



State of Colorado Transportation Demand Management Conference

November 5, 2021

About the Sponsors

Association of Commuter Transportation

The Association for Commuter Transportation (ACT) is the premier organization and leading advocate for commuter transportation and transportation demand management (TDM) professionals. With a vision of "A Better Journey for Everyone," ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM in order to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.

Colorado Department of Transportation, Office of Innovative Mobility

The Colorado Department of Transportation's (CDOT's) Office of Innovative Mobility includes the Division of Transit and Rail and other functions that work to expand mobility options through ridesharing, electrification, transportation demand management, and other emerging technologies. The office supports all types of mobility options, especially those that help reduce congestion by avoiding single-occupancy vehicle use. Through these initiatives, the department hopes to reduce total vehicle miles traveled (VMT) per capita in the state and looks to curb the growth of greenhouse gas- and ozone-causing emissions from transportation-related activities.





Agenda

This free and virtual conference, hosted by ACT and CDOT, will provide information about strategies to reduce vehicle miles traveled and greenhouse gas emissions in Colorado's transportation network. Presentations from diverse stakeholders such as metropolitan planning organizations, transportation management organizations, state government, educational institutions, consultants, and transportation service vendors will be offered. The agenda contains sessions about economic development and TDM, data and technology with TDM, and employer strategies for TDM. Please attend and bring your questions to this esteemed group of professionals.

November 5, 2021

7:30 a.m.-1:00 p.m. (Mountain Standard Time)

Session Themes	<ul style="list-style-type: none"> ● Data and Measurement in TDM ▲ Employer-Based Approaches and Equity ■ Local Examples of TDM
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Opening Remarks

7:30 a.m.

Shoshana Lew, Executive Director of the Colorado Department of Transportation

David Straus, Executive Director of the Association of Commuter Transportation (ACT)

Karen Stuart, Transportation Commissioner, Executive Director of Smart Commute Metro North



Agenda (Continued)

Keynote: What's in It for Me? The Tangible Benefits of Implementing TDM

8:00 a.m.

Mallory Baker, Walker Consultants; Moderator: Karen Stuart, Transportation Commission, Smart Commute Metro North

We know we're supposed to do transportation demand management. But why should we want to? Learn how to create and implement transportation demand management initiatives that meet your goals and improve your bottom line.

First Sessions

9:00 a.m.

- **Using Technology for Trip Planning, Tracking, and Rideshare Coordination**
Steve Erickson and Kate Spencer, Denver Regional Council of Governments (DRCOG); Moderator: Erika Benti, Colorado State University (CSU)

Join this discussion about the My Way to Go platform, a trip planning and tracking app used by Denver region residents to find eco-friendly commute options. Learn about the application's gamification features, ride-matching functionality, and School Transport Management program known as Schoolpool, the nation's most successful of its kind.

- ▲ **Managing Transportation and Power Demand in the Electrified Age**
Bryan Jungers, E Source Companies, LLC; Moderator: Maria DiBiase Eisemann, Colorado Energy Office

This session will draw from the latest available market research and expert analysis to bring together the worlds of utility distribution planning and TDM.

Agenda (Continued)

- **Potential Realized: Boulder’s TDM and Development Review Story**
Chris Hagelin and David Thompson, City of Boulder; Moderator: Allison Crump, City of Boulder

Come learn from experts in Boulder about effective TDM strategies incorporated during the development review process and how these can be applied to your city.

Second Sessions

10:00 a.m.

- **Centralizing TDM Data for All Stakeholders**
Andy Keeton, Commutifi; Venu Garikapati, National Renewable Energy Laboratory; Mike Hughes, West Corridor TMA; Chris Hagelin, City of Boulder; Moderator: Andrew Iltis, Downtown Denver Partnership

TDM data across the state is fragmented and largely inaccessible, yet it is becoming increasingly more important in the transportation planning and TDM program development process. Commutifi – a Boulder-based tech company – has developed the world’s first TDM data platform that makes centralizing survey data easy and accessing it even easier. In this panel, we will hear from representatives from TMAs, the public sector, and private industry about how a centralized TDM data system will help improve transportation throughout Colorado in a data-driven and sustainable way.

