

SYMPOSIUM OVERVIEW

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The *Travel Demand Management Innovation and Research Symposium: Setting a Strategic Agenda for the Future* was held in Arlington, Virginia on November 15 and 16, 1993. Sponsored by the Transportation Research Board (TRB) of the National Research Council in cooperation with the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), the intent of the Symposium was to review the current status of Travel Demand Management (TDM), discuss issues and research needs, and initiate the development of a strategic agenda to advance the state of TDM practice into the next century. The results of the Symposium, as summarized in these proceedings, provide the basis for a vibrant ongoing research program focused on advancing the state-of-the-practice related to TDM planning, implementation, and evaluation.

TDM includes a wide range of techniques and actions aimed at managing the demand on transportation facilities by encouraging commuters to change from driving alone to using a high-occupancy vehicle or shifting into less congested travel periods. TDM programs may encompass ridesharing, transit, alternative work schedules, parking management and parking pricing, and other techniques.

Although many of these approaches are not new, concerns about increasing levels of traffic congestion and related air quality and environmental issues have placed additional emphasis on the use of TDM strategies in many urban areas. This interest is reflected in the emphasis being placed on the use of transportation control measures to meet the air quality standards contained in the 1990 Clean Air Act Amendments, the mobility enhancement focus of the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991, and local and state growth management initiatives. As a result, TDM continues to be of interest to transportation professionals, private sector groups, policy makers, and others.

Realizing this continued interest, the Transportation Research Board (TRB) established a TDM Task Force in 1990. The Task Force provided a focus for TDM within the TRB structure, undertook a number of activities, and worked cooperatively with other groups and organizations on TDM projects. One of the major activities of the Task Force was to initiate planning for a national symposium on TDM with funding provided by FHWA and FTA. TRB

officially initiated planning for the Symposium in early 1993 with the appointment of a Symposium Planning Committee. This group was responsible for identifying the key issues to be addressed, selecting the resource paper topics and authors, and organizing the general sessions and working groups.

The invitation-only Symposium brought together key representatives from public and private sector groups involved in TDM. Individuals from federal, state, and local governments, transit and rideshare agencies, Transportation Management Associations and Organizations, private businesses, consulting firms, universities and research institutes, and other groups provided a diverse mix of perspectives and opinions. Participants spent most of the two days in working groups discussing the current status of TDM, issues limiting the effectiveness of TDM, research needs, and strategies to help advance the state of TDM practice into the next century.

To help establish a common base for the working group discussions, eight resource papers were commissioned for the Symposium. These were provided to participants prior to the Symposium and six of the eight were presented at the opening sessions. The resource papers provided an excellent starting point for the working group discussions. The resource papers and authors were:

- *The State-of-Practice of Travel Demand Management*, Michael D. Meyer, Sarah Siwek, and Wayne Berman
- *Demographics and Market Definition*, Brad Edmondson
- *Driving Forces That Have Shaped Travel Demand Management*, Tad Widby
- *Travel Demand Management Evaluation: Current Practice and Emerging Issues*, Eric Schreffler
- *Implementation Issues and Barriers*, Katherine L. Gerwig
- *Integrating Travel Demand Management Strategies*, Michael Replogle and Hank Dittmar
- *Travel Demand Management and Intelligent-Vehicle Highway Systems*, Katherine F. Turnbull and G. Sadler Bridges
- *Impact of Telecommunications Technology*, E. M. and Linda T. Risse and Jon Williams

Each of the working groups addressed a wide range of issues and concerns related to TDM programs. The discussions focused on the five general areas of market and constituency development; legislative and policy development; planning, implementation, and evaluation; institutional and organizational development; and operational and technological development.

The working groups identified key issues and research needs for each of the five focus areas. These were then compiled and presented at the closing session. A market research tool, called the Perception Analyzer, was used at this session to provide the Symposium participants with the opportunity to rate the composite list of 42 strategies and research topics. Each participant was provided with a hand held rating dial. A 100 point rating scale was used to measure the importance of each strategy and research need, with 0 = not important and 100 = very important. Each of the 42 strategies was presented, with participants rating the importance of each. The responses were tabulated during the session, allowing the preliminary results to be presented before participants left the Symposium.

