

TDM and TMA Plan & Mobility Hubs Plan

Tempe in Motion:
A Dialogue About New Transportation & Mobility
Initiatives
March 30, 2021



Agenda



- Welcome
- Overview
- Presentation
- Discussion
- Next Steps, Q&A and Thank you

Welcome



🌟 Mayor Corey Woods
City of Tempe, AZ



Council Priorities



Quality of Life

3.26: Achieve a multimodal transportation system (20-minute city) where residents can walk, bicycle, or use public transit to meet all basic daily, non-work needs.

3.27: Achieve a Travel Time Index average at or below 1.25 along major streets during rush hour traffic with no individual segments exceeding 2.0.

Sustainable Growth & Development

4.18: Reduce community Greenhouse Gas (GHG) emissions by 80% of 2015 levels by 2050 and achieve community carbon neutrality by 2060.



● Sustainable Tempe

- The City of Tempe is dedicated to growing a sustainable city alongside community stakeholders to be resilient for our future. Tempe is taking action to reduce emissions and cultivate resilience by focusing on the guiding principles of fiscal responsibility, enterprise, equity, engagement, and effectiveness.



● TDM & TMA Plan

- Transportation Demand Management (TDM) Evaluation & Plan
- Transportation Management Association (TMA) Evaluation & Plan

● Mobility Hubs Plan

- Active Transportation Trip Demand, System Potential, Hub Sites, Hub Amenities, and Hub Designs
- Draft and Final Plan

What do these projects accomplish?



- Accomplish community sustainability goals and growth demands.
- Establish partnerships for private/public collaboration for transportation/mobility.
- Assist strategically at the scales between the Region and the Employment Site.
 - **Transportation Demand Management (TDM)** – enhances system efficiency and promotes use of governmental multi-modal investments .
 - **Transportation Management Associations (TMA)** – creates a forum for collaboration and beneficial mutual assistance.
 - **Mobility Hubs** – provide the infrastructure for variety of transportation choices.

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TDM

Transportation Demand
Management



● Transportation Demand Management (TDM)

- Application of strategies aimed at improving efficiency and effectiveness of the transportation system
- Targeted policies focused on balancing land use and transportation

● Results

- Reduces travel demand, VMT and congestion (focuses on reducing single occupancy vehicle trips)
- Redistributes travel demand (routes and travel times)
- Provides travel choices and options
- Supports a healthier community
- Increases safety
- Improves air quality
- Provides healthy economic conditions
- Supports employer recruitment/retention, sustainability and public relations goals

TDM Examples (infrastructure)



Public transportation



TDM Examples (infrastructure)



- Bicycle parking and support facilities (lockers,



TDM Examples (infrastructure)



Shared micro-mobility parking



TDM Examples (infrastructure)



Car share parking (often with electric charging)



TDM Examples (infrastructure)



Convenient passenger pick-up and drop-off



TDM Examples (infrastructure)



- Travel and trip planning information
- Comfortable waiting areas
- Wayfinding to surrounding destinations
- Kiosks, retail, mobile services, delivery lockers



TDM Examples (programs)



Context

Considerations:

- Region*
- City
- Neighborhood, District, or Corridor
- Employment Site*
- Residential Site

* Existing TDM programs in the region

Incentives:

- Transit passes
- Rideshare programs
- Parking cash out
- Guaranteed ride home

Policies:

- Land use patterns
- Strategy compliance
- Enforcement

TDM Impact



TDM Strategies Have Impact

- National research shows that TDM strategies can reduce vehicle miles traveled by the following percentages*

*Based on data from the research report, “Quantifying Greenhouse Gas Mitigation Measures,” by the California Air Pollution Control Officers Association. August 2010



MARKETING/EDUCATION
1% - 5%
Motivating people with information and incentives to modify travel behavior.



PARKING MANAGEMENT
2% - 7%
Managing parking supply and demand, encouraging turnover of parking spaces and use of other modes of travel.



CAR SHARING
1% - 2%
Using car-sharing services to easily rent a car only when you need one.



CARPPOOLING
1% - 15%
Encouraging and facilitating the sharing of rides. A vehicle is twice as efficient with two people in it!



TRANSIT SUBSIDIES
3% - 10%
Encouraging use of public transit with financial incentives.



VANPOOLS/SHUTTLES
1% - 13%
Sharing rides on steroids – great for longer commutes not served by public transit.



