

TRANSPORTATION DEMAND MANAGEMENT (TDM)

This board describes some of the ways the project will provide more choices for your commute along the I-66 corridor.



ENHANCED TDM STRATEGIES

- **Promote the use of existing and proposed transit services and park-and-ride facilities through:**
 - I-66 corridor marketing and outreach
 - Limited-time fare buy-downs for new transit users
 - Financial incentives and assistance for formation of carpools and vanpools
 - Support bicycle and pedestrian travel within the corridor
 - HOV-2 to HOV-3 conversion awareness
 - Expanded employer outreach
 - Innovative first/last mile solutions
- **Existing TDM strategies in the region will continue**
- **To begin as part of Transportation Management Plan (TMP) during construction**

BENEFITS

- Online, mobile, and printed easy-to-understand materials so **you understand what services are available and how to use them**
- **Money for you** to try new transit services and travel options
- **Logistical and financial support to form new vanpools** and keep them going
- Resources to help you **adjust to the HOV-2 to HOV-3 conversions**
- Services to **make the trip between your first/last destination and transit stops easier**



*Commuter information.
 Photo: Arlington County
 Commuter Services*



*Passengers boarding Metrobus
 Photo: Kimley-Horn*



*Vanpooling
 Photo: Fairfax County RideSources*