



ACTIVE DEMAND MANAGEMENT



dot.state.mn.us/mediaroom

More Information: tti.tamu.edu/policy/how-to-fix-congestion

Description

Active demand management (ADM) is any method that changes the time, route, or number of trips taken by a vehicle. Examples of ADM are:

- High-occupancy vehicle (HOV) lanes.
- Lanes that change direction depending on time of day.
- Tolls roads that change their tolls depending on time of day or traffic.
- Traffic alerts on smartphones.

Target Market

ADM helps reduce traffic congestion and can be used in any city. ADM methods work especially well in places that have:

- **Tech-savvy people** with flexible work schedules.
- **Managed lanes**—lanes with rules, such as HOV lanes and toll roads.

How Will This Help?

- **Reduces congestion** by spreading traffic out to less-busy roads and less-busy travel times.
- **Delays having to build new highways** because fewer vehicles are on the road during rush hour.

Implementation Issues

New techniques, software, technologies, incentives, and uses are developed for ADM regularly. Watch for these innovations to ensure the most appropriate solution is being planned.

An area's laws and regulations may affect how ADM is used in that area. Check for potential problems—such as use of buses on shoulders, price limits on tolls, speed limits, and how often laws and regulations are updated.

Transportation agencies that share goals can work together to improve the planning and effectiveness of ADM in their region.

COST



TIME



MODERATE

IMPACT



WHO



STATE

HURDLES



FUNDING & IMPLEMENTATION PARTNERSHIPS

SUCCESS STORIES



Katy Tollway

The IH 10 Katy Managed Lanes

are toll lanes where

the price changes based on the number of riders and the time of day. The changing toll is designed to encourage carpooling and traveling at less-busy times, which allows more people to use the interstate without having to expand it.



On Demand Bus Service

A transit service in Krakow, Poland, called TELE-Bus, allows

passengers to call for pickup.

After only six months, TELE-Bus had increased service efficiency and increased passengers by 600 percent.

