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## ACT CALENDAR



**[April 10](#)**

Public Policy Briefing Call

**[April 11](#)**

SEACT Board Meeting Call

**[April 15](#)**

ACT National Board Meeting

**[April 16-17](#)**

2019 Emerging Mobility Summit

**[April 16-17](#)**

Emerging Mobility Summit

**[April 23](#)**

ACT Webinar

[View Full Calendar>>](#)

## TDM Careers



**Shuttle Operations Coordinator**

128 Business Council - Waltham, MA

**Environmental Program Coordinator**

City of Austin Transportation Department - Austin, TX

**TDM Analyst & Customer Support Associate**

Stanford University, Parking & Transportation

Dear (Contact First Name),

Welcome to Spring! Have I mentioned in the past how exciting it is to be a TDM professional right now? Everywhere you look TDM is in the news, whether it's the discussion of TDM in communities like Santa Cruz or the first IPO of a TDM based company – Lyft. Our industry is continuing to mature and develop into an integral part of how communities plan and manage growth, support economic activity, and improve the lives of people who need efficient and affordable mobility options.



To continue to support the development of our TDM community, I encourage us all to focus on building stronger connections between each other and your programs. This can happen through attending ACT's conferences and events, participating in local chapter activities, and reaching out to each other through our online membership directory or via our LinkedIn group. To help build our community, we are launching a new **TDM Professionals on the Move** section in our newsletter (starting in April) to spotlight new employees and promotions. Please share any news with [Amanda Brangwynne](#), Membership & Communications Coordinator.

ACT's has launched a Strategic Planning effort to help it develop a plan for growth and programming through 2025. Many thanks to Connie McGee, Rob Henry, Rob Sadow, Dan O'Donnell, Thom Cerney, and Kerry Haywood who have volunteered to serve on the Strategic Planning Task Force guiding this effort. Over the coming weeks, our consultants will be conducting a wide range of interviews with members, industry thought leaders, and outside stakeholders to develop a foundation for the strategic plan. A [page](#) has been added to our ACT's website to provide updates on the process to members. Please reach out to me with any questions.

I look forward to seeing many of our members in Austin, April 16-17<sup>th</sup> for our **Emerging Mobility Summit**. This unique event has quickly become a must-attend for professionals involved in emerging mobility and transportation innovation and for the second straight year, has sold out. This year's summit promises to be a great one, with strong plenary sessions featuring Austin Mayor, Steve Adler; CAMPO Executive Director, Ashby Johnson; CTRMA Executive Director, Mike Heiligenstein; and Austin City Councilor, Ann Kitchen. We have FHWA joining us to speak on Mobility on Demand pilots and the morning will be capped off with a special address from Joseph Kopsar, President of Grayline and founder of Ridescout. If you are not able to join us in person, ACT will publish a detailed summary of the event. You can [download](#) last year's summary from Columbus [here](#).

ACT's federal policy efforts continue to focus on addressing the impacts of the Tax Cuts & Jobs Act on transportation fringe benefits. Members of ACT's Public Policy Committee and National Board will be visiting DC in May to continue to encourage Congressional action on this issue and to continue advocacy efforts to support the broader inclusion of TDM as an effective TDM strategy.

As always, I hope to see you all at an upcoming event. Please do not hesitate to contact me with any questions or suggestions.

[See More or Post a Job>>](#)

David Straus  
Executive Director

## New Corporate Partner Program

The Association for Commuter Transportation has launched a new Corporate Partner Program to further recognize the companies and organizations that provide high levels of support to ACT's events and programs, helping provide our members with valuable networking and learning opportunities. "We are deeply grateful to the organizations who have chosen to invest in ACT throughout the year. Their support through membership and sponsorship make it possible for us to increase the value of these activities to our members and to all TDM professionals." said David Straus, ACT Executive Director. "We wanted to recognize this exclusive group of organizations as ACT's Corporate Partners to bring them increased recognition as an industry leader committed to supporting ACT's goals and advancing TDM."

