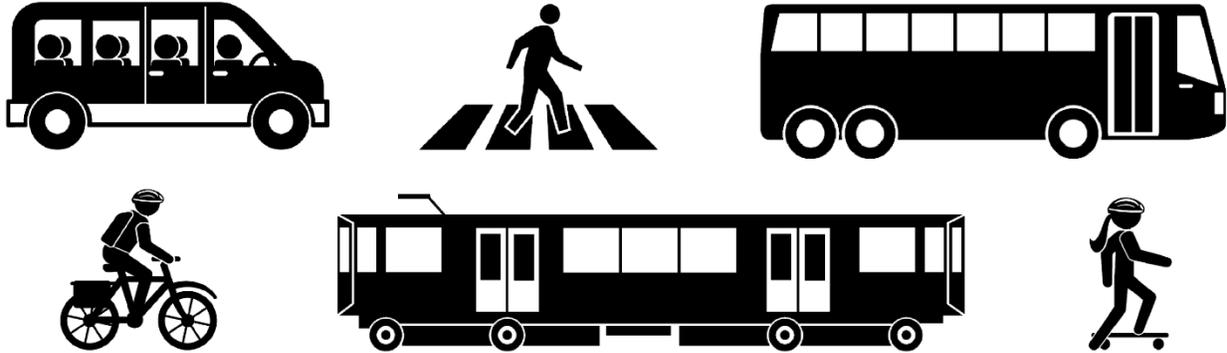


State of Colorado Transportation Demand Management (TDM) Conference - Agenda

(As of November 5, 2021)



This free and virtual conference, hosted by Association of Commuter Transportation (ACT) and Colorado Department of Transportation (CDOT), will provide information about strategies to reduce vehicle miles traveled (VMT) and greenhouse gas emissions on 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:

-  Data and Measurement in TDM
-  Employer-Based Approaches and Equity
-  Local Examples of TDM

7:30 a.m. – Opening Reception

Shoshana Lew, Executive Director of Colorado Department of Transportation

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

Karen Stuart, Transportation Commission, Executive Director of Smart Commute Metro-North

8:00 a.m. – Keynote

What's In It For Me? The Tangible Benefits of Implementing TDM – Mallory Baker, Walker Consultants; **Moderator: Karen Stuart, Transportation Commission, Smart Commute Metro-North**

9:00 a.m. – First Sessions

-  1A – Using Technology for Trip Planning, Tracking, and Rideshare Coordination – Steve Erickson, DRCOG; Kate Spencer, DRCOG; **Moderator: Erika Benti, Colorado State University**
-  1B – Managing Transportation & Power Demand in the Electrified Age – Bryan Jungers, E Source Companies LLC.; **Moderator: Maria DiBiase Eisemann, Colorado Energy Office**
-  1C – Potential Realized: Boulder's TDM and Development Review Story – Chris Hagelin, City of Boulder; David Thompson, City of Boulder; **Moderator: Allison Crump, City of Boulder**

10:00 a.m. – Second Sessions

-  2A – 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**
-  2B – Introduction to Employer-Based TDM – Steve Erickson, DRCOG; Elaine Erb, Boulder Transportation Connections; Jaclynn Streeter, NETC; **Moderator: Kalie Fallon, Way to Go, DRCOG**
-  2C – WRK: a Hybrid-Work Schedule Program & Driving Change: The Colorado Employer's Guide to Green Mobility – Sheryl Machado, Denver South; Tom Pitstick, Gates Corporation, Colorado Forum; **Moderator: Evangelos Gatseos, Denver South**

11:00 a.m. – Third Sessions

-  3A – **Data, Measurement, & Data Visualization Panel** – Catherine Sanders, Smart Commute; Jim Eshelman, DRCOG; Sebastian Montenegro, Felsburg Holt and Ullevig; **Moderator: Stuart Anderson, Transportation Solutions**
-  3B – TDM for Forgotten Businesses and Communities – Lacey Champion, Northeast Transportation Connections; Jaclynn Streeter, Northeast Transportation Connections; **Moderator: Eric Herbst, Northeast Transportation Connections**
-  3C – **Local Project Highlights Panel** – Kristina Pritchett, Commuting Solutions; Mia Bemelen, Way to Go, DRCOG; Will Jones, City of Greeley; Erwin Germain, TreadShare; **Moderator: Becky Karasko, NFRMPO**

12:00 p.m. – Fourth Sessions

-  4A – Benefits and Successes of ETC Groups – *Sheryl Machado, Denver South; Audrey DeBarros, Commuting Solutions; Moderators: Kristina Pritchett, Commuting Solutions; Evan Gatseos, Denver South*

-  4B – TDM Innovation at Colorado Colleges and Universities – *Konrad Schlarbaum, Pikes Peak Community College; Clark Rider, University of Colorado Boulder; Erika Benti, Colorado State University; Jim Anderson, University of Denver; Moderator: Heidi VanGenderen, University of Colorado*

-  4C – **Organizational Strategies to Promote TDM** – *Nathan Lindquist, CDOT Division of Transportation Development; Lisa Streisfeld, CDOT Office of Innovative Mobility; Moderator: Angie Malpied, NETC*