Workshop Agenda

1. Introductions and Planning Context
2. Discussion Groups: Challenges, Opportunities, and Goals
3. Break
4. Group Report Backs and Regional Goals Discussion
5. Next Steps

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Introduction & Planning Context
TDM Success Stories in the Region

ACTA

airport corridor
transportation association

PITTSBURGH DOWNTOWN PARTNERSHIP

OTMA
Oakland Transportation Management Association

commuteinfo.org
a better way to work
What is Transportation Demand Management?

Providing travelers with information, options, and incentives that:

- Expand travel choices beyond driving alone
- Shift travel to less congested times or routes
- Help travelers avoid unnecessary trips
Why does this matter?

New and different forms of transportation

New expectations

Enhancing access, saving time, and improving quality of life
Why a Regional TDM Vision and Action Plan?

- Building a commitment to the recommendations
- Supporting the region’s vision and goals
- Leveraging existing TDM Activities

SmartMoves
For a Changing Region

Connected Mobility
Opportunity
Resilient Communities
Globally Competitive Economy
Sustainable Technology
Innovation Environment
Equity Quality of Life Efficiency
Existing Conditions

Significant traffic congestion and unreliable travel time, particularly in the urban core

Source: INRIX
Travel Pattern Analysis

Number of Employees Residing and Working Within County

- <25K employees
- 25-50K employees
- 50-75K employees
- 75K+ employees

Source: 2009-2013 ACS

Mode Shares

Mode Share by County

- Allegheny: 72% Drive Alone, 9% Carpool, 9% Public Transportation, 7% Walk, 8% Other Means, 9% Work at Home
- Armstrong: 83% Drive Alone, 9% Carpool, 9% Public Transportation, 8% Walk, 8% Other Means, 9% Work at Home
- Beaver: 82% Drive Alone, 9% Carpool, 9% Public Transportation, 7% Walk, 9% Other Means, 9% Work at Home
- Butler: 85% Drive Alone, 9% Carpool, 8% Public Transportation, 8% Walk, 9% Other Means, 9% Work at Home
- Fayette: 85% Drive Alone, 9% Carpool, 9% Public Transportation, 8% Walk, 9% Other Means, 9% Work at Home
- Greene: 84% Drive Alone, 9% Carpool, 9% Public Transportation, 9% Walk, 9% Other Means, 9% Work at Home
- Indiana: 80% Drive Alone, 9% Carpool, 9% Public Transportation, 9% Walk, 8% Other Means, 9% Work at Home
- Lawrence: 84% Drive Alone, 9% Carpool, 9% Public Transportation, 8% Walk, 8% Other Means, 9% Work at Home
- Washington: 83% Drive Alone, 9% Carpool, 8% Public Transportation, 8% Walk, 8% Other Means, 9% Work at Home
- Westmoreland: 84% Drive Alone, 8% Carpool, 8% Public Transportation, 8% Walk, 8% Other Means, 9% Work at Home

Source: 2009-2013 ACS
Forecasts – Change 2015 to 2040

Jobs

- Lawrence: 7655
- Butler: 11663
- Armstrong: -1739
- Indiana: 612
- Beaver: 7300
- Westmoreland: 14864
- Allegheny: 123600
- Washington: 34562
- Greene: -946

- Fayette: 1990

Households

- Lawrence: 4924
- Butler: 14281
- Armstrong: 2065
- Indiana: 5255
- Beaver: 5520
- Westmoreland: 30683
- Allegheny: 87033
- Washington: 22192
- Greene: 1794
- Fayette: 5573

Forecasted Percentage Job Growth (2015 to 2040):
- -5% - 0%
- 0% - 5%
- 5% - 10%
- 10% - 20%
- 20% - 30%

Forecasted Percentage Household Growth (2015 to 2040):
- 0% - 5%
- 5% - 10%
- 10% - 15%
- 15% - 20%
- 20% - 30%

Source: SPC Cycle 10a forecast adopted by the Commission on June 27, 2016.
Stakeholder Perspectives
Stakeholder Survey

- What are we currently doing well?
- What are we not doing well?
- What should we be doing?

https://www.surveymonkey.com/r/SPC_TDMSurvey
Stakeholder Survey Response

**Organization Type**
- Local government/agency: 31%
- Non-profit organization: 31%
- Educational institution: 5%
- Public transit provider: 5%
- State gov’t / agency: 8%
- Private sector, other: 13%
- Private sector, transportation: 2%
- Other: 5%

**Location**
- City of Pittsburgh: 26%
- Allegheny County, but outside the City of Pittsburgh: 13%
- Westmoreland County: 13%
- Washington County: 6%
- Indiana County: 8%
- Greene County: 3%
- Fayette County: 5%
- Butler County: 5%
- Beaver County: 10%
- Other: 6%
- Other: 6%

*62 respondents so far*
Survey Results
How well do you think transportation demand is being managed?

