

City of Tempe TDM/TMA/Mobility HUB Project Update

Public Meeting
January 25, 2022





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.**
- **Strategically assist at the scales between the Region and the Employment Site.**
 - **Transportation Demand Management (TDM)** – enhances system efficiency and promotes use of multi-modal investments.
 - **Transportation Management Associations (TMA)** – creates a forum for collaboration.
 - **Mobility Hubs** – provides the infrastructure for a variety of transportation choices.

The background features a central light blue circle surrounded by concentric, hand-drawn style lines in dark blue and yellow, creating a tunnel-like or vortex effect.

Public Meeting and Survey Comments

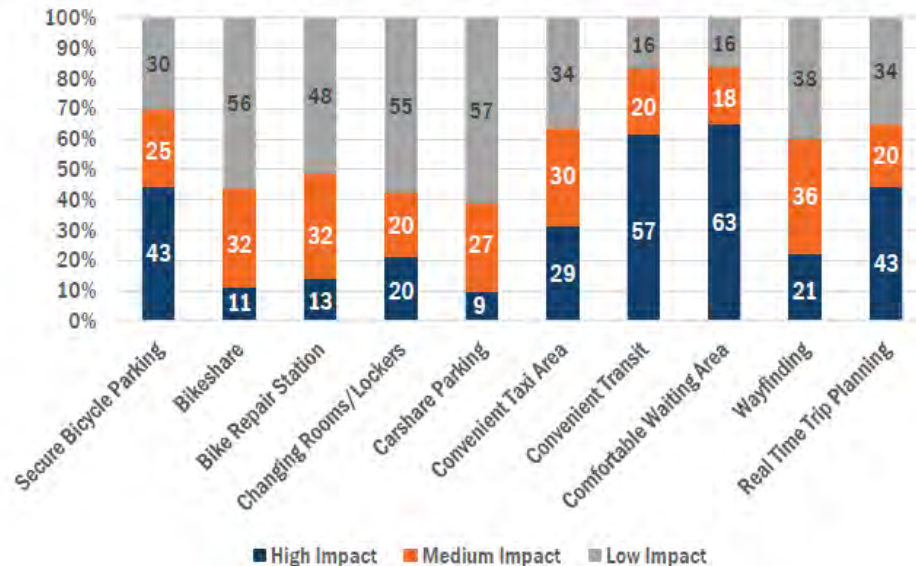
Public Meeting and Survey Responses – Key Takeaways



Key takeaways

- Many are open to using other transportation options than driving alone
- Bicycle, pedestrian, rideshare and transit modes are used by respondents
- Pockets within Tempe have convenient transportation choices

What Would Encourage You To Use Alternative Transportation Choices?



The background features a central light blue circle surrounded by concentric, hand-drawn style lines in dark blue and yellow, creating a dynamic, tunnel-like effect.

Stakeholder Interviews

Stakeholder Interviews – Key Takeaways



- Overall enthusiasm for TDM, TMA, and Mobility Hub options
- Emphasis on educating residents and visitors will be key to the success of any proposed options
- Must incentivize business owners/users, instead of mandating changes
- “Connectivity,” “accessibility,” “convenience,” and “location” were common terms
- Mobility Hubs would work best within a 1/4 mile of other hubs/transit options
- Consider first level parking structures for potential sites for Mobility Hubs
- Climate in Arizona a concern, amenities at Mobility Hubs must consider heat/sun

Stakeholder Interviews – Key Takeaways



- Express bus routes/lanes
- Start conversations regarding TDM strategies/MH locations with the developers at “phase one” of a project
- Make parking more expensive/difficult
- Business owners will be interested in the ROI for Mobility Hubs
- Employees showed less interest in cash incentives for using alternative modes in some cases, but showed greater interest in getting compensation for not using assigned parking spot
- Improvement of existing bicycle and pedestrian infrastructure would help increase interest/usership
- Potential resource: The Association for Commuter Transportation (ACT)

The logo features a central light blue circle surrounded by a thick, swirling border of dark blue and yellow lines, creating a tunnel-like effect.

Transportation Management Association

What is a TMA?



