



Palm Beach TPA Transportation Demand Management Workshop

November 30, 2023



Objectives

- 1 Highlight the importance of TDM in addressing transportation challenges**
- 2 Introduce PBC TDM Policy Menu**
- 3 Present TDM best practices applicable to PBC**
- 4 Discuss pathways to TDM Policy Menu adoption**

Agenda

1. Understanding TDM in PBC, Current State
2. TDM Policy Menu
3. Pathways to Adoption
4. Q&A

Break [10-10:15]

1. Overview of Best Practices
2. Interactive Activity
3. Closing Remarks

Palm Beach County

- Palm Beach County is the third fastest growing county in Florida. **14.7% surge in population from 2010 to 2022**. Growth trajectory exceeds the national average of 7.7%.
- Growth is good, but the County's infrastructure cannot expand enough to meet growing demands

Now is the time for the County and its municipalities and non-governmental partners to evaluate how we move people and goods



Solving Growth Challenges with TDM



→ Transportation Demand Management (TDM) Outcomes:

Choice, growth, and culture



→ TDM: Suite of policy and programmatic tools aimed at changing travel behaviors, expanding travel options, and managing congestion and other growth-related pressures (improving air quality and resilience)



Examples of TDM Policies

Services



- Car-share parking
- Special event transit service
- On-site child care

Infrastructure



- Off-site active transportation improvements
- Transit station/stop investment
- Bicycle storage and showers
- Pedestrian and cyclist wayfinding

Parking Management



- Unbundled parking
- Parking cash-out
- Preferential parking for carpooling
- Parking fees/paid parking

Multimodal Subsidies



- Visitor discounts to avoid peak period trips
- Subsidize transit passes
- Car-share or bike-share membership discounts

Education



- New resident/employee welcome kits
- Information kiosks, transit screens or websites
- Trip planning assistance
- TDM program branding and messaging

Solving Growth Challenges with TDM



→ Fosters Economic Growth

- ◆ Encourages well-designed, attractive real estate development
- ◆ Increases development capacity in land-constrained areas
- ◆ Incentivizes livable, people-centered development



→ Improves Environmental Sustainability

- ◆ Focused on reducing car dependency, curbing tailpipe emissions, and improving air quality

