

PFAC RESOLUTION #86

**Recommendation to the Council to Accept
the Regional Goals and Objectives Developed by the Metropolitan Planning Forum on
Transportation Demand Management Initiatives**

WHEREAS, the New York Metropolitan Transportation Council is designated by the Governor of New York State as the Metropolitan Planning Organization (MPO) for the comprehensive, continuous, cooperative transportation planning process for the Downstate New York Metropolitan Area; and

WHEREAS, as part of this process the Council co-sponsored a Metropolitan Planning Forum on Transportation Demand Management (TDM) Initiatives, with the Newburgh-Orange County Transportation Council, the North Jersey Transportation Planning Authority, the Poughkeepsie-Dutchess County Transportation Council, and the South Western Regional Planning Agency; and

WHEREAS, through this forum, *regional goals and objectives* were formulated for Transportation Demand Management activities in the Region; and

WHEREAS, achievement of these *regional goals and objectives* will result in the reduction of emissions and traffic congestion, increased cooperation among transportation agencies, and better quality of life in the Region;

NOW THEREFORE BE IT RESOLVED:

THAT the Program, Finance, and Administration Committee of the Council does hereby accept these *regional goals and objectives* and urges the continued coordination and planning of TDM programs in a regional context; and

THAT, the Program, Finance and Administration Committee does hereby recommend consideration of these *regional goals and objectives* in the continuing development of the Regional Transportation Plan and the Regional Planning Agenda.

This resolution shall take effect on the 13th day of November 1997.

ADOPTED _____

Attachment B.4

METROPOLITAN PLANNING FORUM TRANSPORTATION DEMAND MANAGEMENT

REGIONAL GOALS and OBJECTIVES

- 1. Evaluate the effectiveness of TDM strategies and programs**
 - Monitor vehicle miles of travel regionally
 - Monitor usage of transit services and TDM alternatives
 - Evaluate performance versus realistic benchmarks
- 2. Develop coordinated and effective marketing for TDM programs**
 - Promote transit services and TDM alternatives
 - Expand the focus of TDM programs to include travel markets other than journey-to-work
 - Expand and enhance TDM alternatives and programs
- 3. Educate local officials and employers about land-use policies and strategies as part of TDM programs**
 - Assist local interests in defining options for parking policies and land-use regulations
- 4. Continue the coordination and planning of TDM programs in a regional context**

Attachment B.4

MEMORANDUM

TO: Program, Finance, and Administration Committee

FROM: Central Staff

SUBJECT: REGIONAL GOALS AND OBJECTIVES FOR TRANSPORTATION DEMAND MANAGEMENT

DATE: October 30, 1997

Attached are the resolution and regional goals and objectives developed by the Metropolitan Planning Forum on Transportation Demand Management Initiatives held on October 9, 1997. This forum was co-sponsored by NYMTC, Newburg-Orange County Transportation Council, North Jersey Transportation Planning Authority, Poughkeepsie-Dutchess County Transportation Council, and South Western Regional Planning Agency. It was attended by 74 persons, including regional TDM managers, staffs of member agencies, representatives of Transportation Management Organizations/Associations, and interested members of the public.

The main objectives of this forum included sharing information among the sponsors of TDM programs throughout the region, developing regional goals and objectives, discussing areas of coordination, and formulating short- and long-term TDM strategies. These were discussed against the backdrop of regional cooperation and stricter emission standards established by the United States Environmental Protection Agency, which could impact on our region in future years. The Central Staff recommends the acceptance of these regional goals and objectives by the Program, Finance and Administration Committee.

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Attachments

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