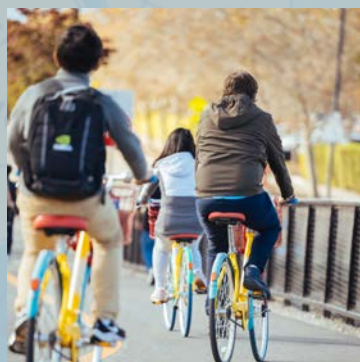




2025

GLOBAL TDM IMPACT REPORT



Association for Commuter Transportation
www.actweb.org

FROM THE EXECUTIVE DIRECTOR

ACT is thrilled to introduce the second issue of our Global TDM Impact Report. This annual resource showcases TDM's measurable impact around the world.



Welcome to the latest edition of this resource, and thank you to all who participated in its development. In countries across the globe, TDM practitioners work hard every day to improve the way their communities move. Unfortunately, much of their work goes unrecognized and many of their stories go untold. This report is ACT's solution.

Whether the spotlight features a marketing & communications campaign, a mode shift strategy, or other initiative, it is included here for its impressive successes. Whether you are fully immersed in the world of TDM or you are new to the industry, this resource is an excellent place to learn more about what successful programs and strategies look like.

We hope that while you review this report, you will take a moment to reflect on your goals for 2026. We'd love to feature them here in the next edition of the report, and submissions will open in November.

Though we are pleased to feature more than 30 spotlights, the initiatives detailed here represent a small portion of our membership's work. I encourage you to join upcoming ACT programming to engage more deeply with our members and the incredible quality of life improvements they make in their communities. **We hope that this report inspires you to aim big with your TDM impact this year!**

A handwritten signature in black ink that reads "David Straus".

DAVID STRAUS, TDM-CP
EXECUTIVE DIRECTOR

PARTICIPATING ORGANIZATIONS



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Thank you to 2026 Corporate Partners!





MARKETING & COMMUNICATIONS

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norcalgo.org





LEVERAGING TRANSIT SERVICE EXPANSION TO DRIVE RIDERSHIP: A CASE STUDY FROM REDMOND, WA

📍 Redmond, WA

The Seattle region is undergoing the nation’s largest light rail expansion, adding 67 miles of track and dozens of stations, transforming mobility across three counties. In May 2025, King County Metro updated Redmond bus service to align with Sound Transit’s new Redmond Link light rail extension. To help residents –especially those facing language or income barriers–navigate the changes, C+C partnered with Metro to launch the Redmond Link Connections campaign.

The campaign strategy entailed a two-pronged approach, pairing broad awareness with equity-driven outreach to low-income, Spanish- and Chinese-speaking households. A key innovation was Redmond Transit Bingo, a gamified tool designed for those new or returning to transit. A 3x3 grid emphasized low-barrier “first steps” that build confidence: locating nearby bus stops, learning routes, planning a trip, and taking a first ride. **Nearly 1,000 residents participated**, including 18% in Spanish or Chinese. Most participants completed more than the minimum required squares, signaling strong engagement with behaviors that lead to transit adoption.

Recognizing that distrust of government can be an engagement barrier in multicultural communities, the team partnered with trusted community-based organizations and multicultural influencers, including a former Univision host, to build credibility and cultural relevance. Combined with multilingual digital ads and segmented mailers, **this approach generated 29 million impressions and distributed 711 transit cards** with a two-month unlimited pass. Half of income-reporting recipients were lower-income, and 30% spoke a language other than English at home.

Results indicate sustained behavior change: **70% of transit card recipients used their cards within two months, taking 16,899 trips (~34 rides each), and 77% reported plans to continue riding transit.**

By engaging people through trusted channels and playful, low-stakes tools, a potentially intimidating change became an invitation, showing that when moments of change are designed around people, they can spark habits that last beyond opening day.



IMPACT IN NUMBERS



Nearly 1,000 residents participated



29 million impressions generated



711 transit cards distributed



16,899 trips completed in two months (~34 rides each) and 77% reported plans to continue riding transit



Clark Communications

THE GAMIFYING STRATEGY TRANSFORMING MOBILITY

📍 Tysons, VA

Clark Communications partnered with the **Tysons Community Alliance (TCA)** to deliver the **2025 Explore Tysons Trek & Treat Challenge**—an app-free, downloadable, web-based experience designed to boost mobility, exploration, and community engagement in Tysons, VA. Historically seen as a disconnected, car-dependent area, Tysons needed a fresh narrative. The challenge demonstrated just how walkable and connected the community is, showcasing how easily people can travel for everyday outings while discovering new destinations they might not have visited otherwise.

Clark served as TCA’s single integrated partner, leading the full program lifecycle—including concept development, cohesive campaign branding, route maps and signage, decals, digital assets, marketing strategy, communications, and social content. The team executed a robust multi-channel marketing campaign across web, email, social, partner networks, and paid media, and managed real-time monitoring, participant support, and in-campaign optimization. Clark also oversaw technology coordination and delivered comprehensive analytics and insights to guide future mobility programs.

The challenge guided participants along four themed 2–3.4-mile routes, encouraging walking, biking, and rolling throughout Tysons. Players used a mobile passport to check in at stops, earn points, and redeem prizes, while sidewalk decals attracted new participants and increased route visibility.

The challenge delivered strong results: **279 participants, 15,500 check-ins**, and 1,664 estimated trips—totaling **4,300+ miles traveled**. Survey responses showed clear behavior change, with **64% of participants reporting they were more likely to walk, bike, or roll afterward**. Mode share reflected meaningful shift away from car use (80% walking, 16% biking, 2% rolling), reducing VMT and GHG emissions through thousands of miles completed via active transportation.

With overwhelmingly positive feedback and increased awareness of Tysons’ destinations, amenities, and mobility options, the campaign proved both impactful and scalable. Clark’s coordinated execution and data-driven reporting have provided TCA with valuable insights to inform future route-based challenges and broader mobility initiatives.



IMPACT IN NUMBERS



279 total participants and
15,500 check-ins



1,664 estimated trips
completed and 4,300+ active
miles traveled



Meaningful mode shift:
**80% walking, 16% biking, 2%
rolling/other**



**24% joined after scanning
sidewalk decals**, confirming
strong on-the-ground
engagement



Commute Seattle

NAVIGATING THROUGH CONSTRUCTION WITH THE COMMUTER HOTLINE PILOT

📍 Seattle, WA

Commute Seattle launched the Commuter Hotline pilot in July 2025 to provide personalized trip-planning support to downtown workers during four weeks of Revive I-5 Construction, during which the freeway was reduced to two travel lanes.

Using the slogans “**Your trip-planning guides through Revive I-5**” and “**Ditch the solo-drive through Revive I-5,**” the Hotline was intended to help people who drive alone to their workplace switch to another mode of travel to reduce traffic congestion.

Commute Seattle staff answered calls and provided 1:1 support for planning transit, bike, and carpool trips. People could access trip-planning support by calling the Hotline phone number during Hotline hours (M-F, 8 a.m. – 6 p.m.), booking a call in advance through Calendly, or sending an email to a dedicated email address.

With only seven days between securing funding and launch, Commute Seattle built the Hotline from the ground up, from technology and training, to staffing schedule, to marketing and communications.

Their communications & marketing approach included:

- A playful visual identity that embraced the old-school service of one-on-one support
- Launching a microsite
- Distributing a downloadable flyer to 400+ Transportation Coordinators at Seattle’s biggest employers and properties
- Equipping 160+ downtown Ambassadors with Hotline “calling cards” to distribute to downtown visitors and businesses
- Social media strategy highlighting the real people staffing the Hotline
- Sharing a promotional toolkit with local business chambers

Commute Seattle generated seven media hits across two weeks, including a TV feature on local KOMO station and a mention in the Seattle Times. Over the course of the four-week pilot, Commute Seattle helped 70 callers. Although positioned as a commuter resource, only 17% of calls were work-trip related, highlighting demand for broader TDM programming. 33% of callers sought help with leisure trips, 28% were healthcare-related, and 20% called for support traveling to the airport.



IMPACT IN NUMBERS



Seven media hits generated



70 callers helped over four weeks



Breakdown of calls:

- 17% work trips
- 33% leisure trips
- 28% healthcare-related trips
- 20% airport trips



Call us at (206) 613-3132 / July 17-Aug. 15 / M-F 8 a.m.-6 p.m.

Commute Seattle



James Madison University

DUKES RIDE: A SCHOOL-SPIRIT CAMPAIGN TRANSFORMING CAMPUS TRAVEL

📍 Harrisonburg, VA

Dukes Ride is a community-based social marketing (CBSM) campaign in its third year, designed to encourage James Madison University students to shift from single-occupancy vehicle (SOV) commutes to a fare-free bus service provided by the university through a contract with the local transit agency.

The Dukes Ride campaign launched an educational campaign about the fare-free bus service with a unified brand and student-centric messaging. Printed and digital route cards offering apartment-specific bus guidance were distributed to six off-campus apartment complexes, reaching **over 2,500 students**. A dedicated website, accessible via a QR code, displays simplified routing. A promotional video featuring the Vice President of Student Affairs and the university mascot was played on campus video screens, including those in dining halls and the recreation center. A new, student-centered Instagram account (@GetAroundJMU) offers transit and micromobility tips. The goal: make riding the bus feel easy, normal, and “what Dukes do.”

Early results show promising shifts. Academic-year bus ridership on commuter routes rose from 161,319 individual boardings in 2022–23 to 229,673 (2023–24), then to **331,911 in 2024–25**. This represents a 106% increase over the past two years.

Students increasingly paid for parking only when needed. The number of \$5 daily parking permits increased from 3,099 (2022–23) to 4,586 (2023–24) and then to 6,121 in 2024–25. This is a 97% increase over three years.

