

LaDOTD
Office of Planning and Programming
Attn: Christopher Johns
P.O. Box 95245
Baton Rouge, LA 70804



RE: Travel Demand Management Proposal

Dear Mr. Johns:

The South Central Planning and Development Commission is pleased to provide you with our proposal for planning and implementing Travel Demand Management in our urbanized area.

The proposed activities are in accordance with FHWA's general guidelines of Travel Demand Management and are intended to lessen the stress on our highways. As the construction of new roadways as an effort to accommodate growth and demand is both unsustainable too slow to keep up with demand, demand management will begin to play a more vital role in congestion reduction, safety, and overall system preservation.

The South Central Planning and Development Commission (SCPDC) is a regional organization providing land use and transportation planning, economic development, technical assistance, geographical information, and other planning services for member governments.

The Planning Commission also houses the Metropolitan Planning Organization which provides transportation planning for the Houma-Thibodaux urbanized area.

SCPDC is committed to public safety and will share its experience so that other communities in Louisiana may benefit.

We look forward to working with LaDOTD and FHWA in implementing Travel Demand Management in our area.

Yours truly,

Kevin Belanger

CEO



TRAVEL DEMAND MANAGEMENT PROPOSAL

Contact Person

Name Leo Marretta	Title Transportation Division Administrator	Telephone Number (985) 851-2900	Email Address leo@scpdc.org		
Street or P.O. Box P. O. Box 1870		City Gray	Parish Terrebonne	State LA	Zip Code 70359

Section I - General Information

1. **Proposal title:** SCPDC Travel Demand Management Proposal
2. **Lead public entity applying:** South Central Planning and Development Commission
3. **Jurisdictions within the proposal area:** Assumption Parish, Lafourche Parish, Terrebonne Parish, Village of Napoleonville, City of Thibodaux, Town of Lockport

Summary: We intend to implement many Travel Demand Management techniques, yet focusing on the built-environment side as opposed to the behavior modification side. While traditional TDM programs have focused on working with larger employers to implement car and van pooling or telecommuting programs, SCPDC proposes to implement ITS improvements on both the highway and transit system. This program will also include the promotion of commute by bicycling or walking.

5. **Contact information**

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6. Background information

(i) State Planning Development District

South Central Planning & Development Commission
 Contact person: Kevin Belanger, CEO
 Address: PO Box 1870, Gray, LA 70359
 Phone: (985) 851-2900
 Email Address: kevin@scpsc.org

(ii) Metropolitan Planning Organization (if applicable):

South Central Planning & Development Commission
 Contact person: Kevin Belanger, CEO
 Address: PO Box 1870, Gray, LA 70359
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Section II – Purpose and Plan

Purpose

Many communities today are faced with the issues of congestion and increased travel times for drivers, especially during peak travel times. In an era where funding for increasing capacity is dwindling, we are forced to consider the other side of the transportation equation; i.e. travel demand. The general purpose of travel demand management is to lessen the stress on our existing roadways by using techniques outside the basic scope of increasing capacity. As shown in the image below, TDM includes the concept of making the transportation system accessible and predictable for commuters. With accurate information, commuters can make the best choices about which modes, times, and routes to use in their daily commute. This will, in turn, lead to greater system performance.



The specific purpose of SCPDC’s Travel Demand Management Program for 2014-2016 is to implement TDM strategies that focus on intelligent transportation systems (ITS), transit promotion, and bicycle and pedestrian promotion. At the same time, SCPDC will strive to do implement these strategies in a way that promotes safety within all aspects of the transportation system.

Plan

SCPDC will focus on four strategies within the Travel Demand Management Program.

- Strategy 1: ITS
- Strategy 2: Transit Promotion

- Strategy 3: Bicycle and Pedestrian Promotion
- Strategy 4: Safety

Strategy 1: ITS

The South Central Planning and Development Commission will work with the DOTD ITS Section and local jurisdictions to expand the ITS network architecture for the region. While the Houma region has been working on an ITS network for some time now, there is still much that needs to be done. The main ITS improvements to date have taken place solely along the LA 24 corridor. These improvements should be expanded throughout the entire transportation network in Terrebonne Parish, as well as into Lafourche and Assumption Parishes, particularly within the city of Thibodaux and along the LA 1/LA 308 corridor. SCPDC also intends to identify and implement ITS solutions for the fixed-route transit and para-transit/human service transit systems.

