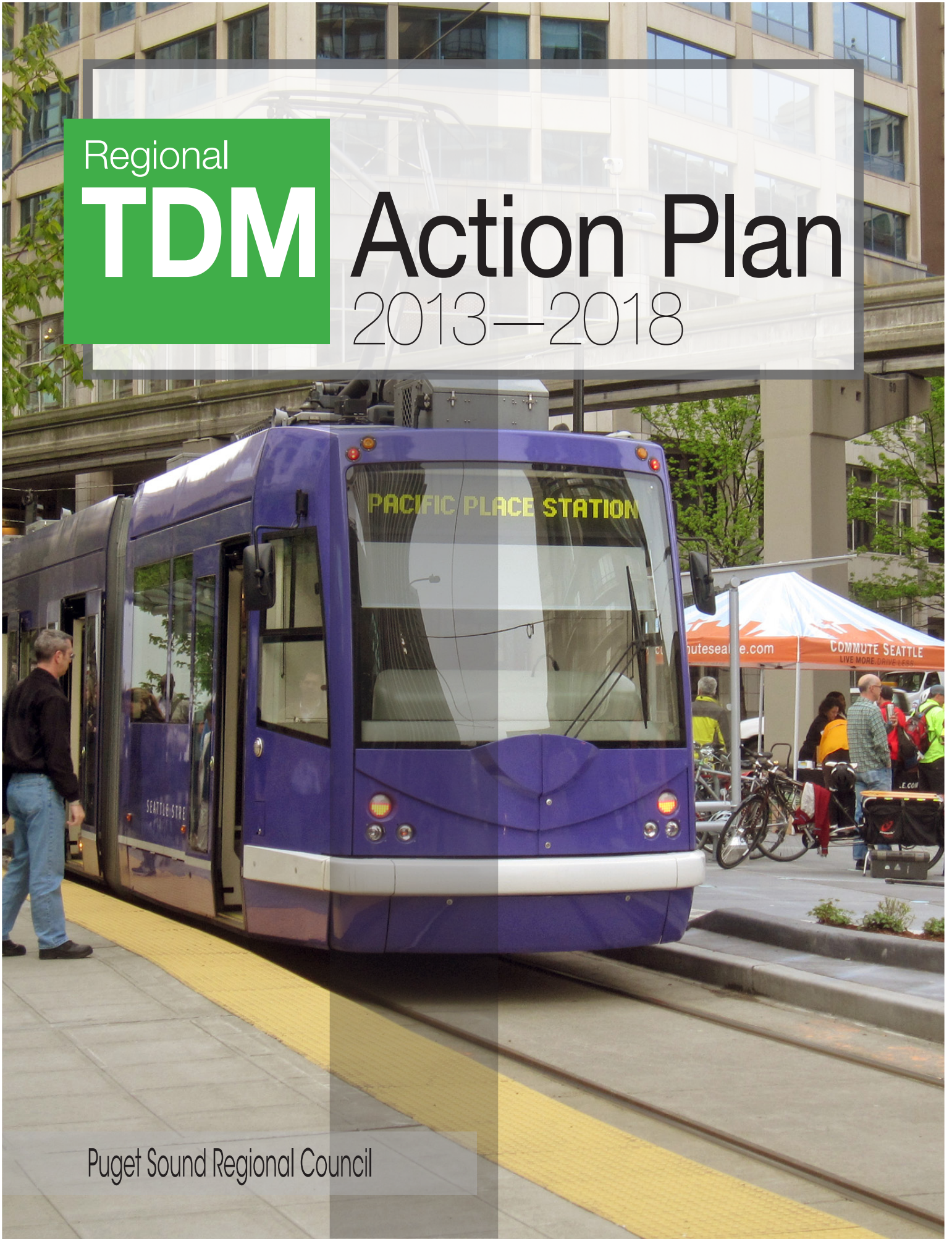


Regional

TDM

Action Plan

2013—2018



Puget Sound Regional Council

Approved by the TDM Steering Committee on July 26, 2013

TDM Steering Committee

The TDM Steering Committee promotes a collaborative and coordinated approach to transportation demand management (TDM) activities happening throughout the central Puget Sound region. The TDM Steering Committee provides guidance to both local implementers and regional policy makers on delivering TDM benefits across the region, and also provides an opportunity for TDM implementers to convene and report on the results of local programs.

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Puget Sound Regional Council

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Part 1:

What Is TDM + What Is This Plan?

How people use the transportation system can significantly affect the need for new transportation investments and can support system preservation and maintenance.

Transportation demand management (TDM) refers to activities that help people use the transportation system more efficiently. TDM activities help get the most out of transportation infrastructure and services by making lower cost, higher efficiency transportation options easier to use and more readily available.



These activities produce wide-ranging benefits to individuals and the transportation system as a whole, reducing traffic congestion, vehicle emissions, and fuel consumption while supporting physical activity and enhanced safety. TDM makes existing transportation investments perform better, extends the life of existing infrastructure, and can improve outcomes for new transportation investments.

Action Plan Goals + Time Frame

The goals of the Regional TDM Action Plan are to:

- Provide a better understanding of TDM and its value by highlighting key activities in the region
- Describe the strategic priorities that TDM implementers across the region continue to pursue
- Recommend implementation actions for the Puget Sound Regional Council (PSRC) and the region's TDM Steering Committee to support and augment the work happening at the local level

The region's long-range transportation plan, Transportation 2040, called for the development of this Regional TDM Action Plan. It is the intent of the TDM Steering Committee for this to be a living document that responds to existing challenges and takes advantage of opportunities to improve the reach and effectiveness of TDM activities in the region. Therefore, the Steering Committee will undertake to update the Regional TDM Action Plan, report on successes, and refine the implementation actions in coordination with the periodic updates of Transportation 2040, which occur every four years.

