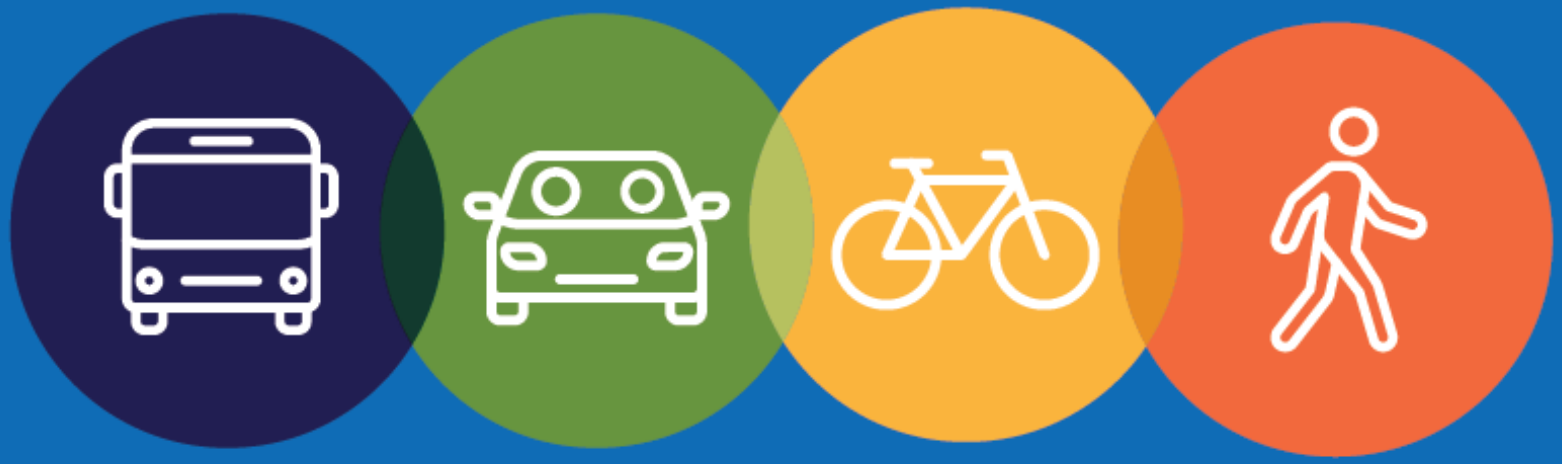


COUNTYWIDE TRANSPORTATION DEMAND MANAGEMENT STRATEGIC PLAN

Citizens Advisory Committee Meeting

October 15, 2024

OCTA

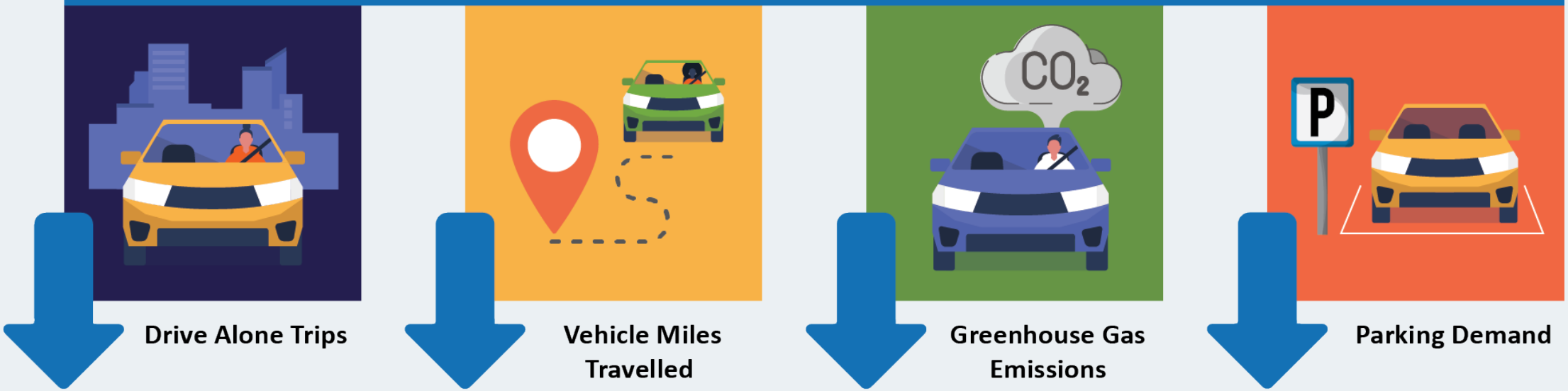
Today's Agenda

- What is TDM?
- TDM Plan Overview
- TDM "Toolbox"
- Public and Stakeholder Engagement
- Next Steps

