



Kick Off Meeting
February 28, 2019



Southwestern Pennsylvania Commission

Regional Transportation Demand Management (TDM) Strategic Action Plan



Agenda

1. Team Introduction
2. Our Experience
3. Regional TDM Action Plan Scope
 - a. Schedule
 - b. Available studies, plans, and data
 - c. Stakeholder/outreach plan
 - d. Website
 - e. Next Steps
4. Questions & Answers



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Team Introduction



Lead Staff



MICHAEL GRANT (ICF)
Project Manager



HANNAH TWADDELL (ICF)
Strategic Planning &
Engagement Lead



SUSAN HEINRICH (ICF)
TDM Performance Measures &
Strategic Planning Expert

Other Key Staff Present



**KATIE O'SULLIVAN
(ICF)**
TDM Planner



**KAREN BREAN
(Brean Associates)**
Local Stakeholder Outreach &
Facilitation Expert



LAVAR MCCLINE (HeyDesignGuy)
Graphic Designer



Developing a Regional TDM Vision and Action Plan



Building a strong commitment
to the recommendations

Ensuring alignment with regional
vision, goals, and performance
measures.

Leveraging existing
TDM Activities

TDM Today



The Regional Foundation for TDM

- Maximizing efficiency of existing infrastructure.
- Integrating TDM initiatives with regional and local planning.
- Developing TDM strategies in operations, safety, sustainability, economic/community vitality.
- Enhancing connections to transit, other shared mobility options, walking, and biking.
- Coordinating among TDM stakeholders and implementers.



ICF Team Experience

- **Leading work on TDM action plans and regional planning studies for regions around the U.S.**
 - Atlanta - Regional TDM Plan, Regional Transportation System Management & Operations Deployment Plan, Transportation Technology Policy document
 - New York metro area and statewide – 511NY Rideshare, Clean Air NY
 - St. Louis region – Emerging Transportation Technologies Strategic Plan
 - Washington, DC region – Long Range Plan Task Force; Commuter Connections Program outreach
 - Commuter Choice Maryland program market research and strategic planning
 - California – Los Angeles, San Diego, and San Francisco TDM strategic planning and/or evaluation
- **Understanding of best practices in TDM planning and implementation**
- **Experience in Southwestern Pennsylvania**



Regional Planning Studies



Performance Measures & Network Benefits Analysis



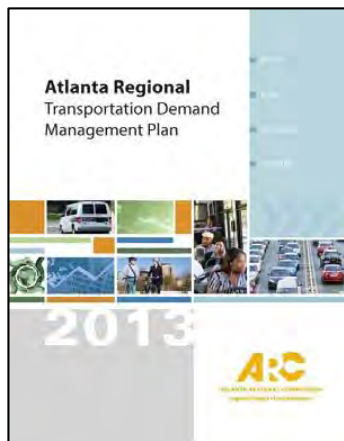
TDM Actions Plans & Program Implementation



Stakeholder Engagement & Website Development



Regional Planning Studies



Atlanta Regional TDM Plan



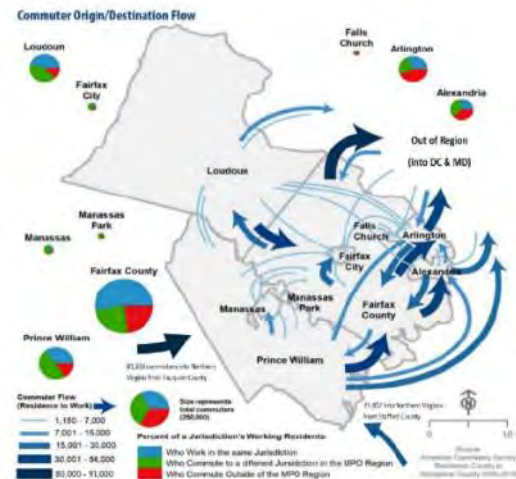
Southern Tier New York Regional Sustainability Plan



National Capital Region Long Range Plan Task Force



St. Louis Region Emerging Transportation Technology Strategic Plan



VTrans Multimodal Plan





TDM Action Plans & Program Implementation



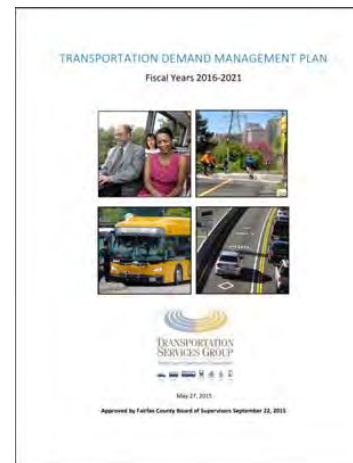
Breathe it in.



