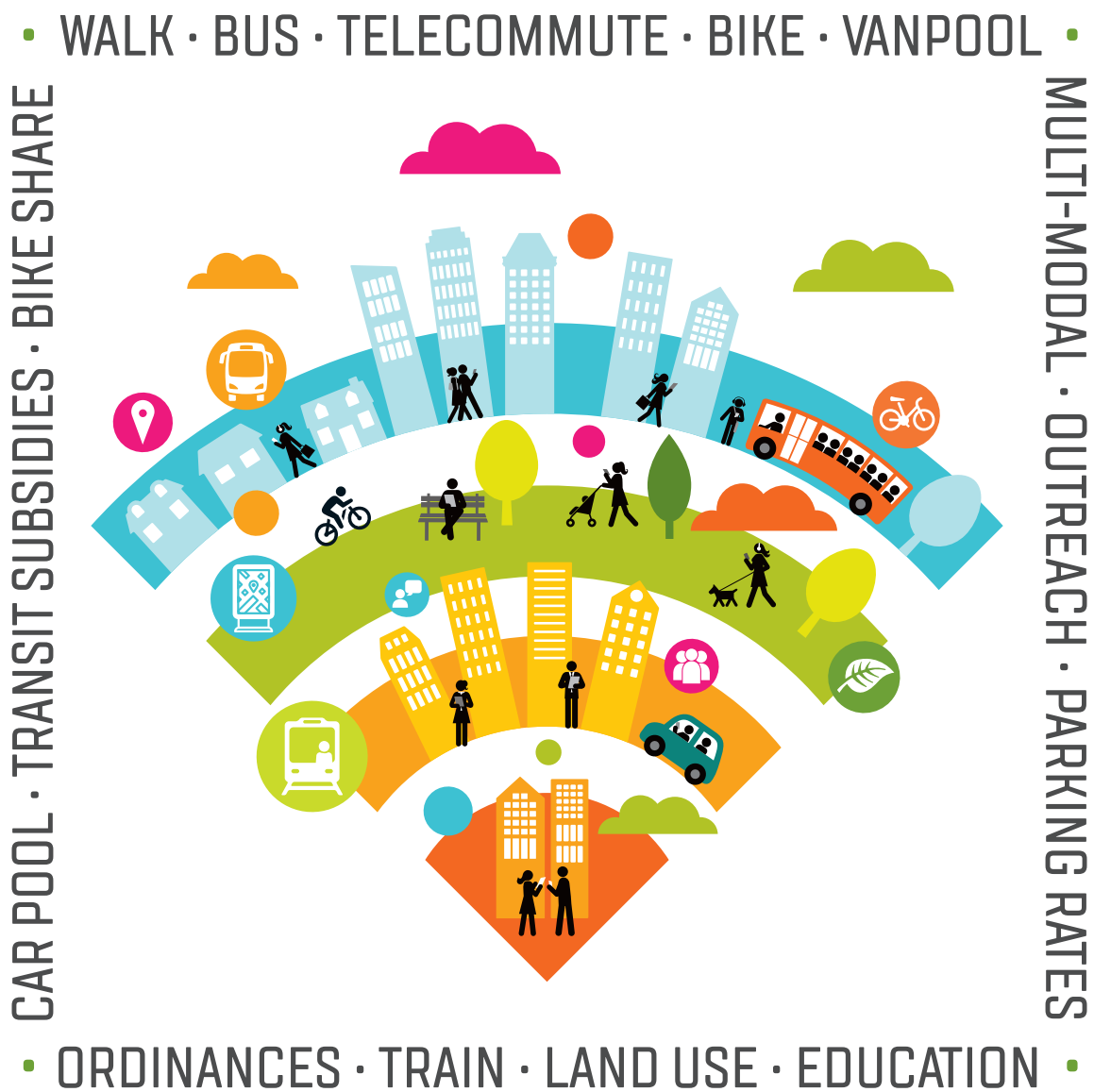




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Transportation Demand Management Program Explainer





TDM—What Does That Stand For?

Transportation demand management, or TDM, offers the solution that dozens of major U.S. cities—and cities around the globe—have found to the problems of traffic congestion, long commutes, and reduced quality of life for their residents.

TDM strategies are cost-effective solutions that aim to reduce drive-alone trips; increase active trips such as public transit, walking, biking, carpooling, and vanpooling; and shift driving trips away from the most congested times.

TDM—Austin's Reality Check

At the Austin Transportation Department, it's our job to provide safe, efficient, cost-effective and sustainable roadways, bikeways, walkways and transit systems for our community.

More importantly, we love Austin like you do! We're tired of topping the list for traffic congestion. That's why we're focused on strategies to reduce the number of people who drive alone and increase the number of people who use shared modes.

According to *2016 Transportation Strategies Recommendations: A Report Completed for the City of Austin*, **TDM provides the fastest and most cost-effective way to relieve congestion.** TDM is what smart cities do now to decrease the amount of funding spent on highway-widening programs and parking garages.

We cannot build our way out of our traffic woes anytime soon, maybe ever. Let's get moving again by investing in TDM solutions.

“There's no single answer to our traffic challenge. We need an “all of the above” strategy.”

