

Transportation Demand Management

is moving people, not vehicles, creating a more efficient use of our roadways. This results in less traffic congestion, better air quality, and even happier, healthier communities.

That's a long way of saying it's about providing and encouraging **Transportation Options** for those who want them.



WHAT IS TRANSPORTATION DEMAND MANAGEMENT?



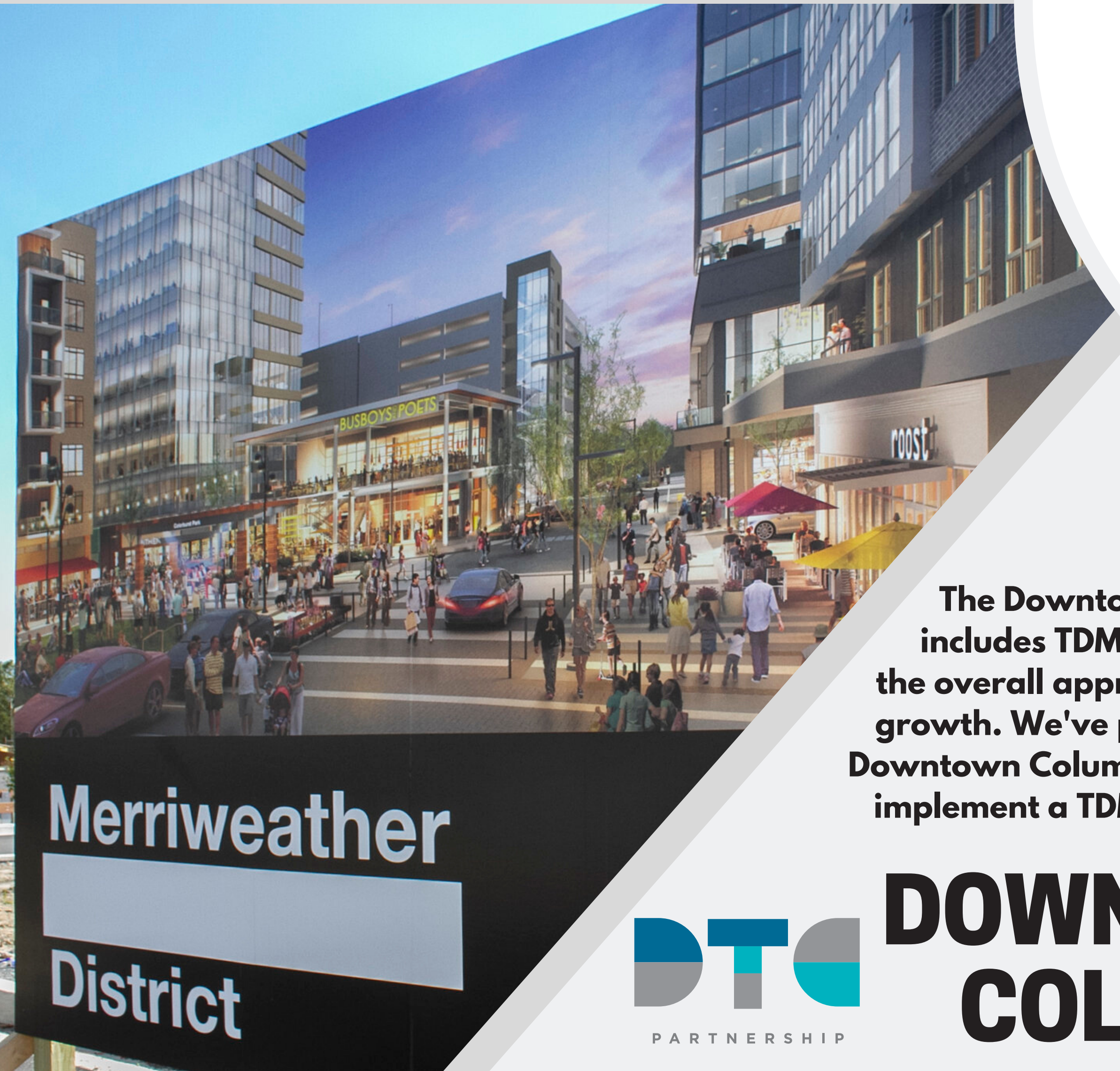
INCENTRIP:
Earn rewards for smart commuting

TRAVEL TRAINING:
Learn the skills to travel safely and independently on fixed-route public transportation

