

Downtown Syracuse Transportation Demand Management (TDM) Study

Syracuse Metropolitan
Transportation Council

The TDM Study

- Product of *Downtown Syracuse Parking Study* (SIDA, 2008)
 - Reduce employee parking demand through TDM
- Purpose
 - Identify appropriate TDM strategies
 - Build buy-in
 - Transportation Management Authority feasibility



How does TDM work?



- Provides choice
- Promotes transportation alternatives
- Reduces demand on transportation infrastructure



What does TDM look like?

- Physical infrastructure
 - Transit, bike improvements
 - Land use (TOD, smart growth)
- Programs
 - Support
 - Incentives (rewards programs, transit subsidies, flex time)
 - Disincentives (parking fees, congestion pricing)

Moving to Syracuse?

Bringing a new employee in from out of town?



Centro is Central New York's public transportation system.
We provide bus service to Syracuse and its surrounding communities.

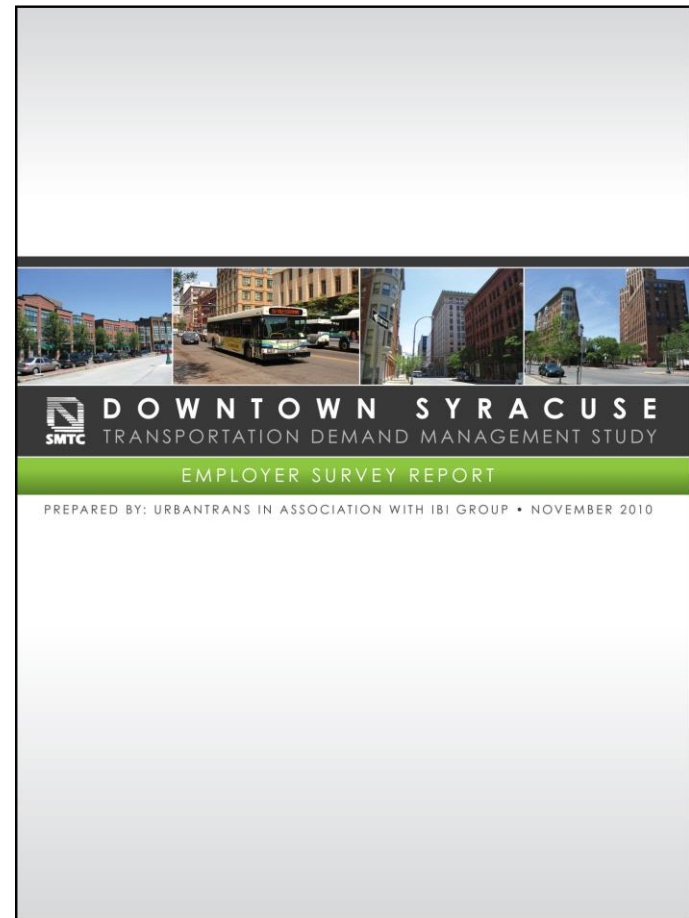
Be sure to ask your employer about our Fare Deal program. We can offer employees: *Discounted bus fare *A guaranteed ride home *Bus passes delivered to your office

No annual fees and very easy to get started.
Call **Centro** at 315-442-3333 or www.centro.org

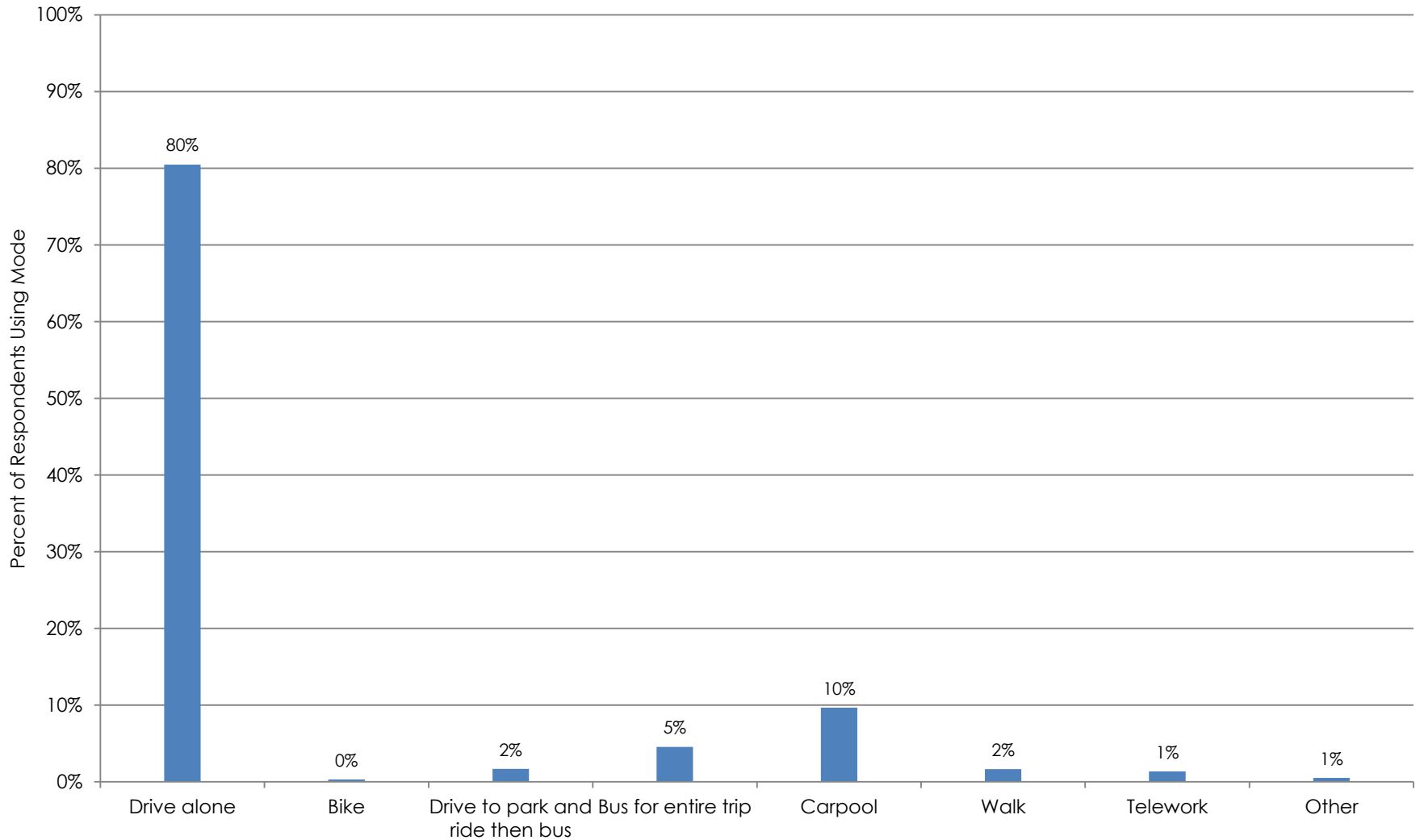
centro
"Easy to use, really hard to beat"

