

Project Need

- **Decrease congestion** and increase travel efficiencies
- **Invest in communities** where people often face longer and more challenging travel distances for essential trips
- **Improve air quality**
- Provide more equitable and real-time access to public transit information and technology to **support priority populations**

Project Description

- **Increase capacity** throughout the region for transportation demand management (TDM) programming through 2030
- **Deliver innovative campaigns** by building and expanding partnerships with jurisdictions, schools, community-based organizations (CBO), and transportation management associations (TMA)
- **Support increased transit ridership**, ridesharing and nonmotorized travel, shift SOV trips to alternate mobility trips
- **Implement effective TDM programs** utilizing a mix of tools including marketing, outreach, education, data, incentives, and partnerships
- Respond to changing population demographics and employ TDM efforts that intentionally **incorporate approaches inclusive of equity and social justice**

Project Budget			
	CMAQ Request	Local Match	Total
TDM Campaigns	\$2,000,000.00	\$312,138.80	\$2,312,138.80
Partnerships	\$2,500,000.00	\$390,173.50	\$2,890,173.50
Youth & Schools	\$500,000.00	\$78,034.70	\$578,034.70
	\$5,000,000.00	\$780,347.00	\$5,780,347.00



Estimated Project Reach and Mode Shift				
	# of Campaigns/ Partnerships	Estimated Reach per Program	Project Estimated Reach	% Mode Shift
TDM Campaigns	4	75,000	300,000	4.5%
Jurisdiction Partnerships	6	10,000	60,000	3.0%
CBO Partnerships	5	3,000	15,000	5.4%
Youth & Schools	N/A	115,000	115,000	3.0%
			Total: 490,000	Weighted Average: 4.0%

Note: See Attachment E of application for more details on the assumptions for VMT reduction inputs and results from PSRC’s CMAQ emissions tool.

Project Outcomes

- Reach **490,000+** travelers
- Reduce through mode shift:
  - **215,285** average daily vehicle miles traveled
  - **33,120** average daily vehicle trips
- Form **120** new vanpool groups
- Decrease traveler delay on congested highway and arterial corridors
- Advance regional and local social equity, environmental justice, and sustainability objectives
- Improve health with active transportation choices and improved air quality from reduced CO<sub>2</sub> emissions

Project Strategies

- New ways to approach work with partners using partner feedback, research learning, feedback through customer channels and new partnerships
- Incorporate ORCA innovations, such as digital ORCA card incentives, ORCA reload and rewards pilot programs, transition young adults to adult ORCA fares, education about open payment

Additional Criteria

- Project campaigns concentrate on equity focus areas and equity populations
- Improve traffic safety by shifting people from driving to alternate modes

TDM Priority Populations, Target Centers and Travel Corridors

Regional Campaigns & Partner/Community TDM Capacity Building