TDM in the State, Regional, and Local Context

TDM plays a key role in the region's mobility today and will play an even bigger role as the region grows. By 2040, the region will be home to almost two million more people and 1.2 million more jobs, and will experience a 40% increase in travel demand. The region cannot only expand roadways to meet existing travel demand—let alone future demand—due to

financial costs and a willingness to bear these costs, environmental implications, and impacts on livability and quality of life. As a result, TDM activities will be instrumental in efforts to optimize the region's transportation system.

The majority of TDM activities are implemented at the local level and in partnership with the private sector. Dozens of organizations, including employers, community groups and local agencies, currently provide TDM services. The state and the region are well-positioned to capitalize on existing successes and further maximize TDM's potential. They have articulated the importance of TDM activities in a 21st century transportation system through planning documents, frameworks, and local comprehensive plans. There are also a host of energy, climate, and sustainability plans at all levels that cite the influence of efficient travel broadly—and TDM specifically—on achieving conservation goals.

Transportation 2040

TDM activities are an important component of the region's long-range transportation plan, Transportation 2040. T2040 is supportive of all integrated and complementary TDM activities from both the public and private sectors as they directly support regional environmental and congestion relief goals.

TDM activities also support T2040's financial strategy, which depends on an increasing share of user fees generated through tolling, as well as the four-part greenhouse gas reduction strategy, which depends on land use, pricing, increased choices, and technology. Transportation 2040 calls for the development of this Regional TDM Action Plan.

- **State plans.** Through transportation frameworks like Moving Washington, the state's framework for a 21st century transportation system that keeps people and goods moving and supports a healthy economy, environment, and communities, and the State's Energy Strategy, which supports the role for efficient travel options to reduce greenhouse gas emissions, Washington State has committed to strategies to improve the efficiency of the transportation system.
- **Regional plans.** VISION 2040 is the region's shared strategy for how and where the central Puget Sound region can accommodate future population and employment growth in a way that minimizes adverse impacts on the environment. Transportation 2040 is the long-range transportation plan meant to achieve the region's environmental and congestion relief goals, and includes TDM activities as a central tool.
- **Local plans.** The Growth Management Act states that all city and county comprehensive plans must have a transportation element that includes TDM activities and strategies. This requirement helps create the capacity at the local level for implementing successful TDM activities. Many jurisdictions have also adopted energy and climate action plans that identify numerous strategies (with TDM frequently included) to help conserve energy and reduce emissions and vehicle miles travelled.

These policy documents provide a broad framework for TDM in the region and also set forth multiple opportunities to influence how people use the transportation system. In addition to encouraging alternative transportation options, TDM activities support energy and public health goals. PSRC and its TDM Steering Committee have a key stake in ensuring the most effective deployment of TDM activities across the region.

Part 2:

The Region's Strategic TDM Priorities

This section presents the strategic priorities developed by the TDM Steering Committee for TDM implementers throughout the region and provides examples of TDM activities aimed at advancing these priorities. Please note that the Regional TDM Action Plan does not provide a complete inventory of TDM activities in the region.

TDM implementation in the central Puget Sound region is conducted primarily at the local level. This local ownership keeps organizations engaged, aligns activities with community interests, and allows implementers to adapt activities to the needs of specific markets. TDM activities are concentrated in areas where there are local champions, transportation options are feasible, and people have compelling reasons to explore their transportation options. Despite the local and targeted nature of TDM activities, they cover the region and present a comprehensive set of solutions to people and communities.

TDM implementers in the region share key principles to provide consistency and amplify the effectiveness of their individual programs:

People. TDM activities are focused on people and how they use transportation facilities and services. Implementers offer transportation options designed to appeal to both individuals and groups of people with common transportation needs while benefiting the entire transportation system. The success of TDM activities ultimately depends on how effectively they meet the needs of the markets they serve.

Partnerships. Collaboration, partnerships, and engagement are universal components of TDM activities. It is in the best interest of a variety of people and organizations—from transportation operators to cities, counties, private businesses, building managers, and community groups—to improve transportation efficiency. As a result, they invest time and money to advance TDM activities. Thus, partners are instrumental in implementing, promoting, and funding TDM activities.

Conservation. TDM activities maximize the capacity of the existing transportation system. They leverage foundational transportation infrastructure and services to increase their efficiency and effectiveness. They offer options that meet transportation needs while minimizing costs and impacts at the individual, community, and regional levels.

The TDM Steering Committee has identified five strategic priorities to organize the implementation of TDM activities across the region and to identify the types of TDM activities that will best achieve the regional outcomes called for in Transportation 2040. These strategic priorities are listed below and presented in greater detail in the following pages.

- Maintain and grow successful, foundational TDM activities across the region
- Expand existing and create new TDM activities that are center- and corridor-based
- Expand local and regional residential and neighborhood programs
- Explore regional and locally appropriate parking management tools
- Improve multimodal connections and access to efficient transportation options

Maintain and grow successful, foundational TDM activities across the region

The first priority area of the regional TDM implementation strategy is to maintain and continue operating foundational TDM activities that have been shown to be successful. The activities in this priority area occur across the region, provide a strong foundation for local transportation implementers, and are frequently leveraged by other transportation programs, strategies, and policies.

