

# COMMUTER CONNECTIONS

## FY2023 Employer Outreach Training Sessions and Schedule

### **1. September 2022 – Flexible Rideshare**

This will be an informative TDM sales training session on how to initiate, facilitate and maintain an effective flexible rideshare program for carpools and vanpools at employer work sites.

### **2. December 2022 – Planning a Virtual Employer Event - Effective Marketing Messages and Tactics**

This sales training session will give participants an opportunity to learn how to use different means of messaging for marketing TDM program services to employer clients through virtual means. The messaging and tactics used will help employers to maintain or expand their employee commute benefit programs.

### **3. March 2023 – Hybrid Work Scheduling**

This TDM sales training session will focus on how to work with employers on Hybrid work and maintaining and/or expanding other mobility programs into employers' commute benefit programs.

### **4. June 2023 – Survey Design and Deployment**

This sales training session will focus on how to use surveys as a means to inform and assist employers in implementing effective commute benefit programs for employees.