

ACT University Council Meeting

May 22, 2017

Agenda

- Welcome (Penny Menton)
- ACT National Updates (David Straus)
- Public Policy Update (Jason Pavluchuk)
- Council Action Plan (Penny Menton)
- Review of Survey (Stacey King)
- Upcoming Events
 - Town/Gown Webinar June 20
 - ACT International Conference July 30-August 2
 - TDM Forum October 17-18

Welcome

- Brief history
- Meetings
- Council Expectations
 - Quarterly Council calls
 - Webinars
 - Presence at 3 national events (Public Policy-April, International-July/Aug, TDM Forum-October)
 - Volunteers

ACT National and Public Policy Update

- Public Policy Summit Overview
- Commuter pre-tax benefits

Action Plan

- Quarterly report to ACT Board
- Shaped using 2016 ACT Conference University Council meeting & 2016 survey

ACT 2016 Council Meeting Recap

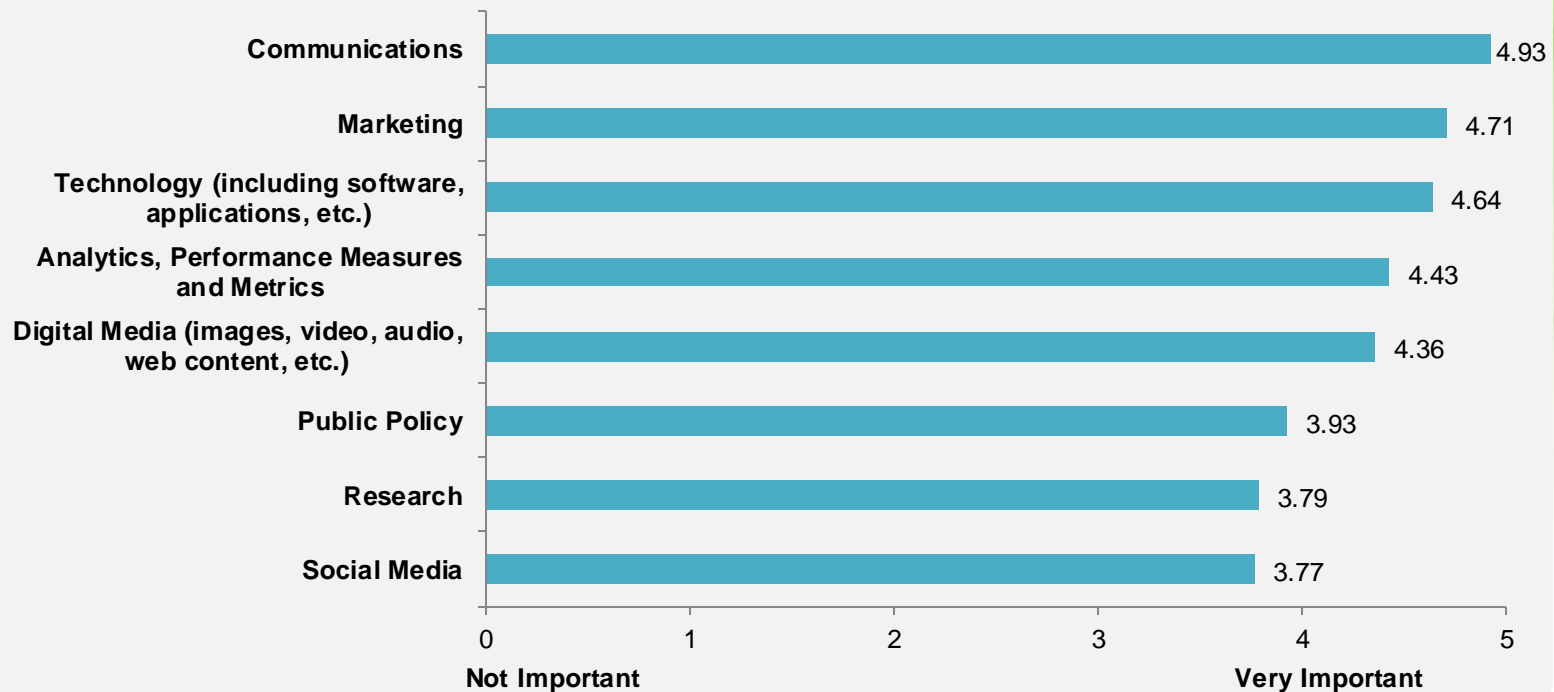
Desired Outcomes for Council

- Expanded University session
- Biannual or Quarterly webinars
- Including other higher education e.g., community colleges to increase reach
- Integrating conference sessions with other ACT Councils
- Intra-Council communication option (listserv or other)
- Communications & Marketing techniques and tools for recruiting and retaining TDM program participants

