

## Draft – For Discussion

### TDM Strategic Plan

### Key Learnings, Goals and Strategies

SACOG and partners have learned much about the current TDM program, what other regions are doing, and opportunities for improvement. The following are key learnings and initial goals and strategies that have come out of them.

#### Key Learnings

**Technology is changing the TDM landscape.** How will companies like Uber, Lyft, Ridescout, WAZE, Getaround and others affect how people choose to travel? Will more people share rides or reduce vehicle ownership because of these private sector efforts and technologies? Or will they result in more trips? How might they impact, supplement or supplant traditional public transit and paratransit services? Will autonomous vehicles lead to more people driving alone or bring more transit and ridesharing opportunities? Will Connect Card and Bike Share technologies result in mode shifts? Will these endeavors ultimately reduce or increase VMT, greenhouse gas emissions and roadway capacity demand? We have more questions than answers but we know that these ventures and technologies will have an impact on travel behavior.

**The shared economy is here and is a huge opportunity for TDM programs.** Data from shared services providers points to a beneficial relationship between transit agencies and providers, especially for first and last mile connections. Car share services are already in Sacramento and there will be a bike share system launching in spring of 2017. Uber currently offers ride sourcing services across the entire region and Lyft offers services to the greater Sacramento area reaching cities like Auburn, El Dorado Hills, Elk Grove and Davis. Transit agencies have been partnering with TNCs, microtransit, and others to provide first-mile/last-mile connections. UberPool and LyftLine have launched ridesharing services (UberPool and LyftLine) in the San Francisco Bay Area and are choosing new markets frequently. The possibility for partnerships presents a unique opportunity to gather valuable data from these private entities. Formal partnerships have happened in Dallas, LA and other major metropolitan areas.

**Partnerships matter.** All TDM programs leverage partnerships in order to have the greatest impact. Our partners bring TDM expertise, local knowledge and match funding that help SACOG reach more people than it otherwise might reach. Maintaining these good partnerships and fostering new partnerships will create a stronger more successful program.

**Awareness is a key first step in making new travel choices, but awareness of current TDM programs and services is low.** While more research is needed to fully understand the levels of awareness for various programs and services, preliminary research shows that generally many people do not know about existing programs, such as the Emergency Ride Home program, vanpool incentive program and the differences between 511 and Commuter Club.

**Few TDM programs are measuring performance.** Even the programs that are known for good performance measurement make many assumptions about the impacts of their programs. Almost every MPO we reached out to would really like to see what we develop for linking performance to investment decisions. It is difficult to measure TDM activities in part because services and programs are almost always offered in combinations of funding packages. However, everyone is interested in better measuring their programs and there are methodologies we can draw on and improve upon.

**Short trips matter, too.** TDM programs often focus on reducing long commute trips through carpools, vanpools, and transit. While these efforts are very important to VMT and GHG reductions, data shows that reducing short trips can also have a significant impact on reducing emissions as it is the cold start of a vehicle that releases the most pollutants. Additionally, only 20 percent of trips are commute trips. Some efforts have been made to

promote mode shifts for shorter trips, particularly through the May is Bike Month campaign and Safe Route to Schools efforts, but the program overall could focus more on promoting all types of alternative modes for shorter trips to work, grocery stores, restaurants, schools, transit stations, etc.

**TDM marketing programs can be cost-effective, especially when combined with infrastructure investments.**

From the literature we have reviewed, TDM marketing and employer-based programs can be cost effective alternatives for reducing VMT and emissions on their own, but particularly when combined with longer term infrastructure investments like roadway, bicycle and pedestrian improvements and transit expansion that provide real choices. However, the degree of effectiveness depends greatly on the combination of services, incentives and programs provided. It also depends on whether TDM alternatives can result in delaying or deferring the need for a more costly transportation expansion projects.

**Demographics in the region are changing.** Over the next 20 years the region is going to have a higher percentage of people over 65 years of age, and will continue to see a large percentage of people between the ages of 20 and 34. There is a need to consider how these residents will want to travel and how TDM programs can provide information and promote new travel options that respond to demographic changes.

