
POTENTIAL TDM IMPROVEMENTS BY CORNELL

Based on a review of the current services and infrastructure coupled with the survey responses, the consultant team has proposed a series of Transportation Demand Management (TDM) initiatives aimed at reducing the percentage of the Cornell community reliant upon a single-occupancy vehicle to reach campus on a daily basis. Most of these initiatives would be undertaken by Cornell.

- Improve orientation and awareness of TDM options for new and existing faculty, staff and students
- Targeted improvement of carpool program
- Support creation of a community-based vanpool program & provide incentives to Cornell affiliates
- Support Ithaca Carshare
- Expand emergency ride home until at least 7pm and offer to all members of Cornell community
- Continue and/or expand student bus pass program
- Revise parking policies
- Share knowledge with other employers to assist them in establishing their own TDM programs