



Now You See Them, Now You Don't

A Plan to Make Cars Disappear!

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What is TDM? Why use it?



MANAGE # OF
AUTO TRIPS



ALTERNATIVE TO
BUILDING MORE
ROADWAY CAPACITY



REDUCES SOLO
AUTO TRIPS &
VEHICLE MILES TRAVELED



PROVIDES ALTERNATIVE
MODES OF TRAVEL



REDUCES PARKING
DEMAND

**SERVICE
ENHANCEMENTS**

INFRASTRUCTURE



**ACTIVE
TRANSPORTATION**

Programmatic Approach:

Projects, Programs & Services that

- » Improve mobility & safety
- » Protect environment
- » Enhance economy



VS.



Where is TDM Used?

Highly-traveled corridors

Constrained or limited capacity areas

Downtowns

Business parks

Medical centers

Shopping areas

Resorts & event venues

Universities



Case Study: Park City UT

EGYPTIAN
COMIC LEG
GALLAGH

7er
1997



Park City, leery of Carmageddon II, readies holiday traffic strategy

Park City | December 22, 2015

by Jay Hamburger THE PARK RECORD



It is less than a week until the one-year anniversary of the Park City area's own Carmageddon, perhaps the worst traffic jam in the city's history.

Plan Goals

Reduce single occupancy vehicles (SOV) during peak

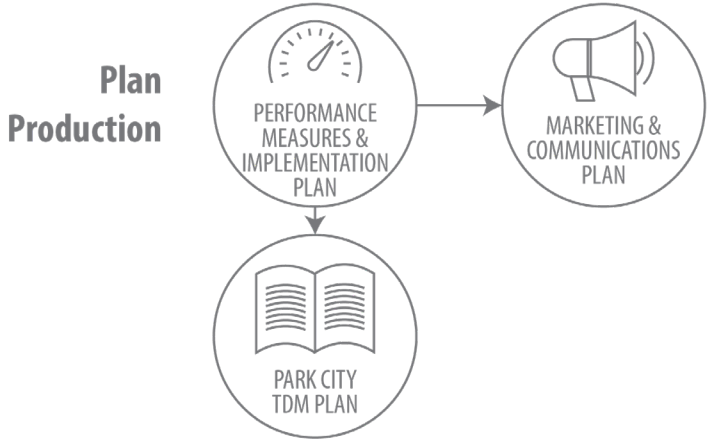
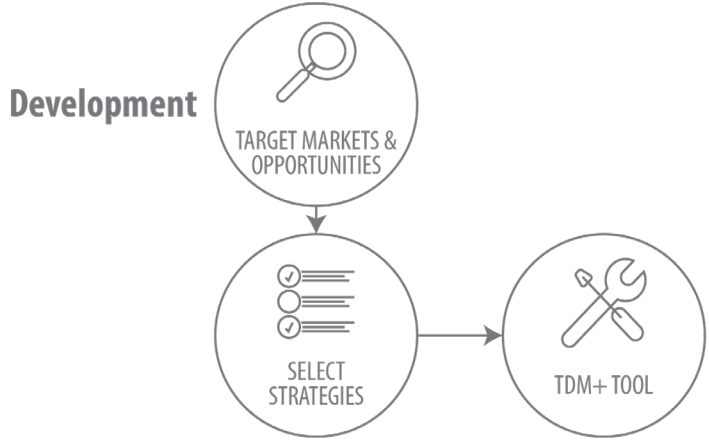
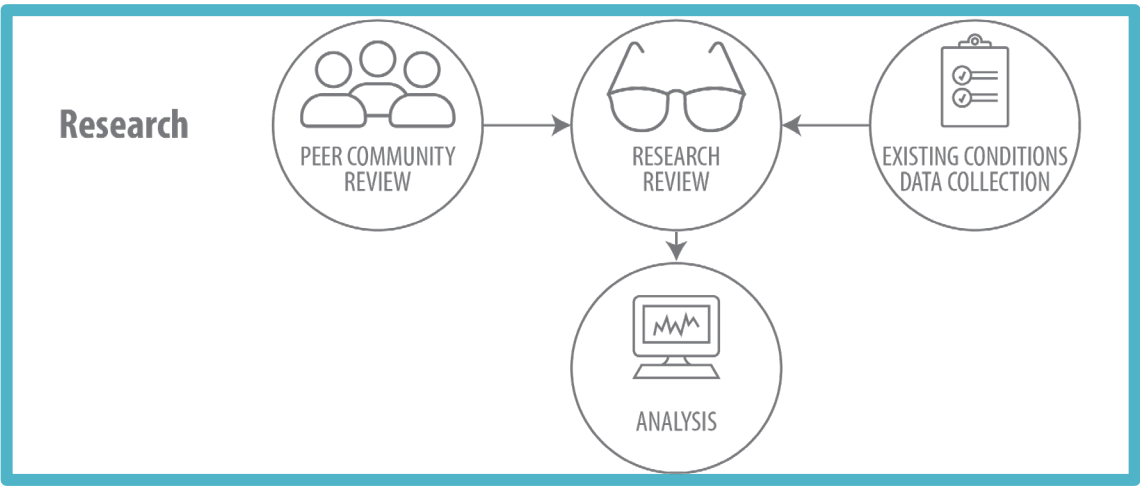


