

UNM/CNM Travel Demand Management Study



Context

Cooperative Venture Between CNM , UNM, City of Albuquerque
Bernalillo County & MRCOG

The Study Is Divided Into Two Phases

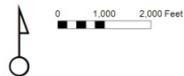
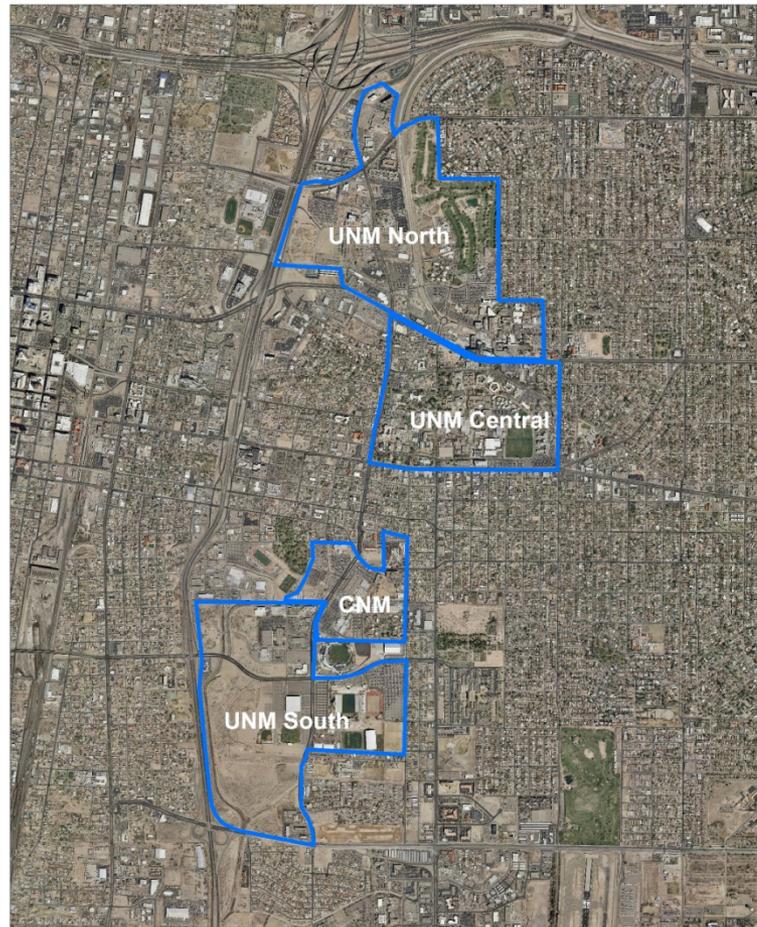
Phase I: Discovery/Identification of Potential Solutions

Phase II: Evaluation of Solutions/Implementation Plan

Goal: Develop and sustain functional transportation and land use patterns by managing the use of land and demand for travel within, to and from the UNM/CNM area.

Geographic Area of Focus

UNM and CNM Area



Phase I: Discovery

The starting point is a thorough analysis of existing and year 2015 travel markets to assess the performance, adequacy and impacts associated with existing/planned activities.

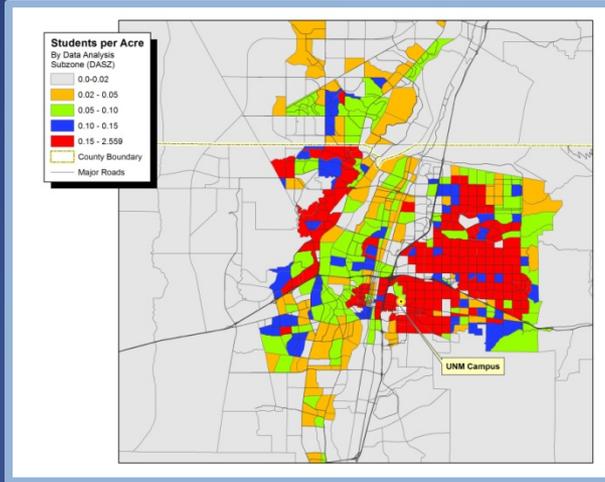
Data/Information Include:



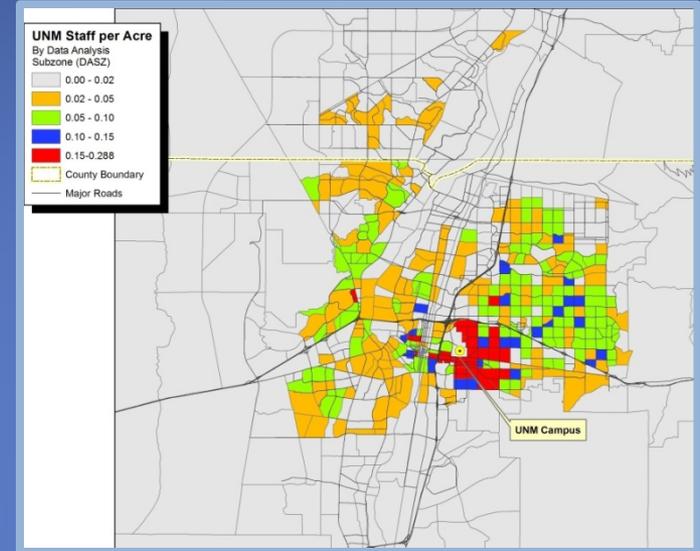
Phase I: Discovery

Market Distributions

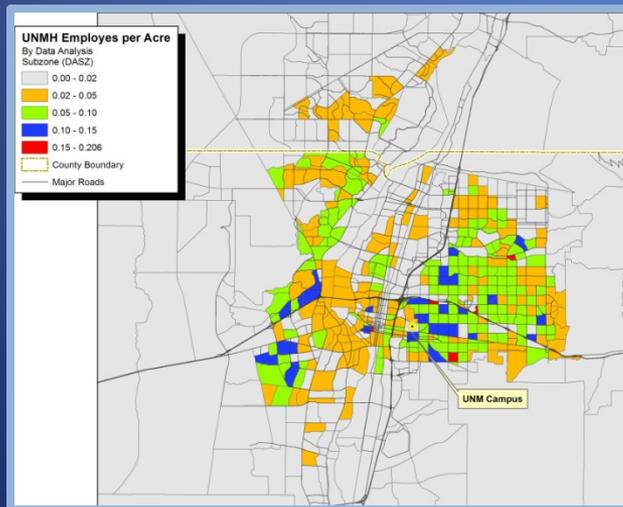
Students



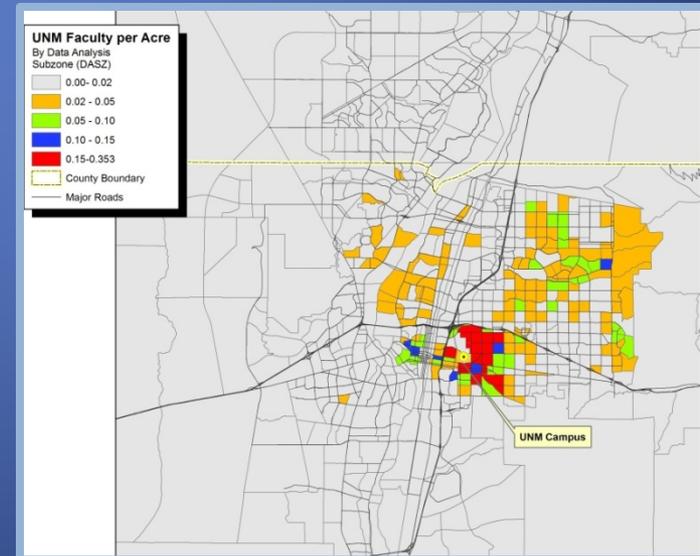
