

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

## **The Moving Forward Conference**

# Program at a Glance

**We thank you for your patience. The conference committee is working diligently to arrange a robust educational and technical program. The complete program will be available very soon. In the meantime, please take a peek at some of the sessions and events that will be available at The *Moving Forward* Conference.**

### **From Plan to Implementation to Celebrating Accomplishments!**

*Dennis Burns and Anne Guest*

The role of the Missoula Parking Commission in the Downtown Master Plan including the integration of a comprehensive parking study as part of the process, the emergence of a specific retail parking strategy in response to a central Downtown Master Plan core strategy and the development and implementation of the larger Parking Strategic Plan.

### **What's Your Brand? Five Key Ingredients to building a successful Parking BRAND.**

**Be Memorable; Be Affordable; Be Convenient; Be Clean & Safe; Be Easy!**

*Todd Pierce*

This session will feature a close-up look at the new SFpark (City of San Francisco) parking brand and recently implemented garages.

### **Parking Maintenance and Product Solutions for Concrete Repair and Waterproofing**

*Chris Sajbel*

Why parking structures become in need of repair and maintenance.

How to deal with repair and maintenance of parking structures with minimal down time.

### **Bikes and Transit: Why and How**

*Jessica Roberts*

Become familiar with the elements of an individualized transportation marketing program, based on the Portland SmartTrips model.

Learn what baseline factors contribute to SmartTrips program success, and how to perform a self-audit for your community's readiness.

Learn what messages are and aren't successful in inspiring participants to give active transportation a try.

Understand the measuring tools and evaluation techniques available to assess the impact SmartTrips programs (including VMT reduction and carbon emissions reduced).

### **SR-520 Carpooling Project: Lessons Learned from the Real-time Ridesharing Pilot**

*Jason Conley*

Overview of real-time ridesharing challenges and technologies.

Summary of SR-520 real-time ridesharing project, including stakeholder outreach, incentives, success in adoption.

Analysis of lessons learned (what worked & what did not) with an eye toward critical factors needed for implementing real-time ridesharing projects in other regions.

### **New Approaches to Citizen Reporting of Disabled Parking: Better Access, Engagement and Revenue**

*Ruth Lane*

Review of challenges of disabled parking (numbers, impact, importance, levels of abuse).

Citizen reporting of disabled parking and use of Mobile reporting tools for 311 issues.

Discuss opportunities for broader participation through the use of technology and impact of these new methods.

### **Tacoma Downtown Business District Conversion to Paid On-street Parking**

*David Carr*

Provide On-street parking system description.

Provide an overview of a paid parking implementation process.

Understand community acceptance and on-going involvement.

## **Campus Bicycling 101: Clean, Green, and Lean! Developing a Successful Bicycle Program for a University Campus**

*Mike Tresidder*

Identify effective integration of city and campus bicycle/pedestrian planning.  
Compare and contrast campus bike/pedestrian plans (and facilities) with city bike/pedestrian plans.  
Identify how to develop and implement an effective campus bike program.

## **The Downside of Great TDM: The Challenges of Low Drive-Alone Rates and High Alternative Transportation Adoption**

*Ian Stude*

Funding challenges to be considered when developing your TDM road map.  
The importance of, and limitations to, funding successful TDM programs with parking revenue.  
Choosing the right mix of alternative transportation options and the costs associated with shifting students and staff to these modes.

## **Live Downtown: Promoting Residential Density in Downtown Tacoma**

*Kristina Walker*

Downtown On the Go's recent history and development including mission, vision and background.  
Downtown On the Go's Live Downtown program from conception to implementation.  
Starting your own Live Downtown program.

## **Step-by-Step to a New and Improved Parking System**

*Amanda Hoffman and Andre Dufour*

Learn the different types of parking and payment options available (single-head vs. multi-space; pay-and- display, pay-by-space or pay-by-license).  
How to select the right type of parking to achieve maximum operational efficiency and consumer satisfaction.  
Best practices on how to roll out the new parking infrastructure in a phased approach.

## **Sustainability for Transportation and Parking Professionals**

*Casey Jones*

Understand basic concepts of sustainability.  
Learn about public perceptions regarding sustainability.  
Gain exposure of sustainability efforts in parking and transportation.

## **Preparing for New Developments in Carsharing**

*David Brook*

Learn about current state of the industry and new developments in carsharing including personal vehicle carsharing, one-way carsharing, and carsharing as a way to manage electric vehicles.  
Understand basic strategy for bringing carsharing to smaller cities and how to respond to parking needs of carsharing companies.  
Understand relationship of carsharing services and carsharing technology to fleet applications.

## **Revitalized Downtowns and Main Streets: How they Function and the Role of Transportation and Parking**

*Michele Reeves*

Real world examples of commercial districts focusing on how they are impacted by:  
One way streets  
Onstreet and offstreet parking  
Transit, including streetcar, light rail, and BRT  
Zoning and surrounding grid

## **Tactical Communications 101 and 201**

*Cindy Campbell*

These sessions are designed to assist you in effectively dealing with difficult individuals while keeping your cool and maintaining a professional demeanor. You'll learn behavior management techniques that can help you to guide the emotional outbursts of others and help to protect you as well as your employer. Come learn amongst your peers...and have some fun while you're at it! New this year, Tactical Communications 201 will be provided for those who have already taken a Tactical Communications session.

## **Tentatively Planned Group Events**

Riverside Walking Tour  
Tour of Washington State University – Vancouver Campus  
Multi-modal Tour of Portland – Tram Ride  
Tour of Portland Airport