins

Everybody Rides: Developing a community-driven campaign with accessible print design

To ensure public transit information is accessible for all, the Everybody Rides campaign used familiar and relatable stories to promote public transportation services in the Columbia River Gorge. In this session, you will learn how community involvement and focusing on Limited English Proficiency (LEP) and low-literacy residents can expand the reach of a campaign in your community. Speakers will share graphic design principles and considerations that can eliminate barriers to use, including:

Reading comprehension and visual impairment considerations

Copywriting, translation, and format considerations

Design best practices including use of typography, color, graphics, images, and print techniques that can help you reach the most people.

Anna Gore, Programs Associate, Alta Planning + Design
Kathy Fitzpatrick, Mobility Manager, Mid-Columbia Economic Development District

NEW - Safe Streets For All - Working towards a better commute for pedestrians, cyclists and scooters

Our streets are busier than ever as new mobility options and increases in bicycle and pedestrian activity have brought more people out of their cars. Our challenge now is creating safe spaces for all transportation options. This session will feature insights from mobility providers and the City of Boulder on how the public and private sector can work to achieve aggressive mode shift and Vision Zero goals. You will hear strategies that a community can take to create safe streets for all commuters.

Chris Hagelin, Senior Transportation Planner, City of Boulder

4:00 pm - 6:00 pm **NEW - Sustainability Tour of University of Washington Campus**

Tour description and registration details coming next week.

210 North Main Street, #3 | Sharon, MA 02067

(<https://www.google.com/maps/place/210+N+Main+St+%233,+Sharon,+MA+02067/@42.1347606,-71.1733351,17z/data=!3m1!4m5!3m4!1s0x89e48748!71.1711464>) | 202.792.5801 (tel:202-792-5801) | info@actweb.org (<mailto:info@actweb.org>)

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