

to move forward; to look forward; from this day forward

The Moving Forward Conference

Call for Presentations

The program committee for the 2011 *Moving Forward Conference*, sponsored by the Pacific Intermountain Parking & Transportation Association (PIPTA) and Association for Commuter Transportation-Cascade Chapter (ACT), hereby issues a call for conference speakers.

About the Conference

PIPTA and ACT are proud to host this year's regional conference for transportation and parking professionals, providing an economical option to learn from respective peers. This is an opportunity to collaborate with other individuals and organizations within the industry, to share ideas, to learn about programs and practices that have been successful around the region, and to keep *moving forward!*

Potential Topics

The conference offerings will include sessions addressing transportation and parking demand management, analysis of mixed-use parking, onsite shuttle services, sustainability planning, pedestrian/cycling planning concepts, sharing results in action, and much more. Professional development topics such as effective writing, public speaking and such are also encouraged. An extensive list of potential topics is provided on the following page.

How to Submit Your Presentation

Send an e-mail including answers to the following questions to JC Porter at jcporter@boisestate.edu or Kathy Johnston at johnstk@wsdot.wa.gov

For questions regarding your submittal, JC may also be reached at 208.426.7275, ext2457 and Kathy at 360.705.7925

1. Please provide your name, title and contact information.
2. Briefly summarize your professional public speaking experience.
3. Please provide the title for your presentation.
4. Please identify the target audience.
5. Please identify three learning objectives for the presentation.
6. Please identify the format (presentation, panel discussion, shoptalk, etc.)
7. Please list any other forums in which you have given this presentation. If it is a new presentation, please indicate the current stage of development.
8. Please attach a copy of the presentation or if still in development an outline of the material/concepts covered.
9. **The submittal deadline is May 10th, 2011.**
10. **Notifications to selected speakers by June 10th, 2011.**

We appreciate your interest in participating in the conference. That appreciation will be reflected in many ways throughout the conference but because of the large number of presenters and limited resources of the organization, we are unable to offer honoraria.

For more conference information please go to: www.pipta.org



Pacific Intermountain
Parking & Transportation
Association



Potential Presentation Topics

Parking Track

- Analysis of Mixed-use Parking
- Assessing Security Program Effectiveness
- BID's Managing Downtown Parking
- Challenges in Healthcare Parking Today
- Dynamic Message Signage
- Enhancing Parking Deck Security
- Forgone Parking Revenue Analysis
- Implementing or Reimplementing On-Street Pay Parking
- Integrated Access Management Programs for Universities
- Multi-space Parking Meters
- On-street Ops and Program Audit Checklist
- Parking Implementation at Transit Agency Park and Rides
- Parking Demand and Local Zoning Codes
- Parking Facility Cleaning and Environmental Compliance
- Parking In-lieu Fees
- Parking Market Dynamics
- Parking Operation Methodologies
- Parking Policy Development for TODs
- Parking Rate Assessment Primer
- Parking Signage and Graphics
- Parking Stall Valuation
- Parking Strategic Plans
- Parking System Organizational Development
- Parking Zone Regulations
- Residential Parking Permit Programs
- Retail Parking Strategies
- Smart Cards and Parking – Developing an Industry Standard
- Successful Parking Rate Assessment Strategies
- Sustainable Parking Design and Management Strategies
- SWOT Your Parking System
- Tax Increment Financing
- TOD Zoning Requirements
- Understanding RFID and Associated Applications
- Why You Should Care About TDM?

TDM Track

- TDM During the DNC
- Reducing GHG Emissions through TDM
- Successful Shuttle Programs
- Targeting Youth (Schools/University)
- Targeting the Non-traditional Commute (Hospitals, Malls, etc.)
- Targeting the Personal Trip
- TDM Legislation (CTR, ECO, etc.)
- Dynamic Ridesharing
- Cycling 101 – Bike Fleets, Bike Sharing, and Bike Events
- ITS
- Successful Events
- Governance Issues
- Creating a TDM Plan – Working with a Consultant
- Advocacy for TDM
- Telework and Off-site Work Centers
- Tax Benefits Update
- Parking Cash Out as a TDM Measure
- Measuring TDM Impacts
- Successful Employer Programs
- Selling TDM to Employers
- Vanpool Funding
- Individualized Marketing Projects
- Pedestrian/Cycling Planning Concepts
- TMA Management
- The Future of CMAQ Funding
- Why You Should Care About Parking Management?
- Carsharing – Best Practices and Emerging Trends
- Keeping ETCs Engaged
- Legal Issues – Carpooling, Vanpooling and Carsharing
- Round Table – Rebranding TDM

Joint Track

- Best in Class Parking/TDM Operations
- Creating a Balanced Parking and Transportation Program
- Parking and Transportation Management
- Parking and TOD
- So You Want to Be a Consultant?
- Strategic Program Development
- TDM and Parking Technology Showcase
- Gaining Executive Level Support
- Engaging Property Managers
- Effective Presentation Skills
- Think Like a Marketer – Speak Like a Layman
- TDM and Parking in Resort Towns
- Learning from Failure – Programs that Didn't Work
- Effective Memo/Report Writing
- Blogs, Twitter and Facebook – Oh My!
- Effective Websites
- Marketing on a Shoestring
- Generating Positive Spin
- Effective Media Relations
- Measuring Greenhouse Gas Reductions vs. What is Global Warming?
- Working with Rural Populations
- Special Events and Parking/TDM
- Collaborative Marketing – TDM and Parking Working Together
- Integrating Parking and TDM
- Using Parking Funding for TDM
- Open Discussion with Parking and TDM Colleagues
- Electric Vehicle Charging Stations