– Austin Chamber of Commerce Mobility Report

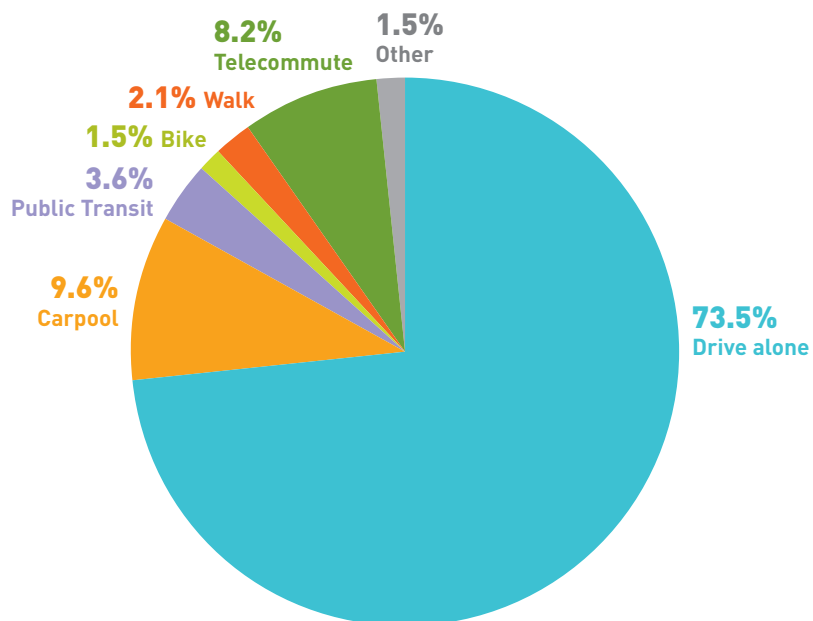


Can TDM Really Work?

During rush hour, removing just 4 percent of cars from roadways can relieve congestion by as much as 30 percent. Small changes in transportation behavior can make a big impact.

To offer some local perspective on percentages, **roughly 73 percent of Austinites drive alone to work every day.**

COMMUTE MODE SPLIT: AUSTIN, TX – 2016*



*Based on American Community Survey data.

TDM works for other cities. Another major university-centric community—**Madison, Wisconsin**—boasts just **66 percent** in drive-alone commuters. The Sunbelt city of **Atlanta, Georgia**, comes in six percentage points under Austin at **67 percent**. These lower percentages are within Austin's reach, too, as our TDM strategies take hold. Proof of that resides in **Seattle, Washington**, where TDM efforts have achieved a drive-alone percentage of just **48 percent**.



TDM Strategies Have Impact

National research shows that TDM strategies can reduce vehicle miles traveled by the following percentages:*



MARKETING/EDUCATION **1% - 5%**

Motivating people with information and incentives to modify travel behavior.



PARKING MANAGEMENT **2% - 7%**

Managing parking supply and demand, encouraging turnover of parking spaces and use of other modes of travel.



CAR SHARING **1% - 2%**

Using car-sharing services to easily rent a car only when you need one.



CARPPOOLING **1% - 15%**

Encouraging and facilitating the sharing of rides. A vehicle is twice as efficient with two people in it!



TRANSIT SUBSIDIES **3% - 10%**

Encouraging use of public transit with financial incentives.



VANPOOLS/SHUTTLES **1% - 13%**

Sharing rides on steroids – great for longer commutes not served by public transit.



ORDINANCES **5% - 15%**

Using policy to incorporate TDM strategies into developments and employer commute programs.



TELECOMMUTING **1% - 5%**

Working from home takes away the dreaded commute entirely!



LAND USE **5% - 20%**

Reducing the need to travel by vehicle through land use policy.

To see how Austin is implementing TDM strategies today, read our **Successes and Progress Report**.



*Based on data from the research report, "Quantifying Greenhouse Gas Mitigation Measures," by the California Air Pollution Control Officers Association. August 2010

What Is Austin Doing Now?

Austin's regional transportation agencies help to support TDM policies and initiatives for our future by laying important groundwork:

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Imagine Austin - Fueled by ideas and contributions from the community, this 30-year plan's #1 priority is to grow in a compact and connected way. The plan highlights TDM as a key strategy to reducing dependence on driving and increasing transportation options.

Austin Strategic Mobility Plan - In 2018, the coming plan will identify ways to improve efficiencies in the existing system, manage demand, and strategically add smart capacity in all modes of transportation. Smart capacity is new capacity that reduces bottlenecks, completes the grid, or provides enhanced connectivity to active modes of transportation.

Community Climate Plan - Long-term goal of reaching net zero community-wide greenhouse gas emissions by 2050 or earlier. TDM strategies play a key role in reducing greenhouse gas emissions.

Community Health Improvement Plan (CHA/CHIP) - The plan points to active transportation commutes to work as a means of increasing health, achieving its goals through the use of TDM strategies.

CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION (CAMPO) - An active long-range plan for the capital area, the **2040 Plan** articulates the importance of implementing TDM strategies as a key component of the regional transportation solution.

CAPITAL METRO - **Project Connect** and **Connections 2025** address growth and development challenges to provide recommendations for connecting people, places, and opportunities around Central Texas.

“Transportation systems are successful when both the supply side and the demand side of mobility are addressed.”

- CAMPO 2040 Plan







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