



Regional Transportation Demand Management (TDM) Strategic Action Plan



Visioning Workshop

April 5, 2019



Workshop Agenda

1. Introductions and Planning Context
2. Discussion Groups: Challenges, Opportunities, and Goals
3. Break
4. Group Report Backs and Regional Goals Discussion
5. Next Steps



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Introduction & Planning Context



TDM Success Stories in the Region



airport corridor
transportation association



Oakland Transportation
Management Association



PITTSBURGH
DOWNTOWN
PARTNERSHIP



a better way to work



TDM Visioning Workshop

What is Transportation Demand Management?

Providing travelers with information, options, and incentives that....



**Expand travel choices
beyond driving alone**



**Shift travel to less
congested times or routes**



**Help travelers avoid
unnecessary trips**



Why does this matter?

New and different forms of transportation



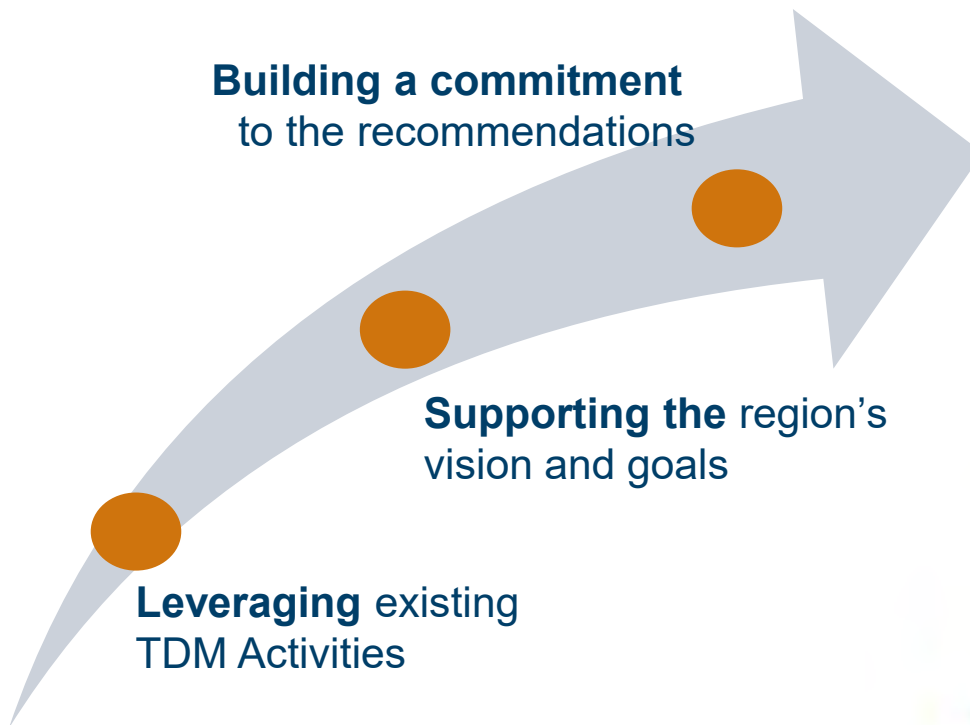
New expectations



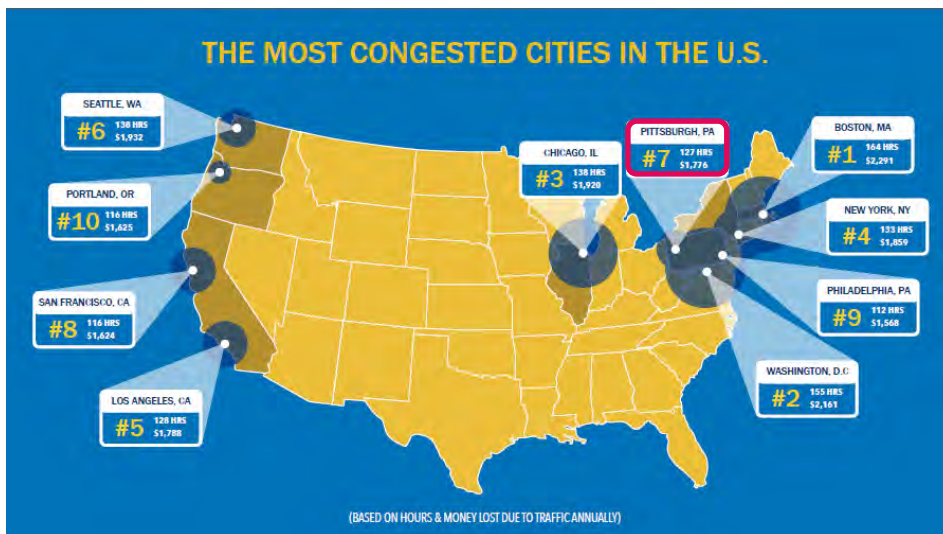
Enhancing access, saving time, and improving quality of life



Why a Regional TDM Vision and Action Plan?

