



The 82
Alliance

2022

ANNUAL REPORT

ABOUT

The 82 Alliance is a not-for-profit mobility think tank focusing on reimagining how we move our cities, towns, and people. As our world changes, we should be planning a better tomorrow.

The 82 Alliance brings together the private and public sectors to create change and improve transportation systems.

WE NEED TO REIMAGINE OUR COMMUNITIES OF THE FUTURE

We need to prioritize our investments in our infrastructure and offer choices by focusing on the following:

- Investing in public transit so that we can maintain and expand our systems
- Increasing protected bikes lanes, trails, and other biking amenities
- Enhancing mobility technology that not only improves the user's experience but has a positive environmental impact
- Investing in sidewalk networks
- Supporting and improving broadband technology for all
- Investing in technology that incentivizes carpooling and vanpooling
- Partner with architects, builders, developers, and funders to connect affordable housing to mobility options
- Partner with the ADA community to ensure all needs are being met
- Supporting electrification of vehicles like buses, shuttles, or vanpools that move many people vs. a few
- Supporting AV deployment and standards that prioritize public transit, shuttles, and or vanpools



TEAM

ROB HENRY, TDM-CP

PRESIDENT

Rob is a Transportation Demand Management Certified Professional (TDM-CP) with over 20 years of experience in transportation. He has worked and presented on transportation projects throughout the United States. In 2021, Rob spoke at the National Academies of Science How We Move Matters event. He has been recognized as a mobility expert and has received awards throughout the U.S. He is also an expert in public policy. Rob is currently Chair of the Public Policy Committee for the Association of Commuter Transportation (ACT).



MAUREEN FARRELL

VICE PRESIDENT

Maureen has over 15 years of expertise in transportation, assisting Fortune 500 companies, communities, and government entities regionally and nationally on TDM. In addition to being a national TDM speaker, Maureen currently serves as Vice-Chair of the Technology and Innovation Council for the ACT,



STACEY WEISS

COMMUNICATIONS DIRECTOR

Stacey is responsible for the development and management of creative marketing campaigns and outreach initiatives. Stacey currently serves as Co-Chair of the Professional Development Committee for ACT.

MOBILITY SUMMIT

The 82 Alliance, in partnership with PennDOT, recently held its inaugural Mobility Summit in Harrisburg, PA. Attendees heard industry leaders speak on federal funding, and current and future mobility TDM trends.

SPEAKERS:

- **Alicia Nolan, Division Administrator, Federal Highway Administration**
- **Matt Caywood, CEO & Co-Founder, Actionfigure**



Transit, Shuttles, and Vanpools Panel:

- Jody Holton, Assistant General Manager, Planning & Strategic Initiatives, SEPTA
- Mike Moriarty, Business Development Manager, WeDriveU
- Kevin Chau, Sales Director, Commute with Enterprise

Mobility Research Panel:

- Stan Caldwell, Executive Director, Traffic 21 Institute at Carnegie Mellon University
- Eric O'Donnell, Director Thomas D. Larson Pennsylvania Transportation Institute, Penn State University
- Ethan Connor-Ross, Senior Vice President and Principal, Econsult Solutions, Inc. (ESI)

Planning Ahead Panel:

- Brian Hare, Director Department of Transportation Center for Program Development, PennDOT
- Andy Waple, Deputy Executive Director, Programs Division, Southwestern Pennsylvania Commission (SPC)
- Chris Leswing, Director of Building and Planning, Lower Merion Township



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Thank you to our 2022 Event Sponsors.

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Advocate Sponsors



Promoting Sponsor



“Thank you to our speakers, sponsors, and attendees for joining us at our first Mobility Summit. Thank you to PennDOT for partnering and helping to bring new and exciting ideas to Pennsylvania. As we continue to move forward past this pandemic we have an opportunity to reimagine our communities of the future,”

Rob Henry, President of The 82 Alliance.



MEMBERSHIP

Join an alliance of people, organizations, and communities who are working together to implement and enhance mobility choices for all.

Visit: <https://www.82alliance.com/membership>

LEVELS

CHERRY BLOSSOM SOCIETY

CHERRY BLOSSOM CHAMPION

CHERRY BLOSSOM CHAMPION

CHERRY BLOSSOM SUPPORTER

THE 82 AWARDS

The 82 awards will be distributed annually to those who are working in the following areas; trip reduction, enhancing the built environment, improving equity, helping to reduce the impact of climate change, and or advocating for positive change that creates a better tomorrow for all.

Award Tiers:

Bronze, Silver, Gold, Platinum

PODCAST

The 82 Alliance partnered with Commutifi on the podcast series "Between the Lines, Keynotes Fireside Chat," interviewing industry-leading experts and innovators about the transportation challenges we face and how TDM and mobility can help.

Hosts:

- Rob Henry, President, The 82 Alliance
- Andy Keeton, Head of Insights, Commutifi



**BETWEEN
THE LINES**

Keynote Fireside Chat: Mini Series 01

UN-INNOVATION

with Brandon Bordenkircher



Keynote Fireside Chat: Mini-Series presented by Rob Henry and the 82 Alliance 

**BETWEEN
THE LINES**

Keynote Fireside Chat: Mini Series 02

**OPEN MOBILITY
FOUNDATION**

with Andrew Glass Hastings



Keynote Fireside Chat: Mini-Series presented by Rob Henry and the 82 Alliance 

**BETWEEN
THE LINES**

Keynote Fireside Chat: Mini Series 03

Along for the Ride

with Sarah Barnes



Keynote Fireside Chat: Mini-Series presented by Rob Henry and the 82 Alliance 



PUBLICATIONS

TRANSPORTATION EQUITY

The report focuses on how communities can further integrate equity for all ages and abilities into mobility and infrastructure.

HOW TO RECRUIT AND RETAIN EMPLOYEES

Case studies highlight the benefits employers can gain by investing in TDM programs and alternative transportation options.

CONNECTED COMMUNITIES THROUGH BIKING

Provides an overview of GVF's Connected Communities Committee work towards improving biking infrastructure for the Greater Philadelphia Region. A case study on POGO, a successful Pittsburgh Bike Share program, and highlights advocacy efforts toward the Pennsylvania Parking Protected Bike Lane HB140 Bill.

CLIMATE AND TDM

The report looks at how employers and communities can effectively reduce transportation carbon emissions through TDM strategies.

ENHANCING MOBILITY THROUGH TDM POLICIES

Highlights of the first-ever TDM Policy for the Greater Philadelphia Region, in Lower Merion Township. Provides TDM ordinance examples from Washington State and Denver, Colorado.



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