

Role of State Departments of Transportation in TDM

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Overview

- Research Objective
- Research Activities
 - Survey Results
 - Primer: Tools for Practitioners and Aspiring Practitioners
- Questions & Answers

Research Objective

1. Examine TDM programs nationwide to identify examples of successful implementation and support of TDM programs by state DOTs.
2. Disseminate this information to practitioners as a primer for states to use to implement TDM programs.



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Re>invent Your Commute

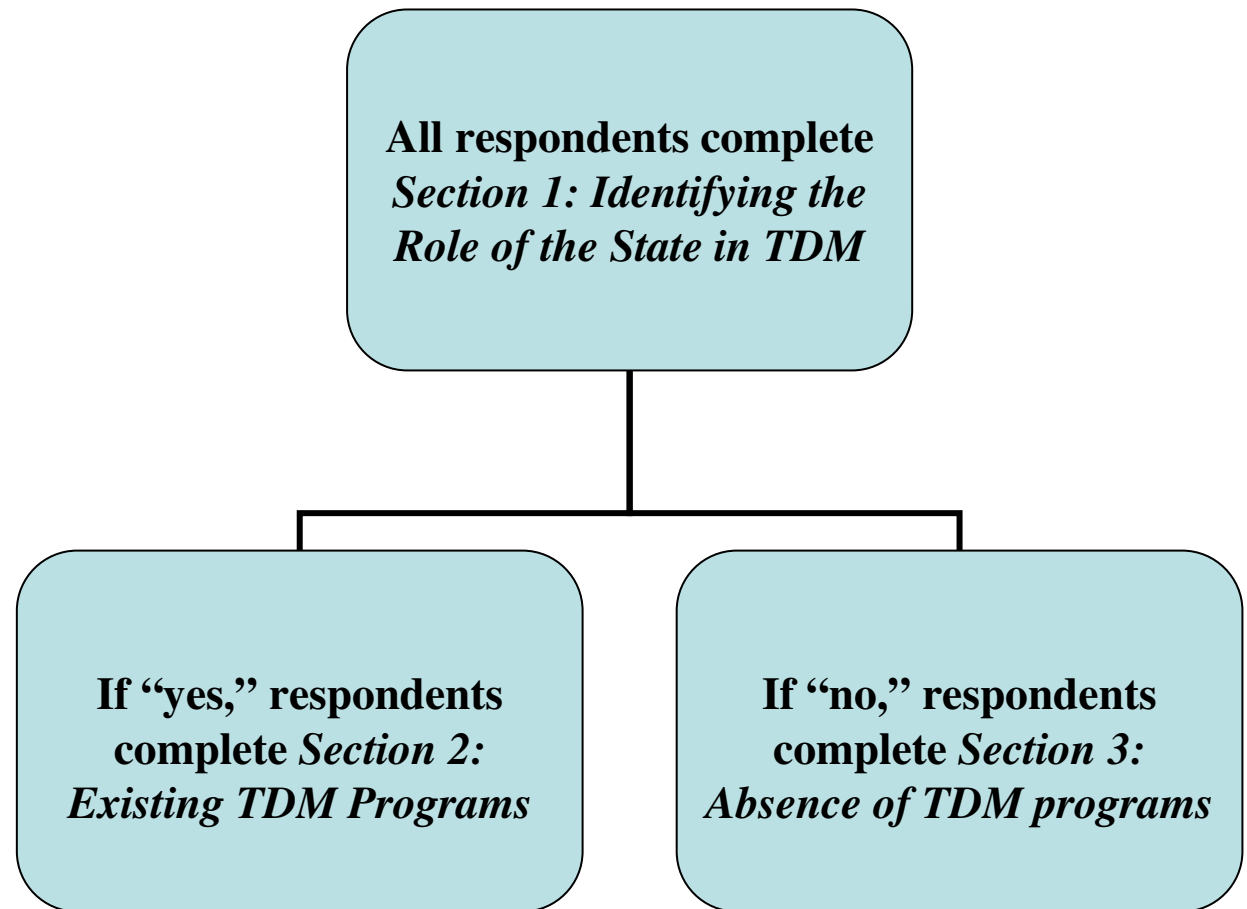


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Survey of states

- 42 states responded (82% response)
- 90% of respondents reported state role in TDM



