

# Tampa Bay Commuter Assistance Program Regional Development Plan

Compiled for Mobility Week 2020

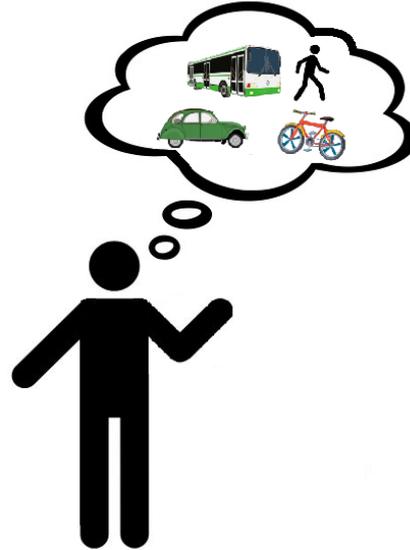
District Seven Virtual Room

October 30 – November 6

# What is TDM?

“Transportation Demand Management **helps people** use the transportation system more efficiently.”

*From the Puget Sound Regional Council, RTP 2018, Regional TDM Action Plan, May 2018.*



- Changes how people travel
- Changes when people travel
- Provides substitutes for the need to travel
- Influences where people live and route

# Congestion is Temporal

Increase the Use of Existing Capacity -  
Both passenger and vehicular

Tuesday 7:52 a.m.



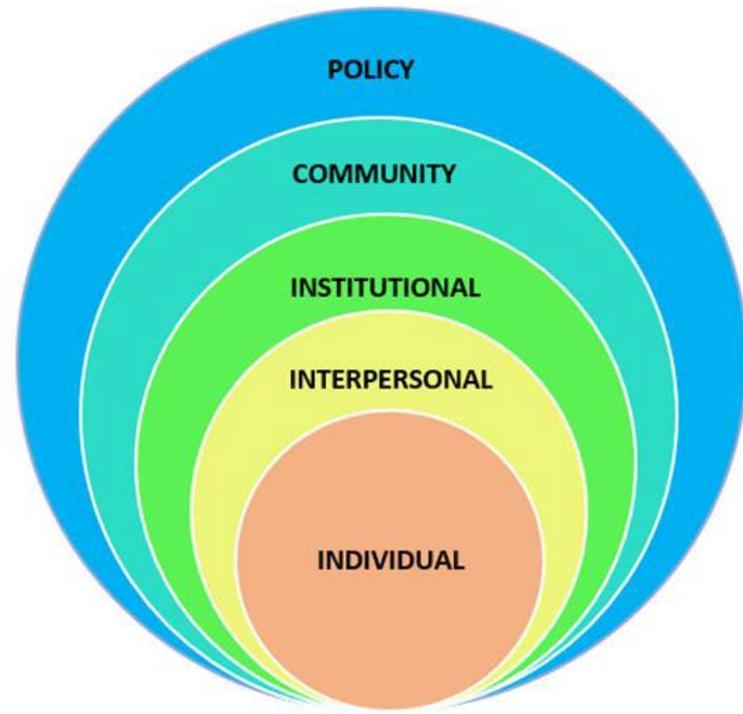
Tuesday 10:05 a.m.