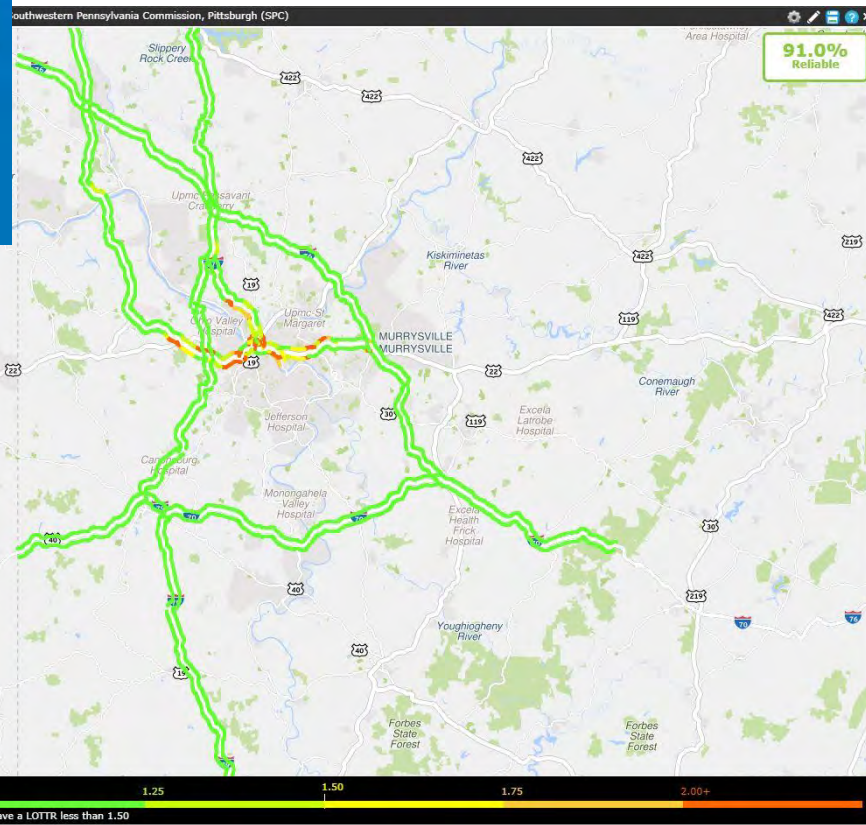


Existing Conditions



Significant traffic congestion and unreliable travel time, particularly in the urban core

