



# Transportation Demand Management (TDM) Study

# Evolution

- The Downtown Fort Lauderdale Transportation Management Association (DFLTMA) has been providing community transportation services in the City of Fort Lauderdale since 1992.
- Various transit services have been provided throughout the years, including Sun Trolley and Water Trolley.
- In January 2022, the DFLTMA revised by-laws to become the Greater Ft. Lauderdale TMA to provide transportation demand management on a countywide level.

# The “New” TDM

- The role of Transportation Management Associations (TMAs) is changing due to “smart” technologies and changes in attitudes toward telecommuting.
  - Partnerships
  - Advocacy
  - Equity
  - Environmental/Resiliency
  - Emergency Response
  - Social Connections
  - Quality of life

*“As population and tourism continues to grow and the roadway network approaches capacity, ..... we need to focus on strategies to manage transportation demand and assure safe and equitable access to transportation.”*

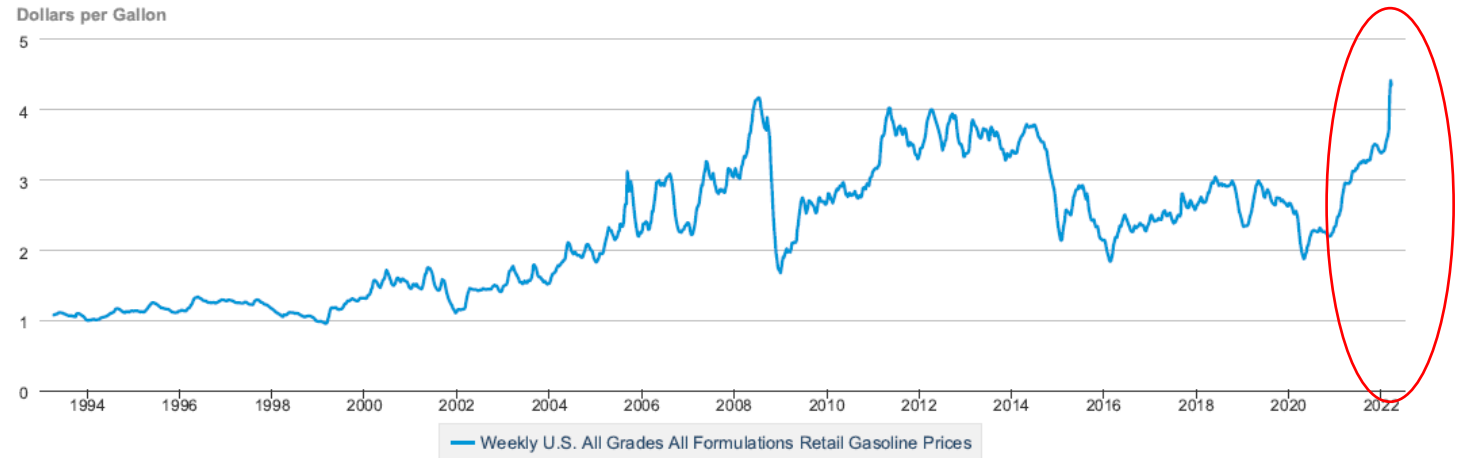
*– Broward TDM Implementation Plan*

# Current Events – The Time is Now

- Gas prices are up
- Car prices are up



Weekly U.S. All Grades All Formulations Retail Gasoline Prices



Source: U.S. Energy Information Administration

# Current Events – The Time is Now

- Housing costs are up
- South Florida is ranked highest cost of living



MONEY > REAL ESTATE NEWS



## Miami bypasses New York City as least affordable housing market in US, according to report

5 Florida cities make least affordable list



MIAMI (CBSMiami) – What goes up, keeps going up. Rents continue to rise across the country and in South Florida and it's forcing tenants to make difficult choices.

