

## CHAPTER 8 DEMAND MANAGEMENT: HOW CAN WE TAKE THE PRESSURE OFF THE SYSTEM?



The wide distribution of homes, offices, schools, and other major activity centers in the region, along with our growing economy and population, place ever increasing demands on our transportation system. This demand has challenged our ability to operate a reliable and efficient system. The continued growth in the number of vehicle trips in the region stretches our ability to keep pace. If we're going to have any chance at reducing congestion and improving regional mobility, significant steps must be taken.

Recognizing that we cannot build our way out of congestion by adding new freeways or fixed rail transit services, MOBILITY 2030 shifts the emphasis from just expanding the transportation system to managing the demand on the system, especially during peak periods. Demand Management focuses on reducing trips on the transportation system during rush hours when most of our traffic congestion occurs. Through better management of travel demand, we can relieve some of the pressure on the regional transportation system and improve its efficiency by shifting demand to times or modes that have excess capacity.

By encouraging alternatives to driving alone, Demand Management also supports the Systems Development component of MOBILITY 2030 (Chapter 6). The Plan encourages the development of viable travel choices that include using transit, carpooling, vanpooling, biking, and walking. Demand Management strategies promote these alternative modes – which, in turn, help reduce single occupant vehicle trips – or eliminate trips during rush hours through teleworking and flexible work hours. This Chapter also describes the region's efforts to support non-motorized travel choices, by addressing the biking and walking elements of the Plan; discussion of the regional bikeway network is contained in the Systems Development Chapter of the Plan (Chapter 6).

### **RIDELINK – REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM**

Travel demand strategies are primarily a program of incentives and disincentives that are designed to shift demand to non-rush hour periods. TDM strategies improve the efficiency of the transportation system by helping to reduce or eliminate peak period trips, when the highest travel demand occurs. Employer-sponsored transportation benefits, regional vanpool subsidies, and parking restrictions are examples of TDM strategies that either encourage ridesharing, or discourage single occupant vehicle trips.

### **CHAPTER CONTENTS**

RIDELINK – REGIONAL TDM PROGRAM.....	153
IMPROVING NON-MOTORIZED ALTERNATIVES.....	161
ACTIONS.....	166

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## CHAPTER 8 DEMAND MANAGEMENT: HOW CAN WE TAKE THE PRESSURE OFF THE SYSTEM?

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*RideLink assists employers, employees, and students with identifying and using alternative ways to commute to work or school.*

The most effective TDM programs combine financial incentives with the provision of alternative travel choices. In addition, the success of many TDM measures such as teleworking, flexible work hours, and vanpooling, are dependent upon cooperation from the region's employers and commuters.

The strategies in the Plan to manage demand are not all new. Since 1995, SANDAG has operated a regional transportation demand management program called RideLink. RideLink is SANDAG's Commuter Services organization that assists employers, employees, and students with identifying and using alternative ways to commute to work or school. In the last year, RideLink staff responded to over 15,000 inquiries for information about ridesharing, transit, and bicycling. These requests were made via the 1-800-COMMUTE telephone line or through the RideLink.org Web site.

***Regional Vanpool Program.*** This program provides long distance commuters with a cost-effective alternative to driving alone. SANDAG contracts with two vanpool vendors to provide the vehicles, maintenance, and insurance, and provides a \$400 monthly subsidy per van to reduce the vanpool lease costs.

- 264 participating vanpools as of March 2003
- 2,324 daily passengers
- 57-mile average one-way distance
- Reduced 45 million vehicle miles last year

***Employer Outreach.*** SANDAG assists employers in developing value-added commuter programs. Valuable tax benefits can accrue to employer and employee alike. SANDAG provides employers with assistance in developing customized transportation management and benefit plans. Outreach efforts include employer presentations, informational forums, and the formation of employer transportation support networks. To increase employer outreach, additional SANDAG account executives are being added to the program.

***Telework / Flex Time.*** RideLink assists employers in developing customized telework and flex time programs. Telework consulting services available through RideLink range from providing employers with information and assistance with policy development, to working alongside employers in program implementation and monitoring. In the past year, RideLink provided telework consulting services to the City of Chula Vista.

