



Transportation Demand Management (TDM) in Tennessee

February 19, 2021

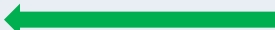





TDOT Long Range Planning Division

Congestion Mitigation and Air Quality (CMAQ) Improvement Program

Tennessee CMAQ Eligible Project Areas



Eligible CMAQ Project Categories

2013 CMAQ Interim Guidance – Eligibility Categories	
VII.F.1	Diesel Engine Retrofits and Other Advanced Truck Technologies
VII.F.2	Idle Reduction
VII.F.3	Congestion Reduction/Traffic Flow Improvements
VII.F.4	Freight/Intermodal
VII.F.5	Transportation Control Measures
VII.F.6	Transit Improvements 
VII.F.7	Bicycles and Pedestrian Facilities 
VII.F.8	Transportation Demand Management 
VII.F.9	Public Outreach and Education 
VII.F.10	Transportation Management Associations 
VII.F.11	Carpooling/Vanpooling 
VII.F.12	Car Sharing
VII.F.13	Extreme Low-Temperature Cold-Start Programs
VII.F.14	Training
VII.F.15	Inspection and Maintenance Programs
VII.F.16	Innovative Projects
VII.F.17	Alternative Fuels and Vehicles

Transportation Demand Management

- Information, encouragement & incentives to help people become aware of all transportation options
- Counterbalance the incentives to drive that are prevalent in subsidies of parking and roads
- Traditional and innovative technology-based services to help people use transit, ridesharing, walking, biking, & telework.

- Mobility Lab



Statewide TDM Plan

- Decrease reliance on single-occupant vehicles
- Increase customer access to available programs and services
- Streamline the administration, marketing, and evaluation of TDM programs
- Increase awareness and state support for TDM programs and initiatives

STATEWIDE TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN for Tennessee Nonattainment and Maintenance Areas



Existing TDM and Transit Grantees in TN

Region 4 / Memphis



midsouthcleanair.org



Region 3 / Nashville



Region 2 / Chattanooga



Region 1 / Knoxville



Innovative Projects



Swipe and Ride Program

- Free transit pass for state employees who work in Metro Nashville & Memphis areas
- Development of database and dashboard to help us track ridership and participation trends.
- Targeted outreach and marketing initiatives as state employees return to the office later this year.



Looking Forward

- Improve statewide and regional collaboration between existing and new TDM programs and transit agencies.
- Develop TDM focused policy guidelines.
- Establish CMAQ funding priorities for transit and TDM strategies.
- Increase involvement in outreach efforts with Tennessee's largest employers.



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Thank you!