CTR – Employers Engaged in Transportation

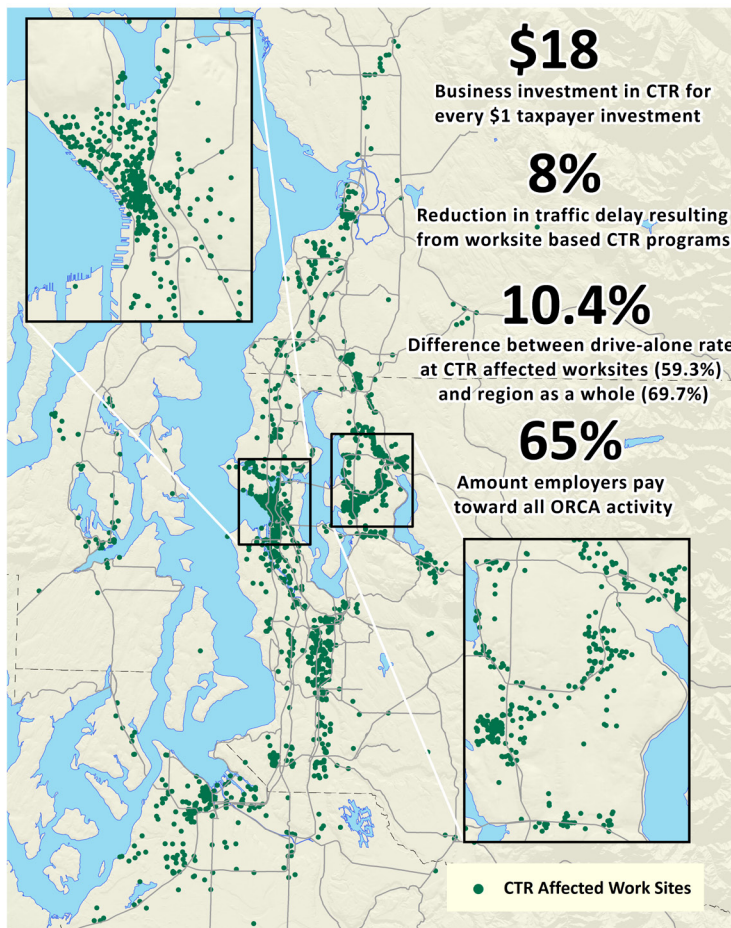
Commuter Trip Reduction (CTR) is a regulatory framework adopted by the state in 1991. The program partners governments and transit agencies with large employers in congested urban areas. CTR focuses on commuters traveling to large worksites and dense employment centers during the morning peak travel period.

The law was passed in order to improve air quality, reduce traffic congestion, and reduce fuel consumption through employer-based programs encouraging the use of alternatives

to driving alone. CTR is active throughout all four counties in the region and is effective because it depends on the close collaboration between jurisdictions, transit agencies, and employers to best meet the needs of their employees.

Employees' efficient transportation needs are met in a variety of ways, including, but not limited to: transit subsidies; preferential parking and/or reduced parking charges options for carpool vehicles; subsidies for the formation of vanpools with vans provided by participating transit agencies; providing bicycle facilities; and allowing compressed work weeks. These options are available at more than 650 worksites and to more than half a million workers in the region.

Commuter Trip Reduction in the Central Puget Sound



Source: PSRC, WSDOT, ACS, ORCA

U-PASS



The U-PASS program is a model for successful partnerships that effectively increase transit ridership and manage the number of auto trips. The University of Washington's U-PASS program was started in 1991 in response to neighborhood pressures, city concerns related to UW's growth, and the impact of UW-related traffic on neighborhood circulation and quality of life.

Elements of U-PASS include access to a transit pass for a greatly reduced fee for all students, faculty and staff; parking fees at all university lots; vanpool subsidies; emergency ride home taxi service; a night ride shuttle; and benefits for carpools. The initial and ongoing success of the program has been due to significantly increasing (and subsequently maintaining) transit service to UW. Transit mode share to UW has increased from 21% in 1989 to 41% in 2012, with U-PASS holders taking an estimated 9.4 million trips on King County Metro in 2011-12 academic year, accounting for 8% of all Metro trips. As a direct result of U-PASS, UW has been able to replace former parking lots with new academic and research facilities covering at least 350,000 square feet with a land value greater than \$70 million.

Kitsap Worker Driver

The Kitsap Worker/Driver program began

during World War II to help transport Puget Sound Naval Shipyard employees to and from work in a time of fuel rationing and need for efficient transportation. Kitsap Transit inherited the routes when it began providing transit service in 1983. Today, there are a total of 30 routes, with 28 serving the Naval Shipyard and Naval Station Bremerton, and two serving Sub Base Bangor.

Worker/Driver buses are driven by full-time employees of the military facilities who are also part-time employees of Kitsap Transit. Buses operate like a large carpool—the driver boards their bus near their home in the morning and travels to work, picking up co-workers along the way. After work, they hop back in their bus and drop their co-workers off as they head home.

