

Transportation Demand Management (TDM) Policy Brief and Data Findings

TDM in the Central Puget Sound Region

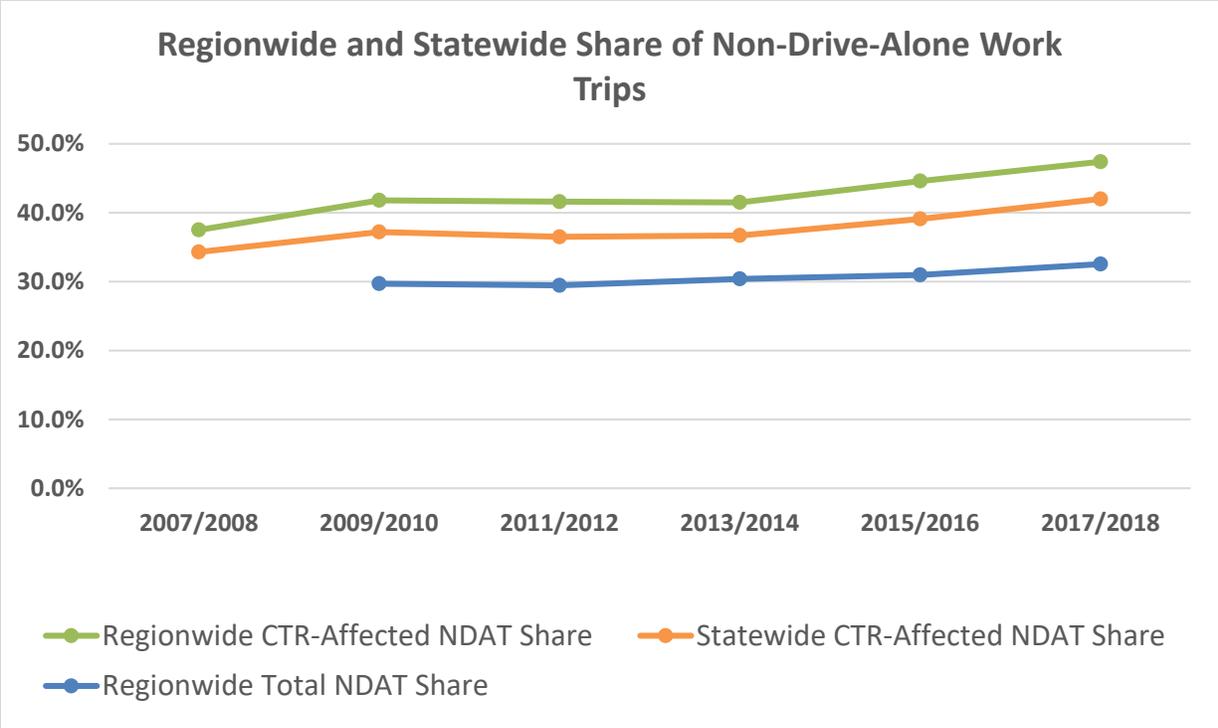
TDM refers to the set of programs and/or strategies aimed at using the transportation system more efficiently, typically through education, incentives, products, programs, and sharing resources. Since the passage of the Commute Trip Reduction (CTR) law in 1991, Washington state has been recognized as a leader in TDM policy and practice. The intent of the CTR law was to reduce air pollution, traffic congestion, and energy use by engaging employers to shift commuter behavior to more sustainable modes and improve transportation system efficiency. While most TDM programs are focused on fulfilling the CTR law, some local programs are beginning to broaden the focus beyond commute trips and support trips outside of peak hours. This is supported by WSDOT and its adoption of a statewide TDM Plan, which calls for addressing TDM more broadly than the large employer/peak-period commute trip emphasis of the current CTR law.

