

uncharted waters



**navigating new partnerships & practice
in transportation demand management**

ride the tide

On a daily basis, a hundred different issues affect commuter choice and, subsequently, the provision of transportation services. Responding to issues as varied as employment policies to land-use and road construction, public transportation professionals must adapt quickly to ever changing market factors in order to effect long-term changes in commuting behavior.

Transportation demand management (TDM) reflects and relies on such adaptability. As such, it necessitates a strong cross-disciplinary approach to professional development. TDM professionals must be marketers, researchers, salespeople, planners, advertisers, environmentalists, economists, and, in some instances, psychologists.

TDM is being asked to serve ever-expanding applications. Ensuring the readiness of transportation professionals to meet these needs requires continued and improved peer support and instruction through events such as the 2010 Southeast TDM Symposium.

The 2010 Southeast TDM Symposium is being hosted by the Southeast Chapter of the Association for Commuter Transportation (SEACT) and will convene in Sarasota, FL, May 23-25, to address the current issues affecting commuter transportation. This symposium provides an opportunity for transportation professionals to learn from one another as well as industry outsiders in their pursuit of shared goals.

Transportation professionals from all disciplines are invited to attend this very important event. With topics ranging from sustainable land-use policies to emergent social media, the 2010 Southeast TDM Symposium offers something for everyone.

For more information about the Symposium, please contact Kathy Molin, City of Asheville, NC, at (828) 232-4564 or e-mail her at kmolin@ashevillenc.gov. You may also download up to date information, including this packet, at www.actweb.org.



registration fees

Registration fees for the symposium cover all lunches, breaks, and access to conference sessions and materials unless otherwise noted. Special one-day registration and student registrations are also available. Fees for this symposium are:

SEACT Member Rate:	\$125
ACT (non-SEACT) Rate:	\$150
Non-Member:	\$200
One-Day Registration*:	\$100

Special Student registration rates are also available. Please contact Mike Wright, Florida DOT at (850) 414-4529 or michael.wright1@dot.state.fl.us.

Please complete and return your registration form (along with payment) no later than May 15, 2010.

**NOTE: "One-Day Registration" covers meals, breaks, and sessions for ONLY the day specified on your registration form.*



hotel, travel, & local information



hotel

All conference activities will be held at the Lido Beach Resort. The property is located on Lido Key, one of the numerous keys that comprise Sarasota. The hotel is also within walking distance of St. Armand's Circle, Sarasota's popular dining, shopping, and entertainment district.

The room rate for the conference is \$104/night (+tax) for a junior suite with a Gulf view. This rate applies for the nights of May 23 through May 28. If you plan to arrive early, the rate prior to May 23 is \$164/night.

Please refer to group "**Southeast TDM Symposium**" when making your reservations.

In order to receive the discounted group rate, your **reservations must be made no later than April 23, 2010**. To make a reservation, call toll free (800) 441-2113. To learn more about the hotel property and to reserve a room online, please visit their web site at <http://www.lidobeachresort.com>.

NOTE: The Lido Beach Resort has received Designated Green Palm Certification from the Florida Green Lodging Program. The Florida Green Lodging Program covers environmental initiatives that are specific to the Florida environment.

SARASOTA, FL: Florida's Gulf Coast is world-renowned for having some of the most beautiful beaches in the world, and Sarasota is no exception.

Sarasota is a city that offers something for everyone: pristine beaches, world-class shopping, international cuisine, signature water sports and outdoor activities, aquariums and botanical gardens, and the excitement of friendly street festivals. Sarasota is also home to renowned museums and galleries including the world-famous Ringing Museum.

Sarasota is a city of 52,000 situated in the center of a vibrant metropolitan area of over 600,000 residents. Its downtown bustles with shops and restaurants while some of Florida's best parks and outdoor pursuits are accessible within a 30 minute drive.

And did we mention the beaches?

While visiting Sarasota, please include time to enjoy many of the area's numerous attractions. To help plan your stay, please visit www.sarasotafl.org.

travel

Delta, jetBlue, USAirways, & airTran provide daily service to Sarasota/Bradenton International Airport.

Additional air travel options are available through Sarasota International Airport and Tampa International Airport, both of which are located approximately 50 miles to the north.

If renting a vehicle, there is no charge for parking at the hotel.



preliminary program

(Sessions & times are subject to change.)



