

Transportation Demand Management (TDM) & Mobility Plan

Clean Air Council Public Hearing April 12, 2022



Peter Bilton

North Jersey Transportation Planning Authority

NJTPA Region

Bergen

Essex

Hudson

Hunterdon

Jersey City

Middlesex

Monmouth

Morris

Newark

Ocean

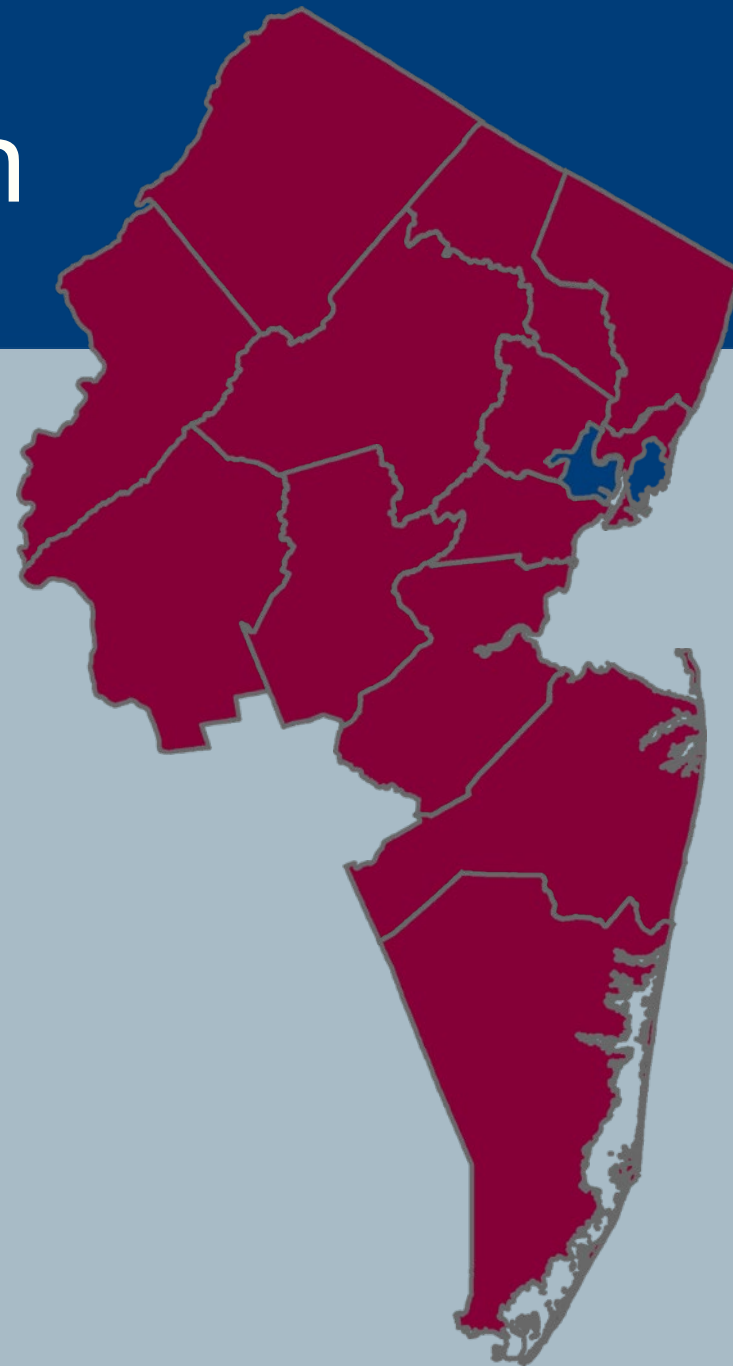
Passaic

Somerset

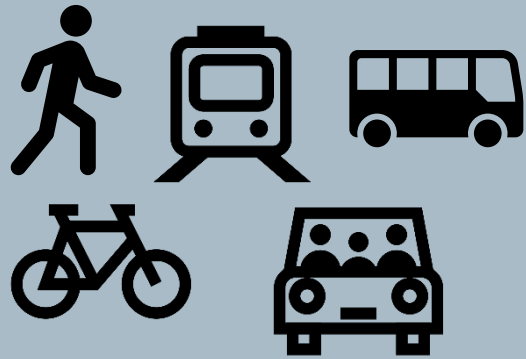
Sussex

Union

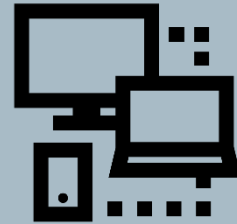
Warren



