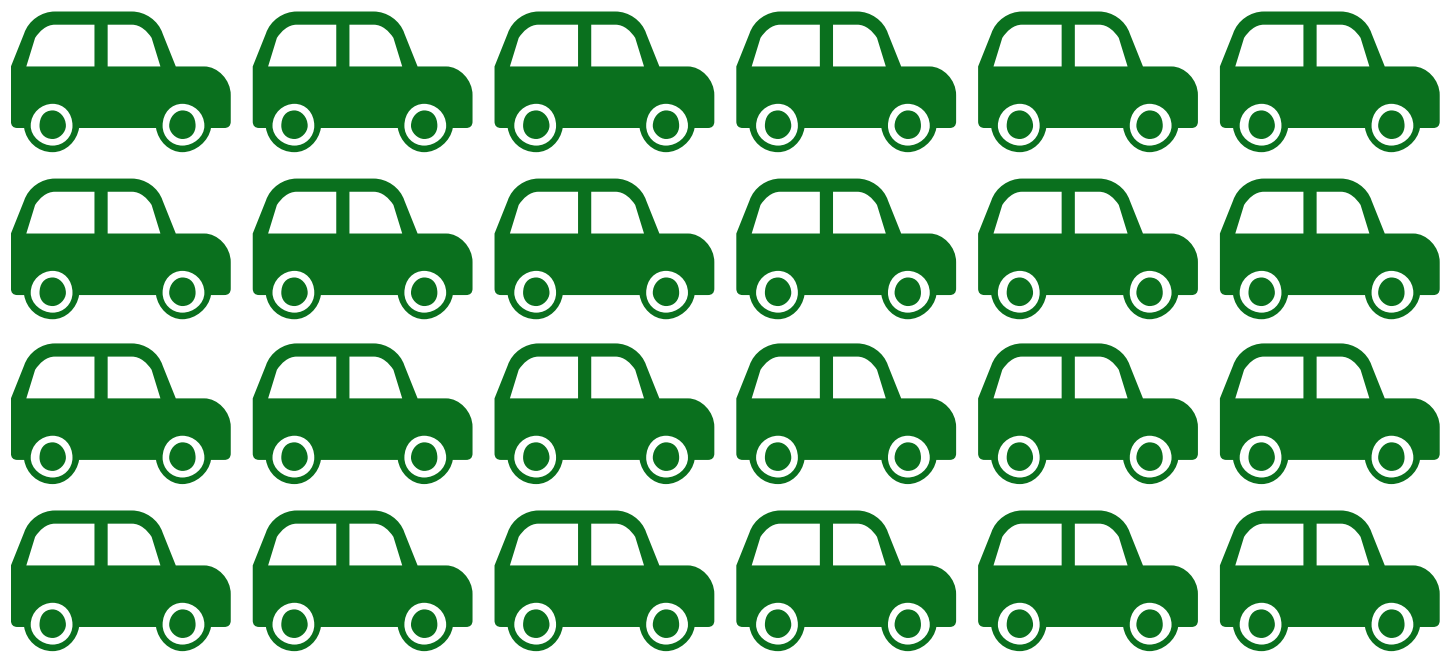


Why TDM?

Transportation demand management (TDM) helps more people use shared or active ways of commuting like transit, carpooling, vanpooling, biking, or rideshare. TDM = less traffic congestion, cleaner air, and greater economic vitality.

Congestion is growing

Congestion cost U.S. drivers more than \$70.4 billion in 2023, a 15% increase over 2022



Source: INRIX 2023

That means:



42

Hours lost each year

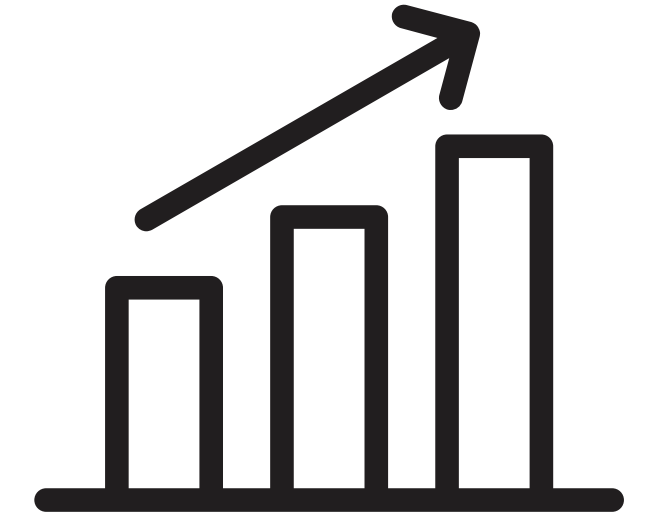


\$733

Cost of congestion per driver each year

And...

