At the end of title LIII of division E of the bill, add the following:

SEC. 5306. DEFINITIONS.

Section 101(a) of title 23, United States Code, is amended—

(1) by redesignating paragraphs (33), (34), (35), and (36) as paragraphs (34), (35), (36), and (37), respectively; and

(2) by inserting after paragraph (32) the following:

“(33) TRANSPORTATION DEMAND MANAGEMENT.—The term ‘transportation demand management’ means the use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system, leading to improved mobility, reduced congestion, and lower vehicle emissions, including strategies that use planning, programs, policies, marketing, communications, incentives, pricing, data, and technology.”