State and Regional TDM Planning & Implementation Support



FHWA workshops around the nation on Contemporary Approaches to TDM



Fairfax County, Virginia TDM Plan



Performance Measures and Network Operations Benefits Analysis



Regional Performance Measures



OneBayArea
Innovation Starts Here

Climate Initiatives Program: Evaluation Summary Report

Prepared by: ICF International, 435 Folsom Street, San Francisco, CA 94107
METROPOLITAN TRANSPORTATION COMMISSION

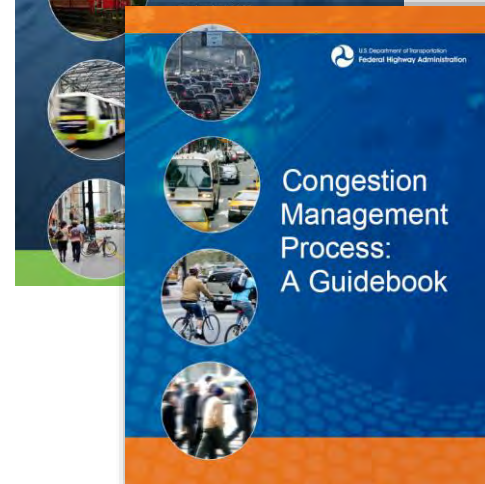
Climate Initiatives Program Evaluation



New Jersey Northeast Corridor ICM



Performance-Based Planning and Programming Guidebook



Congestion Management Process: A Guidebook

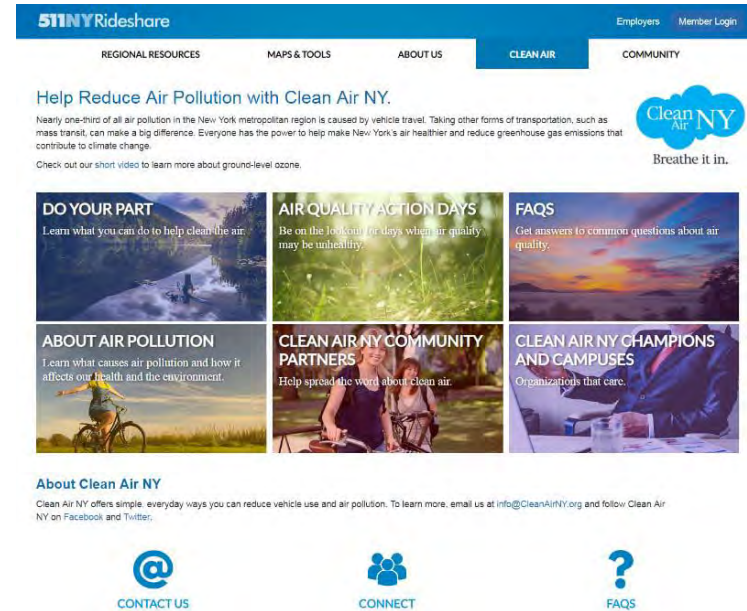
FHWA Guidebooks and Technical Assistance





Stakeholder Engagement and Website Development

- **511NY Rideshare and Clean Air NY**, New York State Department of Transportation (2010 - Present)
- **Annual Sleep Awareness Campaign**, National Sleep Foundation (LaVar McCline)
- **Healthy Together**, National League of Cities (Brean Associates, 2013 - 2014).



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		★										
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 #2														M					
Task 5																			
Task 5.1 Prepare Draft Action Plan															★				
Task 5.2 Steering Committee Review																			
Task 5.3 Steering Committee Mtg #3																		M	
Task 5.4 Prepare Final TDM Plan																			★

- ★ = Primary deliverables
- M = Steering Committee Meetings
- W = Workshops

Task 1: Project Kickoff and Steering Committee Formation

- Project Management Plan
- Steering Committee Kick-off (today)
- Regional TDM Action Plan Website

Task 2: Existing Conditions Analysis

- Review of existing TDM initiatives
 - Public input and analyses underway for the LRTP update
 - 2018 FHWA TDM workshop at SPC
 - Policies, plans, partnerships, projects, and services (next slide).

- Anticipated data sources
 - SPC 2010-2040 forecast data for households, commute modes, and jobs
 - Local Area Transportation Characteristics for Households Data on vehicle miles and vehicle trips per household.

- Web-based stakeholder survey

- Up to 10 employer interviews with small businesses in suburban and rural settings outside of Allegheny County.

