

## COUNTYWIDE TRANSPORTATION DEMAND MANAGEMENT STRATEGIC PLAN

### Citizens Advisory Committee Meeting

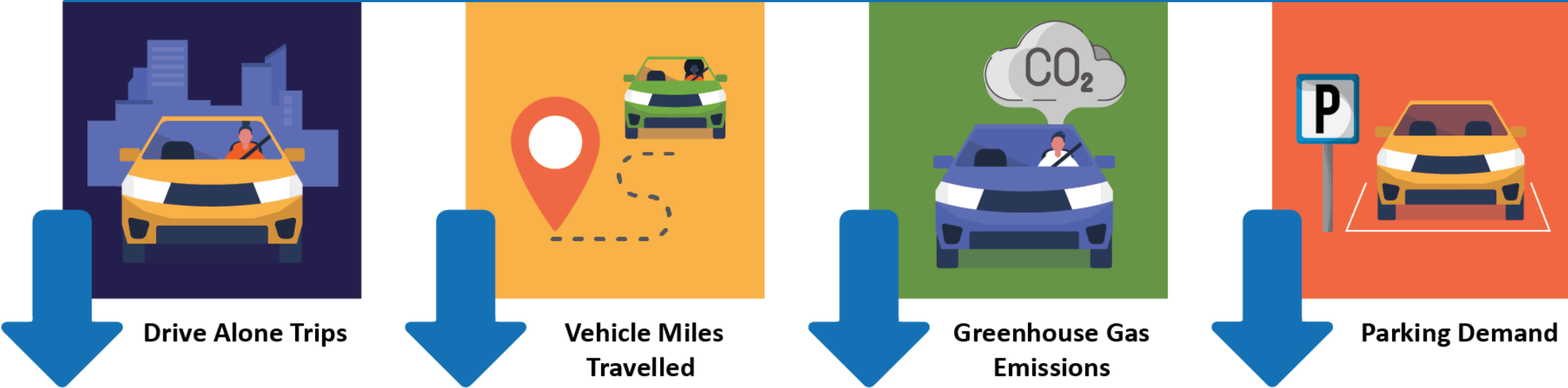
October 17, 2023



# TDM Overview | What is TDM?

Transportation Demand Management (TDM) is the use of targeted strategies, incentives and policies to encourage the use of sustainable transportation. TDM focuses on **maximizing the use of current systems** as opposed to increasing capacity or designing major infrastructure changes.

The goals of TDM strategies are to **reduce**:



# Project Overview

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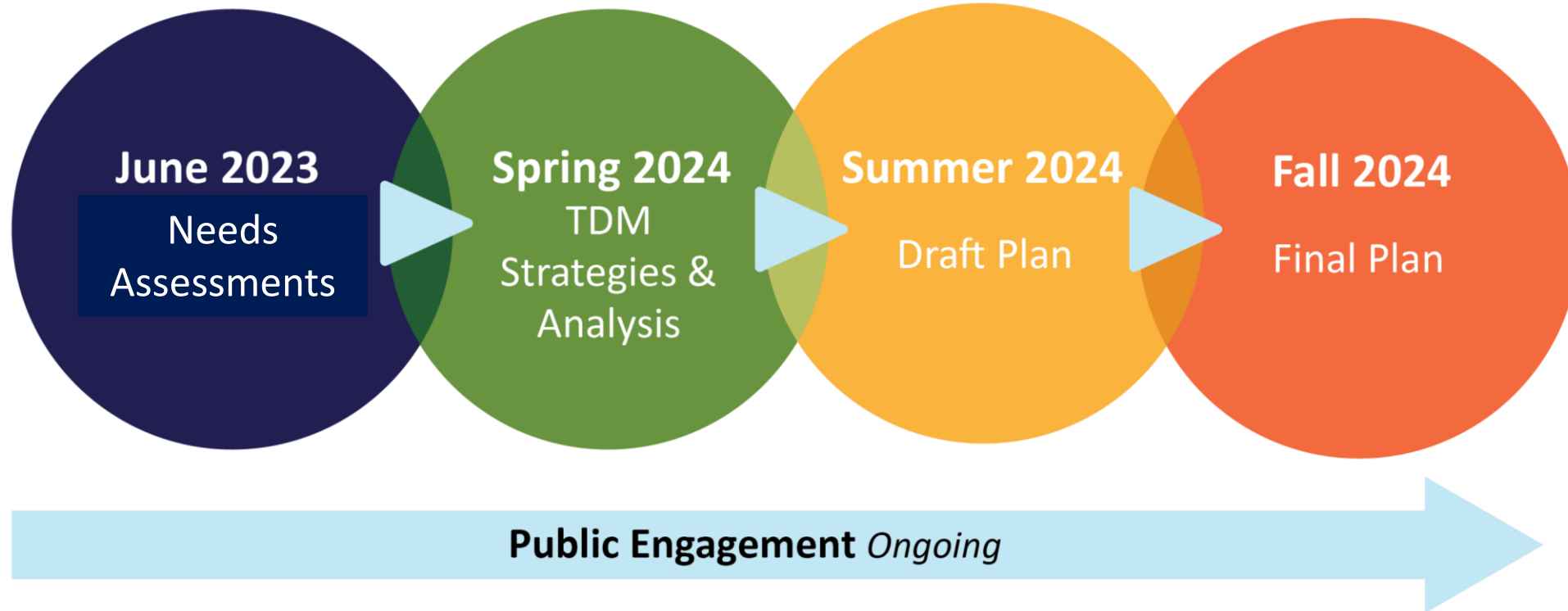
The project will:

- Identify areas of need
- Define countywide goals and objectives
- Recommend strategies to enhance travel options
- Create a roadmap for implementing the recommendations
- Provide a consistent, countywide approach that will be shared with local jurisdictions and other partner agencies to encourage **a coordinated approach for advancing, funding, and implementing TDM strategies.**

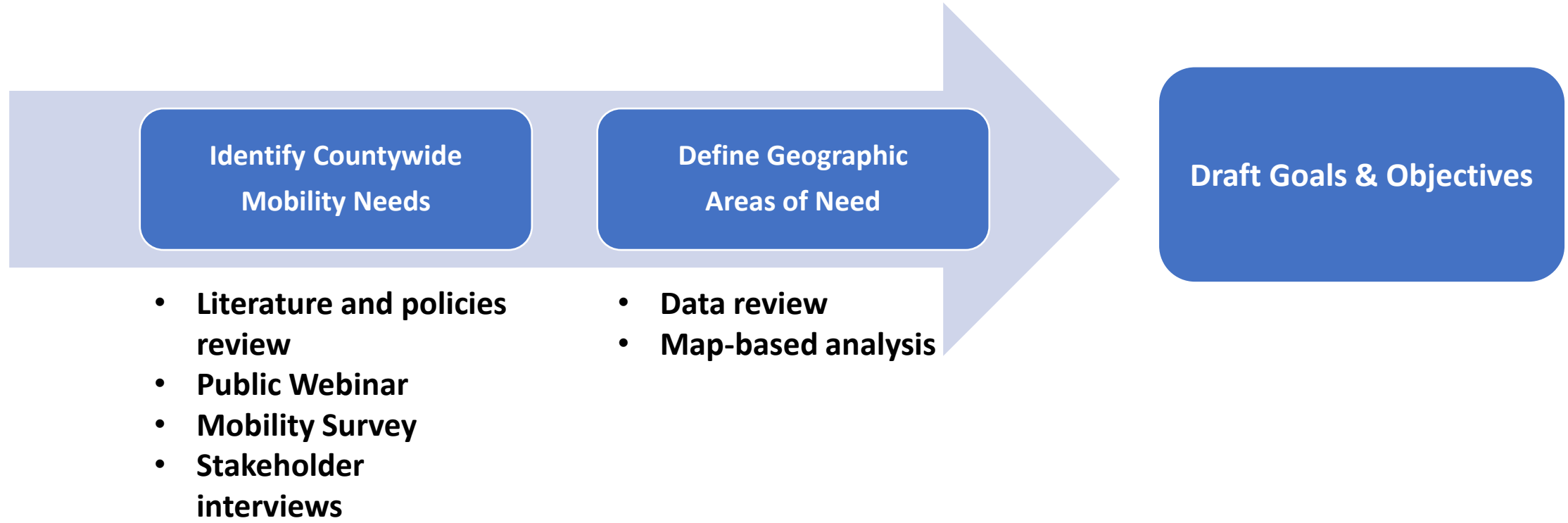


# Project Overview | Schedule/Milestones

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# Defining Areas of Need | Process Overview



# Initial Needs Assessment | Summary

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Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Existing TDM Programs</li><li>• Multi-modal planning efforts</li><li>• Data collection and big data availability</li></ul>	<ul style="list-style-type: none"><li>• Lack of diversity in travel options</li><li>• Limited regional connections</li><li>• Limited first- and last-mile connections</li><li>• Awareness of existing transportation options</li></ul>

