

AASHTO & ACT Joint Webinar: Transportation Demand Management & Rural Transit State DOT Perspectives

September 26, 3:00 pm ET



Welcome

Jean Ruestman, *Administrator, Office of Public Transportation, Michigan DOT; Vice Chair, AASHTO Council on Public Transportation*

David Straus, *Executive Director, Association for Commuter Transportation*



State DOT TDM & Rural Transit Programs

AASHTO & ACT Joint Webinar
September 26, 2023

David Straus
Executive Director
Association for Commuter Transportation



The TDM Association



Community

1,450+ TDM professionals
USA, Canada, & Globally



Professional Development

Virtual & in-person learning,
networking



Career Growth

Certification, mentoring,
leadership training



Industry Advancement

Advocacy, public policy,
government affairs

ACT Decarbonization Call to Action

STATES

- **Empower and dedicate staff** to lead, implement, and coordinate employer, institutional, and local land-use TDM programs.
- **Integrate TDM staff into agency operations and culture** as part of coordinated efforts to achieve decarbonization and related climate goals.
- Collaborate to **establish clear metrics for decarbonization**, congestion management, and system efficiency in evaluating TDM programs.
- **Prioritize the use of federal funding programs** to develop and support the implementation of TDM strategies.
- **Develop dedicated long-term funding sources** to support TDM programs.
- Ensure **NGOs already implementing TDM strategies**, including transportation management associations and commuter service agencies, receive the funding and support they need to accomplish their goals and mission.

Transportation Demand Management



The use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions.

TDM at all Levels



A Solution for All Communities

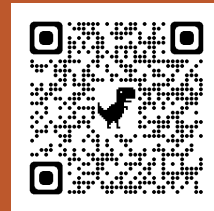
	Rural	Suburban	Urban
Commuter Benefits	X	X	X
Ridesharing	X	X	X
Vanpooling	X	X	X
Bike/Ped Programs & Infrastructure	X	X	X
Commuter Shuttles	X	X	X
Behavior Change/Marketing Strategies	X	X	X
Mobility on Demand	X	X	X
Parking Management		X	X
Curbside Management		X	X
HOV/HOT Lanes		X	X
Transportation Management Association/Organization		X	X
Congestion/Roadway Pricing			X



Thank you!

David Straus
Executive Director
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LinkedIn



Featured Speakers

Ricardo Gotla, *TDM Program Supervisor, Public Transportation Division, Washington State DOT*

Ross MacDonald, *Public Transportation Manager, Vermont Agency of Transportation*

Transportation Demand Management in Rural Washington

Ricardo Gotla, Transportation Demand Management Program Supervisor, Public Transportation Division

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Several programs support rural TDM in Washington



- Data
- Research studies
- Intercity bus
- Grants
- Transportation demand management board and committee