**Infrastructure matters.** Targeting markets in which diverse transportation options exist will likely result in greater VMT reduction. Encouraging people to bike or take transit when they don't live or work in areas that have good bike opportunities or transit service is not efficient. Instead, a greater share of resources should go to creating diverse transportation choices, marketing to people who live near those services or infrastructure and actually have the option to take an alternative mode, and providing ambassadors, incentives, and ongoing support to encourage more enduring use of those modes.

**Travel options need to be safe, efficient, convenient and reliable.** This is old news in transportation circles but important to call out because travelers noted over and over that they would not chose a mode other than their cars unless that mode was perceived to be at least as safe, efficient (both from a time and cost perspective), convenient and reliable as their car. And in some cases it would have to actually save them time or money to motivate them to change their mode.

**The ways we pay for transportation may be shifting, but the extent to which that may affect people's travel is not yet clear.** With revenues from fuel taxes decreasing, transportation finance strategies that involve road pricing by time of day or measuring vehicle miles traveled are being studied and implemented. If new "user-based" finance strategies are implemented in California, what new TDM efforts will be needed to inform drivers of alternative options? How might we take advantage of other funding sources (i.e., competitive grant programs, mitigation dollars, pre-tax benefits, etc.) to support TDM strategies and people's transportation options?

**There is still much to learn.** While we have collected much information in the past six months that can be used to inform the next 2-5 years of work in the TDM program, there is also much that needs to be further researched, tested and evaluated to get a better handle on this dynamic field and all of the challenges and opportunities that lie ahead.

## Draft Goals, Objectives and Strategies

**Goal 1. Leverage existing and new partnerships to maximize technological opportunities, raise awareness of programs/services, and offer improved and new cost-effective programs/services that support alternative mode use and behavior change.**

**Draft Objective 1A. Sharpen the focus and efficiencies of SACOG's Traditional TDM Programs.**

SACOG's TDM program has primarily been focused in these areas:

- Regional convening of TMA/TMO outreach partners through the monthly TDM Task Force.

- Funding, planning and operational support for employer-based TDM marketing efforts by TMA/TMO partners and SACOG.
- Maintaining the 511 and Commuter Club websites.
- Managing the large, annual May-is-Bike-Month (MIBM) marketing campaign.

Each of these traditional areas of the TDM program offer opportunities for enhanced effectiveness.

### **Draft Strategies**

- i. **Update SACOG's rideshare database through coordination with TMA/TMO partners.**
- ii. **Expand the TDM Task Force** to include air districts, transit agencies, health and active transportation partners, Caltrans, private sector representatives (e.g., TNCs) etc., and explore options for joint ad-hoc task forces or working groups for ongoing and opportunistic marketing and outreach efforts.
- iii. **Strengthen employer-based TDM outreach and marketing efforts** where there are strong transit and bike/ped connections to employers and there is evidence that shifting employees' mode-share has unrealized benefits and opportunities for TDM effectiveness.
- iv. **Explore Vanpool Program improvements** most likely to support increased vanpooling activity, including identifying areas with many commuters making similar long commutes, and assessing the vanpool program structure, duration of incentives, benefits of reporting to the National Transit Database, and opportunities for additional matching tools and targeted marketing efforts.
- v. **Evolve May is Bike Month (MIBM) into a program more focused on VMT reductions**, based in how people become users of bicycling as a transportation choice, and with more year-round promotion of bicycling as an auto trip-replacement option.
- vi. **Assess with the TDM Task Force and stakeholders ways to strengthen regional TDM branding, messaging and marketing efforts where effective**, while encouraging local efforts and customization as needed to target local differences and specific market segments.

### **Draft Objective 1B. Enhance user experience and increase mobility options through technology-based solutions**

#### **Draft Strategies**

- i. **Assess more cost-effective methods to provide both static and real-time transportation and alternative modes information, encourage ongoing and dynamic ride sharing, and collect data for program evaluation** through assessing the potential to combine 511 and Commuter Club websites, emerging technologies, potential public/private partnerships, open data, etc.
- ii. **Identify strategies to integrate TDM into the SACOG-led Local and Regional Intelligent Transportation System (ITS) Master Plan and Architecture Updates to be launched in FY 2016/17**, such as how TDM can be used by local governments to support integrated demand management to promote transportation choices, reduce congestion, and address incidents.

