



**FOR IMMEDIATE RELEASE**

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## **Transportation professionals unite to create a new industry-wide Micromobility Council**

*As demand for micromobility explodes, transportation professionals launch council to spearhead discussions, collaborate, and highlight the value of this transportation mode*

**WASHINGTON DC** — A new micromobility council has officially launched for professionals in the transportation and mobility spaces. As [demand for this mode of travel rapidly grows](#), this group is aiming to establish a cohesive industry-wide understanding of it and highlight its value.

The all-new Micromobility Council is the [tenth council](#) established within the Association for Commuter Transportation (ACT). Focused on key subjects from carpooling, technology and innovation, transit, shuttles, and more, these groups establish best industry practices, share lessons learned, and spearhead promotion of their topics of focus. ACT members representing Fortune 500 companies, transit agencies, consultants, state and local departments of transportation, and more participate in and lead council operations.

“Micromobility is one of the most topical subjects in Transportation Demand Management right now,” said **David Straus, Association for Commuter Transportation Executive Director**. “The formation of this new council provides a dedicated platform for collaboration and the exchange of micromobility insights. ACT is committed to equipping our members with the knowledge and networks they need to capitalize on industry opportunities, and this council is just another example of that commitment.”

The group will meet regularly for networking, discussions on micromobility trends and challenges, and advocacy for its vital TDM strategy and transportation mode. As a council, they will develop policy recommendations and innovative solutions to facilitate continued growth. All ACT members are eligible to participate in council activities.

“The way our communities travel is always changing, and the association is ready to respond with new resources, tools, and insights. The launch of ACT’s Micromobility Council will bring value to not just our members, but those who rely on this transportation option daily,” said **David McMaster, Association for Commuter Transportation Board President**. “ACT is proud to lead the industry forward, and this new council will benefit thousands of professionals throughout the country and beyond.”

[Further information about the Micromobility Council can be found here.](#)

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**About the Association for Commuter Transportation (ACT):**

The Association for Commuter Transportation is the premier organization and leading advocate for commuter transportation and 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 to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity. Further information can be found at [www.actweb.org](http://www.actweb.org).