



TDM Plan Update 2020-2021

Community Advisory Committee
August 3, 2020



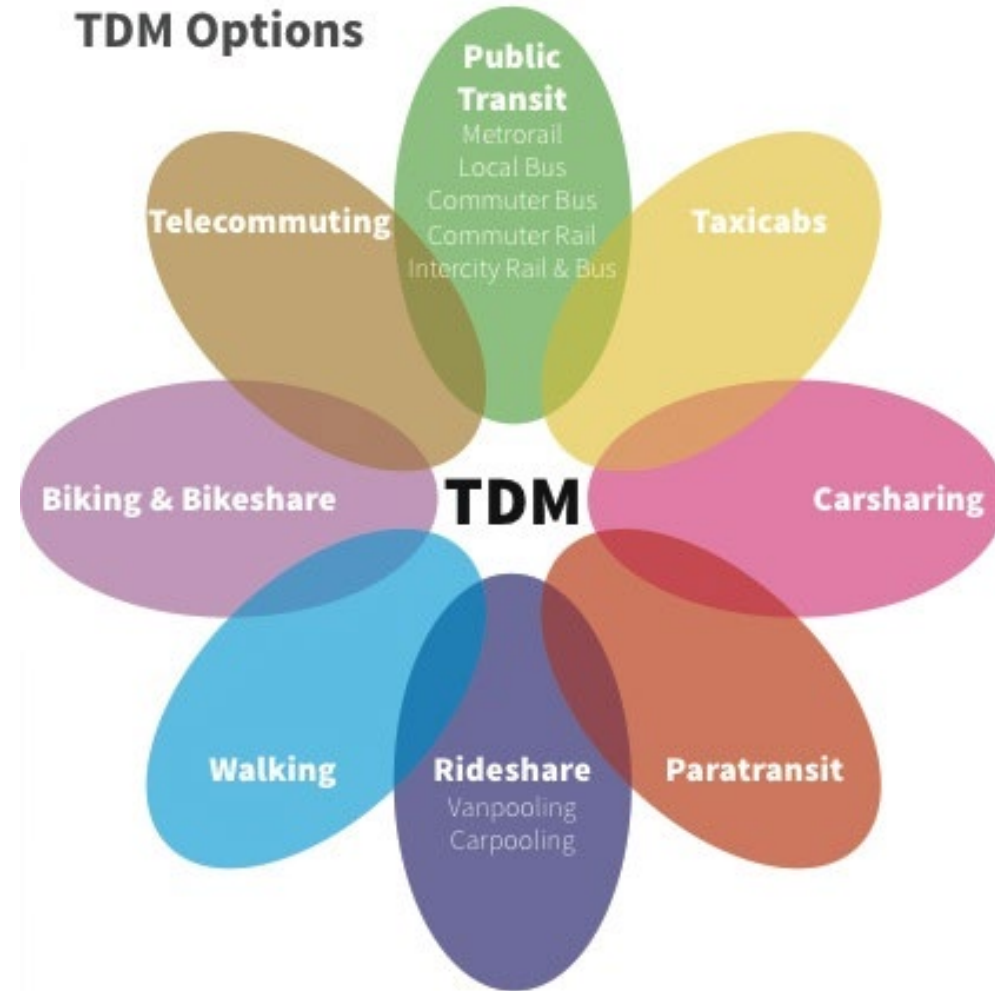
MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

TRANSPORTATION DEMAND MANAGEMENT (TDM)



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- What is TDM?
 - TDM Strategies involve using education, outreach, incentives, and programming to encourage and empower the public to use sustainable modes of transportation.
- Why Implement TDM?
 - Reduced roadway congestion
 - Reduced travel cost
 - Improved air quality
 - Improved public health



CORE VALUES OF THE TDM PLAN



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- **People**

- TDM strategies in this plan will only be successful if needs and preferences of commuters are considered in program design.

- **Equity**

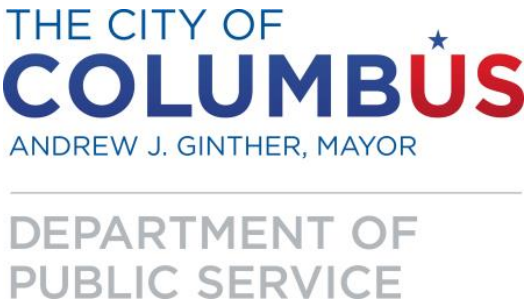
- It is a priority for TDM programs to benefit age, income, and race diversity. To this end, implementers of strategies seek to design programs that enhance equitable access to convenient and affordable travel options on tools for how to utilize those options.

