



# Transportation Demand Management (TDM)

Transportation demand management (TDM) refers to strategies and incentives that expand commuter options to reduce parking demand and road congestion. These strategies focus on decreasing single-occupancy vehicle use, encouraging multimodal trips, and by providing opportunities for telework or flexible work schedules.

TDM initiatives can be employer-led, with businesses providing these strategies and incentives as employee benefits. However, some cities, counties, and states require employers of a certain size or type to offer such commute incentives to meet air quality or greenhouse gas reduction targets, or to achieve mode-shift goals. For example, the City of San Diego's Transportation Alternatives Program encourages City employees to use transit by offering free transit passes for MTS services.



TDM focuses on promoting alternative mobility options  
Source: City of San Diego, 2019

## PROGRAM HIGHLIGHTS



### Estimated Initiation Timeframe

Existing program; Ongoing



### Implementation Cost

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### Potential Funding Sources

- » General Fund
- » Federal, state, regional grants
- » Public-private partnerships



### Leading Departments

Risk Management and Sustainability and Mobility



### Collaborating Entities

Other City departments, partner agencies (e.g., SANDAG), private employers



### Relevance to Mobility Master Plan Goals

Goal 10



### Relevance to Climate Action Plan

Actions 3.3a, 3.3b



### Incorporating Community Engagement

TDM programs can help subsidize transit fares, vanpool programs, and carpool programs, and create more amenities for those who bike and walk to work (e.g., shower facilities and bike storage) thereby encouraging use of sustainable mobility options for those traveling to work.

## PROGRAM IN ACTION

The City of Portland seeks to reduce parking demand and single-occupancy vehicle use by offering a variety of "transportation wallets" to residents and employees. Portland's Transportation Wallet program incentivizes the use of transit, streetcars, bikeshare, scootershare, and rideshare. Portland has created three different wallets, each with a unique set of benefits like transit passes, bikeshare credits, and carshare credits. The wallets are intended for use by those living or working in the Central Eastside and Northwest Parking Districts, low-income households, and people moving into new multi-unit buildings.



Transportation Wallet program in Portland  
Source: Portland Bureau of Transportation, 2024