

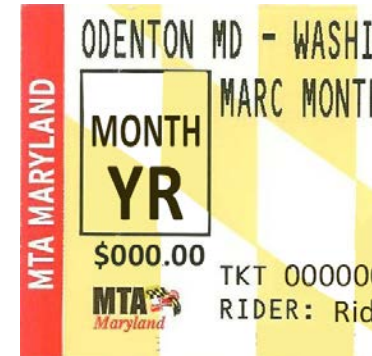
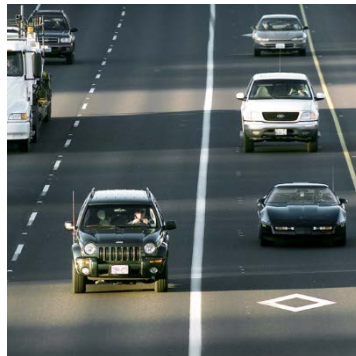


Transportation Demand Management (TDM)

Chris Witt

Office of Planning and Capital Programming
Transportation Secretary's Office

TDM Strategies and Programs



TDM Action Plan

Survey

Summer 17

- > 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

Fall 17

- > Programs
- > Policies
- > Incentives

Performance Measures

Fall 17

- > Target setting
- > Mechanism for tracking progress
- > Celebrating successes



TDM Action Plan

Enhanced Website *Summer 17*

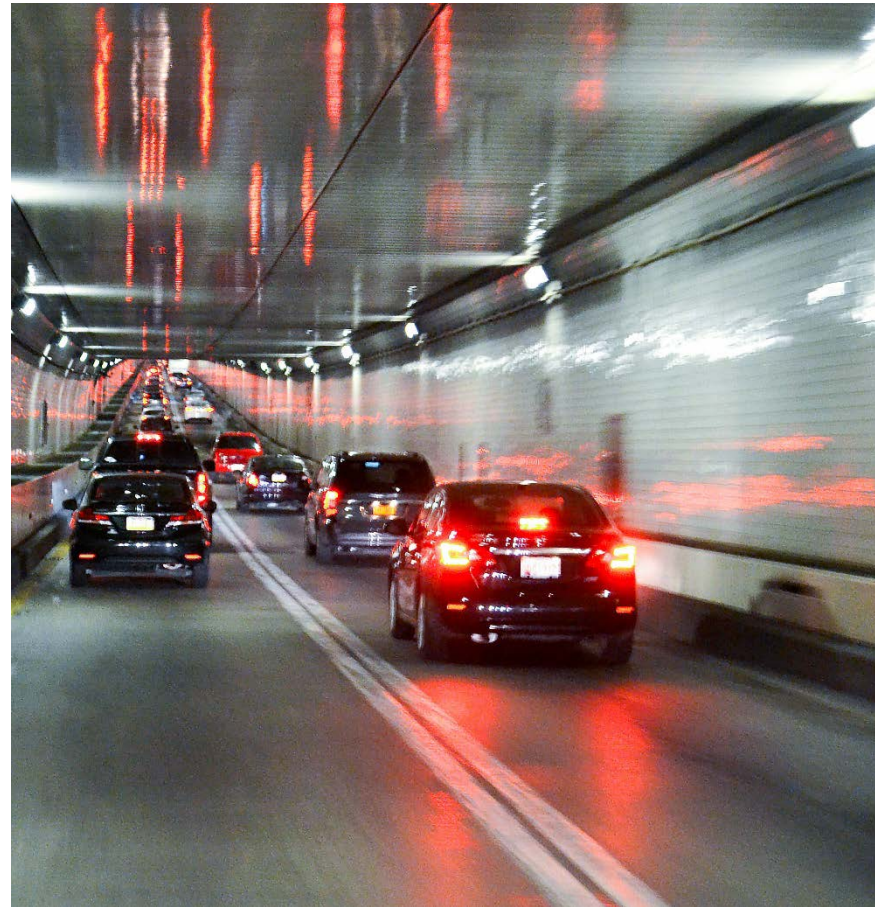
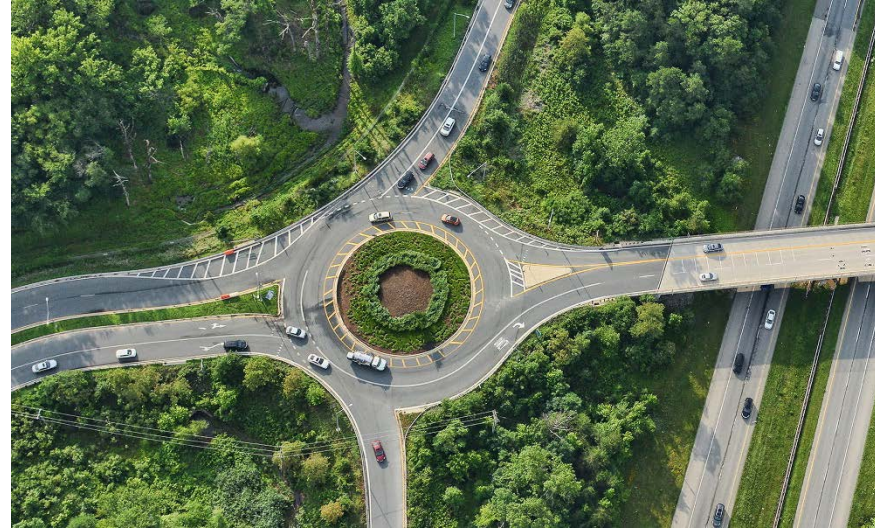
- > Resource center for commuters, employers, and TDM professionals, statewide.

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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