# TDM Study Process

- Data driven, year-long effort
- Stakeholder interviews
- National best practice peer TMA reviews
- Workshop forums
- Coordination with the MPO's Congestion Management Process (CMP)
- Implementation Plan

# Mission and Vision

## **MISSION STATEMENT**

### **[ Why the Plan Exists ]**

*To optimize Broward's transportation network through collaborative strategies that support economic development and community prosperity.*

## **VISION STATEMENT**

### **[ What the Plan Strives For ]**

*Advancing commuting solutions for an improved quality of life in Broward.*

# Local Interviewees

## Transportation Service Providers

- Florida Department of Transportation (FDOT) Central Office Commuter Assistance Program
- FDOT District 4 Office of Modal Development
- South Florida Commuter Services (SFCS)
- USF Center for Urban Transportation Research
- Broward County Transit
- Broward County Mobility Advancement Program
- SFRTA/Tri-Rail
- Brightline
- Area Agency on Aging of Broward County
- South Florida Vanpool Program
- Uber
- BCycle

## Private Sector/ Stakeholders

- Broward Workshop Transportation Committee
- Broward County Lodging and Restaurant Association
- Greater Fort Lauderdale Chamber of Commerce
- Downtown Development Authority (DDA) Fort Lauderdale
- Visit Lauderdale / Convention & Visitor's Bureau
- Uptown Urban Village/Uptown Business District
- Hooper Construction
- Plantation Midtown Advisory Board
- The Galleria at Fort Lauderdale

## Community Sector User Group

- FAU Student Services & Campus Life, Academic Affairs, Broward Campuses
- Broward District Schools, Transportation Operations, Student Transportation and Fleet Services
- Broward Health
- Career Source Broward
- Seminole Tribe of Florida
- South Florida Education Center TMA
- AARP
- Local Coordinating Board for the Transportation Disadvantaged
- Bicycle, Transit, and Drive-Along Commuters
- Greater Fort Lauderdale Chamber of Commerce Equity Council (pending)
- NAACP (pending)
- Urban League of Broward (pending)



# Peer TMAs





# TDM Vision Plan Categories



## A. ADVOCACY FOR TDM PROGRAMS

Corridor TDM Plans, Events, Grants, Cities, Transit Advocate, SFCS, Forum



## B. COMPREHENSIVE PLAN/ORDINANCES BEST PRACTICES

Trip Reduction Incentives/Ordinances, Micro-Transit Accommodation and Permitting, Workforce Housing



## C. COUNTYWIDE TOURIST CONNECTIVITY TDM PLANS

Airports, Port Everglades, Convention Center, Special Events, Intercity Rail



## D. INFORMATION/TECHNOLOGY

Transportation Info Center, Complete Trip Payment App, Big Data Tools



## E. ENVIRONMENTAL/SUSTAINABILITY

Promoting Green Practices, TDM=Environmental Benefits



## F. EQUITY

Internet Access, Health, Connect Workforce Housing/Frontline Workers to Jobs, Incentives



## G. FOCUSED TDM PROGRAMS FOR MAJOR TRIP GENERATORS

(Colleges/ Universities, Hospitals, Office Buildings, Business Centers, Residential, Airports, Seaports, Etc.)



