

Chapter 10: Transportation Demand Management

Introduction & Overview

Transportation Demand Management (TDM) strategies focus on altering traveler mode choice to lower the demand on the street system, especially during peak travel times, while encouraging a variety of mobility options.

Common measures to reduce the number or alter the timing of peak hour vehicle trips include: compressed or flexible work schedules, ridesharing, use of transit, bicycle or pedestrian commuting, parking management, mixed-use development, or actions that reduce the need to travel, such as working at home/telecommuting.

TDM programs complement other transportation planning strategies and goals that are aimed at preserving livability and reducing single occupant vehicle travel. Successful programs can be measured by an increase in vehicle occupancy rates and reduced vehicle miles traveled.

Demand management strategies often involve an education and promotion effort to encourage changes from single-occupant driving behavior. Local government and other groups can help to educate the public regarding the actual costs of travel on the transportation system and encourage TDM programs to reduce system demand. Community-wide events can also encourage employees to participate in TDM efforts by promoting alternatives to driving alone. Together, these efforts can make important strides toward improving public awareness regarding travel alternatives.

Demand management programs work best where there are heavily congested corridors, clear work trip travel patterns, limited parking, and the provision of viable alternatives to driving. Experience from successful demand management programs indicates that other important factors include development of quantifiable goals and periodic evaluation, demand management coordination, industry involvement, parking management, employee and employer incentive programs, and strong public support. Thus, transportation demand management strategies require a concerted community effort and commitment in order to fulfill the greatest trip reduction potential.

Broader mobility needs can also be addressed through TDM measures. Much of the unmet mobility need in Bend area comes from people who are currently not contributing to reduced road capacity. These are people who are "transportation disadvantaged". Many citizens of Bend are physically challenged, without a drivers' license, elderly, or too young to drive. The BMPO area would benefit from a balanced transportation system by getting the transportation disadvantaged to and from work, conducting personal business around town or participating in community activities independently. The TDM measures discussed in this chapter are a good first step. No amount of TDM measures, however, will succeed unless other modes of transportation are developed to be as safe and practical as driving.

Travel Smart©

The *TravelSmart* program was recently funded in the city of Bend. The intent of this program is to provide public outreach that encourages people to use alternate modes of transportation and reduce single occupant vehicle trips. Two of the fundamental differences of this program include

the direct contact with individual households to help people evaluate and choose alternate modes and the encouragement to use mobility options throughout the day for all trips (e.g. work, school, shopping, recreation, etc.), not just work trips during the peak travel periods. The TravelSmart program has been tested in the U.S. and throughout the world and has demonstrated promising results in promoting use of alternate modes.

Policies

The region has specific goals and policies outlined within the local transportation plans that are specifically related to TDM. The following and polices are applicable to the Bend Metropolitan planning area.

1. Encourage businesses to participate in transportation demand management efforts through the development of incentives and/or disincentives. These programs shall be designed to reduce peak hour traffic volumes by encouraging ridesharing, cycling, walking, telecommuting, alternative/flexible work schedules and transit use;
2. Work with member governments, business groups, large employers and school districts to develop and implement transportation demand management programs;
3. Continue to support the work of non-profit agencies working towards the same TDM goals as the BMPO;
4. Encourage programs such as van or carpooling (rideshare) to increase vehicle occupancy and reduce unnecessary single-occupant vehicle travel;
5. Encourage the development of park and ride facilities and consider the siting of a rideshare facility, based on identified needs, when rebuilding or constructing new roadways;
6. Encourage the development and utilization of telecommunication technologies that facilitate the movement of information and data;
7. Support efforts to educate the public regarding the actual costs related to travel on the transportation system and encourage transportation demand management alternatives;
8. Encourage the city of Bend to manage parking by:
 - Establishing programs to lower parking demand in commercial and business districts citywide by providing preferential parking for carpoolers, encouraging public transportation use, encouraging shuttle systems from external parking lots, and maintaining an adequate supply of strategically placed bike parking facilities.
 - Encouraging business groups and employers to develop parking management strategies that support reduced roadway system demand during the peak travel times.
9. Participate in the Commute Options for Central Oregon programs by assisting in:
 - Planning for park and ride facilities; and
 - Establishment of educational programs particularly those that will inform the public regarding the full costs of single occupant vehicle travel.
10. Encourage development and implementation of a strategy for ensuring full compliance to bicycle ordinances and the Bicycle Parking guidelines.
11. Encourage implementation of TDM measures before or in conjunction with street widening and construction projects.
12. Encourage a continuation of the Bend Downtowners efforts to reduce employee trips and develop parking guidelines to promote TDM strategies.
13. Plan for development and promotion of area Park and Ride lots.
14. Encourage removal of bicycle and pedestrian barriers (e.g. cinder and snow removal from road shoulders and sidewalks, installation of sidewalk intersection ramps).
15. Encourage the Parks and Recreation District to implement the planned trail system.

16. Encourage efforts at the Bend-La Pine Schools to reduce student and staff trips. This could be accomplished by:
 - Providing trail access to schools and safe and secure bicycle parking for students and staff
 - Developing student parking management plans
 - Encourage that new schools are sited for convenient walking and bicycling within the neighborhood and that the schools contribute to the costs for locating adjacent paths
 - Work with the school district and developers to identify school bus stops and reasonable amenities including, shelters or road enhancements to make the stops safer for children.
17. Support land development ordinances that create more bicycle and pedestrian friendly developments:
 - Encouraging a grid system of streets
 - Encouraging mixed-use developments
 - Redeveloping existing streets with pedestrian, transit and bicycle amenities
 - Separating sidewalks from roadways with appropriate landscaping
18. Support shuttle services to and from Bend
19. Support funding for sidewalks, bicycles, trails and transit by advocating for their inclusion in the city and county Capital Improvement Programs (CIP).
20. Work with member agencies and the Bicycle Pedestrian Advisory Committee to develop a prioritized list of bicycle and pedestrian projects for the Capital Improvement Programs