

ACT CHESAPEAKE CHAPTER

Currents

WINTER 2003

President's Column

Get Ready for "The Right Connection"

The Chesapeake Chapter is hard at work coordinating with SEACT on our first joint conference—*The Right Connection*. This event will be held March 9-12, 2003 at the Omni Hotel in Richmond, Virginia.

Sincere thanks to **Felicia Woodruff** (RideFinders) for stepping forward as conference co-chair after **Dan Rudge** moved away. Felicia's great enthusiasm and years of TDM experience will benefit the chapter as we put together a strong conference planning team.

Thanks also to **Chris Hamilton** (Arlington County) for signing on as Program Chair, and to **Cathleen McIntyre** (VPSI) for agreeing to serve as Sponsorships Chair. *The Right Connection* offers all members a great opportunity to get involved in event organizing and interstate networking.

With 11 states, a U.S. territory, and the District of Columbia participating, this will truly be a regional gathering. And the Omni Hotel's location next to the historic Shockoe Slip, downtown Richmond's nightlife capital, guarantees plenty of fun.

Watch for registration material in January. Meanwhile, please have a safe and happy holiday season. The Chesapeake Chapter has much to look forward to in an exciting New Year!

Chapter Scores High For Satisfaction

A recently completed chapter survey indicates satisfaction with the ACT Chesapeake Chapter is high with just over 90 percent of the responders giving the chapter a "Very Satisfied," "Somewhat Satisfied," or "Satisfied" rating. The survey, conducted in October, was designed by the chapter leadership to provide information for strategic planning. The survey was available to members online for two months and drew a response of 40 percent.

"We developed the survey to get input from our members on chapter activities, newsletter input, professional development and the awards ceremony," stated chapter president Peggy Schwartz. "The most important question we asked was how the Chesapeake Chapter could most improve the value of membership in ACT. The responses ranged across the board from moving the meetings around to becoming more of a lobbying organization. We will sift through the information and develop recommendations for moving forward."

Preliminary Findings

How could the chapter most improve the value of membership?

- ✓ Move meetings around the chapter area
- ✓ Continue sharing ideas from around the Chapter area
- ✓ Monthly e-mail and more professional development, training and networking opportunities
- ✓ More contact with elected officials
- ✓ Regional conference

Watch For Full Results

The full survey results will be available online after the first of the year.

Members will be e-mailed with instructions for viewing the information.

Contact Rick Clawson at rclawson@drpt.state.va.us for more information.



About *Currents*

Currents is published by the Association for Commuter Transportation (ACT) Chesapeake Chapter (copyright © 2002 ACT Chesapeake Chapter). E-mail all articles, questions and suggestions regarding this newsletter to Rick Clawson at relawson@drpt.state.va.us.

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Conferences Keep Members On the Go!

Philadelphia Hosted ACT International Conference



The world famous Mummers welcomed ACT members arriving in Philadelphia for the 2002 ACT International Conference August 25-28. Above (l-to-r): Muriel Bowser, Francine Waters, Nick Ramfos, Lorraine Taylor, Chris Arabia, Peggy Schwartz, Mirza Morris, and Danette Campbell took some time out to enjoy the festivities during the August 26th Chesapeake Chapter meeting held in tandem with the conference.

Chesapeake & SEACT Chapters to Gather in Richmond



Mark your calendar for The Right Connection, a joint Chesapeake Chapter/SEACT conference March 9-12 in Richmond, Virginia.



Above: Richmond's Shockoe Slip nightlife area.
Right: Richmond waterfront.

(Photos from webshots.com)

SEACT CHESAPEAKE
MARCH 9th-12th 2003 CONFERENCE
RICHMOND, VA THE RIGHT CONNECTION

ACT Recognizes Arlington's Commuter Assistance Program

Arlington County's Commuter Assistance Program (CAP) received an ACT Leadership Award during the 2002 ACT International Conference in Philadelphia. Chris Hamilton, CAP Manager, accepted the award on behalf of the program and his Arlington County colleagues.

Noting that this was "the first national award we've received for our entire program," Hamilton told ACT's *TDM Review* that "to be honored by our peers was wonderful recognition of the good work we're doing."

The ACT Leadership Award recognizes an individual or organization that has contributed outstanding contributions to the TDM

field through excellence and effective leadership skills. Arlington received the award in the Public Official/Legislator/Organization category.

