



# ACT Recognition for Kyle McPherson



*In recognition of your commitment to the field of  
Transportation Demand Management and your professional leadership,  
the Association for Commuter Transportation is pleased to recognize*

***Kyle McPherson***

*as a recipient of ACT's 40 Under 40 Award,  
presented at the 2021 TDM Forum.*

A handwritten signature in black ink, appearing to read "David Straus".

DAVID STRAUS, TDM-CP  
Executive Director

December 14, 2021

DATE

INTERcity  
TRANSIT

# Association for Commuter Transportation

The Association for Commuter Transportation is the premier organization and leading advocate for commuter transportation and transportation demand management (TDM) professionals.

ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM in order to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.

# 40 UNDER 40 AWARD

The Association for Commuter Transportation (ACT) celebrates a group of young TDM professionals with the 40 Under 40 Awards. These awards are given to ambitious leaders working to find creative solutions to improve the quality of life of commuters and the livability of communities and developing TDM programs that shift behavior. Transportation affects everyone, and these inspiring individuals are creating a better journey for everyone.

# NOMINATION

Kyle is a vanpool Rockstar! I am constantly impressed by his positive attitude in encouraging employees in our region to try vanpooling. We all know changing commute habits can take some hard work, and Kyle is here to put it in. Kyle was able to start 25 new vanpools in his first 9 months on the job...in the middle of a global pandemic! With the motivation and work ethic Kyle has, the sky is the limit in his next several years.

Kyle has been recognized for his creative vanpool marketing and I know he will continue to innovate and bring new energy to the TDM industry. I look forward to watching Kyle take on more challenges and succeed in the TDM industry-we need more people like him!

*Veronica Jarvis*

*TRPC*

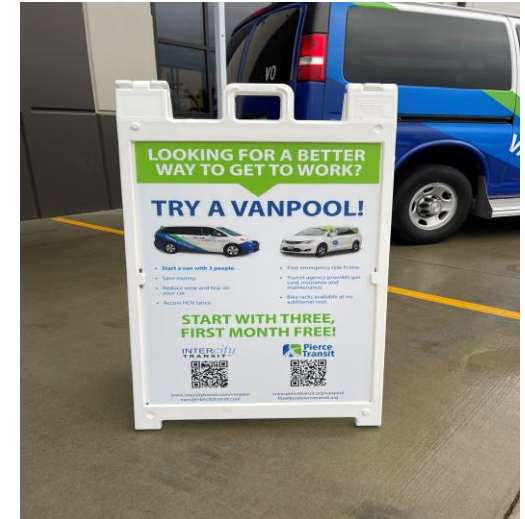
# ACT Executive Director Quote

Our industry continues to evolve and adapt from the impacts of the pandemic and increasing calls for a more equitable and accessible transportation system. These individuals have responded with creative and effective solutions that will have a lasting impact at their work sites and within their communities. It is an honor to recognize this group as upcoming leaders in TDM.

Kyle McPherson  
ACT 40 Under 40 2021 Recipient







# QUICK FACTS

- 2021 – 36 new groups - majority essential worksites – 118 new vanpoolers  
**JBLM, Madigan Army Hospital, Boeing, Olympia, Tumwater, Lacey Fire Departments, Pace Edwards, Clean Harbors, Setina Manufacturing, Amazon, Providence Health, Turner Construction, Olympia School District, DOC**
- 2022 – 15 new groups – 68 new vanpoolers – all essential workers  
**Patriot Construction, Pacific Welding, Bradken Atlas, Amazon, Tillicum Elementary, DOC, DSHS, Lacey Fire District, Army National Guard, Hands on Children's Museum, Centralia Physical Therapy, Cardinal Glass**



# CUSTOMER COMMENTS

- Department of Corrections employees appreciate the flexibility the flat rate provides
- As a smaller business owner, appreciate the ease and comfort knowing what the cost is up front in making a decision to start up a vp group for his employees – 100% subsidy – Centralia Physical Therapy
- Cardinal Glass employee – the cost made vanpooling an easy decision to stop commuting alone from Lacey to Chehalis
- Hands on Children's Museum loved the daily trip option, which allows different employees to commute to Westport for a project - 100 % subsidy
- A family of 3! Amazon/Tillicum Elementary/Bradken Atlas – they wish they'd known about vanpool months ago. Flat rate fare allows them to budget their commute costs
- Lacey Fire District has over 30 new riders!! It just made sense to promote vanpool as a commute solution. The fire district employees promoted vanpool to other districts – 100% subsidy
- Pacific Welding employees said the flat rate is easy to understand and doesn't change. They promoted the idea, and another group was formed for the same employer

# GLANCE AHEAD

- JBLM
- Boeing
- Intercity Transit
- Awesome Chevrolet
- Federal Detention Center
- DOC
- Corwin Health Physics
- US Geological Survey
- Bates Technical College
- DNR
- L&I
- DOL
- WSP
- Lottery Commission