



# 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



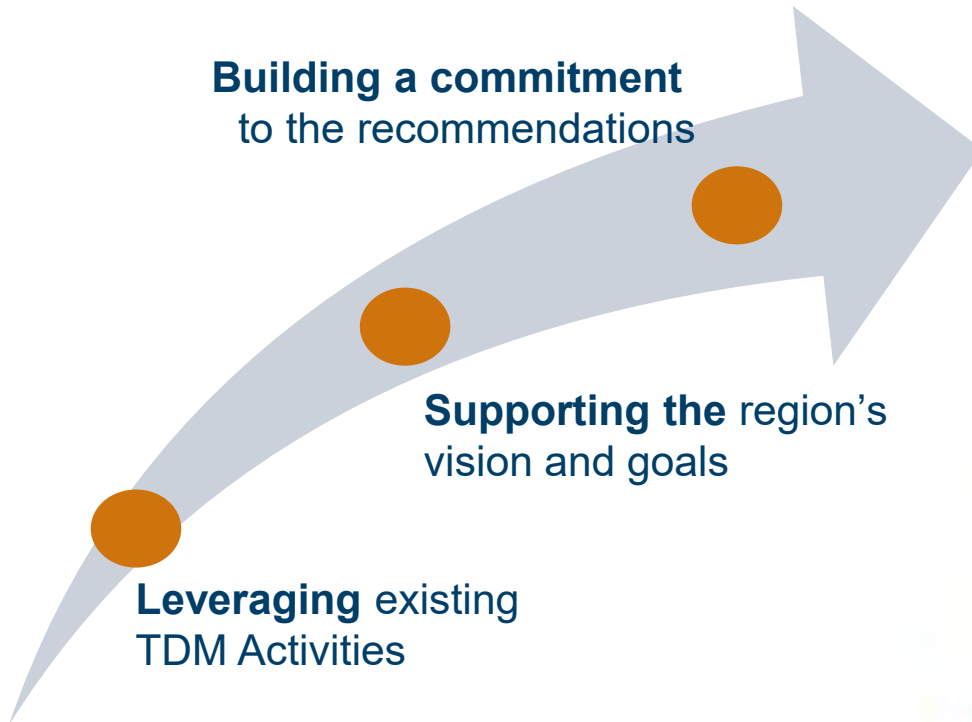
## New expectations



## Enhancing access, saving time, and improving quality of