collisions increased by 10%

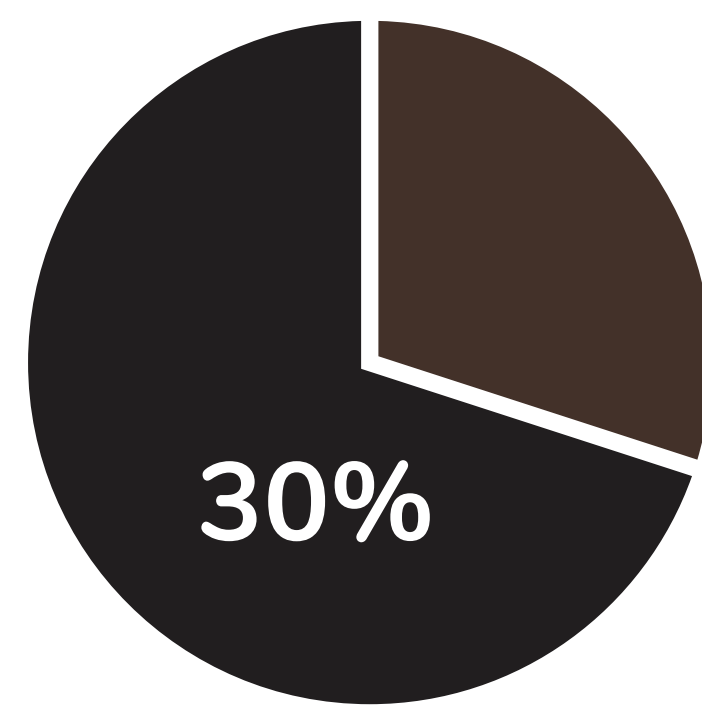


The average work commute in the U.S. is 27 miles

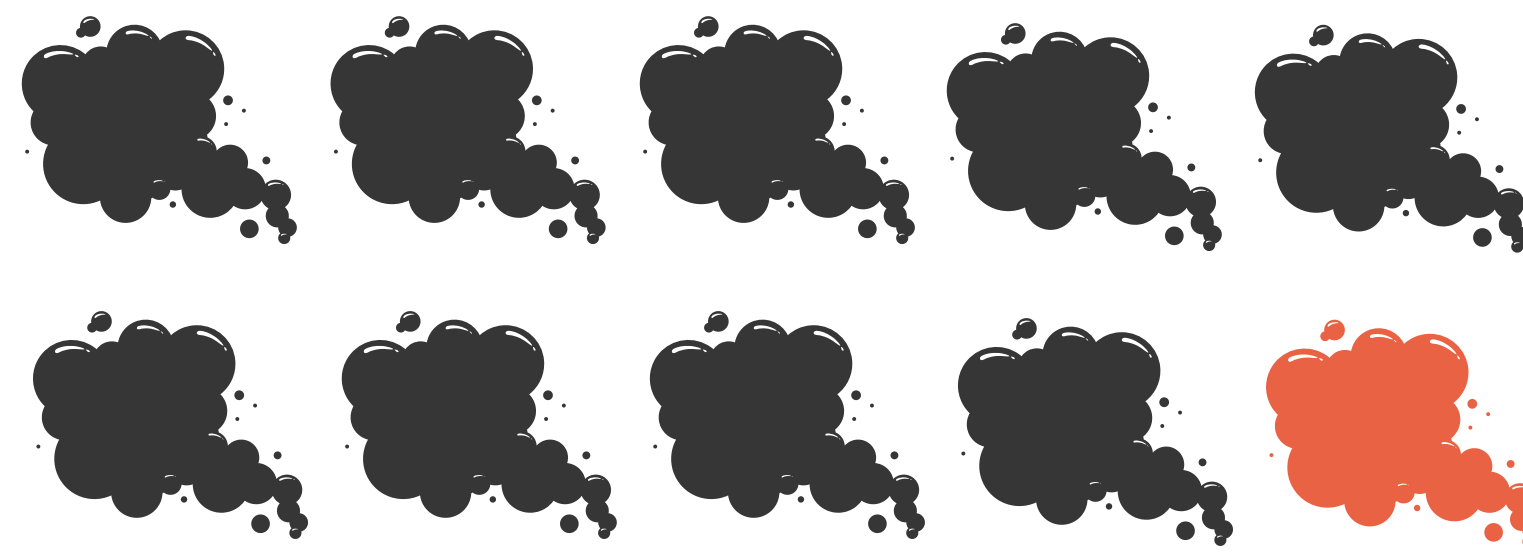
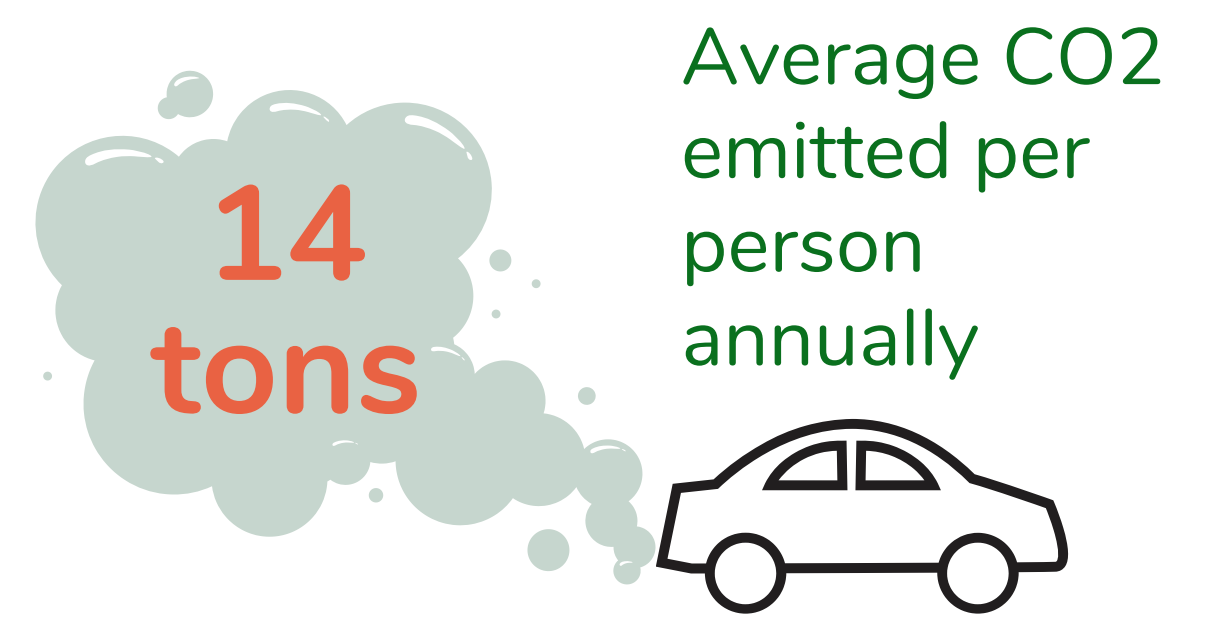
If you use a shared or active commute mode just 2x a week you can save:

- \$18/day**
- \$36/week**
- \$144/month**
- \$1,872/year**

Federal reimbursement rate: 67 cents/mile (2023)