# Enabling Transportation Choices

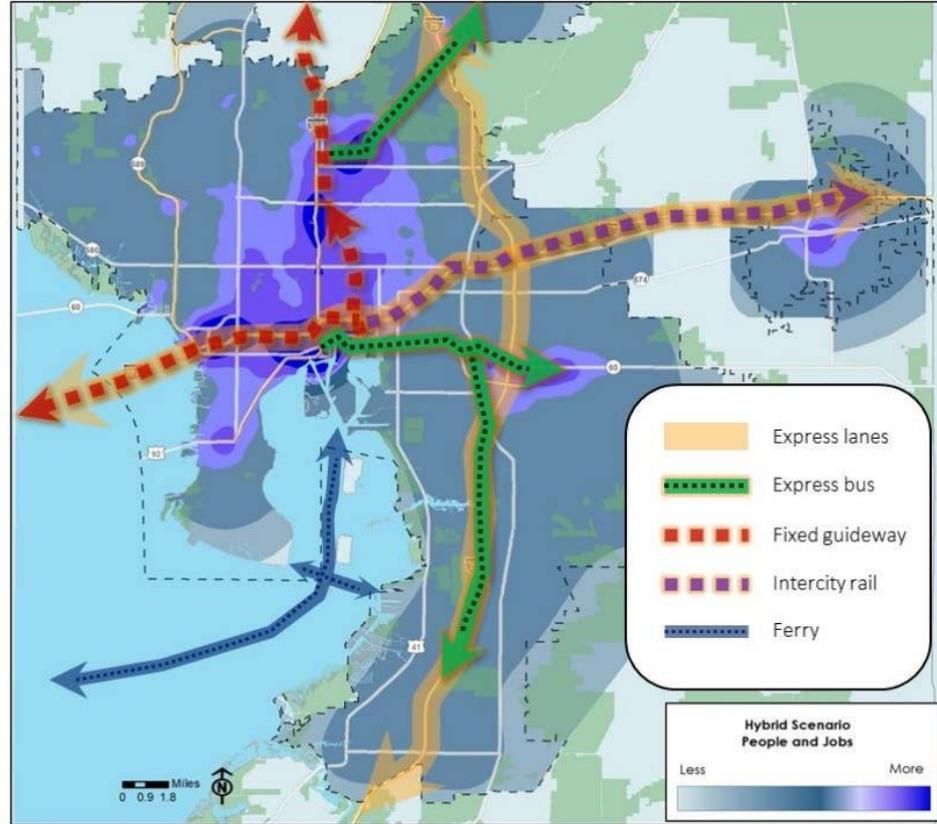
Whether using an existing option or introducing a new technology, we recognize that we are seeking to influence behavior.

And our behavior is determined by multifaceted and interactive effects of personal and environmental factors.



# TDM can support the proposed Hybrid Scenario

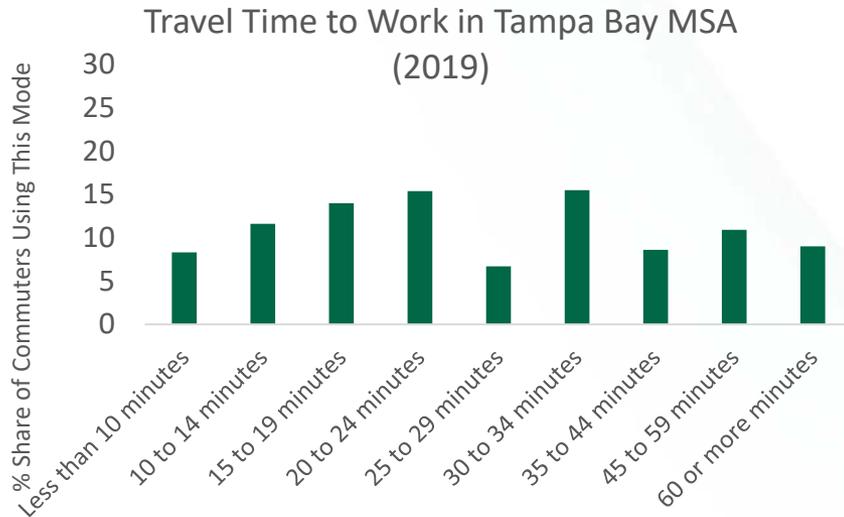
Source: Plan Hillsborough, 2045 Growth: Forecasts & Scenario Planning