Sunday, May 23

2:00 pm - 5:00 pm	Registration Open
3:00 pm - 5:00 pm	Vendor Set-Up
3:00 pm - 6:00 pm	Kayak Tour -- Lido Beach (see next page for more information)
6:30 pm - 7:30 pm	Welcome Reception

Monday, May 24

9:00 am - 10:00 pm	Welcome Session <i>(including an overview of commuter transportation programs, policies, and initiatives in Florida's booming south central region)</i>	
10:15 am - 11:45 am	TDM Marketplace <i>Learn about the newest products and services available to TDM agencies and professionals.</i>	Legos & Land Use <i>This fun and interactive session will provide you with a bird's eye view of how land-use decisions affect traffic congestion and commuter choice.</i>
Break		
12:00 pm - 1:15 pm	Lunch: General Session Transportation Funding and the Obama Administration <i>Speaker: Jason Pavluchuk, Pavluchuk & Associates</i>	
1:30 pm - 3:00 pm	Your Commuting Carbon Footprint  <i>This course provides an overview of how to calculate a carbon footprint, focusing on commuting. This presentation discusses questions of what to collect, organize, and report data.</i>	Best Workplaces for Commuters Roundtable <i>This session will provide an overview of Best Workplaces for Commuters and how your agency can leverage the benefits of the program to create greater employer buy-in.</i>
Break		
3:15 pm - 4:45 pm	Effective Business Communications  <i>Have you ever experienced death by PowerPoint or been put at ease by a solid and sincere handshake? This session will examine the good and poor ways in which we communicate our ideas and, surprisingly, our capabilities.</i>	Sustainability: The Business of "Going Green" <i>The future of green commuting isn't just hybrid vehicles. Learn more about where TDM programs fit into larger discussions and policies about public health, economic and environmental sustainability.</i>
6:30 pm	DINE-AROUND	

 For individuals who are unable to attend this year's Symposium, these two courses will be simulcast via video-conferencing by the Center for Urban Transportation Research (CUTR). "Your Commuting Carbon Footprint" is eligible for Commuter Choice Certification credits. Visit www.commuterservices.com for additional information about this program.

Non-Symposium attendees who would like to participate and view one of these presentations should pre-register by completing the registration form in this packet. There is a \$50 charge per site for non-Florida agencies and/or their representatives. Symposium attendees can attend the courses at no additional charge. Additional information will be forthcoming.





Tuesday, May 25

9:00 am - 10:00 am	SEACT Chapter Meeting	
10:15 am - 11:45 am	Mix & Match Transportation Solutions <i>One size does not fit all. During this session, learn how a comprehensive approach to trip planning may include multiple modes.</i>	Marketing TDM Programs: Breaking Through Barriers <i>Marketing is perhaps the key item that separates TDM professionals from their planning peers. Learn how to up your marketing IQ and put new principles to work for your organization.</i>
12:00 pm - 1:30 pm	Awards Luncheon	
	Break	
1:45 am - 2:45 pm	Vanpooling -- Social Networking & Data Collection - A New Approach <i>Vanpooling is the ever-evolving component of TDM. During this session, learn how vanpooling is working better than ever for commuters, employers, and our communities.</i>	Innovative Funding Solutions for TDM <i>Is your creativity and potential constrained because of funding limitations? Learn about funding sources for turning your ideas into reality.</i>
3:00 pm - 3:30 pm	Closing Session: Uncharted Waters -- The Future of TDM in the Southeast <i>This interactive panel discussion will examine varying opinions about the current and future role of TDM in land-use planning, public health, and environmental policy and how our coordinated efforts benefit for one another.</i>	
3:30 pm	Adjourn	

Lido Key Kayak Tour



Explore the natural beauty of Florida and Sarasota while venturing through pristine habitats and natural ecosystems.

A special kayak tour package is being arranged for Symposium attendees. This 2.5 hour kayak tour will let you explore the scenic and natural beauty of Florida, all within blocks of the conference hotel.

This tour is a favorite for all ages and skill levels. Cost is approximately \$50 and includes safety lesson, private tour guide, and equipment.

Additional information, including a separate registration form, will be forthcoming, but if you would like more information or want to participate in this tour, please indicate your interest on the registration form or contact Christine Diaz at Christine_Diaz@URSCorp.com.

