



# Travel Demand Management Strategies

v1.1 June 16, 2023

TDM Studies should cite specific justification for the use of strategies based on the specific conditions of the project. Keep in mind the goal of TDM is to reduce the number of single occupancy motor vehicle trips and incentivize the use of public transit, walking, and biking. The following is a menu of possible strategies that can be implemented. However, this document will be updated as projects and advancements are made. Projects are not limited to what is listed here, but reasoning should be provided for strategies that are not listed.

## Transportation Demand Management Strategies Menu:

The following are typical TDM strategies that can be used to mitigate motor vehicle transportation and encourage active transportation and the use of public transit. At this time, a project's **TDM Plan** should reflect a concerted approach to right-size efforts and balance TDM strategies to compensate for the reduction in parking for the particular use. This plan should weigh the estimated impacts of the strategy against the goals established in the study.

### Programmatic

- Supplied or reduced cost transit and transportation benefits: Developers, owners, or building management subsidize shared transportation services for all residents or tenants on site, either partially or fully. This may include:
  - Transit passes, such as CTA or Metra
  - Divvy bike share memberships
- On site shared vehicles: Developers, owners, or building management provide parking space and/or shared vehicles for use by residents or tenants on site. This may include partnerships with service providers. Options for implementation include:
  - Public car share provided on site through service providers such as Avail or Zipcar
  - Organized carpool programs that connect residents or tenants with each other and encourages shared vehicle trips

- Other shared micromobility services on-site with incentivized membership/use, such as subsidized membership fees
- Parking Policy: Building owners, developers, or management implement policies that disincentivizes parking by residents/tenants or plans for future uses with less parking. Some options include:
  - “Unbundled” parking costs where tenants pay separately for parking at a market rate instead of having it included in base housing or tenant costs
  - Convertible parking deck design where parking floor plates are full floor height and level so they can be converted to other uses in the future
- Ride Share & Micro-transit: Property developers, owners, or building management provides tenants or residents with services that encourage fewer SOV trips by creating less barriers to carpooling and rideshare.
  - Carpooling, ride-matching, and vanpooling programs
    - Providing designated drop off areas or parking for these may also be advantageous
  - Walking school-bus programs
  - On-site car share programs or building-owned vehicles that can be borrowed by tenants
- On-site childcare facilities and services: For buildings that contain office, manufacturing, and mixed-use developments or other job generators provide childcare on site to reduce SOV trips.
- Marketing and promotion of TDM Programming: An effort by building management to keep tenants and other users informed on the alternative transportation options available to them or of the TDM services provided by the building. Some options include:
  - “Welcome kits” for new tenants outlining the variety of transportation options
  - Providing information on kiosks, screens, bulletins, newsletters etc.
- Other incentive programs for not owning a car and/or using public transportation

### Design and infrastructure

- Bicycle commuting amenities: Developers provide infrastructure and services in the design of the site that increases the likelihood that tenants or residents will use their personal bike for commuting purposes. This could include:
  - Exceed bike parking requirements by a set percentage
  - Exceeding best practices for indoor bike storage
  - Bike workshop area (aka “bike kitchen”)
  - Bike fix-it stand or tool kit availability (public or private)
  - On-site showers/bike locker (typically for commercial or office uses)
  - On-site or adjacent Divvy bike station
  - Guest/public bike parking (on-site or adjacent public way)
- Convertible parking design
  - Parking decks designed to easily convert to other uses. Including level parking deck floors with full height for other uses. (17-10-0102-B.4 leaves an option in some cases to shift parking to affordable housing, but in other cases zoning or PDs may need to be amended to act on this in the future, however building it this way leaves the option.)

- First-floor parking should always have full-height ceilings to be the first converted, if the parking demand is reduced or provided parking proves to be greater than needed.
- Pedestrian Infrastructure: Building developers incorporate pedestrian-friendly designs into building plans to create safer walking experiences for residents, tenants, visitors, and passersby. Some pedestrian improvements may include:
  - Lighting improvements for pedestrian areas
  - Public seating
  - Landscape buffers
  - Pedestrian counter infrastructure
- Bicycle Infrastructure: Building developers incorporate bike-friendly designs into building plans that create a safer environment for cyclists around the property. This could include:
  - Raised or barrier protected bike lanes adjacent to development
  - Bike Counter or other data collection to aid Citywide efforts

Transit Infrastructure: Building developers with sites adjacent to transit stops incorporate improvements to transit stop amenities nearby.