



REGIONAL TDM PLAN



Regional Transportation Demand Management (TDM) Plan

August 2014 – August 2015

Agenda

- What is TDM and why is it important
- TDM Examples
- Why a TDM Plan?
- TDM Plan Details
- Contact information

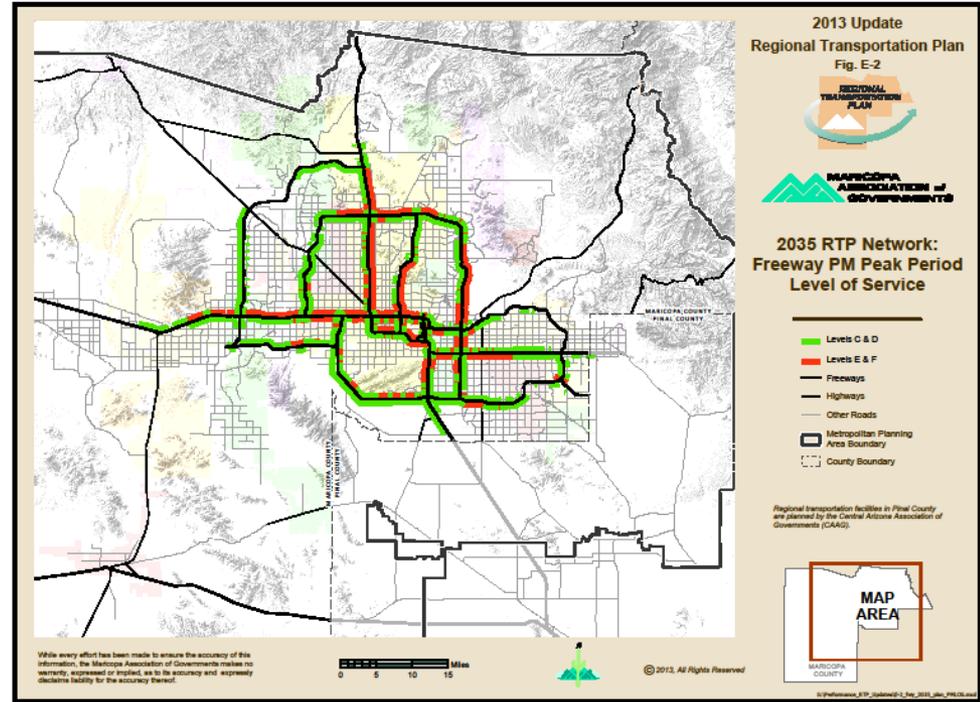
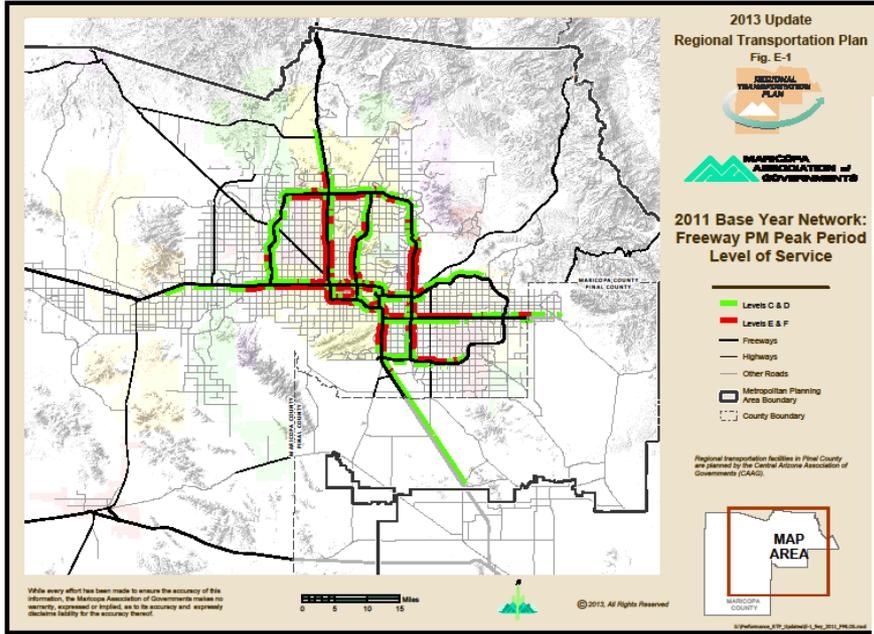


Transportation Demand Management (TDM) seeks to reduce the drive-alone rate through. . .