Staff



UNMH Employees

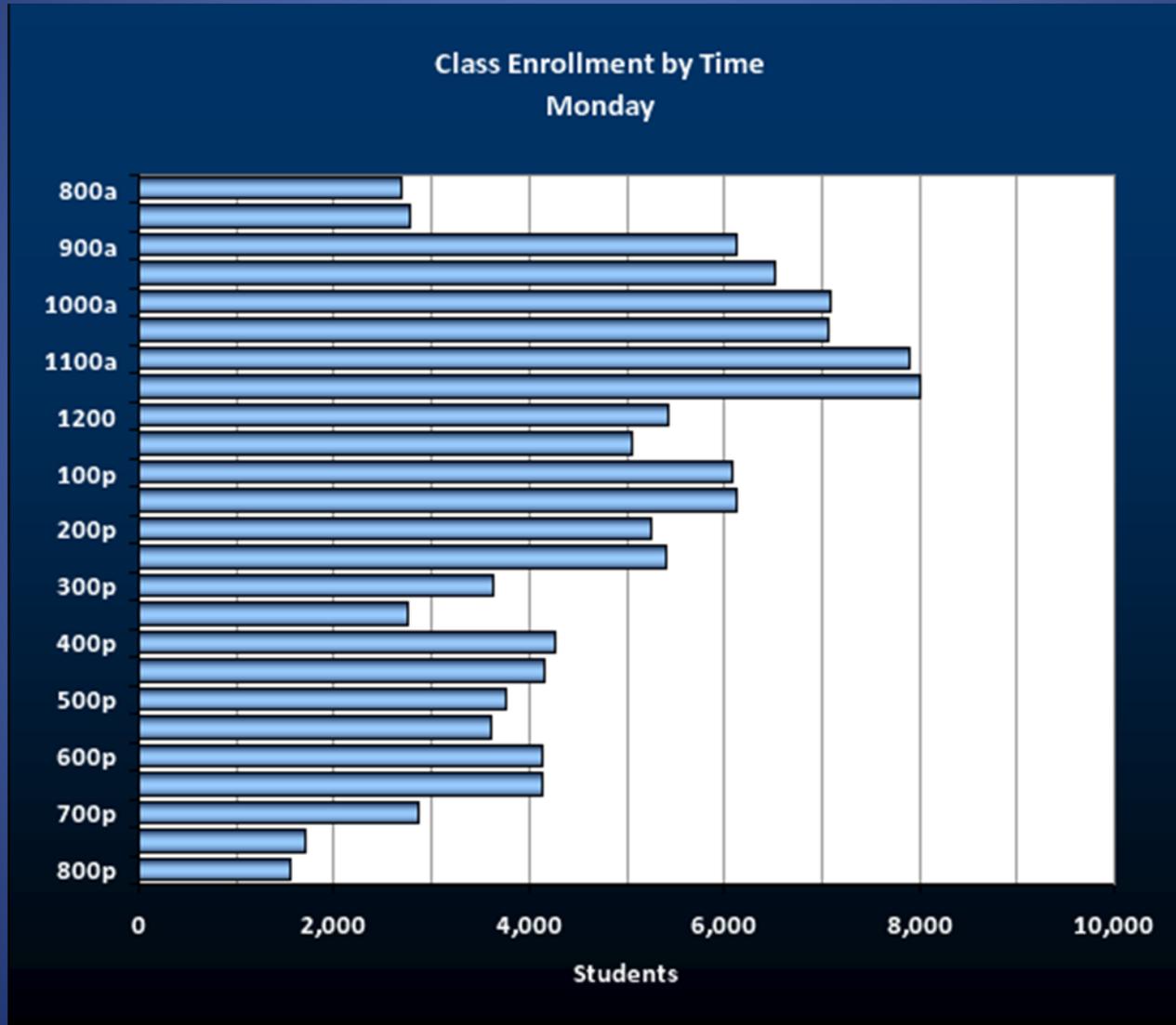


Faculty



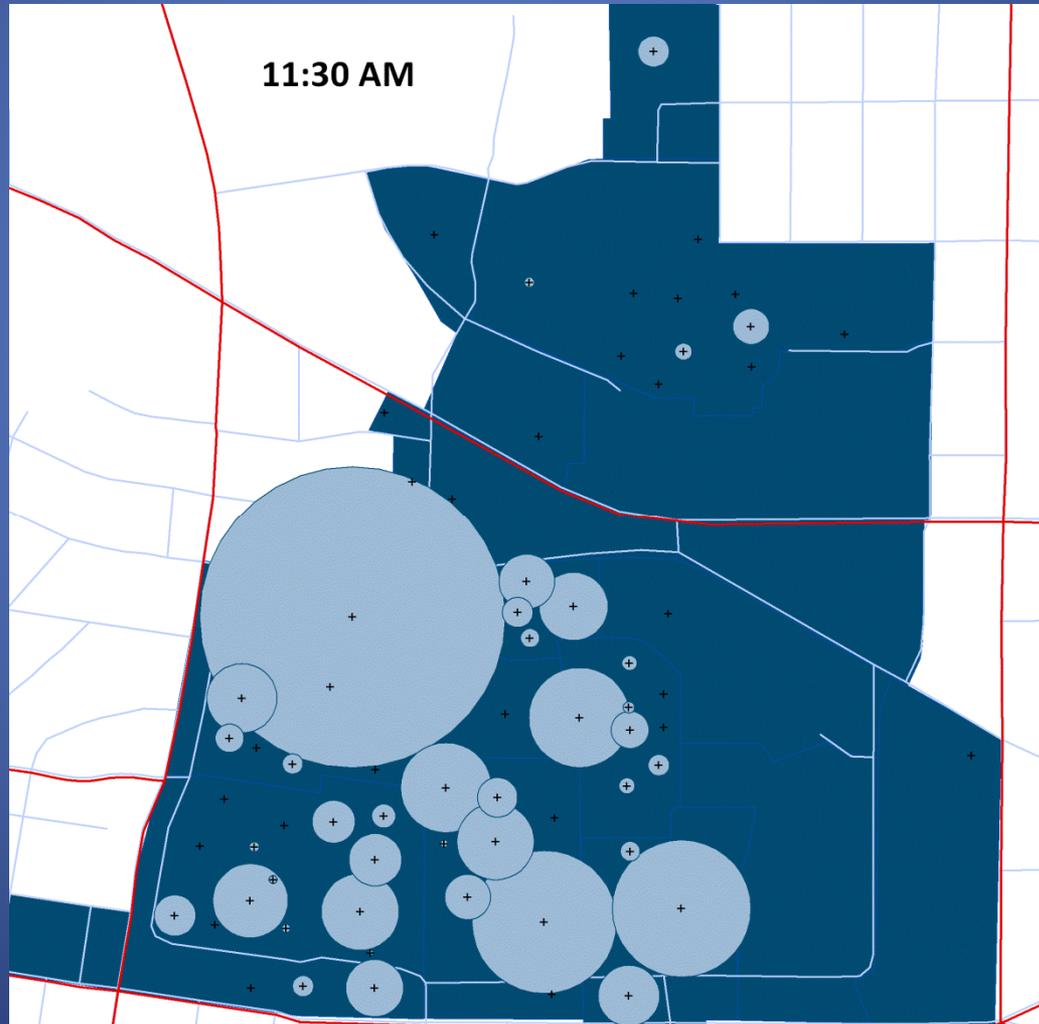
Phase I: Discovery

