

Identification of TDM Strategies

The main objective of the TDM Refinement Plan is to identify significant new TDM measures to complement RVTD's current TDM program and to identify TDM evaluation criteria to determine each strategy's effectiveness. The source of information for new TDM strategies and evaluation criteria comes from the Victoria Transport Policy Institute (VTPI).

The VTPI is an independent research organization dedicated to developing innovative and practical solutions to transportation problems. VTPI provides a variety of resources available free at <http://www.vtpi.org/> to help improve transportation planning and policy analysis. VTPI is funded primarily through consulting and project grants. VTPI research is among the most current available and has been widely applied. It can help:

- Identify better solutions to transportation problems, including some approaches that are frequently overlooked or misunderstood.
- Identify the full benefits, costs and equity impacts of alternative transportation policies and programs.
- Compare and evaluate alternatives.
- Create a bridge between theory and practice.

A. RTP Recommendations for Expanded TDM

Table 3 below includes TDM strategies identified by The Victoria Transport Policy Institute (VTPI) that are suitable for MPO's to coordinate and implement. Additional information can be accessed by clicking on the strategy in the table (Ctrl + Click to follow link).

Table 3 - TDM Strategies Appropriate for MPOs to Coordinate & Implement¹	
Strategy	Strategy Description
Asset Management	Policies and programs to preserve the value of assets such as roadways and parking facilities.
Bus Rapid Transit	Bus Rapid Transit (BRT) systems provide high quality bus service on busy urban corridors.
Change Management	Ways to build support for institutional change.
Freight Transportation Management	Strategies for improving the efficiency of freight and commercial transport.
Funding Options	Describes various ways to fund transportation programs and evaluates the degree to which they support TDM objectives.
HOV Priority	Strategies that give transit and rideshare vehicles priority over other traffic.
Institutional Reforms	Creating organizations that support efficient transport.
Least-Cost Planning	Creating an unbiased framework for transport planning.
Light Rail Transit	Light Rail Transit systems provide convenient local transit service on busy urban corridors.
Location Efficient Development	Development that maximizes multi-modal accessibility
Operations and Management	Programs that encourage more efficient use of existing roadway systems.

¹ Victoria Transport Policy Institute (VTPI), 2009

Table 3 - TDM Strategies Appropriate for MPOs to Coordinate & Implement¹	
Strategy	Strategy Description
<u>Park-and-Ride</u>	Providing convenient parking at transit and rideshare stations.
<u>Regulatory Reform</u>	Policy changes to encourage competition, innovation, diversity and efficiency in transport services.
<u>Ridesharing</u>	Encouraging carpooling and vanpooling.
<u>Road Pricing</u>	Congestion pricing, value pricing, road tolls and HOT lanes.
<u>Smart Growth</u>	Land use practices to create more efficient and livable communities.
<u>Smart Growth Reforms</u>	Policy and planning reforms that encourage Smart Growth.
<u>TDM Programs</u>	Developing an institutional framework for implementing TDM.
<u>Transit Improvements</u>	Strategies for improving public transit services.
<u>Transit Station Improvements</u>	Improve public transit stops and stations so they are more convenient, comfortable and attractive.
<u>Transit Oriented Development</u>	Using transit stations as a catalyst for creating livable communities.
<u>Transportation Management Associations</u>	Member-controlled organizations that provide transportation services in a particular area.
<u>Transportation Model Improvements</u>	Discusses ways to improve transport models.

B. Evaluation of TDM Strategies

The MPO Public Advisory Council (PAC) and Technical Advisory Committee (TAC) are being asked to evaluate the entire set of TDM strategies in Table 3 using the criteria in Tables 4 & 5 below. The results of the evaluation will be presented in Tech Memo #9.

Table 4 –Travel Impact Criteria
Objectives
Reduces total traffic.
Reduces peak period traffic.
Shifts peak to off-peak periods.
Shifts automobile travel to alternative modes.
Improves access, reduces the need for travel.
Increased ridesharing.
Increased public transit.
Increased cycling.
Increased walking.
Increased Telework.
Reduced freight traffic.

Table 5 –Benefit Criteria
Objectives
Congestion Reduction
Road & Parking Savings
Consumer Savings
Transport Choice
Road Safety
Environmental Protection
Efficient Land Use
Community Livability

The rating system is as follows: from 3 (very beneficial) to -3 (very harmful). A “0” indicates no impact or mixed impacts.

The TDM strategies in Table 3 and criteria in Tables 4 & 5 are combined into two matrices for evaluation. Click your browser's BACK button to access the matrices. Please complete an evaluation for each matrix.