

DESTINATION UMED

More Travel Choices. More Opportunity.

TDM 101 & Best Practices

January 2023

TDM BEST PRACTICES

- 1 What is TDM? (pg. 3)
- 2 Summary of Research and Trends (pg. 10)
- 3 Best Practices to Explore (pg. 16)
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What is TDM?



What is TDM?

Transportation demand management (TDM) is a catch-all term for strategies that result in **more efficient use of transportation resources**.

These strategies include:

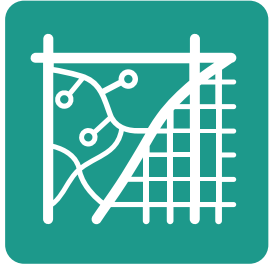
- Providing more **transportation options**
- Giving people safe and convenient **choices** to get where they want to go
- Making it easier to **reduce single occupancy vehicle trips** over time
- Prioritizing the “**carrots**” over the “sticks”



Wayfinding, safe street crossings, and seamless connections between travel options are important elements of TDM.



The building blocks of TDM include...



PHYSICAL

- Bike lanes, sidewalks, & crossings
- Bike parking
- Transit stop amenities
- Mobility hubs
- Showers & lockers
- Less parking & shared parking



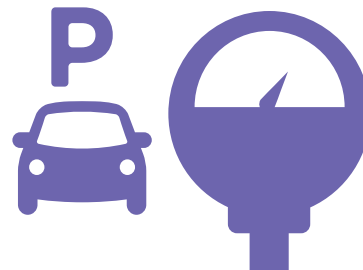
POLICIES & PROGRAMS

- Zoning & regulation
- Transit & shuttle services
- Passes & subsidies
- Carpool & shared vehicle programs
- Scooter & bike share
- Remote & flex-work policies



MARKETING & MANAGEMENT

- District management organization
- Transportation coordinators
- Web- & mobile-based platforms
- Real-time information
- Events, activities, & challenges



PRICING

- Flex or daily parking
- Charging for parking
- Unbundled parking
- Pay-not-to-drive or parking cash-out programs
- Discounted fees for high-occupancy trips or electric vehicles

Benefits of TDM can include...