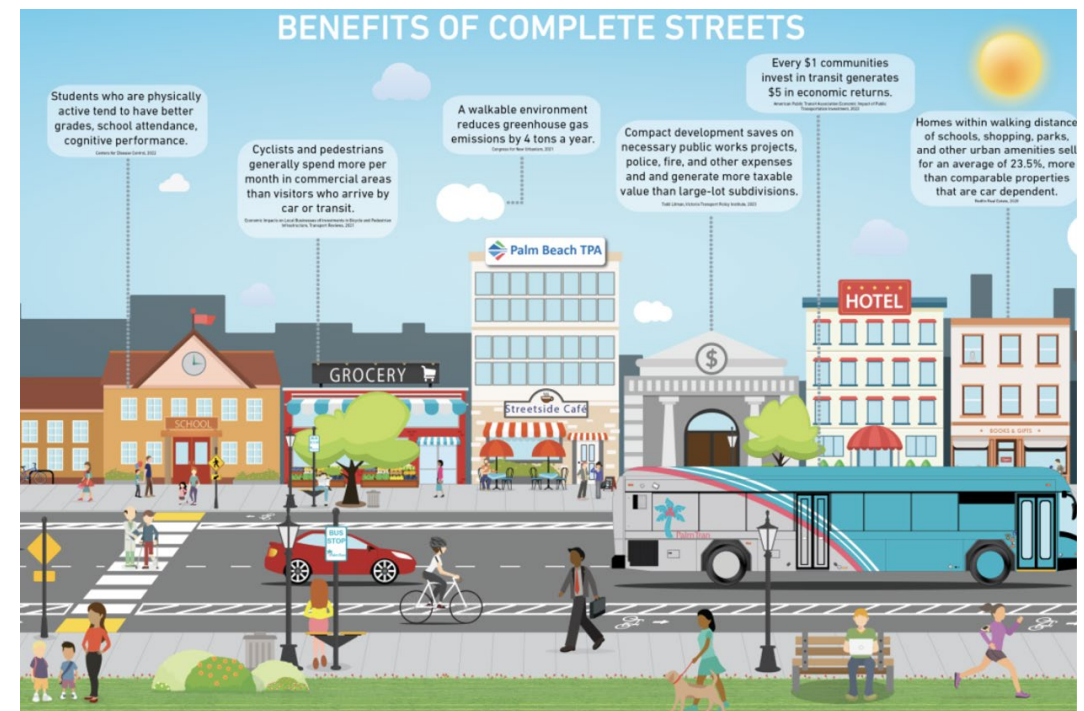


→ Enhances Livability and Quality of Life

- ◆ Promotes healthier lifestyles by creating safe environments for walking and biking

TDM in PBC: Current State of TDM in PBC and Opportunities

- Shift from car-focused initiatives and investments towards multimodal
 - ◆ Long Range Transportation Plan
 - ◆ 5-6-1 Corridor Plan key transit corridors
 - ◆ TPA's Congestion Management Process
- Local TDM initiatives
 - ◆ Boca Raton TDM Ordinance
 - ◆ West Palm Beach Go (WPBgo)
- Promoting Active Transportation
 - ◆ Complete Streets Policy and equitable street design guidelines



Palm Beach County - TDM Policy Menu

- Guidebook for TDM implementers and stakeholders
- Offers a diverse range of policies, strategies, and organizational frameworks designed for adoption by local entities
- Veers away from a one-size-fits-all approach



Palm Beach County - TDM Policy Menu

TDM Policy Menu Structure

→ Definition of Travel Groups

- ◆ Non-commute travel (e.g., residential use)
- ◆ Commute-end travel (e.g., office buildings)
- ◆ Visit-end travel (e.g., commercial)



→ Definition of Context Types

- ◆ Walkable area
- ◆ Transit/biking/walking accessible area
- ◆ Car-dependent area



→ Definition of Goals by Travel Groups and Context

Palm Beach County - TDM Policy Menu

Definition of Goals by Travel Groups and Context

Example:

Travel Group	Description	Context	TDM Goal
Commute-End Travel	Relate to activities that drive parking demands and VTM primarily through the number of commuters driving to jobs generated by these activities.	Walkable Area	Decrease the instances of single-occupancy commuting to the site and the associated demand for parking .
		Transit/Biking/Walking Accessible Area	Increase the use of alternative transportation modes .
		Car-Dependent Area	Reduce single-occupancy vehicle commuting and promote alternative transportation modes.

TDM Policy Menu Summary Table

Example:

Strategy	TDM Policy	Strategy Description	Most Suitable Travel Group	Relative Cost*	Tip Reduction Potential*
Education and Awareness	Marketing and Promotion of Alternative Travel Options	Promotes non-Single Occupant Vehicle (SOV) travel and other TDM programs. Typically includes dispersion of printed materials and web-based promotion through email and social media blasts	Non-Commute Travel	\$	Low
			Commute-End Travel		
			Visit-End Travel		
	Multimodal Awareness Events	Events as a platform for travelers to interact with TDM implementers and to learn about multimodal travel options	Non-Commute Travel	\$ - \$\$	Low
			Commute-End Travel		
			Visit-End Travel		
	Transportation Information Kiosk	Designate place for travelers to gather travel information (e.g., transit schedules, maps, trip planning services)	Visit-end users	\$\$	Low
	Multimodal Wayfinding	On-street signage and markings that direct travelers to nearby pedestrian and cycling facilities, transit stations, and mobility hubs	Non-Commute Travel	\$ - \$\$	Low
			Commute-end users		
			Visit-end users		
	Travel training programs	Programs dedicated to training potential travelers how to access and use multimodal options	Non-Commute Travel	\$ - \$\$	Low
			Commute-end users		

*Order of magnitude costs and trip reduction potential



TDM Policy Menu - Fact Sheets

Strategy (e.g., Education and Awareness)

Name of Menu Option
(2 - 4 sentence description)

