

The Built Environment – Transportation Demand Management (Bundle 2)

Transportation Demand Management (Bundle 2)	
<u>ORIGINAL WEBSITE CONTEXT</u>	<p>Transportation Demand Management (TDM) utilizes public private partnerships to reduce peak hour travel. Plano currently partners with the Plano Independent School district (ISD) for staggered hours of operation that disperse school personnel and students during peak travel time. With major employers in multiple business parks, there are numerous opportunities for further TDM partnerships through ridesharing, tele-commuting, and varied work hours. Plano will utilize TDM measures to reduce journey to work trips and mitigate traffic congestion.</p>
<u>As revised 6/16/2020</u>	<p>Transportation Demand Management (TDM) utilizes public private partnerships to reduce peak hour travel. Plano currently partners with the Plano Independent School district (ISD) for staggered hours of operation that disperse school personnel and students during peak travel time. With major employers in multiple business parks, there are numerous opportunities for further TDM partnerships through ridesharing, tele-commuting, and varied work hours. Plano will utilize TDM measures to reduce journey <u>travel time</u> to work trips and mitigate traffic congestion.</p>

Commented [CS1]:
Hilton Kong: I prefer the original versions of the Roadways/Traffic theme (bundles 1-3) and Land Use/Transportation themes (bundles 4-6), but will support as amended and presented

Michael Lin: I had no comments on the original version of the bundles. All my comments refer to changes to the original versions.

Jeff Beckley: I am really struggling with how most of the changes improve the plan. Here are a few examples [noted by staff on individual items below]

Plano Tomorrow Comprehensive Plan
Policies and Action Statements Relating to Transportation
Consolidated CPRC Feedback with Staff Recommendations
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<u>ORIGINAL POLICY</u>	Plano will utilize Transportation Demand Management to improve air quality, reduce journey to work trips, and mitigate traffic congestion.
<u>As revised 6/16/2020</u>	Plano will utilize Transportation Demand Management to improve efficiency of the existing roadway system, reduce travel time to work, and mitigate traffic congestion and associated impacts.
Beckley & Lin	Plano will utilize Transportation Demand Management to improve efficiency of the existing roadway system, improve air quality , reduce travel time to work, and mitigate traffic congestion and associated impacts.
Bronsky	Plano will utilize Transportation Demand Management to improve efficiency and safety of the existing roadway system, reduce travel time to work, and mitigate traffic congestion and associated impacts.
Howe	Plano will utilize Transportation Demand Management to improve efficiency of the existing roadway system, improve air quality , reduce travel time to work, reduce emissions , and mitigate traffic congestion and associated impacts.
Solomon	Plano will utilize Transportation Demand Management to improve efficiency of the existing roadway system, reduce travel time to work, and mitigate traffic congestion and associated impacts in a way that will meet the needs and priorities of all people who live, study, or work in Plano .
Staff Rec.	Plano will utilize Transportation Demand Management to mitigate traffic congestion and improve the safety and efficiency of the existing roadway system during periods of high travel demand, such as morning and afternoon rush hour.
<u>TDM1 ORIGINAL</u>	Partner with the corporate community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.
<u>As revised 6/16/2020</u>	Partner with the business community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.
	No new changes proposed by Committee or staff.
Staff Rec.	Staff recommends the "As revised 6/16/2020" version above.

Commented [CS2]:
Jeff Beckley: Need to add back "improve air quality"

Michael Lin: I would prefer not to remove "improve air quality". If we do, I think it should be added in somewhere else, as it is important to have environmental standards when thinking about transportation.

Commented [CS3]:
Larry Howe: I am not in favor of removing visibility to the importance of air quality

Our quality of life is impacted by air pollution. Our policies need to include emphasis on improving air quality. It is also important to reduce emissions because there are longer term effects of emissions beyond air quality. These recommended changes are consistent with Plano's "Cleaner Air & Reduced Emissions (CARE) Strategy" document.

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<u>TDM2)</u> <u>ORIGINAL</u>	Pursue and develop incentives for businesses to participate in the TDM program.
<u>As revised</u> <u>6/16/2020</u>	Encourage participation in the TDM program by pursuing, promoting, and demonstrating the benefits to the business community.
Beckley	See comments.
Staff Rec.	Staff recommends the "As revised 6/16/2020" version above.
<u>TMD3)</u> <u>ORIGINAL</u>	Share ideas, expertise, and knowledge with transportation oriented companies within Plano regarding the city's transportation planning efforts.
<u>As revised</u> <u>6/16/2020</u>	Share ideas, expertise, and knowledge with innovative businesses focused on transportation, such as ridesharing or automobile companies, regarding the city's transportation planning efforts.
Bronsky	Share ideas, expertise, and knowledge with and from other cities, regional governmental entities and innovative businesses focused on transportation, such as ridesharing or automobile companies, regarding the city's transportation planning efforts.
Staff Rec.	Share ideas, expertise, and knowledge with innovative businesses focused on transportation, such as ridesharing or automobile companies, and other stakeholders regarding the city's transportation planning efforts.

Commented [CS4]:
Jeff Beckley: What happened to "Pursue and develop incentives for businesses to participate in the TDM program? The proposed version is too watered down

Commented [CS5]:
Michael Lin: I don't have a strong preference, but curious: why do we change the language from "transportation oriented companies" to "ridesharing or automobile companies"? What about Plano ISD school buses or DART?