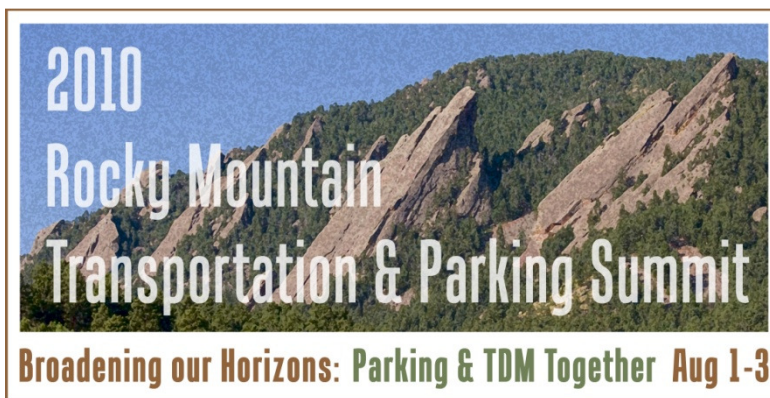




Sunday, August 1, 2010

<u>Time</u>	<u>Event</u>	<u>Room</u>
7:00am-2:00pm	<u>Exhibit Hall Set-up</u>	Montrachet
7:00am-4:00pm	<u>Registration Open</u>	Foyer
8:00am-9:30am	<u>PIPTA Pre-conference Board Meeting</u>	Telluride
9:00am-12:00pm	<p><u>Great Options Multi Modal Tour</u></p> <p>The City of Boulder has worked hard to make it easy for residents and visitors alike to get around town without having to worry about where to park their car. Explore Boulder's great transportation options and see the sites with some of the local experts who are working hard to make life here without a car the preferred norm rather than the alternative exception. Participation is limited to 10 people.</p>	Hotel Lobby
12:00pm-1:00pm	<u>Lunch on Your Own</u>	
1:00pm-2:00pm	<p><u>Concurrent Educational Sessions</u></p> <p>Why Switch to Multi-Space Pay Stations? <i>Keith Ehrensing, Portland Bureau of Transportation</i> <i>Ruth Lane, Portland Bureau of Transportation</i> Considering upgrading your parking meter system? Multi-space pay stations have a lot going for them. Portland chose them nine years ago and hasn't looked back. Pay stations provide many benefits including increased (and instant) revenue and reduced maintenance and collection costs.</p> <p>RTD FasTracks Program– Quality of Life Study <i>Genevieve Hutchison, Denver Regional Transportation District</i> <i>Lacy Bell, Fehr and Peers</i> Learn about RTD's Quality of Life Study, a multiyear monitoring program intended to objectively measure the effects of the FasTracks Program which will build out 122 miles of new rail and bus rapid transit throughout the Denver metropolitan area by 2019. The study focuses on quality of life in the context of: mobility, environment, economic activity, and development/land use. The study also brings to light the synergistic roles of the transit agency, local governments, communities, and the development community in coordinating to achieve positive results in the areas mobility, environmental and economic outcomes of rapid transit implementation.</p>	<p>Bugaboo A</p> <p>Bugaboo B</p>
2:00pm-2:30pm	<u>Coffee with Exhibitors</u>	Montrachet



Sunday, August 1, 2010 (continued)

2:30pm-3:30pm

Concurrent Educational Sessions

IRS Qualified Transportation Fringe Benefits: A Primer for Parking and TDM Professionals

Bugaboo A

Janice Carey Hamilton, TranBen, Ltd.

In this informative session, you'll learn the basics of IRS Qualified Fringe Benefits Including:

- Why this Benefit is great for parking and transit
- Employer and Employee Benefits Provision Options...A Win-Win!
- What about TPAs (Third Party Administrators)?
- Parking Cash Out
- Bicycle and Transit Benefits....together and/or separately?
- Reauthorization... What happens after January 1, 2011?

Parking & TDM Together: A University Solution

Bugaboo B

Brian Shaw, Sam Schwartz Engineering

Discuss the ways TDM and Parking can be successfully combined in a University setting.

4:00pm-5:15pm

Parking & TDM Together: Asphalt Alternatives – A New Vision for Public Spaces

Bugaboo A

Ellen Orleans, City of Boulder

Sue Prant, Community Cycles

Cara Priem, Paint the Pavement

Hillary Griffith, Green Streets

Envisioning new possibilities for asphalt? Be inspired and empowered as community leaders share experiences and strategies for repurposing streets and parking spots with community-oriented projects such as Paint the Pavement, Park[ing] Spaces, and Green Streets, a ciclovia-style event.

