

TRANSPORTATION DEMAND MANAGEMENT FACT SHEET

With its centralized location, proximity to ASU and lively community, Tempe attracts visitors, businesses and events. This can naturally result in unintended challenges – such as traffic congestion – that can impact quality of life. Understanding that we cannot completely build our way out

of existing and future traffic volumes, Tempe is developing strategies that will lead to sustainable solutions for the city’s transportation system. The process starts with preparing implementation plans for a Transportation Demand Management (TDM) program and Mobility Hubs.

TDM programs provide residents, employees and visitors with information, assistance and incentives to use alternative transportation modes instead of driving alone. These programs encourage a more effective use of the transportation system by increasing the availability and use of alternative modes. These include:

- Tempe’s investments in rail and bus transit, and bike and pedestrian facilities
- Regional vanpool and carpool programs
- Alternative work plans, such as staggered work hours, telecommuting/telework, and a compressed work week

TDM programs provide cost-effective ways to increase mobility options, reduce resident and employee transportation costs, traffic and commute times, and improve workforce recruitment/retention, air quality, public health and transportation safety.

TDM strategies work!

National research shows that TDM strategies can reduce vehicle miles traveled.

Just a 10% reduction in car usage during peak travel times exponentially decreases traffic congestion and the damaging environmental impacts that result.

The City of Tempe applied for and received funding from the Maricopa Association of Governments to develop a program to implement Mobility Hubs and prepare a TDM strategy, which will also include a plan for organizing a new Transportation Management Association (TMA).



MARKETING/EDUCATION
1% - 5%
Motivating people with information and incentives to modify travel behavior.



PARKING MANAGEMENT
2% - 7%
Managing parking supply and demand, encouraging turnover of parking spaces and use of other modes of travel.



CAR SHARING
1% - 2%
Using car-sharing services to easily rent a car only when you need one.



CARPPOOLING
1% - 15%
Encouraging and facilitating the sharing of rides. A vehicle is twice as efficient with two people in it!



TRANSIT SUBSIDIES
3% - 10%
Encouraging use of public transit with financial incentives.



VANPOOLS/SHUTTLES
1% - 13%
Sharing rides on steroids – great for longer commutes not served by public transit.



ORDINANCES
5% - 15%
Using policy to incorporate TDM strategies into developments and employer commute programs.



TELECOMMUTING
1% - 5%
Working from home takes away the dreaded commute entirely!



LAND USE
5% - 20%
Reducing the need to travel by vehicle through land use policy.

MOBILITY HUBS

A Mobility Hub is a designated location where people can access multiple modes of transportation to make their trip as convenient, safe and reliable as possible. Mobility Hubs will create a network of locations that provide residents and visitors with transportation choices that can be as accessible as the car and can reduce the amount of single occupancy vehicle trips. Mobility Hubs are a type of TDM strategy.



What is a Mobility Hub?

A place where people can connect to multiple modes of transportation to make their trip as safe, convenient and reliable as possible.

Graphic source: City of Minneapolis, MN

TRANSPORTATION MANAGEMENT ASSOCIATIONS

A Transportation Management Association (TMA) is an organized group that uses TDM strategies to help the movement of people and goods in an area. TMAs vary in size, organization, membership and services offered, but their goal is to allow businesses to pool resources to support commuter transportation strategies. Funding for TMAs usually comes from member dues with supporting funds from federal/regional grants and local agencies.

Tempe's TMA Plan will include an operations plan for a new organization to assist and partner with the business community in TDM efforts.



Graphic source: City of Monterey, CA

PUBLIC INVOLVEMENT

Public meetings will be held in summer and fall 2021 to get ideas and input on draft TDM and Mobility Hub plans for Tempe. Stakeholder advisory groups will help guide the process and shape the TDM and Mobility Hubs plans.

The TDM and Mobility Hubs plans are aligned with the Tempe City Council's priorities to create a 20-minute city, reduce travel time along major streets during peak travel periods and reduce community greenhouse gas emissions.

For more information on TDM, visit tempe.gov/TDM.
For more information on mobility hubs, visit tempe.gov/MobilityHubs.