

Current System Highlights: TDM

Transit Operators Committee | March 26, 2025



Puget Sound Regional Council



We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.

psrc.org/equity

Transportation Demand Management (TDM)



A coordinated set of programs to help people use the transportation system more efficiently through education, incentives, products, and programs that **make it easier and more convenient to use non-drive-alone modes** such as transit, carpool, vanpool, walking, biking, and teleworking.



TDM Data Sources



- Regional TDM Inventory

- 2023 Regional Household Travel Survey

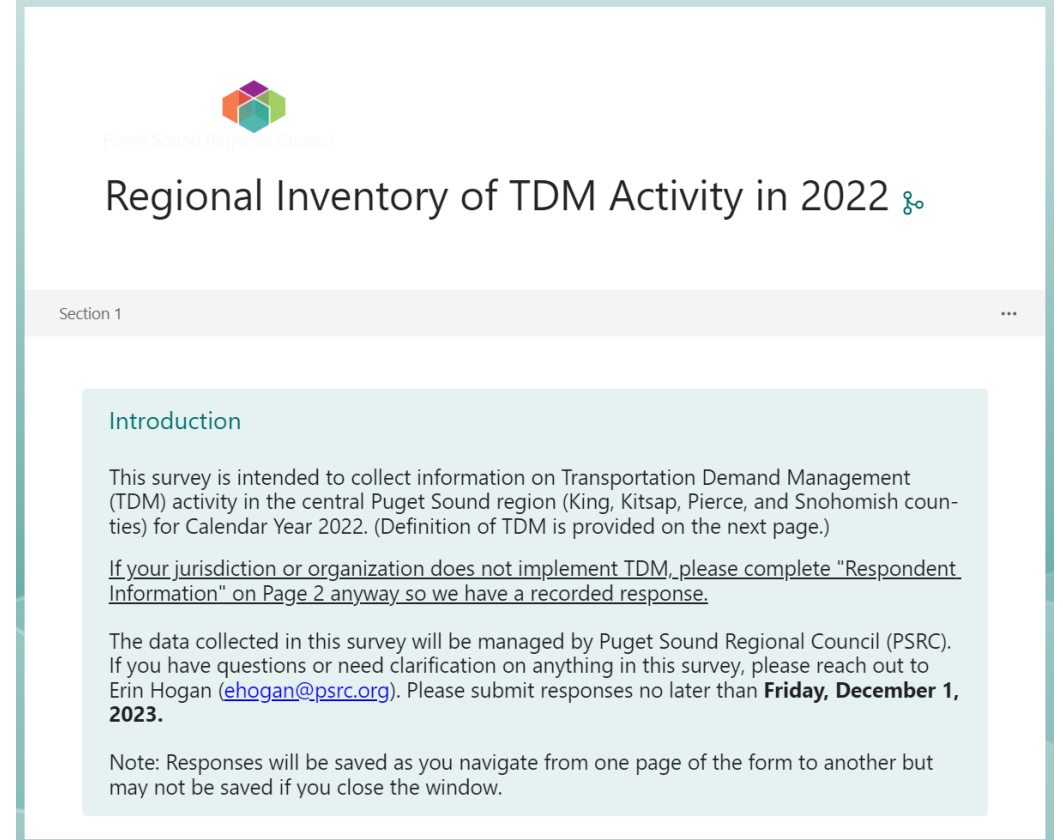
- 2025 – 2029 Local CTR Plans

- Available later: CTR Employee Survey Data




Regional TDM Inventory: Overview


- Built upon 2019–2020 inventory
- Goals
 - Quantify investments and outcomes
 - Simplify language and number of strategies
 - Minimize follow-up
- Distributed in October 2023



The screenshot shows the introduction page of a survey titled "Regional Inventory of TDM Activity in 2022". The page features the Puget Sound Regional Council logo at the top. Below the title, there is a section header "Section 1" and a sub-section titled "Introduction". The introduction text explains the purpose of the survey, which is to collect information on Transportation Demand Management (TDM) activity in the central Puget Sound region for the year 2022. It also provides contact information for Erin Hogan and a deadline for responses.


Puget Sound Regional Council

Regional Inventory of TDM Activity in 2022

Section 1 

Introduction

This survey is intended to collect information on Transportation Demand Management (TDM) activity in the central Puget Sound region (King, Kitsap, Pierce, and Snohomish counties) for Calendar Year 2022. (Definition of TDM is provided on the next page.)

