# Transportation Demand Management in the San Diego Region

**TSMO Workshop**
**April 13, 2016**

SANDAG

iCommute

# iCommute Services

- Employer Outreach and Support
- Regional Vanpool Program
- Online Ride Matching and Trip Planning
- Guaranteed Ride Home
- Regional Bicycle Locker Program
- Public Awareness Campaigns
  - Bike to Work and Rideshare Month

# TDM in the Regional Plan

- $936 million allocated to TDM over 35 years:
  - Corridor Planning
    - Active Transportation Demand Management
  - Engage local governments
    - Parking Management
    - TDM Planning and Policy Development
  - Shared Mobility Services
  - Mobility Hubs

San Diego FORWARD℠ The Regional Plan

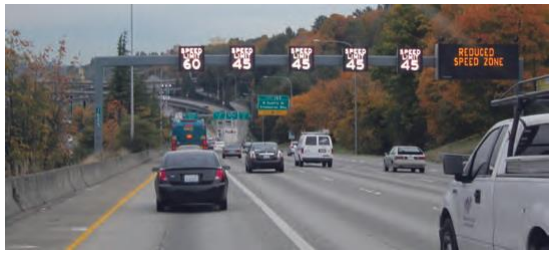
# North Coast Corridor TDM Plan

- Customized and context specific TDM solutions and technologies to:
  - Influence sustained shift from driving alone to transportation alternatives
  - Minimize traffic impacts from planned construction

# Active Transportation Demand Management

- Dynamic management, control and influence of transportation facilities
- Redistribute travel demand to alternative modes, times and routes pre-trip and in route

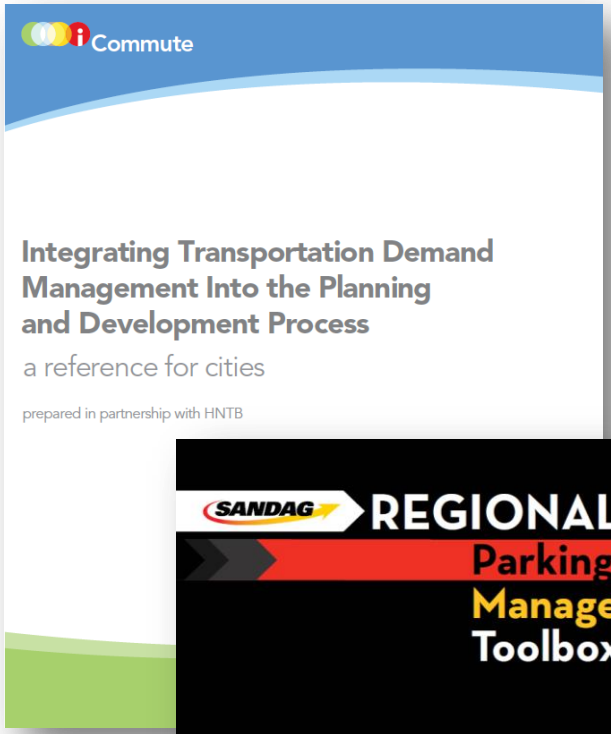
| Active Demand Management | Active Traffic Management | Active Parking Management |
|---|---|---|
| Dynamic Ridesharing | Dynamic Lane Use Control | Dynamically Priced Parking |
| On-Demand Transit | Dynamic Speed Limits | Dynamic Parking Reservation |
| Dynamic Pricing | Queue Warning | Dynamic Way-Finding |
| Predictive Traveler Information | Adaptive Ramp Metering | Dynamic Parking Capacity |