Reduce vehicle miles traveled (VMT) per person



Manage congestion





Peer Community Research Findings



Aspen



Tahoe



Boulder



Whistler, BC

Collaboration

between public & private

Variety

of strategies & driving alternatives

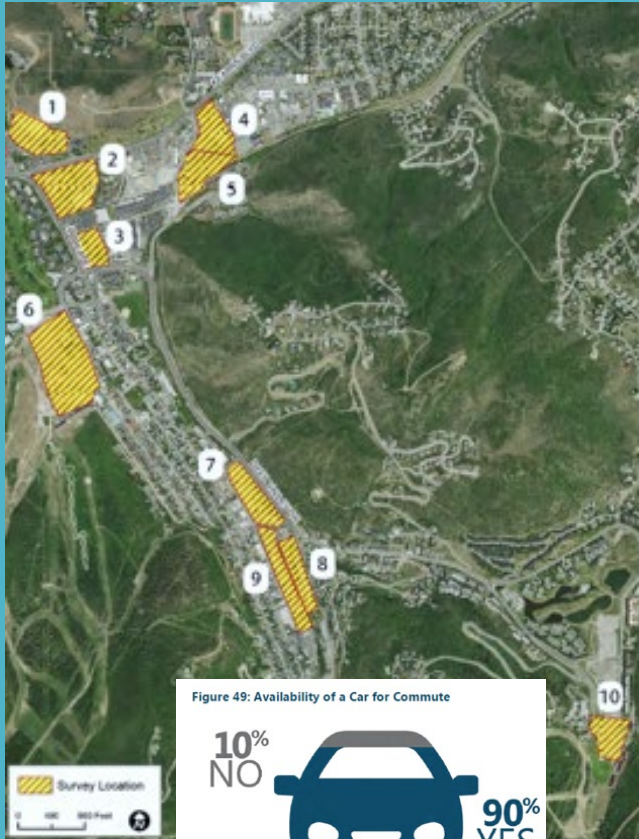
Unique Contexts

means program managers must adapt conventional strategies

Ongoing Monitoring

to respond to changing needs over time

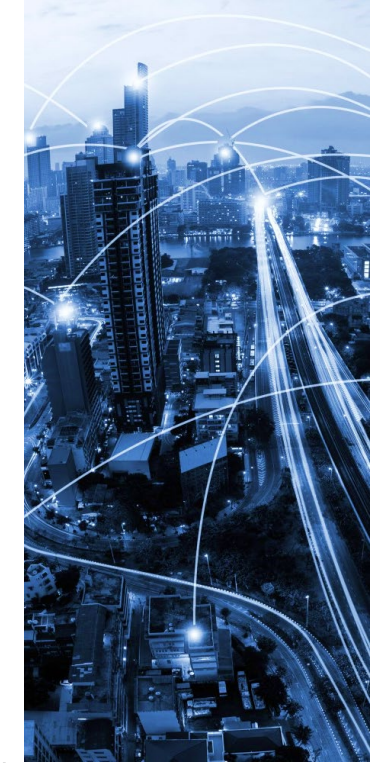
Existing Conditions Analysis



Traffic Counts



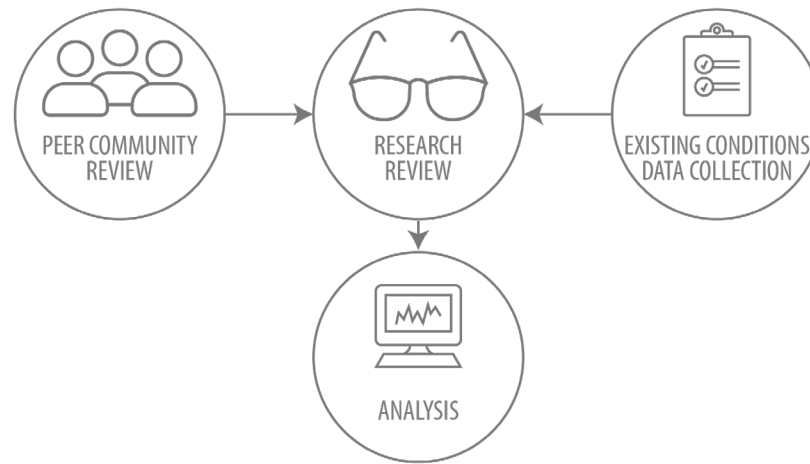
Surveys



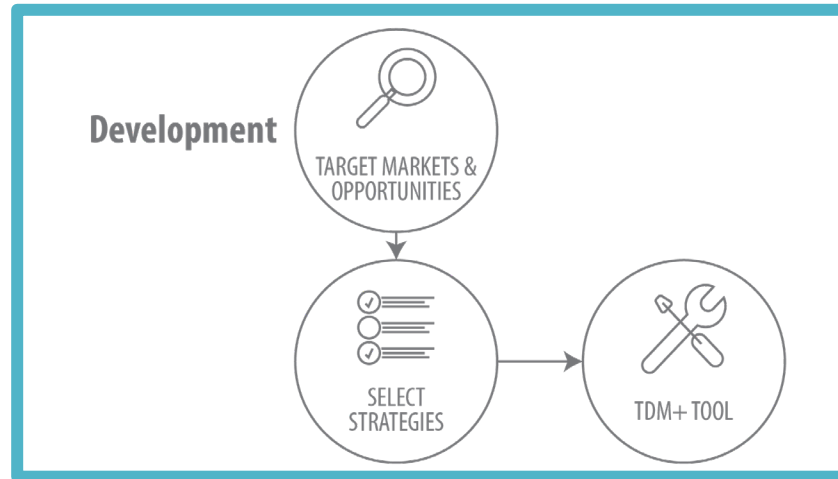
Big Data

To identify markets
Understand travel behavior
Examine how demand changes based on time & date

