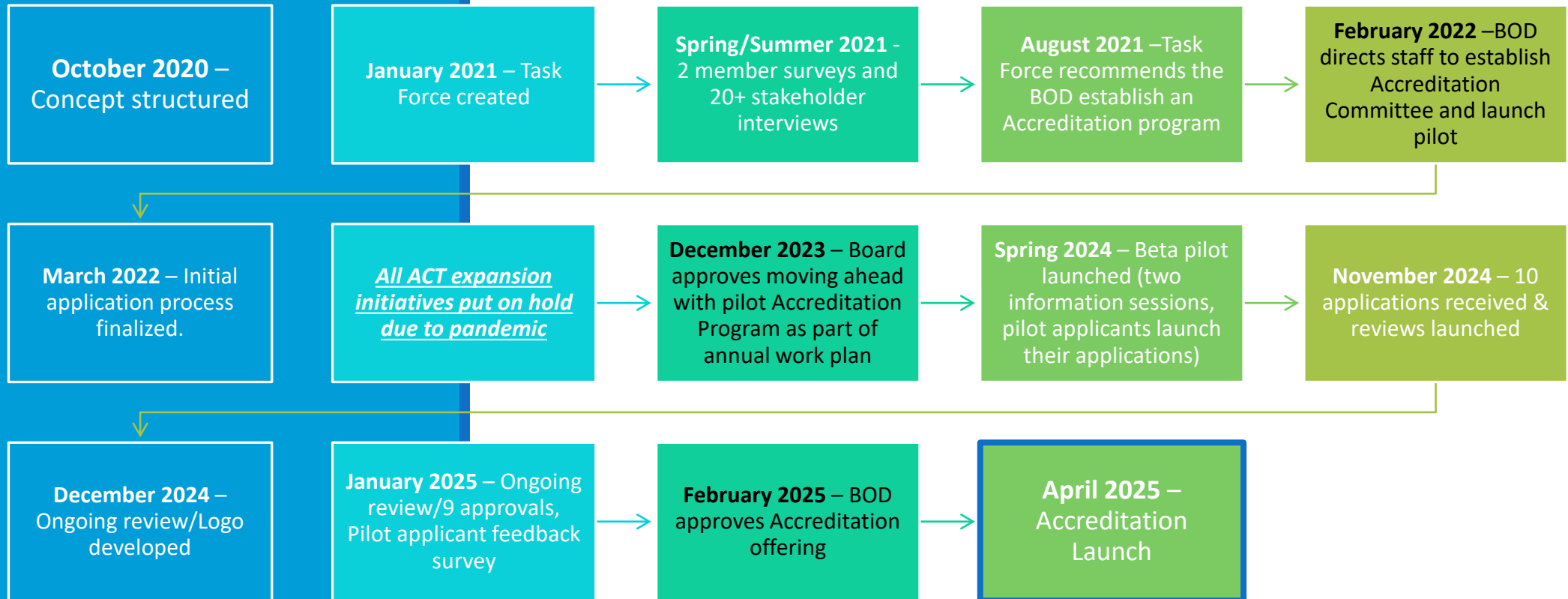ACT TDM
Organization
Accreditation

2025

Accreditation Goals

Provide a <u>voluntary</u> process for establishing, recognizing and sustaining high-performing <u>ORGANIZATIONS</u> in their provision of TDM programs.

Hold accredited organizations accountable to an internationally accepted set of standards <u>developed by subject matter experts and peers (ACT)</u>.

Timeline

October 2020 – Concept structured

January 2021 – Task Force created

Spring/Summer 2021 - 2 member surveys and 20+ stakeholder interviews

August 2021 –Task Force recommends the BOD establish an Accreditation program

February 2022 –BOD directs staff to establish Accreditation Committee and launch pilot

March 2022 – Initial application process finalized.

