

# The State of Washington



## Proclamation

**WHEREAS**, all residents are encouraged, when possible, to consider an alternative commute option and support local TDM initiatives within their communities to reduce congestion, reduce their carbon footprint and improve air quality; and

**WHEREAS**, Transportation Demand Management (TDM) means the use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system, leading to improved mobility, reduced congestion, equity and lower vehicle emissions, including strategies that use planning, programs, policies, marketing, communications, incentives, pricing, data, and technology; and

**WHEREAS**, the TDM community is dedicated to creating an efficient and equitable multimodal transportation system and providing programs to reduce emissions, congestion and improve air quality; and

**WHEREAS**, the strength of the TDM professionals and organizations empowers and educates people, companies and organizations working on how to advance projects and to implement programs that offer multimodal options for communities and corporations; and

**WHEREAS**, the state of Washington has been a leader in TDM for over 30 years with its successful Commute Trip Reduction program administered by the Washington state Department of Transportation; and

**WHEREAS**, the TDM practitioners' partner with communities, developers and corporations to improve the quality of life of commuters, enhance the livability of communities and stimulate economic activity;

**NOW, THEREFORE**, I, Jay Inslee, governor of the state of Washington, do hereby proclaim September 16-20, 2024, as

### ***Transportation Demand Management Awareness Week***

in Washington, and I urge all people in our state to join me in this special observance.

Signed this 22<sup>nd</sup> day of July, 2024

Governor Jay Inslee

