

DEVELOPING TRANSPORTATION DEMAND MANAGEMENT (TDM) PLANS



WHAT IS A TDM PLAN?

A Transportation Demand Management (TDM) plan is a comprehensive strategy designed to enhance transportation efficiency by reducing congestion and environmental impact. These plans aim to improve mobility, encourage sustainable travel behaviors, and optimize the use of existing transportation infrastructure.

WHAT TYPES OF ORGANIZATIONS CREATE TDM PLANS?

Various organizations develop TDM plans, including:



Each plays a crucial role in crafting policies and programs that address specific transportation needs.

WHO CONTRIBUTES TO TDM PLANS, AND HOW?

The strategic planning process often includes stakeholder engagement and participation from the public sector, private sector, community organizations, and the general public.

Public Sector:

Public transportation agencies will generally oversee planning, often with the assistance of planning consultants. Local governments engage as it relates to policy development, infrastructure, and the funding of TDM programs/initiatives. Transit operators contribute with route design, schedule coordination, multimodal connectivity, fare integration, ridership campaigns, and technology integration.

Private Sector:

Businesses, employers, and property managers implement workplace programs and policies (e.g., commuter benefits or telecommuting agreements). They also partner to provide insights on workforce and economic implications. Private transportation service providers may offer input on alternative transportation options (e.g., bikesharing).

Community Organizations:

Nonprofits and advocacy groups promote sustainable options and engage the community, providing specific insights on community and commuter needs and perspectives. Educational institutions bring the student perspective to the planning table.

General Public:

The public plays a crucial role by contributing via needs assessment input, participation in surveys, focus groups, and townhalls, as well as advocacy and support for the developed strategies.

WHAT ARE THE KEY STEPS FOR DEVELOPING A TDM PLAN?

The strategic planning process will vary, but below are some basic process steps:



Needs Assessment

- Current state inventory/SWOT analysis
- Stakeholder input (quantitative/qualitative)



Goals & Objectives

- Identify targets (e.g., SOV, ridership, etc.)
- Develop specific, measurable objectives



Strategy Development

- Select strategies that aligning with goals/objectives
- Assess practicality and potential impact



Implementation Planning

- Outline actions, timelines, and responsibilities
- Identify needed resources (e.g., funding, staff, technology, etc.)



Evaluation Planning

- Establish metrics to measure success
- Determine data collection and evaluation methods



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