

DRAFT REGIONAL TRANSPORTATION DEMAND MANAGEMENT STRATEGY

Date: January 22nd, 2026
Department: Planning, Development and Research
Meeting Date: February 10th, 2026

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Length: 30 minutes

ISSUE STATEMENT

The Regional Transportation Demand Management (TDM) Strategy is a topical plan of the Regional Transportation Plan (RTP) and establishes a coordinated regional approach to TDM policies, programs, and services that support people to walk, bike, roll, take transit and share rides. In addition, the Regional TDM Strategy provides the framework for Metro's Regional Travel Options (RTO) program activities and approximately \$4 million in annual investments. Metro funds the RTO program through Metro's Regional Flexible Fund Allocation (RFFA), as well as state grant funds dedicated to travel options.

Following two years of engagement and strategy development, a 30-day public comment period on the Draft Regional TDM Strategy is underway. Staff will present the draft strategy to the Metro Council on February 10, 2026, in advance of a public hearing on February 12, 2026. In March, staff will brief Councilors on the revised strategy and the results of the public comment period. Staff anticipate returning to Council to request adoption in April 2026.

ACTION REQUESTED

Provide input on the Draft Regional TDM Strategy (Attachment A), including the proposed updates for the 2028 Regional Transportation Plan (RTP) (Attachment B). Chapter 3 of the RTP defined an initial regional TDM concept and policies, and Chapter 8 of the RTP identifies developing a Regional TDM Strategy as an implementation action – which this action fulfills and refines the TDM concept and policies in the RTP.

IDENTIFIED POLICY OUTCOMES

The Draft Regional TDM Strategy and corresponding updates to the RTP will guide how Metro invests in TDM, support integration of TDM into local planning processes and capital projects and provide a framework to monitor and measure performance of TDM in the region. TDM policies, programs, and investments play an important role in advancing all five RTP goals: Mobility Options, Safe System, Equitable Transportation, Thriving Economy, and Climate Action and Resilience.

The Regional TDM Strategy proposes updates to TDM policies, definitions, and Climate Smart Strategy implementation monitoring measures for the 2028 RTP Update. The updated TDM policies are listed below, with the full summary of RTP updates and additional details on supporting strategies, implementation roles, complementary policies and implementation examples in Attachments A and B.

- **Policy 1: TDM Policy, Planning, and Funding:** Strengthen and sustain TDM implementation at state, regional and local levels with supportive policies, planning efforts, and funding.
- **Policy 2: Financial Incentive Programs:** Expand access to existing financial programs and establish new programs to reach more people.
- **Policy 3: Place- and Event-Based TDM Programs:** Deliver programs that meet the unique needs of specific locations and communities.
- **Policy 4: Community-Centered and Inclusive TDM Programs:** Support TDM programs that create welcoming and safe environments for people with diverse lived experiences, abilities and identities.
- **Policy 5: Adaptive and Resilient TDM Programs:** Design flexible and innovative TDM programs that respond to a changing climate, service disruptions, emerging technologies, and the evolving needs of travelers.

POLICY QUESTION(S)

- Do the proposed TDM policies resonate as the right mix of priority TDM policy elements?
- Are there TDM policies or strategies that you would like to learn more about?
- Are there any changes to the proposed policies or strategies you would like to see made?

POLICY OPTIONS FOR COUNCIL TO CONSIDER

The Regional TDM Strategy makes recommendations for updates to TDM-related policies, definitions and Climate Smart Strategy implementation monitoring measures for the 2028 update to the Regional Transportation Plan, summarized in Attachment B. This work session provides an opportunity for Metro Council to learn about the proposed updates from the Regional TDM Strategy and provide input during the public review period.

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Regional Transportation Plan: The Regional TDM Strategy supports regional coordination and guidance for TDM in the region, which support all five RTP goals by promoting an increased use of travel options, reducing vehicle miles traveled, removing barriers to transportation, improving access to jobs, and reducing emissions from single occupancy vehicle trips. The Regional TDM Strategy proposes updates to the TDM policies in the RTP and is an implementation action identified in Chapter 8 of the 2023 RTP.

Regional and State Policies: TDM also supports delivering and meeting requirements of several other state and regional policies and rules. TDM is identified as a system completion measure under Metro's Regional Mobility Policy and is incorporated into state Transportation Planning Rule as a required component in Transportation System Plans. The Regional TDM Strategy identifies updates to the implementation monitoring measures for Policy 6 of the Climate Smart Strategy and supports Metro's federally mandated Congestion management Process, along with implementation of Oregon Transportation Plan and Oregon Highway Plan policies, as an implementation strategy prior to adding roadway capacity. TDM programs in the region also support implementation of DEQ's Employee Commute Option (ECO) rule.

Anticipated Effects: Following adoption of the Regional TDM Strategy and resolution, Metro staff will integrate the adopted TDM policies and strategies into the RTO Work Program. This includes incorporation of the policies and strategies into our grant program and also identifying near-term priority strategies for RTO staff to lead and develop in coordination with partners. Chapter 5 of the Regional TDM Strategy details the components and development of the RTO Work Program.

BACKGROUND

The Regional TDM Strategy builds on a history of the RTO Program Strategy, which Metro has developed since 2003. With the inclusion of new TDM policies in the 2023 Regional Transportation Plan, and TDM being added as a component of system completion through the Regional Mobility Policy, the development of a more expansive Regional TDM Strategy was identified as an implementation action in Chapter 8 of the 2023 RTP.

Engagement: Over the two years of strategy development, the project team engaged with regional TDM providers, technical experts, and people who use travel options throughout the region, with the public comment period as the final step in the strategy development process. The Interim Engagement Report, summarizing engagement activities to date, is included as Attachment C.

During Phase 1 of the project, the Regional TDM Needs Assessment, Metro reviewed previous engagement with community members from the 2023 RTP process, assessed the current state of TDM in the region through topical and peer agency research, evaluated the RTO grant program and held focus groups with audiences who did not already engage directly with RTO. Findings from this phase documented regional needs and established an evidence-based foundation for the Regional TDM Strategy. The project team last came to Council in July 2025 to introduce the project, share the results of Phase 1 and gather input on the initial TDM policy concepts.

Phase 2 synthesized input and recommendations from Phase 1 into the Regional TDM Strategy, with the support of a TDM Technical Work Group that included regional TDM practitioners, jurisdictional planning staff, state agency staff, and Metro staff from the Planning, Development, and Research Department. Staff also conducted a public input survey which received over 400 responses to help prioritize activities within each policy area.

Timeline of next steps for Council:

Activities	Date
Public comment period	January 12 th – February 13 th 2026
Council work session: Draft strategy	February 10 th , 2026
Council meeting: Public hearing	February 12 th , 2026
Councilor briefings: Revised strategy	March 2026
Metro Council: Action to adopt, following TPAC & JPACT recommendation	April 23 rd , 2026

ATTACHMENTS

1. Draft Regional TDM Strategy
2. Summary of proposed updates to the RTP
3. Interim TDM Strategy Engagement Report