

REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) INTRODUCTION

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Department: Planning & Development
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Length: 15 minutes

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ISSUE STATEMENT

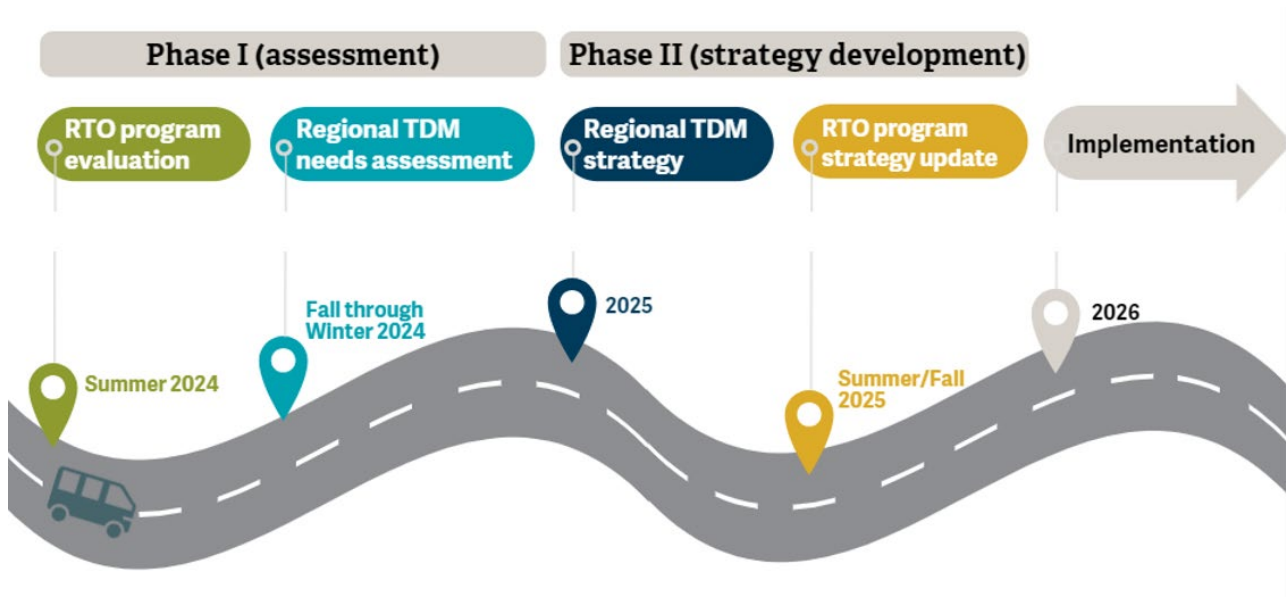
Transportation Demand Management (TDM) informs and encourages people to use walking, biking, rolling, transit and ride-sharing to maximize the efficiency of the region's transportation system, leading to improved mobility, reduced traffic and lower carbon emissions. Public and private sector organizations dedicated to providing a better journey for everyone use TDM programs to provide people with transportation options that help them travel in affordable, efficient and sustainable ways. Different types of TDM programs include commuter transportation benefit programs, Safe Routes to School efforts and community-led encouragement/education events and activities.

Metro is kicking off the development of the region's first comprehensive [Regional TDM Strategy](#), identifying shared goals and actions and defining roles among regional partners. The plan will ensure that TDM programs support regional mobility, climate and safety goals in a way that is meaningful and appropriate based on specific context for different communities across the region. In addition, this process will include an update to the Metro's Regional Travel Options (RTO) Program Strategy to provide direction to the Metro RTO program about how best to support our local agency and nonprofit partners to ensure a coordinated and effective regional program. The RTO Program Strategy, last adopted by Metro Council in 2018, has primarily been focused internally on Metro's role supporting and funding TDM in the region, while the Regional TDM Strategy will incorporate all TDM efforts regionwide to align with newly adopted Regional Transportation Plan (RTP) policies.

Metro's role in TDM

The [Regional Travel Options \(RTO\)](#) program has been the region's primary TDM effort since the 1990s with a focus on providing alternatives to single occupancy vehicle trips and helping the transportation system function better. Working with partner jurisdictions, Metro developed the first RTO Strategy in 2003. Since then, the strategy has been updated several times to align with the RTP and evolving regional objectives. The RTO Strategy has served as a funding strategy document, guiding the allocation of Regional Flexible Funding to support TDM activities that improve system efficiency and help meet regional mobility, climate and safety goals.

Timeline and Project Phases



The work of the Regional TDM Strategy will take place over the course of 18 months, kicking off in July 2024 with completion in December 2025. The project is broken into two phases:

Phase I: Assessment – Summer 2024-Winter 2025

- RTO Program Evaluation
 - The RTO program evaluation encompasses RTO grants awarded during the 2019-2023 grant period. This evaluation will analyze and describe the impact of the RTO program in support of regional transportation, land use, climate, equity and health objectives. The evaluation will also provide recommendations for the RTO Program Strategy to incorporate refinement of grantmaking, data collection and evaluation processes in support of RTO’s three Program Areas of Commute, SRTS and Community and the 2022 RTO Racial Equity Strategy.

The [2019-2023 RTO Program Evaluation Executive Summary](#) was completed in November 2024.

- Regional TDM Needs Assessment
 - The Regional TDM Needs Assessment aims to identify TDM challenges and opportunities at a regional level, leveraging the information and data collected by the RTO program and its partners (via the RTO program evaluation) as well as additional information gathering through surveys, focus groups and other research tools. The Regional TDM Needs Assessment will provide a foundation of research for the region to identify the most effective TDM strategies & gaps in current program delivery, led with a racial equity lens in assessment design implementation and interpretation to equip RTO staff with evidence-based insights for informed decision-making and the strategic planning process in Phase II.