Implementation Considerations

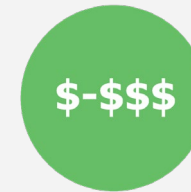
Examples of Successful Delivery



Most Suitable Travel Group



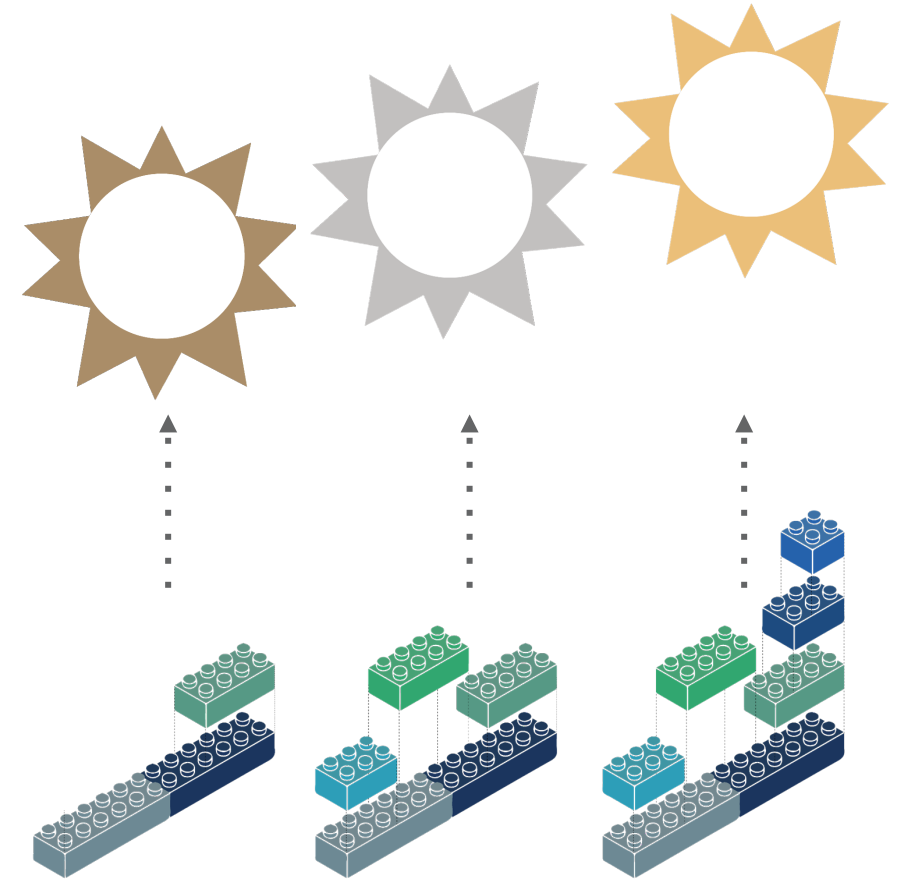
Trip Reduction Potential



Relative Cost

TDM Policy Menu - Investment Scenarios

- TDM Investment Scenarios: bronze, silver and gold
- Varied mixes of policies and investment levels
- Demonstrates mode shift impacts across urban and suburban contexts.

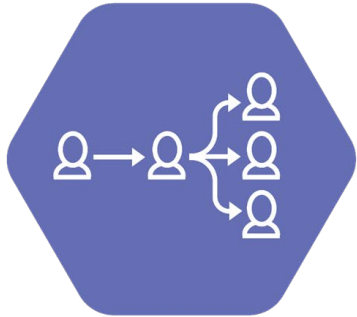


TDM Policy Menu - Stakeholder Guidance



Local Officials

- Policy Decision-Making
- Budget Allocation
- Constituent Engagement



Employers

- Commuting Options
- Cost-Efficiency
- Employee Satisfaction and Retention



Developers

- Cost Reduction
- Market Appeal

Pathways to TDM Policy Adoption

1

Governance & Delivery

TDM delivery depends on governance structure, org capacity, policy and code adoptions, business engagement, etc.

2

Ordinance & Regulation

Establish a legal and regulatory framework under which TDM policies will operate.

3

Partnerships & Development Coordination

Forming direct partnerships, sharing resources, co-creating complementary strategies can magnify desired impacts.

4

Mobility Initiatives

Set of strategies and programs focused on influencing travel behavior.

