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INTRODUCTION

The Capital Area Metropolitan Planning Organization (CAMPO) is the Metropolitan Planning Organization (MPO) for Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson Counties (“the region”). CAMPO is responsible for transportation planning efforts that improve the mobility of the region.

Over the past decade, the six county CAMPO region has experienced significant growth and prosperity, with thriving businesses, economic growth, and a growing population to match. This rapid growth has caused further traffic congestion on the region’s roadway system, compounding the impacts of roadway construction and diminishing the mobility, safety, and reliability for travelers in the region.

Transportation Demand Management (TDM) is a collection of strategies designed to reduce automobile trips, roadway congestion, and parking demand by redirecting travel towards other modes, times, and routes. TDM programs, plans, and policies address traffic congestion, safety, mobility, and travel time reliability issues by considering operational strategies, implementing mobility solutions, air quality maintenance, and providing choices for travelers.

TDM programs often focus on strategies to reduce vehicle demand on roadways by increasing the use of modes other than driving alone. However, TDM programs can also involve changing commuter’s traveling behavior by improving attitudes toward transit, carpooling, vanpooling, biking, walking, and work routine schedules (e.g., telecommuting and flex scheduling). TDM
programs range in size, location, mode emphasis, and other variables based on the needs and infrastructure of a region; they encompass various initiatives along a spectrum, from operational strategies to traveler behavior shifts. TDM strategies for operational improvements, such as managed lanes and transit vehicles running on shoulders, are important concepts when developing a regional TDM plan. Outreach is often integral to successful TDM programs, where public relations and educational campaigns can have an influential impact on how travelers approach their trips.

In creating this plan, CAMPO convened a TDM Steering Committee, consisting of regional transportation stakeholders, to define a unified vision, objectives, and priorities for advancing TDM policies, projects, and initiatives. The committee provided significant input and guidance in the creation of this plan to increase TDM policies and programs in the near term for the region.

Specifically, the TDM plan will:

► Encourage the implementation of TDM concepts within the CAMPO planning process by incorporating revised TDM project scoring criteria to select and fund TDM projects in the call for projects process;

► Promote a regional view that advances TDM practices throughout the CAMPO region for safer mobility, increased choice, and improved system reliability by defining and implementing a vision and goals for the region;

► Recommend the establishment of a TDM Subcommittee within CAMPO’s Technical Advisory Committee to advance TDM in the region across the full spectrum of applications and processes; and

► Support the CAMPO 2045 planning effort with actionable steps to advance TDM in the region.

CAMPO TDM Steering Committee

Movability (TMA)
City of Austin (also represents program Smart Trips Austin)
Capital Area Council of Governments (also represents Commute Solutions program)
Travis County
Texas Department of Transportation
Bastrop County
Capital Metropolitan Transportation Authority (Office of Mobility Management)
City of San Marcos
Central Texas Regional Mobility Authority
PART I

CAMPO REGION’S TRANSPORTATION DEMAND MANAGEMENT PRIORITIES

The Federal Highway Administration (FHWA) provided a workshop in August 2018, which was hosted by CAMPO and attended by regional planning partners, transportation professionals, and TDM stakeholders. The workshop provided an overview of contemporary approaches for influencing travel behavior and planning for demand management. Attendees participated in a self-assessment exercise to review existing TDM strategies and capabilities in the region and identify steps and actions to elevate the TDM capabilities in the region. Overall, participants noted a lack of consistency between TDM strategies, goals, and metrics throughout the region. Breakout groups participated in exercises to identify actions that will advance TDM applications from ad-hoc activities to well-defined approaches and formalize a regional vision, goals, and objectives. Breakout groups then discussed the current status and advancement strategies for measuring the performance of the current TDM program in the region and ways to incorporate TDM into planning efforts and funding programs. This TDM plan addresses two of the actions identified in the workshop, which were to develop an overarching vision for TDM in the region with specific goals for the region and to assess and update the project selection criteria for TDM.

In January 2019, the TDM Steering Committee heard about TDM best practices from agencies around the country. Each presentation incorporated a discussion of how the CAMPO region
might adapt approaches or elements from the various peer locations. The Steering Committee learned the lessons gained from previous TDM activities at peer locations and discovered the emerging tools, resources, and technology helping travelers with their transportation choices. The discussions with the committee focused on the strengths and challenges in the region and clarified the Steering Committee’s priorities for advancing TDM in the region.

