	Area-wide Ridesharing	Bicycling	Employer Programs	HOV Lanes	Park and Ride	Parking Management	Road Pricing	Traffic Flow Improvements	Transit Improvements	Trip-reduction Ordinances	Voluntary No-drive Days	Work Schedule Changes
Area-wide Ridesharing	■	0	+	+	+	+	+	-	-	+	+	?
Bicycling	0	■	+	0	0	0	0	0	0	+	0	+
Employer-based Transportation Management	+	+	■	+	+	+	+	-	+	+	+	+
HOV Lanes	+	0	+	■	+	+	+	-	+	+	+	?
Park and Ride	+	0	+	+	■	+	+	-	+	+	+	+
Parking Management	+	0	+	+	+	■	+	0	+	+	+	0
Road Pricing	+	0	+	+	+	+	■	-	+	+	+	0
Traffic Flow Improvements	-	0	-	-	-	0	-	■	-	-	-	0
Transit Improvements	-	0	+	+	+	+	+	-	■	+	+	?
Trip-reduction Ordinances	+	+	+	+	+	+	+	-	+	■	+	+
Voluntary No-drive Days	+	0	+	+	+	+	+	-	+	+	■	+
Work Schedule Changes	?	+	+	?	+	0	0	0	?	+	+	■

Key			
+	Mutually supportive	0	Limited or no interaction
-	Conflicting measures	?	Will vary with situation

FIGURE 2-1. Example packaging considerations among selected TCMs (note these associations are general; individual cases may vary).*

* For further examples and discussion, see Rosenbloom. 1978: Wilbur Smith & Associates, 1981; Horowitz. 1977.

	Supplementary Package							
Basic Package	Work-hour wages	Pricing techniques	Restricting access	Changing land use	Prearranged ridesharing	Communications substitutes	Traffic engineering	Transit treatments
Work-hour changes		+	0	0	-	+	-	+
Pricing techniques	+		0	+	-	0	-	+
Restricting access	0	0		+	-	0	+	+
Changing land use	0	+	+		0	+	-	-
Prearranged ridesharing	-	0	0	0		0	-	-
Communications substitutes	0	+	0	+	-		-	-
Traffic engineering	+	0	-	+	-	0		-
Transit treatments	+	+	+	0	-	0	-	

FIGURE 2-2. Packaging opportunities for eight measures proposed by Rosenbloom (1978).

	Major Problem Areas			Special Problem Areas	
	CBDs of Large Cities	CBDs of Small Cities	Urban Freeways & Aterials	Roadways with Strong One-directional flow	Roadways with Limited Options for Alternative Routes
Work-hour changes	5	7	5	5	5
Pricing techniques	2	1	8	7	1
Access restriction	4	2	6	8	6
Land use changes	3	5	3	4	3
Prearranged ridesharing	6	6	4	3	4
Communications substitutes for travel	8	8	7	6	8
Traffic engineering techniques	7	3	2	1	7
Transit treatments	1	4	1	2	2
Key:	1 = Most effective			8 = Lease effective	

FIGURE 2-3. Ranking of the proposed packages' applicability to five traffic congestion locations.

Source: Rosenbloom, 1978.