5

Pilots & Experimentation

Leveraging demonstrations to socialize alternative mobility options and generate buy-in for more permanent programs



Q&A

1. What are the outcomes you want to see as a result of TDM policies and their implementation?
1. What concerns you the most about inaction or surface level TDM tools that fail to address the underlying mobility challenges in the region?



Break

See you in 15
minutes!

Overview of Best Practices

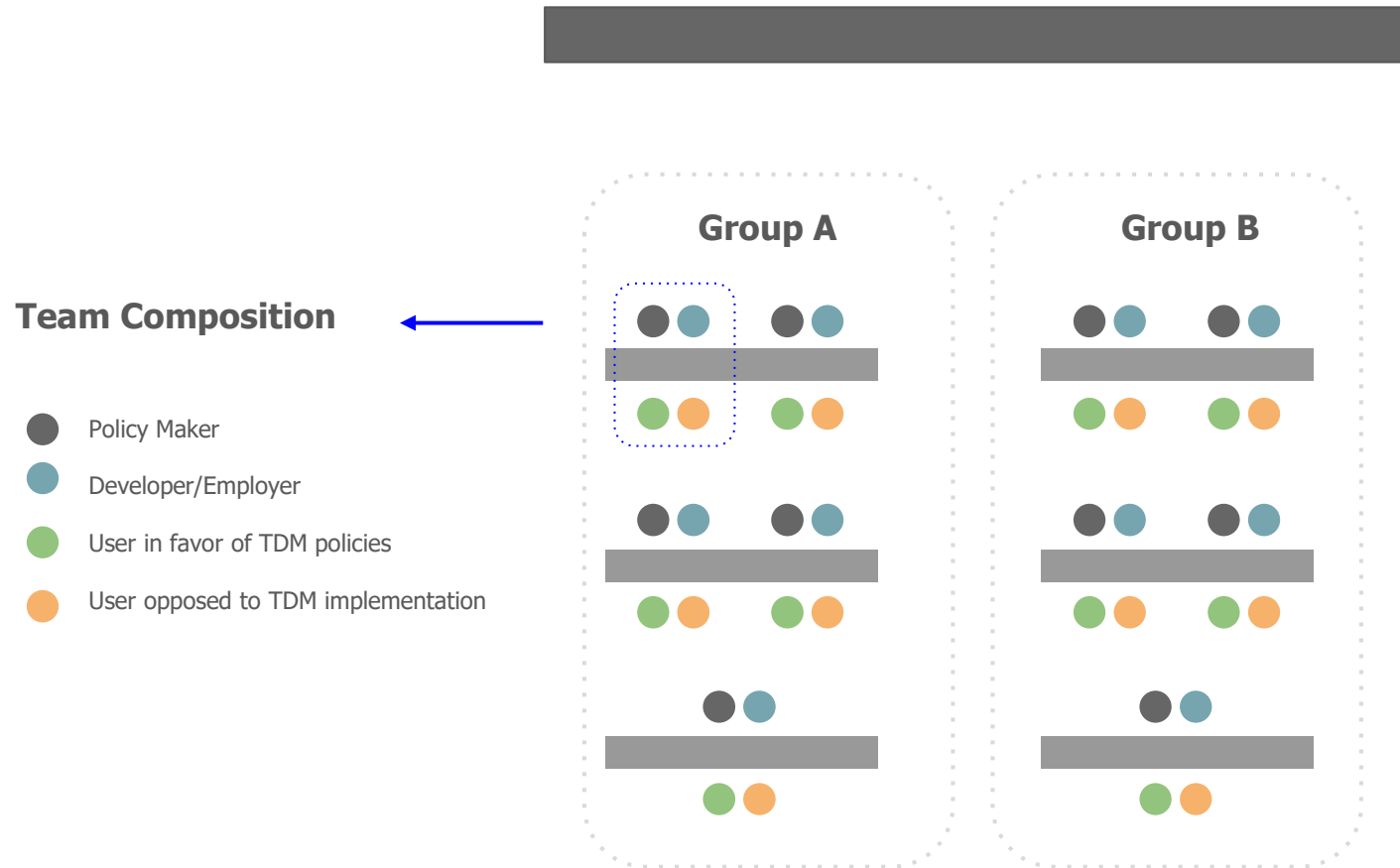
TDM Strategy	Strategy Description	Impact	Relevant Land Use	Case Study
Trip Reduction Strategies	Policies that establish measurable data-informed trip reduction targets	Reduces traffic congestion, reliance on SOV, and environmental pollution	<ul style="list-style-type: none"> • Employer • Commercial • Residential 	Washington State Commute Trip Reduction Act
Parking Management	Reevaluation of parking requirements and exploration of shared parking, pricing, among other parking management policies	Strikes a balance between providing convenient and affordable parking while mitigating drawbacks of excessive parking supply	<ul style="list-style-type: none"> • Employer • Commercial • Residential 	San Jose Parking and TDM Ordinance Update
Land Use & Zoning	Policies supporting expansion of land uses supporting multimodal travel (e.g., mixed-use, transit oriented development, eliminating parking minimums)	Cultivate more sustainable urban environments - through improving walkability & increasing density	<ul style="list-style-type: none"> • Commercial • Residential 	Arlington VA TDM for Site Plans
Multimodal Financial Incentives	Policies encouraging diversifying transportation choices (public transit passes, bike-sharing memberships, etc.)	Effective in inducing shifts toward more sustainable modes of transportation	<ul style="list-style-type: none"> • Employer • Residential 	Seattle, WA