Despite a 2.95% increase in university enrollment from 2022–23 to 2024–25, **the share of students purchasing annual commuter parking permits decreased from 37.2% to 35.9%**, indicating a measurable shift away from daily driving. Together, these data indicate a significant shift in modality: fewer students are driving to campus daily, and more are opting for transit, flexibility, and lower-impact travel. Dukes Ride continues into 2025–26 with expanded evaluation, route partnerships, and media strategies.



IMPACT IN NUMBERS



More than **2,500 students** reached



331,911 boardings in 2024–25, representing a 106% increase over the past two years



Annual commuter parking permits decreased from **37.2% to 35.9%**



Luum by HealthEquity

BOOSTING SUSTAINABLE COMMUTES IN THE CITY OF SEATTLE

Seattle, WA

The City of Seattle’s “MyTrips” program utilizes the Luum by HealthEquity platform to administer its commute options and benefits program for its ~14,000 public employees across 350+ worksites.

In 2025, in alignment with the City’s return to office requirements, MyTrips piloted a more robust, monthly, sustainable-commute-incentive program using the platform's Rewards feature. Each month, the MyTrips Program Manager runs two or more rewards campaigns targeting specific non-drive-alone modes, plus a rewards campaign for all non-drive alone modes excluding telework. Employees who log eligible trips within the month get entered to win \$500 in gift cards supporting local small minority owned businesses through Intentionalist.com. In addition, MyTrips piloted a guaranteed reward campaign at a specific worksite outside of downtown to better engage those employees and address the site’s parking demands. The variation in reward offerings encourages mode shift and commuter engagement within the program’s budget.

Since running multiple, consistent, monthly rewards campaigns, **the City of Seattle has seen a 31% increase in overall reward registrants year over year, and a 100% increase in the number of employees who participated in three or more rewards in Q1.** Employees regularly complete rewards challenges with completion rates rising over the year from 29% in February, 41% in May, and 73% in October! Over 1,400 employees have participated in at least one reward campaign in 2025 with an average of 300 per month.

In addition, MyTrips has run user surveys to get input for revisions to the program and also features winners on a webpage and in digital and print posters furthering the marketing of the commute benefits programs. A popular update to the program was having a non-drive alone reward competition monthly in addition to the modal specific challenge. This allows employees to participate throughout the year as opposed to only once or a few times per year.

December Light Rail Commute C...
December challenge: log at least 12 light rail commute trips (6 days round trip) to be entered to win Intentionalist cards!
Goal: 12 trips
Eligible Modes: [Icons for Light Rail, Bus, etc.]
End Date: 12/31/2025

December Non-Drive Alone Com...
December challenge: log at least 20 non-drive alone commute trips (10 days round trip) to be entered to win Intentionalist cards!
Goal: 20 trips
Eligible Modes: [Icons for Bus, Light Rail, etc.]
End Date: 12/31/2025

IMPACT IN NUMBERS



31% increase in overall reward registrants year over year



100% increase in the number of employees who participated in three or more rewards in Q1



1,400+ employees have participated in at least one reward campaign in 2025

HOW HAS YOUR COMMUTING ROUTINE EVOLVED OVER THE YEARS?

"Prior to working for the City... I drove 84 miles each way to my jobsite... time I can't get back with my family. Once I got used to the process and familiar with the [bus] route, I'm so much happier."

- Monlea, SCL
Bus Commute
Seattle Municipal Tower
mytrips.seattle.gov
Your Commute, Many Options



My Trips powered by luum.

RideFinders

COUNT IT. CHANGE IT.: COST CALCULATOR ACTIVATED

📍 Richmond, VA

Launched in May, RideFinders' Count It. Change It. campaign set out to transform everyday commute decisions through creative storytelling and clear, compelling calls to action. Built around the adaptable campaign theme and led by Cost Calculator, one of Team RideFinders' signature heroes, the initiative encouraged commuters to rethink their travel choices, record their green trips, and commit to small but meaningful behavior changes. The versatility of the theme allowed the campaign to be used across multiple marketing formats, from social media and billboards to community outreach, employer engagement, and educational messaging.

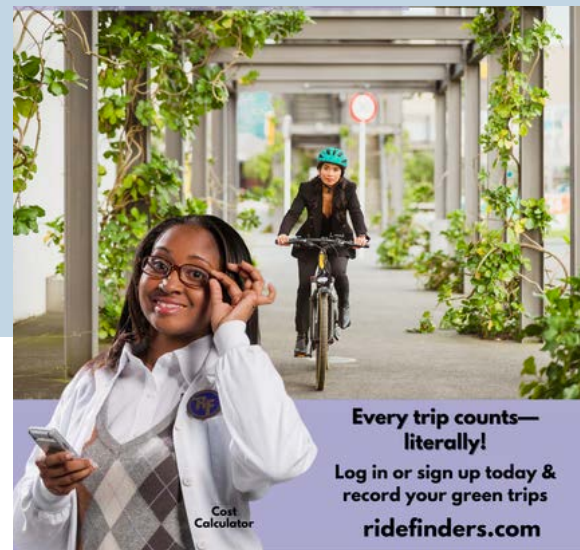
The campaign blended storytelling, digital content, and regional outreach to highlight the costs of using green transportation solutions. Posts prompted commuters to consider, *"What's your commute really costing you?"* and offered practical alternatives such as carpooling, vanpooling, biking, and transit. Messages like *"Your solo commute—\$486/month? Share the ride and save big!"* and *"She's saving money this week by taking transit—you can too!"* reinforced that every green trip counted toward cleaner air and a stronger region.

The response was immediate and measurable. From July–October 2025, commuters logged **15,440 green trips, a significant increase from 9,903 during the same period in FY25, and achieved real savings, including:**

- Carpooling: 3,290 trips (24% increase)
- Vanpooling: 4,422 trips (152% increase)
- Transit: 5,633 trips (68% increase)
- \$524,217 in FY26 over \$266,618 in FY25

These trips resulted in meaningful VMT reductions and measurable decreases in emissions. The campaign's reach expanded further through Tri-Cities billboards and a partnership with the Southern Virginia Regional Chamber of Commerce (SOVA), **where regional membership grew from 268 to 433 and recorded trips increased from 818 to 1,258 year-over-year.**

Through humor, relatable scenarios, real-life commute examples, and a flexible, multi-use theme, Count It. Change It. created a narrative where commuters saw themselves, turning everyday choices into measurable community impact.



IMPACT IN NUMBERS



15,440 green trips logged, a significant increase from 9,903 during the same period in the year prior



\$524,217 saved in FY26, up from \$266,618 in FY25



24% increase in carpooling trips
52% increase in vanpooling trips
68% increase in transit trips



RIDEFINDERS IS
A DIVISION OF GRTC

Sacramento Area Council of Governments

KICKSTARTING THE NEW WAY TO “GO BY...”

📍 Sacramento, CA

In February 2025, the Sacramento Area Council of Governments (SACOG) launched a new regional transportation demand management platform. The platform, named “NorCal GO,” serves anyone who lives or works in the SACOG or San Joaquin Council of Governments (SJCOG) regions. NorCal GO helps improve mobility and reduce traffic congestion by helping users find carpool / vanpool matches and transit buddies, facilitating trip logging and verification for all transportation modes, supporting TMA-led programs (e.g. guaranteed / emergency ride home, transit subsidies, telework subsidies, etc.), and distributing TDM program incentives. The platform was launched in both English and Spanish.

Following the platform’s launch, SACOG hosted a six-week regional campaign titled “GO by...” to encourage people to sign up and travel to at least one destination a week via a sustainable mode. The campaign took place from March 10 through April 30, 2025. Each week, the platform featured a different sustainable mode of transportation – ranging from transit, to carpool, to telework, and more – and encouraged participants to try that mode when traveling to work, school, or another destination. Participants who logged at least one sustainable trip in the NorCal GO app and / or website were entered into a weekly gift card drawing.

Of the now 3,400+ active NorCal GO users, 752 signed up during the six-week “GO by...” challenge. By the end of the challenge, users logged more than 16,000 sustainable trips – preventing 247,215 pounds of emissions and reducing vehicle miles traveled by 300,779 miles. SACOG staff continue to work with partners to further increase the number of users to grow the potential of the platform for ride-matching and sustainable information dispersion.



IMPACT IN NUMBERS



Of the now 3,400+ active NorCal GO users, **752 signed up during the six-week challenge**



16,000 sustainable trips logged



47,215 pounds of emissions prevented and VMT reduced by **300,779 miles**

Take control of your travel with NorCal GO. Enter our Spring Challenge.

See how you can get to work, school, and events with ease.

1. Find a ride or route to your next destination
2. Log one sustainable trip each week during March 10 - April 30
3. Earn rewards - be entered to win a gift card



Vanderbilt University

VANDERBILT UNIVERSITY'S FREE TRANSIT BENEFIT ACCESS TRANSITION

📍 Nashville, TN

In 2024, the Vanderbilt University Office of Transportation & Mobility developed and launched a marketing campaign to transition how faculty, staff and students use the university's free, unlimited public transit services on WeGo Public Transit's buses and trains in Nashville and Middle Tennessee. This campaign included materials for the Vanderbilt community including 1-pagers, instructional guides, newsletter articles and blurbs, direct and broadcast emails to 23,000+ individuals, social media posts, digital signage, event tabling and presentations. The transition required all existing (4,837) and potential (23,700+) university transit riders to create a QuickTicket account using a unique registration code.

The transition launched mid-July 2024. **By January 2025 over 5,000 users registered QuickTicket accounts. By December 2025, nearly 6,800 users registered, over 29% of the eligible campus population in 17 months.**

The transition campaign for QuickTicket helped boost overall awareness of the free transit benefit reported in the 2024 Commute Survey for staff to 91%, Graduate Students to 90% and Postdocs to 89%.

