COMPASS Education Series Presents:
A Contemporary Approach to Managing Travel Demand

Meridian, ID – The Community Planning Association of Southwest Idaho, COMPASS, is pleased to welcome transportation demand management expert Eric Schreffler to share his expertise and insights into how managing demand on the transportation system can impact traffic congestion, transportation operations, air quality, and overall quality of life.

When considering improvements to the transportation system, the focus is frequently on "supply" – widening roads, adding buses, building new bike paths. However, there is also a "demand" half of the equation that impacts when, where, and how people use the transportation system. Transportation demand management seeks to provide options and information that can impact an individual's daily transportation decisions, which collectively impact the overall operations of the transportation system.

In a two-hour workshop, Mr. Schreffler will explore how transportation demand management can be used to help support regional goals and impact traffic operations, as well as discuss the role of technology in shared use mobility and share how incentivizing choices can be effective.

Attend this virtual presentation to learn more about how focusing on the "demand" side of the transportation equation can help make the best use of our transportation system. Please RSVP to receive a registration link.

- Wednesday, December 8, 2021
- 9:30 – 11:30 am
- FREE!
- Online only: Please RSVP to htownsend@compassidaho.org or 208/475-2232 to receive the registration link

Eric Schreffler is an independent consultant, based out of San Diego, CA, with 40 years' experience in sustainable transportation planning, focusing on evaluating transportation demand management strategies.

This presentation is being offered by COMPASS as part of its annual education series. For more information, visit http://www.compassidaho.org/comm/publicevents_2021_ed_series.html.