



Transportation Demand Management 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.

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, five objectives have been outlined that deal with reducing per capita vehicle miles traveled: reducing transportation demand to and from employment sites and colleges; increasing public awareness of alternatives to the single-occupant-vehicle; providing support for regional TDM efforts; and serving as an institutional model for other agencies and businesses. Each objective is to be met through the implementation of selected 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 single-occupant vehicle.

OBJECTIVE NO. 1

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

Policy 1.1 Support the Regional TDM Program

The City of Salem shall continue to be an active supporter of the regional TDM program, including Cherrits Rideshare.

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

The City shall work cooperatively with regional partners to identify 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 increase more efficient transportation choices and 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 support the regional TDM program's efforts to target marketing 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 support the regional TDM program's efforts to 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 single-occupant-vehicles. 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 support the regional TDM program's efforts to provide information on forming and joining vanpools to employers and individuals.

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

Increase public awareness of alternative transportation modes.

Policy 3.1 Provide Information Through Public Events

The City shall coordinate with the regional TDM program to 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 3.2 Outreach to Schools and Community Groups

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

OBJECTIVE NO. 4

Coordinate regional TDM efforts.

Policy 4.1 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 4.2 Monitor TDM Programs Nationwide

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

OBJECTIVE NO. 5

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 5.1 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 single-occupant vehicle.

Policy 5.2 Reduce Peak Hour Travel Demand

The City shall implement measures directed at City employees 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.

TDM Programs

REGIONAL TDM PROGRAM—SALEM AREA MASS TRANSIT DISTRICT

The Salem-Keizer Region has supported a regional TDM program since 1994. This program is designed to complement and enhance the efforts that began with the regional rideshare program in 1975 (see below). The regional TDM program and the regional rideshare program are funded by the Salem Keizer Area Transportation Study (SKATS) through the federal Surface Transportation Program as well as local funding sources. The regional TDM and rideshare programs serve as the primary means for implementing the policies of the City's Transportation Demand Management Element.

The City of Salem administered the regional TDM and rideshare programs through the operation of Mid-Valley Rideshare from the late 1970s through 2005. Administration of Mid-Valley Rideshare moved to the Salem Area Mass Transit District in July 2005. Advantages of this move include enhanced funding opportunities for the vanpool program; consolidation of alternative transportation services in one agency; a more regional context for the program; and enhanced privacy protection for the ride-matching database as required under state law. The rideshare program was subsequently rebranded to Cherriots Rideshare.

Major components of the rideshare program include the following:

Employee/Employer and Community Outreach

An essential part of the TDM program is informing employers and employees that there are options available for the commute to work. The overall goal of this service is to coordinate the development and implementation of transportation alternative programs, activities, and incentives in the Salem-Keizer area. Cherriots Rideshare works with over 100 worksites throughout the region to offer Employee Transportation Programs. These programs usually incorporate multiple elements to allow the employer the opportunity to tailor the choices to meet the needs of their employees.

Cherriots Rideshare is continually striving to provide community outreach to promote alternatives to the single-occupant vehicle. This includes education regarding impacts on energy conservation, air quality, and health. Cherriots Rideshare sponsors marketing promotions and produces regular newsletters with a broad distribution. Updated information on Cherriots Rideshare is located at: <http://cherriots.org/en/services/rideshare>.

Emergency Ride Home

Cherriots Rideshare administers a regional emergency ride home program. This program is a popular component of many Employee Transportation Programs. By enrolling in the program, employees who use alternative modes of transportation are eligible for free taxi-rides home in the event of an emergency.

Regional Rideshare

Cherriots Rideshare offers free carpool and vanpool matching through Drive Less Connect, Oregon's online ride-matching tool. This free and easy to use tool allows commuters to register at www.drivelessconnect.com and receive a customized ride-match list of other commuters who have the same travel needs. It helps commuters to either set up new carpools or join an existing carpool or vanpool.

Park & Ride

Park & Ride lots are located throughout Salem and provide convenient locations for drivers to park their cars and meet carpool or vanpool partners. Some Park & Ride lots are also served by local as well as regional transit services and equipped with bike racks and lockers to facilitate the use of bicycles for the last mile of travel. A list of Park & Ride Lots can be found on the Cherriots website.

