

APPENDIX D – TRANSPORTATION DEMAND MANAGEMENT (TDM)

Transportation Demand Management or TDM, is a general term for strategies that increase overall system efficiency by encouraging a shift from single occupant vehicle (SOV) trips to non-SOV modes, or shifting auto trips out of peak periods. The City's TMP acknowledges the relevance of TDM to meeting the City's overall objective to provide greater transportation mode choice, and seeks to consider TDM opportunities in major transportation projects (Enabling Strategy (g), section 5.1.2 of TMP).

TDM seeks to reduce auto trips and ideally vehicle kilometers traveled by increasing travel options. This is achieved through transportation efficient land uses and urban design to reduce the physical need to travel and through providing incentives and information to encourage and help individuals modify their travel behaviors.

The cumulative impacts of a comprehensive set of TDM strategies can have a significant impact on travel behavior, system efficiency and single occupancy vehicle trip rates. While integrated transportation and land use planning can and should be very intentional in reducing travel demand, pursuing complementary programs, such as Community-Based Travel Marketing program in a neighbourhood that has recently benefitted from new transit or active transportation infrastructure further increases the impact of the approach, strengthening the value of the investment in infrastructure.

CBTM References:

- Final Report on the Community-Based Travel Marketing Pilot conducted in 2009 by the Green Action Centre (then called Resource Conservation Manitoba) in a defined area of Fort Rouge/River Heights, can be accessed at http://www.gov.mb.ca/ia/at/pdf/winsmart_cbtm.pdf
- A description of the Individualized Travel Marketing initiative implemented in Portland Oregon, in conjunction with the opening of a new light rail can be found here: <https://www.portlandoregon.gov/transportation/article/142341> This initiative determined a growth in transit trips of 24% in the control area where there was no intervention, but a growth of 44%, or nearly twice as much, in the Individualized Marketing project area.