## H. MARKETING SUPPORT FOR PILOT/EMERGING PROGRAMS (CURRENT EXAMPLES)

BCT, Tri-Rail, Brightline, Rideshare Companies, Vanpool, SFCS, others



## I. METRIC REPORTING

Showing Results Each Year, Biennial Survey



## J. PROMOTE AND EXPAND MICRO-MOBILITY

Bike Share, Trams, Rideshare Companies, Scooters



## K. SCHOOL POOLS

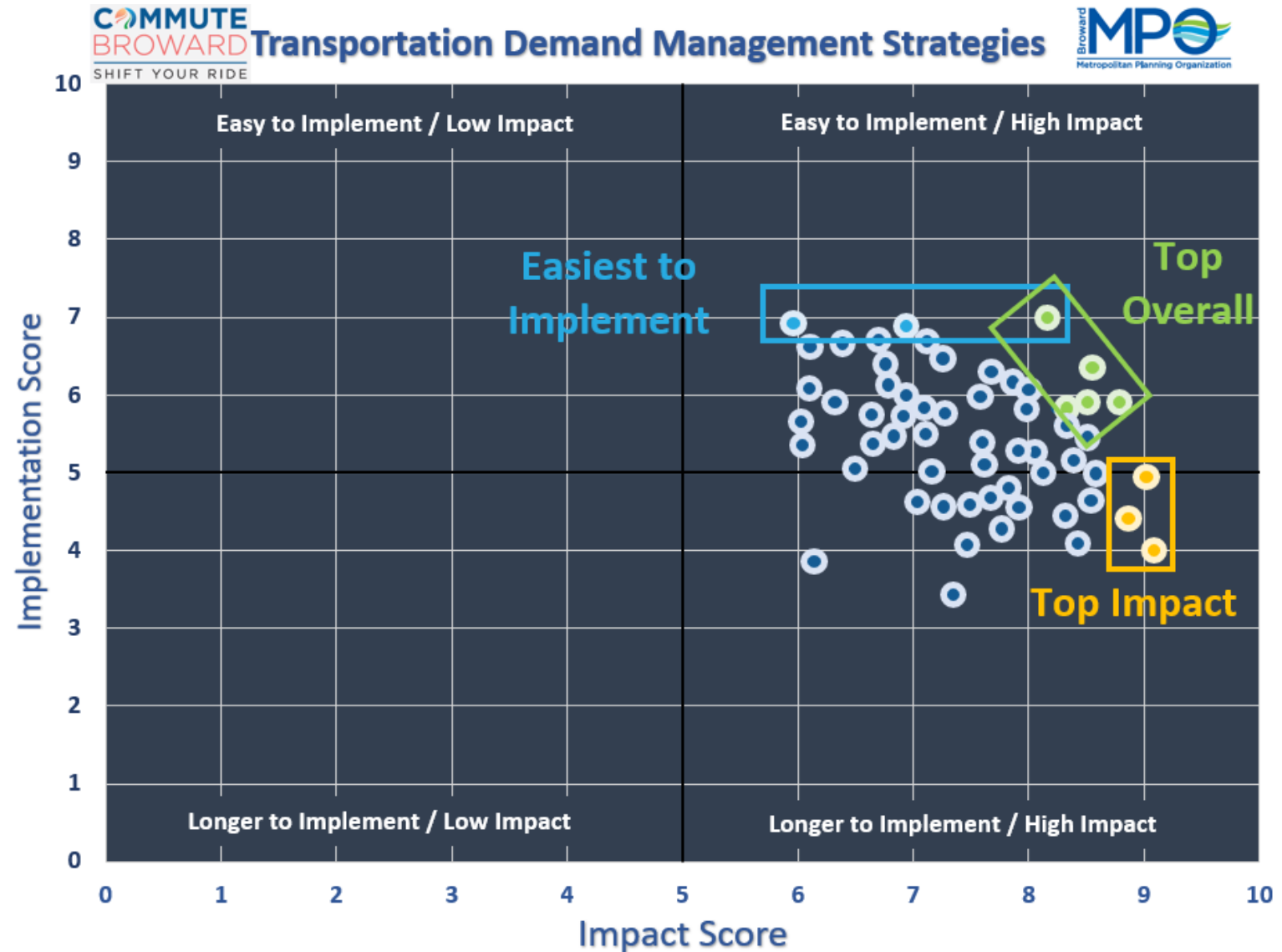
Carpooling Incentives, Safe and Healthy Biking and Walking, Safe Routes to School Grants, Community Bus Connections



## L. TRANSIT/INFRASTRUCTURE EXPANSION SUPPORT

Provide a Mechanism to Champion Major Investments

# Survey Results



# Tiered Implementation Plan

**Tier One:** Establishes a strong network of collaboration with service providers, creates a clear sense of purpose for the Board, and markets services from existing providers. This study has established the groundwork for this effort and the TMA and the MPO should sustain that momentum.

**Tier Two:** Builds on the foundation established in Tier One, Tier Two initiates a more intense community engagement element and begins to work with targeted industries and in dense areas of employment and congestion.

**Tier Three:** Substantially increases outreach through expanded resources from grants and dedicated funding to reach a large number of county residents and employers.

