NYSDOT Travel Demand Management (TDM)
Statewide Strategic Framework

Opportunities for Advancing Travel Demand Management in New York State

April 12, 2011
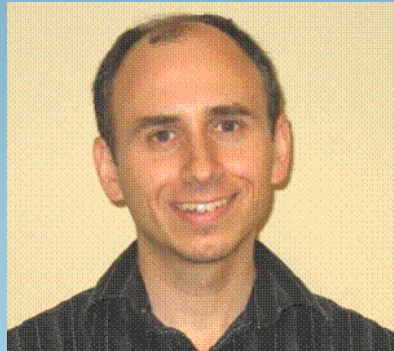
New York State Department of Transportation

Presented by: **ICF** INTERNATIONAL
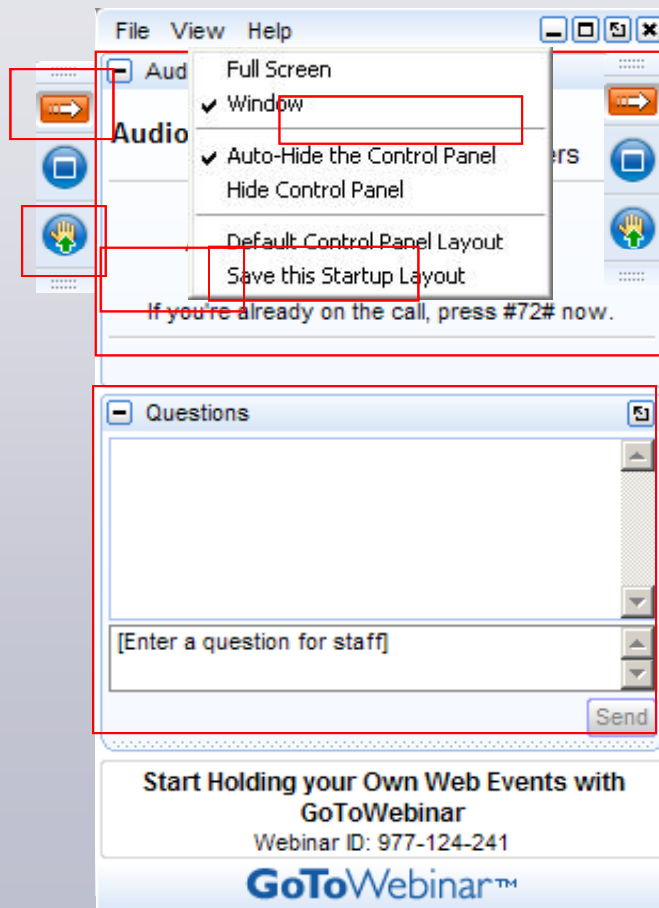
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WELCOME AND PURPOSE

How to Participate Today

- Open and close your Panel

- View, Select, and Test your audio

- Providing comments

  - Submit text questions

  - Raise your hand, and we will open up your phone line

Why focus on Travel Demand Management?

Not just about reducing traffic congestion…

- Livability

- Sustainability

- Energy efficiency / climate change

- Leveraging investments

- Optimizing transportation system performance

NYSDOT TDM Strategic Framework

Designed to :

- Identify best practices and support policies
  - Strategically define collaborative mechanisms and processes for developing multimodal investments that manage travel demand
  - Identify policies and actions to promote multi-agency decision-making that supports improved operations by managing demand
  - Position NYSDOT and its partners to compete nationally for discretionary federal funding intended to promote livability/sustainability
- Develop a short-term (up to 5 years) implementation plan of recommendations for statewide/regional actions
- Identify promising longer term strategies

NYSDOT TDM Strategic Framework Development

- **Agency, Partner, and Stakeholder Outreach**
  - Statewide review and web-survey on TDM efforts, successes, and challenges
  - Seven regional meetings located in:
    - Albany
    - Binghamton
    - Buffalo
    - Hudson Valley
    - New York City
    - Rochester
    - Syracuse

NYSDOT TDM Strategic Framework Development

- **Where we are going:**
  - Refining the program analysis and recommendations
    - Today's partner/stakeholder webinar
  - Completing other elements
    - Performance measure pilot (underway)
    - Best practice guidebook (underway)
  - Developing the strategic statewide framework, combining all these activities (underway)

