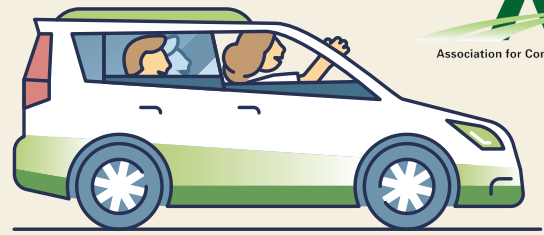
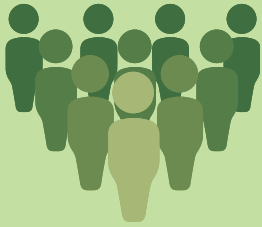


# UNLOCKING RURAL OPPORTUNITY THROUGH TDM

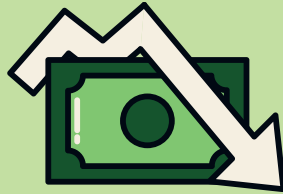


## RURAL TRANSPORTATION CHALLENGES

**MORE AGING & DISABLED POPULATIONS**



**HIGHER RATES OF PERSISTENT POVERTY**



**FEWER MOBILITY OPTIONS**



**LONGER TRAVEL DISTANCES**



**THE MAJORITY OF CARLESS COUNTIES IN AMERICA ARE RURAL**

### EFFECTIVE TDM SOLUTIONS FOR RURAL AREAS

Vanpooling & Carpooling

Active Transportation

On-Demand Shuttle Services

Telecommuting

### BENEFITS OF RURAL TDM STRATEGIES

Improved Mobility

Economic Opportunity

Increased Health & Safety

Poverty Reduction

***Transportation Demand Management expands access to jobs, healthcare, and essential services while increasing travel options for rural households.***