



# Introduction to Transportation Demand Management (TDM)



MID-SOUTH REGIONAL  
**GREENPRINT**



CONNECTING COMMUNITIES FOR OUR FUTURE

# What is Transportation Demand Management (TDM)?

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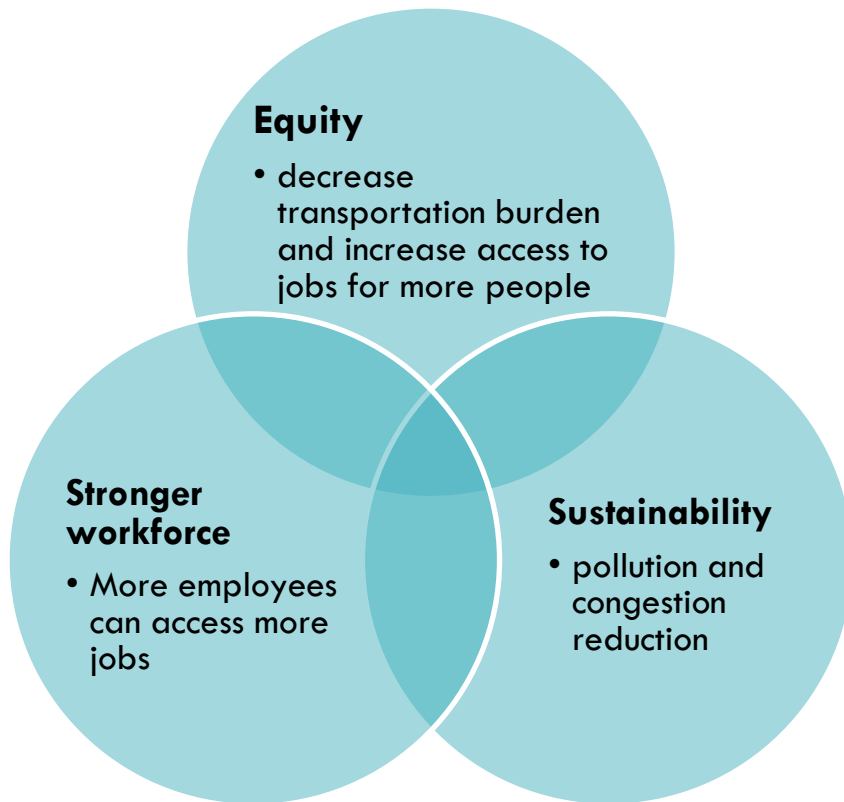
Set of actions that manage the number of people who commute by driving alone

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

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## ■ 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

