

Transportation Demand Management Briefing

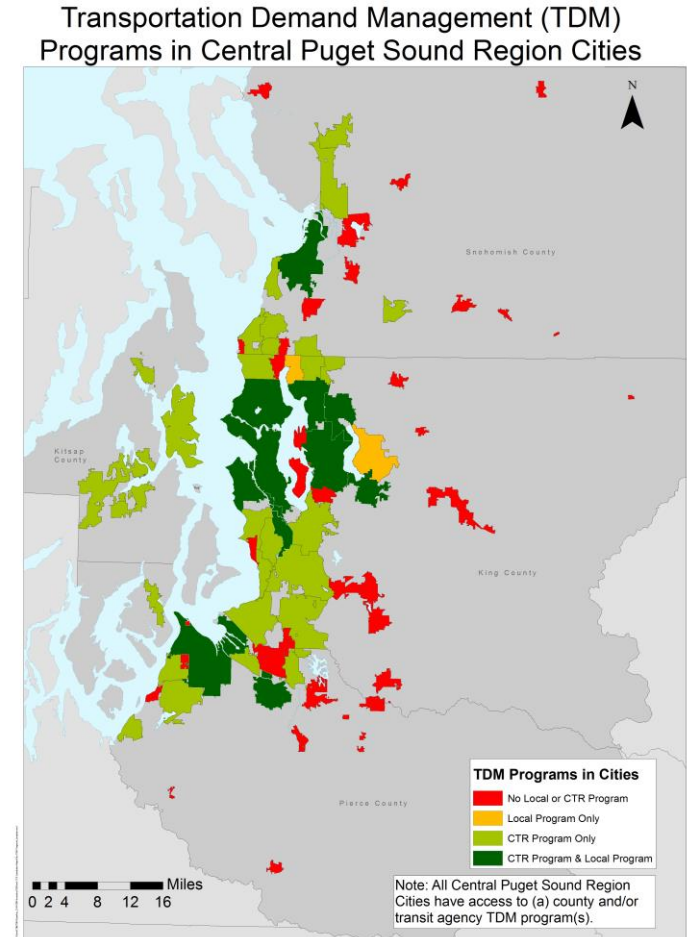
November 10, 2022 | Transportation Policy Board



Puget Sound Regional Council

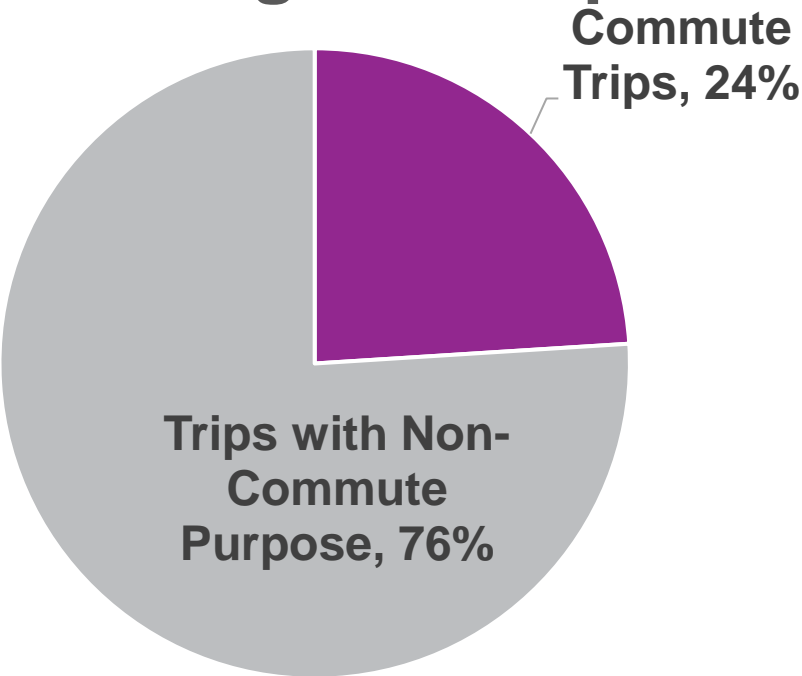
TDM in the Region

- Transportation Demand Management (TDM) helps people use the transportation system more efficiently through education, incentives, programs, and products to remove barriers to non-drive-alone modes.
- Commute Trip Reduction (CTR) Law established in 1991 provides foundation for TDM.
- Administered by the state and implemented at local level with employer involvement.