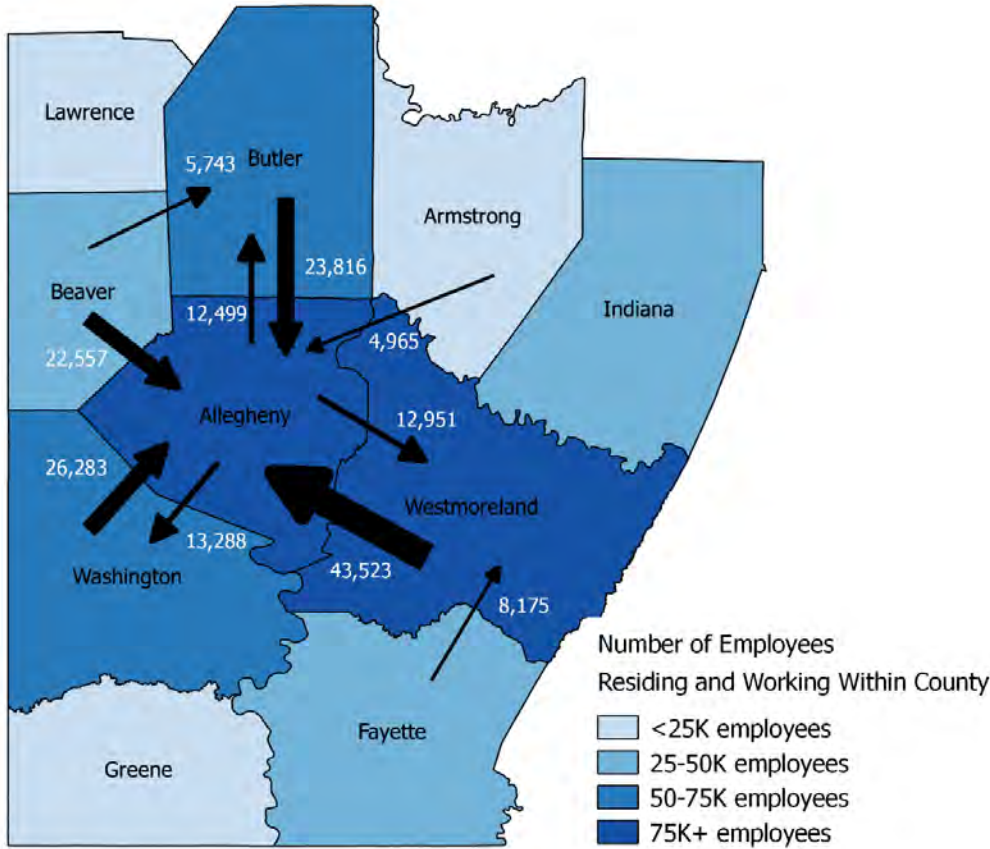
Source: INRIX



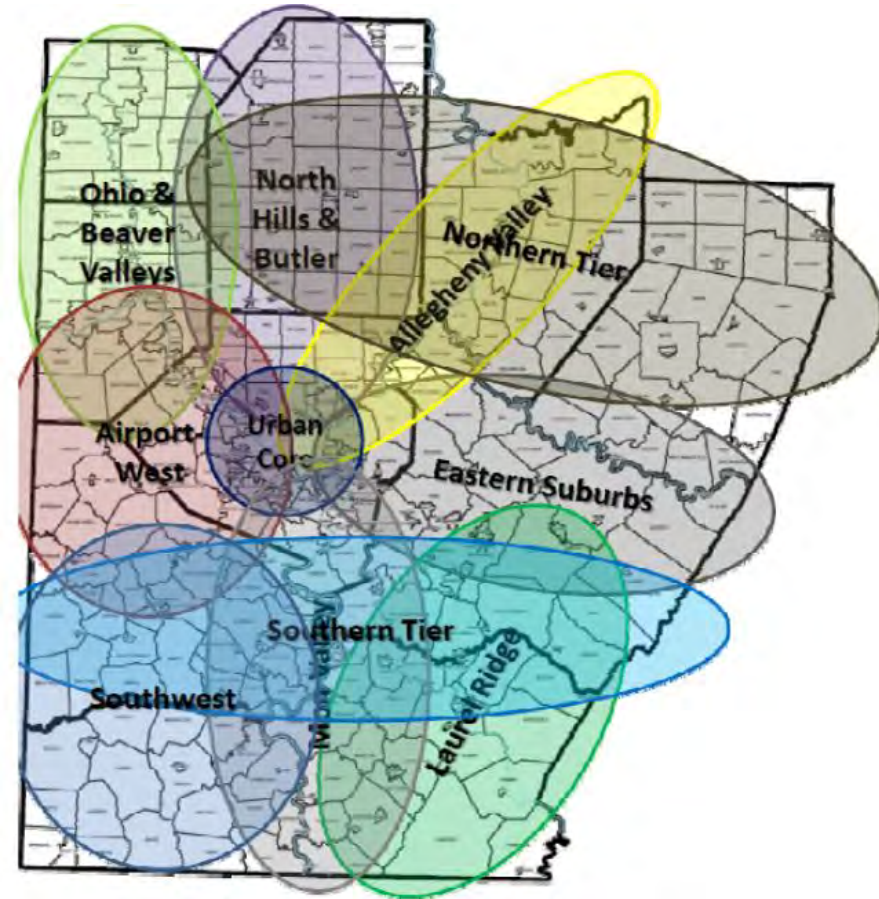
Source: INRIX