Task 2: Available Studies, Plans, and Data

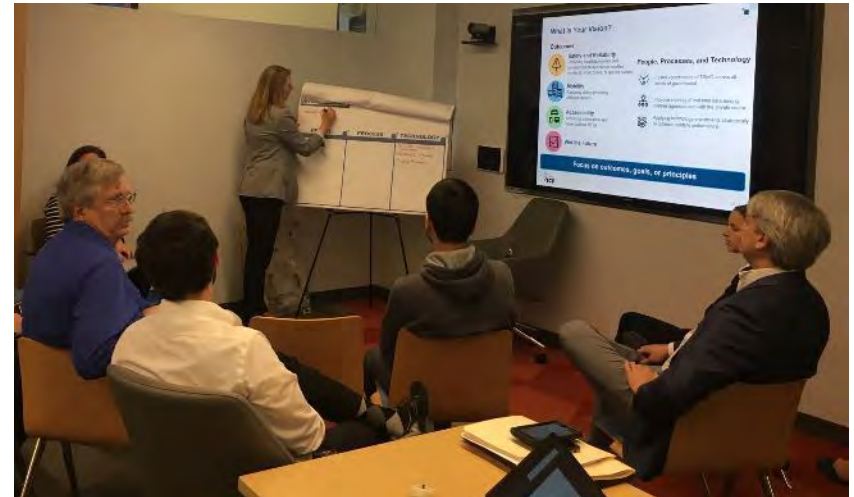
TDM Strategy	Existing Initiatives	Analysis
Policies & Plans	<ul style="list-style-type: none"> • PennDOT Connects • SPC Congestion Management Process - projects identified • Regional Operations Plan - projects identified 	Goals
Partnerships	<ul style="list-style-type: none"> • CommuteInfo Partners Forum • Pittsburgh Downtown Partnership • Oakland Transportation Management Association • Airport Corridor Transportation Association 	Regional travel market segments
Employer-led	<ul style="list-style-type: none"> • TDM initiatives led by businesses, including those employing less than 500 employees 	Outcomes
Traveler Information and Payment Systems	<ul style="list-style-type: none"> • CommuteInfo ridesharing platform • Port Authority smart card fare system “ConnectCard” • ParkPGH mobile app • Pittsburgh Downtown Partnership reserved parking program • Go Mobile PGH 	
ITS and ICM	<ul style="list-style-type: none"> • Existing planning efforts and projects aimed at improving traffic operations 	
Mobility Services	<ul style="list-style-type: none"> • Last-mile on-demand shuttle services • Healthy Ride Bikeshare 	
Promotion & Education	<ul style="list-style-type: none"> • Walk Pittsburgh • CommuteInfo employer and commuter outreach 	

Task 2: Best Practices Review

- Integrating TDM into regional planning
 - Linking TDM into project prioritization and programming
 - Using multimodal corridor investments
 - Integrating operations strategies with TDM approaches
 - Leveraging traveler information, special events, incident management, and work zone management to promote TDM
 - Using small, targeted practices as first steps
 - Starting or enhancing a vanpool program for longer commutes
 - Advancing partnerships with private sector service providers and data providers.
-
- Extending on the literature, we will conduct interviews and in-depth reviews of up to five programs.

Task 3: Visioning, Goal Setting, and Performance Measures

- Regional TDM Action Plan Visioning and Goal Setting
 - Workshop with Steering Committee and Stakeholders
- Development of Regional TDM Performance Measures
 - Awareness
 - Activities
 - Outputs
 - Outcomes
 - Return on Investment



ICF facilitated breakout groups as part of a Visioning workshop for the Atlanta Regional Commission

Tasks 4 and 5: Regional Strategic TDM Priorities and Recommendations for TDM Activities; Final Report

- Establish Regional TDM Priorities
 - Review results of regional web-based survey
 - Conduct a Strategic Planning workshop
 - Work with the Steering Committee to prioritize strategic actions into short-, medium-, and long-term
- Draft Recommendations
- Prepare Draft Regional TDM Action Plan
- Prepare Final Plan

Stakeholder/Outreach Plan

- Targeted outreach plan will identify key stakeholders and customize engagement methods.
- Develop a subset database of organizations and stakeholders that are part of the outreach effort.
- Reach stakeholders through various media, including:
 - Steering committee meetings
 - Virtual meetings
 - Workshops
 - Web survey
 - Project website



Stakeholder Outreach Plan

Who is not at the table who should be within the steering committee?

Who should be invited to the workshops?

