TDM from a Regional Perspective

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

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
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

Regional Implementation Actions

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

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
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

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
Thank you!

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