Travel Pattern Analysis



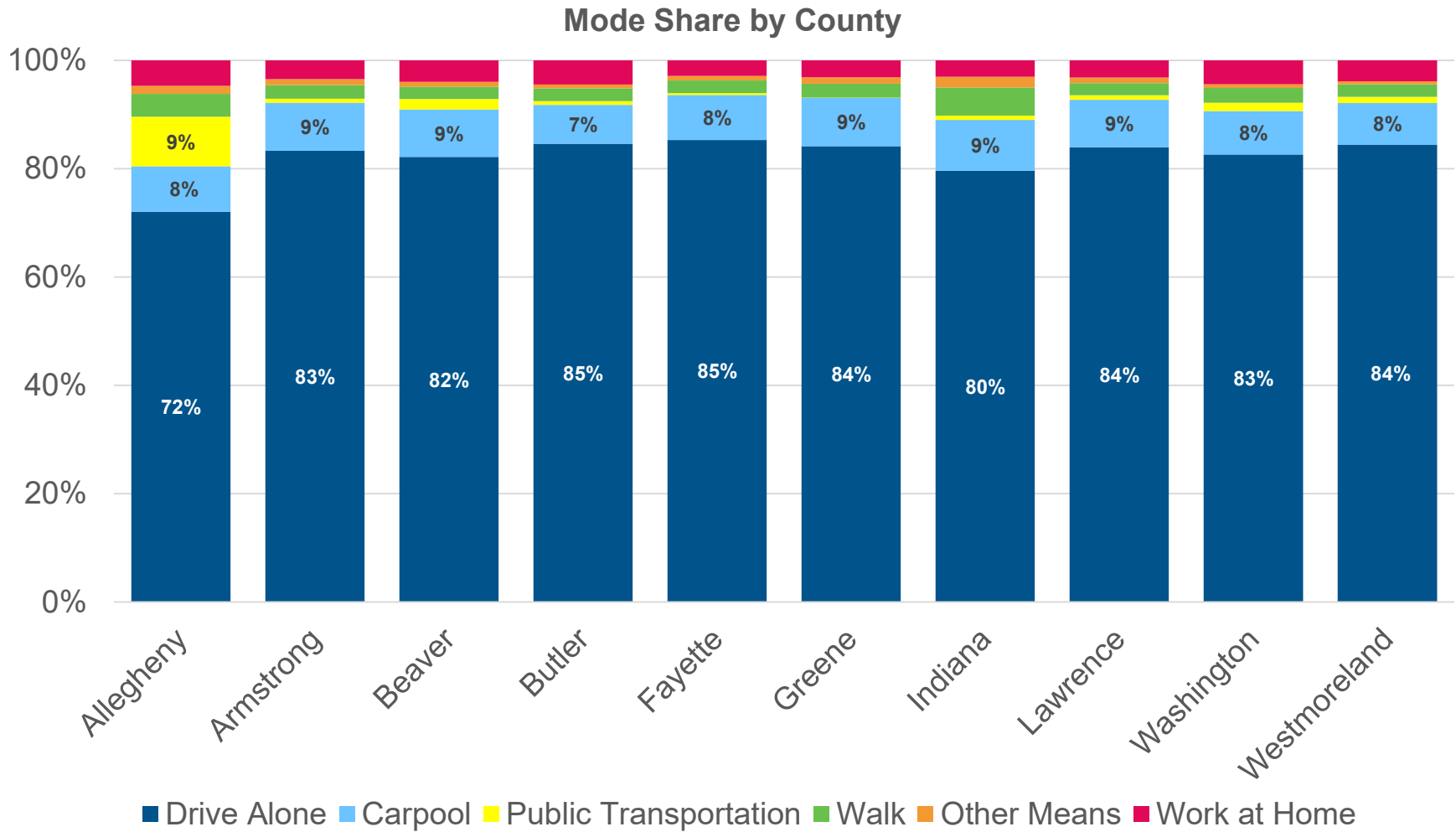
Source: 2009-2013 ACS



Source: SPC Regional Operations Plan (2015)

