

# A COMPREHENSIVE APPROACH TO ALTERNATIVE TRANSPORTATION PROGRAMS

July 23-25, 2012  
Newport Beach, CA



ACADEMIC • IMPRESSIONS

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## OVERVIEW

Growing enrollment and expanding physical campus facilities continue to compound the already complicated task of managing the transportation of constituents to, from, and around campus. Parking spots are in short supply, and in an attempt to alleviate this situation, schools are increasingly focusing on providing and incentivizing alternative transportation options including transit pass programs, occasional car programs, improved accommodations for bikers, occasional parking passes, and carpool incentives.

While these programs provide value to both the campus and the commuter, selecting the right mix of programs for your campus, funding these initiatives, and marketing their value to the campus community creates an additional set of challenges. Join us for a program that will guide attendees through considerations for creating or improving a comprehensive alternative transportation program. The conference includes a half-day site visit to investigate the progress made at the University of California-Irvine's campus.

## WHO SHOULD ATTEND

The audience for this topic includes executive directors, directors, assistant directors, and managers of transportation and parking offices. Campus security or public safety officers also responsible for parking and transportation operations would also benefit from this content, as would any campus planning, facilities management, and sustainability coordinators or advocates who are involved with campus transportation management.

## LEARNING OUTCOME

Following this conference, you will be equipped with a plan to implement an enhanced alternative transportation strategy on your campus.

## AGENDA

MONDAY, JULY 23, 2012:  
COMPONENTS OF THE HOUSING PLANNING PROCESS

Starting with an explicit overview of the conference agenda and learning outcomes, Day 1 will focus on drafting a comprehensive alternative transportation strategy for you to implement upon your return to campus. Beginning with an overview and a case study of how the University of Virginia has integrated alternative transportation into its campus master plan, the afternoon will include ample working time for you to start drafting a plan of your own.

12:30 – 1:00 p.m.      **Registration and needs assessment exercise**

1:00 – 1:15 p.m.      **Opening comments and introductions**

1:15 – 2:45 p.m.      **A Comprehensive Approach to Alternative Transportation Strategy: UVA Case Study**

*The opening conference session will outline the University of Virginia's comprehensive alternative transportation strategy. In the past five years, UVA has made significant progress with its alternative transportation strategy, culminating with the integration of alternative transportation into the campus master plan.*

*This program will also include an overview of the unique programs that other institutions are piloting to encourage alternative transportation as well as key considerations for collaborating across campus and the community.*

2:45 – 3:00 p.m.      **Break**

**Is your school  
planning  
a housing  
renovation  
or building  
project in the  
next 5 years?**

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## AGENDA

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MONDAY, JULY 23, 2012 (CONTINUED)

- 3:00 – 4:00 p.m.      **Working Session: Drafting a Comprehensive Alternative Transportation Strategy for Your Campus**  
*Building on the opening lecture session, this working session will allow time for you to work through the foundational considerations for your own alternative transportation strategy —collaborations, programs, and town/gown relations needs. If you have a strategy already in place, we encourage you to bring an outline of your program for review by the conference faculty.*
- 4:00 – 4:30 p.m.      **Day 1 Q&A and closing comments**
- 4:30 – 5:30 p.m.      **Networking reception (included in registration)**
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TUESDAY, JULY 24, 2012

Continuing the content of Day 1, the focus of Day 2 highlights the funding sources available for alternative transportation programs. From creating a revenue-generating shuttle service to leveraging current revenue streams, the morning of Day 2 will involve a comprehensive overview of funding options for these programs. The afternoon of Day 2 will consist of a hands-on learning experience with a site visit to the University of California-Irvine's campus.

- 8:30 – 9:00 a.m.      **Continental breakfast (included in registration)**
- 9:00 – 9:45 a.m.      **Creating a Revenue-Generating Shuttle Service**  
*This session will look at the University of Maryland's model of converting its campus shuttle services and fleet of charter buses into a revenue-generating operation. It will also incorporate practical takeaways for how this model could be implemented at other institutions.*
- 9:45 – 10:30 a.m.      **Leveraging Revenue Streams to Invest in Alternative Programs**  
*One key struggle with providing alternative transportation options for campus constituents is garnering the startup funding to initiate these options. This session will investigate how you can leverage existing revenue streams to start with small initiatives and grow those into larger programs. Incorporating insights from all of the conference speakers, we encourage you to bring examples from your own institution to contribute to the discussion as well.*
- 10:30 – 10:45 a.m.      **Morning break**
- 10:45 – 11:45 a.m.      **Panel discussion: Overcoming Challenges in Implementing an Alternative Transportation Strategy**  
*The final session on the morning of Day 2 will be a panel discussion focusing on the challenges associated with implementing an alternative transportation strategy. Focusing on the struggles of creating a positive town-gown relations and bringing a strategy to action, there will also be ample time for questions.*
- 11:45 a.m. – 1:00 p.m.      **Lunch (included in registration)**
- 1:00 – 4:00 p.m.      **Site visit: University of California-Irvine**  
*The University of California-Irvine's campus has been focusing on its alternative transportation strategy since 2007 and has seen impressive progress in the past five years. This site visit will feature some of the highlights of UC-Irvine's strategy, including bike and pedestrian infrastructure, shuttle services, appropriate signage, and occasional car, vanpool, and carpool programs.*
- 4:00 – 5:00 p.m.      **Debrief conversation**  
*Day 2 will conclude with an hour debrief conversation of the afternoon's campus tours. You will have an opportunity to discuss likes and dislikes of the initiatives you saw within both small- and large-group settings.*
- 5:30 p.m.      **Bus returns to hotel**

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WEDNESDAY, JULY 25, 2012

The final half-day of the program will focus on the importance of promoting alternative transportation options on campus and analyzing the success of the program once it is in place.