All ACT expansion initiatives put on hold due to pandemic

December 2023 – Board approves moving ahead with pilot Accreditation Program as part of annual work plan

Spring 2024 – Beta pilot launched (two information sessions, pilot applicants launch their applications)

November 2024 – 10 applications received & reviews launched

December 2024 – Ongoing review/Logo developed

January 2025 – Ongoing review/9 approvals, Pilot applicant feedback survey

February 2025 – BOD approves Accreditation offering

April 2025 – Accreditation Launch

What accreditation is…

- An affordable opportunity for TDM organizations to expand credibility, improve efficiency, strengthen external partnerships and highlight their contributions to the industry.

- A structure to help TDM leaders assess their organization and seek opportunities for continuous improvement.

- The chance to demonstrate and be recognized for your organization's commitment to excellence.

What accreditation is not...

- A critique of the organization's specific programs or services

- A ranking of TDM organizations

Three Core Elements

Organizations must demonstrate excellence in three key areas:

- Administrative/governance - Does the organization have the structure and processes in place to be successful?
- Contribution to the profession - Is the organization actively helping the profession improve?
- Collection, reporting and sharing of standardized performance data - What do the most successful TDM programs have in common?

1) Organization Administration & Governance

- Governance
- Finance
- Human Resources
- TDM Program/Service Provision
- Community Leadership
- Internal Performance Measuring & Reporting

2025 ACT Organization Accreditation
Section "A"
TDM Organization Administration & Governance

		Requirement	Verification	Notes for Committee
Governance (1.0)	1.1	Documentation of the organization's legal status	PDF of Business license, non-profit status, official recognition within a larger organization, legislative mandate, EIN, etc.	
	1.2	Strategic plan	PDF of current strategic plan, date approved, and by whom. Plan cannot be more than 5 years old.	
	1.3	Annual work plan	PDF of current approved work plan, date approved and by whom	
	1.4	Annual TDM program work plan	PDF of current approved TDM program work plan, date approved and by whom	
	1.5	Data security protocol	PDF or Text description	
Finance (2.0)	2.1	Annual budget	PDF of approved annual budget for the organization's most recent fiscal year. Must include documentation of how much is being spent on the organization's TDM initiatives in the most recent fiscal year. Date approved and by whom.	
	2.2	Description of organization/program funding	Text description, including details on specific federal, state, local and/or private funding programs (i.e. CMAQ, Carbon Reduction, grants, memberships, sponsorships, etc.)	
	2.3	Description of financial resilience planning. What funds are allocated to the organization/program past the current year, and how is the organization preparing in case of future funding restrictions?	Text description	
	2.4	Documentation that the organization is in compliance with required audits and/or financial reporting requirements	PDF copy of last certified audit and/or text description	
Human Resources (3.0)	3.1	Staff organizational chart (must include TDM staff)	PDF of chart	
	3.2	Staff review and evaluation policies	PDF of policies	
	3.3	TDM related job descriptions	PDF of descriptions	
	3.4	TDM related staff training & development plan	PDF of plan	
	3.5	Equal opportunity employment statement	PDF of statement	
	3.6	Organization's own TDM policies	PDF of policies	
TDM Program/Service Provision (4.0)	4.1	SEE SEPARATE TAB: Section "A" 4.1 (contributions to the advancement of TDM strategies)	All sections must include a narrative.	
	4.2	TDM Marketing plan	PDF of current TDM marketing plan	
	4.3	Current, up-to-date web site	online link	
	4.4	Logo and brand development/management guidelines	PDF of logo(s) and management guidelines	
Community Leadership (5.0)	5.1	Description of how the organization ensures it is inclusive of all commuters	Text Description	
	5.2	Documentation of engagement and coordination with other entities and non-employer stakeholders	PDF of monthly/quarterly and/or annual reports	
	5.3	Description of how the organization fits within the state's, region's and/or city's transportation goals	Text Description	
	5.4	Description of how the organization provides leadership on TDM within the community it serves	Text Description	
	5.5	Description of how the organization engages in public policy and/or legislative issues.	Text Description	
Internal Performance Measuring & Reporting (6.0)	6.1	Performance measurement system and approach to reporting results	PDF of the most recent performance report and text description of how data is used to improve organization performance. This is separate from the ACT standardized data collection and reporting (Section "C")	
	6.2	Quality control/quality assurance process	PDF or text of process	
	6.3	Annual report	PDF of most recent report	
	6.4	Formula for how Vehicle Miles Traveled (VMT) reductions attributable to the organization's efforts are measured	Text Description, Full, specific formula required.	
	6.5	Formula for how emission reductions attributable to the organization's efforts are measured	Text Description, Full, specific formula required.	
	6.6	Number of people served through the organization's TDM program and how quantified.	Text Description. If different from the number of individuals surveyed, please explain why.	
	6.7	Number of stakeholders served through the organization's TDM program and how quantified.	Text Description. If different from the number of stakeholders surveyed, please explain why.	

