



Texas Innovation Alliance Deep Dive Call Agenda

September 2, 2026

11:00 AM – 12:00 PM Central Standard Time (CT)

The September Deep Dive Call will feature speakers from Arlington and Houston, Texas cities that hosted FIFA World Cup 2026 events, sharing transportation lessons learned from planning for and managing a major global event. They will discuss Transportation Management Center (TMC) operations, interagency coordination, and best practices that transportation professionals can apply when preparing for large-scale events and periods of increased travel demand.

Topic

Lessons Learned: World Cup and Travel Management Companies (TMCs)

Agenda

11:00 AM CT | Welcome and Announcements
11:05 AM CT | Chris Funches, City of Arlington
11:20 AM CT | Questions and Answers
11:30 AM CT | Brian Mason, City of Houston
11:45 AM CT | Questions and Answers
12:00 PM CT | Adjourn