Arlington County established the CAP more than 12 years ago, beginning with the Ballston Transit Store then expanding over the years with three more retail operations plus a mobile version of The Commuter Store. The program also maintains two popular Web sites—CommuterPage.com® and CommuterDirect.com™.

For additional details about CAP and its related programs, contact Chris Hamilton (703-228-3725; chamil@co.arlington.va.us).



Chris Hamilton (center) accepts ACT Leadership Award on behalf of Arlington County Commuter Assistance Program from 2002 ACT International Conference co-chairs Cecile Charlton (left) and Peggy Schmidt.

Reauthorization

ACT National's Five Basic Reauthorization Principles

- ☑ **Build upon the foundations of flexibility and partnership established under ISTEA and TEA-21.**
- ☑ **Recognize the important balance between the way we build transportation and the way we use transportation.**
- ☑ **Increase support for partnerships that engage the private sector.**
- ☑ **Enhance travel choices and provide incentives for smart choices.**
- ☑ **Reward communities for investing in smart choices.**

ACT's Reauthorization Recommendations

- 1 Support the Congestion Mitigation & Air Quality (CMAQ) Program**
- 2 Expand the Commuter Benefit Program**
- 3 Strengthen Multimodal Planning Processes**
- 4 Support Transportation Management and Operations Programs**
- 5 Invest in Innovation**

Chapter Names 2002

Annual Award Winners

The ACT Chesapeake Chapter recognized and honored outstanding achievements in the field of commuter transportation demand management during this year's Annual Holiday Luncheon on December 6th.



OUTSTANDING EMPLOYER SERVICES PROGRAM

Winner: Landmark Theatres of Bethesda Row

Nomination submitted by: Bethesda Transportation Solutions

This award recognizes an employer who is currently implementing a result oriented work-site program focusing on TDM strategies.



OUTSTANDING INCENTIVE PROGRAM

Winner: "My Rewards"

Nomination submitted by: Arlington Transportation Partners

This award recognizes a company, organization, or individual who has developed and implemented a results oriented and innovative TDM incentive program which might include guaranteed ride home, alternative work schedules (flextime, compressed work week, staggered work hours), parking management.



OUTSTANDING MARKETING CAMPAIGN

Winner: Metro Opens Doors to Bethesda

Nomination submitted by: Bethesda Transportation Solutions

Winner: CommuterDirect.com Corporate Services

Nomination submitted by: Arlington Transportation Partners

This award recognizes a company, organization, or individual who has developed a result oriented and innovative marketing campaign which might have included outstanding media involvement (print, broadcast, or Internet).



JAMES BAUTZ AWARD

Winner: Alex Hekimian

With devotion and dedication, Alex has compiled the *ACT Information Exchange* since at least 1986 for the ACT national newsletter and more recently for *TDM Review*.



PRESIDENT'S AWARD

Winner: Virginia Department of Rail and Public Transportation

The President's Award recognizes an individual or organization that has made an exceptional contribution to the Chesapeake Chapter. The Virginia Department of Rail and Public Transportation has provided significant support for our chapter newsletter and for the upcoming joint conference with SEACT, and has encouraged Virginia TDM professionals to get involved in ACT.

AWARDS COMMITTEE

Thanks to Awards Committee members for their generous time and impartial judgment: Debra Adams, Vonnie Reynolds, Jameson Auten, Lillian Bunton, Lorraine Taylor, and Ronda Boutte.

2002 Annual Award Winners



Clockwise from top: Chapter President **Peggy Schwartz** presents President's Award to **Rick Clawson** and **Gus Robey** of the Virginia Department of Rail and Public Transportation; **Alex Hekimian** of the Maryland-National Capital Park & Planning Commission receives James Bautz Award; **Kevin McCarty** of the Surface Transportation Policy Project updates members on TEA-21 reauthorization; **Christy Hogan Hutchinson** (left) of the Bethesda Urban Partnership and Bethesda Transportation Solutions Director **Francine Waters** accept the Outstanding Marketing Campaign award for Metro Opens Doors to Bethesda; **Katie Sihler** of Arlington Transportation Partners accepts Outstanding Incentive Program award.



Photos by Daniel Peck, Peck Studios

Welcome!