Today's Purpose and Goals

- Review and refine the conclusions regarding the strengths, weaknesses, opportunities, and preliminary recommendations

- Continue to support consensus around a statewide strategic framework, ensuring that the statewide framework supports existing strengths and regional activities successfully

- Understand some initial priorities within those recommendations (through a post-meeting survey)

Agenda

1:00 – 1:10 pm	Welcome and Introductions
1:10 – 1:35 pm	TDM Program Analysis Summary
1:35 – 2:25 pm	Recommendations Review / Discussion
2:25 – 2:30 pm	Closing and Next Steps

Presentation

TDM PROGRAM ANALYSIS

A Broad View of TDM

Travel demand management (TDM) refers to a host of strategies that expand **travel choices** and options while reducing vehicle miles traveled (VMT) in single occupancy vehicles (SOV).

It enhances the flexibility of the transportation system by encouraging the following types of choices:

Travel Choice (To Travel or Not)	Mode Choice (How)	Time Choice (When)	Location Choice (Where & Whether)	Route Choice (Which Way)

TDM Focus Areas

- **Ridesharing support** (e.g. ridematching, guaranteed ride home)

- **Financial incentives and pricing** (e.g., subsidies, tax benefits, road/congestion pricing, pay-as-you-drive (PAYD) insurance, parking pricing)

- **Non-single occupancy vehicle (SOV) services / infrastructure** (e.g., transit lines, park-and-ride lots, HOV lanes, bike lanes, carsharing services, bike lockers)

- **Marketing, branding, and education/outreach** (e.g., 511NY, other initiatives)

- **Telecommuting and other alternative work arrangements** (e.g. flextime, compressed workweek, telework)

- **Parking management** (e.g., preferential parking for carpools, limiting parking supply)

- **Land use/smart growth programs** (e.g., transit-oriented development (TOD))

- **Job access and transportation affordability programs** (e.g., JARC, New Freedom program, 5310 programs)

- **Other transportation strategies** (e.g., incident management, special event planning, access management, management strategies)

New York Strengths

- Existing supportive statewide programs and initiatives

- Supportive MPO planning and implementation efforts

- Innovative local programs and practices

- Models of collaboration and coordination

- Changing perspectives in support of TDM

- Unmet need for multimodal demand

New York Weaknesses

- Sprawling land use patterns

- Free and abundant parking in many areas

- Perceptions and cultural barriers

- Limited funding and economic conditions

- Data/information/communication gaps

- Institutional collaboration challenges

New York Opportunities

- **Ridesharing** – improved technology, liability concerns

- **Financial incentives** – HOV toll discounts, tax breaks

- **Non-SOV services** – expanding multimodal collaborative efforts, increasing car and bikesharing opportunities

- **Marketing** – creating a one-stop shop with real-time information, linking TDM to green initiatives

- **Telecommuting** – employer education and outreach, "telework" day

- **Parking** – local technical assistance, policy recommendations

- **Land use** – statewide land use policy, NYS smart code template

- **Job access and transportation affordability** – co-employment centers with transit stations or residential areas, JARC for reverse commutes

- **Other transportation strategies** – TDM for special events, communication and data sharing

- **General** – increased partnership and collaboration, TDM for state facilities

Discussion Questions –

- Do you see other strengths?

- Are there other weaknesses/challenges you see?

- Any other initial responses to this synthesis?

Discussion

RECOMMENDATIONS REVIEW

Recommendations

1. Expand marketing and leverage technology

2. Increase telework

3. Support local/site-specific activities

4. Increase regional coordination

5. Enhance transportation planning, project development, and operations

6. Develop and promote incentives, legislative/policy changes, and funding innovations

7. Improve the state as a model employer and TDM leader

1. Expand marketing and leverage technology

Current NYSDOT Activities

- **511NY** is a comprehensive statewide, multi-modal, multi-agency online portal for transportation information.
- **Clean Air NY** supports businesses and individuals in making decisions that help to reduce air pollutant emissions.