Stakeholder interviews were conducted to further explore what TDM means to the CAMPO region. In-depth interviews were conducted to gather input on perspectives, resources, and priorities as they relate to TDM projects and strategies. The team coordinated with steering committee members, major employers in the region, and representatives from planning agencies to schedule and conduct 14 individual interviews between February 6 and February 19, 2019. Interviews took place in-person or via conference call and lasted approximately one hour.

Organizations from both the public and private sectors were represented in interviews and had varying levels of experience, resources, and involvement related to the implementation of TDM applications. Representatives from CAPCOG, TxDOT, Travis and Bastrop Counties, the Cities of San Marcos and Austin, CTRMA, CapMetro, Movability Transportation Management Association (TMA), the Greater Austin Chamber of Commerce, Samsung Semiconductor, Google, and Whole Foods participated in the interview process.

While the interview process was tailored to the organization’s level of expertise and involvement in implementing TDM practices, the interviews generally began with a brief introduction to TDM concepts, the planning process, and desired outcomes of the plan. Interviewees were asked to describe their organization’s impact on mobility in the region and their role in implementing existing TDM strategies, as well as their priorities and desired outcomes for potential TDM strategies that could be deployed in the region.
High-level themes emerged throughout the interview process as organizations identified TDM needs and priorities in the context of the region, including:

- Incorporation of transit features into future roadway projects;
- Expanded transit service;
- Addition of managed lanes;
- Increased availability of micro mobility options;
- Improved data collection and sharing;
- Strategies to mitigate transportation demand during construction;
- Outreach and education initiatives to motivate a mode shift; and,
- Dedicated funding to support TDM strategies.

These themes are carried forward in defining the committee’s agreed upon priorities.

**TDM Priorities**

Pulling together the discussions and inputs from the Steering Committee and the inputs received via the interviews a clear direction evolved for next steps for TDM in the region. Through collaborative efforts with the TDM Steering Committee, CAMPO and its partners identified the following priorities as needs and focus areas in advancing a TDM agenda for the region:

- Address transit projects and programs that address service gaps, such as increasing access to park-and-ride facilities, guaranteed ride home programs, and ensuring connections to the “last mile” portion of a trip;

- Support TxDOT in the implementation of managed lanes along key corridors inundated with traffic congestion and travel time reliability challenges;

- Increase outreach and public education programs that promote the value and opportunities available in TDM programs, awareness of travel and transit options;

- Investigate projects and programs that address and reduce peak-time traffic congestion on priority corridors to provide for peak spreading;
► Investigate projects and programs that support implementation of work zone queue mitigation during roadway construction;

► Develop employer-based programs for raising employees’ awareness about travel options and the commute cost, for example distributing commuter bonus vouchers, spreading work hours, telecommuting, and flex time programs to address peak hour travel on key corridors; and

► Develop data collection and sharing programs and procedures to advance the planning and implementation efforts of member agencies to address TDM priorities.

Central to conducting an effective TDM program is having a plan to guide it. This plan documents the region’s vision, goals, and key objectives for the advancement of TDM in the CAMPO region. With inputs from the Steering Committee members and other important regional stakeholders, the defined goals support an implementation approach for TDM.

Specifically, the plan will identify the programs, policies, and projects that will be the most effective in advancing the region’s TDM goals on reducing drive-alone trips while serving the needs of TDM audiences (residents, commuters, students, employers, and tourists). TDM strategies can be applied to address the growing traffic congestion the region faces in the future with programs that are measured and evaluated program, so that TDM activities can be effectively adjusted as needed. Finally, the plan helps to foster partnerships and collaborations with transit agencies, regional planning agencies, TxDOT, and the business community, and others to advance transportation demand management principles in the region.
The Regional TDM Plan provides a regional framework with supporting priorities that will guide the identification and development of projects and strategies to manage traffic congestion. The framework details demand management practices to accommodate the population and employment growth that strains the transportation system in the region. The TDM framework will focus on addressing traveler behavior and mobility choice, with a secondary focus on coordinating and incorporating TDM applications when infrastructure investments and development occurs.

A vision statement should fully capture the aspirational goals that the CAMPO TDM Steering Committee and TDM Program would like to accomplish. The vision, goals, and objectives for the TDM plan were developed with input from the Steering Committee. Through the committee’s inputs, stakeholder interviews, and early workshop findings, CAMPO and its partners defined the below vision statement and supporting goals.

