

## REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) STRATEGY

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Date: July 8<sup>th</sup>, 2025  
Department: Planning, Development & Research  
Meeting Date: July 8<sup>th</sup>, 2025  
Prepared by: Noel Mickelberry & Grace Stainback

Presenter(s):  
Noel Mickelberry (she/her)  
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Length: 30 minutes

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### ISSUE STATEMENT

The purpose of this item is to introduce Metro Council to the **Regional Transportation Demand Management (TDM) Strategy** project. TDM helps people walk, bike, roll, take transit, and share rides—improving mobility, reducing traffic congestion, and lowering carbon emissions. Public and private organizations use TDM programs to provide affordable, efficient, and sustainable travel options tailored to community needs. These efforts include commuter benefits, Safe Routes to School, and community-led education and encouragement activities. Metro has led regional TDM efforts through the Regional Travel Options (RTO) Program since the 1990s, supporting partners with grant funding, technical assistance, and coordination.

Through the process of developing the *2023 Regional Transportation Plan (RTP)*, partners across the region identified the need for clearer direction regarding how TDM should be coordinated and delivered. As an implementation action from the RTP, Metro is developing the region's first comprehensive **Regional TDM Strategy**, which will define goals and strategic actions, identify roles, define complementary policies and programs, and guide how TDM work will support climate, equity, mobility, and safety goals in different community contexts. This project includes two phases. Phase I included a Regional TDM Needs Assessment and Phase II focuses on the Strategy development process.

### ACTION REQUESTED

There is no formal action requested at this time. Staff will return in late 2025 to request that the Metro Council vote to adopt the Regional TDM Strategy.

### IDENTIFIED POLICY OUTCOMES

The RTP describes the role of TDM in helping implement the region's strategies for mobility management and greenhouse gas emission reductions, as well as guidance and policy direction for local agencies to integrate TDM into local Transportation System Plans (TSPs) and comprehensive plan amendments. The Regional TDM Strategy is the implementation plan to meet the new TDM policies within the RTP from Chapter 3.

### POLICY QUESTIONS

- What role do you see TDM playing to support regional transportation goals?
- 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?

### **POLICY OPTIONS FOR COUNCIL TO CONSIDER**

The Regional TDM Strategy will identify priorities for Metro's RTO Program to implement in coordination with cities, counties, state agencies, and non-profit organizations. The work session provides the Metro Council an opportunity to discuss results of the Phase I Needs Assessment work, review the proposed TDM Strategy Framework and to inform strategy development underway in Phase II.

### **STAFF RECOMMENDATIONS**

No staff recommendations at this time.

### **STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION**

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 primarily as a grantmaking strategy document, guiding the allocation of Regional Flexible Funding to the RTO Program to support TDM activities that improve system efficiency and help meet regional goals. The RTO program receives approximately \$4 million in federal funding each year to support the program, of which Metro awards approximately \$3.2 million to partners in the form of competitive grants delivering TDM programs and activities across the region. In the current 3-year RTO grant cycle (FY 2024-2026), Metro has thus far awarded over 100 grants to local jurisdictions, transit agencies, school districts, higher-education institutions, and community-based organizations.

#### **(Attachment 1)**

The RTO Program Strategy was last brought to the Metro Council in 2018. Since then, the RTO program has expanded and diversified with the formal development of a Safe Routes to School (SRTS) program, more involvement of community partners, and greater emphasis on an "all-trips" approach. The Regional TDM Strategy will expand upon existing strategies to reflect broader coordination on TDM in the region as directed by the 2023 RTP.

### **BACKGROUND**

The Regional TDM Strategy process will span 18 months, from July 2024 to December 2025, and includes two phases. **Phase I** involved a comprehensive assessment, including an evaluation of the 2019–2023 RTO grant cycle and a Regional TDM Needs Assessment informed by surveys, focus groups, and research from peer regions. Phase I was completed in March 2025. **Phase II**, which began in April 2025, will build on this foundation to develop shared goals, define effective approaches, clarify partner roles, and establish performance measures for TDM in the region.

An overview of the work plan was originally scheduled to go to the Metro Council in January 2025; this was rescheduled to July. Since then, staff has completed Phase I of the project and convened the Technical Work Group to inform the project process.

Additionally, the project team has developed a draft framework for the Regional TDM Strategy.

### **Community involvement:**

Over the course of the project, the team is engaging with regional TDM providers, technical experts and people who use travel options throughout the region to inform the development of the strategy.

Engagement in Phase I consisted of:

- A review of previous engagement conducted through the 2023 RTP process to incorporate previous community input into our assessment.
- Focus groups – communities who are not currently engaged with Metro RTO in each of our program areas. This included school-based contacts in Forest Grove, resident service providers at affordable housing and commute benefit administrators at large and small employers.
- A survey of regional TDM practitioners – 34 respondents from local jurisdictions, nonprofits and schools.
- Input from existing RTO partners, TPAC and JPACT on the project process through in-person and virtual presentations and workshops.

Engagement for Phase II consists of:

- A TDM Strategy Technical Work Group that will inform the development of the Regional TDM Strategy over the course of 2025. The Technical Work Group includes TDM practitioners and key local, regional, and state partners.  
**(Attachment 2)**
- Topical discussion sessions, based on input from the Technical Work Group and Needs Assessment, will be conducted in Summer 2025.
- In-person workshops with RTO partners and virtual Commute and SRTS workgroups will review the TDM Strategy and RTO Program Strategy in Summer 2025.
- Community members at-large will have the opportunity to weigh in this Fall on the draft Strategy. Metro will hold a public comment period in September 2025.

### **ATTACHMENTS**

- Attachment 1: 2024-2026 RTO Grantees
- Attachment 2: TDM Strategy Technical Work Group Roster