# TDM for Local Jurisdictions

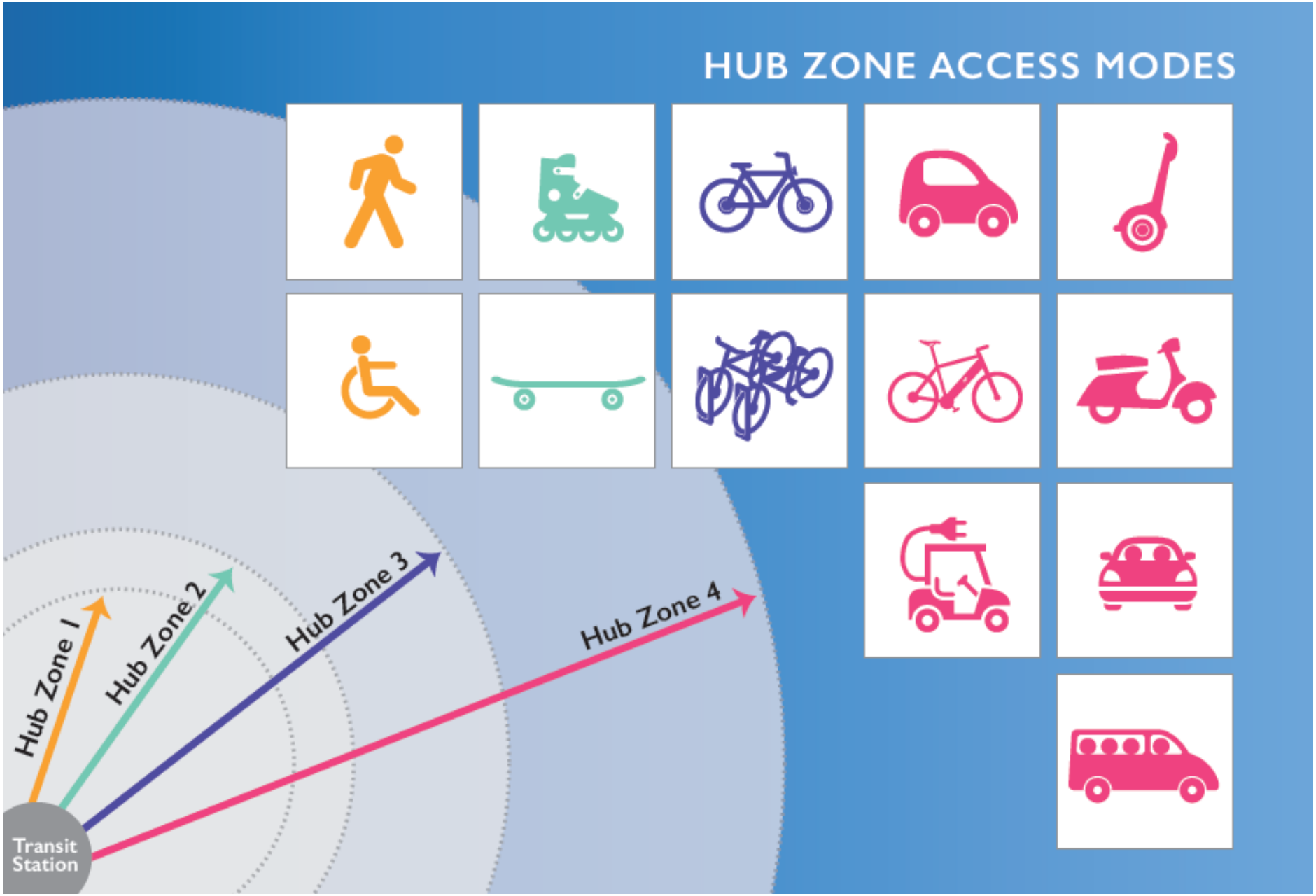
- Integrating TDM into the Planning and Development Process
  - Support with TDM planning and policy development

- Parking Management
  - Interactive, web-based parking management toolbox
  - Customized for the San Diego region
  - Support with implementation