Downtown TDM outreach

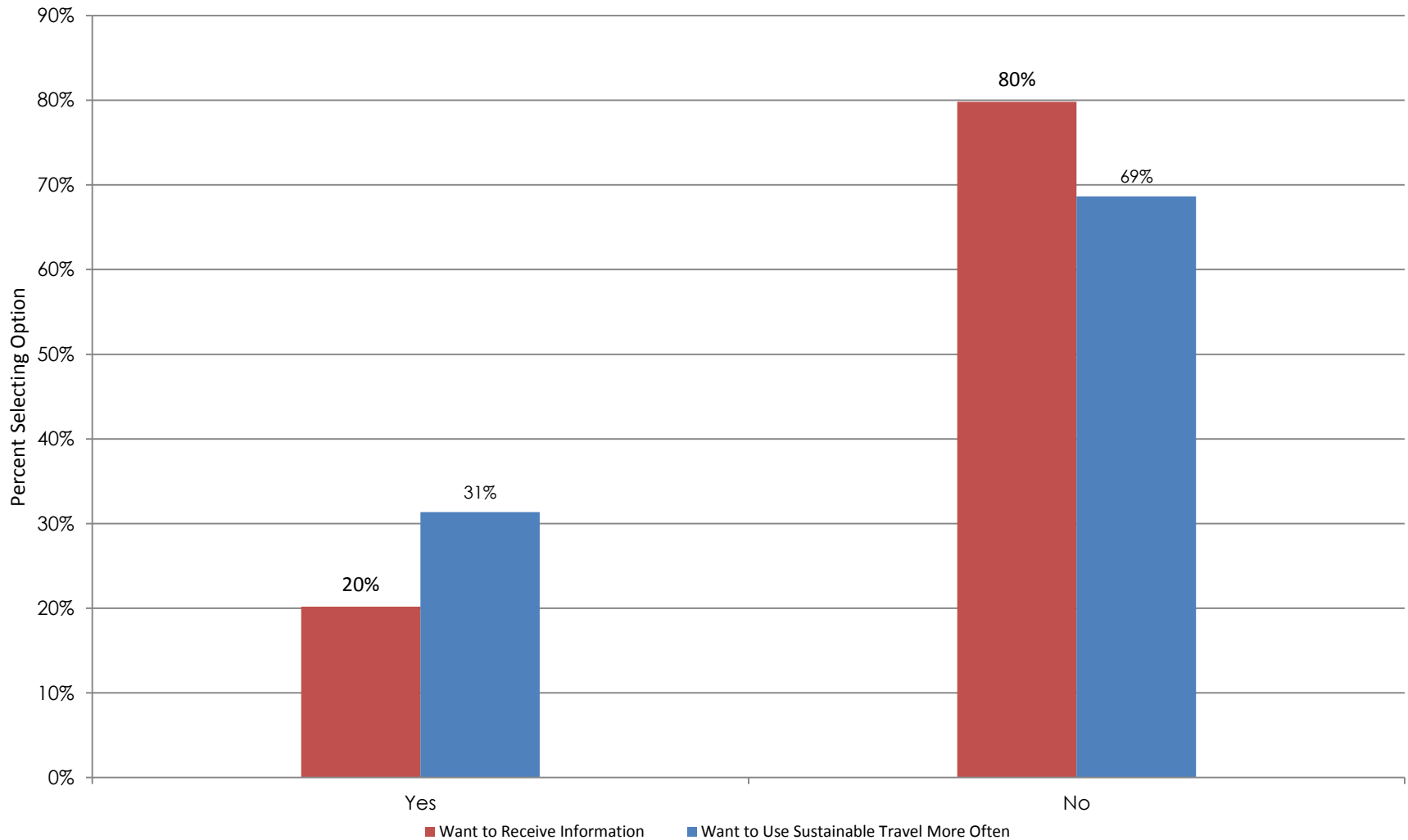
- Surveys
 - Employers
 - Employees
- Interviews
 - Stakeholders
- Public Information Session



