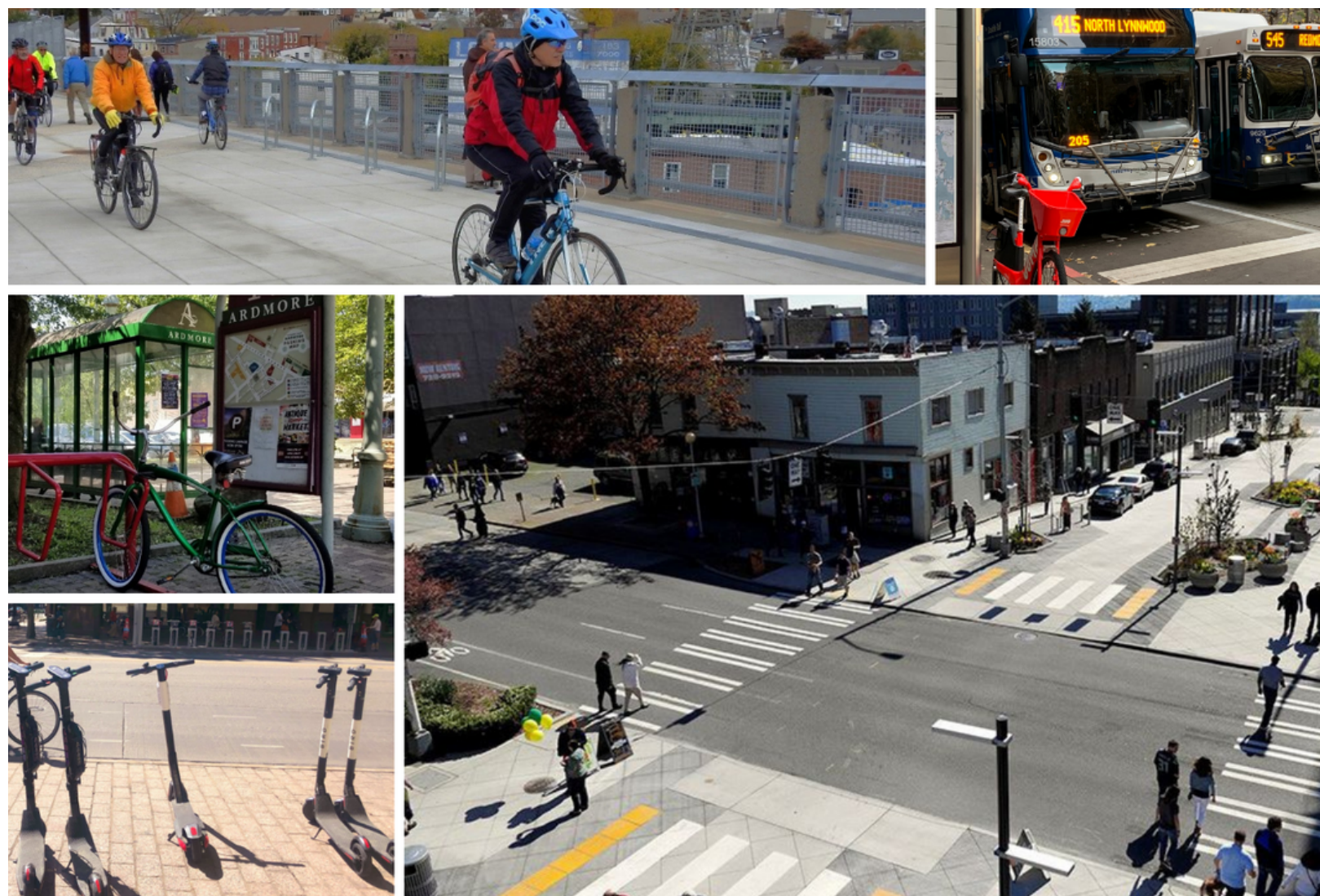




The 82  
Alliance



# Enhancing Mobility Through TDM Policies



---

# Table of Contents

|   |       |
|---|-------|
| Who We Are.....   | 3     |
| TDM.....  | 4     |
| <b>Lower Merion Township</b>  |       |
| TDM Policy.....   | 5-7   |
| <b>Washington State</b>   |       |
| Commute Trip Reduction law.....                                     | 8-9   |
| TDM Executive Board and Technical Committee .....                   | 10    |
| <b>Denver, Colorado</b>   |       |
| Making TDM a Core Element of Colorado’s Sustainability Roadmap..... | 11-12 |
| Join our cause.....   | 12    |

---

# Introduction

The 82 Alliance is a not-for-profit mobility think tank that focuses on reimagining how we move our cities, towns, and people. We can and should plan for a better tomorrow as our world changes.