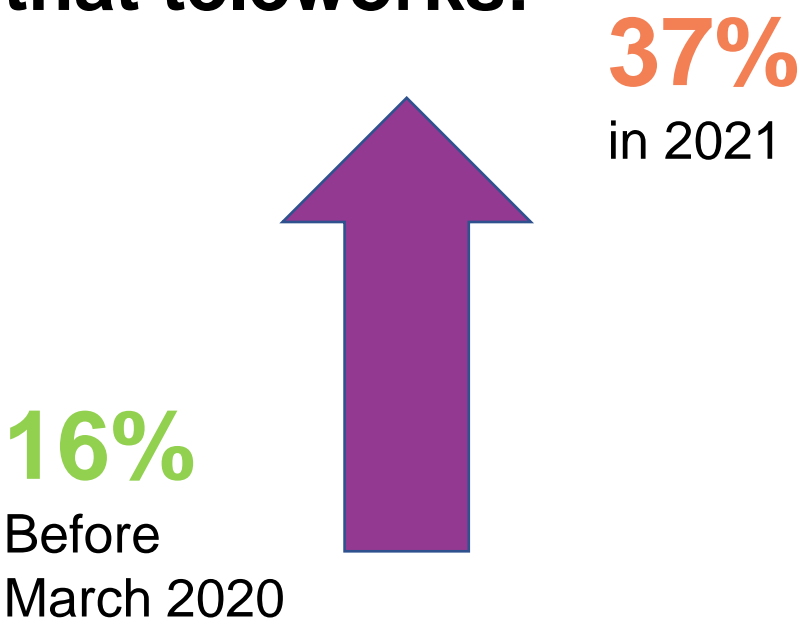
Trends affecting TDM in the region

Commute Trips as Share of All Regional Trips



Source: 2019 Regional Household Travel Survey

Share of region that teleworks:



Source: 2021 Regional Household Travel Survey



RTP Key TDM Issues

- Improve TDM integration in planning.
- Measure program effectiveness and efficiency.
- Evaluate and address equity in TDM.
- Expand TDM to markets not covered by CTR: small employers, non-commute, off-peak commutes, shift workers, etc.



Mobility Partnerships Grant

PSRC Transportation Policy Board

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November 10, 2022



**Washington State
Department of Transportation**

How did we get here?

Commute Trip Reduction (CTR) Law

2021 Update: Improve Mobility to Advance State Equity and Climate Goals

**CTR
Board
+
WSDOT**

RECOMMENDED PROGRAM EXPANSION EMPHASIS AREAS

Add support for essential workers and for people with special transportation needs



