



ImpACT!

— LEADERSHIP —

2025

Program Information

A Transportation Demand Management (TDM) Industry Leadership Program

Brought to you by

Association for Commuter Transportation

ImpACT! Leadership 2025

The ImpACT! Leadership program aims to make you a more holistic leader in TDM.

As a broad industry that encompasses public and private sector organizations, higher education, NGOs, service providers, and consultants; and brings together individuals involved in planning, marketing & communications, business development, public policy, program management, project development, technology, sustainability, and numerous other backgrounds, it is imperative that *a successful leader in TDM understands all that goes into the field.*

ImpACT! Leadership is a 10-month program that incorporates virtual learning with an in-person leadership seminar. It culminates with recognition at an in-person ceremony at the TDM Forum in November 2025.



As a participant in the ImpACT! Leadership program, you will:

- Join your cohort for a three day **in-person seminar** learning from professional trainers and ACT leaders.
- Participate in **monthly virtual roundtables** with industry leaders.
- Gain a strong foundation for personal and professional growth.
- Build a network of industry peers.
- Work with a team to advance an **industry-focused project.**
- Develop a holistic understanding of TDM.
- Empowered to lead your organization and ACT!

In-Person Seminar

February 4-6, 2025

The Harry West Conference Center
Atlanta Regional Commission
Atlanta, GA

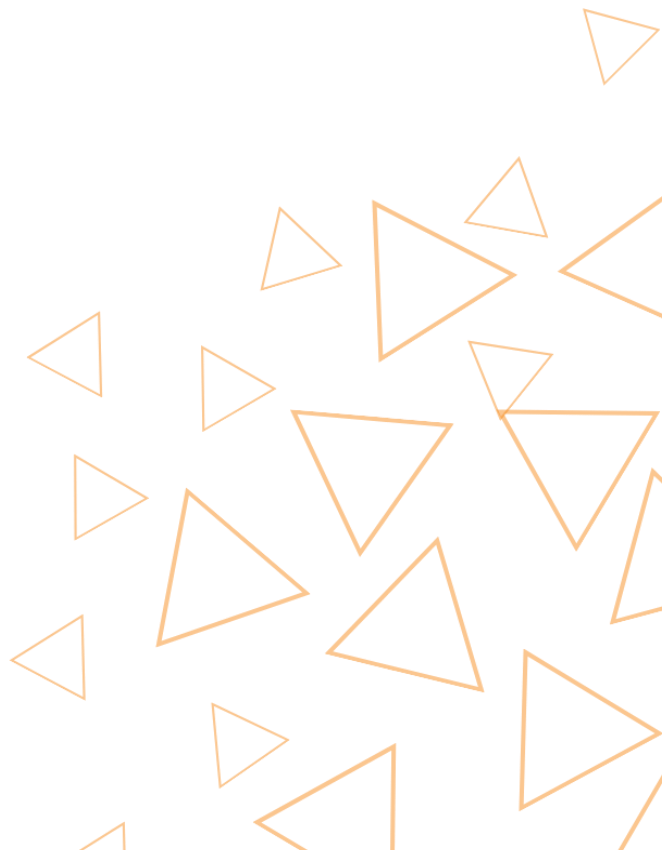


ImpACT! Leadership features a three-day, in-person seminar that provides an opportunity for participants to fully immerse themselves in a professional development learning environment. As a cohort, you will participate in in-depth facilitated discussions on effective leadership and management strategies, reflect on personal work experiences, and collaborate in group team building and bonding activities.

The seminar also features unique experiences to directly engage with each other and build bonds in and out of the classroom, network with ACT's Board of Directors, and dive into learning.

Leadership topics that have been covered in past years include:

- Interpersonal Communication Strategies
- Effective Negotiation
- Emotional Intelligence
- Leadership Fundamentals
- Conflict Management
- Strengthen Your Leadership Approach



Monthly Virtual Industry Roundtables

Upon completion of the ImpACT! Leadership Seminar, the program will transition to virtual monthly industry roundtables, where participants will hear directly from TDM leaders on their roles and engage in group discussions on that month's theme.

These topics may include organizational leadership, making the business case for TDM, becoming an effective advocate, how federal funding works, as well as gaining a deeper understanding of the wide range of TDM strategies such as vanpooling, TMAs, transportation technology, and more.

By the end of the 10-month program, participants will be well equipped to be leaders in their personal and professional lives, as well as well-rounded leaders in TDM.



