



CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION

TRANSPORTATION DEMAND MANAGEMENT

What is Transportation Demand Management (TDM)?

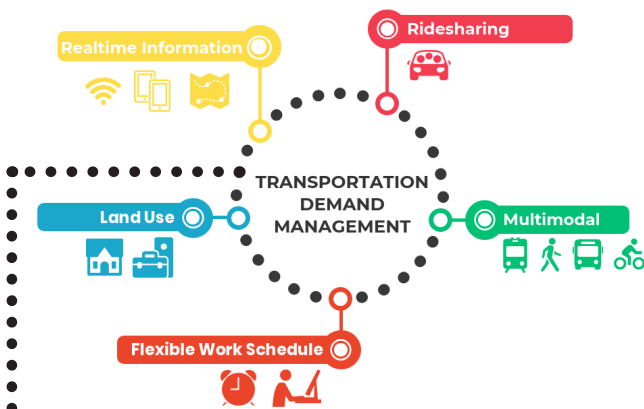
Transportation Demand Management is a combination of strategies and tools to reduce vehicles on the road, primarily during peak travel hours. These strategies are made up of **commuter choices** and **technology**, which are shaped by individual behavior choices, employer options, and government entities.

COMMUTER CHOICES:

Carpooling, transit, active transportation, scheduling

TECHNOLOGY:

Ridehailing/carpooling apps, navigation, GPS



- **RIDESHARING:** Reducing the number of single occupancy vehicle trips can help to reduce the number of cars on the road
- **FLEXIBLE WORK SCHEDULE:** Teleworking one day a week, or working flexible hours to stay off the roads during peak hours can address work commute times
- **MULTIMODAL:** Using many modes of transportation (walking, biking, transit, personal vehicle) can complete a trip without increasing the number of vehicles
- **REALTIME INFORMATION:** Message Boards along highways, Technology (apps)
- **LAND USE:** Live, work, play proximity

EXAMPLES OF TDM

- Multiple office locations
- Using commute time as work hours
- Shuttle service for employees
- Limited/no employee parking
- Priority parking for carpool
- Employer provided transit passes
- Employer reimbursed carpool expenses
- Shower/locker rooms
- Bike lockers

4 COMMUTE QUESTIONS

Where are we going?



Whether it is school, work, grocery store, the doctor, shopping, sports practice, where you're going is the first question you should ask when preparing your commute.

How are we getting there?

Can you carpool? Are there bike lanes and transit stops along and at your destination? Understand all your commute options so you can decide what mode works best for you.



What route are we taking?



Do you need to use an interstate highway to get to your destination? Can you use local roads to get to where you want to go? This is a prime opportunity to use GPS or navigational technology to find the best route.

When are we leaving?

Can you take this trip when the roads are not at peak congestion? If you're headed to work, can you flex your hours to avoid rush hour? You can also use technology to take your trip during non-peak hours.