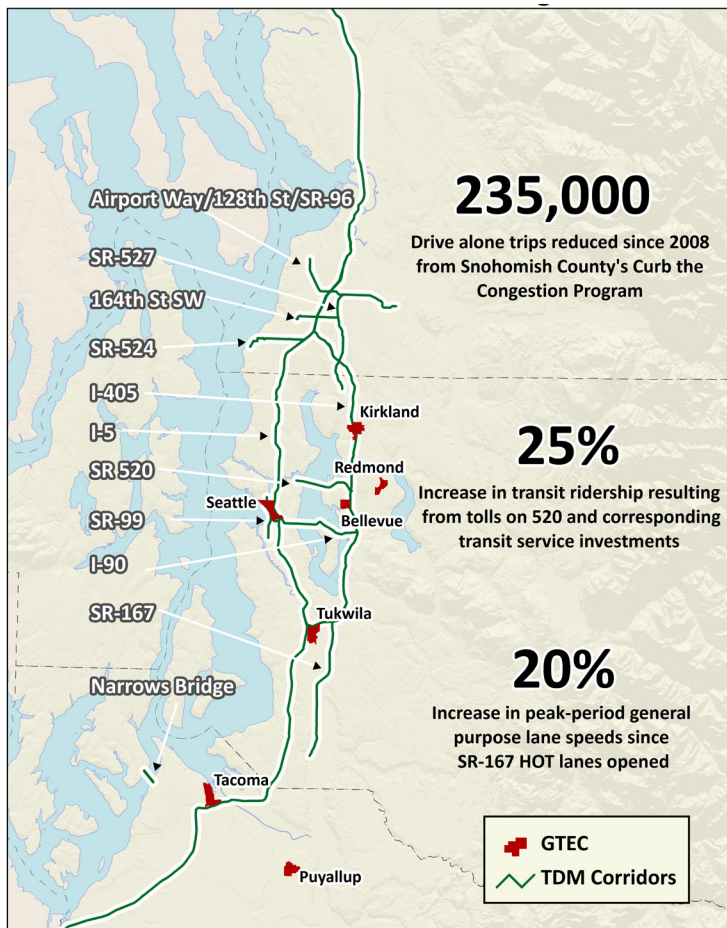
Other Foundational and Successful Activities

- Roadway infrastructure: high-occupancy vehicle (HOV) and high-occupancy toll (HOT) lanes; tolling
- Vanpool
- RideshareOnline, OneBusAway, HOV travel time information, and other web-based tools
- ORCA transit fare programs
- Telework
- Smaller employer outreach

Expand existing and create new TDM activities that are center- and corridor-based

Centers contain a large proportion of the region's population and jobs. Effective TDM activities improve access to centers by providing travel options to individuals, particularly during the periods of the day when demand is greatest. TDM activities maximize the efficiency of the facilities and modes serving centers and the corridors that connect them.

TDM Corridors and GTECs in the Central Puget Sound



Source: Community Transit, WSDOT

Other Center- and Corridor-Based Activities

- Commute Seattle, Downtown Bellevue on the Move, Totem Lake Green Trips, Redmond's R-TRIP, Tacoma's Downtown On the Go
- BAT lanes, transit signal priority, and direct access ramps
- Transit route promotions
- Construction-related corridor investments (e.g. SR-520, SR-99, I-405)
- Tolling

Curb the Congestion

Curb the Congestion is a proven corridor-based program that reduces traffic congestion, parking demand, and greenhouse gases through the use of transportation alternatives to driving alone. Curb the Congestion is a partnership between Community Transit and Snohomish County that began in 2008 to reduce traffic congestion and encourage healthy travel options along three of the county's most congested arterials. The foundation of the program's success focuses on three key areas: outreach, incentives, and personalized assistance.

Infrastructure and transit service improvements have also occurred in target areas. Snohomish County Public Works has added sidewalks, walkways, bike lanes, and bus pullouts along the three corridors to improve access to transit. Community Transit has supported Curb the Congestion through decreased transit wait times and added bus shelters on 164th St SE, one of the program's target corridors. Curb the Congestion has provided increased mobility to 2,500 participants, eliminated more than 235,000 drive-alone trips, and removed 4.2 million pounds of CO₂ from our air.

GTECs

The Legislature created the Growth and Transportation Efficiency Center (GTEC) program as part of the CTR Efficiency Act in 2006. In 2008, after completing a plan and successfully competing for state funds, seven cities from around the region launched GTECs. Each city contributed a 50% local match. While the statewide CTR program focuses on commuters traveling to major employers, GTECs provide commute option programs to smaller employers, residents, students, and support economic development and efficient transportation in congested areas. GTECs augment CTR to reach people who work for employers with fewer than 100 employees and/or live in designated areas, tailoring outreach and services to meet the unique needs of their community. Common program elements include trip reduction incentives, transit passes, outreach and information to commuters, small-scale infrastructure investments, and local land use policy development and implementation.

Revenue shortfalls associated with the recession unfortunately led to the elimination of state funding for GTECs in 2009. Even without funding, however, local implementation of some program elements continued. Some local governments found short-term funding through creative partnerships, demonstrating support for the flexibility, reach, and performance associated with GTECs.

SR-520

In December 2011, WSDOT started tolling SR-520 to provide money for a new, safer bridge and to reduce congestion. Prior to the start of tolling, King County Metro and Sound Transit added 140 daily bus trips across the SR-520 floating bridge, increasing weekday service to nearly 750 bus trips on 19 routes. Employers and communities conducted outreach to promote telework and compressed work weeks, carpools, vanpools, transit, and other commute options. New technology was installed to warn drivers of backups and to smooth traffic as it approaches incidents.