life

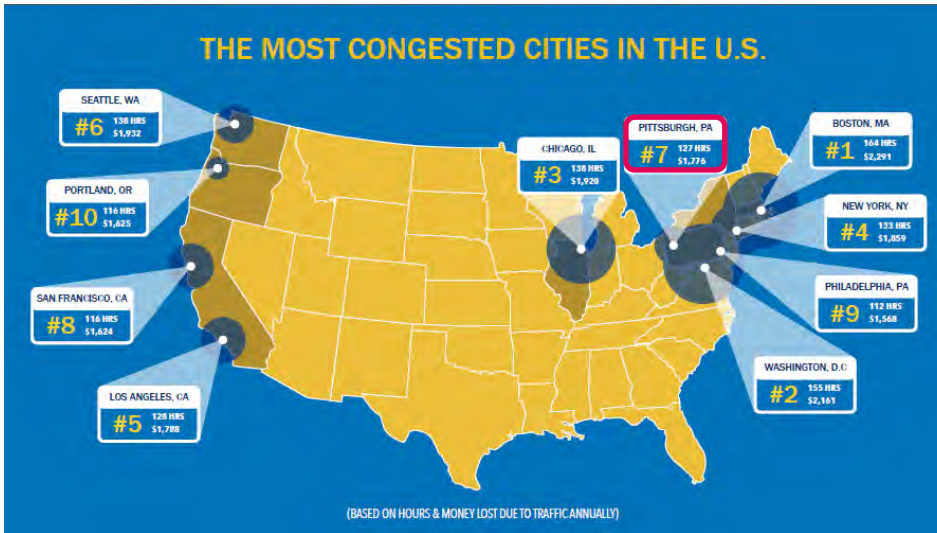


# Why a Regional TDM Vision and Action Plan?



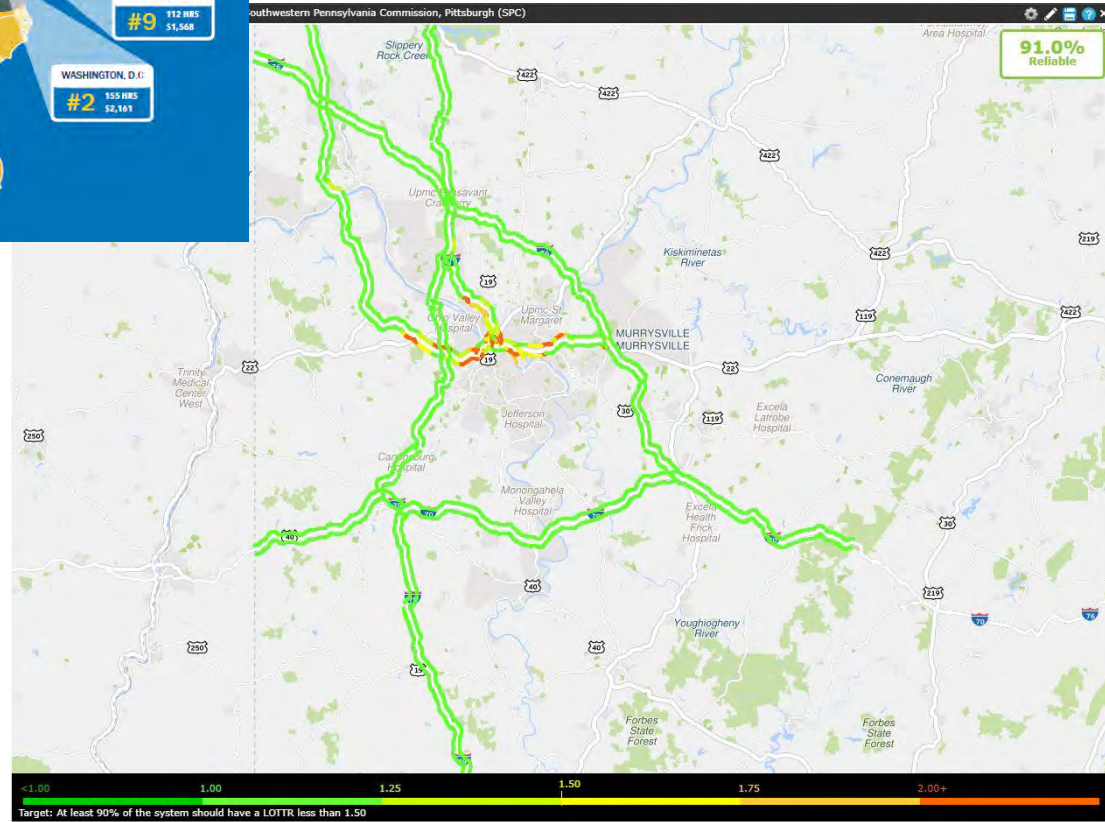


# Existing Conditions



