

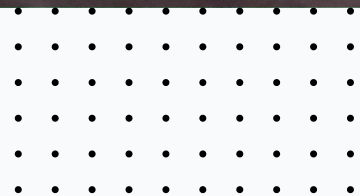


ACT NATIONAL AWARDS 2025

NEW ORLEANS, LA



AUGUST 6, 2025



AWARD CATEGORIES

BEST OVERALL MARKETING CAMPAIGN

COMMUNITY BUILDER

EMPLOYEE TRANSPORTATION CHAMPION

EXCELLENCE IN ADVOCACY

EXCELLENCE IN RESEARCH

OUTSTANDING BUILDING/DEVELOPMENT

TDM INDUSTRY IMPACT

TDM PLAN OF THE YEAR

OUTSTANDING INNOVATIVE PARTNERSHIP

OUTSTANDING TDM STRATEGY

BEST OVERALL MARKETING CAMPAIGN



AWARD DESCRIPTION

The **Best Overall Marketing Campaign** recognizes a campaign that was designed to educate and inform an identified audience about their commuting options, the impacts of transportation on the environment, transportation planning, and other related topics and concerns.

The winning campaign will have demonstrated a high level of creativity and originality, and can show measurable results including increased audience engagement, increased brand awareness, mode shift, or significant behavior change.

FINALISTS

Community Transit Youth Program

King County Metro

RTC of Washoe County

BEST OVERALL MARKETING CAMPAIGN



COMMUNITY TRANSIT YOUTH PROGRAM 2025 FINALIST

Community Transit's Youth Program is an innovative school-based marketing campaign that introduces thousands of Snohomish County students to public transit in a fun, informative, and empowering way. Through interactive "Bussin' Basics" classroom lessons and real bus tours, students learn how to plan trips, ride safely, and understand the role of transit in creating stronger communities. These sessions emphasize independence, equity, and environmental awareness while building student confidence and familiarity with bus travel.

The campaign focuses on engaging students early, reaching nearly 4,000 participants across 37 schools and organizations in its first year alone. All students leave with a Youth ORCA card, transit maps, and take-home materials for their families, reinforcing what they have learned and expanding awareness beyond the classroom. Every student also gets a hands-on experience, including practicing how to load bikes on the bus and speaking with coach operators who serve their communities.

This initiative directly supports the Free Youth Transit Pass by ensuring students know how to take full advantage of this regional benefit. The program's early success is reflected in nearly 7,600 tracked youth boardings in just six months. Perhaps more importantly, it sparks long-term behavioral shifts and introduces transit as a viable and sustainable tool for exploration, opportunity, and growth. Designed to be low cost and easy to replicate, this campaign offers a strong model for any transit agency looking to inspire the next generation of riders.



BEST OVERALL MARKETING CAMPAIGN



KING COUNTY METRO 2025 FINALIST

As Seattle's regional transit system undergoes one of the most ambitious expansions in the nation, King County Metro took a proactive, equity-centered approach to support the August 2024 opening of the Lynnwood Link light rail extension. The campaign aimed to build awareness of the service changes and boost ridership through a two-fold strategy: distribute 4,800 free \$25 ORCA cards to priority communities and generate 5.5 million impressions through inclusive outreach.

With a \$485,588 budget, Metro launched a multilingual, community-driven campaign that included digital ads, influencer videos, mailers in four languages, and partnerships with trusted community-based organizations. Events across North King County helped residents understand and access new transit options, while Meta ads and videos by local influencers Jaime Mendez and Dannishee reached underserved audiences online.

The campaign exceeded both goals, delivering over 6 million impressions and distributing 6,435 ORCA cards, with 25% going to non-English-speaking households and 50% to low-income residents. The campaign not only informed and empowered new riders, it shifted behavior. One-third of survey respondents said they used public transit more after receiving their card, and 95% planned to continue riding. Metro's thoughtful, replicable approach offers a powerful model for equitable transit outreach.



BEST OVERALL MARKETING CAMPAIGN



REGIONAL TRANSPORTATION COMMISSION OF WASHOE COUNTY 2025 FINALIST

To boost student ridership and awareness of its free Ed-Pass program, the Regional Transportation Commission (RTC) of Washoe County launched the Get on Board campaign in 2024. Though Ed-Pass had existed since 2019, previous promotion relied on word-of-mouth and college outreach. RTC's new campaign marked a shift, actively engaging students through dynamic social media content, bus wraps, posters, campus events, and Spotify ads. With a modest \$69,000 budget, the campaign focused on authentic, user-generated content showcasing real students riding the bus to popular local spots.