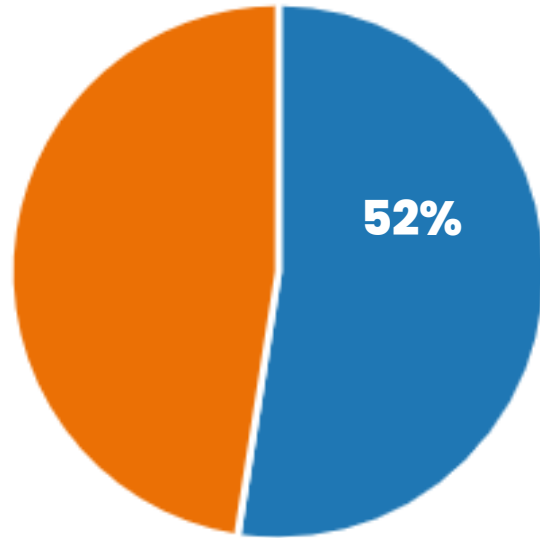
If your jurisdiction or organization does not implement TDM, please complete "Respondent Information" on Page 2 anyway so we have a recorded response.

The data collected in this survey will be managed by Puget Sound Regional Council (PSRC). If you have questions or need clarification on anything in this survey, please reach out to Erin Hogan (ehogan@psrc.org). Please submit responses no later than **Friday, December 1, 2023**.

Note: Responses will be saved as you navigate from one page of the form to another but may not be saved if you close the window.

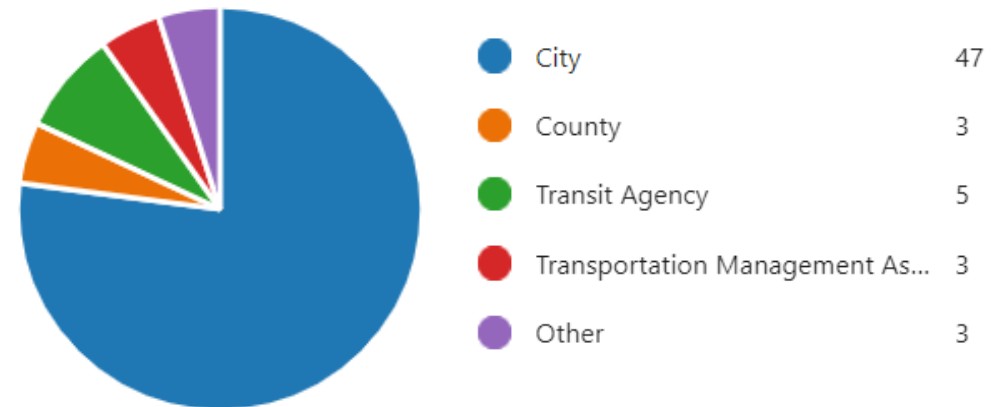


Regional TDM Inventory: Respondents

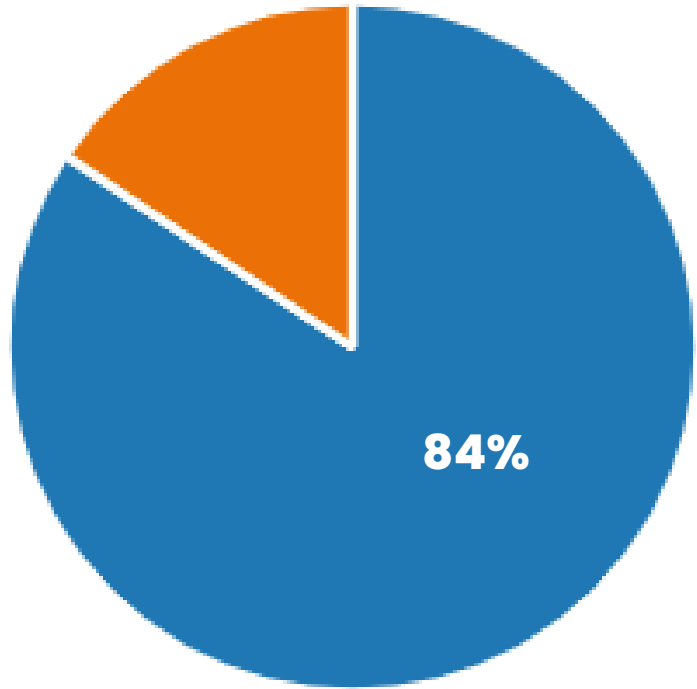


Of the **61** respondents, only **32** (52%) indicated they implement TDM.