Reduce vehicle trips and mitigate traffic congestion



Improve employee, resident, student, and tenant satisfaction



Improve public health



Promote sustainability and reduce transportation emissions



Enhance transportation equity

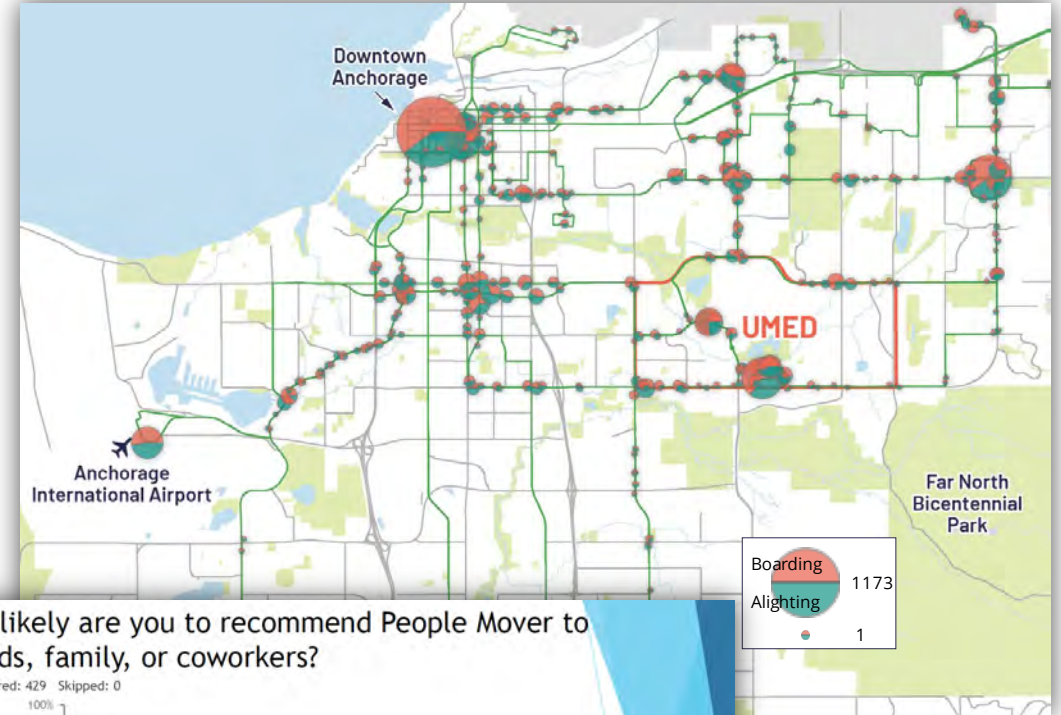


Support economic growth and lower development costs

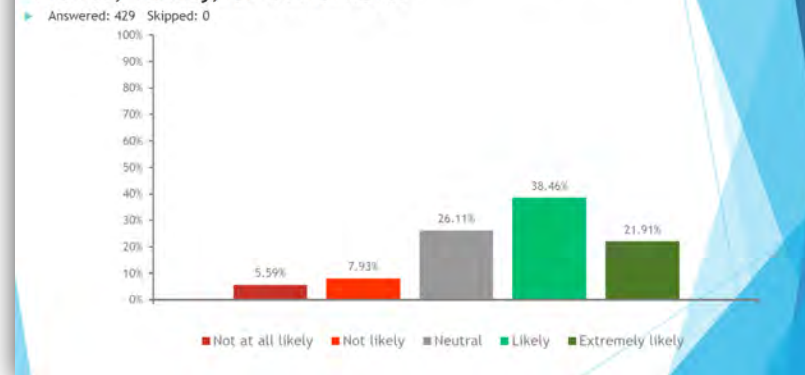
...and more!

UMED has a mix of TDM strategies...

- There is robust transit service and use relative to other parts of Anchorage.
- Lots of students, employees, visitors, and patients travel to UMED from across the region.
- UMED has a quality walking and biking environment with challenging access along the District perimeter.
- Stakeholders are doing aspects of TDM independently from one another, with variable success and uptake.
- There could be more coordination and awareness of stakeholder activities to support transportation and access.
- Transit ridership started to increase pre-pandemic after system redesign, but remains low.



How likely are you to recommend People Mover to friends, family, or coworkers?



...and a lot of opportunities!

Check out the **State of the System** report and summaries from the first two **site visits** to learn more about existing conditions and opportunities in UMED.



UMED needs a calibrated toolkit.

UMED will need a combination of strategies that meets the needs of each stakeholder and the district as a whole.



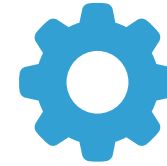
Medical



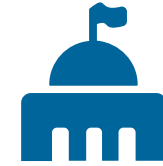
Education



Neighbors



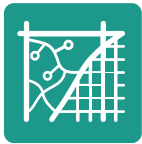
Social Services



Municipal



UMED



PHYSICAL



POLICIES & PROGRAMS



PRICING



MARKETING & MANAGEMENT



TBD - illustrative only

Summary of TDM Research and Trends



Best practice TDM strategies are potentially adaptable to UMED, AMATS and District stakeholders will need to select a mix of strategies to incentivize less driving and provide more travel options. TDM works best as a package where one strategy reinforces or supports another.