The campaign included broad collaboration in promotion with University Communicators and Marketers group, Student Affairs, Vanderbilt Student Government, Facilities and Dining Departments, Vanderbilt Student Government (VSG), and graduate and professional schools.

VSG is continuing to help boost QuickTicket registration and undergraduate student ridership by promoting bus routes to the airport and convenient stop locations around campus for school break travel by posting flyers in dorms, tabling at dining halls and sharing maps and information on Instagram. In addition, Voyage Vanderbilt, the new staff orientation, includes information about QuickTicket registration and Vanderbilt's free transit benefit at vu.edu/bus.

Registration is steadily increasing, typically with **100+ new registrations each month, an average of over 1,000 unique riders per month averaging over 11,000 rides per month.** Ridership is expected to continue growing with anticipated service improvements in 2026.



IMPACT IN NUMBERS



6,800+ new account registrations, 29% of the eligible campus population



11,000 rides averaged per month



Awareness reported at:

91% for staff
90% for graduate students
89% for postdocs



Virginia Department of Transportation

STAKEHOLDER-FOCUSED MARKETING DRIVES TRANSPORTATION APP ADOPTION

📍 Northern Virginia

To address these challenges, the Virginia Department of Transportation (VDOT) through the Regional Multi-Modal Mobility Program (RM3P) – a multi-agency collaboration with the Department of Rail and Public Transportation (DRPT), Northern Virginia Transportation Authority (NVTA), and Fredericksburg Area Metropolitan Planning Organization (FAMPO) launched the GoMyWayVA™ mobile app.

Developed by a multi-disciplinary team led by Metropia, Inc., which includes Arch Street Communications, Avid Core, ICF, and CommuterLink, GoMyWayVA™ is a first-of-its-kind mobile app to feature a trip planner providing estimated toll and driving costs and personalized Dynamic Incentives, rewarding users for shifting travel mode, route, or departure time. This new app was introduced to the public in February 2025 through an integrated marketing and communications strategy featuring commuter-targeted messaging and bold imagery, and leveraging organic and paid social media, out-of-home advertising, and coordinated stakeholder marketing. The campaign aimed to gain a strong user base by generating excitement and trust around a new concept using the campaign tagline Ready. Set. GoMyWayVA™.

The campaign launched with an initial testing and feedback phase, engaging early adopters to help shape development of the app. By the end of the first phase, **over 260,000 impressions** were generated, over **1,300 early users** were secured, including close to 200 active testers who provided critical feedback, and **55 stakeholder events** featured GoMyWayVA™. This unique, phased approach ensured the campaign launched an app—and at the same time, built a community of support around it. Insights from this phase directly informed the full-scale public launch in October 2025.

At full public launch, GoMyWayVA™ achieved an **16.15% average organic engagement rate**, far exceeding industry benchmarks. In its first weeks of the full launch with solely organic social media posting, **total users reached 2,500**, demonstrating strong audience resonance and adoption, even without paid media, and establishing GoMyWayVA™ as a trusted regional mobility tool.



IMPACT IN NUMBERS



Over 260,000 impressions generated in the first phase



1,300+ early users secured



55 stakeholder events hosted



16.15% average organic engagement rate



Total users reached **2,500**



The image features a large, diagonal blue overlay that covers the top and right portions of the frame. In the background, a blue bus with a decorative pattern of leaves is visible. Below the bus, a bicycle repair shop is shown, with a bicycle wheel and frame in the foreground. The text 'MODE SHIFT' is centered on the blue overlay in a white, bold, sans-serif font. Two yellow L-shaped corner brackets are positioned on the blue background, one in the upper right and one in the lower left.

MODE SHIFT

Atlanta Regional Commission

SUPPORTING COMMUTER BUS RIDERS DURING MAJOR SERVICE CHANGE

📍 Atlanta, GA

Metro Atlanta’s regional commuter bus agency, the Atlanta Transit-Link Authority (The ATL), undertook a substantial service redesign in summer of 2025 in response to state budget reductions, aiming to increase vehicle utilization of their Xpress bus routes. This service redesign included a reduction from 27 routes to 15, and from 27 park-and-ride stops to 21 (with longer headways as well).

Georgia Commute Options (GCO) and The ATL worked together to provide rider support during the transitional period, seeking to retain riders and support those losing a route to either adjust schedules or consider carpooling or vanpooling. The GCO team participated in rider outreach across the 21 park-and-ride locations (and 3 transfer stations) during the week before rollout, and provided seat drops and marketing materials inviting people to receive rider support. Riders who requested support received individualized route change guidance, and \$50 incentives for logging post-change bus, carpool, or vanpool trips through the regional MyGCO ridematching platform.

Of the estimated 2,500 Xpress riders, 940 requested support, and 837 were signed up in MyGCO. 356 logged an eligible ride and received incentives, with nearly 45% of those continuing to participate in MyGCO after the incentive period. Most importantly, post-change Xpress ridership was 92% of its starting level, and surveying indicated that 14% had actually increased their frequency (with 8% reducing their frequency).

25% of participants said they felt more supported during the service changes thanks to the program, and 12% felt less frustrated. **In total, 53% felt GCO’s rider support was helpful.** This collaboration has demonstrated another path for transit agencies and TDM providers to work together to support transit riders in a highly cost-effective manner, whether service is expanding or consolidating.



IMPACT IN NUMBERS



Post-change ridership was **92% of its starting level**



940 of the 2,500 estimated riders requested support and 837 of these riders were signed up in MyGCO



Nearly 45% continued participation after the incentive period



53% of participants felt GCO’s rider support was helpful

GEORGIA**COMMUTE**OPTIONS

Charles River TMA

45% RIDERSHIP INCREASE FOR EZRIDE FOLLOWS SERVICE EXPANSION

📍 Cambridge, MA

EZRide Transit in Cambridge, MA has been a fare-free, high-frequency, commuter hours only, last mile circulator since its inception in 2002.

This spring, Charles River TMA began a two-year pilot project offering midday and weekend service, with funds secured from three sources: Public (MassDOT), quasi-public (Cambridge Redevelopment Authority), and consolidation with private sector shuttle (CambridgeSide, the local mixed-use development and mall). Importantly, expanded service is budgeted to be cost neutral to existing long-term private sector partners.

The new service runs every 8-12 minutes M-F 5:30 a.m.-8 p.m., using 40-foot transit buses operated under contract by Academy Express. On Saturday and Sunday, it runs every 20 minutes between New Lechmere station (part of the Green Line Extension opened in 2022) and Kendall Square station.

The project has significant operational benefits, economies of scale: Drivers work straight shifts, instead of short or split shifts; Capital, fixed and benefits costs are spread over more hours and thus lowering the operation cost for additional hours of service; and consolidation of other private shuttles eliminates bus duplication on the corridor.

The new schedule is more legible to passengers, who can ride with confidence. The service is available all day long at a time when hybrid work schedules require office attendance, and circulating during the middle of the day without a car.

The last six months of 2025 yielded a ridership increase of 45% over 2024. Roughly 18% of total ridership in that time is during the new midday and weekend hours. There has also been a shift in usage during previous commute dayparts. Morning ridership declined 8%, while evening ridership grew 37%.

EZR demonstrates how initial public funding for a pilot project can leverage long term service that is privately funded, open to the general public, fare free service in place of closed corporate shuttles in a dense business district, and improve ability to get around without driving and parking.



IMPACT IN NUMBERS



45% increase in ridership over the previous year in the last 6 months of 2025



Roughly **18% of total ridership in that time** is during new hours



Evening ridership **grew 37%**



City of Deerfield Beach

RIDE, EXPLORE, AND CONNECT: THE CITY OF DEERFIELD BEACH TRANSPORTATION PROGRAMS

📍 Deerfield Beach, FL

In 2025, the City of Deerfield Beach officially launched the City Rides and Explore Programs, a comprehensive initiative that provides essential, no-cost transportation for residents and visitors. Designed to enhance mobility, accessibility, and overall quality of life, the program addresses transportation gaps by offering reliable, convenient transit options throughout Deerfield Beach and surrounding communities.

Through partnerships with Broward County Transit, the Area Agency on Aging, and CDBG (Community Development Block Grant) federal funding, the City's Community Shuttle and senior door-to-door transportation continue to expand their reach and effectiveness. The program is promoted through City communication channels, community outreach, and partner networks, and incorporates upgraded vehicles and enhanced technology, including software solutions provided by TripMaster CTS and Passio GO, to improve scheduling, communication, and the overall rider experience. Services include weekly bulk shopping trips offered three days per week, ensuring residents have consistent access to essential goods.

The city operates two community shuttle buses, Express 1 and Express 2, providing service Monday through Saturday from 8 a.m. to 4 p.m. In FY 2025, the City Rides and Explore Programs transported **nearly 38,000 people, covering approximately 97,988 miles of service**. During the year, the programs completed **over 832 trips, averaging 7.4 riders per trip**. The program serves four municipalities, including the City of Deerfield Beach, City of Lighthouse Point, City of Hillsboro Beach, and City of Pompano Beach, demonstrating its broad regional reach and growing demand.

Overall, the City Rides and Explore Programs play a vital role in strengthening regional connectivity, improving access to essential services, and reinforcing the City of Deerfield Beach's commitment to accessible, equitable, and reliable transportation for residents and neighboring communities.



IMPACT IN NUMBERS



Nearly 38,000 people transported



Approximately **97,988 miles of service** covered



More than **832 trips** completed



Average of **7.4 riders per trip**



City of Fort Collins

CHICAS EN BICICLETAS: CONNECTING COMMUNITY THROUGH TRAVEL

📍 Fort Collins, CO

Chicas en Bicycletas is a Spanish-language mobility program in Fort Collins, Colorado, that helps participants build confidence and practical skills for moving around the city by bike, on foot and by transit. Launched in 2021 and operated by the City of Fort Collins' FC Moves team, the program supports women and families as they explore travel options, including first- and last-mile connections.