- ▲ **Introduction to Employer-Based TDM**
Steve Erickson, DRCOG; Elaine Erb, Boulder Transportation Connections; Jaclynn Streeter, Northeastern Transportation Connections (NETC); Moderator: Kalie Fallon, Way to Go, DRCOG

Data has shown that commuters with support from their employer are more likely to make eco-friendly transportation choices. In this session, learn from the Denver region’s successful TDM program managers how to launch a company-driven employee trip reduction program after refining your data collection strategy. Get an overview of tactics, best practices, and success stories and learn how employees can act as champions for commute options in their workplaces.

Agenda (Continued)

- **WRK: A Hybrid-Work Schedule Program and Driving Change: The Colorado Employer’s Guide to Green Mobility**
Sheryl Machado, Denver South; Thomas G. Pitstick, Gates Corporation, Colorado Forum; Moderator: Evangelos Gatseos, Denver South

Denver South will highlight the new WRK program, including marketing and outreach materials, participating employers, and template documents as well as initial responses like click-through rates and behavior change statistics. Next, Tom Pitstick will go over the recently released "Driving Change: The Colorado Employer’s Guide to Green Mobility." This publication is a product of the Healthy Colorado Initiative, a partnership of the Colorado Forum and The Nature Conservancy. The Guide offers recommendations for commuters and businesses looking to decrease their carbon footprints. Timed to coincide with offices and businesses re-opening their doors after COVID-19 shutdowns, the Guide provides best practices on a wide range of transportation options, including public transit, electric vehicles, carpooling, vanpools, and cycling. It also highlights “Champions of Change” case studies of green mobility practices implemented by organizations around Colorado as well as a section on telework and flexible work schedules.

Third Sessions

11:00 a.m.

- **Data, Measurement, and Data Visualization Panel**
Catherine Sanders, Smart Commute; Jim Eshelman, DRCOG; Sebastian Montenegro, Felsburg Holt and Ullevig (FHU); Moderator: Stuart Anderson, Transportation Solutions

Data is important when designing and evaluating TDM projects of any scale. First, Catherine Sanders of Smart Commute will review TDM data basics. Next, Jim Eshelman of DRCOG will demonstrate how they used the Stages of Change model (also known as the Transtheoretical or Prochaska model) to evaluate registrations on the MyWayToGo.org website and how they collected data from registrants. Finally, FHU will present their new data visualization dashboard that tracks employee commuting behavior, quantifies emissions reductions from non-single-occupant vehicle travel, and how the data supports a larger TDM marketing strategy that highlights availability and use of alternative modes.





Agenda (Continued)

▲ TDM for Forgotten Businesses and Communities

Lacey Champion and Jaclynn Streeter, NETC; Moderator: Eric Herbst, NETC

Northeast Transportation Connections will present the common barriers that keep vulnerable populations from using TDM services, methods to work around those barriers, and some key takeaways that transportation professionals can use to start expanding their outreach and services in a more equitable way.

■ Local Projects Highlights Panel

Kristina Pritchett, Commuting Solutions; Mia Bemelen, Way to Go, DRCOG; Will Jones, City of Greeley; Erwin Germain, TreadShare; Moderator: Becky Karasko, North Front Range Metropolitan Planning Organization (NFRMPO)

This session will showcase a number of local efforts to promote TDM across Colorado. Kristina Pritchett of Commuting Solutions will discuss their Downtown Superior Modes program. This program was created to reduce vehicle trips to and from Downtown Superior and ensure that the lifestyle of the community is centered around positive travel behaviors that have less of an impact on the environment, US 36, and surrounding roads. Attendees will also hear from Mia Bemelen to learn about the Denver region's award-winning Schoolpool program, which in 2019 connected over 16,000 parents to coordinate school pick-ups and drop-offs. Will Jones will discuss the background, history, and outcomes of Greeley Evan Transit's Ride Free with ID program. Finally, Erwin Germain will give a brief overview of their carpooling app, TreadShare.