Targeting platforms like TikTok, Instagram, and Snapchat, RTC's strategy was built for the 18–24 demographic. The result was unprecedented success. Student ridership increased 34% year-over-year at key campuses and 329% since Ed-Pass launched. The digital campaign reached nearly 250,000 users and drove a 654% increase in website traffic. Get on Board not only educated students about public transit, it helped build a new generation of riders.



The campaign's approach is replicable and scalable, offering a compelling model for other organizations aiming to reach younger audiences with limited resources. By leaning into relatable content and meeting students where they are, RTC created a winning blueprint for cost-effective, impactful transit promotion.

COMMUNITY BUILDER

AWARD DESCRIPTION

The **Community Builder Award** recognizes individuals and organizations that have made significant contributions to strengthening community connections within a region or work site. This award honors those who cultivate collaboration and enhance accessibility through community based TDM strategies.

FINALISTS

goDCgo



2025 ACT NATIONAL AWARDS | NEW ORLEANS, LA

COMMUNITY BUILDER AWARD

GODCGO

2025 FINALIST

goDCgo's innovative Travel Training program is redefining how Washington, DC residents connect with their city. As the first multimodal training of its kind in the region, the program goes beyond traditional transit education to include micro-mobility, ridesharing, and other sustainable transportation options. With a focus on empowering residents, especially seniors, low-income households, and shift-based workers, goDCgo equips individuals with the confidence and tools to navigate the District efficiently and sustainably.

The program has built a strong sense of community by partnering with local libraries, the DC Housing Authority, senior centers, and nonprofits to offer hands-on training sessions directly in neighborhoods. Each participant receives personalized guidance, a \$20 SmarTrip card, and information on discount fare programs. Innovative elements like virtual excursions and multilingual outreach ensure accessibility for all.

Since its launch, goDCgo has hosted 15 events and reached over 125 residents, with 90% reporting increased confidence in using sustainable transportation. The program is fostering behavioral change and reducing reliance on single-occupancy vehicles, contributing to cleaner air, less congestion, and stronger community ties. By prioritizing equity, access, and environmental impact, goDCgo is setting a new standard for inclusive transportation education and community-based TDM.

EMPLOYEE TRANSPORTATION CHAMPION



AWARD DESCRIPTION

The ETC Champion Award is presented to a person who is responsible for transportation programs for an organization that best demonstrates a commitment to promoting and advancing commuter transportation options.

FINALISTS

Thomas Harrington

Regina M. Grant



2025 ACT NATIONAL AWARDS | NEW ORLEANS, LA

EMPLOYEE TRANSPORTATION CHAMPION



THOMAS HARRINGTON

2025 FINALIST



Thomas Harrington is with Intuit, a global commute program exemplifies innovation, scale, and impact in employer-led transportation demand management. With a focus on attracting and retaining talent, ensuring compliance with local ordinances, and reducing emissions, the company delivers multimodal solutions across major office locations worldwide. Shuttle programs operate in Mountain View, Bangalore, and Tel Aviv, while last-mile services extend to cities including San Diego, San Francisco, and Atlanta. In 2024

alone, Intuit launched a US micromobility subsidy, a companywide RideAmigos portal, and expanded its transportation benefits to Toronto, London, and Dublin.

Intuit uses a full suite of platforms including TripShot, RideShark, Edenred, and PayQuicker and works closely with TMAs, bike coalitions, and transit agencies to promote active commuting and employee engagement. Participation rates exceed 85 percent in key locations like Toronto and New York, with shuttle ridership in Mountain View increasing fivefold for local trips compared to pre-pandemic levels. The company also achieved a 10 percent reduction in single occupancy vehicle use over the previous year.

Through data-informed changes such as shifting from dynamic to fixed shuttle routes and expanding commuter subsidies, Intuit has improved access, reliability, and environmental impact while delivering a high-value employee experience across global offices.

EMPLOYEE TRANSPORTATION CHAMPION



REGINA M. GRANT

2025 FINALIST

With 35,000 daily occupants at the Pentagon Reservation, Washington Headquarters Services (WHS) operates one of the nation's most complex and high-stakes commuter transportation programs. Under the leadership of Regina Grant, WHS's Transportation Branch has implemented a robust and adaptive Transportation Demand Management (TDM) strategy focused on lowering single occupancy vehicle (SOV) rates, improving multimodal access, and fostering a strong culture of sustainable commuting across the Department of Defense.

Through a combination of the Mass Transit Benefits Program (serving over 25,000 enrollees in the National Capital Region), marketing campaigns, transit fairs, monthly commuter tabling, and construction coordination, WHS has built a comprehensive support system for alternatives to driving alone. Her efforts helped drive the SOV rate down 40% since 2020, with FY2024 holding at 34%, even amid a full return to in-person work.