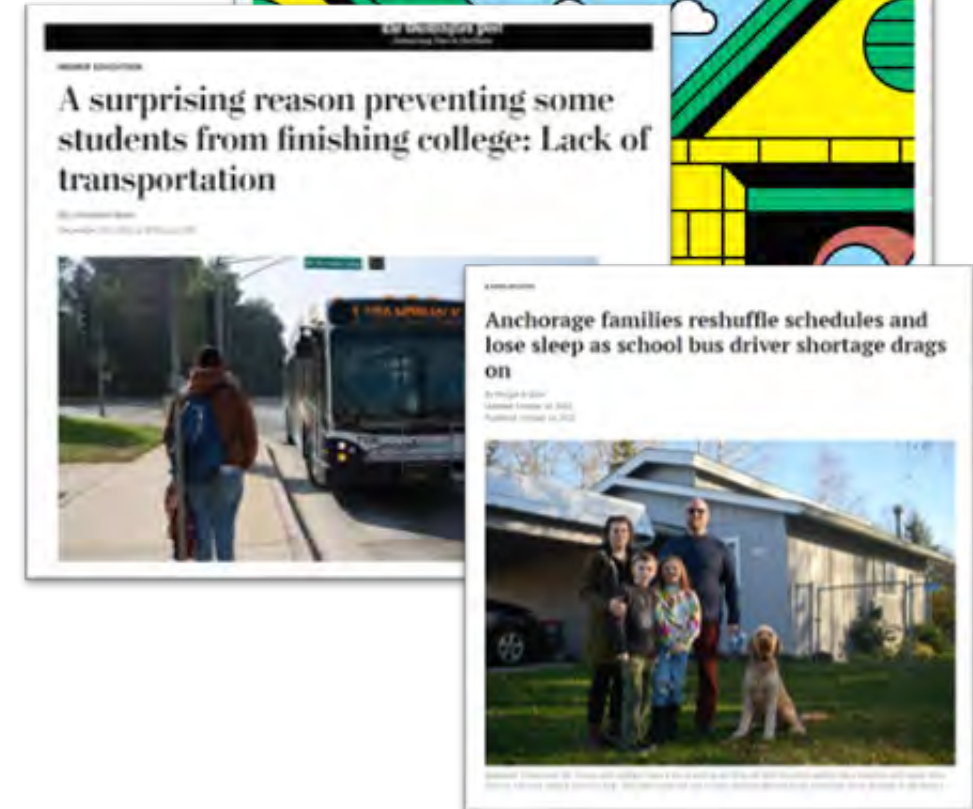
Trends in TDM...

The pandemic has changed the way we work—and commute.

More hybrid workers want day-to-day flexibility with their commute, allowing them to drive one day, work from home the next, and bike or take transit the following day. Tight labor markets means that employers need to do more to attract and retain talented workers.

Transportation is critical to student success. The recent shortage of K-12 school bus drivers has made this extremely clear in Anchorage, and similar trends apply to college students across the country due to the high cost of owning and maintaining a vehicle.

Free parking encourages people to drive. Parking is the most offered benefit to employees (free or pre-tax parking spaces), but transit, carpool, or other multimodal benefits are far less common. When people have other options incentivized, behaviors are more likely to change.



Trends in TDM...

Technology can help provide more options and flexibility.

Trends in shared mobility and technology can provide tailored commute options instead of driving and help match people to carpools or vanpools traveling the same route.

Rewards and incentives are effective motivators for sustainable options.

Mobility wallets that bundle and transportation incentives or rewards make it easy and convenient to choose non-driving options. Incentives are most effective when paired with priced parking.

Collaboration can yield better results for businesses and community.

Private/public partnerships and joint agreements make it easier to invest in programs and services organizations can't do on their own.



Portland's Transportation Wallet Increases Access to New Mobility Services

Posted on March 16, 2021



Portland's Transportation (PBOT) launched a new incentive package aimed at low-income households. In the "Transportation Wallet for Residents of Affordable Housing Developments" residents received access to free scooter share memberships, rideshare and carshare credits.

Q&A

Universal basic mobility program in Oakland, California, provided lessons in achieving equity, leveraging community partnerships

The pilot met its goal of increasing transit use and gave the city insight on the administrative structures needed to distribute benefits via prepaid cards, an Oakland transportation planner said.