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

Source: INRIX

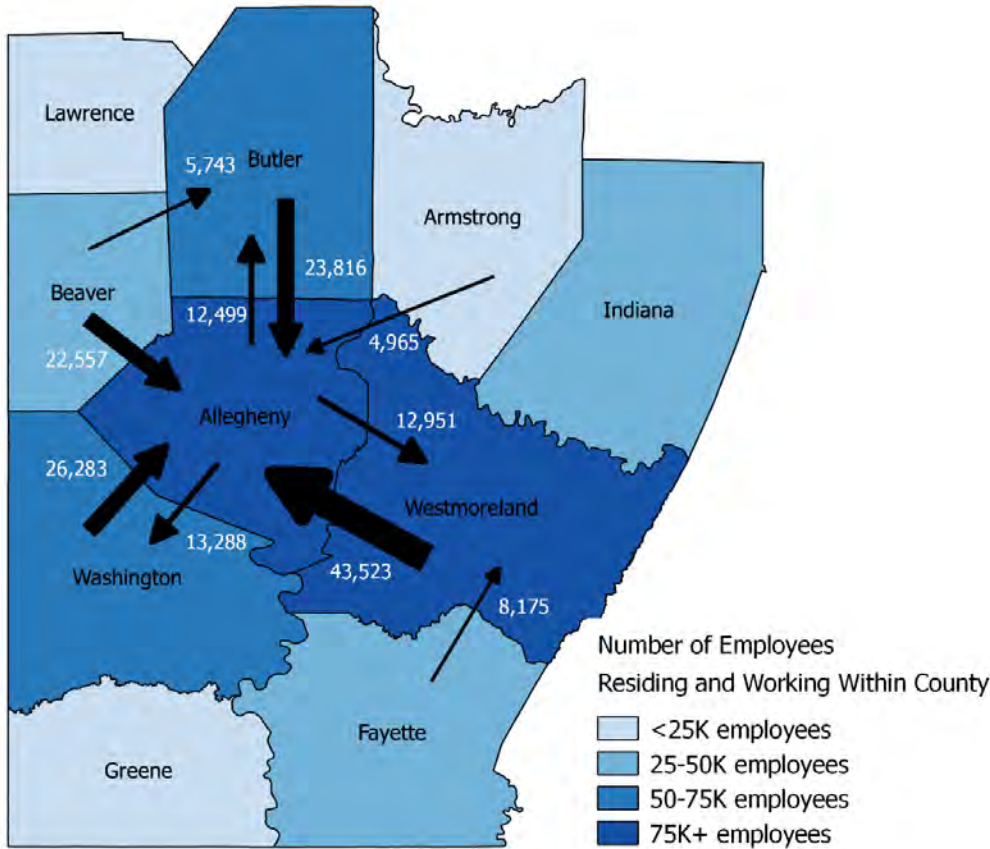


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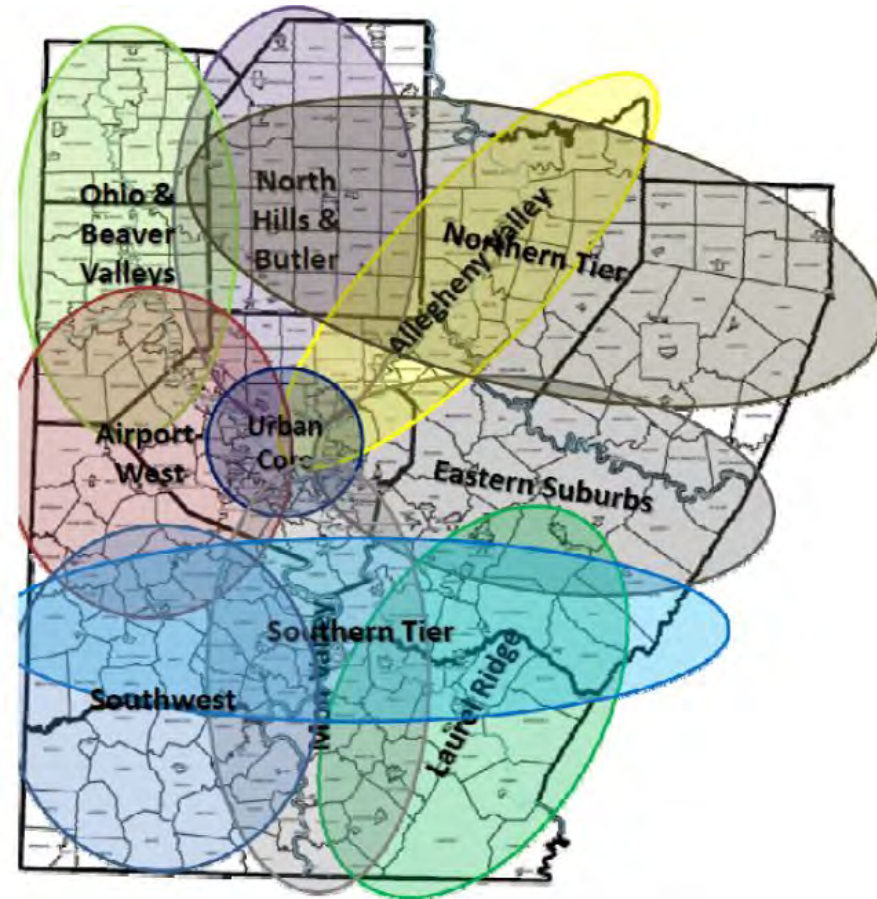




