



Association for Commuter Transportation

PATRIOT CHAPTER

E-Newsletter

March 2016

President's News & Notes

From ACT President Eve Stokes

2016 is flying by and there's so much to do ...

With a special Thank You! to the 2015 Patriot Chapter board members, the 2016 board has been transitioning into our new roles for this year and 2017. To move forward, we're first stepping back to review our charter, by-laws, and role with ACT National. We'll also be surveying all of our members about your interests and activities - so stay tuned to share your thoughts! You can expect to hear more about new Patriot programs, Professional Development, and Membership in the coming months. Please let us know if you'd like to work on any of these committees and, in the meantime, check out the Meet The Members section, where members share what TDM means to them and area commuters.

He's B-a-a-a-c-k!

Congratulations to ACT's new Executive Director, the Patriot Chapter's own David Straus! While David has been actively overhauling the national organization and ACTweb.org, he's also moved the ACT National Headquarters to Massachusetts. So, let's expect our paths to continue to cross with David :)

From ACT's Executive Director

ACT Launching New National Forum in Boston

I am excited to announce the launch of a new national event in 2016! The TDM Forum will be focused on commuter transportation issues related to employers, transportation management associations, building owners, and large office parks. The inaugural event will be held in Boston, October 11-12 at the Sheraton Boston.

This unique event will bring together a variety of perspectives from organizations directly engaged in the goal of improving the commutes of employees and tenants. Over the two-days there will be panel sessions and working group discussions focused on sharing best practices, learning about new technologies, and discuss new strategies for success.

This new event will be a great opportunity for Patriot Chapter members to highlight and promote the great programs and organizations that are helping improve the lives of commuters throughout New England. I hope that many of you will take this opportunity to get involved and volunteer to help plan the



In This Issue

[President's News & Notes](#)

[From ACT's Executive Director](#)

[ACT Public Policy Summit](#)

[ACT international Conference](#)

[News from CTrides](#)

[News From CommuteSMARTseacoast](#)

[Meet the Members](#)

[Send Us Your News](#)

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event, speak during a session, and hopefully attend!

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If you are interested in getting involved, please feel free to reach out to me directly at dstraus@actweb.org or 202-892-5801.

ACT Public Policy Summit

April 12-14 In Washington, DC

Help shape ACT's public policy agenda at the 2016 ACT Public Policy Summit on April 12-14 in Washington, DC. ACT's past efforts will help millions of commuters through Congress' 2015 passage of a 5-year \$305 billion transportation bill, the FAST Act, as well as permanent transit benefit parity signed into law with a \$255 monthly cap for transit, vanpool, and parking benefits starting January 1, 2016. Of course, there's more work to be done - so, go to DC!



Quick Links



www.ACTWeb.org

New England News & Upcoming Events

[TransportationCamp NE](#): April 11

[Bay State Bike](#)

[Week](#) and [MassCommute](#)

[Bicycle Challenge](#): May 14-22

[CTrides Week](#): May 16-20

ACT International Conference

Clear your calendar for July 31 through August 3 in Portland - Just to be clear, that's Oregon - not Maine or Connecticut! Although the program is still in progress, check out ACTweb.org for more information.



Also, don't forget that the Patriot Chapter awards two scholarships to Chapter members to cover the cost of conference registration. Keep an eye out for more information about those scholarships that will be sent out soon.

News from CTrides



CTrides prepares for its major push to get people commuting with CTrides Week May 16-20. Check out our employer page [here](#).

CTrides features some of its great employee partners in a Partner Spotlight series each month. Aetna was the February spotlight. Check out more [here](#).

CTrides is planning another fun Telework Booth at a June Business Expo (image from Fall one attached). Check out the "snowy" video from their first expo: https://www.youtube.com/watch?v=JKcJUoNvs_w

CTrides also manages commuter train line Shore Line East and has teamed up with some great attractions to offer commuting discounts! Check them out [here](#).

CTrides was featured in the Hartford Business Journal (most read business publication in state). Read [here](#).

CTrides updated its homepage to better assist commuter needs. Visit CTrides.com to check it out!

News from Commute SMARTseacoast TMA



CommuteSMARTseacoast, a TMA in seacoast New Hampshire, will be hosting its third annual commuteSMART B2B Challenge June 13-24. Much more fun and effective in changing travel behavior than tabling events, we are putting all our eggs in this social marketing basket. Businesses compete for prizes in five categories: Most Sustainable Trips, Most Social Media Buzz, Most Team Spirit, Most Improved Team, and Most New Smart Commuters. Commuters get swag when they sign up, the beginning of the second week, and a coffee gift card at the end of the two week event.

This year we are adding two contests for team captains to reward them for recruiting other business to partake in the fun (the "Hey You" contest) and getting the most people participating in their companies (the "I'm on Fire" contest). After the June Challenge, we will be adding monthly mini-challenges by mode (e.g. August as biking month, September as carpooling month) through October to keep folks logging and commuting smart.

