



Introduction to Transportation Demand Management (TDM)



MID-SOUTH REGIONAL
GREENPRINT



CONNECTING COMMUNITIES FOR OUR FUTURE

What is Transportation Demand Management (TDM)?

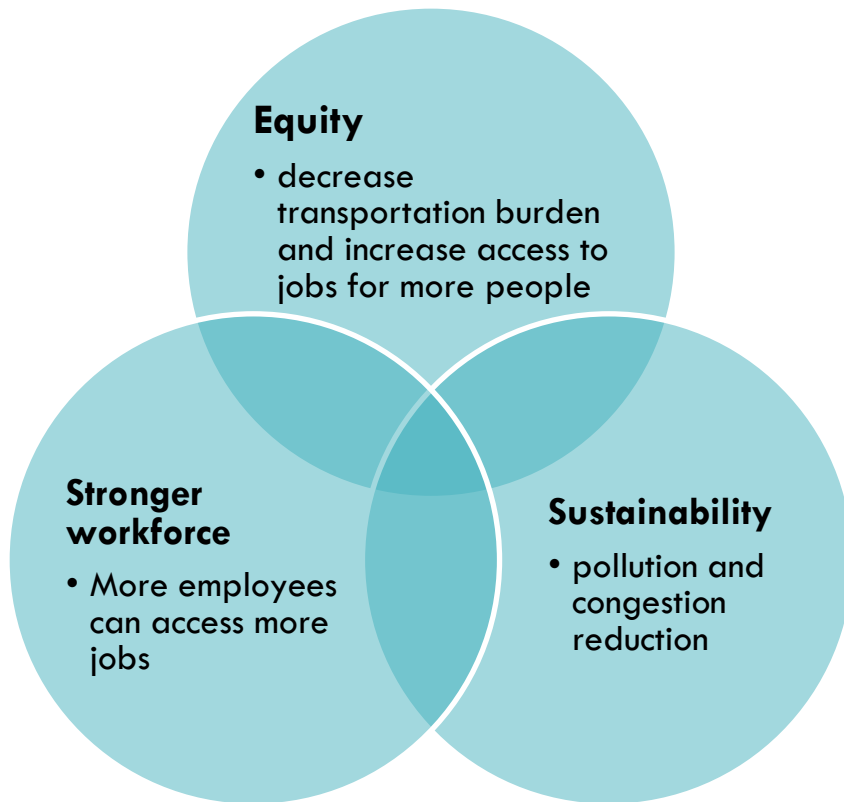
Set of actions that manage the number of people who commute by driving alone

Mitigates this demand without large infrastructure investments.

Implementation at the employer or local area level

Why Employer TDM?

Cost effective solution to overall transportation challenges



For Employees:

- Improved Accessibility
- Quality of life
- Cost savings
- Provides travel options

For Employers:

- Help recruit and retain employees
- Road and parking facility cost savings
- More efficient land use

Best TDM Approaches

■ Working together

- coordinating and integrating operations and TDM programs between multiple employers/institutions, and with municipality and transit

■ Measuring up

- strong leadership to coordinate TDM, set mode split targets, and report progress

■ Being entrepreneurial

- induce by providing capacity (transit, bike facilities, pedestrian connections) and price where demand (parking)

