



Regional Transportation Demand Management (TDM) Strategic Action Plan



Action Development
& Priority Setting
Workshop
May 14, 2019



Workshop Agenda

1. Introductions and Progress Update
2. Work Session: SMART Goals
3. Break
4. Report Back
5. Next Steps



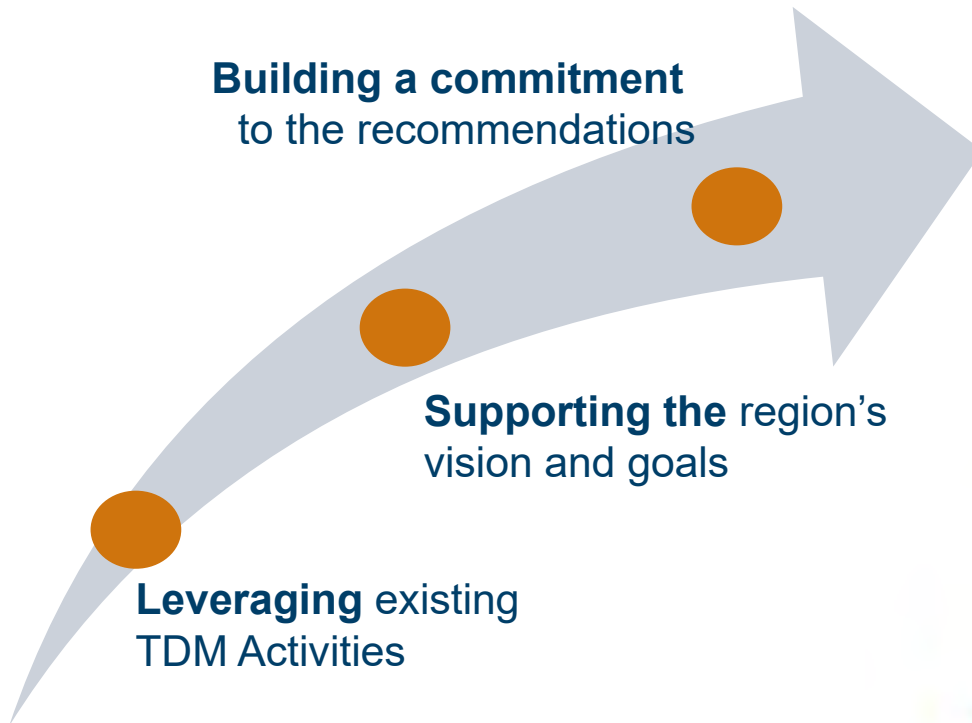
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Introduction & Progress Update

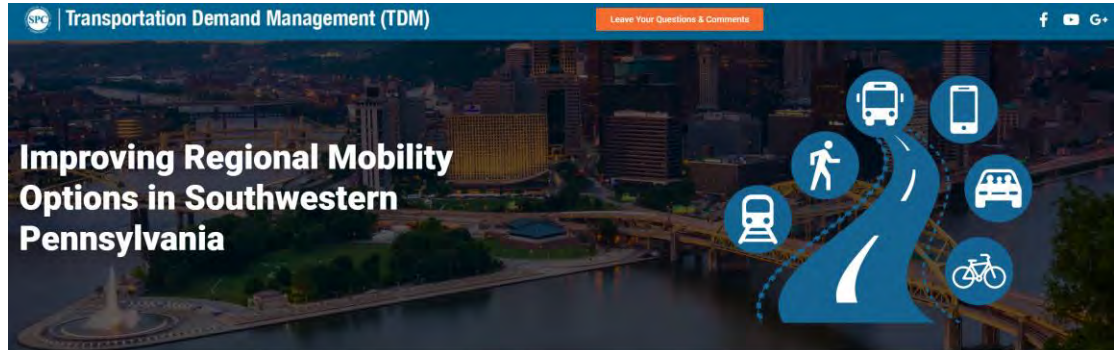


Why a Regional TDM Vision and Action Plan?



Project Updates – spcmobility.org

- Working drafts of deliverables
 - Existing Conditions Memo
 - Best Practices Summary Report
 - Stakeholder Survey Summary
- Meeting/workshop slides and notes
- Calendar



The Southwestern Pennsylvania Commission (SPC) is developing a regional Transportation Demand Management (TDM) Strategic Action Plan. TDM involves encouraging use of transit, ridesharing, bicycling, walking, telework; shifting travel times; or avoiding unnecessary trips. This planning initiative will facilitate collaboration among:

- The Southwestern Pennsylvania Commission (SPC)
- Pennsylvania Department of Transportation (PennDOT)
- Pennsylvania Division Office of the Federal Highway Administration (FHWA)
- Other TDM stakeholders in Southwestern Pennsylvania to create a regional transportation demand management planning framework.