Fourth Sessions

12:00 p.m.

● Benefits and Successes of ETC Groups

Sheryl Machado, Denver South; Audrey DeBarros, Commuting Solutions; Moderators: Kristina Pritchett, Commuting Solutions; Evangelos Gatseos, Denver South



Agenda (Continued)

Sheryl Machado of Denver South and Audrey DeBarros of Commuting Solutions will provide attendees with three different resources – the Employer Transportation Champions (ETC) and Workplace Commute Ambassador Network (WCAN) Training Book Template, the ETC/WCAN Work Plan Templates, and the ETC/WCAN Employer Transportation Analysis Template – and discuss how best to utilize them.

▲ **TDM Innovation at Colorado Colleges and Universities**

Konrad Schlarbaum, Pikes Peak Community College; Clark Rider, University of Colorado Boulder (CU Boulder); Erika Benti, Colorado State University (CSU); Jim Anderson, University of Denver (DU); Moderator: Heidi VanGenderen, University of Colorado

Colorado colleges and universities are TDM trailblazers who are representative of the diverse geography and mode access across the state. Their experiences offer lessons learned for any TDM practitioner. Join CU Boulder, CSU, DU, and Pikes Peak Community College for a glimpse into their TDM challenges and programs, with tips for application at any worksite.

■ **Organizational Strategies to Promote TDM**

Nathan Lindquist, CDOT Division of Transportation Development; Lisa Streisfeld, CDOT Office of Innovative Mobility; Moderator: Angie Malpied, NETC

This session will cover some of the approaches local organizations are taking in promoting and implementing TDM. In particular, Nathan Lindquist, CDOT's Land Use Planner, will discuss Revitalizing Main Streets (RMS) projects from around the state. The RMS program funded many projects that involved TDM best practices, linking downtown revitalization with bike, pedestrian, and transit improvements. Additionally, Lisa Streisfeld of CDOT's Office of Innovative Mobility will discuss new grants and how Policy Directive 1601 incorporates TDM for the Interchange Approval process.

Speaker Biographies

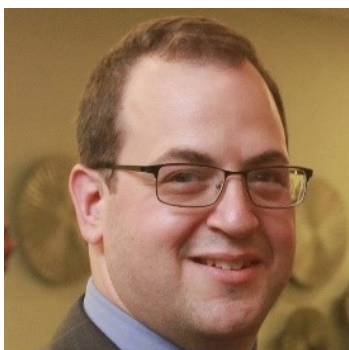


Shoshana Lew, Colorado Department of Transportation

Shoshana M. Lew was appointed as the Executive Director for CDOT in December 2018. She is charged with leading the department in planning for and addressing Colorado's transportation needs as well as overseeing 3,000 employees statewide and an annual budget this year of approximately \$2 billion. Prior to coming to Colorado, she served as the chief operating officer for the Rhode Island Department of Transportation. Additionally, she was the chief financial officer and assistant secretary for budget and programs for the U.S. Department of Transportation (USDOT), as well as the deputy assistant secretary for transportation policy at the USDOT.

Lew has also worked in other areas of the federal government, including the U.S. Department of the Interior, the Office of Management and Budget, and Domestic Policy Council within the White House. Prior to her federal service, she worked at the Brookings Institution.

She is a graduate of Harvard College with a bachelor's degree in history. Lew also has a master's degree in history from Northwestern University.



David Straus, Association for Commuter Transportation

David Straus has the honor of serving as the Executive Director of the ACT, the premier organization for the TDM industry. With more than two decades of experience and leadership in the field, Straus brings a deep understanding and commitment to the issues and challenges facing TDM professionals and the organizations they serve.

