

Transportation Demand Management (TDM) Program

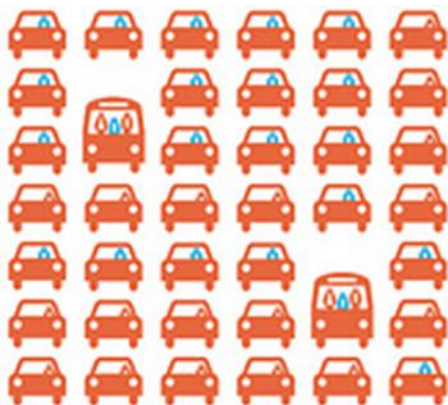
FY 16 TDM Operations Grant Docket Memo



What is Transportation Demand Management?



- Encourages travel using any method except driving alone
- Increases travel choices, offering the opportunity to choose how, when and if travel will occur
- Aims to balance demand with the transportation system
- Promotes more efficient use of the existing transportation systems



Credit: Flickr user trapgosh

Benefits of TDM



Adopted Plans



Plan

Language

Strategic Plan, Goal #3

"A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians. Increase the use of non-single occupancy vehicle modes of transportation."

Transportation Master Plan,
Transportation Vision

"Envisions a transportation system that encourages the use of alternative modes of transportation, reducing dependence on the private automobile."

Eco-City Charter

"Encourage modes of transportation that reduce dependence upon the private automobile by promoting mass transit and pedestrian- and bike-friendly transportation networks."

Department of Rail and Public
Transportation Strategic Plan
Goals

"Increase communication to the general public, businesses and community decision-makers on transportation choices and telecommuting"

Employer Outreach



Programs and Services

- Van Start/Van Save
- Commute Benefit Assistance



Outreach

- 3,800 Personal Contacts
- 35 On-site events
- 67 Sales meetings

Community Outreach



Programs and Services

- 140 Retail Partners
- 1,700 New Homeowner Mailings



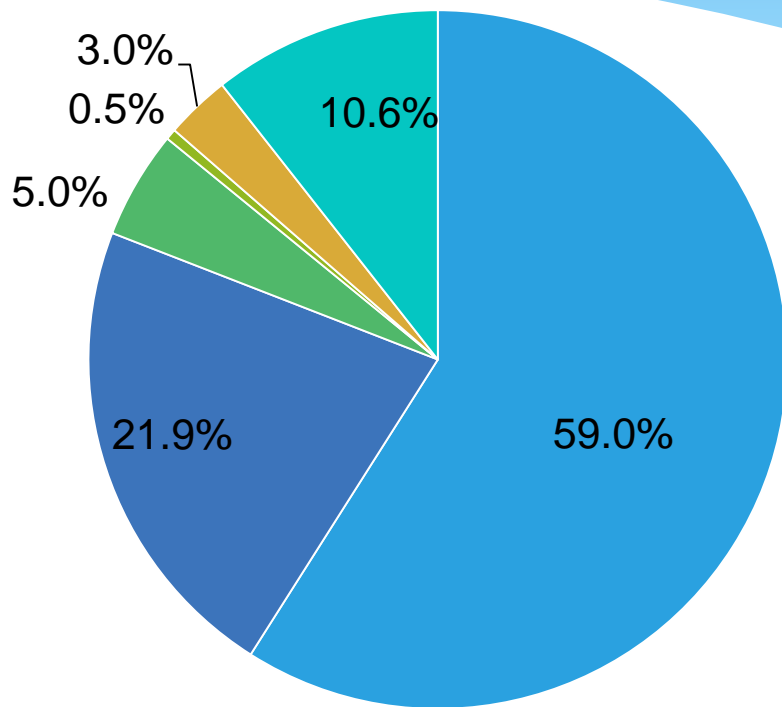
Outreach

- 43 Events Attended
- 50,000 brochures distributed

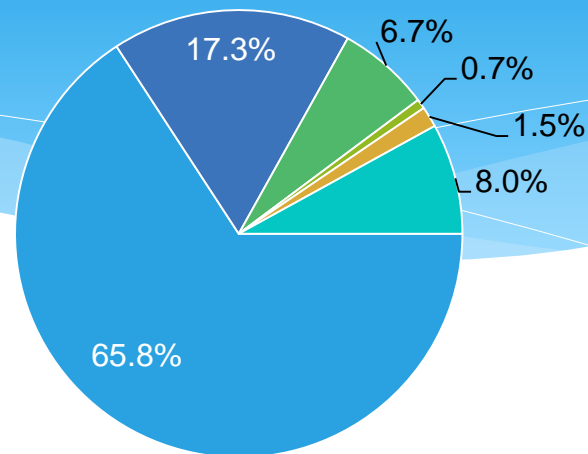
Regional Travel Modes



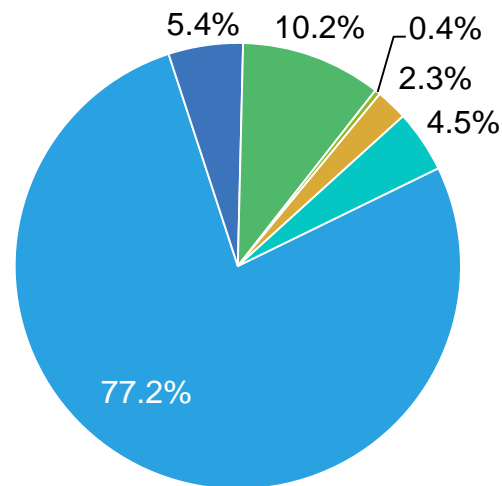
Alexandria



D.C. region



Virginia



Goals and Strategies



Number reached through Local Motion

FY 2013	127,411	
FY 2014	133,997	+5.2%



Number of customer engagements

FY 2013	14,295	
FY 2014	20,120	+40.7%

Percent of commuters who drive alone

FY 2014	
Region	66%
Alexandria	59%



Coordination with Partners