**Vision**

The Regional Transportation Demand Management Plan provides a regional framework of priorities that identify projects, programs, policies, and strategies to manage congestion as population and employment growth put additional pressure on the regional transportation
network. These projects, programs, policies, and strategies focus on travel behavior, along with strategic investments in transportation programs and infrastructure, where appropriate, and provide residents and visitors with more information and options for deciding how, where, and when to travel within the CAMPO region.

Goals

CAMPO, in coordination with the TDM Steering Committee, developed five primary goals to support the vision for the region. These goals capture the priorities expressed by the committee and provide the foundation for the project selection criteria. The goals are shown in order of importance.

1. **Regional Coordination:** Document a collaborative plan where all TDM stakeholders have ownership and contribute to developing and maintaining a regional TDM system that benefits the entire CAMPO region;

2. **Incorporate TDM into the transportation planning process:** Develop CAMPO polices with its partner agencies that promote and prioritize both programmatic and infrastructure investments in TDM projects and strategies;

3. **Provide Education and Outreach:** Expand outreach and education to travelers, providing the transportation options available to them for getting from point A to point B;

4. **Improve the Transportation System:** Enhance the performance of the region’s multimodal transportation system, especially during peak periods; and

5. **Increase Mobility Choices for Travelers:** Provide a range of transportation options throughout the region.
For each of the five goals defined in Part II, CAMPO and its partners developed associated objectives to further guide each goal in its implementation. Often the objectives underpinning each goal need to be embraced and enacted by specific (or multiple) stakeholder agencies. CAMPO provides stewardship by working with the regional stakeholders to move the regional TDM goals forward and aligning TDM applications to meet the objectives.

Regional Coordination

Document a collaborative plan where all TDM stakeholders have ownership and contribute to developing and maintaining a regional TDM system that benefits the entire CAMPO region.

To date, TDM measures and efforts for several stakeholder agencies have advanced at disparate paces. This goal proposes that CAMPO organize and facilitate TDM efforts, so that each agency has ownership of various TDM programs and efforts, but the TDM vision for the whole region vision can be measured and advanced.
Specific objectives to advance regional coordination are outlined below.

► Develop and implement regional solutions to transportation system congestion that cross jurisdictional lines;

► Establish protocols for sharing transportation data and TDM options between agencies;

► Develop and maintain a unified information source where travelers can access all elements of TDM in the region;

► Promote greater regionalism and cooperation in the CAMPO region by working toward shared TDM goals;

► Promote a quality of life that will attract new businesses and residents to the region; and

► Establish a TDM Subcommittee of CAMPO’s Technical Advisory Committee, with regular meetings to monitor and ensure the implementation of regional TDM programs.

Incorporate TDM into the Transportation Planning Process

_Develop CAMPO polices with its partner agencies that promote and prioritize both programmatic and infrastructure investments in TDM projects and strategies._

Successfully integrating TDM into agency programs across the region requires a greater emphasis on TDM in programmatic and infrastructure planning and investment. Objectives that advance this goal focus on ensuring that TDM is considered in the planning, policy, and programming stages of all agency programs. Advancing this goal will include preparing policy and planning recommendations for the CAMPO 2045 Regional Transportation Plan (RTP). These objectives position CAMPO and its stakeholders to have a strong TDM agenda that can be included in the upcoming cycle for 2045.
Specific objectives to better incorporate TDM into transportation decision-making are outlined below.

► Identify and support TDM projects and strategies before capacity projects when developing corridor studies, long range plans, and other planning documents;

► Incorporate TDM measures into capacity expansion projects; examples may include transit use on managed lanes, high-occupant vehicle lanes, and expanded intelligent transportation systems (ITS); and

► Incentivize cities and counties to update development codes that better incorporate TDM elements.

Provide Education and Outreach

Expand outreach and education to travelers, providing the transportation options available to them for getting from point A to point B.

A central theme for advancing TDM in the region is the need to engage, inform, educate, and reach out to travelers, commuters, tourists, and employers in the region; many TDM measures are rooted in changing travel behaviors. The first step in changing behavior is travelers education; this encompasses not only educating travelers about available options (transit, carpooling, altering travel times, changing a route or mode, or forgoing the trip) but also promoting the principles of TDM and the transportation community’s efforts to help preserve the safety, maintain air quality, mobility, and travel time reliability in the region.