A Transportation Management Association (TMA) is a collaborative agency or initiative that exists to provide:

- TDM Programs
- Transportation Services
- Traveler Resources
- Planning & Advocacy
- Staff and Technical Capacity

The logo for 'movability' features the word in a lowercase, sans-serif font. The letter 'o' is replaced by a circular icon containing a blue star and a white arrow pointing clockwise.The logo for 'WATERTOWN TRANSPORTATION MANAGEMENT ASSOCIATION' features the word 'WATERTOWN' in large, bold, blue and green letters. Below it, 'TRANSPORTATION MANAGEMENT ASSOCIATION' is written in smaller, black, uppercase letters. The logo includes icons of a person walking, a person on a bicycle, and a transit vehicle.The logo for 'GEORGIA COMMUTE OPTIONS' features the text in a blue, sans-serif font. The word 'COMMUTE' is in a larger, bold font. The logo includes icons of a bus, a person walking, and a bicycle.The logo for 'SACRAMENTO TMA TRANSPORTATION MANAGEMENT ASSOCIATION' features the word 'SACRAMENTO' in green, uppercase letters above 'TMA' in large, blue, uppercase letters. Below 'TMA' is 'TRANSPORTATION MANAGEMENT ASSOCIATION' in smaller, black, uppercase letters. The logo includes icons of a car, a bicycle, a train, a bus, a person walking, and a transit vehicle.The logo for 'A BETTER CITY TMA' features the word 'A' in a blue square, followed by 'BETTER CITY TMA' in blue, uppercase letters. The logo includes an icon of a person walking.The logo for 'Downtown Denver Partnership' features a blue, stylized icon of a person walking, followed by the text 'Downtown Denver Partnership' in black, uppercase letters.The logo for 'RideWise Let's go!' features a green location pin icon, followed by 'RideWise' in blue, uppercase letters and 'Let's go!' in green, lowercase letters.The logo for 'DENVER SOUTH' features the word 'DENVER' in yellow, uppercase letters above 'SOUTH' in black, uppercase letters.

What do TMAs Look Like?



A 2019 industry survey of 100 TMAs found...

The top issues that prompted formation and ongoing operation include:

- Congestion
- Employee recruitment & retention
- Increasing transportation options and choices
- Incorporating TDM into new development
- Addressing trip reduction requirements
- Addressing air quality issues



A 2019 industry survey of 100 TMAs found...

- Most (64%) have been around for more than 10 years, but there are new TMAs being formed every year
- A large share serve a regional audience (23%) or city/county jurisdictions (16%), while others serve CBDs/downtowns (21%), anchor/activity districts (17%), or suburban business districts (9%)
- Nearly 2/3 are independent non-profit organizations
- Those that are part of a parent organization are most often housed within a government agency (23%), chamber/member org (20%), developer/property owner (16%), or business improvement district (11%)

TMA Programs & Services



- TDM Strategies
- Transportation Planning Services
- Employee/commuter travel information and resources
- TDM/Trip Reduction regulatory compliance
- Parking management
- Targeted programs for distinct user groups
- Performance measurement & reporting



Commuter Benefits Ordinance

Are you a business with 20 or more employees? Learn about the ordinance, how to comply and the benefits it offers you and your employees. [Learn More](#)



Talk to Nick Abel
Senior Transportation Specialist
(206) 613-3233

[Email me](#) [Schedule a meeting](#)



Transportation Management Program & Property Managers

Does your property have a transportation management agreement? Learn how your building can further its sustainability goals. [Learn More](#)



Talk to Olivia Holden
Senior Program Manager
206-613-3357

[Email me](#) [Schedule a meeting](#)



Flexwork/Telework

Learn about the benefits of teleworking! We'll help your business craft a Flexwork solution that works for you. [Learn More](#)



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Senior Transportation Specialist
(206) 613-3233

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West Seattle Bridge Closure Support

Do you have employees or an office located in West Seattle? We can help develop solutions during the bridge closure. [Learn More](#)



Talk to Wren Barulich
Senior Transportation Specialist
(206) 613-3243

[Email me](#) [Schedule a meeting](#)

Source: Commute Seattle

TMA Value and Return on Investment



“Commute Seattle has been essential in our efforts to translate the CTR law and its implications into meaningful programs. We have been able to move the dial by using advice from their commute experts to build creative, low-cost programs that help our employees drive less.”

- Workplace Transportation Manager at Tableau/Salesforce

“Strategizing and implementing more transportation mode choices is important as more Boise State students are walking, cycling, taking the Bronco shuttle, and riding transit buses than ever before. City Go, with its brand, program, and simplicity, will assist Boise for many years to come.”

- Sam Patterson, Boise State University

“We didn’t have enough parking spaces for every person at our new location. We started talking with Movability, who helped us implement employee surveys and engage interest in various forms of alternative transportation to find out how we could increase the number of people who would otherwise drive alone to work each day.”