Since tolling began, travelers are taking more transit and vanpool trips and fewer single-occupant vehicle trips. While total cross-lake peak-period traffic volumes have declined by 6%, 98% of travelers who used the SR-520 bridge during the peak period before tolling have continued to travel during the peak period after tolling. Weekday transit ridership is up 25% over 2010, compared to a 5% increase in the region. Vanpools increased by more than 40%, to about 180, and now reduce more than 1,000 daily vehicle trips on the corridor.



Carsharing

2012 exposed many people across the region to the value of easy and occasional access to a vehicle without the costs associated with full ownership. The success of car2go thus far (with more than 18,000 Seattle users registered by March, 2013, just four months after operations began) demonstrates the value and market opportunity for these kinds of services and bodes well for the other carsharing services. Other carsharing opportunities across the region include Zipcar, which has cars available

in Seattle, Bellevue, Tacoma, and Redmond; UCAR and Enterprise WeCar, which are carsharing services available at the University of Washington and Bellevue College, respectively; and SCOOT, which is a carsharing service available to Kitsap County commuters who use alternatives to driving alone to work, but still have an option for running personal errands during the day.

Expand local and regional residential and neighborhood programs

Many existing TDM activities focus on work-based trips, as these trips make up a large portion of demand during peak hours of travel. It's important to remember, however, that nearly 70% of trips in the region are not work-related. Being able to influence how these trips are made is an area of great opportunity for TDM implementers in the region.

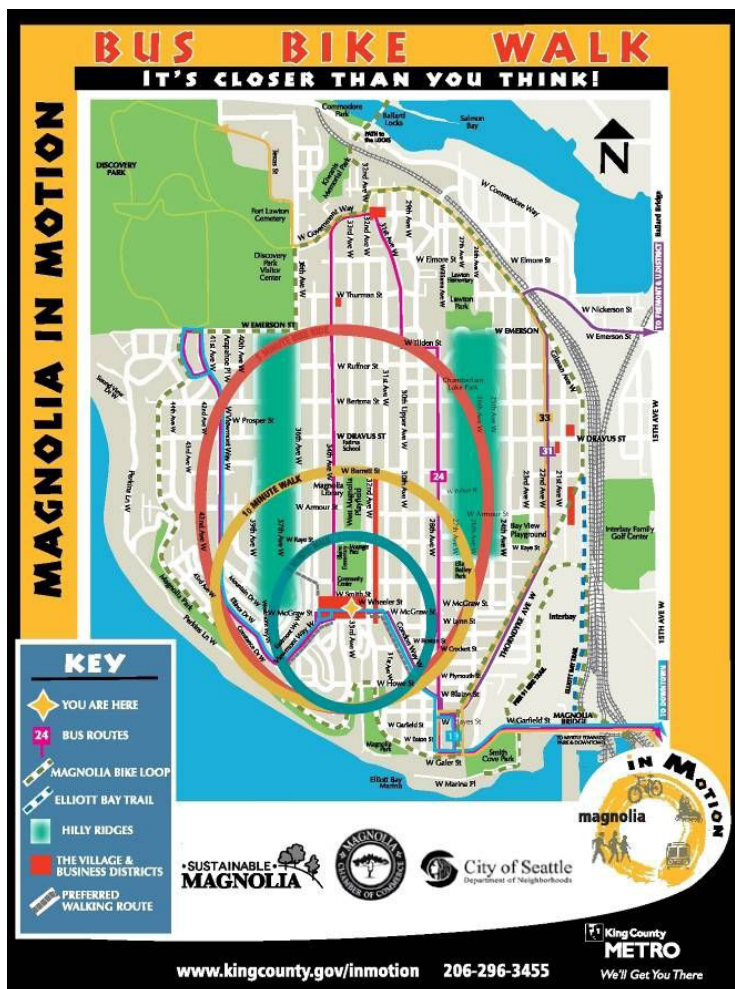
In Motion

King County Metro's In Motion program focuses on neighborhood-based outreach and trip reduction rather than the more typical employer-based trip reduction. In addition, In Motion addresses the potential to change any trip from drive alone to an alternative mode, rather than focusing exclusively on commute trips. In Motion successfully demonstrates the effectiveness of community-based social marketing techniques in affecting people's transportation awareness and behavior. Social marketing techniques include soliciting a pledge to drive less and using a combination of targeted information, prompts, and incentives to encourage individuals to meet this pledge.

The In Motion program provides neighborhood residents with incentives to try driving less, raises awareness of alternate travel choices, and helps counteract the easy choice to drive for all trips. The program was designed to be easily adapted to other neighborhoods with minor modifications in message and materials. In Motion also relies heavily on

key local partners, such as local chambers of commerce, sustainability groups, neighborhood organizations, and businesses to help support the program in the community and to contribute prizes and incentives.

In Motion launched its first campaign in 2004. Since then, it has been internationally recognized as a successful and replicable model of using community-based social marketing techniques to change travel behavior. In Motion has reached 29 communities throughout King County and actively engaged 17,000 individuals in changing their travel behavior.



Other Residential and Neighborhood Activities

- Downtown Bellevue On The Move
- Seattle's Walk, Bike, Ride

Source: King County METRO

Growing Transit Communities

Growing Transit Communities (GTC) is designed to make the most of the

region's \$15 billion investment in regional rapid transit by locating housing, jobs, and services close enough to transit to make it a viable option for most people. GTC's Committees, taskforces, and working groups have devel-



oped a set of Corridor Action Strategies that will detail the actions and tools necessary to make it easier to develop jobs and housing in areas associated with transit investments. An affordable housing strategy with a goal of providing housing options at all income levels near existing and future transit stations will also be a product of the GTC work.

