



TECHNICAL ADVISORY COMMITTEE  
TRANSPORTATION DEMAND MANAGEMENT SUBCOMMITTEE MEETING  
Monday, March 20, 2023  
10:00 a.m.

**AGENDA**

1. Call to Order and Introductions.....Gary Hudder, Chair

**ACTION:**

2. Approval of January 20, 2023 Meeting Summary ..... Gary Hudder, Chair  
*Mr. Hudder will seek subcommittee approval of the January 20, 2023 meeting summary.*
3. Discussion and Recommendation of Implementation Strategy.....  
Matthew Kaufman, UrbanTrans  
*Mr. Kaufman will provide an overview of program implementation strategy including key actions and timelines.*

**INFORMATION:**

4. SchoolPool Updates ..... Matthew Kaufman, UrbanTrans  
*Mr. Kaufman will provide an update on the status of outreach activities associated with the SchoolPool strategy.*

**ACTIVITY:**

5. Program Evaluation Strategy ..... Gabby Abou-Zeid, ICF  
*Ms. Abou-Zeid will provide an overview of the evaluation strategy that will be used to monitor the success of the TDM program. She will seek input on the items being measured.*

**NEXT STEPS:**

6. TAC TDM Chair Announcements
7. Adjournment