2025 ACT Organization Accreditation
Section "A, 4.1"
TDM Organization Administration & Governance

TDM Program/Service Provision (4.0)	4.1	Documentation of how the organization contributes to the advancement of the following TDM strategies	In the space below, check-off your organization's current engagement level for each TDM strategy listed.				For every strategy listed below, provide a detailed narrative summarizing your organization's efforts to advance more sustainable mode shift and emission reductions through each TDM strategy, taking into account the use of sustainable transportation options, infrastructure, marketing & behavior change, and policies & plans. You may attach links to additional information that provides evidence of your activities. If your organization is not contributing to the advancement of a strategy, please document why.
			Currently Providing	Under Development	Supporting and/or Funding	Do Not, and are Not Planning to Provide	Required Narrative:
		ADA/Paratransit					
		Bicycling					
		Carpooling					
		Carsharing					
		Congestion Pricing					
		Complete Streets					
		Emergency/Guaranteed Ride Home Program					
		High Occupancy Vehicle Lanes					
		Hybrid/Flex Time					
		Marketing/Outreach - General Public					
		Marketing/Outreach - Employers/Property Managers					
		Marketing/Outreach - Residential/Property Managers					
		Marketing/Outreach - Targeted					
		Micromobility (bikeshare, scooter share, etc.)					
		Microtransit					
		Mobility Hubs					
		Mobility on Demand					
		Multimodal Navigational Tools (Mobility on Demand, MasS, etc.)					
		Parking Management					
		Private Shuttles					
		Public Transit					
		Qualified Transportation Fringe Benefits					
		Regulations - Commute Trip Reduction/Rideshare					
		Regulations - Commuter Benefit					
		Regulations - Zoning/Land Use/Access Management					
		Ridematching					
		Safe Routes to School					
		School Bus Ridership					
		Scooters/Small Wheeled Transport					
		Special/Large Event Management					
		Vanpooling					
		Walking					
		Work from Home/Telecommute/Flexible Work Schedule					
		Other: (Please describe)					

1) Organization Administration & Governance (Section 4.1)

- TDM Program/Service Provision
  - Providing a narrative on organization's efforts to advance mode shift and emission reductions through a range of TDM strategies.
  - Reporting on organization's current engagement level for each