# Shared Mobility

# Mobility Hubs



# 1: Transit Investment and Supporting Land Use

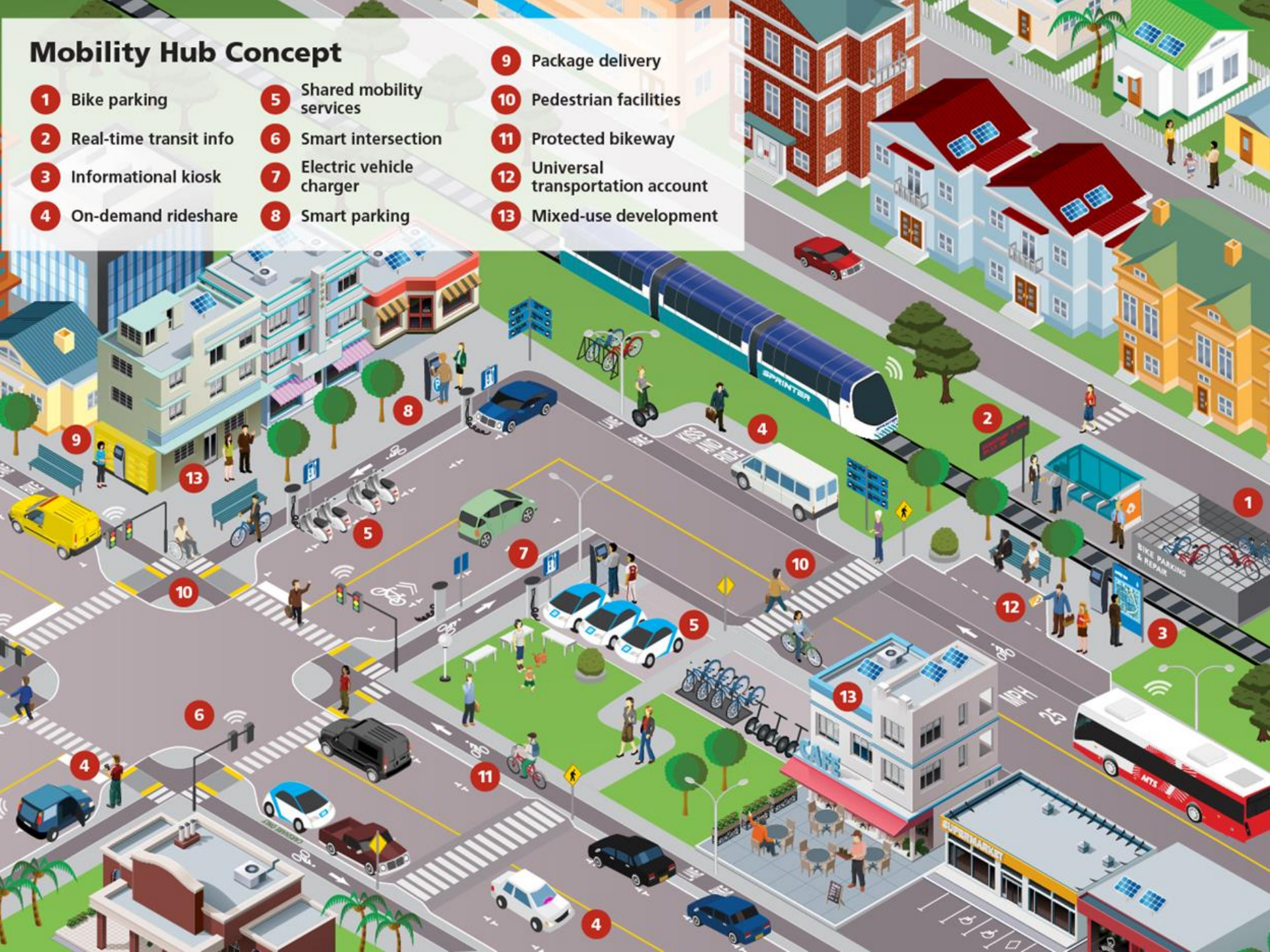
# 2: Improved Roads

# 3: Pedestrian Improvements

# 4: Bike Improvements

# 5: Shared Services

# 6: EV/ITS Elements

# Mobility Hub Concept

1. Bike parking
2. Real-time transit info
3. Informational kiosk
4. On-demand rideshare
5. Shared mobility services
6. Smart intersection
7. Electric vehicle charger
8. Smart parking
9. Package delivery
10. Pedestrian facilities
11. Protected bikeway
12. Universal transportation account
13. Mixed-use development