

### What are ways to change behavior?

Sometimes, people need a nudge to try something new. Many TDM practitioners use behavioral science techniques to market TDM opportunities in ways that make them more appealing. While there are many great strategies, here are some of the most useful:



#### Fresh Start Effect

People are more open to changing their behavior at times when they perceive a “fresh start,” such as a new calendar year, moving into a new house, or having a child. Beginning a new job is another fresh start. Making sure employees have information about various commute modes and any incentives for not driving alone before their first day is a great way to capitalize on this opportunity.



#### Loss Aversion and Loss Framing

People dislike the idea of losing something they have more than they like gaining something they do not have. Therefore, rather than telling people they are entitled to TDM benefits worth \$XX, frame those benefits as something they will lose if they do not take action. “The company has loaded \$50 on your transit pass, but it will expire soon if you don’t use it.”



#### Sunk Cost Effect

Typically related to parking, having an employee pay for a parking spot should always be done on a daily basis. If employees pay for the spot for a week or a month at a time, they are more likely to see it as a sunk cost and feel the need to drive and use the spot to “get their money’s worth.”



#### Foot in the Door Techniques

In TDM, it is helpful to focus on small, incremental changes on which practitioners can build. The idea behind bike to work week is to get people to try something new. Many will go back to their previous commute modes. But some will like biking and continue to do it. Many large changes are made possible by starting with a small change.



#### Social Norming

One of the most powerful ways to influence behavior is to tell people an action is something that is being done by a large portion of their peers. Telling people something like, “Over 80% of our employees take transit, use active transportation, make a pooled trip, or telework each day,” helps normalize that behavior and set the expectation across the company.



#### Gamification

Finally, whenever possible, tap into the hardwired default for most people to love competition. This can be against one another, with leaderboards showing who has biked the most miles or eliminated the most vehicle trips. Or it can be against oneself, with set goals (e.g., a downloadable graphic that shows the number of trees necessary to capture the equivalent amount of greenhouse gas emissions someone has reduced).

### What incentive programs are in TDM, and how are they used?

Incentive programs are designed to make using alternatives to driving alone an attractive choice. Incentives make other options more attractive due to convenience, cost-effectiveness, ease of use, or offering other benefits over driving alone. Examples include tax-advantaged, subsidized, or reduced-cost transit passes, preferential carpool parking, health insurance discounts for using active transportation, subsidized vehicles for vanpool drivers, etc.

### What role do marketing and communication play in behavior change?

Marketing and communications can raise awareness of programs and services and capitalize on the fresh start effect. Targeted marketing and communications can focus on audiences that are receptive to the message and/or able to act on the message or both. Additional strategies include promotion, education, and community engagement and outreach.

### What is habit formation?

Habit formation is the process by which behaviors become automatic. Habits do not require much conscious thought or effort to initiate, maintain, or complete. Using effective programming and marketing strategies to make TDM options habitual people will often create lasting behavior change.

# 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)?

TMAs/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.



# 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:

MPOs

TMOs/TMAs

Large Employers

City and County Governments

Transit Agencies

Universities

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



## LEARN MORE

- [State of Tennessee](#)
- [Denver Regional Council of Governments](#)
- [Atlanta Regional Commission](#)
- [San Diego Association of Governments \(SANDAG\)](#)
- [University of Illinois](#)



# Evaluating Transportation Demand Management (TDM) Performance

## IS IT IMPORTANT TO EVALUATE THE PERFORMANCE OF YOUR TDM PROJECTS?

Absolutely! Assessing the performance of your TDM efforts allows you to determine their effectiveness. It is also necessary to communicate the overall value of your TDM work to others. TDM performance data can be used for everything from helping secure future grant funding to influencing transportation and land use policy.

## WHEN SHOULD YOU EVALUATE PERFORMANCE?

You should evaluate your TDM efforts while they are happening. Ideally, this ongoing assessment of your work – often referred to as a “feedback loop” – will help you determine how to strengthen portions of your programs to increase your desired outcomes.

## HOW DO YOU SET YOUR GOALS?

Whereas a business’ bottom line is profit, TDM’s bottom line is usually behavior change. Start by determining what behavior you want to change and use that to create a high-level goal. Common TDM goals are mode shift, vehicle trips and vehicle miles traveled reduced, and greenhouse gas emissions and other air pollutants reduced.

## HOW DO YOU MEASURE PROGRESS TOWARDS THOSE GOALS?

Think of specific objectives (high-level actions) to accomplish your goal. Determine actions or strategies to help achieve those objectives. Finally, create specific performance measures that will indicate your success. These are where you will focus your evaluation.