Speaker Biographies

On behalf of ACT's membership around the globe, Straus envisions a future where all people have access to an efficient and equitable multi-modal transportation system. He takes great joy in leading ACT's efforts to advance the careers of TDM professionals, strengthen TDM programs, and advocate for effective TDM policies that will improve the quality of life of commuters and the livability of communities.

David Straus is a member of the Transportation Research Board's TDM Committee and serves on the Advisory Board of the National Institute for Transportation and Communities. A native of Oregon, Straus has a degree in Community Development from Portland State University and received a Certificate in Non-Profit Management and Leadership from Boston University. He lives in Massachusetts with his wife, three children, and a varying number of chickens.



Karen Stuart, Transportation Commission, Smart Commute Metro North

Karen Stuart is a former three-term Mayor of the City and County of Broomfield in Colorado, where she played a key role in the creation of the consolidated city and county in 2001. Stuart had leadership roles with the Denver Regional Council of Governments, the US 36 Mayors and Commissioners Coalition, the Metro Mayors Caucus, and the National League of Cities Transportation Advisory Committee. As Chair of the Northwest Parkway Public Authority, Stuart was an active member of the International Bridge Tunnel and Turnpike Association (IBTTA) and a key negotiator for the Northwest Parkway's Concession Lease Agreement in 2007. In 2015, Stuart received DRCOG's Distinguished Service Award. She serves on the Board of Directors of UHealth Broomfield Hospital and UHealth Longmont Hospital.

Stuart is currently the Executive Director of Smart Commute Metro North, a non-partisan, non-profit, transportation management organization, serving the north metro region by working to promote mobility options that reduce congestion and improve air quality. She was reappointed to the Transportation Commission in 2021.

Speaker Biographies



Mallory Baker, Walker Consultants

Mallory Baker has a track record of success working with a wide range of communities – from small towns like Eagle, Colorado to big cities like Dallas, Texas – to achieve transportation goals that meet fiscal, economic, and community objectives. Beyond her project management responsibilities, Baker leads Walker’s firmwide public engagement strategy, and is a sought-after voice in community engagement and conflict mediation throughout the planning industry. Baker has recently lead large-scale transportation innovation efforts for the City of Boulder, the City of Dallas, and Idaho’s Treasure Valley.



Steve Erickson, Denver Regional Council of Governments

Steve Erickson leads all communications and marketing initiatives at DRCOG, as well as the regional transportation demand management program, Way to Go. Erickson is responsible for media relations, graphic design and production, DRCOG’s websites and social media, and events. During his tenure, DRCOG rebranded, creating a new visual identity to better represent its innovative mission and vision, and redesigned and launched new user-friendly websites. In addition, the Way to Go brand was created to represent the ground-breaking travel demand management partnership, which promotes commuting choice regionwide. Way to Go is well-known for organizing Bike to Work Day, the second-largest event of its kind nationwide. Erickson came to DRCOG in 2012 with 15 years of diverse leadership experience in marketing, advertising, and public relations, with a strong emphasis in new media and web marketing, outreach and sales, media relations, and promotions.

Speaker Biographies



Kate Spencer, Denver Regional Council of Governments

Kate Spencer has been with the Way to Go program for more than four years, working with employers in the region to offer sustainable transportation options for their employees. She has helped commuters form carpools and vanpools, as well as find bus, bike, and walking routes. Spencer also works behind the scenes to help put on Bike to Work Day and Go-Tober each year.



