

119TH CONGRESS  
2D SESSION

**S.** \_\_\_\_\_

To provide for the development of transportation demand management strategies, and for other purposes.

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IN THE SENATE OF THE UNITED STATES

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Ms. BLUNT ROCHESTER introduced the following bill; which was read twice and referred to the Committee on \_\_\_\_\_

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**A BILL**

To provide for the development of transportation demand management strategies, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Maximizing Transpor-  
5 tation Efficiency Act”.

6 **SEC. 2. FINDINGS.**

7 Congress finds that—

8 (1) transportation demand management (as de-  
9 fined in section 101(a) of title 23, United States  
10 Code) (referred to in this section as “TDM”) in-

1        creases the efficiency of the existing transportation  
2        infrastructure of the United States, provides greater  
3        access to jobs and services, and strengthens commu-  
4        nities and families across the country;

5            (2) compared to their urban counterparts, rural  
6        communities have a disproportionate number of el-  
7        derly and disabled residents, elevated poverty levels,  
8        and limited access to essential services like schools,  
9        healthcare facilities, stores, and banks, and the im-  
10       plementation of TDM strategies can help to address  
11       these disparities;

12           (3) TDM can provide transportation options to  
13        those in rural communities who lack access to a car;

14           (4) according to the Bureau of Transportation  
15        Statistics, rural households spend more on transpor-  
16        tation than urban households;

17           (5) limited transit options in rural areas in-  
18        crease dependence on owning a vehicle;

19           (6) in 2024, traffic congestion was estimated to  
20        cost the United States \$74,000,000,000;

21           (7) TDM works to lower the cost of congestion  
22        by increasing efficiency in the transportation system;

23           (8) other modes of transportation are well-suit-  
24        ed to rural communities, particularly carpooling and  
25        vanpooling;

1           (9) carpool and vanpool systems are essential  
2           for helping employees reach their worksites and resi-  
3           dents access essential services in rural locations; and  
4           (10) implementing TDM is a cost-effective use  
5           of transportation dollars.

6 **SEC. 3. TRANSPORTATION DEMAND MANAGEMENT.**

7           (a) DEFINITION OF TRANSPORTATION DEMAND  
8           MANAGEMENT.—Section 101(a) of title 23, United States  
9           Code, is amended—

10           (1) by redesignating paragraphs (32) through  
11           (36) as paragraphs (33) through (37), respectively;  
12           and

13           (2) by inserting after paragraph (31) the fol-  
14           lowing:

15           “(32) TRANSPORTATION DEMAND MANAGE-  
16           MENT.—

17           “(A) IN GENERAL.—The term ‘transportation demand management’ means the use of  
18           strategies to inform and encourage travelers to  
19           maximize the efficiency of a transportation sys-  
20           tem, leading to improved mobility, reduced con-  
21           gestion, and improved air quality, including  
22           strategies that use planning, programs, oper-  
23           ations, policies, marketing, communications, in-  
24           centives, pricing, data, and technology.  
25

1                   “(B) INCLUSIONS.—Transportation de-  
2                   mand management may include—

3                   “(i) encouraging employers to offer  
4                   qualified transportation fringe benefits (as  
5                   defined in section 132(f) of the Internal  
6                   Revenue Code of 1986);

7                   “(ii) incentives, subsidies, and use of  
8                   game-like elements such as points,  
9                   leaderboards, and challenges to encourage  
10                  engagement and participation in desired  
11                  transportation choices;

12                  “(iii) appropriate pricing of parking,  
13                  tolls, transit, and other options;

14                  “(iv) carpooling and vanpooling;

15                  “(v) trip planning and ridematching;

16                  “(vi) the implementation of State laws  
17                  and local ordinances relating to transpor-  
18                  tation demand management, commute trip  
19                  reduction, or other similar regulations;

20                  “(vii) parking management;

21                  “(viii) use of high occupancy vehicle  
22                  (HOV) and high occupancy toll (HOT)  
23                  lanes;

1 “(ix) promotion and support of tele-  
2 commuting, remote, and hybrid work  
3 schedules;

4 “(x) marketing, outreach, and edu-  
5 cation to inform people about options and  
6 shift behavior;

7 “(xi) support of micromobility and pe-  
8 destrian infrastructure;

9 “(xii) active transportation (as defined  
10 in section 11529(l) of the Infrastructure  
11 Investment and Jobs Act (23 U.S.C. 217  
12 note; Public Law 117–58); and

13 “(xiii) other activities that will dis-  
14 perse the demand on the transportation  
15 system.”.