ORDINANCES
5% - 15%
Using policy to incorporate TDM strategies into developments and employer commute programs.



TELECOMMUTING
1% - 5%
Working from home takes away the dreaded commute entirely!



LAND USE
5% - 20%
Reducing the need to travel by vehicle through land use policy.

What TDM is About



- Shifting priority away from driving alone
- Collaborating with employers and residents
- Improving travel options
- Educating people about their travel options

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TMA

Transportation Management
Association
(a TDM strategy)



● Transportation Management Association (TMA)

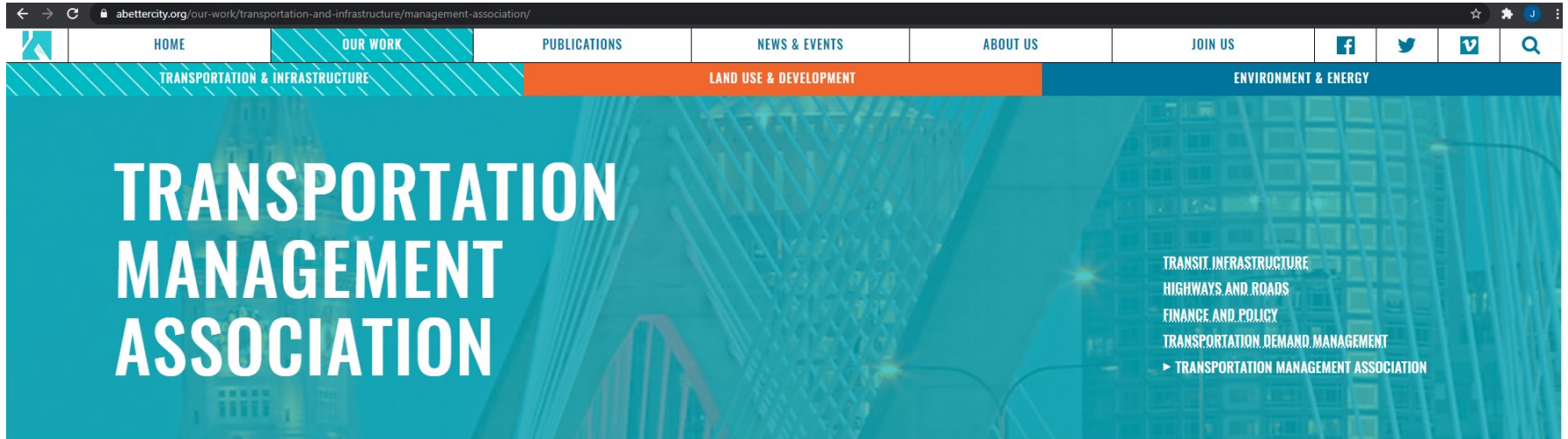
- Provide the institutional framework
- Support for TDM programs and services
- Establishes public-private partnerships
- Can be custom-designed to local needs

● Results

- Technical and policy resource
- Pool resources
- Commute strategist



TMA Example (community oriented)



A Transportation Management Association (TMA) is a non-profit membership organization made up of employers, developers, and property managers working together to address transportation, air quality, and commuter issues in a defined geographic area.

WHY IT'S IMPORTANT

TMA services can help reduce the number of drive-alone commuters, minimize vehicle emissions, and improve access to transportation options.

TMA Example (member led)



Quarterly meetings of the Board of Directors feature discussions on major issues concerning the business community and focus on A Better City priorities.

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Source: A Better City, Boston TMA

TMA Example (results focused)



IMAGINE A BRIGHT FUTURE

MAKE IT A REALITY

We employ technical expertise and research capabilities to develop solutions and amplify member voices by convening and building consensus among a broad range of stakeholders.

FOCUS AREAS

Transportation & Infrastructure
Well-managed and funded regional transportation infrastructure is critical to economic vitality and growth. It is a top criteria considered when businesses and skilled workers make location decisions.

Land Use & Development
Strategies for land development, zoning, access, environmental regulations, and transit-oriented development support critical components of an integrated, effective approach to regional growth. Public realm enhancements and strategies that create high quality and vibrant street scenes.

Energy & Environment
A clean, reliable, and affordable energy supply is essential for long-term economic growth. Mitigating climate change and incorporating resilience into decision-making ensures lasting and competitive investments.