Transportation Demand Management

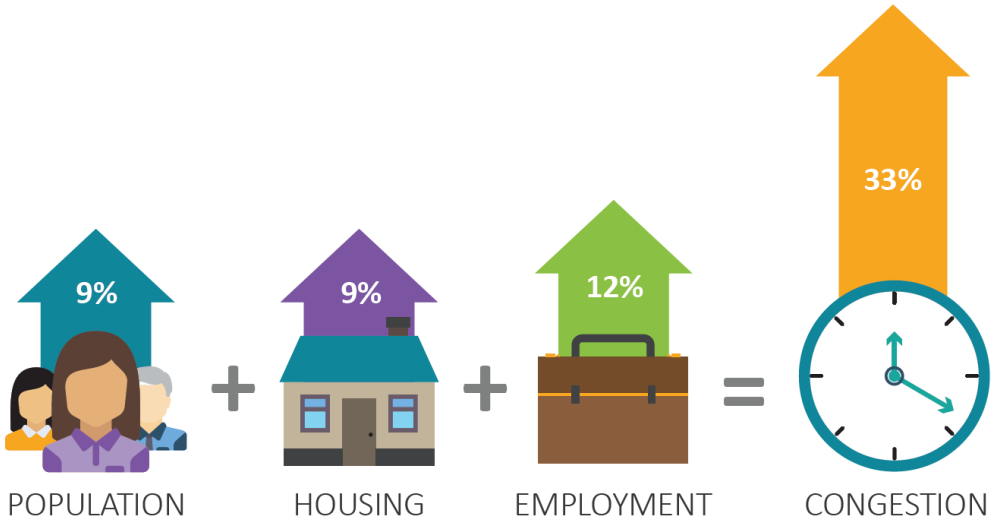
Transportation Demand Management (TDM) is the use of targeted strategies, incentives and policies to encourage the use of sustainable transportation.

The goals of these strategies are to **reduce:**



- Drive Alone Trips
- Vehicle Miles Travelled
- Greenhouse Gas Emissions
- Parking Demand

The OCTA Countywide TDM Plan



Source: OCTA, Directions 2045

- Encourage a coordinated approach to implement TDM solutions.
- Provide a “Toolbox” of strategies to guide and empower stakeholders to implement TDM solutions.

Toolbox of TDM Strategies and their Outcomes

- Better access for all
- Safer streets for walking and biking
- Promote TDM-Friendly Policies
- More local commuter programs
- Improved intermodal connectivity
- Reduced travel cost

TDM Strategies

Better access for pedestrians, bicyclists, and transit users of all ages and abilities

Active Transportation Infrastructure Improvements

sidewalk | bike lanes | crosswalk

Bicycle Transit Integration

bike lockers | bike racks on buses | bike areas on trains

Universal Design Transit Enhancements

multilingual signage | accessibility features

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TDM Strategies

Safer streets for walking and biking

Complete Streets Policies

Sidewalk widening | protected bike lanes | high-visibility paint | traffic signal adjustments

Motor Vehicle Restriction Zones

one-time/recurring open street events | permanent vehicle-free zones

Safe Routes to School (SRTS) Programs

safety education | partnership | funding

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TDM Strategies

Raise awareness and promote policies that support sustainable transportation

Mobility as a Service

All in one trip planning and payment platform

Mobility Hubs

hubs connecting various transport modes

Parking Supply Management

reduced parking where alternatives are available

Transit Oriented Development

mixed-use land uses near transit

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TDM Strategies

Local commuter programs for business districts or major institutions

Transportation Management Associations/Organizations (TMA/TMOs)

localized and member-controlled (i.e. Spectrumotion)

