# TDM Action Plan

## Survey

<table>
<thead>
<tr>
<th>Summer 17</th>
</tr>
</thead>
</table>
| - 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

<table>
<thead>
<tr>
<th>Fall 17</th>
</tr>
</thead>
</table>
| - Programs  
  - Policies  
  - Incentives |

## Performance Measures

<table>
<thead>
<tr>
<th>Fall 17</th>
</tr>
</thead>
</table>
| - 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:

Chris Witt
Office of Planning & Capital Programming
Maryland Department of Transportation
410-865-1279
cwitt@mdot.state.md.us