



*Join us: transportation demand management practitioners; TDM-curious professionals*

**Date:** Tuesday, June 9, 2026

**Time:** 9 am – noon

**Location:** SACOG offices; 1415 L Street, Suite 300, Sacramento, CA 95814\*

**Zoom option:** Pre-registration required at [Register for the Spring NorCal GO Forum June 9, 2026 | 9 am-12 pm – Fill out form](#)

## Agenda

1. **Housekeeping & Introductions** (15 minutes; Cacciatore)
2. **NorCal GO Overview** (15 minutes; Cacciatore)
  - a. What is NorCal GO?
  - b. Results of Year 1 User Survey
  - c. #NorCalGO
3. **Round Robin: 2026 Campaigns** (30 minutes; all)
  - a. Campaigns implemented through NorCal GO since October 2025
  - b. Q + A
4. **NorCal GO Consultant Updates** (30 minutes; Reynolds)
  - a. NorCal GO May is Bike Month feedback on NorCal GO
    - i. For a deep dive on May is Bike Month, attend the SABA partners meeting on June 17, 9 a.m., (contact [deb@sacbike.org](mailto:deb@sacbike.org))
  - b. Overview of updates performed
  - c. What is coming in the next six months
  - d. Q+A
5. **Break** (5 minutes)
6. **Discussion – Messaging Guidelines for NorCal GO** (10 minutes; Cacciatore)
7. **Return to Office Planning** (20 minutes; all)
  - a. Existing resources to use for RTO campaigns
  - b. In-progress efforts
8. **Round Robin: Upcoming Activities and Campaigns** (20 minutes; all)
  - a. Campaigns for the next six months
  - b. Incentivized carpools?
  - c. Opportunities for follow-up
9. **Meeting Wrap-up and Adjournment** (5 minutes; Cacciatore)

\* Questions? Contact Victoria Cacciatore [vcacciatore@sacog.org](mailto:vcacciatore@sacog.org)