- **Innovation**

- TDM implementers embrace new and creative approaches for connecting people with transportation options and



CENTRAL OHIO MODE SHIFT COALITION



TDM & THE MTP



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- **MORPC's Metropolitan Transportation Plan (MTP)**
 - Serves as the region's long-range planning document that identifies transportation deficiencies, policies, strategies, and projects over the next two decades (at least).
- The TDM Plan suggests actions to reduce vehicular demand on the roadway, while the MTP increases and/or maintains the supply of the road network.
- Due to this connection, the MTP and TDM Plan have coordinating goals.
- The TDM Plan provides further guidance for MORPC to achieve MTP benchmarks.
- TDM is only a small piece of the "transportation puzzle," but it is a critical piece.

	REDUCE PER CAPITA ENERGY	PROTECT NATURAL RESOURCES	ATTRACT AND RETAIN ECONOMIC OPPORTUNITY	CREATE SUSTAINABLE NEIGHBORHOODS	MAXIMIZE ON PUBLIC EXPENDITURES
TDM OUTCOMES					
REDUCED CONGESTION	✓	✓	✓	✓	✓
REDUCED ENERGY USE & GHG	✓	✓		✓	
REDUCED COMMUTING COSTS	✓		✓	✓	✓
IMPROVED AIR QUALITY	✓	✓		✓	
IMPROVED PUBLIC HEALTH	✓	✓		✓	

TDM STRATEGIES

- Each TDM Strategy is broken down with a description, actions, next steps, and identified partners
- The Strategies are identical to Chapter 5 of the MTP with more detail on how they will be accomplished.

TDM STRATEGIES

1

COLLECT, DEVELOP, AND MAINTAIN DATA ON ROADWAY, TRANSIT, BIKE, AND PEDESTRIAN CONDITIONS, AND OTHER MODES AND SHARE INFORMATION THROUGH TECHNOLOGY.

2

COLLECT, DEVELOP, MAINTAIN AND ANALYZE TRAVEL DEMAND DATA TO IDENTIFY OPPORTUNITIES TO PROVIDE APPROPRIATE MOBILITY OPTIONS

3

COLLABORATE TO REDUCE THE NEED FOR VEHICLE TRAVEL THROUGH DEVELOPMENT REGULATIONS.

4

EDUCATE AND MARKET TRAVEL DEMAND MANAGEMENT (TDM) PROGRAMS TO INCREASE USE OF TRANSIT, RIDE-SHARE, BICYCLING, AND WALKING.

5

CREATE TRAVEL DEMAND MANAGEMENT (TDM) PARTNERSHIPS AMONG THE FACILITATORS AND PROVIDERS OF ALL MODES OF TRANSPORTATION, COMMUNITY LEADERS, AND INSTITUTIONS THAT MAKE UP HIGH-DENSITY TRIP GENERATING DISTRICTS.

6

MAKE NEIGHBORHOODS SAFELY WALKABLE, BIKEABLE, AND ACCESSIBLE BY TRANSIT THROUGH NON-INFRASTRUCTURE PROJECTS AND PROGRAMS.

7

FACILITATE MULTI-JURISDICTIONAL DIALOGUE TO IMPROVE OPPORTUNITIES FOR COLLABORATION.

TDM ACTION STEPS



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TDM ACTIONS	2020				2021			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Central Ohio Mode Shift Coalition to accept TDM Plan Update								
Develop Regional TDM and Air Quality Marketing Plan								
Review Current TDM Data Collection								
Develop TDM Data Collection and Review Process								
Coordinate Mobility Data with Relevant Policy Opportunities								
Maintain Foundational Activities								
Maintain Awareness of Multimodal Improvements and Emerging Modes								
Provide Monthly Mobility Updates on Online Platforms								
Support the Integration of New Modes of Sustainable Transportation								

TDM ACTION STEPS

TDM ACTIONS	2020							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Link TDM policy and with development								
Coordinate with the Regional Policy Roundtable and OARC								
Offer TDM Consultation to Companies								
Collaborate with Economic Development Stakeholders								
Enhance the Gohio Mobility Hub Website								
Re-brand TDM Campaigns								
Develop Central Ohio Mode Shift Coalition Action Plan								
Measure TDM Program Success by Reviewing Benchmarks								
Update MORPC TDM MOU for Local Government Partners								
Develop Public Engagement Plan for Online and Event Opportunities								
Coordinate a Public Input Review Process with MORPC Committees								
Invite stakeholders to join the Central Ohio Mode Shift Coalition								

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