Unique strategies, such as managing construction impacts on transit and informal carpooling ("slugging"), and supporting the Pentagon Transit Center, the second-largest transit hub on the East Coast, have made WHS a regional leader in TDM. With new vanpools forming and slugging rates on the rise, Regina's work continues to shape a commuting ecosystem that supports mission-critical operations while easing congestion and reducing emissions in the region.



EXCELLENCE IN ADVOCACY AWARD

AWARD DESCRIPTION

The **Excellence in Advocacy Award** acknowledges an ACT member whose advocacy efforts on behalf of TDM, whether at the local, state, and/or federal level have been exceptional. The award celebrates effort, innovation, efficiency, and effectiveness and includes both individual advocacy efforts along with the organization and encouragement of others' participation in advocacy.

FINALISTS

Kiana Otsuka



2025 ACT NATIONAL AWARDS | NEW ORLEANS, LA

EXCELLENCE IN ADVOCACY



KIANA OTSUKA

2025 FINALIST

In a pioneering partnership, the Oahu Metropolitan Planning Organization (OahuMPO) and the Hawaii State Energy Office (HSEO) led the development of the Hawaii State Government Employee TDM Study, a first-of-its-kind effort to embed Transportation Demand Management into state operations. The study, developed with support from ICF, focused on reducing single-occupancy vehicle trips among state employees and informing long-term solutions for congestion, parking scarcity, and employee retention challenges across Hawaii.

Through employee focus groups, best-practice research, and extensive stakeholder engagement, the study proposed actionable strategies including subsidized transit and bikeshare, parking cash-outs, telework, and a dedicated transportation coordinator program. These findings directly led to the introduction of six TDM-focused bills in the Hawaii State Legislature in 2025, three of which were backed by OahuMPO and HSEO testimony and advocacy.

Though the bills did not pass, this research-driven advocacy significantly advanced TDM visibility in Hawaii, laying the foundation for future policy success. Rooted in equity, the initiative addressed longstanding disparities in commuting options for lower-income workers and long-distance commuters. Praised by employees and labor leaders alike, this work provides a replicable model for using research to drive sustainable, people-centered transportation change in state government.



EXCELLENCE IN RESEARCH AWARD

AWARD DESCRIPTION

The **Excellence in Research Award** acknowledges an ACT member or organization for recent research in Transportation Demand Management, one of its sub-disciplines, or in a related field when the research demonstrates applicability to TDM goals. Collaborative efforts may be recognized so long as one member of the team is an ACT member.

FINALISTS

Georgia Commute Options

**Adam Millard-Ball (UCLA) and
Willa Ng (Google)**



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EXCELLENCE IN RESEARCH

GEORGIA COMMUTE OPTIONS 2025 FINALIST

Georgia Commute Options' (GCO) Industry-Based Analysis (IBA) is a research initiative focused on understanding the unique TDM needs of commuters across key Metro Atlanta industries.

The Atlanta Regional Commission highlighted the region's overemphasis on traditional 9-5 commutes and identified a need to better align TDM programming with diverse worker populations. GCO launched the IBA to assess travel needs in industries such as Construction, Hospitality, Healthcare, Manufacturing/Warehousing, Government/Public Sector/Education, and Professional/Scientific/IT, providing data-driven outreach strategies.

The research included a desk review of regional labor data and plans, best practices research, workforce surveys, and employer interviews. Surveys collected responses from 677 workers across all job levels and shifts, exploring commuting habits, barriers, and preferences. Employer interviews provided additional context on policies and infrastructure. This approach advances TDM by tailoring strategies to varied workforce needs, such as targeting vanpools near manufacturing transit corridors, recommending telework for IT, and addressing transit access challenges for shift workers in healthcare and hospitality. The research contributes replicable methods for workforce mobility planning.

Funded by the Georgia Department of Transportation's CMAQ program with \$80,000, the IBA promotes equity by addressing transportation barriers faced by underserved and shift-based workers, ensuring inclusive access to sustainable commute options.

The findings inform targeted outreach and program development, and GCO shares customized reports with employers to build trust. The IBA sets a replicable model for improving workforce mobility, reducing single-occupancy vehicle trips, and enhancing sustainable commuting across industries.