Design and focus of workshops

Small business interviews in rural/suburban areas

Regional TDM Action Plan Website

- Website will serve as repository of project deliverables and next steps.
- Will help to make the public aware of the project, but will not serve as a public engagement tool.
- Will allow for information exchange through submission portals, Q&A, and/or blog features.
- Will use tools for website collaborators to communicate any information about meetings and other events.

Next Steps

- Prepare Existing Conditions Analysis and Best Practices Review
 - Web-based Stakeholder Survey
 - Employer Interviews
 - Best Practices Interviews
- Develop Outreach Plan
- Vision and Goals Workshop
- Regional TDM Performance Measures
- Strategic Planning Workshop - Establishing Regional TDM Priorities
- Draft Recommendations
- TDM Action Plan



Questions and Answers

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**Southwestern Pennsylvania Commission
Regional TDM Action Plan
Steering Committee
February 28, 2019
Meeting Summary**

Meeting Participants

- Tom Klevan, SPC, Multi-modal Planning Manager
- Leann Chaney, SPC, Active Transportation Planner
- Domenic D'Andrea, SPC Operations Manager
- Anthony Hickton, SPC, CommuteInfo Program Manager
- Kathy Stefani, SPC, [ATWIC](#) Program Manager
- Dave Totten, SPC, Transit Planner
- John Clarkman, PennDOT District 11, Transportation Planning Specialist
- Jeff Leithauser, Washington County Planning Commission, Environmental Manager
- Chris Watts, Pittsburgh Downtown Partnership (PDP)
- Lynn Manion, Airport Corridor Transportation Association (ACTA)
- Angie Martinez, City of Pittsburgh Department of Mobility and Infrastructure
- Ann Ogoreuc, Allegheny County Economic Development
- Michael Grant, ICF
- Katie O'Sullivan, ICF
- Hannah Twaddell, ICF
- Lavar McCline, Hey Design Guy
- Karen Brean, Brean Associates

Introduction and Background

- Tom Klevan, SPC, explained that the Steering Committee is comprised of the county planners, the three PennDOT District planners, FHWA liaison Mike Sherman, and the three TMA directors. He noted that the genesis of the project was two years ago when SPC hosted FHWA for a workshop on planning for transportation demand management. The workshop was facilitated by Michael Grant. The final decision to undertake the planning came from SPC's certification review, during which there was a recommendation to conduct a planning study with PennDOT and FHWA. The major idea behind the study is to take the kind of TDM work being done in Pittsburgh and Allegheny County and make it relevant and translatable to the rest of the ten-county region.

- Tom presented the themes that are common to TDM action plans and noted that the plan is intended to facilitate collaboration between all stakeholders and to create a framework for TDM planning in Southwestern Pennsylvania.

Regional TDM Action Plan

Introductions and Overview

- Michael Grant, ICF, reviewed the agenda and introduced the consultant team. He presented an overview of ICF's experience with TDM action plans.
- Michael asked participants to explain what the term "TDM" means to them and to others. The responses ranged from confusion over the terminology to a sense that the term doesn't necessarily resonate with people. Others suggested that TDM is about coordination and efficiency. Michael explained that the definition of TDM has been broadened from its original focus on commuter programs to a broader array of planning issues that go into creating choices people make about the trips that they take.
- Michael described the project schedule, which, due to external constraints, has been compressed into four months. The intention is to keep to that schedule but, at the same time, to make sure that the Steering Committee has enough time to give meaningful input.

Work Scope Review and Discussion

- Katie O'Sullivan, ICF, described the project's initial tasks. For Task 1, following the project kick-off and steering committee formation, the consultant team will be developing the Regional TDM Action Plan website. Katie explained that Task 2 would focus on the existing conditions analysis. That analysis will include a review of the existing TDM initiatives in the region. In addition, the team will review SPC's 2010-20140 forecast data for households, commute modes, and jobs. In addition, the team will review local area transportation characteristics data that breaks down census tracts into more granular information. Task 2 will also include a web-based stakeholder survey and up to 10 employer interviews with small businesses in suburban and rural setting outside of Allegheny County.