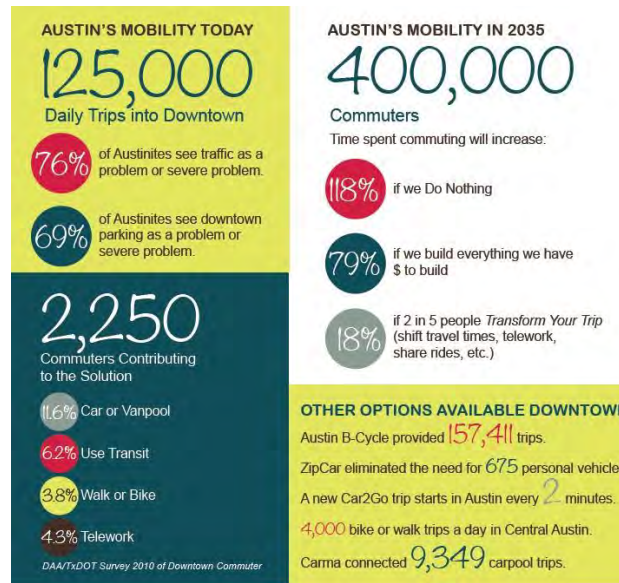
- Bill Schnell, Public Relations Manager at Cirrus Logic

Setting up the TMA



Next Steps:

- Confirm the TMA's mission, vision and goals
- Establish the organization structure and cross-sector partnerships
- Outline key strategies, programs and services
- Identify resources and funding
- Develop performance measures and reporting methods



EMPLOYERS, HERE IS YOUR OPPORTUNITY



Source: Movability

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Mobility Hubs

Mobility Hubs (Defined)



- 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 occupancy driving trips.

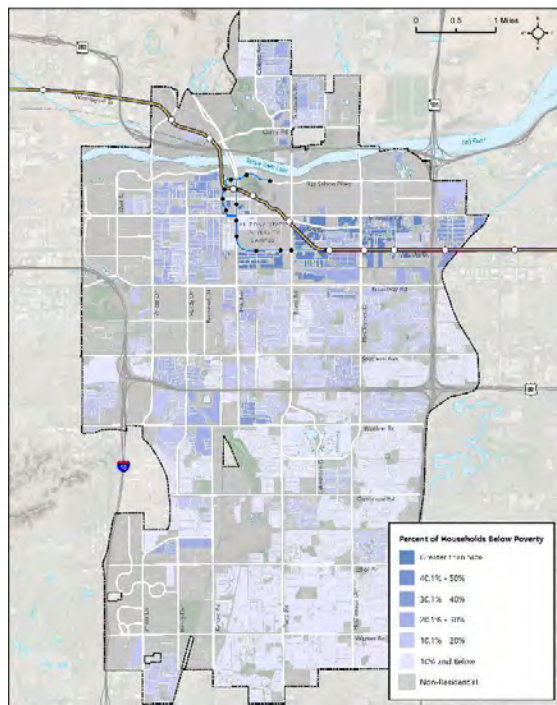


Equity Focus of Mobility Hubs

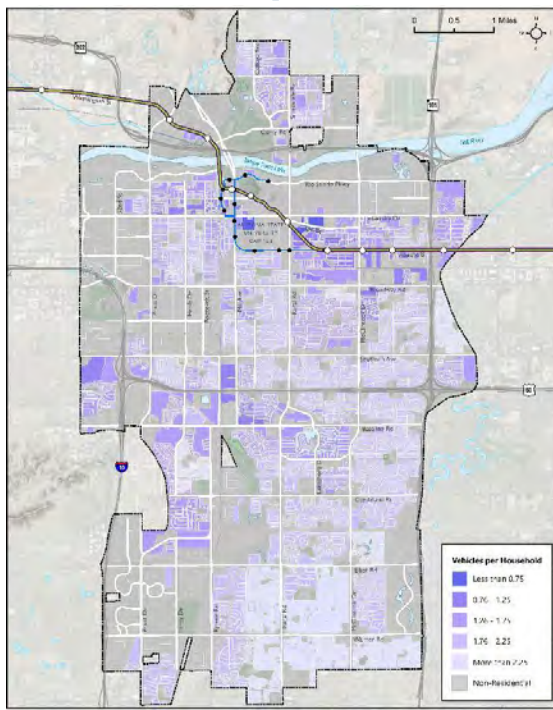


- Emphasis on siting mobility hubs in areas that will benefit lower income, car-free or car-light, and structurally underserved populations

