Transportation Demand Management (TDM) Policies Overview

TDM encompasses a range of policies and publicly funded programs aimed at optimizing the use of transportation infrastructure, reducing reliance on single-occupancy vehicles, and promoting sustainable modes of transportation. By implementing TDM measures, jurisdictions can address congestion, reduce greenhouse gas emissions, and improve the overall efficiency of transportation systems.

The Association for Commuter Transportation (ACT) **identifies several** **Policy Cornerstones** **critical to effective TDM implementation. These cornerstones include:**

1. Focus on Moving People:

Supports a more comprehensive strategy for policies at the federal, state, regional, and local levels to move people, not cars.

2. Invest in New Technologies, Practices, and Business Models:

Supports policies that encourage investments in new technologies and removes barriers preventing new practices and business models that furthers our goal to move people safely, equitably, and efficiently.

3. Integrate & Leverage All Entities Delivering Transportation Solutions:

Supports policies that promote equity by including all stakeholders, specifically elevating voices from historically underrepresented and marginalized communities, in the planning and delivery of transportation solutions.

4. Create a Clean & Sustainable Transportation System:

Supports policies that use a sustainability, safety, equity, health, and cost–effectiveness lens to measure performance of projects and programs.

While surely not exhaustive, the chart on the following page details various TDM policies implemented at local, state, and federal levels. Each policy is designed to support different aspects of sustainable transportation, from enhancing bicycle infrastructure to revising parking requirements and promoting public transit. Examples from different jurisdictions illustrate the practical application and impact of these policies.

LOCAL JURISDICTION

TYPES OF TDM POLICIES	DESCRIPTION	EXAMPLE
Publicly-funded bikeshare programs	Increases bicycle use and decreases car dependency	MTC's Bike Share Capital program
Carpool matching services	Encourages carpooling and reduces single-occupancy vehicle trips	Seattle's Commute Trip Reduction program
Local zoning and land use policies promoting higher density	Supports higher residential and commercial density near transit hubs	San Francisco's Transit Oriented Development (TOD) zoning
TDM plan requirements	Enforces the preparation of TDM plans for certain development projects	Buffalo's Transportation Demand Management code
Parking management (reduced or flexible parking requirements)	Optimizes parking supply and usage, discourages long-term parking	Los Angeles' Express Park system
Removal of parking minimums	Updates to ordinance to remove minimum parking requirements for development proposals	San José City's parking and TDM ordinance
Bike parking requirements	Promotes cycling as a sustainable transportation and reduces reliance on automobiles	Minneapolis 2040's parking, loading, and mobility regulations
Public transit enhancements	Enhances accessibility and coverage of public transit	Expansion of bus and light rail services in Portland
Traffic calming measures	Reduces vehicle speeds, enhances neighborhood safety	US Department of Transportation's traffic calming measures
Pedestrian infrastructure improvements	Improves walkability and safety for pedestrians	Chicago's pedestrian program

STATE JURISDICTION

TYPES OF TDM POLICIES	DESCRIPTION	EXAMPLE
Funding for public transportation improvements	Boosts investment in and improvement of transit infrastructure	California's allocation of Cap-and-Trade funds for transit projects
Regulations encouraging or mandating TDM strategies by local governments	Ensures local compliance with state-level environmental goals	Virginia's Commuter Choice program
Tax incentives for businesses that implement TDM practices	Provides financial benefits to businesses supporting TDM measures	Maryland's Commuter Tax Credit
Statewide campaigns for ride sharing and telecommuting	Promotes alternative work arrangements to reduce peak traffic	New York's 511NY Rideshare Program
Development of regional transit authorities	Coordinates and manages regional transportation effectively	The Atlanta-region Transit Link Authority

FEDERAL JURISDICTION

TYPES OF TDM POLICIES	DESCRIPTION	EXAMPLE
Grants and funding for TDM programs	Provides financial support for local and state TDM initiatives	Federal Highway Administration's Congestion Mitigation and Air Quality Improvement (CMAQ) program
Legislation that includes TDM strategies in national transportation planning	Integrates TDM into broader transportation policy frameworks	Bipartisan Infrastructure Law
Research and policy development on sustainable transportation options	Innovates and disseminates new TDM technologies and strategies	U.S. DOT's ITS4US Program
National campaigns and initiatives	Raises awareness and fosters public-private partnerships in transportation efficiency	EPA's SmartWay Transport Partnership
Regulatory frameworks for emissions and transportation	Ensures transportation systems meet environmental and health standards	NHTSA and EPA's Safer Affordable Fuel-Efficient (SAFE) Vehicles Rule

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