

INTRODUCTION

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It is a pleasure to welcome you to the *TDM Symposium on Innovation and Research*, sponsored by the Transportation Research Board (TRB), the Federal Highway Administration (FHWA), and the Federal Transit Administration (FTA). As indicated by the title, the focus of the Symposium is on setting a future agenda for TDM. I am looking forward to a very interesting and productive two days, and I thank you all for attending.

I have had the opportunity to serve as the Chair of the Symposium Planning Committee over the past six months. I would like to recognize and thank the other members of the Planning Committee. Members of the Committee included Mike Meyer, Diane Davidson, Mary Lynn Fischer, Jim Sims, Phil Winters, Byron York, Bill Roach, Jon Williams, Hank Dittmar, Les Hoel, Wayne Berman, and Joe Goodman.

I would like to thank these individuals for the hard work they have put in over the last six months. They were responsible for identifying the key issues to be addressed at the Symposium, selecting the resource paper authors, and organizing the general sessions and working groups. I think you will see their efforts reflected in the quality of the presentations today and in the overall Symposium.

I would like to thank the authors of the resource papers, many of whom you will hear from this morning. I hope you have had a chance to review these prior to the Symposium. The authors did an excellent job of capturing the key issues associated with TDM today. The resource papers were developed to help create a starting point for

the workshop discussions and to stimulate your thinking on creative ways to address major concerns.

In addition, I would like to recognize the efforts of the TRB staff. Rich Cunard was extremely helpful in organizing the meetings of the Planning Committee and the Symposium. He provided excellent guidance throughout the process. Both Reggie Gillum and Catha Stewart have done their normal outstanding job with the arrangements and registration.

As noted in the letter of invitation and the registration information, this Symposium is intended to be a working conference. The general sessions have been limited by design to provide more time for the working groups. Rather than talking at you, the Symposium is intended to provide the opportunity for you to talk with other experts in the TDM arena. You have been invited to participate in the Symposium because of your experience and expertise in TDM. Thus, your charge over the course of the Symposium is to help set the strategic agenda for the future of TDM.

I would like to review the agenda for the Symposium to give you a better idea of the activities for the next two days. The resource papers will be summarized during the first two general sessions this morning—just in case you have not had the opportunity to read them all. A short presentation will also be given on the recent federal initiative related to the “cash-out” parking proposal. You will have the opportunity to hear more about the federal perspective on TDM from the two luncheon speakers—the Deputy Administrators from FHWA and FTA. The afternoon will be spent in the working groups discussing current issues associated with TDM.

We will reconvene tomorrow morning to hear the summaries from the first working group sessions. The remainder of Tuesday morning will be spent back in the working groups discussing future research needs. After a group lunch, the final wrap-up session will summarize the major issues and opportunities facing TDM. Representatives from George Mason University and FTA staff will help facilitate the working group sessions. An innovative market research technique, called the “Perception Analyzer” will be used with the final closing session. This technology will give you the opportunity to help rate the importance of different issues, research needs, and potential projects. Similar to picking your favorite ending to a movie, this session will allow you to identify the key focus areas for future TDM activities.

The Symposium represents an excellent opportunity to help identify priority issue and research areas and to help advance the state-of-the-practice with TDM. Results from the Symposium will be used by TRB, FHWA, FTA, and other groups for programming future research projects and activities. Given limited financial and human resources, the strategic agenda should focus on those issues that you feel are critical to ensuring successful TDM programs.

It has been a pleasure to serve as Chair of the Planning Committee and to have the opportunity to help organize this Symposium. I would like to again thank the other members of the Planning Committee and TRB, FHWA, and FTA for their sponsorship of the Symposium. I would also like to thank all of you for taking the time from your busy schedules to participate in the Symposium. I hope you will find it a worthwhile and productive two days. Your involvement will be critical to insuring the success of the Symposium and achieving the goal of setting a strategic agenda for the future of TDM.

Bert Arrillaga

Federal Transit Administration



Good Morning. On behalf of the Federal Transit Administration (FTA), I am happy to welcome you to the *TDM Innovation and Research Symposium*. I would like to thank Joe Goodman from FTA and Wayne Berman from FHWA for all their hard work in coordinating the activities of the two agencies to help support this Symposium. It is a pleasure for FTA to co-sponsor this event with TRB and FHWA.

The goals of this Symposium focus on setting a strategic agenda to help guide future TDM research conducted by the U.S. Department of Transportation, TRB, and other groups. The FTA's Office of Technical Assistance and Safety has been involved in numerous TDM activities over the years and participated on the Planning Committee for this Symposium. We look

forward to using the results from the Symposium to help identify future research needs related to TDM.

It is great to see so many of the TDM experts from all over the country assembled here. This process—of bringing together the top experts, researchers, and practitioners—is consistent with the approach the Office of Technical Assistance and Safety has used in the past to identify priority transit research needs and to provide guidance to other transit programs. I am sure many of you have participated in recent Planning and Research Conferences and other specialty conferences sponsored by FTA. For example, specialty workshops have recently been held on congestion pricing and fare policies, and an upcoming conference will examine transit operational planning.

