

# Transportation Demand Management Primer

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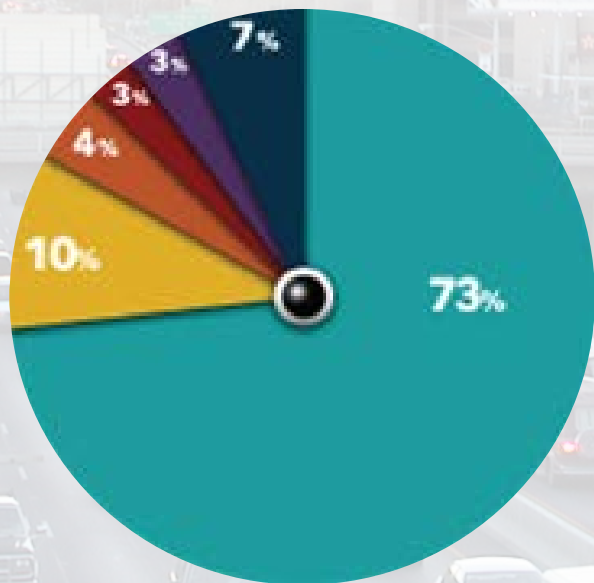


Urban Transportation Commission: December 13, 2016



# Commute Mode-Split

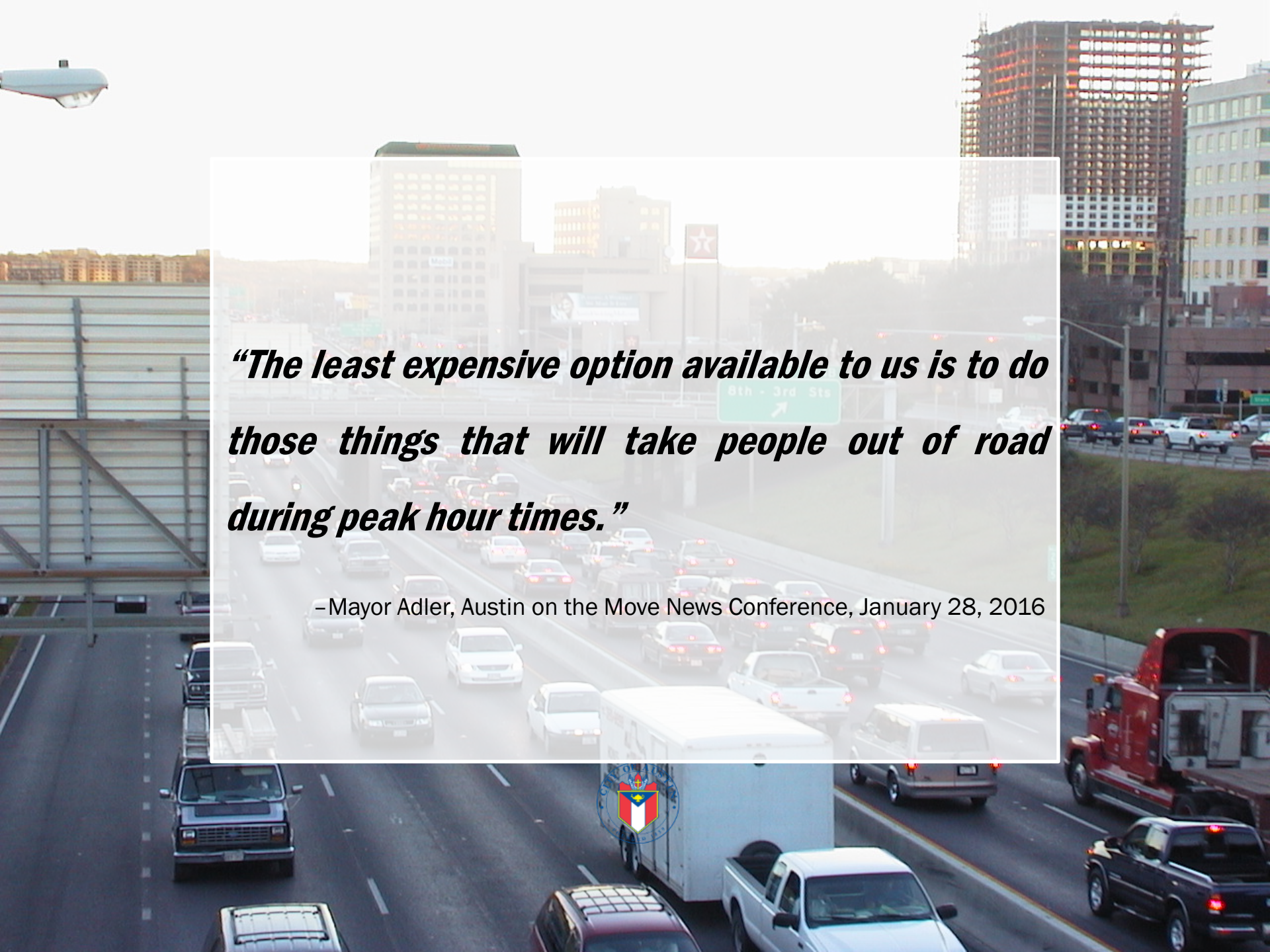
Austin, Texas 2014



Drive Alone	73%
Carpool	10%
Public Transit	4%
Walk	3%
Other	3%
Telework	7%








***“The least expensive option available to us is to do those things that will take people out of road during peak hour times.”***

– Mayor Adler, Austin on the Move News Conference, January 28, 2016







***“TDM is the fastest way to realize congestion relief. TDM programs are a significantly cheaper investment than capital expenditures, like highway widening programs or new parking garages, which have been relied on in the past to expand capacity.”***

–Jeffrey Tumlin, Nelson/Nygaard, International Transportation Expert





# What is TDM?



EUROPE  
WELCOMES  
AUSTIN.

EUROPE  
WELCOMES  
AUSTIN.

03/03/14





TDM = using cost-effective strategies to:

- reduce driving alone trips
- increase active trips (public transit, carpool, vanpool, walking, biking)
- shifting driving trips away from the most congested time periods







**Improve  
Options**

**Land Use**

**Incentives**

**Parking  
Mgmt**

**Policy**

**Education**



A photograph of a street scene. In the foreground, a man in a green shirt and helmet is riding a bicycle towards the camera. To his right, a woman is pushing a pink stroller with a child inside. Further right, a woman in a blue shirt is walking away from the camera, carrying a bag. The street has a white line marking and a yellow dashed line. In the background, there are cars parked along the side of the road, trees, and a house. A semi-transparent white box with black text is overlaid in the center of the image.