Utilization



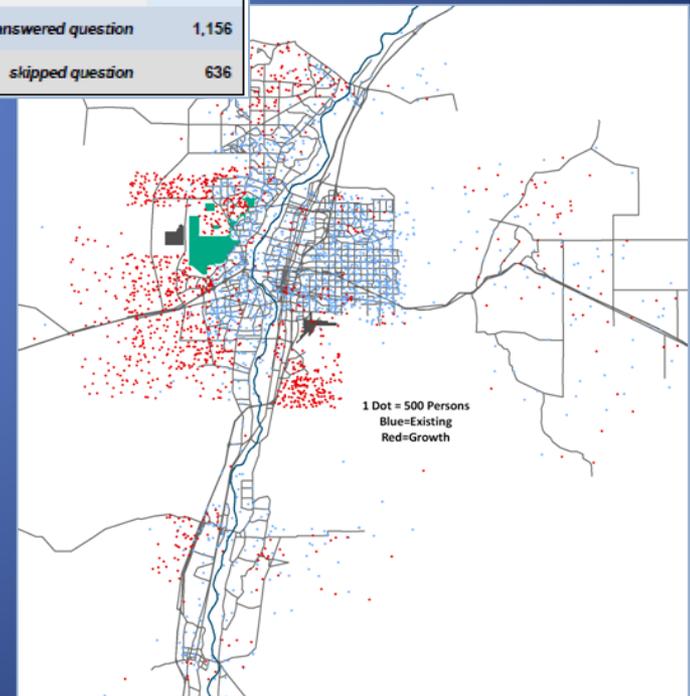
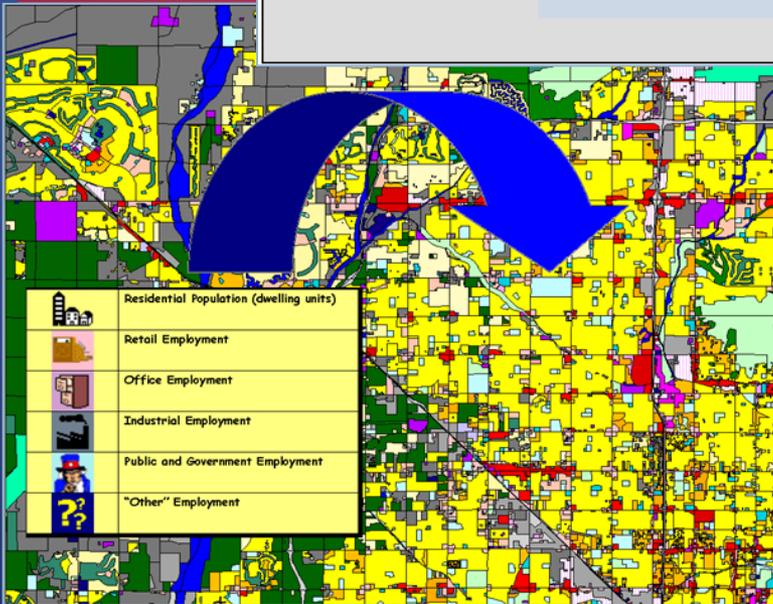
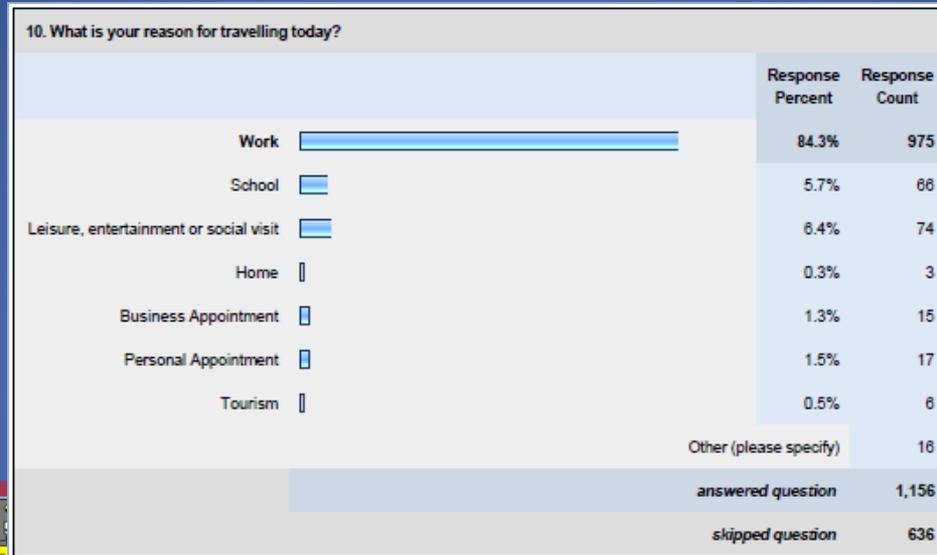
Enrollments by Time of Day