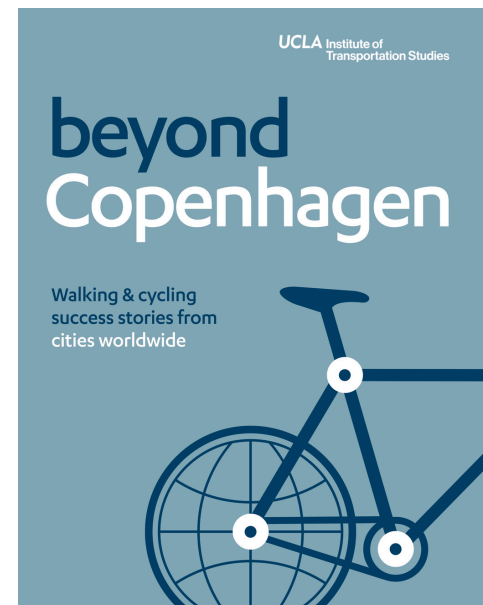
EXCELLENCE IN RESEARCH

ADAM MILLARD-BALL AND WILLA NG 2025 FINALIST

Adam Millard-Ball and Willa Ng are recognized for their groundbreaking work on *Beyond Copenhagen: Walking and Cycling Success Stories from Cities Worldwide*, a forthcoming global research publication that uses a novel, agnostic data approach to identify where and why active mode shifts are happening.

Rather than analyzing one program or starting from a predetermined hypothesis, the research leverages a new dataset from Google to track mode shift trends in cities of all sizes across the globe. From there, the team zoomed in on cities with meaningful increases in walking and biking, revealing often-overlooked success stories and producing a globally relevant policy playbook grounded in real-world results.

Funded by \$66,000 from the Alexander von Humboldt Foundation and internal UCLA resources, the work emphasizes cross-disciplinary insight, showing, for example, that cities investing in safety saw some of the strongest TDM outcomes. With a focus on equity and affordability, the findings uplift lower-cost and Global South examples and challenge assumptions about what success looks like. In doing so, this research not only brings fresh data into the TDM field, but also reshapes how we think about effective, inclusive strategies for shifting travel behavior.



OUTSTANDING BUILDING & DEVELOPMENT

AWARD DESCRIPTION

The **Outstanding Building/Development Award** recognizes a facility that provides commuter friendly infrastructure, programs and services, and demonstrates clear metrics to measure reduction of single occupant vehicle trips during peak hours of traffic congestion.

FINALISTS

Boynton Yards

Virginia Tech



2025 ACT NATIONAL AWARDS | NEW ORLEANS, LA

OUTSTANDING BUILDING & DEVELOPMENT



BOYNTON YARDS- DLJ REAL ESTATE CAPITAL PARTNERS AND LEGGAT MCCALL 2025 FINALIST

Boynton Yards in Somerville, Massachusetts, is redefining what a successful, transit-oriented, mixed-use development can look like. Anchored by state-of-the-art life sciences buildings, vibrant public spaces, and planned residential units, this 1.8-million-square-foot development is a standout model for sustainable urban growth—strategically situated near the Green Line Extension and just a mile from Kendall Square.

From the start, Boynton Yards embedded mobility into the DNA of the project through a comprehensive Mobility Playbook and ambitious mode-split goals, aiming for just 25% of trips by single-occupancy vehicles by 2040. The site has installed EV-ready garages, subsidized carpool and bike programs, a dedicated tenant shuttle, Bluebikes stations, and its own micromobility fleet (the BYKE Network), all supported by first-class bike facilities and extensive pedestrian infrastructure.

Parking is carefully managed with low ratios (just 0.78 spaces per 1,000 sq ft across its two commercial buildings), fully unbundled pricing, and strict leasing policies requiring market-rate payment by employees. Tenants are also required to offer commuter benefits, ride-matching, and an emergency ride home program.

To support long-term TDM adoption, Boynton Yards helped launch and now co-leads the Boynton Union Connect TMA, serving both tenants and the surrounding community with programming, subsidies, and direct support from onsite staff. This ecosystem of services, policies, and infrastructure has already yielded results: the site's drive-alone rate dropped from 40% in 2023 to just 32% in 2024.

Boynton Yards proves that a walkable, bikeable, transit-supportive development can thrive without defaulting to car-centric design. It's not just a place to work or live. It's a blueprint for the next generation of sustainable urban mobility.

OUTSTANDING BUILDING & DEVELOPMENT

VIRGINIA TECH 2025 FINALIST

The Transit Center in Blacksburg, Virginia, is a multimodal hub developed through collaboration between the Town of Blacksburg and Virginia Tech. Covering more than six acres, the LEED Gold certified 13,000 square-foot facility includes an air-conditioned waiting area, the Hokie Bike Hub for bike repair and education, shower and changing facilities, and offices for transit and sustainability staff. Surrounding the building are seventeen bus slips across two loops serving 17 local and four regional routes, connected by shared-use pathways.