Published April 6, 2022

By Austyn Gaffney

With MATA set to gain more funds, Chamber and transit CEOs on importance to economy, growth

May 3, 2022, 1:15pm CDT

In March, Memphis Area Transit Authority (MATA) CEO Gary Rosenfeld attended a conference in Washington, D.C. And when the conference ended, he took the subway back to the airport — a trip that took just 25 minutes.

As Rosenfeld is keenly aware, however, a trip to Memphis International Airport using public transportation would be much less efficient.

"At MATA, it takes a long time to get to the airport on the bus," he said. "We hear it from customers all the time, about the amount of time it takes to get from point A to point B."

Long plagued by a lack of funding, MATA has struggled to provide its passengers with efficient rides for years. A 2016 Innovate Memphis white paper found that Memphis averaged \$71 per capita on transit funding from 2010 to 2014 — while similar-sized cities like Louisville, Nashville, and Charlotte spent \$83, \$90, and \$116, respectively.

"For us," Rosenfeld said, "Funding is the biggest challenge."

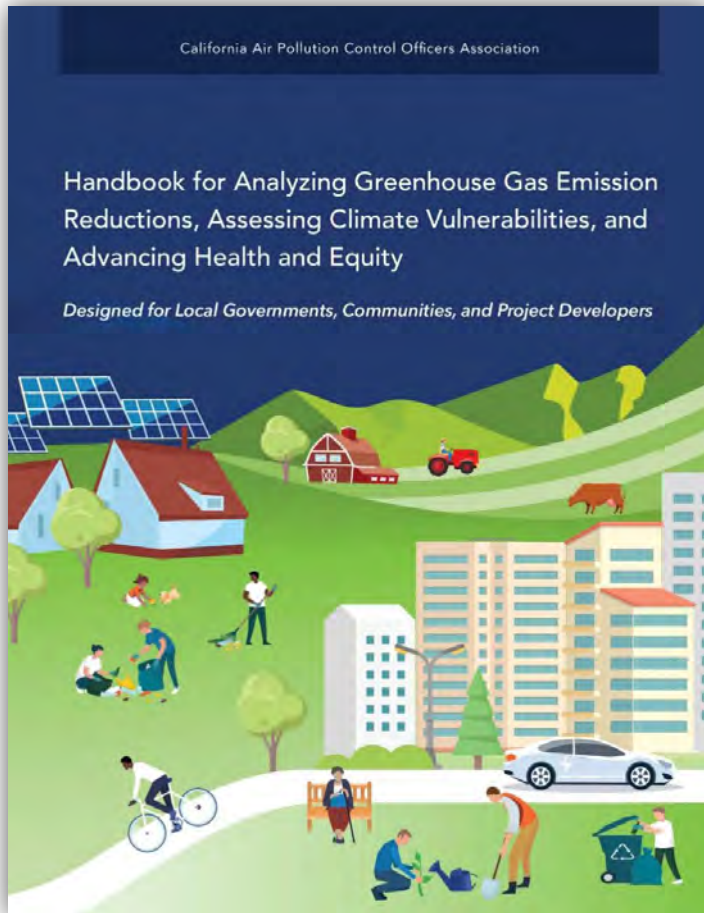
An injection of new funds, however, could soon make that challenge less daunting.

The Memphis Innovation Corridor Project, and a dedicated local funding source



AISHWARYA ARY
Passenger boards a MATA bus in Bartlett.


How effective is TDM?



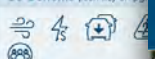
- Each TDM strategy has a varied impact on mode shift, vehicle miles traveled, and corresponding GHG emissions.
- Some measures are more consistently more impactful than others, yet local context, land use, transit access, and implementation approach all impact effectiveness.
- Many studies have been conducted on TDM, documenting impacts of individual strategies or TDM programs with employers or districts.
- [CAPCOA's Handbook for Analyzing Greenhouse Gas Emissions Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity](#) (2021, Chapter 3) provides a summary of the industry research, as well as detailed methods for assessing or estimating TDM impacts for a given project.