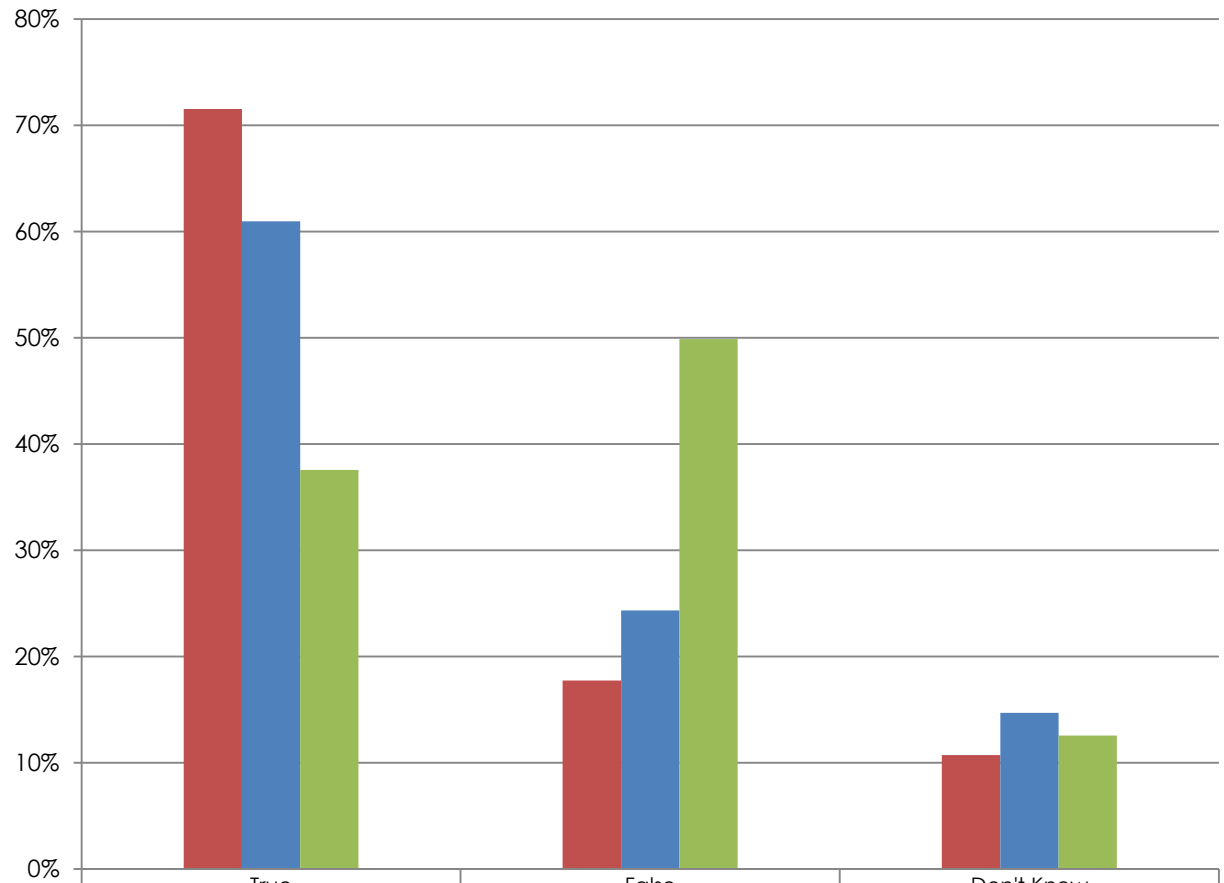
Commute Mode Split



Interest in Non-SOV Modes

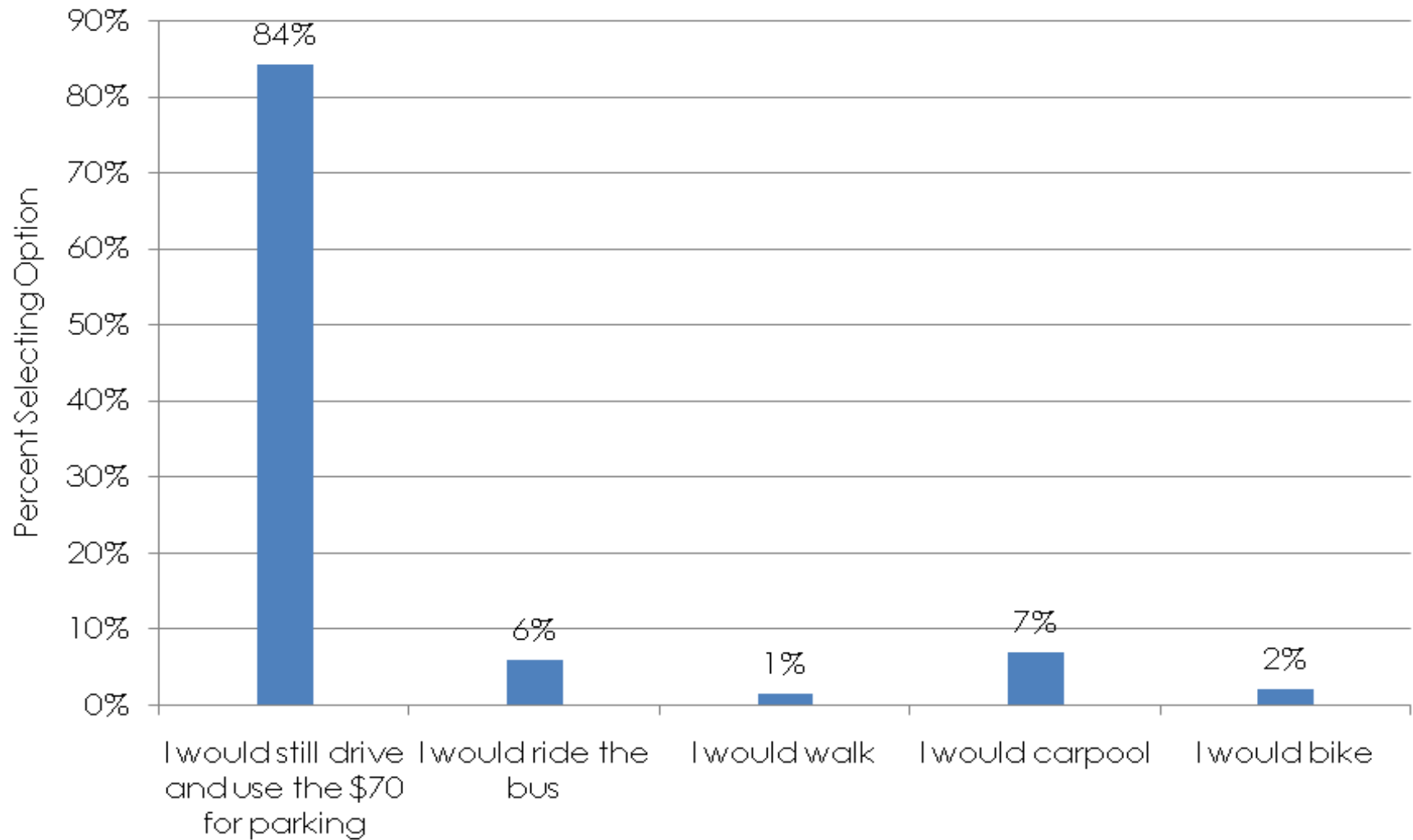


Parking Concerns

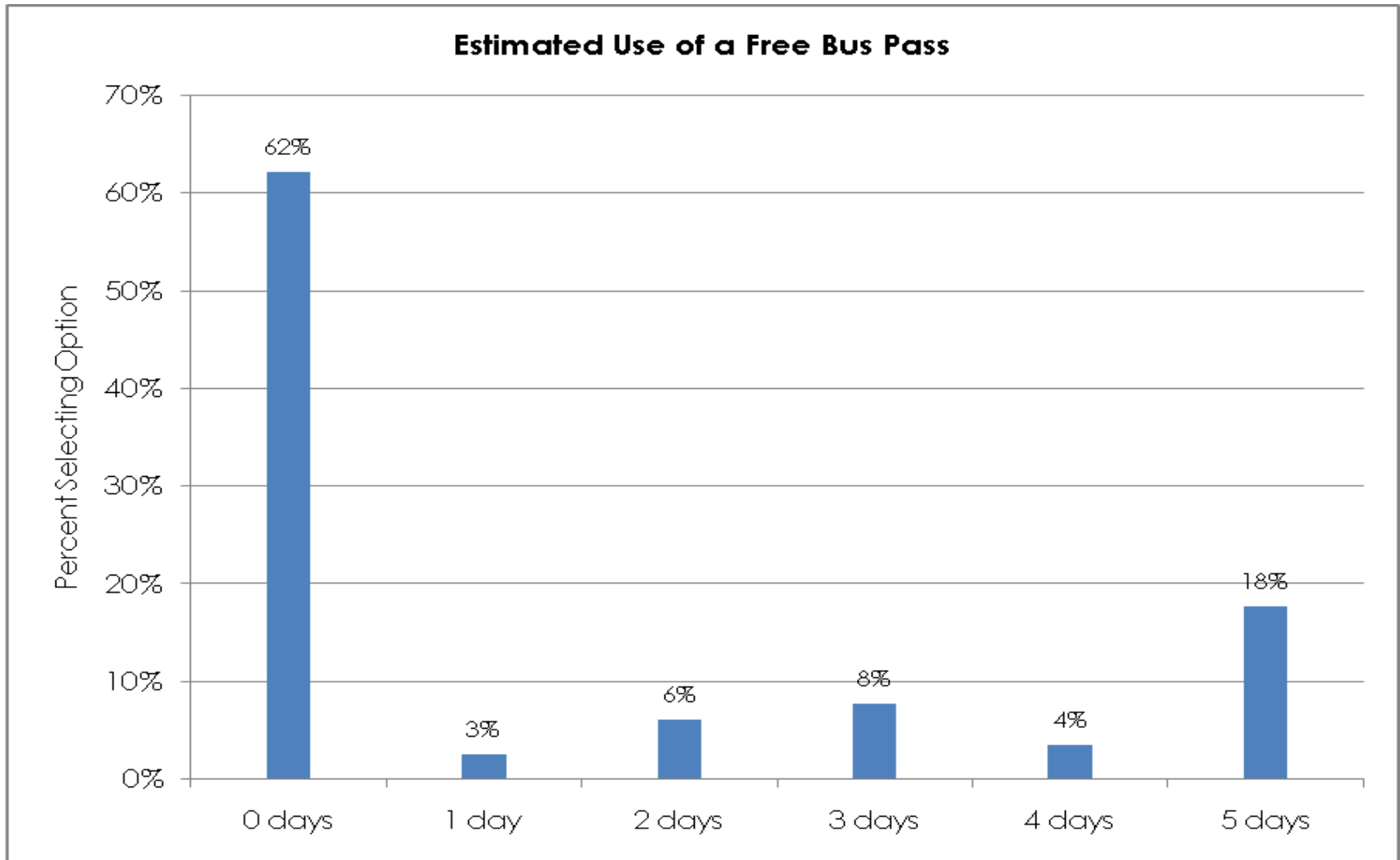


	True	False	Don't Know
■ Parking next to my work is too expensive	72%	18%	11%
■ Parking is too expensive in downtown Syracuse no matter where I park	61%	24%	15%
■ There isn't enough parking near my work	38%	50%	13%

