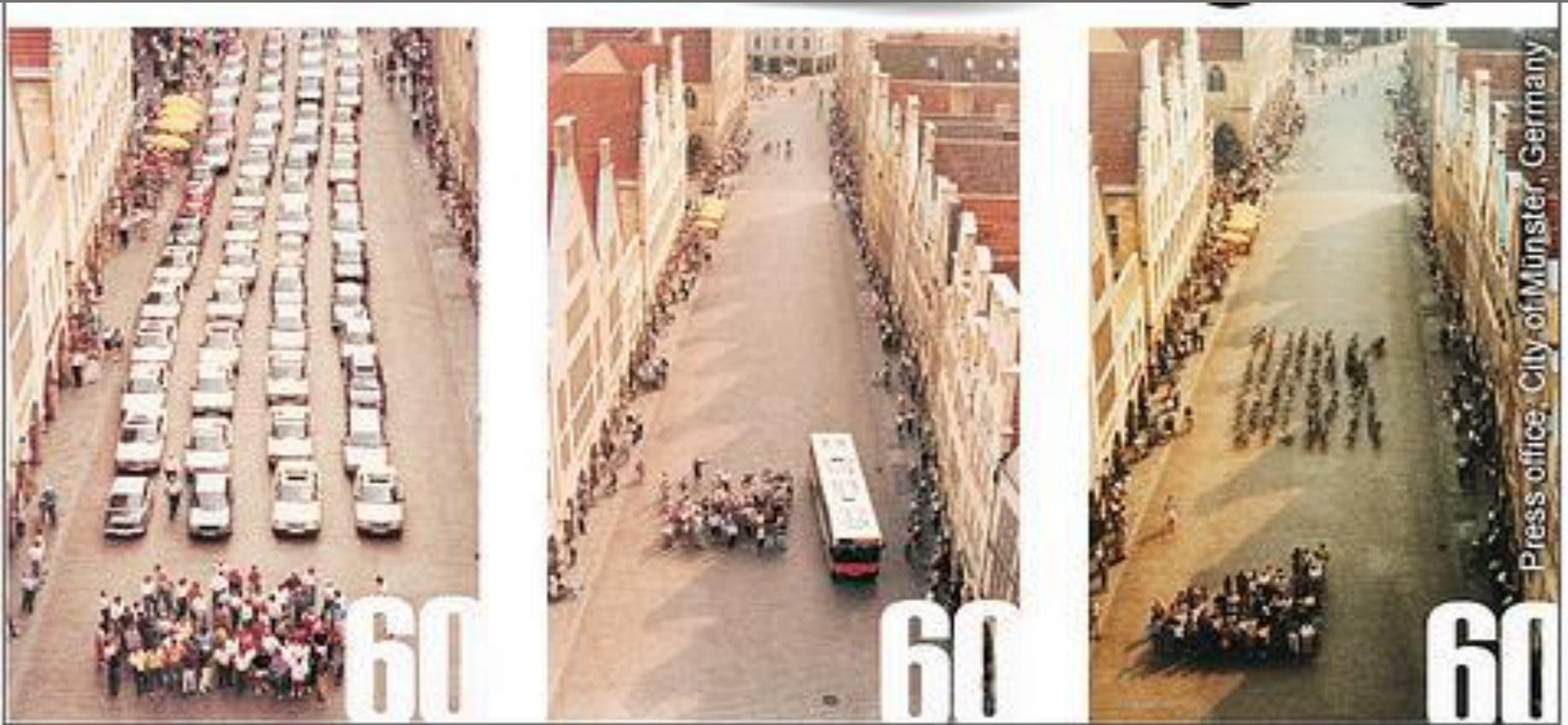




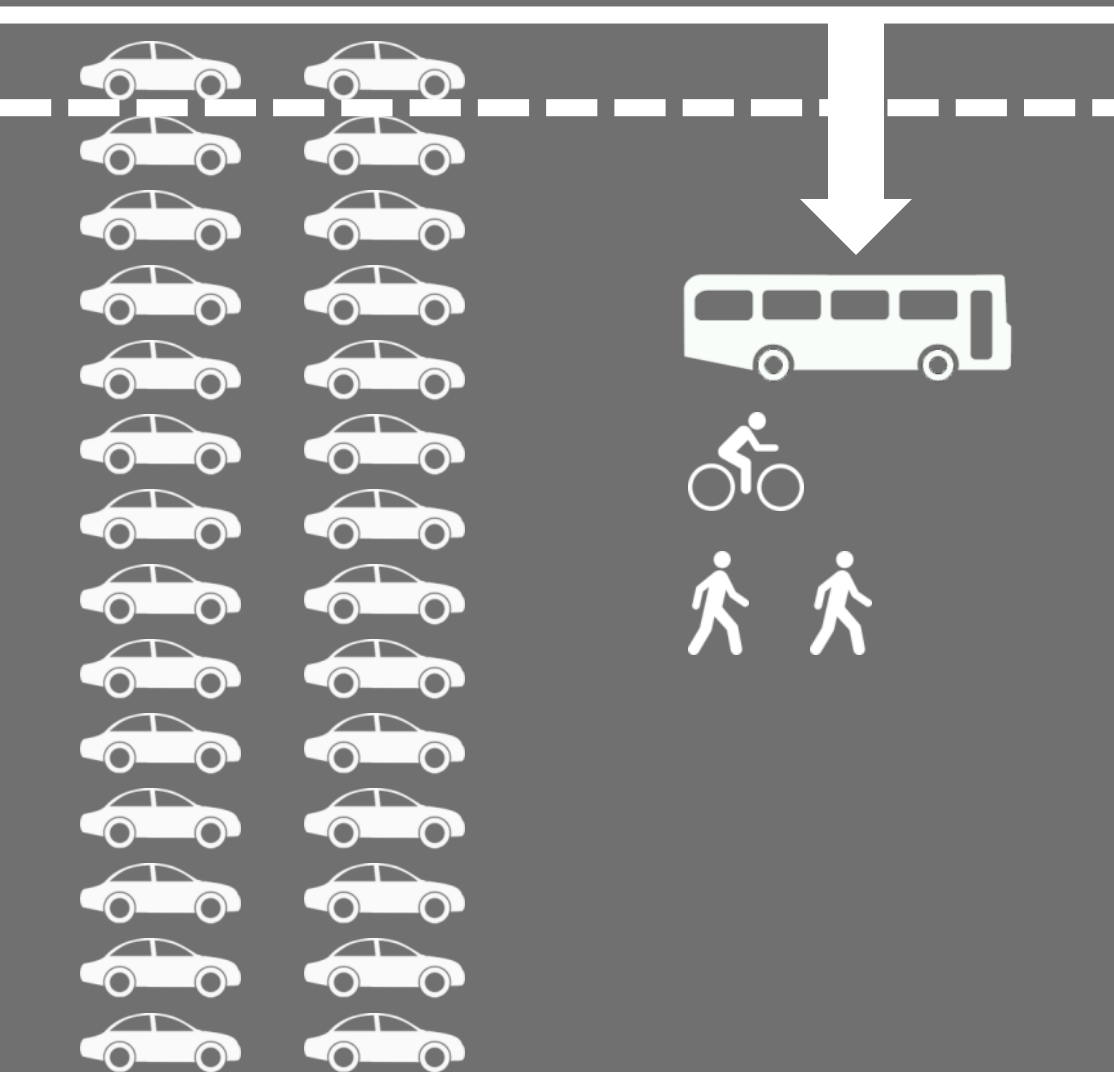
Transportation Demand Management

Overview of Tools and Strategies



What and Why?

Maintaining Quality of Life, Work, and Health



Theoretical Capacity

Free flow condition

Types of travelers

Convinced & committed

Early adopters, driven by values or budgets (or both!)

Capable, but cautious

Have used alternate modes occasionally but uncertain of them for regular use

Interested, but skeptical

Would use alternate travel if they had knowledge of them and they were of equal value

No way, no how

THIS IS O.K. TOO! If an informed choice

HOW?!

