Hosted by the Association for Commuter Transportation

The Association for Commuter Transportation is the leading advocate for the Transportation Demand Management (TDM) industry and premier association for TDM professionals and organizations.

ACT strives to get the most out of our 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 support economic growth.

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The Center for TDM is a charitable organization focused on research and the dissemination of information aimed at educating public and private stakeholders to advance the adoption of transportation demand management to improve our nation’s mobility.

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Emerging Mobility Summit Overview

With the future of mobility being shaped and reshaped at an ever-increasing speed, the time is now for the Transportation Demand Management (TDM) industry to gather and discuss how communities, service providers, and other stakeholders can develop the transportation system of tomorrow; while achieving our desired goals of increasing mobility options, improving the quality of life for people, and enhancing the livability of our communities through reduced congestion and improved air quality.

With the Emerging Mobility Summit, the Association for Commuter Transportation (ACT) brought together subject matter experts, community leaders, entrepreneurs, academics, and thought leaders for two days of in-depth discussions and networking; focused on the future of transportation and mobility to identify paths forward, opportunities for research, and what might be in store for TDM in our communities.

This hands on two-day event would not be possible without our members and sponsors and we are truly grateful for their support. Special thanks to The University of Texas at Austin for hosting the group on campus on the final morning.

Facilitated Discussion Tables

The Emerging Mobility Summit featured an afternoon of simultaneous discussion groups, facilitated by subject matter experts or project managers with the intent to identify solutions to challenges or new insights on issues related to the advancement of emerging mobility and its interconnection with transportation demand management. Table discussions on the following topics are summarized on pages 8-17.

Preparing for an Automated Future — Mia Zmud, Central Texas Regional Mobility Authority
Micromobility (and Data) Revolution: How cities can use shared mobility to plan for the future—Kansas Waugh, Populus
Bridging Service Gaps and Improving Equity with Dockless Mobility — Justin Camarda, SPIN
The TMA’s Role in the Evolving Mobility Landscape — Lisa Kay Pfannenstiel, Movability
Utilizing Innovative P3 Models for New Mobility Technologies — Dan Schlaff, Via
Expanded Commuter Benefit — Dion Beuckman, Commute with Enterprise
Equity and New Mobility — Lisa Kay Schweyer, Carnegie Mellon University
Using Scoring to Baseline and Influence Mode Shift — Joshua Jacobson, Commutifi
Supporting Mobility Solutions Through Entrepreneurship — Ryan Croft, TransitScreen
The Future of Private Shuttle Operations — Gillian Zoss, WeDriveU
The Local Story: On the Ground in Austin

Steve Adler, Mayor of Austin
Ashby Johnson, Executive Director, Capital Area Metropolitan Planning Organization
Ann Kitchen, Austin City Council Member and Chair of Mobility Committee
Mike Heiligenstein, Executive Director, Central Texas Regional Mobility Authority
Tien-Tien Chan, TDM Program Manager, Austin Transportation Department (moderator)

The morning’s first panel focused on the City of Austin and featured the top transportation and planning leaders in the region. The key issues in the region discussed by the panelists were affordability, equity, and innovation. Understanding the challenges facing the Austin region will help to identify solutions and translate them into real policies. Integrating TDM strategies into long-term regional planning will provide better, sustainable transit systems. This idea was explored further during the question and answer portion where the panelists debated the long-term sustainability of high occupancy vehicle (HOV) lanes and how best to incentivize alternative methods to driving alone.

"People will take options available to them," said Councilwoman Kitchen. The options need to be available and comparable in convenience for commuters to make a switch. Affordability and equity are two major components to how well a program is adopted and used. Heiligenstein referenced the transit referendum of Nashville, Tennessee from early 2018 which failed largely due to equity and affordability concerns. Austin will have its own ballot question in November 2020 named "Project Connect," providing solutions to first-mile/last-mile, disconnected neighborhoods, and offering plans for a rapid transit network.

Attendees heard of the collaboration and coordination that was taking place in the region as these agencies work together to achieve a goal of increased mobility for all individuals in the region, and TDM is central to these efforts. Mr. Johnson made it clear that it is important to integrate TDM into the long range plan for the region, an effort fully supported by ACT.
During the second panel, co-sponsored by the Federal Highway Administration, panelists explored how emerging mobility pilots funded through initiatives like the Mobility on Demand sandbox can be turned into sustainable, long-term programs. It was noted that pilot projects can have a different definition to a private company than to a public agency; with public agencies sometimes using a pilot simply to learn something new versus, while the contracted provider for the service may be looking to lay the groundwork for a viable and replicable program. Thus, it is important for both parties to have a shared understanding of the purpose and goals of the proposed pilot prior to launch, including the use and ownership of data.