Workshop Activity

(50 minutes)

Activity - Build Your TDM Plan



Activity - Build Your TDM Plan

Instructions

1. Each team member should select a team role (policy maker, developer/employer, user 1, user 2)
 - a. *(See case sheet for reference)*
2. Select a spokesperson that will present the outcomes of the exercise to the rest of the audience
3. Develop a TDM plan accomplishing the desired goals for the bronze, silver and gold scenario. This involves selecting feasible TDM policies that yield maximum benefits tailored to your travel group and specific context.
 - a. *(See case sheet for reference and write your plan in the plan sheet)*
 - b. Participants should adhere to the role they are assigned, which requires negotiation between policy makers, developers/employers and users. - *(See discussion sheet for reference)*
4. Identify the key qualitative benefits of implementing this TDM plan for each stakeholder.
 - a. *(See qualitative benefits sheet for reference and write the key qualitative benefits in your plan in the plan sheet)*

Activity - Build Your TDM Plan

Case 1 - Non-Commute Travel in a Walkable Area (Downtown WPB)

Development	Context	Average Daily Car Trips Generated	Target TDM Reduction*
A mixed-use residential complex with 150 units and 1 parking space per unit, along with ground-floor retail spaces.	Located in a bustling downtown area with mixed-use zoning, walkable streets, proximity to public transportation hubs, and well-connected pedestrian pathways.	1,000	Bronze: 20%
			Silver: 35%
			Gold: 50%

**Order of magnitude percentage, will be calibrated in the final deliverable.*

Team Roles


- Policy Maker - Provides the target TDM reduction and ensures that the developer complies with the requirements
- Developer - Builds a TDM plan that complies with the policy maker requirements and is appealing to its users
- User 1: is prone to adopt TDM policies
- User 2: tends to be opposed to TDM policies implementation

Activity - Build Your TDM Plan

Plan Sheet



Case:

Target TDM Reduction	TDM Policies	Key Partners	Qualitative Benefits
<p>Write your targets by scenario here:</p> <p>Bronze  %</p>	<p>Write the policies that you will use to achieve your target in this column:</p>	<p>Please list the key partners required for implementing your TDM plan here:</p>	<p>Write what qualitative benefits you envision to achieve with this scenario in this column:</p>
<p>Silver </p>			
<p>Gold </p>			




Team Report

(25 minutes)



Q&A



Closing Remarks

Next Steps

1. Incorporate Feedback Received Today
2. Finalize TDM Policy Menu
3. Develop TDM Policy Implementation Guidance



Thank You!

Karla Peralta Paredes
Project Manager
karla@cityfi.co

Brian Ruscher, AICP
Deputy Director of Multimodal
Bruscher@PalmBeachTPA.org