



**Rogue Valley
Metropolitan Planning Organization**

Regional Transportation Planning

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Jackson County • Rogue Valley Transportation District • Oregon Department of Transportation

DATE: February 11, 2009
TO: Technical Advisory Committee
FROM: Dan Moore and Eric Heesacker, Rogue Valley Council of Governments
SUBJECT: TDM Refinement Plan: Technical Memo 7 – Integration of TDM Refinement Plan into the 2009 Update of the Regional Transportation Plan (RTP)

I. BACKGROUND:

This document is Technical Memo #7 of twelve such memos written with the intent of updating the Transportation Demand Management (TDM) Element of the Regional Transportation Plan (RTP) which itself is scheduled for update in 2009. An additional primary intention is to encourage local MPO jurisdictions to adopt TDM programs of their own in order to assist the MPO in its identified quest to reduce reliance on the automobile.

This particular memo will detail a framework for TDM program integration into the 2009 update of the RTP. It is the MPO's intent that TDM programs be utilized by member MPO jurisdictions to implement TDM strategies which in turn can be implemented in order to reach the overall goal of a TDM program for the MPO. That goal is the reduction of the use of the single occupancy vehicle (SOV). Reduction of SOV use is not only required by the Oregon Transportation Planning Rule (TPR), it is also a requirement of SAFETEA-LU.

II. INTRODUCTION:

The purpose of this Technical Memorandum is to describe how the proposed TDM refinement plan will be integrated with the RTP update currently occurring. It is then intended that the member jurisdictions of the MPO will themselves integrate TDM programs into their respective Transportation Systems Plans (TSPs) so that TDM programs will exist throughout the MPO. In this fashion, it is then hoped that overall, the MPO will begin to decrease usage of SOVs in the Rogue Valley.

Active TDM programs can lower the use of single occupancy vehicles (SOVs), which in turn decreases demands made on the road/highway system while improving air quality.

Subsequently, a ‘domino effect’ of benefits will begin to be seen in the MPO. These aspects of the TDM program have been described in previously drafted Technical Memos.

III. SUMMARY OF TECHNICAL MEMOS AND PLAN INTEGRATION PROCESS:

- **Technical Memo #1:**
This Technical Memo addressed TDM Actions by describing those TDM actions necessary to implement Alternative Measures and ILUTPs (Integrated Land Use and Transportation Plans). This Tech Memo was presented to, and reviewed by the MPO Technical Advisory Committee (TAC). To date, no comments/edits have been received. This document was also presented to the MPO’s Advisory Council (PAC), without comment.
- **Technical Memo #2:**
Technical Memo #2 described which TDM strategies complement Alternative Measures and ILUTPs. This Tech Memo was also presented to the MPO TAC and PAC. No comments have been received.
- **Technical Memo #3:**
This Tech Memo was presented to the MPO TAC and PAC, detailing the history of the regional TDM program. No comments have been received.
- **Technical Memo #4:**
This Tech Memo is currently being drafted and will also be presented to the MPO TAC and PAC for comment. This document will summarize policies and actions of the TDM program and will also contain information about funding for the program. It is anticipated that this Tech Memo will be drafted by early March after a DRAFT of the RTP funding program has been prepared and reviewed by member jurisdictions.
- **Technical Memo #5:**
This Tech Memo contained a review of RVTD’s TDM program and the Memo has been completed and presented to the MPO TAC and PAC for their comments/review. RVTD staff provided guidance with the drafting of this Memo. To date no comments have been received.
- **Technical Memo #6:**
This Tech Memo addressed those TDM actions/strategies currently contained within member jurisdictions’ adopted TSPs. Those actions and strategies were summarized and presented to MPO TAC and PAC. To date, no comments have been received.
- **Technical Memo #7:**

This document is Tech Memo #7 and it addresses how the TDM Refinement program is proposed to be integrated into the current update of the RTP. This memo will be presented to the MPO TAC and PAC for their review and comment.

- **Technical Memo #8:**

Tech Memo #8 will describe the general schedule and costs of the proposed TDM projects. The Memo is closely related to Tech Memo #4 and it will outline a 20-year forecast of TDM projects and cost information. Along with Tech Memo #4, Memo #8 will be drafted immediately after the TAC and PAC review and comment on the DRAFT financial projections of the update of the RTP. The drafting of this memo will also include a draft TDM Project List of TDM actions specifying timing and cost estimates. As will all other memos, this Tech Memo will be presented to the MPO TAC and PAC for their comments and reviews.