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***Carpool Matching.*** RideLink maintains a database of commuters who are interested in joining a carpool or vanpool. Customers can request a matchlist online, via telephone, or through their employer. Matchlist requests are mailed to the commuter within a few days of the request. Once a commuter receives the matchlist, it is his/her choice to contact the other commuters listed to form a carpool.

*Interested ridesharers can request a matchlist online, via telephone, or through their employer.*

***Guaranteed Ride Home (GRH) Program.*** GRH provides a free taxicab ride or 24-hour car rental to those who use a commute alternative at least three days per week. Registered participants can use this service in the event of a family/personal emergency, illness, or unscheduled overtime up to three times per year.

- 2,610 active registrants (as of January 2003)
- 82 participants used the services for a ride home last year

***School Services.*** RideLink also offers a SchoolPool program that helps parents whose children attend the same schools to form carpools. RideLink staff has established 11 partnerships which allow for rewards to be given at the end of every month to those participating SchoolPool families. The winners are randomly chosen from those seeking ride matches the previous month.

*RideLink also offers a SchoolPool program that helps parents whose children attend the same schools to form carpools.*

***Regional Bicycle Locker Program.*** This program provides cyclists with a dedicated, secure space to park their bikes before or after commute trips. Program participants pay a one-time key deposit fee to reserve a locker at various major transit stations and activity centers. Lockers are used whenever the bicycle commuter makes a trip.

- 645 lockers in the program located at 54 different sites.

### **New Directions/Emphasis**

TDM regulations that mandated employer trip reduction programs were in place in the San Diego region in the 1990s. These regulations, including the San Diego County Air Pollution Control District (APCD) Regulation XIII and the City of San Diego's TDM Ordinance, were enacted primarily for air quality purposes. To reduce air quality emissions from motor vehicle sources, the regulations required larger employers to cooperate with regional TDM efforts to reduce employee commute trips by implementing trip reduction plans for their work sites.

*A challenge for the regional TDM program has been to develop a mix of program and services that attracts the attention and makes “business sense” for both employers and commuters.*

In 1995, the TDM requirements were rescinded when the region’s air quality designation was reclassified from “severe” to “serious.” The business community at the time also objected to the mandated trip reduction programs. Since the mid-1990s, participation by area employers in TDM efforts has been entirely voluntary, and thus the impact of the regional demand management program has been somewhat diminished.

In the voluntary environment, a challenge for the regional TDM program has been to develop a mix of program and services that attracts attention and makes “business sense” for both employers and commuters. MOBILITY 2030 calls for the development of innovative policy approaches that support expanded financial incentives and increased promotion of viable alternatives to the solo commute.

A policy objective in MOBILITY 2030 is to achieve a five percent reduction in peak period commute trips through Demand Management strategies. This reduction is premised on increasing participation of area employers in e-work strategies, more long distance commuters joining vanpools, and the development of a robust, regionwide Managed/HOV network that provides significant travel time savings for carpools, vanpools, and transit riders, among other strategies.

### ***Regional TDM Vision***

TDM strategies hold great potential to improve mobility in the San Diego region. The ability for TDM to influence commuter choice is directly related to the emphasis that is placed on strategies, such as the extent of incentives programs, the alternatives available to commuters, and the participation by employers.

MOBILITY 2030 calls for the development of a Regional TDM Vision. This vision will help guide the development of more far-reaching TDM strategies. The development of such a vision will require collaboration between local jurisdictions, transportation providers such as MTDB, NCTD, and Caltrans, and area employers. Additionally, close coordination will be required with the ongoing development of the region’s Congestion Management Program (CMP) described in Chapter 7, as some of the products of the CMP will become key inputs to the Regional TDM Vision process.

SANDAG will establish a working group to help guide the development of the Regional TDM Vision. Some of the desired outcomes of the visioning process will be to identify opportunities and strategies for the implementation of local TDM programs, develop guidelines for more aggressive incentives and/or disincentives, and develop strategies for increasing collaboration with area employers. Anticipated emphasis areas include:

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**Telework / e-Work.** Teleworkers or e-workers are wage and salary employees who conduct some or all of their daily work activities from their home or a remote site other than at the normal work site in order to avoid commuting during peak periods.