Transportation demand management

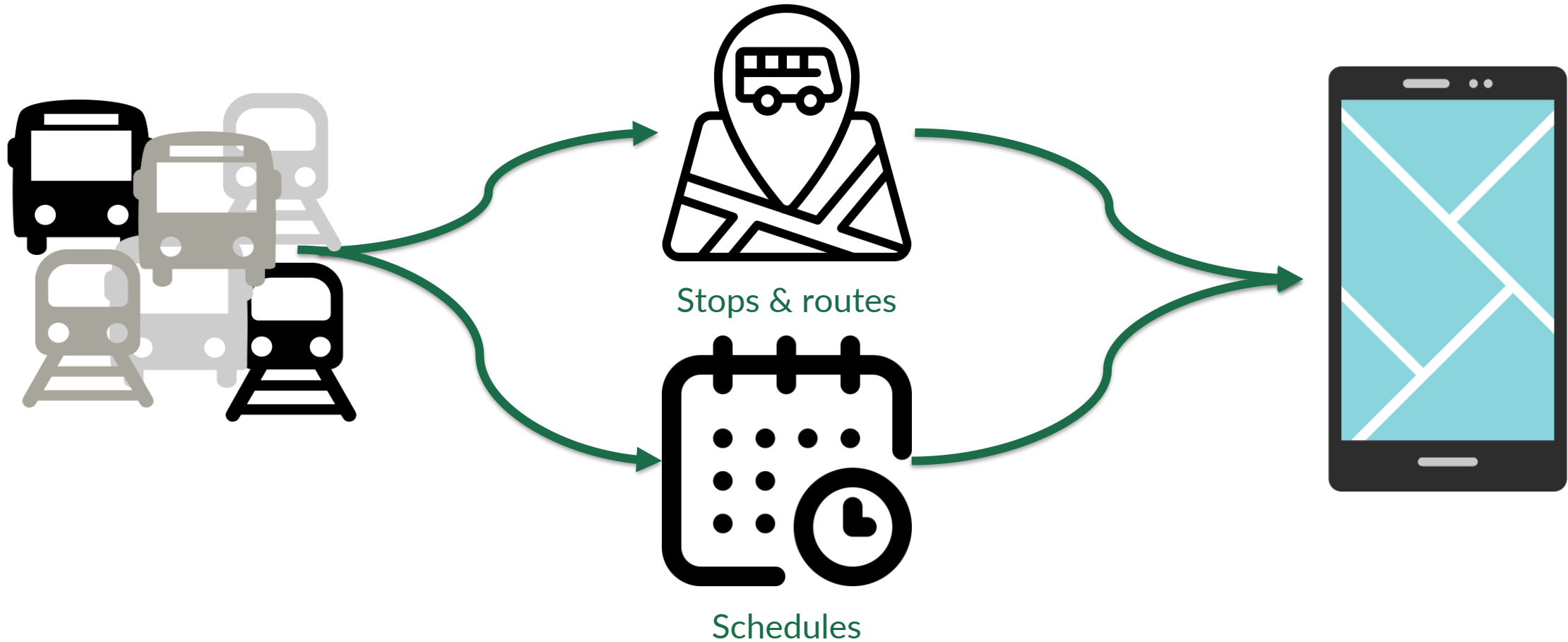
Transportation demand management (TDM) uses transportation options, motivation, and infrastructure to enhance access to and use of transportation network capacity.

TDM outcomes include increased equity and access to opportunity, more efficient use of existing transportation infrastructure and services, reduced greenhouse gas emissions, and reduced need for large mobility projects.



With HopeSource Dial A Ride, Kaylee can get door-to-door transportation for medical appointments, social gatherings, and grocery shopping.

Putting transit service on maps



Transit Agencies

GTFS

You!

