Developing Transportation Demand Management (TDM) Strategies for Your Community

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Who We Are

South Florida Commuter Services

- Funded By:
  - District 4
  - District 6

- Serves:
  - St. Lucie to
    Monroe County
Our Mission

- Reduce vehicle trips and improve traffic conditions by promoting the use of alternatives to drive alone commuting through the use of Transportation Demand Management initiatives and strategies.
Transportation Demand Management (TDM) is a general term for various strategies that increase transportation system efficiency. It emphasizes the movement of people and goods, rather than motor vehicles, and so gives priority to more efficient modes (such as walking, cycling, ridesharing, public transit and telework), particularly under congested conditions.

Victoria Transport Policy Institute
Why TDM?

- Rising costs of building our way out
  - Roadway constraints
  - Cost of materials

- Increasing congestion
  - Dec 2014 US Census Bureau recognizes Florida as the 4th most populous state

- Parking constraints
  - Where will the land come from... even out west

- Inadequate mobility for non-drivers
  - What the aging & millennials have in common

- The environment
So What are the Challenges in Your Community?
The Obvious Answers (but maybe not the easy answers)

- Transit Oriented Development
- Shared Parking
- Transit Shelters
- Shuttle Services
- Sidewalks
- Bike Lanes
- Bicycle Parking
- Carsharing
- Bikesharing
- Complete Streets
The Not So Obvious (or is it?)

- Park & Ride lots
  - Necessary for any successful TDM program
  - Supports transit, carpooling, and vanpooling
  - Look outside the box for long-term solutions
95 Express Bus Service Case Study

- Surveying the population
  - Origin and destination surveys

- Responding to demand
  - Expansion of service to Miramar

- If you build it who will come?
The Not So Obvious (or is it?)

Wayfinding Signage

- “I know it’s somewhere around here”
- “How can you get somewhere if you don’t know where you’re going?”
- It’s not just for residents
Start By Tackling the Small Stuff!
Step 1: Know What’s Available In Your Community
How many of you have heard of South Florida Commuter Services prior to today?
South Florida Commuter Services

Customer Call Center
- Bi-Lingual regional call center
- If we don’t know the answer we’ll find it
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- Ridematching
  - Database of commuters
  - Web-based matching service
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- Emergency Ride Home Program
  - Provides 6 free taxi rides to commuters in the event of an emergency
  - 24 Hours a day, 7 days a week
Employer Outreach

- Worksite assessment & analysis
- Develop customized transportation programs for employers
- Implementation and administration
- Events, Campaigns, & Promotions
South Florida Transit Discount Programs

- Miami-Dade Transit Corporate Discount Program
  - Participants save through group discounts and pre-tax benefits.

- Broward County Transit Ride & Save
  - Encourages employers to offer commuter benefit options.

- Tri-Rail Corporate Discount Program
  - Commuters save 25% off Monthly and 12-Trip passes.
Other Transportation Services
Do You Know These?

511

Road Rangers

TMA’s / TMI’s
Other Transportation Services
There’s More

- Metropolitan Planning Organization
- Florida Department of Transportation
- Turnpike Enterprises
- SunPass
- MDX
- Community Shuttles & Trolleys
- South Florida Vanpool Program
- Car2Go
- Enterprise Carshare
- Citi Bike
- ZipCar
Step 2: Share the Message

- Does your organization have a transportation section on their website?
- Do you include articles in monthly newsletters or emails?
- Do you have kiosks or centralized locations for posting information?
More Awareness & Education...

- Events and activities
- Identify a transportation coordinator
- Surveying – what do they really want?
  - Not just those that come to meetings
  - Focus groups by SFCS
Coordinated efforts with the Palm Beach MPO & City of Palm Beach Gardens

Door-to-door outreach effort

Surveyed commuters traveling into the CBD during peak hours

605 surveys collected
Most Importantly

- Support the education of your public officials and key stakeholders
  - They are the key
  - Board & committee presentations
  - Coordinate meetings with developers
    - Include partners during the development process
  - Community organizations and groups
What do you think is the #1 question we receive about riding transit from commuters?
Step 3: Get the Ball Rolling with Low or No Cost Initiatives

- Where are transit passes sold in your community?
  - Coordinate the effort to increase the locations where transit passes are sold

- What’s happening in your lots and garages?
  - Preferential parking spaces
  - Discounted rates for carpoolers
  - Discounted daily rates for transit riders
Step 3: Get the Ball Rolling with Low or No Cost Initiatives

- Get the conversation going
  - Look outside the normal participants
  - Focus groups
  - Roundtable events
Step 3: Get the Ball Rolling with Low or No Cost Initiatives

- Are you promoting regional events and activities?
  - Dump the Pump, South Florida Bike Month, National Walk to School, etc
  - Identify ways to fit TDM into what’s already going on
  - Get people to think about it, without thinking about it
Why Not Now?

- Clean Air Challenge for National Clean Air Month in May
- Provide your business card and we’ll help get your community involved

Support National Clean Air Month this May by making the pledge to carpool, ride transit, vanpool, bicycle or walk to work.
Questions?