- **Technical Memo #9:**

Tech Memo #9 is being drafted along with this Tech Memo #7. Memo #9 will contain an analysis of Alternative TDM Scenarios. Scenarios will be developed to consider voluntary and mandatory actions which have been undertaken in other jurisdictions within Oregon. A package of strategies and a variety of TDM actions will be included. Tech Memo #9 will also contain a summary of Technical Memo #2 which contains an analysis of the alternative scenarios. A summary of a similar effort undertaken by RVMPO Staff in 1999 will be presented describing effectiveness of various scenarios that were analyzed at that time using software and analytical tools. This Memo will be presented to the MPO TAC and PAC for review.

- **Technical Memo #10:**

This Tech Memo will contain a refinement of alternatives based on any feedback received from the MPO TAC and PAC. Included in this Memo will be TDM implementation measures.

- **Technical Memo #11:**

This Memo will include maps and text describing corridors/targeted areas for TDM implementation. Sub-areas and corridors with high congestion and/or high potential for successful implementation of TDM will be described. Along with these maps and lists of corridors will be information related to potential TDM funding sources. Local, state, and federal funding sources will be identified for TDM program implementation and expansion. This information will be presented to the MPO TAC and PAC for review and comments.

Along with preparing a draft of Tech Memo #11, MPO Staff will develop a 'refinement' to the RTP that must:

- i. Include significant, new TDM measures consistent with OAR 660-035 requirements for an ILUTP;

- ii. Improve air quality;
- iii. Reduce SOV travel;
- iv. Enhance opportunities for use of alternative modes of transportation.

A draft TDM Refinement Plan will then follow. Staff is aware of timelines required to complete this Refinement Plan and fully expects a necessary amendment to the RTP Update that will coincide with the amendment required to finalize the Transportation Improvement Program (TIP) sometime during the summer of 2009.

- **Work Session #1:**

This work session will be coordinated with the MPO TAC, if necessary, and will document the TAC's recommendations on the Draft Refinement Plan. If no comments are forthcoming, MPO Staff sees no reason for such a work session to be scheduled.

If required, based on comments from any required work session, a second Draft Refinement Plan will be prepared based on any comments received from review of the first Draft document by ODOT (TPAU), any area TDM planners (RVTD); and, any bike and pedestrian managers. The plan will be further refined based upon any comments from these entities.

- **Work Session #2:**

If required, based on comments from those listed above, a second work session will be scheduled to further refine a draft plan. Any required and/or requested revisions will be incorporated into the document at this time.

- **Policy Committee Meeting #1:**

A meeting will be scheduled for the Policy Committee to present the drafted plan. The drafted plan will include any/all comments received to date.

Adoption-ready materials for the TDM Refinement Plan will be prepared along with a work program to incorporate the Final TDM Refinement Plan into the updated RTP. A review process through the MPO's TAC, PAC, and Policy Committee will be developed for review and approval.

- **Technical Memo #12:**

This Tech Memo will focus on the entire review process and will be presented to the Policy Committee for review. An adoption-ready document will be presented to the Policy Committee at a "Meeting #2". Any and all comments from all involved parties (member jurisdictions, ODOT, RVTD, ODOT-TPAU) will be presented at Meeting #2 and if comments at that meeting dictate more refinement to the plan, another draft will be prepared, along with associated documents for a final Meeting #3 with the Policy Committee. If this meeting is required, an approved final TDM Refinement Plan will be incorporated into the RTP, along with the TIP amendment for the RTP. If necessary, a work program for integration will be prepared.

IV. CONCLUSION:

This Technical Memo #7 contains a summary of the project's work scope. This work scope defines how the TDM Refinement Plan is to be integrated into the 2009 update of the RTP. Procedures have described and contents of all Technical Memos, and steps to be undertaken for memo adoption, have been detailed. The roles of member jurisdictions and various approval bodies have been identified. The overall project description, as detailed herein and in the project's work plan, indicates a step by step process designed to integrate the TDM Refinement Plan with the RTP.