Vehicle miles of travel reduced for each day one person teleworks.

From rural areas to big cities, managing demand helps WSDOT get the most from investments. It’s an upward path to healthy communities, sustainable mobility and a strong economy.

Number of vanpools driving more than 18,000 people to work each weekday in the Puget Sound region — the nation’s largest vanpool program.

Number of bicyclists and pedestrians counted in nearly 40 communities across the state during a.m./p.m. commute over three days in September 2012.

Number of people carried in:
- 177 cars
- 3 buses
- 1 light rail train

Share of person trips served by transit through the SR 520 corridor.

Share of people an average HOV lane carries on a five-lane freeway in morning rush hour. Adding an HOV lane moves more people with less traffic.

42–51 mph
Estimated vehicle speed necessary for maximum throughput.

46%
Share of person trips through the I-5/SR 99 corridor taken by transit, vanpools and carpools. Transit accounts for about 20% of person trips.

30
Vehicle miles of travel reduced for each day one person teleworks.

34%
Share of people an average HOV lane carries on a five-lane freeway in morning rush hour. Adding an HOV lane moves more people with less traffic.

60%
Increase since 2007 in use of variable message signs to manage demand with real-time traffic information.

Path to the top

Demand management toward greater efficiency

Get more info: www.wsdot.wa.gov/choices/demand
Transportation demand management is a strategy for system efficiency. It employs economical tools and techniques that help projects to perform at their highest potential. The strategy is rooted in collaboration and uses approaches such as ridesharing, parking pricing, transit enhancements and public awareness.

Three essential strategies for WSDOT’s mission to keep Washington moving are operating efficiently, strategically adding capacity and managing demand. Transportation demand management spurs collaboration to moving are operating efficiently, strategically adding capacity and managing demand. Demand management spurs collaboration and uses approaches such as ridesharing, parking pricing, and real-time traffic information, manages construction traffic impacts, builds new pedestrian and bicycle facilities, administers grants and manages a free, bi-state ridesharing service called RideshareOnline.com.

The Lloyd District, in Portland, Ore., set ambitious goals for new work commutes. It reduces traffic by 200 vehicles in the project corridor could significantly ease traffic over the next decade. The strategy also includes new pedestrian and bicycle facilities, encouraging telework and flexible work schedules and rewarding workers for making efficient transportation choices.

**What factors are most important to demand management success?**

- Strong collaboration with local partners
- Clear understanding of affected travel markets
- Thorough analysis of existing and potential opportunities

**Who pays for demand management in WSDOT projects?**

- Local employers offer incentives for workers to reduce drive-alone commutes
- Transit agencies fund services through local sales tax revenue and fares
- A statewide multimodal budget pays for the state Commute Trip Reduction program
- State and federal grants help fund local and regional programs
- Some demand management strategies, such as tolling or priced parking, also generate revenue

**What does WSDOT already do to manage demand?**

Among other activities, WSDOT leads statewide Commute Trip Reduction programs, uses HOV lanes and electronic tolling to manage traffic, monitors real-time traffic information, manages construction traffic impacts, builds new pedestrian and bicycle facilities, administers grants and manages a free, bi-state ridesharing service called RideshareOnline.com. WSDOT planners and project engineers to consider strategies that optimize system performance and efficiency and reduce the need for additional capacity.

**Am I expected to consider demand management strategies for my projects?**

Yes. WSDOT planners and project engineers to consider strategies that optimize system performance and efficiency and reduce the need for additional capacity.

**How might I consider applying this strategy to a project?**

- Consider analyzing your team’s project needs and objectives
- Identify appropriate demand management strategies
- Evaluate the potential benefits and costs of implementing the strategy
- Collaborate with local partners and stakeholders
- Consider the feasibility and practicality of implementing the strategy

**Does demand management really make a difference in system performance?**

Yes, but results vary. In urban areas opportunities are many – transit service and transit passes, vanpooling and compressed work schedules have proven effective at reducing drive-alone trips and improving system performance.

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