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A New Route to Better Travel for All

The Regional TDM Plan



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The Delaware Valley Regional Planning Commission

is the federally designated Metropolitan Planning Organization for the Greater Philadelphia region, established by an Interstate Compact between the Commonwealth of Pennsylvania and the State of New Jersey. Members include Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, plus the City of Chester, in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties, plus the cities of Camden and Trenton, in New Jersey.

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DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

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Vision

The greater Philadelphia area will be a region of connected communities, where residents and workers have the freedom to choose from multiple reliable, affordable, safe, and well-connected mobility options that suit them best, other than driving alone for every trip.

Purpose

This strategic plan is a working document that is intended to be the foundation for the solicitation, selection, and implementation of TDM work conducted in the bi-state DVRPC region. It was developed with direction from the Regional TDM Advisory Committee, composed of representatives from each state Department of Transportation (NJDOT and PennDOT), each of eight county planning departments, the City of Philadelphia (the Office of Transportation, Infrastructure and Sustainability and the Philadelphia City Planning Commission), New Jersey Transportation Planning Authority, NJ Transit, PATCO, SEPTA, and FHWA (New Jersey and Pennsylvania). This Committee also helped develop guidelines for the Travel Options Program (TOP), a new, competitive grant program designed to develop and fund creative and novel TDM projects in the region.

TOP provides funding from the Surface Transportation Block Grant Program (STBGP) to implement selected projects. A set of goals, outcomes, and strategies are identified in the sections that follow, which are intended to guide the selection of projects to fund through TOP. **Any project proposed for funding must be designed to address at least two (2) of the five (5) core plan goals.** The Regional TDM Advisory Committee also assists DVRPC staff with the selection and recommendation of applications to fund in each two-year period. For more information on TOP, go to www.dvrpc.org/top.

Goals

- **Climate Action and Air Quality improvement:** Contribute to air quality conformity for the region and respond to climate change by encouraging low/no-carbon travel and helping reduce total vehicle miles traveled.
 - Outcome: Reduce at least 1,000 estimated SOV trips through each TDM pilot project(s).
 - Project Strategy: Support strategies that promote non-SOV transportation modes, including telework--especially in areas where public transit options are limited--and help reduce SOV trips even during times of economic growth..
 - Programmatic Strategy: Require applicants for funding to estimate how many vehicle trips they will reduce with their pilot or project, and collect performance data during/after the project (this could be accomplished by the conduct of surveys and collection of traffic/bike/pedestrian count data).
 - Programmatic Strategy: Prioritize projects for funding that have more rigorous and significant trip reduction estimates.
- **Equity:** Improve access to opportunity for communities of concern, particularly racial minorities, ethnic minorities, low-income households, and disabled persons.
 - Outcome: More than a quarter of funds invested through regional TDM programs annually (not necessarily any single project) should be designed to have benefits for communities of concern.

- **Project Strategy:** Make place-based investments that will benefit (in the judgment of the Regional TDM Advisory Committee) specific communities of concern. For planning purposes, this means:
 - Places showing a higher than average score in these categories in [DVRPC's Indicators of Potential Disadvantage \(IPD\) map](#). By clicking on a Census Tract, the tool displays the score by category, including a scale from below to above average.
 - Projects that would help address access to essential services as shown in DVRPC's [Equity Through Access \(ETA\) map toolkit](#).
 - **Project Strategy:** Any systemic investments should be designed to consider and include communities of concern.
- **Programmatic Strategy:** Incorporate equity casemaking into the application and evaluation process for project applications.

- **Reliability:** Make trips by all modes more reliable, especially during peak travel times.
 - **Outcome 1:** Improve Planning Time Index (PTI) using DVRPC's [Congestion Management Process \(CMP\)](#) at one or more priority locations in the region. DVRPC's CMP is a process for managing congestion that provides information on transportation system performance that will be updated annually. It recommends a range of strategies to minimize congestion and enhance the mobility of people and goods. PTI is an estimate of travel time reliability, representing the 95th-percentile travel time for a road segment. PTI is often reflective of nonlocal factors, but is a good guide for where strategies can have meaningful impact.
 - **Project Strategy:** Make place-based TDM investments that will have benefits for roadway facilities and intersections identified in DVRPC's CMP analysis under the [Travel Time Index and Planning Time Index Measures tab](#), indicating that they have particularly poor reliability.
Note: Consistent with DVRPC planning principles and this plan's vision, the focus here is on improving and incentivizing non-SOV options in these locations.
 - **Outcome 2:** Improve transit reliability on priority road segments traveled by high ridership bus routes, as identified in [DVRPC's Regional Transit Screening Platform](#).
 - **Project Strategy:** Make place-based investments that will have benefits for transit service on high ridership-weighted reliability score road segments.

- **Freedom of choice:** Enable multiple, quality modal options for people to make each trip.
 - **Outcome:** Measurably more bike, walk, or transit trip-making at TDM project locations.
 - **Project Strategy:** Prioritize place-based non-SOV projects that can balance demand, such as bicycle or pedestrian improvements that could induce people to not choose to use a vehicle for short trips in congested areas (near focus roadways and intersections from the regional CMP analysis).
 - **Programmatic Strategy:** Require applicants to collect performance data during/after the project, specific to this measure (this could be accomplished by the conduct of surveys and collection of traffic/bike/pedestrian count data).

- **Affordability:** Improve affordability of non-SOV travel options, so that every option is a real option for everyone.
 - **Outcome:** Develop and promote new local/regional/state financial incentives/rewards for non-SOV travel.

- Project Strategy: In the next several years, help create and support at least one new subsidy program for travel by carpool, vanpool, public transit, biking, or walking.

Types of investments

For better understanding of the Plan's goals, it's important to note that TDM investments can be viewed as place-based or systemic. For this Plan, place-based strategies are either tangible and located in a specific place (e.g., a new bike facility or transit service), or less tangible but designed to benefit a specific place (e.g., promotion of carpool groups in a specific corridor). Systemic strategies are more regional in nature (e.g., promotion of public transit in an entire media market).

Additional principles to guide TOP project selection decisions are:

- In keeping with the Vision Zero goal in DVRPC's Connections 2050 Long Range Plan, projects proposed for funding should improve overall transportation system safety, or at minimum do no harm.
- Any project proposed for funding should be designed to have measurable impacts on travel behavior change, and a plan to document performance (e.g., user counts or surveys) if funded. There should be a proposed way to measure project cost effectiveness during an evaluation period following the conclusion of the project.
- While this plan can support both place-based and systemic TDM strategies, place-based strategies will be preferred and prioritized for funding. Projects should illustrate how they will match the cause of an issue or problem with a search for a solution or the solution itself.