

# TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) is the use of policies, programs, services and products to influence whether, why, when, where and how people travel. This diagram below outlines the key components of TDM.

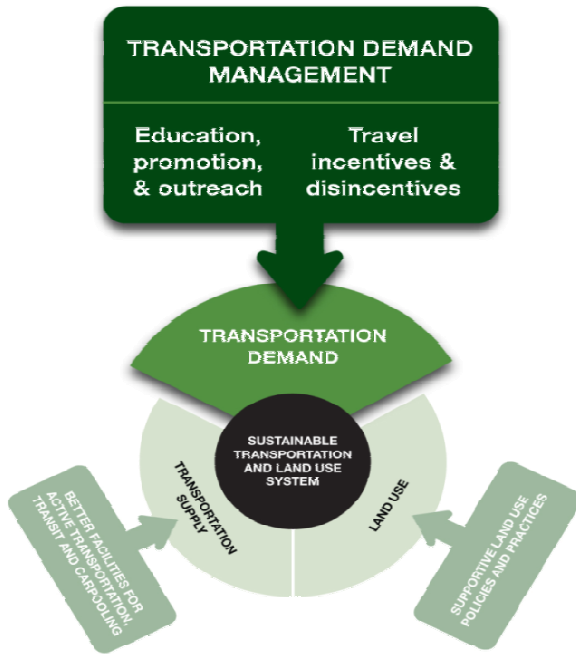


Figure 1

TDM shapes the economic and social factors behind personal travel decisions, and complements efforts to make land use and transportation supply more sustainable.

Education, promotion and outreach play a significant role the success of being successful in achieving sustainable transportation.

By managing the demand for travel, City of Vernon can reduce the need for costly new or widened roads (approximate cost to tax payer is \$1 Million/KM), diminish the social costs of car use, and increase the return on their investments in transit, walking, cycling and carpooling facilities.

Partnerships and communication within the City of Vernon departments and outside the corporation is key in moving towards sustainable transportation that benefit all users. Figure 2 shows the relationships of the partnerships involved.

Figure 2

