

# 2013

## Travel Demand Management Grant Proposal



**CAPTIAL REGIONAL PLANNING  
COMMISSION**

**3/25/2013**

## CRPC TRAVEL DEMAND MANAGEMENT PROPOSAL

LaDOTD  
Office of Planning and Programming  
Attn: Christopher M. Johns  
P.O. Box 95245  
Baton Rouge, LA 70804

### **RE: Travel Demand Management Proposal**

Dear Mr. Johns:

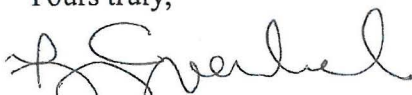
The Capital Regional Planning Commission (CRPC) is pleased to provide you with our proposal for planning and implementing Travel Demand Management (TDM) strategies in the Baton Rouge Metropolitan Planning Organization's (MPO) urbanized area.

CRPC, acting in its capacity as MPO, is responsible for planning, programming, and coordinating federal-aid transportation investments within the Baton Rouge MPO's urbanized area and is statutorily mandated to assess the transportation needs and deficiencies of the region with direction and supervision from public officials; citizens; modal representatives; and federal, state and local planning departments.

The TDM strategies outlined in this proposal are in accordance with FHWA's general guidelines and are intended to provide alternatives to single occupancy vehicle (SOV) users in order to save energy (fuel) and money, improve air quality, and reduce peak period congestion. As adequate funding does not exist for the needed capacity improvements for our roadways to accommodate increased travel demand from population growth, changing land use patterns, and other demographic shifts, demand management will begin to play a more vital role to lessen congestion and to maintain a functional transportation system.

We look forward to working with LaDOTD and FHWA in implementing TDM strategies in our area.

Yours truly,



R. J. Goebel  
Interim Executive Director

APPROVED



3/26/2013

## General Information

---



<b>Proposal Title</b>	Travel Demand Management Grant Proposal
<b>Lead Agency Applying</b>	Capital Regional Planning Commission N 19th Street, Baton Rouge, LA 70802. Mailing Address: P. O. Box No. 3355, Baton rouge, LA 70821
<b>DUNS #</b>	786067397
<b>CFDA #</b>	20.205
<b>Proposal Jurisdiction Area</b>	Baton Rouge Metropolitan Planning Area
<b>Primary Contact</b>	Raju Porandla, PTP, Transportation Engineer/Planner V Email: rporandla@brgov.com ; Phone: (225)383-5203
<b>Secondary Contact</b>	J. T. Sukits, Rideshare Coordinator Email: JTSukits@brgov.com; Phone: (225)383-5203

## **Purpose and Need**

---

Travel demand management (TDM) is a way of influencing individual travel behavior and providing expanded options to reduce the actual demand, or number of vehicles, placed on transportation facilities and incorporates a set of strategies and practices that focuses on managing the demand side of the transportation equation rather than increasing supply by widening or building new roads.

Due to many individuals commuting to Baton Rouge from outlying suburban areas traffic congestion in the Baton Rouge MPO's urbanized area is now a significant problem. This is mostly a product of commute travel patterns, limited major arterials and heavy truck traffic. As a result, roadway users experience delays that cause excess fuel consumption, increased air pollution and driver frustration. These conditions create a real threat to our economic vitality and quality of life.

The Baton Rouge Metro area includes a work force that encircles a significant number of individuals that work in the public sector. In the past, CRPC has worked in conjunction with members of various state agencies and large area employers to develop comprehensive TDM strategies for members of the workplace populace.

As previously stated, increased strain on the network has been caused by increased traffic patterns from outlying parishes, limited major arterials, and heavy commercial traffic passing through Baton Rouge on the I-10 and I-12 corridors. This has created a need to incorporate TDM into the human resources policy within various segments of the labor force. For the purposes of this proposal, we will focus on the development of a program that is designed to market TDM within target segments of the labor market.

# Proposal Plan

CRPC intends to focus on the "Commuter Travel" side of TDM for this Year's Program. To achieve this, CRPC will utilize the ideas in practice by other agencies in the state, the past experience and input from the local stakeholders, and implement a four phase strategic plan.

Phase I: Data Collection

Phase II: TDM Implementation Strategies

Phase III: Outreach Strategies (Marketing Plan)

Phase IV: Monitoring/Reporting

## Phase I: Data Collection

CRPC will conduct surveys for local employers to gather specific information regarding employee commute patterns. Understanding this data helps employers implement strategies that will be conducive for the integration of TDM amongst their workforce. CRPC will also do in-house planning analysis to identify potential major employers and other socio-economic information relevant to identification and implementation of appropriate TDM strategies for various segments of the labor force.