# Travel Pattern Analysis



Source: 2009-2013 ACS

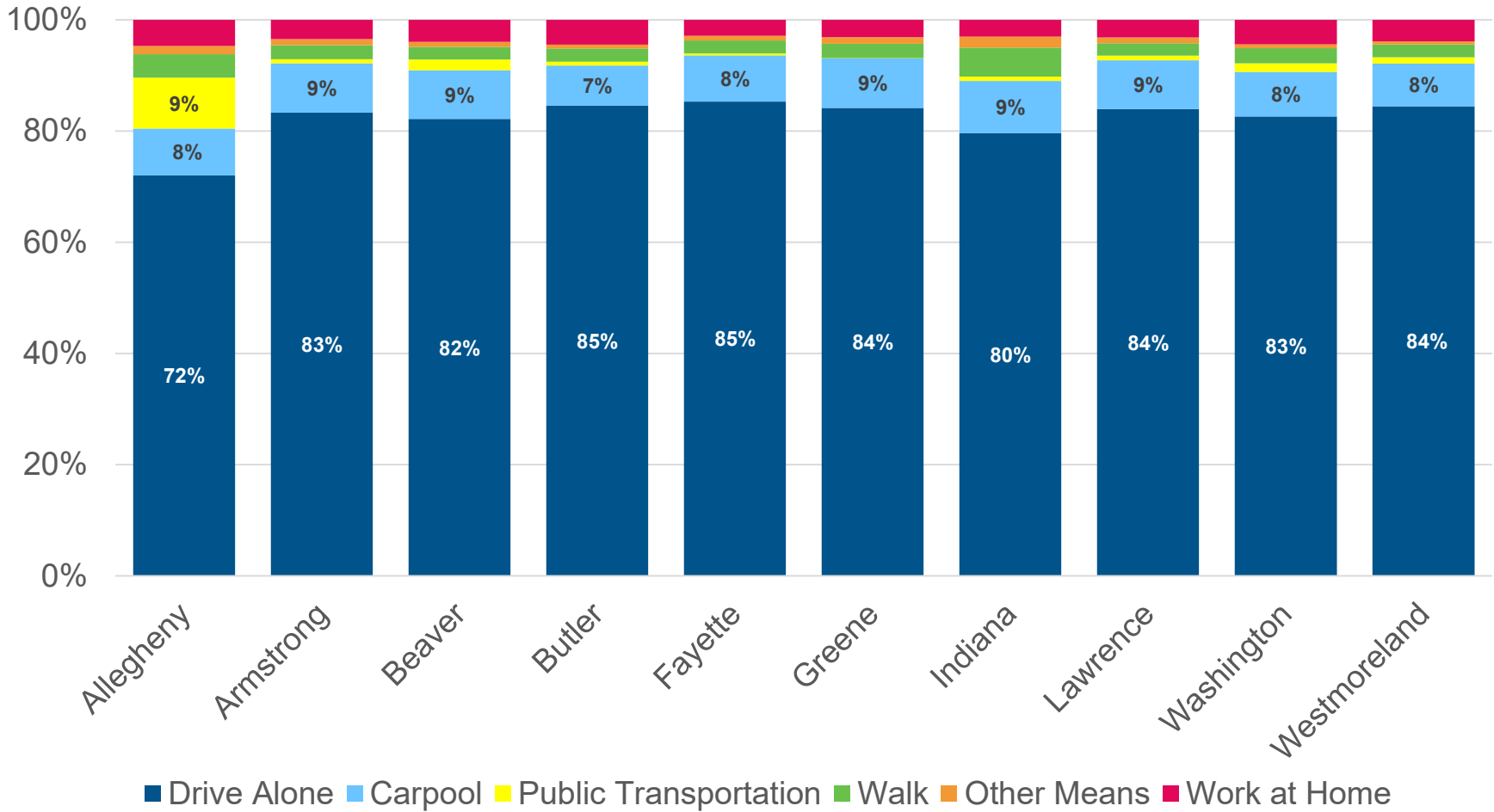


Source: SPC Regional Operations Plan (2015)