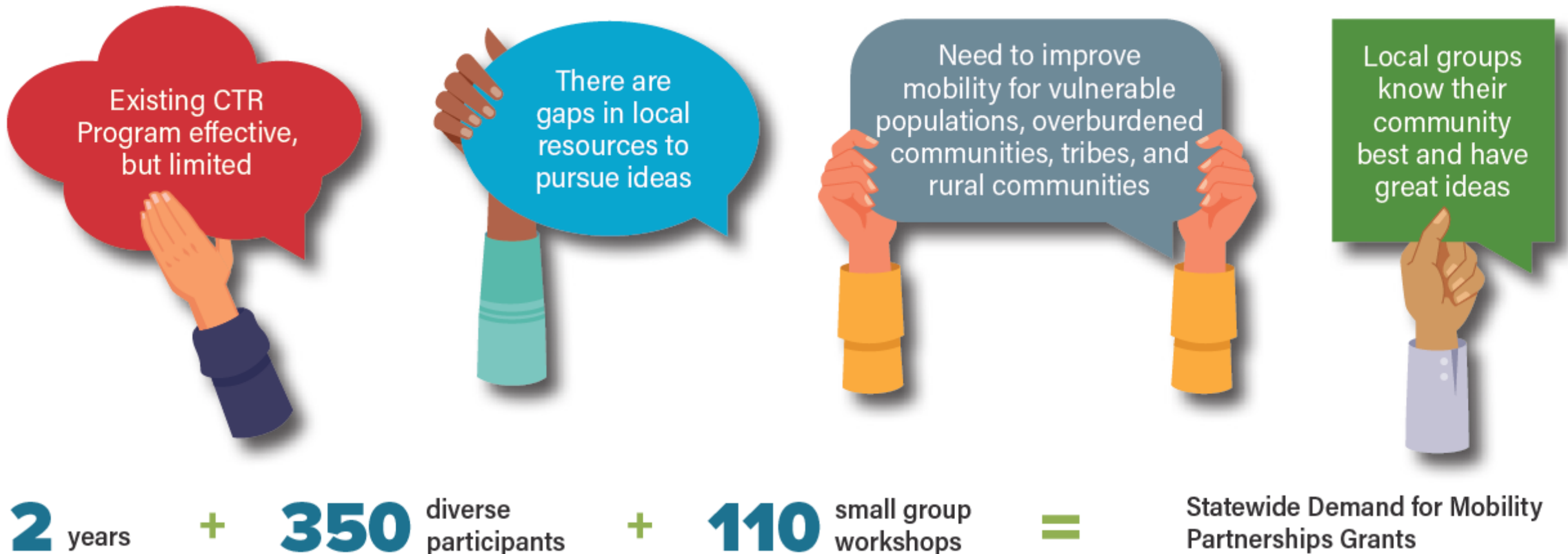
Improve mobility in more locations

Address a larger share of urban congestion



2022 evolution and grant development

- Decided not to open the CTR Law for 2023 legislative session
- Created Mobility Partnerships Grant proposal through significant stakeholder engagement



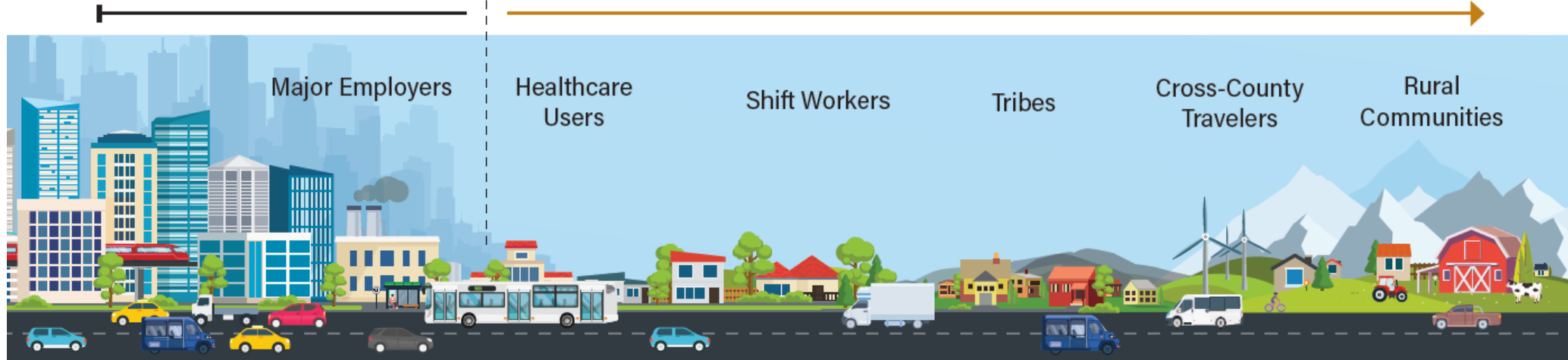
\$25M Mobility Partnerships: State Grant Proposal

CTR Program

Mobility for 6 – 9 AM commuters

New Grant Program

Mobility for vulnerable populations and overburdened communities



WHAT COULD A NEW MOBILITY PARTNERSHIP GRANT PROGRAM ACHIEVE?