Despite the large number of progressive and entrepreneurial businesses based in the San Diego region, the growing number of knowledge-based jobs, and the high number of households with personal computers and Internet access, the total number of people who participate in telework remains less than five percent of all workers. Based on recent telework surveys, it is neither the lack of technology nor the unwillingness of employees that limits the numbers of teleworkers in the region. Rather, it is the lack of support and trust from individual supervisors and upper management in the region's businesses and agencies that hampers the growth of telework in the region.

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To encourage greater participation in e-work and other home-based strategies among the region's employers, SANDAG will partner with local jurisdictions, industry, and academia to establish a Regional Telework Partnership. The Partnership, which is planned to launch in FY 2004, will provide professional consulting services in core areas related to telework policy, administration, infrastructure and organizational development. The partnership will promote, market, educate, facilitate and encourage San Diego's business community to embrace telework strategies.

**Financial Incentives.** Financial incentives have long been observed as an effective motivator to help solo commuters make a switch to an alternative transportation mode. The recent increase in the monthly regional vanpool subsidy is evidence of this effect as the number of vanpools formed in the region increased 40 percent over the past 12 months, far exceeding the previous 12 months growth of 17 percent.

*The recent increase in the monthly regional vanpool subsidy is evidence of the effectiveness of financial incentives, as the number of vanpools formed in the region increased 40 percent over the past twelve months.*

To encourage larger numbers of commuters to switch to an alternative commute mode, more aggressive financial incentives will be studied and an incentive program will be initiated. The program will develop strategies to test varying levels and types of incentives for employers and commuters who participate in alternative commute modes that are not currently covered by other incentive programs (e.g., telework, carpooling, bicycling, walking, and for-profit express bus and shuttle services). The initial goal is to have 20 companies participate in the incentive program for a six-month period.

*Flex hours and compressed work schedules are simple, yet powerful tools that employers have to help reallocate travel demand to periods outside the daily peak.*

*The total number of vanpools remains relatively small when compared to similar size urban centers across the country.*

**Alternative Work Schedules.** Like the e-worker who avoids the peak period commute by working from home one or more days per week, the employee who participates in a flex schedule or compressed hours program can avoid commuting during peak periods. The employee does not necessarily work from home, but rather arrives at work before or after the morning rush hour and/or leaves work before or after the evening rush hour. Flex hours and compressed work schedules are simple, yet powerful tools that employers have to help reallocate travel demand to periods outside the daily peak. For example, a "9/80" work schedule helps eliminate one day of home-to-work commuting every two weeks.

To encourage more employer participation, SANDAG plans to partner with organizations in the region that have successfully adopted alternative work schedules. These partnerships are envisioned to provide the catalyst for marketing and promoting alternative work schedules to a broader audience. Marketing materials will be developed that focus on alternative work schedules. SANDAG will seek to participate in seminars, workshops, and similar forums to promote and educate organizations regarding the benefits of alternative work schedule programs.

**Vanpools.** While there has been a recent increase in the number of vanpools operating in the San Diego region, the total number of vanpools remains relatively small when compared to similar size urban centers across the country. This may be explained, in part, by the absence of a well-developed regional HOV network, the lack of employer trip reduction mandates, and/or the relatively short commute trips being made into and through the region. (The average work trip is 10.5 miles.)

To encourage more commuters to participate in vanpooling, especially those commuting from the outlying residential communities, the region will increase vanpool marketing activities and explore opportunities to increase incentives to attract additional participants. SANDAG will work with local jurisdictions to develop creative revenue sources for additional financial incentives, such as using portions of development impact fees to reduce the cost of vanpool ridership for community residents. Additional marketing may include developing individual vanpool Web pages on a pilot basis to test the value of providing specific information regarding vanpool routes, meeting points, and schedules to attract new vanpool riders. The goal is to maintain a 30 percent growth in the number of vanpools in the program to 460 over the next three years.

**For-Profit Service Providers.** The region has seen an increase of for-profit transit operators that provide niche services into and through the region. These subscription-based, door-to-door services fill a gap that is not presently being served by the public transit operators. By offering drop-offs and pick-ups at convenient locations to major employment centers, along with value-added services such as en-route movies and books-on-tape, these operators are serving a growing population of long distance commuters.