"A lot can be done without major funding infusions," said Deepak Gopalakrishna, "A lot can be done if you can make the connections." Broadening partnerships that may not be obvious can help with small-scale yet specified improvements to a community. All stakeholders should be aware of the others' goals for the project and have an understanding of what the community should look like.

Panelists had a shared desire on the need for greater clarity on the use of federal dollars for incentives, which all agreed is the most impactful way of encouraging mode shift via pilot programs. Rob Sadow stated, “incentives rebalance interests to make mobility options more attractive, which makes the cost profile of investing dollars in TDM versus infrastructure attractive.” It was added that marketing is also key and should be supported through federal funding to advance new mobility options.
The third and final session of the summit focused on University Transportation Research Centers and their current research initiatives advancing mobility and TDM. UTCs are important programs funded through the Federal Highway Administration, with the purpose of advancing state-of-the-art in transportation research and technology, and developing the next generation of transportation professionals.

Dr. Mattingly spoke on an interdisciplinary research initiative on service gaps in transportation disadvantaged adults and mothers experiencing homelessness. His civil engineering and social services students developed an app (MyAmble) where subjects could plan trips they intended to take and log challenges that prevented them from completing it. Many of the recorded trips were doctor’s appointments. This study records trips not taken, which can be used to inform TDM and mobility projects in the future to include disadvantaged people as a transit network is improved.

Dr. Brown's and Dr. Dill's research focused on equity in ride hailing and bikesharing respectively. Dr. Brown's study is still in progress but has so far found discrimination against people of color, specifically black people in ride hailing apps (data from Lyft was used). Black people experienced longer wait times and more frequent ride cancellations than white counterparts and even other minorities like Asians and Hispanics. Dr. Dill's research explored the equitability of bikeshares and noted that these are inaccessible to people who do not own a smartphone or a credit card, and those who do own a credit card may be hesitant to use it if they do not know how the system will work. "New technology will not solve inequalities, but can be leveraged to help with these solutions with these things in mind," Dr. Brown concluded.
Preparing for an Automated Future

Facilitated by Mia Zmud, Mobility Innovation Manager, Central Texas Regional Mobility Authority

The introduction of autonomous vehicles (AVs), while a divided issue, will bring a future of mobility that will be very difficult to predict. Participants highlighted the main challenges and barriers to adoption as, identifying what populations autonomous vehicles would serve, incorporating AVs into existing infrastructure and land-use, and reducing vehicle miles traveled (VMTs) and environmental damage with the expected increased ease of mobility AVs would bring.

Several participants believed they expected younger generations to adopt autonomous vehicles more readily than older, citing that a trend among millennials lately has been a decrease in ownership of homes and cars. Participants expect that if autonomous vehicles take the form of more ride-hailing or autonomous shuttles, the main demographic of usage might be young people who do not own personal vehicles. Other participants also raised the idea that even younger generations, before legal driving age, may become a large user demographic of AVs to increase independent mobility.

One of the challenges of preparing for autonomous vehicles is integrating their use with TDM strategies like HOV lanes, curb management, and public transportation. If AVs take on a more ride-sharing role in the transportation system, they could draw ridership away from public transit systems the way TNCs are today, and curb management will continue to be a challenge. A limit on the breadth of AV usage will also be how universally they are adopted. Some regions may move to ban or limit AVs while adjacent regions will allow them, which could result in a confusing regulatory environment and uneven infrastructure to accommodate this new form of mobility.

One rising concern of a shift to AVs is increased vehicle miles traveled (VMTs) and resulting congestion and environmental impacts if not addressed. If there are gaps in service or a lack of parking, AVs could potentially roam with no clear purpose until needed again. Overall, attendees agreed that preparation for an autonomous future should be taken incrementally. The definition of TDM and strategies that follow have shifted in the past and may shift again so gradual approach was advised with such a varied autonomous future on the horizon.
Micromobility (and Data) Revolution: How cities can use shared mobility to plan for the future

Facilitated by Kansas Waugh, Director of Mobility Partnerships, Populus

Micromobility is here to stay with expansion already foreseen in multiple cities throughout the United State and abroad. At the core of its success lies the fact that it is an affordable, accessible, fun and most importantly data driven first/last mile solution that is relatively adaptable in different urban landscapes.