Flexible transit service in WA

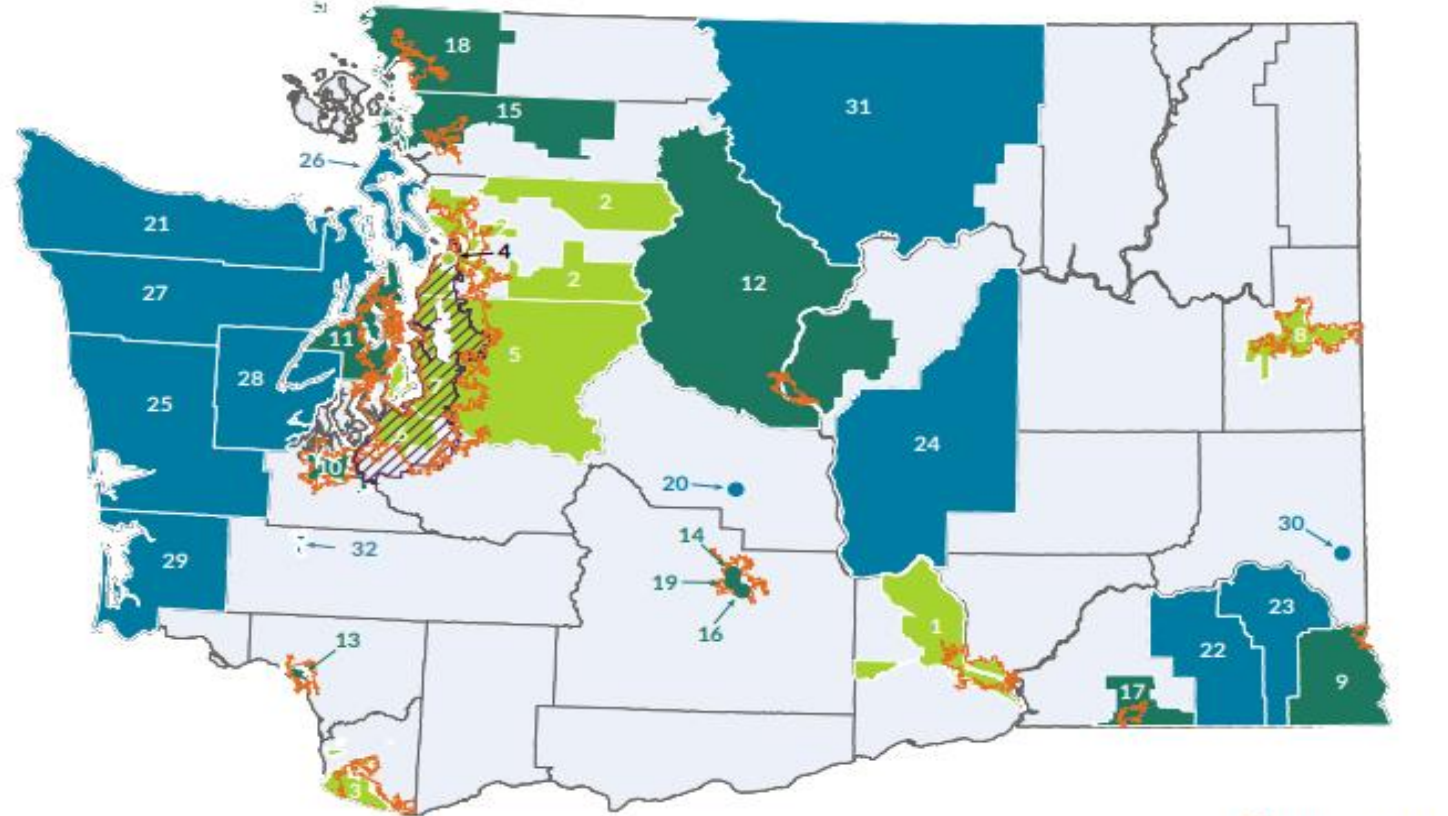
32 transit agencies:

8 urban

11 small urban

13 rural

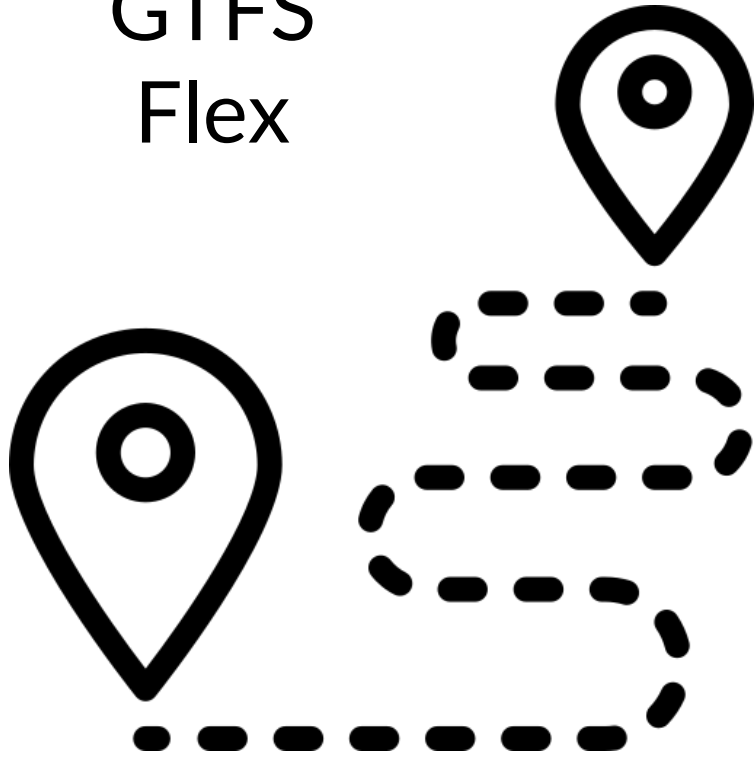
31 have flexible service



Urban	Small Urban	Rural	
1. Ben Franklin Transit	9. Asotin County Transit	20. Central Transit	26. Island Transit
2. Community Transit	10. Intercity Transit	21. Clallam Transit System	27. Jefferson Transit Authority
3. C-Tran	11. Kitsap Transit	22. Columbia County Transportation Authority	28. Mason County Transportation Authority
4. Everett Transit	12. Link Transit	23. Garfield County Transportation Authority	29. Pacific Transit System
5. King County Metro	13. RiverCities Transit	24. Grant Transit Authority	30. Pullman Transit
6. Pierce Transit	14. Selah Transit	25. Grays Harbor Transportation Authority	31. TranGo
7. Sound Transit	15. Skagit Transit		32. Twin Transit
8. Spokane Transit Authority	16. Union Gap Transit		
	17. Valley Transit		
	18. Whatcom Transportation Authority		
	19. Yakima Transit		

Static GTFS was just the beginning

GTFS
Flex



Data that describes:

- Demand response service areas and boundaries
- Service qualifications
- Service hours, etc.

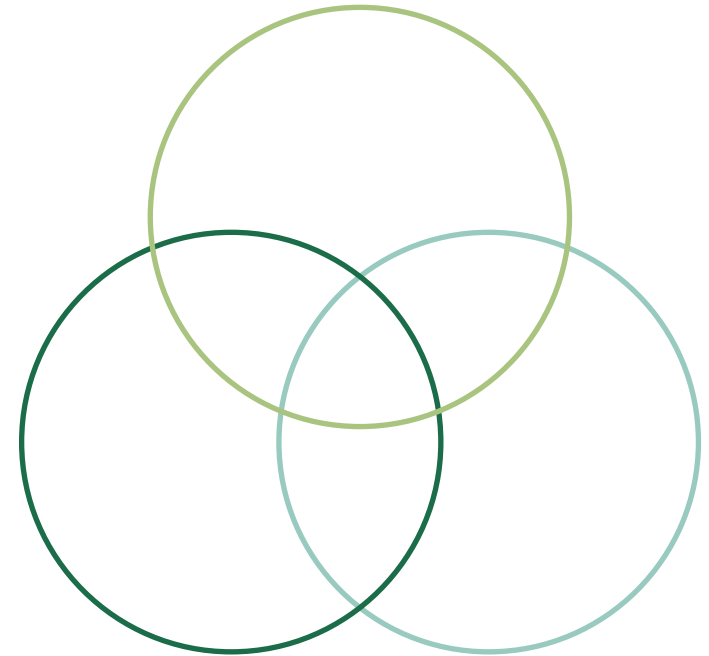
WSDOT is working to:

- Describe GTFS-flex for small urban, rural, and tribes
- Identify funding and develop standards for technology that enables travelers can utilize GTFS-flex across WA