Using Data to Evaluate Regional TDM Programs

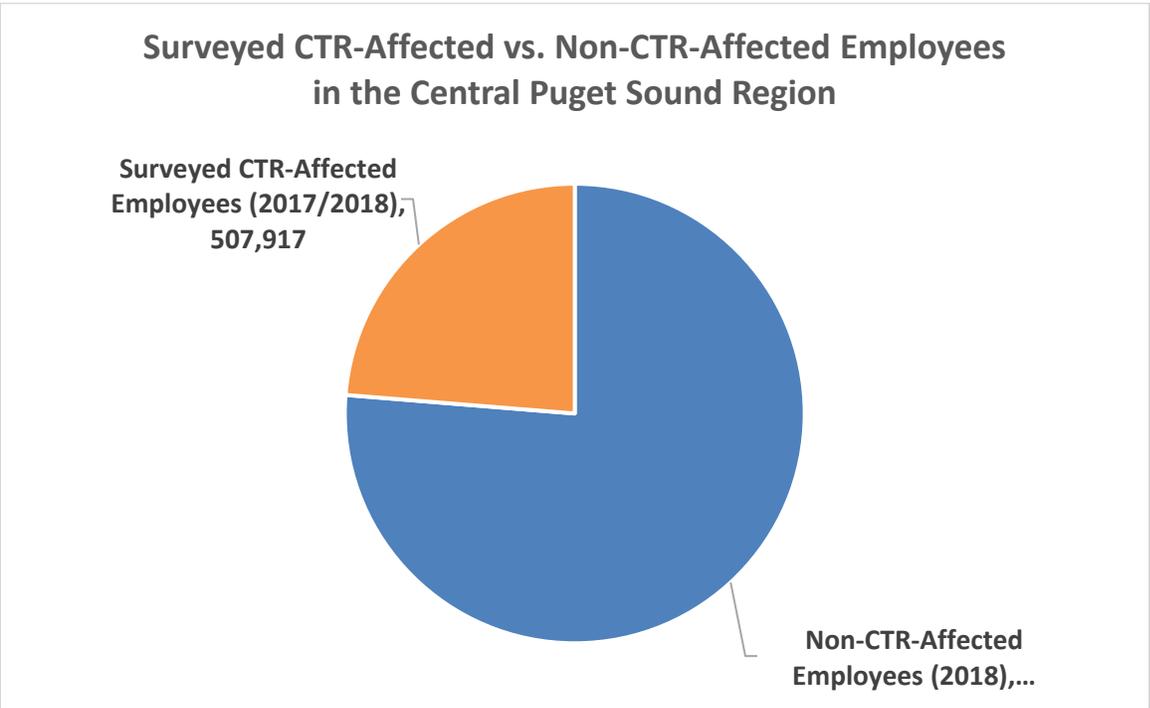
Stakeholders have identified a need for more data on TDM programs in the region. As prescribed by the state CTR law, WSDOT conducts bi-annual surveying of CTR programs receiving state funds and aggregates the data from participating worksites. PSRC reviewed and analyzed this data for the central Puget Sound region and developed a survey to generate a regional inventory of TDM programs.

Data collected by WSDOT in the 2018 CTR survey indicate that there are nearly 83,000 worksites in the central Puget Sound region (note, a single company may have several worksites/locations). Of these worksites, about 600 are “CTR-affected,” meaning they have over 100 employees commuting during peak hours and have chosen to implement a CTR/TDM program. These 600 worksites represent about a quarter of all employees in the region. State CTR data shows that employers participating in the CTR programs have approximately 10% more non-drive alone trips than those employers who do not participate in CTR. CTR programming is supporting a sizable share of commute trips, but non-CTR worksites still make up almost three-quarters of all commute trips.

The CTR data shows the effectiveness of TDM, where it is applied. Yet, CTR could be expanded beyond large employers with peak period commutes who voluntarily participate in the program. The data shows that CTR employers are a small fraction of all employers and employment-based commute trips only make up 24% of all trips within the region.



