

CONNECT Centralina

TRANSPORTATION DEMAND MANAGEMENT



What is **CONNECT Centralina**?

CONNECT Centralina is a transportation demand management (TDM) program that works to encourage sustainable models of travel in the greater Charlotte region.

What is **Transportation Demand Management**?

TDM is all about providing accessible, convenient transportation choices to help reduce traffic congestion and improve safety on our streets and inspire travelers to choose healthier, more sustainable transportation options.

Some examples of transportation choices include:

-  Walking & biking
-  Vanpool & carpool
-  Campus & public transit
-  Rideshare
-  Flexible work schedules



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TDM Program Goals

Building new roads or lanes is expensive, long-term and creates more demand for driving in a single-occupancy vehicle (SOV). By changing preferences and travel behaviors, TDM programs educate and encourage travelers to use existing infrastructure and non-SOV options.



CONNECT Centralina Strategies



Education & Marketing: Outreach for existing non-SOV options and educational events.



Regional Partnerships & Coordination: Encourage employer-led TDM programs and collaboration.



Incentives & Facilitation: Develop direct or partner incentives and TDM toolkits for non-SOV travel.



Technical Assistance: Support the development and implementation of TDM policies / regulations.