

# TDM World Cup Pilot Sprint Team

TDM Executive Board meeting, February 2025  
Matt Ranson and Jennifer Hass

# World Cup Pilot highlights

- Board priority that emerged from November 2024 retreat.
- \$20M statewide TDM initiative.
- Provide resources to regional coalitions who will develop and deliver projects before and during World Cup.
- Move 10 million trips to more efficient times, locations or modes during the year of World Cup.
- Lesson the transportation burden on essential workers and historically underserved populations.
- Engage community members and help them try transportation options and use them before and during World Cup.
- Support continuation of core economic, social and recreational activities during World Cup

# World Cup Pilot sprint team

- First meeting on February 24, 2pm – 3pm via Teams.
- Working group, not a think tank.
- Members will:
  - Conduct research & data collection
  - Engage local & regional stakeholders
  - Develop educational & marketing materials
  - Inform policy & strategy

# Future agenda items

- Explore opportunities to advance other board retreat initiatives, e.g., board development, cultivating TDM champions, etc.
- Learn more about local/regional TDM programming and implementation, e.g., common strategies, innovations, challenges, opportunities, etc.
- Other ideas...