



U.S. Department of Transportation  
**Federal Highway Administration**

## **ADVANCED TRANSPORTATION AND CONGESTION MANAGEMENT TECHNOLOGIES DEPLOYMENT (ATCMTD) PROGRAM**

# **METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

**Deployment of Personalized and Dynamic Travel Demand Management Technology  
in the Washington, DC–Baltimore, MD–Richmond, VA Megaregion**

**ATCMTD FY 2019 Grant Award: \$2,970,000**

**Recipient: Metropolitan Washington Council of Governments**

### **Project Description**

The Metropolitan Washington Council of Governments project will (1) leverage the best available technology to maximize the cost-effectiveness of a megaregion Traffic Demand Management (TDM) program; (2) integrate and expand existing TDM programs through a shared technology platform with public and private-sector partners; (3) provide personalized, timely and accurate travel information to all residents and visitors in the proposed service area; and (4) enhance multimodal transportation access and system performance for all user groups.

### **About ATCMTD**

The Advanced Transportation and Congestion Management Technologies Deployment program funds model deployments of cutting-edge transportation technologies that improve mobility and safety for the nation's travelers and enhance performance of the highway system. ATCMTD was established under the "Fixing America's Surface Transportation" (FAST) Act to fund innovative projects that prepare America for a transportation system of the future.