Transportation Demand Management



**Expand travel
choices beyond
driving alone**



**Help travelers
avoid
unnecessary
trips**



**Shift travel to less
congested times or
routes**

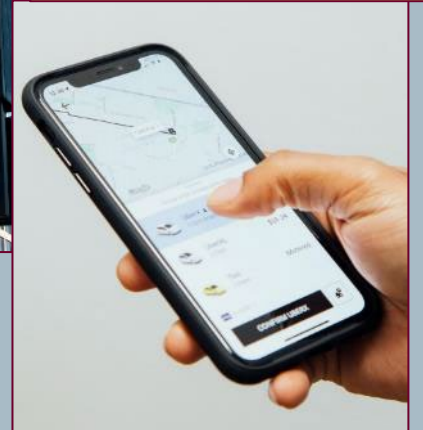
Linking TDM to Mobility



New and
different forms of
transportation

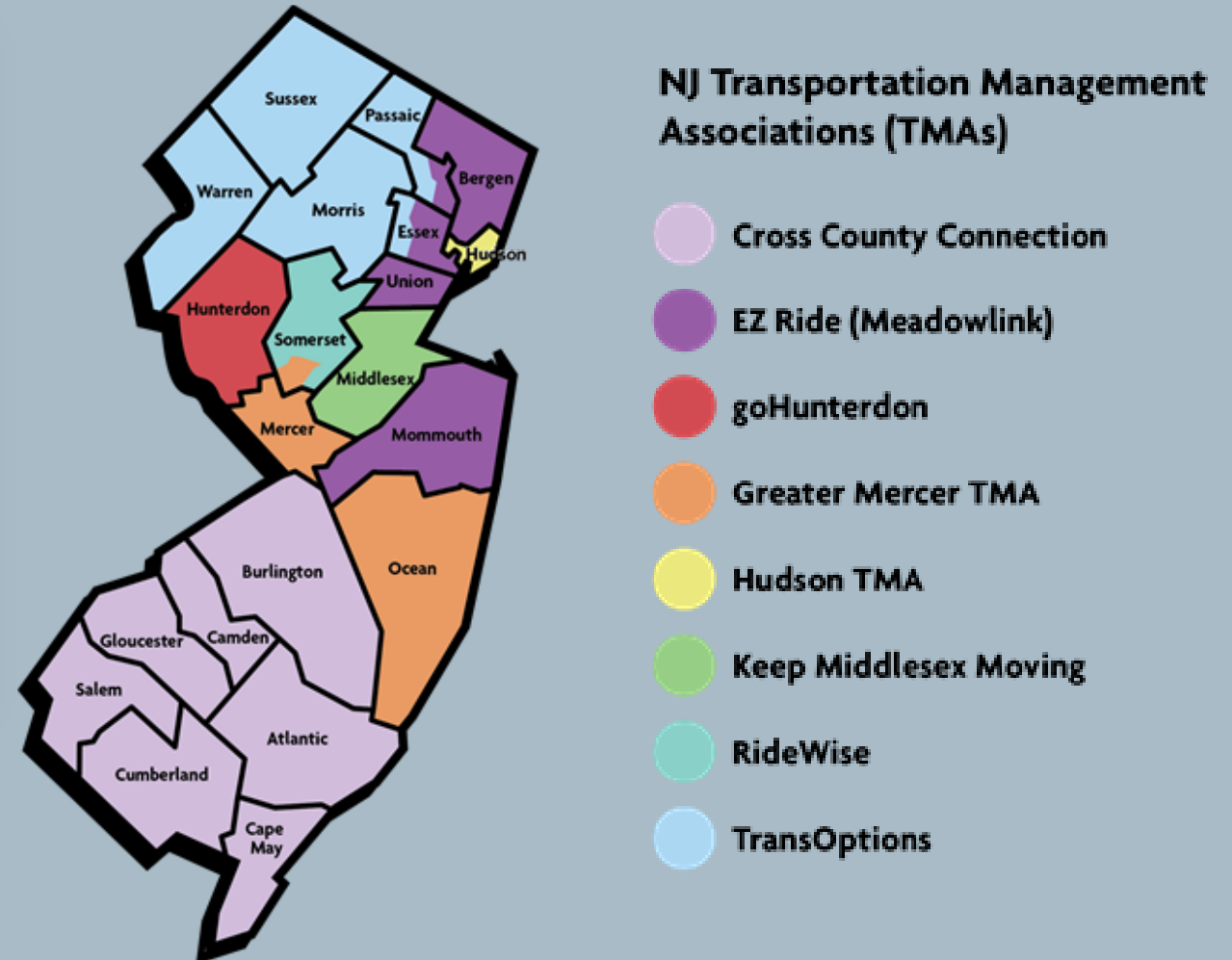


Enhancing access
and improving
quality of life



New expectations

Transportation Management Associations (TMAs)