**Why is TDM such a large piece of the solution?**



# Typical New Construction Costs

Infrastructure	Cost per Mile
Sidewalk (5' wide)	\$150K
Multi-Use Trail (along roadway)	\$320K
Off Road Trail – Improved (S. Walnut Creek)	\$1.2M
Residential Street (new subdivision w/ utilities)	\$1.0 – \$3.0M
Collector Street (2 Lane divided)	\$8.5M
Arterial – 4 Lane	\$11.9M
Add a Lane – Rural Hwy	\$1.6M - \$3.1M
Add a Lane – Urban Hwy	\$2.4M - \$6.9M
Add a Lane – Rural Sensitive	\$5.8M - \$9.9M
Add a Lane Urban Sensitive	\$7.3M to \$15.4 M
New Rural 4-Lane Highway	\$20M - \$40M
New Urban 4-Lane Highway	\$20M - \$300M
Urban Interchange	\$35M



# Estimated TDM Effectiveness



MARKETING/EDUCATION  
1% - 5%\*



TRANSIT SUBSIDIES  
3% - 10%\*



RIDE SHARING  
1% - 15%\*



TELECOMMUTING  
1% - 5%\*



COMMUTE ORDINANCES  
5% - 15%\*



CAR SHARING  
1% - 2%\*



WORKPLACE PARKING PRICING  
2% - 7%\*



VAN POOLS/SHUTTLES  
1% - 13%\*





# What are the existing and emerging TDM programs?





# Improve Options

Bicycle and Pedestrian Connections

Transit Improvements - Connections 2025

Ride Sharing

CapMetro Vanpool

[CommuteSolutions.com](http://CommuteSolutions.com)

Chariot





Refine Matches:

Include:



Sort By:

Best Match

Jennifer

Schedule 100% match

S M T W T F S

2 See details

Brittini

Schedule 75% match

S M T W T F S

3 Hide details

Brittini is...

- Willing to drive
- Willing to be a passenger
- Female
- Non-smoker
- Along your route

