

Delivering Affordable Mobility through TDM



Transportation Demand Management (TDM) is 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.

TDM strategies include: **Vanpool & Carpool, Transit, Access to Commuter Tax Benefits, Pedestrian and Bicycle Infrastructure, High Occupancy Vehicle (HOV) Lanes, Incentives and Subsidies, Marketing and Education to Inform People of Travel Options**, and more

Saving Money For...

☒ **Households**

☒ **Businesses**

☒ **Employees**

☒ **Government**

Quick Facts

Giving up a vehicle can **save a household nearly \$12,000 per year**

American drivers could **save an estimated \$11.7 billion annually** by choosing public transit

Congestion **costs the trucking industry \$94.6 billion per year**

Reducing traffic congestion through TDM strategies is estimated to **save approximately \$800 million annually**