

# Transportation Demand Management (TDM)

## Best Practices for Southeast Pennsylvania's US 422 Corridor

DECEMBER 2014

### Policy Brief Summary

Three decades of efforts to address traffic congestion in the US 422 Corridor of SE Pennsylvania have been met with limited success. Three types of responses have been used: highway and transit capacity additions, traffic incident management and intelligent transportation systems measures, and transportation demand management (TDM). This three-pronged approach has helped keep traffic congestion from becoming worse than it currently is, but congestion remains a problem.

In the spring of 2014, PennDOT and FHWA engaged Temple University's Center for Sustainable Communities, GVF, and CFA Consultants, Inc. to study these efforts, understand the barriers that have prevented TDM from being more effective in addressing traffic congestion, and develop a set of policy recommendations on TDM best practices adapted to the US 422 Corridor.

The policy brief presents recommendations that transportation analysts and practitioners have identified after study of the Corridor, the Expressway, and planners' most effective TDM efforts. Some are straightforward, inexpensive, and simple to implement; others require decisive action, greater financial resources and technical expertise, a stronger emphasis on cooperation among the corridor's 24 municipalities and three counties, and public / private sector collaboration.

### Short Term Recommendations

The short term recommendations build on existing programs, policies, and experience in the US 422 Corridor and are adapted to local administrative and political conditions.

- Corridor-wide TDM coordination
- Employer based TDM programs
- TDM promotion and education
- Municipal and regional non-motorized transportation

### Medium Term Recommendations

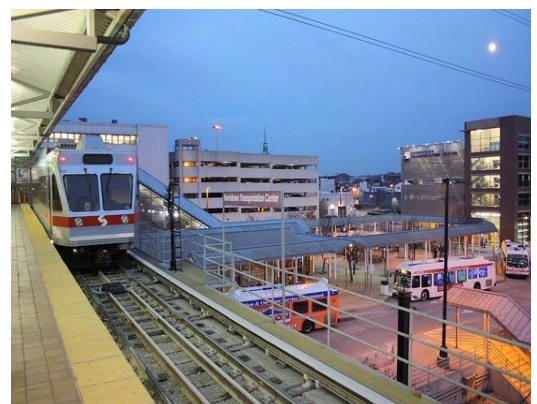
The medium term recommendations bridge the gap between the most feasible, short-term recommendations and the more ambitious and politically challenging long-term policies and programs.

- Build on existing sub-regional planning initiatives
- Improve public transit options in the Corridor
- Construct more bicycle facilities
- Invest in Intelligent Transportation System and traffic systems management (TSM) initiatives

### Long Term Recommendations

The long term recommendations are more ambitious and potentially most effective in reducing traffic congestion on US 422. These policies and programs have been successful in other regions of North America, but require sustained, collaborative, and sometimes obligatory regional cooperation among municipalities. The primary objective of such cooperation is to develop and implement land use, zoning and parking policies that make travel by shared and non-motorized modes of transportation easier and more appealing, while making SOV trips more costly and less convenient.

- Statewide transportation planning
- Regional land use planning
- Trip reduction ordinances
- Parking pricing policies

