Project Title: TDM (Travel Demand Management) Best Practices for Southeast Pennsylvania’s US 422 Corridor

PennDOT Technical Advisor: Michael Baker
Project Duration: May 2014 – December 2014

Project Purposes:

Project purposes are to:

The purpose of this project is to evaluate the constraints and barriers that have prevented previous TDM recommendations from being adequately implemented in the US 422 corridor, scanning and assessing best current practices in TDM, including those that incorporate innovative new communications and information technologies, and to present recommendations and work with key stakeholders to overcome these barriers, adapt the most successful and up-to-date TDM strategies, and achieve effective implementation in the corridor.

Anticipated Outcomes:

Anticipated project outcomes include:

This project will address two principal goals. First, an evaluation of the constraints and barriers that have prevented previous TDM recommendations from being adequately implemented in the US 422 Corridor. Second, it will scan and assess best current practices in TDM, including those that incorporate innovative new communications and information technologies. Project team members will present recommendations and work with key stakeholders to overcome these barriers and adapt the most successful and up-to-date TDM strategies to achieve effective implementation throughout the corridor.
Implementation Plan:

Implementation of the recommendations presented within the study is underway. The GVF coordinated US 422 Coalition will be taking the lead and coordinating efforts. At the last US 422 Coalition meeting on February 23rd, a strategy to implement short term recommendations was discussed. One of the first priority projects is to better engage large employers with the Coalition. The May 2015 Coalition meeting will have representatives from GSK, Vanguard, and Liberty Property Trust to discuss employer TDM programs. Additionally, the Coalition will continue to work toward medium and long term strategies with the guidance of the study. GVF will also continue to better engage employees and promote various TDM recommendations presented within the study.

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<tr>
<th>Research Partner:</th>
<th>Principal Investigator:</th>
<th>Project Cost:</th>
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<tbody>
<tr>
<td>Temple University</td>
<td>Brad Flamm</td>
<td>$200,000.00</td>
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