



# TDM from a Regional Perspective

## Best of the Northwest: Integrating TDM Programs into Regional Planning Processes

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PSRC



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## Presentation Overview

- Wait, what's TDM again?
- Regional TDM Action Plan
- INVEST
- 2014 project selection process
- TDM integration
- TDM performance measurement

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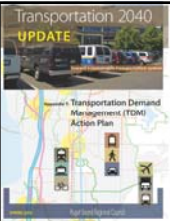


## Wait, What's TDM Again?

- “Activities that help people **use** the system more efficiently”
- A bit more expansive definition
- TDM as a tool to help solve current system inefficiencies
- TDM as a strategy for achieving long-range goals

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## Regional TDM Action Plan, 2013-2018


- First regional TDM plan since 1998
- Seeks to define local and regional roles
- Establishes strategic TDM priorities for implementers
- Identifies regional implementation actions

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## Strategic TDM Priorities




- Maintain and grow successful TDM activities
- Create/expand center- and corridor-based TDM
- Expand local/regional residential and neighborhood programs
- Explore parking management tools
- Improve access to efficient transportation options

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## Regional Implementation Actions



- Convene implementers
- Improve TDM integration
- TDM performance measurement
- Better communicate TDM's value
- Expand investment

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## INVEST

- Small amount of FHWA funds to improve regional TDM practice
- Conducting a regional TDM activity inventory
- Peer review of other MPO TDM programs
- Development of a TDM performance measurement framework

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## 2014 Project Selection Process

- Comment letter to RPEC regarding regional project evaluation criteria
- Give greater consideration to construction projects that include TDM elements
- Take advantage of disruptions caused by construction to change behavior

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## TDM Integration

- Builds off a regional implementation action and project selection recommendations
- Working group formed to consider:
  - *Best practices in TDM and large infrastructure projects*
  - *Comprehensive planning process and ongoing updates*
  - *Possible opportunities with economic development planning*

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## TDM Performance Measurement

- Builds off a regional implementation action and ongoing PSRC work on T2040 measurement
- Working group formed to consider:
  - *What should we be measuring both regionally and programmatically*
  - *What data sources exist*
  - *How to best move forward the INVEST work*

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**Thank you!**

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