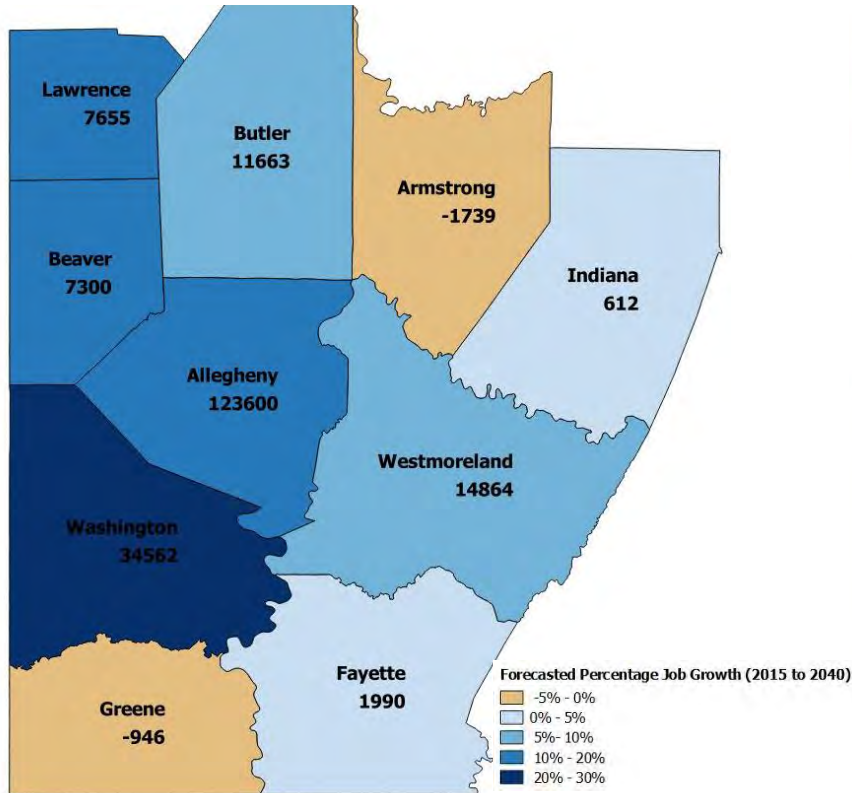


Mode Shares

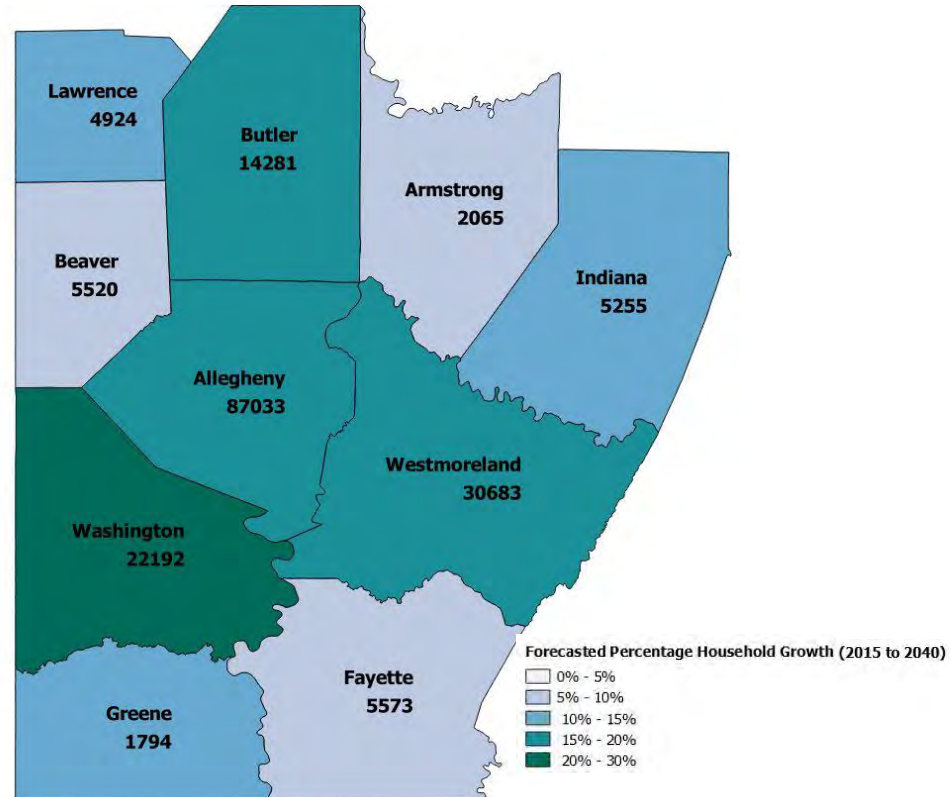


Forecasts – Change 2015 to 2040

Jobs



Households



Source: SPC Cycle 10a forecast adopted by the Commission on June 27, 2016.





Stakeholder Perspectives



Stakeholder Survey

- What are we currently doing well?
- What are we not doing well?
- What should we be doing?

