



TRANSPORTATION DEMAND MANAGEMENT (TDM) ELEMENT

Over the years, our reliance on the private automobile as our primary mode of transportation has grown substantially. Our dependence on the automobile is evidenced by continual increases in automobile ownership, the number of drivers, the length and number of auto trips, and, as a result, a large escalation in vehicle-miles of travel (VMT) per person. This trend in automobile use has led to mounting traffic congestion, greater transportation costs, worsening air quality, and increasing numbers of traffic accidents. In addition, future projections indicate an ever-widening gap between vehicular travel demand and the physical capability of our existing transportation system to provide adequate levels of mobility. By continuing to rely almost totally on the automobile for our daily transportation needs, we decrease our ability to get where we want to go as well as the overall quality of life in our community.

Adding automobile travel lanes and building new roads has been the traditional approach to addressing increased transportation demand. However, there are several reasons why merely adding additional highway capacity is generally not the most efficient way of meeting our increasing mobility needs. First, highway construction is very expensive and there are limited sources of funding to finance those costs. Second, there are significant constraints associated with constructing new and widened highways, as well as growing citizen resistance to converting more and more of our urban land resource to pavement. Third, the negative impacts on our neighborhoods and communities associated with the disruption, fragmentation, air pollution, and danger that new and expanded highway facilities entail are often unacceptable. Finally, the faster rate of growth of vehicle travel, relative to the increase in the total movement of persons and goods in the region, contributes to a continuing decline in the overall efficiency of our transportation system areawide.

It has become increasingly evident that we can no longer afford—in a variety of ways—to “build our way” out of our transportation problems. As transportation funding becomes more scarce and the cost of constructing new facilities spirals upward, we must seek more creative solutions to meet our future transportation needs. We must make more efficient use of existing facilities and increase their overall capacity to move people and goods, not merely vehicles.

There are effective options to highway construction for relieving traffic congestion and meeting increased travel demand. TDM actions increase system efficiency by managing and reducing automobile trip demand and maximizing the movement of people and goods, not just vehicles. Typical TDM strategies include ridesharing programs, vanpooling, buspooling, promoting alternative work schedules, travel-time shifting (out of the peak period), teleworking, and increasing bicycle, pedestrian, and transit use.

The City of Salem’s TDM Element provides the framework for reducing vehicular demand on the existing and planned transportation network as a component of developing an efficient and balanced transportation system for Salem. In turn, the City’s TDM Element must be consistent with the regional plan and with State and Federal plans, policies, and mandates.

The goal, objectives, and policies contained in the TDM Element are designed to work toward a reduction in the demand for existing and future transportation infrastructure as a way of reducing traffic congestion. They are also geared toward meeting the long term mobility needs of the citizens and businesses in the Salem Urban Area by promoting an increased variety of viable travel choice options and making the most efficient use of existing transportation capacity and infrastructure. The City sponsors a TDM Outreach Program, which will serve as the primary resource for implementing the policies of this Plan.

Policy Framework

In developing the TDM goal for the City, an emphasis was placed on reducing the demands on the current and future transportation network reflecting the goals and objectives of the State Transportation Planning Rule.



In order to achieve the TDM goal, six objectives have been outlined that deal with reducing per capita vehicle miles traveled, reducing transportation demand to and from employment sites and colleges, continuing sponsorship of the Rideshare and TDM programs, increasing public awareness of alternatives to the SOV, coordinating regional TDM efforts, and serving as an institutional model for other agencies and businesses. Each objective is to be met through the implementation of policies.

Goal, Objectives, and Policies

The City of Salem has the following goal, objectives, and policies for reducing overall traffic demands on the Salem street system:

GOAL: To reduce the demands placed on the current and future transportation system by the SOV. OBJECTIVE NO. 1

The City shall work towards reducing the 1995 per capita vehicle-miles-traveled in the Salem Urban Area by 5 percent by the Year 2015 by assisting individuals in choosing alternative travel modes.

Policy 1.1 Administer the Regional TDM Program

The City of Salem shall continue to administer the Regional TDM Program, including its component, the Mid-Valley Rideshare Program. The Program may include, but is not limited to, the provision of:

1. 24-hour rideshare matching hotline;
2. carpool and vanpool match lists;
3. information and referrals to the public on transit service, vanpools, bicycle routes, teleworking, park-and-ride lots, other ridesharing agencies, and transportation services for special needs;
4. assistance in the formation of vanpools;
5. public outreach;
6. school outreach;
7. services to employers, including commuting surveys and individualized trip reduction plans;
8. coordination with other agencies and organizations with similar goals; and
9. marketing of alternative transportation modes.

