



The 82
Alliance

2021

YEAR IN REVIEW



ABOUT

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

WE NEED TO REIMAGINE OUR COMMUNITIES OF THE FUTURE



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

- Investing in public transit so that we can maintain and expand our systems
- Investing in protected bikes lanes, trails, and other bicycling amenities
- Investing in mobility technology that not only enhances the user's experience but also has a positive environmental impact
- Investing in our sidewalk network
- 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, he is currently Chair of the Public Policy Committee for the Association of Commuter Transportation (ACT).

MAUREEN FARRELL **VICE PRESIDENT**

Maureen has close to 15 years of expertise in TDM assisting Fortune 500 companies, communities, government entities regionally and nationally on TDM strategies. In addition to being a national TDM speaker, Maureen currently serves on the board of directors for the Association for Commuter Transportation (ACT).

STACEY WEISS **COMMUNICATIONS DIRECTOR**

Stacey is responsible for the development of creative marketing campaigns and programs, management of marketing and communications through social media, and outreach initiatives. Stacey currently serves on the Professional Development Committee for ACT.



EVENTS

A BETTER TOMORROW SERIES

3 WEBINARS

550+

REGISTERED
ATTENDEES

Throughout 2021, The 82 Alliance hosted its **"A Better Tomorrow"** series. The series brought together virtual panel sessions with thought-leaders discussing questions like how do cities and towns plan beyond this pandemic? What type of technologies should be integrated to assist with mobility options? How do we plan for

"A Better Tomorrow?" and mobility trends through 2021 and beyond.

Registration for the events grew incredibly quickly with attendees from all across the world tuning in to hear discussions on public policy, transportation technology, equity, and the future of mobility.

IN COLLABORATION WITH

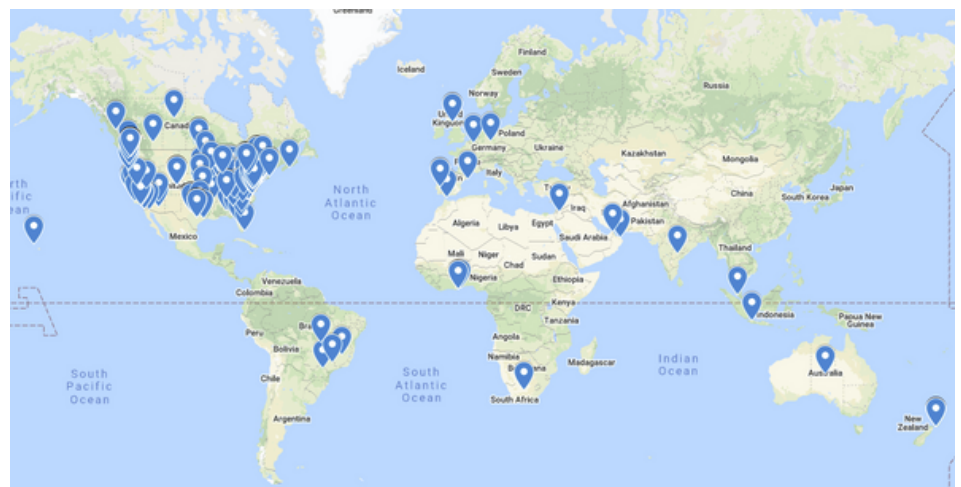
The 82 Alliance is proud to partner with the following organizations on the "A Better Tomorrow" series.



ESI CONSULT
SOLUTIONS INC.

DS&MG
The Destination Sales and Marketing Group, Ltd.

ATTENDEE LOCATION

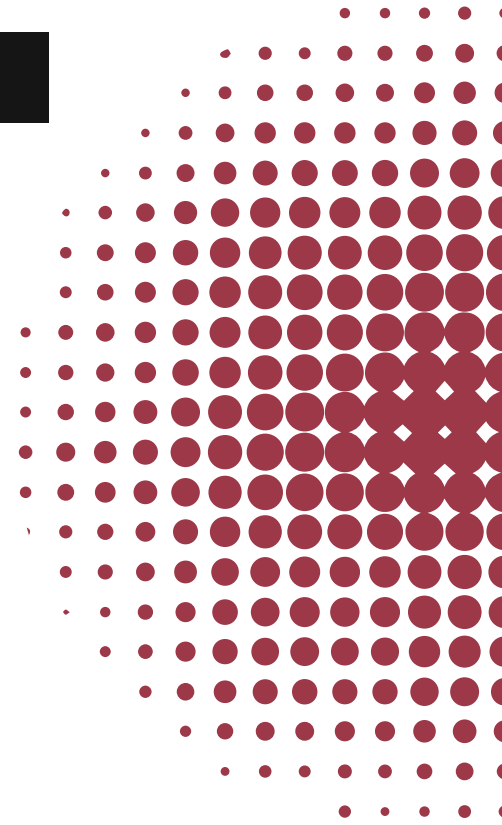


SPEAKING

HOW WE MOVE MATTERS

Rob Henry spoke at **The National Academies of Science** "How We Move Matters" webinar. Rob spoke during session 3. Assessing Solutions: Policy's Impact on Our Mobility and Environmental Health.

This session highlighted important insights at the nexus of where transportation policies, environmental health policies, and actual consumer behavior meet. Discussions attempted to find the sweet spot between policy, economic incentives, improved mobility, and environmental health. Example topics included curbside management, congestion pricing, and zoning.



The National Academies of Science recently released its Proceedings of a Workshop—in Brief.

You can read the brief at [82alliance.com](https://www.nationalacademies.org/82a).

