

2025 REGIONAL PLAN
Policies and Programs

Transportation Demand Management



Anyone who commutes during peak hours in our region has been stuck in traffic: that's why we're working on many strategies to address this – including Transportation Demand Management (TDM). TDM is a combination of policies and programs that help reduce traffic congestion. Typical TDM programs promote carpooling, vanpooling, teleworking, taking transit, biking, and walking to work.

As recently as 2023, 71% of commuters in the San Diego region drive alone to work, while only 18% carpool and 3% take transit. Our TDM program, Sustainable Transportation Services, works with employers to offer their employees choices other than driving alone. In 2023, these programs made significant impacts on changing travel behavior:

- We currently have 395 active vanpools, which helped almost 26,000 people commute in 2023.
- 269 employees from 16 different employers signed up to try transit for the first time.
- During Bike Anywhere Day, over 9,000 people across the region rode their bike.

We know investing in upgrades to our public transit and highways won't address all our region's traffic problems alone. Commuters need other transportation options that are competitive with driving and that create new habits. We imagine a future where people in our region have a range of attractive travel choices.



What does this look like in practice?

Commuter Benefits

Offering transit pass discounts and amenities like secure bike parking and free emergency rides home can make it easier for commuters to use transit and other alternatives to driving alone.

Who Can Make This Reality?

- SANDAG
- Other agencies
- Workplaces

Marketing, Education, and Outreach

Hosting booths at events, educational campaigns like Bike Anywhere Day, and other marketing strategies help raise awareness of commute choices other than solo driving.

Who Can Make This Reality?

- SANDAG
- Local cities and the County
- Workplaces

Policy and Program Connections



Climate

Digital
Equity

Health

Pricing
Strategies

Technology &
Improvements



TDM Program

Supporting employers and housing developers to provide transportation benefits and amenities that encourage sustainable transportation choices.

Who Can Make This Reality?

- SANDAG
- Other agencies
- Workplaces
- Building developers

Financial Subsidies

Incentives and pre-tax benefits that lower out-of-pocket costs for those who choose alternatives to driving alone. For example, our regional vanpool program offers a monthly subsidy that goes towards the lease of a vehicle.

Who Can Make This Reality?

- SANDAG
- Workplaces

Parking Management

Offering cash incentives or transit passes instead of a parking space to encourage employees to choose alternatives to commuting alone in a car.

Who Can Make This Reality?

- Workplaces

Flexible Work Schedules

Policies that promote telework, flexible schedules, and/or more hours on less days

Who Can Make This Reality?

- Workplaces

How can employers take advantage of TDM programs?

SANDAG works with more than 200 employers to help them develop customized plans that aim to encourage their staff to make sustainable transportation choices. These plans support their employees by connecting them to our Sustainable Transportation Services, such as the regional vanpool program, Guaranteed Ride Home services, and bike encouragement programs. On average, workplaces that participate in TDM programs have reduced their employees who drive alone to work by 10%.

What has SANDAG been working on and what are we considering next?

- Providing programs and services that promote sustainable commute options.
- Working with schools and housing developments in areas close to transit stops to encourage more sustainable travel.
- Bi-annual community-wide events, such as Bike Anywhere Day and Clean Air Day, to encourage and reward people for using sustainable commute modes.
- Supporting policies that would require large businesses or developers to reduce the number of their employees or residents who drive alone to work.
- Future programs include expanding our Try Transit program to housing developments near transit and to residents served by community-based organizations, expanding an e-bike program, and supporting schools with the development of a trip reduction plan to make student and staff commutes more sustainable.

Learn more

Visit [SANDAG.org/sts](https://www.sandag.org/sts) for more information.

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