Ultimately, the goal is to provide all people the choice to live in affordable, vibrant, healthy, and safe communities where they can conveniently walk or take a train or bus to work, and have good access to services, shopping, and other activities.

In December of 2012, the Sound Transit Board of Directors established a framework for evaluating, facilitating, and implementing transit-oriented development (TOD) strategies as the regional transit system continues to grow. Regional and local TOD strategies focus urban growth around transit facilities and leverage transit invest-

Sound Transit TOD Policy

ment to help produce regional and local benefits, including growth in transit ridership, the development of walkable communities, greater

access to jobs and economic opportunities, and reduced household driving, which results in less regional congestion, air pollution, and greenhouse gas emissions. As the agency continues to build out the investments called for in Sound Transit 2, there will be many opportunities for Sound Transit and its public and private partners to take advantage of this policy.

Live Downtown Pilot

Live Downtown, a pilot program started by Tacoma's Downtown On the Go (DOTG) in 2011,

incentivizes employees to live close to where they work. DOTG has partnered with downtown Tacoma employers, lenders, realtors, developers, and a financial advisor to present a package that makes it easier and more financially feasible for downtown employees to rent or buy in downtown Tacoma. The goal of the program is to build a downtown residential community, to create 24/7 economic development in Tacoma, to reduce the impacts of commuting by allowing people to live near their workplace, and to increase transit, bicycle, and pedestrian use and opportunities in downtown Tacoma.



Explore regional and locally-appropriate parking management tools

The availability of free or very low-cost parking creates an incentive for people to drive even if other options exist. Managing the supply of parking facilities, especially on-street and locally-controlled lots, can encourage individuals to try other options while maintaining easy access and mobility and improving the efficiency of the system as a whole.

Right Size Parking

Parking policies in recent decades have operated with the goal of avoiding undersupplying parking in order to ensure adequate parking for all users. However, the resulting oversupply has a negative impact on a jurisdiction's ability to create compact, healthy communities. To

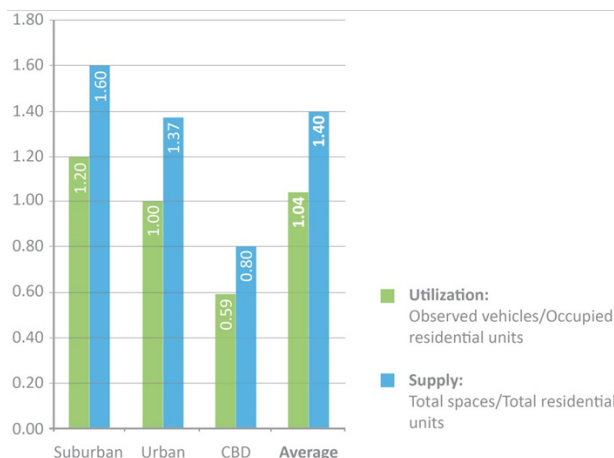


achieve a more balanced approach to parking in the region, King County Metro undertook field work to collect parking use data on more than 200 developments in urban and suburban localities in the County and correlated use with factors related to the building, its occupants, and its surroundings—particularly transit, parking pricing, and population and job concentrations—to build a statistical model to better estimate actual use.

The Right Size Parking Calculator uses this statistical model to estimate parking use for multi-family developments throughout King County. Additionally, the project is putting its findings to use in real-world demonstration projects, including development of flexible, market-based model parking code, strategies to “unbundle” the market costs of rent and parking, and shared parking management practices that allow communities to use excess parking more efficiently. Taken together, the research and projects can help analysts, planners, developers, and community members weigh factors that will affect parking use

at multi-family housing sites, and consider how much parking is “just enough” when making economic, regulatory, and community decisions about development.

Supply vs. Utilization



Other Parking Management Activities

- Seattle On-street performance-based parking program
- e-Park
- Sound Transit Park and Ride pilots

Source: King County METRO

On-Street Parking Changes in Redmond



The City of Redmond launched an on-street parking management program in its downtown at the end of 2009 to increase parking turnover to support local business vitality. The program created distinct parking zones and two-hour time limited parking, along with offering a limited number of paid on-street monthly parking permits. Enforcement of time limits and parking zones were also introduced.

Redmond's parking management program has not only increased on-street parking turnover to support local businesses, it has helped mitigate parking friction that had begun to emerge as downtown development and construction significantly increased. Parking management has also

underscored the need to develop transition strategies to facilitate creating and managing vehicles into off-street parking resources as transit, pedestrian, and bicycling infrastructure are further developed. The program has also served to identify emerging parking issues that have the potential to affect businesses vitality in other areas of the City, reinforcing the importance of developing and implementing strategic approaches to "right size" parking and manage parking resources to support achieving the City's vision.

The City of Tacoma updated their downtown off-street parking requirements in

Off-Street Parking Changes in Tacoma

February of 2012 to reduce the minimum number of parking stalls required for new development. The previous parking requirements were considered to be unnecessarily burdensome and a barrier to new development, as these regulations increased project costs and potentially added unnecessary parking stalls in areas of downtown where parking is plentiful. By removing barriers to future development by minimizing mandatory parking investments, the City Council believes it is maximizing economic development as well as encouraging compact development and a walkable urban form. This change works in direct support of plans to encourage a multimodal downtown while encouraging development in the downtown core.

