



DRAFT

Regional TDM Priorities and Actions Interim Report

Regional Transportation Demand
Management (TDM) Strategic Action
Plan

May 29, 2019

Submitted to:
Southwestern Pennsylvania
Commission

Submitted by:
ICF

Table of Contents

Introduction	2
Priorities.....	2
Goal: Enhance the Ease of Use, Connectivity, and Effectiveness of Transit and Shared Mobility Options as well as Bicycling and Walking.	3
Goal: Increase Employer Involvement to Improve Workforce access to jobs.	7
Goal: Increase Awareness of Travel Options and Services.....	8
Goal: Promote Location-Efficient Development.	9
Goal: Target Opportunities Beyond Work Trips and to Address Non-Recurring Sources of Delay.	11
Goal: Integrate Demand Management in Planning and Project Development.....	3

Introduction


This memorandum provides a draft set of strategic priorities for implementing transportation demand management (TDM) throughout the Southwestern Pennsylvania Region. These priorities are designed to align local and regional implementation with regional goals and performance measures. TDM goals were developed through the existing conditions analysis and through the following engagement with stakeholders and the steering committee for the Regional TDM Strategic Action Plan:

- Stakeholder Visioning Workshop, held 4/5/2019 at the SPC.
- TDM Steering Committee Conference Call, held 4/30/2019 via webinar.
- Stakeholder Priority-Setting Workshop, held 5/14/2019 at the SPC.


As a result of these activities, the recommended regional TDM Vision is:

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


To achieve this Vision, the set of recommended regional TDM goals include:

 Enhance the ease of use, connectivity, and effectiveness of **transit and shared mobility** options as well as **bicycling and walking**.

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

 Increase **awareness** of travel options and services




 Promote **location-efficient development and TDM-focused design**

 Target opportunities **beyond work trips** and to address **non-recurring sources of delay** (special events, work zones, weather, and incidents)

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

During the May 14th Priority-Setting Workshop, stakeholders generated specific actions for each of the goals through facilitated group discussion. Specific actions were developed using SMART worksheets that outlined the **S**pecific action, **M**easure, **A**ctors (leads and supporters), **R**esources (potential costs and sources), **T**imeframe, as well as next steps. Actions were prioritized by alignment with goals as well as feasibility, and were differentiated by short-, medium-, and long-term implementation timeframes. This memorandum describes recommended priorities and actions with respect to each TDM goal.

Priorities

This section describes recommended priorities and actions that align with each goal for the TDM Strategic Action Plan. The recommended geographic focus for each priority are shown with icons representing the urban core , suburbs , and small towns and rural areas . The

urban core refers to the City of Pittsburgh. The suburbs refer to areas surrounding the urban core




Potential actions are listed as bullets under each priority, and secondary goals addressed by each action are noted using the six goal icons listed above. In terms of general implementation timeframes, short-term actions are considered feasible within one to five years, medium-term actions within five to ten years, and long-term actions over at least a ten-year time period.



Goal: Integrate Demand Management in Planning and Project Development



Priority: Integrate TDM into regional planning and policy



- Establish a regional TDM Committee to advise the SPC Board, which includes representation from SPC, PennDOT, municipalities, educational institutions (including researchers), transit operators, transportation management associations (TMAs), parking operators, emergency responders, and more. *Short-term.*
- Leverage PennDOT Connects to encourage local municipalities and citizen groups to participate in meetings at the grassroots level to address community needs. *Short-term.*
- Coordinate regional transportation funding priorities to support travel options. *Medium-term.*
- Advocate for regional commute trip reduction ordinance that requires employers above a certain size to implement TDM strategies and report on results. *Long-term.*  
- Influence counties to adopt land use policies that generate more sustainable development. *Long-term.* 



Priority: Integrate TDM into local planning and project development



- Encourage municipalities to integrate TDM into the planning and permitting process for developments to accommodate transportation impacts and provide mechanisms for implementation. *Long-term.* 
- Emphasize neighborhood-level TDM initiatives as the starting point for larger-scale programs. *Short-term.*
- Establish incentives for mixed-use zoning and sidewalk ordinances. *Medium-term.* 

Priority: Integrate TDM into transportation project selection and programming



- Program funds and select projects through the lens of TDM to optimize the transportation system. Use federal programs like NHS funds that are not specifically targeted to TDM like CMAQ/TAP. *Long-term.*
- Re-evaluate major corridor (re)construction projects and plans through the lens of mode shift rather than level of service (LOS). *Long-term.*
- Prioritize transportation investments in regional activity centers. *Long-term.* 
- Advocate for audit of SPC TIP against smart growth goals. *Short-term.* 



Goal: Enhance the Ease of Use, Connectivity, and Effectiveness of Transit and Shared Mobility Options as well as Bicycling and Walking.

