Regional Transportation Demand Management (TDM) Strategic Action Plan

Action Development & Priority Setting Workshop
May 14, 2019
Workshop Agenda

1. Introductions and Progress Update
2. Work Session: SMART Goals
3. Break
4. Report Back
5. Next Steps

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Introduction & Progress Update
Why a Regional TDM Vision and Action Plan?

- Building a commitment to the recommendations
- Supporting the region’s vision and goals
- Leveraging existing TDM Activities
Project Updates – spcmobility.org

- Working drafts of deliverables
- Existing Conditions Memo
- Best Practices Summary Report
- Stakeholder Survey Summary
- Meeting/workshop slides and notes
- Calendar
Visioning Workshop

Diverse Attendance
- 58 attendees representing municipalities, counties, nonprofits, the private sector, service operators, SPC, and PennDOT

Interactive Discussions
- Introduction and Planning Context
  - TDM Success Stories in the Region
  - Existing Conditions / Initial Stakeholder Survey Response
  - Best Practices Review
  - Draft Vision Statement
- Discussion Groups: Opportunities, Challenges, and Goals
  - Urban Core, Suburbs, Small Towns/Rural Areas
Responses to Draft Vision Statement Presented

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.

- The statement does not mention managing transportation demand. It should be explicit about it.
- The statement should say “effective” rather than “efficient.”
- The statement should say “TDM.”
- How would this vision change the way funding works in this region?
- There needs to be a clear statement about equity.
- The vision should focus on the quality of life.
Urban Core

Opportunities:
- 40 miles of fixed guideway
- Very concentrated jobs centers
- Heritage of mass transit use
- Hub/spoke Port Authority system
- Downtown as entertainment core
- High cost of parking
- Promote livability
- Tools like TRID
- Universities embracing TDM strategies
- Fringe parking locations depleted by development
- Short trip distances

Challenges:
- Information dissemination
- Lack of funding for TDM / funding allocation
- Parking requirements for new developments
- Enforcement to keep bike/ped facilities safe
- Park & rides are at capacity in many areas.
- Focus on vehicles
- “Balkanization” and competition among communities.
- Suburban commuter interests dominate decision-making in the urban core.
Suburbs

Opportunities:

- Increased teleworking
- Connect trails
- Enhance pedestrian opportunities
- Better access to airport
- Provide first/last mile connections to mainline transit with TNCs, microtransit, and active transportation
- Incentives and gamification to encourage use of transit.
- Increase frequency and scope of service of transit.
- Reducing carbon footprint
- Use more dedicated bus lanes & TSP.

Challenges:

- Lack of transit, especially for reverse commute
- Bus stops lack amenities
- Lack of sidewalks on arterials
- Gentrification displaces low-income people from urban core to inner ring suburbs, farther from jobs
- Difficult to establish vanpool groups without employer buy-in
- Employer location decisions – not thinking “big picture”
- Limited capacity and access to park & rides
- Additional truck traffic from e-commerce
Small Cities / Rural

Opportunities:
- Connecting bike trails to/through village centers.
- Downtown streetscaping
- Strategic park & ride placement
- Slip ramps along turnpike
- Microtransit circulators (FMLM)
- “Collabetition” for regional economy
- Watershed-based planning
- Paved/sloped shoulders
- Trail roundabout
- Win-win decisions linking rural economic development to quality of life
- Designate truck routes

Challenges:
- Access to flat terrain for bike/ped travel
- Narrow streets in historic towns make it hard to fit all users
- Lack of options and awareness about available options
- Limited passenger rail service
- Personal lure of car/truck
- Aging population & “taking keys away”
- Separated land use and distance between activities due to focus on tax revenue.
- Increased tractor trailer and truck delivery traffic.
- Regional funding allocation – little for rural roads.
Urban Core - Themes

- Improve quality of life
- Address affordability and inequity
- Reduce bad driving behavior and illegal parking
- Maintain the pedestrian system
- Target areas where transit travel times are comparable to driving. Start there, and move on to other areas, using incentives to “ditch the car”.
- Increase visibility of transit, e.g. advertise transit on the highway
- Reduce unnecessary trips
- Reduce VMT per capita
Better connections to transit (common payment methods, more sidewalks, multi-modal connections, and integration of transit services)

Enhanced transit network (service hours, coverage, overall riding experience)

Greater employer involvement (business siting and providing options for commuting)

Promote location-efficient, transit-oriented development (TOD).

Bring mixed-use developments to locations that already have transit service.

Bring in multiple modes to foster mixed-use TOD with affordable housing that is attractive to all abilities and incomes.
Small Cities / Rural - Themes

Make travel options appealing (e.g. electric powered bikes)

Incentives for “Collabetition”: connect TDM’s value to the needs and interests of residents and elected officials.

Be the Steve Jobs of TDM: Think of TDM’s potential to fill needs that people don’t even know they have.
Draft TDM Vision Concept

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

Supports the SmartMoves Regional Vision

The Regional Vision is a world-class, safe and well maintained, integrated transportation system that provides mobility for all, enables resilient communities, and supports a globally competitive economy.
Draft TDM Goals

- Enhance the ease of use, connectivity, and effectiveness of **transit and shared mobility** options
- Enhance transportation infrastructure and policies to support **bicycling and walking**
- Increase **employer involvement** to improve workforce access to jobs
- Increase **awareness** of travel options and services

**Promote location-efficient development**

**Target opportunities beyond work trips**

**Integrate demand management** in planning and project development
Work Session: Identifying Priority Actions to Support Goals
Instructions

Break into groups.

Each group will focus first on one goal.

- Brainstorm actions needed to support the goal.
- Discuss actions and identify any priorities / consensus areas.
- For each action, identify SMART elements:
  - Specific Description
  - Measure(s) of Success
  - Actors
  - Resources
  - Time-frame

Repeat for a second goal.

Then we will switch groups.
Report Backs and Group Discussion
Draft Goal Area

Enhance ease of use, connectivity, and effectiveness of **transit and shared mobility options**
Draft Goal Area

Enhance transportation infrastructure and policies to support **bicycling and walking**
Draft Goal Area

Increase **employer involvement** to improve workforce access to jobs
Increase awareness of travel options and services
Promote location-efficient development
Target opportunities **beyond** work trips
Integrate demand management in **planning** and project development
Revisit Draft TDM Goals

- Enhance the ease of use, connectivity, and effectiveness of **transit and shared mobility** options
- Enhance transportation infrastructure and policies to support **bicycling and walking**
- Increase **employer involvement** to improve workforce access to jobs
- Increase **awareness** of travel options and services

- Promote **location-efficient development**
- Target opportunities **beyond work trips**
- Integrate demand management in planning and project development
Next Steps
## Project Schedule

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Next Steps

- Draft Recommendations for Regional TDM Priority Actions
- Finalize Assessment of Performance Criteria (tied to Goal-Setting)
- **Steering Committee Meeting #3: Review Draft Recommendations**  
  May 28
- Draft TDM Action Plan (early June)
- **Steering Committee Meeting #4: Review Draft TDM Action Plan**  
  June 11
- Finalize TDM Action Plan (June)