ACTIVITIES & INITIATIVES

- Conduct independent research and analysis that drives public-policy initiatives and infrastructure investments
- Develop consensus between the public and private sectors to foster the Boston region's economic competitiveness and growth
- Advocate for the business community to city and state agencies and legislators
- Engage a broad range of stakeholders to influence change
- Facilitate joint initiatives among our members to achieve mutual goals and strategic objectives
- Convene thought leaders from across the Boston region to educate, connect, and engage

WAYS TO ENGAGE

Advisory Committees: Advise, shape, and engage in developing the work plan and policy priorities for each focus area.

Working Groups: Collaborate with a small group of members to provide feedback and devise innovative solutions.

Member Engagement Events: Attend member-only topic-focused briefings to highlight major initiatives, policies, and innovations.

ADDITIONAL PROGRAMS

Transportation Management Associations
Promote commuter programs and services, develop commuter mobility strategies, and encourage sustainable transportation solutions to reduce congestion, provide climate mitigation and improve air quality in the Greater Boston region.

Seaport Leadership Group
The Seaport Leadership Group (SLG) includes a diverse array of stakeholders located in the South Boston Waterfront Seaport area, including major tenants, employers, and representatives of dozens of large and small businesses. The SLG's guiding principle is to advocate for and support the implementation of transportation systems and related public realm improvements in the Seaport district that serve employees of large and small businesses, residents, and visitors. The group also reviews climate resiliency strategies.

Emerging Leaders
An opportunity for young professionals from A Better City member companies to engage in programs related to transportation & infrastructure, land use & development and the energy & environment. Program participants are nominated by their company and attend events including speaker-orientated presentations featuring lead policy makers and experts from the business community, guided tours, and social events to encourage professional networking.

Greenway BID
The Greenway Business Improvement District (BID) is comprised of property owners abutting the Greenway Parks and is managed by A Better City. Together, the BID contributes to a portion of the park maintenance and horticulture costs, while also controlling funds for Greenway enhancement projects.



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Mobility Hubs

(a TDM strategy)

Mobility Hubs Working Definition



- Mobility Hubs are places which combine the resources of multiple modes of transportation together in one physical location, designed to help reduce the need for vehicle ownership and single



Mobility Hub Example



- 1 Bikeshare
- 2 Carshare
- 3 Scootershare
- 4 On-demand rideshare
- 5 Package delivery
- 6 Mobile retail services
- 7 Microtransit
- 8 Smart parking
- 9 Wireless EV charging
- 10 Neighborhood electric vehicles (NEVs)
- 11 Rideables
- 12 Shared, connected, and autonomous vehicles



Source: SANDAG, CA

Five Mobility Hub Contexts to be Envisioned



- Gateways to major destinations/transit centers
- Neighborhood park locations
- Park and ride facilities
- Curbside locations
- Private developments

Five Mobility Hub Contexts to be Envisioned



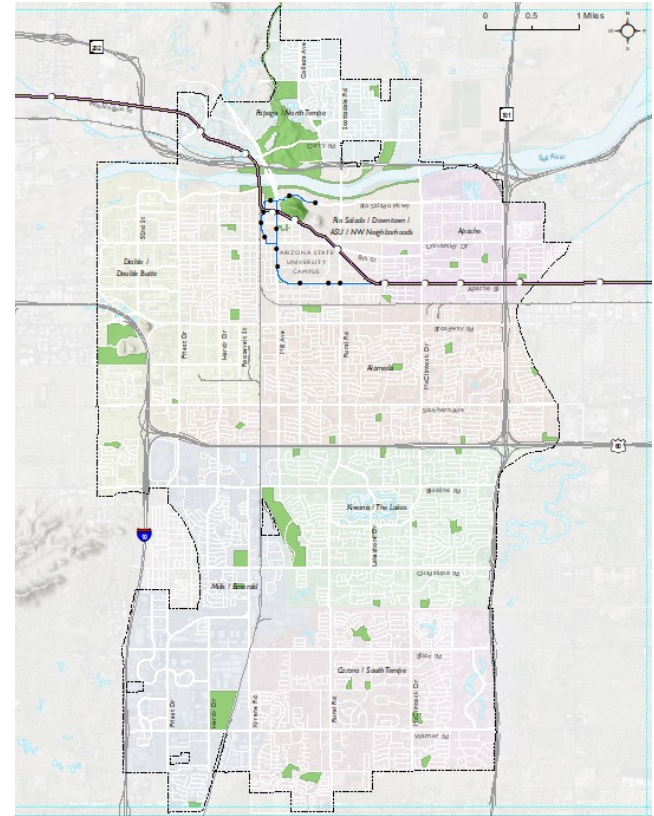
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Five Mobility Hub Contexts to be Envisioned