This development introduced the first central transfer point on campus, improving rider clarity, safety, and transit system efficiency. It serves as a regional transit hub connecting Blacksburg and the New River Valley. The expanded Hokie Bike Hub increased capacity by 25 percent and supports hands-on bike education. Secure and uncovered bike parking, all-gender restrooms, and multimodal pathways accommodate diverse transportation modes.

Parking was reduced by removing 760 spaces and transforming a road into a multimodal plaza. Campus parking management includes paid parking and shared permits. Virginia Tech offers fare-free university transit passes for Blacksburg Transit and Smart Way Express buses.

Since opening in early 2025, ridership has increased by 26 percent, safety and efficiency have improved, and a dedicated campus shuttle route accounts for 20 percent of weekday trips. Bus mode share among employees and off-campus students ranges from 33 to 43 percent. Partnerships with Virginia Tech's Cranwell International Center ensure outreach to international students through webinars and ambassador training.

This transit center advances multimodal transportation, fosters community engagement, reduces emissions, and promotes sustainable travel with measurable early success and lasting benefits.

OUTSTANDING INNOVATIVE PARTNERSHIP AWARD



AWARD DESCRIPTION

The **Outstanding Innovative Partnership Award** recognizes creative and impactful collaborations between organizations, whether public, private, or non-traditional partners, that address transportation challenges or deliver new TDM solutions.

This award highlights partnerships that bring together diverse sectors, such as municipalities, transit agencies, non-profits, employers, or community organizations, to implement TDM initiatives. The successful program or project should demonstrate how collaboration between these partners achieved meaningful outcomes for the organizations involved and the communities they serve, with a focus on solving transportation issues.

FINALISTS

King County Metro Health

**Los Alamos National Laboratory
Partnership with the Pueblo Alliance**

OUTSTANDING INNOVATIVE PARTNERSHIP



KING COUNTY METRO HEALTH 2025 FINALIST

King County Metro and Hopelink have forged an outstanding partnership through the Health Through Housing (HTH) initiative, redefining how mobility and housing can work hand-in-hand to support people transitioning out of chronic homelessness. Their innovative model does more than provide a roof. It ensures residents can access the healthcare, employment, and social support critical to long-term stability. Through tools like the ORCA Passport, the Universal Basic Mobility (UBM) pilot, and on-site Community Transportation Navigators (CTNs), this program puts mobility at the center of care.

CTNs (individuals with lived experience) offer culturally informed, peer-based transit education and support at HTH sites. These trusted navigators have helped increase transit literacy and independence while becoming a vital part of the care team. Nearly 1,000 residents have received unlimited regional transit through the ORCA Passport, with over 140,000 boardings logged in 2024 alone. And through the UBM pilot, 114 residents received flexible, preloaded transportation debit cards to support their unique mobility needs, showing overwhelmingly positive outcomes and paving the way for expanded implementation in 2025.

But the impact doesn't stop there. The team has delivered wheelchair-accessible vans to every HTH site, launched an Essential Trip Assistance fund for last-resort rides, and partnered with the University of Washington's Taskar Center to map and improve pedestrian accessibility around housing sites. Together, these programs demonstrate that when mobility is treated as a human right, it transforms lives and builds stronger communities.

OUTSTANDING INNOVATIVE PARTNERSHIP



LOS ALAMOS NATIONAL LABORATORY PARTNERSHIP WITH THE PUEBLO ALLIANCE

2025 FINALIST

Faced with a rapidly growing workforce and critical transportation challenges, Los Alamos National Laboratory (LANL) needed a nimble, community-rooted solution. They found it in Pueblo Alliance, a tribally owned joint venture of Tsay Corporation and San Ildefonso Services. Together, they launched a powerful partnership, bringing to life a commuter shuttle system and parking enforcement program that not only improves mobility at the Lab but also delivers economic benefits to surrounding Pueblo communities.

With road infrastructure strained and parking near capacity, LANL turned to Pueblo Alliance to launch the Pojoaque Express, a shuttle route linking a remote parking facility at Pojoaque Pueblo to key areas of the Lab. The Pueblo Alliance quickly secured parking at the Cities of Gold Casino, partnered with a local operator (Herrera Coaches), and coordinated onsite amenities and security. The pilot was such a success that LANL expanded the program in 2024 to launch the San Felipe Express, serving employees from the Albuquerque area with rapid ridership growth and high satisfaction. These shuttles now account for over 3,600 monthly boardings, removing more than 100 cars from campus each day.

Beyond shuttles, Pueblo Alliance was also tapped to help implement a long-overdue parking enforcement program. With the addition of trained officers and patrol vehicles, LANL saw a significant drop in unsafe or illegal parking behaviors, improving campus safety and operations. At the same time, the surrounding region has benefited from job creation and new economic activity near tribal-owned casinos. This partnership not only meets urgent transportation needs but also exemplifies how tribal and federal collaboration can support sustainability, equity, and local economic development.