Although bikes are a central tool, Chicas goes beyond cycling. Each session includes hands-on instruction such as how to load a bike on the bus, read transit schedules, fit a bike correctly, and choose safe walking and biking routes. Participants receive support to make sure they have a bike that works for them, along with basic repair assistance when needed. Group rides, transit outings, and walks are held in Spanish, creating a comfortable setting where participants can learn new skills at their own pace.

Chicas participants stay connected through a 68-member Spanish-language WhatsApp group, which has become a reliable source of information about routes, equipment, upcoming activities, and everyday travel questions. The program primarily serves Spanish-speaking women and families, offering guidance that may not be available through other transportation resources.

Since launching in 2021, Chicas en Bicycletas has seen steady growth in participation. By the end of 2025, ride participation increased by more than 225%, walk participation grew by over 350%, and transit participation expanded significantly after being introduced in later years. **In 2025 alone, the program supported 98 participants in rides, 70 participants in walks, and 24 participants in transit outings,** demonstrating strong engagement across multiple travel modes.

By increasing comfort with biking, transit use, and walking, Chicas en Bicycletas supports Fort Collins' TDM goals. The program helps reduce single-occupant vehicle trips, encourages safe and efficient travel, and builds practical skills that benefit participants across generations.



IMPACT IN NUMBERS



98 participants in rides



70 participants in walks



24 participants in transit outings



Colorado State University

FILLING TRANSIT GAPS: CSU'S MICROTRANSIT PROGRAM

📍 Fort Collins, CO

Colorado State University's (CSU) Courtesy Shuttle program is a student funded initiative providing campus paratransit services and adding connectivity to gaps in the municipal transit network. The program aims to ensure an equitable campus for all students by operating two distinct services: the Disability Courtesy Shuttle and the University Center for the Arts (UCA) Shuttle. While the former provides essential point-to-point mobility for students with permanent or temporary disabilities, the latter connects the off-campus UCA to essential locations for students.

Ongoing funding was secured in 2024 with a \$6.70 annual fee increase in the Alternative Transportation Student Fee. This shift from temporary funding to ongoing investment from the Alternative Transportation Fee Advisory Board enabled the project's success. Critical to the program was the adoption of a turn-key automated booking and verification system, saving time and improving access to both shuttle services. Initial challenges with vehicle identification and access to areas typically closed to vehicles were resolved with vehicle wraps and other marketing efforts. Physical signage at eight designated campus stops for the UCA shuttle has also increased visibility and recognition of the shuttles as a reliable transportation option.

Ridership in 2025 has grown substantially, validating the program's necessity. Since Fall 2024, **the Disability and UCA Shuttles have recorded 2,608 and 6,567 trips respectively.** The UCA Shuttle averages 20 riders per day during its 7:30 AM to 4:30 PM service window with usage between 2:00 PM and 4:00 PM forming the **peak demand at 27% of daily trips.** The Disability Courtesy Shuttle had 6 regular riders for Fall 2025 with an additional 37 registered riders.

By addressing transit gaps through targeted shuttle services, CSU supports a more accessible and sustainable campus. This program serves as a model for how universities can leverage student funding and feedback to enhance mobility and close connectivity gaps.



IMPACT IN NUMBERS



Since Fall 2024, completed trips totaling:

2,608 (Disability Shuttle)
6,567 (UCA Shuttle)



Peak demand formed at **27% of daily trips** for the UCA shuttle



Six regular riders in the fall and **37 additional** for the Disability Courtesy Shuttle



COLORADO STATE UNIVERSITY

commuteLAX

COMMUTELAX TRANSIT PASS PROGRAM TAKES OFF IN 2025

📍 Los Angeles, CA

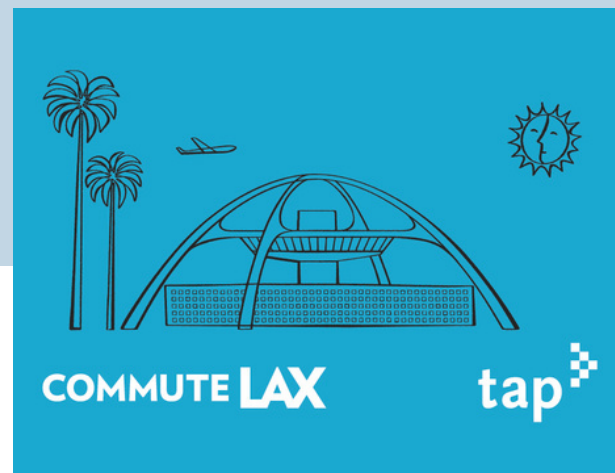
commuteLAX is proud of its Transit Pass Program's remarkable growth in 2025. Through the program, commuteLAX offers badged LAX employees a discounted TAP card at just \$20 a month for all their transit commute trips, covering a vast range of Southern California transit agencies, including all LA Metro services.

The program, which started with 72 participants in January, now finishes the year with 170. **This year's (136%) increase in participation** has translated into a notable increase in vehicle miles traveled (VMT) savings. In 2025, **average monthly VMT savings stand at 69,165, almost double the average savings from 2024.** The environmental benefits of the program are equally impressive, saving **615,960 pounds of CO₂ in 2025, marking a 66% increase from 2024.**

Throughout the year, commuteLAX marketed the program through monthly newsletters, advertising in Employee Lot Shuttles, physical marketing materials, and quarterly meetings with various LAX stakeholders. They operate a customer service counter at the Security Badge Office, where employees can easily access it.

The opening of the LAX/Metro Transit Center station in early June helped boost participation. This station connects the Metro C and K Line light rail trains and 10 different local bus lines to LAX, making commuting via transit more seamless for many employees. The opening provided an opportunity for commuteLAX to host its first town hall meeting to promote public transit to employees.

Results from the annual Employee Transportation Surveys conducted by commuteLAX have indicated a shift towards transit, though driving remains the most popular commute mode. In 2023, about 4.5% of survey respondents reported using public transit to commute, which increased to 6% in 2024 and now 9.5% in 2025. These incremental shifts are encouraging, and it is expected that transit will become a more popular commute option in 2026.



IMPACT IN NUMBERS



136% increase in participation this year



Average monthly VMT savings stand at **69,165**



615,960 pounds of CO₂ saved



Surveys reported transit usage as:

4.5% in 2023
6% in 2024
9.5% in 2025

COMMUTE LAX



PEDALING FORWARD: HOW GOOGLE STREAMLINED ACCESS & SPARKED A MICROMOBILITY SURGE

📍 Worldwide

In 2025, the Google Transportation Team revitalized its approach to active transportation by removing administrative friction and bringing micromobility directly to the user. Their existing GBike share program in the Bay Area, which is widely popular with employees for intercampus trips, inspired a streamlined approach for all commuter cycling benefits. Recognizing that complexity can deter participation, they consolidated disparate offerings into the unified "GBike Commute" program. This strategic pivot simplified subscriptions and reimbursements while introducing premium e-bikes to the fleet, directly addressing user requests for higher-quality, family-friendly options.

To drive adoption, they moved beyond digital promotion to experiential engagement. They launched a series of pop-up "Test Ride" events at high-traffic campus locations, allowing employees to demo vehicles and sign up on the spot. Simultaneously, they transformed their on-campus Bike Hubs into community anchors. By adding services like direct parts ordering and increasing repair capacity by 46%, they ensured that a mechanical issue never became a barrier to a sustainable commute.

The results of this culture-first strategy were immediate. During their expanded "Bike to Work Month," **participation surged, engaging employees across 31 countries.** In the first half of 2025 alone, they saw a **35% year-over-year increase in bike and scooter commute trips (300,000+)** saving over **850 metric tonnes of CO₂.** This resurgence proves that when you combine high-quality equipment with seamless support systems, employees are eager to leave their cars behind.



IMPACT IN NUMBERS



Engaging employees from **31 countries**



35% year-over-year increase in bike and scooter commute trips (**300,000+**)



850 metric tonnes of CO₂ saved





ONE CROSSWALK, LASTING IMPACT ON WALKABILITY

Phoenixville Borough, PA

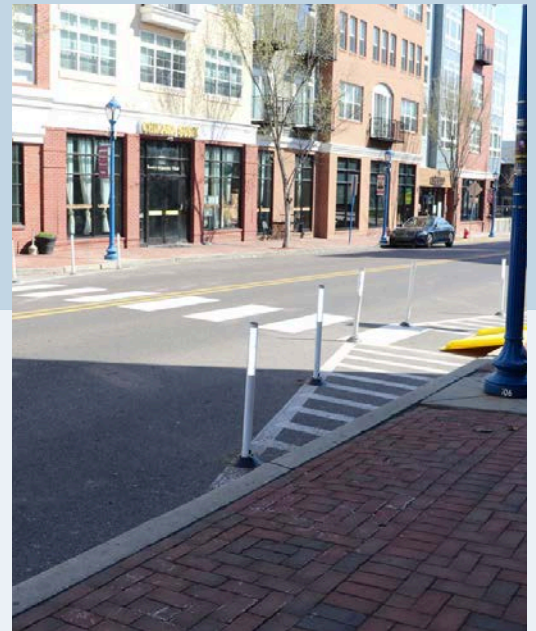
GVF partnered with the Borough of Phoenixville on a two-year project to improve walkability and create safer, more accessible pedestrian infrastructure for residents of all ages and abilities. While the project concluded at the end of the grant cycle, its impact continues—addressing long-standing safety concerns and sparking additional people-centered transportation investments across the Borough.