4:00pm-5:30pm

Parking Access and Revenue Control Technology

Bugaboo B

Michael Drow, IPI Technology Committee

Brandy Stanley, IPI Technology Committee

This session explores needs analysis and operational, technical and procurement considerations for deployment of a successful PARCS. You will learn about the latest developments of cutting edge technology and how it is employed in various aspects of parking.

6:00pm-7:00pm

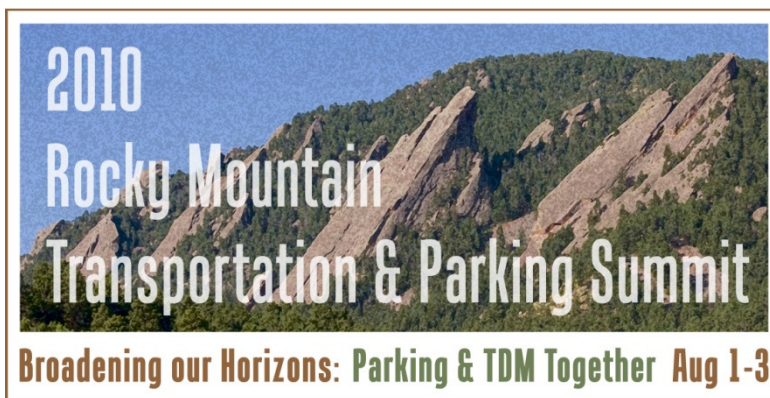
President's Welcome and Sponsor Recognition Reception

Montrachet

7:00pm

Dinner on Your Own

HOP shuttles will be provided to downtown Boulder and back. Reservation blocks have been arranged at two popular downtown Boulder restaurants.



Monday, August 2, 2010

<u>Time</u>	<u>Event</u>	<u>Room</u>
6:00am-7:30am	<u>Sunrise Walk/Run</u>	Hotel Lobby
7:00am-4:00pm	<u>Registration Open</u>	Foyer
8:00am-10:00am	<u>Welcome Breakfast</u>	Montrachet
8:30am-8:45am	Opening Remarks <i>Susan Osborne, Mayor of Boulder</i>	
8:45am-9:45am	Keynote Address <i>Brian Shaw, President, ACT National</i> <i>Senior Planner, Sam Schwartz Engineering</i> Mr. Shaw's career has allowed him to become a nationally recognized, award-winning transportation problem-solver, delivering solutions that save money, promote environmental sustainability, and enhance the customer experience.	
10:30am-11:30am	<u>Concurrent Educational Sessions</u>	
	www.tdm: Using the Web to Maximize Outreach <i>Linda Dowlen, Denver Regional Council of Governments</i> Learn how a regional TDM provider has improved the efficiency and effectiveness of its outreach programs and events via web applications and gone greener in the process.	Bugaboo A
	Branding & Signage: 2010 and Beyond <i>Todd Pierce, PICTOFORM</i> This session will provide a tour through the design developments of Anchorage, Lincoln and University of Washington. The session will also illustrate the application of branding for recently completed projects at the Vancouver International Airport for the 2010 Winter Olympic Games, the Richmond Speed Skating Oval parking garage and a citywide pedestrian wayfinding sign program designed to help visitors and residents alike to navigate Vancouver during and long after the Olympics.	Bugaboo B
11:30pm-1:00pm	<u>Lunch with Exhibitors</u>	Montrachet
12:15am-1:00pm	Keynote Address: Parking is the Best Bargain in Town – Made Even More Valuable by TDM Practices <i>Spenser Havlick, Professor Emeritus, College of Architecture and Planning, University of Colorado-Boulder</i> Mr. Havlick's publications and consulting assignments are involved with the environmental impacts of urbanization, land use and transportation planning, natural hazard mitigation, and community health and safety. Mr. Havlick will illustrate recent TDM tools to soften the sometimes harsh feelings and high costs of parking. Besides the case studies shown, the audience will be invited to share best practices.	



Monday, August 2, 2010 (continued)

1:00pm-2:00pm

Concurrent Educational Sessions

Retrofit, Build or Wait: The Current Market of Parking Structure Construction Costs

Matt Davis, Watry Design

Kevin Ott, Swinerton Builders

Kurt Matthews, City of Boulder

Jake Holland, Premier Specialties

Today's competitive bid market and plummeting construction costs have resulted in public bids for parking structure construction that are 30-40% lower than those in early 2008. We will discuss where the market is now and the benefits for owners to fast track their parking structure projects to take advantage of the current market.

Bugaboo A

Parking & TDM Together: Case Studies of Major Events

Sylvia Cranmer, Roaring Fork Transportation Authority

Scott Miklos, VPSI

Learn about the blend of parking and TDM strategies that allowed two monumental events, the 2002 Winter Olympics and the annual ESPN X Games, operate smoothly, with a minimum of disruption.

