



A New Route to Better Travel for All: **The Regional TDM Plan**

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The Delaware Valley Regional Planning Commission is the federally designated Metropolitan Planning Organization for a diverse nine-county region in two states: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey.



DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

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Date: December 1, 2020

To: Regional Stakeholders and applicants

From: DVRPC TDM Project Team

Subject: A New Route to Better Travel for All: The Regional TDM Plan

Included in this memo is the Regional TDM Strategic Plan final document for fiscal year 2021.

Vision

A region of connected communities, where residents and workers have the freedom to choose from multiple reliable, affordable, safe, and well-connected mobility options that suit them best, other than driving alone (or single occupancy travel) for every trip.

Types of investments

For better understanding of the Goals below, it's important to note that Transportation Demand Management (TDM) investments can be viewed as place-based or systemic. For this plan, place-based strategies are either tangible and located in a specific place (e.g., a new bike facility or transit service), or less tangible but designed to benefit a specific place (e.g., promotion of carpool groups in a specific corridor). Systemic strategies are more regional (e.g., promotion of public transit in an entire media market).

Project selection principles

Beginning with a new TDM pilot project (or projects) selected during FY2021, this plan is intended to guide the selection and conduct of TDM work conducted in the DVRPC region. A set of goals, outcomes, and strategies are identified in the sections that follow, which are intended to guide the selection of funded projects. Additional principles to guide project selection decisions are:

- In keeping with Vision Zero goals, projects proposed for funding should improve overall transportation system safety, or at minimum do no harm.
- Any project proposed for funding should be designed to have measurable impacts on travel behavior change, and a plan to document performance (e.g., user counts or surveys) if funded. There should be a proposed way to measure project cost effectiveness during an evaluation period following the conclusion of the project.
- While this plan can support both place-based and systemic TDM strategies, place-based strategies will be preferred and prioritized for funding. Projects should illustrate how they will match the cause of an issue or problem with a search for a solution or the solution itself.
- Any project proposed for funding should be designed to address at least 2 of the 5 core plan goals.

Goals

- **Climate Action and Air Quality improvement:** Contribute to air quality conformity for the region and respond to climate change by encouraging low/no-carbon travel and helping reduce total vehicle miles traveled.
 - Outcome: Reduce at least 1,000 estimated SOV trips through each TDM pilot project(s) funded in FY2021. Project Strategy: Support strategies that promote non-SOV transportation modes, including telework--especially in areas where public transit options are limited--and help reduce SOV trips even during times of economic growth.
 - Programmatic Strategy: Require applicants for funding to estimate how many vehicle trips they will reduce with their pilot or project, and collect performance data during/after the project (note that conduct of surveys and collection of traffic/bike/pedestrian count data is not CMAQ-eligible and would need to be funded in other ways).
 - Programmatic Strategy: Prioritize projects for funding that have more rigorous and significant trip reduction estimates.

- **Equity:** Improve access to opportunity for communities of concern, particularly racial minorities, ethnic minorities, low-income households, and disabled persons.
 - Outcome: More than a quarter of funds invested through regional TDM programs annually (not necessarily any single project) should be designed to have benefits for communities of concern.
 - Project Strategy: Make place-based investments that will benefit (in the judgment of the Regional TDM Advisory Committee) specific communities of concern.
 - For planning purposes, this means:
 - Places showing a higher than average score in these categories in DVRPC's Indicators of Potential Disadvantage (IPD) map. By clicking on a Census Tract, the tool displays the score by category, including a scale from below to above average.
 - Projects that would help address access to essential services as shown in DVRPC's Equity Through Access (ETA) map toolkit (currently being updated).
 - Project Strategy: Any systemic investments should be designed to consider and include communities of concern.
 - Programmatic Strategy: Incorporate equity casemaking into the application and evaluation process for pilot and project applications.

- **Reliability:** Make trips by all modes more reliable, especially during peak travel times.
 - Outcome 1: Improve Planning Time Index (PTI) using DVRPC’s Congestion Management Process (CMP) at one or more priority locations in the region. DVRPC’s CMP is a process for managing congestion that provides information on transportation system performance that will be updated annually. It recommends a range of strategies to minimize congestion and enhance the mobility of people and goods. PTI is an estimate of travel time reliability, representing the 95th-percentile travel time for a road segment. PTI is often reflective of nonlocal factors, but is a good guide for where strategies can have meaningful impact.
 - Project Strategy: Make place-based TDM investments that will have benefits for roadway facilities and intersections identified in DVRPC’s CMP analysis under the Travel Time Index and Planning Time Index Measures tab, indicating that they have particularly poor reliability.
 - Note: Consistent with DVRPC planning principles and this plan’s vision, the focus here is on improving and incentivizing non-SOV options in these locations.
 - Outcome 2: Improve transit reliability on priority road segments traveled by high ridership bus routes, as identified in DVRPC’s Regional Transit Screening Platform.
 - Project Strategy: Make place-based investments that will have benefits for transit service on high ridership-weighted reliability score road segments.

- **Freedom of choice:** Enable multiple, quality modal options for people to make each trip.
 - Outcome: Measurably more bike, walk, or transit trip-making at TDM project locations.
 - Project Strategy: Prioritize place-based non-SOV projects that can balance demand, such as bicycle or pedestrian improvements that could induce people to not choose to use a vehicle for short trips in congested areas (near focus roadways and intersections from the regional CMP analysis).
 - Programmatic Strategy: Require applicants collect performance data during/after the project, specific to this measure (note that conduct of surveys and collection of traffic/bike/pedestrian count data is not CMAQ eligible and would need to be funded in other ways).

- **Affordability:** Improve affordability of non-SOV travel options, so that every option is a real option for everyone.
 - Outcome: Develop and promote new local/regional/state financial incentives/rewards for non-SOV travel.
 - Project Strategy: In the next several years, help create and support at least one new subsidy program for travel by carpool, vanpool, public transit, biking, or walking.