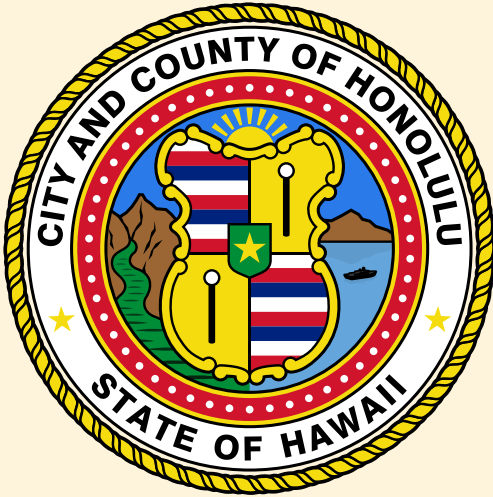


Honolulu Transportation Demand Management (TDM) Plan

Executive Summary



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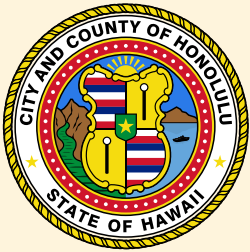
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Honolulu Transportation Demand Management Plan

Department of Transportation Services



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Executive Summary

The City and County of Honolulu (City), along with the O‘ahu Metropolitan Planning Organization (OahuMPO), have delivered a Transportation Demand Management (TDM) Plan for Honolulu.

This document, the *Honolulu TDM Plan*, provides City overarching goals for TDM delivery, outlines existing conditions, explores best practices, and provides recommendations for a fully functioning TDM program. The program, *HNL Connect*, will be operated by the City Department of Transportation Services (DTS) and will serve residents, visitors, and employees across the island.

The development of the TDM Plan, and the *HNL Connect* program scope, resulted from a collaborative planning effort involving an interdepartmental team of City staff, stakeholders from the State of Hawai‘i, the OahuMPO, and a variety of non-governmental organizations. Recommendations for the *HNL Connect* program establishment and implementation have also been informed by market research of Honolulu residents, and identification of best practices in comparable cities and regions.

Theme

Goal



1. Environment

Improve energy efficiency and mitigate vehicle emissions by supporting and encouraging active and shared modes of travel and reducing travel through telecommuting and other measures.



2. Equity

Apply context-sensitive and community-driven solutions to enhance connectivity and bolster reliable, safe, and affordable multimodal transport access for vulnerable communities.



3. Land Use and Development

Ensure that land uses are integrated within a multimodal transport network through adoption of policies and with stakeholder support.



4. Long-term Resilience

Operate a revenue generating and self-sustainable TDM program with regular data collection and transparent reporting to the public.

TDM in Honolulu

TDM is the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems.

This leads to improved mobility, reduced congestion, and lower vehicle emissions. It is a cost-effective approach to improving transportation by maximizing mobility choices that meet and exceed traveler needs.

Historically, there has been a notable amount of TDM implementation across the island including the Complete Streets policy, Safe Routes to School, and a Restricted Parking Zone (RPZ) pilot. While these efforts did not constitute a formal TDM program, they helped set the foundation for the HNL Connect program that is detailed in this Plan.



UA 'Ā KA UIĀ! POWER UP, HONOLULU!

3501

22 ALIPIA TC
via Kapiolani

***HNL Connect:* the Honolulu TDM Program**

In order to leverage TDM productively in Honolulu, it is important that the TDM Plan go beyond traditional high-level recommendations, and focus on actionable recommendations that the City can implement directly.

HNL Connect is the program and brand under which all TDM will be implemented. The program will be managed directly by DTS staff with other City departments and partner engagement.

In the first five years of delivery, *HNL Connect* will deliver six 'primary strategies' and provide support to a variety of additional initiatives across Honolulu. Aligning with its work, the program will maintain broad public communication through social media, and regularly evaluate its impact through regular monitoring and reporting.

The six 'primary strategies' and four 'support strategies' that *HNL Connect* will deliver are summarized below.

Primary Strategies



Annual Travel Challenge – a week-long travel contest incentivizing travel by sustainable modes



Targeted marketing – an annual marketing campaign encouraging sustainable travel choices



Restricted Parking Zone (RPZ) Program - encouraging travelers to use more sustainable options than driving alone to certain destination neighborhoods



Vanpool subsidy provision – encouraging vanpool usage by providing up to \$500 per vanpool per month



Developer TDM Reporting - formal processes for new projects to encourage site-based TDM delivery

Support Strategies



Parking pricing management – supporting efforts to manage parking pricing encouraging the use of sustainable modes



TDM education – supporting the provision of TDM fluency training to public officials, business owners, and the public



Citywide Multimodal Efforts – promotion of first- and last-mile travel



Carpool matching – support for carpool matching, currently managed at the statewide level