One strategy to advance this goal is engaging employers directly. Steering Committee member Movability (TMA) works with major employers in the region to help them make mobility connections and provide educational materials on best practices for developing and implementing custom mobility plans for commuter challenges that employers and other trip generators can impact. Other TDM Steering Committee members see great value in engaging the region’s major employers as a great first step towards enacting TDM practices that influence traveler behavior and choice.
Specific objectives to provide the necessary education and outreach to advance TDM by influencing traveler behavior are outlined below.

► Communicate directly to travelers about regional programs and options that already exist;

► Promote the development of tailored TDM programs across the region;

► Educate interested employers and trip generators on options, including flex schedules and teleworking;

► Market TDM programs through mechanisms such as advertising and dynamic message signs; and

► Have regional agencies be more proactively involved in generating greater participation in promoting multimodal transportation options and encourage employers to provide incentives to their employees who practice TDM strategies.

**Improve the Transportation System**

*Enhance the performance of the region’s multimodal transportation system, especially during peak periods.*

TxDOT has the largest ownership and impact on the regional roadway network. As regional TDM stakeholders address the demands on the system, it must be acknowledged that the region is still building out infrastructure to address safety, mobility, and reliability. This goal area recognizes this reality while incorporating TDM practices in new capacity and infrastructure projects. When traditional roadway projects occur, this goal encourages a coordinated effort to include TDM strategies in the design and operation of the network.

The region also recognizes that the continued build out of the transportation system often disrupts travel times and mobility because of traffic management (detours, work zone queues, etc.) approaches. This goal encourages a greater focus on traffic management during construction.
Specific objectives to improve the transportation system are outlined below.

► Reduce the number of single-occupant vehicles to ensure efficient use of the roadway network;
► Reduce crashes and enhance safety by shifting single-occupant vehicle trips to transit;
► Support greater use of transit, shared rides, and active transportation modes;
► Encourage all traditional roadway projects to have coordinated TDM education and outreach plans during construction phases;
► Improve the reliability of the transportation network through improved incident management;
► Enhance the reliability of travel times by shifting trips to off-peak periods;
► Provide travelers with incident information and alternate route options through ITS and other outreach;
► Work with agencies, private companies, and employers to improve connectivity and first/last mile trip segments;
► Target congested corridors of regional importance for strategic infrastructure investment, such as managed lanes; and
► Document and evaluate performance measures over time to identify effective strategies.

Increase Mobility Choices for Travelers

Provide a range of transportation options throughout the region.

This goal and its associated objectives enhance and inform travelers about mobility choice. Initiatives that advance TDM in the region should focus on understanding how people make their transportation decisions and champion projects that will improve and support those decisions. Information on mobility choices also help travelers understand and use the existing systems and infrastructure, such as transit, ride hailing, walking and biking routes, and others.
Specific objectives to provide for greater mobility choices for travelers in the region are outlined below.

► Optimize transit services throughout the region that provide alternatives to driving alone;
► Implement projects that encourage everyday use of active transportation for commuting or other trips;
► Provide information to travelers about joining carpools or vanpools;
► Partner with transportation providers to expand first/last mile connections to reduce the need for driving; and
► Improve safety by providing transportation options to travelers with mobility challenges, including impaired drivers.
Measuring Performance

Performance measures provide documentation of results and progress relative to an agency, program, or project goal or objective. The Federal Highway Administration (FHWA) defines performance measures as “the use of statistical evidence to determine progress toward specific defined organizational objectives. This includes both evidence of actual fact, such as measurement of pavement surface smoothness, and measurement of customer perception such as would be accomplished through a customer satisfaction survey.” Good measures should be meaningful to the customer, tell the story on how well goals and objectives are met, and provide simple, logical, and easily understandable information that captures a trend of performance.

In general, agencies’ ability to measure congestion and reliability directly lagged other planning goal areas due to lack of data. Pavement and bridge performance have been linked to direct field measurements and have been widely used to help prioritize investments. Safety has a long

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history of performance measurement based on actual crash experience and corresponding evaluation of safety countermeasures. In contrast, TDM and mobility performance measurement has had to rely on surrogate measures, such as demand levels and estimates of available capacity to infer actual performance.