Potential Roles of State DOTs

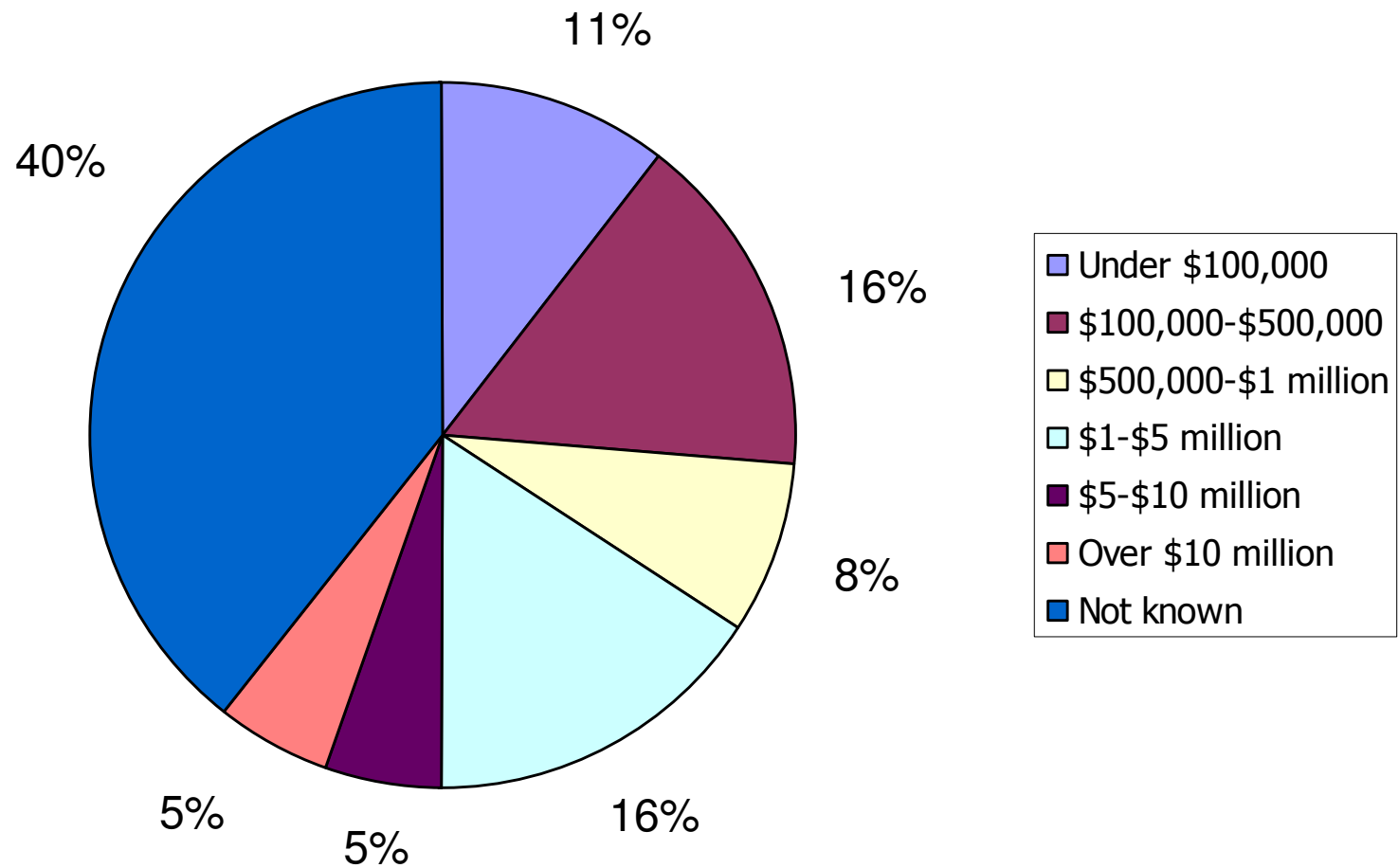
Answer Options	Percent	Number of Respondents
Enforce/support the implementation of localities' plans to reduce SOV travel?	26%	11
Fund local organizations focused on TDM, such as local jurisdictions or TMAs/TMOs?	38%	16
Fund/manage a statewide TDM approach?	21%	9
Provide technical assistance to local TDM organizations?	36%	15
Use TDM as part of its own activities, such as during construction projects?	43%	18
All of the above?	21%	9
None of the above?	7%	3
Other?	17%	7