What is Transportation Demand Management?

Typically when we think about transportation, we think about transportation infrastructure, such as roads and highways, or transit routes. Transportation demand management, or TDM, focuses on the decisions that people and businesses make every day about how they travel. Managing travel demand involves providing travelers with information, options, and incentives that expand travel choices beyond driving alone, such as use of transit, ridesharing, bicycling, walking, and teleworking. For those that drive, it also involves shifting travel to less congested times or routes, or to avoid trips entirely in order to reduce traffic congestion, improve system efficiency, and enhance quality of life.

About the Plan

This plan will establish and prioritize goals and strategies that build upon existing efforts and programs to improve mobility options by:

- Maximizing the efficiency of the region's existing infrastructure.
- Better integrating TDM initiatives with regional and local transportation planning.
- Developing focused TDM planning strategies into operations and safety, sustainability as well as economic and community vitality.
- Enhancing the region's existing communities by supporting connectors to transit, walking and bicycling.
- Coordinating TDM activities among all of the region's TDM implementers and stakeholders in order to maximize investment and to deliver consistent, complimentary strategies.

This plan will also support and implement the vision, policies and goals in the region's Long-Range Transportation Plan, [Smart Moves for a Changing Region](#).



Project Documents

Kick-off Meeting Download	Existing Conditions Memorandum	Best Practices Summary Report	Visioning Workshop Slides
Regional TDM Vision Statement and Goals	Stakeholder Survey Summary	Priority Setting Workshop Slides	Assessment of Performance Criteria
Strategic Priorities and TDM Activities Interim Report	Draft Regional TDM Action Plan	Final Regional TDM Action Plan	

Get involved with stakeholder workshops that will establish the vision and goals as well as priorities for managing transportation demand in Southwestern Pennsylvania. **Please fill out the form below to get involved and share your thoughts about transportation choices and managing travel demand.**

Name

Organization

Upcoming Stakeholder Workshops

April 2019



TDM Actions & Priority-Setting Workshop

Visioning Workshop

Diverse Attendance

- 58 attendees representing municipalities, counties, nonprofits, the private sector, service operators, SPC, and PennDOT

Interactive Discussions

- Introduction and Planning Context
 - TDM Success Stories in the Region
 - Existing Conditions / Initial Stakeholder Survey Response
 - Best Practices Review
 - Draft Vision Statement
- Discussion Groups: Opportunities, Challenges, and Goals
 - Urban Core, Suburbs, Small Towns/Rural Areas



Responses to Draft Vision Statement Presented

Travelers utilize a wide array of efficient, healthy, and sustainable options to meet their mobility needs; they have information, tools, and support to make smart travel choices.

- The statement does not mention managing transportation demand. It should be explicit about it.
- The statement should say “effective” rather than “efficient.”
- The statement should say “TDM.”
- How would this vision change the way funding works in this region?
- There needs to be a clear statement about equity.
- The vision should focus on the quality of life.





Urban Core



Opportunities:

- 40 miles of fixed guideway
- Very concentrated jobs centers
- Heritage of mass transit use
- Hub/spoke Port Authority system
- Downtown as entertainment core
- High cost of parking
- Promote livability
- Tools like TRID
- Universities embracing TDM strategies
- Fringe parking locations depleted by development
- Short trip distances

Challenges:

- Information dissemination
- Lack of funding for TDM / funding allocation
- Parking requirements for new developments
- Enforcement to keep bike/ped facilities safe
- Park & rides are at capacity in many areas.
- Focus on vehicles
- “Balkanization” and competition among communities.
- Suburban commuter interests dominate decision-making in the urban core.



Suburbs

Opportunities:

- Increased teleworking
- Connect trails
- Enhance pedestrian opportunities
- Better access to airport
- Provide first/last mile connections to mainline transit with TNCs, microtransit, and active transportation
- Incentives and gamification to encourage use of transit.
- Increase frequency and scope of service of transit.
- Reducing carbon footprint
- Use more dedicated bus lanes & TSP.

