

ATTENTION, PROFESSIONALS!

Where does my role fit in the ecosystem of Transportation Demand Management (TDM)?



This guide will help you understand how your role is connected to others in TDM, highlighting the interdisciplinary nature of the work.

What government careers are there in TDM?

You'll find TDM professionals at all levels of government. The budget of the governing body typically funds these positions and are relatively stable.

Federal:

TDM professionals (usually with the US Department of Transportation) set the tone and provide the financial resources to implement TDM at the state and local levels (e.g., Congestion Mitigation and Air Quality [CMAQ] grants). Commuter benefits established by Congress are a tool to incentivize mode shift through employers.

State-level:

TDM professionals are found within State Departments of Transportation (e.g., NYSDOT, WSDOT), incorporating TDM into their long-range statewide transportation plan. States can implement TDM policies like [Washington's Commute Trip Reduction Law](#) or Colorado's [Alternative Transportation Options Tax Credit](#) to encourage more efficient use of transportation infrastructure.

Local:

Local governments also employ TDM professionals to enhance quality of life for residents. For example, local governments may adopt developer requirements such as investments in Transportation Management Associations (e.g., City of Boston's Transportation Access Plan Agreements). Local governments may also require trip reduction plans (e.g., City of Santa Monica's TDM Ordinance). They can additionally influence TDM in private companies through local ordinances like the City of San Francisco's Commuter Benefits Law or Washington, DC's Parking Cashout Law.

Regional:

TDM professionals are most often found in Metropolitan Planning Organizations (MPOs). MPOs are federally-mandated entities empowered to develop transportation plans (e.g., the Atlanta Regional Commission's Atlanta Regional TDM Plan) and allocate transportation funding to support implementation of TDM within the regions and communities they bring together.

What is a Transportation Management Association/Organization (TMA/TMO)?

TMA/TMOs act as providers and aggregators of TDM services within the communities they serve. They are usually a membership-based, public-private partnership of businesses, institutions, and municipalities that are joined together under a formal agreement for the purpose of providing and promoting transportation options.

What are careers like within a TMA/TMO?

TDM professionals within TMAs/TMOs aggregate transportation tools and services and coordinate with local employers to achieve goals within local TDM plans, regulations, ordinances, and laws.



What kinds of Technology and/or Innovation careers are there in TDM?

Startups play a crucial role in the TDM industry by providing solutions to help reduce traffic congestion, improve air quality, and promote sustainable transportation options. Companies like RideAmigos, Commutifi, and Liftango offer technology-driven platforms and services that make it easier to implement and manage TDM programs. These startups are at the forefront of transforming the way people commute and are contributing to a more efficient and sustainable transportation system.

Are there consulting career opportunities in TDM?

Consulting firms specializing in transportation planning, urban planning, and sustainable mobility often offer TDM services to clients, including government agencies, municipalities, private companies, and non-profit organizations. Consulting work offers the opportunity to contribute to a variety of projects, collaborating with diverse clients and stakeholders. TDM consultants provide expertise and recommendations on TDM strategies, programs, and initiatives to help clients reduce congestion, promote sustainable transportation options, and improve mobility within their communities. One specific type of work may be producing a TDM plan for a developer.

What kinds of TDM careers are available within transportation operators and/or providers?

There are many careers within transit authorities and other transportation providers. They may include the following: transit planners, fleet managers, transit operations managers, transit project managers, transit data analysts, and more.

Are there TDM careers in corporate America?

Many large corporations (and even family businesses!) have dedicated sustainability or transportation departments that focus on implementing TDM strategies to reduce traffic congestion, improve air quality, and promote alternative modes of transportation for employees. TDM professionals in corporate America may work on initiatives such as telecommuting programs, carpooling and vanpooling services, bike-sharing programs, and public transportation partnerships. They may also be responsible for developing and implementing transportation policies, conducting transportation surveys, and analyzing data to measure the impact of TDM programs.

What kinds of TDM careers are there within Higher Education?

Many large higher education institutions have Transportation and Parking Services departments staffed with directors and communications professionals. These positions manage all aspects of transportation and parking on campus, including parking permit sales, parking enforcement, shuttle services, bike share programs, etc. They work to ensure that students, faculty, staff, and visitors have safe and convenient options for getting to and around campus. They may manage social media accounts, create newsletters and other publications, and coordinate with other campus departments to promote alternative transportation options like biking, walking, and public transit. In addition, these departments often work closely with local government agencies and community organizations to address transportation issues that impact the campus and surrounding areas. They may also collaborate with campus sustainability initiatives to promote environmentally friendly transportation options.

