



### Purpose

Our goal is to support practitioners in effectively communicating TDM by aligning the goals and values of TDM with those of the individual, ensuring that the benefits and relevance of TDM are clearly understood and appreciated by each unique audience. Understanding our audience's needs and values can enable us to tailor our communications effectively, thereby influencing their perspectives. By aligning communications with audience values, we can significantly enhance our efforts to advance policy objectives, secure dedicated funding, and expand TDM's reach and impact within the broader community.

### Interview Questions

- What factors influence your choice of transportation mode (e.g., cost, convenience, time, safety)?
- How satisfied are you with your current commute?
- What would motivate you to switch to a more sustainable mode of transportation?
- What would improve your overall commuting experience?
- If you could change one thing about your commute, what would it be?
- Have you used public transit? What did you think?
- How long does your average commute take?
- Have you ever participated in a commuter benefits program offered by your employer?



### How To Use This Guide

This guide has examples to help you start conversations with newcomers to TDM. These examples stem from research conducted by an ImpACT! cohort focused on creating a shared understanding of TDM. They are intended to assist you in developing personas and adjusting your messaging to ensure it connects with your audience. The QR code below provides access to the full white paper.



Access research  
and more questions  
by clicking here  
or scanning code.

