2019 Trends in Travel Demand Management
Vehicle versus people capacity
Short Term Outlook

Simply put: Congestion is likely to continue to increase, just in different ways
Travel Demand Management Trends

What’s happening in the world of:

1. Technology
2. Outreach
3. Vanpools & Transit
4. Telework
5. Travel Behavioral Science
6. Service Aggregators
7. Accountability
Shifts in Licensed Drivers

• 1983-2014 - Ages 16-44, continuous decrease in the percentage of persons with a driver’s license for the years examined. (Ex: 20-24 y/o):
  – 91.8% in 1983
  – 76.7% in 2014

• 2014-2016: surge of new licensed drivers; 7.6 million

• Not since 1976-77 has America added as many new drivers in as short a period of time.
Influence of Technology

• Demands by millennials and Generation Z
• TNC Impacts
• Waze Carpool
• Uberpool/Lyft Line
• AV/CV Impacts
• On-Demand Transit
• Scooter/Bike Share
• Teleconferencing
Technology: Shifting Expectations
Technology: TNC Impacts

The report alleges that Lyft and Uber generate more traffic congestion:
“Private-ride TNC services (UberX, Lyft) put 2.8 new TNC vehicle miles on the road for each mile of personal driving removed, for an overall 180 percent increase in driving on city streets.”

And TNC expansion won’t fix it: The companies often argue that in the long run, if ride-hailing apps become the norm instead of personal driving, it will lead to a net decline in miles. But Schaller estimates that “Lyft’s recently announced goal of 50 percent of rides being shared by 2022 would produce 2.2 TNC miles being added to city streets for each personal auto mile taken off the road.”

Self-driving cars would be most useful in the form of shuttle-like group commutes: “A widely-cited travel model for Lisbon, Portugal, for example, found that
Technology: Pool Programs

uberPOOL

LYFT LINE

Life is better when you share the ride
Technology: Privatized Rideshare
Technology: AV/CV Impacts
Mobilitics

http://mobilitics.aecom.com/
Technology: Congestion Pricing
Technology: On-Demand Transit
Technology: Scooters / Bike Share

84 Million Trips on Shared Micromobility in 2018

Source: NACTO
Technology: Teleconferencing

1968

2019
Focused Outreach

• Only certain types of employers can create significant mode shift.
  – Size
  – Location (Available Options)
  – Culture
  – Crisis
Focused Outreach

• Disruptive construction is a huge opportunity
  – Better use of public involvement dollars?
Focused Outreach

• Disruptive construction is a huge opportunity – Better use of public involvement dollars?
Focused Outreach

- School/Freight play significant role in congestion
Vanpools & Transit Struggling

Change in transit ridership in major US regions 2002-2018

Created by Yonah Freemark @ The Transport Politic | Source: FTA
Telework Growing Organically

U.S. Workers Usually Working From Home vs. Taking Public Transportation

- Public transportation
- Worked at home

SOURCE: 2017 U.S. Census Bureau American Community Survey 1-year estimates
Telework Growing Organically

Share of U.S. Employees Working From Home by Industry

- Professional, scientific, mgmt. and waste management: 11.7%
- Agriculture, forestry, fishing and hunting, and mining: 10.2%
- Information: 9.7%
- Finance and insurance, real estate, rental and leasing: 9.1%
- Wholesale trade: 6.4%
- Armed forces: 4.7%
- Construction: 4.6%
- Educational services, health care and social assistance: 3.7%
- Manufacturing: 3.4%
- Retail trade: 3.3%
- Transportation and warehousing, and utilities: 3.3%
- Arts, entertainment, recreation, accommodation, food: 2.8%
- Public administration: 2.6%

SOURCE: U.S. Census Bureau 2017 American Community Survey, 1-year estimates
Travel Behavioral Science

• Recent Research
• Nudging
  – “Try It” Activities
• Incentives/Disincentives
  – Developers, parking & curb management – municipality regulations play key role
Service Aggregators

- Simplify access to data
- Travelers want answers - quickly

Diagram:
- Transit
- Active Transport
- Shared Ride
- Traveler Information Program
- Traveler
Accountability

• Funding agencies rightfully seeking more
• Standardized assessments difficult, but needed.
  – Data collection is random
  – What really are “best practices?”
Final Thoughts

• Embrace change, but don’t sell out
• Demand accountability through more uniform data collection
• Technology and behavior science must work together
  – TDM is still a human issue