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## ACT CALENDAR



**February 2**

[Webinar: Back to the Future of Transportation 2023](#)

**February 3**

[Take ACTION Meeting](#)

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[Supporting TDM through...](#)

**February 5-7**

[ImpACT Leadership](#)

**February 7**

[Board of Directors Meeting](#)

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## TDM Careers



[Outreach Coordinator](#)

Commuteride

[Assistant Director of Mobility Services](#)

CDOT

[TDM Program Manager](#)

City of Bellvue, VA

[TDM Outreach Coordinator](#)

Foursquare ITP

[Assistant Dir., Campus Mobility Services](#)

Princeton University

Greetings!

Welcome to ACT 2023!

Let me begin by expressing my appreciation to all ACT members for coming together to make this the premier association for professionals working in transportation demand management. Whether you consider yourself a "TDMer" or support TDM initiatives through your work in other professional fields, I want you to find the same productive and satisfying network in ACT I've found here through the years. We have great things in store for 2023, including many opportunities to share and learn from one another.



As we describe the benefits of TDM in our communities, we use so many of society's keywords – mobility, efficiency, resiliency, sustainability, equity, safety, wellness, climate action, community, and so much more. Let's celebrate these important intersections where our collective work meets the world!

In early February, ACT is convening our first Executives in TDM group, and hosting a new cohort of TDM professionals in our ACT ImpACT Leadership program. These will occur alongside our first board meeting for 2023 in Anaheim. I know we will look back on these as the beginnings of future ACT success stories.

Speaking of the board, I want to welcome four new members to the ACT board for 2023 – **Aaron Fodge** of Colorado State University, **Carol Cooper** of King County Metro, **Ray Bernheim** of TripShot, and **Veronica Jarvis** of Thurston Regional Planning Commission. We're excited about the expertise and perspective you add to ACT's volunteer leadership.

I also offer an additional thanks to board members who rotated off at the end of 2022 – **Rob Henry** of GVF, **Jim Barr** of the University of Vermont (retired), **Maureen Farrell** of GVF, and **Tony Hudgins** of Actionfigure. Words cannot adequately express the debt we owe each of you for your service to the association.

Beyond Anaheim, ACT members and guests will gather in Indianapolis for another first - **THE (Transportation Helping our Environment) Climate ACTION Summit** April 4-5, then in Seattle for the **37th Annual International Conference** July 30- August 2, and in Los Angeles for the **2023 TDM Forum** November 2-3. See the [2023 In-Person Events Guide](#) for planning your attendance and experience the new ACT website at [actweb.org](http://actweb.org).

David McMaster, TDM-CP  
ACT President

## The Overlooked Importance of Last-Mile Shuttles

**Written By: Bobby Lauterjung, Director of Transportation Systems, BUSUP**

Last-mile shuttle service is a frequent topic of discussion within the TDM community but the complete spectrum of benefits they provide is not always made clear. The purpose of this article is to provide a different perspective on last-mile shuttle services by drilling down on two (2) less commonly referred to benefits proven to bring about impactful change.

Common knowledge pertaining to last-mile shuttles tells us that by connecting populations of travelers with nearby public transportation systems we reduce single occupancy vehicles and the challenges they create (congestion) or exacerbate (parking constraints). There are also business continuity motives such as recruiting and retaining workforce, enhancing productivity by providing WIFI-enabled transportation, and reducing traffic congestion by consolidating single occupancy vehicles into shared modes.



**Diving Deeper into two less commonly touted outcomes:**

1. **Improving equitable access to economic opportunity:** While there are many applications, last-mile shuttle programs are frequently presented as benefits offered by companies in sectors that employ corporate ("white-collar") workers. Without undermining the significance of those programs, it is important to elevate a...

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## Virtual Discussion

**Supporting TDM through the Carbon Reduction Program**



We're kicking off 2023 with a relaunch of our popular Virtual Discussions, on the important topic of utilizing the **Carbon Reduction Program (CRP)** to support TDM activities in your region. The CRP provides \$6 billion in formula funds over five years and aims to reduce transportation emissions through the development of state carbon reduction strategies and

by funding projects designed to reduce transportation emissions.

States, in coordination with their MPOs are encouraged to develop their CRP strategies. This presents an important opportunity for ACT members and TDM programs across the country to influence how CRP funds may be utilized to support, create, and expand TDM initiatives within your region.

We encourage you to join this discussion to hear and share ideas, experiences and information from your colleagues that will help you unlock new funding for your TDM programs and policies.

[Learn More & Register](#)

## Looking Ahead: 2023 Chapter Activities

This year ACT chapters are focused on boosting member value at the local level. Chapters are moving forward with in-person and virtual events, scholarships, and programming that will connect members locally, boost engagement, and promote the benefits of membership to prospective members.