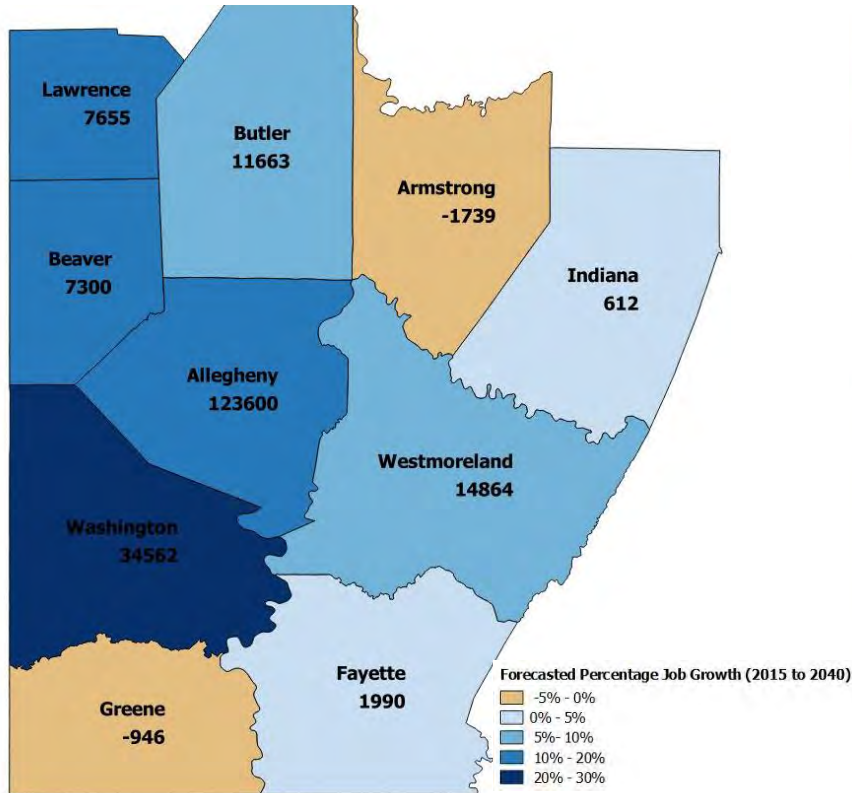
# Mode Shares

Mode Share by County

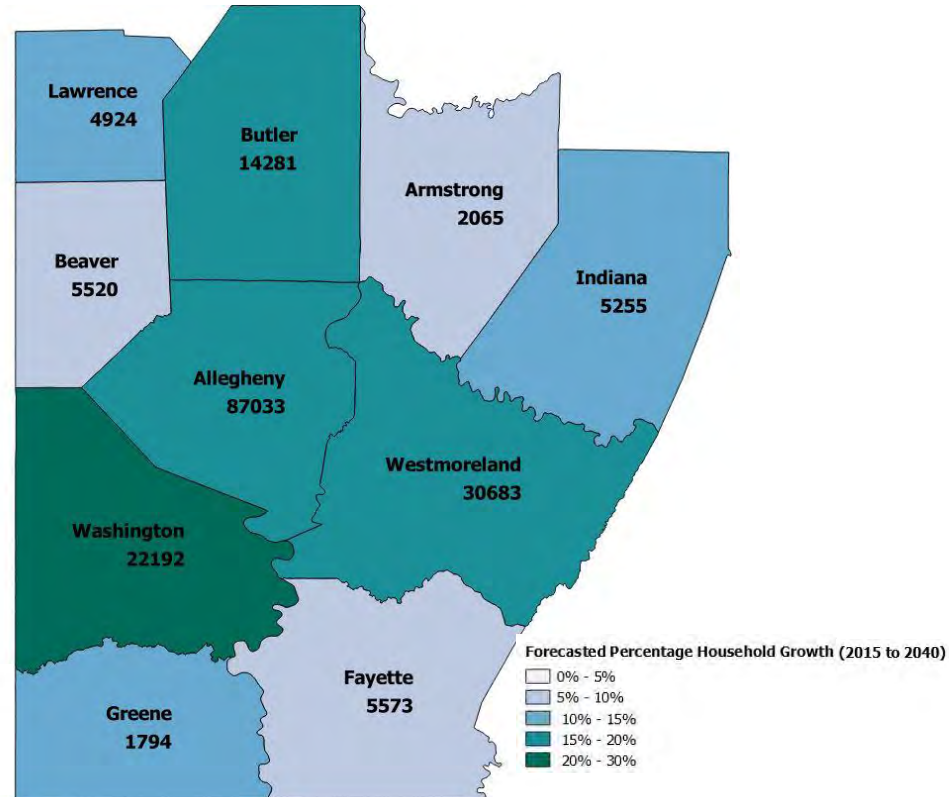


# Forecasts – Change 2015 to 2040

## 