Memo

Metro
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Date: Monday, March 9, 2026

To: Joint Policy Advisory Committee on Transportation (JPACT) and Interested Parties

From: Noel Mickelberry, Senior Transportation Planner
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Subject: Regional Transportation Demand Management (TDM) Strategy Review

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JPACT is scheduled to take action to recommend approval of the Regional Transportation Demand Management (TDM) Strategy at the April 16, 2026 meeting. Metro staff prepared this memo for JPACT members to review in advance of the April meeting. This memo provides background information on the Regional TDM Strategy, a summary of the proposed updates for the 2028 Regional Transportation Plan (RTP), and an overview of the engagement timeline and final steps in the project. Attached to this memo are the draft of the Regional TDM Strategy and appendices, along with draft Resolution 26-5563.

Background

As an implementation action identified in the 2023 RTP, Metro has developed the region's first comprehensive Regional TDM Strategy. The Regional TDM Strategy defines new TDM policies and supporting strategies for the RTP, as well as implementation roles and complementary investments. In addition, the Regional TDM Strategy identifies a performance measure framework to track progress toward regional goals and performance targets.

What is Transportation Demand Management?

Transportation Demand Management (TDM) encompasses a range of programs and strategies aimed at influencing travel behavior, specifically reducing the demand for driving alone and encouraging the use of more sustainable, efficient, and shared modes of transportation. TDM focuses on **managing *how*, *when, and if* people travel** to make the existing system work better. TDM addresses key behavioral, informational, and social barriers to travel, such as affordability, safety, and access. By providing tangible, reliable, and equitable travel options, TDM is an essential part of meeting Metro's mobility, safety and climate goals. Chapter 1 of the Regional TDM Strategy identifies a shared definition of TDM for the region.

Metro's role in TDM

A significant portion of the region's current TDM activities are coordinated through the Regional Travel Options (RTO) program. Through the RTO program, Metro defines regional TDM priorities, administers grant funding, and provides technical assistance to collectively support vehicle miles traveled reduction and mode shift goals established in the RTP. The RTO program has been guided by an RTO Strategy since 2003, updated every 5-10 years. The RTO Strategy has served primarily as a grantmaking strategy document, guiding the allocation of Regional Flexible Funds through the RTO program to support TDM activities that improve system efficiency and help meet regional goals and objectives.

Proposed updates for the 2028 RTP

The Regional TDM Strategy also makes recommendations for updates to the 2028 RTP to align definitions, policies and performance measurement. **Appendix A** of the TDM Strategy provides a full summary and the specific changes proposed for the 2028 RTP as it relates to TDM, with changes proposed to the following RTP chapters:

RTP Chapter 2: Our shared vision and goals for transportation

- Goal 1, Mobility Options: Objective 1.1 Travel Options
- 2.4 Regional Transportation Performance Targets, Table 2.1

RTP Chapter 3: System policies to achieve our vision

- 3.3.11 Transportation Demand Management Concept and Policies

RTP Chapter 8: Moving forward together

- 8.2 Planning and Programs, 8.2.2.7 Regional Travel Options and Safe Routes to School programs

RTP Appendix J: Climate Smart Strategy Implementation and Monitoring and 2014 Climate Smart Strategy Performance Monitoring Approach

- Policy 6 Implementation Monitoring Measures

Project Phases, Engagement & Next Steps

Phase I, which began in Summer 2024 and was completed in March 2025, involved a comprehensive assessment of TDM in the region, including needs, gaps and existing programming to inform the Regional TDM Strategy Development process.

Engagement and inputs for Phase I included:

- A review of engagement conducted through the 2023 RTP process to incorporate relevant community input into the assessment.
- An evaluation of the 2019-2023 RTO Grant Program investment.
- Focus groups – communities who are not currently engaged with Metro RTO in each of its three program areas (Commute, Community, and Safe Routes to School).
- A survey of regional TDM practitioners on program needs and priorities.
- The major deliverable from Phase I was a Regional TDM Needs Assessment Report.

Phase II, which began in April 2025, built on this foundation and will develop shared policies, define effective TDM strategies, clarify partner roles, and establish performance measures for TDM in the region.

Engagement and inputs for Phase II has included:

- A TDM Strategy Technical Work Group that informed the development of the Regional TDM Strategy. The Technical Work Group included TDM practitioners and key local, regional, and state partners.
- Metro conducted a public survey on TDM program priorities in September 2025, receiving over 400 responses.
- RTO partners weighed in on draft policies and strategies at an in-person workshop hosted at Metro in November 2025 with over 50 attendees from local jurisdictions and community-based organizations delivering TDM programming.
- A 30-day public comment period was held from January 12-February 13 on the draft strategy.

Regional TDM Strategy Development Activities	Date
TPAC & JPACT: Project introduction	October 2024
Technical Work Group Meeting #1	March 13, 2025
TPAC workshop	April 9, 2025
Technical Work Group Meeting #2	May 22, 2025
Council workshop	July 7, 2025
Technical Work Group Meeting #3	August 27, 2025
Public survey	September 18 – October 17, 2025
RTO Partner Workshop	November 14, 2025
Coordinating committee TACs	December 2-4, 2025
TPAC Workshop: Review proposed TDM policies	December 10, 2025
Public comment period on draft strategy	January 12-February 12, 2026
Coordinating Committees	January - February 2026
Metro Council: Work session on draft strategy	February 10, 2026
Metro Council: Public hearing on draft strategy	February 12, 2026
TPAC & JPACT: Review final strategy document and draft resolution	**March 2026**
TPAC: Request recommendation to JPACT on resolution for Regional TDM Strategy.	April 3, 2026
JPACT: Carry forward TPAC recommendation. Request action on resolution for Regional TDM Strategy	April 16, 2026
Metro Council: Adoption of resolution for Regional TDM Strategy	April 23, 2026

Attachments

1. Draft Resolution 26-5563
2. Regional TDM Strategy
3. Regional TDM Strategy Appendices A-D
    - Appendix A: Summary of proposed updates for the 2028 RTP
    - Appendix B: Regional TDM Needs Assessment Report
    - Appendix C: Regional TDM Research and Evaluation – Phase 1
    - Appendix D: Regional TDM Strategy Engagement Report – Phase 1 & 2