

# TRANSPORTATION DEMAND MANAGEMENT



Nelson\Nygaard knows how to get the most productivity out of a transportation system, moving more people in the same amount of space or within the same budget. For us, TDM goes beyond shuttles and vanpools: it is integral to how we approach city design, parking management, and the allocation of transportation project funds.

## Experience

Nelson\Nygaard's senior staff have hands-on experience managing award-winning TDM programs around the country. We have planned, implemented, administered and troubleshooted a wide variety of TDM programs, including parking cash-out, car-sharing, housing subsidies, transit pass and shuttle programs, along with more traditional tools.

## Proven Success

No firm has achieved as much success in implementing TDM as Nelson\Nygaard. In dozens of projects, we have reduced automobile trip generation by 20% to 40%, eliminating hundreds of thousands of vehicle trips annually across the country. Our successes include TDM plans for suburban office parks (NASA Research Park), major employers (Genentech, Microsoft), university campuses (UC Davis, Stanford), and entire downtowns (Berkeley).

## Employer

Our TDM plans have helped win approval for controversial development projects by reducing traffic impacts. Our plans also help our clients reduce costs by providing alternatives to parking construction, mitigation fees, litigation and roadway widenings.

## Recent Projects include:

- **San Francisco, California** — Treasure Island TDM Transportation Plan
- **NASA Ames Research Park, California** — Transportation Demand Management Plan
- **Alameda County, California** — Guaranteed Ride Home Program