Tuesdays...Animated



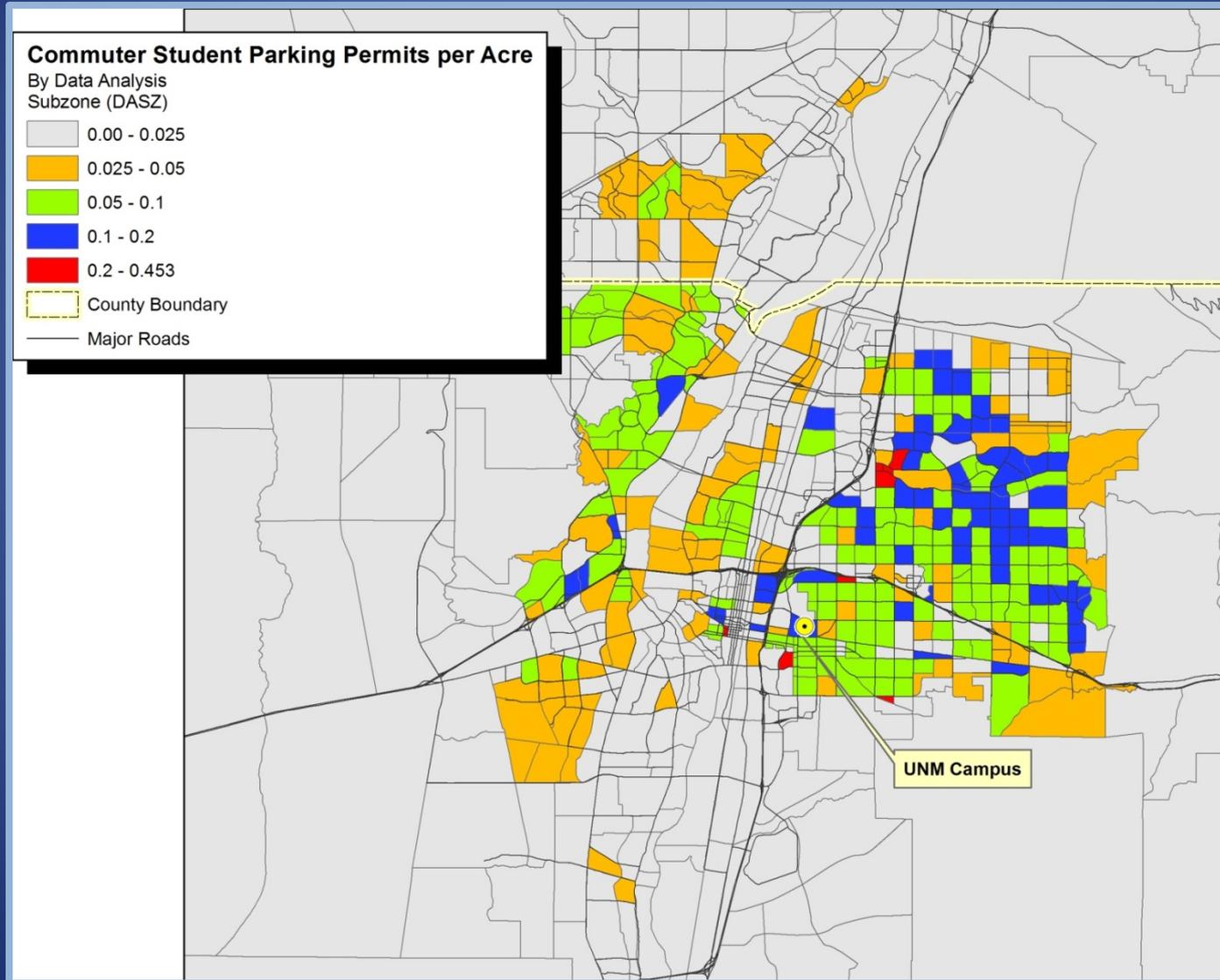
Phase I: Discovery

Demographic/Land Use/Survey Information



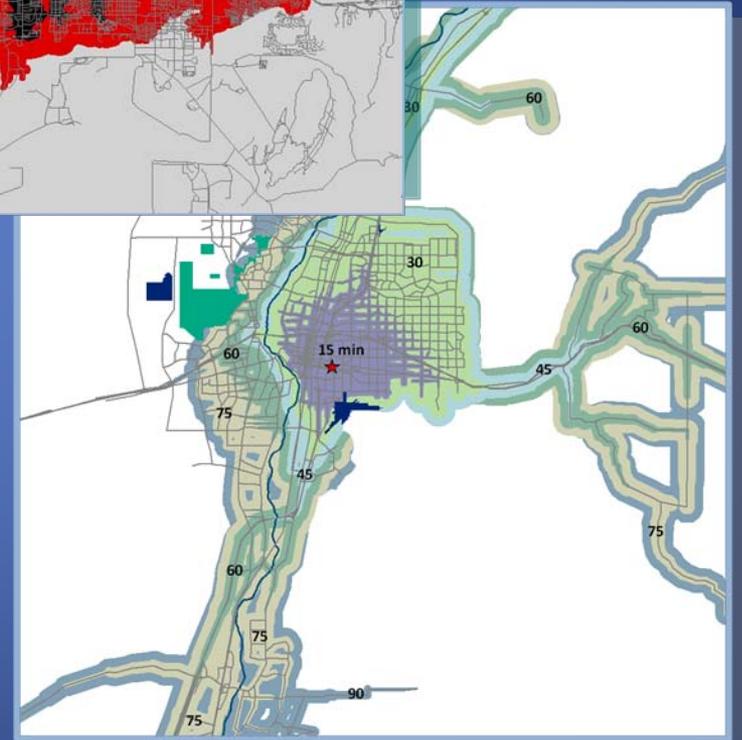
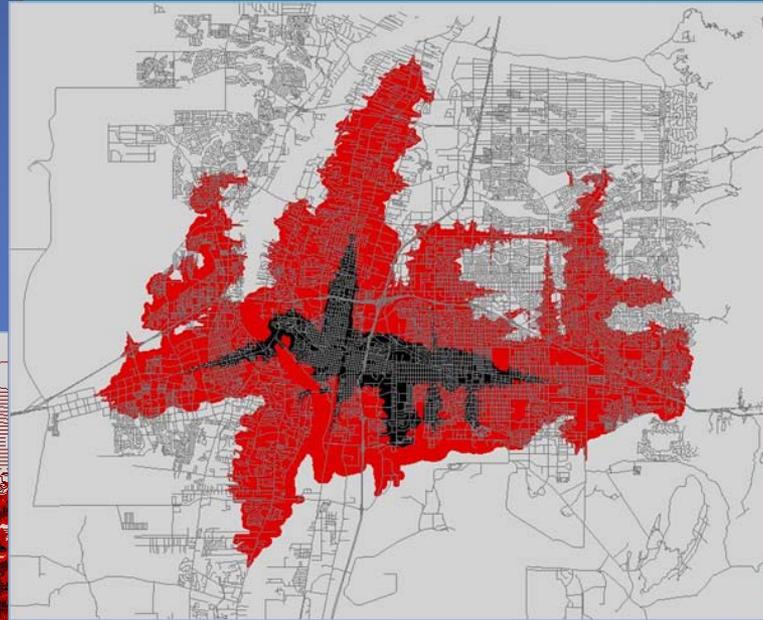
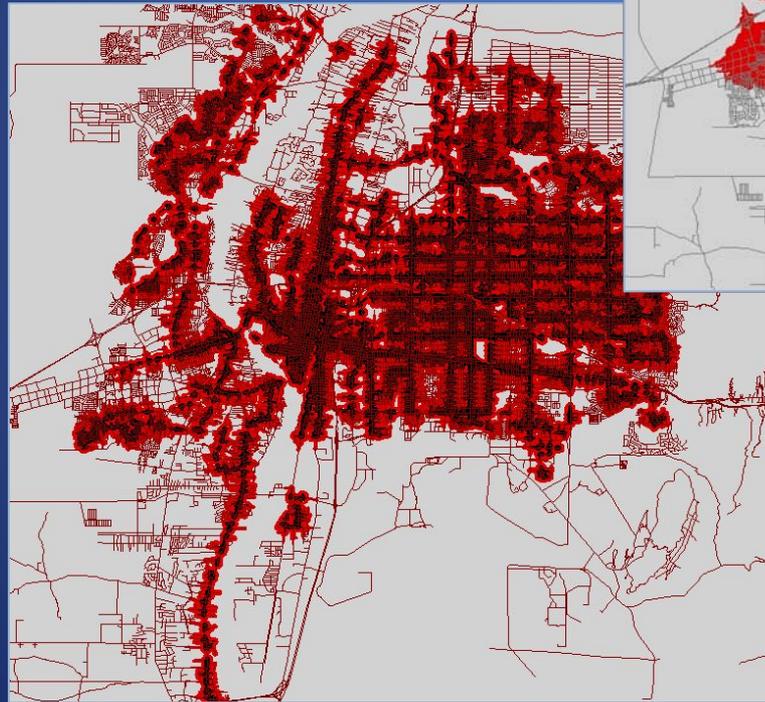
Phase I: Discovery