Three new studies in 2023

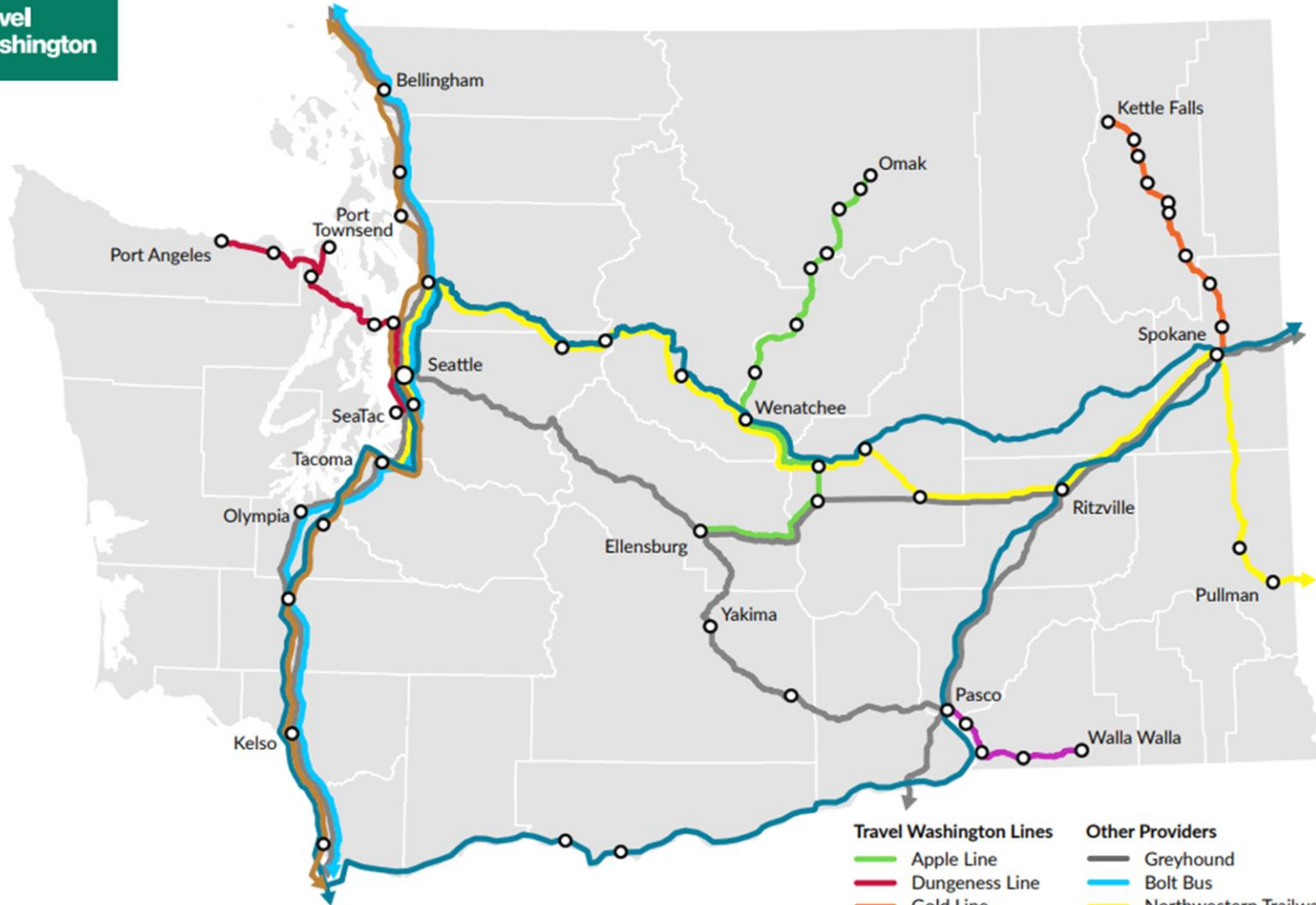
- Non-driver study
- Frequent transit service study
- Unmet needs study

All three conclude that public transportation builds strong communities and provides access to jobs, healthcare and community.





Statewide Intercity Bus Network



- | Travel Washington Lines | Other Providers |
|--|--|
| — Apple Line | — Greyhound |
| — Dungeness Line | — Bolt Bus |
| — Gold Line | — Northwestern Trailways |
| — Grape Line | — Amtrak |
| ○ Bus or train stop | — Amtrak Cascades |

20-12-0297

Intercity Bus Network Coverage

About 77% of Washington residents live within 10 miles of an intercity bus stop or station

95% live within 25 miles of intercity bus stops/stations

Rural transportation supports access to jobs, healthcare, and other services.