One can contribute micromobility’s quick adoption to the providers learning from the experiences of other emerging modes about the need to proactively work with communities and public authorities being smarter and drafting policy to better manage the proliferation of such services from the get go. Moreover, service providers are willing to “play ball” and accept the importance of public management of the system.

The question is not so much in what is better or worse (i.e. docked or dockless bike services) but what works, what is most cost effective and how can we improve? Equally, it is assessing what is being done right and what we can learn from what is not and how we can embrace innovation in supporting growth.

Just as data has fueled the swift expansion of micromobility services, the data can also help cities better support and develop TDM strategies through increased understanding of how, when, and where people are moving. Prior to launching a partnership for service, a city should take the time to understand the potential data needs and work with the provider to develop a data sharing agreement.

It was noted throughout the discussion groups that pilots are an important element in the evolution of micromobility and how to balance entrepreneurial dynamics with the public management of services and infrastructure. Through Pilots, cities can come to determine better policy as well as identify “good and bad players.”

In addition, using quantitative data can better support more efficient actions for cities such as using data to help define areas for gathering qualitative data also building models which help expand on the question of equitable access. Furthermore, innovative data solutions such the those arising from artificial intelligence (AI) will help with improving efficiency, offer better modelling and predictions for improved mobility solutions in a given region and eliminate (to a degree) natural human error.
Across the country, lower income individuals spend disproportionately more of their annual income on transportation, making equity an important goal and metric for policy makers and planners as we look to expand transportation services and options. In addition, in fast-growing city like Austin, there are still massive transit deserts, making it difficult for residents to have easy and reliable access to public transportation. With these issues in mind, attendees discussed how dockless mobility services, like bikes and scooters, could help even the transportation playing field.

Since service providers are ultimately most interested in providing services where there is demand, efforts must be made to increase the demand in lower income neighborhoods. To do this, strategies must be developed to address several key challenges, including payment/access tools, safety, and ultimately education.

As lower income populations have higher rates of unbanked individuals and non-smartphone owners, programs must be developed and required by communities to enable equitable access to these services. SPIN sells pre-paid cards in retail stores and gives instructions on how to unlock scooters without a phone. However, a general lack of education on this service has means many people are unaware of this convenient option, so larger efforts must be made by service providers in partnership with local communities and community organizations to get the word out.

In all discussions, conversations addressing the challenges of dockless mobility often came back to safety and the perception of safety. With roughly, 15,000 electric bikes and scooters currently operating in Austin from eight different providers, the services are highly visible and when used improperly due to lack of education or flagrant breaking of rules, negative attention and media can dampen public trust and interest and ultimately put the services at risk.

To help increase ridership among scooters and other modes of transportation, Smart Trips, an Austin-based residential travel training program, educates underserved communities on various commuter options. Cap Metro also offers transit adventures to encourage residents to participate in riding transit. To expand these efforts, the city and other cities around the country should look to utilize revenues generated through agreements with service providers (Austin has generated more than $750,000 in revenue) to further expand these education and outreach activities to inform and promote these transportation services to make sure these communities have access to first mile and last mile solutions.
The TMA’s Role in the Evolving Mobility Landscape
Facilitated by Lisa Kay Pfannenstiel, Executive Director, Movability

Transportation Management Associations (TMAs) have been providing TDM services to communities for over three decades. While operating with similar goals, each TMA is unique as it works to address the specific transportation and mobility challenges within the geographic area it serves. Bringing together public and private sector organizations such as hospitals, universities, large corporations, tech companies, building owners, building managers, non-profits, transit agencies, and for-profit mobility providers. TMAs can be key influencers in educating commuters on TDM strategies, advocating for TDM policies and regulations, bridging the divide between public and private sectors, and serving as a resource by sharing best practices to implement effective TDM programs within companies.

As new mobility options are introduced and access to information continues to improve, TMAs need to look at the role they provide and think strategically about their future. TMAs need to improve their messaging, and secure funding options that will allow them to demonstrate the economic and coordination benefits they provide to communities and their membership – providing an understanding that congestion, quality of life, air quality, and access issues may still impact regions even with the deployment of new mobility services and technologies.