# Top 5 Implementation Plan Activities

- Grant Research and Writing
- Collaborate with South Florida Commuter Services
- Develop an Employee Transportation Coordinator (ETC) Network
- TDM Education and Encouragement Services
- General Management

# Employment Heat Maps

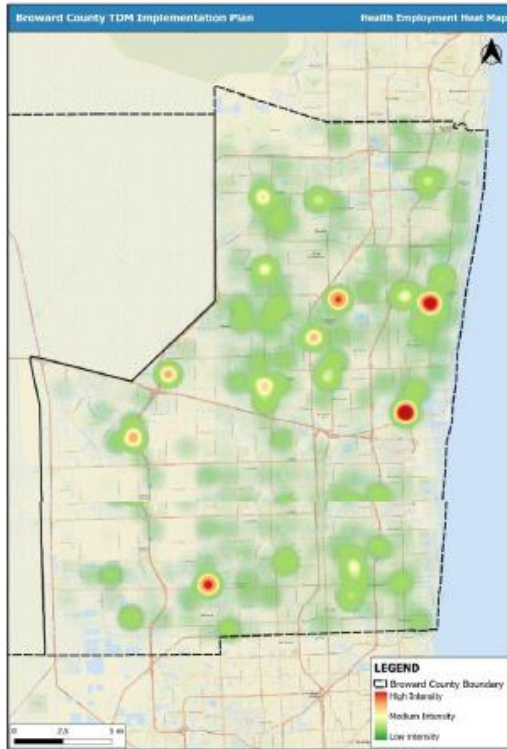


Figure 4-4: Health Employment Heat Map\*

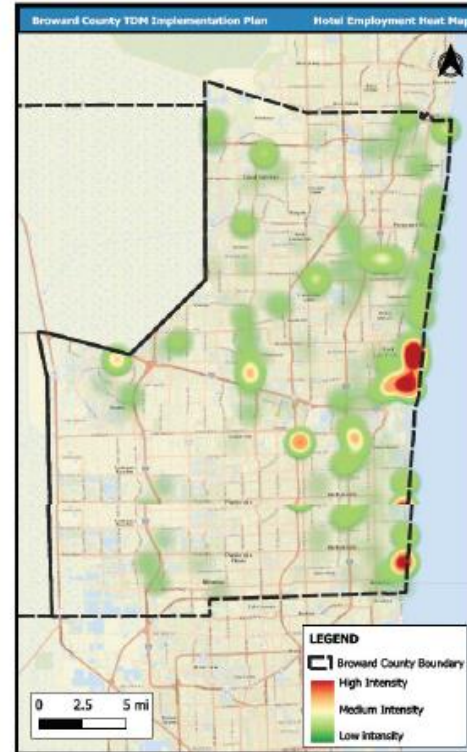


Figure 4-5: Hotel Employment Heat Map\*

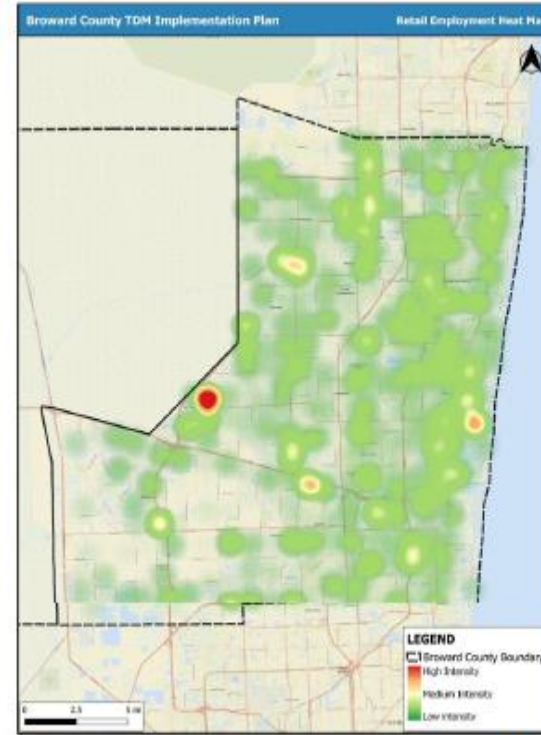


Figure 4-6: Retail Employment Heat Map\*

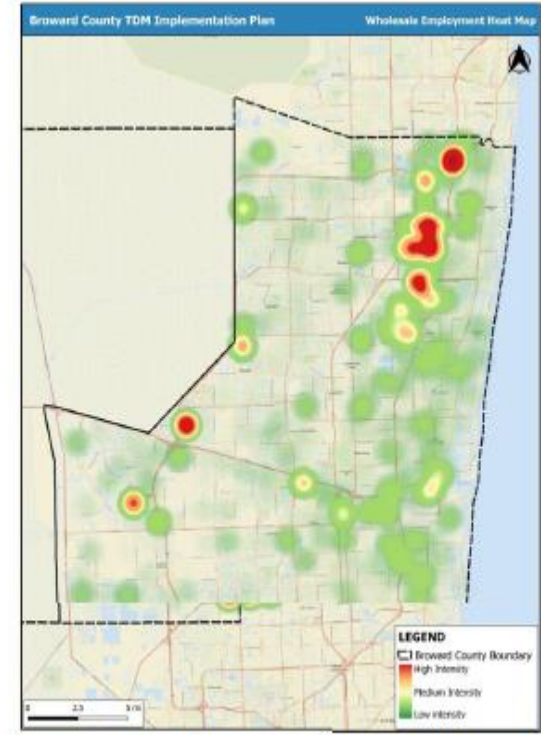


Figure 4-7: Wholesale Employment Heat Map\*

\* (Source: Southeast Florida Regional Planning Model (SERPM))

# Next Steps

	Year 1												Year 2												Following Years
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
<b>General Management</b>																									
<b>Tier One</b>																									
I. Establish Phone and Email	■																								
II. Establish Website - One Stop Shop	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
III. Establish Social Media Presence	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
IV. Regional Marketing Meetings	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
V. Facilitate TMA Board Meetings	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Tier Two</b>																									
I. Annual Awareness Reporting																									
II. Market Major Transportation Day Events																									
III. Partner Agency Meetings																									
IV. Attend Partner Transportation Events																									
<b>Tier Three</b>																									
I. Dedicated Funding																									
II. Annual Impact Reports																									
III. Purchase Long Term Capital Needs																									
IV. Online Trip Planning and Purchasing																									
<b>Grant Research and Writing</b>																									
<b>Tier One</b>																									
I. Maintain Current Commuter Assistance Funding	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
II. Develop Grant Strategy with MPO	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
III. Identify Federal and State Grants FY 2023 Cycle																									
IV. Prepare and Submit Grants																									
V. Continuously Explore New Funding	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Tier Two</b>																									
I. Execute and Administer Grants																									
II. Coordinate on a Potential TDM Micro-Grant Program																									
III. Potential Safe Routes To School Funding																									
<b>Tier Three</b>																									
I. Strategically Add Grant Staff																									
