



Spencer J. Cox

Governor

Declaration

Whereas, Transportation Demand Management (TDM) refers to the use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system leading to improved mobility, reduced congestion, and lower vehicle emissions;

Whereas, TDM programs and policies aim to provide all residents with a mix of reliable and affordable transportation options;

Whereas, supported with effective marketing and advanced technologies, people can make informed choices to meet each trip's unique needs while considering cost, time, and convenience;

Whereas, with even a small reduction in the number of single occupancy vehicles on our nation's roads, commuters can see significant reductions in congestion and our communities will see cleaner air leading to direct improvements in public health;

Whereas, TDM initiatives that support increased levels of walking and cycling also enhance the overall quality of life;

Whereas, with more transportation options and less traffic, people will have better and more reliable access to jobs;

Whereas, TDM professionals and organizations can support and advance community efforts, such as the UTA and the Utah Department of Transportation;

Whereas, the state of Utah encourages residents to support TDM strategies by utilizing our state's many methods of public transportation and rideshare options;

Now, therefore, I, Spencer J. Cox, governor of the state of Utah, do hereby declare Sept. 18-22, 2023, as

Transportation Demand Management Week in Utah

Spencer J. Cox
Governor