In today’s world, data has become a currency in and of itself and TMAs must look at their future roles through a technology and data lens. TMAs should look at how their programs can embrace the use of data to deliver quantifiable performance metrics that can be used to advocate for TDM strategies and programs. For example, utilizing parking data by showing the cost to building a parking structure compared to the cost of implementing TDM programs will influence mode shift. TMAs could also focus their efforts on collecting and managing comprehensive mode split data for their members that could be used to help comply with local trip reduction laws and ordinances or demonstrate real data on infrastructure, environmental impacts and benefits.

TMAs should define themselves by the value they provide to other organizations and employees and specify their goals and objectives to match the challenges in their region. As the use of data in the mobility landscape has evolved, so should TMAs in order to stay useful and effective.
Utilizing Innovative P3 Models for New Mobility Technologies
Facilitated by Dan Schlaff, Urban Mobility Strategist, Via

With a mix of public agency staff; TDM program managers for cities, universities, and corporations; and representatives from emerging mobility tech firms a range of themes dealing with ongoing challenges between public agencies and private companies quickly rose to the top of the discussion. The groups frequently cited ethics surrounding user data; negotiating service areas in places with fragmented jurisdictions; and confusing means and ends as the most common challenges in effective public-private partnerships.

With the availability of anonymized user data on how people move through a region, public agencies and employers are grappling with the ethics of sharing data that could potentially have identifying information. The groups discussed the interest by the private sector in the role of TMAs in providing an additional layer of anonymity, but acknowledged the liabilities faced by the public sector.

Several participants brought up the challenges of working with the public sector, especially when there are multiple jurisdictions in the same metro area to reconcile with. Participants expressed that often the private sector has had to facilitate a fragile coalition between jurisdictions and sometimes, even within the same jurisdiction, to extend or begin service. At any point in these mediations, a change in leadership often brought these conversations back to square one. Texas participants, while agreeing with these issues, specifically touched on challenges due to legislation that incentivizes SOV travel and parking.

Overall the groups felt that these impediments would be relatively easy to overcome, if the public sector ensured that technology is aligned with the goals and policies of the city. Participants were concerned that emerging mobility options and on-demand rideshare services would fail if the public and private sectors confused means with ends. In the groups’ experiences, the clients would often equate providing service or adding new routes, would effectively solve the transportation problem. Participants encouraged the public sector to approach the problem from the user’s perspective and to create goals and services to align with users’ needs.
Expanded Commuter Benefit
Facilitated by Dion Beuckman, Commute with Enterprise

The Qualified Transportation Fringe Benefit (QTFB) is one of the most impactful tools at the TDM industry’s disposal for influencing commuters to leave behind single-occupancy vehicles in favor of public transit and vanpooling. Originally established in the early 1990s, the QTFB has failed to evolve with the proliferation of new mobility services not yet known at the time. There is now interest in Congress, ACT, mobility service providers, and other transportation advocates to modernize the QTFB into a broader commuter benefit that would incorporate new transportation options and maximize its impact on congestion and emissions. The challenge will be to do this thoughtfully – in a way that contemplates current and future transportation options while not diluting the TDM goals of the benefit.

Participants contemplated questions to think about and recommendations for including more options to be covered by the commuter benefit. Attendees advised educating commuters on the benefit and identifying grey areas for potential additions and understand what expanding the benefit could mean for employers and employees. Participants focused on carpooling as an easy first option to include in the benefit, exploring the administration challenges and opportunities.

The main challenge of including carpools in the tax benefit is verifying and classifying instances of carpooling, which was the primary barrier to its inclusion in the QTFB when it was first passed. However, technological advances have now greatly reduced this barrier. The use of new phone-based apps can serve as a helpful tool when validating rides and guarding against fraud is a major precaution that should be taken. Additional piloting and testing of these apps, with the goal of ensuring accuracy, ease of use, reporting requirements, and administrative needs should be conducting to advance this opportunity for expansion of the benefit.

Defining what qualifies as a carpool and whether Transportation Network Company (TNC) provided trips would qualify will need to be further discussed prior to determining eligibility within an expanded commuter benefit. Attendees briefly discussed the opportunity to expand the benefit to include teleworking and other new mobility options and using a tiered approach to the benefit’s value based on vehicle miles traveled, the modes potential to remove vehicles, or level of vehicle occupancy.

