WHAT IS TDM?
What is TDM?

Strategies that increase travel efficiency by facilitating:

- Shifts away from SOV/drive-alone mode.
- Shifts away from peak-demand locations and/or times
TRAVEL DEMAND MANAGEMENT

What is TDM?
Primary strategies include:

- Increasing/improving transit options
- Enhancing non-motorized networks and connections
- Providing incentives and information on options
- Land-uses that promote “access by proximity”
TRAVEL DEMAND MANAGEMENT

Why TDM?

Effective TDM strategies can significantly improve:

- Parking system efficiency
- Appeal of non-driving options
- Sustainable growth opportunities

For Downtown, TDM success has enabled a lot more growth with a lot less parking & made it an attractive place to live, work, and visit.
Building Upon Success

DDA a leading early-adopter of TDM to reduce supply needs

- Go!pass program
- Direct transit investments
- Investment in better walk/bike infrastructure
- Balancing parking demand with pricing and options
- TDM + Mobility viable alternatives to expanding supply
- TDM + Mobility critical to downtown health
Building Upon Success

2007 Study: Built upon this history, assessed Supply Sufficiency + TDM Opportunities

- Price-based demand management
- Express bus service, bike parking, streets/streetscape
- Shared-parking expansion via joint-development
TDM STUDY OUTCOMES
CAPACITY CONCERNS
PROJECTED NEED

2015 Study Findings

- System is at capacity for monthly parking
- Net, new demand represents supply deficit
- 2019 deficit projected at 409 spaces for new residents
- 451 spaces for commercial uses
- 860 at 100% overlap between resident/commuter demand
### 2015 Study Findings

#### Figure 2  Resident Parking Demand in DDA Facilities

<table>
<thead>
<tr>
<th>Measure</th>
<th>2015</th>
<th>2019 Projection</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>5,505</td>
<td>7,730</td>
<td>2,225</td>
</tr>
<tr>
<td>Estimated Peak Residential Parking Demand</td>
<td>1,013</td>
<td>1,422</td>
<td>409</td>
</tr>
</tbody>
</table>

#### Figure 5  Peak Parking Demand Projected Increase in DDA Facilities

<table>
<thead>
<tr>
<th>Measure</th>
<th>Peak-Demand Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Growth</td>
<td>409</td>
</tr>
<tr>
<td>Commercial Growth</td>
<td>451</td>
</tr>
<tr>
<td>Combined Impact when Peaks Overlap</td>
<td>860</td>
</tr>
</tbody>
</table>
Study Findings

- All deficits could be offset by achievable mode shifts
- Transit service expansions > reduce need by 972 spaces
- Increasing bike mode share > reduce need by 238 spaces
- TDM recommendations will magnify this potential
PROJECTED NEED

Study Findings

- Don’t build to meet 860-space projected deficit
- Invest in mobility and TDM
- Build when right opportunities arise
- 860-space deficit a reasonable target for opportunities
- But opportunity, not need, should lead
TDM Recommendations
Stay innovative to retain edge
- Ann Arbor has benefitted from shifting market demand
- Robust growth within struggling region/state
- Competition is growing, however
- Mobility options are expanding
- So is demand for car-optional live/work options
- Mobility as a Service is accelerating trends & uncertainty
TDM Recommendations

- Raise permit rates to eliminate wait lists
- Discount based on go!pass participation & other TDM
- Continue to invest in transit, bike, and walk options
- Add go!pass amenities
- Explore downtown shuttle/circulator options
TDM Recommendations

- Create a moveDowntown program of local TDM/Mobility
- Foster/Promote New Mobility, including fleet-sharing
- TDM Standards for Updated Zoning
- Residential go!pass Program
- Event-focused TDM toolkit
SUPPLY STRATEGIES

Focus on Opportunities to...

- Expand shared-parking efficiencies
- Facilitate new development
- Attract desired land uses
- Attract regional growth away from sprawl
SUPPLY STRATEGIES

Focus on Joint-Development, to...

- Avoid stand-alone facilities
- Gain direct control over facility design
- Share costs
- Reduce risk
- Attract desired land uses
SUPPLY STRATEGIES

Expansions should not be driven by...

- Future-demand projections alone
- Parking replacement “needs”
- Perceived supply constraints
- Specific project “needs”

*TDM + Mobility investments are preferable, until optimal supply-expansion opportunities arise.*
SUPPLY STRATEGIES

Expansions should not be driven by...

- Future-demand projections alone
- Parking replacement “needs”
- Perceived supply constraints
- Specific project “needs”

_TDM + Mobility investments are preferable, until optimal supply-expansion opportunities arise._

_Conversely, the right supply-expansion opportunity need not await quantified “need” projection._
2015 Study Recommendations

- On-Street: Huron Street, allow parking nights & weekends
- Public Valet: Use service to expand curbside capacities
- Ann Ashley expansion
- Zoning Update opportunities
- Evolving Joint-Development opportunities
SUPPLY STRATEGIES

2015 Study Recommendations

- Pricing is never about revenue
- Supply expansion is never about Need
Let’s Discuss.

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