Planning and Funding of Transportation Demand Management

Christopher Arabia
Acting Planning and Mobility Programs Administrator
Department of Rail and Public Transportation

Coordinating Transportation & Land Use Forum
June 2, 2016
Transportation Demand Management (TDM) Definition

- Providing travelers with effective choices to improve travel reliability - FHWA
- The application of programs, projects and policies to reduce travel demand or to redistribute this demand.
  - Mode of travel
  - Time of travel
  - Route
  - Eliminate trip
TDM Strategies

- Carpooling
- Vanpooling
- Transit
- Telework
- Marketing and promotion
- Park-and-Ride lots
- Guaranteed Ride Home
- Outreach to employers
- Ridematching
- Info on commute options
- Bikeshare
Transportation Demand Management

• Improve efficiency of Virginia’s transportation system
• Increase transit ridership
• Increase vanpooling
• Increase carpooling
• Increase telework
TDM Programs

Legend

Counties Served by Commuter Assistance Programs
TDM Planning
Tying Grant Applications to Planning

- In FY10-11 DRPT required all TDM agencies to have a long-range TDM plan
  - DRPT funded the development of the long range plans

- In FY12 DRPT required that a detailed Annual Work Plan (AWP) must be submitted with the grant application

- AWP elements must tie to TDM Plan
DRPT’s TDM Funding

- 2 TDM grant program categories
  - TDM Operating Assistance
  - Transportation Management Projects Assistance
- Match Ratio is 80% state, 20% local
- Technical Assistance (50/50)
TDM in State and Local Planning

Master Transportation Plan
Demand and System Management Element

Transportation Demand Management (TDM)
Transportation System Management (TSM)

Adopted December 13, 2008
Tools and Practices for Land Use Integration

Transportation Demand Management

Transportation Demand Management (TDM) is a term that encompasses a broad set of strategies intended to reduce or diffuse travel demand among modes, time, or routes within a regional or local transportation system. By providing choices and incentives for travelers to diversify their travel mode or behavior, TDM strategies relieve disproportionate pressures on segments of a transportation system.

Land use patterns can serve as either a source of or a solution to transportation demand. Land use is often incorporated into TDM strategies through the consideration of infrastructure planning, management, and development. TDM strategies that influence land use decisions - such as development incentives, zoning regulations, and alternative transportation programs ranging from carpooling to transit access - are most effective when used in concert with other TDM strategies.

- **Parking Management**
  - Action: Parking Reserve Spaces
Thank you

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