Policy 1.2 Assure Adequate and Consistent Funding for the Regional TDM Program

The City shall explore the availability of funding sources to assure the ongoing viability of the Regional TDM Program.

Policy 1.3 Reduce Per Capita Vehicle-miles-traveled

The implementation of the Regional TDM Program shall be an important component in any comprehensive strategy to achieve a reduction in the number of per capita vehicle-miles-traveled.



OBJECTIVE NO. 2

Reduce automobile travel demand generated by employment sites, colleges, and schools.

Policy 2.1 Target Marketing Efforts

The City shall target its marketing efforts to groups which have the greatest potential for reducing automobile trips, including employers and employment sites, and commuting students.

Policy 2.2 Increase Marketing to Employers

The City shall provide assistance to employers in designing and implementing trip reduction plans at their work sites. Trip reduction plans will include strategies to encourage employees to use alternative transportation modes and discourage them from commuting in SOVs. Alternative work hours and teleworking will also be recommended as a way of reducing peak hour congestion.

Policy 2.3 Assist in the Formation of Vanpools

The City shall provide information on forming and joining vanpools to employers and individuals and shall include this information as part of the general marketing materials of the Regional TDM Program. The City of Salem shall also assist in the formation of new vanpools.

Policy 2.4 Encourage State Agencies to Reduce Peak Hour Travel Demand

The City of Salem shall encourage the State of Oregon to implement, through its agencies, significant measures that will reduce peak hour travel demand on Salem's street system. These measures should include the widespread institution of flexible work schedules, increased carpooling, vanpooling, teleworking, and transit ridership.

OBJECTIVE NO.3

Continue ongoing ridesharing and alternative transportation modes efforts with employers and schools.

Policy 3.1 Increase Follow-up Contacts to Employers and Schools

The City shall encourage ongoing trip reduction efforts, and offer assistance in monitoring and revising existing programs at employment sites and colleges to ensure their ongoing viability. The City should also provide public recognition for ongoing efforts through newsletter articles and marketing materials.

Policy 3.2 Increase Ridesharing/TDM Follow-up Contacts to Individuals

The City shall increase efforts to encourage individuals already using alternative transportation modes to continue in their behavior. The City should contact ridesharing applicants on a regular basis to offer additional assistance. The City shall also encourage employers to include incentive and recognition programs for employees who already use alternative transportation modes.

OBJECTIVE NO. 4

Increase public awareness of alternative transportation modes.



Policy 4.1 Provide Information Through Public Events

The City shall provide information to the public on transportation options at appropriate public events to raise awareness of available options and to encourage the use of alternative transportation modes.

Policy 4.2 Provide Information Through Marketing, Newsletters, and Other Resources

The City shall conduct marketing campaigns through various media to raise awareness of transportation options and to encourage the use of alternative transportation modes. The City should periodically produce and distribute a newsletter which will provide information on alternative transportation modes to decision makers, employers, schools, organizations, and interested individuals.

Policy 4.3 Outreach to Schools and Community Groups

The City shall conduct outreach activities at schools and community groups to inform them about transportation mode choices and their effects. Outreach to schools should be designed to educate children about alternative transportation modes before they start driving.

OBJECTIVE NO. 5

Coordinate regional TDM efforts.

Policy 5.1 Work with Other Agencies and Organizations

The City shall work cooperatively with other agencies and organizations to further the goals of TDM and to ensure that efforts are coordinated.

Policy 5.2 Monitor TDM Programs Nationwide

The City shall research the effectiveness of trip reduction efforts and programs throughout the nation to determine potential applicability for the Salem Urban Area.

Policy 5.3 Assist in the Formation of Transportation Management Associations (TMAs)

The City shall act as facilitator in forming TMAs of interested employers. TMAs allow employers to pool resources in implementing trip reduction programs and providing services such as guaranteed-ride-home programs and vanpools.

OBJECTIVE NO. 6

The City of Salem shall encourage the use of alternative travel modes by serving as an institutional model for other agencies and businesses in the community.

Policy 6.1 Employee Incentive Programs

The City shall serve as a leading example for other businesses and agencies by maximizing the use of alternative transportation modes among City employees through incentive programs. The City shall provide information on alternative transportation modes and provide incentives for employees who use alternatives to the SOV.



Policy 6.2 Flexible Schedules and Teleworking

The City shall offer flexible schedules and compressed work-week options whenever feasible, as a way of reducing travel demand. The City shall also explore the option of allowing employees to telework.

