



December 3rd, 2025

Regional Transportation Demand Management Strategy



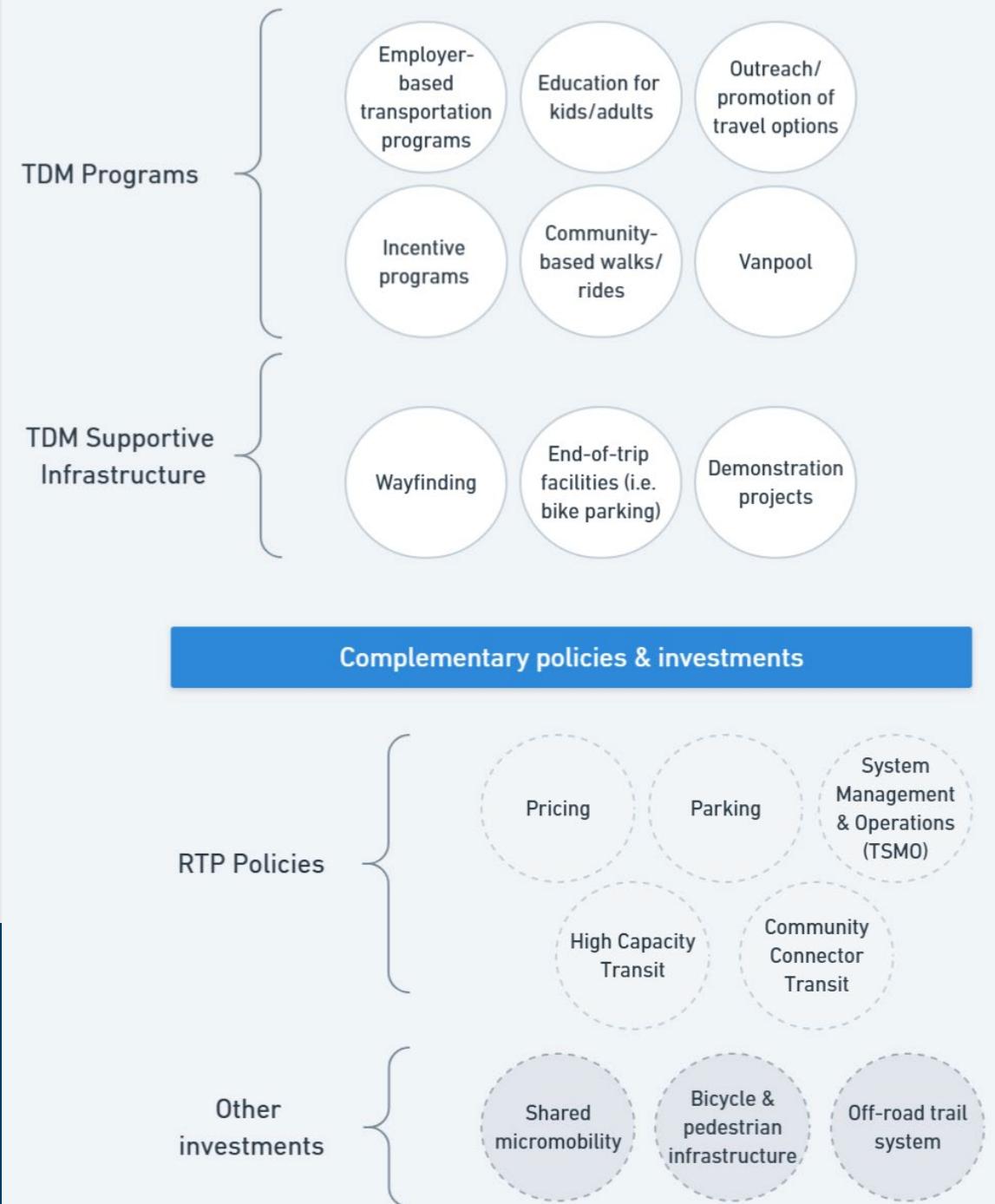
Today's agenda

- Background on Regional TDM Strategy
- Proposed TDM Policies
- Upcoming TPAC Workshop discussion
- Next steps & Questions



What is TDM?

- Activities that ensure people are aware of, understand and have access to the full range of travel options available in the region.
- Maximize and complement transportation investments





Metro's Regional Travel Options (RTO) Program

Provides grants and supports efforts that increase travel options use.

Three program areas:

- Commute
- Community
- Safe Routes to School

Why develop a Regional TDM Strategy?

- Respond to new state-level and 2023 RTP policies
- Lay groundwork for 2028 RTP
- Align TDM efforts in the region
- Guide Metro investments

2023 Regional Transportation Plan



Regional TDM Strategy: Project Phases

Summer 2024- Spring 2025

Phase I: Assessment

Regional TDM Needs Assessment

2019-2023 Metro RTO
Grant Program Evaluation

Spring 2025-Winter 2026

Phase II: Strategy Development

Regional TDM Strategy

Metro RTO Implementation
Plan



Proposed Regional TDM Policies



Policy 1:

TDM Policy,
Planning &
Funding



Policy 2:

Financial
Incentive
Programs



Policy 3:

Place and
Event-based
Programs



Policy 4:

Community-
Centered &
Inclusive
Programs



Policy 5:

Adaptive &
Resilient
Programs



Interim TDM and TSMO System Completeness Guidance

In support of the Regional Mobility Policy
in the RTP

August 2024



Metro created interim guidance for TDM integration into local TSPs

The screenshot shows the 'get there oregon' logo at the top left. Below it, a dark blue header bar contains the text 'FOR COMMUTERS ▾', 'FOR EMPLOYERS ▾', 'TRAVEL RESOURCES ▾', and 'ABOUT ▾'. The main content area has a dark blue background with white text. The text reads 'Oregon Commute Trip Reduction Estimator Tool' in large, bold, white letters, followed by 'For employers' in smaller white text.

