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TDM Careers



[Transportation Demand Management Coordinator](#)
Boston University

[Administrative Coordinator \(Transit\)](#)
City and Borough of Juneau

[Head of B2B Sales](#)
RidePanda

Greetings!

2023 is off to a quick start for ACT. Earlier this month, ACT gathered for three separate events in Anaheim, CA, including the kick-off of the 2023 ImpACT! Leadership program (see article below), our first ever TDM Executives Meeting (see article below), and our winter Board meeting. Casey Murphy and I, immediately followed these events with a quick trip up to Seattle for a site visit in preparations for this summer's 37th Annual International Conference and a Cascade Chapter networking social.



Our winter in-person Board Meeting was the first meeting of our new Board and I want to congratulate Board President David McMaster for a well run meeting. On the board's agenda were a review of ACT's year-end financials, an update from ACT's government affairs team on what to expect during the 118th Congress, a conversation on the possibility of forming a Political Action Committee to aid in our federal advocacy efforts, and a review of feedback gathered from our survey of outgoing board members.

There was a also a proposal presented by Jeffrey Olschwang (Stanford University) on behalf of a group of members seeking formation of a new [Marketing & Communications Council](#), which was unanimously approved by the Board. This new council represents an important topic area within TDM and I hope many of you will login to your member profiles and select to participate in the new council.

The Board also approved two proposals from our Strategic Planning Task Force that has been reviewing ACT's 2020-25 strategic plan, which is now at its halfway point. These actions included making "ACT is the premier association for TDM" as the overarching goal for the strategic plan and making permanent a Strategic Plan Work Group to ensure the strategic plan continues to move the organization forward.

If the past month is any representation of the year to come, I am confident that it will be filled with many great events and activities that promise to make your involvement in ACT a real benefit to you and your organization. I look forward to you joining us in Indy for [THE Climate ACTION Summit](#) in April.

Best Regards,

David Straus, TDM-CP
Executive Director

Become a TDM-CP Like Russell McDermott

Written By: Jamila Owens, TDM-CP, Manager of Transportation, Houston Galveston Area Council

The [TDM-CP](#) credential launched in 2020 and is the only certification program for Transportation Demand Management professionals. Founded to make sure the TDM industry continues to have highly qualified individuals to move the field forward, this program boasts a diverse membership reflecting a variety of ethnicities, backgrounds, locations, and sectors.

Over 100 professionals have earned the credential, which is now easier to earn than ever as [applications](#) can now be submitted on an ongoing basis and exams can be taken on demand when you are ready. So now is a great time to introduce this esteemed body. We'd like to start by introducing Russell McDermott.



Russell has held his TDM-CP credential since 2020 and is Program Director at AECOM. We recently reached out to Russell to ask four questions to learn more about him and his thoughts on the TDM industry. Here's what he shared.

What do you enjoy most about your work?

I like the challenge of it. A lot of what we do is focused on changing human behavior, and that means navigating a very dynamic environment.

What would you say are the major challenges facing the industry?

As an industry, we've come a long way, but there is a lot of work to do. We need to do a better job of establishing industry standards and sharing not only our successes but our...

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TDM Executives: Inaugural Meeting in Anaheim

Earlier this month, ACT hosted a first of its kind gathering of TDM Executives in Anaheim, CA, in conjunction with the ImpACT! Leadership program and winter Board Meeting. The group included 28 individuals representing the diverse sectors within TDM with leaders from city and state DOTs, MPOs, higher education, TMAs, transportation technology, bus and vanpool operators, and consultants.



The meeting provided a unique place to gather, network, and dive into discussions on important topics related to the current state of the industry, workforce development, future opportunities, and challenges that can best be addressed through collaboration. Discussions focused on challenges and opportunities related to the drop in interest in TDM strategies due to pandemic impacts on travel behavior; lack of strong federal policies supportive of TDM; and the lack of effective public relations/messaging about TDM; integrating TDM into climate action, and maximizing...

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2023 ImpACT Class Meets in Anaheim

Fourteen ACT members gathered in Anaheim, CA, for the 2023 [ImpACT! Leadership](#) retreat at the beginning of February. This year's cohort represented not only the fifth year of the program (having missed 2021 due to the COVID-19 pandemic), but also the first year it was held on the West Coast.



This year's cohort received two days of in-depth leadership training, took a journey through the history of TDM, and received a crash course on all there is to know about ACT as an association. Beyond the learning, there were opportunities for team building, as we took advantage of our location and hosted an evening scavenger hunt inside Disney's California Adventure. There was also plenty of networking between participants, along with the ACT Board of Directors and individuals participating in the inaugural meeting of TDM executives.

Closing out the retreat, participants were divided into groups and selected project topics to work on throughout the remainder of the program. The selected projects focus on encouraging student engagement; outlining TDM funding options; and a follow-on of last year's "Who is Terry TDM?". Over the next several months, these groups will undertake research and other activities as they develop guidance for ACT and the TDM industry on...