OUTSTANDING TDM STRATEGY AWARD

AWARD DESCRIPTION

This award category recognizes a single TDM strategy that has had a significant impact in changing travel behavior through planning, programs, policies, incentives, pricing, data, and/or technology. This award highlights an effective initiative that influences travel modes, routes, departure times, number of trips, or location and design of work spaces or public attractions.

Successful submissions will showcase TDM strategies that address transportation challenges. Examples might include reducing congestion in a construction corridor through incentives, data, and education; boosting bike commuting with subsidies, discounts, and tune-up clinics; a new commuter concierge service offering trip plans, trial passes, and incentives; or enhancing transit access through a developer ordinance integrating service expansion, multimodal infrastructure, and affordable housing. Winning entries will demonstrate measurable transportation improvements.

The nominated TDM strategy should have clear goals and demonstrate progress towards achieving those goals.

FINALISTS

Oregon Health & Science University

The Walt Disney Company

Valley Metro Vanpool Program

OUTSTANDING TDM STRATEGY AWARD

OREGON HEALTH & SCIENCE UNIVERSITY 2025 FINALIST

In the heart of Portland, Oregon, OHSU is proving that a thriving bike program can be a powerful TDM strategy, especially when paired with thoughtful incentives, solid infrastructure, and a deep understanding of commuter needs. With more than 21,000 employees, thousands of students, and just 5,000 parking stalls, OHSU needed to rethink how people got to campus. These efforts resulted in a multi-pronged biking strategy that's helping shift habits and reshape expectations.

The program combines core TDM elements of subsidies, education, secure parking, and rewards with creative tools like a Bike Loaner Program (for those wanting to try it risk-free), a \$3/day commute incentive, and a bike valet with on-site repair services. These supports help make biking not only possible, but appealing. Customized trip planning and a consistent presence at events and orientations round out a deeply integrated commuter experience. And it's working: from 2022 to 2024, bike commuting to the main campus rose 75%, with 2,200+ individuals logging nearly 23,000 bike trips in a single month.

With year-round support and facilities designed for all levels of riders, including showers, lockers, and e-bike charging, OHSU's approach has made biking a reliable, healthy, and joyful part of campus life. It's a scalable model rooted in empathy, data, and persistence and it's already being looked to as a national example.



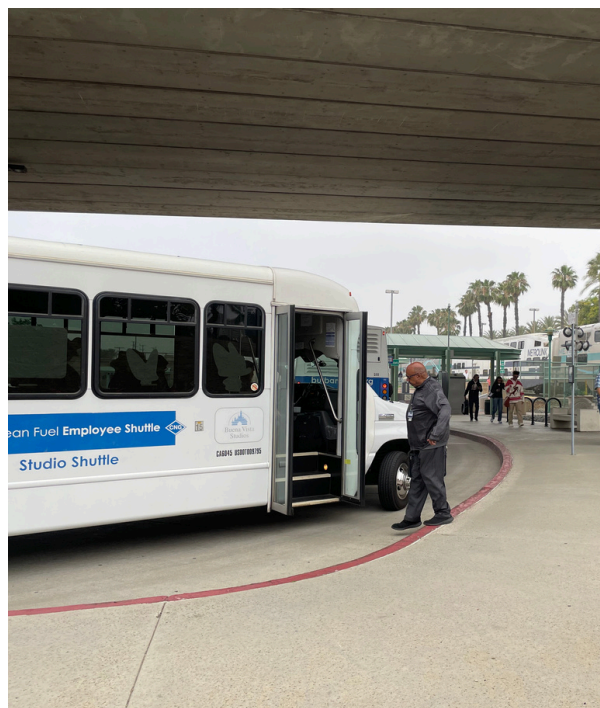
OUTSTANDING TDM STRATEGY AWARD

THE WALT DISNEY COMPANY 2025 FINALIST

With employees spread across 12 major worksites in Burbank and Glendale and parking demand higher than ever, Disney's Clean Fuel Employee Shuttle Program, the Campus Connector, has emerged as a powerful TDM solution. Designed to reduce congestion, cut down on single-occupancy vehicle use, and enhance work-life balance, the shuttle loops between campuses every 20 minutes and strategically connects to the Downtown Burbank Metrolink station.

The program is a result of deep partnerships with the City of Burbank, Metrolink, and BurbankBus, and is supported by Disney's internal Transportation and HR teams. Since introducing Metrolink access and schedule enhancements, shuttle ridership increased 55 percent, and the average vehicle ridership climbed to 1.71, which is well above regional sustainability targets.