EXAMPLE:

| GOAL  | OBJECTIVE   | STRATEGY  | PERFORMANCE MEASURE  |
|---|---|---|--|
| Reduce number of single-occupancy vehicle equivalent commute trips to your worksite | 1. Promote pooled trips                           | <ul style="list-style-type: none"> <li>• <a href="#">Employee ride-matching service</a></li> <li>• <a href="#">Vanpool program</a></li> <li>• <a href="#">Preferred parking for pool vehicles</a></li> </ul>                | <ul style="list-style-type: none"> <li>• <a href="#">Employees participating in ride-matching service</a></li> <li>• <a href="#">Vanpool ridership</a></li> <li>• <a href="#">People using pooled trips</a></li> </ul> |
|   | 2. Decrease number of necessary physical commutes | <ul style="list-style-type: none"> <li>• <a href="#">Telework and compressed work week policies</a></li> <li>• <a href="#">Home worksite setup stipend</a></li> <li>• <a href="#">Incentives for teleworking</a></li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">Employee schedules</a></li> <li>• <a href="#">Employees receiving stipend and/or incentives</a></li> <li>• <a href="#">Employee mode choice</a></li> </ul>        |



## How do you monitor progress?

There are many ways to get the necessary data to assess your performance measures. Your exact approach will depend on the scope of your project and the information you need. Travel diaries, traffic data, observational data, canvassing, GIS layers, studies, Census data, GPS-trace data, travel calendar data, or other sources might be right for your needs. In the example above, other less traditional methods, such as number of employees completing telework agreements, can also be used to assess the effectiveness of a strategy.

## WHAT ABOUT SURVEYS?

Surveys are a popular way to get detailed information from specific groups, but there are pitfalls: self-selection bias, sample size, leading word choice, improper baselining, et cetera, can skew your results. If you are new to surveying, consider reaching out to someone with more experience.

## WHAT DO YOU DO WITH ALL YOUR GREAT DATA?

Once you have collected all the thrilling data that shows your TDM project to be a smashing success, make sure to communicate your results! You did awesome work. Go tell the world how great TDM can be!

## 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

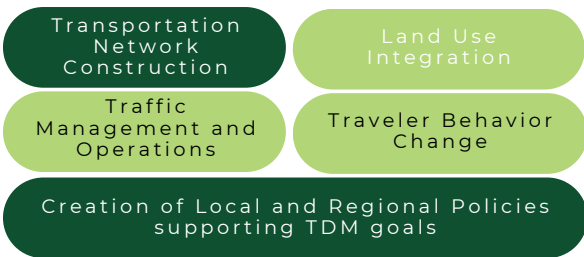




# Transportation Demand Management (TDM) Fundamentals

## What is TDM?

ACT, the **Association for Commuter Transportation**, defines TDM as “the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems, leading to improved mobility, reduced congestion, and lower vehicle emissions.” Common types of TDM work include:



## What is Transportation Planning?

Transportation planning designs networks and infrastructure to move people and goods efficiently. Key considerations include:

- **Parking Availability & Cost:** Affects driving decisions (e.g., insights from **Donald Shoup** and **FHWA** on parking prices and driving rates)
- **Land Use:** Suburban single-family zoning creates low-density areas with limited services, making driving essential. Mixed-use zoning (e.g., high-density apartments with ground-floor shops) near business districts promotes walking, biking, and transit use.
- **Transit-Oriented Development:** High-density, pedestrian-friendly areas near transit hubs provide access to essential services and public transportation for longer journeys.

## What are TDM Programs?

Programs aimed at creating behavior change to reduce drive-alone trips or increase non-drive-alone trips for specific groups. For example, a Guaranteed Ride Home program provides a reliable transportation option in emergencies to employees who don't rely on a personal vehicle. For more information, see [Developing TDM Plans](#).

## Where Should a New TDM Professional Start?

New TDM professionals should focus on building their [network of peers and resources](#). There is a thriving community with expertise in every area of TDM. Tapping into that knowledge base can be extremely beneficial.

## What is Transportation Engineering?

Transportation engineering is a branch of civil engineering focused on designing and managing transportation infrastructure. In the context of TDM, transportation engineering focuses on how to design streets to promote multimodal use. NACTO provides an excellent **Urban Street Design Guide** that demonstrates many of these principles. From bus-only lanes to protected bike and pedestrian infrastructure to chicanes (curves in streets to slow traffic) to pedestrian safety islands (to help break up the crossing of wide roads), TDM greatly benefits from having the right infrastructure in place.