More
mobility for
more people



Resources for
under-served
communities



Reduction in
greenhouse
gas emissions



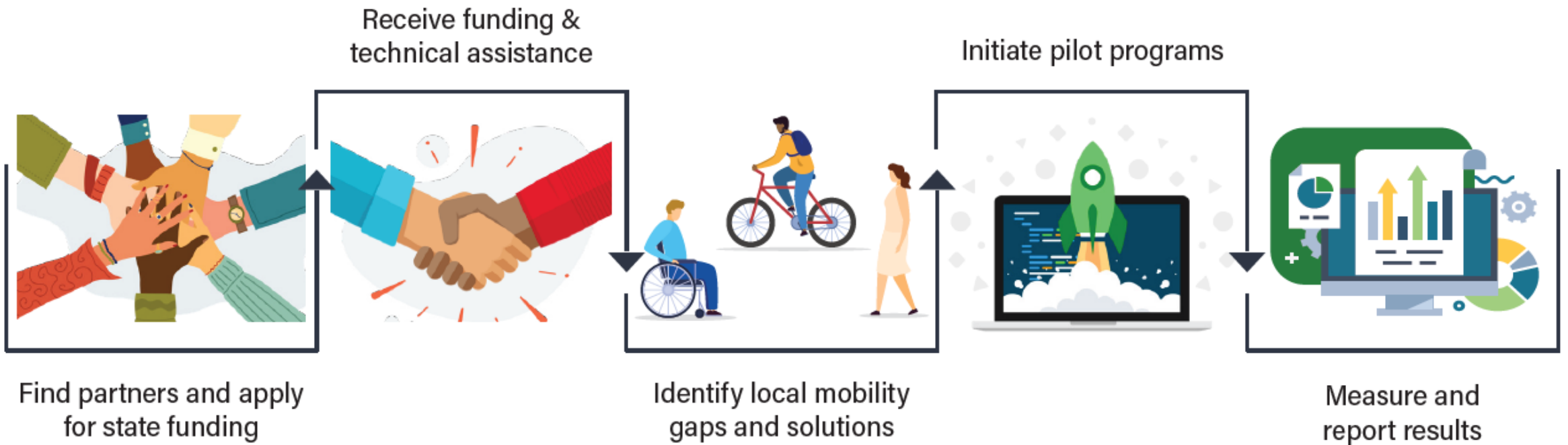
Improved health,
safety, and
resiliency



Enhanced
accessibility where
it's needed most

\$25M Mobility Partnerships: State Grant Proposal

HOW WOULD MOBILITY PARTNERSHIPS WORK?



What makes this grant different?



- Provides state funding for administration, technical assistance, planning and program development
- Emphasizes equity and under-represented communities
- Fills existing federal and state funding gaps
- Combines TDM and human services programming
- Provides ongoing formula funding and competitive funding to start up and pilot projects

Example projects

Funding to:

- Create a new transportation management association in a suburban area focused on helping shift workers and low-income workers share the ride to work
- Help a rural human services transportation partnership expand their service to the adjacent town
- Conduct outreach to help people with low incomes use Link light rail with an emphasis on communities where light rail expansions are opening
- Focus on getting teachers and school administrators to join students on transit
- Test a community transportation idea in a rural community that wants to help seniors get health care

Next Steps



- Identify new funding that increases overall public transit allocation in Move Ahead Washington
- Create legislative working group to support proposal and other priorities
- Brief legislators and stakeholder groups
- Submit proposal to legislature
- Provide technical assistance to TDM Technical Committee, TDM Executive Board, and other proposal champions in 2023 legislative session



An aerial photograph of a coastal city, likely Seattle, showing a large shipyard with several large ships and cranes. The city is surrounded by dense green forests, and in the background, a range of snow-capped mountains is visible under a clear blue sky. The water in the foreground is a deep blue, and a small ferry is visible in the lower center.

Questions?

Thank you.

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