(How do you know it will work?)



TOOLS OF THE TRADE

Information and Travel planning apps

Multimodal trip planning

May include:

- Trip time estimation
- Cost comparison estimation
- Calorie count estimation
- Carbon calculator
- Weather forecast

Needs to be:

- Accurate and reliable
- Easy to use
- Mobile
- Dynamic



Flickr User John Braken

Bicycle Access and Use

Bicycle facilities (*quality* and sufficient *quantity* of racks, lockers, showerseven bicycle benefits)

Bike share expansion, promotion and use



Pedestrian Improvements

Good site design to enhance pedestrian connections and safety

Comfortable and interesting environment

Mixed land uses



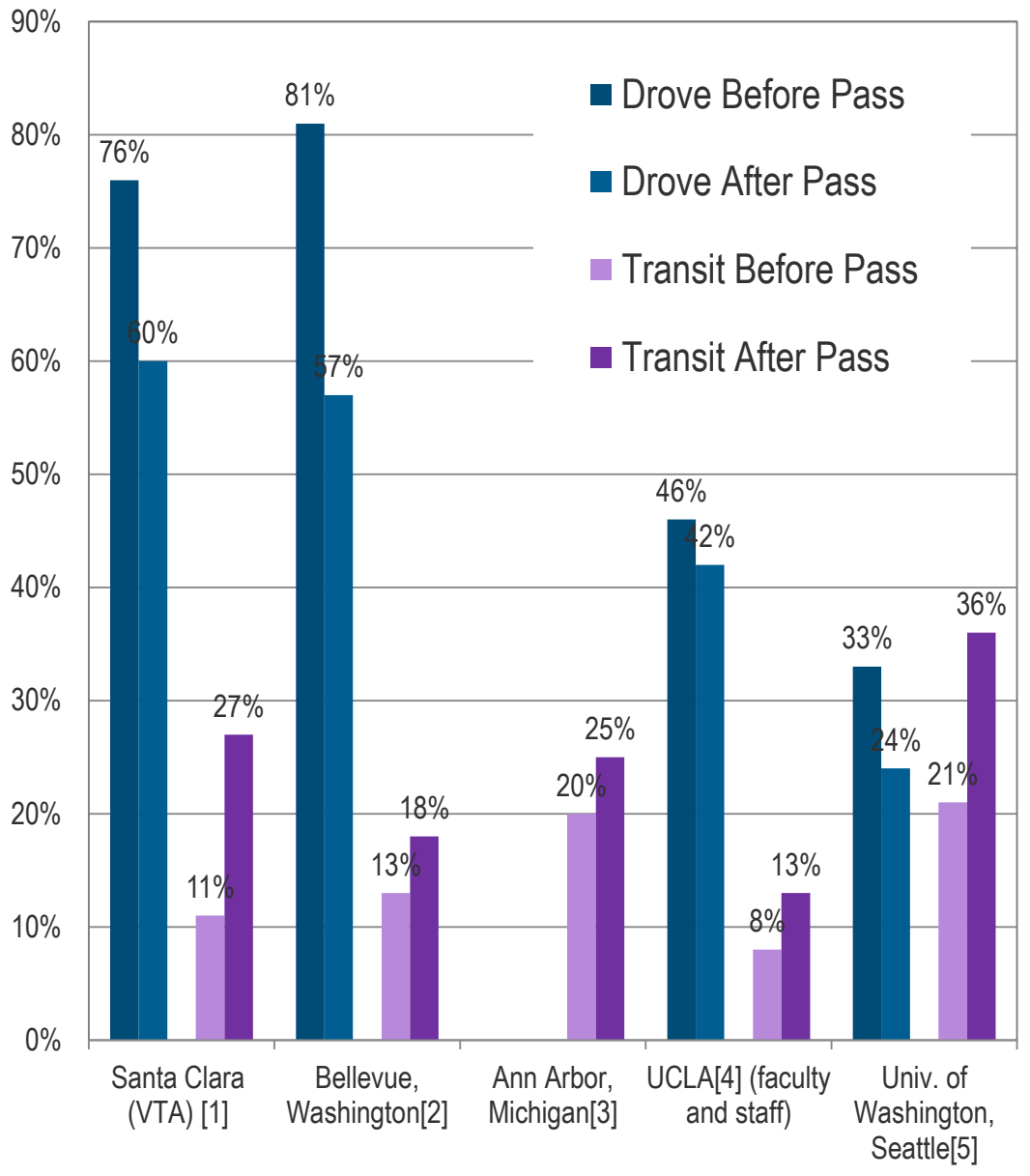
Transit Programs

Shuttles

Discount fares

Universal pass

Employee discount or employer incentive



Vanpool, carpool, rideshare and ride matching

Transit extender

Subsidized lease

Insurance

Ride matching

Reduced parking rates
and other benefits



Washington State Department of
Transportation

Car Share

Can take the place of fleet vehicles

Available vehicle for when employees, residents, or students want or need a car

Each car share vehicle eliminates demand for **11-25 private vehicles** and each car share member **reduces their driving by an average of 50%**



Source: Wikimedia Commons

Guaranteed Ride Home

Low cost, big impact

Gives travelers confidence to use other modes

“in case something happens”

Very rarely called up



Credit: Roosbeh Rokni

Telework, online study or alternative work schedule

Increases employee morale

Decreases absenteeism

Maintains or increases work productivity

Not practical for all positions or industries



Flickr User RoberDan

Housing Programs

Live near work

Promotion

Real estate matching

Employer assisted
housing

Employer provided
housing



Flickr User MKunnert



N NELSON
NYGAARD

Parking Management

Parking cash-out programs

Parking permit reform
(buy only what you need)

Demand-based pricing
and variable pricing

Tailor parking requirements



Credit: Joel Dinda

COMMUTER



CHALLENGE

Re**think** your ride.



bike to work day

goDCgo
powered by d.
www.goDCgo.com
info@goDCgo.com

MARKETING your Transportation Benefits

- Let goDCgo help you market your company's transportation benefits program, free of charge, and watch employee participation soar!
