



TDM Stories

ImpACT! Group 1 Project

Meet the Team



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Project Goals

1

Highlight ACT member successes and breadth of TDM work

2

Align with ACT policy priorities

3

Produce materials to demonstrate value of TDM work

Project Process

PHASE 1

Review existing case studies

Identify key TDM topics for stories

Develop strategy for story collection

Produce formatted one-pager template

PHASE 2

Create database of potential case studies and contacts

Develop online form to collect stories

Promote form link and reach out to potential interviewees

Conduct interviews

PHASE 3

Synthesize interview/form notes

Populate and finalize one-pagers

Project Deliverables

Database

TDM Success Story Tracker						
State	Story Title	Region Category	ACT Chapter Affiliation	TDM Category	Policy Priorities	TDM Practitioner/Organ
NC	MEE NC	Rural	SEACT	Vanpool	Move People Efficiently	North Carolina DOT
OR	Bike Valet?	University		Bike	Move People Efficiently	Oregon Health Scienc
CA	San Francisco Bay Area	Urban		Marketing campaign	Leverage Technology and Partnerships	
TX	MOVING Central Texas towards lower GHG emissions	Urban	Red River	Other		
NM	?	Military Base	Valley of the Sun	Vanpool		Jay Faught (?) (faught55@gmail.com)
AK	Vanpools Actually Do Reduce Stress, and I can prove it!			Vanpool		
US	Changing Travel Behavior Through Construction Mitigation	Urban		Construction or service disruption	Move People Efficiently	Mathew Kaufman (mathewkaufman@am)

Collection Form



Share Your TDM Stories

ACT is currently gathering TDM stories to build an easily searchable database of program highlights and marketing materials. The goal is to inform ACT members about innovative TDM programs, inspire new ideas, and support the association's efforts to expand and fund TDM-related initiatives.

The following questions have been curated to capture the real-world impact of your TDM experiences. This survey is part of the 2025 ImpACT! Leadership cohort projects. We truly appreciate you sharing your story(s).

Estimated time to complete the survey: 20 minutes

*1. What is your project/program title?

*2. Your TDM story will be shared with the ACT c

With which [ACT Policy Priority\(ies\)](#) does your prc

- Move People Efficiently
- Leverage Technology and Partnerships
- Strengthen Communities

*3. Please provide us a brief synopsis of your pr intended audience and project/program timefr



One-Pagers

SUPPORT STRONGER COMMUNITIES

BASE EXPRESS SHUTTLE SERVICE

NORFOLK, VA

20,000 DAILY VEHICLES accessing the Naval Station between 5:00-8:00 AM daily

\$3.7M THREE-YEAR GRANT from the VA Department of Rail and Public Transportation

2 FREE DAILY SHUTTLES to provide transportation options and reduce traffic

100,000 RIDES over the last two years, exceeding the expected 25,000

BASE EXPRESS UNDER HOOD?

With no need to traffic it, we need to bring parking by level daily, within a

Funding help to improve Public Transportation

MARKETING

Promotional tactics have included physical materials, such as:

- mail-cards, and buses at various locations
- station TV display
- mapping a bus tour

PROGRAM DELIVERY

In a partnership between the Navy, Hampton Roads Transit, Acadia Bus Lines, and GoCommute, the shuttles serve station and civilian employees. The routes cover popular destinations within the Station, including parking lots with high congestion and the commissary, as well as the off-base Navy Exchange where others can join the bus network.

COMMUNITY RESPONSE

Parking demand has improved and traffic congestion has been reduced. Soldiers reported that they could effectively park in reserved lots near the Base Express across the Station to work meetings.

Junior soldiers, who are new to the area and often don't have cars, have been particularly receptive to the service. The primary responsibility for program costs is shared across to reach additional areas of the base.

GOHRT.COM/MODES/BASE-EXPRESS

Next Steps

- Finalize any write-ups for any outstanding stories
- Pass off materials control to ACT staff
 - Database
 - Collection form
 - One-pager template
 - Completed one-pagers

