What is Transportation Demand Management (TDM)?

- Increase efficiency of transportation system
- Programs and services designed to reduce single occupant vehicle travel.
- Core elements:
  1. Active Promotion of Transportation Options
  2. Sustainable Program Funding
  3. Performance Monitoring
  4. Parking Control
Influencing Transportation Demand

- Provide realistic travel options.
- Educate users about transportation options.
- Use incentives to allow for rational decision making.
- Monitor performance.
  - Track reduction in vehicle trips and parking demand.
How It All Fits Together

Facilities & programs work together:

Desire to travel + options = Traveler’s Choice + incentives
Purpose of TDMSP

- Establish regional goals and strategies
- Clarify roles/responsibilities of partners
- Recommend new strategies
- Clarify funding priorities
- Design performance measures & benchmark
Task 1: TDM Inventory

- Current activities
  - TMOs
  - Van-GO!
  - Metro Transit
  - MnDOT
- Stakeholder interviews
Task 2: Evaluation

Evaluated other regional TDM programs

- Atlanta
- DC
- San Francisco
- Phoenix
- Miami

- TDM strategies
- Communication techniques (web sites)
- Funding
- Evaluation & performance measures
Atlanta’s Clean Air Campaign
DC’s TERM Evaluation Method

- Consistent
- Comprehensive
- Continuous

<table>
<thead>
<tr>
<th>TERM</th>
<th>Participation 1)</th>
<th>Daily Vehicle Trips Reduced</th>
<th>Daily VMT Reduced</th>
<th>Daily Tons NOx Reduced</th>
<th>Daily Tons VOC Reduced</th>
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</thead>
<tbody>
<tr>
<td>Maryland and Virginia Telework 2)</td>
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<tr>
<td>2008 Goal</td>
<td>49,027</td>
<td>11,830</td>
<td>241,208</td>
<td>0.122</td>
<td>0.072</td>
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<td>Impacts (7/05 – 6/08)</td>
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<td>21,866</td>
<td>413,703</td>
<td>0.211</td>
<td>0.126</td>
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<td>Net Credit or (Deficit)</td>
<td></td>
<td>10,036</td>
<td>172,495</td>
<td>0.089</td>
<td>0.054</td>
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</table>
# Benchmarking

<table>
<thead>
<tr>
<th>Region</th>
<th>VMT (2008 TTI)</th>
<th>VMTR due to TDM (Regional Evaluation)</th>
<th>Pop (Millions, ACS)</th>
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<tbody>
<tr>
<td>Atlanta</td>
<td>30.6 B</td>
<td>336,000,000</td>
<td>1.10%</td>
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<tr>
<td>Miami-Dade</td>
<td>30.7 B</td>
<td>57,660,000</td>
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<tr>
<td>San Fran Bay</td>
<td>26.6 B</td>
<td>45,233,763</td>
<td>0.17%</td>
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<tr>
<td>Washington</td>
<td>26.6 B</td>
<td>505,380,000</td>
<td>1.90%</td>
</tr>
<tr>
<td>Twin Cities</td>
<td>17.4 B</td>
<td>65,958,658</td>
<td>0.38%</td>
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TDM Funding

- Federal CMAQ Funding: 59%
- State Funding: 16%
- Other Federal Funding: 7%
- Local Funding: 18%

CTE, 2006
## Local Funding for TDM

<table>
<thead>
<tr>
<th>Region</th>
<th>% of Budget</th>
<th>Local Sources</th>
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<tbody>
<tr>
<td>Phoenix</td>
<td>49%</td>
<td>Prop 400: $0.05 sales tax</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>50%</td>
<td>49% state</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1% local clients</td>
</tr>
<tr>
<td>Atlanta</td>
<td>20%</td>
<td>State (11%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private (9%)</td>
</tr>
<tr>
<td>Miami</td>
<td>90%</td>
<td>40% regional</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50% State</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10% UPA</td>
</tr>
<tr>
<td>SF Bay Area</td>
<td>25%</td>
<td>BAAQMD</td>
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Task 3: Recommendations

- 8 Regional TDM Program Goals
- Themes:
  - Traveler Focus
  - Roles/Responsibilities
  - Targeted Marketing
  - New Strategies
  - Funding
  - Performance Measurement
Traveler Focus

- Events
- Outreach
- Materials
- Web services
Roles & Responsibilities

Regional TDM Program

MTS
- Program Coordination & Oversight

Local Partners
- Local Implementation & Outreach

Metro Transit
- Tools & Services

MnDOT
- Multimodal Infrastructure
Targeted Marketing
New Strategies (examples)

- Flexible transit pass products
- Enhanced social media tools
- Individualized marketing
- Telework
- Carsharing
- Construction mitigation
- Ongoing incentive campaigns

- Employer grants
- Pre-tax benefit assistance
- Promote managed lanes, bikesharing, expanded carsharing, etc
- TDM for special events
- TDM messaging to variable message signs and add real-time messaging
- Implement parking cash-out or parking opt-out
Funding

- Defined categories for CMAQ TDM funding
- Competitive grants for pilot projects/new ideas
- Transportation Advisory Board (TAB) distributes
- Strong push to explore local funding sources
Performance Measurement

- Consistency across 4 TMOs
  - Questions
  - Methods
- Integrate questions into regional surveys
  - Met Council
  - MnDOT Omnibus
- Annual reporting w/ wide distribution
Thank You!!

Bill Obermann

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720-570-3343