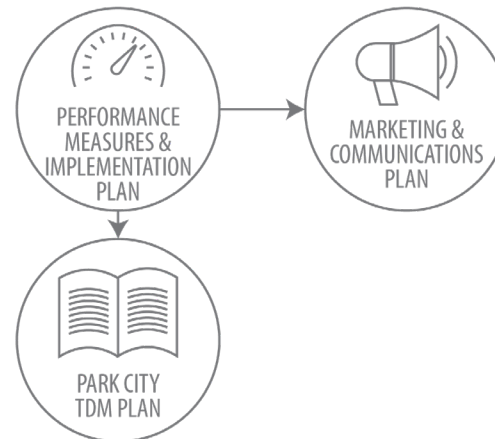
Research



Development



Plan Production



Target Markets



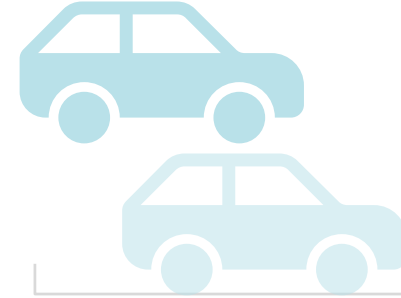
Full-time Residents



Part-time Residents



Visitors & Tourists

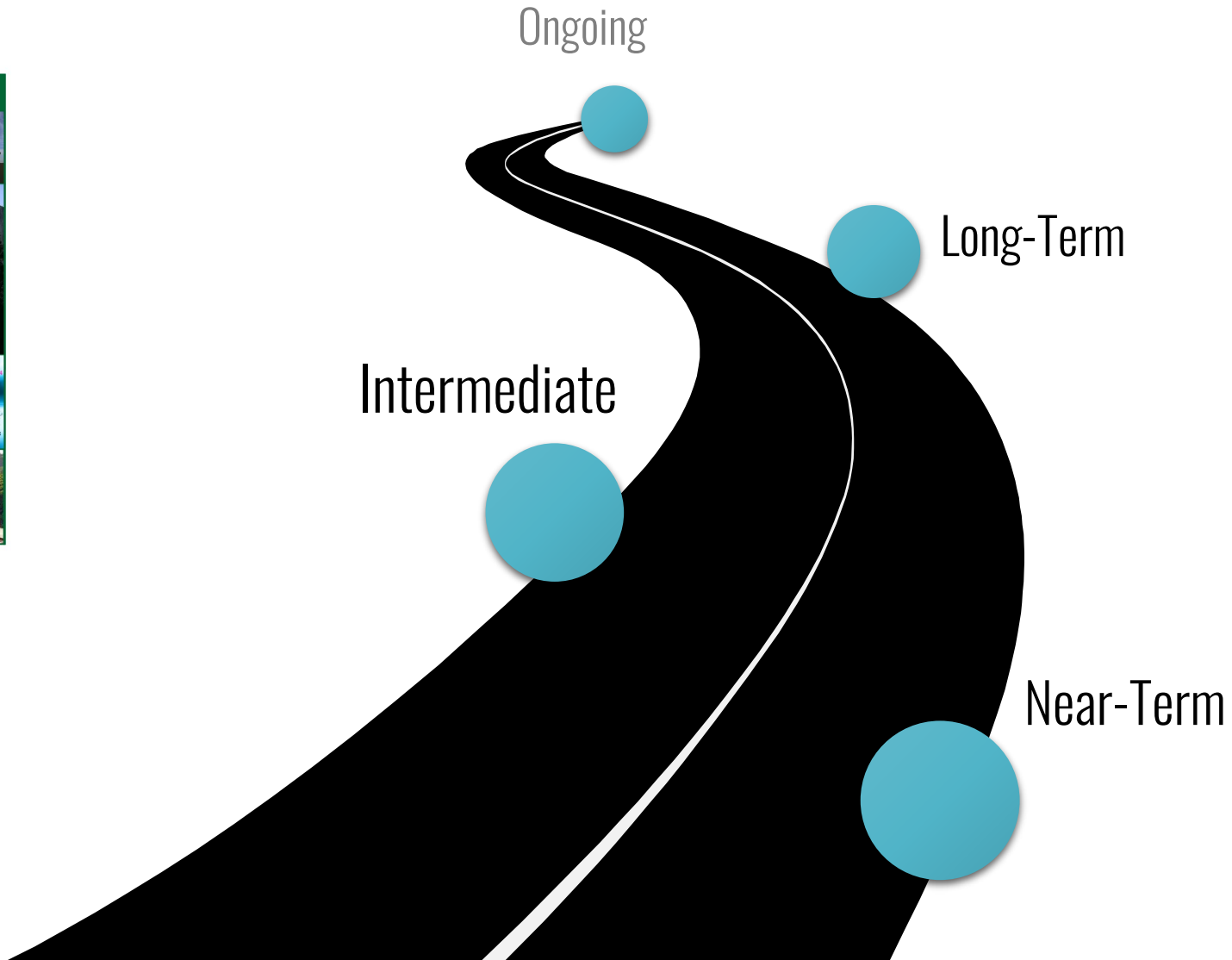
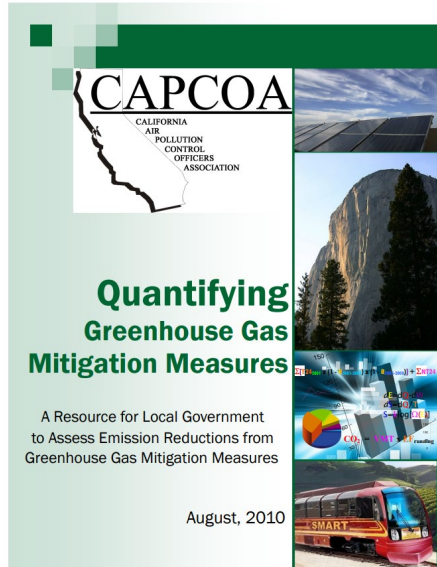


