



# Transportation demand management

A tool used to influence travel demand through the encouragement of alternative modes of transportation and reduce the number of single occupant vehicle trips through the effective and efficient use of the existing transportation network.



# How can we do this?

- ❖ Using active modes of transportation
- ❖ Travelling to work using car and van pools
- ❖ Taking public transit
- ❖ Developing land use policies that are supportive of alternative modes of transportation
- ❖ Telework
- ❖ Staggered work hours
- ❖ Parking
- ❖ pricing
- ❖ New technologies
- ❖ Education and promotion
- ❖ Incentives



# Active transportation

Active transportation is any non-motorized mode of transportation such as cycling, walking, inline skating, cross-country skiing.

Active modes of transportation do not emit greenhouse gases and therefore do not contribute to climate change.

Active transportation promotes healthy lifestyles.

Reduces congestion from roads.



# Car and van pools

Ridesharing is an important element in TDM programs.

Car and Van pool programs can encourage workers to commute to and from work.

Car pool programs can be formal on-line ride-matching services or casual arrangements amongst friends and colleagues



# Land Use and TDM

Many options are available for incorporating TDM into land use policy

- **Location efficient development**
  - Locating residential and commercial uses where there is good transit facilities and is accommodating to non-motorized transportation
- **Cluster development**
  - Land use concept in which related uses are situated in close proximity to each other to preserve land and reduce the number of vehicle kilometres travelled
- **Mixed use development**
  - Compact developments that contain a variety of uses and are designed to be pedestrian friendly and reduce reliance upon the automobile
- **Transit oriented development**
  - Generally mixed use developments situated next transit facilities to encourage and maximize the use of public transit