Employees cite reduced stress, community building, and convenience as top reasons for using the service, and many advocate for even broader expansion. Positive feedback has also highlighted the friendly and professional shuttle drivers, who help make each trip more pleasant. Now seen as a model for scalable success, the Campus Connector is setting the bar for sustainable, employee-centered mobility across Disney campuses and beyond. The program continues to evolve through technology upgrades, location data insights, and expanded incentives to increase ridership and enhance user experience.



OUTSTANDING TDM STRATEGY AWARD

VALLEY METRO 2025 FINALIST

With over 1,900 daily riders and nearly 290 vanpools on the road, Valley Metro's vanpool program has become an essential service for commuters across Maricopa County. In 2024, the program underwent its most significant transformation yet. Valley Metro launched a new partnership with Commute with Enterprise, replacing its entire fleet with new 2024 model vehicles in under 10 months. Riders now choose from 12 models across six brands, including hybrids, minivans, SUVs, and Ford Transits.

The impact has been measurable and wide-reaching. The number of active vans grew by 33 percent and ridership rose by 40 percent, saving 22.4 million miles and reducing more than 250,000 pounds of pollution. Fuel savings reached nearly 900,000 gallons and riders saved over \$3.3 million. Outreach efforts included more than 1,200 employer events, social media campaigns, and Spanish-language materials to ensure broad access. Riders represent a wide range of industries, from health care to homeland security, and the program provides an affordable, inclusive commuting option. With vehicle variety, cost savings, environmental benefits, and strong partnerships, Valley Metro's vanpool program has become a vital TDM solution for Arizona's long-distance commuters and a national model for rural transit success.

By pairing deep community engagement with flexible incentives like 200 monthly personal miles for drivers, Valley Metro has created a service that is not only cost-effective but also deeply valued by its riders. The program's rapid growth and high satisfaction rates prove that when transit solutions meet people where they are, adoption follows.



A photograph of several business professionals in an office setting, leaning over a table and reviewing documents. The image is partially obscured by a dark purple diagonal overlay on the left side.

TDM INDUSTRY IMPACT AWARD

AWARD DESCRIPTION

The **TDM Industry Impact Award** recognizes a local, regional or statewide TDM program, organization, or entity that has demonstrated outstanding leadership and impact in advancing TDM goals. This award honors a comprehensive, high-impact TDM effort that effectively improves mobility, reduces congestion, and promotes travel options. Eligible applicants may include, but are not limited to:

- Transportation Management Associations (TMAs) or Organizations (TMOs)
- TDM programs operated by a transit agency, metropolitan planning organization (MPO), or local government
- Statewide TDM programs or initiatives that provide support, guidance, or coordination across multiple regions
- Nonprofit or private-sector organizations that offer dedicated TDM services and have a demonstrated impact on travel behavior

FINALISTS

128 Business Council

IE Commuter

TDM INDUSTRY IMPACT

128 BUSINESS COUNCIL

2025 FINALIST

With more than 35 years of experience, 128 Business Council has set the standard for suburban Transportation Demand Management strategy and implementation. Serving the Route 128 West Corridor, the organization operates 10 shuttle routes across 108 daily departures that provide essential first and last mile connections for thousands of commuters. It serves both public and private sectors, offering access to key transit hubs in Cambridge, Newton, and Waltham, while coordinating with municipalities and over 30 corporate members in industries such as biotechnology, healthcare, and real estate.

The Council's impact extends far beyond shuttle service, offering extensive employer programming, real time data tools, strong cycling initiatives, public education campaigns, and bilingual outreach materials to ensure broader access and equity. Its shuttles are 90 percent open to the public and fully ADA accessible, providing critical connections to employment and transit in areas underserved by traditional infrastructure. Its municipal membership model offers tailored TDM work plans that include policy guidance, data analysis, and community engagement.

Recognized by the Massachusetts Department of Transportation with multiple grants for fiscal year 2025, 128 Business Council continues to expand services, strengthen regional collaboration, and deliver creative transportation solutions that are practical, cost effective, and community centered. Its long track record of success shows that cooperative and privately funded public transit not only works, but thrives when backed by strong planning, accountability, and a mission rooted in equity.



TDM INDUSTRY IMPACT

IE COMMUTER 2025 FINALIST

IE Commuter serves California's Inland Empire, a region facing high congestion, long commute times, and poor air quality. With over 4.6 million residents, the program aims to reduce drive-alone trips by promoting carpooling, vanpooling, transit, biking, walking, and telework. In 2024, IE Commuter expanded beyond commuters to reach a broader audience of discretionary travelers through Experience Metrolink, helping the region think differently about travel.

