

Bundle 2 – Transportation Demand Management

Policies and Actions with Detailed Information

The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- [Public Outreach Process](#)
 - [Advisory Committee Workshops](#)
 - [Adoption Process](#)
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The Built Environment - Transportation Demand Management

POLICY - Plano will utilize Transportation Demand Management to improve air quality, reduce journey to work trips, and mitigate traffic congestion.

TDM1) Partner with the corporate community in Plano to develop and implement a Transportation Demand Management (TDM) plan for city.

Status:

- In Progress
- The Transportation Engineering Division is currently working with the [LegacyConnect](#) Transportation Management Association to develop and implement TDM strategies for area businesses. Best TDM practices learned from the LegacyConnect TMA will be communicated to the rest of Plano's business community.

Background:

Transportation Demand Management (TDM) is a national best practice that addresses the demand side of travel behavior by reducing the number of vehicles that travel on roadways through the promotion of alternatives to driving alone. Common TDM strategies include ridesharing (carpool and vanpool), transit, bicycling, walking, telecommuting, and flexible work-hour scheduling. [NCTCOG promotes projects and programs](#) that help to reduce traffic congestion, improve air quality, and increase the efficiency of our regional roadways.

TDM2) Pursue and develop incentives for businesses to participate in the TDM program.

Status:

- In Progress
- Transportation Engineering Division is currently working with the [LegacyConnect](#) Transportation Management Association to develop and implement TDM strategies for area businesses. Best TDM practices learned from the LegacyConnect TMA will be communicated to the rest of Plano's business community.

Background:

Successful TDM programs implement a wide range of specific and effective tools to encourage shifting trips to other modes or reduce trips during peak periods. These tools fall into three major categories:

- Expanded transportation options, such as improvements to bicycling and walking options as well as transit and ridesharing strategies;
- Incentives to use alternative modes, including commuter benefits for transit use and flexible scheduling; and
- Parking management, which includes a host of parking incentives and disincentives.

Additional information on TDM best practices and incentives can be found in this [State of the Practice](#) report developed by Smart Growth America. Example local incentives include the [DART Employer Annual Pass program](#) and [NCTCOG's Try Parking It program](#) which allows users to earn rewards for using alternative transportation options.

TDM3) Share ideas, expertise, and knowledge with transportation oriented companies within Plano regarding the City's transportation planning efforts.

Status:

- Recurring and on track
- [LegacyConnect](#) promotes collaboration for better informed transportation solutions. Data collected through employer and transportation research assists the TMA and public members with evaluating new infrastructure or service pilots, area-specific improvements, and other micro-level solutions.
- The Transportation Engineering Division is currently working with the LegacyConnect TMA to develop and implement TDM strategies for area businesses.

Background:

Services and solutions provided by TMAs vary depending on the area, so local data and expertise is critical to tailoring efforts to the needs of the Legacy area. The TMA coordinates with the City of Plano, other public agencies, and Legacy business members on implementation of specific infrastructure and service improvements for Legacy. The TMA then communicates how these improvements may impact all stakeholders and engages with them in design as well as implementation. Best practices learned through the Legacy TMA may then be applicable to other businesses throughout the city.