Challenges:

- Lack of transit, especially for reverse commute
- Bus stops lack amenities
- Lack of sidewalks on arterials
- Gentrification displaces low-income people from urban core to inner ring suburbs, farther from jobs
- Difficult to establish vanpool groups without employer buy-in
- Employer location decisions – not thinking “big picture”
- Limited capacity and access to park & rides
- Additional truck traffic from e-commerce



Small Cities / Rural



Opportunities:

- Connecting bike trails to/through village centers.
- Downtown streetscaping
- Strategic park & ride placement
- Slip ramps along turnpike
- Microtransit circulators (FMLM)
- “Collaberation” for regional economy
- Watershed-based planning
- Paved/sloped shoulders
- Trail roundabout
- Win-win decisions linking rural economic development to quality of life
- Designate truck routes

Challenges:

- Access to flat terrain for bike/ped travel
- Narrow streets in historic towns make it hard to fit all users
- Lack of options and awareness about available options
- Limited passenger rail service
- Personal lure of car/truck
- Aging population & “taking keys away”
- Separated land use and distance between activities due to focus on tax revenue.
- Increased tractor trailer and truck delivery traffic.
- Regional funding allocation – little for rural roads.

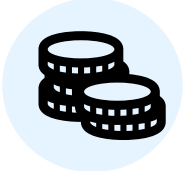




Urban Core - Themes



Improve quality of life



Address affordability and inequity



Reduce bad driving behavior and illegal parking



Maintain the pedestrian system



Target areas where transit travel times are comparable to driving. Start there, and move on to other areas, using incentives to “ditch the car”.



Increase visibility of transit, e.g advertise transit on the highway

Reduce unnecessary trips

Reduce VMT per capita



Suburbs - Themes



Better connections to transit (common payment methods, more sidewalks, multi-modal connections, and integration of transit services)

Enhanced transit network (service hours, coverage, overall riding experience)



Greater employer involvement (business siting and providing options for commuting)



Promote location-efficient, transit-oriented development (TOD).

Bring mixed-use developments to locations that already have transit service.

Bring in multiple modes to foster mixed-use TOD with affordable housing that is attractive to all abilities and incomes.



Small Cities / Rural - Themes



Make travel options appealing (e.g. electric powered bikes)



Incentives for “Collaberation”: connect TDM’s value to the needs and interests of residents and elected officials.



Be the Steve Jobs of TDM: Think of TDM’s potential to fill needs that people don’t even know they have.



Draft TDM Vision Concept

All travelers across the Southwestern Pennsylvania region have access to healthy, sustainable, and effective travel options that reduce dependence on driving alone.

Supports the SmartMoves Regional Vision

The Regional Vision is a world-class, safe and well maintained, integrated transportation system that provides mobility for all, enables resilient communities, and supports a globally competitive economy.



CONNECTED MOBILITY
A world-class, safe and well maintained, integrated transportation system that provides mobility for all.

RESILIENT COMMUNITIES
The revitalization of our communities will make us a magnet for new investment. Intensive investments in connectivity, walkable neighborhoods, and green infrastructure will attract business and residents to newer and older communities alike.

GLOBALLY COMPETITIVE ECONOMY
Strategic infrastructure investments and workforce training will make the region recognized as a global leader in technology and innovation.



Draft TDM Goals



Enhance the ease of use, connectivity, and effectiveness of **transit and shared mobility** options



Enhance transportation infrastructure and policies to support **bicycling and walking**



Increase **employer involvement** to improve workforce access to jobs



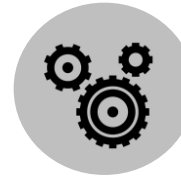
Increase **awareness** of travel options and services



Promote **location-efficient development**



Target opportunities **beyond work trips**



Integrate demand management in planning and project development



Work Session: Identifying Priority Actions to Support Goals



Instructions

Break into groups.

Each group will focus first on one goal.

- Brainstorm actions needed to support the goal.
- Discuss actions and identify any priorities / consensus areas.
- For each action, identify SMART elements:
 - Specific Description
 - Measure(s) of Success
 - Actors
 - Resources
 - Time-frame

Repeat for a second goal.



Then we will switch groups.