4 MI from your origin

0 MI from your destination

Request Carpool

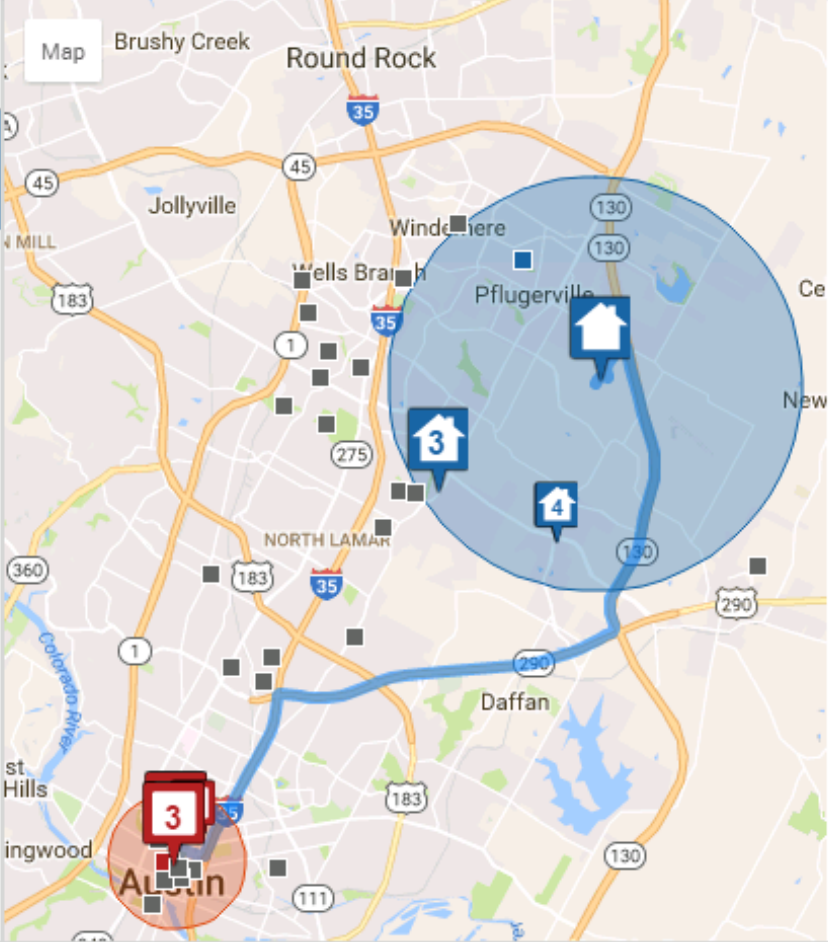
Commute Schedule:

S	±	---	---	±
M	± 5min	8:00am	5:00pm	± 5min
T	± 5min	8:00am	5:00pm	± 5min
W	± 5min	8:00am	5:00pm	± 5min
T	± 5min	8:00am	5:00pm	± 5min
F	± 5min	8:00am	5:00pm	± 5min
S	±	---	---	±

Filter Distance From:

Origin

Destination





# Improve Options

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Transit Improvements - Connections 2025

Ride Sharing

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Chariot





## Let's Find Your Chariot Route

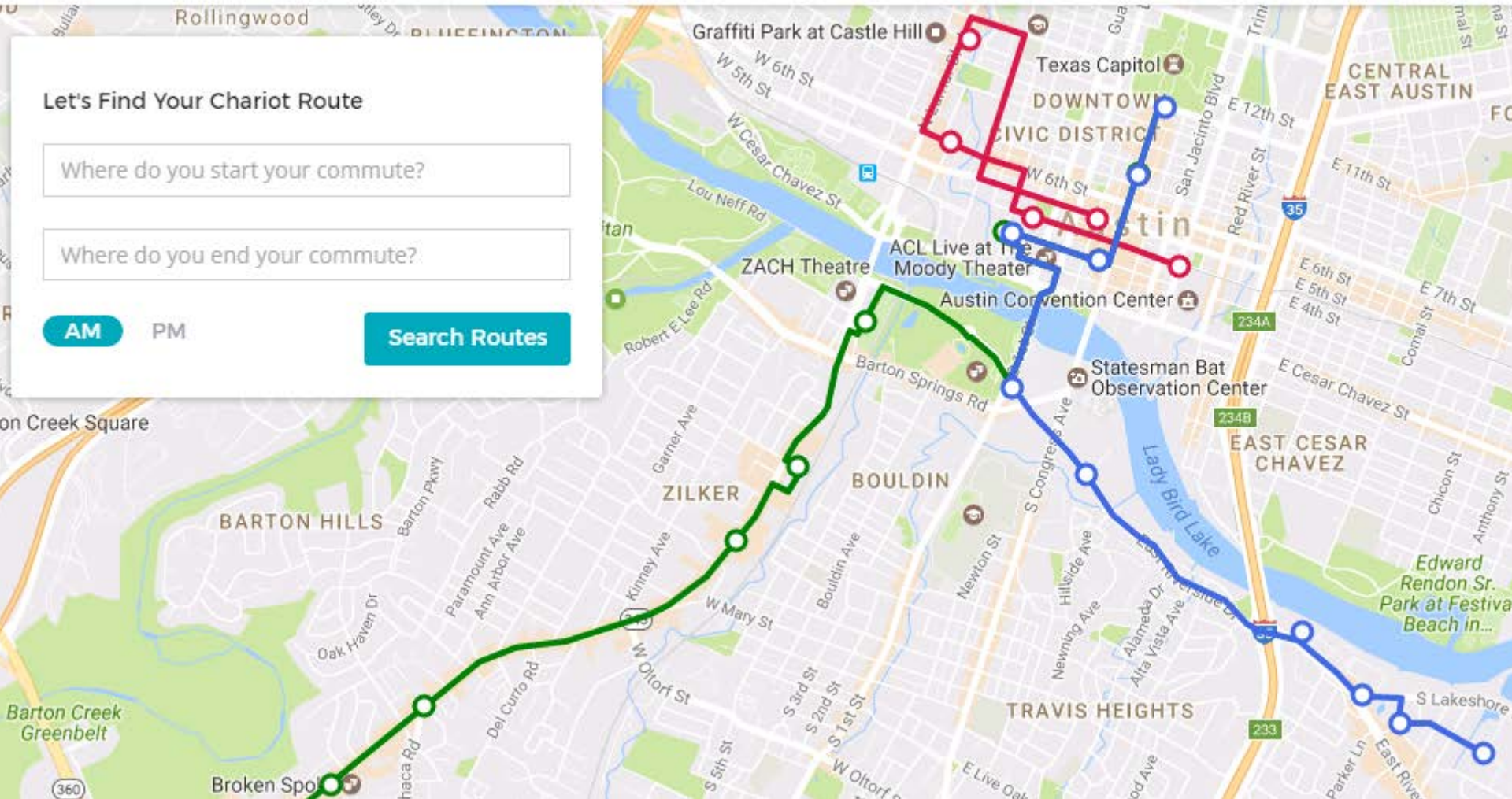
Where do you start your commute?

