



## Chapter guidance

TDM Week 2024

Preparation is underway for [TDM Week 2024](#), and action is needed at the council and chapter level to help make this year's event a success! The planning group has identified key points to help you prepare, including a refined audience, dates to know, and how you can get involved. Please review the following information carefully and mark your calendars for **September 16-20!**

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### Overview

TDM Week is an opportunity to create awareness among decision-makers and key TDM stakeholders about the importance of including a range of safe and reliable modes of transportation for all users in the transportation planning process. This week is a time to share the importance of enacting programs that reduce the carbon footprint of transportation in our communities. To get involved, take a [TDM Week pledge](#) and commit to spreading awareness of the many positive benefits TDM has on the sustainability of our communities and the quality of life of all people.

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### Theme

The theme of this year's TDM Week is **Carbon Reduction**, and we encourage you to think about how this topic best fits within your community as you prepare. Plans should aim to promote TDM solutions as a carbon reduction strategy and inform decision-makers and key stakeholders, the target audience, of its many benefits.

*Focus areas/sub-themes to consider include:*

- State DOT Climate Reduction Plans
  - TDM must be a part of decarbonization
  - Congestion
  - Corporate sustainability/ESG Scope 3 Category 7
  - Efficiency
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### Chapter Expectations (and objectives)

All ACT Chapters are asked to participate in the following ways:

1. [Optional] [Complete the OKR worksheet](#): This worksheet will help the chapter prepare for TDM Week planning. [This resource can be found here](#), and we encourage

chapters to utilize it. The worksheet is for internal use and does not need to be submitted to ACT national.

2. Communicate the message to members: We ask that all chapters proactively discuss TDM Week plans and the details included in this guide. Understanding the audience and goals of the observance is key to formulating chapter plans and an overall successful TDM Week.

3. Take action: All chapters are tasked with leading plans locally that align with a TDM Week pledge. Chapters are encouraged to think creatively about the best ways to engage with the target audience in their region.

4. Report back to ACT national: ACT national will be circulating two forms, one to complete *before* TDM Week and one to complete *after*. These forms will track intended plans for TDM Week and details about the activities after they are completed.

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## Audience

The intended audience for TDM Week is decision-makers and key TDM stakeholders. Whether you're connecting with local elected officials, conducting outreach about a proclamation, or other related activity, all actions should target this audience **rather than the general public**. Spreading awareness about TDM to individuals in our greater communities is a year-round mission, but this week is an opportunity to prioritize a more specific and impactful focus.

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## TDM Week pledges

To get involved, individuals, groups, and organizations can [pledge](#) to take one of the following actions:

- Post on social media in line with ACT's guidelines (personal)
- Post on social media in line with ACT's guidelines (organization)
- Work with local leaders/organizations to post on social media with hashtag (e.g. State DOT Secretary, transit agency CEO, local transit influencer)
- Collect a signed letter of support for TDM from local leaders/key stakeholders (e.g. corporations, planning commissions, MPOs, governing bodies)
- Host a virtual event (e.g. webinar)
- Publish a press release
- Write an op-ed in a local news outlet
- Write an op-ed in a national news outlet
- Host a meeting with an elected official (local, statewide, national)
- Legislative request for TDM Week resolution/proclamation (local, statewide); *start late-July*
- Work with DOT/agency to check in on TDM within Carbon Reduction Strategies

- Host an in-person event
- Introduce new TDM strategy within your organization or community (e.g. install new bus rack)
- Work with elected officials to introduce new TDM policy

Information about pledges will be collected both *before* and *after* TDM Week. ACT requests that all pre-TDM week pledges be submitted by **Friday, August 30**. Chapters should be expected to provide an update at the **May 23** Chapter Leaders meeting. All post-TDM week pledge details should be submitted by **Friday, September 27**. Pledge forms and further information will be available on the [TDM Week webpage](#).

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With plenty of time until the event begins, now is the time to start preparing your group's plans! Additional details, guidance, and resources will be shared as they become finalized.

*Interested in getting more involved? Contact [Andy Keeton](#) to join the TDM Week planning group.*