



Dulles Area Transportation Association

Celebrating More Than 30 Years of
Mobility Improvement Efforts in the Greater Dulles Area

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FOR IMMEDIATE RELEASE

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DATA NAMES DOUGLAS PICKFORD EXECUTIVE DIRECTOR

Reston, VA, December 12, 2017 – Dulles Area Transportation Association President Michael Session has announced the appointment of Douglas Pickford as the new Executive Director & CEO of DATA, a transportation management association promoting mobility management solutions in the Dulles region. Mr. Pickford had served as Acting Executive Director since August.

Mr. Pickford joined DATA as Special Projects Director in 2008 and was responsible for the development of E³Calc, DATA’s greenhouse gas calculator for business. He also conceptualized DATA’s *Live More Commute Less* initiative, a behavior change strategy designed to demonstrate to commuters what they gain by ridesharing, taking transit, and biking or walking to work instead of driving alone. He also edits @livemore, DATA’s lifestyle publication embodying the *Live More Commute Less* approach by featuring transportation news as well as enjoyable activities commuters can enjoy with the time and money they save by not driving alone.

Mr. Pickford has worked in the public and private sectors practicing land use, transportation and environmental planning for over 30 years. For eight of those years he served as the Director of Planning and Environmental Services at the Northern Virginia Regional Commission, a council of governments in Northern Virginia comprised of nine localities.

Mr. Pickford graduated from George Mason University in 1986 with a Bachelor of Science in Public Administration.

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Live More Commute Less® was developed by the Dulles Area Transportation Association.