Where do you end your commute?

AM

PM

Search Routes







# **Parking Management**

## **Downtown Austin Alliance Parking Study**

**Parking Enterprise**

**Metered Parking**

**Technology**

**CoA Parking Program**







What does  
parking mean  
to you?

Parking Photobooth







# **Parking Management**

## **Downtown Austin Alliance Parking Study**

**Parking Enterprise**

**Metered Parking**

**Technology**

**City of Austin Parking Program**





# Land Use

CodeNEXT

Development Review

The South Central Waterfront Project







SOUTH CENTRAL Waterfront Districts



# Policy

CodeNEXT

Austin Strategic Mobility Plan





# Incentives

City of Austin Employee Commute Program

Mayor's Mobility Challenge





[CITY & COUNTY](#) | [COMMERCE](#) | [NEWS](#) | [TRANSPORTATION](#)

## How can Austin reduce its traffic congestion? Don't drive alone to work, officials say

Mayor, companies urge employees to use alternative commute options



By [Amy Denney](#) | Posted Oct. 25, 2016 at 11:05 am



# Education

Movability Austin

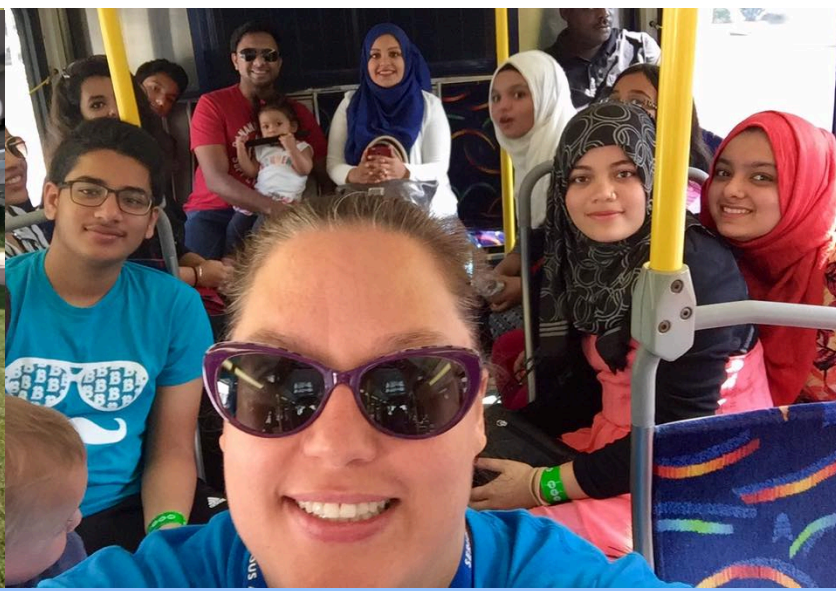
Austin Smart Trips













A U S T I N

**What will the future of TDM look like in our region?**





# Thank you!

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