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Traffic congestion is a growing and urgent concern for municipal governments, who are struggling to keep up with the demand on their roadways. In the post-war period, congestion mitigation policies have traditionally sought to increase the capacity for cars. This approach has not worked, since this approach has little if any long-term positive effects and has a tendency to actually increase congestion long term. A more appropriate approach to mitigating congestion is with transportation demand management (TDM). Instead of reducing congestion by making driving more convenient, TDM strategies attempt to influence the convenience, price and safety of alternative travel modes. The TDM approach seeks to reduce that demand through incentives, disincentives, promotion, education, and policy reform. TDM manages the *demand* for travel by drive alone private car, rather than catering for

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