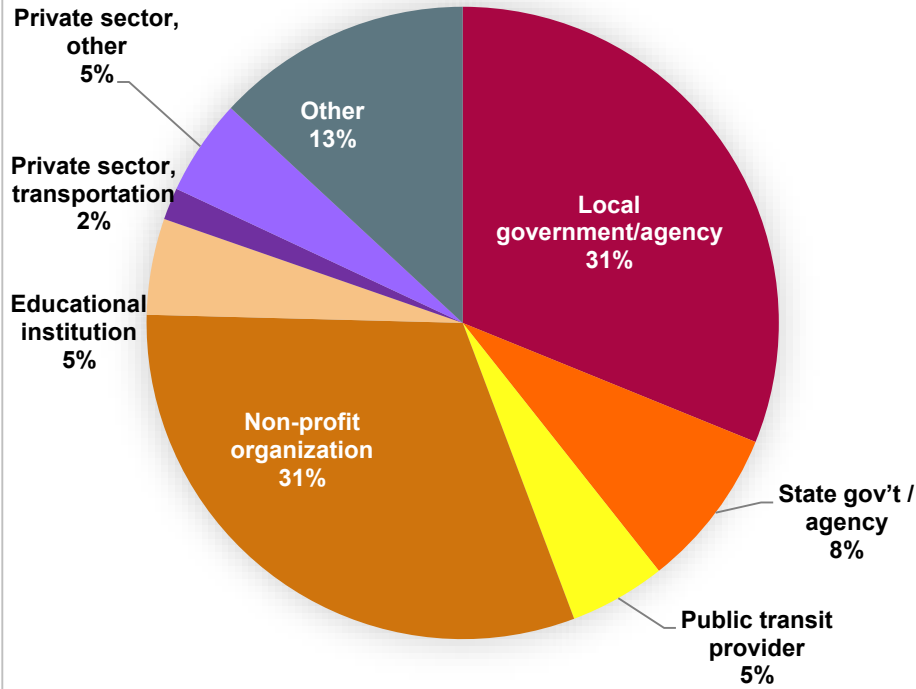


https://www.surveymonkey.com/r/SPC_TDMSurvey

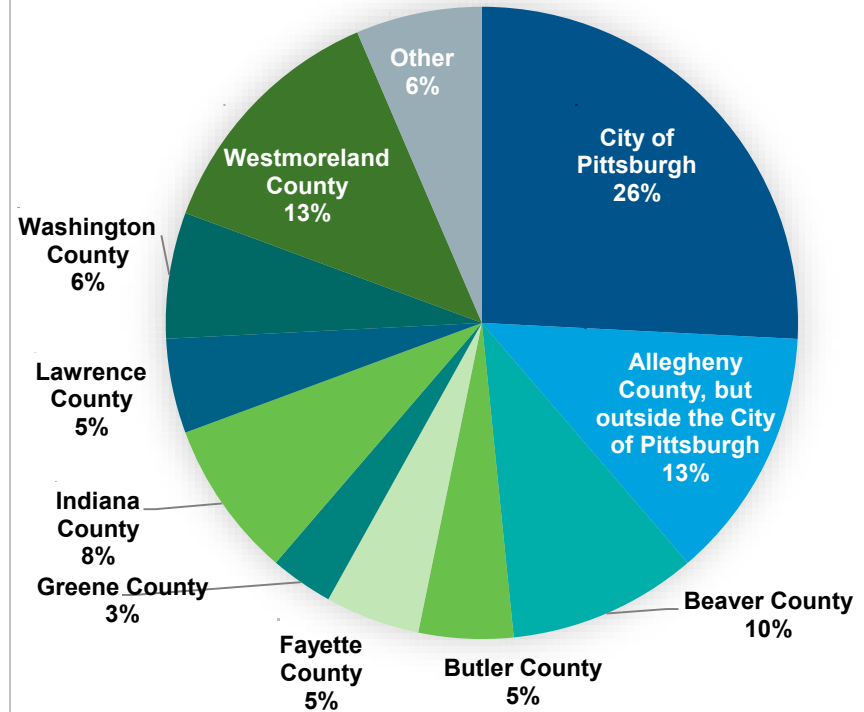


Stakeholder Survey Response

Organization Type



Location

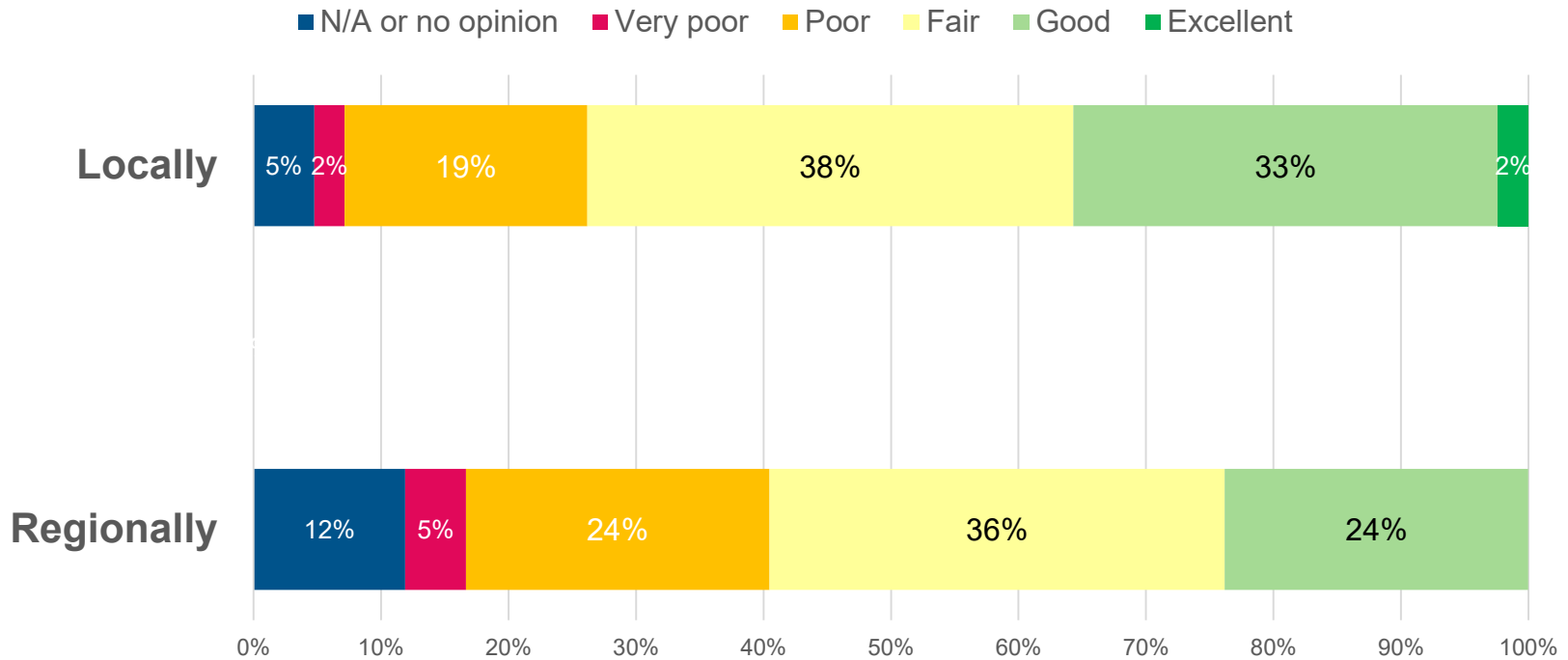


62 respondents so far



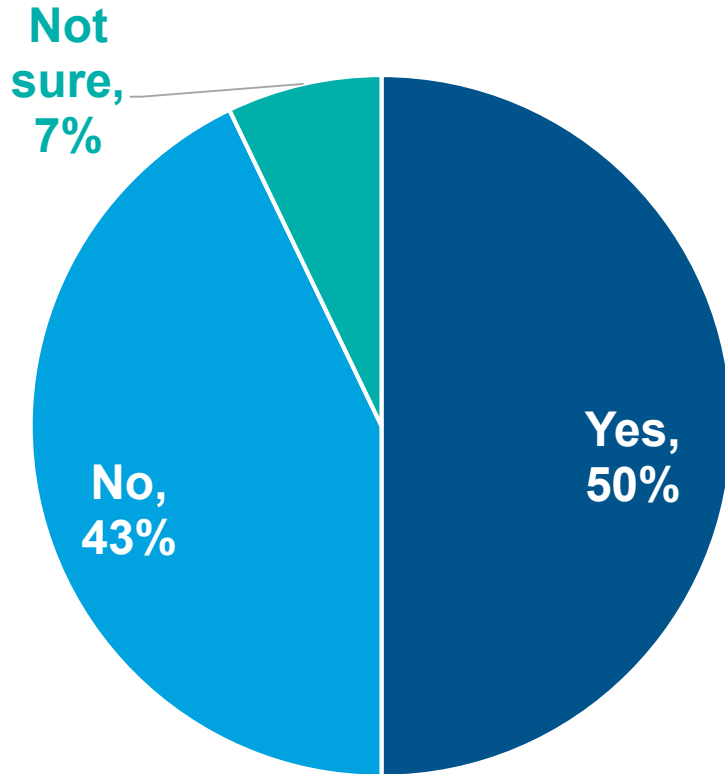
Survey Results