Priority: Coordinate connections among transit providers



- Coordinate transit schedules and trip planning between counties in shared software. *Medium-term.*
- Better coordinate commuter transit trips from suburbs to core and vice versa (transfers at hubs, regionalized service, and one commuter provider) to better allow suburban and rural transit providers to serve local travel needs. *Medium-term.*
- Establish integrated transit fare payment with contactless credit/debit card that encompasses all regional transit operators, last-mile shuttles and other travel modes, including parking, rideshare, and bikeshare. This could potentially be an expansion of ConnectCard. *Long-term.*

Priority: Reduce transit travel times



- Extend dedicated bus lanes through congested areas. *Long-term.*
- Increase express, limited stop transit service to the suburbs. *Long-term.*

- Increase cross-town transit service to provide direct routes between destinations outside the urban core. *Long-term.*


Priority: Adopt new service models for transit and shared mobility services that can effectively increase their geographic coverage and frequency



- Identify priority areas with limited fixed-route transit service to improve first/last mile, city-to-suburb (reverse commute) and suburb-to-suburb travel. *Short-term.*
- Increase interaction and communication between transportation network companies and public transit agencies to explore mobility on demand solutions. *Short-term.*
- Develop more options for single-seat (no transfer) reverse commute by transit from the urban core to suburban and rural areas. *Medium-term.*

Priority: Improve access to, and quality of, transit hubs and stations




- Improve sidewalk connectivity to bus stops in suburban and rural areas. *Long-term.*
- Improve amenities at bus stops along high-traffic corridors, including seating, shelter, and lighting. *Long-term.*
- Enhance infrastructure for walking and biking to access transit facilities and for crossing bus and rail right-of-way. *Medium-term.*
- Optimize placement of bus stops in suburban areas by local employment centers and multi-family residential development. *Long-term.* 
- Identify strategic opportunities for additional park and ride locations or for expanding the capacity of existing park and ride lots, such as satellite lots at town perimeters and sections of shopping center lots. *Short-term.*

Priority: Incentivize use of travel options and park and rides through discounts and rewards for transit, carpooling, walking, and biking










- Develop fare-free transit programs for specific locations or for low-income riders to improve equity and access. *Medium-term.*
- Develop a regional incentive program tied to trip tracking, where commuters earn rewards by logging trips by alternative transportation. *Short-term.*

- Provide businesses with bulk discount options on purchasing transit passes for employees. *Short-term.* 



Priority: Improve pedestrian and bicycle network connectivity, including connections to other modes



- Retrofit car-centric development by adding pedestrian infrastructure to old shopping strip malls and connecting to nearby residential neighborhoods. *Long-term.*  
- Develop a policy directive and technical guidance for incorporating appropriate transit, pedestrian, and bicycle infrastructure into roadway projects including any Intelligent Transportation Program (ITP) project and major corridor reconstruction projects (Rt. 30, 22, 65). *Medium-term.* 
- Encourage agencies to adopt Complete Streets Policies and multimodal design standards for urban arterials and commercial corridors. *Medium-term.* 
- Require trail expansion with development and road building to create a connected and integrated regional trail network. *Long-term.*  
- Promote trailhead parking to encourage more travel by bicycle. *Short-term.* 
- Provide incentives to municipalities to institute sidewalk ordinances and ensure that all roadway projects in these municipalities include sidewalks that adhere to ordinances. *Medium-term.* 

Priority: Improve pedestrian and cyclist safety through enforcement, infrastructure, and technology






- Improve safety of walkable and bikeable places through enforcement and educational campaigns targeted toward motorists to reduce unsafe behavior such as speeding and illegal parking on sidewalks or bicycle facilities. *Short-term.* 
- Add review of pedestrian and cyclist amenities to road safety audits. *Short-term.* 
- Separate pedestrian movement from bicycle movement to prevent collisions. *Long-term.*
- Deploy smart traffic signals that coordinate with movement of pedestrians and cyclists. *Medium-term.*



Goal: Increase Employer Involvement to Improve Workforce access to jobs.






