Residents in Motion: Fostering Harmony & Flow within Dynamic Transportation Demands

Presented on February 28, 2018 by: Paul Mackie | Mobility Lab
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Post Event Discussion Guide, Recording Link:
https://register.gotowebinar.com/recording/4109264569196193795

Lessons Learned from Boulder:
- District Approach
- Parking management
- Multimodal options
- TDM Programs
- Creating a place/destination
- Even the smallest changes can yield big results (think showers and bike parking)

Visioning and Planning:
Create a long term vision (a Transportation Master Plan).
What are your goals & what needs to happen?
Don’t be afraid to make tough decisions
Do your research!

Implementation:
- Establish Core requirements
- Set parcel level trip budgets
- Provide framework for the implementation of TDM strategies
- Monitor the program’s performance

TIP: Amplify your ideas by bouncing them off like-minded individuals. Seek transportation camps.

Know Thy Residents:
How are your residents moving and where they are going?

Engagement:
Break the cycle of “sleepwalking” to your car.
Give residents welcome packets on transportation & read Mobility Lab’s articles
Has the number of people using transportation options increased as a result of the Mobility lab’s Research?

It’s hard to say if it is a direct result, the organization is only 6 years old. Antidotaly, traffic has subsided while population growth has continued to increase in Arlington.

What can communities do to promote TDM when policy makers aren’t progressive?

There are potential grant opportunities that neighborhoods can seek out. Transportation departments can work on messaging, connect to the values of your community.

Have you studied decision making habits in the realm of transportation choices?

Paul: Arlington County Commuter Services has an extensive education and outreach components to educate people on their transportation options
Randall: Boulder has one transportation demand management associate. They also have educational material and aim to provide economic incentives to encourage rational travel choices.