Policy Board Meeting
May 30, 2023
I. Introductions/Roll Call
II. Approval of April 25, 2023 Meeting Minutes
III. Reports
A. Executive Director’s Report
B. Technical Advisory Committee
C. Citizen Advisory Committee
IV. Old Business
None
V. New Business
A. OWP Work Element Presentation: Transportation Demand Management (TDM) Plan
Honolulu TDM Plan

May 2023
What is TDM?

- **Transportation Demand Management** (TDM) is the use of strategies to inform and encourage travelers to **maximize the efficiency of our transportation systems** leading to improved mobility, reduced congestion, and lower vehicle emissions.²
- **Key goals** of TDM include reducing or redistributing travel demand, as well as making more efficient use of transportation resources.
- At its most basic level, **TDM** is a **program** of information, encouragement, education, and incentives provided by local or regional transportation organizations to influence resident and visitor **transportation choices**, in order to curb or limit the demand for single-occupancy vehicle (SOV) trips.

² Association for Commuter Transportation. (n.d.). What is TDM?
Why TDM in Honolulu?

Increasing traffic congestion, resulting in increased travel times

Vehicle ownership increasing faster than population

Vehicle Miles Traveled projected to continue increasing

Low parking availability leads to increased vehicle emissions

This Honolulu TDM Plan is meant to address the resulting negative impacts on environmental quality and equity.

As Honolulu strives to stay on top of increasing car ownership and roadway congestion, influencing travel behavior and encouraging a shift away from drive-alone travel will be crucial.
Content

1. The Honolulu TDM Plan
2. The HNL Connect Program
3. Taking TDM into the Future
The Honolulu TDM Plan
TDM Plan Development Process

Approach Overview

1. Background Assessment
2. Identification of Strategic Priorities and Goals
3. Strategy Evaluation
4. Action Plan Development
Vision & Strategic Priorities

Vision Statement

“All travelers in the City and County of Honolulu have access to, and are empowered to choose effective, sustainable, and affordable multimodal transportation options that reduce stress on the transportation network.”

Environment
- Increase sustainable mode share
- Decrease vehicle miles traveled (VMT)
- Increase awareness of alternative transportation modes

Equity
- Increase accessibility
- Reduce travel cost burden

Land Use & Development
- Increase parking return on investment
- Maximize efficiency of parking assets

Long-Term Resilience
- Increase TDM reporting
- Manage a self-sustaining TDM program
The *HNL Connect* Program
**HNL Connect Program Structure**

- **The City**
  - DTS
  - Regular communication & marketing
  - Citywide Strategy delivery
  - Citywide Reporting

- **Other agencies**
  - Additional programming as dictated by their missions and responsibilities, aligned with HNL Connect

- **Developers and employers**
  - Site-based TDM delivery and reporting to HNL Connect
HNL Connect-Managed Strategies

Fall under the sole discretion of the City’s DTS and the HNL Connect team.
Annual Travel Challenge

The Annual Travel Challenge will be an official weeklong island-wide challenge administered by the City and the HNL Connect program, in collaboration with Blue Planet Foundation.

- Residents will make or join a team and log non-drive-alone commutes and non-leisure trips for a week.
- Teams organized by employers or social groups will compete for the most points (earned by logging commute trips) to win prizes.
- The challenge will mainly target employers, but it will also be open to the general public.
- The City will partner with local agencies, organizations and businesses to market and support the challenge.
Targeted Marketing Campaigns

The Targeted Marketing Campaigns will aim to increase HNL Connect program awareness and change behavior for the groups chosen.

• HNL Connect will implement one Targeted Marketing Campaign annually.

• Each campaign will be unique, with a specific focus either on an area, audience or mode of travel.

• Target audiences will be chosen based on:
  • Insights from the TDM Plan’s Market Research Survey
  • Current events or new offerings through the City/partners

• Campaigns mediums will vary, making use of the Honolulu Complete Streets social media accounts
Vanpool Subsidy Provision

The Vanpool Subsidy caters primarily to employers and their employees who must commute relatively long distances to work.

- The HNL Connect team will re-establish the Vanpool Subsidy program (expired in 2021)
  - Program previously consisted of 57 vanpools, each receiving up to $500 per month
- Vanpool riders and drivers will work with vanpool vendors to coordinate groupings and provide vans
- The HNL Connect team will undertake program admin, and will also support program marketing, particularly for low-income areas

Increase in non-SOV mode share
Reduction in VMT
Increase in accessibility
Reduction in travel cost burden*
Increase in TDM reporting

*for Mobility Wallet holders
The **RPZ Program** establishes residential parking zones across Honolulu.

- The program was piloted originally in Kalihi Valley, and will be expanded to be permanent.
- Residents will be required to pay a nominal fee for an annual permit, with options for additional permit and visitor permit purchases.
- Residents who opt not to purchase permits will have access to transportation subsidies and discounts through a “Mobility Wallet”

**Increase in non-SOV mode share**

**Reduction in travel cost burden***

**Increase in parking ROI**

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*for Mobility Wallet holders*
HNL Connect-Partnered Strategies

Fall under the HNL Connect brand umbrella and will be staffed at least in part by DTS and the HNL Connect team.
Developer TDM Reporting

The City's TIA guidelines require new projects generating **50 or more** net new peak hour trips to develop a TDM Strategies Plan. Projects that net **100 or more** new peak hour trips must also provide Ongoing Compliance Reports for the first 5 years of occupancy.

- Honolulu Connect will support the City with TDM Plan Review process for those largest projects.
- The process will involve monitoring and checking in with required sites to ensure they report on-time.
- The *HNL Connect* team will work with sites to ensure they have what they need to survey and report.
- The *HNL Connect* team will compile results into an annual report.