Priority: Establish cost-sharing arrangements between employers and transit






- Establish fund for employers to pay for transit operations, last-mile infrastructure, and bus shelters around their worksites, and/or to increase weekend and evening transit service. *Medium-term.* 
- Encourage employers to jointly provide low cost/free transportation from main transit hubs (i.e. last mile shuttle sharing and circulator systems). This can start with community-level surveys to identify partnership opportunities. *Short-term.* 
- Redeploy institutional shuttles for first/last mile connections to transit. Funding for private employer shuttles and University shuttles could instead be redirected to pay into public transit. *Medium-term.* 

Priority: Encourage employers to support commuting options



- Develop Live Near Work Programs that work directly with employers to incentivize employees to purchase or rent homes in neighborhoods that are accessible to employment by non-SOV modes. *Short-term.* 
- Encourage employers to provide or subsidize transit passes instead of parking passes. Encourage major employers to use existing employer programs such as the Port Authority's Job Perks, and to follow Pitt/CMU/Chatham leads on providing passes at discounted rates to employees, students, and clients. *Short-term.* 
- Increase education and outreach to employers on the available transportation options and the benefits of alternatives through expansion of regional and local commute-focused programs, including CommuteInfo, TMAs and local government efforts . *Short-term.* 
- Encourage employers to provide bike parking and amenities for cyclists, including showers, lockers, repair stations, etc. Also, encourage employers to provide bikeshare and carshare memberships to employees. *Short-term.* 
- Engage with employers and health insurance providers to incorporate active commuting into wellness programs and incentives. *Short-term.* 




- Leverage employer recognition programs such as Sustainable Pittsburgh, Best Workplaces for Commuters, and Bicycle Friendly Business certifications to motivate employers to implement TDM. *Short-term.* 
- Disincentivize parking: Phase out prepaid monthly parking leases. Require daily parking payment and/or parking cash-out. *Short-term.* 
- Foster connections between municipalities and employers to educate employees about available travel options. *Medium-term* 



Goal: Increase Awareness of Travel Options and Services




Priority: Develop resources for travelers to navigate regional options



- Develop CommuteInfo online platform through the SPC into a one-stop shop for travel options that integrates all mobility services in ride-matching, trip planning, and trip tracking. *Short-term.* 
- Develop a regional transit map through the SPC along with a coordinated public relations campaign to increase awareness of transit options. *Short-term.*  

Priority: Improve signage for travel options and services




- Implement pedestrian wayfinding systems where population density exists. *Short-term.*  
- Implement signage along major roadways that advertises transit and carpooling by promoting CommuteInfo. *Medium-term.* 

Priority: Use marketing campaigns to increase awareness of travel options and services




- Refine mass/social media campaigns that alert the public to travel mode options, benefits, and tools like CommuteInfo. *Short-term.*
- Identify media partner and broader message to communicate benefits of commuting alternatives.

- Partner with organizations to promote TDM with respect to specific mission-driven outcomes, such as environmental sustainability, reducing carbon footprint and greenhouse gas emissions, physical health, work-life balance, and financial well-being. *Short-term.*
- Designate recurring day(s) to promote and incentivize transit, such as “teach your friend how to ride the bus day”, free transit, and/or “give transit a try” days. *Short-term.* 
- Promote existing travel/trip planning tools on the CommuteInfo platform. *Short-term.*

Priority: Provide school-based education about available travel options







- Implement school-based educational program on walking, biking, and transit. *Medium-term* 
- Support local communities in establishing new Safe Routes to School programs and in sustaining and enhancing existing efforts. *Short-term.*



Goal: Promote Location-Efficient Development.