Let the games begin!! For more information, contact Anne Rugg at arugg@commuteSMARTseacoast or follow us on Facebook.

Meet the Members



Sandy Thibault, Executive Director, Chittenden Area Transportation Management Association (CATMA)

The transportation demand management field is very exciting right now with so many opportunities for growth. Every day, we see news, releases and other media on multi-modal service challenges, improvements and new developments with infrastructure and technology. It is encouraging that our field has risen to such a priority, and there continues to be an increased understanding of the many benefits of TDM and its supporting policies. This reflects very positively on all our work!

Over the past couple years, CATMA has been expanding our membership based organization from its core founding institutions (Champlain College, University of Vermont, and the University of Vermont Medical Center) to other businesses and developers in Chittenden County. The County is experiencing business growth and development, and with that, there is a need to better plan, coordinate and manage transportation and parking. CATMA's sustainable business model, expertise, and success serves as a solid platform to respond to the County TDM needs. Our new name, website, innovative online incentive programs, solid partnerships and a dedicated team reflect our commitment to our core mission and leading TDM in the most populous county in Vermont!

CATMA has been a member of ACT for over 15 years. The variety of Councils, Committees, professional development, webinars, diverse best practices, resources and the passionate colleagues and connectivity nationally has been so valuable to me personally as well as to CATMA and its membership. I know we all agree on the value of collaboration, and through our ACT membership we have the opportunity to develop, enhance and advocate for sustainable transportation solutions and programs that will improve our respective transportation and parking networks.

**Ed Perzanowski,
Outreach Manager, CTrides**

With scant resources, whether it is time or money, many people are looking for alternatives to their daily commute. Transportation Demand Management is about giving people choices: Do I try transit, share the ride in a carpool, telework, or bike and walk to work? There is physical infrastructure already in place; people just need to know what choices they have. TDM outreach work helps remove thousands of cars off of roads, helping to decrease traffic and improving the air quality throughout the region. The greatest TDM challenge is to get people to think Outside the Car. Whether it is getting into a carpool or vanpool, trying transit for the first time, or biking or walking to work, there are choices available, but it is up to the individual to take the first step.

**Ben Hammer,
Program Administrator, CommuterChoice at Harvard University**

Harvard's industry leading 15% single occupant vehicle commuting rate is due to a careful balance of campus planning, annual parking price increases, financial incentives for transit, bicycle, carpool and vanpool commuting along with educational and encouragement campaigns and initiatives to promote sustainable transportation modes. I'm always looking for ways to improve these mechanisms and make sustainable transportation even more accessible and efficient for the Harvard community. ACT plays a critical role in these efforts as it provides the opportunity to connect, collaborate, and share best practices with peer institutions, and to advocate for improved guidance and services on a regional and federal level.

**Patrick Sullivan,
Director of Policy & Outreach, 128 Business Council**

Being an ACT member has introduced me to new ways of thinking about TDM and has allowed me to connect with with TDM professionals from across the country. The transportation policy updates that ACT sends out to members provides insightful perspective on federal policies that impact us on the state and local level. The annual conference offers four days of sessions that are all relevant to TDM professionals, and has become one of the best ways for me to find new TDM tools to add to my toolbox. On a personal level, ACT has helped me grow as a TDM professional. The ACT Leadership Academy is a worthwhile professional development program that provided me with a better understanding of how to develop and administer effective TDM programs. My involvement in my local chapter has given me the chance to help plan conferences and other events for chapter members, and has allowed me to get better acquainted with TDM professionals in New England.

**Rebecca Cyr,
Deputy Program Director, MassRIDES**

Why did I join ACT? First and foremost, TDM can be a very tough push to make in some circumstances in that you're asking someone to look at changing their behavior - a behavior in something that they may not see value in changing. ACT can provide a great deal of support both through introductions to like-minded individuals as well as in providing unique and innovative ideas on how to best market TDM among varying demographics. ACT can also be self-gratifying. The mission of TDM is that of an environmentally-friendly nature - we're saving the world one less car at a time. Maybe this is not what we see on a daily basis, but we are in fact doing work of great value. And to get even more self-gratifying, ACT provides opportunities to showcase the great work that is going on in our own TDM programs. We're all looking for the same outcome of being those superheroes who take cars off of the road, and ACT really lets us look to share best practices so that we're not all reinventing the wheel. My personal goal through working with ACT is to widen this scope to include TDM programs and campaigns of all sizes and successes.

Share the good work you are doing with your colleagues in the Patriot Chapter! Are you working on any exciting projects? Is your organization expanding? Did you receive a promotion? Is your organization hiring? We want to know about it! Send 3-4 sentences about the project to psullivan@128bc.org for inclusion in the next chapter newsletter.

Safe travels!

Eve Stokes
President, ACT Patriot Chapter
