



Palm Beach TPA Governing Board

September 19, 2024



Here are 200 people in 177 cars



**“Our Roads
Are Full!”**

Really?

It just depends on
how we use them.



Private Motor Vehicles
600-1,600/HR



Mixed Traffic with Frequent Buses
1,000-2,800/HR



Two-way Protected Bikeway
7,500/HR



Dedicated Transit Lanes



4,000-8,000/HR



Sidewalk
9,000/HR



On-street Transitway, Bus or Rail
10,000-25,000/HR



“Our Roads
Are Full!”

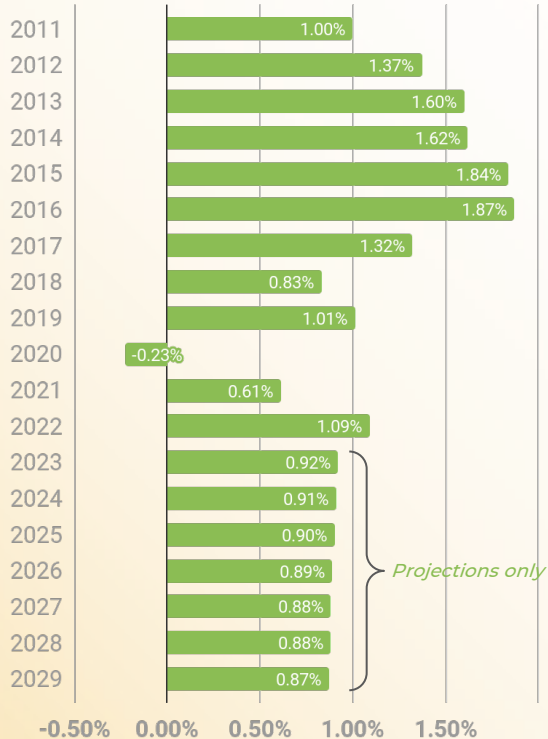
Really?

It just depends on
how we use them.

Our Population is Growing at 1-2% per year



Palm Beach County Annual Pop Growth



WHAT SHOULD OUR MIX OF STRATEGIES BE?

- 1 Primarily expand roadways
- 2 Enable 1-2% of people to select a more efficient & affordable mode annually?

INCLUDING 2 AS A PLANNING TOOL:

- Nationally-Recognized Best Practice
- Used Extensively to Manage Rapid Growth
- Helps Economic Growth + Affordability

TDM... TMAs... WTH_{eck}?



Transportation Demand Management

“Techniques that can be used to increase the efficiency of existing transportation systems by influencing demand on the systems and by reducing the number of automobile trips during peak hours of highway use.”