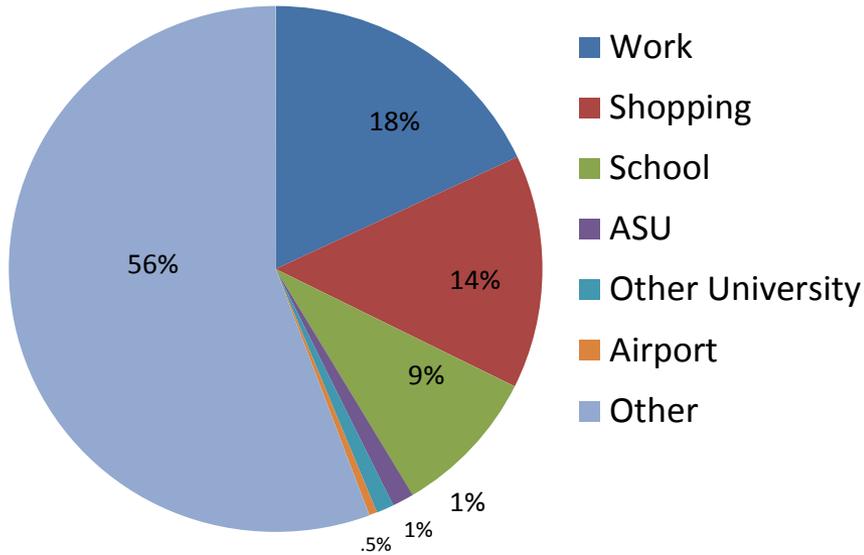
- Travel Choices
 - Walking
 - Biking
 - Carpool
 - Vanpool
 - Bus
 - Light Rail
 - Telework
 - Alternative Work Week
- Information
 - Marketing
 - Education
 - Encouragement



Limited Ability to Expand Capacity = Congestion will Increase



17M Daily Trips (2012)



Mode	% of Work* Travel
Drive Alone	77.4
Bicycle	1.2
Bus	2.9
Carpool	14
Light Rail	.5
Telecommute	1.9
Vanpool	.6
Walk/Run	2.2

*Denotes travel measured in annual survey (worksites and school sites with over 50 employees or students of driving age)