Lido Beach Resort
 700 Ben Franklin Drive
 Sarasota, FL 34236
 Toll-Free Reservations (800) 441-2113
www.lidobeachresort.com

Reservation deadline at group rate is 04/23/10.

Conf. Name:	2010 Southeast TDM Symposium	
Group Code:	"Southeast TDM Symposium"	
Room Rate:	\$104 + tax (Junior Suite)	<i>(These rates will be honored during the period of 05/25/10 through 05/28/10. Rate for 5/22 is \$164/night + tax)</i>

Amenities

A prime beachfront location on Sarasota's exclusive Lido Key, the Lido Beach Resort offers the kind of warm hospitality, tropical resort atmosphere and top-notch services sure to please leisure and business travelers alike. A myriad of cultural attractions and 35 miles of white sand beaches are easily accessible from the Lido Beach Resort.

The room block for the Symposium consists of junior suites and include full kitchen facilities, private balconies, high-speed Internet access and a full line of luxury amenities.

If driving a car to the Symposium, the hotel offers free parking to hotel guests. Additional public parking is available on property adjacent to the hotel.

Online Reservations -- www.lidobeachresort.com

A credit card is required for online reservations. The following information will help you with your reservation and stay.

- Please make sure that your online reservations reflect the conference rate. Please note, the \$104/night rate is only applicable for 5/23 through 5/28. Arrivals prior to that date will incur a higher room rate.

PLEASE NOTE:
 Check-In time is after 4:00 pm.
 Check-Out time is before 12:00 pm
 Special Requests and Bed type preferences are preferences only and cannot be guaranteed.

have more questions?

If you have additional questions about the Symposium, including sponsorship, exhibit, or special tour opportunities, please feel free to contact one or more of the following people.

Kathy Molin, SEACT President
 (828) 232-4564
kmolin@ashevillenc.gov

Jeff Horton
 (850) 644-2509
jnhorton@cob.fsu.edu

registration form

2010 Southeast TDM Symposium

Please print or type. We cannot be held responsible for the accuracy of name badges and registration forms for illegible forms although we will try our best. Please use only one form per registrant. If you need additional forms, please feel free to make copies or download additional forms at www.actweb.org. Unfortunately, online registration is not available for this symposium. **THE REGISTRATION DEADLINE IS MAY 15, 2010.**

name: _____

organization: _____

address: _____

city: _____ state: _____ zip: _____

phone #: _____ fax #: _____

e-mail address: _____ website: _____

Registration fees

Full conference registration includes two lunches, breaks, admission to the Sunday night reception, and all sessions. If issuing a purchase order for payment of your conference registration, please notify SEACT if receipt of such payment might be received beyond the dates below.

SEACT Member Rate: \$125 ACT (non-SEACT) Rate: \$150 Non-Member: \$200

One-Day Registration: \$100 >> Please indicate day >> Monday, May 24 Tuesday, May 25

Video-Conferencing Option

If you are unable to attend the Symposium physically but would like to participate in one or both of the video conferencing options on Monday afternoon, please check the appropriate box. For additional information, contact Julie Bond at bond@cutr.usf.edu.

"Your Commuting Carbon Footprint"
Monday, May 24 -- 1:30 pm - 3:00 pm

"Effective Business Communication"
Monday, May 24 -- 3:15 pm - 4:45 pm

Kayak Tour

"I would like to receive additional information about Sunday's kayak tour."

Payment Information

Complete and return Registration Form along with payment to: Kathy Molin, TDM Coordinator City of Asheville PO Box 7148 Asheville NC 28802 Phone - 828-232-4564 Fax - 828-271-6145 Registration Deadline is May 15, 2010. (exceptions may apply)	<input type="checkbox"/> Check Enclosed (payable to SE Chapter of the Association for Commuter Transportation)
	<input type="checkbox"/> Purchase Order # _____ Issuing Agency: _____
	Credit Card Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> Diner's Club <input type="checkbox"/> Card #: _____ Exp. Date: ___/___ Name of Cardholder: _____ The address supplied below must match the billing address on the credit card. Organization (if applicable): _____ Address: _____ City, State, Zip: _____ Telephone: _____ Fax: _____ e-mail: _____ Signature of Cardholder: _____



ACT

Association for Commuter Transportation

SOUTHEAST CHAPTER