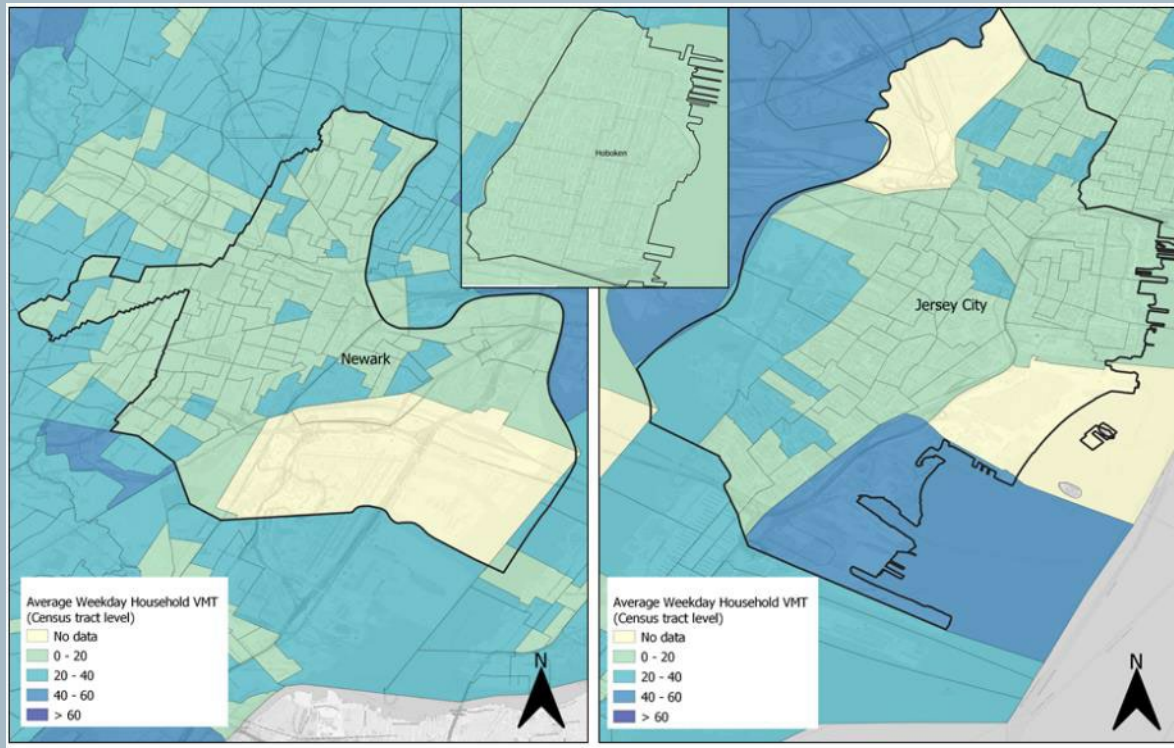
TDM & Mobility Plan Objectives

- Address regional TDM and mobility policies and strategies
- Increase traveler choices
- Help people meet their travel needs
- Minimize air quality, congestion, and delay impacts of single-occupant vehicle (SOV) travel