Expanding the QTFB comes with risks as well. Some attendees expressed concerns that efforts to expand the benefit could bring unfair attention to the costs of the program, however minimal, which could renew past efforts to reduce or weaken the existing benefits. Attendees encouraged ACT, which has been a leading advocate for the benefit to develop recommendations for Congress to expand the benefit.
Equity and New Mobility

Facilitated by Lisa Kay Schweyer, Traffic 21 Institute, Carnegie Mellon University

The definition of equity varies based on organization, person, and perspective. Equity encompasses various lenses on social identities such as able-bodiedness, age, race, socio-economic status, gender, and sexual identity. One example that was shared was autonomous vehicles not being Americans with Disabilities Act (ADA) compliant. Equity was also defined as equal experience or participation with the right pieces in play. The equity of subsidizing transportation through an employer sponsored program was also discussed.

Another major issue was parking fees, structures, and policies with regards to employers and how equity is embedded in practice. There was agreement that much is assumed about the needs of the community regarding transportation. Equality and Equity came up several times in the discussion as not being the same. Equality was broadly defined as everyone getting the same, but Equity was defined as those receiving what they need based on their circumstances for all to have the same function and benefit.

The other major part of the discussion was based around new mobility and what it means; initially identified as scooters, bike shares, and other forms of micromobility and mobility on demand services. However, there was a shared perspective that it really cannot be contained within a concrete definition because "new mobility" is in essence "what will come to market tomorrow." This led to a discussion regarding is "new mobility" what is "new" to specific communities based on their choices of modes of transportation or is "new mobility" what is out in the market but is not necessarily accessible to various communities. One factor that came up several times is certain populations do not have access to high speed internet (preventing telecommuting as an option), smartphones, or email accounts. With a majority of new mobility driven by tech innovations, how equitable and accessible are the latest products on the market to those who do not even have a smartphone?

Discussions zeroed in on the fact that each organization has very specific metrics to measure, benchmarks to hit, and outcomes to demonstrate to receive funding and keep operating as an organization. Also, there is an unsettling nature of the reality that a lot of the marginalized communities are not the targeted communities of service and impact and do not have an equitable stake in metrics, benchmarks, and outcomes. The access to transportation is much lower within many low economic communities and there was consensus that there wasn't one specific solution to this challenge but that it is very complex, contextual, and extremely challenging institutionally to address. There was discussion of equity-mapping, profitability, and decisions being made by the same representatives going to city council meetings.

Overall, there was agreement that there is not one defined answer to applying equity to mobility and that one of the important pathways to deriving more innovative and equitable solutions is continued, deliberate conversations of equity by being inclusive of diverse perspectives.
Using Scoring to Baseline and Influence Mode Shift
Facilitated by Joshua Jacobson, VP of Business Development, Commutifi

Discussion focused on new ideas and current employer commute program successes and motivation of employees to consider transportation mode shift. A deeper discourse emerged regarding the critical role of employee buy-in for a successful commute program regardless of program methods.

The commitment of executive leadership to support an organization’s efforts to achieve mode shift is central to a program’s success. While not a popular decision, paid parking, must be given serious consideration to get employees to rethink their transportation choices. Successful employer programs often have a senior executive who champions an internal TDM program, engages with employees in a conversation regarding transportation choices, and helps lead the development of a transportation benefits package that includes comprehensive transportation benefits. Through this champion a program can truly achieve positive impacts on employee satisfaction can facilitate a shift in organizational culture.

A focus on convenience for employees will help to develop early adopters of mode shift. For example, one downtown Austin employer that does not provide paid parking, does provide employees with a daily shuttle bus service that travels a dedicated loop in the area for those who need to attend out-of-office meetings or run errands to nearby businesses.

Attendees discussed how employers should utilize gamification and other scoring/benchmarking programs to leverage group dynamics and the power of peer motivation. Employers should publicly recognize employees who participate in commuter mode shift programs and help cultivate these early adopters into advocates and self-identified leaders within the work site. Through gamification, individuals or departments can compete against each other for the highest commuter scoring behaviors for award incentives such as gift cards; on-site bike tune-ups. Often even small prizes or incentives can go a long way to motivate change.

Through these programs, employers can also promote commuter activities like bicycle buddies and commuter clubs that support fellowship and camaraderie between employees who ride share and may otherwise not know each other.
Supporting Mobility Solutions Through Entrepreneurship

Facilitated by Ryan Croft, Co-Founder and CEO, TransitScreen

The discussion on entrepreneurship within the Transportation Demand Management (TDM) industry produced three main themes: 1) The relationship entrepreneurs have between public policy, TDM, and problem solving; 2) The future of TDM and transportation careers; and 3) Some ways ACT can support entrepreneurs.

