



**Objectives and Policies for Transportation Demand Management (TDM)**

**Objective 7:** Utilize Transportation Demand Management (TDM) measures, as part of a comprehensive City-wide strategy to reduce the amount of automobile traffic in Madison and enhance the desirability of non single-occupancy vehicle (SOV)-based transportation modes. The formation of Transportation Management Associations (TMAs) should be considered, where appropriate, as a mechanism to organize individual employers and administer TDM initiatives.

*Note: Transportation demand management (TDM) is a set of actions or strategies, the goal of which to encourage travelers to use alternatives to driving alone, especially at the most congested times of the day. The term TDM encompasses both alternative modes to driving alone and the techniques, or strategies, that encourage use of these modes. TDM alternatives include travel options such as:*

- Carpools and vanpools;
- Public and private transit (including shuttles); and,
- Bicycling, walking, and other non-motorized travel.

*TDM measures also can include "alternative work hours," program options that reduce the number of days commuters need to travel to the worksite, or that shift commuting travel to non-peak period times of the day. Alternative work hours include:*

- Compressed work weeks, in which employees work a full 40-hour work week in fewer than the typical 5 days;
- Flexible work schedules, which allow employees to shift their work start and end times (and thus travel times) to less congested times of the day; and
- Telecommuting, in which employees work one or more days at home or at a "satellite work center" closer to their homes.

*TDM strategies include improvements in alternative modes of transportation; financial and/or time incentives for commuters who use alternative modes; information dissemination and marketing activities that heighten travelers' awareness of and/or interest in alternatives; and supporting services that make the use of alternatives more convenient or that remove psychological impediments to use of alternatives.*

*Examples of TDM strategies are:*

- Improvements to existing transportation services, such as shuttle buses and vanpool programs;
- Financial/time incentives, for example, preferential parking for ride sharers, subsidies for transit riders, and transportation allowances;
- Parking management programs;
- Priority treatment for ride sharers, for example, high occupancy vehicle (HOV) lanes and freeway ramps; and
- Employer support measures, such as employee transportation coordinators, on-site transit pass sales, on guaranteed ride home programs; and
- Marketing and promotion techniques (such as free transportation fares or periodic prize drawings for users of alternatives modes).



**Policy 1:** Develop Transportation Management Associations, where appropriate, as a mechanism to organize individual employers and administer TDM initiatives.

*Note: A Transportation Management Association, or TMA, is an organized group that applies various approaches to help facilitate the movement of people and goods with an urban area - most often stressing the use of transportation demand management strategies and measures. TMAs are often legally constituted and frequently lead by the private sector, in partnership with public sector entities, in an effort to address transportation challenges.*

**Policy 2:** Create an incentive program for City employees rewarding them for using alternatives to the automobile for commuting. Promote use of the City Rideshare and Carpool programs and coordinate these efforts with the other major public sector employers in the City including the University, County, and State.

*Note: The US EPA administers the Best Workplaces for Commuters program, which gives special recognition to employers that meet a National Standard of Excellence for their employee commuter assistance programs. The City could choose to pursue a TDM program that meets the US EPA standards and recognizes Madison as one of the Best Workplaces for Commuters.*

**Policy 3:** Promote alternatives to the automobile through financial incentives, education campaigns on riding transit, bicycling, car-sharing programs, organizations that develop transportation management for employers and other programs to help employers encourage alternatives to the automobile.

**Policy 4:** Encourage the use of transportation demand measures in Transit Oriented Developments, new neighborhoods, and commercial and business districts. Consider developing TDM standards, perhaps basing them on the US EPA National Standard for Excellence, as indicated in the note above for Policy 2, for new development and redevelopment.