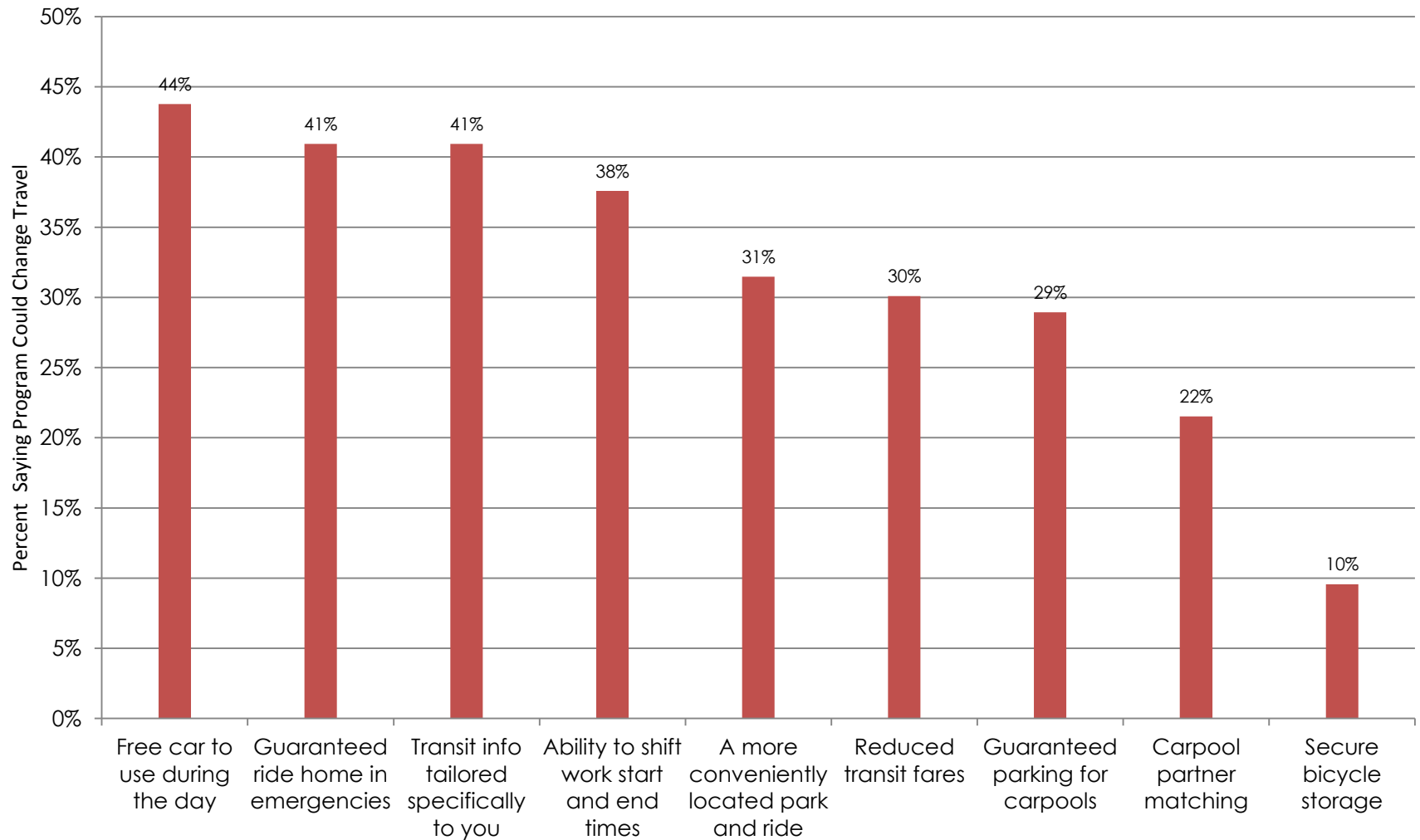
Parking Cash-Out



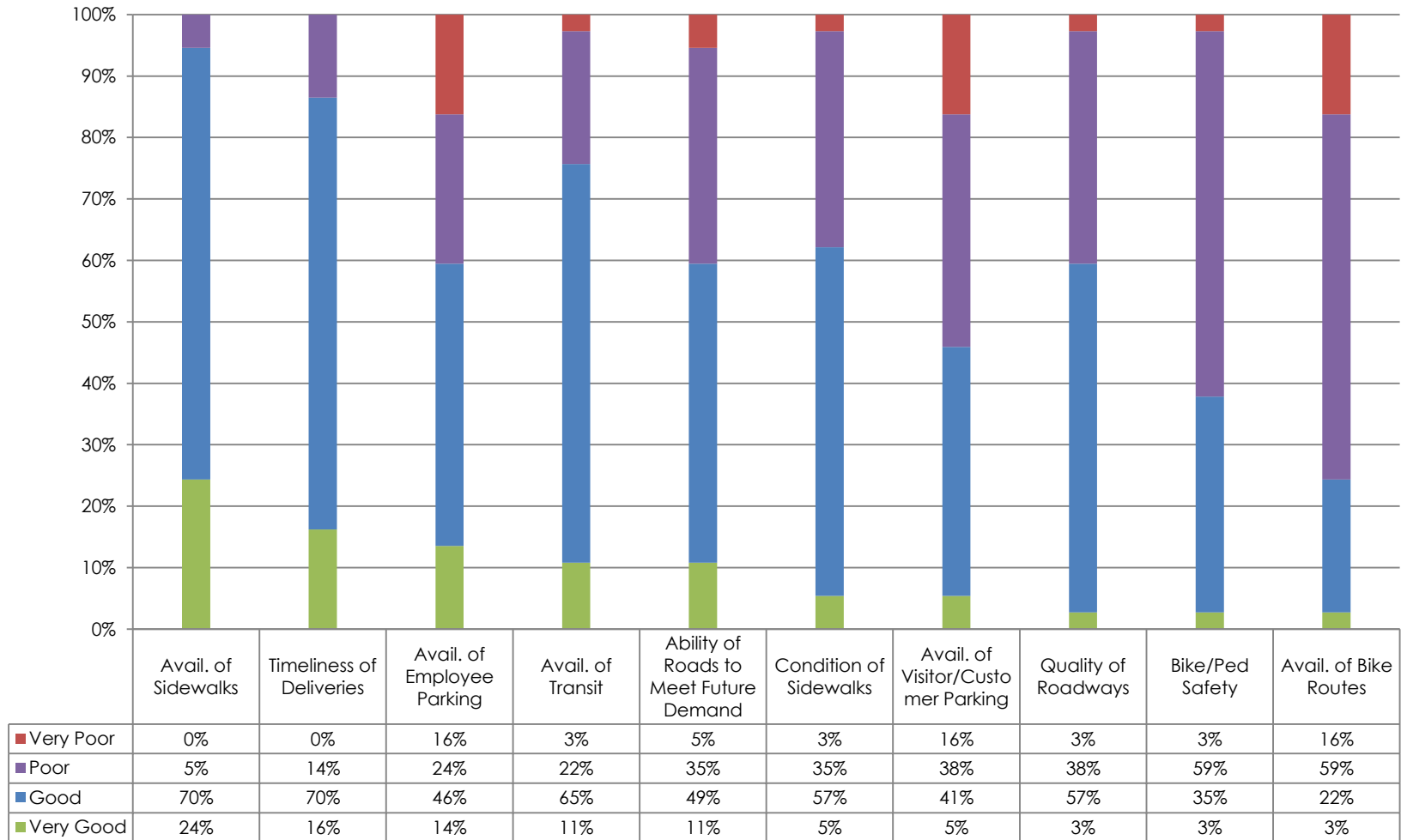
Free Bus Passes



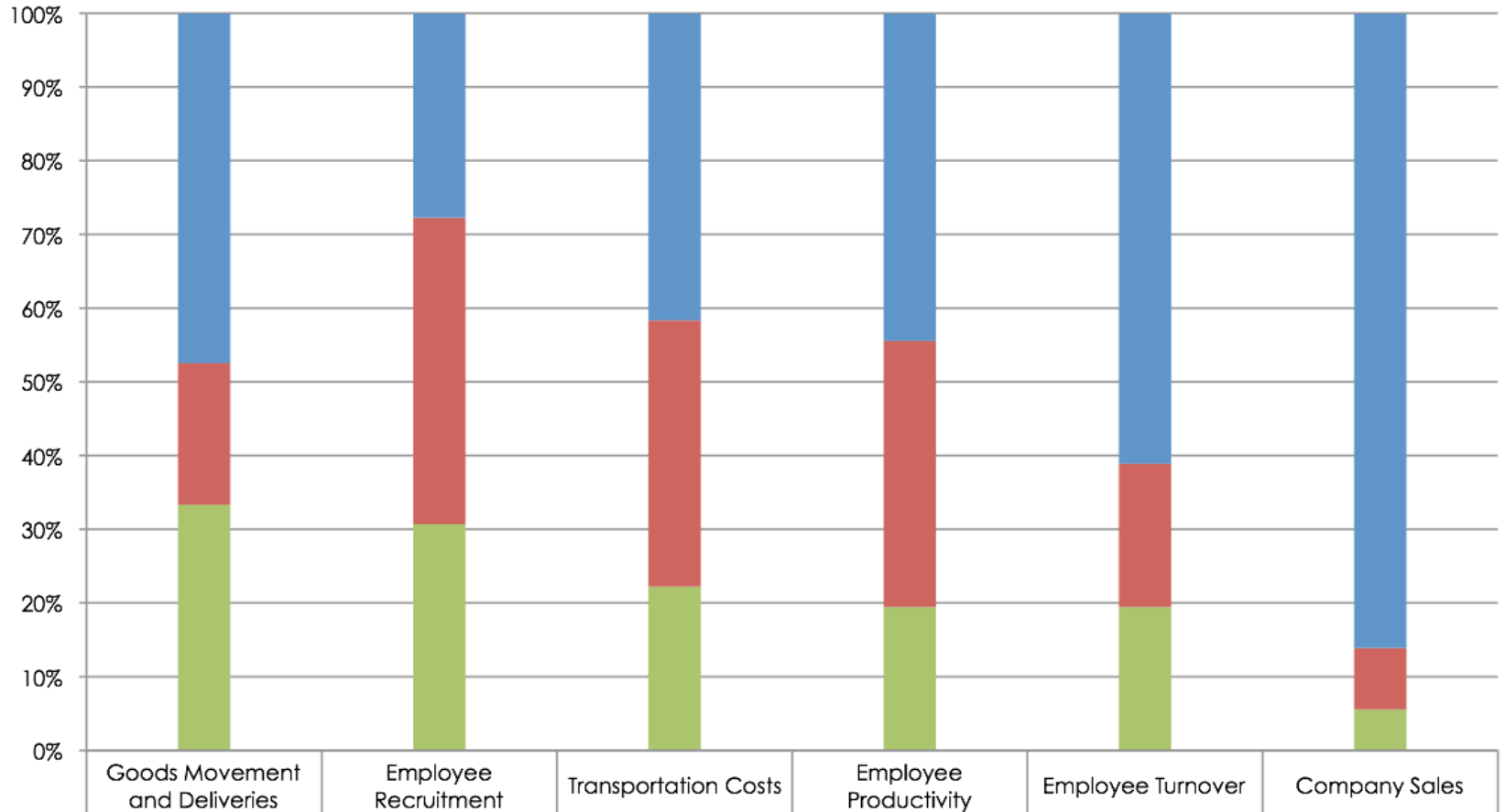