# Initial Needs Assessment | Summary

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Opportunities	Challenges
<ul style="list-style-type: none"><li>• Traffic congestion</li><li>• Increasing costs</li><li>• Expansion of TDM services/programming</li><li>• National and regional policy landscape</li><li>• Concern for climate change and healthy lifestyle</li></ul>	<ul style="list-style-type: none"><li>• Car culture and historic auto-centric planning</li><li>• Availability of free parking</li><li>• Diverse population; no 'one size fits all solution'</li><li>• Post-pandemic travel pattern uncertainties</li><li>• Gaining political support</li><li>• Labor and equipment shortage</li></ul>



# Public Outreach

Concluded first outreach phase in September

- Collected 1,928 surveys
- Hosted public webinar and pop-ups
- Reached 78,230 readers through Spanish and Vietnamese newspapers
- Distributed more than 1,200 notices
- Generated 15,515 social media impressions
- Received 1,873 web hits





# Public Outreach | Mobility Survey

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## What are your main considerations when making travel mode choices

- Convenience and Flexibility **53%**
- Time Savings **51%**
- Cost **35%**
- Reliability **34%**

## Which transportation programs would motivate you to drive alone less?

- A digital app integrating all available transportation services for users to plan, schedule and pay for their trips **40%**
- Guaranteed ride home in emergency or unscheduled overtime **35%**
- First- and last-mile transportation services **31%**

## Which policies would you support the most to reduce drive alone trips?

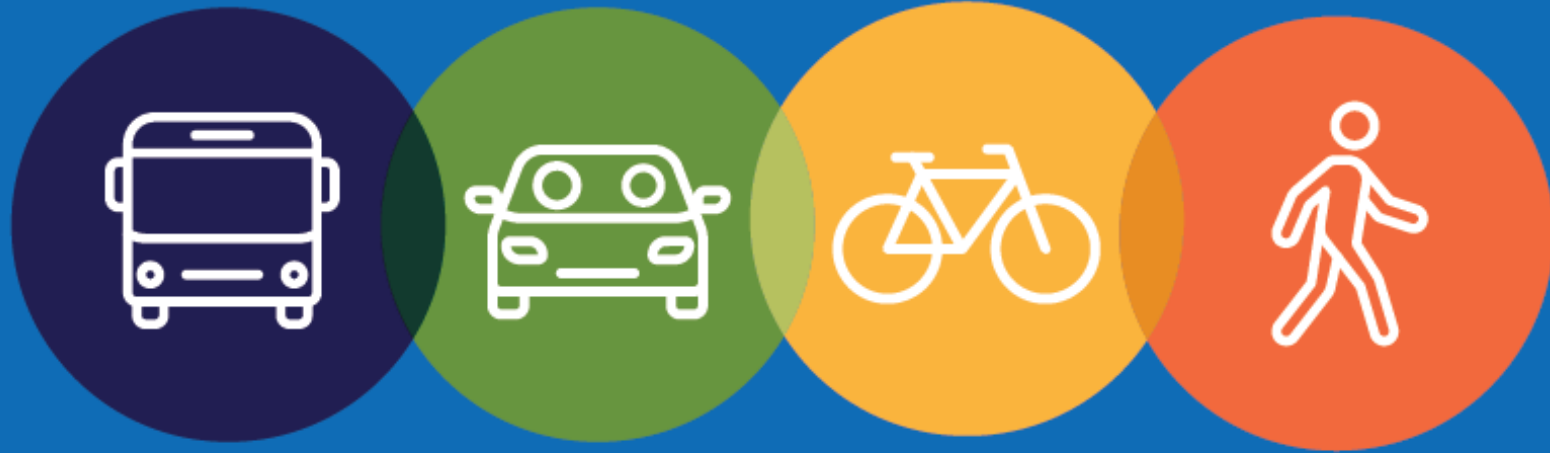
- Convert portions of underutilized roadways to better accommodate pedestrians, cyclists, or transit users **40%**
- Replace gas tax with mileage-based fees **39%**



# Next Steps

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- Continue to solicit public and stakeholder input
- Continue coordination with the CAC
- Analyze mobility survey and interview results
- Define geographic areas of need
- Develop goals and objectives
- Develop TDM "Toolbox"



## COUNTYWIDE TRANSPORTATION DEMAND MANAGEMENT STRATEGIC PLAN

**Thank you for your time!**

[octa.net/TDM](http://octa.net/TDM)

