

Transit Council Charter

The Transit Council comprises public transportation and TDM professionals and other interested parties who believe that public transportation and TDM can work collaboratively to educate, inform, and advance best practices regarding TDM strategies.

Purpose Statement:

The Transit Council will provide a forum to foster partnerships between TDM and Transit professionals, with the goal of deepening understanding of each other's landscapes and building an integrated approach to reduce single occupancy vehicle trips. The Transit Council will help demonstrate how TDM strategies and policy reform can support transit implementers' broader/bigger mobility goals by thinking beyond the commute – addressing all trips - and integration with all modes. Ultimately this will advance equity in services and programs and enhance how all people perceive transit.

FOCUS AREAS (need 1-5 focus areas)

- **Advocacy and Policy**
 - Educate transit implementers on the benefits of incorporating TDM strategies in their programming and long-range goals.
 - Promote and educate transit implementers on funding opportunities that are available for programs or pilots in their area.
 - Share strategies and resources to advocate for policy changes and funding of TDM programming at local, state, or federal levels.
 - Collaborate with other ACT Councils to strengthen relationships and improve advocacy efforts.

- **Education for transit agencies and partners**
 - Create and manage resources on how to develop successful transit partnerships.
 - Create a repository of resources, speakers/SMEs, pilots, and existing program examples that have worked for other transit agencies. This can be a reference when developing proposals for panels or presentations at ACT conferences or similar.

- **Partnerships**
 - Empower transit agencies to strengthen partnerships with other existing transportation providers to ensure that transit is seen as a key part of any successful transportation network and climate solutions.
 - Learn and share how transit implementers can build successful public/private partnerships.
 - Share networking opportunities and foster connections between partners.

- **Transit Marketing and Communications**
 - Share marketing and communications strategies and best practices aimed at improving and elevating the image of transit as a TDM solution.
 - Create a library of marketing tools and resources that have helped other agencies launch successful TDM programs.

- Equity
 - Encourage transit agencies to focus on the entire trip and make travel opportunities available and inclusive of all individuals.
 - Identify and highlight opportunities, trends, and areas for improvement as it relates to priority/underserved populations, language access, and barriers to accessing transit.

Membership & Structure

- Membership will be open to all members of ACT.
- Leadership of the Council will include a Chair, Vice Chair, and Secretary.
- Council leaders shall submit and agree to ACT's Conflict of Interest policy.
- Proposals for council positions must be noted on meeting agendas and approved by a majority of participants at a meeting.
- The Council may establish committees to focus on specific aspects of the Council's work.
- All decisions of the Council regarding policy positions, and related, shall be coordinated with and submitted to the ACT Public Policy Committee for final approval.

Council Meetings & Responsibilities

- The Council shall meet at least four times annually and hold at least one in-person meeting during the International Conference.
- Council meetings must be posted on the ACT Calendar at least two weeks before they occur.
- The Council shall submit a report to the Board of Directors each quarter.
- The Council shall develop and submit an annual work plan to the Board of Directors.
- The Council shall develop and coordinate two sessions at the International Conference.

Resources & Budget

- The Council may request resources as part of ACT's annual budget process or through a request to the Board during one of its quarterly in-person meetings.
- The Council may, with approval, solicit funding directly from members of the Council to advance research or support council activities.
- The Council will use ACT's web conference software for all meetings.

Work Group:

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