The Regional TDM Needs Assessment is underway, with initial results shared with TPAC, JPACT & Council in Spring 2025.

Phase II: TDM Strategy Development – January-December 2025

- Regional TDM Strategy
 - Develop shared goals and outcomes that can advance TDM programming to carry out RTP goals and objectives, specifically the TDM policies listed above as well as direction from the 2023 RTP Regional Mobility Policy Update and the 2022 RTO Racial Equity Strategy.
 - Define TDM in the context of RTP policies, identify types of TDM program delivery, and ensure coordination is identified with complementary programs and policies like Transportation System Management and Operations (TSMO), emerging mobility/technology, parking management, pricing and other operational strategies.
 - Identify and articulate the TDM approaches that are most effective in different contexts and for various audiences and define current and future roles and responsibilities for TDM providers in the region including state partners, Metro, local jurisdictions and community-based organizations. These approaches will include specific partner actions to achieve identified outcomes and measure success, and pathways for partners to begin and expand TDM programming.
 - Identify regional performance measures and methods to illustrate how and by whom progress toward regional TDM goals will be measured.

- RTO Program Strategy Update
 - Specific updates to Metro’s investment in TDM by integrating roles identified in the Regional TDM Strategy by developing a work plan for the RTO program – which includes grantmaking, technical assistance and Metro-led programs and services.
 - Develop a refined evaluation methodology for the RTO program to measure the outcomes of our investments and the expectations of grant partners in reporting on progress
 - Ensure programs and funding are allocated in a manner that advances equity – integrating work already conducted to create the RTO Racial Equity Strategy in 2022.

Community and stakeholder engagement will occur throughout the course of the project. The primary ways community and stakeholders will be involved include:

Phase I: TDM Needs Assessment:

- Focus groups – communities who are not currently engaged with the RTO Program, with a focus on communities identified in the 2022 RTO Racial Equity Strategy, will be invited to focus groups to identify needs and barriers to TDM programming as part of the Regional TDM Needs Assessment.

TDM Needs Assessment focus groups will take place in January 2025

- A survey to TDM practitioners will be sent this fall as part of the Regional TDM Needs Assessment.
The TDM Practitioners Survey was conducted from November-December 2024
- Providing an update to TPAC, JPACT and CORE in spring 2025 to share our Phase I findings and provide an update on the Regional TDM Strategy Development.

Phase II: TDM Strategy Development

- A TDM Strategy Work Group, comprised of partners and community involved or impacted by TDM, will inform the development of the Regional TDM Strategy & RTO Program Strategy over the course of the strategy development in 2025.
The Regional TDM Strategy Work Group will meet in February 2025
- Topical or community-wide input opportunities will be conducted in Summer 2025

The Regional TDM Strategy, and the accompanying RTO Program Strategy Update, will be brought back to TPAC, JPACT & Metro Council for adoption in fall 2025. Implementation will occur directly following adoption with integration of recommendations informing the FY 2027-2029 RTO competitive grant solicitation that will open in January 2026.

ACTION REQUESTED

There is no formal action requested. Staff is seeking to introduce the Regional TDM Strategy project and solicit feedback from the Metro Council on the work plan approach, anticipated outcomes and identify any specific areas of interest to focus on during the strategy development process.

IDENTIFIED POLICY OUTCOMES

Through the process of developing the 2023 RTP the region identified the need for clearer direction regarding how TDM should be coordinated and implemented in the region. The RTP describes the role of TDM in helping implement the region's strategies for mobility management and greenhouse gas emission reductions. New policy direction in the 2023 RTP includes guidance for local agencies to integrate TDM into local Transportation System Plans (TSPs) and comprehensive plan amendments. The Regional TDM Strategy will contain an implementation plan to meet the new TDM policies within the RTP:

- TDM Policy 1. Develop and refine regional and local TDM policies and implementation plans to help reach climate, mobility and modal targets.

- TDM Policy 2. Provide adequate TDM resources and programming to meet the public’s specific mobility needs for employment, education and essential services.
- TDM Policy 3. Provide and deliver TDM programming at a variety of scales: state, regional and local.
- TDM Policy 4. Improve access to travel choices and eliminating barriers for marginalized communities with a focus on communities of color and people with low incomes.

POLICY OPTIONS FOR COUNCIL TO CONSIDER

- Are there particular considerations that Metro Council would like to see addressed or emphasized as part of the strategy development process going forward?
- What outcomes would you like to see from the Regional TDM Strategy to best achieve regional goals?
- What role do you see TDM playing to support regional transportation goals?
- Are there issues, principles or outcomes that Metro Council would like to see addressed by the TDM Strategy Technical Work Group?

BACKGROUND

The Regional Travel Options (RTO) Program last brought its program to Council in 2018, when the [RTO Strategy](#) was last updated and adopted by Council. The 2018 RTO Strategy is a 10-year strategy with the goal of stabilizing programming and setting a longer-term vision, and in 2018 also established the Regional Safe Routes to School program.

Since then, the RTO program has expanded and diversified with the formal development of the Safe Routes to School (SRTS) program, the increased involvement of community-based partners, an increased emphasis on an “all-trips” approach to TDM strategies and programming, and a commitment to advancing equity as documented in the [2022 RTO Racial Equity Strategy](#) which serves as an addendum to the 2018 RTO Strategy and identifies specific actions to advance racial equity within the RTO Program. While the Regional TDM Strategy seeks to be responsive to updated policies in the 2023 RTP and establish a collaborative regional vision for TDM, the RTO Program Strategy Update seeks to establish an updated work plan for RTO staff based on the outcomes of the regional strategy process, as well as program developments since the last 2018 update.

- Is legislation required for Council action? Yes No
- If yes, is draft legislation attached? Yes No