New Member: Rhonda Edmunds

Rhonda Edmunds is Charlottesville RideShare's new program manager. She comes to the position with many years of community outreach and marketing experience, with her most previous position being marketing coordinator at a credit union. She holds a bachelor's degree in business administration from Mary Baldwin College and a masters degree in business administration from Virginia Commonwealth University. Contact Rhonda at redmunds@tjpc.org or 434-295-6165.



Farewell

Chapter Says "So Long" to Longstanding Members

Barbara Zimmerman

After 29 years at the helm of Middle Peninsula Rideshare in Saluda, Virginia, Barb has moved on to other pursuits. On her way out the door, she kindly remembered to send us the only known remaining Pig Poker in Virginia. For those of you who do not know, the pig poker was used to sort through key punched computer cards and was the precursor to computerized ridematching.

Dan Rudge

Having come back to Virginia from South Carolina, Dan accepted the position of Metropolitan Planning Organization (MPO) Director for the Springfield, Missouri metropolitan area. In addition to his role as technical advisor for all transportation planning studies in the region, he will also serve as administrative and personnel director. Dan can be reached at drudge@ci.springfield.mo.us.

Haven't Joined or Renewed Yet? You're Missing Out!

- Automatic Chapter Membership
- Networking Opportunities
- Annual Conference
- Special TMA Summit
- TDM Review
- Monthly Electronic National Newsletter
- Quarterly Chapter Newsletter
- Members-only Web Site with TDM-related Job Listings
- Internet Newsgroup Bulletin Board Service for Exchanging Ideas
- ACT Public Policy Advocacy



**Apply today...right on ACT's
Web site...www.actweb.org.**

Bethesda Transportation Solutions Bringing Inspiration to Bus Riders

Waiting for a bus recently became an inspiring activity in downtown Bethesda, thanks to the installation of artist-designed, poetry-adorned benches at 12 “Bethesda 8” trolley stops. The benches were made possible through special funding from the State of Maryland and Montgomery County.

Local artist Bodil Meleney designed the benches. Meleney was selected through a competition sponsored by the Montgomery County Public Arts Trust. Meleney’s artistic design is augmented by poetry provided by local poets, including Nancy Allinson, Sunil Freeman, Elizabeth Follin-Jones, Nan Fry, Martin Galvin, Kathryn Gerhard, Marilyn Heilprin, Laurie Hurvitz, Larry Moffi, Judy Neri, Elizabeth Rees, Carol Trawick, and Elizabeth Wickenheise.

Montgomery County Executive Doug Duncan, Maryland Delegate Susan Lee, and Montgomery County Public Arts Trust Executive Director Theresa Cameron were on hand for a November 13th bench unveiling ceremony. (See photo above.)

As County Executive Duncan observed, “Now, with attractive benches that make waiting for the trolley more pleasant, it will be even easier to enjoy restaurants and shopping, work late, or take in after hours attractions in Bethesda without worrying about driving



BTS Director Francine Waters (left) assists Maryland Delegate Susan Lee, artist Bodil Meleney, Montgomery County Executive Doug Duncan, and Montgomery County Public Arts Trust Executive Director Theresa Cameron in unveiling new artistic poetry bus benches in downtown Bethesda.

and parking.”

Grants were committed to develop the project through the design phase by the Public Arts Trust Program. Grant funding was procured from the State of Maryland through Montgomery County, to fabricate and install the benches.

BTS director Francine Waters, assisted by commuter transportation sales associates Kristen Fink and Kerry Daly-Foxwell, led the effort to make the new benches a reality. The process took approximately two years to bring to fruition.

“Attracting people to ride the bus takes creativity and a willingness to see through the customer’s

eyes,” noted Waters. “We have to use ‘out-of-the-box’ thinking to draw their attention and then we have to keep them comfortable and engaged while they’re waiting for service. Thanks to Montgomery County’s commitment to the ‘Bethesda 8’ trolley that wait is very brief.”

The FREE Bethesda 8, run by Montgomery County Ride On, offers mobility throughout downtown Bethesda on an eight-minute loop. It offers commuters a convenient link from the Metrorail station, and connects workers with restaurants and shops from early morning through late night.

Call BTS at 301-656-0868, or visit www.bethesdatransit.org.