



BOSTON REGION METROPOLITAN PLANNING ORGANIZATION

Stephanie Pollack, MassDOT Secretary and CEO and MPO Chair

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WORK PROGRAM

REGIONAL TRAVEL DEMAND MANAGEMENT (TDM) STRATEGIES COORDINATION

December 3, 2020

Proposed Motion

The Boston Region Metropolitan Planning Organization (MPO) votes to approve this work program.

Project Identification

Unified Planning Work Program (UPWP) Classification

Boston Region MPO Planning Studies and Technical Analyses

Project Number 13303

Client

Boston Region MPO

Project Supervisors

Principal: Jonathan Church

Manager: Sandy Johnston

Funding Source

MPO Planning and §5303 Contract #112310

Schedule and Budget

Schedule: Eleven months after work commences

Budget: \$10,000

Schedule and budget details are shown in Exhibits 1 and 2, respectively.

Relationship to MPO Goals

The Boston Region MPO elected to fund this study with its federally allocated metropolitan planning funds during federal fiscal year (FFY) 2021. The work completed through this study will address the following goal area(s) established in the MPO's Long-Range Transportation Plan (LRTP): safety, system preservation, capacity management and mobility, clean air and clean communities, economic vitality.

Background

Travel Demand Management (TDM) is a topic of interest to many of the MPO's stakeholders and to municipal and business interests in the Boston region. A 2015 report by the MPO's sister agency, the Metropolitan Area Planning Council (MAPC), defines TDM as

a package of policies and programs that are designed to reduce drive-alone trips and enable the transportation system to function more effectively and efficiently through measures that shift passengers from single-occupancy vehicle (SOV) travel. Specifically, TDM encourages using alternative travel modes (bicycling, walking, and transit); promoting alternatives to SOV travel (teleworking, ridesharing including carpooling and vanpooling); increasing the number of passengers in vehicles (carpooling and vanpooling); and eliminating the need for some trips altogether (compressed work week).¹

In addition to the report from MAPC, research on TDM in Massachusetts has been conducted by the business group, A Better City.² MPO stakeholders have indicated that there is demand among municipalities, Transportation Management Associations, businesses, and other stakeholders for space in which those who are executing TDM policies can swap information, and those who are examining the possibility of implementing TDM ordinances can ask questions. In addition, stakeholders state that there is a need for better understanding of the legal and legislative context for TDM in Massachusetts, and believe that the MPO and its partner agencies are well-positioned to convene informative conversations on the topic. During the process of developing the FFY 2021 UPWP, members of the MPO's UPWP Committee suggested that the MPO and MAPC could collaborate on one or more forums or other such gatherings to discuss TDM. Results of these discussions will feed into developing scenarios for the scenario planning process preceding the development of the MPO's next LRTP.

Objective(s)

1. Hold two forums on TDM
Staff plan to hold two forums on TDM in conjunction with MAPC, one covering technical topics, and the other covering legislative and governance issues.

¹ MAPC. *Transportation Demand Management Case Studies and Regulations*, http://www.mapc.org/wp-content/uploads/2017/10/TDM-FINAL-REPORT-7_15_0.pdf, accessed October 21, 2020

² A Better City. *Establishing an Effective Commute Trip Reduction Policy in Massachusetts*, <https://www.abettercity.org/docs/Effective%20TRO%20Final.pdf>, accessed October 21, 2020

2. Foster coordination on TDM topics

Taking advantage of the coordination work necessary for planning and executing the forums, staff will create a framework of ongoing exchange on TDM-related topics and the relationship of TDM to regional planning.

Work Description

Task 1 Identify Forum Planning Partners

The project manager will identify and meet with an MAPC staff member to coordinate with planning the forums.

Products of Task 1

A preliminary breakdown of planned work between MAPC and MPO staff

Task 2 Hold First Forum

Staff plan to hold the first forum online over the winter of 2020–21, either in December or January.

Subtask 2.1 Develop list of topics to be discussed

Staff will screen potential topics with stakeholders who have expressed interest in TDM discussions. First and foremost, staff will determine whether the first forum will cover technical or governance questions.