GUARANTEED RIDE HOME:
Get a free and reliable ride home when life's unexpected emergencies arise

BIKE TO WORK DAY:
Join us in Downtown Columbia for the largest pit stop in the Central Maryland region

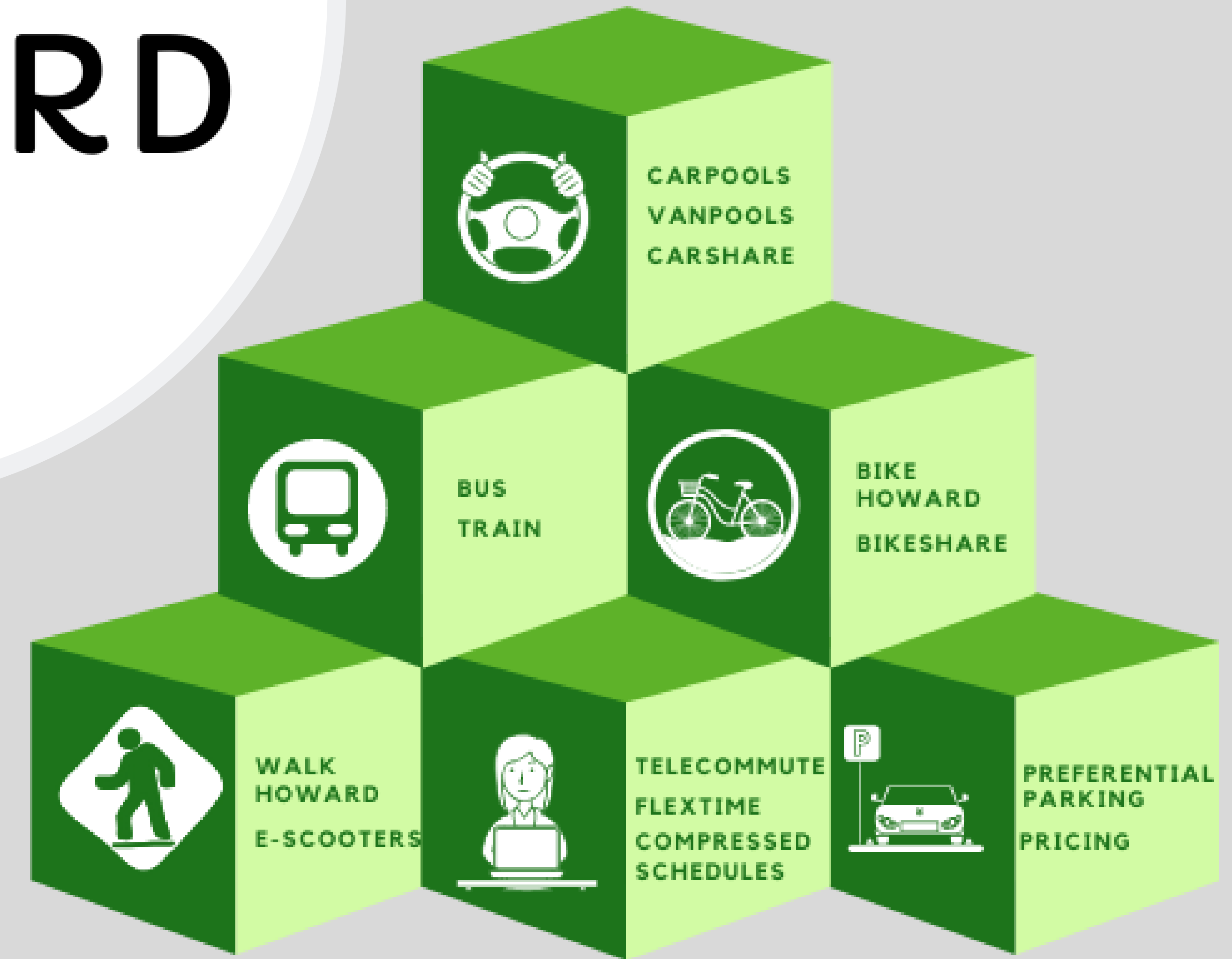
RESOURCES & EVENTS



The Downtown Columbia Plan includes TDM as one element of the overall approach to managing growth. We've partnered with the Downtown Columbia Partnership to implement a TDM program in DTC.



DOWNTOWN COLUMBIA



TDM BUILDING BLOCKS