Permitting/Pricing/Policies



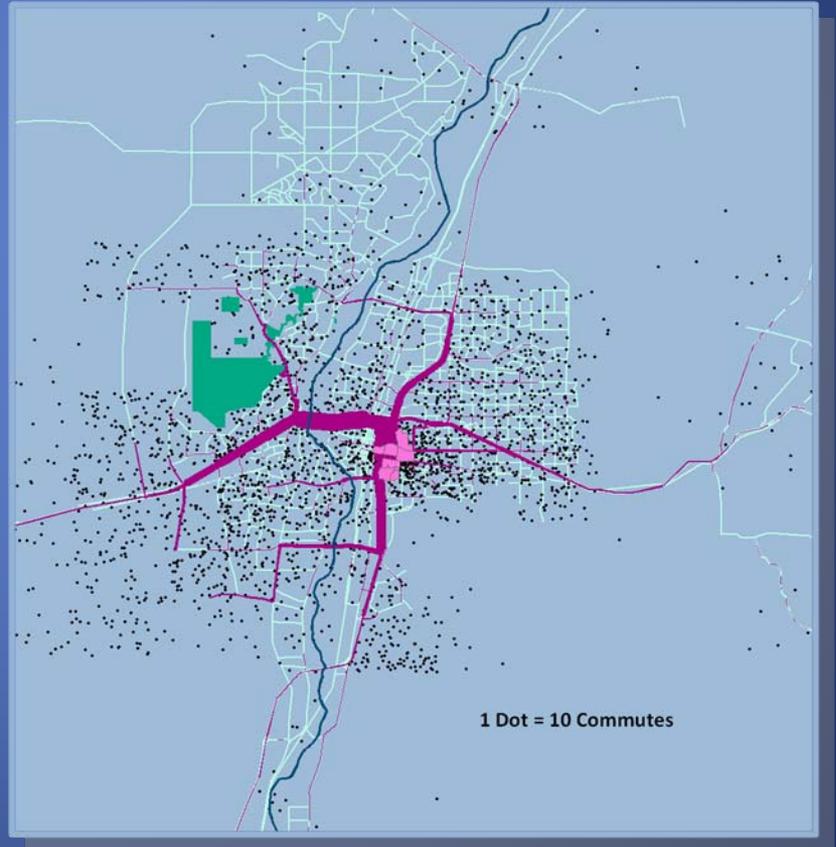
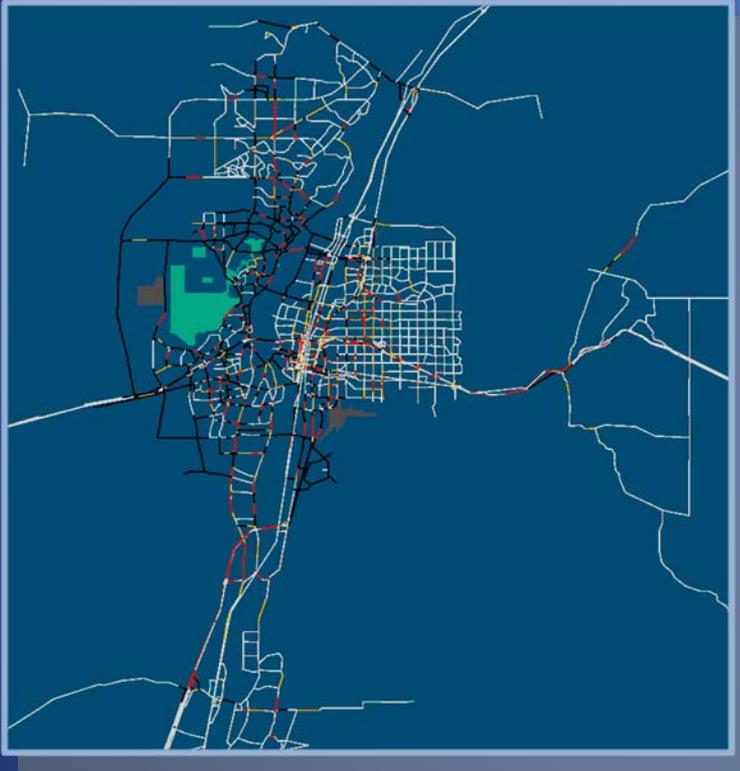
Phase I: Discovery

Accessibility Analysis by Mode & Time of Day



Phase I: Discovery

Travel Demand Model/Traffic Count/Travel Time Information



Phase I: Discovery

Identification of Other Issues/Goals

Impact of Traffic on Neighborhoods

Parking

Carbon Reduction

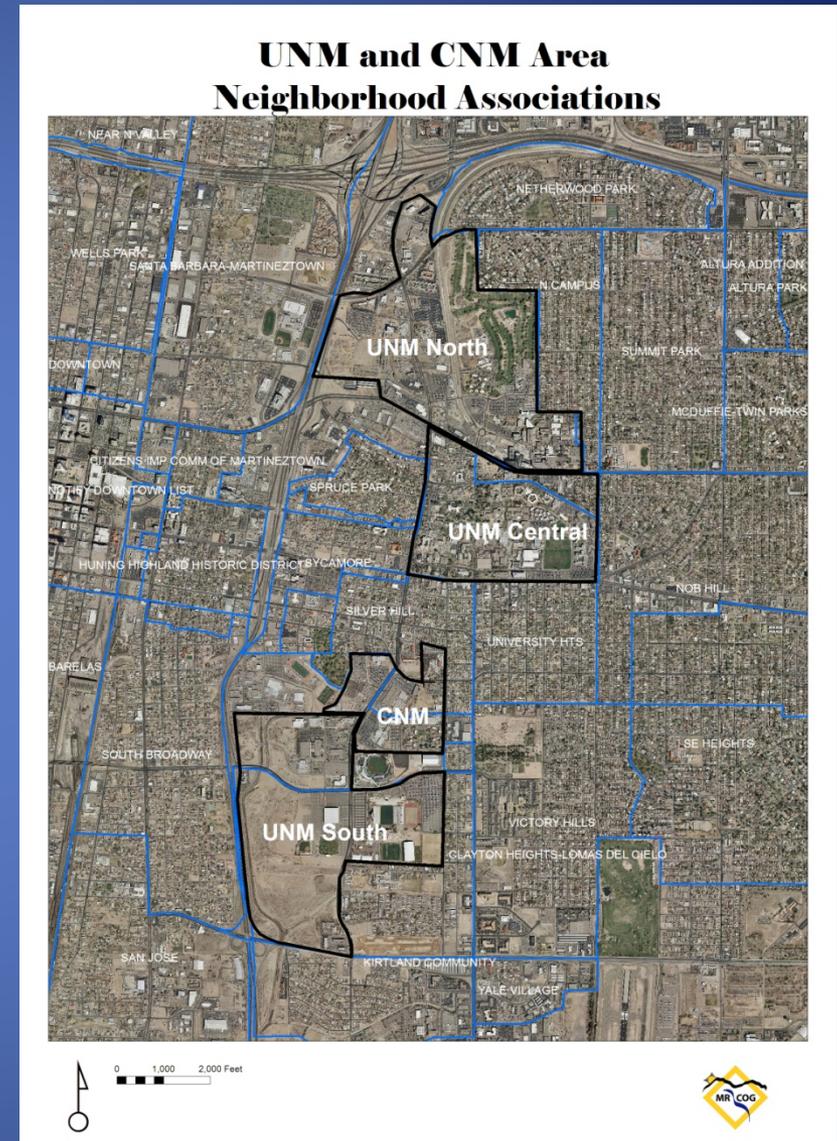
Safety/Security

Adequacy of Facilities/Services

Educational/Service Priorities

Location of New Development

Regional Issues



Information Will Drive Identification of Potential Solutions

Will Look at Supply (Transit/Ped & Bike Facilities/Roads/Parking)