Measuring and reporting program effectiveness of TDM for the CAMPO region will have two distinct categories for measuring performance: how the region is doing as a whole as it tracks to, and makes progress with, the five goals established in this TDM plan, and how specific projects measure up to the project specific goals. For instance, a specific project along a congested corridor may measure success in terms of a reduced travel time on the corridor, improved travel time reliability, or an increase in transit ridership on the corridor. Success in achieving CAMPO’s goals for TDM might be in TDM projects being planned, funded, and managed by several member agencies showing greater collaboration to accomplish TDM in the region.

### CAMPO Project Selection

CAMPO is responsible for allocating certain federal and state funds for transportation projects in the six-county region. In order to administer these funding programs and ensure an effective and equitable distribution to project sponsors, CAMPO has developed a project evaluation and selection process with an emphasis on several key factors: regional perspective; transparent decision-making in allocating funding for regional projects; objective evaluations that emphasizes performance-based, results-driven outcomes; data supported project applications.

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**TDM Strategy Success**

An example of an Austin area TDM success where before and after measures were in place has been documented with the CTRMA MoPac express lanes. Express and variable priced lanes are both TDM operational strategies. CTRMA reports that the express lanes have had average speeds of 50 miles per hour and have allowed travelers commutes that are 50% faster. Also, the toll-free access for Capital Metro transit vehicles have pointed to a 73% increase of Express Bus ridership on the MoPac route.

MoPac Express Lane Fact Sheet.
and evaluation processes; and accountability. CAMPO follows a cycle of steps in soliciting agencies for projects, referred to as the call for projects, by conducting a review, scoring, and selection process.

The first part of the selection process evaluates project readiness. Projects are then scored with a combination of planning factors and cost-benefit analysis. There are six project types of which TDM is one of the six. Previous cycles of project selection have had minimal evaluation of benefit cost information of the TDM projects. Revisions to the scoring incorporate a greater accountability for TDM performance reporting as shown in Table 1.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
<th>Performance Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>10</td>
<td>The project or activity has undergone a comprehensive planning process or is identified as a priority in a local or regional transportation plan.</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>The planning process or document identifies an outreach component addressing commuting patterns and traveler engagement.</td>
</tr>
<tr>
<td>Regional Impact</td>
<td>10</td>
<td>The project or activity is located on or directly affects an existing or proposed regionally significant corridor.</td>
</tr>
<tr>
<td>Safety</td>
<td>10</td>
<td>The project or activity addresses transportation safety.</td>
</tr>
<tr>
<td>Congestion and Mobility</td>
<td>5</td>
<td>The project or activity directly reduces vehicle miles traveled.</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>The project or activity reduces or spreads peak period travel.</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>The project or activity includes operational and travel time reliability improvements such as ITS implementation, signal optimization, corridor improvements, managed lanes, or park and rides.</td>
</tr>
<tr>
<td>Social and Environmental Impacts</td>
<td>10</td>
<td>The project or activity has a positive impact (e.g. reduction in transportation costs and emissions, improvements on public health) on underserved populations including low-income, minority, elderly, disabled, and limited English proficiency households.</td>
</tr>
<tr>
<td>Multimodal Elements</td>
<td>10</td>
<td>The project or activity increases the use of other modes or increases transit access and demonstrates a shift away from single-occupant vehicles.</td>
</tr>
<tr>
<td>Interagency Coordination</td>
<td>10</td>
<td>The project or activity includes the direct participation of other federal, state, and local jurisdictions.</td>
</tr>
</tbody>
</table>
### Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
<th>Performance Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>The project or activity includes participation from regional employers and other trip generators impacting work force commuting patterns.</td>
</tr>
<tr>
<td>Funding</td>
<td>5</td>
<td>The project or activity’s local cost share is overmatched. (5% = 1 point)</td>
</tr>
</tbody>
</table>

**Total Points** 100

### Additional Planning Factor Information – TDM Projects

The range of point values available for each criteria are noted in parenthesis.

**Planning (10)** – The project or activity type should be identified in locally or regionally adopted transportation plans, including state, city, or county thoroughfare plans, city comprehensive plans or CAMPO documents including the long-range Regional Transportation Plan (RTP).

**Planning (5)** - Planning efforts should also include and identify specific outreach goals and coordination activities conducted with employers (and other agencies and institutions) in the region to promote TDM principles. Provide the name of the plan(s) in which the project is included, and its date of adoption or approval. The projects or activity should also include the identification of employers approached, the types of efforts used to engage and coordinate with them, and the measure to determine program effectiveness.

