

# TRANSPORTATION DEMAND MANAGEMENT TOOLKIT

## TRANSIT & BUS

### Connectivity | Frequency

Increase availability of convenient, proximate and frequent transit service.

### Incentive Programs

The most common incentive is a discounted pass program. Tri-Met's annual employee Universal Pass, which provides for unlimited employee service use through this employer program.

## BICYCLE & PEDESTRIAN

### Infrastructure | Access | Signage

Bike lanes, sharrows and other networks of public right-of-way access provide a safer environment.

Encourage convenient, safe access plan.

Clear wayfinding signage to key destinations.

### Bicycle Parking | Amenities | Info | Incentives

Bike racks, bike boxes, wall racks and/or bike hubs.

Shower/locker facilities, bike repair stations.

Trip planning, maps, web communications, kiosks.

Incentive programs through local partnerships

## CARSHARING

### Zipcar | Car2Go | Getaround

Member access to a fleet of centrally owned and maintained vehicles located near residences, workplaces, or transit hubs.

## TRANSPORTATION MANAGEMENT ASSOCIATION

### GoLloyd | Washington Park | South Waterfront

Non-profit, member-controlled organization that provides transportation services in a particular area, such as a commercial district, mall, campus, industrial park or transportation corridor.

## WHAT IS TDM

Strategies that increase overall transportation system efficiency by encouraging a shift from single-occupant vehicle (SOV) trips to non-SOV modes, or shifting auto trips out of peak periods.

TDM seeks to reduce auto trips – and hopefully vehicle miles traveled – by offering a variety of transportation option tools.



Transit



Bus



Bicycle



Pedestrian



**RICK WILLIAMS CONSULTING**  
Parking & Transportation