How effective is TDM?

T-15. Limit Residential Parking Supply



GHG Mitigation Potential
13.7% Up to 13.7% of GHG emissions from resident vehicles accessing the site

Co-Benefits (icon key on pg. 34)


Climate Resilience
Limiting residential parking supply can incentivize increased use of public transit and thus result in less traffic, reducing congestion or delays on major roads during peak AM and PM periods. When this reduction occurs during extreme weather events, it better allows emergency responders to access a hazard site. Evacuation plans and plans for transport to cooling/heating centers during power outages or air quality events, however, will consider needs of households with private vehicles.


Health and Equity Considerations
Limiting parking supply can reduce housing development and, potentially, increase housing supply and reduce housing expenses. However, it may negatively impact residents that do not have a viable alternative to personal vehicles.

Measure Description
This measure will reduce the total parking supply available at a residential project or site. Limiting the amount of parking available creates scarcity and adds additional time and inconvenience to trips made by private auto, thus discouraging driving as a mode of travel. Reducing the convenience of driving results in a shift to other modes and decreased VMT and thus a reduction in GHG emissions. Evidence of the effects of reduced parking supply is strongest for residential developments.


Subsector
Parking or Road Pricing/Management

Locational Context
Urban, suburban

T-12. Price Workplace Parking



GHG Mitigation Potential
20% Up to 20.0% of GHG emissions from project/site employee commute VMT

Co-Benefits (icon key on pg. 34)


Climate Resilience
Pricing workplace parking could incentivize increased use of public transit and thus result in less traffic, potentially reducing congestion or delays on major roads during peak AM and PM traffic periods. When this reduction occurs during extreme weather events, it better allows emergency responders to access a hazard site.

Health and Equity Considerations
Parking pricing should include hourly and daily options so part-time staff do not need a monthly pass. If the project includes low-wage employees that have fewer transportation choices or time and resource constraints, it is instead recommended to consider implementing Measure T-13, Implement Employee Parking Cash-Out, or other transportation subsidy.

Measure Description
This measure will price onsite parking at workplaces. Because free employee parking is a common benefit, charging employees to park onsite increases the cost of choosing to drive to work. This is expected to reduce single-occupancy vehicle commute trips, resulting in decreased VMT, thereby reducing associated GHG emissions.

Subsector
Trip Reduction Programs

Locational Context
Urban, suburban

Scale of Application
Project/Site

Implementation Requirements
Implementation may include the following:

- Explicitly charging for employee parking.
- Implementing above-market rate pricing.
- Validating parking only for invited guests (or not providing parking validation at all).
- Not providing employee parking and transportation allowances.

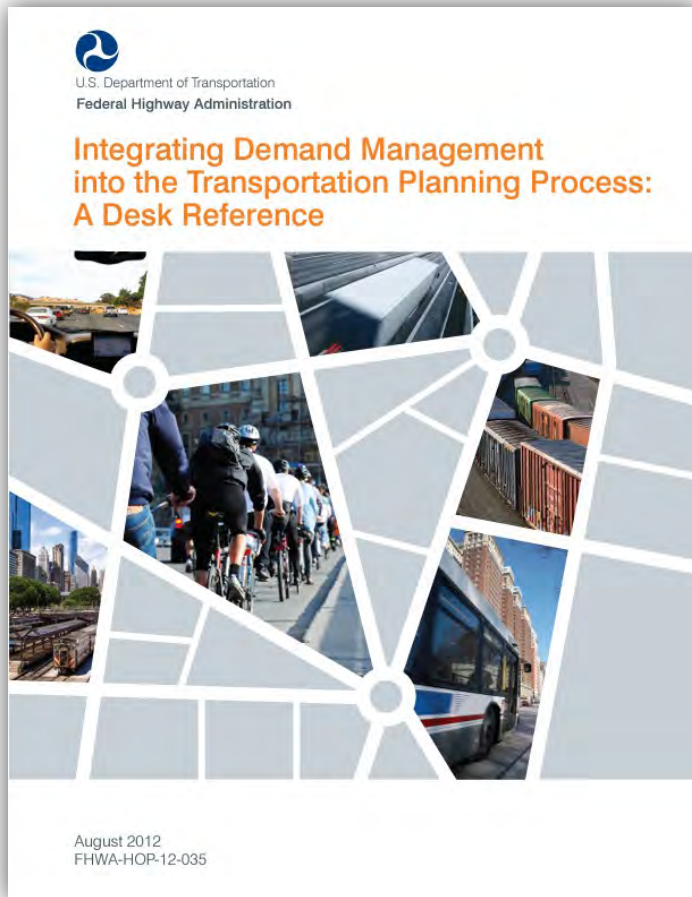
 In addition, this measure should include marketing and education regarding available alternatives to driving.

