

TDM WEEK 2025

Transportation Demand Management Week

TDM Week Workshop Agenda

Location: Sustainability Hub, 3215 Porter Drive, Palo Alto, CA 94304

Accessible by Caltrain, bus, and bike. Parking is available at 3165 Porter Dr.

Fees: \$10 for members, \$15 for non-members

Event time: 12pm to 5pm

Agenda:

12:00-1:00pm – Registration and Lunch (provided)

1:00-1:05pm – Welcome – Amy McCrary, Sustainable Transportation, Stanford Research Park

1:05-1:15pm – Introduction and Agenda – Melissa Foley, Chapter President, ACT NorCal

1:15-3:00pm – Topic #1 - TDM Best Practices

This session will explore the TDM mode shift tools that have proven successful. After hearing presenters' stories, we will break into small groups to apply our own experience and then come back together to expand our collective TDM toolkit.

- Introduction - Justine Burt (moderator), Director TMA and TDM Programs, ALTRANS TMA, Inc.
- Commute.org's TDM Tools – John Ford, Executive Director, Commute.org
- Active Mobility Mode Shift – Stephen Wachter, VP Operations, Noa Technologies LLC

3:00-3:15pm – Break



3:15-4:50pm – **Topic #2 - Policies to Grow TMAs and TDM Programs**

Additional funding and new TDM ordinances are policies that will help enable more TDM efforts. After hearing from the following speakers, the room will break into small groups to discuss and then come back together to process what we heard.

- Introduction – Justine Burt (moderator), Director TMA and TDM Programs, ALTRANS TMA, Inc.
- Funding for TDM – Adina Levin, Executive Director, Seamless Bay Area
- New TDM Ordinance – Ben Pacho, Transportation Planner, City of Mountain View
- Connect North San Jose TMA – Nick Frey, Transportation Planner, City of San Jose

4:50-5:00pm – Wrap-up - Claudine Schneider, TDM Specialists

Join us for an interactive, half-day workshop to share best practices and policies among Bay Area transportation demand management (TDM) professionals. Those of us working to mode shift from single-occupancy vehicles to sustainable transportation have programs, policies, information, rewards, tips, and tricks in our TDM toolkits. Let's come together and share our tools, apply them in small groups to real world examples, then reconvene and compare notes. Attendees will leave with fresh new approaches for successful mode shift as well as policy ideas to grow the number of transportation management associations and TDM programs.