Report Backs and Group Discussion



Draft Goal Area



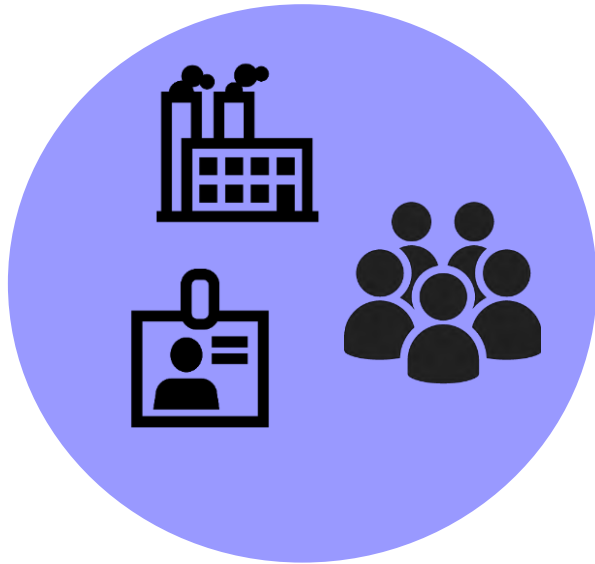
Enhance ease of use,
connectivity, and
effectiveness of **transit and
shared mobility options**

Draft Goal Area



Enhance transportation infrastructure and policies to support **bicycling and walking**

Draft Goal Area



Increase **employer involvement** to improve workforce access to jobs

Draft Goal Area



Increase **awareness** of travel options and services

Draft Goal Area



Promote **location-efficient development**





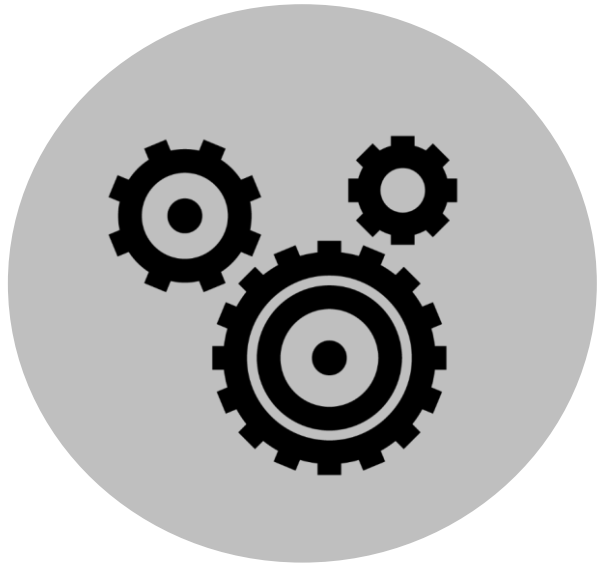
Draft Goal Area



Target opportunities **beyond work trips**



Draft Goal Area



Integrate demand management in **planning and project development**



Revisit Draft TDM Goals



Enhance the ease of use, connectivity, and effectiveness of **transit and shared mobility** options



Enhance transportation infrastructure and policies to support **bicycling and walking**



Increase **employer involvement** to improve workforce access to jobs



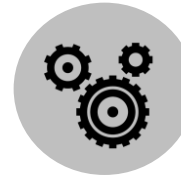
Increase **awareness** of travel options and services



Promote **location-efficient development**



Target opportunities **beyond work trips**



Integrate demand management in planning and project development





Next Steps



Project Schedule

	2/18	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
Task 1																			
Task 1.1 Project Management																			
Task 1.2 Steering Committee Kickoff		M																	
Task 1.3 Create Website				★															
Task 2																			
Task 2.1 Existing Conditions						★													
Task 2.2 Best Practices Review						★													
Task 3																			
Task 3.1 Visioning and Goal-Setting							W				M								
Task 3.2 TDM Performance Measures												★							
Task 4																			
Task 4.1 Establishing TDM Priorities													W						
Task 4.2 Draft Recommendations														★					
Task 4.3 Steering Committee Mtg #3															M				
Task 5																			
Task 5.1 Prepare Draft Action Plan																★			
Task 5.2 Steering Committee Review																			
Task 5.3 Steering Committee Mtg #4																	M		
Task 5.4 Prepare Final TDM Plan																			★



Next Steps

- Draft Recommendations for Regional TDM Priority Actions
- Finalize Assessment of Performance Criteria (tied to Goal-Setting)
- **Steering Committee Meeting #3: Review Draft Recommendations**
May 28
- Draft TDM Action Plan (early June)
- **Steering Committee Meeting #4: Review Draft TDM Action Plan**
June 11
- Finalize TDM Action Plan (June)

