

## transportation demand management

### Description

**Transportation Demand Management (TDM):** a program of information, encouragement, and incentives provided by local or regional organizations to help people know about and use all their transportation options to optimize all modes in the system—and to counterbalance the incentives to drive that are so prevalent in subsidies of parking and roads. These are both traditional and innovative technology-based services to help people use transit, ridesharing, walking, biking, and telework. ([Mobility Lab](#))

### Category

1. Uncategorized

### Date Created

November 10, 2021

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