



ASSOCIATION FOR COMMUTER TRANSPORTATION SOUTHERN CALIFORNIA CHAPTER

From Data to Impact: Rule 2202 Amendments & Marketing Masterclass

Thursday, November 13, 2025, 9:00 AM -11:00 AM

Location: Zoom

This two-hour online workshop, scheduled for Thursday, November 13, 2025, from 9:00 am to 11:00 am, is designed to provide participants with practical tools and up-to-date information to strengthen your commuter programs. During the session, you'll learn how to leverage your AVR data for program growth, understand the latest Rule 2202 amendment changes and their impact on your plans, and discover effective marketing strategies as we transition back to the office. All marketing tips and best practices shared can be applied directly at your worksite to help you stay ahead of evolving TDM requirements and challenges. Plus, by attending the full workshop, you'll earn a marketing certificate to submit with your Rule 2202 plan.

Welcome and Intros

Devon Deming, President, ACT Southern California Chapter

Rule 2202 new amendments knowledge share

Jeffrey Inabinet

Senior Staff Specialist – Transportation Planner
SCAQMD

Stay ahead of the curve with the latest updates to Rule 2202! This session will break down the new amendments, explain how they impact your compliance plans, and share practical tips for adapting your program. Join us for a collaborative knowledge share where you'll gain clear insights, actionable strategies, and answers to your questions, empowering you to navigate the changes with confidence and keep your transportation program on track.

How to grow your program by using your AVR data

Kristina Valenzuela
IE Commuter

Unlock the power of your AVR data to take your commuter program to the next level! In this session, you'll discover practical strategies for analyzing Average Vehicle Ridership (AVR) results and turn insights into action. Learn how to identify growth opportunities, tailor outreach, and demonstrate program impact to stakeholders. Whether you're looking to boost participation, improve sustainability, or strengthen your Rule 2202 plan, this presentation will equip you with tools and tips to make your data work for you—and help your program thrive.

Rideshare is back...Planning Your Next Marketing Campaign

Yvonne (Wei) Ohara
Los Angeles World Airports

In this segment we will cover campaign planning using Microsoft CoPilot, designing using Canva, and communications and newsletters using Benchmark and Sway.

Q&A

Adjourn

(Agenda subject to modification & updates)