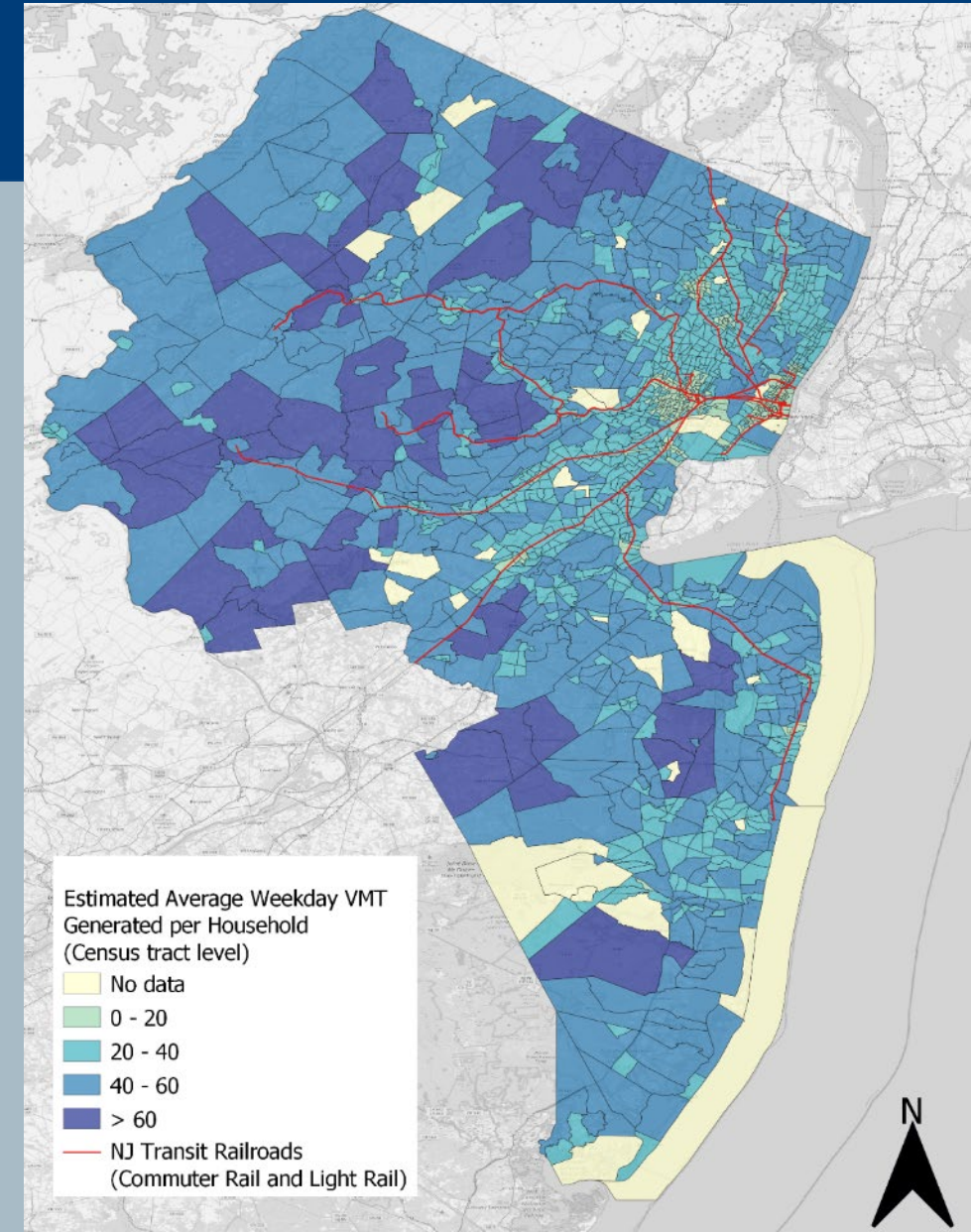


Household Travel Patterns

Estimated Average Weekday VMT Generated Per Household



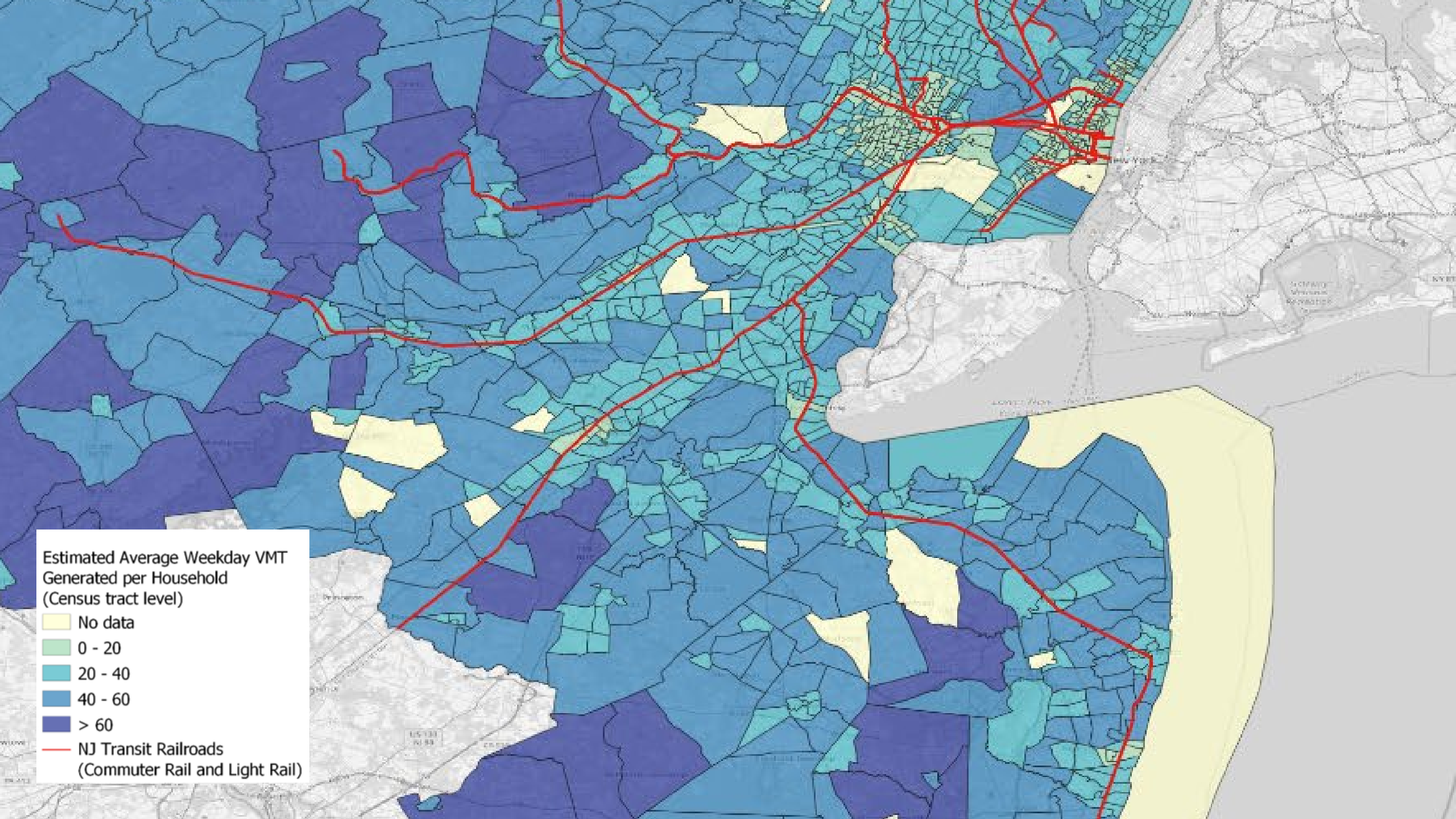
Source: 2017 BTS LATCH Data



Estimated Average Weekday VMT
Generated per Household
(Census tract level)

- No data
- 0 - 20
- 20 - 40
- 40 - 60
- > 60

NJ Transit Railroads
(Commuter Rail and Light Rail)



Strategy Selection

1. Institutionalize Complete Streets Policies
2. Local Land Use and Transportation Policy
3. Support for Telework/Teleservices
4. Mobility on Demand (MOD)
5. First/Last Mile Solutions
6. Evaluate Rideshare Matching Service Options



1. Institutionalize Complete Streets

- **What:** A cohesive regional strategy to institutionalize complete streets
- **Why:** Complete Streets policies are widespread, but implementation barriers remain
- **How:** Provide or expand technical planning assistance; remove implementation roadblocks



2. Local Land Use and Transportation Policy

What: Evaluation of existing policy and planning framework to identify opportunities for coordination & assistance

Why: Manage travel demand at its primary source (land use)

How: Create a model for Circulation Elements in local Master Plans; evaluate Municipal Land Use Law



3. Support for Telework and Teleservices

What: Offer funding and guidance to support telework and teleservices

Why: Capitalize on progress resulting from the current pandemic and help alleviate transportation barriers



4. Mobility on Demand (MOD)

What: Plan for a digital platform integrating transportation services through public/private partnerships

Why: Alternatives to SOV trips are easier to find, pay for, and use

How: Build a regional MOD task force; identify pilot program opportunities



5. First/Last Mile Solutions

What: Transportation solutions that focus on first- and last-mile of trips, connecting transit to destinations

Why: There are opportunities to improve connections, reduce VMT by enabling transit use, improving job access and safety, and reducing parking demand

How: Invest in transit services and active transportation infrastructure



6. Explore Rideshare Matching Service Options

What: Deliver enhancements to the existing carpool/vanpool matching website that could include real-time matching, single trips, and multi-modal services

Why: High potential for VMT reduction and ability to provide low or no-cost transportation options



Next Steps and Implementation

NJTPA is already taking steps to advance the TDM & Mobility Plan priority strategies, including:

- **Institutionalize Complete Streets:** Complete Streets Technical Assistance
- **First/Last Mile Solutions:** Outline a first/last mile grant program
- **First/Last Mile Solutions:** Develop a Regional Active Transportation Plan



Thank You

Defining the Vision. Shaping the Future.



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