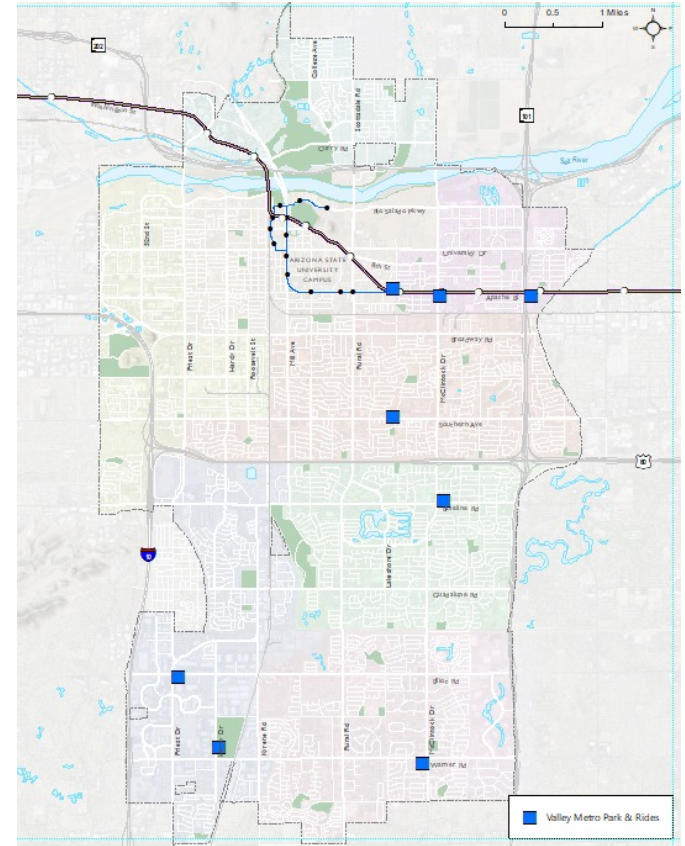
Neighborhood park locations



Five Mobility Hub Contexts to be Envisioned



● Park and ride facilities



Five Mobility Hub Contexts to be Envisioned



● Curbside locations



Five Mobility Hub Contexts to be Envisioned



Private developments



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Discussion



- What were/are the greatest mobility challenges facing your organization? (parking/congestion/traffic/commute time/mode choice incentives/reliability/access to transit/reliability of transit/convenience/other)
- What has changed from 2-years ago (2019)?
- What are the greatest opportunities for new strategies in the future?
- What would help you implement more mobility strategies? What is holding you back?

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Next Steps

TDM, TMA and Mobility Hubs

What do these projects accomplish?



- Accomplish community sustainability goals and growth demands.
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 - **Transportation Demand Management (TDM)** – enhances system efficiency and promotes use of governmental multi-modal investments .
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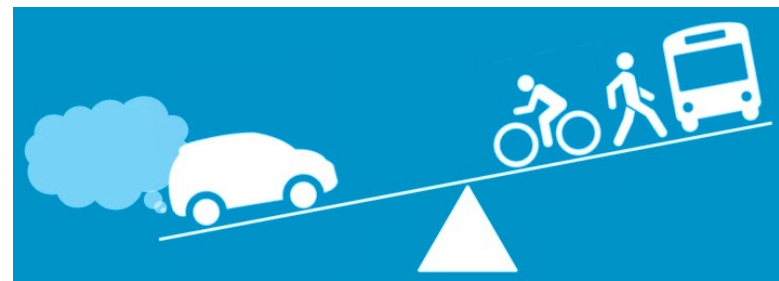
- Follow-up Questionnaire to your inbox

- Online Community Survey
 - Travel Behavior, Preferences, and Parking
 - Locations and Destinations
 - Programs and Amenities
 - Demographic Data
 - Available on Either Project Webpage
www.tempe.gov/TDM or
www.tempe.gov/mobilityhubs

Questions



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- www.tempe.gov/TDM
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Source: Mobility Lab