Cost Considerations
Parking fees would be a direct, recurring cost for employees. Employer costs include labor costs for program management and monitoring, but this may be offset by revenue generated by the program.

Expanded Mitigation Options
Best practice is to ensure that other transportation options are available, convenient, and have competitive travel times (i.e., transit service near the project site, shuttle service, or a complete active transportation network serving the site and surrounding community), and that there is not alternative free parking available nearby (such as on-street). This measure is substantially less effective in environments that do not have other modes available or where unrestricted street parking or other offsite parking is available nearby and has adequate capacity to accommodate project-related vehicle parking demand.

- CAPCOA’s TDM and transportation measures include land use, neighborhood design, trip reduction programs, transit, parking and/or road pricing, and clean vehicles and fuels.
- Vehicle trip and GHG mitigation potential varies based upon *user inputs*, such as number of eligible residents, employees, or trips affected by a strategy, and *constants or assumptions*, such as existing mode share, trip lengths, etc. based on existing documentation or the literature.
- Combining TDM measures may have an **additive effect** on behavior change reductions or result in **diminishing returns**, as it is harder to shift driving trips for the most vehicle dependent user groups.
- **The most impactful TDM measures include:**
 - Managing parking supply through pricing
 - Providing incentivizes such as transit passes
 - Ride share programs
 - Convenient and frequent transit service
 - Providing a mix of higher density uses

How effective is TDM?



Effectiveness can also be relative in terms of how strategies compare to others in terms of impacts to travel behavior change and vehicle trips.

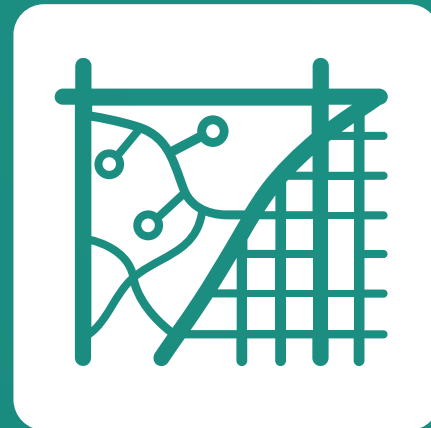
- [FHWA Integrating Demand Management into the Transportation Planning Process \(2012, Chapter 12\)](#) describes the known effectiveness of TDM strategies.
- Key findings are that TDM impacts are:
 - Very localized, or specific to workplaces or geographic areas where they are focused;
 - Most effective when they impact travelers' wallets with either incentives for non-driving or increased parking charges;
 - Effective when there is also limited parking supply; and
 - Most significant when carefully packaged together.

Best Practices to Explore



District-based TDM is not new. There are examples across the country where education and medical institutions have come together to accomplish more than they could independently to enhance access to their campuses and adjacent destinations.

