

# Ideas for FY2026 TDM and Sales Training Sessions

## TDM Category

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1. **TDM in a new world** (George)
  - The Hybrid Work Place/Schedule
  - Impacts of Telework such as losing Park & Ride lots, High Vacancy rates in Office Buildings
  - More Transportation Choices (Judy) - An employer with a robust TDM program with remote work may think they have done their thing but there are still more things to be done as far as transportation options
2. **Trends in Transportation** – HR Directors (SHRM) (Antionette)
  - What HR Directors are doing
  - How important is TDM with recruitment/retention
  - How to get employers to care about TDM strategies given the unfriendly (to TDM) current environment?
3. **Outreach to Employers with moderate to low-income employees or shift workers.**
  - goDCgo conducted a forum in early June Creating a Commuter - Friendly Workplace Forum could serve as a model template.

### ACT sessions for upcoming conference in New Orleans

4. **Navigating Pre-Tax and Post-Tax Regulations for an Effective Commuter Program**
  - Speakers from Global Commuter Solutions Intuit and CEO of Ridepanda
5. **Doing What Works: Leveraging Policy to Measure Behavior Change**
  - Speakers from DDOT, Commuter Seattle, Thurston Regional Planning Council
6. **Federal Policy Fast Forward: What the next year will bring for TDM Policy at the Federal Level**
  - Speakers from Tenn DOT, Smith Garson, Thurston Regional Planning Council

## Sales Training Category

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**7. Government Experience, Engagement and Enrollment Summit in June 2024** (Stacey)

- Granicus in Washington, DC: <https://web.cvent.com/event/bed834ec-436f-4d40-9bb6-b860756fa9ac/summary?RefId=Federal-Sales&rt=F9ig-XJrn0Od48TVmWYiWA>
- Government agencies, how to use digital tools to get their people to sign-up for their programs.
- Panel of reps from federal agencies (Ag, HUD, and others)
- Granicus provides GovDelivery platform for public agencies

**8. Center for Urban Transportation Research (CUTR)**

- Social Marketing, 1 ½ days of training into three hours

ACT sessions for upcoming Conference in New Orleans

**9. New Predictive Methodologies for Quantifying the Impacts of TDM Strategies and Sample Applications**

- Speakers from ICF, US DOT, Puget Sound RC, MN DOT

**10. Pooling Together: Marketing Strategies for Car, Van, and School Ridesharing**

- Speakers from WSP, Walt Disney Company, Odonnel Company, Denver Regional COG, Stanford University.