## Phase II: TDM Implementation Strategies

Previously, CRPC has worked with local champions to implement a broad base of TDM strategies. Some of these programs included the supply of vanpool subsidies, the provision of a ride matching service, and the implementation of a schedule that permits alternative work hours. The objective of these strategies, as outlined in the subsequent chart, was to aim for the recruitment and retention of employees, improvement of parking availability in the workplace, and to allow for a more mobile as well as efficient transportation environment. CRPC would like to build on the existing foundation and allow for the perpetuity of new TDM strategies.

	pedestrian Facilities	Bicycle Facilities	TDM-Friendly Design	Transportation Coordinator	Rideshare Matching	Vanpool Subsidy	Transit	Telecommute Program	Alternative Schedules	Incentives	Commuter Tax Benefit	Guaranteed Ride Home	Managed parking
Recruit and Retain Employees			♦	♦	♦	♦	♦	♦		♦	♦		
Increase Parking Availability	♦	♦		♦	♦	♦	♦	♦	♦	♦	♦		
Livable Streets	♦	♦	♦			♦							♦
Keep Businesses Open				♦	♦	♦	♦	♦					♦
Provide Mobility	♦	♦	♦			♦							



In order to accomplish these tasks CRPC will take the following initiatives:

- 1. Development of Presentation Packages:** CRPC will design an effective presentation package about TDM strategies to be distributed to employers. In the past, TDM strategies that have proven effective have been centered on various alternative work schedules such as telecommuting, compressed workweeks, and the availability of flexible work schedules. These strategies entail allowing specific staff members to work fewer total days, but longer hours in a given day. This is achieved, by granting certain employees permission to work from home, and consenting to the flexibility in work schedules.

Additional measures also call for guaranteed rides home, free of charge, for those employees that utilize public transportation, have a family emergency, or work longer than expected hours. A ride matching service may also be utilized. This calls for arranging for certain employees that live in the same zip code to carpool to work on a daily basis.

In summary, we will focus on promoting the following strategies as part of our presentation package.

- Alternative Work Schedules
- Tele-Commuting
- Flextime
- Bike/Transit Integration
- Guaranteed Ride Home
- Incentives to Use Alternative Modes and Reduce Driving

- 2. Web Based Ride Share Applications:** CRPC has done research into several web based models that are designed to make ride matching more user friendly. These applications are designed to increase commuter participation through easy to use ride matching and social media integration. Furthermore, this technology-based approach will allow for a multimodal commuting system that integrates bus, bicycling, and walking. These programs are multi dimensional tools that are designed to be administrator friendly and allow for the tracking of ride matches as well as the monitoring of reductions in green house gas emissions, which will assist with data collection. CRPC will conduct further research, and solicit web based ride share applications, and tag the system to company's website.

- 3. Bike & Pedestrian Infrastructure Improvements Promotion:** There are several different ways to integrate Bicycle and Pedestrian Infrastructure into a comprehensive TDM strategy.

CRPC will promote the following potential bike and pedestrian infrastructure Improvements.

- Encourage public/private entities to invest in Public Bike Systems (automated bicycle rental systems), which will provide efficient mobility for short, utilitarian urban trips.
- Encourage the participant employers and agencies to provide "end of trip" facilities. These facilities range from bicycle storage, parking, and shower facilities.
- Coordinate with the local public works department, as well as facility maintenance departments, to discuss strategies that help funding the pedestrian infrastructure through various Federal and State sources. Thus, improving quantity, quality and connectivity of sidewalks, crosswalks and paths.
- Encourage local governments to adopt and incorporate complete streets policies in their master street plan.

**4. Intelligent Transportation Systems (ITS):** Lately, ITS technology has proved a great benefit in improving the regional mobility by providing real time traffic and incident information to travelers to make alternative route/mode choice decisions. For Example, by collecting information from a variety of service providers (traffic conditions, bus schedules, carpool and vanpool opportunities) and presenting it to the user in one place (telephone system, public kiosk, website), Advanced Traveler Information Systems (ATIS) makes travel information more accessible.

