



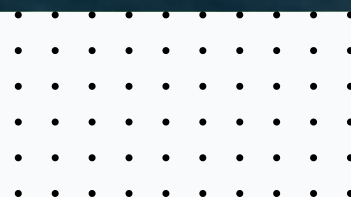
ACT NATIONAL AWARDS

2026

PHILADELPHIA, PA



JULY 29, 2026



AWARD CATEGORIES

BEST OVERALL MARKETING CAMPAIGN

COMMUNITY BUILDER

EMPLOYEE TRANSPORTATION CHAMPION

EXCELLENCE IN ADVOCACY

EXCELLENCE IN RESEARCH

OUTSTANDING BUILDING/DEVELOPMENT

OUTSTANDING INNOVATIVE PARTNERSHIP

OUTSTANDING TDM STRATEGY

TDM INDUSTRY IMPACT

TDM PLAN OF THE YEAR

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

James Madison University Dukes Ride Campaign

Tysons Community Alliance

Walworth County Connect Care and Share Ride

PHOTO: PASSYUNK AVENUE SINGING FOUNTAIN
CREDIT VISITPHILLY.COM

BEST OVERALL MARKETING CAMPAIGN



JAMES MADISON UNIVERSITY DUKES RIDE CAMPAIGN

2026 FINALIST

James Madison University's Dukes Ride has spent three years turning the campus bus into something students actually want to ride. With coordination led by JMU's Alternative Transportation Manager, the campaign set out with a goal of getting students out of their cars and onto the university's fare-free bus service, making transit feel like "what Dukes do."



The team built a fresh, student-first brand with apartment-specific route cards reaching 2,500+ students, a QR-linked website, a new Instagram account, and playful mascot videos. Their approach took the message straight to students, with their Alternative Transportation Manager guest lecturing in dozens of classrooms every semester.

The results are worth celebrating: bus ridership more than doubled, jumping from 161,319 boardings in 2022 to 2023 to 331,911 in 2024 to 2025. Daily parking permit use surged 97% while annual permit purchases dropped despite rising enrollment. These results are proof that Dukes Ride is steering students away from the daily drive and toward a brighter, greener campus commute.

**REGISTER YOUR
BIKE OR SCOOTER**

JMU
JAMES MADISON
UNIVERSITY.

All registrants will be entered to win JMU swag!

Register your bike or scooter for free on Project529. It takes 2 minutes and will help police recover your item if it is ever stolen. Scan the QR code or go to the website below. To complete registration, pickup a 529 sticker at Parking and Transit in Champions Parking Deck.





[HTTPS://PROJECT529.COM/JAMESMADISONUNIVERSITY](https://project529.com/jamesmadisonuniversity)

FOR MORE INFORMATION CONTACT
ALTERNATIVETRANSPORTATION@JMU.EDU

@GETAROUNDJMU 

PHOTO: PASSYUNK AVENUE SINGING FOUNTAIN
CREDIT VISITPHILLY.COM

BEST OVERALL MARKETING CAMPAIGN



TYSONS COMMUNITY ALLIANCE

2026 FINALIST

The Tysons Community Alliance (TCA) turned everyday exploring into an adventure with its Tysons Trek & Treat Challenge, a game-based passport experience inviting residents and visitors to walk, bike, and roll through Tysons. Partnering with Clark Communications, TCA set out to make Tysons feel like the vibrant, multimodal destination it's becoming.

Participants used a mobile web passport to check in along four themed 2 to 3 mile routes, earning points and prizes while discovering local spots along the way. Branded wayfinding and embedded educational messaging turned every trip into a fun, hands-on lesson in first-mile/last-mile connections and multimodal travel.

And people showed up in a big way: over 15,500 check-ins, 1,664 trips, and more than 4,300 miles traveled. 64% of participants also said they're now more likely to walk, bike, or roll. With 80% of trips completed while walking and a scalable platform built for the long haul, Tysons Trek & Treat has laid down a fun, proven blueprint to keep the community moving.