Bryan Jungers, E Source Companies LLC

Bryan Jungers conducts research on emerging, energy-efficient, and distributed energy resource technologies. His main areas of expertise lie in electric vehicles, electric motors, batteries and energy storage, distributed generation, controlled environment agriculture, and renewable power systems. Jungers brings to the company more than 15 years of professional experience as an energy engineer and research analyst, including for the Electric Power Research Institute, California Energy Commission, and University of California at Davis. His industry knowledge, combined with hands-on experience, enable him to address member needs from a holistic, systems-oriented perspective. Jungers worked as both a research manager and product manager before entering his current role. He holds a bachelor's degree in environmental engineering from Humboldt State University and a master's in civil and environmental engineering (transportation emphasis) from the University of California at Davis.

Speaker Biographies



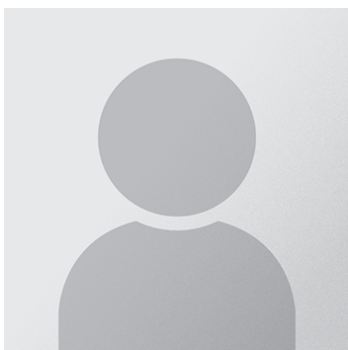
Allison Crump, City of Boulder

Allison Crump is a Transportation Planner with the City of Boulder and supports the TDM program to reduce single-occupancy vehicle (SOV) travel, vehicle miles traveled (VMT), and transportation-related emissions. She works with the development review team to review large projects that require a TDM plan.



Chris Hagelin, City of Boulder

Chris Hagelin is a Senior Transportation Planner with the City of Boulder and currently serves as the Acting Manager of the city’s multimodal transportation planning team. He manages the transportation demand management program and is responsible for working with employers, employees, and residents to reduce SOV travel, VMT, and transportation-related emissions. He also currently serves on ACT’s Board of Trustees which is responsible for managing the TDM-CP certification program. Before joining the City of Boulder in 2007, Hagelin was a Senior Research Associate at the Center for Urban Transportation Research at the University of South Florida.



David Thompson, City of Boulder

David Thompson is a Senior Transportation Engineer with the City of Boulder. He focuses on development review, working closely with both private developers and city staff to ensure that upcoming development projects bring value to the city and reduce SOV impacts.

Speaker Biographies



Andy Keeton, Commutifi

Andy Keeton is the Data and Product Strategist at Commutifi where he leads the behavioral data science team in developing real-time commuter and TDM modeling tools. Prior to joining Commutifi, he worked on the Mobility Transformation team at Rocky Mountain Institute, researching how to leverage behavioral economics principles to drive sustainable mode shift. With an engineering degree from University of California Berkeley and a master's degree in renewable energy and sustainable mobility from CU Boulder, he brings a data-driven approach to solving the toughest problems in TDM. Keeton is also an active member of the Association for Commuter Transportation and received his TDM-CP certification in December. In his spare time, you will find him passionately talking about TDM as host of the Between The Lines podcast.



Venu Garikapati, National Renewable Energy Laboratory

Venu Garikapati leads the TRAnspOrtation Modeling and Metrics (TRAMM) team at the National Renewable Energy Laboratory (NREL), where he conducts innovative research on travel and the energy-related impacts of emerging transportation technologies such as shared, automated, electrified, and micro-mobility. Garikapati is an expert in the development of new analytical and computational modeling systems for forecasting travel demand under a wide variety of technological, multimodal, and policy scenarios. His recent research focuses on understanding the impacts of disruptive technologies on travel behavior and the role that big data analytics can play in enhancing the performance of transportation systems. At NREL, Garikapati played an instrumental role in developing the Mobility Energy Productivity (MEP) Metric, Freight Mobility Energy Productivity Metric, and the toolkit for modeling and simulating automated mobility districts.

Speaker Biographies



Mike Hughes, West Corridor Transportation Management Association

Mike Hughes is the Executive Director of the West Line Corridor Collaborative and West Corridor Transportation Management Association (TMA), which promotes alternatives to SOV use in the west corridor. His work in public policy consensus-building focuses on transportation, energy, and environmental conflict resolution and community engagement. His climate change work has included facilitating the efforts of Denver’s Green Roof Review Task Force and Energize Denver Task Force. Hughes is also the Founder and CEO of Hughes Collaboration and an adjunct faculty member in the University of Denver Korbel School of International Studies. Prior to his work in Colorado, Hughes spent five years working with the Pennsylvania Department of Natural Resources.