■ Taking the very long view

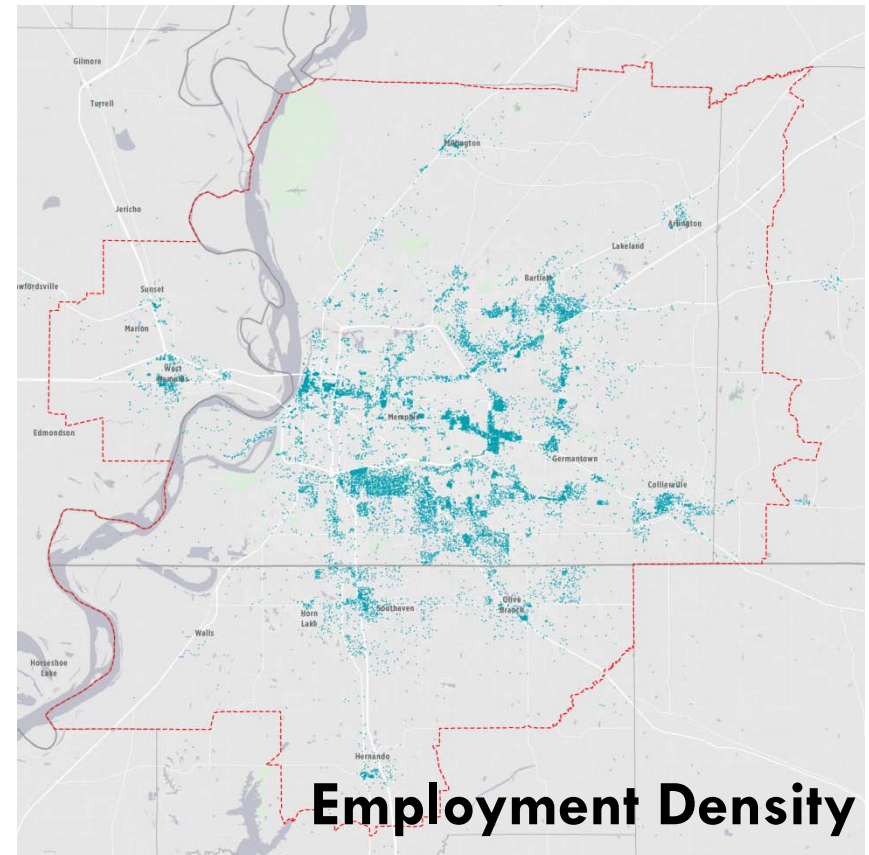
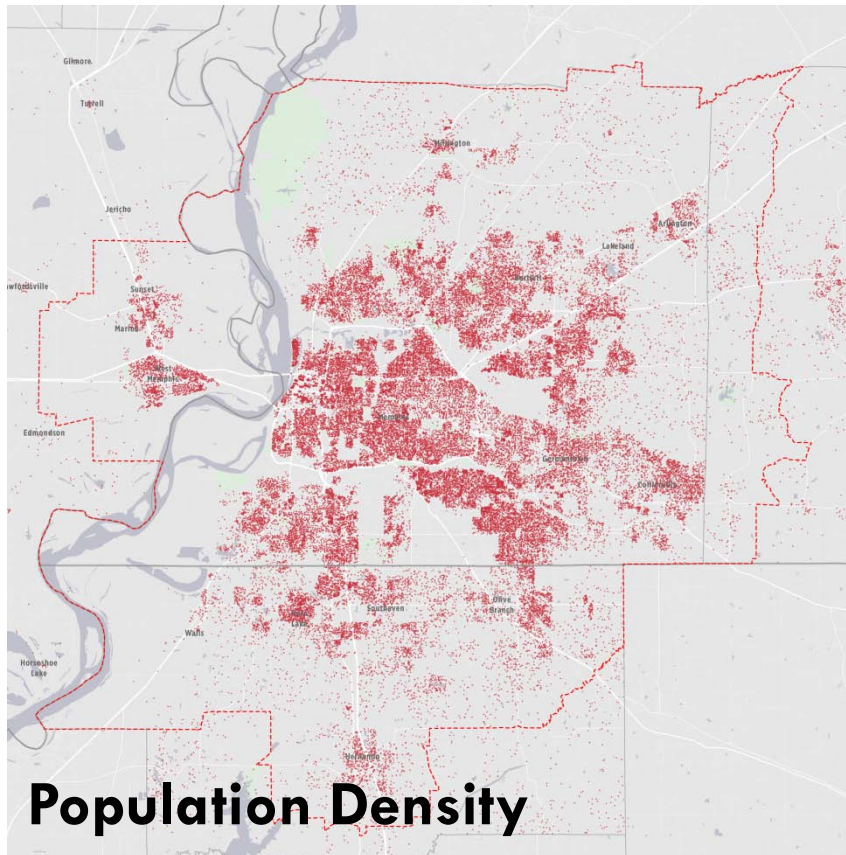
- adopt policies that imbed multimodal facilities and TDM into the land development process

■ Making it easy

- using technology and media to improve awareness AND assist with travel planning