**Regional Impact (10)** – Note if the project or activity is located on or directly affects a facility designated on the National Highway System or is a Principal Arterial in CAMPO’s current RTP or Regional Arterials Plan

**Safety (10)** – Describe safety enhancements that the project or activity will include to reduce the potential for crashes and create a safer, more secure experience for travelers.

**Congestion and Mobility (5)** – Provide detail and documentation on how the project or activity reduces vehicle miles traveled (VMT). For example, provide documentation detailing number of participants in the project or activity and/or anonymized origin-destination data to calculate the amount of VMT reduction.
Congestion and Mobility (5) – Provide detail and documentation on how the project or activity reduces congested peak period travel. For example, provide documentation detailing employers or travelers participating in the project or activity that altered departure times based on the project.

Congestion and Mobility (10) – Provide detail and documentation on how the project or activity includes operational improvements that improve traffic flow such as ITS implementation, signal optimization, real-time incident notifications, corridor improvements, managed lanes, or park and rides.

Social and Environmental Impacts (10) – Provide documentation and analysis that demonstrates that the project or activity will directly benefit underserved populations. Refer to Environmental Justice analysis tools provided by the Environmental Protection Agency, Federal Highway Agency, and the Texas Department of Transportation Environmental Division.

Multimodal Elements (10) – Refer to CAMPO’s Regional Active Transportation Plan and note how the project or activity advances its goals. Alternatively, if a project or activity is not in regional plans (including transit, active transportation, and others) but is included in a locally-adopted transportation plan, provide the plan name and date of adoption or approval. Describe the ways the project or activity uses alternative modes, increases transit access, or included active transportation modes.

Interagency Coordination (10) – Provide documentation, in the form of resolutions, inter-local agreements, or memoranda of understanding among local agencies and employers that demonstrates a combined effort in the project or activity such as pooling resources and data sharing programs.

Interagency Coordination (10) – Provide documentation, in the form of a signed agreement or other official documentation, demonstrating employer (or agency) commitment to the project or activity such as the provision of transit incentives, telework or flexible work schedule policies, carpool incentives, or other TDM strategies of project activities that will engage regional employers (or agencies) to impact work force commuting patterns.

Funding (5) – Describe how the project or activity’s local cost share goes beyond the funding match requirements. Provide documentation that identifies committed funding for the project.
Measuring Performance for Selected Projects

Projects selected for funding using the CAMPO criteria should have a level of accountability for reporting project results. Since projects will take many forms, there will be as many forms of reporting qualitative and anecdotal results as well as technical analysis to report on a project’s return on investment. Mobility Lab is a resource for the TDM community to assist in assessing return on investment for TDM strategies, policies, and programs. Mobility Lab is a consortium of public agencies and a growing resource of contributors that help tell the story of TDM success. This resource provides a “cost savings calculator” to estimate TDM benefits and can be found at https://mobilitylab.org/calculators/.

Research indicates there are two general approaches to estimating the impacts of TDM strategies – sketch planning and modeling. Currently, there are four TDM-specific models that have been developed in the United States:

► EPA COMMUTER Model

► TDM Effectiveness Evaluation Model (TEEM)

► Worksite Trip Reduction Model (WTRM)

► Trip Reduction Impacts of Mobility Management Strategies (TRIMMS)

As CAMPO enacts this TDM plan, additional criteria may be included in project selection and reporting. Understanding the return on investment from this project selection process will be important in advancing the TDM program.

