

Transportation Demand Management / Mobility Management White Paper Summary

New Visions 2050

In New Visions 2050 CDTC has expanded its transportation demand management (TDM) content to include an extensive summary of TDM activities, outline a TDM-specific Planning and Investment Principle and give a list of TDM-specific recommendations. TDM, also sometimes called Mobility Management, is a suite of programs and services designed to reduce single occupancy vehicle (SOV) travel, fuel consumption, air pollution and parking demand by making travel options like buses, vanpooling, carpooling, walking and biking more attractive and affordable. It focuses on helping people use existing infrastructure more efficiently by encouraging non-SOV modes of travel.

The following Mobility Management New Visions Planning and Investment Principle is proposed:

Regional efforts will prioritize affordable and convenient travel options and programs that encourage behavioral shifts away from single occupancy vehicle travel and help balance the transportation system among driving, biking, walking, taking transit, carpooling, vanpooling and telework.

Incorporating TDM into transportation planning helps optimize infrastructure and land use investments by balancing the system among all travel modes. Travelers in our region should be able to choose from an array of travel options for their work commutes and all other trips. Regional mobility services will make it easier for everyone to travel, regardless of the mode they choose, by offering services such as bikesharing, carsharing, and on-demand microtransit ridesharing. CDTC, all mobility service providers, employers and the region's municipalities should work together to increase access to all travel modes, encourage active transportation and transit use, and expand public and private infrastructure to support biking, walking and transit.

Regional decisions about transportation investments shall include the consideration of whether TDM programs and policies are adequate and effective in diversifying transportation options in order to minimize additional infrastructure investment, reduce environmental impacts and support the transit system.

Past and Current Programs and Pilot Projects

Included in the white paper is a summary of past and current TDM programs and pilot projects. Past programs primarily focused on employer-based initiatives such as the DEC employee commuter benefits pilot program and the Caring Careers Healthcare Network Commuter Cash pilot program, but also included transit and park & ride lot incentives through a CDTA-Albany Parking Authority partnership and much more. Current regional TDM-related activities have successfully launched bikeshare, carshare, bus rapid transit and microtransit services; continue to encourage biking through the Bike to Work Day Challenge and Green Your Commute Day; and more.

Recommendations for Managing Existing TDM Programs and Services

Many different TDM programs, services, and pilot projects currently exist and are managed by multiple entities throughout the region. A cohesive regional strategy is difficult to execute effectively without regular program evaluations, excellent communication among the involved parties and a way to organize all the data. A framework is needed to consistently manage the regional TDM strategy. It is recommended that:

- CDTC establish a data management and project management strategy that standardizes the process for executing TDM pilot projects.

- Establish agreements with program and service partners (CDTA, 511NY Rideshare, Capital Carshare) to exchange data and administer surveys at regular intervals.
- Identify TDM Performance Measures to use in evaluating program and service impacts.

Successful TDM programs include a prominent marketing component that requires that we gain and maintain a deep understanding of our regional commuters. It is recommended that:

- CDTC conduct a commuter survey to determine existing commuting habits and the potential for mode shifts.

Evaluate and maintain the regional Park & Ride Lot resources. It is recommended that:

- CDTC maintain an up-to-date iPool2 database of regional Park & Ride lots.
- CDTC, CDTA and NYSDOT revisit the 2011 Park and Ride/Express Bus Study for implementation.
- CDTC re-survey park and ride lots to update occupancy estimates.

Recommendations for Expanding TDM Programs and Services

Improve collaboration between all TDM-related entities in the region. It is recommended that:

- Program partners work together to identify region-wide goals and establish priorities for action.
- An engagement and outreach strategy is developed that uses a suite of tools, incentives and disincentives such as TDM toolkits, customized commuting guidance for employees, and employer-based incentives and disincentives.
- An engagement strategy is developed to assist municipalities in applying TDM principles to land use policies and in land use decision-making processes
- Conduct a parking inventory of the region's densest city and village areas. Identify needed parking and land use policy changes to reduce parking stock, as necessary.
- CDTC and partners consider convening a TDM and Parking Symposium that will:
 - Present local government and business leaders information about the value of TDM.
 - Make the connection between successful TDM programs, high densities, and reduced parking.
 - Present evidence-based research on the benefits of non-SOV trips.
 - Start a discussion about managing and capitalizing on curb space.
- Evaluate CDTC and CDRPC support programs to ensure that TDM-related support activities are encouraged and eligible for assistance.
- Consider launching a TDM technical assistance program for municipalities and large companies.
- CDTC, in collaboration with CDTA, Capital Carshare and 511NY Rideshare should develop a comprehensive marketing strategy.

Recommendations for Identifying New Initiatives

- Conduct a region-wide TMA suitability analysis to identify the most viable areas to launch TMAs.
- Develop a model ordinance for local municipalities to consider that demonstrates how TDM considerations can be incorporated into the site plan review process.
- Launch a new Commuter Benefits pilot program, incorporating the suite of all available modes and heeding lessons learned from past "Try Transit" pilot programs.
- Consider establishing a standing TDM committee to provide advice to the Planning Committee and Policy Board.