

January 12, 2022

New North Transportation Alliance

Next Steps: Transportation Demand Management



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 selected



What is Transportation Demand Management (TDM)?

“TDM is the blending of facilities, land use policies, and programming to achieve mode shift away from SOVs.”

Christine Acosta, Pedal Power Promoters, LLC



In order to:

- Increase access to jobs
- Reduce congestion
- Lower mobility cost-per-household
- Improve health
- Foster economic development
- Resiliency



Recommendation: Hillsborough TPO encourage local governments to adopt commuter benefits ordinances



23% OF WORKERS HAVE LEFT A JOB
BECAUSE OF A BAD COMMUTE



Source: Robert Half Global Staffing. As reported in PRNewswire, September 24, 2018. Survey of over 2,800 workers across 28 cities.



Require employers to provide information about existing transportation options and services

agile mile

TBARTA
COMMUTE
Tampa Bay


WESTSHORE
ALLIANCE



COMMUTE
with 


TAMPA
DOWNTOWN PARTNERSHIP

Part time Phased retirement
Working from home Flexitime Phased retirement
Flexible working hour Flexitime
Job sharing Working from home
Flexible working hour Part time
Annualised hours
Job sharing Annualised hours
Compressed hours Staggered hours
Flexible working hour Annualised hours Phased retirement
Compressed hours



**BICYCLE FRIENDLY
BUSINESS**


New North
Transportation
Alliance

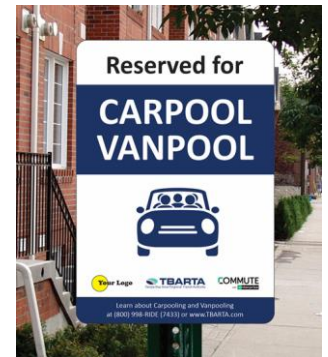
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BIKE / WALK
A regional coalition of TAMPA BAY

Based upon Internal Revenue Code §132(f) – Qualified Transportation Fringe Benefits

- Set aside pre-tax employee income to pay for commuter transportation
- Allows up to \$280 per month per employee
- Transit passes
- Vanpool

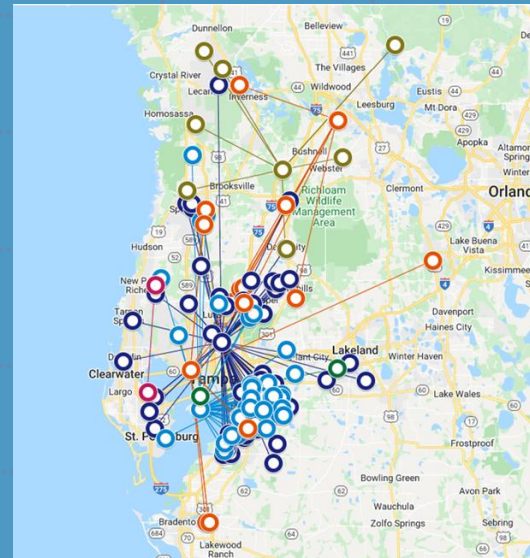


Why have a Transit Benefit Ordinance?

- Align public policies in support for public transit
- Demonstrate business support for transit
- Treat employees equitably



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Thank you

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