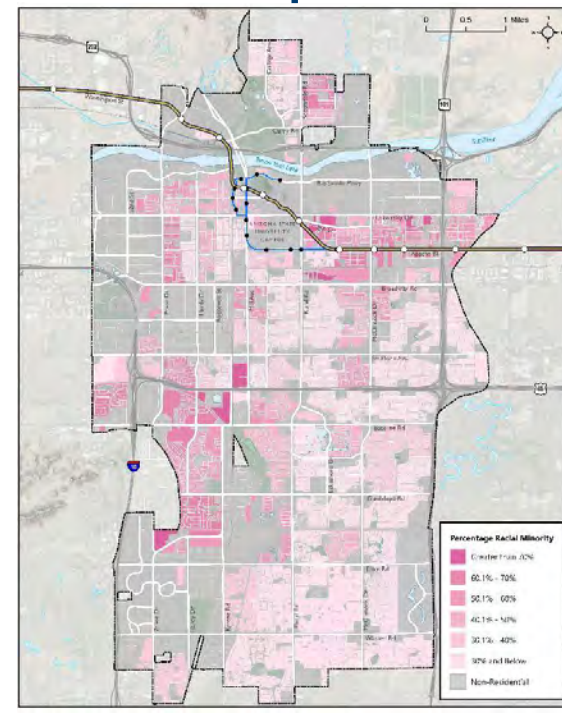
Households Below Poverty



Low Vehicles per Household



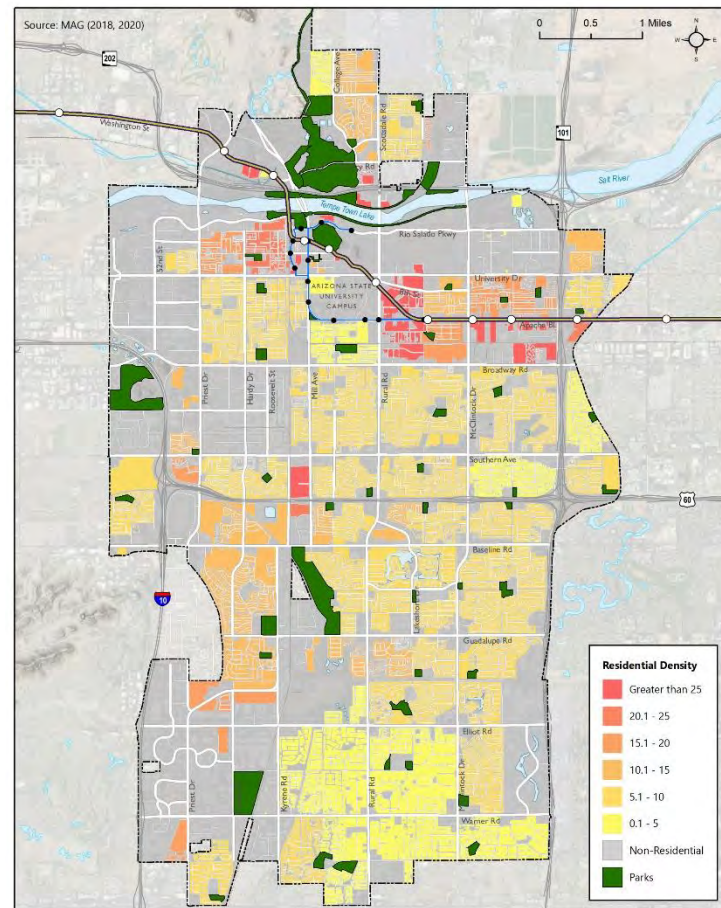
BIPOC Populations



Mobility Hubs on Public Property



- Parks have dispersed neighborhood geographic coverage
- Reduces the reliance on cooperation with private landowners
- Abundant space within makes programming mobility hub amenities more feasible



Public-Private Partnership Mobility Hubs



- Private developments hosting amenities on-site; may be used by the public
- Core strategy for developments seeking to reduce parking obligations, driving trips and VMT



Schedule



- Public Meetings January 25, 2022 (virtual); January 29, 2022 (live)
- Community & Employer Stakeholders February 2022
- Technical Working Group February 2022
- Tempe Development Review Commission February 8, 2022
- Tempe City Council Subcommittees February 2022
- Tempe Transportation Commission March 8, 2022
- Tempe City Council March 24, 2022



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- tempe.gov/TDM
- tempe.gov/mobilityhubs



Source: Mobility Lab