– Title XXVI 341.031 Florida Statutes

The practice of efficient roadways

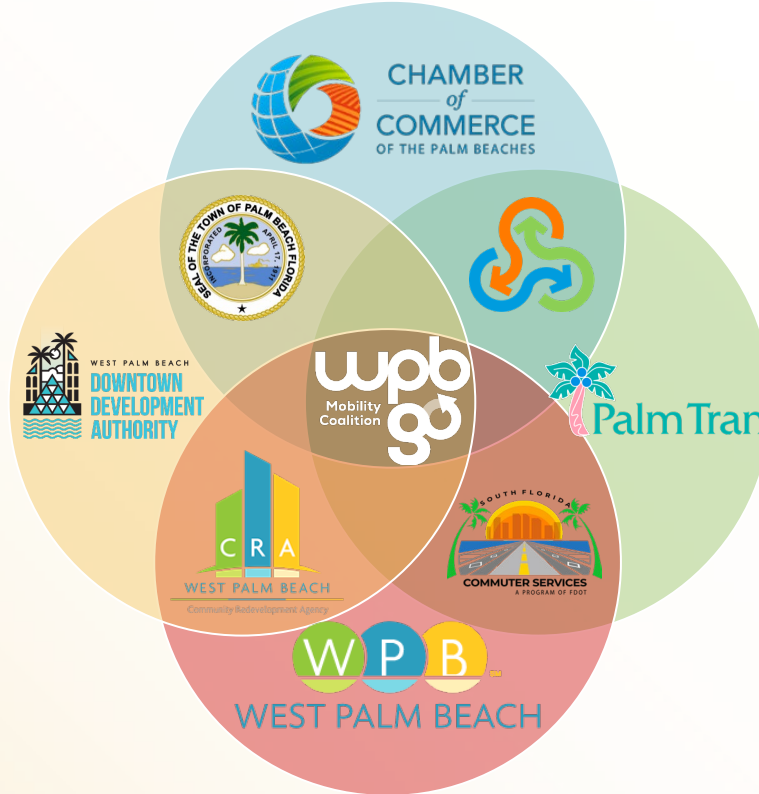
Transportation Management Association

“An organization which helps solve transportation problems by encouraging businesses and governments to implement ridesharing and demand management strategies.”

