

Transportation Demand Management ≠ Travel Demand Modeling: Two TDMs, Two Different Jobs

Transportation Demand Management

What is it?

The use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system, leading to improved mobility, reduced congestion, and improved air quality.

Used To:

- Increase use of public transit
- Provide tax savings for commuters and employers
- Encourage use of carpools and vanpools
- Support micromobility and pedestrian infrastructure
- Educate and inform people about transportation options

Travel Demand Modeling

What is it?

A computer simulation tool used by planners to forecast how many people will travel, by what mode, and on which routes – typically over 20–30 year planning horizons.

Used To:

- Predict future transit ridership
- Identify congestion hot spots
- Project VMT and traffic volume
- Analyze environmental impacts
- Develop long-range transportation plans
- Understand impacts of pricing strategies

Travel Demand Modeling identifies the problem.
Transportation Demand Management solves it.