Measuring Progress on TDM Plan Goals

In addition to reporting performance on specific projects, as noted above, there exists an opportunity to measure and report on the progress on achieving the TDM goals established by
the TDM Steering Committee. These goals and potential measures of success are shown in Table 2.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Measuring Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Coordination:</td>
<td>• Partner agencies document TDM projects and strategies into planning processes.</td>
</tr>
<tr>
<td>Document a collaborative plan where all TDM stakeholders have ownership and contribute to developing and maintaining a regional TDM system that benefits the entire CAMPO region.</td>
<td>o Number of planning documents including TDM strategies.</td>
</tr>
<tr>
<td></td>
<td>o Number of agencies including TDM strategies in mission, planning documents, or construction activities.</td>
</tr>
<tr>
<td>Incorporate TDM into the transportation planning process:</td>
<td>• CAMPO 2045 Plan includes a TDM position.</td>
</tr>
<tr>
<td>Develop CAMPO policies with its partner agencies that promote and prioritize both programmatic and infrastructure investments in TDM projects and strategies</td>
<td>• Number of agencies incorporating CAMPO’s TDM goals into their individual processes.</td>
</tr>
<tr>
<td></td>
<td>• Number of cities and counties that update development codes to better incorporate TDM elements due to regional incentives/support.</td>
</tr>
<tr>
<td>Provide Education and Outreach:</td>
<td>• Develop a toolbox of outreach and education materials for major employers, trip generators and the general public.</td>
</tr>
<tr>
<td>Expand outreach and education to travelers, providing the transportation options available to them for getting from point A to point B.</td>
<td>o Number and types of outreach materials developed (hard materials, videos, engagements).</td>
</tr>
<tr>
<td></td>
<td>o Amount of materials distributed to general public and trip generators.</td>
</tr>
<tr>
<td></td>
<td>• Work with employers to implement TDM programs.</td>
</tr>
<tr>
<td></td>
<td>o Number of employers (or trip generators) demonstrating official commitments to TDM</td>
</tr>
<tr>
<td></td>
<td>o Geographic range of employers (or trip generators) demonstrating official commitments to TDM</td>
</tr>
<tr>
<td>Improve the Transportation System:</td>
<td>• Collaborate with agencies that construct roadway projects for work zone queue reduction efforts.</td>
</tr>
<tr>
<td>Enhance the performance of the region’s multimodal transportation system, especially during peak periods.</td>
<td>o Percent of roadway construction projects employing work zone queue reduction strategies.</td>
</tr>
<tr>
<td></td>
<td>o Percent of roadway construction projects measuring and sharing travel times of work zone queues and delays.</td>
</tr>
<tr>
<td></td>
<td>o Percent crash reduction in work zones.</td>
</tr>
<tr>
<td></td>
<td>• Collaborate with agencies for greater real time traveler information.</td>
</tr>
<tr>
<td></td>
<td>o Number of agencies providing real time traveler information.</td>
</tr>
<tr>
<td>Goal</td>
<td>Measuring Progress</td>
</tr>
<tr>
<td>---------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>- Decrease reliance on commuting via single-occupied vehicles</td>
</tr>
<tr>
<td></td>
<td>○ Number of agencies sharing travel time data.</td>
</tr>
<tr>
<td></td>
<td>○ Percentage of commute trips taken at least one day a week by a non-SOV mode</td>
</tr>
<tr>
<td>Increase Mobility Choices for Travelers:</td>
<td>- Increase the range of transportation options throughout the region</td>
</tr>
<tr>
<td>Provide a range of transportation options throughout the region.</td>
<td>○ Number of vanpool/carpool participants</td>
</tr>
<tr>
<td></td>
<td>○ Percentage of residences within 3, 5, and 7 miles of a park and ride facility</td>
</tr>
<tr>
<td></td>
<td>○ Percentage of residents within a quarter mile of a transit stop</td>
</tr>
<tr>
<td></td>
<td>- Improve last mile connections</td>
</tr>
<tr>
<td></td>
<td>○ Percentage of micro-mobility rides that originate or end within 200 feet of a transit stop or park and ride facility</td>
</tr>
</tbody>
</table>
Recommendations

The creation of this plan is the first step in institutionalizing TDM principles in the CAMPO region. This Executive Brief document details the high-level vision, goals, objectives, and project selection process in advancing TDM strategies. From this document a full TDM plan will be developed which contains more baseline, background material, and resources to support the advancement of TDM.

Primary recommendations resulting from this study include:

► Establish a TDM Subcommittee within CAMPO’s Technical Advisory Committee to advance TDM in the region across the full spectrum of applications and processes.

► Continue the development and monitoring the advancement of TDM in the region, led by CAMPO.

► Develop a listing of TDM projects and needs the region should address and include in the CAMPO 2045 Plan update.
► Update the revised project selection criteria contained in this report, as needed, to accurately reflect the region's advancing TDM programs.

► Investigate additional TDM concepts to include in the project scoring criteria in CAMPO’s call for projects as the region advances TDM.

► Continue exploring advances in TDM strategies for the region and update the TDM plan to document progress of TDM principles in the region.

► Establish a cost-benefit analysis based on data collected and provided by TDM implementing agencies.

► Establish a regional platform, operated by CAMPO, that conducts targeted outreach and education to individuals, employers and other trip generators, gathers and measures data from all agencies in the region, provides ride-matching services for formal and informal carpools and vanpools, and serves as the place where all progress on TDM solutions are monitored and displayed.