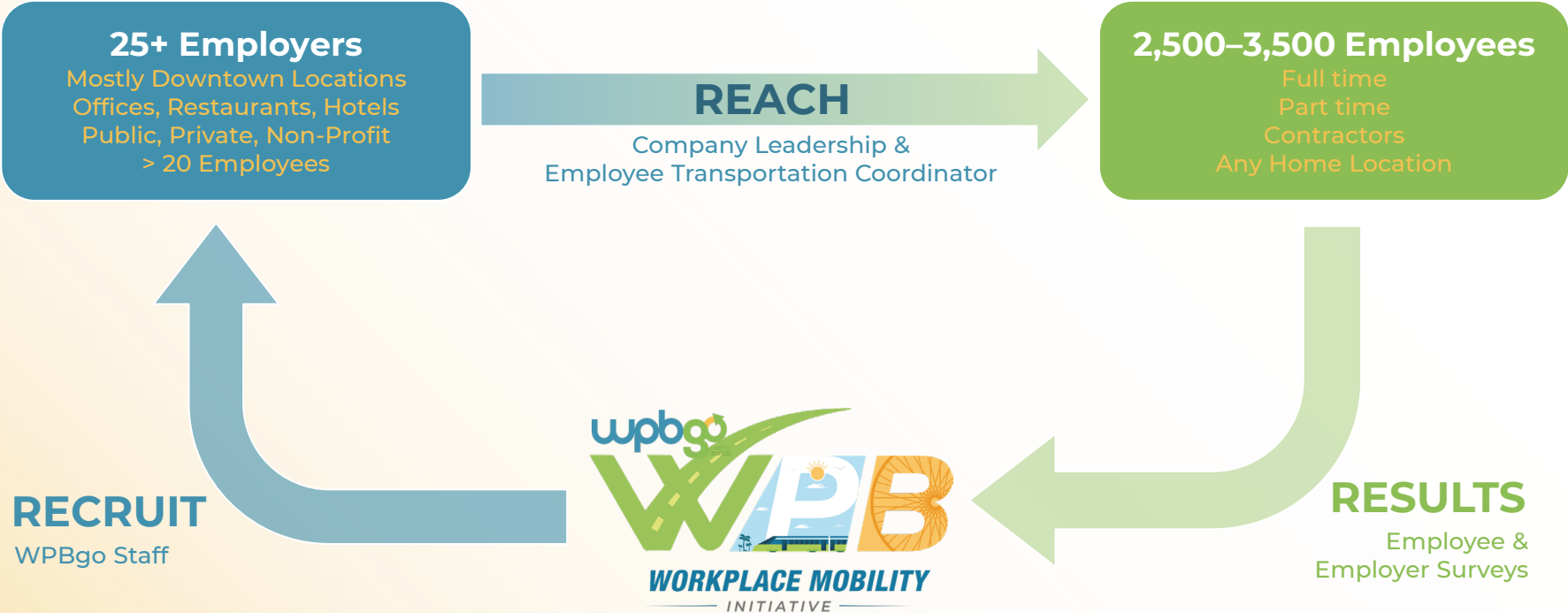
– Title XXVI 341.031 Florida Statutes

Organizations aiding the TDM practice

West Palm Beach TMA Example












Workplace Mobility Initiative Pilot



Workplace Mobility Initiative Benefits



PLANNED MOBILITY INCENTIVES	SAVINGS	BUDGET
 Free Monthly Ride Pass	\$70 total <small>PER EMPLOYEE 3-MONTH DURATION</small>	\$20,000
 Free Monthly Ride Pass	\$25 / month <small>PER EMPLOYEE 3-MONTH DURATION</small>	TBD
 Free Monthly Ride Pass	\$110 total <small>PER EMPLOYEE ONE MONTH NEW RIDERS</small>	\$20,000
 Free Enrollment Vanpool Pilot	\$150 / month <small>PER EMPLOYEE THREE MONTHS</small>	\$50,000
 Free Emergency Rides Home (6/yr)	UP TO 6 rides / year <small>PER QUALIFIED EMPLOYEE</small>	N/A
 Discounts on Uber/Taxi to 	\$180 / month <small>PER EMPLOYEE</small>	N/A
  Eligibility for E-bike Lottery	Up to \$800 <small>PER EMPLOYEE</small>	\$50,000*

Over \$600
 In potential monthly savings



Workplace Mobility Initiative Goals



Normalize Employer
Engagement on Mobility

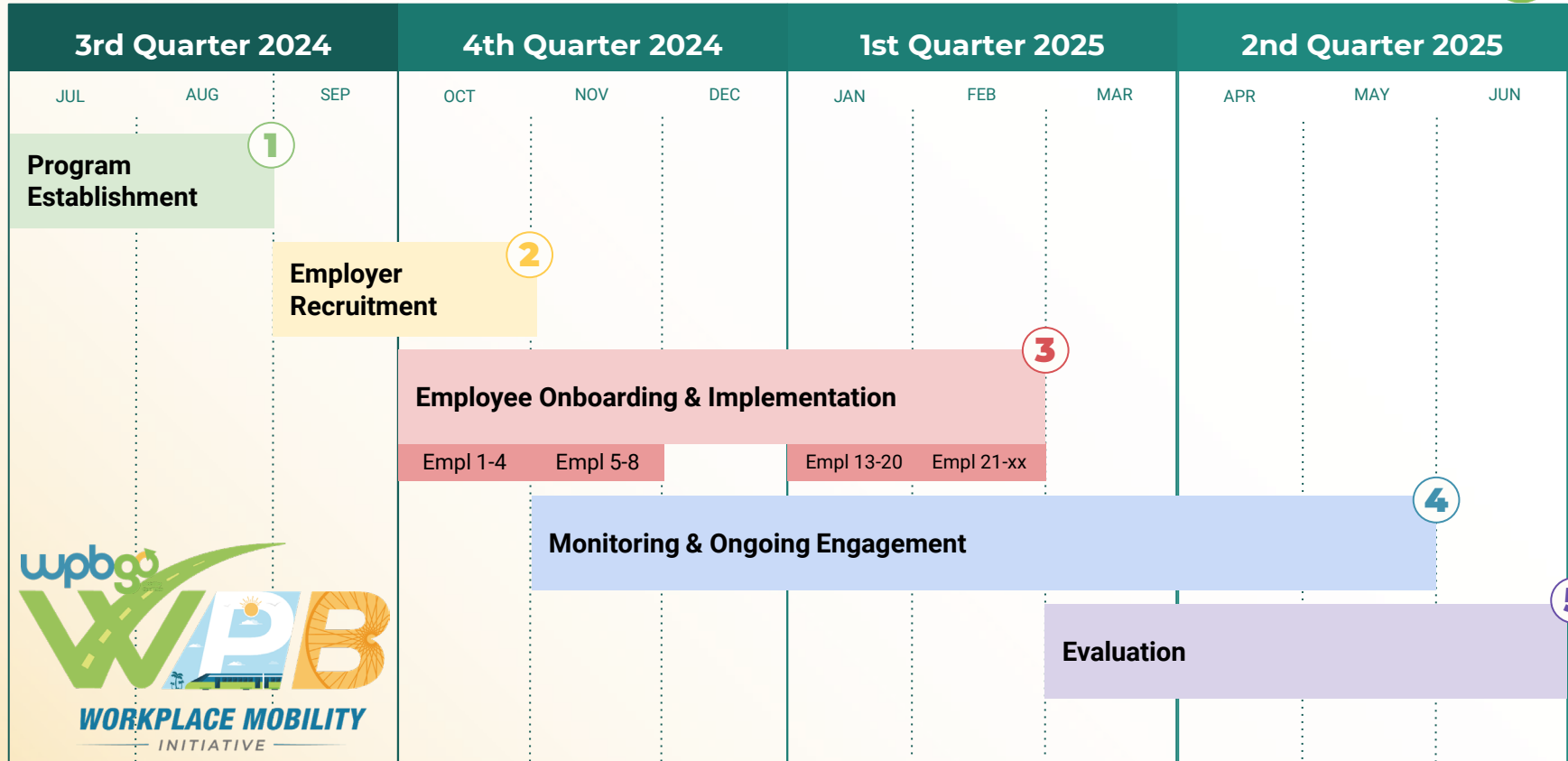
Education &
Distribution of **Benefits**

