Grand Valley Metropolitan Council Transportation Demand Management Plan

Vision, Objectives, and Key Results

This document summarizes the vision, objectives and key results established for the Grand Valley Metropolitan Council Transportation Demand Management Plan. Objectives and key results were established for a five-year timeframe with interim targets to be defined as part of the implementation plan.

Vision

The Grand Rapids region supports transportation options that advance mobility for all people and all trips in an affordable, safe, and efficient manner. Regional partners are working together to advance and prioritize TDM strategies that impact travel behavior, in order to mitigate severe congestion and air quality issues while supporting sustainable growth and economic prosperity.

Objectives and Key Results

Objective 1: Foster regional coordination to unify TDM messaging and programming

Key Result 1.1: GVMC formed a regional coordination group that has been meeting quarterly for the last five years.

Key Result 1.2: A new unified regional TDM brand has been implemented.

Key Result 1.3: 30% of regional survey respondents can associate the unified regional TDM branding with core TDM services.

> *Notes: Measured via a periodic community survey.*

Objective 2: Help people who live and work in the region get around without a car

Key Result 2.1: Participation in the TDM tracking tool / ridematching database increased from 300 (in Q1 2022) to 2,500.

> *Notes: Increase is based on critical mass needed for effective ridematching. Tool(s) may not be the current tool.*

Key Result 2.2: More than 50% of regional survey respondents are aware of alternative travel options.

> *Notes: Measured via a periodic community survey.*

Key Results 2.3: 30 employers representing a total of at least 6,000 employees are engaged with the regional TDM program.

> *Notes: What engagement entails will be defined through the strategies.*

Objective 2a: Use TDM programming to increase transit and vanpool ridership

Key Result 2.4: TDM programs and promotions attracted 300 new transit riders.

> *Notes: This metric defines those individuals that will be attracted to transit (including passenger rail) with specific, measurable TDM programs.*

Key Result 2.5: The number of vanpools in the region increased to 25 (from 17-20 pre-COVID).

> *Notes: Statewide vanpool program (Michivan) is a resource.*

Key Result 2.6: Participation in The Rapid's specialty pass programs (e.g., employer, non-profit) is 20% higher than the pre-pandemic baseline.

> *Notes: Technology may be available soon to directly measure ridership in addition to or instead of participation.*

Objective 3: Integrate TDM into infrastructure investments, land use policy, and parking decisions

Key Result 3.1: GVMC performance criteria includes credit for TDM strategy incorporated into plans, projects, and programs in 2026-2029 TIP.

> *Note: Similar to current freight benefits, furthering MTP recommendations, etc.*

Key Result 3.2: At least three infrastructure construction projects or major transit enhancements coordinate with the regional TDM program on outreach and messaging.

Key Result 3.3: Two local municipalities have adopted measures that reflect TDM principles in their land use/parking policies.

Objective 3a: Educate key decision-makers on the benefits of TDM (government, large employers, funders, etc.)

Key Result 3.4: 90 percent of municipalities have been represented in a regional education and training on how TDM relates to infrastructure investment, land use policy and parking.

Key Result 3.5: 20 employers with over 200 employees attended regional TDM education and training.

Objective 4: Build relationships with employer partners to maintain the trip reduction benefits of flexible work locations and hours

Key Result 4.1: 90% of employers continue to have eligible employees in hybrid and flexible work arrangements.

> *Notes: The target only refers to eligible employees, meaning employees that can perform their work remotely.*

Key Result 4.2: The work from home mode share in the region remains above 10%.

> *Notes: Refers to the average mode share measured via Census data.*