PHOTO: PASSYUNK AVENUE SINGING FOUNTAIN
CREDIT VISITPHILLY.COM

BEST OVERALL MARKETING CAMPAIGN



WALWORTH COUNTY CONNECT CARE AND SHARE RIDE

2026 FINALIST

Walworth County reimagined its public transit system from the ground up, transforming a patchwork of services into Walworth County Connect, a warm, unified brand built around two clear, friendly sub-brands: *Share* and *Care*. Partnering with AFFIRM Agency, the county combined a research-driven strategy and a fully integrated marketing launch to make shared-ride transportation feel simple, trustworthy, and built for everyone.

The team dug into service audits, stakeholder interviews, and a countywide survey to uncover exactly where confusion lived, then used those insights to shape intuitive naming, a cohesive visual identity, and a multi-channel launch spanning radio, digital, email, and print. Real-life messaging around work, medical trips, and errands made it easy for residents to see themselves using the new service.

The results tell a great story: 2025 ridership hit a record high, with December alone topping the previous year by 42.6%, and email campaigns nearly doubled national view rates. Walworth County Connect both took on a new name and earned a spot as a top 10 most visited page on the county website. More importantly, it also became part of residents' everyday lives.



PHOTO: PASSYUNK AVENUE SINGING FOUNTAIN
CREDIT VISITPHILLY.COM

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.

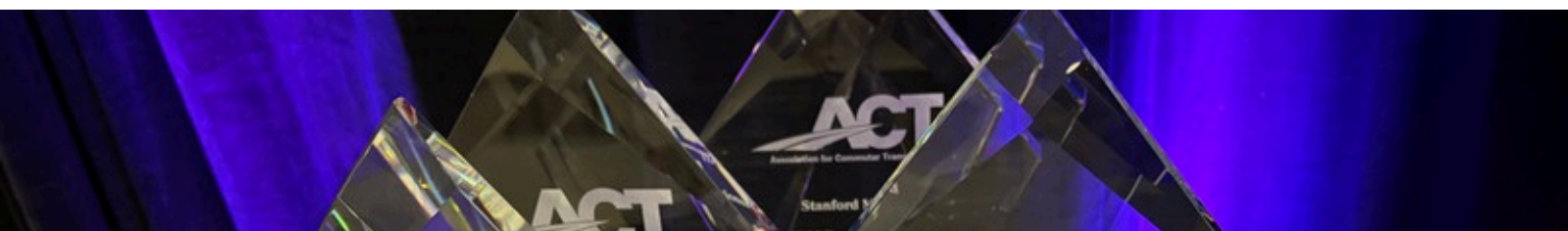
FINALISTS

Bike Cleveland

**CTrides - A Program of the Connecticut
Department of Transportation**

**King County Metro's Health Through Housing
Mobility Programs**

PHOTO: SOCIETY HILL
CREDIT SEVKLA 2024



COMMUNITY BUILDER AWARD

BIKE CLEVELAND

2026 FINALIST

Bike Cleveland is proving transportation can be a way to build true community. Through grassroots advocacy, inclusive education, and hands-on street projects, the organization makes biking and walking safer and more accessible for residents of Greater Cleveland. Reaching underserved neighborhoods is a key part of their mission, and they deliver. From free bike repairs and lights to targeted outreach for BIPOC, low-income, and disabled residents, ensuring equity is core to their work rather than an afterthought.

Bike Cleveland brings people together through group rides, Better Streets Committees, and campaigns like "We're All Drivers," turning residents into active participants in shaping their own neighborhoods. They also partner closely with the City of Cleveland, local businesses, schools, and organizations like NOACA (the local MPO) and BYN (Bike Your Neighborhood).

Tens of thousands of residents have engaged, with over 1,200 free bike repairs completed, and 400+ bike parking spaces installed. Programs like Silver Spokes for seniors and youth-focused Safe Routes to School ensure commuters of every age have a place in the movement. Bike Cleveland has turned transportation advocacy into genuine community building, a model for what inclusive, people-first mobility can look like.



PHOTO: SOCIETY HILL
CREDIT SEVKLA 2024

COMMUNITY BUILDER AWARD



CTRIDES - A PROGRAM OF THE CONNECTICUT DEPARTMENT OF TRANSPORTATION

2026 FINALIST

CTrides is helping Connecticut seniors rediscover something many thought they'd lost when they stopped driving: independence. Through Try It Day outings with AARP and local senior centers, the program guides seniors to destinations like the State Capitol and local museums using local buses, rail, and CTfastrak, Connecticut's Bus Rapid Transit system. Rather than mailers or pamphlets, CTrides chose shared experience, riding the bus together, to make public transit feel accessible, affordable, and freeing.