Desired TDM Programs



Key Transportation Concerns



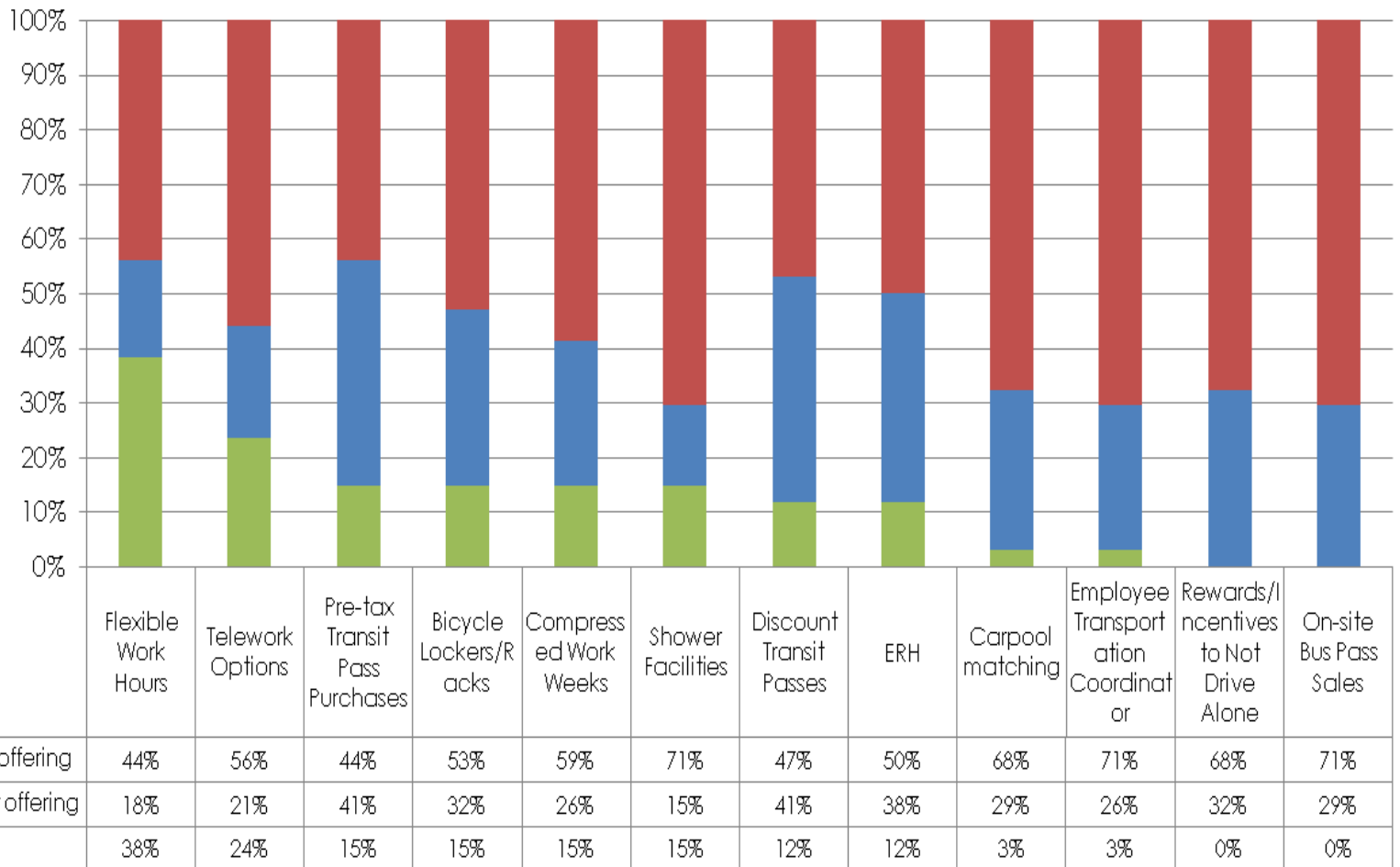
Transportation Impacts