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SANDAG will examine the potential for providing commuters with more information about these various services by including route and schedule information on the RideLink Web site or through the 1-800-COMMUTE line.

*Car Sharing / Station Cars.* Interest in car sharing and station car programs is increasing throughout the United States. Successful car sharing initiatives in Boston, Seattle, and Portland, and station cars programs in the San Francisco Bay area are being emulated in urban centers around the country. Car sharing is essentially organized short-term auto rental, often located in downtown areas near public transit as well as near residential communities and employment centers. Car sharing organizations operate fleets of rental vehicles that are available for short trips by members who pay a subscription fee plus a per trip charge. Using smart card technology, car sharing is envisioned as a complement to the region's public transit services, which will incorporate smart card technology system-wide in the near future.

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Car sharing and station cars help provide the "missing link" between transit and private autos. Shared cars can provide mobility "insurance" similar to a GRH program as well as provide an opportunity to combine shared company fleets. Providing opportunities for car sharing organizations to locate vehicle fleets near major transit facilities can help attract new transit ridership from areas not well served by local transit services.

SANDAG will collaborate with transit partners and car sharing organizations to develop car sharing models that address gaps in the transit network. The initial model will address the gap between transit and the region's dispersed employment centers, particularly those associated with the Coaster commuter rail stations such as Sorrento Valley. In addition, the gap between home and transit access will be addressed, with station cars targeted for Coaster stations in communities such as Carlsbad and Oceanside. Innovative alternative vehicles that demonstrate the use of state-of-the-art technologies will be examined for their suitability in these applications.

*Employers hold the key to changing commute behavior, whether it means offering a company-sponsored vanpool, a company-paid benefit, or support for telework.*

*TDM Marketing Activities.* Outreach to employers has proven to be the most effective method for promoting alternative travel to work choices to the largest numbers of the region's commuters. Employers hold the key to changing commute behavior, whether it means offering a company-sponsored vanpool, a company-paid benefit, or support for telework.

To help promote and market TDM programs and services, a major emphasis will be to partner with industry to co-market transportation alternatives to employers and commuters (e.g., collaborate on e-work advertising campaigns with broadband Internet service providers.) Periodic advertising campaigns, tied to the launch of new commuter services will serve to increase awareness and build interest among employers. Promotional and public relations events, tied to new commuter services, will be conducted to provide opportunities to address larger audiences.

*Promotions.* Every year in May, RideLink sponsors a Bike to Work Day promotion. The purpose of the event is to encourage commuters to try bicycling as an alternative to driving to school or work. In May 2002, 4,500 riders participated in Bike to Work Day. Survey data indicates that 25 percent of the participants are new to bicycle commuting. Follow-up surveys show that approximately 25 percent of new riders continue to ride to work at least some days. In 2002, during the week of October 7-11, a Rideshare Week promotion was held to build awareness of alternatives to the rush hour commute.

Opportunities also exist for increased interregional coordination when it comes to marketing and outreach to commuters whose trips originate from nearby regions, such as Western Riverside County, Orange County, and Baja California/Mexico. We will strengthen our relationships with interregional partners to improve coordination and look for ways to increase our reach through collaborative marketing efforts.

*On-line Carpool Matching.* To increase usage of RideLink carpool program, SANDAG will study the deployment of non-traditional access to the region's carpool matching service. Providing real-time access to ridematching services via the Internet will help provide immediate information to interested commuters while they are motivated to act. Various access points to the on-line matching system, such as Web portals and kiosks, will be studied to determine their value towards increasing the number of successful rideshare matches.

*Construction Mitigation.* One very tangible way that TDM measures complement and support Systems Development is through applying TDM as mitigation for major highway construction projects. While temporary in nature, construction-related TDM measures are designed to encourage solo commuters to avoid construction-related traffic congestion by choosing a mode alternative or commuting during off-peak periods. Here, the concern over lengthy construction-related delays can be a key motivator to encourage commuters to switch either their mode or time of travel. Once a commuter takes action and chooses a commute alternative, they may be more likely to continue using an alternative mode after the highway construction is complete.