The program brought together CTDOT, regional Councils of Governments, transit operators, AARP, senior centers, and local businesses, all working to give seniors a real destination and a real reason to try transit. In Bristol, one participant cut her transit costs from \$40 a ride down to \$3.50 after learning to navigate local routes and senior discounts.

Over 100 new riders reached through six Try It Day events, with nearly 250 people engaged overall through events and outreach. In addition to teaching seniors a bus route, CTrides gave them back a sense of freedom and connection to their community. This hands-on, doing-over-telling approach is turning transit awareness into lasting transit habits, one rider at a time.



PHOTO: SOCIETY HILL
CREDIT SEVKLA 2024

COMMUNITY BUILDER AWARD



KING COUNTY METRO'S HEALTH THROUGH HOUSING MOBILITY PROGRAMS

2026 FINALIST

King County Metro's Health Through Housing mobility programs treat transportation as a lifeline for residents transitioning out of chronic homelessness. Through subsidized ORCA cards, a new mobility program called Easy Trip, and peer-led Community Transportation Navigators, Metro helps residents reach healthcare, jobs, and community life while rebuilding independence. Every navigator brings lived experience of homelessness, making trust central to the work.

Metro partnered with King County's Department of Community and Human Services and nonprofit Hopelink to weave transportation into supportive housing, embedding navigators alongside case managers. This ensured mobility support felt like part of residents' everyday care, not a separate service to navigate alone.

Over 1,000 residents received free transit passes, with 74% boarding transit at least once, and navigators logged 2,320 resident encounters across 11 sites. In 2024, sites saw more than 140,000 ORCA boardings, while early Easy Trip data shows residents using rideshare and micromobility to fill gaps. This program proves transportation, treated as essential, becomes a powerful tool for stability and belonging.



PHOTO: SOCIETY HILL
CREDIT SEVKLA 2024

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

Ben Hammer

Nadia Woodmansee

PHOTO: CENTER CITY
CREDIT VISITPHILLY.COM



2026 ACT NATIONAL AWARDS | PHILADELPHIA, PA

EMPLOYEE TRANSPORTATION CHAMPION



BEN HAMMER

2026 FINALIST

For 14 years, Ben Hammer has led Harvard University's CommuterChoice team with a mission to make green commuting the default for tens of thousands of employees, students, and visitors. Harvard already boasts a drive-alone rate of just 12.8%, but Ben set his sights higher, launching a fully revamped commuter benefits program for the 2025-2026 academic year to modernize the system and expand its impact.

Ben partnered with Jawnt and the MBTA's open payments system to move employees off of monthly passes and onto flexible pay-per-ride options. At the same time, they expanded transit subsidies to 60% for eligible employees and added Amtrak coverage. His team backed the rollout with inclusive, multilingual outreach across campus and a custom Commuter Calculator tool that addressed questions.

The early results are energizing: 31% of enrolled employees have already switched to pay-per-ride, saving both employees and Harvard significant money. With enrollment still climbing, Ben's commitment to overhauling a longstanding program, one other universities and hospitals look to as a model, is a testament to real leadership.



PHOTO: CENTER CITY
CREDIT VISITPHILLY.COM

EMPLOYEE TRANSPORTATION CHAMPION



NADIA WOODMANSEE

2026 FINALIST

Nadia leads TDM for the San Francisco Giants, a franchise renowned as much for its sustainability leadership as its play on the field. Overseeing LEED Platinum-certified Oracle Park and the mixed-use Mission Rock development, she manages an ambitious set of goals: reducing parking demand, cutting auto mode share, and building an equitable transportation program that benefits every employee, fan, and tenant.

Nadia built partnerships with SpotHero, ParkWhiz, and Parkade to bring transparency to neighborhood parking. At the same time, she rolled out transit-first messaging, multimodal employee stipends, and late-night ride-hail programs. She also manages relationships with every transit agency serving Oracle Park and leads data-driven planning for major events.

