



2024



The 82
Alliance

Year in Review



@THE82ALLIANCE

82ALLIANCE.COM

About

The 82 Alliance is a non-profit mobility think tank reimagining how people move throughout our communities. We want to plan a better tomorrow. If we work together, we can create a better future for all.



Mission: Creating a better tomorrow for ALL

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

We have an opportunity 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 bike 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, carsharing, 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

Our Team

From L to R: Kaitlin Valliere, Communications Manager; Maureen Farrell, Vice-President; Rob Henry, President



Board of Directors



Officers

- Jennifer Waters, Board Chair, **Urban Engineers**, Vice-President, Philadelphia Regional Leader
- Lois DeMeester, Vice-Chair, **DS&MG**, CEO
- Michael Randolph, Treasurer, **Alexandria Transit Company**, Deputy Director of Operations

Board Members

- Chris Barker, **HYVE1**, Managing Partner
- Matt Caywood, **Actionfigure**, Co-Founder and CEO
- Jane Duong Davaransky, **CalTrans**, Associate Transportation Planner
- Jacob Greig, **Liftango**, Chief Commercial Officer
- Jeff Guzy, **RK&K**, Executive Director, Transportation
- Todd Helmer, **THA Consulting**, CEO
- Marie-France Laurin, **MFL Consulting Services**, Independent Consultant
- Kathy Sweeney-Pogwist, **Brandywine Realty Trust**, Vice-President, Leasing
- Julia Wean, **Steer**, Associate

2024

Mobility Conference

At the 2024 Mobility Conference, attendees heard from industry leaders on how we can work collectively to reimagine how people move throughout our communities. As our world evolves, we should prioritize people over vehicles.



Climate Change and Health in Cities Panel



From L to R: Rob Henry, **82 Alliance President**; Ariella Maron, Executive Director, **DVRPC**; Ana Diez Roux, MD, PhD, MPH, Director, **Drexel University Urban Health Collaborative at the Dornsife School of Public Health**; Dr. Josiah Kephart, PhD, MPH, Assistant Professor, **Drexel University Urban Health Collaborative at the Dornsife School of Public Health**

Equitable Mobility Options Panel

From L to R: Rob Henry; Stephanie Gantz, PE, Pennsylvania ITS and Emerging Mobility Section, **HNTB**; Clark Haynes, PhD, Founder, CEO, **Velo AI**; Michael Barnes, Director of Campus Accessibility, **Princeton University**



Women and Allies in Transportation Panel



From L to R: Maureen Farrell, **82 Alliance Vice-President**; Joanna Rustin, SVP Marketing, Communications & Community Engagement, **WeDriveU**; Mary Ellen DeFrias, Administrator, **Greater Attleboro Taunton Regional Transit Authority (GATRA)**; Amanda Stevens, TDM-CP, Assistant Director of Campus Engagement for Transportation and Parking Services, **Princeton University**

Shared Mobility Solutions Panel

From L to R: Maureen Farrell; Jacob Greig, Chief Commercial Officer, **Liftango**; Emily Yates, Chief Innovation Officer, **SEPTA**; Jeff Friedman, State and Local Government Partner Manager, **Granicus**



Thank you to our event sponsors!



A Better Tomorrow Awards

The 82 Alliance recognized 25 recipients of the inaugural 'A Better Tomorrow Awards' at the 2024 Mobility Conference. The awards recognize organizations that are making investments to help reduce trips, enhance our built environments, and improve equity and accessibility for all.



“These awards recognize organizations, nationally and internationally, that are making investments to help reduce trips, enhancing our built environment, improving equity and accessibility for all. Mobility and climate are interconnected and to improve our climate, health, accessibility, and equity we need to improve our mobility options. In addition to the awards that each recipient received, we also donated twenty-five trees for our inaugural list of recipients that will help to repopulate one of our U.S. Forests that is under stress from climate,”
Rob Henry, President, The 82 Alliance

2024 Award Recipients

- Actionfigure
- Amtrak
- Bowman
- Brandywine Realty Trust
- Commute with Enterprise
- Commutifi
- Center for Urban Transportation Research
- Drexel University Urban Health Collaborative
- DS&MG
- DVRPC
- HNTB
- Liftango
- Princeton University
- Radial
- RK&K
- SEPTA
- Steer
- Tennessee DOT
- Texas A&M
- THA Consulting
- Thurston Regional Planning Council
- TransNet
- Urban Engineers
- Vanguard
- We Drive U

A Better Tomorrow Awards

The 82 Alliance Vice-President, Maureen Farrell, is pictured with the recipients of the 2024 A Better Tomorrow Awards.



