

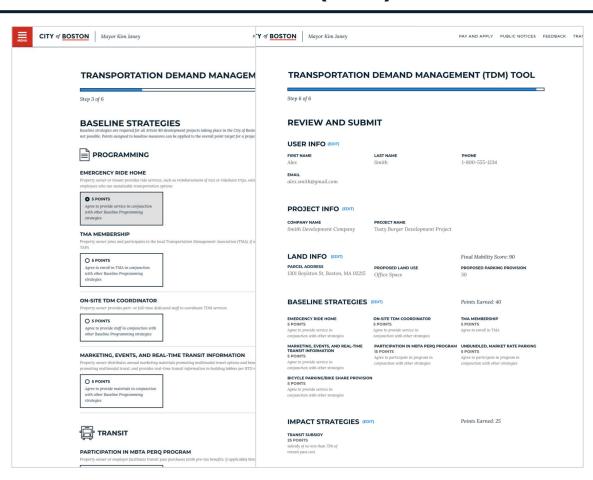
OVERVIEW

- Transportation Demand Management (TDM) lists out a series of strategies land developers can utilize to meet the City of Boston's climate standards to reduce the number of vehicle miles driven
- These standards are ranked on a Points System. Selecting different strategies awards a different amount of points
- Once the number of points reaches a specific goal, the land development project is compliant with the City of Boston's standards
- These strategies are usually negotiated between city planners and land developers
- My project focuses on the digital and print products for land developers to submit their strategies to begin this negotiation process



TRANSPORTATION DEMAND MANAGEMENT (TDM) TOOL

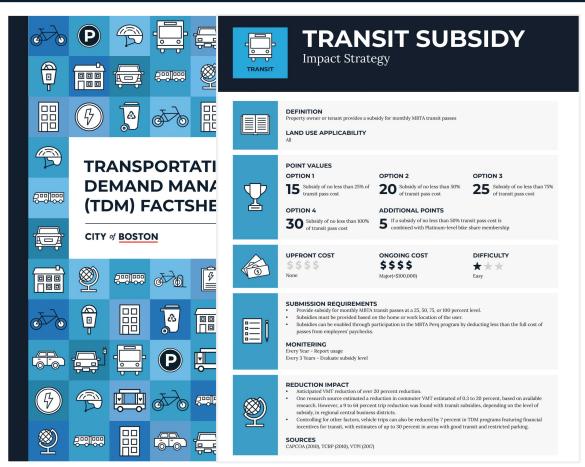
- Main project was a designing a digital portal to submit TDM strategies
- Went through three iterations of design and feedback with the Digital Team and Department of Transportation
- Conducted user tests with land developers and focus group with city planners





TRANSPORTATION DEMAND MANAGEMENT (TDM) FACTSHEETS

- Secondary project was a TDM Factsheets that explained the different strategies
- Utilized InDesign to create template for factsheets that be further iterated on
- These factsheets will be linked in the digital form







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