



# State of Carpooling RFP

## **REQUEST FOR PROPOSAL**

### **ACT RFP NO. 25-01**

The Association for Commuter Transportation  
is seeking proposals for a “State of Carpooling” Report.

Date issued/available for distribution: September 8, 2025

**Deadline: October 17, 2025 by 11:59 p.m. Eastern Time**

Proposer shall submit one PDF copy via email to Elizabeth Denton, [edenton@actweb.org](mailto:edenton@actweb.org) by  
**October 17, 2025, 11:59 p.m. Eastern Time.**

# 1. GENERAL INFORMATION

## 1.1 ISSUING ENTITY

This RFP is issued by the Association for Commuter Transportation (ACT) with ACT's Carpool Council as the lead proponent.

## 1.2 HISTORY AND BACKGROUND

The Association for Commuter Transportation (ACT) is the premier association for transportation demand management (TDM) professionals. ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM in order to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity. Our 1,700 members represent state and local governments, transit agencies, major employers, universities, service providers, TMAs/TMOs, consultants, and other stakeholders. The Carpool Council was established by ACT in 2024 to help educate members about best practices in promoting carpooling and to provide a collaborative space to discuss and share ideas about carpooling.

Carpooling is an important Transportation Demand Management (TDM) strategy. While it is used by 9% of commuters in the US, the second highest commuting mode behind driving alone to work, support for carpooling at the federal and state levels have lagged. For example, little has been done to identify best practices in promoting carpooling and operating carpool programs. Nor is there any effort to study the most successful programs so that practitioners can learn from them.

This study will assist efforts to increase the use of carpooling by investigating major carpool program operations around the world to find effective ways to promote its use. The study will, for the first time, provide useful information on the state of the carpool industry in the US and other key countries that have significant carpool activities. In this way, ACT can provide public, private and governmental organizations with guidelines as to best practices and lessons learned.

## 1.3 SCOPE OF WORK

The Carpool Council seeks to have an up-to-date understanding of the state of carpooling in the U.S. and other major countries with carpooling programs. The scope of work shall include the following

1. Develop criteria for what constitutes a major carpooling program
2. Identify and compile list of major programs in the U.S. and international programs
3. Complete a case study on at least 5 domestic and 5 international programs that includes
  - a. Staff, contact information, funding, geographical scope and length of operation
  - b. Whether publicly or privately operated
  - c. Focus of program, i.e. employers or general public
  - d. Marketing, incentives and other aspects of the program
  - e. Key aspects of their operation
  - f. Technologies used to facilitate carpooling and providing substantiation of use
  - g. Impacts including growth in carpooling use, VMT and emission reductions, and

- congestion impacts
  - h. Tax-free or other types of incentives provided by government
  - i. Any other relevant information
- 4. Develop best practices and lessons learned
- 5. Prepare a final report

## 1.4 NON-MANDATORY PRE-PROPOSAL CONFERENCE

All respondents are **invited** to attend a non-mandatory pre-proposal conference **via Zoom**. The conference will occur on September 25 at 1pm EST. Interested bidders should register for the Zoom meeting in advance at <https://www.actweb.org/events/state-of-carpool-report-pre-proposal-conference>.

## 1.5 PERIOD OF CONTRACT

The proposed effective date of this contract is anticipated to be no later December 1, 2025, and we seek to have the project complete by February 27, 2026. This includes a preliminary report on or before January 30, 2026, and a final report due February 27, 2026.

## 1.6 QUALIFICATION OF RESPONDENTS

All proposers to this RFP shall have experience in researching about and working with TDM programs. Prior experience with carpooling programs is desirable.

## 1.7 TIMETABLE

**Timetable**

Date	Activity	Notes
Sept. 8, 2025	RFP Published	
September 25 at 1pm EST	Pre-Proposal Conference	
Oct. 17, 2025	RFP Submission Due	Submit via email to Elizabeth Denton, on or before 11:59 pm on October 17, 2025
Oct. 23, 2025	Selection Committee Meets	
Oct 28 – 30, 2025	Finalist Interviews	Up to 4 finalists may be interviewed. The selection committee may determine that interviews are not necessary.
Nov. 4, 2025	Notification to Successful Bidder	
January 30, 2026	Draft Report Submitted	
February 27, 2026	Final Report Due	

## 1.8 PROPOSAL SUBMISSION

All proposals must be submitted on 8 ½” x 11” sized PDF documents with the following information:

Proposer/Organization Name

Point of Contact Name

Address

Phone Number

Email Address

No proposer can be part of multiple submissions or submit multiple submissions under varying proposer names.

Due date: 11:59 pm Eastern Time on October 17, 2025 via email to Elizabeth Denton, [edenton@actweb.org](mailto:edenton@actweb.org)

## 1.9 CONTACT PERSON

The contact person for this RFP is Larry Filler, chair, Carpool Council, [larryfiller@gmail.com](mailto:larryfiller@gmail.com). Questions regarding the scope of work can be directed directly to Larry Filler.