

# TRANSPORTATION DEMAND MANAGEMENT

## WHAT IS TRANSPORTATION DEMAND MANAGEMENT (TDM)?

TDM aims to reduce the number of single occupancy vehicles coming to and parking on campus by means of promoting alternative methods of travel.

## TDM Programs & Incentives

**HELP SUPPORT PRINCETON UNIVERSITY'S SUSTAINABILITY PLAN!**

Sign up for one or more of these TDM programs.



**CARPOOL** Search for potential carpool partners within the University through a safe and secure online database. **Active carpoolers receive a gas card every three months.**



**VANPOOL** Join with at least four other University employees residing in your area to start a vanpool. A van is supplied to each vanpool and fuel costs are shared among the participants, excluding a driver chosen by the group. **Active vanpoolers (excluding the driver) receive a gas card every three months.**



**MASS TRANSIT SUBSIDY PROGRAM** University employees commuting to campus via mass transit are eligible to **receive a 50% subsidy on monthly transit passes.** Eligibility and full incentive details may be found online.



**BIKE/WALK** Princeton provides a wide array of bike paths and walk ways throughout the campus. Biking and walking reduces the University's carbon footprint. Additional resources including the Princeton Bicycle Cooperative's **free bike maintenance program** and the **University Bicycle Map** may be found online.



**CAR SHARING** Need a car for a few hours or for the day? Car sharing at Princeton allows students, faculty, and staff with a driver's license to rent a car for short periods of time. Car sharing provides convenient access to cars and helps to reduce congestion and traffic on campus. Learn more online.



**GUARANTEED RIDE HOME SERVICE** This program guarantees a ride home to commuters who use alternative modes of transportation to campus and is **free of charge to users.**

To learn more about TDM Programs and Incentives, visit the Transportation & Parking Services website.

**[www.princeton.edu/transportation](http://www.princeton.edu/transportation)**