Employee auto mode share dropped from 51% in 2019 to just 32% in 2025, while employee satisfaction (somewhat/very satisfied) climbed to 88%. Fan satisfaction with transportation now ranks as the highest-rated experience at Oracle Park, and Mission Rock's residential parking demand has already beaten its stabilization target. Nadia's work shows how thoughtful TDM programming can thrive in one of the country's most complex venue environments.



PHOTO: CENTER CITY
CREDIT VISITPHILLY.COM

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

Valerie Kramer

Veronica 'Roni' Hattrup

PHOTO: CHINATOWN
CREDIT D. LOMBARDI



2026 ACT NATIONAL AWARDS | PHILADELPHIA, PA

EXCELLENCE IN ADVOCACY

VALERIE KRAMER

2026 FINALIST

Valerie Kramer has turned TDM into a lived part of campus culture at James Madison University, most visibly through Dukes Ride, a campaign shifting students away from single-occupancy driving. As the sole staff member dedicated to transit within Parking and Transit Services, she has led everything from student-centered branding to bicycle infrastructure expansion, helping elevate JMU from Bronze to Silver Bicycle Friendly University status.

Valerie combined strategic messaging with structural change, redesigning how the university presents transportation options so alternatives appear before parking, not after. She backed this with hands-on work: installing more than 50 bike racks, representing JMU at regional MPO Technical Advisory Committee and Policy Board meetings, and guest lecturing in dozens of classrooms each semester.

The results speak for themselves. Commuter bus ridership jumped 106% in two years, while daily parking permit sales rose 97% over three years and annual permits declined despite growing enrollment. Her bike programs also advance equity, refurbishing bicycles for a campus bike-share and donating others to a nonprofit serving cyclists who depend on bikes daily. Valerie's work shows how one advocate can reshape campus systems and habits alike.

PHOTO: CHINATOWN
CREDIT D. LOMBARDI

EXCELLENCE IN ADVOCACY



VERONICA 'RONI' HATTRUP

2026 FINALIST

Veronica "Roni" Hattrup has spent over 25 years building transportation solutions that work at scale, and her leadership of the Mountain View Transportation Management Association (MTMA) proves it. Under her guidance, MTMA developed the MVgo shuttle network, community shuttles, and a Smart Commute platform serving major employers like Google and Microsoft alongside everyday residents. Her goal: reduce single-occupancy vehicle trips while genuinely improving quality of life across Mountain View.

Roni champions fare-free, high-frequency shuttles and hands-on outreach, from Earth Day events to campus tabling, that make trying alternative commutes feel approachable. She also ties TDM participation directly to land use policy, ensuring the programs' long-term sustainability.

MTMA's shuttles deliver nearly 1,000 metric tons of annual greenhouse gas reduction, with community routes carrying up to around 1,000 daily riders and 95% on-time performance. These fare-free services connect residents to groceries, healthcare, and senior centers, extending TDM's benefits beyond corporate campuses. Roni's collaborative leadership has made MTMA an inspirational model for equitable mobility.



PHOTO: CHINATOWN
CREDIT D. LOMBARDI

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

Luigi Campanale

PHOTO: RITTENHOUSE SQUARE
CREDIT VISITPHILLY.COM



2026 ACT NATIONAL AWARDS | PHILADELPHIA, PA

EXCELLENCE IN RESEARCH

LUIGI CAMPANALE 2026 FINALIST

Luigi's research reimagines Advanced Air Mobility (AAM) as a practical first- and last-mile connector woven into regional transit rather than just a futuristic aviation concept. Using Central Massachusetts as a case study, it develops an Air-Rail-Air framework linking underused regional airports with existing rail and bus hubs. This eases congestion at major hubs while expanding mobility access for underserved communities. The project was fully funded by Jones Payne Group, a Boston-based aviation consulting firm.

The research combines GIS-based network modeling, environmental assessment, and economic evaluation to test a phased deployment strategy built on reusing existing infrastructure rather than costly new construction. It was shaped through coordination with Massport and MassDOT Aeronautics.



Preliminary findings point to real promise. Meaningful travel-time savings, emissions reductions, and scalable regional-access benefits are possible, all without major capital investment. By focusing on second-tier cities and potential rider subsidies for low-income, senior, and disabled riders, the study builds equity directly into its design. This work fills a real literature gap and offers planners a replicable roadmap for integrating AAM into everyday transportation.

