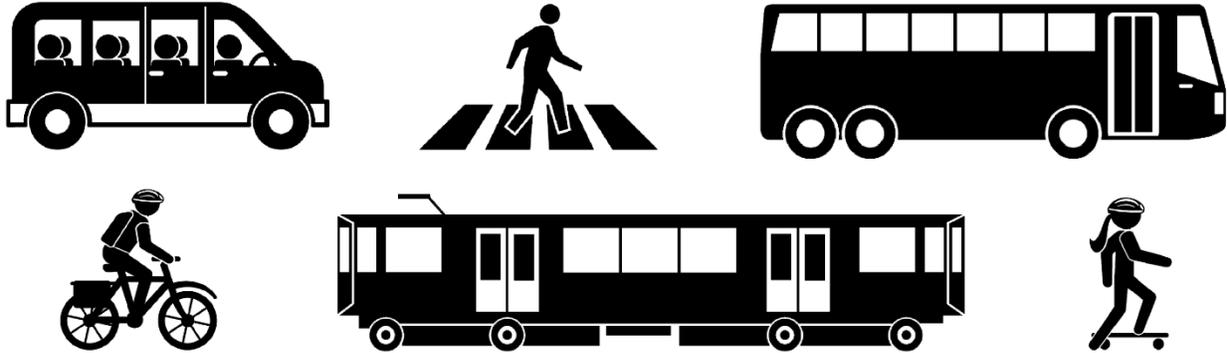


# State of Colorado Transportation Demand Management (TDM) Conference - Agenda

(As of September 15, 2021)



This free and virtual conference, hosted by Association of Commuter Transportation (ACT) and Colorado Department of Transportation (CDOT), will provide information about strategies to reduce vehicle miles traveled (VMT) and greenhouse gas emissions on Colorado's transportation network. Presentations from diverse stakeholders such as metropolitan planning organizations, transportation management organizations, state government, educational institutions, consultants and transportation service vendors will be offered. The agenda contains sessions about economic development and TDM, data and technology with TDM, and employer strategies for TDM. Please attend and bring your questions to this esteemed group of professionals.

**November 5, 2021**

**7:30 a.m. – 1:00 p.m.**

Session Themes:

-  Data and Measurement in TDM
-  Employer-Based Approaches and Equity
-  Local Examples of TDM

7:30 a.m. – Opening Reception

*Colorado Department of Transportation (CDOT) Representative – to be announced*

*David Strauss, Executive Director of the Association of Commuter Transportation (ACT)*

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8:00 a.m. – Keynote

What's In It For Me? The Tangible Benefits of Implementing TDM – *Mallory Baker, Walker Consultants*

9:00 a.m. – First Sessions

- 1A – Using technology for trip planning, tracking, and rideshare coordination – *DRCOG (speakers to be announced)*
- 1B – Introduction to Employer-Based TDM – *DRCOG (speaker to be announced)*  
Post-pandemic approach to TDM – *Sara Weeres, DRCOG*
- 1C – Potential Realized: Boulder's TDM and Development Review Story – *Allison Moore-Farrell, City of Boulder*

10:00 a.m. – Second Sessions

- 2A – Centralizing TDM Data for All Stakeholders – *Andy Keeton, Commutifi; Venu Garikapati, NREL; Mike Hughes, West Corridor TMA; Chris Hagelin, City of Boulder*
- 2B – Managing transportation & power demand in the electrified age – *Bryan Jungers, E Source Companies LLC.*
- 2C – WRK by Denver South a Hybrid-Work Schedule Program – *Sheryl Machado, Denver South*

11:00 a.m. – Third Sessions

- 3A – **Data, Measurement, & Data Visualization Panel**  
Data and Measurement in TDM – *Catherine Sanders, Smart Commute*  
Data driven TDM – *Jim Eshelman, DRCOG*  
Commuter Dashboard for Employers – *Sebastian Montenegro, Felsburg Holt and Ullevig*
- 3B – TDM for Forgotten Businesses and Communities – *Lacey Champion, Northeast Transportation Connections*
- 3C – **Local Project Highlights Panel**  
Downtown Superior Modes TDM Program – *Kristina Pritchett, Commuting Solutions*  
Ridesharing for Students – *Mia Bemelen, Way to Go, DRCOG*

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12:00 p.m. – Fourth Sessions

- 4A – Benefits and Successes of ETC Groups – *Sheryl Machado, Denver South*
- 4B – TDM Innovation at Colorado Colleges and Universities – (*Speakers to be announced*)
- 4C – **TDM at CDOT Panel**

TDM and Land Use: Examples and Updates – *Nathan Lindquist, CDOT Division of Transportation Development*

CDOT Updates on TDM – *Lisa Streisfeld, CDOT Office of Innovative Mobility*

Registration

Free Virtual Registration at:

<https://colorado-tdm-conference.eventbrite.com>

More information and printable schedule at:

<https://www.codot.gov/programs/innovativemobility/mobility-services/tdm>

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