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SANDAG will form partnerships with Caltrans, local jurisdictions, transit agencies, and employers to develop commuter-oriented solutions to traffic congestion caused by highway construction. The model for this collaboration was developed in conjunction with Caltrans for the I-5 / I-805 widening project. Increased funding and promotion of alternative commute options during the construction period, and outreach to employers in the vicinity of the highway construction, are key components of construction-related TDM activities. Construction-related TDM measures complement and support Systems Development by helping reduce demand in and around areas affected by major system construction projects.

*The Plan includes about \$440 million spread over 29 years to fund the new programs that encourage telework, alternative work schedules, and expanded outreach to employers, schools, and residential communities.*

### **Demand Management Funding**

Providing sufficient funding is critical to the implementation of the Demand Management strategies contained in MOBILITY 2030. The Plan includes about \$440 million spread over 29 years to fund the new programs that encourage telework, alternative work schedules, and expanded outreach to employers, schools, and residential communities. This funding commitment is double the previous levels for regional TDM activities. Because TDM measures are relatively low-cost solutions that can be implemented more quickly than major capital projects, the same level of TDM funding is included in both the Revenue Constrained Plan and Reasonably Expected Revenue scenarios.

Performance measures, many of which are already in place, will be used to monitor and report on the effectiveness of each element of the regional TDM program. Each element in the program will be managed by objectives, and new performance monitoring criteria will be developed as part of the Regional TDM Vision effort.

## **IMPROVING NONMOTORIZED ALTERNATIVES**

Bicycling and walking are quintessentially local modes of transportation, but both can play a part in the region's transportation network. Nearly 40 percent of all home-to-work trips could be made in about 30 minutes by bicycle, and 40 percent of home-based trips not associated with work are within ten minutes by bike.

Virtually every trip begins and ends with a walk, and access to transit is an especially important role for walking, but walking can be a viable means of travel in and of itself. A short trip to the library, post office or ball field can easily be made on foot where the transportation network serves the needs of pedestrians. These short trips, when made by auto, are among the most inefficient in terms of air quality and fuel efficiency. Making bicycling and walking more attractive means of travel is not difficult from an engineering point of view. However, walking does require changes in the way we use land, build our transportation infrastructure, and maintain our public rights of way. It also requires education and marketing that encourages people to expand the way they think about their transportation choices.

### **HOW MOBILITY 2030 PROMOTES NONMOTORIZED TRAVEL**

- Support for universal bicycle and pedestrian access
- Support for land use and street design standards that make bicycling and walking safer, more practical and attractive
- Support for continuing educational and promotional campaigns

*Transportation facilities should be designed to encourage bicycle and walking trips, and not be a barrier to those trips.*

Making the region's transportation network more accessible will require an expanded financial commitment to bicycling and walking infrastructure. Some improvements can be accomplished relatively easily when new streets are built or old ones are reconstructed. However, some parts of the region's transportation network will need to be retrofitted without the benefit of a major reconstruction. Financing these improvements is one of the challenges that the region faces.

### **Accommodating Bicycling and Walking**

People traveling on foot or by bicycle have the same needs as motorists. They want safe and convenient ways to travel, and they need access to most all of the same destinations as motorists. To meet this need, the region's transportation system should be designed and built to accommodate bicyclists and pedestrians. This notion has been established by both federal and state policy. The 1999 federal guidance regarding the bicycle and pedestrian provisions in TEA-21 makes clear that accommodating bicycle and pedestrian travel should be a routine part of the planning, designing, construction, and operation of every federally funded transportation project. Likewise, Deputy Directive 64 commits Caltrans to "fully consider the needs of nonmotorized travelers in every aspect of its work." Local and regional agencies need to take the same approach when developing transportation improvements.

Most bicycle and walking trips are relatively short and within a single community. While these community trips may be focused on a neighborhood commercial district, school, or other community service like public transit, the trip origins are widely dispersed. Because of this, the transportation network must accommodate bicycle and pedestrian travel. Transportation facilities should be designed to encourage bicycle and walking trips, and not be a barrier to those trips. Whether a freeway interchange, local arterial, or residential street, the needs of bicyclists and pedestrians should be included in the program from the start and thus, the cost of providing that access can be minimized, especially when compared to the cost of retrofitting an existing facility.