61 respondents, by organization type:



Regional TDM Inventory: Partnerships

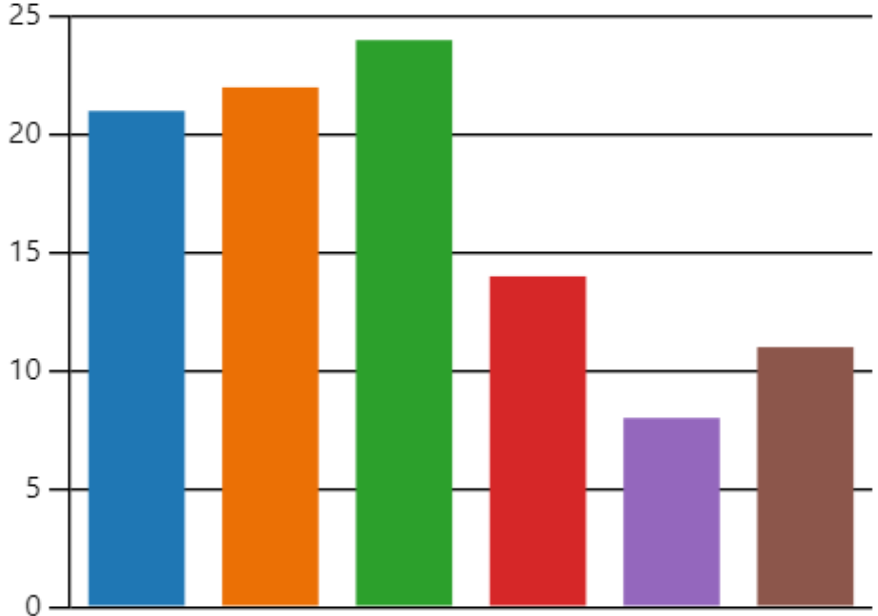


Of the **32** respondents who indicated they implemented TDM, **27** engage in contracting with partner organization(s).

Memoranda of Understanding, Sub-Contracting, and other Partnerships are very common.



Regional TDM Inventory: Audiences



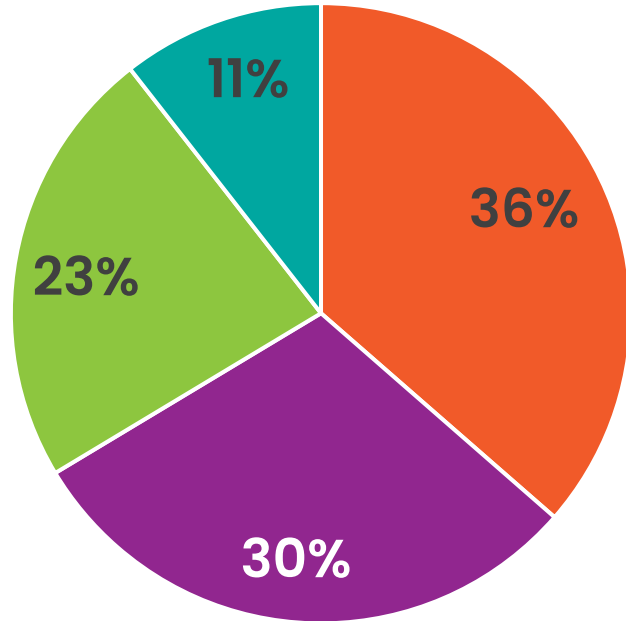
Of the 32 respondents who indicated they implemented TDM, most target multiple audiences.

“General audience” TDM programs are not far behind commute and employment-focused programs.

- All people in my jurisdiction/org... 21
- Commuters 22
- Employers and/or Employee Tra... 24
- Schools 14
- Specific neighborhood, corridor,... 8
- Other 11



Regional TDM Inventory: Funding



■ State ■ Federal ■ Local ■ Other

*This chart shows breakdown of partial financial data by funding source. Some values may change during follow up.

