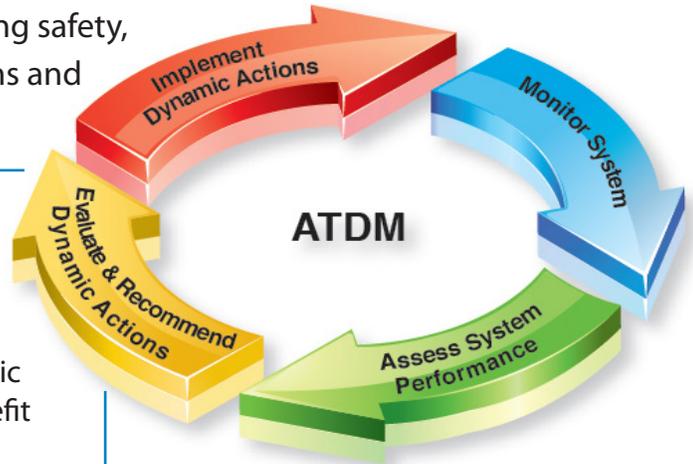


ATDM Fact Sheet

(Active Transportation Demand Management)

What is ATDM? ATDM is the dynamic management, control, and influence of travel demand and traffic flow on the transportation network. Through tools, incentives and assets, traffic flow is managed and traveler behavior is influenced in real-time to achieve operational objectives, such as preventing or delaying breakdown conditions, improving safety, promoting sustainable travel modes, reducing emissions and maximizing system efficiency



What are key benefits of ATDM?

- Travel time reductions
 - Traveler safety improvement
 - Regional air quality improvement
 - Regional fuel consumption reduction
 - Regional transportation cost reduction
 - Maximizes volumes within existing roadways
- At-grade water crossing closures during storm events
 - Education regarding mobility, safety, economic and environmental benefit of strategies

How can we implement ATDM regionally?

- Market study to determine level of incentives
- Secure funding for ATDM program management and incentives
- Select regional entity to manage the ATDM network under guidance of jurisdictions
- Create/select ATDM app/platform for region
- Determine dynamic incentives for ATDM strategies based on network status
- Market region to download ATDM smart device phone/car app
- Implement ATDM platform
- Adjust incentives based on observed benefit-cost of strategies

What are ATDM strategies?

- Incentivize distributed routing (distribute travelers across available corridors proportional to corridor capacity)
- Incentivize peak load shifting (distribute travelers prior to or post rush hours)
- Incentivize mode distribution (distribute riders to transit, car share/pools, bike, scooter and pedestrian modes)
- Incentivize not exceeding speed limit and low acceleration driving
- Incentivize not touching phone while driving
- Adaptive signaling

