

TOWNSHIP OF LOWER MERION

RESOLUTION NO. _____

**RESOLUTION ADOPTING A TRANSPORTATION DEMAND MANAGEMENT
(TDM) POLICY FOR THE TOWNSHIP OF LOWER MERION**

WHEREAS, the Township’s comprehensive plan, *A Comprehensive Plan for the Preservation, Infill, and Redevelopment of Lower Merion Township*, includes goals to improve transportation quality and expand options, and provide opportunities for healthy lifestyles.

WHEREAS, the Township of Lower Merion (“Township”) recognizes that the Greater Valley Forge Transportation Management Association (“GVF”) provides expertise to:

- Support local planning projects that will lead to more residential, employment or commercial opportunities in areas designated for growth or redevelopment;
- Improve the overall character and quality of life within the region to retain and attract business and residents;
- Enhance and utilize the existing transportation infrastructure capacity to reduce demands on the region’s transportation network;
- Reduce congestion and improve the transportation system’s efficiency by promoting the use of transit, bike, and pedestrian transportation modes;
- Build capacity in older suburbs and neighborhoods;
- Reinforce and implement improvements in designated Centers; and
- Protect the environment through growth management and land preservation.

WHEREAS, Lower Merion Township partnered with Greater Valley Forge Transportation Management Association “GVF” to prepare a Transportation Demand Management (TDM) Policy, which is a comprehensive approach to reducing traffic congestion through a wide range of strategies aimed at encouraging alternatives to the single occupant vehicle.

WHEREAS, a TDM Policy will improve the efficiency of the Township’s transportation network by incorporating TDM elements into its reciprocal interactions between businesses, employers, institutions and residents who call Lower Merion home.

WHEREAS, this TDM policy can assist in the reduction of traffic congestion with the anticipated benefits of economic revitalization, improved public health through the encouragement of active transportation options, increased mobility for Township residents of all ages and physical abilities and measurable reduction in emissions affecting the environment.

This policy is guided by the following principles:

- a. Support the recommendations of the Township's 2016 Comprehensive Plan and accepted Township planning documents, which prioritize Township improvements for multi-modal travel. The Policy shall also be complementary to the new Zoning Code.
- b. Provide equity for both residents and employees of Township businesses and institutions. This TDM policy balances the needs of major employers and institutions within the Township and affect traffic patterns in the peak hours with the overall needs of residents accessing Township amenities.
- c. This TDM Policy shall work toward the following measurable goals, with baseline measurements from 2018/2019 figures:
 1. Reduction in AM and PM peak period trips at the following established locations by 5%-7% within six (6) years of the implementation of this policy.
 - a) Rock Hill Road and Belmont Avenue
 - b) Lancaster Avenue and Remington Road
 - c) City Avenue and Belmont Avenue
 - d) St. Asaphs Road and Belmont Avenue
 - e) City Avenue and Presidential Boulevard
 - f) City Avenue and Lancaster Avenue
 - g) S Bryn Mawr Avenue and County Line Road/Haverford Road
 - h) Rock Hill Road and Conshohocken State Road
 - i) Bala Avenue and Union Avenue
 2. Show an increasing amount of 'saved' vehicle miles traveled (VMT) based on a biennial review of implemented TDM Plans required by zoning and land development processes.
 3. Show a 15-20% increase in mode shift based on employees taking a TDM alternative such as, cycling, carpooling, vanpooling, teleworking or transit. An initial employer survey would be conducted, which would gather data on the current commuting habits/modes. Through the required TDM Plan biennial survey, the mode shift data would be collected and analyzed to determine if 15-20% increase has occurred.
 4. Show a Township-wide increase in the availability of bicycle and pedestrian infrastructure within six (6) years of the implementation of this policy.
 - a) Add 1 mile of public bicycle/pedestrian pathways through land development and public projects.
 - b) Add 100 bicycle parking spaces through land development and public projects.
 5. Document an increase in public outreach efforts to promote multi-modal transportation.

- a) Run public service announcements each year on local broadcast LMTV, as well as Township communication networks.
- d. TDM Policy application should be flexible based on the needs of the Township, employers and residents.

WHEREAS, the Transportation Demand Management (TDM) Policy for the Township that was developed by GVF will provide a toolbox the Township can use to address traffic congestion, issues related to growth, good land planning, and investment in critical transportation improvements to encourage multi-modal travel in the Township.

WHEREAS, this policy shall be applied voluntarily to: (1) Projects seeking Zoning Use Permits; (2) Projects requiring land development approvals within the Township; and (3) Township-led initiatives.

WHEREAS, the policy will be implemented by the Township by setting a precedent on how TDM elements may be applicable and incorporated into new projects, new programs and planned events within Lower Merion Township. The Township TDM Policy shall allow for the gradual implementation of the conditions imposed on employers and developers and support the early phases of the policy with public education and marketing efforts.

WHEREAS, a Lower Merion Township Transportation Demand Management (TDM) Coalition could be formed to bring together the business and institutional community on a regular basis to share ideas and form mutually beneficial partnerships related to congestion management.

WHEREAS, Lower Merion Township will track the progress of the implementation of this policy. Performance measures will be incorporated into the conditions imposed by TDM Plan requirements for employers as well as zoning and land development ordinances proposed as part of the Policy.

Performance measures related to the goals above include but are not limited by:

- a. Peak hour trip counts measured at the intersections listed above on a biennial (two-year basis).
- b. Biennial review of average annual daily traffic (AADT) data recorded by the DVRPC and Lower Merion Township at major Township roadways.
- c. Biennial review of SEPTA ridership information.
- d. Biennial review of project/employer TDM Plans for data on mode shifts required by the approved TDM Plans and vehicle miles traveled (VMTs) saved.
- e. Biennial review of bicycle and pedestrian infrastructure Township-wide.

NOW THEREFORE BE IT RESOLVED, that the proper Township Officials, in accordance with the authority conferred by law, subject to the approval of the Township Solicitor, hereby formally adopt the TDM plan as official Township policy.

RESOLVED by the Board of Commissioners of the Township of Lower Merion the ____day of _____, 2020.

BOARD OF COMMISSIONERS
TOWNSHIP OF LOWER MERION

BY: _____

Daniel S. Bernheim, President

ATTEST:

Jody L. Kelley, Secretary