



Council guidance

TDM Week 2024

Preparation is underway for [TDM Week 2024](#), and action is needed at the council and chapter level to help make this year's event a success! The planning group has identified key points to help you prepare, including a refined audience, dates to know, and how you can get involved. Please review the following information carefully and mark your calendars for **September 16-20!**

General overview

TDM Week is an opportunity to create awareness among decision-makers and key TDM stakeholders about the importance of including a range of safe and reliable modes of transportation for all users in the transportation planning process. This week is a time to share the importance of enacting programs that reduce the carbon footprint of transportation in our communities. To get involved, take a [TDM Week pledge](#) and commit to spreading awareness of the many positive benefits TDM has on the sustainability of our communities and the quality of life of all people.

Theme

The theme of this year's TDM Week is **Carbon Reduction**, and we encourage you to think about how this topic best fits within your community as you prepare. Plans should aim to promote TDM solutions as a carbon reduction strategy and inform decision-makers and key stakeholders, the target audience, of its many benefits.

Focus areas/sub-themes to consider include:

- State DOT Climate Reduction Plans
 - TDM must be a part of decarbonization
 - Congestion
 - Corporate sustainability/ESG Scope 3 Category 7
 - Efficiency
-

Council expectations (and objectives)

All ACT Councils are asked to develop a one-pager with key information about their respective focus areas. As noted in the audience section below, documents will target key TDM stakeholders and decision-makers.

Councils are permitted (and encouraged) to think creatively about the design and content of these one-pagers. If helpful, a sample outline is included below:

Introduction: One-paragraph summary including the council's current projects and goals

Key considerations: How do the council's goals impact key TDM stakeholders? How will they benefit the stakeholder's community? How do they relate to the **Carbon Reduction** theme?

Information about the focus area's role: One to two paragraphs about the role the council's focus area plays in the larger TDM industry and why it's so important. These paragraphs are an opportunity to feature any statistics or examples that highlight the focus area's impact.

Call to action: Two to three sentences about the action the council would like the stakeholder to complete.

Key considerations: How can the stakeholder help the council achieve its goals?

Further information: The footer of the one-pager should include a URL or contact information where readers can learn more. This will also allow them to engage further with the council.

Visuals: Effective one-pagers will include engaging visuals to capture reader interest. Think about ways to include photos, charts, diagrams, or other visuals. **Please ensure the council has received all permissions needed for visuals before sending the one-pager to ACT national.**

A sample template is forthcoming, but councils should feel free to be creative with this resource. If not using the template, please utilize the [ACT color palette](#) and include the [ACT logo](#) on the page. For inspiration, [visit the publications page](#).

One-pagers should be sent to ACT national by **Friday, July 19**, and councils are encouraged to begin working on them now. Councils should be prepared to share a progress update at the **June 26** Council Leaders meeting. These resources can be distributed and promoted during TDM Week events to uplift councils and their work.

ACT staff is here to answer any questions that you may have. Please contact Allison Caravella at acaravella@actweb.org for further details or if design support is needed.

Audience

The intended audience for TDM Week is decision-makers and key TDM stakeholders. Whether you're connecting with local elected officials, conducting outreach about a proclamation, or other related activity, all actions should target this audience **rather than the general public**. Spreading awareness about TDM to individuals in our greater communities is a year-round mission, but this week is an opportunity to prioritize a more specific and impactful focus.

TDM Week pledges

To get involved, individuals, groups, and organizations can [pledge](#) to take one of the following actions:

- Post on social media (personal)
- Post on social media (organizational)
- Collect a signed letter of support for TDM from local leaders/key stakeholders
- Host a virtual event
- Publish a press release
- Write an op-ed in a local news outlet
- Write an op-ed in a national news outlet
- Host a virtual meeting with an elected official
- Host an in-person meeting with an elected official
- Conduct a legislative request for a TDM Week resolution/proclamation
- Host an in-person event

Information about pledges will be collected both *before* and *after* TDM Week. ACT requests that all pre-TDM week pledges be submitted by **Friday, August 30**. All post-TDM week pledge details should be submitted by **Friday, September 27**. Pledge forms and further information will be available on the [TDM Week webpage](#).

With plenty of time until the event begins, now is the time to start preparing your group's plans! Additional details, guidance, and resources will be shared as they become finalized.

Interested in getting more involved? Contact [Andy Keeton](#) to join the TDM Week planning group.