



# Advancing TDM Policy

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Executive Director

# This is Your Association

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**Community:**  
1,100+ TDM professionals



**Professional Development:**  
Virtual & in-person  
learning, networking



**Career Growth:**  
Certification, mentoring,  
leadership training



**Industry Advancement:**  
Advocacy, public policy,  
government affairs

# ACT Cornerstones

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**Commuters:** Focus on Moving People



**Innovation:** Invest in New Technologies, Practices, and Business Models



**Collaboration:** Integrate & Leverage all Entities Delivering Solutions



**Performance:** Place Value on Delivering the Best Solutions



# Introducing the MORE through TDM Act

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Mobility Options, Resiliency, and Efficiency through TDM Act

# Why is legislation needed?



Transportation Demand Management appears nowhere within the FAST Act



Eligible TDM strategies vary by region



No Dedicated Funding for TDM programs



Increase variety of TDM strategies eligible for federal support

# What will the legislation do?

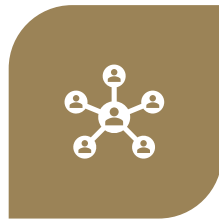
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DEFINES TDM



DEFINES TDM STRATEGIES



DEFINES TRANSPORTATION  
MANAGEMENT  
ASSOCIATION



INCLUDES TDM IN  
METROPOLITAN LONG-  
RANGE PLANS & TIPS



REQUIRE MPOS IN  
NONATTAINMENT OR  
MAINTENANCE AREAS TO  
ESTABLISH TDM TARGETS



SUPPORTS NEW UTC  
RESEARCH ON TDM

# Defining TDM

The use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system leading to improved mobility, reduced congestion, and lower vehicle emissions.

# What will the legislation do?

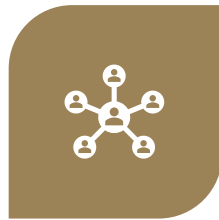
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# Establishes New TDM Program

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AUTHORIZES THE CREATION  
OF TDM PROGRAM TO  
IMPLEMENT TDM



\$100 MILLION/FY



AVAILABLE TO ALL STATES



APPORTIONED USING SAME  
CALCULATION OF CMAQ

# Eligible Projects

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Technology

Marketing &  
Promotion

Real-time  
information

Work zone  
management

Development of  
plans for  
preparedness &  
resilience

Improve flow of  
people

## Eligible Entities

TDM product and service providers

TDM associations

TMA<sub>s</sub>/TMO<sub>s</sub>

MPO<sub>s</sub>

RTA<sub>s</sub>

# State & National Advisory Committees

## State Advisory Committees

- Further TDM principles
- Public/Private Sector
- Oversee State TDM Plan

## National Advisory Committee

- Under FHWA Administrator
- Public/Private Sector
- Cross cutting
- Report every 5 years on implementation

# Current Actions & Next Steps

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## Seeking Cosponsors

Goal of 10-12 cosponsors  
Dear Colleague letter sent in February  
Formally introduce legislation



## Influence Transportation Authorization

Working with House T&I Committee  
Seeking opportunities to include language

## Special Update on TDM-CP

- First professional certification for TDM
- Completed Beta exam in February
- Postponing first public exam to September
- Candidate Handbook available at [www.actweb.org](http://www.actweb.org)