You will have an opportunity at this Symposium to spend a good deal of time in small groups discussing what is working in TDM, what is not working, and where additional efforts are needed to improve the current state-of-the-practice. Your insight and input will be critical to help identify areas for improvement. Your assistance is also needed to identify the best methods to disseminate information to technical staff members and decision-makers at the local, state, and federal level and in private businesses.

All types of TDM measures—improved transit services, transit subsidies, travel allowances, HOV facilities, carpooling, vanpooling, telecommuting, congestion pricing, and other strategies—are valuable tools for use by state and local governments and employers to meet the requirements of the ISTEA and the 1990 Clean Air Act Amendments. Case studies of employer experience with these measures have shown that they can be effective in reducing single-occupant automobile commute trips. In some cases, changes of up to 30 percent to 40 percent have been recorded at a single site. Area wide data from Southern California on the impact of Regulation 15 indicates only an average of a 3 percent to 5 percent reduction in single-occupancy commutes has been accomplished on a regional level, however. These differences raise a number of questions and issues which need to be examined further. For example, can the exemplary experiences of the standout case studies be duplicated on a regional scale?

This Symposium has been organized to produce tangible and useful products to help guide federal and other research projects over the next few years. In addition, the Symposium will identify changes in policies that may be necessary to help advance TDM. Thus, this

will be a working symposium. I hope you will find it a challenging and valuable opportunity to provide your thoughts and ideas to help shape the future agenda for TDM. Your creative thinking will be critical to the success of this Symposium and the future of TDM.

Dennis C. Judycki

Federal Highway Administration



Good Morning. It is a pleasure and an honor to welcome you to the *TDM Innovation and Research Symposium* on behalf of the Federal Highway Administration (FHWA). The FHWA is pleased to be a cosponsor of the Symposium, along with the Federal Transit Administration (FTA) and the Transportation Research Board (TRB). This Symposium represents a unique opportunity for all of us who have been involved in TDM activities over the years to help shape future plans and programs. You will have the opportunity over the next two days to discuss different ideas and options, and to develop recommendations to help set the future agenda for TDM.

It was exciting walking in this morning and talking not only to a number of old friends, but also seeing all of the experts in the TDM arena assembled here. I know you are all busy people, and we hope you maximize your participation over the next two days. I think it is a real compliment to the Symposium that we were able to attract so many key people. I hope you will find the sessions both stimulating and enjoyable.

Now is an appropriate time to take a renewed look at TDM and to consider how this important element fits into the overall transportation system. A good deal of work has been done in this area, including many projects sponsored by FHWA, but much more is needed. Your help will be critical in developing a strategic agenda for the future of TDM.

I would like to take this opportunity to let you know of FHWA's continued support for TDM and to highlight a few of the TDM-related projects currently being sponsored by the Department. Wayne Berman has provided a great deal of leadership on these activities and you will have a chance to hear from Jane Garvey, FHWA Deputy Administrator, later in the day. The continued support and enthusiasm of FHWA is reflected in the work of these two individuals and many others within the Department.

FHWA continues to be actively involved in a wide range of TDM research studies, demonstration projects, and technical assistance activities. Recent projects include the development of a technical assistance manual on implementing effective TDM measures, a new training course on planning and implementing TDM programs that will be available in 1994, guidance manuals on employer-based and government-based TDM programs and market research, and a microcomputer analysis tool for evaluating the impact of TDM projects.

The Intermodal Surface Transportation Efficiency Act (ISTEA) really institutionalizes operational improvements and TDM as important elements of the transportation system. In fact, emphasis is now being placed on not adding new capacity for single-occupant vehicles. Rather, exploring TDM measures and other techniques to encourage greater use of all high-occupancy commute modes are now major priorities in many areas. The 1990 Clear Air Act Amendments also place much greater emphasis on TDM measures.

In addition, numerous opportunities exist to enhance the use of TDM through the application of intelligent-vehicle highway systems (IVHS) technology. If you have not read the resource paper prepared by Katie Turnbull and Sadler Bridges on TDM and IVHS, I would encourage you to do so. It presents a number of excellent ideas on how IVHS and other advanced technologies can enhance TDM strategies. I would encourage you to think of creative ways to combine the two programs. IVHS is a robust program that is growing very rapidly. Initially oriented around six general categories, IVHS is now being characterized by user service areas. These are being used to develop a national program plan, which will focus on 27 user services. TDM is one of the user service areas. I would encourage you to consider ways to link the TDM wagon to the IVHS star during your discussions over the next two days.

Thank you again for your time, your attention, and your participation in this Symposium. The next two days

will be very important in helping to advance TDM. Your involvement in the working groups will be critical to developing a strategic agenda for the future of TDM. I am looking forward to your insights and the guidance you will provide on research needs and priority activities to help advance TDM into the next century.