

TDM Education Day @ the Capitol
September 15th, 9am-12:30pm
Wisconsin State Capitol
Room 300NE

AGENDA

1. Welcome & Introductions

- Alexander Brown, Planner III, SRF Consulting Group
- Zia Brucaya, RoundTrip TDM Program Manager, Greater Madison MPO
- Susan Gaeddert, Commuter Solutions Coordinator, UW-Madison
- David Salmon, Transportation Coordinator, City of Sun Prairie
- Trent Schultz, Transportation Demand Management Coordinator, City of Madison

2. Presentation – TDM and Its Importance for Wisconsin

- TDM (Transportation Demand Management) – *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.*
- Examples:
 - State and Local TDM Ordinances
 - Carpooling and vanpooling
 - Marketing, outreach, and education to inform people about options and shift behavior
 - Support of micromobility and pedestrian infrastructure

3. Small Group Discussions

- Local TDM opportunities – municipal ordinances, transportation management associations, employer programs
- Regional TDM opportunities – ridesharing platforms, regional action plans
- State TDM opportunities – trip reduction laws, transportation options tax credits

4. Adjournment