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DE&I Committee: Black History Month

Black History Month is a time for us to celebrate Black culture and for us to acknowledge the history of African American resilience in this country. At this time we're also able to celebrate the black pioneers of the transportation industry; through their hard work and knowledge they changed, and continue to change, the industry for the better.

From Victor Hugo Green, the inventor of the green book, to Andrew J. Beard, who created the first automatic train car coupler, to even Maya Angelou, who, in addition to being an exceptional poet and author, was also the first black street car operator in San Francisco, CA; we see that the history of transportation is black history.

This Black History Month we want to provide you with information and links to educate yourself and others not just on black influence in transportation but black history and culture as a whole.



[Check out the Resources](#)

Member Spotlight: Will Hutchison

Will Hutchison is the Operations Manager for BusUp.

My name is Will Hutchison - I am an Operations Manager for BusUp. I live in Seattle, Washington. BusUp provides shared corporate shuttle service for a wide range of clients across

North America, Europe, and Latin America. We provide a unique opportunity for employers to provide cost-effective, sustainable, and scalable transportation programs to their employees. As Operations Manager, I develop operational plans for new clients, configure our technology platform to suit their unique needs, and provide ongoing support after launch to ensure operations run smoothly and predictably every day.

What brought you to TDM/how did you get involved in the field?

I have been interested in transportation since I was a small child. I loved learning about different types of buses, trains, and even planes – attempting to recognize every single one I saw. I'm sure that became a bit tiresome for my parents. I had the opportunity to study TDM, TOD, transportation systems, and their integral role in urban planning/design at the University of Washington in the CEP program. I recognized transportation...



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Virtual Discussion: Addressing Fraud in Public TDM Programs

Join ACT members for an important Virtual Discussion on March 10, 2023 at 2:00pm on the topic of Addressing Fraud in Public TDM programs. In many cases, TDM programs have very little information to verify whether a person and their activity is “real”. Similarly, universities and other employers have to rely on honesty from TDM program participants. Solutions can range from requiring personal info at registration, evaluating trip logs, manually approving rewards, setting reward limits, and requiring app use and/or trip validation. These all have potential drawbacks in terms of privacy, hassle, and staff time, while balancing the desire to engage as many commuters as possible.

Join your fellow ACT members in an open discussion that will focus on the tools, policies, and processes used to strike the right balance between barriers to entry/ease of use, and “locking down” the system enough to deter/prevent future abuse. Come prepared to discuss your own personal encounters and strategies used to try and mitigate additional occurrences.



[Learn More & Register](#)

ACT Webinar: Transportation Planning as a Tool for Migrant Integration

Transit quite literally has the power to bring people and communities together. For new Americans, who may find themselves living on the fringes and working within precarious occupations, accessible public transportation can be a key component of assisting in their integration to their communities at large. This matter applies in multiple areas: connecting

suburban migrants with the resources of nearby cities, connecting different parts of the cities, and providing access to information, services, as well as community resources.

This webinar intends to analyze transit as an equity issue, and particularly the role alleviating inequitable transit can have in the assistance of integrating migrant communities. This will take into consideration language, spatial design, and case studies from large cities to smaller cities. Attendees should take away the way transit may be able to assist in their locales, in addition to areas for improvement and models of better practices. It will include information on the implications of gentrification via transit, and how these matters may be mitigated, as well as recommendations for practitioners and questions for researchers to consider, as well.



Register Today

International Women's Day Discussion: March 8th

Empowering women in Transportation Demand Management means promoting and enabling their equal and meaningful participation in this field. Historically, women have been underrepresented and undervalued in the transportation sector, including in TDM. Women are often excluded from decision-making and leadership positions, face barriers to accessing transportation options and services, and are disproportionately affected by transportation challenges. Empowering women in TDM involves recognizing and addressing these challenges and opportunities, including...



Learn More and Register

Don't Miss These *Connect* Discussions

There are many great conversations taking place on *Connect*, ACT's online member community. And don't forget to introduce yourself and welcome new members!

[ACT President Stack](#)

[A glimpse of Anaheim](#)

[Fraud/ abuse of public TDM programs](#)



Welcome New Members!

Marina Budimir
Cambridge Systematics

John Sherlock
Retiree

Aaron Buckley
Mayo Clinic

Sara Sisco
Hopelink Mobility Management

Linda DuPriest
Pitkin County Elected Officials Transportation Committee

Dorinda So
pointA

Chris Hamilton

Dave Steele

Retiree

John Mark Lucas
University of Minnesota

Pat Mauer
Apalachee Regional Planning Council

Jan Naidu
Retiree

Kenyatta Robertson
Capital Region Planning Commission

Mobilise

Joyce Tang Boyland
Retiree

Jem Thompson
Student

Nadia Woodmansee
San Francisco Giants

[Encourage your colleagues to join](#); the larger our community, the greater our impact!

Don't forget that you get credit for every new organizational or self-employed member you recruit over the lifetime of your membership. Want to Win the Pin? Check out the details and report your recruitment efforts on ACT's [Member Recruitment Campaign](#) page.



Featured Events & Programs



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