 - Your organization will benefit by retaining a talented workforce, and employees will enjoy lower stress levels, fewer health complaints, higher productivity and greater job satisfaction. Here's how we can help:
- Make information available online
 - Use one of our "quick glance" sheets and add it to your intranet, or allow us to write up a list of transportation options specifically for your company's website.
- Host an information session
 - Take the information you gathered in your employee survey and host a session on transportation options. A goDCgo representative can come on site and host a professional informational session at no cost.
- Shine a light on transportation benefits
 - Make sure employees are constantly reminded that transportation is a big part of their overall benefits package by ensuring all benefits fairs feature a transportation component. A goDCgo representative is available to host a table and provide information and free giveaways.
- Reap the benefits
 - Tax-free transit benefit programs can save your organization FICA and unemployment tax on each participating employee. The more employees that participate, the more your company can save. In addition to being a great recruitment and retention tool, transportation benefits are also an excellent way to keep employees in good health. Studies have shown that sustainable commutes result in healthier employees, saving in health insurance costs and sick leave.
- Survey Employees
 - Find out how your employees get to work each day by conducting a simple survey. This will help you to better understand how each employee feels about their individual commute and more about the commuting patterns of your employees overall. goDCgo can help administer the survey electronically or in a paper format. We will analyze the responses and provide the results and a summary of our findings as well as recommended next steps.
- Know your options
 - Let goDCgo create a custom transportation "quick glance" for you that details all of the available transportation options near your worksite. Take our "quick glance" and pass it along to your employees. Place a copy in new hire kits, so they receive transportation information right off the bat. We can even make a poster-sized version for your break room or other high-visibility area. Brochures are also available free of charge and are a great resource to have around your office.