Commute Preferential Surveys

TDM Strategies

Improved intermodal connectivity

Shared Transportation/ Shuttles

local shuttles between business parks and transit stations

Shared Micromobility Programs

e-bikes | e-scooters | vehicle-share

Dynamic Carpool

on-demand ride-share and ride-match services

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TDM Strategies

Reduced costs for sustainable travel options

Commuter Tax Benefits

employer provided incentives for transit and vanpool commutes

Rewards Programs

Frequent user rewards (i.e. OC Bus Rewards)

Subsidization Programs

Youth Ride Free Pass | College Pass | Guaranteed Ride Home

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Join at slido.com
#TDM

ⓘ Start presenting to display the joining instructions on this slide.

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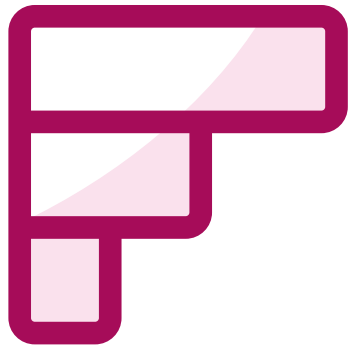


Please rank the following solutions you would like to see to encourage sustainable travel in your community Rank from 1 – 6, with 1 being the most helpful and 6 being the least helpful

ⓘ Start presenting to display the poll results on this slide.

Public and Stakeholder Engagement

Schedule

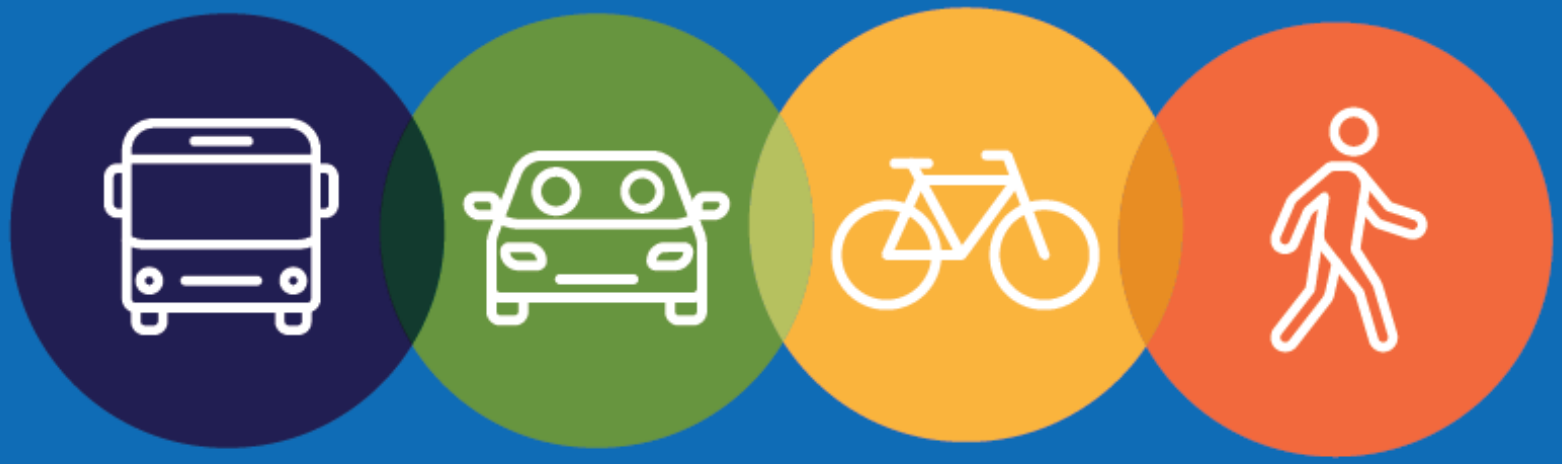
Spring 2024
TDM Analysis
Summer 2024
TDM Strategy Toolbox
Fall 2024
Action Plan
Winter 2024
Draft and Final Plan

Stay Connected

- Website: www.octa.net/TDM

Marissa Espino
Public Outreach Section Manager
Mespino@octa.net

Kristin Tso
Project Manager
ktso@octa.net



IMPROVING MOBILITY WITH ALTERNATIVE TRAVEL OPTIONS

Thank you for participating!

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