2025 Program Calendar

December 10, 2024—ImpACT! Leadership Kick –Off Meeting

3:00 — 4:00 ET Program Overview and Expectations

January 2025—Seminar Prep Meeting

2:00 — 3:00 ET ACT, TDM, and You

Tuesday, February 4—In-Person Seminar, Atlanta, GA

8:30—5:00pm Leadership Training Program

6:00—8:00pm Team Building Activity

Wednesday, February 5—In-Person Seminar, Atlanta, GA

8:30 — 4:00 Leadership Training Program

5:00 — 6:30 Reception with ACT National Board of Directors

Thursday, February 6—In-Person Seminar, Atlanta, GA

8:30 — 12:00 Group Project Assignments

1:00 — 2:00 Presentations to National Board of Directors



March—October 2025—Monthly Virtual Industry Roundtables

Dates and time TBD by group

Sunday, August 3, 2025 — 39th Annual International Conference, New Orleans, LA

9AM or 1PM ImpACT! Leadership participants attend one three-hour pre-conference workshop of their choice

Wednesday, September 17, 2025 —Virtual Project Presentations

3:00 — 4:00 ET Presentation of ImpACT! Leadership projects to the ACT Membership

November 2025 —Graduation Ceremony, TDM Forum (location TBD)

Time TBD Receive Certificates during a ceremony at the TDM Forum

Overview of Participation

Candidates must commit to the following:

- Attend an in-person seminar, February 4-6, 2025, in Atlanta, GA
- Attend monthly virtual roundtables
- Attend the TDM Forum, November 2025 (location TBD)
- Actively participate in a group project
- Present group project (virtually) to ACT membership in September 2025

Program Fees & Benefits

The \$2,250 tuition fee for the ImpACT! Leadership program includes the following:

- During the in-person seminar in Atlanta:
 - Three nights of accommodation
 - Three breakfasts, three lunches, and one reception
 - Training materials onsite in Atlanta
 - A unique team building experience
- Complimentary registration for one (1) Conference Workshop at the 39th Annual International Conference in New Orleans, LA (\$85 value)
- Complimentary registration to the 2025 TDM Forum (location TBD)

Additional Program Benefits:

- \$200 discount for 39th Annual International Conference in New Orleans, LA
- Access to the ImpACT! Leadership Community on *Connect*
- Leadership networking and learning opportunities throughout the year



Participating organizations, chapters and /or agencies sponsoring participants in the program are responsible for tuition, airfare, travel costs to and from the participant's home airport, and other expenses. Financial assistance to the ImpACT! Leadership program is available. Please indicate on your application if you require it.

Application Requirements

1. A **personal narrative** of no more than 500 words that addresses the following:
 - Description of personal strengths
 - Overview of interests related to ACT leadership roles
 - Why participation in the ImpACT! Leadership Program is an important next step in your personal and professional development
2. A signed **reference letter** on official letterhead from a supervisor or leader in your organization.
 - Address why the applicant is a good fit for the ImpACT! Leadership Program at this time as well as their ability to become a successful leader in ACT and the TDM industry upon completion of the program.
 - Acknowledge the organization's commitment to support the applicant's participation in the program.
3. A current **professional résumé**.

All documents should be submitted together through the [online form](#):

<https://www.surveymonkey.com/r/ImpACT2025>

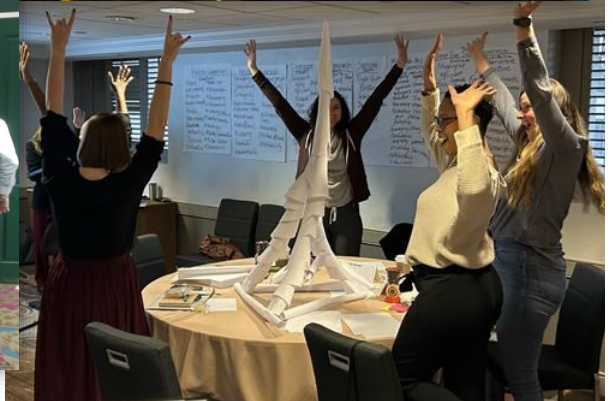
Selection Criteria

ACT takes pride in selecting a diverse mix of participants for the ImpACT! Leadership Program. Particular attention is given to candidates' personal statements as well as those of their references. No more than two people from any organization can be selected for participation in the program per year. Preference will be given to those who meet the following criteria:



1. Be a TDM professional of any age with a minimum of 2 years of experience working at a professional level in TDM
2. Be an ACT member
3. Express desire to become a leader within ACT

Ready to have a life-changing experience?
Ready to expand your professional network?
Ready to make an *ImpACT*?



Apply now to join the ImpACT! Leadership 2025 Class!

[Apply Here](#)

Application Deadline September 13, 2024

Contact Elizabeth Denton edenton@actweb.org with questions or for more information.