Outline

What is TDM?

Why TDM?

TDM Baseline Data Inventory
  • Purpose, Timeline, & Elements
  • Initial Summary
  • CTR Survey Data

Conclusion & Discussion
**What is TDM?**

Transportation demand management (TDM) helps people use the transportation system more efficiently through education, incentives, products, and programs that remove barriers to non-drive alone modes such as transit, carpool, vanpool, walking, biking, and teleworking.

*Source: TDM Action Plan, 2018-2022*

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**Examples**

- **Education:** information, outreach
- **Incentives:** gift cards, prizes, etc.
- **Products:** RideshareOnline.com
- **Programs:** In Motion, SRTS, CTR
TDM – Why is it important?

**Individual Benefits:** time, money, increased physical activity, enhanced safety, etc.

**System Benefits:** improved infrastructure performance and useful life, improved system performance overall.
Why do we need a TDM Baseline Data Inventory?

- A TDM Baseline Data Inventory of implementers and activities will help us understand regional TDM outcomes, impacts, best practices, gaps, and opportunities
- An accounting of TDM outcomes and impacts over time will help track and communicate the benefits of TDM
- Information on best practices can help implementers improve their programs, creating further benefits
- TDM gap and opportunity analyses can be incorporated into corridor/facility analyses for the 2022-2026 RTP, possibly leading to implementation and/or advancement of TDM efforts
Baseline Data Inventory – Overview

Geography: PSRC Region | Timeframe: 2015-2019

Data Elements:
• Implementers: Who is implementing TDM?
• Strategies: What TDM strategies are being used?
• Target Markets: Which markets are being served?
• Funding: How is TDM being funded?
• Performance: What are the outcomes and impacts of TDM efforts?
## Data Points

- Implementers
- Geography
- Trip Purpose
- Target Markets
  - Commuters, Employers, Special Needs, etc.
- Strategies Used
- Promoted Modes

- Rewards and Subsidies
- Performance Measures
  - Participants
  - Drive-Alone Trips Not Taken
  - Drive-Alone Miles Not Traveled
  - Non-Drive-Alone Trip Rate
### Programs Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Programs</td>
<td>24</td>
</tr>
<tr>
<td>Transit Agency Programs</td>
<td>19</td>
</tr>
<tr>
<td>TMA Programs</td>
<td>6</td>
</tr>
<tr>
<td>Partnership Programs</td>
<td>2</td>
</tr>
<tr>
<td>County Programs</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total Programs</strong></td>
<td><strong>52</strong></td>
</tr>
</tbody>
</table>

*Excludes travel training and parking management programs*
King has ~61% of all programs, followed by Pierce with ~17%

King has 6/7 Student-focused programs, although Pierce has the most Neighborhood-based programs
• 58% of programs address work trips, while about 1/3 address all trips
• Most programs are geared towards commuters and employers; ~9% focus on residents
• 43% address special needs populations: youth, low-income populations, etc.
• 75% of programs use education in some form, followed by marketing and consultation
• ~56% of programs use rewards, transportation subsidies, or both
Strategy: Rewards Program

18 programs offer a rewards program

Reward examples: gift cards, and transportation-related prizes such as bike lights, helmets, and commuter backpacks

Average Minimum Value: $25.00
Average Maximum Value: $66.67
19 programs offer 26 unique subsidies

Subsidy examples: ORCA passes, Guaranteed Ride Home passes, ORCA Savings for Small Businesses grants, vanpool passes, etc.

Average Min. Value: $331.34
Average Max. Value: $2,640.30
### Distribution of Surveyed Worksites & Employees

#### Surveyed CTR-Affected Worksites in the Central Puget Sound Region

<table>
<thead>
<tr>
<th>County</th>
<th>Total Worksites</th>
<th>CTR-Affected Worksites</th>
<th>CTR Worksite Share of Total Worksites</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>50,852</td>
<td>488</td>
<td>0.96%</td>
</tr>
<tr>
<td>Kitsap</td>
<td>4,415</td>
<td>18</td>
<td>0.41%</td>
</tr>
<tr>
<td>Pierce</td>
<td>13,983</td>
<td>57</td>
<td>0.41%</td>
</tr>
<tr>
<td>Snohomish</td>
<td>13,734</td>
<td>52</td>
<td>0.38%</td>
</tr>
<tr>
<td>Region</td>
<td>82,984</td>
<td>615</td>
<td>0.74%</td>
</tr>
</tbody>
</table>

Number of surveyed CTR-affected worksites compared to total worksites in the Central Puget Sound Region. Source: Washington State Department of Transportation and PSRC.

#### Surveyed CTR-Affected vs. Non-CTR-Affected Employees in the Central Puget Sound Region

- **Surveyed CTR-Affected Employees (2017/2018):** 507,917
- **Non-CTR-Affected Employees (2018):** 1,634,183

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.
Proportion of Non-Drive-Alone Trips

Share of non-drive-alone trips taken by surveyed CTR-affected worksite employees in the Central Puget Sound Region. Non-drive alone trips include weekly trips not made as drive alone trips or motorcycle trips with only one rider. Note: The decrease in the non-drive-alone trip share in Kitsap County in the 2013/2014 survey cycle is due to Naval Base Kitsap not submitting CTR survey data during the 2013/2014 cycle. Source: Washington State Department of Transportation.
Vehicle miles traveled per employee at surveyed CTR-affected worksites in the Central Puget Sound Region and the State. Vehicle miles traveled per employee is the average single occupancy vehicle equivalent mileage traveled by each employee for their one-way morning commute.
Conclusion

Data Collection Status

• CTR Survey Data – complete
• Spreadsheet inputs by agencies – in progress
• Reviewing WSDOT reports – CTIG, CTR, RMG – in progress
Discussion

- How can TDM implementers use the baseline data inventory?
- What are the best ways to tell stories about TDM’s outcomes and impacts?
- What other kinds of analysis could make good use of the baseline data inventory?
Thank you.

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