Travel Demand Management
Changing behavior to reduce congestion
Traffic, congestion, rush hour — call it by any name, the costs are the same: lost money, lost time, inconvenience, frustration and unwelcome increases in greenhouse gas emissions.

The cause of congestion is simple: demand versus capacity. Finding the solution to this problem is challenging. That’s where we come in.
Strategies that move people

We understand the cost of congestion on communities and on the people who live there. Our industry-leading Travel Demand Management (TDM) practice designs and executes programs to change travel behavior—especially at peak commuting times—so people can get where they need to go with less aggravation, less cost and less impact on the environment.

TDM is built on strategies typically applied at worksites to influence travel behavior. It incorporates traditional approaches like ridesharing, teleworking, walking, bicycling and public transit. With rising trends in telework, car/bike/scooter sharing, on-demand services, and real-time applications, these strategies redistribute commuter travel across a variety of options and away from daily peak periods.

Tailored solutions
- Driven by traveler needs
- Incorporate behavioral science and latest technology
- Sustainable and responsive to changes in the transportation landscape
- Simple to understand and operate
- Comprehensive and designed for expansion
- Personalized to regional transportation policies, priorities and needs
- Able to produce quantifiable mileage and emission reductions

Integrated services
- Comprehensive TDM program planning, design, management and evaluation
- School travel assessments and Safe Routes to School program management
- Worksite and commuter outreach
- Marketing and promotional campaigns
- Call/resource center operations
- Stakeholder engagement
- Commuter incentive program development and implementation
- Technology services
Our services — **Your solutions**

**Turnkey program management**

Our specialty is hands-on program management. Clients trust us with their programs because we offer honest, direct, real-world assessments of opportunities and challenges, and we produce quantifiable results.

**Stakeholder engagement**

Our project teams coordinate and cross-promote with employers and transportation stakeholders, transit and vanpool service providers, car-scooter- and bike-share programs, and transportation management associations and agencies. We also work with colleges, universities and property management companies.

**TDM marketing**

Our travel behavior campaigns incorporate a mix of strategies to raise awareness and promote the benefits of more sustainable travel options. Our marketing efforts include social media, mass media, promotions, events, traditional collateral, educational videos, web and mobile application development and digital marketing.

**Sustainability**

LEED certification is the most commonly used green building rating system in the world. It accelerates the adoption of sustainable building and development practices by creating and implementing universally accepted tools and performance measurements. Through the implementation of our qualifying worksite TDM programs, our professionals help companies qualify for LEED certification in the sustainable sites category.

**Call/resource center operations**

We help states, regions and transit agencies implement highly effective, multilingual customer support services through call centers, web-based chat functions, text support and social media messaging. We also help refocus, consolidate and modernize existing programs.

**Program planning and evaluation**

Clients appreciate our candid assessments of their TDM programs. For too long, true impact assessments—or lack thereof—have hidden behind excuses like “it’s impossible to compare programs” or “it’s too difficult to measure the outcomes.” Focus has been on measuring procedures instead of production. When done correctly, TDM programs can very cost-effectively remove cars from the road. Without proper planning, evaluation and analysis techniques, programs will never meet their potential.

No organization has run as many successful trip reduction programs in more diverse settings around the world than AECOM.

Our TDM professionals customize programs to meet requirements and position clients on the leading edge of the industry.

We use proven behavioral science, the latest technology and comprehensive outreach to develop trip reduction programs that balance community, employer and commuter needs, while positively influencing travel habits. Our behavior-change initiatives include training, direct traveler assistance, interactive ride matching, incentives, promotional campaigns and emergency ride home programs. We also help implement customized worksite commute option programs such as commuter tax benefits, parking management, vanpool formation and on-site amenities.
Our projects

We have successfully managed some of the world’s most high profile TDM programs.

Safe Routes to School, Massachusetts, U.S.A.
This comprehensive school-focused partnership program reaches nearly 60% of students from kindergarten to grade eight. It offers walk assessments, arrival/dismissal observations, built environment evaluations, assistance with school and municipal policies, and parent/guardian travel survey data collection.

Our TDM professionals are managing the engineering, education, encouragement, enforcement, equity, and evaluation of the program. This includes technical guidance with program design and implementation as well as pedestrian/bicycle safety trainings and other targeted educational activities for students, parents/guardians, and the community.

Commuter Services of Pennsylvania, Pennsylvania, U.S.A.
Our partnership with the Susquehanna Regional Transportation Partnership helped form this non-profit, worksite-based commuter program fifteen years ago. Our team of TDM professionals manages the day-to-day operation of this program and coordinates outreach efforts to over 450 employer and community-based organizations.

With a focus on mobility, trip reduction and improved air quality in both urban and rural communities, this collaborative effort encapsulates input from eight metropolitan planning organizations, six transit agencies and seven chambers of commerce. Delivered in cooperation with the Pennsylvania Department of Transportation, this successful program reaches more than 1.3 million commuters across 13 counties.

CTrides, Connecticut, U.S.A.
We are managing the CTrides program on behalf of the Connecticut Department of Transportation. This statewide program provides a wide range of technical and informational services focused on changing travel behavior and supporting the state’s extensive commuter rail and bus network.

CTrides engages with hundreds of major employers and educational institutions to provide activities that encompass mode shift, statewide commuter events, commuter surveys, an emergency ride home program, ride-matching, statewide telework services, a 24/7 customer service call center and an advanced digital rail alert system. Its services are supported by an extensive marketing and communication program made up of several websites, on-line apps and social media activities.
Club Ride Commuter Services  
Nevada, U.S.A.

On behalf of the Regional Transportation Commission of Southern Nevada, we are overseeing the operation, marketing and outreach on this incentive-based program. Club Ride works with employers and commuters in the Las Vegas Valley to establish custom commute programs and offers incentives to encourage commuters to try new modes for getting to work.

In addition to program management, our TDM team developed touch screen kiosks and mobile applications to increase reporting on commuter activities. We maintain a database of commuters on behalf of 350 employers to track mode shift, air quality impacts and employee participation. Club Ride also offers bilingual outreach and a marketing component for Spanish-speaking residents who make up 30 percent of the community. The program was awarded the U.S. Environmental Protection Agency’s Clean Air Excellence Award for Community Action.

Let’s Get to Work  
Manchester, U.K.

This Transport for Greater Manchester project encourages workers to shift to sustainable transportation for business trips and commutes. One of the largest of its kind in the U.K., the program includes more than 40 regional businesses and 14,000 workers. Our team is working across all aspects of the program, including personalized travel packs for more than 8,000 employees, on-line and in-person employee meetings, and a three-month participant monitoring survey to assess travel needs and patterns.

Travel Smart  
Singapore

Undertaken for the Land Transport Authority, our TDM professionals designed and implemented this pilot program that incentivizes morning travel behavior shifts by offering free or reduced fare rides on public transit. Focused on flexible work practices, the program offers personalized travel planning advice and includes facilities for employees who choose to walk or cycle to work. Benefits include reduced property costs and progress toward environmental goals.
About AECOM

AECOM is built to deliver a better world. We design, build, finance and operate infrastructure assets for governments, businesses and organizations. As a fully integrated firm, we connect knowledge and experience across our global network of experts to help clients solve their most complex challenges. From high-performance buildings and infrastructure, to resilient communities and environments, to stable and secure nations, our work is transformative, differentiated and vital. A Fortune 500 firm, AECOM had revenue of approximately $20.2 billion during fiscal year 2018. See how we deliver what others can only imagine at aecom.com and @AECOM.