PHOTO: RITTENHOUSE SQUARE
CREDIT VISITPHILLY.COM

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

Regina Grant

PHOTO: MANAYUNK
CREDIT VISITPHILLY.COM



2026 ACT NATIONAL AWARDS | PHILADELPHIA, PA

OUTSTANDING BUILDING & DEVELOPMENT

REGINA GRANT 2026 FINALIST

The Pentagon is far more than an office building, it's a small city of 27,000 people. Therefore, its transportation network has to work like one. Washington Headquarters Services (WHS), through its Transportation Management Program Office (TMPO) led by Regina Grant, manages this complexity with the Pentagon Transit Center (PTC), the largest multimodal transit hub in the Mid-Atlantic. With two Metrorail lines, nearly 1,200 daily bus departures, and a right-sized parking ratio of roughly one space per four employees, the Pentagon treats mobility as mission-critical.

WHS backs this hub with genuine innovation, supporting a grassroots "slugging" rideshare culture serving 1,500 daily participants and partnering with Commuter Connections to offer a ridesharing database. A dedicated team keeps commuters informed through newsletters, monthly tabling events, and a responsive feedback system that logged 589 questions and comments in 2025.

Transit mode share has climbed to 55%, and single-occupancy vehicle trips have rebounded from a COVID-era high of 74% down to 36.7%. With federal commuter stipends up to \$340/month and real options built into every layer of the system, the Pentagon has turned TDM into a pillar of workforce readiness.



PHOTO: MANAYUNK
CREDIT VISITPHILLY.COM

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

ATL Airport Community Improvement Districts

Commute.org

Community Transit

TransLink - Commutifi Employer TDM Program

PHOTO: FISHTOWN, EVIL GENIUS BEER
CREDIT VISITPHILLY.COM

OUTSTANDING INNOVATIVE PARTNERSHIP

ATL AIRPORT COMMUNITY IMPROVEMENT DISTRICTS

2026 FINALIST

Hartsfield-Jackson Atlanta International Airport is the busiest airport in the world, and the tens of thousands of shift workers who keep it running have long faced challenges utilizing transportation options. The ATL Airport Community Improvement Districts (AACIDs) and its TMA, Shift, brought together the City of Atlanta Department of Aviation, Metropolitan Atlanta Rapid Transit Authority (MARTA), and dozens of employers to close that gap with Shift On Demand, a workforce-first microtransit pilot launched in August 2025. The goal was to reduce reliance on costly TNC rides and extend transit's reach to workers whose nonstandard schedules can't be served by fixed routes.

Rather than layering a commuter service on existing infrastructure, the partners built an employer-embedded program shaped around workers' actual travel patterns, with Shift holding employers, MARTA, and the airport authority together.

Over 31,000 rides were provided to 667 unique workers in six months, backed by more than 50 employer partners. Shift On Demand is stretching paychecks for cost-burdened commuters, strengthening MARTA's connection to a workforce it's historically struggled to reach, and giving employers an edge in recruitment. It's a scalable model for airport-area workforce mobility nationwide.



PHOTO: FISHTOWN, EVIL GENIUS BEER
CREDIT VISITPHILLY.COM

OUTSTANDING INNOVATIVE PARTNERSHIP

COMMUNITY TRANSIT

2026 FINALIST

Community Transit and Boys & Girls Clubs of Snohomish County teamed up to close a seasonal gap: teens could learn transit skills through Community Transit's school-year Bussin' Basics program, but summer left a void. Together they brought hands-on transit education to nearly every club in the county, teaching teens trip planning, safety, and etiquette, all made possible by Washington's fare-free transit policy for riders 18 and under. Their goal was to build confident, independent young riders who see transit as an effective tool to get around.

Each session paired a 25-minute classroom lesson with a real bus ride led by specially trained Youth Engagement Specialist (YES) drivers, who modeled etiquette and built relationships with teens. The partnership went further with career exploration tours, environmental learning field trips, and outreach to youth returning to school or re-entering their community after juvenile detention.

378 Youth ORCA cards were distributed and 2,065 youth boardings were generated through March 2026. Staff report teens now riding independently to jobs and activities, drivers see improved rider etiquette firsthand, and the program has even sparked genuine interest in transit careers. This partnership shows how trusted community organizations can extend transit's reach into places and seasons agencies alone can't easily go.



