BLACKBIRD FOR TRAINING

Comprehensive Transportation Demand Management Course

18 – 22 April 2027
Istanbul (Turkey)



Comprehensive Transportation Demand Management Course

Ref: 323090_224984 **Date:** 18 – 22 April 2027 **Location:** Istanbul (Turkey) **Fees:** 4200 GBP

Course Description

This intensive 1-week course provides a comprehensive overview of transportation demand management TDM principles, strategies, and analysis techniques. Participants will learn how to develop, implement, and evaluate TDM programs to reduce congestion, improve mobility, and promote sustainable transportation options in urban areas.

Learning Objectives

- Understand core TDM concepts, strategies, and best practices
- Develop skills in TDM program planning and implementation
- Learn data collection and analysis techniques for TDM evaluation
- Gain practical experience through case studies and hands-on exercises
- Explore innovative TDM technologies and emerging trends

Course Modules

Day 1: Introduction to TDM

- TDM fundamentals and historical context
- TDM strategies overview
- Benefits and challenges of TDM implementation
- Case studies of successful TDM programs

Day 2: TDM Planning and Policy

- TDM in transportation and land use planning
- Policy frameworks for TDM implementation
- Stakeholder engagement and partnerships
- Funding sources and financial incentives

Day 3: TDM Strategies and Tools

- Ridesharing and vanpooling programs
- Public transit improvements and incentives
- Active transportation promotion
- Parking management and pricing strategies
- Flexible work arrangements and telecommuting



Day 4: TDM Analysis and Evaluation

- Data collection methods for TDM assessment
- Travel behavior analysis techniques
- Performance metrics and indicators
- Cost-benefit analysis of TDM programs

Day 5: Advanced TDM Topics

- Emerging technologies in TDM
- Integration with Intelligent Transportation Systems ITS
- TDM for special events and emergencies
- Future trends and innovations in TDM

Practical Wins for Participants

- Ability to develop comprehensive TDM programs for various urban contexts
- Skills to conduct TDM analysis and evaluation using industry-standard techniques
- Knowledge to integrate TDM strategies with broader transportation and land use planning efforts
- Capacity to leverage emerging technologies and innovations in TDM implementation

