Travel Demand Management (TDM) for Safer Streets Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Travel Demand Management (TDM) has emerged as a transformative strategy for cities worldwide, aiming to optimize urban mobility, reduce congestion, and enhance road safety. With urban populations growing at unprecedented rates, traditional infrastructure expansion alone is no longer sustainable. Travel Demand Management (TDM) for Safer Streets Training Course provides professionals with innovative tools, data-driven strategies, and actionable insights to manage travel demand effectively while promoting safer streets. Participants will explore how behavioral change, technology integration, and policy interventions can collectively reduce traffic incidents, improve air quality, and foster sustainable urban mobility.

This course emphasizes hands-on learning and real-world applications, empowering transportation planners, urban designers, and policymakers to implement TDM solutions that prioritize safety and efficiency. Through practical case studies, interactive discussions, and scenario-based exercises, attendees will gain the expertise to develop targeted interventions, measure outcomes, and scale best practices. By leveraging emerging trends such as smart mobility, micromobility integration, and mobility-as-a-service (MaaS), this course equips participants with the skills to drive safer, more sustainable streets in modern cities.

Programme Curriculum

Travel Demand Management (TDM) for Safer Streets Training Course

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Understand the principles of Travel Demand Management and its role in urban mobility.
2. Apply data-driven strategies to optimize traffic flow and reduce congestion.
3. Implement sustainable transportation solutions for safer streets.
4. Develop policies that encourage behavioral change in commuting patterns.
5. Integrate intelligent transportation systems (ITS) for real-time traffic management.
6. Utilize mobility-as-a-service (MaaS) platforms to enhance multimodal travel.
7. Promote active transport modes like walking and cycling for safety and health.
8. Conduct impact assessments of TDM interventions on traffic and safety.
9. Design incentive programs for employers, schools, and communities.
10. Enhance public engagement strategies for TDM initiatives.
11. Evaluate emerging trends in urban mobility and their safety implications.
12. Apply GIS and spatial analysis for targeted TDM planning.
13. Document and scale best practices through case studies and pilot projects.

Target Audience

This course is ideal for:

1. Urban planners and designers
2. Transportation engineers
3. Policy makers and government officials
4. Public safety and traffic management authorities
5. Environmental sustainability consultants
6. Mobility solution providers
7. Academia and research professionals in transportation
8. Non-governmental organizations (NGOs) working in urban development

Course Modules

Module 1: Introduction to Travel Demand Management (TDM)

- Key concepts and definitions of TDM

- Importance of TDM in urban mobility
- Historical evolution of TDM strategies
- Link between TDM and road safety
- **Case Study:** London’s Congestion Charging and its safety impacts

Module 2: Traffic Demand Analysis and Data Tools

- Traffic modeling and forecasting techniques
- Use of big data and real-time traffic analytics
- Identifying high-risk zones for interventions
- GIS and spatial analysis for mobility planning
- **Case Study:** Singapore’s smart traffic monitoring system

Module 3: Policy and Regulatory Frameworks

- Government policies promoting TDM
- Legal frameworks for congestion pricing and zoning
- Incentives for sustainable commuting
- Public-private partnerships in urban transport
- **Case Study:** Stockholm’s congestion pricing policy

Module 4: Behavioral Change Strategies

- Nudging commuters toward sustainable modes
- Education and awareness campaigns
- Workplace and school travel plans
- Gamification and incentive programs
- **Case Study:** Bogotá’s Ciclovía program

Module 5: Multimodal Integration and MaaS

- Designing multimodal transport networks
- Mobility-as-a-Service (MaaS) implementation
- Integration of public transit, bike-sharing, and e-scooters
- Smart ticketing and payment solutions
- **Case Study:** Helsinki’s MaaS platform

Module 6: Safety-Focused TDM Interventions

- Reducing vehicle-pedestrian conflicts
- Traffic calming measures
- Speed management strategies
- Safe routes for school children and vulnerable users
- **Case Study:** Vision Zero initiatives in New York City

Module 7: Monitoring, Evaluation, and Impact Assessment

- Key performance indicators for TDM
- Traffic safety and congestion metrics
- Data visualization and reporting
- Lessons learned from pilot projects
- **Case Study:** Evaluation of Paris’ low-emission zones

Module 8: Future Trends in Urban Mobility

- Smart cities and connected mobility
- Autonomous vehicles and TDM implications
- Micromobility and electric mobility adoption
- Climate-resilient transportation planning
- **Case Study:** Copenhagen's cycling and e-mobility integration

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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