Strategy 2: Transit Promotion

SCPDC will, through the TDM program, work with local transit providers system to develop an enhanced marketing campaign for the fixed-route system. Ideally, this will take place after ITS improvements have been included that will give transit riders and potential riders more accurate information on bus scheduling, routing, and headways. Increasing transit ridership theoretically decreases the demand of single-occupancy vehicles.

Strategy 3: Bicycle and Pedestrian Promotion

SCPDC will work to continually improve the regional bicycle and pedestrian network. On April 25, 2013, the HTMPO adopted a regional Bicycle and Pedestrian Plan that identifies existing and potential bicycle and pedestrian projects. Through the TDM program, SCPDC would promote bike-to-work and walk-to-work days and develop a bicycle safety campaign in ways that support and enhance the existing plan.

Strategy 4: Safety

The HTMPO has a regional safety committee in place that identifies highway safety concerns, both in terms of infrastructure and behavior. SCPDC proposed to enhance these efforts and add a bicycle and pedestrian element through the use of TDM funds. SCPDC believes that improving the safety of pedestrian and bicycle facilities will result in more commuters choosing these modes for their daily commute.

Section III – Ability and Timeline

Ability

The South Central Planning and Development Commission, as the Houma-Thibodaux Metropolitan Planning Organization, has a long history of effectively managing various local, state and federal grants and programs. SCPDC possesses the necessary capacity to manage this program and meet all state and federal guidelines. As the Metropolitan Planning Organization, SCPDC coordinates with FHWA, FTA, and LaDOTD on a number of programs including the Transportation Improvement Program, Metropolitan Transportation Plan, Human Services Coordination Plan, Regional Safety Plan and others.

- **Transportation Improvement Plan**
 - SCPDC administers annual FHWA and FTA funds for the Houma-Thibodaux Metropolitan Planning Organization. These planning funds have recently totaled \$250,000.00 annually and go towards planning for transportation growth, transit, and traffic safety by coordination and cooperation of member governments in the dispersement of an annual allocation of \$3,000,000.00 for transportation projects.
- **Coordinated Human Service Transportation Plan**
 - The MPO developed this transportation plan in 2007 that identified and facilitates coordination efforts by representatives of public, private, and non-profit transportation and human service providers. SCPDC facilitates quarterly meetings in an effort to implement this plan.
- **South Central Regional Transportation Safety Plan**
 - SCPDC was awarded a grant for \$100,000 annually by the DOTD Highway Safety Section for the implementation of the statewide Strategic Highway Safety Plan at the local level. This has resulted in the creation and adoption of a local regional transportation safety plan and quarterly meetings with partners throughout the region designed to facilitate the implementation of the plan.
- **Safe Community Partnership**
 - SCPDC receives \$69,000 annually from the Louisiana Highway Safety Commission to promote highway safety throughout the region by use of media campaigns (Click-it or Ticket, Drive Sober or Get Pulled Over, etc.) and the funding of mini-grants to partnership members. Efforts include training for and support of community child car-seat check events, commodity distribution at safety expos and checkpoints, national safety mobilization press events, an annual Traffic Safety Summit, and quarterly meetings with regional safety partners to coordinate efforts.

Deliverables and Performance Measures (Timeline)

- Attendance and membership in Gulf Region ITS (GRITS) meetings and conferences (years 1 and 2)
- Attendance at related DOTD meetings and conferences (years 1 and 2)
- Bike-to-Work and Walk-to-Work campaigns (years 1 and 2)
- Bicycle Safety campaign (years 1 and 2)

- Implementation of the Regional Bike and Pedestrian Plan (years 1 and 2)
- Marketing materials for the fixed-route transit system (years 1 and 2)
- Attendance at Incident Management meetings (years 1 and 2)
- Expanded ITS architecture that includes Lafourche and Assumption parishes (year 2)
- ITS improvements to transit system (year 2)
- Improved bicycle and pedestrian safety throughout region as measured by DOTD crash data (ongoing)

NAME AND SIGNATURE OF CHIEF REPRESENTATIVE

Signature

Title

Kevin Belanger

Name Typed

Date