

Traffic Demand Management

Traffic Demand Management (TDM) is the art of modifying travel behavior, usually to avoid more costly expansion of the transportation system. The most recognizable method of TDM is public transit which generally provides bus service in an urban setting. Sioux Falls currently provides bus service within the city limits. Interestingly, a municipality is prohibited by state law from providing public transit service beyond its borders.

TDM also includes other methods such as park and ride, car pooling, alternative work schedules and telecommuting. It is important to consider TDM within the scope of the Comprehensive Plan because of the numerous benefits which can be realized by county residents. Future development patterns will also determine the level of success in implementing TDM practices.

Public transit does not extend into the rural area or freestanding cities but there is evidence of other TDM activities. EROS Data Center, located six miles west of Garretson, is the workplace for 400 employees, many of whom live in Sioux Falls. A cooperative effort between employer and employees resulted in the purchase of vans which are used for ride sharing. Not as visible are the ride sharing efforts which have developed among commuters from outlying areas of the county, especially those who work for large Sioux Falls employers such as the hospitals.