16 (b) CONGESTION MITIGATION AND AIR QUALITY IM-  
17 PROVEMENT PROGRAM.—Section 149(b)(7) of title 23,  
18 United States Code, is amended—

19 (1) by adding “or” after the semicolon at the  
20 end;

21 (2) by striking “program shifts” and inserting  
22 the following: “program—

23 “(A) shifts”; and

24 (3) by adding at the end the following:

1 “(B) is for the purpose of implementing  
2 transportation demand management strate-  
3 gies;”.

4 (c) NATIONAL INFRASTRUCTURE PROJECT ASSIST-  
5 ANCE.—Section 6701 of title 49, United States Code, is  
6 amended—

7 (1) in subsection (d)—

8 (A) in paragraph (1)—

9 (i) in subparagraph (E)(ii), by strik-  
10 ing “or” at the end;

11 (ii) in subparagraph (F), by striking  
12 “and” at the end and inserting “or”; and

13 (iii) by adding at the end the fol-  
14 lowing:

15 “(G) for the purpose of implementing  
16 transportation demand management (as defined  
17 in section 101(a) of title 23) strategies; and”;  
18 and

19 (B) in paragraph (2), in the matter pre-  
20 ceding subparagraph (A), by inserting “for any  
21 project other than a project described in para-  
22 graph (1)(G),” before “the eligible project  
23 costs”; and

24 (2) in subsection (h)(1)—

1 (A) in subparagraph (A), by striking  
2 “and” at the end;

3 (B) in subparagraph (B), by striking the  
4 period at the end and inserting “; and”; and

5 (C) by adding at the end the following:

6 “(C) activities related to the implementa-  
7 tion of transportation demand management (as  
8 defined in section 101(a) of title 23) strate-  
9 gies.”.

10 (d) LOCAL AND REGIONAL PROJECT ASSISTANCE.—  
11 Section 6702(a)(3) of title 49, United States Code, is  
12 amended—

13 (1) in subparagraph (G), by striking “and” at  
14 the end;

15 (2) by redesignating subparagraph (H) as sub-  
16 paragraph (I); and

17 (3) by inserting after subparagraph (G) the fol-  
18 lowing:

19 “(H) a project to implement transportation  
20 demand management (as defined in section  
21 101(a) of title 23) strategies; and”.

22 (e) STRENGTHENING MOBILITY AND REVOLUTION-  
23 IZING TRANSPORTATION GRANT PROGRAM.—Section  
24 25005(e) of the Infrastructure Investment and Jobs Act  
25 (23 U.S.C. 502 note; Public Law 117–58) is amended—

1 (1) in paragraph (1)(A), by adding at the end  
2 the following:

3 “(ix) TRANSPORTATION DEMAND  
4 MANAGEMENT.—The implementation of  
5 transportation demand management (as  
6 defined in section 101(a) of title 23,  
7 United States Code) strategies.”; and

8 (2) in paragraph (2)—

9 (A) in subparagraph (A)(viii), by striking  
10 “and” at the end;

11 (B) in subparagraph (B)(vii), by striking  
12 the period at the end and inserting “; and”;  
13 and

14 (C) by adding at the end the following:

15 “(C) activities related to the implementa-  
16 tion of transportation demand management (as  
17 defined in section 101(a) of title 23, United  
18 States Code) strategies.”.

19 **SEC. 4. RURAL TRANSPORTATION DEMAND MANAGEMENT**  
20 **SET-ASIDE.**

21 Section 173 of title 23, United States Code, is  
22 amended—

23 (1) in subsection (c), in the matter preceding  
24 paragraph (1), by striking “The Secretary” and in-



1       serting “Except as provided in subsection (p), the  
2       Secretary”;

3               (2) in subsection (e)(1), in the matter preceding  
4       subparagraph (A), by inserting “and in subsection  
5       (p)” after “paragraph (2)”;

6               (3) in subsection (f), in the matter preceding  
7       paragraph (1), by striking “An eligible entity” and  
8       inserting “Except as provided in subsection (p), an  
9       eligible entity”; and

10              (4) by adding at the end the following:

11       “(p) RURAL TRANSPORTATION DEMAND MANAGE-  
12       MENT SET-ASIDE.—

13              “(1) IN GENERAL.—Of the amounts made  
14       available for the program for each fiscal year, the  
15       Secretary shall use \$20,000,000 to provide grants  
16       for the development and implementation of transpor-  
17       tation demand management strategies in rural areas  
18       to improve mobility, increase access to jobs, and  
19       bring more modal options to families and commu-  
20       nities in rural areas.

