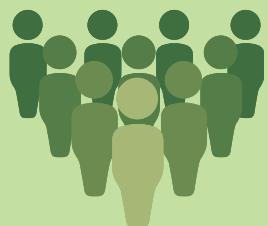


UNLOCKING RURAL OPPORTUNITY THROUGH TDM



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.