Bugaboo B

1:00pm-4:30pm

Frontline Staff Training

Tactical Communications for Parking and Transportation Professionals

John Shaheen, President, PIPTA

Manager of Auxiliary Services, University of Washington-Bothell

Mr. Shaheen will help your shuttle drivers, enforcement personnel, parking attendants and other frontline staff learn communication techniques that encourage voluntary compliance from difficult and aggressive customers.

Caribou

2:00pm-2:30pm

Coffee with Exhibitors

Montrachet

2:30pm-3:30pm

Concurrent Educational Sessions

Commuter Incentive and Rewards Programs

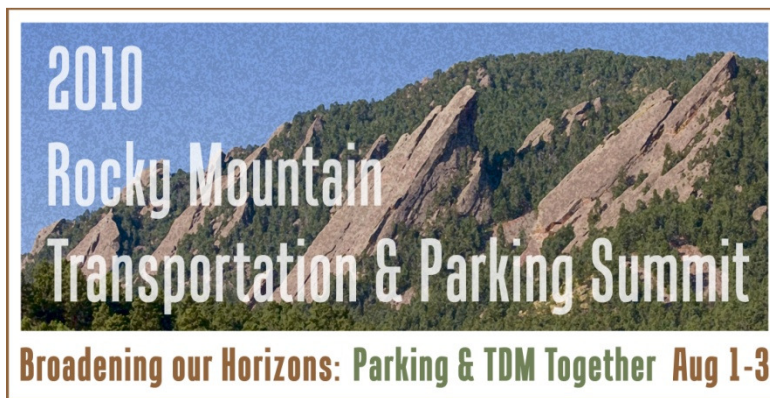
Natalie Abrahamson, 36 Commuting Solutions

Rick Steele, NuRide, Inc.

Ben Turner, Transportation Solutions

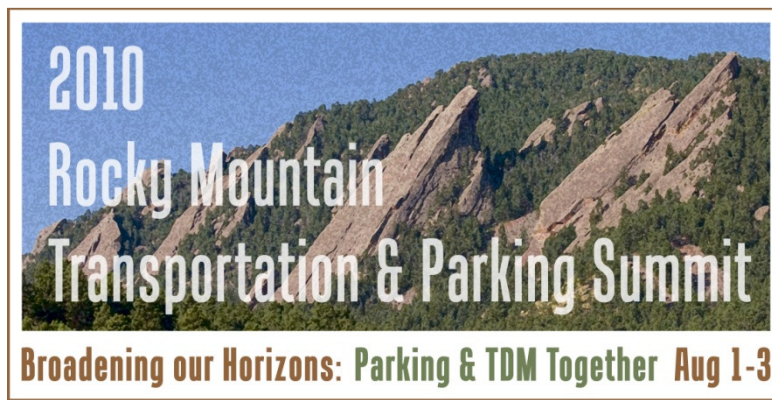
Incentive programs are a staple of well-rounded TDM plans. Learn about what works and what doesn't from a panel of three experts.

Bugaboo A



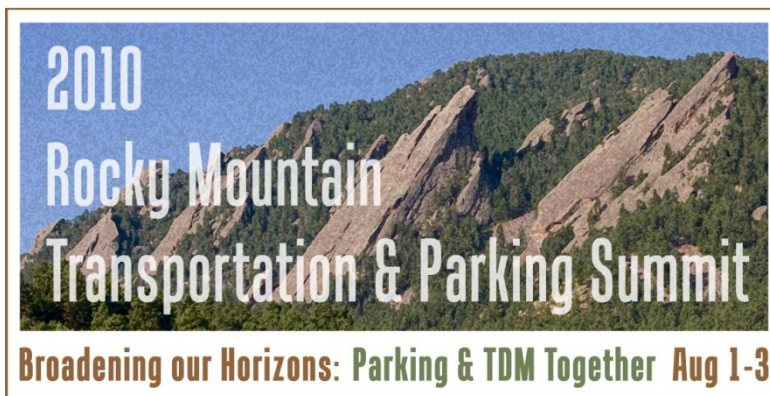
Monday, August 2, 2010 (continued)