Elaine C. Erb, Boulder Transportation Connections

Elaine C. Erb, Sustainable Transportation Planner with Boulder Transportation Connections (BTC), has been an advocate of sustainable transportation for many years. Before joining BTC in 2017, she spearheaded the Love to Ride campaign in Boulder and did various projects for the City of Boulder, including work on the HOP shuttle and crash analysis for the Safe Streets Report. Erb serves as Board President for Boulder’s Community Cycles. Erb received her master’s degree in Urban and Regional Planning from the University of Colorado Denver.

Speaker Biographies



Sheryl Machado, Denver South

Sheryl Machado joined Denver South in November 2019. She is responsible for communications, government relations, and community outreach efforts supporting the organization's transportation division, which also supports the economic development of the region. In her role, Machado is committed to leading the organization's efforts in government relations, working with elected officials and government agencies on key policy and initiatives important to the Denver South region. Machado facilitates and manages ongoing partnerships with DRCOG's Way to Go Program, the Colorado Department of Transportation, and Bike to Work Day.



Thomas G. Pitstick, Gates Corporation, Colorado Forum

Tom Pitstick has served as Chief Marketing Officer and Senior Vice President of Product Line Management since February 2017 and prior to that, as Gates' Senior Vice President of Innovation since joining the company in January 2016. He has responsibility for global marketing, company branding, corporate communications, global product line management, and research and development for engine systems products. Prior to joining Gates, Pitstick served as Senior Vice President of Marketing in the Electrical Sector with Eaton Corporation. Prior to Eaton's acquisition of Cooper Industries, he served as Vice President and General Manager of the Cooper Power Systems Energy Automation Solutions business unit and held various roles in Cooper's corporate and business development functions. Before Cooper, Pitstick held a number of commercial, product line management and business development roles with technology start-up companies. He holds advanced business and engineering degrees from Stanford University and an undergraduate degree in mechanical engineering from the University of Notre Dame. He lives in Denver, Colorado with his wife and two daughters and enjoys cycling, skiing, hiking, fishing, scuba diving, food, wine, and travel.

Speaker Biographies



Jaclynn Streeter, Northeast Transportation Connections

Jaclynn Streeter is the newest member of the Northeast Transportation Connections (NETC) team. Before joining NETC in 2020, she worked for DRCOG for 3 years as an Outreach Specialist creating TDM plans for partners such as Denver International Airport, Town of Castle Rock, Town of Parker, and the City of Aurora. These municipalities and organizations are made up of extremely diverse populations and the need for programming vast. Since joining NETC, she has worked in partnership with CDOT to bring programming to the most underserved populations along the Central I-70 corridor.



Catherine Sanders, Smart Commute

Catherine Sanders has worked at Smart Commute, a local transportation management organization serving the north Denver area, since 2016. Sanders has conducted significant data collection and analysis efforts for over a decade, working particularly at the employer level. In 2020, Catherine earned her TDM Certification, being among the first 75 professionals in the country to do so. Growing up locally in Thornton, Sanders was exposed to vastly different transportation networks while attending Louisiana State University in Baton Rouge and the University of Michigan in Ann Arbor. Locally, she worked at Commuting Solutions and DRCOG before joining Smart Commute.

Speaker Biographies



Jim Eshelman, Denver Regional Council of Governments

Eshelman is an experienced marketing research professional and manager with expertise in study design, research methods, and project management. A graduate of the University of Colorado Denver (master's) and the University of Akron (bachelor's), Eshelman's research experience includes Vantage Marketing Research, Inc., A.C. Nielsen, W.R. Grace, and DRCOG. He currently manages DRCOG's research and program evaluation.