Source: 2012 MAG Regional Travel Demand Model

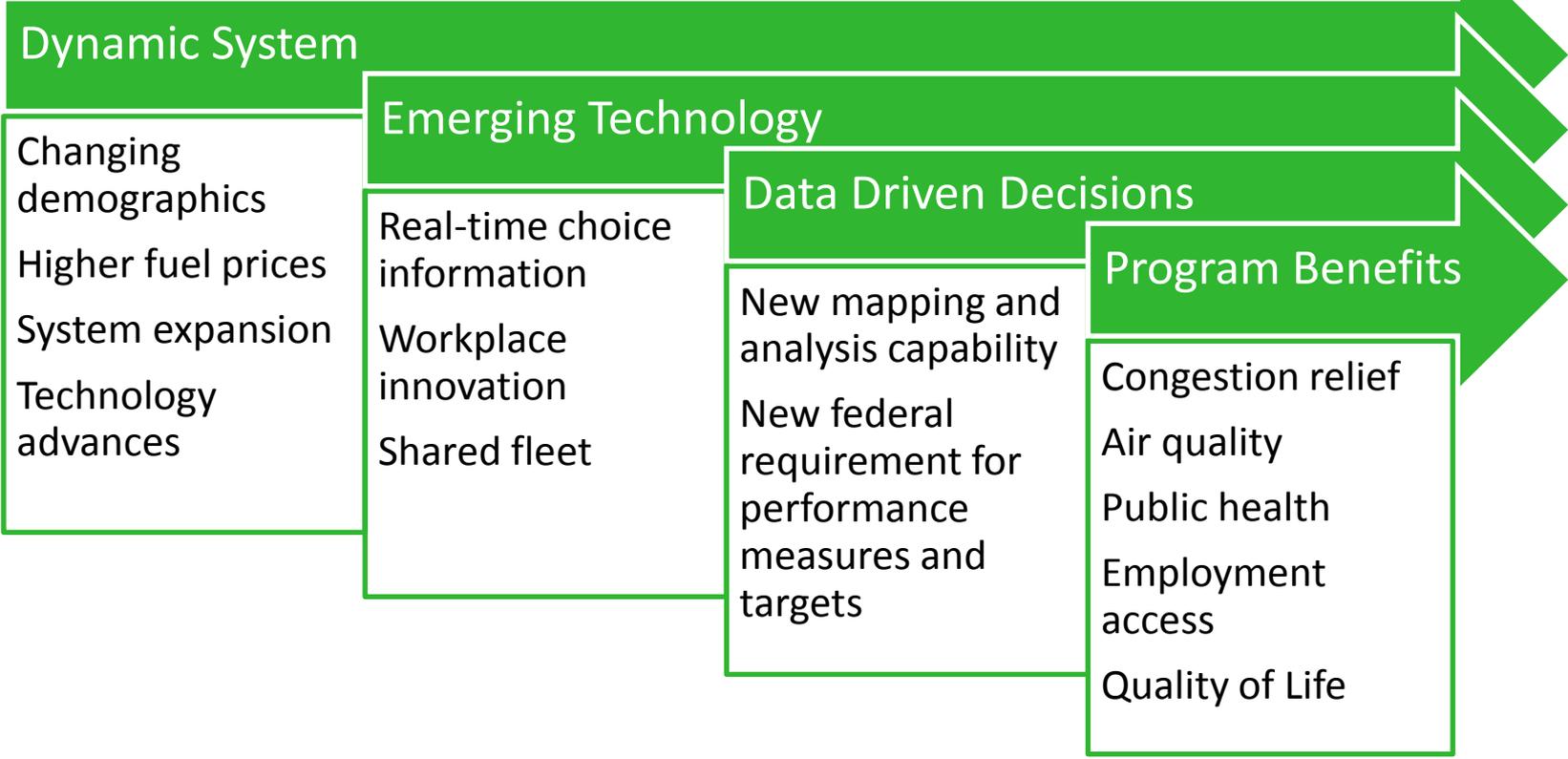
Source: Maricopa County Air Quality Department 2012 Trip Reduction Report



TDM involves many partners and many activities. . .



Why a TDM Plan?



Expected Outcomes

- Strategic use of collected data
- Enhance existing TDM programs
 - Targeted marketing
 - Customized strategies for unique system gaps
 - New strategies to increase breadth and depth of program participation
 - Strategies for special events and other non-commute trips
- Increase role for TDM partners
 - Cities
 - Technology and applications
- Performance standards, measures and targets
- Action plan – roles, funding and implementation

Why A TDM Plan?



TDM Plan Details: Tasks and Schedule

Task	Notes	Timing
Define system deficiencies	<i>Current/future conditions, gaps</i>	November 2014
Best practices research	<i>Include peer agency review</i>	November 2014
Stakeholder Outreach	<i>Including focus groups</i>	September 2014, April 2015
Standards, Measures and Targets	<i>Coordinate with ongoing VM effort</i>	April 2015
Recommendations	<i>Include budget and timeline</i>	June 2015
Implementation Plan	<i>Include TIP and RTP changes</i>	July 2015
Study Record		August 2015

TDM Plan Details: Stakeholder Outreach

- Advisory Group: MAG, VM, Maricopa County, Capitol Rideshare
- MAG and Valley Metro Committees
- Transportation coordinator outreach
- Major employers
- Association for Commuter Transportation Valley of the Sun chapter
- Commuters



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Limited Ability to Expand Capacity = Congestion will Increase

Level of Service Measures	2011	2035 RTP	% Increase
Congested Freeway Lane Miles	504	1004	99%
Congested Arterial Lane Miles	169	769	355%
% Congested Freeway Lane Miles	22.5%	33.7%	49%
% Congested Arterial Lane Miles	1.6%	5%	212%
% Daily Congested Freeway VMT	39.7%	48.8%	23%
% Daily Congested Arterial VMT	3.9%	11.7%	200%

