

Contact: Lillian Duarte
Association for Commuter
Transportation (ACT)
Valley of the Sun Chapter
Phone 602.495.7158
Fax 602.534.1939
<http://www.actweb.org>

302 N. First Ave., Ste. 700
Phoenix, AZ 85003



Press Release

The Valley of the Sun ACT Chapter announces new Board of Directors

Phoenix, AZ, January 7, 2010: The Association for Commuter Transportation (ACT), Valley of the Sun Chapter (one of 12 nationwide) has named its 2010-2012 Valley of the Sun Board of Directors. Through advocacy, networking and information sharing, ACT supports individual mobility management professionals and organizational members in their efforts to reduce traffic congestion and improve air quality.

President – Eddie Caine, Valley Metro – has been active in the field of Transportation Demand Management (TDM) and Telework since 1990. Eddie currently works with a team of professionals at Valley Metro that supports the 1,200+ employers in the Clean Air Campaign and the Maricopa County Trip Reduction Program.

Vice-President – Judi Nelson, Arizona State University – has worked as the Transportation Manager of Arizona State University which encompasses four campuses for a total of over 70,000 students and 10,000 employees.

Secretary – Pat Soria, Maricopa County – has 25 years of Public Administration experience at Maricopa County and currently serves as the County's Transportation Coordinator managing a \$1.5 million commuter benefits program for an employee population of 12,000.

Treasurer – Juana Hernandez, Salt River Project - has been involved in air quality and transportation issues as the travel reduction coordinator for SRP's more than 4,000 employees. During this time, Juana has developed an interest in finding solutions to the Valley's air and traffic congestion problems.

Membership/Newsletter Director – Lillian Duarte, Valley Metro – has been in the transit industry for nearly 23 years and has worked with Trip Reduction Program employers to implement their programs in the Valley for the past nine years. Lillian also works to promote clean air efforts through planning and implementation of an annual Clean Air Awards program & luncheon.

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Programs Director – Suzanne Day, Valley Metro – has nearly 20 years experience working in the transportation industry through outreach and support to the Travel Reduction Program employers and efforts to reduce congestion and air pollution. Suzanne is also the primary planner of Valley Metro's annual Great Bike Chase which is a family fun-ride dedicated to promoting bicycling as an alternative mode.

Pima County Director – Ruth Reiman, Pima Association of Governments (PAG) – is the Travel Demand Management Manager at PAG in Tucson, AZ will be the representative from Pima County. Ruth has been with PAG for two years and manages the Pima County Travel Reduction Program for major employers and Sun Rideshare, the alternative mode outreach program for the region.