

Pivot Award – North Bethesda, Traci McPhail

As the world shut down in March 2020 due to the COVID-19 pandemic, the North Bethesda Transportation Management District (NBTMD) quickly pivoted to remain responsive to employers and commuters. With a total budget of under \$2,000, NBTMD used five approaches to maintain a high level of engagement: virtual employer meetings; virtual commuter information days (CIDs); virtual contests; virtual office hours and one-on-one support; and creative memes. While demand for carpool and vanpool information evaporated practically overnight, many essential frontline workers still relied on public transportation to reach their jobs, and employers suddenly sought assistance with creating telework programs to enable employees to work from home. NBTMD not only nimbly adapted to the changing needs of employers and commuters but did so as its own staff adhered to public health restrictions, working remotely while responding without interruption to requests for assistance. NBTMD's pivot and adaptations continue to this day, as employers and their employees look to determine whether and how to safely return to in-person, on-site work arrangements.

Behind the Scenes TDM Champion - Brigitte Carter, RideFinders

Brigitte Carter has been an Outreach/Account Executive with RideFinders, a division of GRTC Transit System, for 17 years and a member of ACT for 17 years! Brigitte has been an active member of the ACT Chesapeake Chapter as she helped plan and secured speakers for the 2021 Fall Back with Education and Awards professional development event. She also served as an awards judge for the ACT National Conference as well as graduating from the very first ACT Leadership Academy in 2008. She received her CUTR Commuter Choice certificate in 2005. Ms. Carter has been instrumental in helping RideFinders achieve the over 9,000 registrants in their database, their active list of over 300 ETCs, and in maintaining strong relationships with stakeholders. The list of her contributions to TDM is too long to list them all here. Ms. Carter brings her comprehensive knowledge and years of experience in providing mobility options and solutions along with her tenacious energy and enthusiastic spirit into every project. She is always excited to take on challenges and goes the extra mile to help people and businesses meet their transportation needs.

TDM Professional of the Year - Felicia Woodruff, WCES

Felicia Woodruff is a consummate TDM professional. Ms. Woodruff's background in transportation programs and dedication to bringing viable, shared-ride solutions to clients guides the work at WCES. Her experience with multiple Virginia transportation agencies, local transit, and regional TDM agencies is extensive. Felicia is the founder of WCES (Woodruff Company Engineered Solutions) and is known for her out-going and enthusiastic nature and her support of ACT and ACT members. Felicia has been an active member of ACT throughout her career, mentoring young professionals, serving on local, regional, and national chapters, councils, and workgroups to continually propel the TDM industry. Ms. Woodruff works tirelessly to promote TDM in very tangible ways – never hesitating to ride a new transit option to get first-hand rider testimonials, hopping on her bike to support Bike to Work Day events, excitedly riding any new service transit option, advocating on behalf of the TDM industry at public meetings, and doing on-site events to talk one-on-one with potential vanpool riders. Despite being the Principal of her own company, it's the "boots on the ground" TDM work that inspires her passion for this industry. Felicia makes an impact through each project and her work in the TDM industry continues to positively impact the industry and the region.

Best Incentive Program for Behavior Change – goDCgo, Samantha Huff

Launched on Bike & Roll to School Day in 2021, Get Paid to Pedal was created to incentivize bike ownership and encourage the use of biking for commuting and connectivity to public transit. The Get Paid to Pedal incentive program reimburses District public, private, or charter school teachers and staff \$200 toward the purchase of a bicycle. goDCgo suspected that cost was a barrier to individuals that wanted to purchase a bike and try out bike commuting - 52% of applicants indicated that cost was a barrier to purchasing a bike prior to the Get Paid to Pedal program. Approved applicants are surveyed periodically to determine their bike usage and frequency.

- 87.6% of reimbursement recipients increased their bike usage in the first 6 weeks.
- 71% reported increased bike usage 6 months out.
- The majority of bike usage was commuting to work, the second most popular usage was running errands.
- 1,000+ downloads of bike resources provided.
- 30% of participants completed weekly cycling challenges.

As the program gained momentum and attention, goDCgo began transitioning it to a wider audience by allowing DC residents to apply for the reimbursement in addition to DC teachers and school staff.

Best Community Event – goDCgo, Samantha Huff

As a part of our summer bike campaign, goDCgo hosted four bike popups – one in each quadrant of the city. These popups were hosted at public parks with high foot traffic. At the event, goDCgo provided a bike mechanic on-site who performed FREE bike tune-ups for anyone who brought their bike to the event. With a budget of \$5,000, the events had over 200 attendees with 100 bike tune ups. Overall attendees won over 500 pieces of bike related SWAG, 50 Capital Bikeshare memberships, and 10 WABA confident city cycling classes. Additionally, 150 attendees pledged to increase their biking or start biking this summer and 35 attendees shared photos of the event online for a chance to win a U Bike Lock. goDCgo worked with many partners to make these bike popups successful. We leveraged prior connections with Advisory Neighborhood Commissions, DC Circulator, DC Fray, and local bike groups such as the Washington Area Bicyclist Association, DC Family Biking, Saturday Night Bike Club, and Gearing Up Bicycles to get support and promotion for the event.