Commuters



Employees

Strategies



Strategies

POLICY

Density Bonus for Parking Reduction
TDM Requirements for New Development or Redevelopment Projects
Affordable Employee Housing

PARKING

Efficient Parking (Joint, Flex, & Satellite)
Parking Supply & Demand Management
Cash-out employee parking
School Parking Management

PROGRAM

Require TDM Coordinators with Employers
Provide Tailored Information & Promotions
On-Site Day Care Services

RIDERSHARE

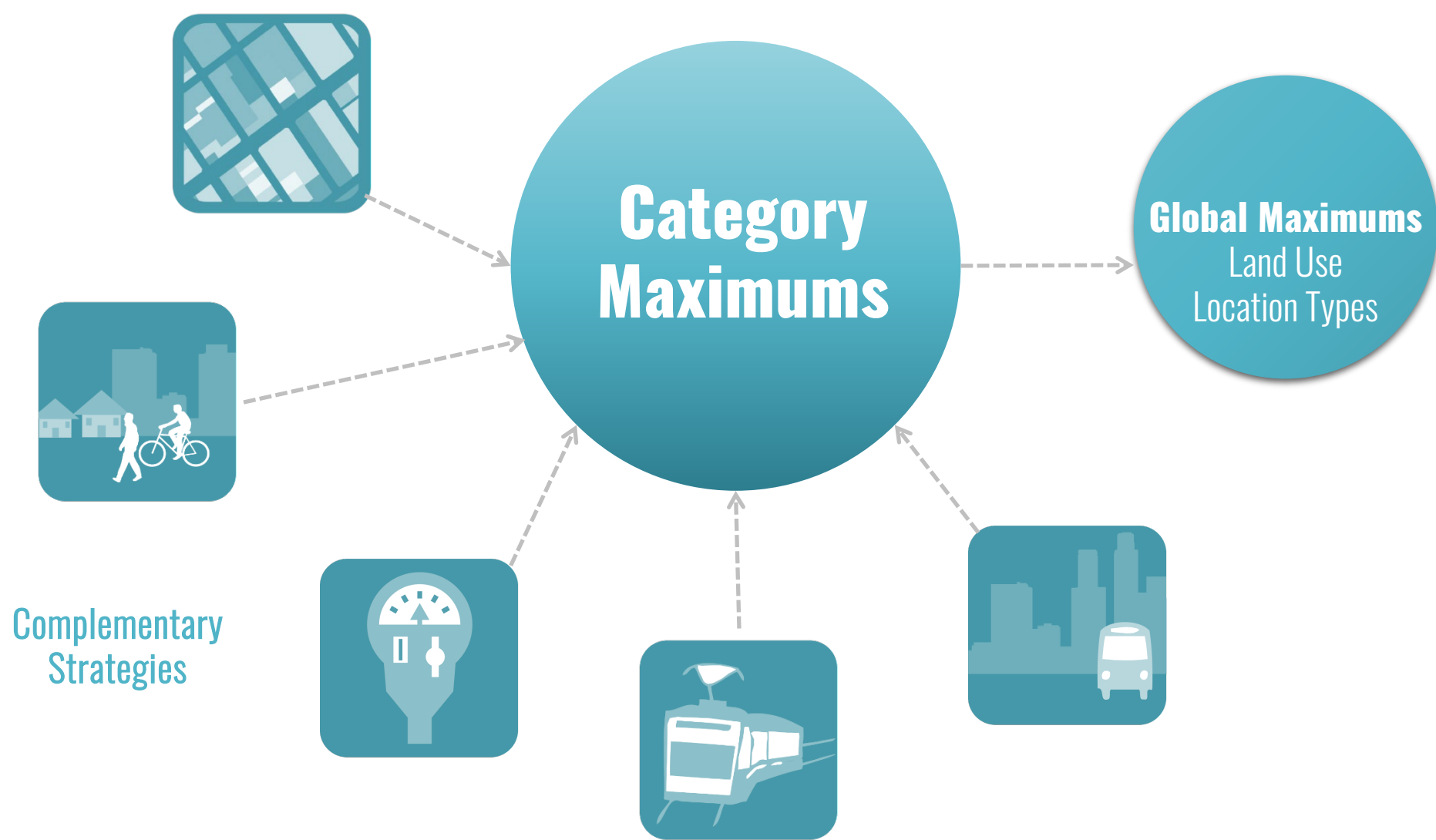
Ridershare Programs
Carpool/Vanpool Programs & Parking
School-oriented Carpools

