

## The world of Transportation Demand Management (TDM) is huge! Where do I begin?



While there seem to be countless resources for TDM professionals, there are some that offer considerable value. Here are some of the best resources for people starting their TDM journey!

### Are Listservs Still a Thing?

No idea. But do you know what is definitely still a thing? The TRANSP-TDM Listserv is hosted by the **Center for Urban Transportation Research (CUTR)** at the University of Southern Florida. This is the best communication tool for TDM-interested individuals to share information **with over 1,800 peers**. Have a question about how to set up a bicycle program to stimulate economic growth in your downtown? Need sample language for your city ordinance about bike/ped right-of-way? Want to post or receive TDM job openings? The TDM listserv does all that and more. Click [here](#) for instructions on how to join!

### Why hasn't anyone put together an online TDM Encyclopedia?

The great nation of Canada might never forgive you for asking that! Our friends at the Victoria Transport Policy Institute produced and continue to maintain an insane **TDM Encyclopedia** (with graphics as fresh as any listserv!). While not the simplest TDM resource to wield, what it lacks in agility, it more than makes up for in content. For ease of use, try starting on [this page](#), complete with a semi-functional search bar!

### Is There TDM Training Available?

Yes! **CUTR** also offers the **Commuter Choice Certificate program**. Using a live webinar format and focusing on:

Changing Travel Behavior

Bike and Ped Programs

TDM & Land Development

Access Management

Shared Mobility

Carpool/Vanpool Options

### This program is a great way to learn TDM and make new connections.

In collaboration with CUTR, FDOT offers a Social Marketing in Transportation certificate, focusing on behavior change and marketing TDM strategies.

For a deeper dive, the **University of Washington** offers a year-long online certificate in **Sustainable Transportation: Planning & Livable Communities**. This program mirrors the first year of their Master's program at a lower cost and focuses on:

- Transportation planning and design
- Livable communities
- Transportation choices and technology

## Who else is doing great work in the TDM world?

Governments, universities, and other researchers are constantly studying and producing considerable amounts of new and helpful information related to transportation demand management. Webpages, articles, seminars, webinars, conferences produced by these groups are great ways to learn about the new things happening in TDM. Below is a small sample of what is available.

Federal Highway Administration (FHWA) Active Transportation and Demand Management [webpage](#) and TDM [webpage](#)

UC Davis Institute of Transportation Studies (ITS) [seminars and webinars](#)

National Association of City Transportation Officials (NACTO) [programs and initiatives](#)

Center for Urban Transportation Research [recent publications and research reports](#)

Transportation Research and Education Center (TREC) [webinars](#)

Mobility Lab [research, behavior change strategies, reports, and resources](#)

## Is There a Trade Organization That Could Help Me Make Contacts and Better Understand TDM?

Yes! The **Association for Commuter Transportation** (ACT) is “the premier organization and leading advocate for commuter transportation and TDM professionals.” With thousands of members from governments, MPOs, TMAs, higher education institutions, service providers, consultants, and other areas, ACT is one of the easiest ways to learn about and make connections in the TDM sphere.

### ACT provides:

#### Career Development:

ImpACT Leadership program, TDM-CP professional certification

#### Leadership Opportunities:

Councils, committees

#### Networking Opportunities:

Regional chapters for members, an annual international conference

#### Learning:

Webinars, a growing list of TDM resources

#### Advocacy:

Shape nationwide policy, including advocating power at the federal level