How well do you think transportation demand is being managed?

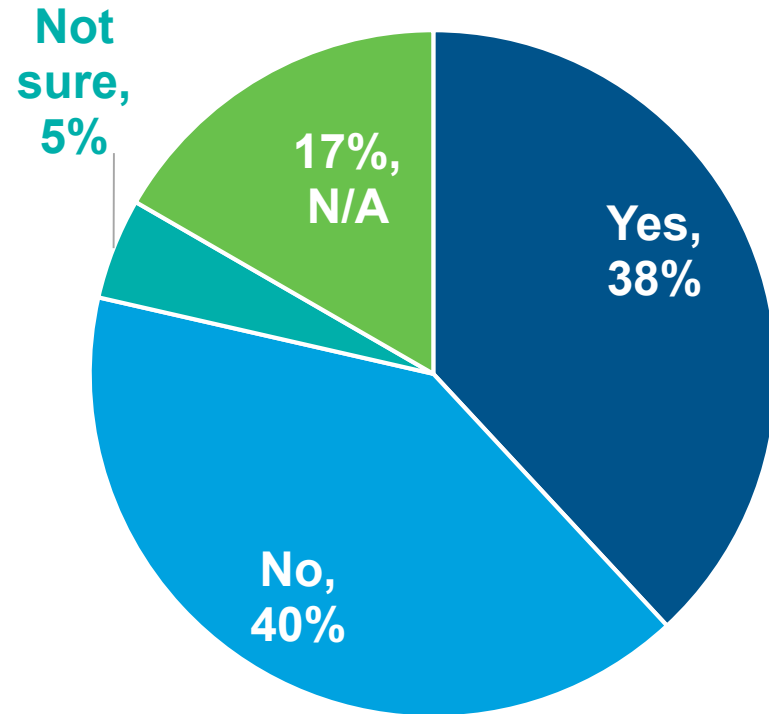


Actions to Manage Travel Demand

Aware of any Local or Regional Programs Supporting Carpooling and/or Vanpooling



Encouraging Constituency to Use Alternative Modes and Travel During Off-Peak Hours