WSDOT grants support rural TDM

Regional Mobility Grant – state funding

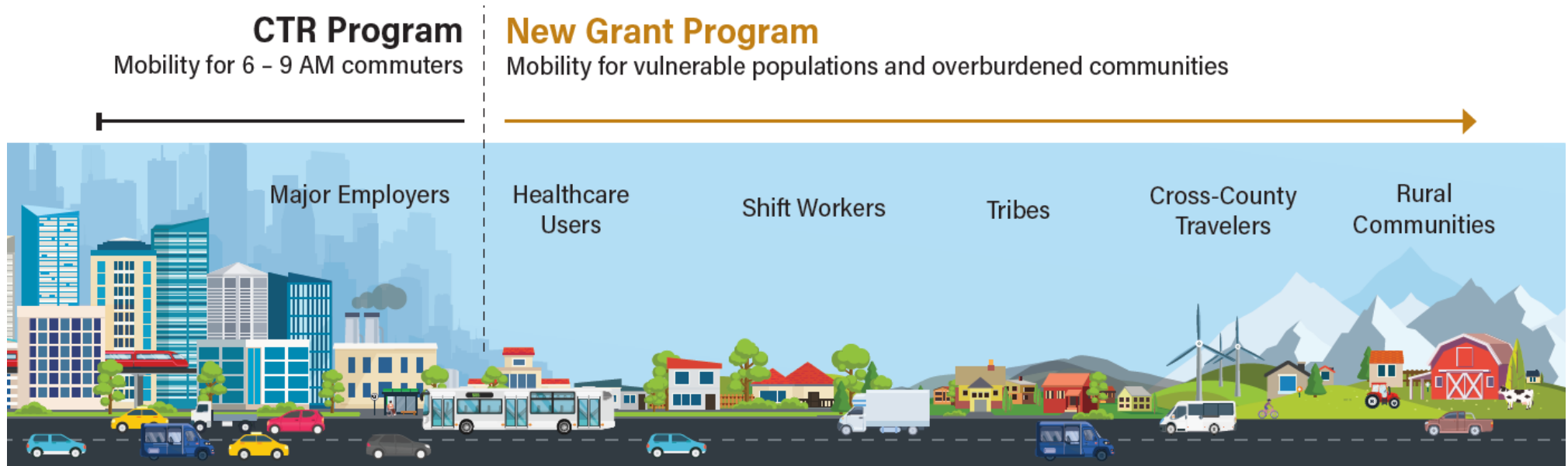
Consolidated Grants – state and federal funding

Funded project types

- Demand response
- Recreational access
- Mobility management
- Rural vanpools



\$25M Mobility Partnerships: State Grant Proposal



WHAT COULD A NEW MOBILITY PARTNERSHIP GRANT PROGRAM ACHIEVE?



More mobility for more people



Resources for under-served communities



Reduction in greenhouse gas emissions



Improved health, safety, and resiliency



Enhanced accessibility where it's needed most

What makes this grant different from existing state & federal grants?

- Fills existing federal and state funding gaps
- Provides state funding for administration, technical assistance, planning and program development
- Emphasizes equity and under-represented communities
- Combines TDM and human services programming
- Provides ongoing formula funding and competitive funding to start up and pilot projects

SUPPORTED BY:



Bike Clark County
Education. Advocacy. Adventure.



Move Redmond



CITY OF Federal Way
Centered on Opportunity



FOURTH PLAIN FORWARD



Community in Motion
The means to stay mobile



Tacoma-Pierce County Health Department
Healthy People in Healthy Communities



SmartNW



King County METRO
Moving forward together



Commute Seattle



Transportation Choices
transit for all



CITY OF Vancouver WASHINGTON



WTA



Redmond WASHINGTON



PUGET SOUND Clean Air Agency



amazon



ctanw
community transportation association of the northwest



salesforce



future wise



CLARK COUNTY, WASHINGTON



EASTERN WASHINGTON UNIVERSITY



hope link



community transit



VIA



Kitsap Transit
Connecting Communities



CITY OF AUBURN WASHINGTON



EVERETT TRANSIT



VDA Vancouver's Downtown Association



RTC



CITY OF BELLEVUE WASHINGTON



GSBA
EQUALITY IS GOOD BUSINESS



YVCOG
Yakima Valley Conference of Governments

Thank you

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TDM in Vermont



AASHTO & ACT JOINT WEBINAR
SEPTEMBER 26, 2023



Public Transit in VT

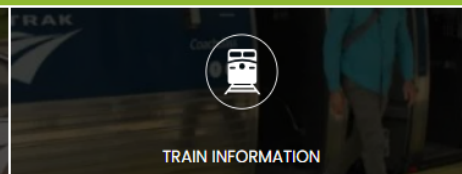
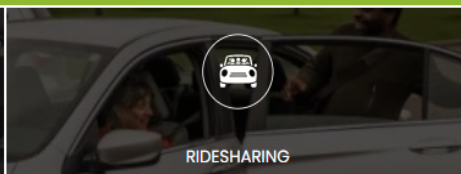


- Approximately \$44 million annual budget - Over **65%** from state funds or FHWA “Flex” funds
 - FTA Formula Funds
 - FHWA “Flex” funds
 - State Funds
 - Local Funds
- Services include:
 - Fixed Routes w/ ADA Paratransit service
 - Deviated Fixed Routes
 - Older Adults and Persons with Disabilities Demand Response
 - NEMT (Medicaid) Demand Response
 - Intercity
 - Go Vermont TDM Program
 - Mobility and Transportation Innovation Grant Program

Go! Vermont supports Vermont's first ever TDM Week, September 16th-23rd. [See Events and Schedule](#)

KNOW & go!