## What is Transportation System Management and Operations (TSMO)?

TSMO uses various tactics to maximize network efficiency, safety, and travel experience, including:

### Single-Occupancy Vehicle Strategies:

- **Variable Message Signs:** Display travel times for different routes
- **Ramp Meters:** Control the flow of traffic onto highways
- **Reversible Lanes:** Change direction based on traffic flow

### Multimodal Travel Support:

- **Hard-Shoulder Running:** Allows buses to drive on the shoulder when traffic is stopped
- **Bus Rapid Transit Lanes:** Dedicated lanes for faster and more reliable transit

### Urban Strategies:

- **Queue Jump Lanes:** Short transit-only lanes with signal prioritization for buses
- **Wayfinding:** Helps travelers navigate efficiently
- **Connected Vehicles:** Enhance communication between vehicles and infrastructure
- **Dynamic Parking Prices:** Adjust parking costs based on demand
- **Transit Arrival Information:** Reader boards provide real-time transit updates

## What are Some Other Considerations?

These topics only scratch the surface of TDM work. Other important subjects include:

- [Travel Options](#)
- [Policies](#)
- [Data Evaluation](#)
- Transportation issues and trends
- [Sustainability](#)





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



## STATE JURISDICTION

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



## FEDERAL JURISDICTION

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

# DISCOVER CONVENIENT AND RELAXING TRANSPORTATION OPTIONS



## HOW MANY OPTIONS DO I HAVE TO GET FROM POINT A TO POINT B IF I DON'T WANT TO DRIVE?

**So. Many. Options.** We live in a time when people have dozens of different ways to get around. Below are some of the main groups of travel options and a few examples for each.

## HOW CAN I COMMUTE AND STILL HAVE TIME TO RELAX WITH FRIENDS?

**Pooled trips** are a great way to share rides with friends or coworkers. Carpools are as easy as getting two or more people together who are going to the same place, be that work, a park, or a restaurant. If several people are going the same way, vanpools make terrific options and are popular for mid- to long-distance commutes.

### Benefits of Pooled Trips:

- High-Occupancy Vehicle (HOV) lane access
- Reserved parking spots
- Reduced carbon footprint
- Chance to nap on the way to work

### Ride-Matching Services:

Many ridesharing platforms offer ride-matching services such as Liftango and King County, making it easy for people with similar travel needs to find one another, and some platforms even offer financial incentives for sharing rides.

### Employer Support:

Employers frequently provide vans for vanpools when there is sufficient ridership and offer carpool programs using technology-driven platforms to help employees commute to and from work.

## WHAT MAKES BUSES AND PUBLIC TRANSIT SO AWESOME?

Take a bus! And all the other wonderful forms of **public transportation** that increase accessibility, sustainability, and the overall quality of life for countless people. While most people are familiar with fixed-route bus services, that is only one of the options buses offer. Express buses run on many of the same routes but offer faster and more direct service (i.e., fewer stops) for riders who need to travel longer distances. Bus rapid transit (BRT) are high-capacity buses that often use dedicated bus lanes, priority traffic signaling, and limited stops to emulate rail transit while maintaining the flexibility of where a bus can go – it is like the bullet train of buses! Paratransit is a specialized, door-to-door service designed to accommodate individuals with disabilities who may not be able or comfortable using fixed-route public transportation.

## SO, THERE ARE NO TRAINS?

Oh, **public transportation** has plenty of rail options, too! These include streetcars, light rail (LRT), subways, and commuter rail (CRT). Streetcars generally operate much like buses. LRTs are faster and can carry more people than streetcars, making them a good option for urban and suburban areas. Subways are faster and larger than LRTs and are often underground, separating them from other forms of traffic. This makes subways an excellent option in densely populated urban areas. CRTs are the size of full trains and cater to long-distance commuters traveling between distant areas and urban centers.

## WHAT DO YOU HAVE FOR ME IF I WANT TO COMBINE EXERCISE WITH TRAVEL?

**Active transportation** is a wonderful option. The following modes of transportation involve physical activity:

Biking

Rollerblading

Walking

Scooters

Bikeshare

Running

Cities and counties are expanding bicycle and pedestrian infrastructure for safer, convenient travel. Bike shares, available as docked (rented from and returned to specific stations) or dockless (picked up and left almost anywhere), enhance convenience for short trips and connecting to other transportation modes.

## Need to Get to Your Ride? Check Out These Cool Micro-Mobility Options!

In addition to bikes, various micro-mobility devices like e-bikes, scooters, hoverboards, and skateboards are great for short trips and connecting to other transportation modes. Bike and e-scooter shares are popular in cities, and folding bicycles offer added convenience.

## I'M EXHAUSTED FROM ALL THESE OPTIONS. WHAT IF I JUST WANT TO STAY HOME?

Meet your new best friend: **avoided trips**. Telework, with tools like Zoom and Microsoft Teams, allows digital connectivity and skips physical commutes. For in-person jobs, compressed workweeks offer flexible schedules. Additionally, delivery services consolidate errands into fewer trips, reducing overall travel.

The list above should not be considered exhaustive, and people are often finding new and inventive ways to travel. However, the information above captures the way most non-drive-alone trips are made through our transportation network.