But Bigger Emphasis on Demand Management via:

Mode Share

Housing/Services/Locational Issues

Utilization

Technology

Policies/Pricing/Incentives/Disincentives

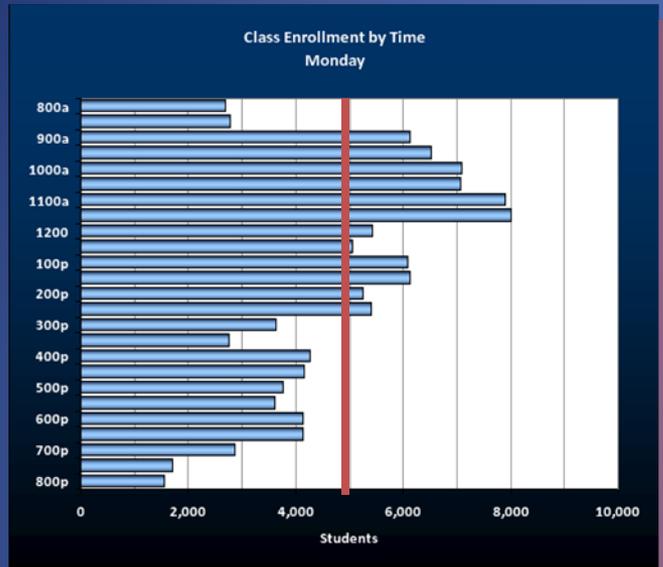
Accessibility

Mitigation

Combinations of the Above

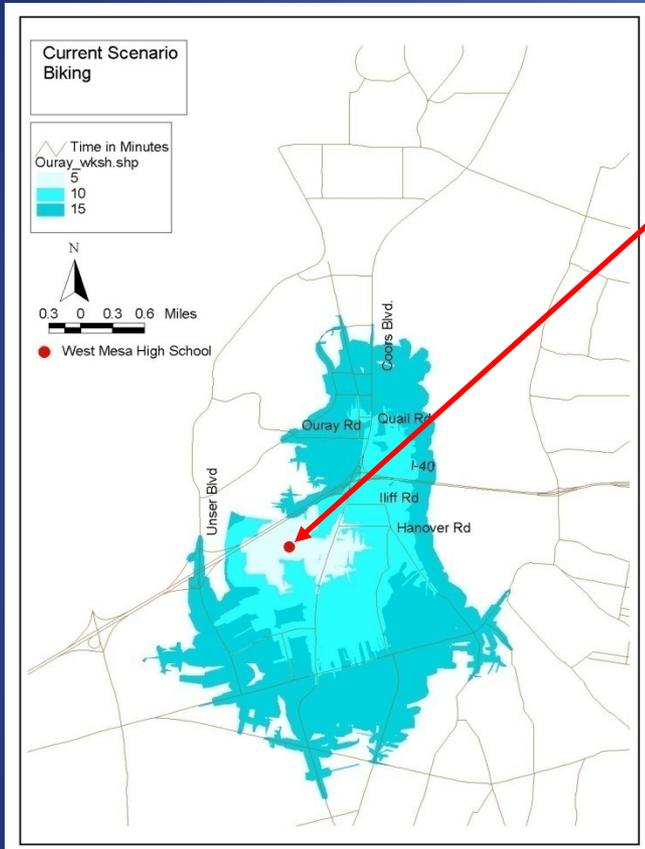
A Few Examples....

Utilization



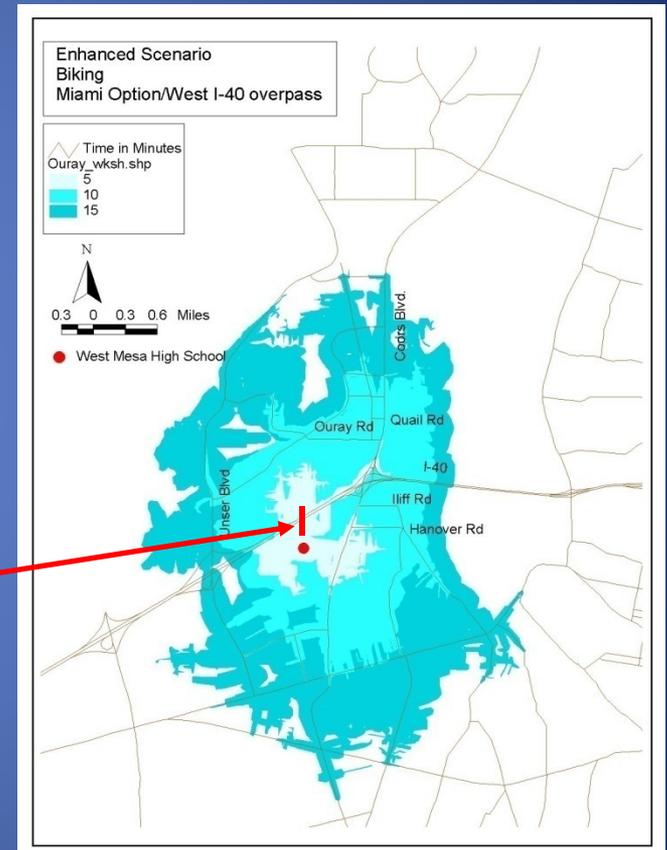
Peak conditions often determine the need for infrastructure and services. More uniform distribution of demand can often create significant benefits.