The project included a community survey to identify and prioritize pedestrian needs, an educational campaign promoting multimodal transportation options, and a demonstration project showcasing a high-impact pedestrian improvement. Each element advanced recommendations from the Borough of Phoenixville’s Active Transportation Plan and aligned with the County’s Complete Streets Policy, which GVF worked with the Borough Council on adopting as part of this project.

The majority of survey respondents were borough residents (86%), within the age range of 25-44 years old (65%). **More than 54% of residents identified the need for a midblock crosswalk on a major corridor.** The road separates a 275-unit apartment building from popular retail and restaurant destinations, creating a significant barrier for people walking. In response, the Borough installed a midblock crosswalk that quickly became one of Phoenixville’s most heavily used pedestrian features, significantly improving safety and accessibility.

This partnership has sparked a commitment to pedestrian-focused design in the Borough. **Specifically, the Borough has made the temporary mid-block crosswalk permanent, and they also installed an additional mid-block crosswalk near Borough Hall** (which has high traffic volume). Through GVF’s bike parking inventory analysis, it also recommended the Borough create dedicated information on their website where bike parking is located (similar to how they have vehicle parking).

The permanent mid-block crosswalks, combined with Borough Council adopting TDM policies, proved to be key successes of our project and it establishes a strong foundation for the Borough’s future TDM focus.



KEY IMPACT



A new **permanent mid-block crosswalk**, which more than 54% of residents identified as a need



King County Metro

EASY TRIP, KING COUNTY METRO'S UNIVERSAL BASIC MOBILITY PILOT

📍 Seattle, WA

Those living in supportive housing often face complex challenges that create barriers to mobility, worsen health outcomes, and hinder quality of life improvements. To reduce transportation barriers for residents of King County's Health Through Housing (HTH) Program, Metro implements a coordinated suite of transportation benefits and services. One of these offerings is Easy Trip, which King County Metro launched in 2025.

Through this program, **Health Through Housing residents receive industry-coded debit cards loaded with \$50 a month to pay for transportation needs.** The funds roll over, allowing recipients to spend their money as they best see fit.

Easy Trip staff and onsite staff support collaborated to launch a targeted suite of communications materials and hands-on education. Clear, accessible, and bilingual Easy Trip Guides and a user-friendly website reduced barriers by helping residents understand where and how to use their cards, including specific purchase locations and options for services such as transit and commuter ferries, TNCs, micromobility, and participating bike shops. Community-based enrollment events at every HTH site enabled immediate access to the program, while ongoing visual reminders helped expand awareness and use over time. As a result of this coordinated outreach and education strategy, the Easy Trip has enrolled over 60% of HTH residents since the launch of the pilot in the summer of 2025.

Thus far, **HTH residents have spent \$54,000 meeting their mobility needs through Easy Trip. These funds have been spread across micromobility (2,810 total transactions), TNC trips (1,330 total transactions), public transit (305 total transactions) and other King County-based mobility services.** Metro's mobility support programs for HTH residents aim to mitigate financial barriers impeding access to transportation. The Easy Trip Pilot embodies this ethos, as residents will be better able to connect with services, resources, employment, and opportunities associated with health, wellbeing, and stability.



IMPACT IN NUMBERS



\$54,000 spent meeting the mobility needs of HTH residents



2,810 total transactions on micromobility



1,330 total transactions on TNCs



305 total transactions on public transit



More than 60% of HTH residents enrolled



LA Metro

LOW INCOME RESIDENTS GET FREE RIDES WITH LA METRO'S LIFE PROGRAM

📍 Los Angeles, CA

The Los Angeles County Metropolitan Transportation Authority offers various pass programs benefiting employers, employees, students, low-income individuals, seniors, and people with disabilities. Metro's LIFE program, first launched in 2019, provides lower income riders with 20 free rides a month or discounted passes on 16 participating transit agencies.

As one of the largest subsidized-fare programs in the U.S, its success stems from partnerships with over 500 community-based organizations, 21 Department of Public Social Services (DPSS) offices actively enrolling participants into the program, a robust outreach campaign and taxi vouchers for individuals with short-term/immediate transportation needs, all of which makes Metro more accessible to riders facing financial and other barriers while providing financial relief from the ever-rising cost of living.

In September 2021, the LIFE program had 89,000 participants and committed to expanding access to more riders by doubling enrollment. Since then, the program has served 542,327 participants. **In 2025, LIFE facilitated more than 12 million free rides and over 700,000 discounted rides, strengthened its community presence by opening two new offices in South Los Angeles and Van Nuys, hosted more than 2,000 outreach events, and enrolled 108,417 new participants.** The program also played a critical role in emergency response efforts across Los Angeles County, enrolling 6,000 residents affected by the Eaton and Pacific Palisades wildfires and participating in over 30 events to support individuals impacted by temporary disruptions to Supplemental Nutrition Assistance Program (SNAP) benefits.

To encourage LIFE riders to take more trips, Metro has made technological enhancements to improve utilization and further expand program growth. **In July 2025, Metro began automatically loading 20 free rides each month to active riders, reducing the barrier for participants to get monthly benefits and increasing utilization by more than 10%.**



IMPACT IN NUMBERS



More than 12 million free rides and over 700,000 discounted rides facilitated



2,000+ outreach events hosted



108,417 new participants enrolled



Longwood Collective TMA

UTILIZING FRIENDLY COMPETITION TO ENCOURAGE MODE SHIFT

📍 Boston, MA

The Longwood Medical and Academic Area (LMA) Shuttles are one of the most highly utilized services provided in the district, offering an essential link between the LMA and regional transit stations. Financially supported by Longwood Collective members, the shuttles are free and available to employees and students in the district, helping thousands reach their destination each day.

With nearly two million passengers annually, the Longwood Collective TMA operates five routes and runs more than 60,000 trips per year. While service utilization is already robust, the Longwood TMA is always looking for fun, innovative ways to encourage use of this free, last-mile connection.

Capitalizing on the popularity of a famous March basketball tournament, they decided to hold a tournament of their own to keep engagement high and learn from riders' experiences. In 2025, they introduced "Shuttle Madness," inviting Longwood commuters to vote for their favorite LMA Shuttle route on social media, and via survey. This was an opportunity for their shuttle riders to share their excitement and communicate directly about their experiences with the transit system.

Over the course of three weeks, **five routes competed for victory, engaging over 500 riders across the district.** In the end, our Fenway route clinched the title of the first-ever "Shuttle Madness" winner. The campaign was supported by a robust communications strategy that included **three email blasts to the community, 11 social media posts inviting riders to vote and share feedback, and flyers with QR codes posted on all 35 shuttle buses to enable easy, on-the-go voting.** In addition, four tabling events were hosted to promote the initiative and connect directly with riders. This multifaceted approach not only brought fun to the daily commute but also deepened their understanding of rider experiences, reinforcing the LMA Shuttle's role as a reliable, community-driven, and sustainable mobility option.



IMPACT IN NUMBERS



More than 500 riders engaged across the district



Five routes competed for victory



Supported by a communications strategy including:

Three email blasts to the community

11 social media posts

Flyers with QR codes posted on all 35 shuttle buses



Lower Mystic TMA

A NEW LINK FOR BETTER MOBILITY

📍 Boston, MA

Lower Mystic TMA, a Massachusetts-based TMA managed by NorthEast Consulting Group, developed the Lower Mystic Link shuttle to close a critical gap between high-density housing and high-frequency transit in the Charlestown and Everett area. **Over the span of just five months, and working with municipal partners, major residential developers, and community partners, the TMA designed a no-fare, public route that links Sullivan Station on the Orange Line with the Chelsea Silver Line and Commuter Rail station, operating via key residential corridors in both communities.** In addition to rail transit, the shuttle connects riders to 11 different bus routes throughout the City of Boston.

Implementation focused on leveraging MassDOT TMA funding and private contributions from members to launch a high-impact service with a funding strategy that will ensure a sustainable operating model. These partners recognized that a shared shuttle could meet conditions in local development permit requirements and help advance municipal climate and mobility goals at the same time.

As a TDM strategy, the Lower Mystic Link directly reduces single-occupant vehicle trips by giving residents a fast, reliable alternative to driving for work, school, shopping, and medical appointments. The route connects several income-restricted housing developments to affordable grocery shopping options, rapid transit, and regional job centers, which improves access to opportunity while reducing transportation cost burdens.

During the six-week soft launch of the shuttle, the Link served 500 riders and had 1,600 page views on the service's website.

By feeding riders into the MBTA network rather than duplicating it, the shuttle supports higher transit ridership, lowers neighborhood traffic and parking demand, and helps cut greenhouse gas emissions from short car trips. Collectively, these benefits make the Lower Mystic Link a cornerstone TDM investment for Charlestown and Everett.



IMPACT IN NUMBERS



One new no-fare, public route via key residential corridors designed in **just five months**



500 riders served in the soft launch's six weeks



1,600 page views on the services' dedicated website



Midtown Transportation

ATLANTA TMA MIDTOWN TRANSPORTATION GETS DISTRICT WALKING

📍 Atlanta, GA

In September, Midtown workers and residents looking to shake up their commuting routine were invited to discover their district in a fun new way. From September 5-19, Midtown Transportation, the TMA and program of Midtown Alliance, hosted the 2025 Midtown Walk Challenge, a competition modeled after a scavenger hunt that demonstrated the convenience and benefits of walking as a mobility option.

Their team created **132 custom missions hosted** on an app-based experience that included GPS location check-ins, photo submissions, trivia, and passwords given at live events.

The Midtown Walk Challenge motivated commuters and residents to become more comfortable moving around the area on foot while visiting and discovering transit stations, art, architecture, and landmarks – all in the most walkable part of Atlanta.

