

TDM in Black & White

Mid-South Transportation
and Parking Association
Conference

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What exactly is TDM?

TDM involves strategies to reduce and/or redistribute parking and transportation demand.

TDM Strategies:
Transit
Ridesharing
Bike & Pedestrian
Telework & Flextime
Vehicle Use Restriction
Guaranteed Ride Home
Car Sharing
Financial Incentives
Parking Pricing

Facilities
Operations
Planning
Data Analysis
Marketing
Budgeting
Coordination

UK's
Wildcat Wheels Bicycle Library



How we do it: Turning trash into transportation

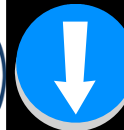
Reused!

The bike library is available to UK faculty staff and students at no charge



New bikes-

Bikes make people happy and they are the superior mode of urban transportation, but sometimes the unthinkable happens...



Reborn- Wildcat Wheels staff and volunteers gain experiencing rebuilding and servicing the abandoned bikes



Abandoned- Each year dozens of bikes are abandoned on UK's campus

Rescued!

Our bikes come from surplus bikes destined for auctions and scrap dealers or from **DONATIONS!**



Purgatory

UK impounds abandoned bikes. After 3 months they become surplus property of the University...



3 major programs

Yellow bike library:

Bikes available to all faculty, staff, and students.

Standard Check-out is one academic term

All bikes equipped with a lock and some have baskets.

Check-outs handled the campus bike shop.



Departmental blue bikes:

Available to any faculty/staff department.

Each bike equipped with a lock, a rear rack and a rear basket.

Bikes are checked out for up to 16 weeks by contacting program coordinator at wildcatwheels@gmail.com.



TIAA-Cref sponsored the program in the fall of 2007 allowing for the purchase 25 new bikes .

Campus bike shop:

This shop is available to all members of the campus community.

The goal is to provide a campus resource where people can work on their own bikes or learn basic bike skills by helping maintain the two library fleets.

Hours vary by semester and are posted on program's website: www.wildcatwheels.org

Shop is staffed by program coordinator and two paid interns.



Okay..
Why should we
pursue TDM?

Because simply increasing the supply has significant costs.

Costs:
Economic
Social
Environmental
Land
Opportunity

Reasons for pursuing TDM can vary from basic operational challenges to more far-reaching sustainability issues.

It's important to be able to articulate what you are trying to accomplish, as well as understanding the goals of others.

What role does TDM play as part of an overall sustainability program?

Who is doing TDM?

Municipalities

Universities

Public-Sector

Private-Sector

Religious Institutions

Households and Individuals

How do you go about
doing TDM?

Have a Plan

Where are you now?

Where will you be in 5, 10, 20 years
if you maintain the status quo?

Where do you want to be?

Implement

Provide facilities / programs

Ensure they are well-managed and
maintained

Sell

Convince the horse to drink

Encourage mode shift

Provide incentives

Social marketing

Get people involved

Monitor

Know how to identify success

Gather data & create
information

Use metrics to measure progress

Provide feed back to the process

Have a Plan

TDM at the University of Wisconsin-Madison

TDM Elements	Percent Campus Usage	Percentage of Campus Total TDM Cost	Cost per Pound of Emission Reduced
Carpool	67%	1.5%	\$2.84
Vanpool	50%	7.4%	\$15.55
Car Sharing	58%	0.2%	\$1.25
Bus Pass Subsidy	83%	69.0%	\$4.28
Free Bus Pass	25%	5.8%	\$4.21
Emergency Ride Home	33%	0.1%	\$2.91
Park and Ride	25%	12.5%	\$15.03
Bicycle	67%	1.4%	\$1.07
Walking	25%	0.1%	\$0.06
Parking Cash Out	8%	2.0%	\$2.05
TDM Annual Expense		\$1,600,000	
TDM Expense to Campus Population		\$36.60	
TDM as Percent Annual Budget		12.86%	
TDM Expense per Participant		\$106	

Where is TDM?

UC Boulder | Intel | Bellevue WA | Australia
Vancouver BC | OSU | London | eBay | IPI
Davis CA | UCLA | Microsoft | Harvard
Cambridge MA | Eugene OR | USF | Google
Stockholm | Alameda Co CA | UK | MSTPA
Cisco Systems | Lexington KY | Raleigh NC
UW Madison | APA | Washington State
FDOT | Disney | Berkeley CA | FHWA
ITE | Portland OR | Texas A&M

When is the best time
to do TDM?

Now!

TDM should be an integral
part of any parking
management system.

Some TDM Resources:

Center for Urban Transportation Research - University of South Florida

TRANSP-TDM listserv

International Parking Institute

Victoria Transport Policy Institute

TravelSmart Australia

American Planning Association

Federal Highway Administration