A number of the 42 strategies and research topics were related and were consolidated into 24 research studies. The high priority research studies—with ratings of 75 and above, and the medium priority projects—with ratings of 50 to 74—in each of the five general areas are highlighted next.

MARKET AND CONSTITUENCY DEVELOPMENT

High Priority

- Enhanced Understanding of Commuters as Consumers
- Develop Realistic TDM Goals and Objectives
- TDM Outreach, Planning, and Program Development Strategy
- TDM Market Research

Medium Priority

- Innovative TDM Marketing Campaigns
- TDM Education and Training Programs

LEGISLATIVE AND POLICY DEVELOPMENT

High Priority

- Examination of Flexible Funding Opportunities of the ISTEA and Other Programs to Support TDM
- Assessment of Land Use Policies Supporting Transit and TDM
- Examination of Tax Policies to Support TDM
- Examination of Pricing Strategies to Support TDM
- Examination of Performance-Based Regulations

- Analysis of Parking Strategies to Support TDM

PLANNING, IMPLEMENTATION, AND EVALUATION

High Priority

- Incorporating TDM into the Transportation, Air Quality, and Land Use Planning Process
- Guidelines for Planning, Implementing, and Evaluating TDM
- Comprehensive TDM Research Program
- Enhanced TDM Modeling Tools
- Guidelines for Areawide TDM Programs

Medium Priority

- TDM Strategies for Non-Work Travel
- Development of State-of-the-Art Public Domain Rideshare Matching System

INSTITUTIONAL AND ORGANIZATIONAL DEVELOPMENT

High Priority

- Facilitate Development of Public/Private Coalition to Advance TDM

Medium Priority

- Guidelines for Public/Private Partnerships in TDM
- Analysis of Organizational and Institutional Needs and Objectives

OPERATIONAL AND TECHNOLOGY DEVELOPMENT

High Priority

- Expand the Effectiveness of TDM through the Application of IVHS Technologies
- Develop and Implement an Outreach Program to Facilitate the Integration of IVHS and TDM

The identification of these TDM strategies and research studies, which are described more extensively in these proceedings, is intended to help facilitate the development of a multifaceted TDM research program. Thus, the results from the Symposium represent the starting point for an ongoing, robust TDM research program that is responsive to the needs of public agencies, private businesses, transportation professionals, TDM practitioners, policy makers, and other groups. It is realized that not all relevant issues, opportunities, and research needs were discussed extensively in the two days. Other efforts will be needed in the future to further refine and advance the efforts initiated at the Symposium.

The Symposium proceedings represent the collective experiences of the foremost TDM practitioners and

researchers in 1993. It is likely that such experiences will expand significantly over the next few years. In particular, the TDM requirements of the ISTEA-mandated congestion management system create a national market for TDM analysis capabilities. The employer commute options (ECO) program of the Clean Air Act Amendments provides employer-based TDM program experience in nine major metropolitan areas. Public concerns for the negative traffic impacts associated with growth will continue to provide interest at the local level for TDM activities. Although the Symposium provided an excellent overview of the state-of-practice of TDM, it represents only one point in time. The most exciting and challenging experiences with TDM lie ahead. We must pursue the research statements outlined in these proceedings to lay the groundwork that practitioners 10 years from now can use to implement the TDM programs of the future.

The TRB TDM Task Force will use the results from the Symposium to develop a comprehensive ongoing TDM research program. Numerous opportunities exist to advance the work started at the Symposium. Potential funding sources for the research studies and strategies include the FHWA, FTA, the National Cooperative Highway Research Program (NCHRP), the Transit Cooperative Research Program (TCRP), national organizations, state departments of transportation, transit and ridesharing agencies, metropolitan planning organizations, private sector groups, and others. Developing the preliminary research studies into more detailed problem statements for consideration by potential funding sources represents one important activity to help implement the results of the Symposium. The proceedings from the Symposium will help guide these efforts and will assist in advancing the state-of-the-practice of TDM.