*Metro partnered with ODOT and DEQ to develop the
Oregon Commute Trip Reduction Estimator Tool
through the GetThere Oregon platform*

Regional TDM Policies



Policy 1:
**TDM Policy,
Planning &
Funding**



Transportation Wallet



PBOT's Transportation Wallet provides incentives for transit and shared micromobility in parking districts, multifamily housing & for people living on low incomes



Walking School Bus at Menlo Park Elementary in David Douglas School District

Regional TDM Policies



Policy 2:
Financial
Incentive
Programs



Policy 3:
Place and
Event-based
Programs



Indigenous Safe Ways Program at Portland Indigenous Marketplace, promoting the use of active transportation through community-led marketing campaign



Shuttle promotion at Portland Community College

Regional TDM Policies



Policy 4:
Community-Centered & Inclusive Programs



Policy 5:
Adaptive & Resilient Programs

Regional TDM Strategy: Next Steps



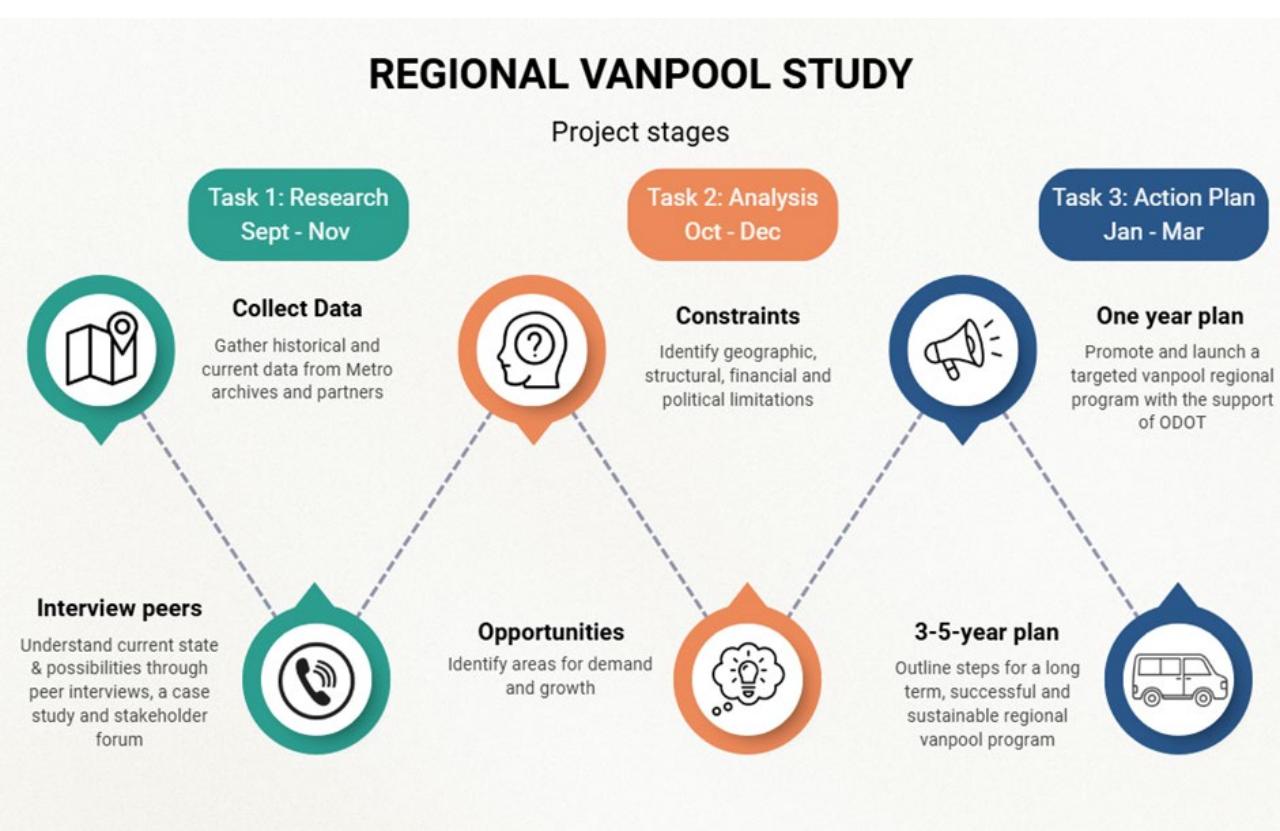
Discussion at TPAC Workshop

- Are there policies or strategies that resonate with your jurisdiction or community you serve?
- Are there policies or strategies that you would like to see Metro's RTO program prioritize in our implementation actions?
- Review TDM performance measurement approach



TPAC Workshop

Discussion:



Policy 5: Adaptive & Resilient Programs

Strategy 5D: Advance a sustainable, regionally coordinated vanpool program that is positioned to receive and distribute federal vanpool subsidies

Metro is kicking off a regional vanpool study to coordinate with regional partners to assess and identify vanpool opportunities to apply for state and federal program funds.

Questions?

Regional TDM Strategy

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Thank you!

Regional TDM Strategy project page:

www.oregonmetro.gov/traveloptionsplan