503 people participated this year, and they created 11,846 instances of someone walking to and experiencing a public space in Midtown!



IMPACT IN NUMBERS



132 custom missions hosted on an app-based experience



503 people participated during 2025



11,846 instances of someone walking to and experiencing a public space in Midtown



Missoula in Motion

POP-UP BIKE PARKING FOR A LASTING SUSTAINABLE IMPACT

📍 Missoula, MT

Missoula In Motion offers innovative solutions to encourage active transportation to large one-time events in the Missoula, Montana area. As the region's local TDM organization, Missoula In Motion manages a fleet of temporary bike parking options that can be rented out by local businesses and non-profits. The fleet includes both lockable bike racks as well as valet-style racks designed for quick setup and convenient bike valet service. Racks are loaned out free of charge to not-for-profit events and for a reasonable fee to for-profit events.

The availability of this convenient temporary bike parking option has been a game-changer for community events including stadium concerts at the University of Montana and a new music festival in the area, just to name a few. Over the course of the year, **13 different organizations were able to offer enhanced bike parking as an amenity at 34 local community gatherings.**

For a few flagship events each year, Missoula In Motion staff and volunteers partner with organizers to offer bike valet services. **More than 400 bicyclists enjoyed free, convenient bike valet parking** at three of the community's largest and most congested events of the year. Not only did the valet service reduce parking demand, it showcased the bike parking fleet to increase awareness of the available amenity while also celebrating the city's bike-friendly culture.

In addition to being rented out for one-time events, the racks also serve the purpose of meeting short-term needs until permanent facilities can be installed. They have been deployed at key community gathering spaces such as the Missoula Public Library which had a shortage of bike parking and at Caras Park, downtown Missoula's premiere outdoor venue, during a year-long renovation.

Missoula In Motion believes that when we make the sustainable choice the easy choice, individuals are more likely to leave their vehicles at home. The one-time investment in a fleet of temporary bike parking has yielded lasting impacts that continue to advance local TDM goals.



IMPACT IN NUMBERS



13 different organizations offered enhanced bike parking as an amenity **at 34 local community gatherings.**




More than 400 bicyclists enjoyed bike valet parking at three large community events



missoula in motion
SEE COMMUTING DIFFERENTLY.

Movability

GOGRANT: TDM TOOLS FOR SMALL ORGANIZATIONS

 Austin, TX

Movability's GoGrant program is designed to reduce drive-alone trips by providing microgrants two times per year for TDM infrastructure, programming, and planning. Administered by Movability, GoGrant provides direct funding and technical support to Austin-based small businesses and nonprofits that cannot afford the type of TDM service as larger employers. Movability started GoGrant in 2020 as a response to the pandemic's impact on transportation needs and choices. Thanks to a TDM contract with the City of Austin, GoGrant funding has increased over the past five years.

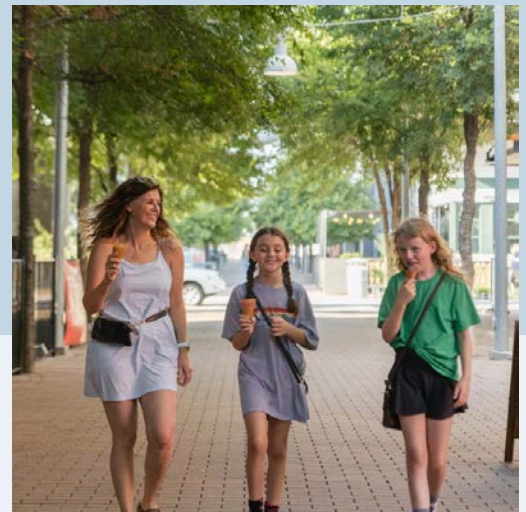
In 2025, **Movability awarded grants to 22 Austin organizations**, supporting a diverse range of projects that addressed both immediate transportation needs and long-term behavior change. Funded projects helped organizations offer expanded transit pass programs for staff, volunteers, and clients; implement TDM education, incentives, and gamification to encourage shared and active transportation; and improve pedestrian safety and transit access around workplaces, service sites, and community destinations.

GoGrants also supported investments in vanpool transportation, secure bike parking and bicycles, new bike racks and e-bike charging stations, and hands-on initiatives such as bike fix-it clinics—removing practical barriers that often prevent people from choosing options beyond driving alone.

Financially, 2025 marked a new milestone for the program. **Movability awarded approximately \$80,000 in GoGrants, an increase of nearly \$10,000 over the previous year.**

More than half of 2025 applicants indicated that they serve priority populations. Additionally, 68% of the organizations that applied for GoGrant funding in 2024 identified themselves as female- or minority-owned.

Collectively, these projects strengthened local mobility networks while advancing equity, safety, and climate goals.



IMPACT IN NUMBERS



Grants approved for
22 organizations



\$80,000 in GoGrant awarded,
an increase of nearly \$10,000
over the previous year



More than half of 2025 applicants indicated that they
serve priority populations



OneCommute

TURNING PTDM REQUIREMENTS INTO MEASURABLE IMPACT

📍 Cambridge, MA

OneCommute supports the City of Cambridge, Massachusetts in delivering its TDM program for properties regulated under the Parking and Transportation Demand Management (PTDM) Ordinance and Planning Board Special Permits. Through this program, participating properties commit to strategies that reduce drive-alone travel and support the city's goals related to congestion reduction, sustainability, and safety.

Using OneCommute, property managers and TDM consultants work within a centralized platform to document required TDM measures, track implementation progress, and complete standardized transportation surveys. This approach simplifies compliance for participating properties while providing the city with consistent, high-quality data to support oversight and long-term planning.

In 2025, Cambridge received complete annual reports from 82 properties. Employee commute survey results showed a diverse mix of travel options, with remote work as the most common work arrangement (32%), followed by driving alone (30%), public transit (20%), walking (8%), biking (7%), and carpooling (3%). **Notably, the drive-alone share declined from 32% in the prior year to 30% – an improvement the City estimates is equivalent to approximately 5,000 fewer vehicle trips per week, or nearly 270,000 fewer trips over the course of the year.** These results establish a strong, validated foundation for future year-over-year comparisons.

This partnership demonstrates how clear policy, standardized reporting, and performance tracking can work together to transform PTDM requirements into actionable insights and measurable transportation outcomes.



IMPACT IN NUMBERS



Decline in drive-alone share from 32% in the prior year to 30%



Approximately **5,000 fewer vehicle trips per week**



Approximately **270,000 fewer vehicle trips** over the course of the year



Penn State University

GROWING TOGETHER: BIKE DEN AT PENN STATE

📍 University Park, PA

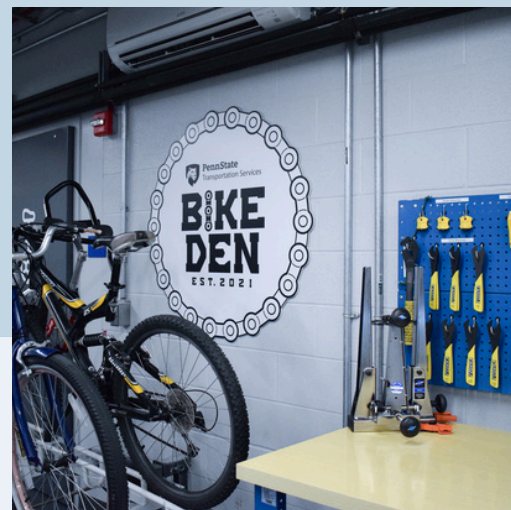
The Bike Den at Penn State’s University Park campus has grown and evolved significantly over the past year, reflecting its commitment to serving the campus cycling community. Key milestones from this year include expanding the team, extending hours of service, and two new workshop series. This year we created a new full-time position to strengthen operations, filled by an existing employee, and welcomed a part-time staff member from our volunteer team to maintain continuity and expertise. Our team strives to foster a welcoming environment where every cyclist feels supported and encouraged to engage with the Bike Den.

To better serve visitors, the Bike Den now opens at noon—an hour earlier—while maintaining its 6 p.m. closing time. Programming expanded with two new workshop series: Wheel Building Clinics and Brake Maintenance Workshops, offering hands-on learning for cyclists. Preregistration is required for all workshops, and four of our five fall semester events reached full capacity. All events were promoted through email marketing, social media posts, flyers, digital signage, and news stories shared via Transportation Services and University-wide channels.

Financial sustainability remains a priority, and the Bike Den secured additional funding from Penn State’s Student Fee Board to support ongoing operations and future initiatives.

From 302 visits in 2021 to **4,255 already in 2025**, the Bike Den has grown steadily year after year—now celebrating 13,131 visits to date. Monthly metrics reflect extraordinary growth as well. September visits skyrocketed from just 95 in 2021 to **758 in 2025**, underscoring progress and sustained momentum. **The Bike Den also set a new single-day record with approximately 55 visitors, and the average stay now exceeds one hour.**

Together, these efforts strengthen the Bike Den’s role as a hub for connection, learning, and support—building a vibrant cycling community at Penn State.



IMPACT IN NUMBERS



4,255 visits in 2025, with **758** in **September alone**



New single-day record set at **55 visitors**



Average stay now **exceeds one hour**



PennState
Transportation Services

Ridepanda

MICROMOBILITY BENEFITS DRIVE MEASURABLE MODE SHIFT AT AMAZON

📍 Campuses around the country

In 2021, Amazon partnered with Ridepanda to address one of the company's most complex transportation challenges: providing an equitable, sustainable commuting benefit for a highly distributed workforce across dozens of US office locations. With employees facing vastly different commuting conditions, from dense urban cores to suburban and transit-limited areas, Amazon sought a program that could scale nationally while still meeting local needs and advancing company-wide sustainability goals.