- 2:30pm-3:30pm **Parking & TDM Together: Strategic Communications** **Bugaboo B**
Dennis Burns, Kimley-Horn and Associates
Josh Kavanagh, University of Washington
 In all the transportation disciplines powerful, concise, and highly targeted communications are critical. In this session we'll discuss strategies for segmentation, audience analysis, and outcome definition using best in class examples from the TDM and Parking worlds.
- 4:00pm-5:00pm **Concurrent Educational Sessions**
- Strategies for Incorporating Electric Vehicles into Transportation/Parking Infrastructures** **Bugaboo A**
Steven Berens, Power Tagging Technologies, Inc.
 Learn about the technology and infrastructure required for future parking and refueling strategies as electric vehicles hit the consumer market. Topics include future strategies toward connecting EVs to the current electric grid; strategic solutions to charging EVs when using public parking infrastructure; and simplified billing modes for charging EVs as they integrate with utilities, consumers and municipalities.
- Applying Individualized Marketing and Market Segmentation to the Workplace** **Bugaboo B**
Steve Hoyt-McBeth, Portland Bureau of Transportation
Mathew Kaufman, UrbanTrans
 Individualized marketing programs have demonstrated great success in reducing single occupancy vehicle trips. Unfortunately, few examples of workplace applications exist. This session will include a discussion of successful workplace individualized marketing programs in Portland and the DC Metro area while providing basic concepts of workplace individualized marketing and market segmentation.
- 5:30pm-6:30pm **Reception with Exhibitors** **Montrachet**
- 6:30pm-9:00pm **Awards Dinner** **Montrachet**
Keynote Address
Stuart Anderson, President, UrbanTrans
 Mr. Anderson has 24 years of experience developing successful urban and transportation planning strategies. Most recently, he has advised on the design of Transit Oriented Developments (TODs) and developed creative parking management strategies for mixed use developments. Additionally, he was a member of the creative team that developed the concept plan for the Boulder Transit Village. Mr. Anderson previously served as the Executive Director of the Association for Commuter Transportation where he oversaw membership and professional development, networking, and legislative advocacy activities. He is also a past Instructor for the University of California, Los Angeles School of Public Affairs TDM Certificate Program.



Tuesday, August 3, 2010

<u>Time</u>	<u>Event</u>	<u>Room</u>
6:00am-7:30am	<u>Sunrise Walk/Run</u>	Hotel Lobby
7:00am-1:00pm	<u>Registration Open</u>	Foyer
8:00am-9:30am	<u>Breakfast – General Session</u>	Montrachet
	<p>First Observer’s Training Program <i>Jeff Beatty, Director of Training</i> A program developed by the International Parking Institute (IPI) and the Transportation Security Administration (TSA), First Observer training enables transportation professionals to identify a potential threat, provides background on different terrorist groups and their patterns of operation, gives an overview of weapons, and details case studies of terror situations. First Observers build the skills to report potential situations using a concise, accurate and simple communications process.</p>	
10:00am-11:00am	<p><u>Concurrent Educational Sessions</u></p> <p>Energized Employers: Examples of Worksite Programs that Successfully Reduce Commute Trips <i>Justin Murrill, Advanced Micro Devices</i> <i>Alexandria Stokman, Missoula in Motion</i> This engaging and interactive discussion will highlight strategies and results from two highly successful commute trip reduction programs. A major employer and creative TDM service provider will share their effective approaches and answer questions from the audience.</p> <p>Parketing: Great Ideas for Parking Marketing <i>Donna Jobert, City of Boulder</i> <i>Cris Jones, Go Boulder</i> <i>Terri Takata-Smith, Downtown Boulder, Inc.</i> Session will cover the purpose of parking marketing; specific parking promotions and marketing ideas; forming partnerships with other organizations; collaborations between parking and alternative modes; and examples of social media applied to parking marketing.</p>	Bugaboo A
11:30pm-1:00pm	<u>Lunch with Exhibitors</u>	Montrachet



Tuesday, August 3, 2010 (continued)

1:00pm-2:00pm

Concurrent Educational Sessions

Is Your Data Secure?

Rick Dakin, Coalfire Systems

Jason Wolfgang, T2 Systems

This session will identify data security threats and risk to IT systems within transportation and parking organizations, what should be done to protect your parking data and the potential costs of not doing it properly or at all.

Bugaboo A

TDM Planning in Western Cities: A 2010 Case Study from Northern Colorado

Aaron Fodge, North Front Range MPO

Bill Obermann, UrbanTrans

This informative session will help you approach TDM planning in rapidly growing large regions. Discuss how to manage consultants, design and run focus groups and surveys and much more.

Bugaboo B

2:30pm-3:30pm

Concurrent Educational Sessions

Parking & TDM Together: Reducing SOV Trips in Downtown Boulder

Chris Hagelin, City of Boulder

Cris Jones, City of Boulder

Lane Landrith, City of Boulder

Molly Winter, City of Boulder

Learn how parking and TDM have worked together to significantly reduce SOV trips and emissions in downtown Boulder.

Bugaboo A

Parking & TDM Together: Carsharing as a TDM and Parking Management Tool

Karen Worminghaus, eGo CarShare

Jeff Winter, CAR TO GO

Learn about carsharing's application as a parking management and trip reduction tool from two innovative programs: eGo CarShare, a program started by environmentally conscious Boulder citizens that has grown to serve Denver as well; and CAR TO GO, a growing program serving the resort town of Aspen.

Bugaboo B

Thank you for your participation!