



Planning for transportation demand management

This factsheet is intended to assist cities and counties in the region in updating their local transportation system plans to align with the Regional Transportation Plan.

Transportation Demand Management (TDM) programs are aimed at ensuring people are aware of, understand and have access to the full variety of travel options available within the region. Though the region has already done much and continues to work to improve and expand travel options through capital investments in non-auto modes, TDM investments can further increase public use of these modes.

TDM complements and enhances other Regional Transportation Plan policies and investments by helping ensure the transportation system is used in a balanced way to maximize investments. TDM provides information, encouragement and incentives to help people make more of their trips safely and comfortably without driving alone.

Different types of TDM programs include commuter transportation benefit programs, Safe Routes to School efforts and community-led encouragement/education events and activities. A significant portion of the region's TDM activities are coordinated through the Metro-led Regional Travel Options program. This program establishes a strategic direction, provides grant funds for TDM programs and coordinates partner activities throughout the region.

Different types of programming are most effective when developed and led by varying partners, including local governments, school districts, Transportation Management Associations, employers or community organizations. Other TDM efforts are better suited to be conducted on a state or regional scale.



Planning for multiple travel options helps maximize transportation investments.

Regional Transportation Plan (RTP) TDM policies RTP section 3.3.11.2

- Policy 1** Develop and refine regional and local TDM policies and implementation plans to help reach climate, mobility and modal targets.
- Policy 2** Provide adequate TDM resources and programming to meet the public's specific mobility needs for employment, education and essential services.
- Policy 3** Provide and deliver TDM programming at a variety of scales: state, regional and local.
- Policy 4** Improve access to travel choices and eliminating barriers for marginalized communities, with a focus on communities of color and people with low incomes.

A new vision for TDM

The [Regional Transportation Plan \(RTP\)](#) includes new TDM policies (section 3.3.11) and updates to the Regional Mobility Policy (section 3.2.6), providing guidance for local agencies to integrate TDM into local planning efforts. The RTP describes the role of TDM in helping implement the region's strategies for mobility management and greenhouse gas emission reductions, the cooperative role of local, regional and state partners as well as nonprofits and community-based organizations in supporting TDM efforts, and the need to identify solutions that support the unique travel needs of all users for all types of trips.

Planning for travel options encompasses an array of policies, programs and infrastructure investments, some of which may overlap with other modal systems (for example, the bicycle, transit or pedestrian networks). Creating a TDM plan will vary between jurisdictions depending on a range of factors, including the existing availability of driving alternatives, completeness of active transportation networks, density and type of land uses and the unique needs of transportation users in the community.

The [TDM and Transportation System Management and Operations \(TSMO\) System Completeness Guidance](#) provides more detail for cities and counties about how to define TDM and TSMO System Completeness in their planning processes.

Overview of local plan requirements

TDM plans must be responsive to local context and needs. A local TDM plan should:

1. Inventory existing TDM strategies, services and programs that serve the city or county, and identify gaps and opportunities. This inventory and gap analysis should consider the following areas:
 - **Policy/land use**
 - **Geography**, including 2040 Centers and Equity Focus Areas
 - **Programs**, with consideration to workplace, school-based and community-specific programs
 - **User groups**, including the needs of underserved populations defined by age, race, income, ability, English language proficiency and gender
 - **Modes**, including walking, biking, transit, carpool/rideshare and shared mobility
2. Identify priority strategies, projects, and programs based on local context and needs.
3. Identify funding options and key partners to support implementation of priority strategies, projects and programs.

For complete language, refer to the [Regional Transportation Plan](#) section 3.3.11 Transportation Demand Management Concept and Policies.