Physical Infrastructure



Active Trip Amenities

WHAT IT IS & HOW IT WORKS

- Active trip amenities make it **easy, safe, and convenient** to walk, bike, or roll.
- Amenities may include **infrastructure investments** like dedicated networks of sidewalks, bike lanes, bike paths, overpasses, or crosswalks.
- **End-of-trip facilities** such as bike parking, repair stations, e-bike charging, showers and lockers make active commuting more convenient.
- Active transportation facilities are particularly important for **students and low-income communities** without access to vehicles.
- Amenities can be **employer-provided or jointly funded** for shared use for students, employees, and visitors districtwide.



Midtown Greenway at Allina Health in Minneapolis



Portland State University's bicycle garage

Bike Friendly-Facilities and Services


UNIVERSITY OF CALIFORNIA – DAVIS


- Bicycling is the #1 mode of transportation at UC Davis. Both the city and the campus, has earned the name Bicycle Capital of the U.S.
- UC-Davis Bicycle Program goals are to provide ongoing cycling education and ensure cyclists have support to keep riding.
- Bicycle Parking & Security focuses on:
 - Campus Bicycle Parking
 - Bicycle Theft Prevention
 - Bicycle Registration
 - Bicycle Lock-Cutting Service
 - Long-Term Bicycle Storage over breaks
- Find out more:
 - [Bicycle Parking & Security](#)

Bicycle Education & Advice


5 Things Every Aggie Cyclist Should Know

Simple tips for riding (and parking) your bicycle on the UC Davis campus. >> [Learn more](#)




Watch on  YouTube

WE'RE PLATINUM-RATED!



UC Davis earned a platinum rating as a Bicycle Friendly University

Bicycle Service Plans



The Bike Barn is a full-service repair shop located right in the center of the UC Davis campus. Services include general repair work, rentals, and merchandise/part sales. You can even buy a multi-year service plan!

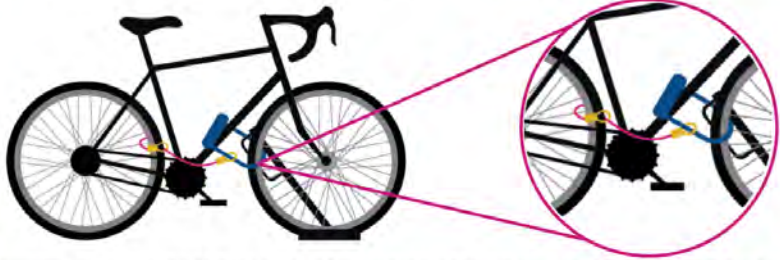
SERVICE PLANS	1-YR	2-YR	3-YR	4-YR
Aggie Basic	\$100	\$175	\$250	\$300
Aggie Elite	\$125	\$225	\$300	\$350

Bicycle Parking & Security Page Jump

- 1 [Campus Bicycle Parking](#)
 - o [Lock Your Bicycle](#)
 - o [Theft Prevention](#)
 - o [Report a Stolen Bicycle](#)
- 2 [Register Your Bicycle](#)
 - o [Abandoned Bicycle Policy](#)
- 3 [Lock-Cutting Services](#)
- 4 [Store Your Bicycle](#)

Bicycle Parking & Security

Lock Your Bicycle with a U-Lock and a Chain/Leash



A properly locked bicycle should always have the frame locked to a bike rack using a high-quality lock (u-lock or heavy chain) and, when possible, also lock one of the wheels at the same time. Adding a cable lock will help secure the other wheel, but consider using two u-locks for additional security.