Cell phone or desktop computer interfaces can allow users to tap into a rideshare agency's matching computer to automatically learn of, and communicate with, potential carpool partners (dynamic rideshare matching). This added flexibility potentially redefines carpooling - from a permanent arrangement with a set group of commuters to something that changes daily according to one's need. CRPC will pursue all avenues to promote, supplement and utilize the technology that improves mobility, safety and reduce the congestion in this region.

### **Phase III: Outreach Strategies (Marketing Plan)**

Through CRPC's work with the Baton Rouge Clean Air Coalition (BRCAC) we have developed a vast network of individuals in both state and local governments that are committed to improving the air quality in the Greater Baton Rouge Metropolitan Area. CRPC has also partnered with BRCAC on the EPA's Ozone and Particulate Matter Advance Program, which is a collaborative effort between the federal, state, and local levels to create measures that reduce the amount of ozone emissions in designated non-attainment areas. The Baton Rouge MPO's urbanized area's designation as a non-attainment area makes TDM programs an appealing option

to local businesses. CRPC will leverage these contacts to conduct outreach that will allow us to work with these stakeholders to develop TDM outreach plans that are specific to that agency.

#### **Phase IV: Monitoring/Reporting**

The phase of the program will focus on several monitoring and reporting procedures that can be used to evaluate the effectiveness of TDM. CRPC will compare pre and post program data in order to make conclusions on the best strategies for our area. Specific measurable comparisons will include:

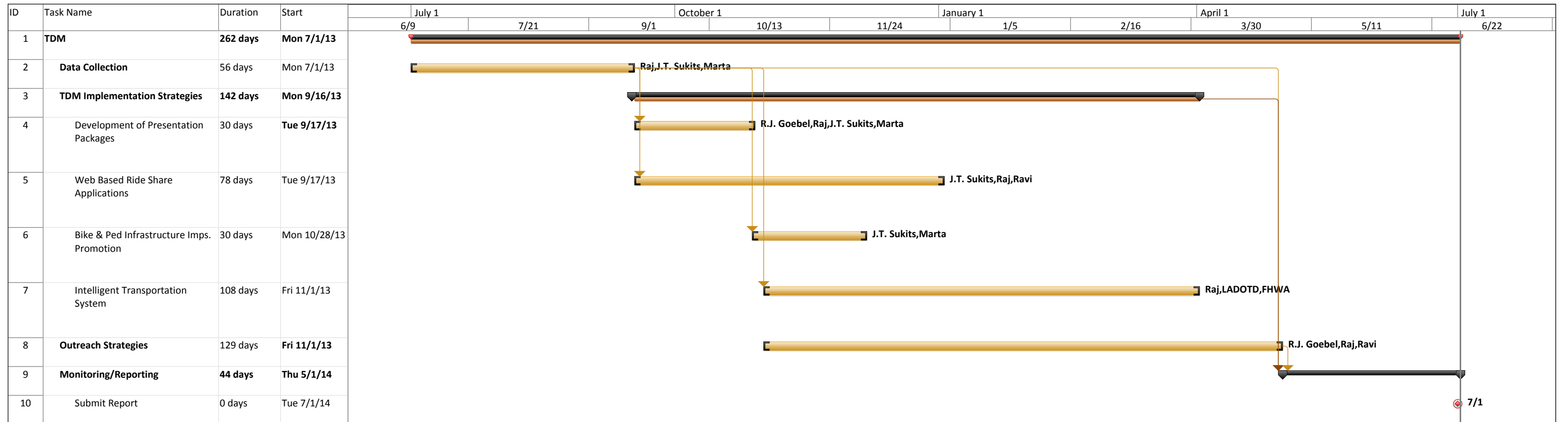
- Traffic Count Data, Travel Times on Major Corridors
- Increase in transit use, periodical check on park & ride facilities.
- Records from the office employees' vehicle tracking devices along with validated/invalidated tickets to track the number of vehicles entered and exited.

In addition to the specific measurements of the effectiveness of the program, CRPC will design a survey questionnaire to uncover more qualitative information about transportation alternatives and implemented strategies to improve the future TDM services.

#### **Program Schedule:**

Given the need for the program to be completed in one year, we have included a copy of the program implementation schedule at the end of this document.





Project: CRPC-MPO-Activities -620 Date: Wed 3/13/13	Task		Project Summary		Inactive Milestone		Manual Summary Rollup		Deadline	
	Split		External Tasks		Inactive Summary		Manual Summary		Progress	
	Milestone		External Milestone		Manual Task		Start-only			
	Summary		Inactive Task		Duration-only		Finish-only			