All the travel options you
need in Vermont



Helpful Travel Apps



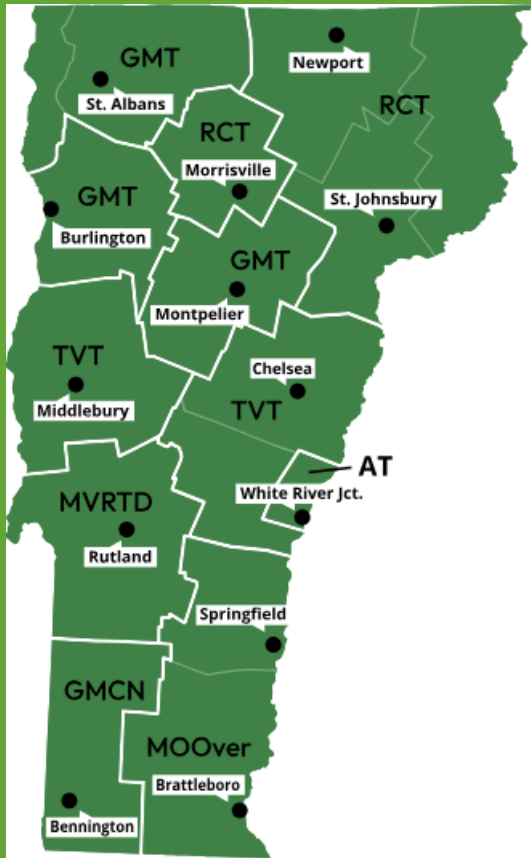
Plan Your Trip

Find rides for your daily commute, to the doctor's, or even your favorite ski resort. Our trip planner will show you carpools, transit, biking, and walking directions. [Visit Trip Planner »](#)



Track Your Bus

Tracking your bus is easy and free. Transit is a real-time bus locator and trip planning tool. [Find Out More »](#)



- **Statewide one-click/one-call TDM resource**
- **Services and Features**
 - Local and Intercity Bus, Amtrak, and Ferry schedules/contact info.
 - Automated Carpool Matching
 - Vanpool Program
 - Multi-modal Trip Planner
 - “Commute Audits” and Business Outreach
 - Transit App
 - Senior Meals
 - EV Info and links
 - Community Driver Info
 - Promotional materials and advocacy

Mobility and Transportation Innovation Focus



Support innovative strategies and projects that improve both mobility and access to services for:

- Transit-dependent Vermonters,
- Reduce the use of single occupancy vehicles, and
- Reduce greenhouse gas emissions.
- Established in 2021 through statute

Project Types	Year 1	Year 2	Year 3
Microtransit Pilots	2	1	6
Bike Share/E Bike Programs	4	1	2
Walking Programs	0	0	1
Public Transit Rider Support	3	2	2
Telework Resources	1	0	0
Carshare/Mobility Support	3	1	2
Transportation Demand Activity Support	0	2	1

Budgets, Issues and Plans



➤ Annual Budgets

- Go Vermont - \$375k
- MTI - \$500k

➤ Issues

- TDM activities aren't appreciably reducing VMT or GHG
- Lack of awareness and usage
- Significant administrative investment to establish, oversee, and report these TDM activities

➤ Plans

- Maintain efforts and look for best ROI and approaches
- Develop program and grant management to maximize impacts, awareness and usage
- Targeted Outreach to Rural Regions with select TDM model
- Learn from other states and regions

THANK YOU

PUBLIC TRANSIT PROGRAM – ROSS MACDONALD,
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Q&A and Open Discussion

Jean Ruestman, *Michigan DOT; Vice Chair, AASHTO
Council on Public Transportation*

David Straus, *Executive Director, ACT*

Ricardo Gotla, *Washington State DOT,
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Ross MacDonald, *Vermont Agency of Transportation,
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Thank You for Joining!

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