Sebastian Montenegro, Felsburg Holt and Ullevig

Sebastian Montenegro joined Felsburg Holt and Ullevig in 2019 while finishing his master's degree in urban and regional planning at the University of Colorado at Denver (with a focus in transportation planning). Montenegro has nearly 10 years of experience in the transportation industry, bringing a broad perspective and varied background; he has worked internationally and in different fields, from engineering construction, to urban design. As a transportation planner, Montenegro has worked on travel demand forecasting and analysis, and he is currently working with developers and employers on implementing strategic TDM plans in their projects. Montenegro is passionate about multimodal planning.

Speaker Biographies



Lacey Champion, Northeast Transportation Connections

Lacey Champion has worked alongside disadvantaged communities for over a decade and has her Master of Arts in Social Change. Before joining Northeast Transportation Connections (NETC) in 2015, she worked in international development creating and running programs abroad in places such as Honduras, Guatemala, and Nepal. Since joining NETC, Champion has worked to implement a host of programs for organizations and communities that are historically underserved. Most recently, she has spearheaded NETC's community outreach initiative to work with disadvantaged communities along the Central I-70 corridor, creating transportation options to help residents get in and out of their community during major highway construction.



Eric Herbst, Northeast Transportation Connections

Eric Herbst is the Assistant Director of Northeast Transportation Connections (NETC) and has been with NETC since 2013. Before joining NETC, Herbst's work included National Bike Advocacy and mapping a National Scenic Trail as well as outdoor guiding in Alaska. At NETC, Herbst works to increase mobility options and access for those who need it most. His work has focused on community-centered biking programs such as NETC's Community Bike Library. Over the years, he has worked to expand the Community Bike Library to three new locations in partnership with local nonprofits, and over this summer upgraded those libraries to electric-assist bicycles to help serve a broader audience.

Speaker Biographies



Kristina Pritchett, Commuting Solutions

Kristina Pritchett is the Marketing Communications Specialist for Commuting Solutions, a Transportation Management Organization in Boulder County. She's been with Commuting Solutions since August 2019 after previously spending years in local journalism covering local city governments.



Mia Bemelen, Way to Go, Denver Regional Council of Governments

Mia Bemelen is a Senior Outreach Specialist with the Way to Go program at the Denver Regional Council of Governments. She coordinates Way to Go's Schoolpool program. She works closely with schools to help families set up carpools and find walking, biking and bus buddies. Already for this school year, Bemelen has worked with more than 120 schools and provided 12,000 families a personalized map list identifying nearby families.



Will Jones, City of Greeley

Will is an experienced professional with a demonstrated history of making improvements to operations in both the public and private sector. Skilled in Operations, Fleet, Transportation, Parking, and Facilities Management, he currently plans, organizes, and manages mobility and safety operations for the City of Greeley as the Deputy Public Works Director in Mobility and Safety Operations.

Speaker Biographies



Erwin Germain, TreadShare

Erwin Germain grew up in the French Alps and moved to Colorado a few years ago. Germain was among the millions of Europeans carpooling every year. During many of his solo drives across Colorado, he realized how urgent it has become to decrease traffic and pollution. This is why he started TreadShare, a carpool app that connects drivers and passengers heading in the same direction so they can share their route and its associated costs. TreadShare will launch in November and aims to make Colorado more sustainable.



Audrey DeBarros, Commuting Solutions

Audrey DeBarros keeps the wheels of Commuting Solutions, and the northwest metro region, rolling smoothly. She leads their advocacy efforts, financial planning, coalition building, and everything in between. DeBarros not only manages the internal functions of the organization but is Commuting Solutions' external voice. Her efforts are focused on expanding their partnerships, coalition, and member base to improve the regional transportation system. Her leadership with local, regional, and state officials results in positive change and the efficient movement of people, not vehicles.



