

Transportation Demand Management (TDM) Workshop

Date: November 30, 2023 | **Time:** 9 a.m. - noon | **RSVP:** PalmBeachTPA.org/TDMWorkshop

Location: Palm Beach TPA, 301 Datura St., West Palm Beach, FL 33401

Learning Objectives:

- Highlight the importance of TDM in addressing transportation challenges
- Knowledge exchange of TDM best practices applicable to Palm Beach County
- Introduce TDM Policy Menu and Model Language
- Discuss pathways to TDM Policy Menu adoption

Activity and Topics of Interest Lead by CityFi	
Welcome and Introductions	<ul style="list-style-type: none"> • Workshop Purpose and Goals • Agenda Overview
Understanding TDM locally + State of the Practice	<ul style="list-style-type: none"> • Defining TDM • TDM's Role in Addressing Transportation Challenges • Current State of TDM and Opportunities in Palm Beach County
Introduction to the TDM Policy Menu and TDM Structures	<ul style="list-style-type: none"> • Overview of the TDM Policy Menu Structure and Categories • Policy Menu Stakeholder Guidance
Pathways to Adopt TDM Policy	<ul style="list-style-type: none"> • Governance and Delivery • Ordinance and Regulation • Incentives • Partnerships and Development Coordination • Mobility Initiatives • Pilots and Experimentation • Awareness and Education
Discussion	<ul style="list-style-type: none"> • Desired Outcomes and Implementation of TDM Policies • Concerns about Surface-Level TDM Tools Failing to Address Underlying Mobility Challenges in the Region
Overview of Best Practices and Activity (Build your own TDM)	<ul style="list-style-type: none"> • Interactive TDM Menu Activity • Qualitative Benefits of Integrating TDM Strategies
Discussion and Closing Remarks	<ul style="list-style-type: none"> • Framework Requirements for Implementation • Key Stakeholders for Effective Implementation • Funding Strategies • Next Steps