Targeting commuters, employers, and residents in Riverside and San Bernardino Counties, IE Commuter provides financial incentives like the \$5/Day program, free Metrolink passes, and vanpool subsidies. Additional supports include guaranteed ride home, commuter raffles, and robust customer service with high satisfaction scores. Employer partnerships are central, with over 325 engaged companies receiving surveys, STAR reports, Rule 2202 compliance assistance, and education workshops that empower them to implement effective TDM strategies and reduce drive-alone rates.

Backed by regional data sharing and strong marketing, the program supports sustainable mode shifts. Metrics show over 8.6 million vehicle miles reduced last year, 7.5% growth in vanpools, more than 1,000 new incentive participants, and nearly 900 users testing Experience Metrolink ahead of its full launch. This results-driven model, paired with user-focused innovation, positions IE Commuter as a standout leader in TDM.





TDM PLAN OF THE YEAR AWARD

AWARD DESCRIPTION

The **TDM Plan of the Year Award** recognizes an organization or entity that has developed a new TDM plan for a worksite, community, region, campus or development within the last two years.

This award honors a plan that demonstrates a strategic, well-executed approach to promoting alternative transportation options such as public transit, biking, walking, carpooling, and telecommuting. Winning plans incorporate data-driven decision-making, strong stakeholder engagement, and a focus on future measurable results that showcase a meaningful impact on traffic congestion, air quality, and overall travel behavior.

FINALISTS

DDOT / goDCgo

**Roanoke Valley-Alleghany
Regional Commission**



2025 ACT NATIONAL AWARDS | NEW ORLEANS, LA



TDM PLAN OF THE YEAR

DDOT / GODCGO

2025 FINALIST

The District Department of Transportation's TDM for Schools Strategic Plan Update is a standout initiative focused on reducing single occupancy vehicle trips by students, families, and school staff in Washington, DC. By targeting schools as community anchors, the plan advances mode shift at scale while helping improve air quality and expanding access to transportation education and resources.

With most students attending schools outside their neighborhood due to DC's lottery-based enrollment system, the plan aimed to reduce unnecessary car trips and increase walking, biking, transit, and shared rides. It established clear goals and objectives to boost commuter benefit participation among staff, improve awareness of multimodal options, and promote equitable access to safe and sustainable school transportation. Stakeholder engagement was central to the plan's development. Parents, students, school staff, and local agencies helped shape strategies through surveys, interviews, and focus groups. Based on this input, a tiered support system was launched to guide over 100 schools through commuter benefits implementation. The goDCgo team also expanded enrollment and use of the Kids Ride Free program through outreach events, digital marketing, and educational resources.

The plan is grounded in data and measurable impact. Survey results showed nearly 80 percent of staff drive alone, while few use transit benefits. These findings guided targeted solutions like SchoolPool registration and tailored outreach. Broader goDCgo efforts helped eliminate nearly 42,000 daily car trips and reduced 550,000 kilograms of daily pollution, delivering clear environmental and behavioral benefits to schools.

This plan stands out for its targeted scope, collaborative design, and data-informed strategies. It prioritizes young people and families while improving transportation outcomes citywide. Its success offers a scalable model for school-focused TDM that centers health, equity, and sustainability.



TDM PLAN OF THE YEAR

ROANOKE VALLEY-ALLEGHANY REGIONAL COMMISSION

2025 FINALIST

The Roanoke Valley-Alleghany Regional Commission (RVARC) developed its first Transportation Demand Management (TDM) plan in response to shifting travel behaviors after the COVID-19 pandemic. The plan expands on the Commute Assistance Program to address rural mobility gaps, low car ownership in urban areas, and underused transportation options. Five ambitious goals were set to reduce car trips: integrate TDM into regional planning, strengthen coordination with RIDE Solutions partners, boost awareness of mobility options, improve system performance and safety, and educate travelers and employers. Each goal includes measurable, equity-focused objectives tied to both commuter and non-commuter travel needs.

Data analysis and stakeholder input shaped the plan. Staff reviewed travel and demographic data, interviewed employers and community leaders, and held surveys and focus groups. This feedback informed the vision and priorities across five new service areas. Stakeholders called for employer education, consistent messaging, improved access, and better regional coordination.

The plan uses input, output, and outcome metrics to track progress. These capture staffing, outreach, and mode shift over time, recognizing that behavior change builds gradually through continued engagement and support.

As the region's first formal TDM strategy, the plan blends long-standing commuter programs with new approaches to non-work trips. It meets state guidelines and reflects regional needs. A new Director of TDM position ensures leadership and accountability for implementation and future impact.