

PIMA ASSOCIATION OF GOVERNMENTS

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For immediate release
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Pima Association of Governments expands goals for regional travel reduction and congestion management

Pima Association of Governments announces it is in process of expanding its Travel Demand Management (TDM) Program in order to improve the operation of the region's transportation system through better management of travel demand.

The expanded TDM program will focus on reducing vehicle use in the most congested places, during the most congested times, and on integrating travel demand strategies into long-range plans and shorter-term traffic operations.

The TDM program expansion comes at an opportune time with the recent passage of the Regional Transportation Authority's \$2.1 billion plan on May 16, 2006. While the RTA plan and associated sales tax will fund needed transportation projects, these projects only help the region "catch up" and can only address a portion of the region's congestion problems.

"As seen with Los Angeles and Phoenix, it is impossible to build ourselves out of severe congestion," said Cherie Campbell, PAG's transportation planning director. "A TDM program focused on congestion management will help create travel choices and alternatives for moving people, goods and information that reduce the number of vehicles on the road."

The TDM program will expand from the commuter-based focus of both PAG's existing RideShare Program and Travel Reduction Program (TRP) to consider non-commute travel as it affects major transportation corridors, activity/employment centers, new

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development, airports, freight movement, school, recreation, tourism, special events and other types of travel throughout the region.

The program also will be expanded to directly incorporate traffic operations, safety planning, incident management, transportation technologies and community-related transportation enhancements.

Advances in information technology may make managing demand more effective by providing real-time, accurate information on travel options, traffic conditions, alternative routes, and even dynamic matching of travelers into shared ride arrangements.

Providing leadership in congestion management for many years, the RideShare and Travel Reduction programs remain an important regional commitment and will continue as major components of a broader TDM strategy. Current TRP Manager Rita Hildebrand will remain lead for ongoing TRP activities. Taking the lead in other key areas will be Senior Transportation Planner Paul Casterano for TDM Operations, and Senior Transportation Planner Robert Done for Long-Range Planning.

The energy crises and fuel shortages of the 1970s led to establishment of PAG's RideShare program. In 1988, the Travel Reduction Program focused on reducing commuter travel for major employers after it was identified by the U.S. Environmental Protection Agency as a strategy that would help the region attain the air quality standards required by the federal Clean Air Act.

“PAG sees an expanded TDM program as a critical component of a comprehensive approach to improve the efficiency of the transportation system and provide the tangible benefits of greater choice, reduced travel time and cost to our transportation users,” added Gary Hayes, PAG's executive director.

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. PAG's staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit www.pagnet.org for more information.