Much thanks go to the 50+ volunteer chapter leaders that take on the task of planning and coordinating these activities. These leaders meet every other month to network, share ideas and collaborate to strengthen and build chapter programming. Be on the lookout for the many events that will be making an appearance in 2023 such as:

- Next week, the Valley of the Sun Chapter presents our national webinar “Back to the Future of Transportation”.
- All chapters are gearing up to host local events during this year’s TDM Week, September 18-22,
- Some of our larger geographic chapters are exploring the opportunity to host micro events providing smaller, more intimate settings to gather together portions of their membership.
- The Cascade Chapter will host a Happy Hour in Oregon this May to network with Transportation Options Group of Oregon.

One focus for the chapters this year is building awareness of TDM within their...

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## Looking Ahead: 2023 Council Activities

Councils are planning new programming and resources for 2023. Councils serve as an important part of the information and resource arm of ACT and are a way for members to dive further into topics they’re passionate about.

Councils are planning to spark new conversations and action on a variety of TDM topics during their regularly scheduled meetings. Some of the highlights that ACT members have to look forward to include:

- A new survey from the Vanpool Council to collect facts and stats for vanpool marketing collateral.
- A case study from the Telework Council that will be released at the International Conference on telework in rural areas.
- A guest speaker series from the Higher Education Council featuring industry leaders on the topics of campus transit programs and new technologies.

Councils will utilize the information they gain from these activities to grow member participation (all members can join chapters by selecting them on their Member...

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## Take ACTION Meeting

### Take ACTION February 3rd, 2023 on Zoom

There are so many ways that you can **Take ACTION** with your membership – do you know them all? Getting more engaged will help you not only get more out of your membership, but will also let you give back to ACT and the TDM industry.

Join us **next Friday** for this informative look at all the ways your membership can benefit you.



[Learn More & Register](#)

## ACT Webinar: Back to the Future of Transportation



We often think about the future as a series of cutting-edge innovations and improvements waiting to be discovered and implemented. The assumptions we make about the future imply that we get to keep all the things we currently LIKE and replace or upgrade the things we don't. Then reality steps in and reminds us that we sometimes have to take two steps back in order to take another step forward. Join Futurist and Technology Innovations Trends Researcher Mike Courtney as he explores what's next in transportation, including a look at how challenging our current assumptions can result in a more resilient future.

[Register Today](#)

## Technology and Innovation Council Survey

The Technology and Innovation Council wants to hear from you.

The mission of the council is to provide a forum for ACT members to: build alignment on shared issues; foster collaboration;

expand awareness; accelerate education, adoption, and deployment of technology and innovative products and services; discuss future trends; and advance policies that increase the understanding, advancement, and funding for technology and innovation to that support the success of TDM programs and services.



As we are planning our next steps, we would like you to take 4 minutes of your time to share your opinion and thoughts on what we can do to be helpful and to provide interesting connection to the entire ACT members. Please fill the survey available [here](#) before January 27<sup>th</sup> please.

IMPORTANT: this council is for everyone interested in technology and Innovation. We don't want it to be just for tech provider, talking about what we know, it's meant to be educative and to facilitate implementation of new technologies. Make sure to invite everyone around, the more the merrier. Looking forward to hearing from you!

The Technology and Innovation Council

[Fill Out Survey](#)

## 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](#)

[2023 Patriot Chapter Scholarship Opportunities](#)

[Online Transportation Education Module for College Campuses - Supporting Sustainable and Safe Student Transportation](#)



## Welcome New Members!

**Magic Aguinaga**  
Intercity Transit

**Avani Aravind**  
University of Memphis

**Jackson Archer**  
Nelson Nygaard

**Anijah Boyd**  
AECOM - Club Ride

**Nicole Campbell**  
Minnesota Department of Transportation

**Sean Coffey**  
Best Payment Solutions

**Sophia Constantine**  
Nelson Nygaard

**Rachel Coppe**  
The Destination Sales and Marketing Group, Ltd.

**Alexis McCarthy**  
West Chester University

**Bryan McCown**  
Salem Area Mass Transit District

**Jackson McNeil**  
Innovate Memphis

**Michael Morrison**  
Hallcon

**Jonathan Nevius**  
Wells + Associates

**Desirea Ortega**  
Applied Materials

**Laurel Priest**  
City of Vancouver

**Olivia Saccocia**  
Northeast Consulting Group

**Chanda Davis**  
Miami Valley Regional Planning Commission

**Terry Smith**  
Intuit

**Alec Edges**  
Tesla

**Emily Sofich**  
Portland State University

**Ellen Gipko**  
Tysons Community Alliance

**Alli Steinke**  
Central Indiana Regional Transit Authority

**Olivia Harber**  
Seattle Children's Hospital

**Corey Thibault-Cuhel**  
Penn State University

**Skylar Herrera-Ross**  
Alameda TMA

**Kendall Tiffany**  
Loudoun County Department of Transportation  
and Capital Infrastructure

**Rebecca Jabbar**  
Washington State Department of Transportation

**Tom Vollert**  
Hallcon

**Leigh-Anne Kitch**  
Airport Van Rental

**Martie Wynn**  
ALTRANS, Inc.

**Xinh Lorente**  
Applied Materials

**[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



Join Our Mailing List!