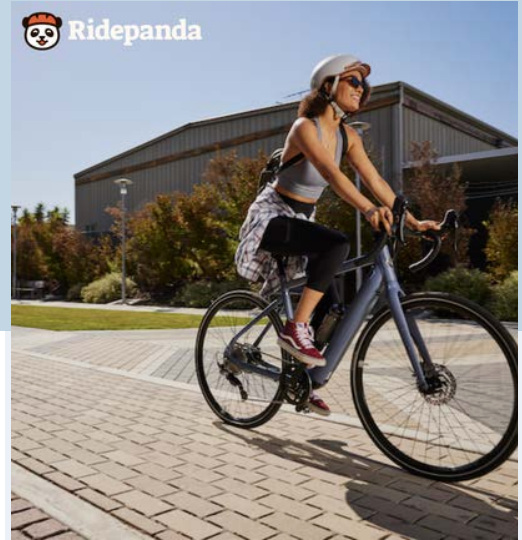
The partnership launched with pilot programs in San Francisco, Seattle, and New York City, supported by Ridepanda Hubs, which offer secure access to e-bikes and pedal bikes. In 2025, Amazon expanded the program nationwide using Ridepanda's centralized platform, which allows employees to access location-specific vehicle options and subsidies while removing administrative burden from internal teams. Vehicles are delivered directly to employees in non-hub cities, ensuring consistent access across geographies.

At the end of 2025, Amazon Ridepanda users were surveyed and the impact has been significant:

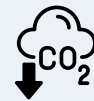
- **85% reported little to no prior experience** commuting by bike or scooter before joining the program.
- **Today, 42% commute daily using a Ridepanda vehicle**, while another 40% ride several times per week.
- More than half of riders replaced between two and eight single-occupancy vehicle trips weekly.
- This provides an estimated average reduction of **725 kilograms of CO₂ per rider per year, the equivalent of nearly 1,800 VMT (vehicle miles traveled)**.
- 60% report lower commuting costs, and 89% say their commute has improved overall

Beyond commuting, employees are integrating micromobility into daily life: 62% use their vehicles for recreation and fitness, 51% for errands, and 22% for school drop-offs, reinforcing long-term behavior change.

This partnership demonstrates how a thoughtfully designed micromobility benefit can deliver measurable mode shift, reduce vehicle miles traveled, and improve employee well-being at scale across a highly distributed organization.



IMPACT IN NUMBERS



725 kilograms of CO₂ reduced per rider per year, the equivalent of nearly 1,800 VMT (vehicle miles traveled)



85% reported little to no prior experience commuting by bike or scooter before joining the program



60% report lower commuting costs, and **89% say their commute has improved overall**



Ridepanda

RIDE Solutions

VIDEO EMPOWERS TRANSIT USAGE THROUGH COMMUNITY EDUCATION

📍 Roanoke, VA

To bridge a gap in community education, RIDE Solutions initiated a video project focused on the region’s public transportation system. Collaborating with Roanoke Valley Television (RVTV) for production, How to Ride Valley Metro equips viewers with essential information to get started, covering everything from purchasing a bus pass and planning routes to boarding confidently and using specialized services like microtransit.

Originally designed to support outreach for the 2025 Week Without Driving, Bus Riders of Roanoke Advocacy Group (BRRAG), and PedalSafe ROA, the video has evolved into an accessible public education tool. It features closed captioning and YouTube language translation options.

RIDE Solutions first gathered needs and resources through discussions with stakeholders. A multi-scene script was written, incorporating nine locations, including the airport, transit center, Amtrak station, and moving buses. A diverse cast, including community leaders, disability advocates, Valley Metro employees, a college mascot, and mayors from Roanoke, Salem, and Vinton, was recruited and coordinated. Filming occurred over four days, involving 28 people and 12 community partnerships.

The video premiered on September 19, 2025. **By December, it garnered 2,200 views, accumulating eight hours and 36 minutes of watch time across YouTube and social media platforms.** Staff created a handout detailing Roanoke Valley Transportation resources, complete with a QR code to the video. By the end of 2025, **1500 resource cards were distributed, and the video was shared with 60+ local organizations.**

The video has provided social service agencies with a comprehensive, engaging resource to help people access transportation. Empowering individuals through education is a crucial first step in helping them reach their destinations—whether for work, school, or essential errands. RIDE Solutions takes pride in delivering valuable community education through these partnerships, ensuring that the video remains a regional asset for transit riders for years to come.



IMPACT IN NUMBERS



2,200 views garnered, accumulating **eight hours and 36 minutes** of watch time



1500 resource cards distributed



Video shared with **60+ local organizations**



SANDAG

DRIVING TRANSIT ADOPTION THROUGH TDM INNOVATION: SANDAG'S TRY TRANSIT PROGRAM

📍 San Diego, CA

The San Diego Association of Governments (SANDAG) Sustainable Transportation Services (STS) program delivers employer-based and community-focused TDM strategies that reduce single-occupancy vehicle trips and expand access to sustainable mobility options across the region. A cornerstone of this work is the Try Transit Program, which provides a free, one month transit pass paired with personalized support to encourage long term behavior change. Their strategy focuses on new transit riders who have not actively used public transportation in the past two months.

Participants agree to complete eight trips and take a survey at the end of the one-month trial period. In addition, staff provides commute support by offering individual trip-planning sessions with participants. SANDAG also offers ongoing support throughout the trial period to ensure participants feel confident using public transportation.

Launched in 2015 as a small pilot, Try Transit has grown into a region wide initiative implemented in partnership with the two transit agencies. The program has seen a 41% average growth rate in participation over the past 10 years. **In 2025, the program reached it's highest activity level with 714 passes distributed resulting in 150,000 vehicle miles reduced and 61 tons of CO₂ emissions abated.**

Try Transit expanded beyond workplaces to include community organizations and property managers in transit-oriented developments. A key partnership with a community center connected seniors and non-English-speaking residents to affordable transportation. In just one month, **46 participants took 843 transit trips, and 91 percent said they plan to continue riding –highlighting the program's lasting impact on mobility access.**

By scaling Try Transit across workplaces, community organizations, and housing providers in transit-oriented developments, SANDAG demonstrates how targeted, data driven TDM strategies can deliver measurable mode shift, reduce emissions, and advance transportation equity. The program's success illustrates a replicable model that strengthens regional mobility while supporting environmental goals.



IMPACT IN NUMBERS



714 passes distributed, the program's highest activity level



150,000 VMTs reduced



61 tons of CO₂ emissions abated



In just one month, **46 participants took 843 transit trips**



91 percent of participants said they plan to continue riding

SANDAG

Seaport TMA

A NEW WAVE IN SEAPORT MOBILITY

📍 Boston, MA

Seaport TMA, a Boston-based TMA managed by NorthEast Consulting Group, led the implementation of the Pier 10 ferry by pulling together a coalition of public and private partners who shared a goal of improving access to Boston’s Seaport District without adding more cars to already congested streets. Beginning with conversations among Seaport property owners and employers about access challenges, Seaport TMA helped identify a direct North Station-to-Pier 10 as the preferred “one-seat ride” solution.

Working with the Massachusetts Convention Center Authority, the Boston Planning & Development Agency and City of Boston, the TMA supported design and permitting of a new floating dock at Pier 10, delivered with City capital funds and BPDA support. MassDOT then awarded an operating grant to Seaport TMA to underwrite the first two years of service, supplemented by annual contributions from nearby property owners and major employers such as Vertex, Jamestown, Related Beal, The Davis Companies, and Beacon Capital Partners.

Launched June 2, 2025, the Pier 10 service extends the existing Seaport Ferry network so riders can travel between Lovejoy Wharf (North Station), Fan Pier, and Pier 10 during weekday peak periods for a \$5 fare, ticketed via the Seaport Ferry app and promoted through Seaport TMA’s commuter programs. **Since its launch, 12,000 rides have been taken on the Pier 10 Ferry, and the service has maintained 98% on-time performance.**

From a TDM perspective, the Pier 10 ferry provides a reliable, time-competitive alternative to driving or ride-hailing, reduces parking demand in the Marine Park, and improves resilience by adding a new non-roadway link between North Station and the Seaport. It supports employer trip-reduction commitments, helps shift commuters out of single-occupancy vehicles, and strengthens multimodal connections to walking, biking, and transit throughout the district.



IMPACT IN NUMBERS



One new ferry implemented



12,000 rides taken since its launch



98% on-time performance maintained



sRide

LARGE COMPANY IN INDIA SOLVES SUSTAINABLE COMMUTE WITH SRIDE

📍 Key office locations in India

A large consulting firm with 150,000 employees partnered with sRide to address rising commute costs, traffic congestion, and sustainability goals across its India offices. The objective was to create a safe and affordable daily commute for employees while delivering measurable environmental and engagement outcomes.

Challenges included high dependency on single-occupancy vehicles, rising commute costs and employee travel fatigue, traffic congestion around office campuses, and the need to support sustainability, DEI (including women's safety), and employee retention.

sRide deployed its enterprise carpool platform with globally best-in-class UX/UI, tailored for daily office commuters, which includes:

- Mobile app-based carpool matching
- Program support to the Company with program manager, design team to create all marketing material (flyers, testimonials and videos)
- Continuous engagement and analytics for the employer
- Marketing team to support weekly program marketing and implementation • communication and awareness drives
- Leadership and employee champion participation
- Ongoing optimization based on usage insights

In 2025, sRide partnered with the company to enable large-scale carpooling across key office locations in India. **230K+ trips were completed covering 4.2M+ Kms, saving 850,000Kgs+ of CO₂ emissions. This is equivalent to 40,000+ Trees planted and 13M+ stress-free healthy minutes due to carpooling.**

The success of the sRide program is driven by a feature-rich mobile app that enables seamless carpooling through dynamic matching, smart recommendations, and trust-building features—supported by support to the company for program management, strong marketing and communication strategy, without any cash incentives.