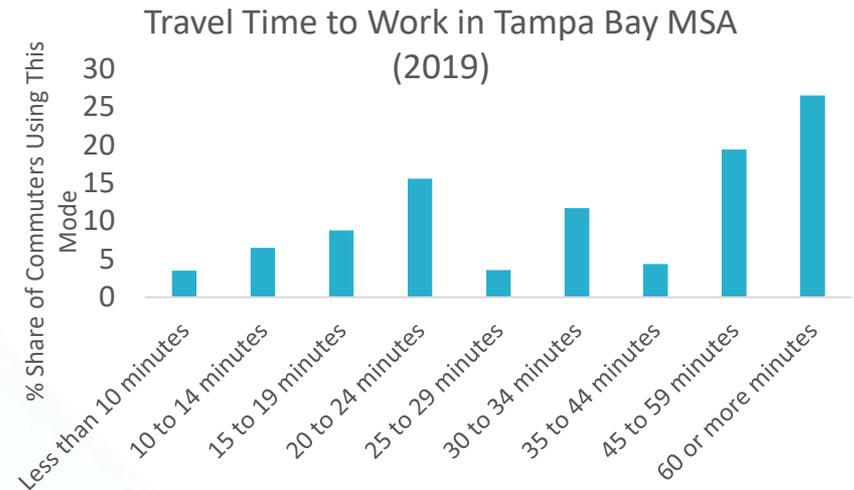
Source: Cambridge Systematics, Inc. "Hillsborough County 2045 Population and Employment Projections. Technical Memorandum No. 3: Alternative and Hybrid Scenarios. Prepared for Hillsborough County MPO and Planning Commission. July 31, 2019.

# TDM Seeks to Understand Barriers and Needs of Different Markets

## Drive Alone Commuters



## Public Transportation Commuters



**About half of drive alone commuters have under 24-minute commute whereas over half of transit riders have more than a 45-minute commute**

Source: 2019 ACS 1-Year Estimate. American Community Survey. MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS Table ID: S0802

# Our Objectives Reflect our Priorities

Columbus LRTP Objective:

**“Minimize the difference in trip travel time for disadvantaged populations relative to the regional trip travel time.”**

Source: Columbus Urbanized Area MPO Long Range Transportation Plan, U.S. DOT Winner of the Smart City Challenge

# Regional Priorities and Possible TDM Tactics

## Reduce congestion

- Increase use of existing passenger capacity
- Commute outside the peak periods

## Use new technologies to improve transportation efficiency

- Integrated transit fare payment
- AVL, trip planning apps
- Vehicle occupant detection
- Dynamic ridematching

## TOD, bus, BRT, fixed guideway

- Neighborhood Transit “Ecopasses”
- Parking management
- Transit benefit ordinance

# Encouraging TDM in LGCPs in Support of Regional Priorities

## Reinvest

### Reinvest in neighborhoods

- Neighborhood Transit “Ecopasses”
- Travel planning at household level
- Support services like Emergency Ride Home

## Strengthen

### Strengthen downtowns

- Parking management
- Transit benefit ordinance
- Employer support and recognition

## Minimize

### Minimize outward growth

- Greater mobility fees outside urban service areas
- Affordable housing in urban neighborhoods near good quality transit service

# TDM Supportive Parking Management Strategies

- Encourage employers to cash out parking and allow employees choice how to spend it on commuting
- Initiate parking maximums
- Unbundle parking from leases
- Share parking
- Provide carsharing option