Interesting best practices

- Regional Approaches
  - TravelWise, Utah
  - SmartTrips, Portland, Oregon
- Comprehensive information resources
  - Networked Traveler Pilot, Caltrans

"I AM MORE PRODUCTIVE WORKING AT HOME. I SAVE MONEY ON GAS AND TIME STUCK IN TRAFFIC."

- ALLISON KELLER, UTAH TELEWORKER

How can teleworking help you?

1. Expand marketing & leverage technology – *Potential Activities*

Marketing and Education

- Conduct research to understand the most effective TDM messaging & strategies across the NY population
  - Examine marketing for specific market segments (employers, decision-makers, developers, youth, seniors, and practitioners)
  - Examine the most cost-effective approaches for TDM education and outreach.
- Leverage existing NYSDOT marketing materials and programs
  - Create a clearinghouse, building off downstate materials
- Support localized targeted marketing
- Incorporated TDM and transit into school curriculum & drivers ed.

1. Expand marketing & leverage technology -
Potential Activities (cont'd)

Technology, Data, and Traveler Information

- Improve data collection methods to facilitate informed decision making, particularly as it relates to transportation service provision.

- Expand upon existing ITS capabilities, including the 511NY system, to provide enhanced multi-modal, real-time travel information and service delivery for all New York transportation services.

- Utilize innovations in the private sector, mobile technology, and smartphone applications to encourage expanded TDM service use.

2. Increase Telework

Interesting best practices

- Incentivize through tax credits (Georgia Telework Tax Credits)

- Implementation support (DRCOG RideArrangers IT Consultation Service, Telework!VA)

telework!va

2. Increase Telework – *Potential Activities*

- Conduct research to understand the best strategies to implement and market telework initiatives. Document its benefits and costs (e.g., productivity, cost-effectiveness).
  - Collaborate with business associations to understand business challenges / needs
  - Develop case studies to highlight success stories
  - Develop promotional materials and tools for NYSDOT partners

- Support telework implementation through pilot programs and demonstration projects.
  - Provide a telework technical assistance pilot
  - Implement a "telework day" promotion event

3. Support local/site-specific activities

Current NYSDOT activities

- Smart Growth / Smart Planning Program
- Safe Routes to School (SRTS)

Interesting best practices

- Shared parking (TriMet Portland, Oregon)
- Concentrated areas of investment (Downtown Fargo, North Dakota Redevelopment Initiative)
- Combined efforts with special events (Nationals Ballpark, Washington, DC)

3. Support local/site-specific activities – *Potential Activities*

- Develop/expand education and technical assistance programs to local governments to encourage smart growth.
    - Develop training and education for decision makers in subject areas such as project level programs, codes and zoning, etc.
    - Develop resources and assistance focused on parking management strategies

- Identify additional state-level opportunities for policies/programs to foster smart growth principles.
    - Use incentives to support an integrated approach to land use
    - Develop and adopt design requirements and policies that promote complete streets and regional connectivity.

- Examine how to best provide park-and-ride lots

- Support bike- and carsharing programs

4. Increase regional coordination

Current NYSDOT activities

- **511NY Rideshare** provides comprehensive rideshare support programs for the Hudson Valley, Long Island, and New York City

Interesting best practices

- Interactions between transportation agencies and members of impacted communities (Baltimore Environmental Justice Toolkit)
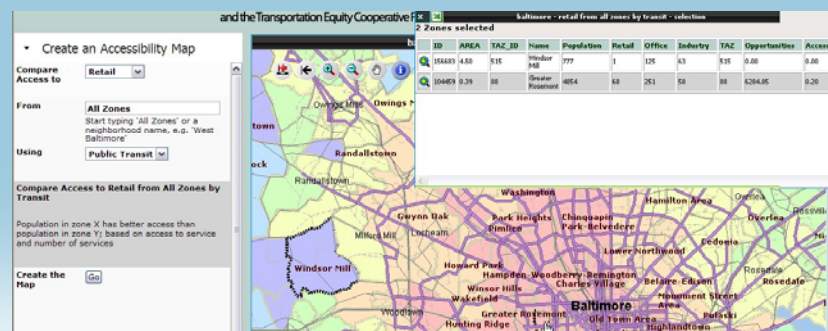
4. Increase regional coordination – *Potential Activities*

- Improve interagency collaboration to advance transportation- and planning-related regional agendas.
  - Identify ways NYSDOT can support/enhance TDM outcomes in the MPO planning process.