PHOTO: FISHTOWN, EVIL GENIUS BEER
CREDIT VISITPHILLY.COM

OUTSTANDING INNOVATIVE PARTNERSHIP

COMMUTE.ORG

2026 FINALIST

Caltrain Pass Forward brings together Commute.org, Caltrain, regional employers, and over 30 community-based organizations (CBOs) to tackle cost as a barrier to sustainable commuting. The program distributes free annual Caltrain Go Passes to income-qualified commuters in San Mateo County, seeded by employers donating unused passes since the pandemic. What began as a pilot in 2021 has grown into a transportation access engine for the region's transit network.

Commute.org paired strong administrative oversight with deep community trust, partnering with CBOs serving low-income, immigrant, and multilingual populations to identify eligible riders. Tailored support, from text-message outreach to visual Clipper Card guides, helped first-time riders navigate an unfamiliar system with confidence.

Annual pass allotments jumped from just 49 in 2021 to 750 in 2026, with 50% of 2026 recipients renewing from the prior year. Nearly a third of recipients have acutely low incomes, and many were entirely new to Caltrain, proving this program reaches exactly the underserved riders it set out to reach.



PHOTO: FISHTOWN, EVIL GENIUS BEER
CREDIT VISITPHILLY.COM

OUTSTANDING INNOVATIVE PARTNERSHIP

TRANSLINK - COMMUTIFI EMPLOYER TDM PROGRAM

2026 FINALIST

The TravelSmart Employer Program brings together TransLink, Metro Vancouver's regional transportation authority, and Commutifi, a commute capital management consulting and technology company, together to solve a problem neither could overcome alone. TransLink had the mandate but no platform to measure commuting, while Commutifi had the technology but no way to convene employers regionally. Since 2021, the partnership has grown to more than 22 employers, from the University of British Columbia (UBC) to Vancity Credit Union, working toward British Columbia's CleanBC Roadmap 2030 targets.

Employers receive subsidized access to Commutifi's platform, while anonymized commute data flows back to TransLink, building the region's first cross-employer commute dataset. This voluntary model has made rigorous commute analysis accessible to organizations that couldn't have afforded it alone.

The results are substantial: a dataset covering thousands of workers, revealing 94.7% of car commutes are solo drives and that frequency and better alignment with work schedules are top levers for transit adoption. UBC, Vancity Credit Union, and the District of Saanich have used the data to shape real transportation plans. TravelSmart has expanded commute intelligence, proving partnership can drive change at scale.



PHOTO: FISHTOWN, EVIL GENIUS BEER
CREDIT VISITPHILLY.COM

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

The goDMV Commuter Competition

Google

IE Commuter

PHOTO: UNIVERSITY CITY
CREDIT SEVKLA 2024

OUTSTANDING TDM STRATEGY AWARD



THE GODMV COMMUTER COMPETITION 2026 FINALIST

The goDMV Commuter Competition tapped into a simple truth: the best time to shift habits is right when they're already being disrupted. Launched in 2025 as federal Return to Office mandates sent hundreds of thousands back to worksites, the Metropolitan Washington Council of Governments (MWCOC) built a strategy combining a GPS-verified cash incentive app called CommuterCash, a three-month gamified competition, and custom employer microsites, reaching 533 organizations across DC, Maryland, and Virginia.

Participants earned cash for every verified sustainable trip while competing on leaderboards and employer rankings. It was all integrated within the region's Commuter Connections platform for ridematching and transit planning, letting a fun entry point lead into a larger TDM ecosystem.

1,205 participants logged 36,121 trips, preventing 154 tons of CO2 and saving commuters \$272,091. Most impressively, participation didn't collapse when the competition ended, it grew, hitting a program-high 824 participants in September, months after prizes stopped. GoDMV proves steady rewards paired with real competition can turn a temporary challenge into permanent habit change.



2025 goDMV Commuter Competition Champion Award

PHOTO: UNIVERSITY CITY
CREDIT SEVKLA 2024

OUTSTANDING TDM STRATEGY AWARD

GOOGLE

2026 FINALIST

Google set out to shrink single-occupancy vehicle commuting by giving employees the right micromobility option for their actual commute, whether an e-bike for local trips or a scooter for last-mile connections. Partnering with Ridepanda, the company built a subsidized program around psychographic insight, targeting real post-pandemic pain points like commute stress, lost time, and rising costs. The goal was genuine behavior change at scale rather than a one-time mode shift.