- Increase in non-SOV mode share
- Reduction in VMT
- Reduction in travel cost burden*
- Increase in TDM reporting

*for transit subsidy participants
City Employee TDM/Parking Program

The City Employee TDM (CETDM) Program includes City employee strategies (existing and new) and community-wide TDM program strategies that the City can leverage for the benefit of employees.

- **Incentives**: Free bus passes, free/subsidized Biki passes, etc.
- **Policies**: Telecommuting and compressed work week
- **Programming**: Guaranteed Ride Home
- **Infrastructure**: Multimodal access facilities such as DIY bike repair stations and end-of-trip facilities

- Increase in non-SOV mode share
- Reduction in VMT
- Increase in TDM reporting
- Increase in parking efficiency*
Support Strategies

Efforts relevant to TDM and HNL Connect that are already planned or underway in Honolulu through key partners. HNL Connect team will provide support.
Support Strategies

Parking Pricing
• Honolulu’s public parking is underpriced, encouraging travellers to drive.

• HNL Connect will support efforts from the City to adjust parking pricing where appropriate, while providing education about attractive alternatives for drivers.

TDM Education
• Honolulu is home to a number of agencies and NGOs whose missions align with TDM.

• HNL Connect will work to support partner agencies by providing them with the tools they need to expertly incorporate TDM education into their existing educational programming.

Citywide Multimodal Efforts
• The City has begun to explore approaches to new multimodal efforts, such as microtransit and micromobility.

• HNL Connect will support those efforts as they progress.

Carpool Matching
• HIDOT has recently launched a new carpool matching program: HiRideshare.

• HNL Connect will promote the HiRideshare platform to travellers through social media and other outreach methods.
Taking TDM into the Future
Near-term Priorities

- Branding and marketing media mentions
- TDM communications
- Reintroduction of Vanpool Subsidy Program
- Free transit for City employees
- RPZ expansion
Tracking Progress

**Annual Report**

The City will publish an *Annual Report* to be transparent about whether or not *HNL Connect* is achieving the intended objectives and targets.

- The *Annual Report* will summarize *HNL Connect* strategy performance, through consistent reporting on KPIs and associated metrics, and with qualitative data describing the status of each of the initiatives (i.e., key accomplishments and next steps).

- The *Annual Report* will be released *each year in February*, providing a review of the previous year. The first Annual Report will be presented in February 2025.
Thank you
Requested Action:

Approve the report as evidence the work was carried out, submit the final report to USDOT for approval, and incorporate study findings into the metropolitan transportation planning process.
V. New Business
B. ORTP Policies and Procedures for Out-of-Cycle Revisions
Why update the ORTP Procedures?

• To ensure consistency with the Transportation Improvement Program (TIP)

• Required by the 2022 TMA Certification Review
  • “As the TIP is revised or modified, the ORTP must be amended to ensure consistency between the two documents is maintained, to reflect new projects, removed projects, and changes that impact the ORTP’s fiscal constraint.”
Proposal: Create new procedures for ORTP Out-of-Cycle Revisions

• Two Types of Revisions Proposed:

1. Administrative Modification
   ✓ Minor changes

2. Amendment
   ✓ Major changes
Administrative Modification

1. **Does not require review by the Policy Board and public**

2. **Design Concept/Scope/Cost Changes**
   a) Minor change in project scope/cost that is < 25% of estimated project cost and < $10 million.
   b) Splitting or grouping projects without changing design concept or scope
   c) Adding/deleting projects from grouped listings without changing design concept/scope
   d) Changing design scope as a result of NEPA recommendation
   e) Changes to a project or project phase in the Illustrative list

3. **Flexing funds between partners and adding discretionary funds that is < $10 million**

4. **Adding, modifying, or deleting a project/project phase involving advanced construction**

*Note: proposes to use same standard as for revisions to TIP*
Amendment

1. Require review by the Policy Board and public
2. Change in Goals, Performance Measures (PMs), project prioritization, and forecast
3. Design Concept/Scope/Cost Changes
   a) Major change in project scope/cost that is >= 25% of project cost and >= $10 million
      i. Change in project termini
      ii. Changing the number of through traffic lanes
      iii. Changing the number of fixed-guideway transit stations
      iv. Changing the purpose and need (e.g., shoreline protection to capacity)
      v. Changing between replacement buses and expansion buses
4. Deleting or adding a new project where no phases are currently listed in the FCP
5. Flexing funds between partners that is > $10 million

Note: proposes to use same standard as for revisions to TIP
ORTP Out-of-Cycle Revision Procedure

Process will follow same steps as TIP revision schedule (Amendment):

✓ Project prioritization and selection process
✓ Title VI and Environmental Justice (T6EJ) review
✓ Public Comment and Intergovernmental review
✓ Review by Committees and approval by the Policy Board

ORTP Processes and Procedures document will be updated to reflect the new procedure
As a result of discussion in the TAC meeting, the following changes were made to the draft procedures:

✓ Based on guidance from FHWA and FTA, flexing funds between federal agencies does not necessitate a revision to the ORTP or TIP, so this was removed (per red strikethrough text above)

✓ Instead, funding proposed to be flexed between agencies for any individual project will be described in the TIP and/or ORTP for purposes of transparency and accounting
Requested Action:

Approve the ORTP Procedures for Out-of-Cycle Revisions as presented, including changes suggested by the TAC, and update the ORTP Processes and Procedures document
VI. Invitation to interested members of the public to be heard on matters not included on the agenda
VII. Announcements