

What the heck is “TDM?”

Did you ever wonder how – or why – “Rideshare” and “HOV lanes” came into existence? Well, those and many other programs have been created to help lower demand on transportation systems and reduce vehicle traffic in populated areas. Collectively, these programs are known as *Transportation Demand Management* (TDM) which is a transportation planning process aimed at relieving congestion on our highways.

All TDM actions can be classified into three categories:

- Actions that promote alternatives to the automobile
- Actions that encourage more efficient use of alternative systems
- Actions that discourage automobile use

Examples of TDM programs include *ridesharing*, which gained popularity in the 1970s and includes carpooling, vanpooling, buspooling and mass transit, and *non-motorized systems* such as bicycle and pedestrian modes of travel.

TDM at MetroWest

So, why is TDM important at MetroWest? As a transit-oriented, mixed-use community, MetroWest saw significant community benefit in developing next to a Metro station to provide easy access to a reliable transportation alternative. Other elements of the MetroWest TDM plan grew from a multi-year collaborative effort among neighborhood associations, a citizens’ working group, the Fairfax County Department of Transportation, the Fairfax County Department of Planning and Zoning, the Washington Metropolitan Area Transit Authority and the Virginia Department of Transportation. In fact, we were the first development in the county to adopt a comprehensive TDM plan and we are in full compliance with all Fairfax County transportation planning mandates.

How does TDM benefit MetroWest residents?

The MetroWest TDM plan offers transportation options – and even provides incentives to residents – while also helping to create a safer, more pedestrian-friendly environment through the following:

- At the Vienna-Fairfax-GMU Metro Station itself, MetroWest creates safer and easier pedestrian and commuter access.

By having a sophisticated TDM plan in place at a major development such as MetroWest, not only is vehicular traffic managed appropriately, the resulting pedestrian-friendly surroundings enhance the interrelated residential, commercial, entertainment and social experience for residents and visitors alike.

- Saintsbury Drive is widened and improved.
- Raised pedestrian crossings and new signals smooth traffic flow from commuters and ease direct access to and from I-66 east.
- Extending Vaden Drive from Saintsbury through Metro West to Route 29/Lee Highway alleviates crowding on Nutley Street and improves Metro access.

How do TDM programs benefit MetroWest workers?

Our proximity to the Vienna-Fairfax-GMU Metro Station provides an efficient and reliable method of transportation to and from other parts of the community for MetroWest workers. And, for those workers who will drive automobiles to MetroWest, parking will be contained within decks below/among the buildings served, within individual garages, and – to a minimum degree – street-level within the project.

How does TDM benefit our neighboring communities?

For residents and visitors alike, MetroWest is designed to be a community for walking and biking. Those who come from other neighborhoods to shop or use recreational features can do so easily by Metro. The new and enhanced pedestrian connections will link communities from the south and west, Circle Woods, Hunters Branch and Blake Tree Manor to and through Metro West.

Fairfax County and the benefits of TDM

Northern Virginia is under-building the number of housing units it needs by 20,000 a year, even as it leads the nation in the creation of new jobs. Redevelopment of scarce land near Metro stations at higher densities – and with a mixed-use philosophy – helps alleviate the housing shortage without adding to unsightly sprawl and additional traffic congestion.

Learn more about TDM ...

To learn more about TDM, <http://www.metrowestva.com>