TRANSIT

Charter/Shuttle Bus Service for Large Events
Expanded Route & Frequency Options
Subsidized Transit & Inter-City Commuters
Transit Queue Jump Lanes
Transit Vehicle Signal Pre-Emption

BICYCLING/WALKING

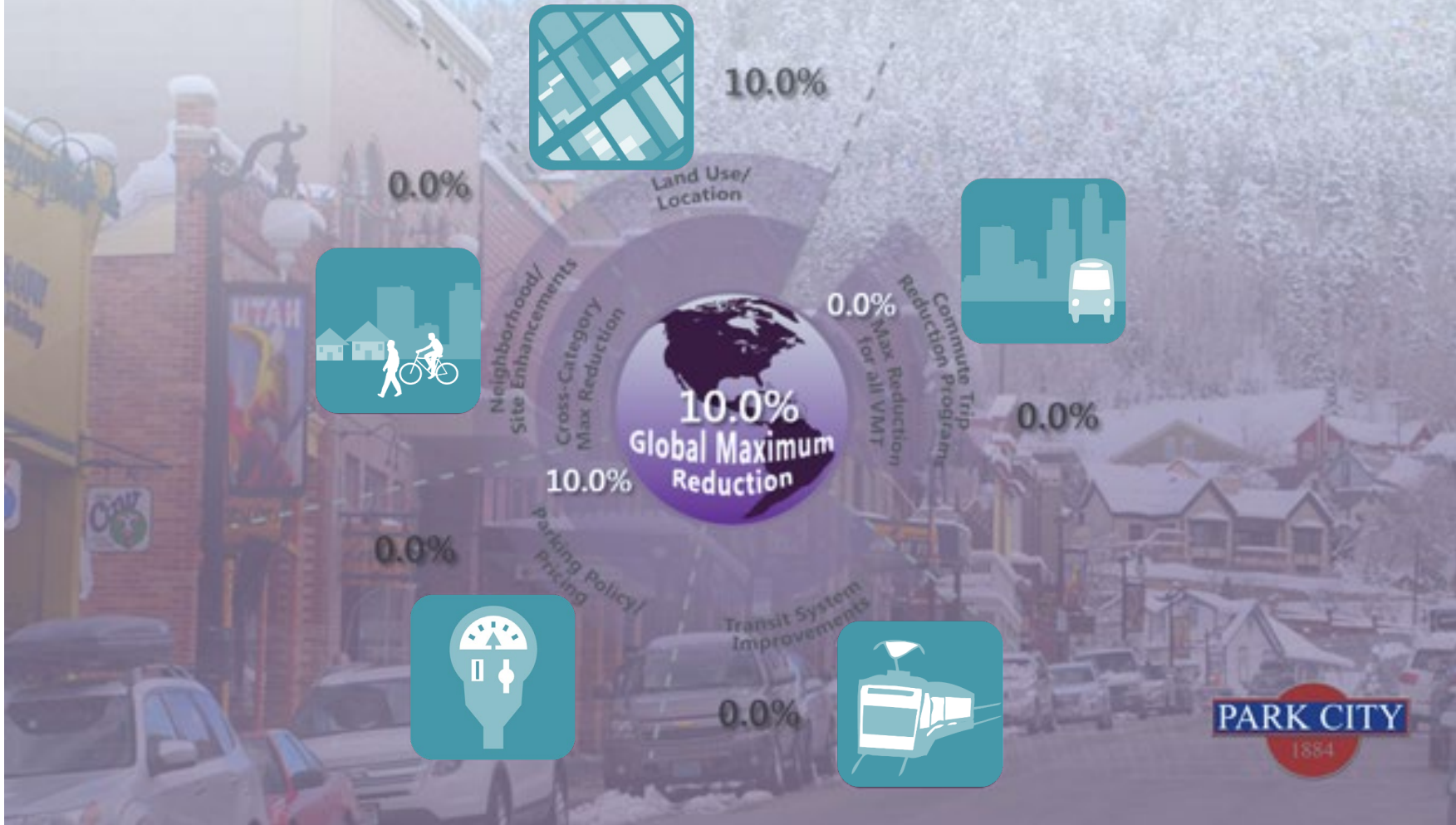
Bike parking & repair at Key Destinations	Demand Mgmt & Peak Spreading Strategies
E-Bike Share	Real-Time Info Gathering & Messaging
Showers/Lockers	Add'l PM Recreation Opportunities & Amenities
Walking/Biking School Bus (seasonal)	