- Identify areas where services and infrastructure investments should be better coordinated to ensure connectivity between modes.

- Create a pilot to focus on medical transportation.

5. Enhance transportation planning, project development, and operations

Current NYSDOT activities

- **GreenLITES -** Sustainability rating program

Interesting best practices

- *Integrating TDM at the Corridor Level*
  - Multimodal corridor investment strategy (Places29, Virginia)

- *Integrating TDM at the Project Level*
  - Develop protocol for addressing TDM in project planning (Smart Mobility Framework, Caltrans)

5. Enhance transportation planning, project development, and operations – *Potential Activities*

- Fully incorporate TDM strategies as a central component of investment decision-making.
    - In the program update, systematically integrate TDM – tie money to these priorities.
    - Improve benefit-cost analysis & project prioritization procedures.
    - Promote interdisciplinary teams for projects and programs.
    - Improve education of staff at all levels/disciplines about the role of TDM.
    - Use the right performance measures: Use people, not cars, as the throughput in transportation analyses.
    - Centralize state environmental quality review (SEQR)/depository.

- Develop corridor-based strategies that support TDM.
    - Conduct research to better understand TDM benefits for corridor management.

5. Enhance transportation planning, project development, and operations – *Potential Activities (cont'd)*

- Fully incorporate TDM considerations into project development.
  - Incorporate TDM into project purpose and need.
  - Count non-motorized modes of travel during existing conditions analysis.
  - Continue to require/implement smart growth criteria on all projects.
  - Require TDM mitigation plans as part of all transportation projects.

- Incorporate TDM into maintenance/preservation.
  - Look for smaller TDM opportunities as part of maintenance projects.

- Improve transit options.
  - Make transit more comfortable, useful, and attractive (e.g., wifi on buses, transit signal priority to improve reliability).

- Better understand impacts of TDM: outcomes & cost-effectiveness.

6. Develop and promote incentives, legislative / policy changes, and funding innovations

Best Practices

- Cash for Commuters
- CT vanpool liability and insurance programs
- Florida's rural vanpool program

commuter **rewards**

6. Develop and promote incentives, legislative / policy changes, and funding innovations – *Potential Activities*

- Investigate ridesharing incentives to encourage use.

- Support GRH program implementation and improve understanding of their optimal size and their impact.

- Investigate leveraging existing money and funding structures to improve TDM service provision within NYS.

- Consider incentives or rewards structures for businesses, individuals, and local governments.

- Create model agreements for public private partnerships for TDM, such as bus shelters.

- Develop a law requiring drivers to yield to vanpools/transit.

7. Improve the state as a model employer and TDM leader

Best Practices

- Federal government – transit benefits program, telework policy

7. Improve the state as a model employer and TDM leader – *Potential Activities*

- Create a TDM program/plan for NYSDOT facilities
  - Engage in NYSDOT employee information/marketing
  - Examine parking, transit, and other benefits/policies
- Expand TDM concepts to other state agencies and levels of government (e.g., through recommended policies, plans, etc.)
- Support development of new consumer-based business models for TDM services, levering private sector investment.
  - Sponsor private section TDM innovations through a grant program or challenge prizes

VOTING EXERCISE & GROUP DISCUSSION

GROUP PRIORITIES

Discussion Questions –

- Are there any listed activities that you do not think are important?

- Do you suggest any other potential activities?

Recommendations

1. Expand marketing and leverage technology

2. Increase telework

3. Support local/site-specific activities

4. Increase regional coordination

5. Enhance transportation planning, project development, and operations

6. Develop and promote incentives, legislative/policy changes, and funding innovations

7. Improve the state as a model employer and TDM leader

Closing

NEXT STEPS

Next Steps

- Provide additional input: Web survey

  – Help prioritize

  – Identify other needs / actions

- Possible activities: research, pilot efforts, program actions