### **Making Bicycle and Pedestrian Friendly Communities**

The region's transportation system needs to provide a full range of transportation choices in a balanced and integrated manner. Sidewalks and streets do not accomplish this alone. A complementary relationship must exist between the transportation system and land uses that it serves.

### ***Planning and Designing for Pedestrians***

SANDAG recently took a significant step toward establishing more walkable communities when it adopted *Planning and Designing for Pedestrians, Model Guidelines for the San Diego Region (June 2002)*. This document provides guidance on a wide range of factors affecting walkability such as:

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- Providing a mix of land uses within communities that makes more destinations accessible on foot
  - Building interconnected street networks that provide more direct access
  - Designing streets that connect a community rather than divide it
  - Street crossing designs and traffic calming measures that create a more pedestrian-friendly street environment while minimizing the impact to traffic flow
  - Streetscapes designed to a pedestrian scale, and site layouts that encourage pedestrian access
  - Sidewalk design that provides space for the variety of functions the sidewalk must perform

Ideally, this type of development should be focused along transit corridors and around transit hubs.

SANDAG will assist member agencies in developing policies that facilitate implementation of these developments. In addition, regional transportation funding decisions will be influenced by how well the transportation projects and related land uses accommodate bicycling and walking.

#### ***Access to Public Transit***

The principles in *Planning and Designing for Pedestrians* support the region's goals for improving access to public transit. Mixed land use and network connectivity make it easier for public transit to efficiently take people where they want to go. Well-designed sidewalks and crosswalks make walking to and from transit more attractive. The guidelines show how to do this, and how to incorporate transit stops into pedestrian walkways so there will be room for both.

*Calming traffic on pedestrian-oriented streets usually makes them more attractive places to ride a bike.*

#### ***Bicycle Facilities and Access***

Communities that support walking as a means of access usually are bicycle-friendly communities as well. The mix of land uses bring more destinations into easy bicycling range where the bicycle can fill the gap between destinations that can be reached on foot and those that would require a transit or auto trip. Calming traffic on pedestrian-oriented streets usually makes them more attractive places to ride a bike.

Beyond these improvements, bicycle access is improved where the road network provides space for bicyclists and road surfaces are well maintained. Where the street network cannot adequately serve bicyclists, separate bike paths should be built. These bike paths or trails also can provide access for pedestrians. Also important are adequate bike parking and other support facilities and ongoing education and promotional programs.

***Bike Parking.*** Bicycle theft is one of the deterrents to bicycle travel, but it can be overcome by providing quality bicycle parking facilities. Fortunately, good bicycle parking can be provided at a very modest cost. In contrast, poor quality bike parking is often underutilized because it is either inconvenient, does not effectively secure the bike, or both. Through its Bicycle-Pedestrian Working Group, SANDAG has developed bicycle parking guidelines that should be disseminated and adopted around the region. For bicycle commuting trips, employers should be encouraged to provide bike lockers or other high security parking.

***On-Demand Bike Lockers.*** On-demand bicycle lockers allow bicycle commuters to use any locker at a given site on a first-come, first-serve basis. Such lockers are being pilot tested for consideration for new and replacement installations of the region's existing bicycle lockers. These state-of-the-art lockers use electronic keys, allow multiple users the opportunity to use the same locker, and have the ability to provide information about utilization and demand. The potential benefits of the on-demand lockers include reduced program administration costs, reduced inappropriate usage of the lockers, and increased utilization. In addition, the total number of lockers required at any given site may be reduced as the number of lockers required only needs to meet the peak demand. Currently a locker is provided for every registered user, regardless of how often that person uses it. Upon successful completion of the pilot program, the entire system could be converted as old lockers reach the end of their useful life.

*Support facilities such as clothing lockers and showers greatly enhance the experience of bicycling to and from the workplace and also serve to encourage employees to consider bicycling as a viable commute choice.*

***Support Facilities.*** Support facilities such as clothing lockers and showers greatly enhance the experience of bicycling to and from the workplace and also serve to encourage employees to consider bicycling as a viable commute choice. Where employment density warrants, local agencies should consider policies that encourage building owners and employers to provide clothing lockers and showers for their employees to accommodate longer bike trips.