From L to R: **Actionfigure** – Matt Caywood, CEO and Co-Founder; **Amtrak** – Kara Oldhouser, Director, Sustainability; **Bowman** – Mark Cassell, Project Manager, Transit and Matt Kozsuch, Vice- President and General Manager – Exton



From L to R: **Brandywine Realty Trust** – Shane Morrell, Leasing Associate; **Drexel University Urban Health Collaborative** – Dr. Josiah Kephart, Assistant Professor; **DS&MG** – Lois DeMeester, CEO



From L to R: **DVRPC**- Najah Jackson, Senior Operations Coordinator; **HNTB** – Stephanie Gantz, Pennsylvania ITS and Emerging Mobility; **Liftango**—Jacob Greig, Chief Commercial Officer

A Better Tomorrow Awards



From L to R: **Princeton University**—Amanda Stevens, Asst. Director of Campus Engagement for Transportation and Parking Services; **RK&K** – Jeff Guzy, Executive Director, Transportation; **SEPTA**—Jody Holton, Chief Planning and Strategy Officer



From L to R: **Steer** – Alia Verloes, Associate, New Mobility Market Lead for North America; **THA Consulting** – Todd Helmer, CEO; **TransNet** – Megan Krusi, Operations and Technology Director



From L to R: **Urban Engineers** – Jen Waters, Vice-President and Philadelphia Regional Leader; **Vanguard**- Brian Hamill, Head of Corporate Services and Danielle Wiley, Commuter Benefits Program Manager; **We Drive U** – **Joanna Rustin**, SVP Marketing, Communications and Community Engagement

A Better Tomorrow Report



The 82 Alliance

A Better Tomorrow Report



The 82 Alliance released the 'A Better Tomorrow report' to highlight the investments and the impact of the 2024 A Better Tomorrow Award Recipients on mobility, equity, and accessibility.

The 82 Alliance developed a survey to collect measurable data on how the award recipients are working towards *a better tomorrow*.

Recipient data was collected and compiled in the 'A Better Tomorrow Report.' The full report can be found at 82alliance.com/reports

AWARD RECIPIENTS BY THE NUMBERS

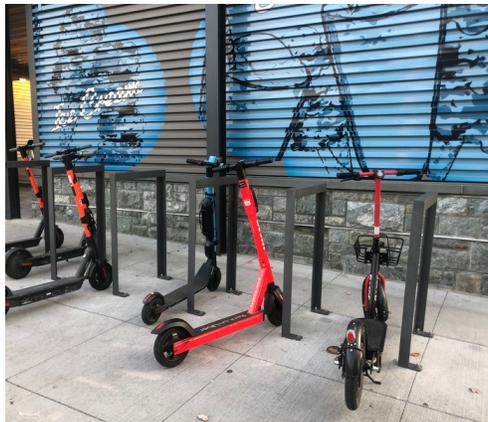
Clients:
10,365

Employees, students, and/or tenants represented:
848,636

Vanpools managed:
10,025



Public transit vehicles operated:
829,653



Average yearly transit ridership:
52,848,500



Carpools managed:
210

A Better Tomorrow Webinar Series

The 82 Alliance hosted a series of free webinars focused on the steps organizations are taking to use mobility and sustainability initiatives to plan for a better tomorrow.

Presenters:

- Christi Apicella, AICP, New England Service Lead - Planning, **Bowman**
- Ron Becker, Senior Vice-President, Operations and Sustainability, **Brandywine Realty Trust**
- Aaron Fodge, TDM-CP, Director of Active Transportation and Fleet Services, **Colorado State University**
- Brendon Harrington, Senior Director, Global Transportation, **Google**
- Veronica Jarvis, TDM-CP, Senior TDM Planner, **Thurston Regional Planning Council**
- Andy Keeton, TDM-CP, Vice-President Global Strategy, **Commutifi**
- Michael Randolph, Assistant Director of Campus Mobility, **Princeton University**
- Anna Lynn Smith, AICP, Vice-President of Strategy and Planning, **Amtrak**
- Jen Waters, Vice-President, Philadelphia Regional Leader, **Urban Engineers**

Key Takeaways:

How can we plan for 'A Better Tomorrow?'