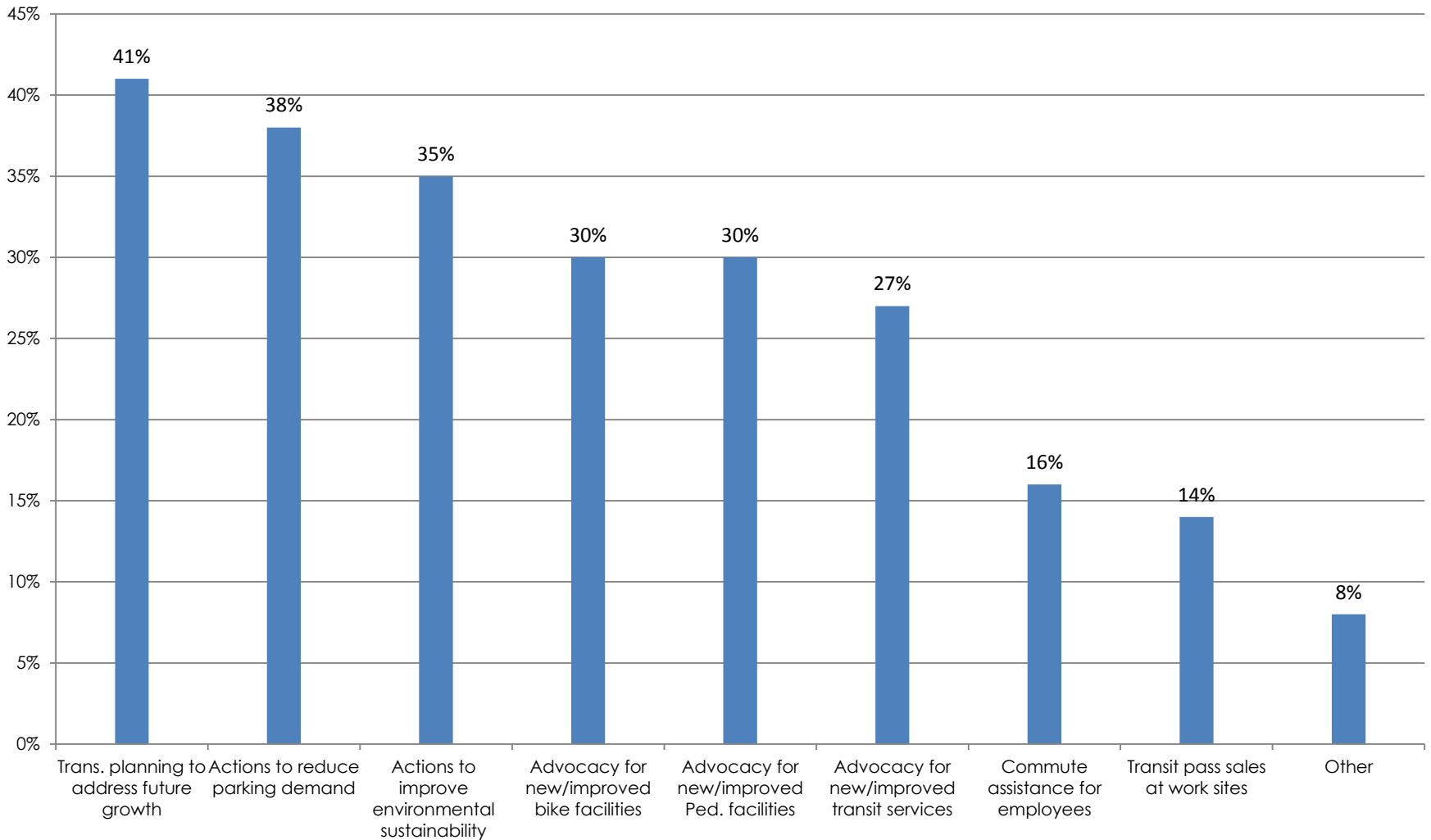
■ Not Applicable	47%	28%	42%	44%	61%	86%
■ Negatively	19%	42%	36%	36%	19%	8%
■ Positively	33%	31%	22%	19%	19%	6%