Regional Strengths

From stakeholder survey and review of existing initiatives

- Region has a strong foundation for TDM with a variety of multimodal services, infrastructure, technology, planning commitments, and development policies.
 - Port Authority provides quality service for those with access
 - Walkable neighborhoods
 - Park and Rides
 - Bike lanes appear well utilized
- CommuteInfo provides core services and support, including employer outreach, Emergency Ride Home, ridematching, and vanpool subsidies.
- County comprehensive plans share priorities of enhancing transit, supporting walking and biking, and several outlying counties support transit-oriented development.



Regional Challenges

Stakeholder Survey:

- Employment locations
- Access to and frequency of transit
- Development patterns
- Bicycle and pedestrian infrastructure / Hilly topography
- Public transit doesn't feel professional or worth while
- Lack of funding

Review of Existing Initiatives:

- Jobs-housing mismatch
- Lack of mobility options and initiatives in suburban and rural areas – low population density is a barrier
- “Demand management” is generally not a priority in outlying areas due to lower traffic volumes and parking demand.
- Limited funding for affordable mobility services and accessible infrastructure.



Regional Opportunities

Review of Existing Initiatives:

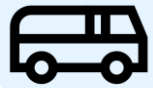


- “Mobility” rather than “demand management” is a need that unifies the region.
- Foundation for greater regional integration of traveler information:
 - CommuteInfo website and ridematching
 - ConnectCard
- Employers are motivated by maintaining a competitive working environment and sustainability designations
- Promoting regional trail network for bicycle commuting
- PennDOT Connects provides framework for interagency coordination and planning to integrate TDM into the project delivery process.





TDM Strategy Priorities (Stakeholder Survey)



More incentives for using transit

Improvements to transit access or operations (e.g., transit signal priority, bus-only lanes to improve transit speeds and reliability)



Enhanced tools for travelers to see real-time information about travel options and conditions



More onsite outreach about travel options at employers and community events



Supporting employers to implement flexible/staggered shifts and telework programs



Land use planning approaches, such as transit-oriented development and walkable community design



Best Practices Review: Broadening the Role of TDM



Supporting Diverse Regional Goals

- Not just traffic mitigation and air quality, but also goals such as: public health, livable communities, access to jobs, active aging, and GHG reduction



Beyond Commute Trips

- School trips, recreation and tourist travel, long-distance traveler



Applications for Freight

- Fleet management, off-peak deliveries, and use of smaller vehicles and human powered transport, particularly in urban areas



Beyond Day-to-day Travel Conditions

- Active demand management to address an array of nonrecurring events, such as traffic incidents, weather conditions, and work zone management



Best Practices Review: Targeting Strategies



Tailoring Approaches to Sub-Regional Context

- Downtown, urban areas, suburban areas, small towns, rural areas



Programs and Initiatives Targeted to Special Populations

- e.g., disadvantaged populations



Best Practices Review: Applications of TDM



Local and Subarea Planning and Policy

- Land use / development requirements
- Parking management



Corridor Initiatives

- Integrated Corridor Management



Marketing/Outreach and Incentives

- Social Media
- Gamification



Systems Management and Operations

- Traveler information
- TDM for incidents, emergency events, and road weather management
- Special events management; work zone management



Transportation Improvements and Technology Applications

- Making transit faster and more reliable (e.g., transit signal priority)
- First and last mile connections to transit
- Shared mobility options / Mobility on demand



Recurring Goals in Existing Initiatives

- Reduce vehicle travel
- Reduce congestion
- Improve multimodal connections
- Improve workforce access to jobs
- Investigate and deploy technology
- Promote smart growth and transit-supportive land use
- Change commuter behavior from driving alone to shared and active modes
- Expand access to transit and other shared mobility services
- Improve cooperation, coordination, and collaboration between stakeholders
- Establish sustainable funding strategies
- Make traveler information and payment easy and integrated





What is a Vision for TDM?

A vision provides a shared intention and direction for a program or focal point for the region.



Should speak to **high-level outcomes** and be consistent with and support the region's overall vision.

May be supported by **core principles or goals**.



Potential TDM Vision

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.



Group Q&A





Discussion Groups: Challenges & Opportunities





Discussion Groups: Draft Goals





Break





Report Back





Next Steps



Next Steps

- Develop Regional TDM Action Plan Vision and Goals Statement
- Assessment of Performance Criteria (tied to Goal-Setting)
- Hold Stakeholder Workshop on Setting Regional TDM Priorities (early May)
- Draft Recommendations for Regional TDM Activities for Review by Steering Committee (mid May)
- Prepare TDM Action Plan (May – June)