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?

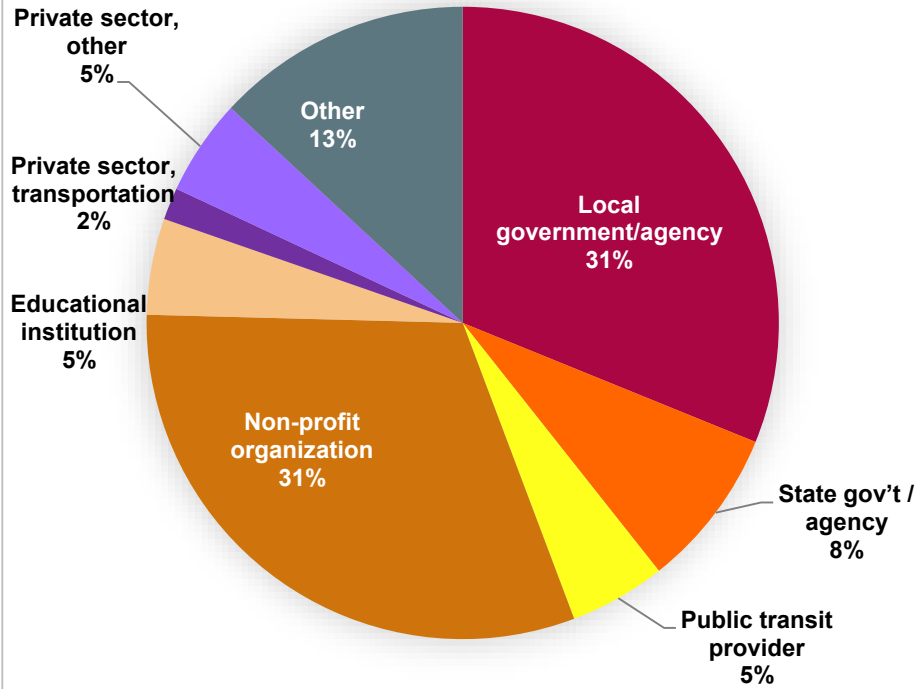


[https://www.surveymonkey.com/r/SPC\\_TDMSurvey](https://www.surveymonkey.com/r/SPC_TDMSurvey)

