Now You See Them, Now You Don’t

A Plan to Make Cars Disappear!

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If these idiots would just take the bus, I could be home by now.

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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
Programmatic Approach:
Projects, Programs & Services that
» Improve mobility & safety
» Protect environment
» Enhance economy
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
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
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
To identify markets

Surveys
Understand travel behavior

Big Data
Examine how demand changes based on time & date
Target Markets

- Full-time Residents
- Part-time Residents
- Visitors & Tourists
- Commuters
- Employees
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
- E-Bike Share
- Showers/Lockers
- Walking/Biking School Bus (seasonal)
- Demand Mgmt & Peak Spreading Strategies
- Real-Time Info Gathering & Messaging
- Add'l PM Recreation Opportunities & Amenities
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**
  - 10 min headways
  - 1st month ridership: 35,000
  - 2nd month ridership: 41,000

- **Electric Xpress**
  - 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

- 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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