With over 30 years of experience, [GVF](#) is a not-for-profit organization whose mission is to inspire mobility choices for ALL.

---

Through our partnerships and advocacy efforts, we are working to increase TDM policies and ordinances within the Greater Philadelphia region to enhance our communities and create a safe and equitable transportation system.

The report highlights GVF's work with Lower Merion Township to develop the region's first-ever TDM Policy and shares examples of TDM ordinances in Washington State and Denver, Colorado.



# TDM

The U.S. EPA identified transportation as the largest contributor to U.S. greenhouse gas emissions. According to Forbes, TDM is one of the four policies that can reduce U.S. transportation emissions by nearly half by 2050.

Transportation Demand Management (TDM) refers to strategies, programs, or policies designed to reduce drive-alone trips and enable the transportation system to function more effectively and efficiently through alternative transportation options.

By implementing TDM strategies and reducing drive-alone trips, we can improve air quality and increase the efficiency of our regional roadways.

## TDM Policies

A TDM Policy is a comprehensive plan that a governmental entity adopts, including TDM ordinances and goals to improve and enhance the transportation system.

By incorporating TDM ordinances into their communities, municipalities become more desirable places to live, work, visit, and do business. However, there is not a one size fits all solution for municipalities to encourage TDM measures. Specific TDM measures should be considered dependent upon the municipality, sites, and transportation issues.



---

# Lower Merion Township's TDM Policy

Lower Merion Township is one of GVF's most progressive partners. In 2018, Lower Merion Township and GVF were awarded a Transportation and Community Development Initiative (TCDI) grant by the Delaware Valley Regional Planning Commission (DVRPC) to develop the region's first-ever TDM policy. The policy serves as a model for other suburban communities in the Greater Philadelphia region.

As the Township was updating its zoning code, it was a perfect time to evaluate how people were commuting and identify TDM strategies that help enhance mobility options. Actively managing how people move throughout the Township creates a more efficient and safe transportation system while reducing air pollution and improving the quality of life for all.

In June 2020, the Lower Merion Township Board of Commissioners voted unanimously to accept a resolution to establish a TDM policy for the Township. The TDM Policy is voluntary but will be mandated in the future.

The TDM Policy supports the Township's 2016 Comprehensive Plan recommendations and accepted Township planning documents, prioritizing Township improvements for multi-modal travel. The Policy is also complementary to the new Zoning Code.



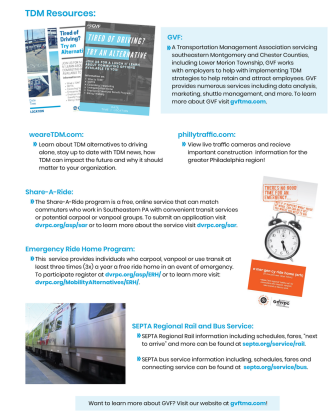
When developing the TDM Policy, GVF conducted extensive national research on best TDM practices and TDM ordinances. The policy includes the following goals:

- Show a reduction in AM and PM peak period trips at key intersections by 5-7% within six (6) years of policy implementation.
- Show an increasing amount of ‘saved’ vehicle miles traveled (VMT) based on a biennial review of implemented TDM Plans required by zoning and land development processes.
- Show a 15-20% increase in mode shift based on employees taking a TDM alternative such as cycling, carpooling, vanpooling, teleworking, or transit (this will be conducted through a surveying of employers’ employees)
- Show a Township-wide increase in the availability of bicycle and pedestrian infrastructure within six (6) years of the implementation of this policy






**"From the time we adopted the TDM Policy, we started to incorporate TDM requirements into land development reviews, but now we are working to adopt a new Subdivision and Land Development Code, and that is where most of the TDM provisions will go into. This will institutionalize our TDM requirements."**

**Ernie McNeely, Manager, Lower Merion Township**

Now that the TDM Policy has been established, GVF will continue to be involved by working with developers and employers to help implement TDM measures into their sites. GVF created an employee TDM guidebook, a checklist of TDM programs, amenities, and infrastructure (i.e., bike racks, etc.) that employers can offer or implement to adhere to the TDM Policy.