University Council Survey

December 2016 (14 responses)

When considering the behavior change/mode shift aspect of your TDM program, how important are the following elements?



University Council Survey

What would you consider to be the greatest successes, challenges, and painful barriers for your role or department?

Survey Results

Successes

- Institutional Support and Buy-in for TDM
- Funding Sources for TDM programs
- Capital Investment in Infrastructure and Connectivity
- Relationships on and off-campus (departmental, town/gown)
- Service Contracts
- Bike Programs
- Rideshare Options
- Maintaining low drive-alone rate

Survey Results

Challenges

- Lack of funding; missed opportunities
- Organizational silos
- Lack of bike connections to campus
- Parking privileges
- Employees/student participation unequal
- Off-campus housing TDM
- Increasing populations: employees, students, neighbors
- Maintain ridership/service demands
- Carpool matching
- Data collection
- Behavior change

Survey Results

Painful Barriers

- Campus leadership
- Standardizing building design and infrastructure
- Campus-wide communications
- Commuter program funding by private donations
- Financing when dept. is not revenue-generating
- ROI for TDM programs
- High cost of alternative fuel vehicles
- Increasing cost of real estate
- Customer expectations: travel time, “freebies”, etc.
- Behavior change

Survey Results

Suggested Conference Topics

- **Transportation, Parking & TDM**
- Funding beyond parking revenue; partnerships, grants
- **Innovative Campus Collaborations**
- **Managing Contractual Services**
- Collaborative data collection
- Technology: new trends, apps, software, autonomous vehicles
- **Bike/Pedestrian-Friendly Campus Design and Planning**
- Bike share
- Bike safety education
- Electric Vehicles
- Social media and marketing best practices
- **Sustainability and TDM**
- Late-night services
- Ride-hailing
- First/last mile solutions

(topics in **orange** will be presented during the University Council sessions at the International Conference; many of these will also be covered in other sessions)

Town/Gown Webinar

June 20, 2:00 pm-3:00pm EST (11:00am-12 noon PST)

JC Porter, CAPP

Assistant Director Commuter Services, Arizona State University (City of Tempe)

Gary Cremeens

Manager, Outreach and New Media, Cornell University (City of Ithaca)

JC and Gary will discuss the wide range of opportunities for collaborative Town/Gown relationships that help address challenges (development, growth, TDM programs, community relations, etc.)

ACT International Conference

- University Council Meeting
 - Monday, July 31, 10:30am-12pm
- 3 University Council track sessions
- Additional presentations from Council members
- Early bird registration ends May 26!



2017 ACT Conference

University Council Sessions

- **The Future of TDM Programs for Higher Education**
 - Monday, 1:45-3pm
 - Rapid fire of several university programs
- **Campus Parking and TDM Strategies: Complementary or Competitive?**
 - Tuesday, 10:15-11:45am
 - Panel discussion of three different approaches
- **A Rapid Discussion of Changing Customer Expectations and their Dynamic Impact on TDM**
 - Wednesday, 10:15 – 11:45am
 - Rapid fire with TMA & Employer Councils

TDM Forum

- October 17-18, 2017
- Las Vegas
- What topics do you want to see?

Looking Ahead

- Regular (quarterly) Council phone meetings
- Sharing Best Practices – we want to hear from you!
 - 5-10 minute program overview (new or established), new funding source, lesson learned, software you're trying out, etc.
 - News stories from your university (for newsletter & promotion through ACT);
 - Techniques and tools for recruiting/retaining TDM program participants
- Seeking Volunteers
- Council Representative from each Chapter

Suggestions?

Questions?

Ideas?

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