**Adopt Strategies for  
Promoting Transit at  
Workplaces**

**Transit Benefit  
Ordinances**

**Qualified  
Transportation  
Fringe Benefits**

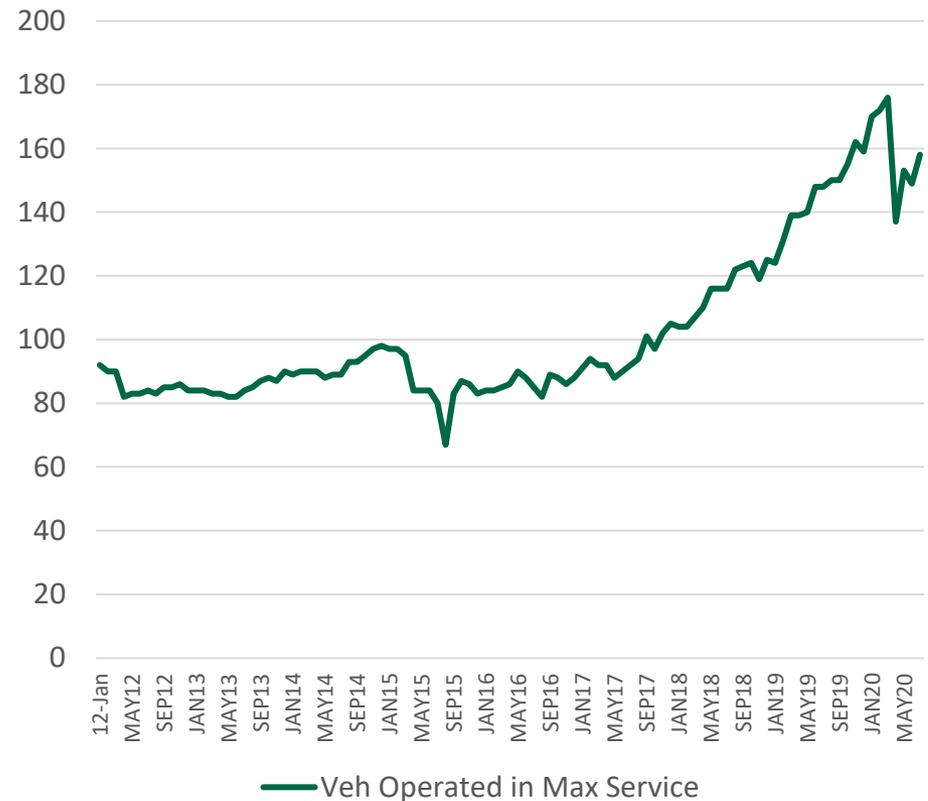
# Invest to Grow Vanpooling in Tampa Bay

## Vanpool Performance in Tampa Bay (July 2020)

- 191,060 vehicle revenue miles per month
- 14,388 unlinked trips per month
- \$5.53 average fare per trip
- 32 miles per trip

## Tampa Bay Vehicles Operated in Maximum Service

Jan 2012 to July 2020



# Tampa Bay is in 20 Largest Vanpool Programs in US

Rank	Agency	UZA Name	Vehicles Operated in Max. Service (Jun 2020)
1	King County Department of Metro Transit	Seattle, WA	1,572
2	Los Angeles County Metropolitan Transportation Authority	Los Angeles-Long Beach-Anaheim, CA	1,255
3	California Vanpool Authority	Hanford, CA	724
4	Orange County Transportation Authority	Los Angeles-Long Beach-Anaheim, CA	410
5	Utah Transit Authority	Salt Lake City-West Valley City, UT	384
6	Snohomish County Public Transportation Benefit Area Corporation	Seattle, WA	362
7	Victor Valley Transit Authority	Victorville-Hesperia, CA	220
8	Regional Transportation Commission of Washoe County	Reno, NV-CA	211
9	Potomac and Rappahannock Transportation Commission	Washington, DC-VA-MD	203
<b>10</b>	<b>Central Florida Regional Transportation Authority</b>	<b>Orlando, FL</b>	<b>187</b>
11	Pierce County Transportation Benefit Area Authority	Seattle, WA	176
12	Intercity Transit	Olympia-Lacey, WA	174
13	Metropolitan Transit Authority of Harris County, Texas	Houston, TX	173
14	Regional Public Transportation Authority	Phoenix-Mesa, AZ	167
T-15	New Jersey Transit Corporation	New York-Newark, NY-NJ-CT	153
T-15	Enterprise Rideshare - Michigan	Detroit, MI	153
<b>T-17</b>	<b>County of Miami-Dade</b>	<b>Miami, FL</b>	<b>149</b>
<b>T-17</b>	<b>Tampa Bay Area Regional Transit Authority</b>	<b>Tampa-St. Petersburg, FL</b>	<b>149</b>
19	Capital Metropolitan Transportation Authority	Austin, TX	148
20	San Joaquin Council	Stockton, CA	133

