

## **TDM Week 2024**

The TDM Week Planning Committee encourages each chapter to use Objectives and Key Results (OKR) to plan their initiatives for TDM Week and how they will evaluate the outcomes of their initiatives.

On the next page is an OKR template. We have predefined the first two steps in the OKR methodology. The remaining three steps are for each chapter to discuss and decide upon. Keep in mind that the theme for 2024 TDM Week is carbon reduction.

### **1) What is the organization, program, or project for which the chapter will use OKR?**

For all chapters, the answer is Association for Commuter Transportation's (ACT) 2024 TDM Week.

### **2) What is the purpose of the organization, program, or project?**

For all chapters, the purpose of TDM Week is to create awareness among decision-makers about the importance of including a range of safe and reliable modes of transportation for all users in the transportation planning process.

### **3) What outcome does the chapter wish to achieve during 2024 TDM Week?**

We hope to see divergence among chapters with regards to the outcome they seek from their participation in TDM Week, which is to say, the outcome should be more than simply participating in TDM Week. Each chapter should "think local" when deciding on their outcome.

### **4) What are the key results the chapter will use to measure success?**

Identify three key results, all of which should be measurable. Less than three key results could lead to an inadequate evaluation. More than three key results could cause resources to be spread too thin.

### **5) What initiatives will the chapter take leading up to and during TDM Week?**

Each initiative must be a specific, actionable item. Pursue as many initiatives as the chapter has time to complete, provided that each one helps achieve the key results and therefore the desired outcome.

Objective and Key Results Template	
<i>What is the organization, program, or project for which the chapter will use OKR?</i>	Association for Commuter Transportation's (ACT) 2024 TDM Week.
<i>What is the purpose of the organization, program, or project?</i>	To create awareness among decision-makers about the importance of <u>Carbon Reduction</u> (this year's TDM Week theme) by including a range of safe and reliable modes of transportation for all users in the transportation planning process.
<i>What outcome does the chapter wish to achieve?</i>  <i>example:</i>  <i>Top performing high school district in the district.</i>	
<i>What are the key results?</i>  <i>example:</i>  1) >X percent students graduate.  2) <Z percent faculty turnover rate.  3) >Y percent students participate in school-sponsored extracurricular activities.	1)  2)  3)
<i>What are the initiatives?</i>  <i>example:</i>  1) Provide tutoring services to at-risk students.	1)  2)

*2) Identify and offer non-traditional extracurricular activities.*

*3) Create parent and student-led teacher recognition programs.*

3)