Subtask 2.2 Recruit speakers

In collaboration with MAPC, staff will recruit speakers and a moderator (some of whom may be MPO or MAPC staff) for the forum. Staff will prioritize diversity in racial and gender representation on the panel to reflect the diversity of the Boston region and the MPO's equity goals.

Subtask 2.3 Plan and publicize forum

The project manager will work with the Public Outreach Coordinator and MAPC staff to create a detailed event plan and the necessary digital infrastructure to hold the event. Staff will also publicize the event through MPO and MAPC channels, among others.

Subtask 2.4 Hold forum

Staff will host the digital forum through Zoom, relying on plans laid in Subtasks 2.1 through 2.3.

Products of Task 2

A digital forum covering either technical or governance questions relating to TDM in Massachusetts

Task 3 Hold Second Forum

Staff tentatively plan to hold a second forum in person in August or September of 2021, pending safety clearance. If it is not safe to hold the second forum in-person, it will be held virtually like the first one.

Subtask 3.1 Develop list of topics to be discussed

This forum will cover either technical or governance topics, whichever the first forum does not cover. As with the first forum, staff will screen potential topics with stakeholders who have expressed interest in TDM discussions.

Subtask 3.2 Recruit speakers

In collaboration with MAPC, staff will recruit speakers and a moderator (some of whom may be MPO or MAPC staff) for the forum. Staff will prioritize diversity in racial and gender representation on the panel to reflect the diversity of the Boston region and the MPO's equity goals.

Subtask 3.3 Plan and publicize forum

The project manager will work with the Public Outreach Coordinator and MAPC staff to create a detailed event plan and the necessary infrastructure (digitally, if necessary, because of health concerns) to hold the event. Staff will also publicize the event through MPO and MAPC channels, among others.

Subtask 3.4 Hold forum

Staff will host the forum, relying on plans laid in Subtasks 3.1 through 3.3.

Products of Task 3

A forum covering either technical or governance questions relating to TDM in Massachusetts

Task 4 Create Ongoing Framework for Collaboration on TDM Topics

Throughout the project, MPO staff will work to create a network of stakeholders interested in TDM topics. Staff will also work to create an ongoing framework for collaboration, perhaps a working group similar to the Mobility Working Group, including representatives from MAPC, MPO staff, the Massachusetts Department of Transportation Rail & Transit Division, and MassMobility, which currently meets quarterly.

Products of Task 4

A framework for discussing TDM topics at the regional level that will continue beyond FFY 2021

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A complaint form and additional information can be obtained by contacting the MPO or at http://www.bostonmpo.org/mpo_non_discrimination. To request this information in a different language or in an accessible format, please contact

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Exhibit 1
ESTIMATED SCHEDULE
Regional Travel Demand Management (TDM) Strategies Coordination

Task	Month											
	1	2	3	4	5	6	7	8	9	10	11	
1. Identify Forum Planning Partners	█											
2. Hold First Forum		█			A							
3. Hold Second Forum								█				B
4. Create Ongoing Framework for Collaboration on TDM Topics	█											

Products/Milestones

- A: Latest date for first forum
- B: Latest date for second forum

Exhibit 2
ESTIMATED COST
Regional Travel Demand Management (TDM) Strategies Coordination

Direct Salary and Overhead						\$10,000
Task	Person-Weeks			Direct Salary	Overhead (106%)	Total Cost
	M-1	P-2	Total			
1. Identify Forum Planning Partners	0.0	0.4	0.4	\$449	\$476	\$925
2. Hold First Forum	0.0	1.6	1.6	\$1,826	\$1,936	\$3,762
3. Hold Second Forum	0.0	1.6	1.6	\$1,826	\$1,936	\$3,762
4. Create Ongoing Framework for Collaboration on TDM Topics	0.0	0.6	0.7	\$753	\$798	\$1,551
Total	0.1	4.2	4.3	\$4,854	\$5,145	\$10,000
Other Direct Costs						\$0
TOTAL COST						\$10,000

Funding
MPO Planning and §5303 Contract #112310