2025 ACT Organization Accreditation
Section "B"
Contribution to the Profession

	Requirement	Proposed Verification	Notes for Committee
7.1	Documented assistance with TDM related academic studies and research within the last 3 years.	PDF copy of academic research products associated with the organization's TDM program/services within the last three years. If not applicable, text description of why.	
7.2	Documentation of the organization's submission of program data, results, and/or lessons learned for presentation at an ACT approved TDM related conference, webinar, or other professional event.	PDF copy of submission. If not applicable, text description of why. Approved organizations include: ACT National, ACT Chapters, WSRO, APTA, NACTO, AMPO, TRB, LoAB, AASHTO, State Bicycle Associations, State Transit Associations, APA, American Bicycling Education Association (Others will be considered if requested)	
7.3	Annual provision of TDM related training beyond internal staff/board members.	PDF or text description of the program noting the date of the presentation, the name of the presenter from the organization, and estimated number of attendees. These might include planners seeking AICP Credit, PE continuing education, ETC's stakeholders, open registration webinars, etc.	
7.4	Documentation on how the organization encourages TDM program staff to take on positions of leadership within a regional or national TDM related organization .	PDF copy of organizational policies or other documentation or text noting organizational support. Approved organizations include: ACT National, ACT Chapters, WSRO, APTA, TRB, LoAB, AASHTO, State Bicycle Associations, State Transit Associations, APA, American Bicycling Education Association (Others will be considered if requested)	
7.5	Number of staff with current TDM-CP credentials	PDFs of their certificates.	
7.6	Continuous organizational membership in ACT	Maintenance of membership in good standing	

2) Contribution to the Profession

- Documented assistance with TDM related academic studies and research
- Supporting TDM staff to take on positions of leadership within the field
- Membership in ACT

3) Collect, Report & Share Standardized Data

Two simple surveys

- Individuals (5 questions)
- Stakeholders (4 Questions)

Can be added to existing evaluation efforts

- But must be asked using the specified language
- Must also meet response requirements

Accredited Organizations

Central Pines Regional Council

City of Aspen

City of Missoula

Colorado State University

Commute.org

Greater Richmond Transit Company

Susquehanna Regional Transportation Partnership

UCLA

University of Minnesota

What pilot organizations told us...

- Its not easy, but really valuable
- Launch surveys early
- Participation in the monthly information/mentoring sessions helped a lot
- They would recommend it to others

Moving forward...

- Rolling process open in April
  - Organizations select their own timeline
  - Notice of Intention to Apply (2 Month Window)
- Renewal required every 3 years
  - Must meet all requirements at the time of renewal
  - Must document significant advancement
- Cost $900 every 3 years
  - Payment due upon application

Accreditation Committee Members

- Thom Cerny, AICP, TDM-CP, Toole Design (Chair)
- Brian Shaw, Kimley-Horn (Vice Chair)
- Samuel Patterson, University of Mississippi (Secretary)
- Wendy Duren, TDM-CP, Metro Transit
- Aaron Fodge, TDM-CP, Colorado State University
- Wendy Karsch, UTA
- Tim Phelps, TMACC
- Russell McDermott, TDM-CP, AECOM
- John Ford, Commute.org

ACT
Association for Commuter Transportation

Accredited TDM Organizations

Upholding universal standards of excellence in TDM

Organizations meeting industry-wide criteria for commitment to administrative excellence, the field of TDM, and continuous improvement

Accreditation confirms that organizations possess the necessary administrative structure, governance, and integration within the profession to deliver effective TDM-related programs and services. This recognition highlights their commitment to advancing Transportation Demand Management (TDM) through innovative and sustainable mobility solutions. It highlights truly commendable dedication to enhancing travel options, alleviating congestion, and fostering a more efficient transportation system.

The association launched a pilot program in 2024 to explore the organizational accreditation process, and following its success, we are proud to recognize **the first-ever Accredited TDM Organizations**.

ACCREDITED TDM ORGANIZATION

Areas of evaluation

The accreditation structure evaluates organizations in the following three areas:

1. **Administrative/governance**
   - Does the organization have the structure and processes in place to be successful?
2. **Contribution to the profession**
   - Is the organization actively helping the profession improve?
3. **Collection, reporting, and sharing of standardized performance data**
   - What do the most successful TDM programs have in common?

Accreditation requirements

Accreditation applicant guidelines

The association will extend an invitation to all eligible organizations to seek accreditation within the next few months.

Interested in receiving a notification once this opportunity becomes available? Please complete the form below.

Receive notification

Questions?