Google layered strategic partnerships with sustained and customized internal marketing spanning email, onsite events, and employee portals, refining messaging based on engagement data. Communications leaned into personal benefits like well-being and time savings, not sustainability alone.

Commute frequency using micromobility jumped. 66.6% of respondents either never commuted by micromobility or did so rarely, which jumped to 95.8%. 77.3% of respondents now replace six or more car trips weekly. Nearly 96% say their commute has improved, while 75% report increased satisfaction with their employer. Google's program showcases how personalized TDM initiatives can transform commuting behavior and workplace culture simultaneously.



PHOTO: UNIVERSITY CITY
CREDIT SEVKLA 2024

OUTSTANDING TDM STRATEGY AWARD

IE COMMUTER 2026 FINALIST

Experience Metrolink set out to solve a simple but notable problem: getting Inland Empire residents to give regional rail another try after the pandemic hollowed out ridership. IE Commuter's campaign offered fare-free Metrolink tickets for up to 90 days, removing the financial risk that keeps transit-curious commuters, low-income residents, and lapsed riders on the sidelines. Their goals were to boost ridership, cut vehicle miles traveled, and expand mobility access across Riverside and San Bernardino counties.

The team layered employer partnerships, earned media, and targeted Google and Meta advertising into a phased rollout, all supported by ready-to-use toolkits that made it easy for partner organizations to spread the word. Digital performance data guided outreach in real time, ensuring resources went toward the channels driving the most sign-ups.

The results blew past expectations with 5,904 participants, nearly double the original goal, with almost two-thirds trying Metrolink for the very first time. The program reduced an estimated 7.3 million vehicle miles traveled and avoided 5.9 million pounds of greenhouse gas emissions. Experience Metrolink highlights how removing cost as a barrier, paired with smart, layered marketing, can turn hesitant drivers into lasting transit riders.



PHOTO: UNIVERSITY CITY
CREDIT SEVKLA 2024

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

Commute.org

goDCgo

Seaport TMA

PHOTO: CHESTNUT HILL
CREDIT VISITPHILLY.COM

TDM INDUSTRY IMPACT

COMMUTE.ORG

2026 FINALIST

The San Mateo County TDM Policy and Implementation Program tackles one of TDM's most persistent challenges: policies that look good on paper but fall apart in execution. Adopted in 2022 and led by Commute.org in partnership with the City/County Association of Governments of San Mateo County (C/CAG), the countywide initiative standardizes TDM's application across all 21 jurisdictions, requiring developments generating 100+ daily trips to hit a 25-35% trip reduction target. The goal is to make TDM consistent, measurable, and genuinely effective rather than just a box to check at approval.

Commute.org built a centralized, cloud-based platform to track compliance and automate monitoring, paired with hands-on jurisdiction support, staff training, and post-occupancy employee commute surveys that reveal how projects actually perform once occupied.

Early indicators show that 18 of 21 jurisdictions trained on the policy, 12 onboarded to the monitoring platform, and 217 development projects already being tracked. By staying engaged through a project's full lifecycle, from approval through post-occupancy, this program is proving how countywide TDM coordination can truly work.

