

# **TAC TDM Subcommittee Meeting**

**January 20, 2023** 





# **ACTION**



ITEM 2: APPROVAL OF OCTOBER 12, 2022
MEETING SUMMARY



# INFORMATION



ITEM 3: SUMMARY OF SELECTED STRATEGIES





#### Selected Strategies

- Schoolpool
- Essential worker outreach
- Employer outreach along congested corridors
- Implement regional GRH
- Park-and-ride focused marketing campaign
- Carpool matching/support for faith-based organizations
- Carpool matching for large events



**ITEM 4: SCHOOLPOOL UPDATES** 

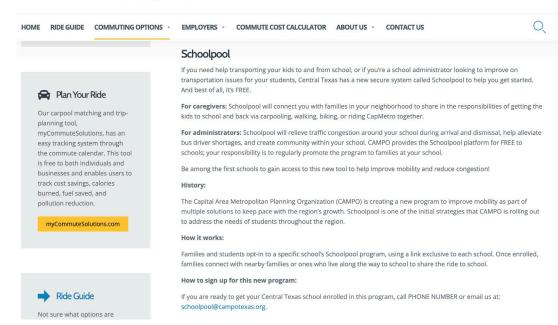




### Schoolpool

- Branding
- Website updates
- Outreach materials
- Initially target Del Valle
- Test tools
- Expand





ITEM 5: OUTCOME MAPPING EXERCISE





## Outcome Mapping



**ITEM 6: CHAIR ANNOUNCEMENTS** 





#### **Announcements**

- Next TAC TDM Subcommittee: March 20
  - » Likely to be in person



## Adjournment

