



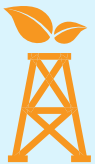
## OUR VISION

MORPC's *TDM Strategic Plan* aspires to create a strategy where MORPC will **work to ensure our region offers robust, viable, and compelling travel options that are embraced by Central Ohio residents**. A multi-modal network of travel options continues to be a pivotal factor in ensuring the region's growth over the coming years is sustainable. MORPC will serve as the region's **TDM visionary** by creating and administering TDM programs and policies that promote a network of mobility options that are sustainable, efficient, and fiscally responsible.



## INTEGRATING TDM PROGRAMS AND POLICIES INTO MORPC'S WORK

The *TDM Strategic Plan* seeks to accomplish goals outlined in MORPC's **Metropolitan Transportation Plan** and **Regional Sustainability Agenda**. These cornerstone documents determine MORPC's programmatic and policy direction for the agency's initiatives. Both documents recognize that offering a variety of quality mobility options is pivotal in reducing energy consumption, protecting natural resources, creating sustainable neighborhoods, and promoting economic opportunity throughout our region.



## STRATEGIC PLAN UPDATE: OUR ASPIRATIONS

MORPC is determined to reduce our region's dependency on Single Occupant Vehicles (SOV) through policy, programming, and planning. To reach our goals, MORPC's *TDM Strategic Plan* embraces four pillars of focus over the next two years:

### Shift Cultural Preferences

MORPC will work diligently to increase public awareness about the benefits of non-SOV travel through marketing and outreach efforts, behavior change programs, and incentivized challenges.

### Performance Based Programming

MORPC recognizes the importance of data-driven decision making, and will further improve our performance indicators to secure funding, buy-in, and support from stakeholders.

### Collaborative Champion

MORPC will enhance our position as a regional forum for collaboration by championing TDM advancements through stakeholder partnerships.

### TDM Policies Integration

MORPC will integrate TDM policies in agency initiatives while being an exemplar of best practices in policies that encourage smart growth, sustainability, and efficient uses of existing resources.



## RECOMMENDED INITIATIVES

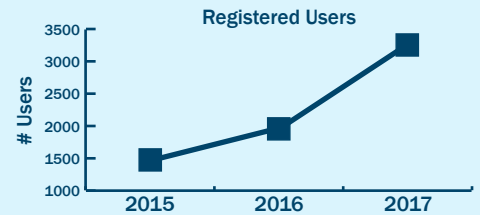
### Shift Cultural Preferences

- Develop a marketing strategy that raises awareness about the benefits of non-SOV travel modes and facilitates behavior change by glamorizing the use of these modes.
- Equip individual travelers and organizations with comprehensive mobility resources and tools necessary to change behavior away from high SOV usage.
- Cultivate relationships with businesses and workplaces where TDM ambassadors are willing to promote TDM programs and policies.
- Adapt TDM messaging to effectively reach the diverse populations of Central Ohio.



### Performance Based Programming

- Develop and maintain performance metrics that accurately tell a holistic story of MORPC's TDM program to stakeholders.
- Lead the effort to ensure transportation choices (i.e. mode split) is accurately represented in regional travel demand models.



### Collaborative Champion

- Cultivate collaboration by leveraging MORPC's status as a regional planning forum where TDM activities and policies can be created, studied, and elevated by regional stakeholders.
- Cultivate collaboration by joining established committees, working groups, and/or organizations whose end-goals might be well served through TDM advancements.



### TDM Policy Integrations

- Research TDM polices that could be integrated into state and/or local plans and policy documents.
- Link economic development and placemaking initiatives to TDM policy.



FOR MORE INFORMATION, VISIT [morpc.gohio.com](http://morpc.gohio.com)

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Mid-Ohio Regional  
Planning Commission