Accessibility



**No Bridge
Population:
25,300**

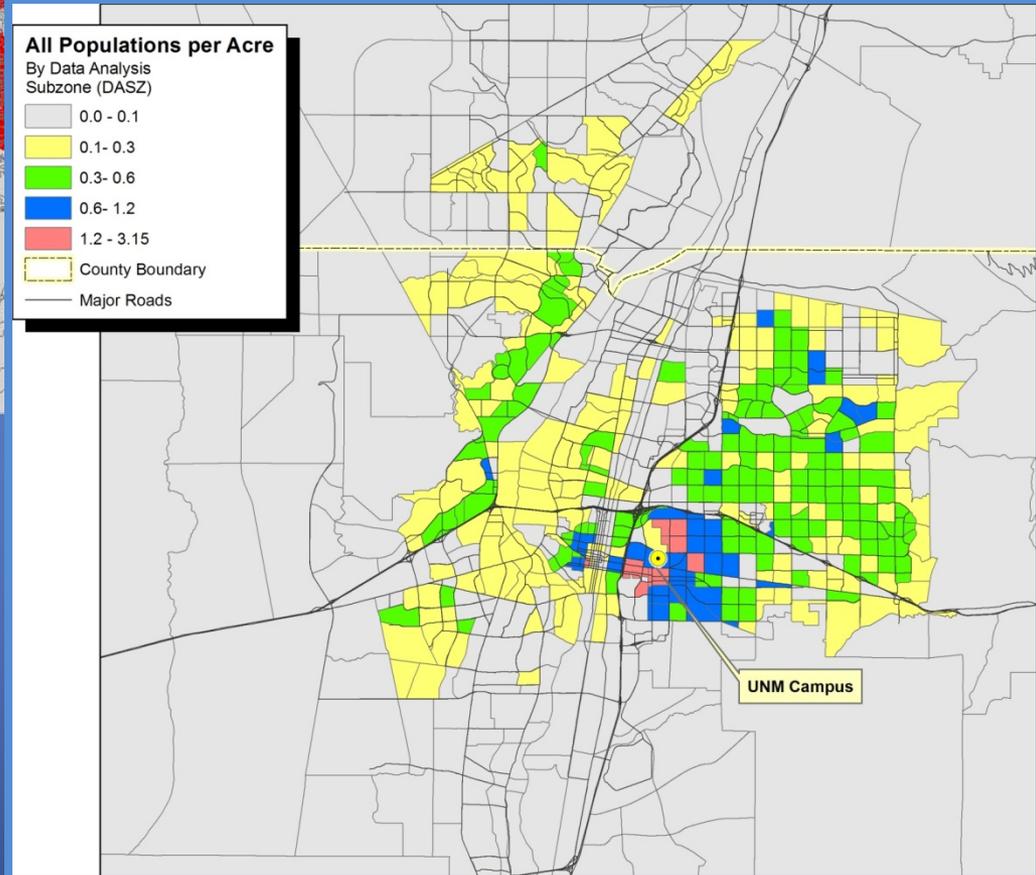
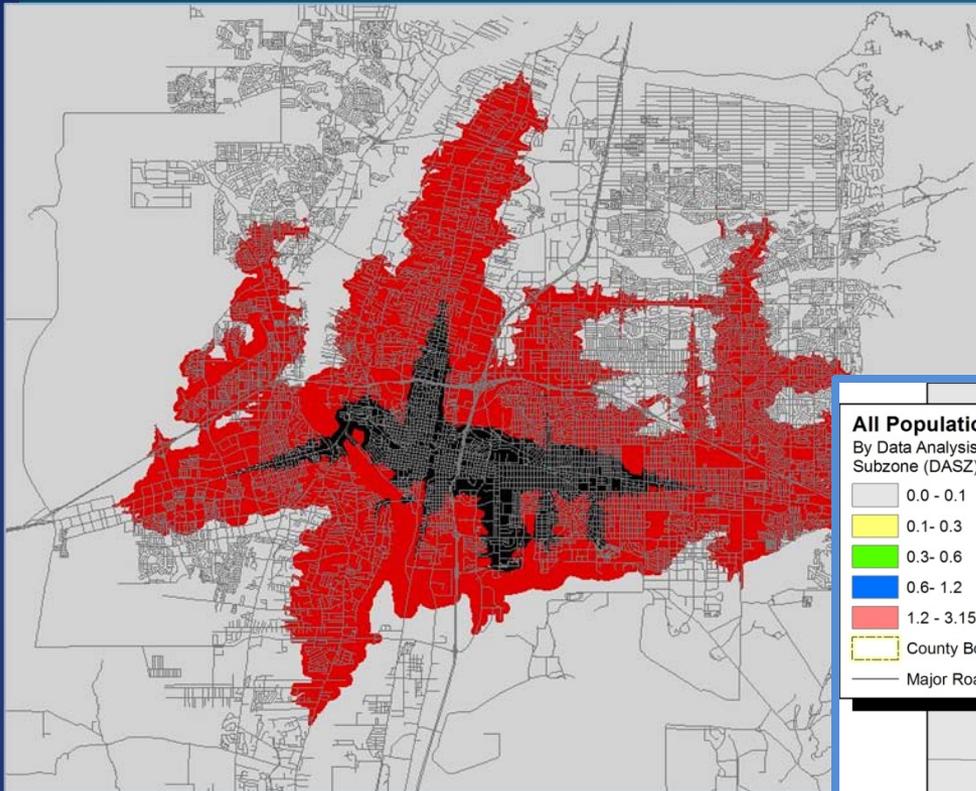
**Pedestrian
& Bike
Bridge
Population:
33,710**



Changes in accessibility can have a dramatic effect on potential markets

Supply

Providing the right services in the right places at the right times can Yield significant results



Examples of Potential Policy Responses:

- Parking Pricing
- Parking Management
- Marketing and Promotions
- Employee Financial Incentives
- Telework
- Work / class scheduling
- etc.



Examples of Facility Responses:

- Increased bus and shuttle routes
- Provision / location of parking
- Improved bicycle and pedestrian facilities
- Strategic land use location / planning
- Etc.



Phase I Schedule

July/August: Conduct Analysis

Early September: Dissemination of Results (Public Meetings)

Late September: Identification of Solutions

October: Scope & Initiate Phase II



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