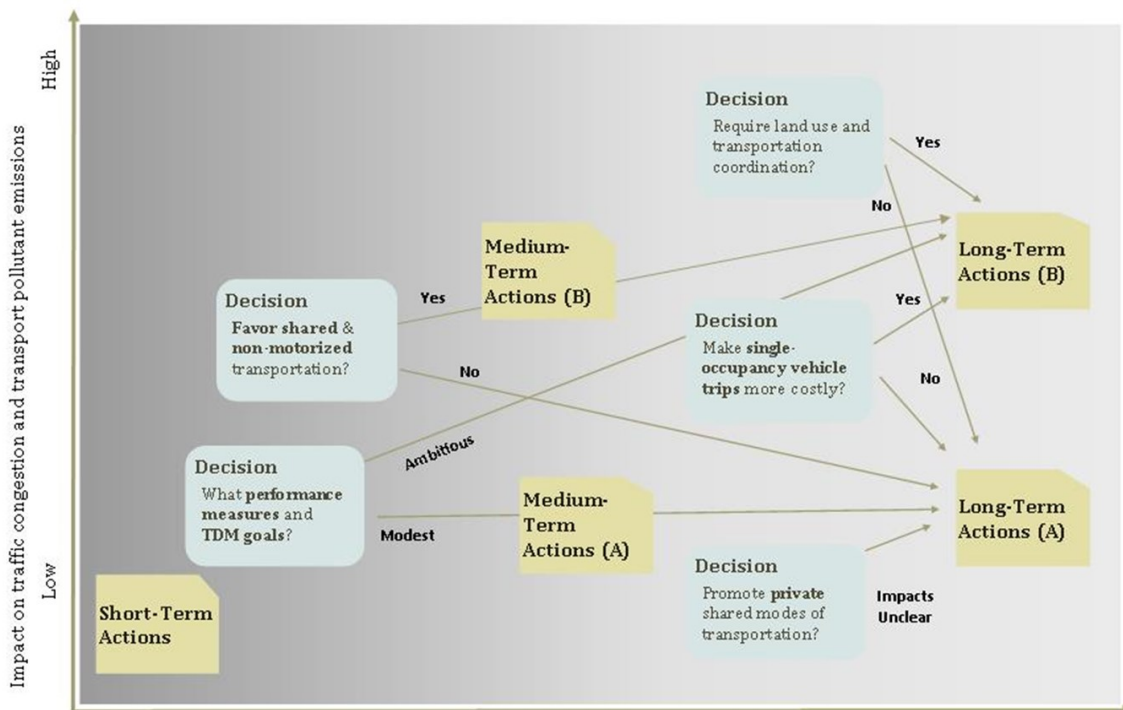


# An Action Plan for TDM Implementation in the US 422 Corridor

- **Disseminate the Policy Brief** widely to public officials, employers, developers, contractors, others in the private sector with an interest in transportation and the public who live and work in the region.
- **Careful review** of the Policy Brief by the 422 Corridor Coalition.
- **Establish feasible goals and performance measures for the short term** and identify lead agencies to monitor progress.
- **Address key decisions concerning the following questions:** Should US 422 Corridor stakeholders:
  - Revise transportation funding priorities to favor projects for shared and non-motorized modes of transportation over highway and roadway capacity-adding projects?
  - Establish performance measures and goals that become increasingly more ambitious over time?
  - Lobby for legislative changes at the state level to require coordination between land use and transportation planning and between communities within the region?
  - Facilitate the introduction of private investments in and management of shared modes of transportation?
  - Adopt policies that make single occupant vehicle travel more costly and less convenient?

These decisions should be made in the medium-term after careful consideration and open and extensive discussion.

- **Based upon answers to the key decision points, plan for medium- and long-term TDM strategies** that a) emphasize continuity with the existing policy environment and modest potential impacts on traffic congestion and pollutant emissions or b) are more ambitious in pursuing changes to the policy environment that could lead to larger potential reductions in traffic congestion and pollutant emissions



Timeframe: 0 to 2.5 years for short-term, 2.5 to 5 years for medium-term, and 5 to 10 years or more for long-term

This project was sponsored by PennDOT and the U.S. Department of Transportation, Federal Highway Administration.

The contents of the Policy Brief reflect the views of the authors who are responsible for the facts and the accuracy of the data presented therein. The contents do not necessarily reflect the official views or policies of the US Department of Transportation, Federal Highway Administration, or the Commonwealth of Pennsylvania at the time of publication. The report does not constitute a standard, specification or regulation.

For more information regarding the project or the policy brief, please contact Bradley Flamm at: [bflamm@hntb.com](mailto:bflamm@hntb.com). To download a copy of the TDM Best Practice for Southeast PA US 422 Corridor Policy Brief please visit this web page: <http://www.temple.edu/ambler/csc>.