STRESSED vs. RELAXED

Employee Transportation Benefits

Quick Glance
Local Transit
Bike
Taxi

Guaranteed Ride Home Program

TAXI

TAX

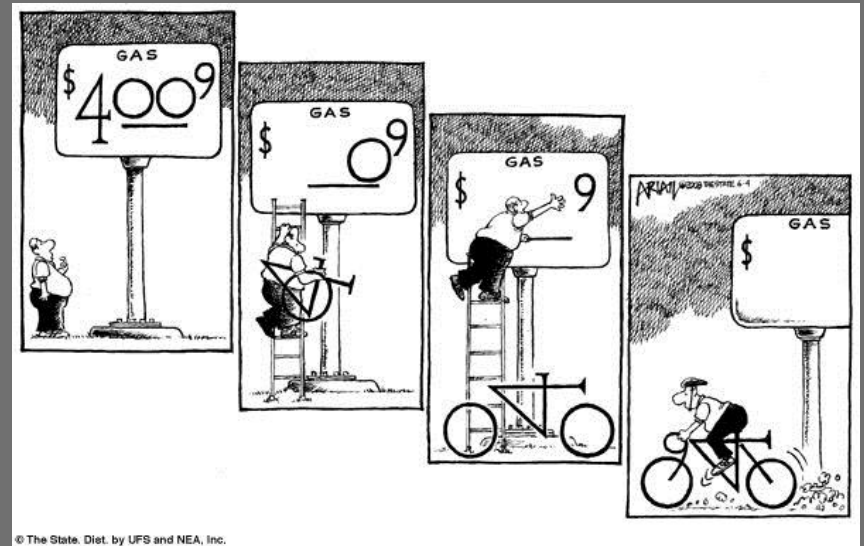
22 September
World Carfree Day
"time for a change of scene"

Marketing & events



Cost – household

- Driving
 - ~\$9,122/year (AAA)
 - \$833/month + \$126/mo pkg
 - ~\$950/month auto commute
- Transit
 - ~\$6.30/roundtrip
 - \$245/mo (deductable)
 - = ~2 roundtrips/work day
- Bicycle
 - \$75/year bikeshare = \$6/mo
 - \$1,500/bike (8 year) = \$15/mo



Parking is a sunk (and sometimes unrecoverable) cost



Thank you, Don Shoup!



**AU Parking Permit
\$126/month**

Cost - institution

	Surface	Above Grade Ramp	Below Grade Garage
Capital cost (per space)	\$10,000	\$20,000	\$40,000
@ 7% interest (30 yrs)	\$25,000	\$47,900	\$95,800
Monthly cost	\$70	\$135	\$265
O&M	\$15	\$65	\$80
COST RECOVERY (/ mo)	\$85	\$200	\$345

Competitiveness

New American Transit

young Americans shift away from a car-driven culture

“There’s a **cultural change** taking place... younger consumers are viewing an automobile with a jaundiced eye. They don’t view the car the way their parents did & they don’t have the money that their parents did.” ~ **John Casesa** auto industry veteran

The average annual number of vehicle miles traveled 16 to 34-year-olds **decreased** by

2001 **23%** **2009**

10,300 miles per capita

7,900 miles per capita

62% of 18 to 29-year-olds prefer to live in

MIXED-USE COMMUNITIES



average cost of driving **\$8,946** per year.

80% of 18 to 34-year-olds stated the cost of gasoline, parking & maintenance made owning a car difficult



16 to 34 year-olds in households with incomes earning more than **\$70,000** per year are increasingly choosing to **not** drive, instead increasing use of...

transit by **100%** cycling by **122%** walking by **37%**

in **2009**
16 to 34-year-olds

24% bike trips

16% walking trips

40% transit miles

than in **2001**



MEASURABLE IMPACT

Measuring Impact and ROI

Strategy	Details	Employee Vehicle Trip Reduction Impact
Parking Charges	Previously Free Parking	20%-30%
Information Alone	Information on Available SOV Alternatives	1.4%
Services Alone	Ridematching, Shuttles, Guaranteed Ride Home	8.5%
Monetary Incentives Alone	Subsidies for carpool, vanpool, transit	8-18%
Services + Monetary Incentives	Example: Transit vouchers and Guaranteed Ride Home	24.5%
Parking Cash Out	Cash benefit offered in lieu of accepting free or subsidized parking	17%



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