



# WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

## What is transportation demand management (TDM)?

Transportation demand management (TDM) strategies are becoming more valuable as increasing pressure is placed on the region's roads and highways. By shifting single-occupant vehicles off the road during peak periods, encouraging carpools and transit or eliminating work trips altogether, we can help relieve congestion and improve air quality.

Some strategies for relieving congestion and improving air quality have been well established in the region. Carpooling, vanpooling, riding transit, biking and walking are all part of a typical TDM program. New efforts are underway to encourage more compressed work weeks, alternative work hours and teleworking.

## Why is transportation demand management important?

Transportation Demand Management (TDM) is a key element of the Atlanta Regional Commission's **Regional Transportation Plan**. This plan encourages the use of alternative transportation in the 20-county air quality non-attainment zone. The goal is to reduce traffic congestion and improve air quality for all Georgians.

## What is the RideSmart program?

In an effort to reduce travel demand, particularly during peak hours, RideSmart was formed by the Atlanta Regional Commission in 1995. RideSmart works with area employers to help provide employees with commuting option programs. It continues to provide services directly to the general public and to employers through contracts with the region's employer service organizations. Currently, RideSmart provides the following:

- A **regional service** for commuters to find potential **carpool**, vanpool, bike partners, **SchoolPool** partners or transit routes.
- A centrally-administered regional **Guaranteed Ride Home (GRH) Program**.
- Funding sub-allocations for **Employer Service Organizations (ESOs)** to conduct outreach and market the regional programs to employers.
- A comprehensive Web site at [www.MyRideSmart.com](http://www.MyRideSmart.com) for these and other commuting programs.

Across the nation and throughout the world, commuters are using efficient and practical alternatives to their cars. RideSmart is one program helping to provide those options in the Atlanta metro area.

## WHAT IS PLAN 2040?

**PLAN 2040** is metro Atlanta's long-range planning process for land development and transportation needs through the year 2040. It will guide growth by addressing not only land use and transportation issues, but economic, environmental, housing and human services challenges, as well.



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## Where else can I find TDM programs?

Across the metro area, a number of Employer Service Organizations provide TDM assistance to employers as well as the general public:

- **Atlantic Station Access + mobility Program**
- **Buckhead Area Transportation Management Association**
- **Clayton State University**
- **Clean Air Campaign**
- **Clifton Corridor Transportation Management Association**
- **Cobb Rides Ridesharing**
- **Cumberland CID Commuter Club**
- **Parking Georgia Tech Transportation**
- **Atlanta Downtown Transportation Management Association**
- **Hartsfield Area Transportation Management Association**
- **Midtown Alliance**
- **Perimeter Transportation Coalition**
- **Douglas County RideShare**

## How can someone participate in developing Plan 2040?

Metro Atlanta residents can participate in ARC's Plan 2040 activities in several ways:

- Regularly visit the Plan 2040 Web site at [www.atlantaregional.com/plan2040](http://www.atlantaregional.com/plan2040) for the latest information about the planning process. Check the "Get Involved" section of the site for discussions, meetings and other ways to share thoughts and ideas.
- Email comments to ARC at [plan2040@atlantaregional.com](mailto:plan2040@atlantaregional.com)
- Share ideas at ARC's group page on LENS on Atlanta at [www.lensonatlanta.org](http://www.lensonatlanta.org)
- Call ARC with comments or questions:
  - 404.463.3272
  - TTY number is 404.463.3272

## Helpful links for more info

To learn more about TDM:

- **Why Manage Travel Demand?** from the Victoria Transport Policy Institute
- **ARC Regional Snapshot on Atlanta's travel patterns**
- **ARC Regional Snapshot on Promoting Alternative Transportation in the Atlanta Region**

To find carpool or vanpool partners and to explore transit, biking and walking options:

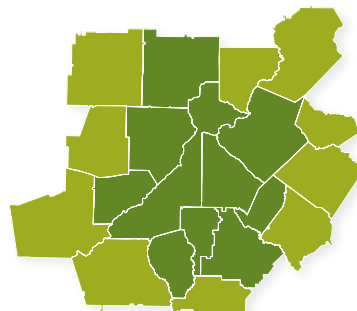
- **MyRideSmart**

This document can be found on ARC's Web site at [www.atlantaregional.com/plan2040](http://www.atlantaregional.com/plan2040). For assistance in viewing this document, contact [plan2040@atlantaregional.com](mailto:plan2040@atlantaregional.com) or 404.463.3272.



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## WHAT IS THE ATLANTA REGIONAL COMMISSION?

ARC is the regional planning and intergovernmental coordination agency for the **10-county** metropolitan area. For transportation planning, ARC's area of responsibility includes all or parts of **20 counties** and the City of Atlanta.