To qualify as a Corporate Partner, an organization must support at least two events during the year, and combined with membership, hit one of three Corporate Partner levels – Patron, Leader, or Champion. New Corporate Partners can be added throughout the year. To learn how to join this prestigious group and the benefits accompanying a corporate sponsorship, download our 2019 Sponsorship Packet or contact [David Straus](#).

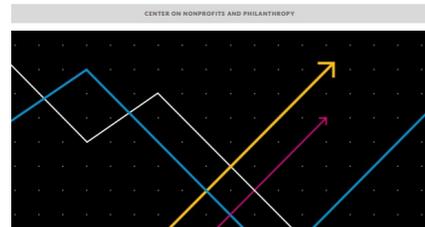
Thank you to the [2019 ACT Corporate Sponsors!](#)



## UBIT Impact Report

The **Urban Institute** has released a report summarizing the impacts of the **Tax Cuts and Jobs Act** on nonprofits—specifically the inclusion of the transportation fringe benefit as an unrelated business income tax (UBIT). This report summarizes the findings of a survey in which 723 nonprofit organizations with \$9.5 billion in revenues responded and 46 percent provided information relating to UBIT and transportation fringe benefits. Roughly 20 percent reported the high cost and administrative burden of reporting UBIT and just over 10 percent are considering dropping transportation benefits. The report concludes that while it may be too early to know the full extent of the impacts of UBIT, it is not too soon to begin documenting them. While the results of the Urban Institute report are significant, they do not fully capture the impacts of the new UBIT requirements on larger organizations like universities and hospitals.

The **Association for Commuter Transportation** has also conducted a voluntary-response survey to exempt employers across the country, including major hospitals and universities, which garnered responses from 90 employers. As our membership includes large universities and hospitals, we found the average respondent had 2,000 employees participating in their qualified transportation fringe benefit program. Our results also showed that the average impact to respondents may be over \$250,000 in new taxes on transit programs alone, with 30% of respondents facilitating the pre-tax purchase or subsidy of transit passes valued at over \$1,000,000 per year.



RESEARCH REPORT

### How the TCJA's New UBIT Provisions Will Affect Nonprofits

A Tax on Transportation Fringe Benefits and Separate Reporting of Unrelated Business Income Streams

Elizabeth T. Boris  
URBAN INSTITUTE  
with Jill Carter, Nora Heikkinen, and Deondre Jones  
Joseph Cordes  
GEORGE WASHINGTON UNIVERSITY  
January 2019

URBAN  
INSTITUTE ELEVATE THE DEBATE

[Read the full report here>>](#)

[Read ACT's summary of the UBIT Impacts Survey here>>](#)

## Events Updates

**SOLD OUT!** For the second straight year, the Emerging Mobility Summit has sold out! With growing demand

and increasing interest in emerging mobility issues, this event continues to be the must attend event of the year for TDM professionals interested in deepening the connections between TDM and emerging mobility options.



Stay tuned to social media and be sure to read the EMS summary to be published after the event for details on all of the discussions. Dates and location for next year's summit will be announced in the Fall.

[Learn more about what you are missing>>](#)

Registration for the 2019 International Conference is now open! Join us in New York City this August (4th-7th) for our most popular event of the year. Anaheim sold out last year, so don't miss your chance to join over 600 Transportation Demand Management professionals from top private employers, departments of transportation, municipalities, transportation management associations, consultants, universities and other shared use mobility providers.



Conference sessions will feature topics like new trends & innovation, transportation system challenges, suburban & rural TDM, public policy & advocacy, social justice, and more! Register today at [https://www.actconf.org/registration\\_form.cfm](https://www.actconf.org/registration_form.cfm).

Interested in using the event to promote your product or service to hundreds of TDM professionals? Contact [Casey Murphy](#) for information about sponsoring and exhibiting.