II. Micro Grant Program																									
III. Leverage Political Capital																									
<b>Collaborate with South Florida Commuter Services</b>																									
<b>Tier One</b>																									
I. Direct Connect to SFCS Website	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
II. Joint Activities and Strategies																									
III. Federal TDM Grant Strategies																									
<b>Tier Two</b>																									
I. Annual Plans and Key Performance Indicators																									
<b>Tier Three</b>																									
I. Achieve Joint Funding																									

# Next Steps

		Year 1												Year 2												Following Years	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
<b>Development of an ETC Network</b>																											
<b>Tier Two</b>																											
I.	Informational Brochure																										
II.	Identify Existing Programs																										
III.	Develop Core Program																										
IV.	Broward Best Practices																										
<b>Tier Three</b>																											
I.	ETC Recognition Program																										
II.	ETC Training and Expansion																										
III.	Share Impacts with Local Media																										
IV.	Private Sector Associations ETC Program																										
<b>TDM Education and Encouragement Services</b>																											
<b>Tier One</b>																											
I.	Develop Potential Impact Materials																										
II.	Development of Printed and Online Resources																										
III.	Participate in Mobile App Development																										
IV.	Participate in CMP																										
V.	Document Work from Home Policies																										
<b>Tier Two</b>																											
I.	Establish Marketing Role with Service Providers																										
II.	Support the Marketing of TDM Pilot Projects																										
III.	Implement Direct Engagement with Institutions																										
IV.	Customized TDM Programs for Select Institutions																										
V.	Pop Up Events																										
<b>Tier Three</b>																											
I.	School Engagement/School Pools																										
II.	Engage Private Sector Employers																										
III.	Support B-Cycle Strategic Growth																										
IV.	Construction Site Program																										
V.	Wide-Ranging Program with Dedicated Staff																										
VI.	Tourist Program																										
VII.	Special Event Program																										

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Thank you!