Share of non-drive-alone work trips taken by surveyed CTR-affected worksite employees in the Central Puget Sound Region and Washington State compared to share of non-drive-alone work trips taken by all worksite employees in the Central Puget Sound Region. Source: Washington State Department of Transportation and Puget Sound Regional Council.

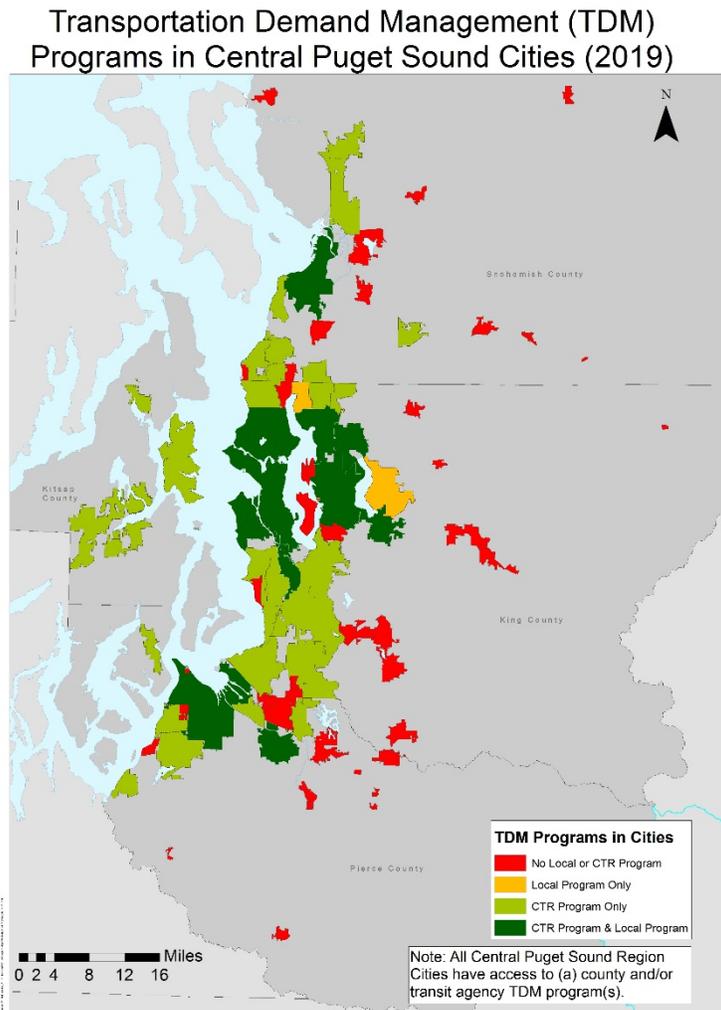


Share of employees at surveyed CTR-affected worksites compared to employees of all worksites in the Central Puget Sound Region. Source: Washington State Department of Transportation and PSRC.

Meanwhile, the regional inventory collected data from 106 TDM programs, 46 of which are CTR programs. Data was collected on the following program characteristics for both CTR and non-CTR programs:

- Geographic coverage
- Trip purpose
- Employer size
- TDM Strategies
- Promoted modes
- Target audiences

One key finding from this inventory process was that all cities have access to a TDM program managed by a county or transit agency. PSRC utilized program inventory data to develop a map that shows the distribution of separate local TDM programs across the region. This data provides a snapshot of where these local or CTR TDM programs exist within the region.



The TDM program inventory provided some other findings for the region. They include:

- The number of local TDM programs in the region has grown over the last few years. PSRC staff collected data from 2015-2019 to help assess the temporal nature of TDM programs. Although some TDM programs came to an end during this timeframe, more TDM programs began than ended.
- Most TDM programs focus on work trips, whereas most trips are non-work trips.
- More than 75% of TDM programs promote use of public transit, active transportation, and carpooling.

Although Washington state contributes only a small percentage of funding to fixed-route transit providers, it provides a significant amount of TDM funding to programs found within the inventory.