We interviewed Ernie McNeely, Manager for Lower Merion Township, about the TDM Policy. When asked why the Township is investing in a TDM Policy, he stated the following reasons:

-  Lower Merion is one of the largest employment bases in the region.
-  The Township is a major throughway. The Township sits in the middle of several routes that connect the region. The number one complaint from the community is cut-through traffic.
-  The timing for incorporating TDM made sense. Lower Merion Township recently completed a new Comprehensive Plan, adopted a new Zoning Code, and is working on an updated Subdivision and Land Development Ordinance.
-  It is good practice and good planning to adopt TDM practices.
-  TDM measures help to protect our environment.

### How can other Municipalities implement TDM Policies and Ordinances?

McNeely stated that to encourage municipalities to invest in TDM, you must interest those involved in changing policy, such as elected officials, board of supervisors, commissioners, and borough council members. McNeely encouraged GVF to present at relevant meetings where these decision makers are present to educate them better.

### Lower Merion Township Future Plans

At this time, Lower Merion Township will encourage voluntary participation in the TDM Policy, encouraging organizations to work with GVF. However, it is intended that the TDM Policy will eventually become mandated, and the TDM ordinance will be a requirement throughout the Township.

We look forward to continuing to partner with Lower Merion Township to implement TDM and to work with more municipalities in our region to implement TDM ordinances.

# Washington State Commute Trip Reduction law

Washington State's [Commuter Trip Reduction \(CTR\) law](#) aims to reduce carbon emissions and traffic congestion on the state's busiest commute routes through mandated TDM ordinances.

Veronica Jarvis, Associate Planner CTR/TDM at [Thurston Regional Planning Council](#) and former TDM Executive Board member, spoke to us about the CTR Program she manages, administered through WSDOT.



## Commuter Trip Reduction Program, Thurston Regional Planning Council

In 1991, the state legislature enacted the Commuter Trip Reduction (CTR) law to address the growing concern for traffic congestion, air pollution, and gas dependency. The research identified the number of cars on the road as a main contributing factor to these issues.

The program is mandated in busier, more populated metropolitan areas within Washington State. Each municipality within the area under the law is required to have its own local TDM Ordinance. Each municipality has the flexibility to implement different ordinances to fit its unique needs.

Jarvis manages the employer ordinance-based program that covers Thurston County, which includes the cities of Olympia, Lacey, and Tumwater. The program is funded through the state based on the number of employer worksites. There are currently 190 worksites. The CTR law applies to:

- All employers, including public and private, that have 100 or more "affected" employees who work at a single worksite
- All state agencies in the urban growth areas



---

## TDM Ordinance Requirements

To comply with CTR Law, worksites must designate an Employee Transportation Coordinator (ETC), who will:

- Prominently display ETC contact information at the worksite
- Attend basic training within one year of assignment
- Distribute information to employees about commute alternatives to driving alone at least once a year
- Implement a set of measures geared toward achieving the CTR goals
- Make a good-faith effort
- Collaborate with neighboring CTR worksites
- Survey employees about their commute habits every two years or as required by the jurisdiction
- Submit an Annual Report and Program Description
- Provide notice when making major changes to the CTR program, such as a worksite move, a new ETC, or a significant change in subsidies and incentives.
- Present CTR to top management annually

If a worksite does not comply with the program, the law states that employers can be fined. Currently, Thurston Regional Planning Council typically takes a different approach. The MPO would prefer employers to participate in the program voluntarily, so they work to create engaging programs.

## Program Success

Data is collected on a two-year basis from an employer survey administered by the MPO. ETCs must submit an annual report highlighting the TDM initiatives the organization has implemented over the year. These two items help monitor the success of the program.

Overall, the program has shown a reduced number of single-occupancy vehicle use. These successes are highlighted in reports and shared with elected officials to strengthen the reasoning for continued and increased TDM funding and programs.



---

## Washington State TDM Executive Board and Technical Committee

The TDM Executive Board and Technical Committee help oversee the CRT law.

The mission of the TDM Technical Committee and TDM Executive Board is to improve the quality of life for all Washingtonians by shaping and determining policies that support successful and innovative TDM programs statewide. The purpose of the committee and board is to influence broad TDM goals and targets; inform policy; and elevate the profile TDM can play in advancing collective outcomes around public health, economic vitality, climate change, and supporting thriving communities. Both groups also support WSDOT's strategic plan. The board is supported by a 16-member technical committee that takes input from the board to develop TDM program recommendations.

The TDM Executive Board and Technical Committee help drive TDM programs and initiatives throughout the state and ensure they effectively and successfully reduce air pollution and improve quality of life.