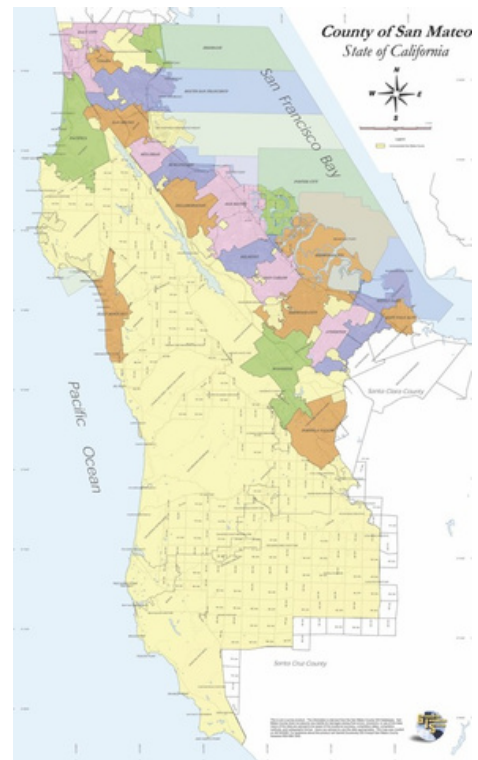


PHOTO: CHESTNUT HILL
CREDIT VISITPHILLY.COM

TDM INDUSTRY IMPACT

GODCGO

2026 FINALIST

goDCgo, an initiative of the District Department of Transportation (DDOT), works to reduce drive-alone trips across one of the country's most commuter-heavy cities, reaching DC residents, employers, property managers, schools, and visitors. The program combines education, incentives, and hands-on support to make sustainable transportation the easy choice, supporting the District's broader goals around congestion, air quality, and quality of life.

goDCgo runs a wide portfolio of programs, from Try Transit incentives and Travel Training to its Transportation All-Stars recognition program, which now counts over 2,600 participating organizations. The team also supports employers and property managers in navigating DC's commuter benefits and parking cashout laws, turning compliance into genuine sustainable commuting culture.

Last year, goDCgo helped more than 41,000 people make smarter travel choices, saving 828,000 car miles and 33,000 gallons of gas daily. That translates to 46,000 fewer vehicles on District roadways and nearly 597,000 fewer pounds of pollution generated each day, proof that comprehensive TDM programming can move the needle citywide.



PHOTO: CHESTNUT HILL
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TDM INDUSTRY IMPACT

SEAPORT TMA 2026 FINALIST

Seaport TMA serves one of the fastest-growing neighborhoods on the East Coast, where population grew 195% and housing units grew 327% in a single decade, yet the drive-alone rate hasn't budged. With over 50 members and 30,000 commuters served, the nonprofit works to keep Boston's Seaport District moving sustainably despite explosive growth, major event venues, and a convention center drawing over 1 million visitors a year.

One of Seaport TMA's signature achievements is leading the Seaport Ferry from concept to reality, expanding it with a new East Boston route and the Pier 10 dock and ferry service in 2025. The organization also runs an annual commuter survey, which in 2026 reached over 1,200 respondents in multiple languages, using that data to advocate successfully for preserved and expanded bus service to industrial and hospitality workers.

The ferry system logged 191,292 trips in 2025 alone and has served over 717,000 riders since 2019. Seaport TMA's advocacy also saved critical bus service for hospitality and industrial workers whose schedules don't typically align with transit options. Beyond the neighborhood, its Executive Director helped secure a \$25 million statewide MassDOT grant program for Massachusetts TMAs, proving Seaport TMA's impact reaches well beyond its own district.



PHOTO: CHESTNUT HILL
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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

**RideFinders Commuter Assistance
Program Strategic Plan**

PHOTO: FAIRMOUNT
CREDIT VISITPHILLY.COM



2026 ACT NATIONAL AWARDS | PHILADELPHIA, PA

TDM PLAN OF THE YEAR



RIDEFINDERS COMMUTER ASSISTANCE PROGRAM STRATEGIC PLAN

2026 FINALIST

RideFinders set out to tackle high drive-alone rates across a service area of 1.25 million residents, uneven transit access from urban Richmond to rural Tri-Cities communities, and growing hybrid work patterns. Partnering with Foursquare ITP, the organization developed its Commuter Assistance Program Strategic Plan to reposition RideFinders as the region's true Mobility Manager, integrating carpool, vanpool, transit, and telework programming into one cohesive system.

The plan leaned on Census data, employer analysis, and Tri-Cities focus groups to shape three goals: elevating RideFinders' regional role, sharpening data-driven outreach, and diversifying partnerships for sustainability. Adopted by the GRTC and RideFinders Board in October 2024, the plan was built as a living operational roadmap instead of a document to sit on a shelf.

The FY25 results speak clearly: over 1.2 million vehicle miles reduced, 54,000 gallons of fuel saved, and 530 tons of CO2 cut, all improvements over FY24. New Tri-Cities programs have already drawn 44 new carpool and vanpool members, underscoring how thoughtful planning can turn strategy into real regional impact.



PHOTO: FAIRMOUNT
CREDIT VISITPHILLY.COM