

# Transportation Demand Management

## Frequently Asked Questions



### What is Transportation Demand Management (TDM)?

TDM is a system of regulations and policies that attempt to influence residents' and employees' travel decisions for the purpose of decreasing vehicle miles traveled, reducing traffic volume during peak periods, and varying travel modes. Effective TDM strategies thus reduce pollution, congestion and infrastructure costs while improving public health and promoting sustainable development.

### Definitions.

*Vehicle miles traveled* is defined as the number of miles someone drives in a private vehicle. The trip could be a commute to work, a visit to the doctor, or a trip to the store.

*Peak periods* are the times during the day when traffic volume on streets is the heaviest; generally, these times are the morning and afternoon rush hours.

A *travel mode* is the type of transportation someone uses; a personal vehicle, a bicycle, the bus, commuter or light rail, and walking are all modes of travel.



Finally, when we talk about *vehicle trips*, we mean any trips in a private vehicle, regardless of the number of people in the car. For instance, if you and three co-workers each drive to and from work separately, that's eight total trips (four trips to work, four trips back). However, if the four of you decide to carpool, the number of vehicle trips is reduced to two.

### What types of TDM strategies are there? What are some examples?

There are a number of strategies that can be implemented. Generally, these TDM strategies break down into three types:

1. *Parking management*: Strategies intended to reduce parking demand, encourage carpooling or other multiple-occupancy travel options, or use available parking in a more efficient manner. Examples include fewer required parking stalls, placing maximums on the number of parking stalls a new development can build, continuing to allow shared parking between multiple businesses or developments, and valet parking.
2. *Trip reduction*: Strategies intended to decrease the number of times people must drive or shift those driving trips to off-peak hours. Trip reduction strategies include telecommuting, alternative work schedules, and carpooling and vanpooling.
3. *Alternative modes*: Strategies intended to encourage the use of travel modes other than personal vehicles. Examples of this type of strategy include carpooling, incentivizing use of public transportation, and commuter facilities for transit riders and bicyclists.



## How will these regulations be applied?

Salt Lake City's TDM proposals focus on development options for future developers, retailers, employers, and institutions. This ordinance would only apply to new development or an expansion of an existing development. All new development proposals would be reviewed by appropriate city staff members to ensure the plans meet the TDM regulations.

Some of the proposed regulations will impact *all* types of development: reduced parking requirements, parking maximums, and provision of certain bicycle facilities. Developments will also have the opportunity to meet their parking requirements through other programs such as shared parking or valet parking.

Other regulations will only impact large developments: residential projects with more than 100 units; employers or institutions that will employ or enroll more than 500 employees or students, respectively; or any developments that are projected to generate more than 2,500 vehicle trips per day (as measured by a traffic engineer). Salt Lake City will require these developers, property managers or employers to provide additional measures to reduce the number of vehicle trips they generate. They will get to pick and choose from a variety of strategies and they must demonstrate to the city that their TDM strategies will result in a least a 25 percent reduction in vehicle trips.



As an example, say there is a company relocating to Salt Lake City and they plan to construct a new building. This company is predicting that it will be fully staffed with 750 employees. In addition to required provisions, such as bicycle parking and facilities (showers, lockers, etc.), the developer will have to select from a variety of TDM tools so they can meet that 25 percent reduction in vehicle trips. The new employer provides a covered bus stop on site and provides only 75% of the maximum parking allowed on site. Additionally, parking spaces that are closest to the entrance of the building are reserved for carpools and vanpools only. The employer also opts to institute telecommuting for some of its employees and provides all of their employees with free bus/train passes. As they submit their building plans, they will want to hire a traffic engineer to complete a study of their selected TDM strategies which shows that they will be reducing the number of vehicle trips by at least 25 percent. This study will then be submitted to Salt Lake City and reviewed by the Transportation Division.

## What does this mean for residents and employees of the city?

You may not notice changes right away because the new rules would only apply to new developments or major expansions to existing developments. Over time, however, more employers, institutions and other developments will be built that provide improved facilities for bicyclists, public transit users, and carpools. You will also see less parking, as parking requirements will be reduced. More employers will provide incentives for their employees to ride FrontRunner, TRAX, buses, or carpools. Overall, the number of vehicle miles traveled will decrease, which means fewer cars on the road. Fewer cars on the road means less traffic, air pollution, and costs for Salt Lake City and its residents.

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If you have any questions regarding Transportation Demand Management or the proposal before the city, please contact Nick Britton at [nick.britton@slcgov.com](mailto:nick.britton@slcgov.com) or at (801) 535-6107.