

## **Bundle 2 – Transportation Demand Management**

Context, Policies, and Actions  
*Changes Tracked from Original Ordinance*

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### ***The Built Environment - Transportation Demand Management***

**WEBSITE CONTEXT** - Transportation Demand Management (TDM) utilizes public private partnerships to reduce peak hour travel. Plano currently partners with the Plano Independent School district (ISD) for staggered hours of operation that disperse school personnel and students during peak travel time. With major employers in multiple business parks, there are numerous opportunities for further TDM partnerships through ridesharing, tele-commuting, and varied work hours. Plano will utilize TDM measures to reduce ~~journey~~ travel time to work ~~trips~~ and mitigate traffic congestion.

**POLICY** - Plano will utilize Transportation Demand Management to ~~improve air quality, reduce journey to work trips, and~~ mitigate traffic congestion and improve the safety and efficiency of the existing roadway system during periods of high travel demand, such as morning and afternoon rush hour.

**TDM1)** Partner with the ~~corporate~~ business community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.

**TDM2)** ~~Pursue and develop incentives for businesses to participate~~ Encourage participation in the TDM program by pursuing, promoting, and demonstrating the benefits to the business community.

**TDM3)** Share ideas, expertise, and knowledge with innovative businesses focused on transportation-oriented, such as ridesharing or automobile companies ~~within Plano, and other stakeholders~~ regarding the city's transportation planning efforts.

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**POLICY** - Plano will utilize Transportation Demand Management to mitigate traffic congestion and improve the safety and efficiency of the existing roadway system during periods of high travel demand, such as morning and afternoon rush hour.

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**TDM3)** Share ideas, expertise, and knowledge with innovative businesses focused on transportation, such as ridesharing or automobile companies, and other stakeholders regarding the city's transportation planning efforts.

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