Source: National Transit Database. Monthly Module Adjusted Data Release - July 2020 Adjusted Database.xlsx  
<https://cms7.fta.dot.gov/ntd/data-product/monthly-module-adjusted-data-release>

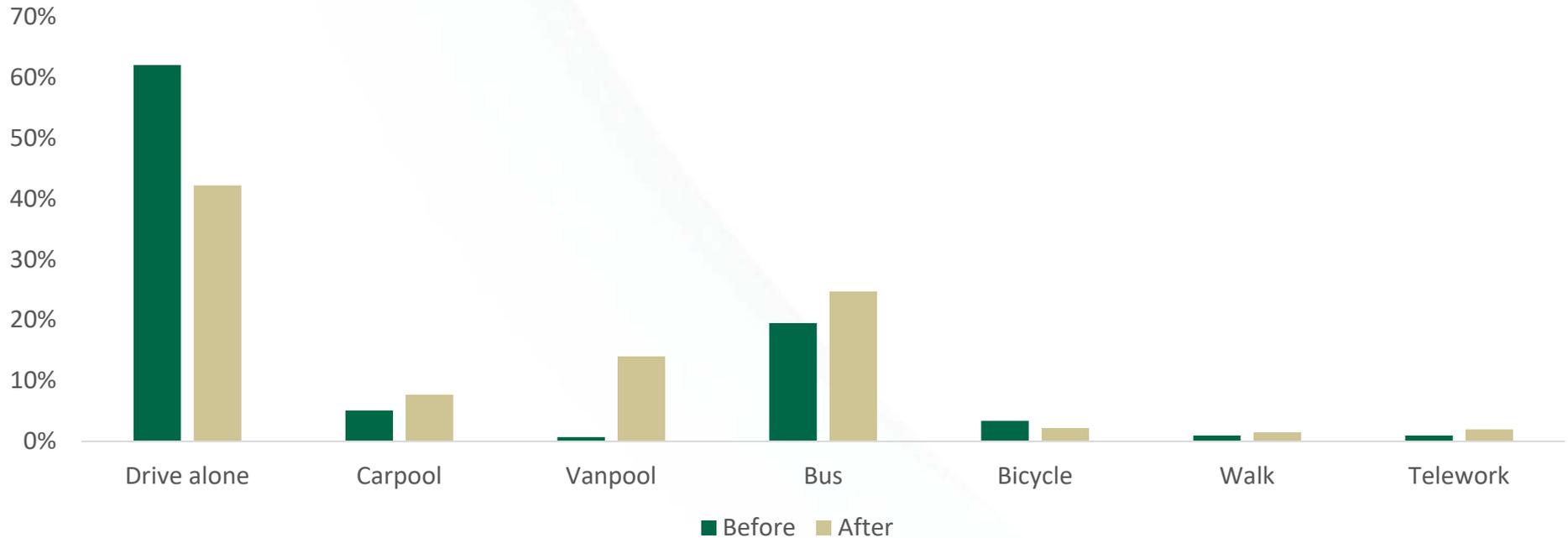
# Estimating Vanpool Financial Impact on Transit Agency's Section 5307 Urbanized Area Formula Program – Bus Tier



**\$730,816** = Total dollar benefit to region (from federal funding sources) for having vanpool program

# TDM Does Work – Behaviors Do Change!

## Mode Share – Before and After Contacting TBARTA



Source: 2017 Commuter Assistance Program Evaluation. Prepared for the Florida Department of Transportation. Prepared by USF Center for Urban Transportation Research.

# Conclusions

## TDM complements capital investments

- Improves person throughput
- Provides more mobility choices
- Supports transit/BRT
- Reduces traffic delays during construction

## TDM adds value

- Offers flexible and responsive options
- Allows for quick implementation
- Provides lower cost options
- Engages more stakeholders (employers)
- Supports resiliency

# Thank you

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