of the greenhouse gases released in the US come from transportation

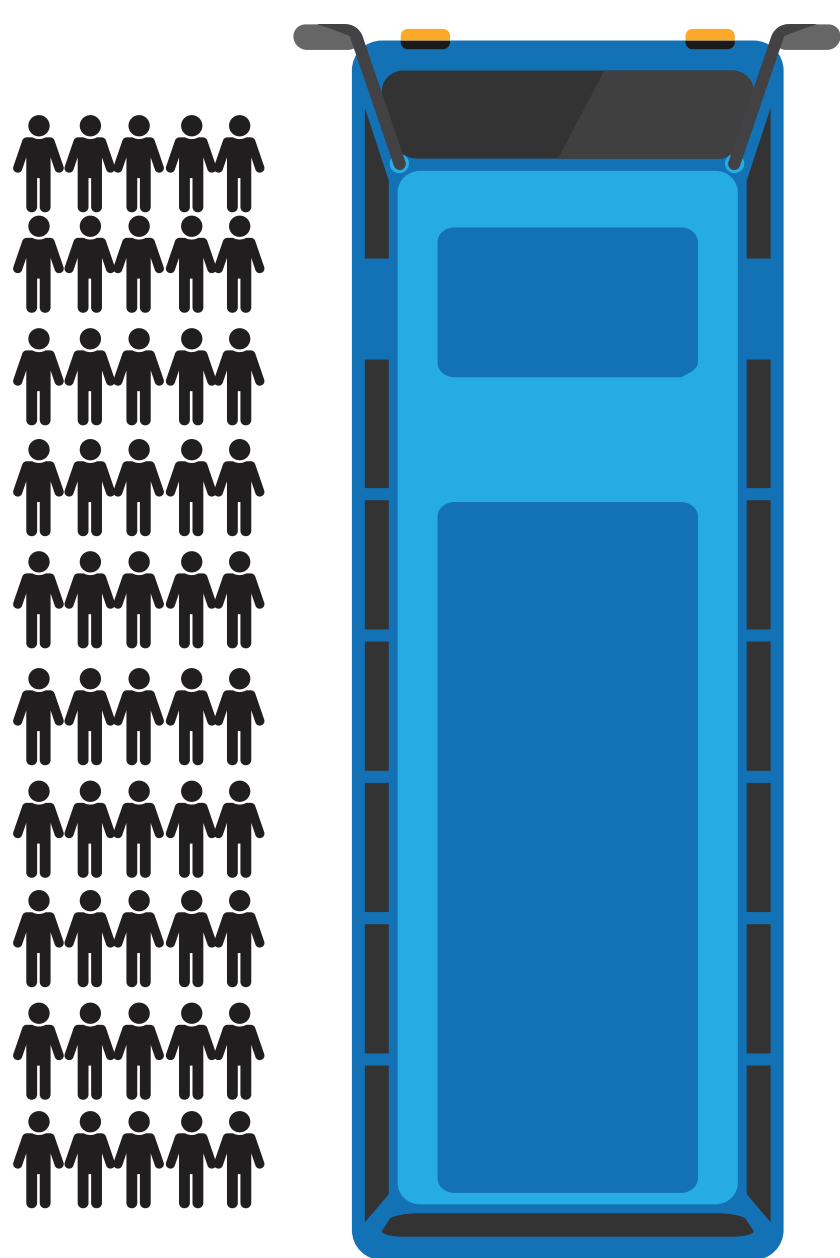


Using a shared or active commute mode just **2x** per week reduces emissions by **10%**!

