

# Transportation Management

Transportation Management (TM) refers to programs and policies designed to reduce travel demand and to improve utilization of the transportation system. TM encompasses both transportation demand management (TDM) and transportation system management (TSM).

**Slightly Aggressive** - These strategies are designed to ease the transition of a community into the application of TM measures and have the potential to reduce traffic by up to 2 percent.

1. Public Awareness/Education Programs
2. Variable Work Hours (Flex Time)
3. Telecommuting
4. Ride sharing/matching
5. Bicycle/Pedestrian Improvements

**Moderately Aggressive** - When developed and implemented as a package, these TM measures could reduce traffic by 2-5 percent.

1. Transit Expansion
2. Demand Responsive Transit
3. Increased Transit Service Headways
4. Shuttle Service
5. Connective Transit Service
6. Park and Ride/Intercept lots
7. Intelligent Transportation Systems (ITS)