

IN CONSIDERATION OF RESOLUTION NO. 26-5563, FOR THE PURPOSE OF ADOPTING THE REGIONAL TRANSPORTATION DEMAND MANAGEMENT STRATEGY, INCLUDING UPDATES FOR THE 2028 REGIONAL TRANSPORTATION PLAN AND THE CLIMATE SMART STRATEGY

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Date: April 6, 2026  
Department: Planning, Development and Research  
Meeting Date: April 23, 2026  
  
Prepared by: Noel Mickelberry, she/her, Senior Transportation Planner

Presenter(s):  
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Length: 15 minutes

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**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, staff conducted a 30-day public comment period on the Draft Regional TDM Strategy. Staff presented the strategy to the Metro Council on February 10, 2026, prior to the public hearing that was held on February 12, 2026. Staff incorporated feedback from Metro Council, TPAC, Metro staff, and the public into the adoption draft.

**ACTION REQUESTED**

Approve Resolution 26-5563, for the purpose of adopting the Regional TDM Strategy (Exhibit A), including updates for the 2028 Regional Transportation Plan (RTP) and the Climate Smart Strategy (Exhibit B).

**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 included as Exhibit B. Additional details on supporting strategies, implementation roles, complementary policy areas and implementation examples are included in Exhibit A, the full strategy draft.

- **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)**

- Should the Metro Council approve the resolution to adopt the Regional TDM Strategy and updates to the RTP and Climate Smart Strategy as recommended by JPACT?

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

The Joint Policy Advisory Committee on Transportation (JPACT) is scheduled to consider recommending approval of Resolution 26-5563 to the Metro Council on April 16, 2026.

Should JPACT recommend approval, the Metro Council will consider adopting Resolution 26-5563 at its meeting on April 23, 2026.

- If the Metro Council adopts the resolution, the Regional TDM Strategy will be included as a topical policy document of the 2028 RTP, with the updates reflected in Exhibit B incorporated into the 2028 RTP and Climate Smart Strategy update.
- If the Metro Council does not adopt the resolution, the Regional TDM Strategy will not move forward as a topical policy document of the 2028 RTP nor will the updates reflected in Exhibit B carry forward into the RTP and Climate Smart Strategy. Metro Council would be asked to identify changes it would want JPACT to approve to allow the resolution to move forward.

## **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 motor vehicle capacity. TDM programs in the region also support implementation of DEQ's Employee Commute Option (ECO) rule.

**Incorporating Council Feedback:** At the February Council Work Session, the project team received feedback from Metro Council and incorporated updates based on that feedback, which include:

- Pg. ES-5: Clarified relationship between the Regional TDM Strategy and the RTP: *Implementation of the TDM Strategy will be responsive to updates to RTP goals, objectives and performance measures and targets that are defined on the regional scale and that TDM supports through prioritized resources, guidance and performance measurement activities.*
- Pg. 54: Clarified timing of both 'exploratory' Regional TDM Performance Metrics: *This assessment will occur during the 2028 RTP process and may inform project-level assessment in the 2028 RTP update and subsequent RTP cycles.*
- Pg. 66: Clarified the implementation role of the Regional TDM Strategy in relation to performance targets in the RTP: *Implementation activities should continue to adapt to future RTP updates reflecting evolving regional needs and performance benchmarks.*
- Pg. 66: Added *Mode share* to the list of 2023 RTP performance targets in Table 8, which the RTO program and partners will monitor to inform TDM planning and delivery.

**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 incorporating the policies and strategies into the RTO grant program and 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**

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.

### **A Regional Approach to TDM Programs and Grantmaking**

A significant portion of the region's current TDM activities are coordinated through the [Regional Travel Options \(RTO\) program](#), which sets priorities, administers grants, and provides technical assistance. Since 2003, the RTO Strategy – updated every 5-10 years – has primarily guided the allocation of Regional Flexible Funds to TDM activities. Since the last RTO Strategy update in 2018, regional and state policy identified the need for greater regionwide coordination on TDM policy, planning and programming. The Regional TDM Strategy identifies a policy framework to coordinate TDM activities at the regional scale, as well as an RTO-specific work program framework to guide the next 10 years of RTO grantmaking, direct programming, research & evaluation, and policy support.

### **Project Phases and Engagement**

Phase I (Assessment) of the project began in Summer 2024 and was completed in March 2025, resulting in a Regional TDM Needs Assessment identifying gaps and opportunities of existing programming, and key themes to inform the Regional TDM Strategy.

Engagement and inputs for Phase I included:

- A review of previous engagement conducted through the 2023 RTP process to incorporate relevant community input into the assessment.
- An evaluation of 2019-2023 RTO Grant Program investments.
- Focus groups with communities 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.

Phase II (Strategy Development), which began in April 2025, built on this foundation and developed policies, definitions, implementation roles and a performance measurement approach for TDM in the region.

Engagement and inputs for Phase II included:

- A Technical Work Group that included TDM practitioners and key local, regional, and state partners.
- A public survey on TDM program priorities in September 2025, receiving over 400 responses.
- An RTO partner 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.

**ATTACHMENTS**

None