Locally
- N/A or no opinion: 5%
- Very poor: 2%
- Poor: 19%
- Fair: 38%
- Good: 33%
- Excellent: 2%

Regionally
- N/A or no opinion: 12%
- Very poor: 5%
- Poor: 24%
- Fair: 36%
- Good: 24%
- Excellent: 2%

Regionally
Actions to Manage Travel Demand

Aware of any Local or Regional Programs Supporting Carpooling and/or Vanpooling

- Yes, 38%
- No, 43%
- Not sure, 7%

Encouraging Constituency to Use Alternative Modes and Travel During Off-Peak Hours

- Yes, N/A
- No, 40%
- Not sure, 17%
Regional Strengths

- Region has a strong foundation for TDM with a variety of multimodal services, infrastructure, technology, planning commitments, and development policies.
  - Port Authority provides quality service for those with access
  - Walkable neighborhoods
  - Park and Rides
  - Bike lanes appear well utilized
- CommuteInfo provides core services and support, including employer outreach, Emergency Ride Home, ridematching, and vanpool subsidies.
- County comprehensive plans share priorities of enhancing transit, supporting walking and biking, and several outlying counties support transit-oriented development.

From stakeholder survey and review of existing initiatives
Regional Challenges

Stakeholder Survey:
- Employment locations
- Access to and frequency of transit
- Development patterns
- Bicycle and pedestrian infrastructure / Hilly topography
- Public transit doesn’t feel professional or worth while
- Lack of funding

Review of Existing Initiatives:
- Jobs-housing mismatch
- Lack of mobility options and initiatives in suburban and rural areas – low population density is a barrier
- “Demand management” is generally not a priority in outlying areas due to lower traffic volumes and parking demand.
- Limited funding for affordable mobility services and accessible infrastructure.
Regional Opportunities

Review of Existing Initiatives:

- “Mobility” rather than “demand management” is a need that unifies the region.
- Foundation for greater regional integration of traveler information:
  - CommutInfo website and ridematching
  - ConnectCard
- Employers are motivated by maintaining a competitive working environment and sustainability designations
- Promoting regional trail network for bicycle commuting
- PennDOT Connects provides framework for interagency coordination and planning to integrate TDM into the project delivery process.
TDM Strategy Priorities (Stakeholder Survey)

- More incentives for using transit
- Improvements to transit access or operations (e.g., transit signal priority, bus-only lanes to improve transit speeds and reliability)
- Enhanced tools for travelers to see real-time information about travel options and conditions
- More onsite outreach about travel options at employers and community events
- Supporting employers to implement flexible/staggered shifts and telework programs
- Land use planning approaches, such as transit-oriented development and walkable community design
Best Practices Review: Broadening the Role of TDM

Supporting Diverse Regional Goals
- Not just traffic mitigation and air quality, but also goals such as: public health, livable communities, access to jobs, active aging, and GHG reduction

Beyond Commute Trips
- School trips, recreation and tourist travel, long-distance traveler

Applications for Freight
- Fleet management, off-peak deliveries, and use of smaller vehicles and human powered transport, particularly in urban areas

Beyond Day-to-day Travel Conditions
- Active demand management to address an array of nonrecurring events, such as traffic incidents, weather conditions, and work zone management
Best Practices Review: Targeting Strategies

Tailoring Approaches to Sub-Regional Context
- Downtown, urban areas, suburban areas, small towns, rural areas

Programs and Initiatives Targeted to Special Populations
- e.g., disadvantaged populations
Best Practices Review: Applications of TDM

Local and Subarea Planning and Policy
- Land use / development requirements
- Parking management

Corridor Initiatives
- Integrated Corridor Management

Marketing/Outreach and Incentives
- Social Media
- Gamification

Systems Management and Operations
- Traveler information
- TDM for incidents, emergency events, and road weather management
- Special events management; work zone management

Transportation Improvements and Technology Applications
- Making transit faster and more reliable (e.g., transit signal priority)
- First and last mile connections to transit
- Shared mobility options / Mobility on demand
Recurring Goals in Existing Initiatives

- Reduce vehicle travel
- Reduce congestion
- Improve multimodal connections
- Improve workforce access to jobs
- Investigate and deploy technology
- Promote smart growth and transit-supportive land use
- Change commuter behavior from driving alone to shared and active modes
- Expand access to transit and other shared mobility services
- Improve cooperation, coordination, and collaboration between stakeholders
- Establish sustainable funding strategies
- Make traveler information and payment easy and integrated
What is a Vision for TDM?

A vision provides a shared intention and direction for a program or focal point for the region.

Should speak to **high-level outcomes** and be consistent with and support the region’s overall vision.

May be supported by **core principles or goals**.
Travelers utilize a wide array of efficient, healthy, and sustainable options to meet their mobility needs; they have information, tools, and support to make smart travel choices.
Group Q&A
Discussion Groups: Challenges & Opportunities
Discussion Groups: Draft Goals
Break
Report Back
Next Steps
Next Steps

- Develop Regional TDM Action Plan Vision and Goals Statement
- Assessment of Performance Criteria (tied to Goal-Setting)
- Hold Stakeholder Workshop on Setting Regional TDM Priorities (early May)
- Draft Recommendations for Regional TDM Activities for Review by Steering Committee (mid May)
- Prepare TDM Action Plan (May – June)