“ We have started to look beyond the commute at the new horizons for looking at climate change, knowing that the main contributors are our transportation systems and buildings. We are making changes to building codes so that they are more energy efficient and constantly looking at ways to **reduce trips.** ”

-Veronica Jarvis, TDM-CP, Senior TDM Planner, Thurston Regional Planning Council



“ Take a data-driven and cost benefit analysis approach [to transportation program options]. Ask simply 'what's the cost of not doing it?' and force yourself to quantify the various benefits and opportunities that exist. ”

-Brendon Harrington, Senior Director, Global Transportation, Google



“ Work together... find other groups of like minds. Everyone can be involved in 'raising all ships' to focus on the social aspect of ESG (Environmental, Social and Governance Factors) and ask what we can do to change the environment around us. ”

-Ron Becker, Senior Vice-President, Operations and Sustainability, Brandywine Realty Trust

Communications

The 82 Alliance utilizes its website, social media accounts, and email distribution list to communicate projects, research updates, and event information to its members and the mobility community.

58% Increase in LinkedIn Followers from 2023

steer 27,000 followers
3w • Edited • 🌐

Steer wins the "A Better Tomorrow" Award! 🏆

We're excited to announce that Steer has received the inaugural A Better Tomorrow award at **The 82 Alliance** Mobility Conference! This award celebrates organizations making meaningful contributions to reducing trips, enhancing the built environment, and improving equity and accessibility.

Out of 25 recognized organizations, Steer was selected for our impactful work in the transportation demand management (TDM) industry.

Alia (Verloes) Eaton accepted the award on behalf of our team, showcasing our commitment to advancing sustainable mobility and driving real change. 🌟

This recognition reinforces Steer's leadership in creating a more connected, inclusive, and sustainable future for everyone. 🌱🏡

Learn more about this achievement: <https://lnkd.in/e9x6NNk6>

#TDM #award #wearesteer

Steer recognized with "A Better Tomorrow" award at Alliance 82 Mobility Conference
us.steergroup.com

👍❤️ Maureen Farrell and 26 others 6 reposts

Jennifer Waters, PE, LEED AP • 1st
Vice President/Philadelphia Regional Leader, Urban Engineers
4mo • 🌐

The 82 Alliance Mobility Conference was a success! So much great insight was provided by the panelists.

I was honored to moderate the Climate Change and Health in Cities panel with **Ariella Rosenberg Maron** **Ana Diez-Roux Josiah Kephart, PhD**. And it was great to see all of my fellow 82 Alliance Board members in person!



THA THA Consulting, Inc.
2,216 followers
1mo • Edited • 🌐

We're beyond grateful to **The 82 Alliance** for presenting us with the 'A Better Tomorrow Award.' It was such a great event, and we truly enjoyed connecting with everyone there. Thank you for the recognition and the chance to be part of these important conversations about our future. We're excited to keep pushing forward together!

#parking #parkingconsulting #consultants #award #future

THA The 82 Alliance
2024 MOBILITY CONFERENCE

A Better Tomorrow
Award Recipients

82 Alliance
A Better Tomorrow Award
Presented To
THA Consulting

10,000+ Social Media Impressions

Jeff Friedman, JD • 2nd
Trusted & Visionary Public Sector Advisor | 20+ Yrs Dri...
2mo • Edited • 🌐

+ Follow

If you're around on October 9th, **Emily Yates** - the Chief Innovation Officer at **Southeastern Pennsylvania Transportation Authority (SEPTA)** - and I will be on a panel at **The 82 Alliance** Mobility Conference in Center City, ...more

The 82 Alliance
201 followers
2mo • 🌐

We're excited to announce the full agenda for the 2024 Mobility Conference on Wednesday, October 9! Register today at: <https://lnkd.in/e7a4yQUM> ...more

THE 82 ALLIANCE
2024
MOBILITY CONFERENCE
AGENDA

with **Rob Henry** TDM-CP and 12 others

Rob Henry, TDM-CP
The 82 Alliance President

9:15-10:15 AM: CLIMATE CHANGE AND HEALTH IN CITIES

10:15-11:15 AM: EQUITABLE MOBILITY OPTIONS

+2

Register Today!

THE
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CONFERENCE

NASHVILLE, TN
NOVEMBER 12-13, 2025



Join the 82 Alliance at the 2025
Conference in Nashville, TN!

Visit 82alliance.com for more information
and to register.



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