Priority: Improve access to existing development



- Establish partnerships between industrial parks to promote connectivity and design as a walking campus. *Medium-term.*  
- Identify alternate uses and retrofits for rural/suburban shopping centers to add pedestrian infrastructure & improve transit service. *Long-term.*  

Priority: Encourage residents to live in locations that reduce driving needs



- Encourage new residents to live near their employment through Live Near Work programs. *Short-term.*
- Support municipalities in using Safe Routes to Schools principles and implementation tools. *Short-term.* 





Priority: Modify policies and land use plans to promote smart growth



- Revitalize historic walkable towns and neighborhoods. *Long-term.* 
- In rural areas, locate employment near village centers so that jobs are more accessible to rural residents. *Long-term.* 
- Encourage counties to adopt comprehensive plans that include higher-density development near transit. *Medium-term.* 
- Encourage municipalities to plan neighborhoods around employment centers. *Medium-term.* 
- Educate municipalities about economic resilience of mixed-use developments and how to generate a resilient tax base. *Short-term.*
- Provide workshops and education to municipalities about how developments can be better connected with the needs of the communities. *Short-term.* 
- Encourage collaboration among localities to reduce competition for development and tax revenues, which can lead to poorly placed development. *Short-term.*
- Encourage municipalities to require transit-oriented development (TOD) along any transit line carrying more than one million riders per year, as well as along busways and light rail. *Medium-term.*   

Priority: Modify zoning, subdivision, and development regulations to promote TDM-supportive site design




- Encourage municipalities to incorporate smart growth principles into zoning and development regulations to create higher-density development near transit and walkable shopping districts. *Medium-term.*  
- Change traffic impact analysis requirement to require new development to implement TDM strategies and promote all modes, including offering incentives such as free or discounted transit passes. *Medium-term.*  

Priority: Establish development incentive programs for incorporating TDM






- Establish developer density bonus for location-efficient development, including transit-oriented development. *Short-term.*  

- Establish incentives for creating affordable housing near transit. *Short-term.*
- Leverage existing development recognition programs, including the Green Building Alliance and Leadership in Energy and Environmental Design (LEED), to motivate developments to implement TDM strategies. *Short-term.* 






Priority: Manage the development of parking supply



- Encourage municipalities to reform parking requirements: eliminate parking minimums for new developments, to reduce parking requirement for developments located near transit connections, or to replace development parking requirements with comprehensive TDM plans. *Short-term.* 
- Encourage developments, employers, and institutions to provide preferred high-occupancy vehicle (HOV) parking spaces as an incentive for ridesharing. *Short-term.*  

Priority: Facilitate private-sector investment in travel options and location-efficient development







- Establish cost-sharing arrangement between development and transit to expand scope of transit, such as providing developments that build less parking with more transit service if development contributes a percentage of savings from reduced parking costs towards transit operations or amenities. *Long-term.*  
- Connect businesses with transit while in the development stage so that employment can locate employment in transit-rich, mixed-use areas. *Long-term.*   



Goal: Target Opportunities Beyond Work Trips and to Address Non-Recurring Sources of Delay








Priority: Encourage and educate travelers to use alternatives to driving for diverse trip types



- Connect elderly and disabled to free ride services for medical/other needed travel (groceries, etc.). *Short-term.*  
- Encourage walking and biking to every day shops/services. *Short-term.*  



Priority: Enhance transit services and tools to better serve non-work trips, including special events



- Provide technical assistance for transit operators to expand/enhance transit service beyond peak trips to and from the core, including weekend and/or night transit service (past 2 am) as well as crosstown service. *Long-term.* 
- Partner with entertainment venues to improve transit service to the urban core during special events, evenings, and weekends. *Short-term.* 
- Provide or promote dynamic ride-matching software that allows travelers to find rideshares for non-recurring trips, such as shopping or recreation. *Short-term.* 
- Facilitate partnerships between hosts of special events to promote multiple events, and possibly offer discounts to attend multiple events to disperse traffic. *Short-term.*  
- Encourage operators of special events to include travel options (including transit) with online ticket purchase, email or reservation notification, and potentially provide discounts for using non-SOV modes. *Short-term.*  


Priority: Integrate demand management strategies into construction and work zone management



- Coordinate communication about construction activity and promote non-SOV modes along corridors under construction. *Short-term.* 
- Enhance TMA construction alerts to include robust modal options. Provide alerts well in advance of detour. *Short-term.* 
- Establish more efficient construction flow procedures. *Medium-term.*

Priority: Integrate demand management into incident management and emergency management



- Encourage alternate work hours in bad weather. *Short-term.* 
- Integrate TDM into emergency preparedness planning. *Medium-term.* 