Transportation Demand Management
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A set of strategies aimed at reducing the demand for roadway transportation, particularly in single occupancy vehicles.
Some TDM strategies are designed to reduce total transportation demand, while others are designed to reduce peak period demand.
TDM

Helps with:
- Decreasing congestion
- Improving air quality
- Taking vehicle miles traveled off the road
- Reducing overhead cost (i.e. parking)
- Improve land use options
Transportation Demand Management

Focuses on understanding how people make their transportation decision.

Helps people use the infrastructure in place by reducing single occupancy vehicle trips and getting people to use:

- Transit
- Carpooling
- Vanpooling
- Walking
- Biking
- Compressed Work Weeks
- Teleworking
Six shortcuts to behavior change success

1. Reciprocity
2. Scarcity
3. Authority
4. Consistency
5. Liking
6. Consensus
TDM Options

- Carpoools
- Bicycling
- Transit
- Compressed Work Weeks

- Vanpools
- Walking
- Teleworking
- Full or Part-Time
Success Stories
Current TDM Projects
CT rides

What we provide

– Unified, Turn Key Traveler Assistance Program
– Ridematching Database
– Incentive Program
– Emergency Ride Home
– Employer Outreach
– Shoreline East & Hartford Line – Rail Customer Service
ClubRide
What we provide

– Turn Key Traveler Assistance Program
– Ridematching Database
– Daily Participation Tracking Using Kiosks/Apps
– Data Driven Decisions
– Incentive Program
– Emergency Ride Home
– Employer Outreach
Commuter Services of Pennsylvania

What we provide

– 13 County program footprint
– 1.3 Million commuters in region
– 300+ Employer relationships
– 250+ Community participants
– Commute PA tracking & rewards
– Best Workplaces for Commuters
– Emergency Ride Home benefit
– Full service TDM facilitator
Rideshare Delaware

What we provide

- 3 Counties
- Employers, employees, higher education
- Ridematching database
- Emergency (Guaranteed) Ride Home
- Incentive programs
- Marketing materials
- Employer planning
  - Parking, vanpools, work schedules, etc.
- Extension to employee benefits
Bridge Experience

– http://www.readingbridges.net
– 2019 Governor’s Award for Local Government Excellence
– Innovate Community/Governmental Initiative
– Cooperative effort between Local Government Chambers of Commerce and TDM Partners
ESLC Marketing and Outreach Opportunities
What Do Local Businesses Need?

– Bottom line results
– Recruitment & retention assistance
– Happier employees
– More reliability
– A competitive edge
Possible Approaches

– Reduce parking costs and turnover
– Less stressful commutes, save money
– More reliable commutes for employees
– Employee satisfaction / stay longer
– Resources and education
– Customized mode shift program tailored to the community(s) needs
– Outreach efforts
  – Worksite
  – General Public
  – Marketing Campaigns
– Results driven
– Regular quantifiable activity reports
What Does the Local Community Need from TDM?

– Save money
– Less stress
– To get to work and home on time
– Easy access to information
Potential Outcomes from TDM

- Huge commute related cost savings
- More reliable commutes
- Incentives
- Proactive information sharing
  - On-site events
  - Call centers
  - Live chat functions
  - Social media
- Resources and education
Potential Solutions from TDM

– Cars off the road
– Cost effectiveness
– Appreciative public
– Accountability
Additional Topics:

- Congestion pricing
- Adding capacity
- Crisis management plan
- Rerouting Traffic
- Reduced Traffic Plan
Transportation demand management is influencing people's behavior to use the existing infrastructure in more efficient ways.