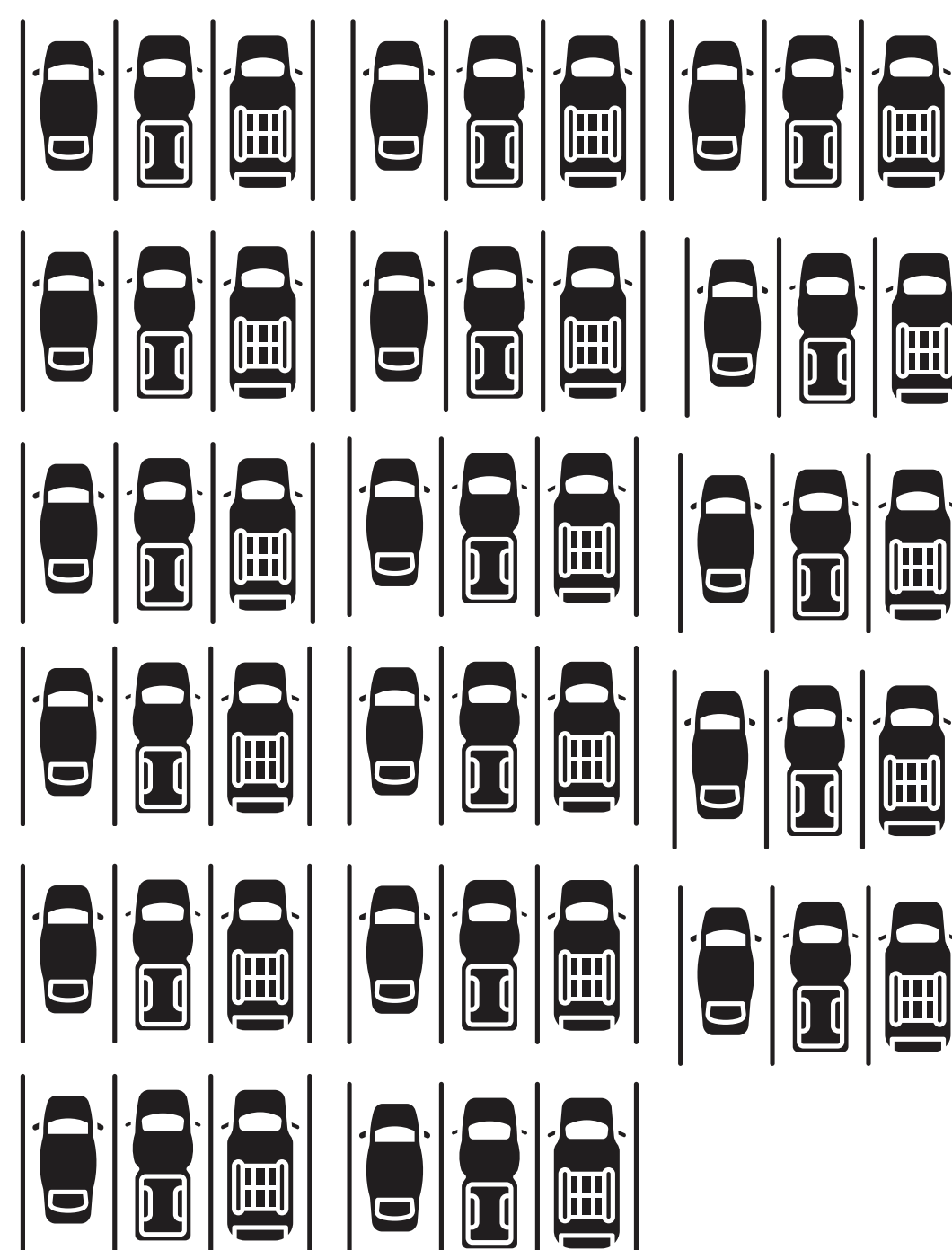
Q: How can we reduce congestion?

A: By using shared or active modes - even 1 or 2 times per week!

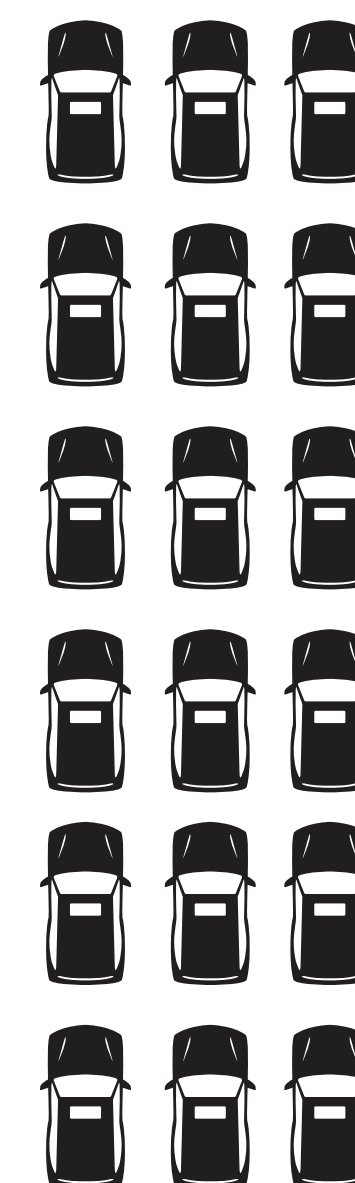
This is what it looks like when 50 people commute by:



Transit



Driving Alone



Carpools and Vanpools