Bellevue College

Due to financial and environmental considerations, Bellevue College determined that the most cost-effective

way to improve access to its campus, meet commute trip reduction goals, and support efforts at reducing the school's carbon footprint was to set a fee for parking while supporting commuting alternatives to students and employees. By managing parking through permit fees and encouraging alternatives, Bellevue College was able to maintain low costs for students and employees using transit, maximize the use of its existing parking supply, and avoid the need to construct new parking.

These changes took place in the fall quarter of 2011. Maintaining the subsidy for transit use has allowed Bellevue College to continue making gains on how students and employees commute to campus. The rate of students driving alone fell from 63% in fall 2009 to 51% in fall 2012, with the rate of transit usage increasing 14% to 25% over the same period. And thanks to the parking fees, students who do drive are having an easier time finding parking with almost 50% reporting that parking was easy to find in the fall of 2012, compared to less than 30% in 2010.

Improve multimodal connections and access to efficient transportation options

Good access and connectivity are crucial for getting people to use efficient transportation options. While there are often options for getting places besides driving alone, a challenge can be completing the beginning and end of a trip without simply driving alone for the entire trip. Activities in this priority area are intended to address multimodal connections to efficient transportation options as well as land use issues that can increase opportunities for people to have better access to these options to begin with.

South Downtown Tacoma

The City of Tacoma has developed a Subarea Plan for South Downtown Tacoma with the intent to provide innovative planning policy interventions to promote economic development in South Downtown. South Downtown Tacoma is an area with immense potential

because it is within the PSRC-designated Regional Growth Center boundary, adjacent to the commercial core of downtown Tacoma, and rich with transit investments, including bus, light rail, commuter rail, and Amtrak.

The plan lays out a policy framework for transforming South Downtown into a thriving, equitable, transit-oriented community. The policy framework is made up of five key strategies, which include developing in relationship to transit; enhancing and connecting the public realm; and cultivating synergies with the University of Washington Tacoma. The policies included under these strategies deal with catalyzing economic and residential development, improving multimodal access and facilities to and through South Downtown, and leveraging existing assets.

In meeting the vision for South Downtown, connections—both first- and last-mile, and in South Downtown Tacoma—within the City of Tacoma and from Tacoma throughout the South Sound and the region will be maximized, making it easier for residents, workers, and visitors to get around without having to drive alone.

FIG. 9-2 KEY FEATURES OF EXISTING TRANSPORTATION NETWORK



Source: City of Tacoma, VIA



VanShare

VanShare is a transportation connectivity solution that helps commuters with first- and last-mile connections to jobs, home, school, or other transit options. The program’s passenger vans move small groups of 5 to 15 commuters needing a public transit option to travel from their workplaces or homes to mass transit hubs or terminals where parking is limited. Every VanShare group has the option to install a bike rack on their vehicle for free to provide a third modal connection to the trip.

VanShare supports the service strategies in Metro’s Strategic Plan by helping to

increase market share and mobility, and by conducting operations in a cost efficient manner. VanShare serves as an innovative and complementary product to transit and other transportation modes like ferries and trains. It is designed specifically to increase high-occupancy vehicle use on the core network of routes and services connecting major activity centers to transportation hubs, thereby extending the reach of transportation modes like buses, trains, and ferries to new users.

Group Health is one regional employer that is pleased with VanShare, which provides a useful benefit to employees who would not otherwise be able to use public transportation to get to work. Some Group Health work sites are challenging to reach via bus, train, and light rail. Twenty-one VanShares serve more than 160 Group Health employees in King, Kitsap, and Pierce counties and help these employees close the gap between a transportation hub and their final destination.

In March 2013, the Sound Transit Board of Directors approved

Sound Transit System Access Policy

a new System Access policy that establishes a framework for Sound Transit’s support and management of, and investment in, infrastructure and facilities that provide customer access to its transit services. When designing transit facilities and services, Sound Transit will work with partner agencies, jurisdictions, and third parties to maximize pedestrian, bike, and transit access and provide parking capacity within available resources. Maximizing the ways for people to get to Sound Transit’s various services can potentially increase the number of Sound Transit riders and can also reach new riders who will benefit not only from improved access to locations of transit service, but also from the regional access provided by Sound Transit.

Other Multimodal and Access Activities

- Puget Sound Bike Share
- Washington State Ferries
- West Seattle Water Taxi shuttle
- Bicycle parking at transit stations/park and rides
- Bicycle and pedestrian infrastructure investments
- Transit-oriented development
- Kent Commuter Shuttle
- Community Transit’s “Transit Emphasis Corridors”

Part 3:

Regional TDM Implementation Actions

This section identifies implementation actions that the TDM Steering Committee and Puget Sound Regional Council (PSRC) staff will complete over the next four years. These actions will support and enhance local TDM activities, improve the efficiency of transportation projects and services, and help achieve the goals and strategies described in the region's long-range transportation plan, Transportation 2040.

The implementation actions identified in the Regional TDM Action Plan are meant to be responsive to the changing conditions facing TDM implementers in the region. The ability to be flexible, adaptive, and opportunistic is a key feature of TDM activities. The actions described below are meant to reflect this feature at a regional level. Unless otherwise noted, these activities will be conducted by PSRC staff and TDM Steering Committee members.