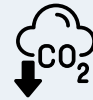
This partnership stands as a proof point of how employer-led carpooling can deliver business, people, and planet outcomes together, reinforcing sRide's position as a leader for enterprise carpooling globally.



IMPACT IN NUMBERS



230K trips completed covering 4.2M+ Kms



850,000Kgs+ of CO₂ emissions saved, equivalent to:

40,000+ trees planted

13M+ stress-free healthy minutes due to carpooling



Valley Metro Commute Solutions

DRIVING CHANGE: SCALING SHARED MOBILITY THROUGH A COMPREHENSIVE TDM STRATEGY

📍 Maricopa County, AZ

In 2025, Valley Metro Commute Solutions advanced TDM by expanding shared mobility, employer engagement, and technology-driven solutions to deliver measurable environmental and economic impact. Across the region, commuters completed 608,916 alternative mode trips, preventing more than 42 million drive-alone miles, saving \$2.66 million in travel costs, and eliminating approximately 4,547 tons of pollutants.

At the center of these outcomes was Valley Metro's redesigned vanpool program, which achieved **30 percent growth in 2025 and supported nearly 1,900 daily riders**. Vanpool expanded access to employment centers not easily served by fixed route transit and supported long distance commuters, delivering immediate reductions in congestion and emissions while strengthening workforce connectivity.

Vanpool growth was powered by an integrated TDM ecosystem combining outreach, incentives, and employer partnerships as well as increasing back to the office initiatives.

ShareTheRide.com served as the primary engagement platform, supporting **46,981 employer contacts, engaging more than 8,600 employees, and completing 1,725 Transportation Coordinator trainings**. These efforts equipped employers with practical tools to actively manage commute options and improve employee access.

This coordinated strategy proved especially valuable during major regional disruptions, including the I 10 Broadway Curve construction, when shared mobility and alternative commute options helped sustain workforce mobility and economic continuity.

Together, Valley Metro's 2025 results demonstrate how comprehensive TDM strategies can deliver scalable global impact. By aligning shared mobility, public transit, employer engagement, and digital platforms, communities can reduce emissions, lower commuting costs, expand equitable access to jobs, and strengthen regional resilience. This integrated model offers a replicable framework for cities worldwide seeking sustainable transportation solutions that support both economic vitality and environmental stewardship.



IMPACT IN NUMBERS



30% growth in Valley Metro's redesigned vanpool program



1,900 daily riders supported



46,981 employer contacts engaged



Virginia Department of Rail and Public Transportation (DRPT)

TRY TRANSIT WEEK IS BACK IN VIRGINIA

📍 Virginia

For ten years, the Virginia Department of Rail and Public Transportation (DRPT) held a statewide Try Transit Week promotion during the third week in September until the COVID-19 pandemic hit and halted Try Transit Week from 2020 through 2024. DRPT brought back Try Transit Week, September 15-19, 2025, to promote commuting by transit and hold drawings for transit passes donated by 11 participating transit agencies using the ConnectingVA app.

DRPT created a marketing toolkit for use by transit agencies and TDM grantee partners to advertise transit options, the ConnectingVA app, Try Transit Week, contests to win transit passes, and the Ride Home Rewards program. The ConnectingVA mobile app was used to conduct drawings to win transit passes for transit service in multiple parts of Virginia. Commuters entered a transit pass drawing each time they logged a transit trip in the ConnectingVA app.

Marketing ran September 15 through September 19 and covered geo-targeted areas through Google search, Google ads, LinkedIn, Facebook, Instagram, streaming radio and broadcast radio. There were 9 in-app messages and 7 emails sent to ConnectingVA users to get them ready for Try Transit Week and reminders to log transit trips for a chance to win a transit pass. Marketing and messages focused on finding the right transit option, letting someone else do the driving, contests to win free transit, and the Ride Home Rewards program to take the worry out of not having a car at work.

Try Transit Week, marketing efforts produced **590,750 impressions**, which led to **1,333 transit trips were recorded (an 84% increase from the same time the previous year)**, 3,433 trips for all modes were recorded (60% increase), **26,625 vehicle miles traveled were reduced (95% increase)**, 130 members were added (78% increase), and **1,154 gallons of gas were saved (a 94% increase)**.



IMPACT IN NUMBERS



590,750 impressions produced



1,333 transit trips recorded, an 84% increase from the same time the previous year



26,625 vehicle miles traveled reduced, a 95% increase



1,154 gallons of gas saved, a 94% increase



DRPT

VIRGINIA DEPARTMENT OF RAIL AND PUBLIC TRANSPORTATION

Walmart

PEDAL POWER AT WALMART HQ: ACCELERATING ACTIVE TRANSPORTATION THROUGH TDM STRATEGY

📍 Bentonville, AR

Walmart is reshaping how associates move across their next-generation Home Office in Bentonville, with active transportation at the center of its TDM strategy. A walkable, bike-friendly campus is essential to promote the well-being of associates and reduce traffic and parking strains. It also supports sustainability and provides direct access to one of the nation's premier trail networks.

Walmart, with support from Commutifi, has adopted a data-driven approach to understanding commute behavior and encouraging transportation choices that support wellness, efficiency, and reduced congestion. This work blends technology, behavioral insights, and long-term planning to improve the associate experience while advancing a more balanced transportation system.

A key milestone was the launch of an enhanced equipment reservation program, which allows associates to demo bicycles and other micromobility options at no cost for up to a week at a time. The program gives associates a realistic understanding of how different equipment fits into their daily routines, commuting patterns, and lifestyle goals before making a personal investment. Extended, real-world use also provides valuable insight into demand, usability, and long-term adoption potential.

The program serves as a foundation for a broader active transportation ecosystem, including a free dockable BCycle e-bike system, free undocked Walmart Bikes, expanded, secure, covered bike parking, locker rooms, improved trail connectivity, enhanced wayfinding, and targeted communications designed to build rider confidence. Together, these efforts reduce reliance on driving and parking resources while strengthening physical activity and workplace connection.

Notably, the program includes electric adaptive mobility equipment –such as handcycles, electric tricycles, and seated scooters, meaningfully expanding access for associates with diverse mobility needs.

The work done in Bentonville demonstrates how thoughtful planning and targeted technology can drive sustained behavior change. By expanding safe, inclusive, and appealing mobility options, Walmart created a Home Office that encourages movement, supports sustainability, and sets a national benchmark for modern corporate mobility strategy.



IMPACT HIGHLIGHTS



The launch of an enhanced equipment reservation program, which allows associates to demo bicycles and other micromobility options at no cost for up to a week at a time



The program gives associates a realistic understanding of how different equipment fits into their daily routines, commuting patterns, and lifestyle goals before making a personal investment.

Extended, real-world use also provides valuable insight into demand, usability, and long-term adoption potential.





PLANNING



128 Business Council

PLANNING THE GRID: SHARED TRANSPORTATION WITHOUT AN ALGORITHM

📍 Waltham, MA

Now in its fourth decade, 128 Business Council serves corporate, residential, institutional, and municipal members along Route 128 West. Their largest activity is managing The Grid, a cooperative shuttle network uniting 31 funding members across 10 fixed routes and 53 stops.

By sustaining reliable peak-period shared service, The Grid provides access to jobs, strengthens employer recruitment and retention, and reduces single-occupancy vehicle demand in the Greater Boston Area. Behind the scenes, The Grid relies on “old-school” tools: endless Excel schedules and equally endless conversations—slow, meticulous human planning work.

The proof of the effectiveness of this planning is in the outcomes. In 2025, The Grid’s two largest route systems exceeded pre-pandemic ridership. N1: Needham Shuttle provided 25.4K rides (121% of 2019), and the Alewife Shuttle System delivered 113K (102% of 2019), with *fewer buses and fewer service hours*. This is particularly impressive since most fixed-route systems have rebounded through off-peak and weekend travel by occasional riders, while The Grid’s recovery is driven entirely by peak-period commuters.

The Grid’s success is rooted in its planning approach—not algorithms, but spreadsheets and dialogue. Algorithm-based, often door-to-door services suit certain needs, but when riders can leave from any address at any time, overlapping trips are rare. Shared hubs and common departure times sharply increase overlaps and shared rides. In contrast, The Grid’s fixed routes don’t just move vehicles; they shape behavior.

The Grid maximizes shared rides through two essential layers of social cooperation: riders and funding partners. Member companies commit to cooperative routing and financing, creating a communal rather than private good and receiving more frequent, higher-quality service with fewer duplicative vehicles.

The Grid’s lesson is simple: human planning and cooperation build a successful system that advances regional transportation demand management goals and offers a replicable model for planning high-impact, cooperative fixed-route service.



IMPACT IN NUMBERS



N1: Needham Shuttle **provided 25.4K rides** (121% of 2019)



Alewife Shuttle System delivered **113K rides** (102% of 2019)



These metrics were achieved with fewer buses and fewer service hours!



ABOUT ACT



Our Vision

A better journey for everyone

Our Mission

ACT strives to create an efficient multimodal transportation system by empowering the people, places, and organizations working to advance TDM in order to improve the quality of life of commuters, enhance the livability of communities, and stimulate economic activity.

Community Values Statement

As an organization, ACT supports a culture of respect and is committed to continuous improvement. ACT is committed to a better journey for everyone in our communities, as we strive to improve the quality of life for all people.

How can I submit to the next Global TDM Impact Report?

ACT publishes this report on an annual basis. We anticipate opening the call for 2026 submissions in November, so be sure to keep your organization's achievements in mind. Further details will be shared with ACT's membership in Q4 of the year.



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