[Click here to register and learn more>>](#)

An infographic with a dark red background. On the left, there is a photograph of a busy city street with many cars. Below the photo is a grey silhouette of a car. The main text is in large white and green fonts. It reads: '3.225 Trillion MILES DRIVEN IN 2018 IN THE United States', followed by a green triangle icon and '0.4% from 2017 +12.2 billion miles'. At the bottom, it says 'TDM... A Better Journey For Everyone'. The source 'Source: Federal Highway Administration' is at the bottom left, and the ACT logo is at the bottom right.

**3.225 Trillion**  
MILES DRIVEN IN 2018 IN THE United States

▲ 0.4% from 2017  
+12.2 billion miles

TDM... A Better Journey For Everyone

Source: Federal Highway Administration



## Chapter/Council News

**Northern California Annual Membership Meeting Recap**

**Valley of the Sun Chapter Lunch and Learn - April 15**



The **Northern California Chapter** held its Annual Membership Meeting where 30 people attended in person and by phone. Local presenters included **University of California Berkeley** to showcase the university's TDM plan and programs.

The chapter board is planning quarterly events to showcase micro and regional issues within the chapter's specific member areas and reviewed the state's Transportation 2050 Plan.

The California Regional Conference will now include the Northern California chapter for the first time. The Regional Conference will be held in May and will explore all the different programs available through the state and is a great networking opportunity for any who are able to attend.



The **Valley of the Sun Chapter** will host a luncheon and presentation on April 15th at **Pima Association of Governments**, 1 E. Broadway, 4<sup>th</sup> floor, Tucson, AZ. The lunch will begin at 11:45 am and the presentation is scheduled for 12:15 pm.

**Yi-Chang Chiu**, CEO and Founder of **Metropia** and Professor of Transportation Engineering at the **University of Arizona** will present "Mobility behavior change? What have we learned and how do we take that to our product design?"

Please **RSVP** to [Ruth Reiman](#) if you plan on attending the lunch and presentation.

You can also participate via webinar, <https://attendee.gotowebinar.com/rt/3679298356489673218>

## Registration Open for the 2019 Regional Conference Hosted by the Northern and Southern California Chapters



**May 1-2, 2019**  
**Hilton, Universal City**  
Early Bird rates available through!  
[CLICK HERE TO REGISTER](#)

We're pleased to be hosting the conference at the beautiful **Universal City in Los Angeles** and have secured a **discounted hotel room rate for those who book by April 5!**

## Missed Last Week's Webinar?

ACT's March webinar the "Power of Data: Calculating your return on investment" featured an ROI calculator developed by **LDA Consulting** with the **Center for Urban Transportation Research (CUTR)** and **Mobility Lab**. The team secured a grant from the Federal Highway Administration (FHWA) to develop two evaluation tools including the TDM ROI Calculator. This tool will help TDM program managers and planners to evaluate the monetary values of social benefits generated by TDM strategies and support the costs invested in such strategies. The ability to provide ROI evidence will help achieve stronger and more effective TDM policies and secure necessary funding.



The webinar's guest panel included **Dr. Lama Mjhed**, Research Manager at Mobility Lab, and **Lori Diggins**, Principal at LDA Consulting as they guided viewer's through the process of developing the tool and how to use it.

The tool takes an Excel spreadsheet-based approach which can estimate vehicle trip and vehicle miles traveled (VMT) reductions and convert the societal benefits into monetary data. Benefits included in the calculation are reduced air pollution, climate change contribution, avoided congestion, increased vehicle safety, and reduced noise pollution. The ROI Calculator differs from other data platforms as it is a tool to evaluate an existing program, rather than a predictor for a new service.

As the calculator just launched last year, MobilityLab will soon be gathering feedback and data from initial users on how it has been used and what changes users have made to their programs after using the tool.

[Download the TDM ROI Calculator and the User Manual>>](#)  
[View the full webinar recording here>>](#)

## Executive Spotlight: Sohier Hall, Luum

This month, we had the opportunity to hear from **Sohier Hall, Co-founder, President and CEO of Luum**, a leader in advocating for the commuter benefit.