- iii. **Explore data collection opportunities and potential partnerships with Transportation Network Companies (TNCs) and other emerging private sector transportation ventures** to increase travel choices, sharing, connectivity, accessibility, and to leverage private expertise, capacity and funding.

**Goal 2. Better integrate TDM with planning and project delivery both to improve the land use/transportation planning process and promote new multimodal infrastructure when it is completed.**

**Objective 2A. Support Blueprint and MTP/SCS Implementation Efforts that Increase Travel Choices, Connectivity, and Accessibility.**

**Draft Strategies**

- i. **Strengthen internal coordination between SACOG staff teams** working on TDM, Active Transportation, Transit, MTP/SCS Implementation, and Programming and Project Delivery.
- ii. **Further study VMT reduction opportunities in MTP/SCS geographies** where transportation choices exist and TDM efforts could most effectively promote alternative modes for work, school, and short trips.
- iii. **Assess potential market segments for expanded TDM efforts**, including seniors, youth, and young adults.
- iv. **Explore best practices and opportunities to adopt or pilot TDM strategies in the SACOG region** targeted to specific market segments, neighborhoods, new trip attractors, special events, major construction projects, and new “triers” of alternative modes.
- v. **Support the development of a Regional Complete Streets Program and implementation of MTP/SCS capital projects that reinforce TDM program performance outcomes**, and support and encourage use of new projects – such as complete street improvements, new bike/ped infrastructure, and new/revised transit services – through timely TDM activities and education.
- vi. **Provide technical assistance to incorporate TDM strategies into local plans**, including general and specific plans, corridor plans, short range transit plans, TOD/station area plans, and others.

**Goal 3. Collect & analyze data to make smart investments that focus on long term behavior change.**

**Objective 3A. Evolve to Become a Truly Performance-Based Regional Program**

**Strategies**

- i. **Work with TDM outreach partners and stakeholders to develop specific goals and performance measures for TDM programs, and methods for collecting data to track progress.**
- ii. **Work with a third party with program evaluation expertise** to help continue to assess the effectiveness of SACOG’s TDM programs and provide guidance on potential performance assessment measures and methods.
- iii. **Incorporate performance-based planning, coordinated with regional performance measures, into SACOG’s TDM decision-making, funding programs, and program management.**

- iv. **Provide funding support for technical tools that help inform the ongoing evaluation of VMT reduction strategies**, such as scenario planning tools, project-level benefit-cost analysis to inform infrastructure project selection and programming to meet TDM goals, and GHG reduction target-setting work and forecasts of “off model” benefits from investments in programs such as TDM.
- v. **Provide funding support towards the Regional Household Travel Survey Project** to ensure it addresses TDM considerations.
- vi. **Support an online Regional Monitoring Report** to communicate regional performance and progress on a variety of measures, including those related to TDM program impacts and benefits, transit ridership, congestion, etc.

**Objective 3B. Diversify TDM Funding Sources and Leverage External Funds to Implement Creative, Innovative and Long-Term Efforts**

- i. **Identify funding and grant opportunities** from expanding the focus of the TDM Program beyond employers.
- ii. **Increase opportunities for capturing more TMP funds** through supporting inclusion of TMPs in new environmental review, and inventory and analysis of major CEQA documents with identified TMP mitigations.
- iii. **Provide technical assistance on various revenue/fee options that could be implemented by local governments** to fund TDM related programs and infrastructure, and encourage development patterns and projects supporting enhanced transportation choices.
- iv. **Explore the potential benefits of any TMA/TMO sharing of “back-office” services**, such as administrative support, bookkeeping/accounting, etc.
- v. **Continue to explore the development of financial Incentives for more transit-oriented development (TOD)**, building on prior analytical work and examples from other areas.
- vi. **Pursue opportunities to leverage SACOG’s TDM program funds with related external programs that support MTP/SCS implementation**, such as the Sacramento Transportation Authority’s TOD set-aside, SMAQMD’s Infill Streamlining Program, Cap-and-Trade programs and the state Active Transportation Program, and federal programs.