Transportation Demand Management (TDM)

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TDM Strategies and Programs
TDM Action Plan

Survey  
- Businesses, commuters, and residents
- Gauge support for and interest in TDM options
- Motivations and barriers to participation
- What opportunities are available for expansion
- What the state can do to encourage TDM best practices

Opportunities Assessment  
- Programs
- Policies
- Incentives

Performance Measures  
- Target setting
- Mechanism for tracking progress
- Celebrating successes
TDM Action Plan

**Enhanced Website**  *Summer 17*

- Resource center for commuters, employers, and TDM professionals, statewide.

**Training & Education**  *Ongoing*

- Targeted work with employers, service providers and rideshare coordinators, and public on TDM options and services

**Marketing Campaign**  *Ongoing*

- Get the word out to employers and commuters on how to take advantage of existing and identified opportunities
## Next Steps

- Website refresh
- Consultant support
  - Employer and commuter survey
  - TDM program development (Baltimore region & statewide)
- Outreach
Thank you

For more information:

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