8:30 – 9:00 a.m. **Continental breakfast (included in registration)**

9:00 – 10:00 a.m. **Communicating the Message: Faculty, Staff, and Students**

*Once an alternative transportation strategy is in place, it is crucial to spread the message across campus. Looking at messages for faculty, staff, and students, this first morning session will also incorporate working time for you to work through a marketing strategy for your own alternative transportation programs. We encourage you to bring sample marketing materials from your own institution (if you have them) to share and swap with other attendees.*

10:00 – 10:15 a.m. **Morning break**

10:15 – 11:15 a.m. **Analyzing Success**

*The final component of an effective alternative transportation strategy is a methodical approach to analyzing success. This concluding lecture section will provide an overview of how to review the numbers associated with an alternative transportation program — how are you tracking, accounting, and analyzing the success of your program?*

11:15 a.m. – 12:00 p.m. **Working session: Next Steps**

*The conference will conclude with dedicated working time for you to revisit your alternative transportation strategy action plans and ensure you are prepared to implement changes upon returning to your campus.*

12:00 – 12:30 p.m. **Final panel discussion and closing comments**

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## INSTRUCTORS



### **J. David Allen, Director, Department of Transportation Services, University of Maryland**

David Allen has been a stalwart member of the institutional parking community for the past 27 years. For more than 20 of those years, he has directed one of the largest and most innovative university parking and transportation operations in the country at the University of Maryland, College Park. He is responsible for the management of five parking garages totaling 5,465 parking spaces, 29 visitor pay stations, and 34 parking lots totaling more than 19,000 parking spaces for a campus community of more than 50,000. He is responsible for the transparent fiscal accountability of a \$25 million annual budget and a \$125 million infrastructure. Using the T2 Flex operation system, his operation issues more than 25,000 parking permits and approximately \$2.5 million in parking violations. He is also responsible for managing a transit system that consists of 55 buses and over 2.6 million rides annually.

Additionally, David has served as president of the Middle Atlantic Parking Association and on the board of advisors of the International Parking Institute. He has also brought his expertise to several institutions by way of his consulting efforts. Mr. Allen has extensive experience constructing facilities master plans working in concert with the university's strategic plan and is a key member of the University of Maryland Climate Action Plan Committee. He has developed both parking and transit strategies which have significantly reduced the number of commuters on the University of Maryland campus and increased bus ridership by over 100 percent in the past five years.

David is committed to the development of student employees. In 2010, his department was voted by the student body as the best place to work on campus, and in 2004, the department was chosen by the university career center as the best student employment model. His department employees over 100 students with varying job titles and increasing levels of responsibility.



### **Mike Davis, Interim Manager, Sustainable Transportation, University of California-Irvine**

Mike Davis is interim manager of sustainable transportation at UC Irvine's Parking and Transportation Services. Mike received a master's in education from the University of Southern California. At UCI, Mike brought carshare to campus, established the University Pass with OCTA, revitalized vanpooling, developed use of ride matching, and initiated early efforts in the ZotWheels project. UCI's array of sustainable transportation initiatives has earned UCI an Average Vehicle Ridership of 1.9 and garnered local, state, and regional environmental awards. These efforts save 23 million vehicle miles, 20,000 metric tons of greenhouse gas emissions, and \$20 million annually for the UCI community.



### **Rebecca White, Director, Parking and Transportation, University of Virginia**

Rebecca White is a Certified Administrator of Public Parking (CAPP) and is responsible for transit parking operations on the academic and medical center campuses of the University of Virginia (UVA). She is a member of the university's Master Planning Council and Committee on Sustainability. Recently implemented programs at UVA include reciprocal ridership between the university transit system and the city's, GPS-based bus prediction system, car sharing, carpool incentive programs, and ride-matching programs. She works closely with regional transit providers on providing coordinated transit and commuter support of the Charlottesville community. Additional professional activities include leadership in regional and national trade associations, peer consulting, and speaking/publishing with regional and national associations. Rebecca started her career in transportation as a UVA student bus driver in 1982 and remains active in campus and regional transportation initiatives.

## HOTEL RESERVATIONS

The conference will be held at:

Island Hotel Newport Beach  
690 Newport Center Drive  
Newport Beach, CA 92660

To reserve your room, call 888.321.4752. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of July 22, 23, 24, 2012. Reservations must be made by July 2, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Island Hotel is conveniently located in Newport Center, overlooking beautiful Newport Harbor and the expansive coastline. Fashion Island, an upscale shopping and dining area, is only steps from the hotel. The John Wayne/Orange County Airport (SNA) is the closest airport to the hotel – only 10 minutes away. Other airport options include Los Angeles International Airport (LAX), which is approximately 45 minutes away, or Long Beach Airport (LGB), approximately 30 minutes away.



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

## REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before July 6, 2012

- Higher ed/nonprofit pricing: A Comprehensive Approach to Alternative Transportation Programs \_\_\_\_\_ \$1 095 USD  
(For registrations postmarked after July 6, 2012 an additional \$100 fee per registrant applies)
- Corporate participant pricing: A Comprehensive Approach to Alternative Transportation Programs \_\_\_\_\_ \$1 395 USD

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_  
Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_  
Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_  
Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone \_\_\_\_\_  
(In case of emergency, we will contact this person on your behalf)

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)  
Name on Card \_\_\_\_\_  
Account Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_  
Billing Zip Code/Postal Code \_\_\_\_\_  
Security Code (last 3 digits on the back of Visa and MC or  
4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

- My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_
- Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 27, 2012. A \$100 processing fee will be assessed. After April 27, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.