



2012-2013 STP Grant Request
RVTD Transportation Demand Management Program
Project qualifies as a System Preservation activity
Total Request: \$150,000 (\$75,000 each year 2012-2013)

Program Summary

RVTD houses the Transportation Demand Management (TDM) program for ODOT's Region 3. The TDM program is federally funded through the Statewide Transportation Improvement Program (STIP). Beginning in 2012, Region 3 plans to decrease funding for the program by half, from \$150,000 to \$75,000. This FY 2012-13 STP grant request is for \$150,000 to maintain funding for the TDM program at RVTD.

The field of TDM is focused on providing and promoting alternatives to driving alone. As such, TDM is a cost-effective way to preserve the service levels of existing transportation infrastructure while minimizing future environmental impact and reducing the need for infrastructure maintenance and development. TDM activities in RVTD's program fall within the following five major areas:

- Education, which includes:
 - The Gus Rides the Interactive Bus program, which exposes school children throughout the Rogue Valley to public transportation
 - Bicycle and skateboard safety classes in schools and at area events
 - Safe Routes to School outreach program to assist schools in promoting walking and cycling, and technical assistance to survey and improve relevant facilities
- Public outreach, which promotes human-powered transportation, ridesharing, and transit in the following ways:
 - Partnerships with local jurisdictions and organizations
 - Annual Try Transit Week outreach to the community
 - Outreach at dozens of community events during the year
- Employer outreach, which includes:
 - Providing and promoting a discounted employer bus pass program
 - Development of a Guaranteed Ride Home program
 - Site evaluations and consulting work for employers to help promote TDM measures at the workplace
 - Development of a Rogue Valley Transportation Management Association
- Government outreach, which includes:
 - Liaison capacity with all local bicycle and pedestrian committees or commissions
 - Advocacy for planning policies that provide for transportation options
 - Participation in statewide TDM consortium
- Rideshare, which includes:
 - Funding for local participation in CarpoolMatchNW.com ridematching website
 - Carpool/vanpool on-site assistance and hotline (608-2432)
 - Development of RVTD park and ride facilities

STP Prioritization Criteria

STP Grant Priority Factor 1 – Funding Partnerships

[TDM programs at the City of Portland and Commuter Solutions in Lane County receive STP funding from their local MPO's.]

Once awarded the annual budget will have the following resources:

ODOT funding:	\$75,000
ODOT RVTD Match:	\$ 7,703
STP funding:	\$75,000
STP RVTD Match:	\$ 7,703
<u>Total</u>	<u>\$165,406</u>

STP Grant Priority Factor 2 – RTP Policies

The policies of the Regional Transportation Plan include substantial attention to Transportation Demand Management. The TDM program at RVTD directly addresses dozens of the RTP goals and policies, including the following:

Goal/Policy Topic

- 1 Multi-modal transportation
- 1-2 Equitable transportation for all
- 1-4 Multi-modal infrastructure
- 2 Optimize safety and security
- 2-1 Promote traffic safety education and awareness
- 2-2 Bicycle and pedestrian safety
- 2 Compact, livable communities, environmental sensitivity, quality of life
- 2-3 Land use density and transportation efficiency
- 2-4 Lower vehicular demand
- 2-5 Corridors for bicycle, equestrian, and pedestrian paths
- 2-6 Transportation system preservation
- 3 Fundable plan, responsible stewardship of public funds
- 4-3 Maximize efficient use of resources and value of public investments
- 5 Maximize efficient utilization of infrastructure, smooth movement of people
- 6.A Foster increased TDM to reduce SOV reliance
- 6.A-1 Implementation of a regional TDM program
- 6.A-2 TDM considered before capacity expansion
- 6.A-3 Growth of transportation management associations
- 6.A-4 Government agencies become role models in demonstrating TDM
- 6.A-5 Develop partnerships with employers to foster TDM
- 6.B Manage parking to discourage SOV reliance
- 6.B-3 Local government should redesignate existing parking to alternatives
- 6.B-6 Plan park and ride facilities
- 6.C Enhance bicycle and pedestrian system and amenities
- 6.C-8 RVTD shall provide bicycle racks and parking
- 6.C-10 Support bicycle and pedestrian safety through enforcement and education
- 6.D Foster increased transit service to reduce SOV reliance

- 6.D-1 Local funding actions for a long term stable RVTD
- 6.D-2 Through RVTD, enhance quality of life for transportation-disadvantaged
- 6.D-4 Development of park and ride facilities
- 6.D-7 Provide a guaranteed ride home program
- 7 Provide planning process that complies with state and federal regulations
- 7-1 Reduce reliance on the automobile as required by TPR
- 8 Environmentally sensitive and healthy transportation options
- 8-1 Minimize pollution, enhance environmental and historic resources
- 8-2 Meet Air Quality Conformity standards set by EPA
- 8-3 Maximize the attractiveness of non-motorized transportation
- 9 Encourage use of cost-effective emerging technologies
- 9-3 Strategies for dealing with growth of slow moving vehicles
- 10 Use transportation investment to foster economic opportunities
- 10-1 Accommodate traffic flow to support local economic goals

STP Grant Priority Factor 3 – RTP Alternative Measures

Listed below are the seven Alternative Measures of reduced reliance on the automobile, as required by the TPR and approved by the LCDC. Alternative Measures are used because modeling of the 2000 RTP indicated that the region could not meet the preferred measure of a 5% per capita VMT reduction over 20 years.

The Alternative Measures can be grouped into three categories, for the increase of:

1. The portion of trips made by transit, bike, or foot (Measure 1)
2. Facilities, land use, and development to encourage transit, bike, and foot trips (Measures 2-6)
3. Funding committed to transit, bicycle, pedestrian, and TOD projects (Measure 7)

The TDM program at RVTD addresses each of these categories, and thereby all of the Measures:

1. All five areas of the TDM program (education, public outreach, employer outreach, government outreach, and rideshare) actively work to decrease the number of vehicle trips and increase trips taken by other modes, a two-pronged approach to increasing alternative mode share.
2. Government outreach—and to a lesser degree the other areas—works to promote facilities, land use, and development conducive to transit, bike, and foot trips.
3. Every dollar of funding for the TDM program should be considered a dollar of increased funding for transit, bicycle, and pedestrian projects, directly addressing Measure 7.

RTP Alternative Measures

Measure 1: Transit and bicycle/pedestrian mode share

Measure 2: Percent of dwelling units (DUs) w/in ¼ mile walk to 30-min. transit service

Measure 3: Percent of collectors and arterials w/ bicycle facilities

Measure 4: Percent of collectors and arterials in TOD areas w/ sidewalks

Measure 5: Percent of mixed-use DUs in new development

Measure 6: Percent of mixed-use employment in new development

Measure 7: Alternative transportation funding - funding committed to transit or bicycle/pedestrian/TOD projects.