Existing & Potential TDM Services

Transportation Programs Offered by Employers

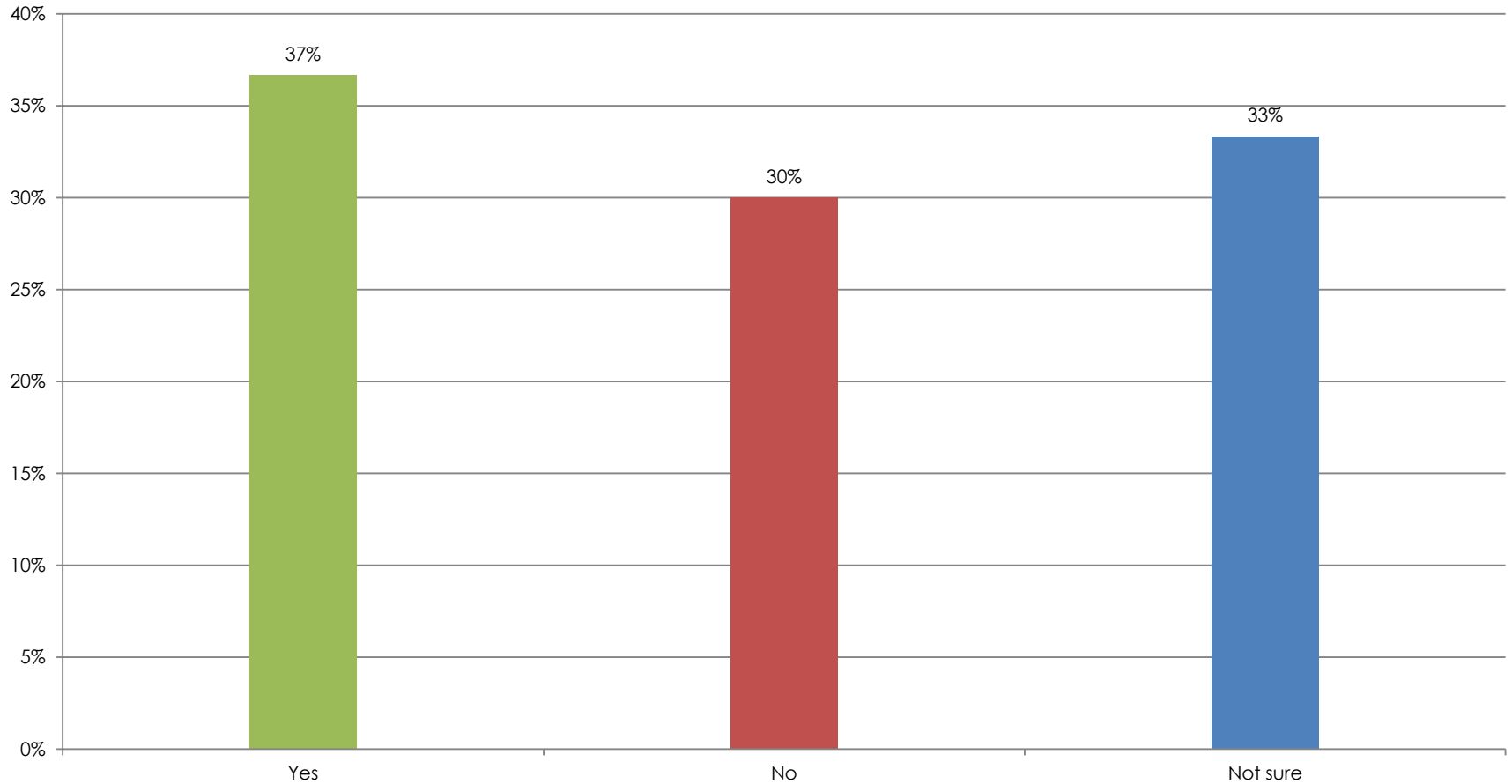


Desired TDM Services



TDM Participation

Are Organizations Interested in Participating in TDM Organization



Transportation Management Authority

- Assign a TDM specialist
- Develop marketing plan
- Conduct specialized marketing campaigns
- Conduct employer outreach
- Assist companies
- Personalized business commute plans
- Individualized marketing



Transportation Stakeholder Organization

- Carpool matching web site
- Online clearinghouse for transportation info
- Guaranteed ride home program
- Identify and promote carshare opportunities
- Advocate for system improvements
- Develop bike parking system



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