21              “(2) ELIGIBLE RECIPIENTS.—An entity eligible  
22       to receive a grant under this subsection is—

23              “(A) a State department of transportation;

1 “(B) a metropolitan planning organization  
2 (as defined in section 134(b) of title 23, United  
3 States Code) serving 1 or more rural areas;

4 “(C) a unit of local government;

5 “(D) a Tribal government;

6 “(E) a public transit agency;

7 “(F) a regional transportation planning or-  
8 ganization; and

9 “(G) a nonprofit organization or institu-  
10 tion of higher education engaged in rural trans-  
11 portation planning and commuter service pro-  
12 grams, including transportation management  
13 associations.

14 “(3) ELIGIBLE ACTIVITIES.—Funds from a  
15 grant under this subsection may be used for—

16 “(A) development of transportation de-  
17 mand management plans and policies to opti-  
18 mize rural transportation networks;

19 “(B) marketing and public outreach cam-  
20 paigns to encourage shared mobility, transit  
21 use, and alternative transportation modes;

22 “(C) data collection and analysis to evalu-  
23 ate rural travel patterns and assess congestion  
24 reduction strategies;

1 “(D) implementation of innovative trans-  
2 portation demand management strategies to en-  
3 courage shared and alternative modes of trans-  
4 portation, including—

5 “(i) vanpooling programs;

6 “(ii) carpooling programs;

7 “(iii) employer-based or local or Trib-  
8 al government commuting incentive pro-  
9 grams;

10 “(iv) real-time traveler information  
11 systems;

12 “(v) smart rural transportation hubs;

13 “(vi) intelligent transportation system  
14 applications to enhance rural mobility; and

15 “(vii) deploying trip-planning applica-  
16 tions, mobility-as-a-service platforms, and  
17 behavioral incentives;

18 “(E) coordination of public-private part-  
19 nerships to leverage technology solutions for  
20 rural travel efficiency; and

21 “(F) costs associated with managing and  
22 operating transportation demand management  
23 strategies, including staff salaries.

24 “(4) UNUTILIZED FUNDS.—For any fiscal year,  
25 if the Secretary determines that the amount set

1       aside under paragraph (1) will not be fully utilized  
2       for grants under this subsection, the Secretary shall  
3       use the unutilized amounts to provide grants for  
4       other projects under the program.”.

5   **SEC. 5. CONGESTION RELIEF PROGRAM.**

6       Section 129(d) of title 23, United States Code, is  
7   amended—

8           (1) in paragraph (1)(A)—

9               (A) in clause (i), by striking “with a popu-  
10          lation of more than 1,000,000”; and

11              (B) in clause (ii), by striking “with a pop-  
12          ulation of more than 1,000,000”;

13           (2) in paragraph (5)(D), by striking “A grant”  
14   and inserting “Except as provided in paragraph (8),  
15   a grant”; and

16           (3) by adding at the end the following:

17               “(8) SMALL PROJECT SET-ASIDE.—

18                   “(A) IN GENERAL.—Of the amounts made  
19          available for the program for each fiscal year,  
20          the Secretary shall use \$20,000,000 to make  
21          grants to eligible entities for projects under the  
22          program with an estimated cost that is—

23                      “(i) not less than \$500,000; and

24                      “(ii) not more than \$10,000,000.

1                   “(B) UNUTILIZED FUNDS.—For any fiscal  
2                   year, if the Secretary determines that the  
3                   amount set aside under subparagraph (A) will  
4                   not be fully utilized for grants described in that  
5                   subparagraph, the Secretary shall use the un-  
6                   utilized amounts to provide grants for other  
7                   projects under the program.”.