

Agenda: August 2, 2007

To: Regional Transportation Commission
From: George Dondero, Executive Director
RE: Out-of-State Travel for the Association for Commuter Transportation
(ACT) 2007 International Conference

RECOMMENDATION

Staff recommends that the Regional Transportation Commission (RTC) authorize out-of-state travel for one transportation planner to attend the 2007 International Conference of the Association for Commuter Transportation (ACT) in Seattle, Washington, September 9-12, 2007.

BACKGROUND

For more than two decades, the Association for Commuter Transportation (ACT) has provided its members with education, resources and support to help them advance their respective multi-modal transportation systems and to succeed as transportation demand management (TDM) professionals.

As the primary association for individuals and organizations focused on reducing traffic congestion, increasing mobility and improving air quality, ACT members include employers, transportation planning and funding agencies, transportation management associations, public agencies, non-profits, educational institutions and students. The ACT Conference is the industry's main information-gathering, networking and professional development event.

DISCUSSION

In September, the 2007 ACT International Conference entitled, "Old Growth/New Growth: A Forest of Transportation Solutions" will be held in Seattle, Washington. Staff recommends that Tegan Speiser, the transportation planner who has recently assumed responsibility for managing the RTC's Commute Solutions Program, attend this conference.

Several sessions at this year's ACT conference are particularly relevant to local Santa Cruz County circumstances. These include workshops on: credible methods for evaluating the success of specific TDM programs, implementing a cohesive set of regional TDM programs, using TDM strategies to mitigate the impacts of roadway construction and keep people and freight moving smoothly, and using incentives with proven track records to get trial users to become regular users of transportation alternatives. Excerpts from the conference program are attached.

In addition to the relevance of the subject matter, the timing of the ACT Conference is especially fortuitous given the report currently being prepared by staff for the Commission analyzing local TDM measures. The conference would provide staff with a unique and timely opportunity to glean additional information about TDM measures that have been successful in other parts of the country and the world and to connect in person with the professionals responsible for developing and managing these effective TDM programs. As the California Governor and legislature take an active role in forming new policy to address global warming, the importance of TDM programs is only likely to grow over time.

The total cost to send one transportation planner to this conference is approximately \$2,100 including registration, travel, lodging, and meals. There are adequate funds in the RTC's travel and training budget for this trip.

SUMMARY

Staff recommends authorization of out-of-state travel for one transportation planner to attend the September 2007 Association of Commuter Transportation International Conference.

Attachment 1: Excerpts from the 2007 ACT International Conference Registration Packet

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