A Panel Discussion of the Future of TDM

February 9, 2017

Sponsored by Best Workplaces for Commuters and the Association for Commuter Transportation
Panel and Format

- Welcome and Opening Remarks from Moderator
  - Phil Winters, CUTR

- Intro Presentations
  - Rob Henry, GVF and ACT President
  - Julie Bond, Best Workplaces for Commuters
  - Penny Menton, UCLA – Bob Owens Champion 2013
  - Jon Martz, vRide - Bob Owens Champion 2010

- Panel Discussion

- Q&A
What is TDM? (a definition)

Transportation demand management (TDM) is any action or set of actions intended to influence the INTENSITY, timing and spatial distribution of vehicle demand for the purpose of reducing the impact of traffic, managing parking needs, reducing greenhouse gasses, and enhancing mobility options.
First, the Earth cooled and then ...

- 1942
  - Carpool as noun first appears
  - Workers encouraged to carpool to help WWII war effort (Low Tech – High Touch)

- 1962
  - Carpool is first used as a verb
Early to mid 1970s
The Dawn of Carpooling

- **1970-73**
  - Isolated activities by employers and local governments
    - L.A. City Hall; Operation Oxygen in Pasadena; 3M Vanpool (St. Paul), Aerospace Corp. (L.A.), buspools in Reston (VA), TVA (Knoxville)

- **1972-1973**
  - First “Diamond Lanes” opened (Shirley Highway and El Monte Busway in L.A.)
  - Slugging or casual carpooling begins(?)

- **1973**
  - First gasoline shortage – long queues at gas stations, price spikes, etc.
  - OPEC Oil Embargo

- **1974**
  - Regional Carpool Matching programs established in approximately 25 urban areas
  - plus many employer carpool programs

Vision: “All we need is a regional computer matching system”
• 1975
  • First “National Conference on Area-wide Carpooling” in Houston.

• 1975
  • Santa Monica Freeway Diamond Lanes Opened/Closed.
    • First and last “take-a-lane” HOV lane.

• 1975
  • FHWA publishes guidebooks on carpools, vanpools, buspools.

• 1976
  • NAVPO formed (Natl. Assn. of Vanpool Operators)
    • Primarily private-sector members. Incorporated in Calif.

• 1976
  • FHWA distributes rideshare-matching software (“Commuter Information System”)

• 1977
  • Van Pool Services, Inc. formed under Chrysler
    • Later, Ford and GM flirt with vanpooling

• 1978
  • First “National Ridesharing Conference” – Baltimore
1979

Managing Demand

- 1979
  - Second gasoline shortage nationwide
  - Major price spike

- 1979
  - Association of Ridesharing Professionals formed. Merged with Association for Commuter Transportation (ACT) in 1980s
  - Primarily public sector members

- 1979
  - National Task Force on Ridesharing appointed by President Carter to recommend laws, policies, and programs, included high-level executives from federal, state, and local governments, plus corps.

- 1979
  - “Second wave” of regional ridesharing programs established. (approx. 50 urban areas).
  - Most were at MPOs, state DOTs. A few private non-profits.
1980’s Higher Tech/ Low Touch...

- **1980**
  - National R/S Task Force publishes “Ridesharing: Meeting the Challenges of the ‘80s.” recommending laws and policies for federal and state governments

- **1980**
  - Second “National Ridesharing Conf.” – San Francisco

- **1980**
  - “National Ridesharing Demonstration Program” launched by FHWA/FTA, including nationwide training and technical assistance program

- **1980**
  - National Automobile Dealers Association launches “Make Sure You Stay in the Driver’s Seat” campaign to oppose government ridesharing policies.

- **1981**
  - TRB and FHWA publish “Guidelines for Using Vanpools and Carpools as a TSM Technique (NCHRP-241)
1980’s - … and Regulatory Sticks

• 1982
  • *Share-a-Ride* Program in Silver Spring, MD begins personalized ridesharing assistance. Shifted from “computer matching” to personal (1-on-1) assistance.

• 1982
  • *Ridefinders* installs first POOLMATCH “mini-computer” system in the nation (Richmond, VA).