*Education on proper bicycle riding can significantly improve the bicyclist's safety, which in turn can help to overcome some of the resistance to bicycling.*

***Bicycle Education.*** The most frequently cited reason for not riding a bicycle is concern for personal safety. This is understandable since bicyclists are very vulnerable in collisions with motor vehicles. However, education on proper bicycle riding can significantly improve the bicyclist's safety, which in turn can help to overcome some of this resistance. Since there is no regionwide bicycle safety education program, efforts should be made to make bicycle safety information available to both adults and children. Bicycle education for children should be provided through the schools. Instituting an ongoing program in the schools will likely require development of a teacher training program. Effective programs that can serve as a model have been instituted in Texas and Nevada. Opportunities also may exist to distribute bicycle safety materials to adults in conjunction with campaigns that promote alternatives to driving alone, but a program will have to be developed and funding sources will have to be identified for such an effort. To further encourage both bicycling and walking, the Plan also recommends continued support for RideLink's annual Bike to Work Day and support for events like the annual Walk Your Child to School Day.

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### **Bicycle and Pedestrian Program Funding**

Financing bicycle and pedestrian projects, and providing incentives for community designs that support these modes, is one of the challenges facing the region. Often, no separate funding for these improvements is required when bicycle and pedestrian infrastructure improvements are included as part of a larger transportation project.

However, there are many communities in the region that would benefit from improved bicycle and pedestrian facilities that do not anticipate new construction or major redevelopment. Financing improvements in these areas is often difficult. The annual revenues from the Transportation Development Act for bicycle and pedestrian projects (currently about \$2.5 million), and the \$1 million in annual *TransNet* funds set aside for bicycle projects, provide less than half the funds requested in each annual funding cycle.

No accurate estimates exist for needed pedestrian infrastructure improvements, but based on existing bicycle transportation plans and additional estimates provided by local jurisdictions, current bicycle project needs for the region are at least \$200 million. Additional funding will be required to support a significant near term effort to implement the nonmotorized component of the Plan.

MOBILITY 2030 fills some of this funding gap by doubling annual bike and pedestrian funding levels.

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## CHAPTER 8

### DEMAND MANAGEMENT: HOW CAN WE TAKE THE PRESSURE OFF THE SYSTEM?

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#### ACTIONS

The following actions support the Plan's Demand Management Chapter recommendations.

DEMAND MANAGEMENT	
Proposed Actions	Responsible Parties
<i>RideLink – Regional TDM Program – The following proposed actions support the RTP goals of Mobility, Efficiency, Sustainability, and Equity.</i>	
1. Develop a Regional TDM Vision.	SANDAG, member agencies, & employers
2. Increase vanpools participating in Regional Vanpool Program by 30 percent over the next three years.	SANDAG
3. Establish regional telework and alternative work hours partnerships; promote telework, flex schedules, and compressed work weeks.	SANDAG & industry partners
4. Develop incentives that reward carpooling, bicycling, and e-work.	SANDAG
5. Implement a car sharing / station car program.	SANDAG, Caltrans, MTDB, & NCTD
6. Expand marketing, outreach, and education to employers and schools.	SANDAG
7. Develop guidelines for working with for-profit transit services to supplement/complement public transit services.	SANDAG, MTDB, & NCTD
8. Collaborate with industry interregional partners on co-promotion and marketing RideLink services to employers and commuters.	SANDAG, industry, & interregional partners
9. Monitor changes in ridesharing and telework and monitor TDM program effectiveness.	SANDAG
10. Collaborate on development of construction mitigation TDM plans.	SANDAG, Caltrans, MTDB, & NCTD
<i>Improving Nonmotorized Alternatives – The following proposed actions support the RTP goals of Mobility, Accessibility, Efficiency, Livability, Sustainability, and Equity.</i>	
11. Adopt design guidelines for pedestrian and bicycle oriented developments (e.g., <i>Planning and Designing for Pedestrians</i> ), and implement pedestrian- and bike-friendly development.	SANDAG, local jurisdictions, transit agencies, & Caltrans
12. Monitor changes in bicycle and pedestrian travel and summarize in annual State of the Commute report.	SANDAG