



TECHNICAL ADVISORY COMMITTEE  
TRANSPORTATION DEMAND MANAGEMENT SUBCOMMITTEE MEETING  
Tuesday, February 16, 2022  
12:55 p.m.

**AGENDA**

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

**ACTION:**

2. Approval of October 5, 2021 Meeting Summary ..... Gary Hudder, Chair  
*Mr. Hudder will seek TAC approval of the October 5, 2021 meeting summary.*

**INFORMATION:**

3. Public Involvement Updates ..... Matthew Kaufman, UrbanTrans  
*Mr. Kaufman will provide an update on the one-on-one meetings, focus groups, social media and other public and stakeholder involvement activities.*

**ACTIVITY:**

4. Discuss Travel Personas and Impacts on Congestion and Mobility .... Chris Cannon, UrbanTrans  
*Mr. Cannon will facilitate a conversation on travel personas and how influencing the travel behavior of different personas can impact congestion and/or mobility. Mr. Cannon will lead a discussion of the results to help guide focus areas for the TDM program.*

**NEXT STEPS:**

5. TAC TDM Chair Announcements
  - Next TAC TDM Meeting – TBD
6. Adjournment