

MANAGEMENT STRATEGIES: DEMAND MANAGEMENT

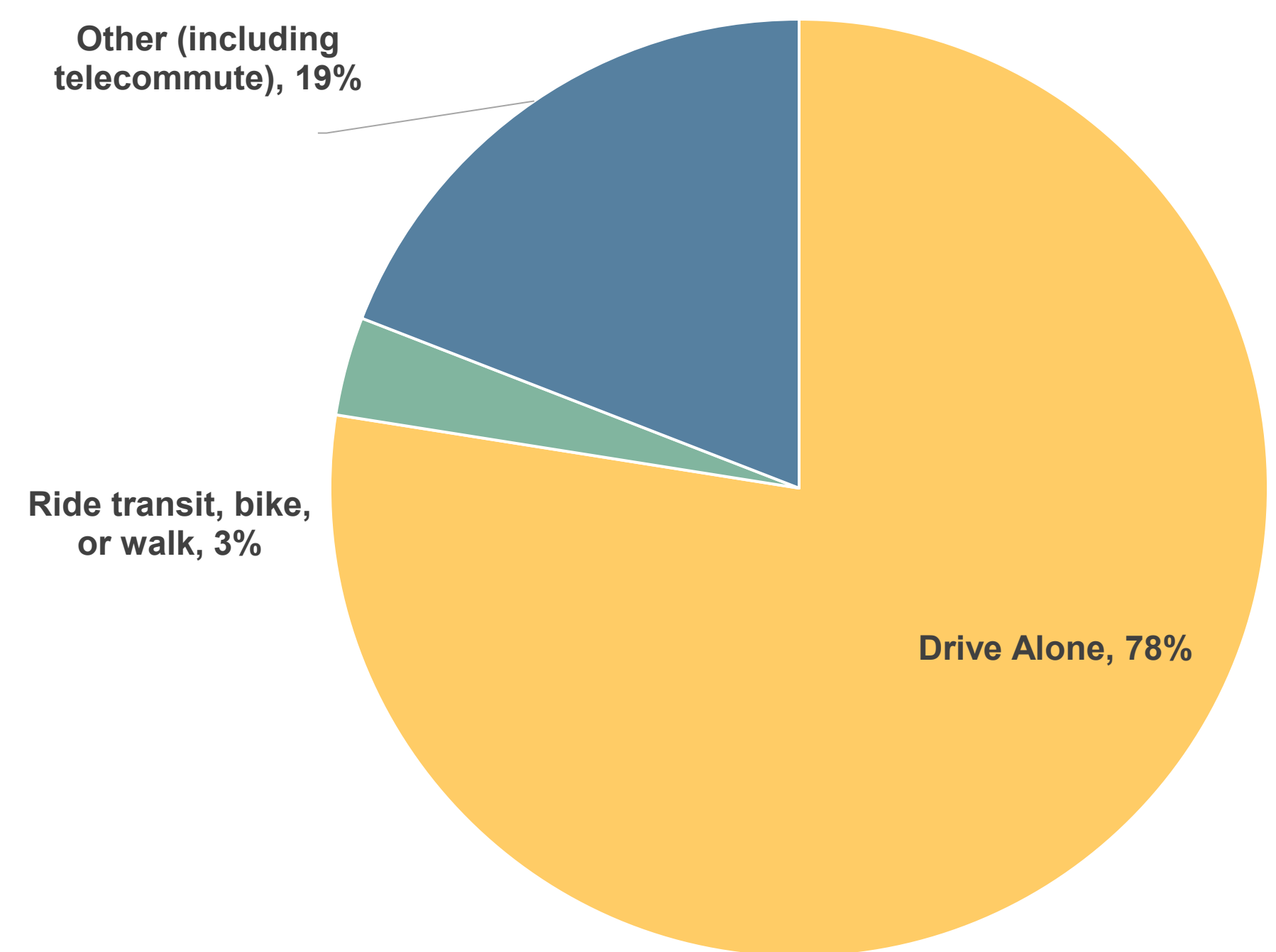
WHAT IS TDM?

Transportation Demand Management (TDM) encourages people, through education and incentives, to use transportation modes other than single-occupancy vehicles.

WHY IMPLEMENT TDM?

- Reduced roadway congestion
- Reduced travel cost
- Improved air quality
- Improved public health

Existing Commute Mode Split



OBJECTIVES AND PERFORMANCE MEASURES

Reduce the percentage of commuters driving alone, and increase the percentage of commuters riding transit, bicycle, or walking.

- 2024 Baseline: 77.5% of commuters drive alone and 3.4% of commuters ride transit, bicycle, or walk.

Refer to document or website for complete list of objectives and performance measures.

PRIMARY STRATEGIES

- Educate and market travel demand management (TDM) programs to increase use of transit, ride-share, bicycling, and walking
- Make neighborhoods safely walkable, bikeable, and accessible by transit through non-infrastructure projects and programs
- Create TDM partnerships among the facilitators and providers of all modes of transportation, community leaders, and institutions that make up high-density trip generating districts

Refer to handout or website for complete list of draft strategies

RECENT & ONGOING ACTIVITIES

- Local government and mobility partner collaboration
- Mobility Management Activities
 - 'My Mobility Plan' Initiative
 - Launch of Gohio Mobility platform
- Regional mode shift campaigns
 - Bike Month
 - Central Ohio Commuter Challenge
- Public outreach
 - Annual Bike to Work Day
 - Community and partner events