

# Transportation Demand Management

## Creative Solutions to Maximize Efficiency

Nelson\Nygaard knows how to get the greatest possible productivity out of a transportation system, finding a way to move more people within the same amount of space or for the same amount of money. For us, TDM goes far beyond simple shuttles and vanpools: comprehensive TDM strategies are integral to the way we approach city design and allocation of scarce transportation resources.

We have planned, implemented, administered and troubleshooted a broad range of TDM programs, using an array of financial, physical and policy tools including parking cash-out and guaranteed ride home programs, car-sharing, amenities for cyclists, universal transit passes, real-time information, educational programs, and various parking management strategies. No firm has achieved as much success in implementing TDM as Nelson\Nygaard: for dozens of public and private clients, we have reduced automobile trip generation rates by 20 to 40 percent, eliminating hundreds of thousands of vehicle trips annually across the country. Our successes include TDM plans for entire cities, downtown areas, suburban office parks, major employers, university campuses, hospitals, new developments, and transit station areas and corridors.

Our TDM plans provide practical, cost-effective alternatives. We have helped cities to achieve carbon reduction, mobility, livability, economic and budgetary goals. We have helped win approval for controversial projects by reducing traffic impacts, and we have helped our clients reduce costs by providing alternatives to expensive parking construction, mitigation fees, litigation and roadway widenings.