- Tom Klevan asked whether there were any recent studies or activities that should be considered in this project.
- Chris Watts, Pittsburgh Downtown Partnership, responded that the “Make My Trip Count” survey was conducted in 2015 and 2018 for commuters on how they get to work. The focus was on Downtown and Oakland, but it does provide baseline mode share data. It also surveyed commuters from outside Allegheny County.
- Angie Martinez, City of Pittsburgh, noted that the City’s Climate Action Plan identified mode share goals. She also stated that the Eco-innovation District plan for Uptown identifies mode share goals. In addition, the City has incorporated TDM initiatives into the development review process, and the new riverfront zoning requires a TDM plan be submitted with development proposals that are required to do a Transportation Impact Study.
- Jeff Leithauser, Washington County, noted that their information on TDM was a result of the Transit Development Plan. He added that the TDPs should be examined. SPC has completed four TDPs and is about to undertake two more.
- Ann Ogoreuc, Allegheny County, stated that the County has done a lot of work developing trail systems for transportation and recreation. They are also finishing up the County road assessment to find opportunities for bicycle and pedestrian improvements and they have a grant program for active transportation planning and design.
- Tom Klevan noted that Lawrence County has some information that would be useful. After they updated their long-range plan, they did some implementation planning. He added that the Smart Growth Partnership could be a good connection for Westmoreland County. Michael Grant noted that Hannah Twaddell, of ICF, knows John Turack and did some work with the Smart Growth Partnership in the past.
- Jeff Leithauser suggested that a snapshot of municipal plans, such as Peters Township, might be useful.
- When asked how this project will incorporate other counties outside of Allegheny, Tom responded that, although there has been a fair amount of focus on TDM concepts in the urban core, the goal is to do planning that is relevant to the entire region.

- Michael Grant described the work to be accomplished in Tasks 3 and 4. He explained that two workshops will be convened. The first workshop, in early April, will focus on visioning and goal setting. The second workshop, in early May, will set priorities. Following the workshops, draft recommendations will be reviewed with the Steering Committee. The consultant team will then prepare the draft and final Regional TDM action Plans.
- Karen Brean, Brean Associates, discussed the stakeholder outreach plan. When she asked who else should be at the table, participants suggested representatives of the Port Authority of Allegheny County, the Alliance for Transportation Working in Communities (ATWIC), the development community (NAIOP, ULI and AIA), and large employers, including those in the Pittsburgh Downtown Partnership's advisory group.
- Karen suggested that the team could do targeted outreach by going to meetings of existing groups like CONNECT. Tom added that, in each county, planners are aware of civic groups that have an interest in TDM issues.
- Kathy Stefani, SPC, suggested that there are ways to take advantage of SPC activities that bring people together. For example, the Alliance is meeting on May 1. CommuteInfo will be meeting the same month. Karen will work with the Steering Committee to figure out how to build outreach into existing meetings.
- Tom suggested contacting chambers of commerce to find businesses that could participate in the survey and perhaps participate in a focus group.

Next Steps

- Michael presented next steps, including reaching out to the Steering Committee for plans and other data and reaching out to counties for names of key employers. The consultant team will also be working to create a stakeholder list and plan for the vision and goals workshop.

TMA News

- Lynn Manion, ACTA, explained that the airport area is the third largest job center in the region, with 77,000 jobs. ACTA's goal is to bring job seekers out to the employment center. Their first grant was for van pooling and ride sharing. After that was established, they started doing fixed route circulating shuttles. Presently, they are running on-demand last mile shuttle services.

They started with one transfer point. They started a second hub stop at the West Busway and are now looking for a third park and ride location. For the last mile service, ACTA was using a dispatch service. However, they are in a six-month trial period of an app, developed in collaborations with TransLoc.

- Chris Watts, PDP, explained that 110,000 people come into downtown Pittsburgh every day and there is a 50% transit mode share among them. PDP is developing a scope for a Downtown Pittsburgh Mobility Plan. TDM will be a component of this long-term plan, with the intent to explore existing conditions and what modes should be prioritized and where. The Plan will build on the City's Climate Action Plan, OnePHG, and can build on this regional TDM plan. The RFP will be released this summer and it will involve significant public engagement.
- Angie Martinez, City of Pittsburgh, stated that she is excited to see a regional approach. The City has two long-standing TMAs, the Pittsburgh Downtown Partnership and the Oakland Transportation Management Association. The TMAs have done great work but other parts of the City, that are not in the TMAs, are growing. The City has received CMAQ funds for 2021 to hire a TDM coordinator and is laying the groundwork for a city program.
- Domonic D'Andrea presented an update on the Regional Operations Plan (ROP). TDM is imbedded in the ROP. The Plan is updated every four years. The last Plan, completed in 2015, is available on the SPC website. The Steering Committee has already met twice and will be meeting with stakeholders in March and May by District. The overarching goals of the ROP are to mitigate recurring congestion, maintain mobility during planned events and other nonrecurring events, and provide for efficient and safe multimodal operations.
- In closing the meeting, Tom suggested that targeted outreach for the TDM Action Plan could begin with the PennDOT District meetings, which are now envisioned to occur in early April.