Konrad Schlarbaum, Pikes Peak Community College

Konrad Schlarbaum is the Sustainability Coordinator at Pikes Peak Community College in Colorado Springs. He has eight years of experience and holds a master's degree in Environmental Studies and Sustainability. Schlarbaum partnered with Mountain Metropolitan Transit to champion a student bus program that serves over 1,000 students per year.

Speaker Biographies



Clark Rider, University of Colorado Boulder

As the Sustainable Transportation Specialist at CU Boulder, Clark Rider works to provide the CU community with mobility options that are safe, efficient, reliable, and accessible, while being as environmentally sustainable as possible. Rider manages the employee bus pass program, vanpools, and electric vehicle charging network. As a daily bike commuter and cycling advocate, Rider also works in his personal time to support efforts to improve local and regional active transportation infrastructure and policies: he is a member of Boulder's Vision Zero advisory committee and a board member of Community Cycles.



Erika Benti, Colorado State University

Erika Benti is an Active Transportation Professional with CSU Parking and Transportation Services, where she has worked for the past four years to connect students to sustainable transportation options. She works with her team to develop innovative safety, education, and encouragement programs at CSU, including the President's Vision Zero Task Force, Rams Ride Right, and CSU Moves. Benti has 11 years of experience in TDM in Portland, Denver, Los Angeles, and now Fort Collins, and currently serves as the President of the Rocky Mountain Chapter of the Association for Commuter Transportation.

Speaker Biographies



Jim Anderson, University of Denver

Jim Anderson is Director of Parking and Mobility Services at the University of Denver (DU). He has more than 20 years of management experience in the parking industry including operations and management of hospital, municipal, and university programs. At DU, he has planned and implemented an award-winning campus shuttle program that offers the features of micro-transit, while still providing classic fixed route service. He is currently working on integrating shared personal mobility devices, such as e-scooter and bicycles into the campus, providing DU community members with another sustainable transportation option. Anderson was recently nominated to serve on the board of Transportation Solutions, the local TDM organization for DU and the surrounding area.



Nathan Lindquist, Colorado Department of Transportation

Nathan Lindquist works as the Land Use Planner for CDOT. He previously worked as the Planning Director and Assistant City Manager for the City of Rifle.

Speaker Biographies



Lisa Streisfeld, Colorado Department of Transportation

Lisa Streisfeld has over 25 years experience in transportation planning, transit, environmental assessment, operations, and performance management. As the Assistant Director of Mobility Services for the CDOT Office of Innovative Mobility, Streisfeld focuses on emerging technologies, Front Range Passenger Rail, and TDM to reduce congestion and greenhouse gas emissions.



Kay Kelly, Colorado Department of Transportation

Kay Kelly is the Chief of CDOT's Office of Innovative Mobility. This office has a goal of reducing pollution in our air and congestion on our roads by expanding multimodal transportation options using traditional and emerging mobility technologies. Prior to joining CDOT, Kelly served as the Transportation Climate Change Specialist at the Colorado Energy Office, where she worked across agency boundaries on transportation and climate issues, including the transportation elements of Colorado's Greenhouse Gas Roadmap. Kelly also has experience in the Federal Government and the private sector serving as a senior project leader in the Center for Integrated Mobility Sciences at the National Renewable Energy Laboratory, a regional manager with the U.S. Department of Energy's Vehicle Technologies Office, and a program analyst for Ford Motor Company's Scientific Research Lab.

Thank you for attending the State of Colorado's first Transportation Demand Management Conference.

Registration and Webpage

Register for this free online conference at www.colorado-tdm-conference.eventbrite.com or visit the event webpage at www.codot.gov/programs/innovativemobility/mobility-services/tdm.

Contact

For questions or concerns, please reach out to Lisa Streisfeld (CDOT) at lisa.streisfeld@state.co.us or Keara McLean (CDOT) at keara.mclean@state.co.us.

Feedback Requested

Help us plan for 2022 by providing feedback after the conference! Attendees are invited to complete this [Google form](#) by November 20.

