



Planning for Transportation Demand Management: A Contemporary Approach

Winter 2017

WORKSHOP DATE & TIME:

March 2, 2017
8:30 A.M. - 4:30 P.M.

LOCATION:

Denver Regional Council of
Governments (DRCOG)

Independence Pass Board
Room

1290 Broadway
Denver, CO 80203

COST: Free

Managing demand is about providing travelers with travel choices, such as work location, time of travel, mode, and route. In the broadest sense, demand management is about providing travelers with effective choices to improve travel reliability.

A WORKSHOP

This workshop is designed to bring together transportation planners, traffic management professionals, transit operations staff, and transportation demand management (TDM) professionals to gain an understanding of contemporary approaches for influencing travel behavior and planning for demand management.

Today, transportation agencies are faced with a rapidly-evolving landscape of technological innovation, public-private partnerships, and new business models for providing mobility choices to transportation system users. In this workshop, participants will discuss:

- The role of demand management in this rapidly changing urban transportation landscape, including ways to support a full array of choices – location, time of travel, mode, and route – and new shared mobility options.
- The relationship of demand management to traffic management – including concepts such as integrated corridor management (ICM) and active transportation and demand management (ATDM).
- The role of TDM in supporting regional goals for mobility, reliability, and enhanced transportation system performance.
- Actions and institutional structures for integrating demand management into regional planning.

The workshop will result in the following outcomes for participants:

1. Identify opportunities to broaden the scope of demand management beyond traditional alternative commute mode programs and to address emerging issues such as shared mobility.
2. Identify how to build institutional capability to support effective demand management.
3. Develop an action plan for improving integration of demand management into existing and future planning activities.



The workshop builds upon the [FHWA Desk Reference on Integrating Demand Management into the Transportation Planning Process](#), as well as other resources on influencing travel choices.

REGISTRATION

To register, please RSVP by **February 17, 2017** to **Casey Collins, DRCOG** at ccollins@drcog.org.

For more information, contact:

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 or 202.366.4069

Workshop Participants

Workshop participants should include transportation planners at the state, regional, and/or local levels; traffic management professionals; transit operations staff; and transportation demand management (TDM) professionals.

Workshop Host

The workshop may be hosted by a State department of transportation (DOT), metropolitan planning organization (MPO), or other agency interested in advancing planning for and collaboration around demand management. The ideal host agency would have a champion who can support moving ideas forward that come out of the workshop.

Sample Workshop Agenda

MORNING	
	Introduction to the Workshop
	Overview about Demand Management/Executive Summary
	TDM and Planning Integration in the Region: Strengths, Weaknesses, and Opportunities
	Emerging Approaches, Strategies, and New Directions for Demand Management: <ul style="list-style-type: none"> • Shared Mobility • Integrating TDM and Traffic Operations
AFTERNOON	
	TDM and Planning Assessment Exercise
	Discussion: Opportunities to Integrate Demand Management into the Planning Efforts in the Region
	Action Plan Development
	Wrap-Up

FHWA will provide facilitators and will develop a workshop summary and action plan as a product of the workshop.

More Resources

More resources on demand management are available from FHWA at: http://www.ops.fhwa.dot.gov/plan4ops/trans_demand.htm.

