

# Transportation Demand Management: Mobility Programs Update

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October 19, 2011

# Transportation Demand Management (TDM) Definition

- ❑ Providing travelers with effective choices to improve travel reliability - FHWA
- ❑ The application of programs, projects and policies to reduce travel demand or to redistribute this demand.
  - Mode of travel
  - Time of travel
  - Route
  - Eliminate trip

# Benefits of TDM

- ❑ Optimizes transportation system
- ❑ Improves mobility
- ❑ Reduces traffic congestion
- ❑ Improves air quality
- ❑ Scalable – regions, local jurisdictions, communities, individuals

# How It's Done

- Move more people in fewer vehicles
- Remove auto trips
- Redistribute auto trips
- Get riders on transit

# Where Can TDM Be Applied?

- Regional Mobility
- Congestion Management
- Air Quality/Environment
- Economic Development
- Land Use
- Livability

# TDM Strategies

- Ridematching
- Vanpool Assistance
- Transit
- Telework
- Park-and-Ride lots
- Guaranteed/Emergency Ride Home
- ITS/Traveler Information/Real-time info
- Marketing and Promotion
- Employer Outreach

# Why Market and Promote?

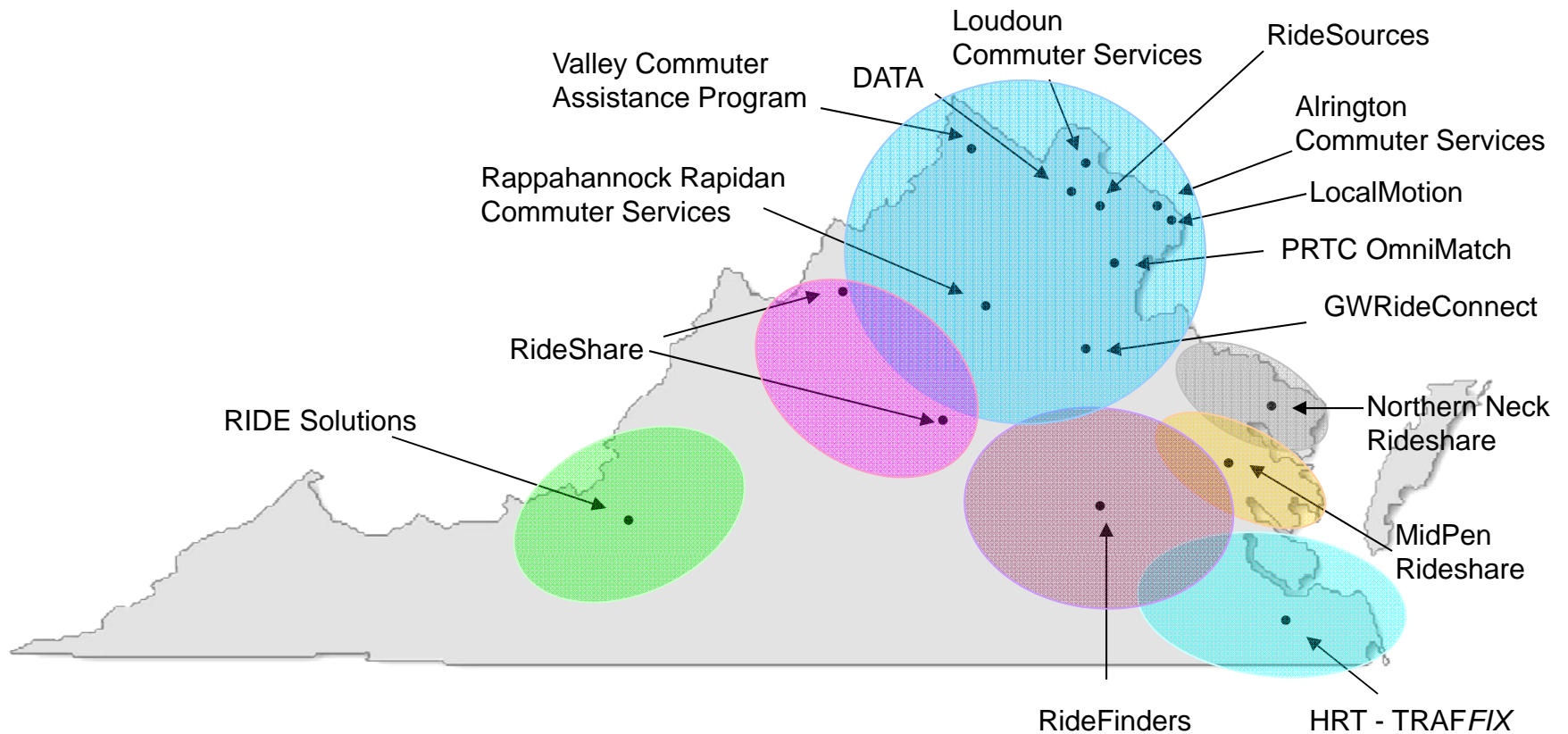
- It isn't "build it and they will come"
- Inform/educate
- Leads to acceptance
- Leads to trial and usage
- Leads to advocacy

# What DRPT is Doing

- ❑ Funding/technical assistance/promotion for 16 TDM agencies
- ❑ Evaluation
  - Statewide State of the Commute
  - Placement Rate Study
  - Program performance measures
- ❑ Long-range TDM planning
- ❑ Consolidate ridematching systems for central, southeast and southwest TDM programs
- ❑ Partner with VDOT on Megaprojects



# Virginia TDM Programs



October 19, 2011

# Telework Tax Credit

- ❑ Up to \$50,000 per business for taxable years 2012 and 2013
  - Up to \$20,000 for a telework assessment
  - Up to \$1,200 per employee for eligible expenses
    - Computer equipment (laptops/netbooks/tablets)
    - Networking equipment and software
    - Security and antivirus systems
    - High speed Internet access
    - Communications equipment and services (VoIP, mobile phones, Smartphones, routers, modems/web cams, VPN)
    - Telework Center fees
- ❑ Total statewide credits not to exceed \$1 million annually

# Telework!VA

- ❑ 174 business participants
- ❑ \$35,000 financial incentive (funding has been exhausted)
- ❑ Use Tax Credit as financial incentives
- ❑ Use unspent funds for non-profits
- ❑ Technical assistance provided by consultants hired by businesses
- ❑ Telework!VA website – resources, examples, training modules  
[www.teleworkva.org](http://www.teleworkva.org)

# Goals

- ❑ Reduce vehicle miles traveled (VMT)
  - DRPT Virginia Performs Measure
  - 2% annual growth goal
  - By TDM agencies (~13 million miles in FY2011)
  
- ❑ Increase teleworking – private sector
  - Potential 751,000 new teleworkers statewide\*
  
- ❑ 20% of eligible state workforce
  - Section 2.2-2817.1 of Code of Virginia
  - to Secretaries of Administration and Technology

\* Source: DRPT 2007 State of the Commute

TDM – it touches all aspects of transportation  
and all users, no matter what mode they use