TDM activities promoted

- **Most common:** (all reported by 33 or more states)
 - carpooling,
 - bicycling
 - promotion of transit use
 - vanpooling
 - walking
- **Least common:** (all reported by five or fewer states)
 - pay-as-you-drive insurance
 - parking pricing and management
 - congestion or road pricing



How much money is spent?



How many full-time equivalents (FTEs) work on TDM?

Answer Options	Response Percent
0-5 FTEs	39%
6-10 FTEs	3%
11-15 FTEs	5%
16-20 FTEs	0%
More than 20 FTEs	8%
Not known	21%
N/A	24%

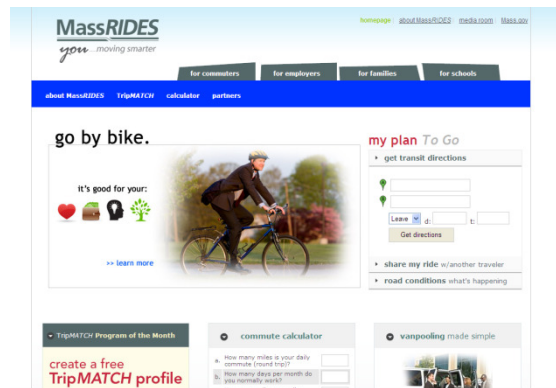
Primer: Tools for Practitioners and Aspiring Practitioners

- Based on the survey results and five case studies
- Identify TDM trends nationwide to help states start or improve TDM programs



What are potential roles for states?

- Administering TDM services



- Funding investments in travel options



- Conducting marketing



- Enforcing/providing technical assistance to meet regulations



What are potential roles for states?

- Integrating demand management into operations



CapitolRideshare.com

- Integrating TDM into internal business practices

- Integrating demand management into project planning and development



How can states organize efforts to advance TDM?

- Centralized



- What is the role within the DOT?

- Decentralized



- What is the role with local organizations?

- Hybrid





Be part of it.

Implementation Steps

1. Create a department level strategic plan for TDM
2. Match TDM message to TDM drivers
3. Leverage small, targeted practices as first steps
4. Start or support a vanpool program
5. Leverage the value of “feet on the street”
6. Consolidate ridematching with one vendor
7. Establish a department level protocol for integrating TDM into projects

What are the recommendations, and what is NY already doing?

Recommendation	Status in New York
1. Create a department level strategic plan for TDM	Preliminary efforts statewide
2. Match TDM Message to TDM driver	Green and saving money, congestion or quality of life.
3. Leverage small, targeted practices as first steps	NYS – Smart Commute Nationwide – Cash for Commuters 
4. Start or support a vanpool program	Strong ex in downstate area 

What are the recommendations, and what is NY already doing?

Recommendation	Status in New York
5. Leverage the value of “feet on the street”	TDM service providers or transit authority.
6. Consolidate ridematching with one vendor if there are multiple TMAs	RFI forthcoming in the NYMTEC
7. Establish a department level protocol for integrating TDM into projects	e.g. I-287

Questions

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NYSDOT TDM Strategic Framework

- Engaging NYSDOT and its partner agencies and stakeholders to define a strategic framework for developing and integrating TDM strategies into planning, project development and system operations investment decision-making.
- Activities:
 - Stakeholder Outreach and Participation
 - NYS TDM Program review
 - Best Practices Guidebook
 - Summary Report – Strategic Framework

Discussion Questions

- What are some of the strengths within the NY TDM community and practice? Weaknesses?
 - What are some of the challenges you face?
 - What kind of support would you like to see from NYSDOT in your TDM efforts?
 - What recommendations do you have for this effort in terms of partners? Strategies? Practices?
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- Are you interested in receiving more information on this topic? Or contributing to this effort?