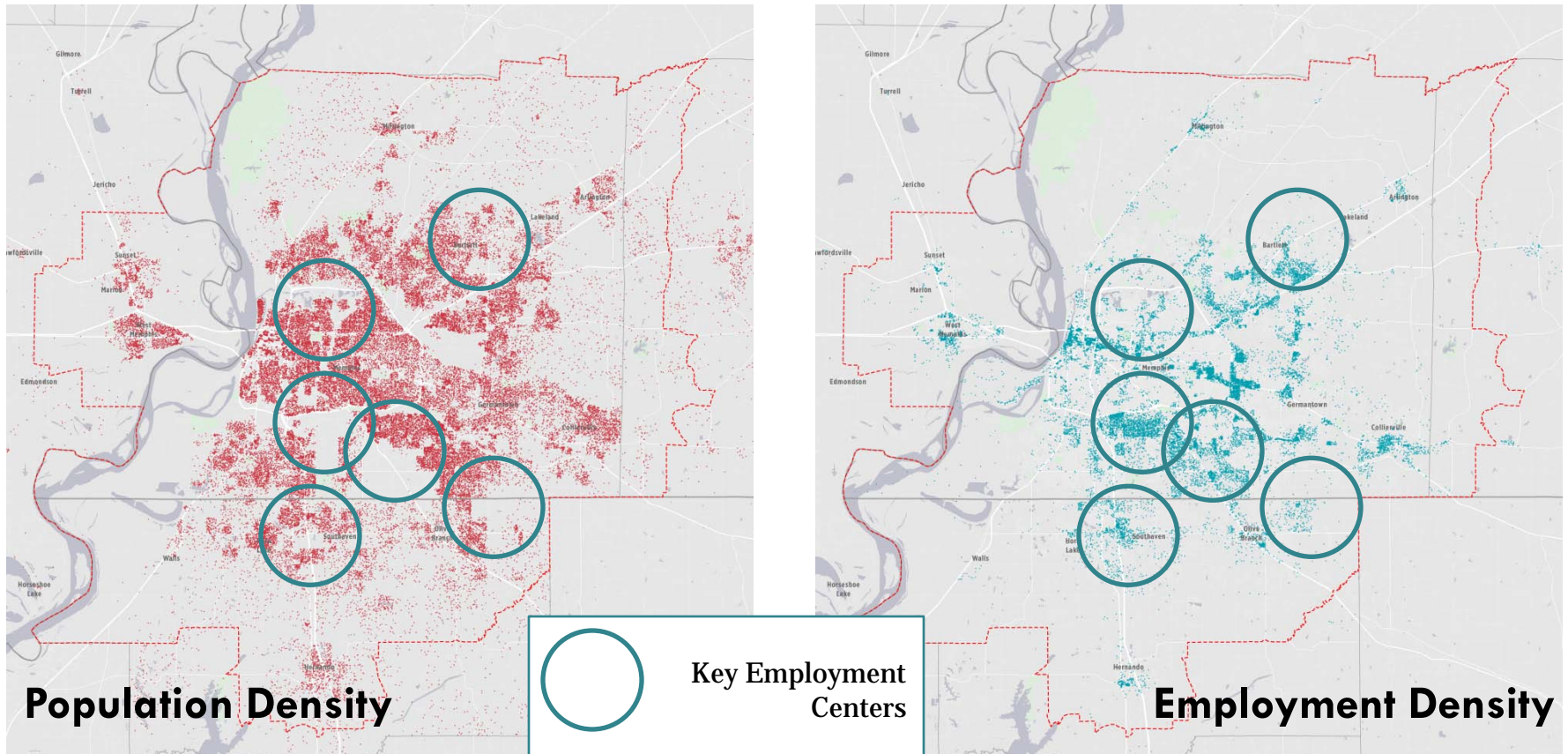
Employment in the Greenprint Area

- Employment and population centers are often far apart.
- TDM can provide a variety of opportunities to help people get where they need to go.



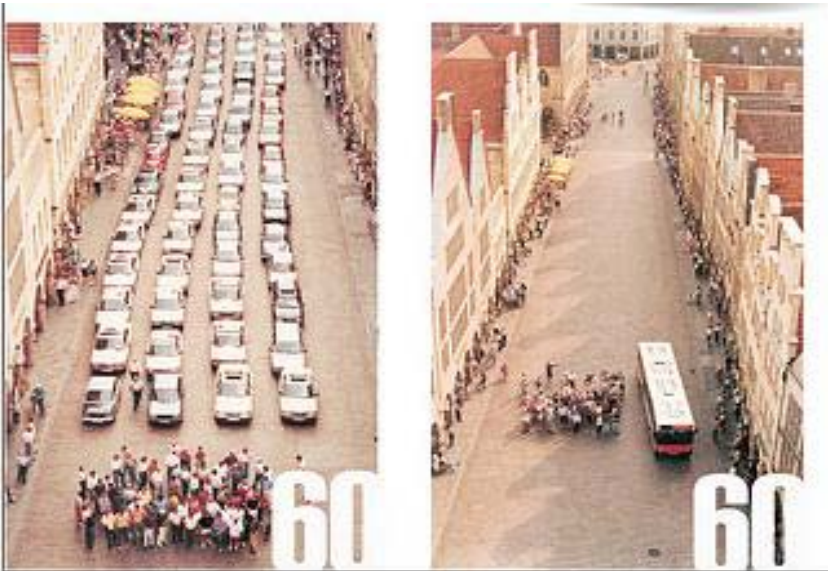
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TDM and Transit

- Transit is an efficient form of transportation



60 people commuting in private vehicles use more resources than 60 people in one bus.

- ...but it is not the *only* or most appropriate answer

Other programs can support/supplement transit by:

- Increasing bicycling/walking
- Aligning shift times so that more people travel simultaneously
- Subsidizing transit passes
- Helping with trip planning

TDM and the Greenprint

Greenprint includes policies and plans for:

- Greenways
- Bike trails
- Walking paths
- More “multi-modal” routes with facilities for bicycles and pedestrians such as bicycle lanes and sidewalks
- Land use, including the location of affordable housing



Not only will these improvements encourage bicycling and walking, they can support transit use by making the “last mile” connections between home/work and transit shorter and/or more appealing.

What Can Be Done Soon

■ Coordination

- Work with adjacent/similar employers
- Advocate for specific improvements
- Jointly provide TDM programs/services
- Create a formal Transportation Management Association (TMA)

■ Transit

- Payroll deducted transit passes (with tax credit)
- Collaborate on/Advocate for service improvements
- Provide (shuttles) or subsidize (MATA) service

■ Improve Last Mile Connections

- Sidewalks/Pedestrian Access
- Connections to transit/bike paths/roadways

■ Provide Bicycle Facilities

- Bicycle storage/Lockers
- Showers/Changing facilities

■ Other Programs

- Carpool/Vanpool & Rideshare Matching
- Incentives
- Guaranteed Ride Home