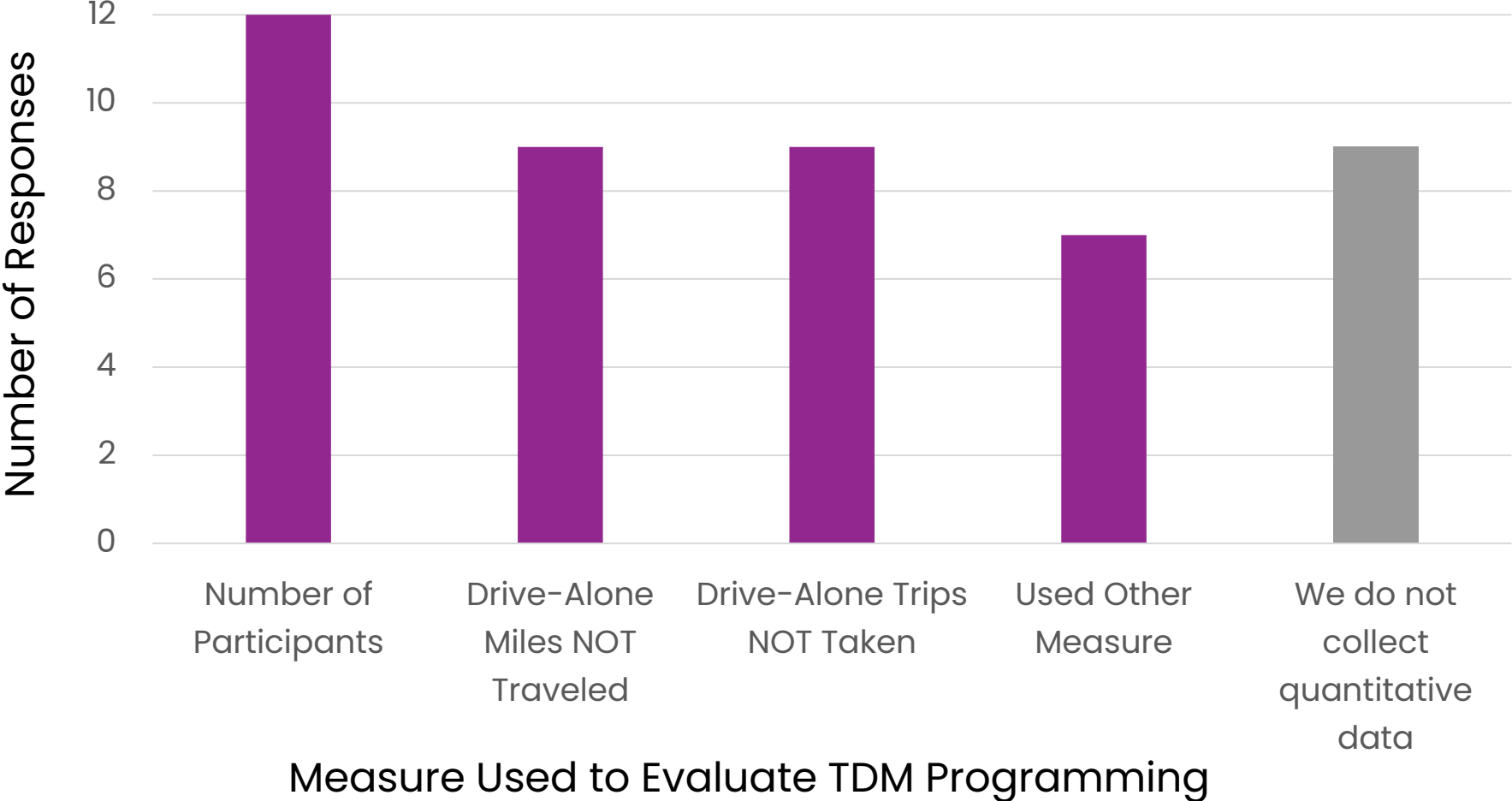
32 respondents reported financial information from 2022.

Some funding sources include: CTR (state), CMAQ (federal), and general fund (local).

Next Step: Following up to clarify share of some broader budgets that is dedicated to TDM activities.



Regional TDM Inventory: Measuring TDM Effectiveness



Examples of "Other" Measures:

- Mode split
- ORCA card usage data
- Share of employees working remotely



Thank You!

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