

2021 Regional Plan  
Programs and Policies

# TRANSPORTATION DEMAND MANAGEMENT



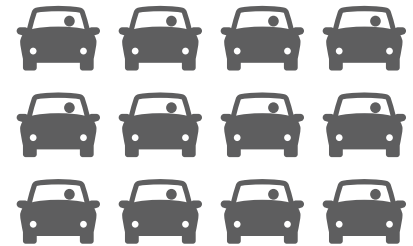
Transportation Demand Management (TDM) refers to policies and programs that help reduce commute-related traffic congestion. Typical TDM programs promote carpooling, vanpooling, taking transit, biking, and walking to work. When used widely, these alternatives—along with telework and compressed work schedules—can significantly reduce congestion on our region’s roadways.

As recently as 2019, 80% of commuters in the San Diego region drive alone to work, while only 12% carpool and 4% take transit. iCommute, SANDAG’s TDM program, offers several programs that promote alternatives to driving alone. In 2019, their programs made significant impacts on changing travel behavior:

- More than 4,800 vanpool participants saved more than 5 million gallons of gas
- 183 employees from 15 different employers signed up to try transit for the first time
- During Rideshare Week, employees who usually drive alone took 1,636 rideshare carpooling trips

Major highway and transit investments cannot eliminate traffic congestion alone; commuter behavior also will have to change. TDM strategies will succeed when people have a range of attractive travel choices. Existing commute patterns provided a starting point for SANDAG to reimagine the transportation system and develop the 5 Big Moves – Transit Leap, Complete Corridors, Mobility Hubs, Flexible Fleets, and Next OS. Implementing enhanced TDM strategies is vital to shaping travel behavior that supports the vision.

## How would it work?



### TDM Alternatives



Transit



Bike



Telework/  
Flex Schedules



Rideshare/  
Carpool



Walk



Vanpool



## Who implements TDM and how?

SANDAG, cities and other local jurisdictions, and employers can implement TDM strategies.



### Commuter Benefits

Programs and amenities such as secured bike lockers and free emergency rides home can make it easier for commuters to use transit and other alternatives to driving alone. **(SANDAG, jurisdictions, employers)**



### Financial Subsidies

TDM programs can include financial incentives and pre-tax benefits that lower out-of-pocket costs for those who do not own a car or choose alternatives to driving alone. **(SANDAG, employers)**



### Marketing, Education, and Outreach

Outreach events, educational campaigns, and marketing strategies help raise awareness of commute choices. **(SANDAG, jurisdictions, employers)**



### Parking Management

Employers can offer cash incentives or transit passes instead of a parking space to encourage employees to choose alternatives to commuting alone in a car. **(Employers)**



### TDM Policy

A TDM ordinance requires employers or developers to provide transportation benefits and amenities that encourage sustainable transportation choices. **(SANDAG, Air Pollution Control District, jurisdictions)**



### Flexible Work Schedules

Employers can develop workplace policies that promote telework, flexible schedules, and/or compressed work schedules with the aim of reducing traffic congestion. **(Employers)**

## What should I know about TDM in San Diego?

SANDAG operates a TDM program called iCommute for the San Diego region. iCommute manages the regional vanpool program, Guaranteed Ride Home services, bike encouragement programs, and various incentive and marketing programs, mostly through its work with more than 200 employers. On average, employers that work with iCommute have reduced the number of employees who drive alone to work by 10%.

## What does SANDAG do?

- Supports commuters, regional employers, and local jurisdictions by providing programs and services that promote sustainable commute options and incentives, supporting the development of local TDM policies, and helping develop and implement programs that serve commuters.
- Designs a regional telework pilot program that provides businesses with assistance and incentives for offering telework to employees.
- Considers a regional TDM policy that would require large businesses to implement their own TDM plans. These plans would identify strategies to reduce the number of employees who drive alone to work.
- Considers a new program to fund the design and implementation of pilot projects and collaborative partnerships that promote alternatives to driving alone through innovative mobility solutions. Potential projects could expand beyond traditional TDM strategies to integrate forward-thinking strategies such as shared streets, shared mobility services, technology-based solutions, and more.

## Resources

SANDAG iCommute program  
[iCommuteSD.org](http://iCommuteSD.org)

Victoria Transport Policy Institute TDM Encyclopedia  
[vtpi.org/tdm/](http://vtpi.org/tdm/)