TDM+

TDM+ VMT Global Reduction Summary

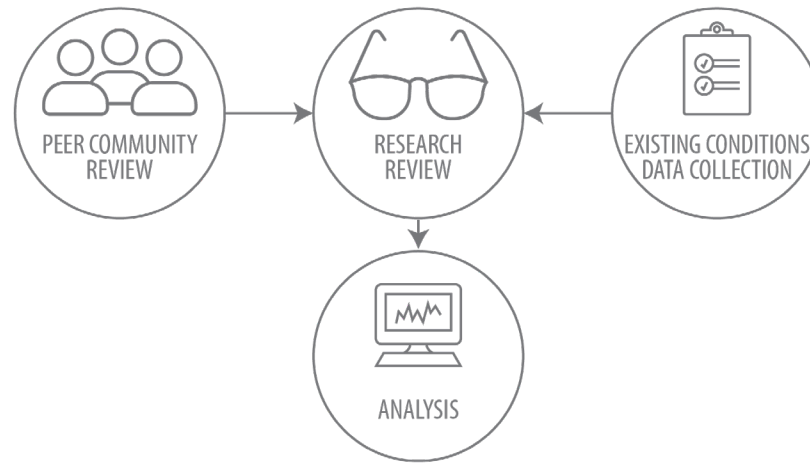
FEHR PEERS



PARK CITY
1884

TDM+

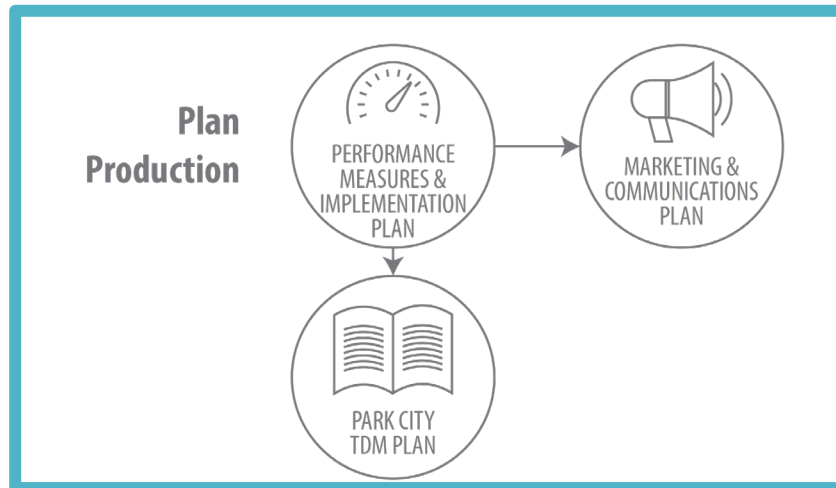
Research



Development



Plan Production



Performance Measures & Ongoing Monitoring

Metrics & Collection Methods

REDUCE SOV MODE SHARE

Reduction in drive-alone mode share on gateway corridors

Method:

Bi-annual vehicle occupancy counts on SR-248 & SR-224

Carpooling/vanpooling increase

Method:

Annual employee survey for major employers & resorts

MANAGE CONGESTION ON MAJOR CORRIDORS

Growth in traffic volume on gateway corridors (peak & daily) to not exceed % growth in annual housing & employment

Method:

Cordon counts on SR 248 & SR 224

REDUCE VMT PER EMPLOYEE & PER RESIDENT

Shorter Commute Distances

Method:

Employee survey of major employers & resorts

Increase in visitor transit use

Method:

Visitor intercept surveys

TDM PROGRAM AWARENESS & UTILIZATION

of participants in employer programs & services

Method:

Yearly employer report submitted by TDM coordinator

Best Practices

Performance Measures & Ongoing Monitoring



Everyone has a role to play



Measure what matters
Understand the true costs of monitoring



Carefully consider enforcement



Clarity



State the intentions & desired effects upfront



Set up ongoing governance structure

Implementation

Park City, UT



Transportation
Management
Association
(TMA)



New Transit
Investments



Parking
Management



Electric Bikeshare
Program



Policy

Transportation Management Association



Non-profit, member-controlled



Fine-grain transportation funding/service



Agencies & employers can pool resources



Businesses have equal seat at the table

New Transit Investments



Increase PC/SLC Connect Service



Electric Xpress

10 min headways

1st month ridership: **35,000**

2nd month ridership: **41,000**



Kamas Commuter

Regional Commuter Service

1st month ridership: **1,000**

2nd month ridership: **1,250**

Parking Management



Manage all Old Town city-owned parking



Tiered Paid Parking in evenings



Free Carpool Parking



Smart Parking App



Guaranteed Ride Home Program

Electric Bike Share Program

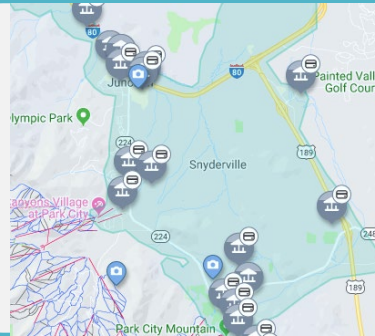
Park City launches first all-electric bike-share program in the nation

by Ryan Morgan | @rymorgan | Published: July 21, 2017 12:10 PM

Facebook Twitter Email Comments



Implemented: July 2017



9 stations (20 today)



88 bikes

Total distance: **28,000** miles
8,400 total trips
4,600 memberships

Policy



TDM requirements in project approval process

Trip reduction/TDM ordinances

Employee coordinator requirements

Event approvals & management

Questions

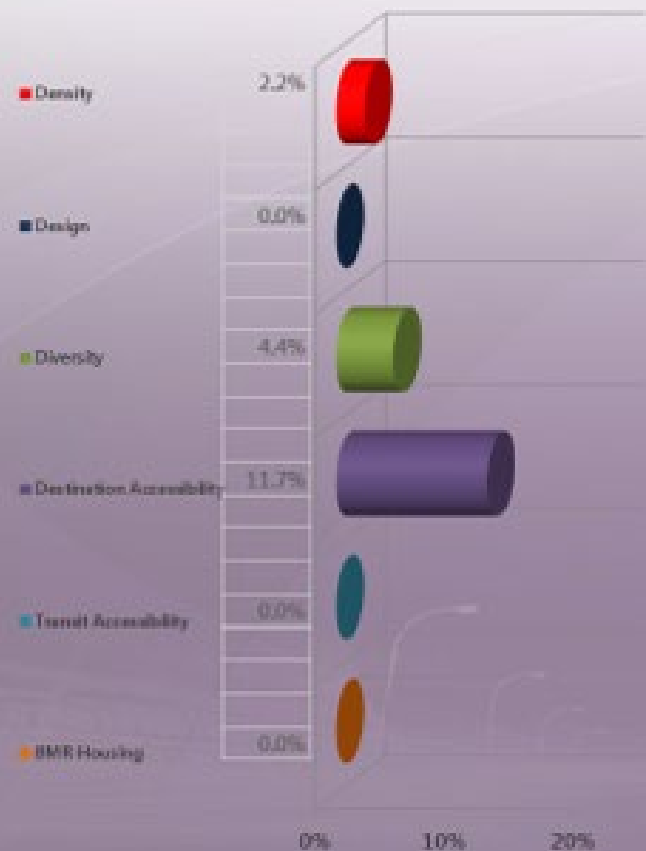


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Category VMT Reduction = 10.0%

Project Location: suburban center



Density 10 housing units per acre

Design 54 number of intersections per mi²

Diversity 100% Total Percentages

% single family residential	10	% commercial	0	% institutional	
% multifamily residential	80	% industrial	0	% park	10

Destination Accessibility 5 distance to downtown or major job center (mi)

Transit Accessibility 3 distance to transit station (mi)

Below Market Rate Housing 17 percentage of units that are deed-restricted BMR housing