• 1985
  • *Regulation XV* – requires companies with 100+ employees in Southern California to develop trip reduction plan. Requires trained ETCs
  • Trip reduction ordinance developed by Pleasanton, California

• 1987
  • *SCAQMD’s Rule 1501* "Work Trip Reduction Plan," was originally adopted December 11, 1987, included opt out option for per employee fee. Rule 1501.1 gave employers alternatives to meeting the standards of the carpool rule.

• 1988
  • *Travel Reduction Ordinance* - Pima County (Tucson, AZ)
  • *Trip Reduction Program* - Maricopa County (Phoenix, AZ)
1990’s – To Regulate or Not to Regulate

• 1990
  • **ECO** - Clean Air Act Amendment requires employers in severe or extreme ozone nonattainment to increase APO by 25%; made voluntary a couple years later

• 1991
  • ISTEA created **CMAQ** and providing more funding for carpool programs
  • **Commute Trip Reduction** Law (Washington)

• 1992
  • **Rule 1501 Cost Survey** - ~$100 per employee per year but follow-up with sample of respondents found estimate 2x higher than should have been reported
1992
- **Energy Policy Act of 1992** allowed employers, for the first time, to offer vanpool benefits tax-free. Carpool subsidies remain taxable to this day.

1995
- **91 Express Lanes** (High Occupancy Toll) open in Riverside, CA
- **SCAQMD repealed Rule 1501** in December 1995, but maintains Rule 2202, which gives large employers various options to reduce vehicle trips.

1996
- **CARPOOL movie** received universally poor reviews
  - Rotten Tomatoes gives the film a 0% rating
2000’s – Performance & Pricing

• 2000
  • **American Community Survey** (Census) begins collecting mode split data annually

• 2002
  • **Cash for Commuters** (Atlanta) – 90 day cash incentives to SOV to try alternatives with significant retention

• 2003
  • **Trip Reduction Performance Program** pilots whether the Washington State DOT can obtain transportation capacity by purchasing single occupant vehicle (SOV) trips as well as roadway infrastructure.

• 2007
  • **Urban Partnership Agreements** - USDOT seeks cities for to relieve urban congestion via Tolling, Transit, Telecommuting, and Technology

• 2007
  • **CARPOOLERS** television show debuts in October 2007
  • **CARPOOLERS** television show canceled in March 2008
2000’s – Technology

- **2000**
  - 511 - assigned by Federal Communications Commission officially as code for travelers to access real-time traffic information collected in each state.

- **2000**
  - Commuter Choice Leadership Initiative (now Best Workplaces for Commuters) started by EPA and USDOT

- **20XX**
  - Online Ridematching - More ridematching providers in market

- **2005**
  - Hybrids in HOV - States may issue stickers to owners of hybrid vehicles, allowing them to drive solo in High Occupancy Vehicle (HOV) lanes

- **20XX**
  - More TDM models (e.g., EPA COMMUTER Model V2 released in 2005, TRIMMS 3.0 released in 2009)
Carpooling Has Changed But Not Everywhere

16 States With No Statistically Significant Difference in the Number of Carpoolers

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<th>NUMBER OF CARPOOLERS</th>
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Table B08301 - MEANS OF TRANSPORTATION TO WORK
Universe: Workers 16 years and over
2006-2010 vs. 2011-2015 American Community Survey 5-Year Estimates
**Transit Has Changed But Not Everywhere Either**

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21 States With No Statistically Significant Difference in the Number of Transit Riders

25 States With No Statistically Significant Difference in the Share of Transit Riders

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Table B08301 - MEANS OF TRANSPORTATION TO WORK
Universe: Workers 16 years and over
2006-2010 vs. 2011-2015 American Community Survey 5-Year Estimates
What the TDM present looks like

Most Watched "Carpool Karaoke" Videos: Adele, Bieber, And More
So what could the Future of TDM look like?

Panelist Presentations & Discussion
Today’s Panel

Rob Henry
Executive Director GVF

Penny Menton
Director, Communications & Commuter Services

Julie Bond
Project Manager
Best Workplaces for Commuters

Jon Martz
Director, Government Sales

UCLA
vRide™
Rideshare