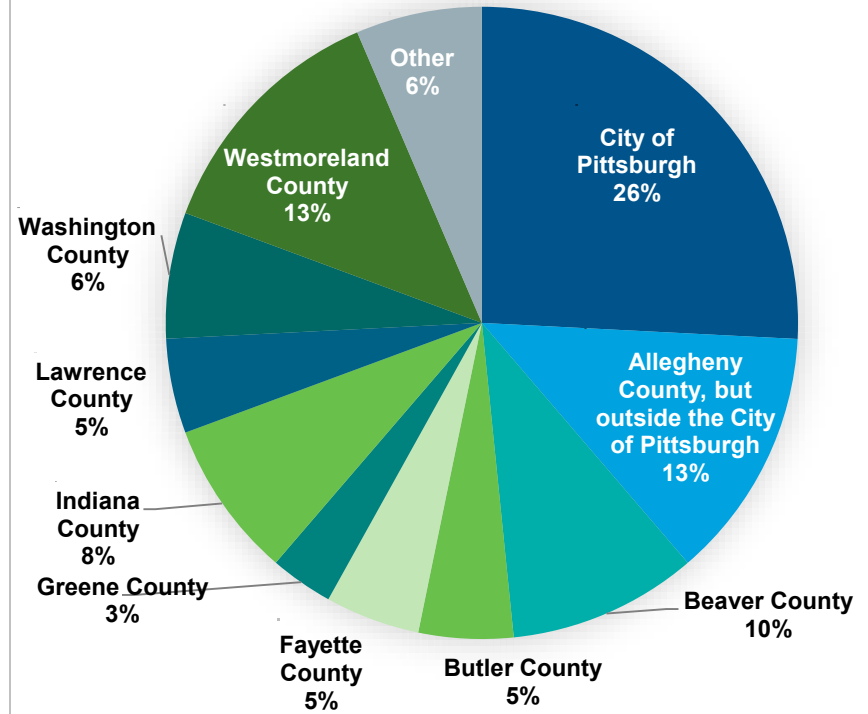


# Stakeholder Survey Response

## Organization Type



## Location



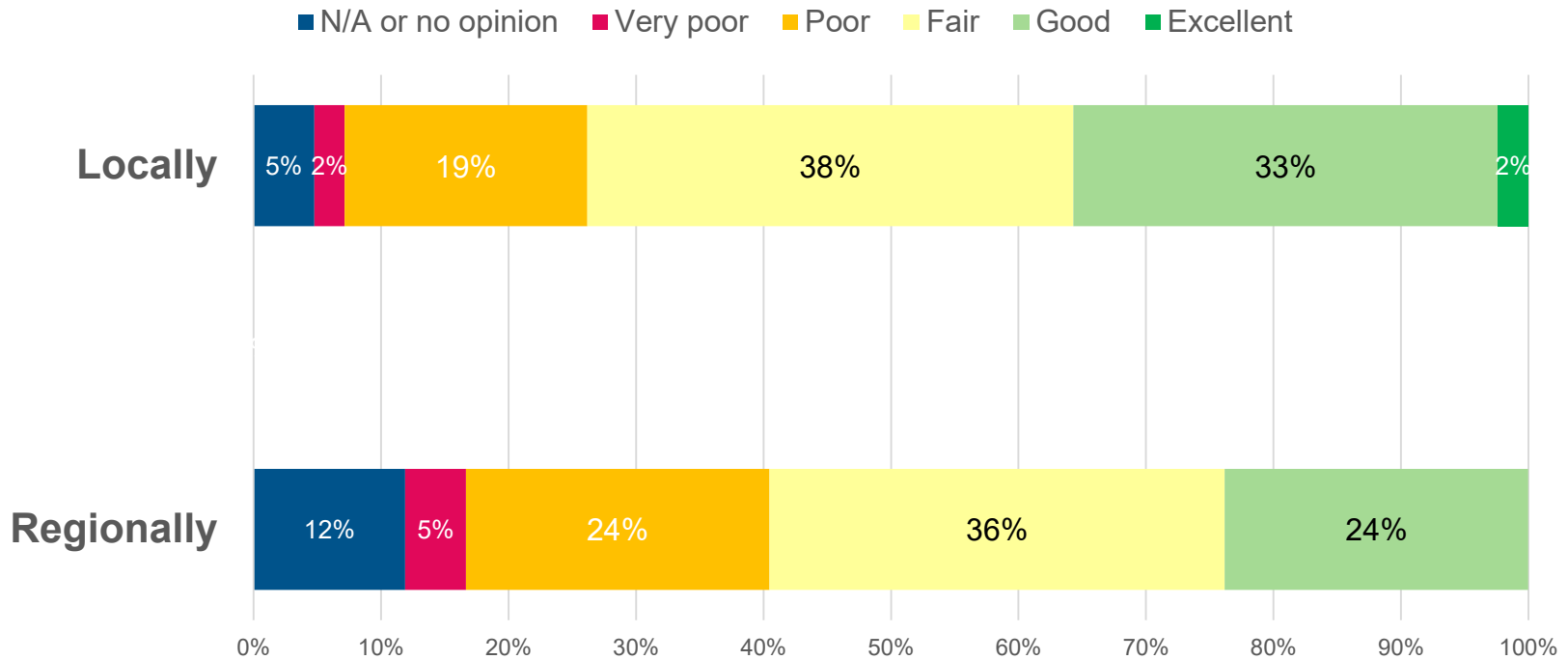
**62 respondents so far**





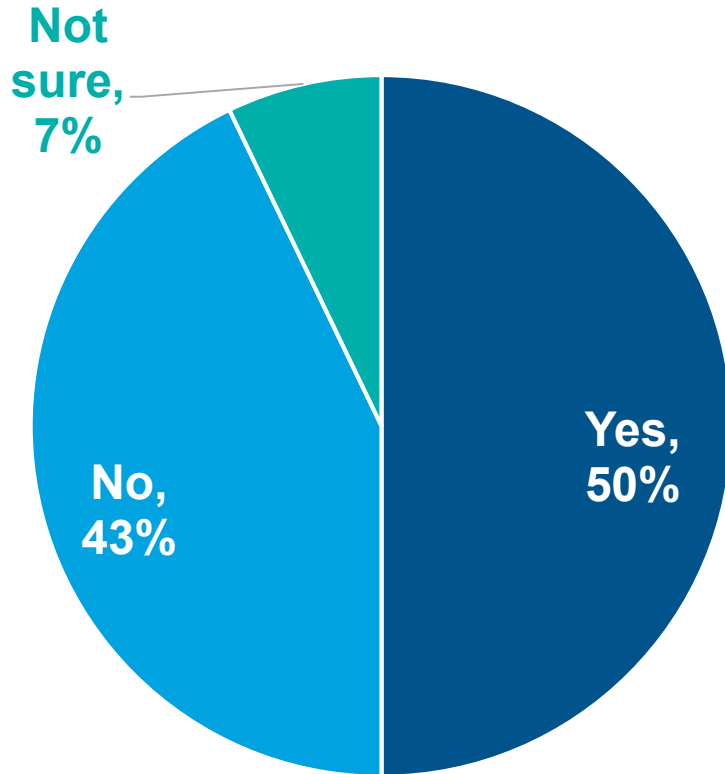
# Survey Results

## How well do you think transportation demand is being managed?

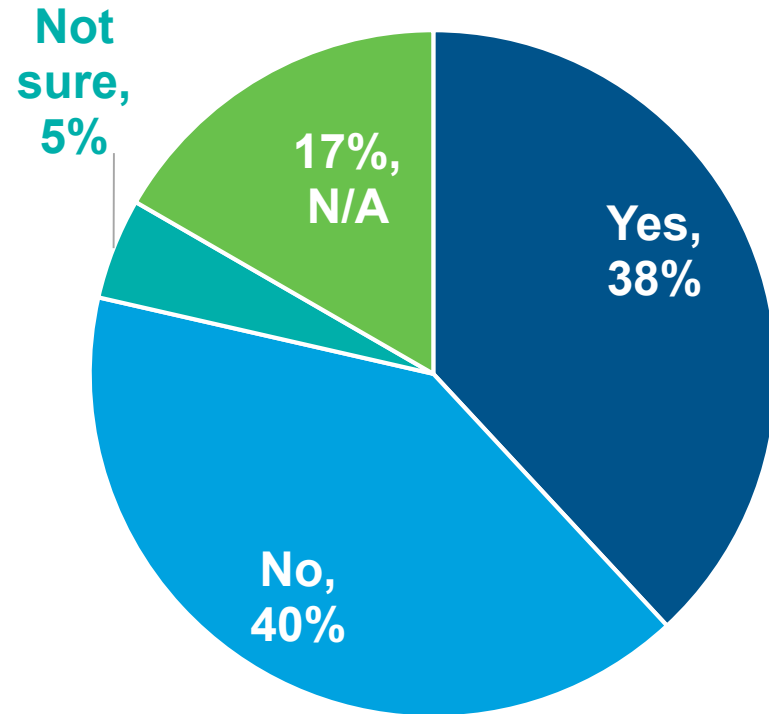


# Actions to Manage Travel Demand

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:

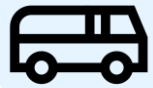


- “Mobility” rather than “demand management” is a need that unifies the region.
- Foundation for greater regional integration of traveler information:
  - CommuteInfo website and ridematching
  - ConnectCard
- Employers are motivated by maintaining a competitive working environment and sustainability 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)