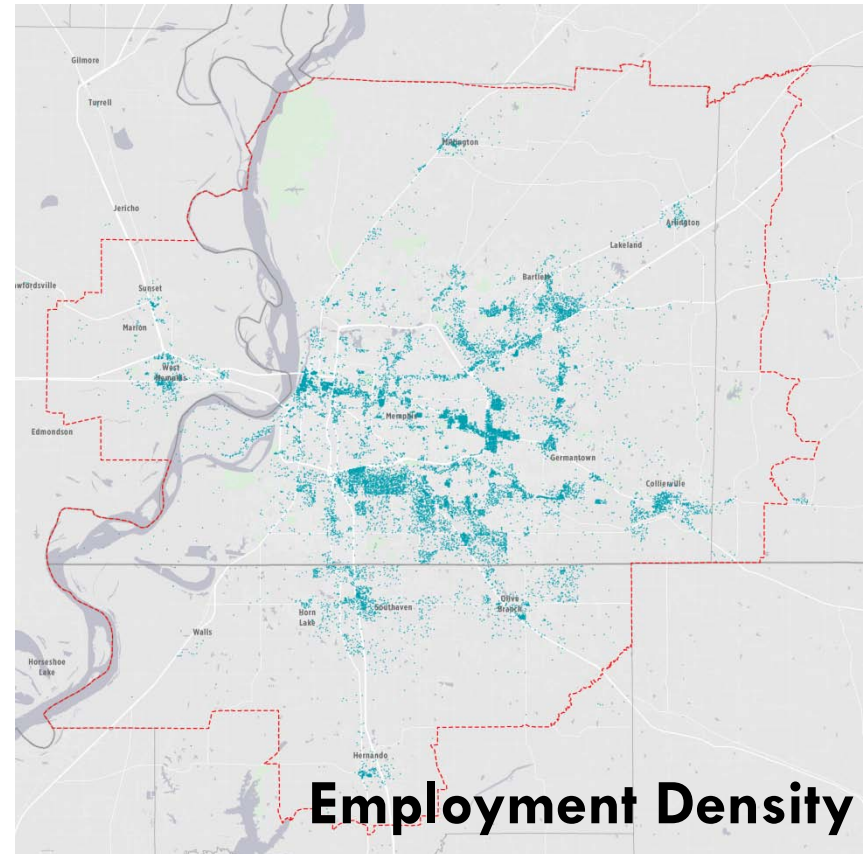
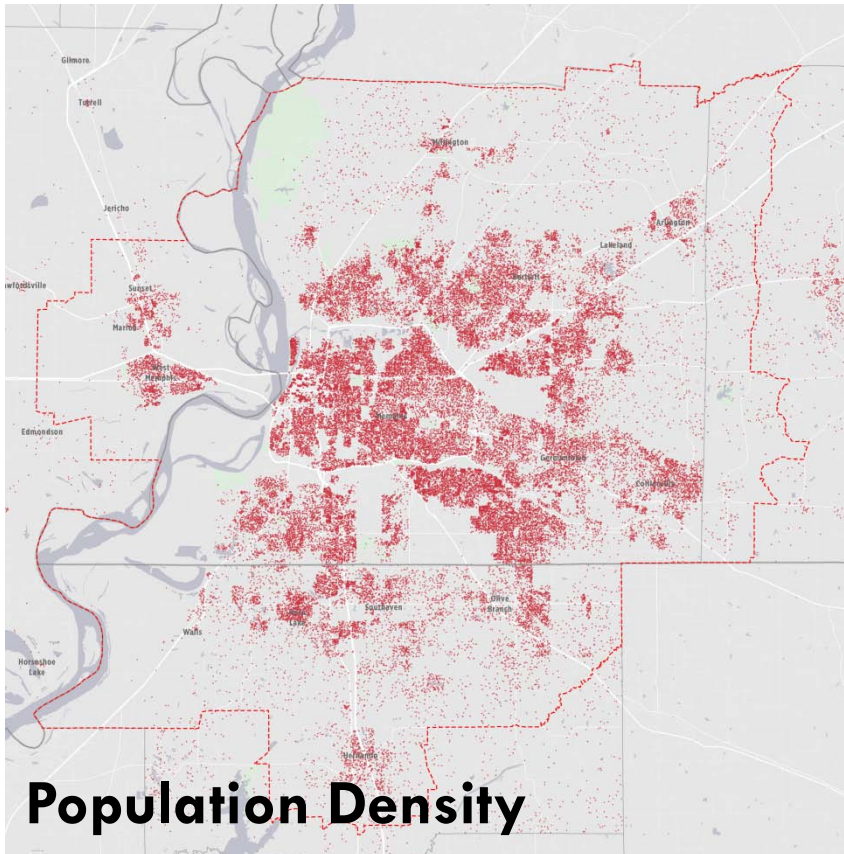
- adopt policies that imbed multimodal facilities and TDM into the land development process