“We have an opportunity to reset. I think a lot of people see that what we were doing was not sustainable, and we cannot continue on this path. We have to really make bold decisions, and tough decisions.”
Rob Henry



COMMUTIFI BETWEEN THE LINES PODCAST

BETWEEN THE LINES

S1E3
MORE
Through
TDM Act

with Rob Henry



Rob currently serves as ACT's Public Policy Committee Chair.

Rob was interviewed during S1E3 of Commutifi's Between the Lines Podcast on the MORE Through TDM Act. The first-of-its-kind pending federal legislation would have a huge impact on the TDM space.

COMMUTE+ REIMAGINED



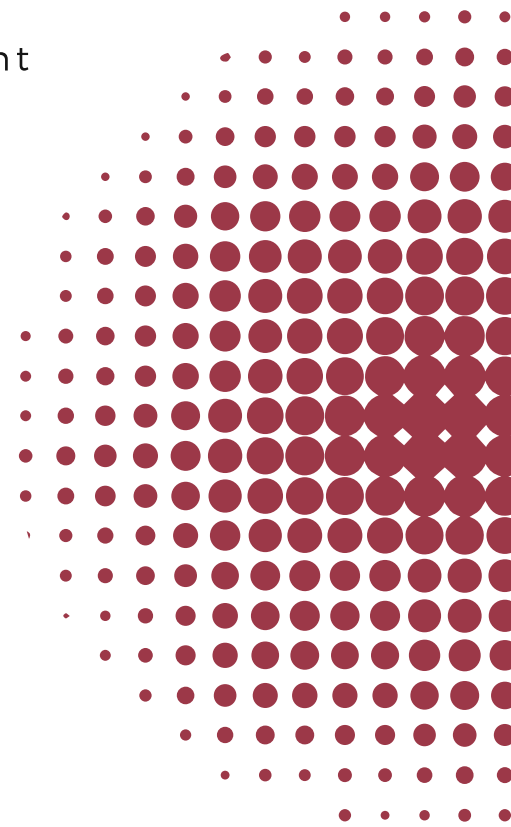
Rob also participated in the first webinar of the [Commute+ Reimagined](#) series discussing the challenges and opportunities that will come along with commuting as workplaces reopen.

L-R: Rob Henry, The 82 Alliance; Marie France Lauren, Director of Business Development, Generation AV, Stantec; David Zipper, Varsity Fellow at Harvard Kennedy School's Taubman Center for State and Local Government Writer

The first "**A Better Tomorrow**" virtual panel session saw registered attendees from across the world. Three thought leaders were invited to discuss how cities and towns can plan beyond this pandemic and mobility trends in 2021 and beyond.

SPEAKERS:

- Roger Browne, Director of Traffic Management, and lead on the MoveTO initiative and report, **City of Toronto, Canada**
- Ryan Croft, Co-founder, **TransitScreen** & **Georgetown EiR (Entrepreneur in Residence)**
- Jordan Davis, Director, Smart Cities, **Columbus Partnership**



L-R: Roger Browne, City of Toronto, Canada; Ryan Croft, TransitScreen & Georgetown EiR (Entrepreneur in Residence); Jordan Davis, Smart Cities, Columbus Partnership.

In the second "**A Better Tomorrow**" virtual panel session, thought leaders were invited to discuss how public policy plays a part in mobility.

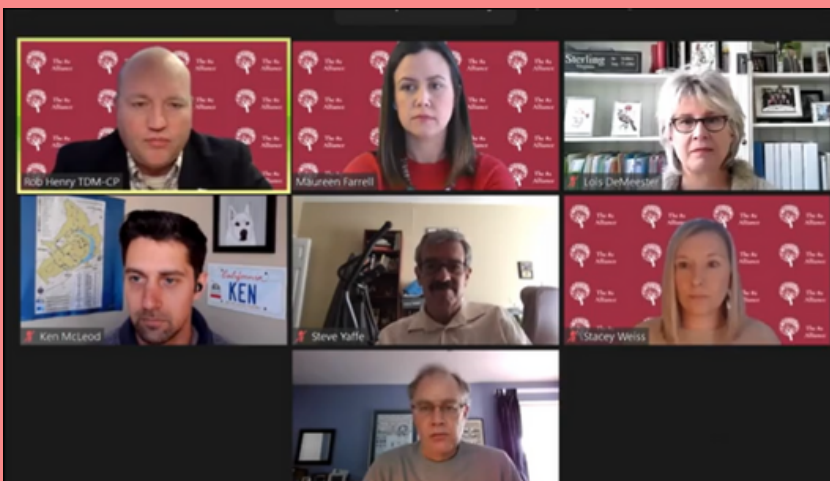
SPEAKERS:

- Ken McLeod, Policy Director, **The League of American Bicyclists**
- Steve Yaffe, Principal, **Yaffe Mobility Consulting, Inc**

In the third virtual panel session, we discussed how to further integrate equity into mobility and infrastructure.

SPEAKERS:

- Danielle Arigoni, Director, Livable Communities, **AARP**
- Anna Zivarts, Director, Disability Mobility Initiative, **Disability Rights Washington**



L-R: Rob Henry, The 82 Alliance; Maureen Farrell, The 82 Alliance; Lois Demeester, The Destination Sales & Marketing Group; Ken McLeod, The League of American Bicyclists; Steve Yaffe, Yaffe Mobility Consulting, Inc; Stacy Weiss, The 82 Alliance; Steve Wray, Econsult Solutions, Inc.



L-R: Rob Henry, The 82 Alliance; Danielle Arigoni, Livable Communities, AARP; Anna Zivarts, Disability Mobility Initiative, Disability Rights Washington; Wendy Duren, The Destination Sales & Marketing Group



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