

Transportation Demand Management

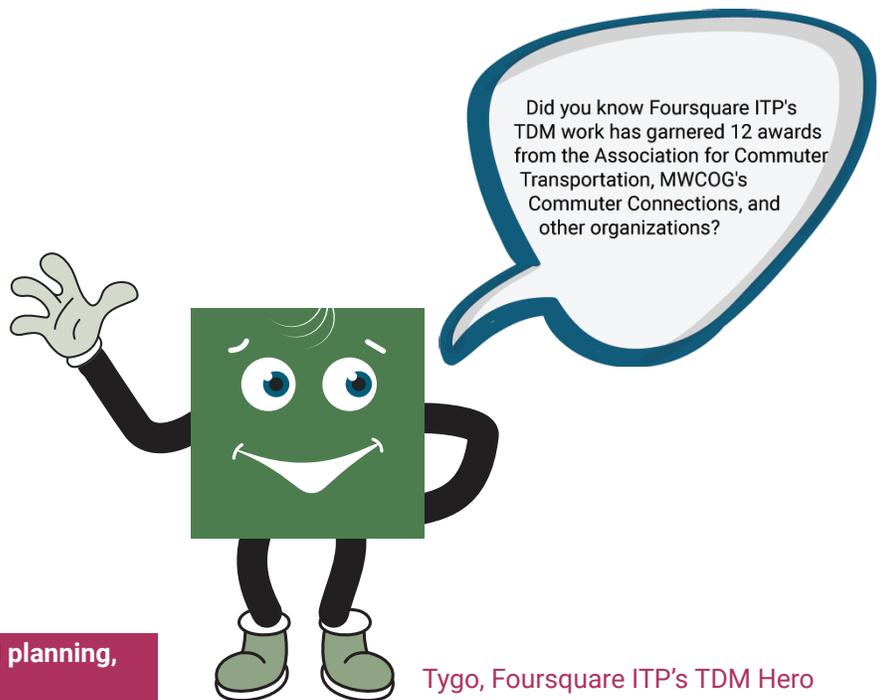


Foursquare Integrated Transportation Planning, Inc. (Foursquare ITP) provides award-winning **Transportation Demand Management (TDM)** services across the nation. As experts in behavior change, TDM operations and marketing, and strategic planning, we provide proven TDM solutions.

By collaborating with our clients and stakeholders, using data driven analysis, and applying our industry knowledge, we develop customized **TDM** solutions that will work for you.

Services:

- **TDM Program strategic plans**
- **Regional TDM plans**
- **Corridor and campus TDM plans**
- **Employer TDM plans**
- **TDM Program operations**
 - Embedding staff
 - Marketing & Outreach
 - Staff Training
- **TDM Program evaluation and dashboards**
- **TDM Policy development**
- **TDM for development policies/ordinances**



Tygo, Foursquare ITP's TDM Hero

We provide our clients with a one-stop-shop for TDM planning, implementation, and evaluation services.

What makes us different?



Collaborative

We find success by listening to and collaborating with clients and stakeholders.



Data Driven

Our TDM solutions are driven by data, showcasing real world impact of programs, strategic plans, and policies.



Adaptable

As the world changes we adapt with it, developing new and innovative TDM strategies and behavior change techniques.



Customized

We understand that for TDM strategies to work, they need to be customized and tailored at the hyper local level.

Our TDM Successes

Check out a few of our award-winning TDM programs and plans below.

goDCgo TDM PROGRAM OPERATIONS DISTRICT DOT, WASHINGTON, DC

Foursquare ITP leads the team that operates goDCgo. As a result of our work, in collaboration with DDOT, the Foursquare ITP team has helped more than 36,000 people between October 2022 and September 2023, choose sustainable transportation options when commuting to work, which removes the equivalent of 39,000 cars off the roads daily by promoting active transportation and public transit to the city's commuters, residents, and visitors.



COMMUTER BENEFITS PROGRAM STRATEGIC PLANNING AND IMPACT REPORTING METROPOLITAN TRANSPORTATION COMMISSION, SAN FRANCISCO, CA

Foursquare ITP is helping the San Francisco Bay Area Metropolitan Transportation Commission (MTC) to manage its Commuter Benefits Program. This initiative seeks to decrease single-occupant vehicle commuting, reduce vehicle miles traveled, and lower greenhouse gas emissions. Our role involves crafting a strategic plan, developing a program evaluation framework, and establishing performance metrics. Over a three-year period, we will help implement tactical strategies to achieve the program's goals and objectives, create annual work plans and produce annual reports detailing program achievements, and evaluate the program's impacts.



ARLINGTON COUNTY TDM STRATEGIC PLAN ARLINGTON, VA

Foursquare ITP developed a strategic plan for Arlington County's transportation demand management program. Arlington County has historically had one of the nation's most robust TDM programs and the county enjoys a low drive-alone mode share. With the broad adoption of telework post-pandemic along with looming fiscal challenges, the program needed to pivot to better serve the needs of Arlington residents, workers, and visitors—including a greater focus on equity populations. We developed a five-year plan for continued success and improvements to the TDM program and a clear path to tracking and monitoring program KPIs and metrics.



GEORGIA COMMUTE OPTIONS TDM PROGRAM OPERATIONS ATLANTA REGIONAL COMMISSION, ATLANTA, GA

Foursquare ITP manages outreach for Atlanta's award-winning regional TDM program, Georgia Commute Options. Our efforts transcend conventional TDM outreach by developing tailored approaches that extend end-to-end support for program implementation across diverse audiences.



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I can't wait to help you meet your TDM needs!

Contact us to learn
more and get started!