## ■ Making it easy

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

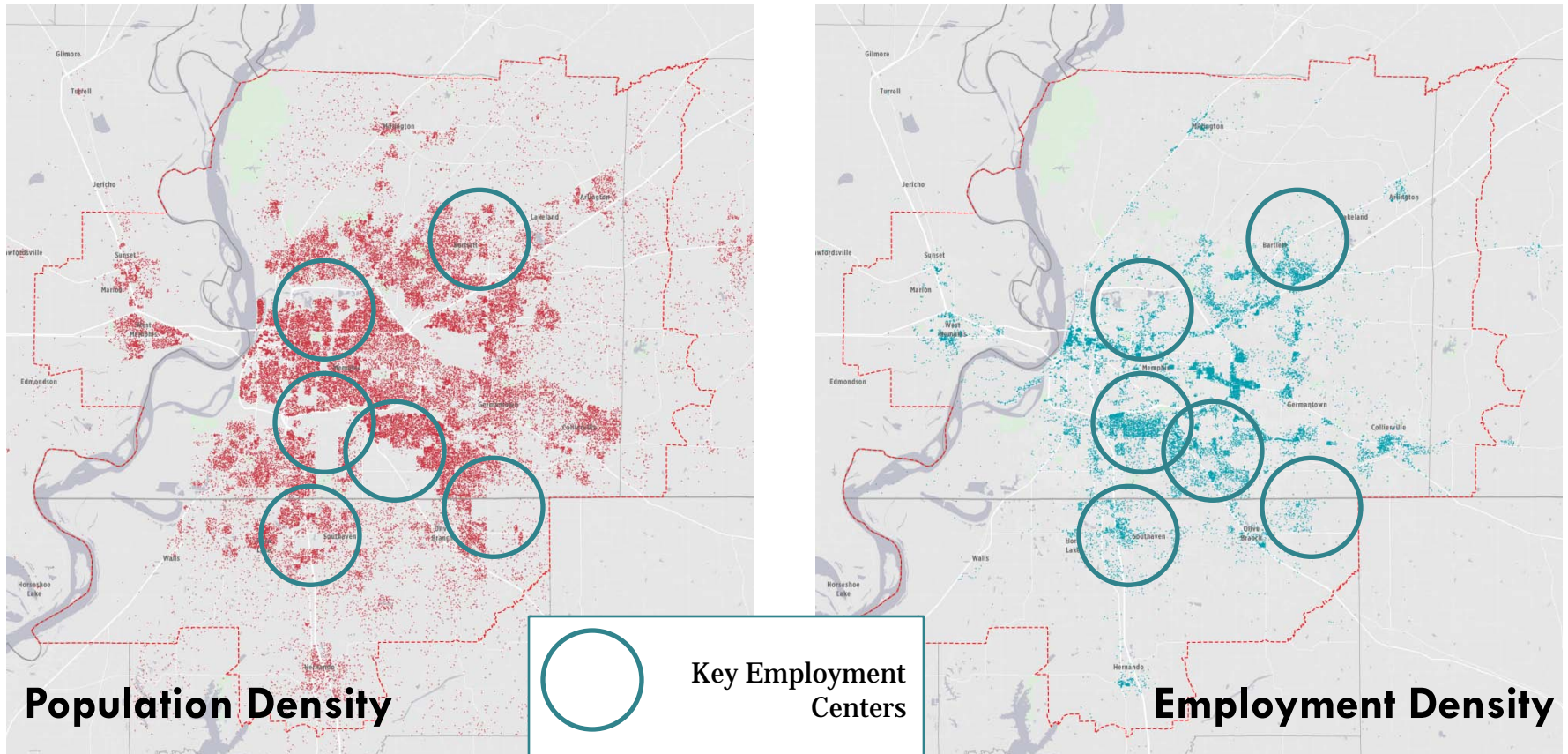
# Employment in the Greenprint Area

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



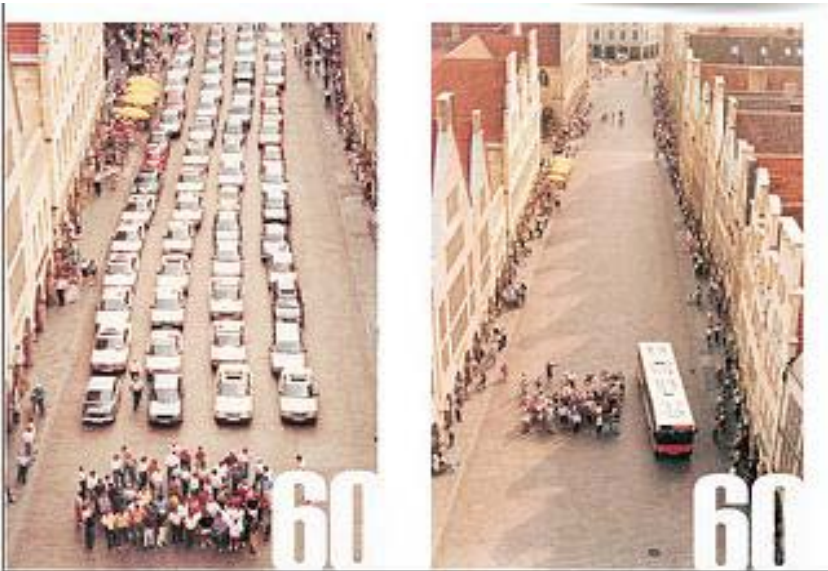
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# TDM and Transit

- 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