### Tell us about Luum.

Luum is commute business management software for employers who want to offer the most innovative commute benefit programs to their employees. Luum's business system is designed to make the administrative management of parking workflows, commute benefit policy, and mobility options more automated, seamless, and scalable. The results: employees are delighted in having more options and they reduce their drive-alone frequency; and employers have the tools, data insights, and workflows to bring great value to their organization.



### What are you and your organization seeking to achieve?

We are working toward a world where the commute benefit is one of the most sought after and valued employee perks, on par with health benefits.

### How did you get to where you are today?

In one word: teamwork. Achieving results with our customers such as a 10% drop in drive-alone rate in 1 year – in a 5,000 employee organization – is herculean, especially if you consider that same employer wasn't able to move the needle in the 10 years prior to adopting Luum. This accomplishment required solving complex problems, involving so many different functional domain experts and systematic execution. It takes mobilizing action-oriented people, committed to serving each other in a way they've never done before to achieve a common goal.

[Continue Reading>>](#)

## Award Nominations Closing Tomorrow

The Association for Commuter Transportation recognizes and honors outstanding achievements in the field of transportation demand management. The 2019 awards will be presented at the ACT International Conference in New York City on August 7, 2019.

Nominees do not need to be members of ACT, but you must be a member in good standing to submit a nomination. Self-nominations are accepted and encouraged. You can [download](#) the questions for review before filling out the form.



**Nominations are due tomorrow, March 29, 2019!**

[More information on each award and submit a nomination>>](#)

## Membership

**Jennifer Horodyski**  
City of Carlsbad

**Jason Geldert**  
City of Carlsbad

**Larry McGoogin**  
TDOT

**Alyssa Sherman**  
Salesforce

**Tom Doherty**  
Hytech, LLC

**Aneka Patel**  
Movability

**Katelyn Chesney**  
Greater Redmond TMA

**Sol Glasner**  
Tysons Partnership

**Jeannette Correa**  
Metropolitan Water District of  
Southern California

**Paul Keefe**  
Bill's Taxi Service, Inc.  
DBA A & A Metro Transportation

**Jen Massa Smith**  
Hines for Amazon

**Amanda Moore**  
City of Grans Rapids

**Selma Mandzo-Predzic**  
VHB

**Sarah Dodson**  
City of Durango

**Rob Lucchetti**  
Scoop Technologies

**Patrick Green**  
REI

**Federico Tallis**  
VHB

**Rashesh Mehta**  
Angel Worldwide Transportation

**Allen Corry**  
DFW International Airport  
Operations Department

**Joanna Schmitt**  
REI

**Myron Eng**  
Walmart

**Desha Blair**  
Old Dominion University

**Tarsha Greer**  
Old Dominion University

**Joyce Salib**  
Old Dominion University

**James Ortiz**  
Old Dominion University

**Nicole Rickey**  
Hines for Amazon

**Lauren Fink**  
Delaware County TMA

**Katie Sihler**  
Cubic Transportation Systems

**Lisa Austin**  
MN/DOT

**Rodriques Kimbrough**  
Emerald Coast Regional  
Council

**Cyndi Raskin**  
TBARTA

**David Green**  
TBARTA

**Jan Bowers**  
City of Vancouver

**Shannon Williams**  
City of Vancouver

**Rashawn Shell**  
Arlington County Commuter  
Services

**Paul Tomaszewski**  
Arlington County Commuter  
Services

**Takeisha Gray**  
Arlington County Commuter  
Services

**Justin Munoz**  
Hines for Amazon

**Angel Zabala**  
Hines for Amazon

ACT is a community of professionals working to advance transportation options for commuters and improve the economic competitiveness of the cities, regions, and businesses they serve. [Encourage your colleagues to join](#); the larger our community the greater our impact!

## Future Events & Programs



Join Our Mailing List!