**Members include, but are not limited to: Washington's Department of Commerce, Department of Health, FHWA, King County Metro, Amazon, Salesforce, Washington State Department of Transportation, and Secretary Roger Millar.**



# Making TDM a Core Element of Colorado's Sustainability Roadmap

With Colorado's air quality continuing to be downgraded to a nonattainment area and cities, such as Denver, being identified as one of the ten most polluted cities, policies and mandates are being adopted at the local and state level to ensure change will occur.

In June 2021, one mandate that Denver quickly acted on was adopting a TDM ordinance for new development. Developers have supported this mandated ordinance and are working closely with property owners and tenants to ensure compliance. The regulations require new developments to implement TDM strategies that expand people's travel options and create attractive alternatives to driving. Applicants must submit a TDM plan to Denver's Community Planning and Development office when new site development plans are submitted.

The measures Denver will require of developers will correspond to the size of the development (by the number of residential units or square feet of space), as well as the type of development and land use context. See below:

|                                | <br><b>TIER 0</b><br>No TDM requirements | <br><b>TIER 1</b><br>Identify and construct TDM supportive infrastructure onsite or off site<br><br>Assign a transportation coordinator<br><br>Achieve a designated target commute SOV rate | <br><b>TIER 2</b><br>All Tier 1 requirements<br>+ Identify and implement programmatic strategies<br><br>+ Conduct surveys to measure TDM program impacts<br><br>+ Demonstrate achievement of the target SOV rate |
|--------------------------------|---|---|---|
| <b>Residential</b>             | 0-24 dwelling units   | 25-49 dwelling units  | 50+ dwelling units  |
| <b>Commerical &amp; Office</b> | 0-24,999 square feet  | 25,000-49,999 square feet   | 50,000+ square feet   |
| <b>Industrial</b>              | 0-149,999 square feet   | 150,000-299,999 square feet   | 300,000+ square feet  |

At the state level, Colorado’s Governor, Jared Polis, realized a state-wide initiative needed to be implemented to combat its poor air quality. In January 2021, the Governor passed a roadmap for reducing Colorado’s greenhouse gas pollution. The [Greenhouse Gas Pollution Reduction Roadmap](#) outlines steps the state will take to reach clean energy goals by 2030. The target is to reach an 80% reduction in greenhouse gas pollution by 2030. The Roadmap analysis shows Colorado is on a trajectory to achieve almost half the emissions reductions needed to meet the 2025 and 2030 goals. With transportation now the largest source of Colorado’s GHG emissions, the second goal within the Roadmap was for the state to mandate an Employee Traffic Reduction Program (ETRP).

The Employee Traffic Reduction Program would apply to Colorado employers with 100 or more employees at a single worksite within the Ozone Nonattainment Area (NAA). The employer must develop and implement a plan to reduce single-occupant vehicle commutes through telecommuting, flexible scheduling, and providing public transit passes or employee shuttles. The program was modeled on similar initiatives launched in at least 27 other state and local jurisdictions nationwide.

Stuart Anderson, who has over 30 years of experience in TDM and is the Executive Director of Transportation Solutions Foundation, said, **“The Greenhouse Gas Roadmap, with ETRP, was passed by the legislature and signed by the Governor. However, during rulemaking for the ETRP, the Governor withdrew the rule due to pressure from the business sector concerned about economic recovery for struggling businesses post-COVID. A modified ETRP rule renamed Clean Commute Colorado is considered a more business-friendly version and will likely be introduced to the State Legislature in early 2022.”**



“What was so unique about ETRP is that it was a chance to align these large employers and get us all on the same team — all of us working to create more options for people to get around. That was not only going to be extremely beneficial for reducing pollution but beneficial for those employers and employees to have more options to get around.” \*

Danny Katz, Colorado Public Interest Research Group



The ETRP was modified to a voluntary basis for one year for large employers. A complementary bill will also be introduced to the State Legislature on January 28, 2022, to provide employers that subsidize or fully purchase transit passes with a 50% tax credit on the total transit pass expenditure. Stuart and his TDM colleagues are hopeful the Governor will sign it into law. The Governor has included in his 2022 budget request funding for free transit during the ozone season (May to September) for the Denver and Fort Collins regions.

\*Source: <https://coloradonewsline.com/2021/07/20/colorado-backs-off-plan-to-require-large-employers-to-encourage-reduced-car-travel/>

## Join Our Cause

Employers and communities must reimagine how we plan for our future to put the people first, protect our environment and ensure a better quality of life for all. When you become a partner, your organization is part of a larger voice advocating for equitable and innovative programs and projects.

Contact Stacey Weiss, to discuss partnership [sweiss@gvftma.com](mailto:sweiss@gvftma.com) or 610-354-8899.