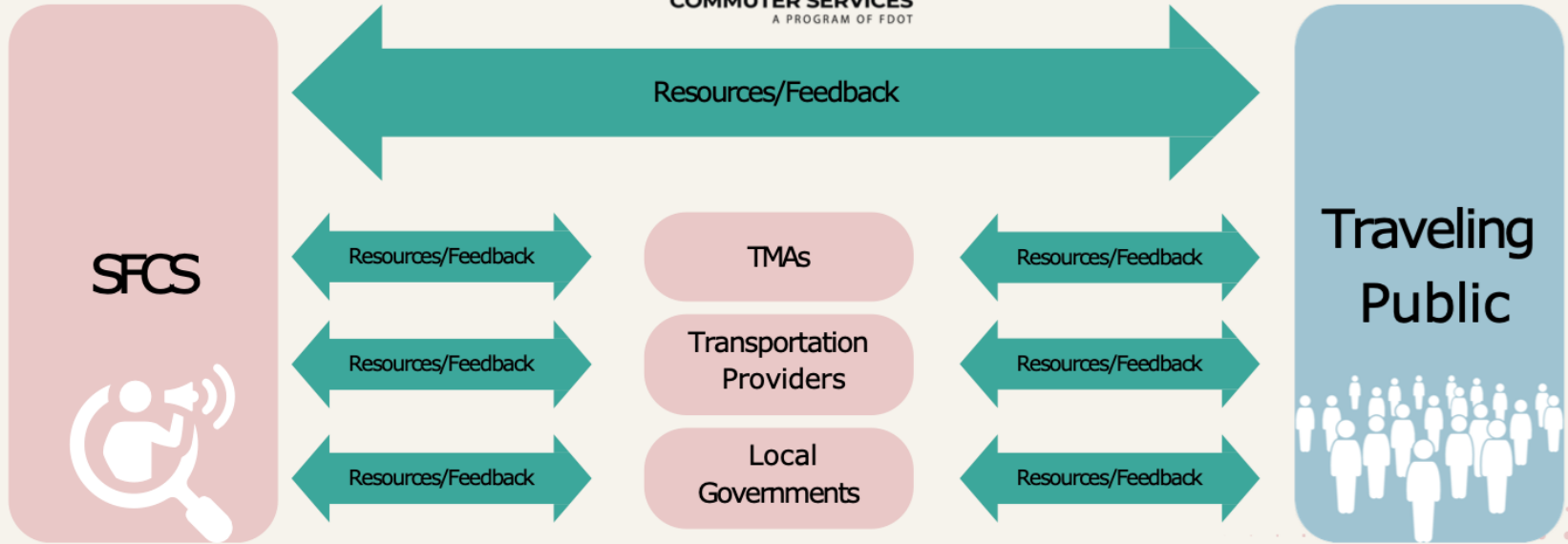


Measure Performance

Promote
Ongoing Investment

Workplace Mobility Initiative Timeline





TRB (2010)

Outdated notions that treat TDM as a collection of vaguely related initiatives are constraining the true potential of TDM... TDM is far more effective when it is framed as a philosophical approach...



Jonathan Hopkins



Jeremy Mullings