A growing sentiment among entrepreneurs and TDM professionals is that entrepreneurs are able to liaise between policy and business issues. As congestion and transportation challenges have increased in major urban areas and competition for skilled workers has tightened, employers are emboldening TDM especially when making decisions based on how parking expenses are impacting their bottom line. One significant contribution entrepreneurs bring to TDM is their ability to jump into problem solving when given the opportunity to tackle a problem that the public sector has been unable to address. However, one of the biggest challenges to solving mobility problems is funding, especially for entrepreneurs as they work to address challenges that rely on voluntary investment and may not have clear or near-term profitability. The role venture capital plays in solving TDM problems is significant and needs to be further explored among the transportation industry and its key stakeholders.

ACT can play a vital role in supporting entrepreneurship, vendors, and technology companies by serving as an influencing organization to federal agencies and advocating for TDM pilots and transportation innovation. In addition, ACT can initiate within its membership: vendor awards for innovation, an innovation counsel, and a resource directory. ACT could further develop programming or initiatives that introduce leaders within the venture capital industry with the broader TDM industry.

The role of the entrepreneur will continue to grow within TDM as new challenges present themselves. Other opportunities for entrepreneurs discussed by attendees included the exploration of shared micro transit shuttle services among employers, implementation of Transportation Access Plan Agreements and land value capture models.
The Future of Private Shuttle Operations

Facilitated by Gillian Zoss, Vice President of Business Development, WeDriveU

Private shuttle operations have grown significantly over the past two decades as employers have attempted to address the demands of employees to ease their commutes to work and improve their quality of life. While seen as a perk for employees, private shuttles can work well as part of a region’s transportation system, reducing traffic congestion and providing important first mile/last mile connections that enables more people to use public transit. In many cases, private shuttles fill gaps within a transportation system that may not be affordable for public transit system to operate. Participants highlighted three main points of focus for the future of private shuttles: people, productivity, and parking.

Participants did express concerns about these services drawing ridership away from existing public transit services, which moves large groups of people very efficiently. To ensure this does not happen, shuttle services should focus on covering gaps in transit services and providing a solution to the first mile/last mile challenge. To ensure compatibility, shuttle operations and public transit agencies should share data to best understand where service is lacking, allowing shuttles to cover those gaps. Additional efforts should be made to collect data on shuttle ridership.

Successful shuttle operations go beyond simply sticking a bus on the road. Providing amenities that support employee productivity are key. Employers should also provide amenities on the shuttle and at the work site to promote mode shift, like installing bike racks on shuttles to help reduce driving along that first mile to pick-up locations and expand the shuttles service area.

Parking availability and pricing plays a big role in the success of shuttle operations and employers need to ensure parking is appropriately priced prior to launching a shuttle system. Setting out with a mission for the program will ensure a better planned service. The future of private shuttles is promising, but it depends on how well they fit into the mobility landscape and how effective they are at competitively replacing driving alone on the commute. Regions and employers should look at opportunities to further aggregate shuttle operations to increase the efficiency of each system and remove unnecessary vehicles from the road.
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The role of the TDM entrepreneur will continue to grow as new transportation challenges emerge. Read more from the #EmergingMobilitySummit

Successful shuttle operations go beyond sticking a bus on the road. Learn more about the discussion on The Future of Shuttle Operations held at #EmergingMobilitySummit

University Transit Centers (UTCs) are studying the challenges disadvantaged people face when planning trips and this data will be important when developing TDM and mobility projects. #EmergingMobilitySummit

Preparing for an automated future means taking into account all scenarios of how AVs will integrate into existing transportation systems. #EmergingMobilitySummit

TMAs can be key influencers in educating commuters on TDM strategies, advocating for TDM policies and regulations, bridging the divide between public and private sectors, and serving as a resource by sharing best practices to implement effective TDM programs within companies. #EmergingMobilitySummit

Austin city officials are focused on equity, affordability, and innovation when it comes to mobility in the region. Using TDM strategies will make for better long-term transportation policies. #EmergingMobilitySummit

The first step to expanding the commuter benefit should be finding a way to include carpooling. The use of phone-based apps can be a helpful tool when verifying rides and guarding against fraud. #EmergingMobilitySummit

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