#1 Continue convening TDM implementers to help them coordinate, improve, and expand TDM activities

Through the TDM Steering Committee, PSRC convenes TDM implementers from across the region. TDM Steering Committee meetings include reports from implementers on existing or new TDM activities occurring throughout the region. This convening role is important as it keeps PSRC engaged in TDM activities in the region, provides an opportunity for other implementers to learn about what's happening, and allows for collaboration and learning between implementers and PSRC.

Actions

- Convene the TDM Steering Committee meetings on a regular basis (at least quarterly)
- Leverage and align TDM implementers in the region to maximize the benefits associated with TDM activities and extend their reach
- Expand TDM Steering Committee membership to include additional stakeholders in the development and implementation of effective TDM activities
- Complete the activities listed in this plan, regularly report progress to the Regional Staff Committee and Transportation Policy Board, and update the Regional TDM Action Plan in coordination with updates to Transportation 2040

#2 Improve the integration of TDM activities across modes, within projects, and at a policy level

Demand for transportation occurs across corridors, modes, facilities, location, and time. There is opportunity to better incorporate TDM activities in transportation investments in ways that will extend the life of existing facilities and services, or achieve better outcomes in new investments. Improving the integration of TDM activities across modes, within projects, and at a policy level will lead to improved system performance and a greater understanding of the role and value of TDM activities.

Actions

- Research and document best practices for incorporating TDM into large infrastructure projects
- Review PSRC committee work plans and recommend opportunities for TDM integration
- Coordinate with PSRC's Growth Management staff to strengthen the use of TDM activities in local comprehensive plans during the 2015 update process
- Work with other agencies and jurisdictions to advance the strategic priorities and implementation actions of the Regional TDM Action Plan
- Inventory TDM activities in the region and identify gaps and partnership opportunities
- Track public health, energy, sustainability and other appropriate initiatives for opportunities to integrate TDM activities in these efforts

Products

- TDM activity inventory with areas of opportunity and gaps across modes, markets, and regional functions identified
- Technical memo summarizing best practices of TDM and large infrastructure projects, subarea plans, and corridor studies

#3 Improve the capacity to measure TDM performance at the activity and regional levels

While challenging, quantifying the impact of TDM activities at the project, program, and regional levels will help inform transportation decision-making. Because TDM activities are so diverse and can target various markets of transportation users, it is difficult to aggregate and demonstrate TDM's benefits. Improving the capacity to measure TDM performance at the activity and regional levels will establish the value of TDM and will make TDM activities more competitive for funding.

Actions

- Research and document performance measurement tools and best practices for common TDM activities
- Research and consider the use of return on investment/cost-benefit analyses of TDM activities
- Inventory and report on how TDM activities in the region track and measure impacts and benefits
- Engage with federal efforts to measure and monitor TDM activities
- Create streamlined categories for similar types of TDM activities and align measurement and monitoring programs by category

Products

- Annual or biennial report that aggregates the impacts and benefits of the various TDM activities across the region
- Technical memo summarizing the most effective ways to measure and monitor TDM activities in support of existing and yet-to-be developed TDM activities

#4 Demonstrate the value of TDM activities and communicate their importance in an efficient 21st century transportation system

TDM activities are valuable in creating a transportation system that provides many options and operates efficiently. The term refers to a concept of managing demand for the transportation system and is represented by a wide variety of infrastructure, programs, incentives and education, policies, and technology. Demonstrating the value and importance of TDM activities in creating an efficient transportation system will build TDM's profile and will help create political and institutional support for TDM activities.

Actions

- Review and document how other regions organize their TDM programs and communicate TDM's benefits
- Engage stakeholders to develop shared values and key messages that resonate with the public, the private sector, and policymakers
- Define key markets for TDM activities and identify which products and messages match with each market
- Communicate the benefits of TDM activities in other, supportive areas (e.g. public health, energy)
- Present a summary of TDM activities and their benefits to the PSRC Regional Staff Committee and the Transportation Policy Board annually

Products

- Shared and aligned vision and messaging between local TDM implementers, the TDM Steering Committee, and PSRC on the importance of TDM activities
- Technical memo reporting on how other regions/MPOs organize their TDM programs and communicate TDM's benefits

#5 Expand investment in TDM activities

TDM activities are typically low-cost and, when well-developed and executed, bring a healthy return on investment. Expanding the investment in TDM activities through increased public funding, leveraging private funds, and identifying new funding opportunities will expand the benefits of TDM activities.

Actions

- Review recent PSRC funding cycles to determine the types of TDM activities that received funding and what made them competitive
- Work with the TDM Steering Committee to identify TDM champions (and specifically policy- and decision-makers) who can help make the case for increased funding for TDM activities
- Influence the 2014 federal project selection process (and other project selection processes that occur during the plan's timeframe) to increase the amount of funding for TDM activities
- Inventory and report on how TDM activities in the region are funded and the likelihood for continued funding of these TDM activities
- Include increased funding for CTR, GTEC and other center- and corridor-based activities as part of PSRC legislative agenda
- Leverage private sector and employer investments in TDM activities
- Review and document how other regions fund TDM activities

Products

- TDM activity inventory with sources and terms of funding identified
- Identified TDM advocates who can support efforts to increase funding for TDM activities
- Technical memo reporting on recent PSRC-administered funding for TDM activities and how other regions/MPOs fund TDM activities