Bike Parking

MULTIPLE CITIES

- Bike parking can make the difference between someone biking once or twice a week instead of driving every day.
- Employers can offer facilities that make it easy and delightful to get to work.
- OHSU in Portland, OR offers a free bike valet program for people traveling to campus.
- The Dero Headquarters in Minneapolis, MN provides showers, locker rooms, and secure parking in a bright and well-lit space.
- **Find out more:**
 - [Go By Bike Valet](#)



**Go By Bike Valet
(Portland, OR)**



Dero HQ (Minneapolis, MN)

Translink's Bike-and-Ride Facilities

VANCOUVER, BC

- Bike-and-Ride by TransLink provides a wide range of facilities to make cycling to and from the transit system easy and convenient for customers.
- Bicycle parking facilities include:
 - Bike Parkades: Indoor facilities for customers with multiple bike racks inside
 - Bike Lockers: Smart Lockers placed at TransLink stations for people to reserve in advance
 - Bike Racks and Repair Stands: Indoor and outdoor bike racks for short-term use
- **Find out more:**
 - [TransLink Bike Parking](#)



Bike Parkades

- You can access our [Bike Parkades](#) at SkyTrain stations (Bridgeport Station, Burquitlam Station, Commercial-Broadway Station, Coquitlam Central, Joyce-Collingwood, Lafarge Lake-Douglas Station, Main Street-Science World, Maple Meadows Station, Metrotown, Port Coquitlam Station, King Edward and King George stations).
- These parkades allow you to “Bike and Ride” for only \$8/month to park your bike.



Bike Lockers

Access a [Bike Locker](#) at several of our stations for a safe place to park your bike during the day for only \$10/month



Bike Racks

[Bike Racks](#) are available and free to use outside all of our SkyTrain and West Coast Express stations, and most bus exchanges.



Mobility Hubs

WHAT IT IS & HOW IT WORKS

- Mobility hubs are places in a community that **bring together many modes of transportation** for people to get where they want to go without a private vehicle.
- Essential mobility hub elements include:
 - High-frequency transit
 - Trip-making services
 - Pedestrian walkways
 - Bike access and parking
 - Passenger amenities
 - Shared mobility services



Minneapolis mobility hub pilot program

MINNEAPOLIS, MN

- Started in 2019, the pilot program now has over 30 locations across Minneapolis.
- The program is supported by MnDOT in collaboration with Metro Transit, Hennepin County, mobility service providers, and neighborhood organizations.
- Pilot program is coordinated with Minneapolis' Vision Zero program to make intersection improvements at some mobility hub locations.



Minneapolis mobility hub pilot program

MINNEAPOLIS, MN

- Intersection improvements treatments at mobility hub locations improve safety by:
 - Increasing visibility at intersections;
 - Reducing the distance pedestrians are in the roadway; and
 - Lowering vehicle speeds at dangerous turns.
- **Find out more:**
 - [Minneapolis mobility hub pilot program](#)
 - [Mobility Hubs Pilot Report \(2020\)](#)

Furniture and signage at mobility hubs can improve visibility



Shared or District Parking

WHAT IT IS & HOW IT WORKS

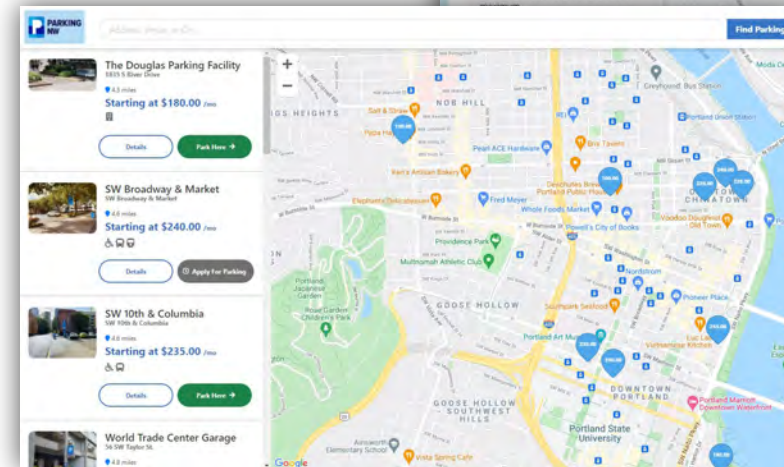
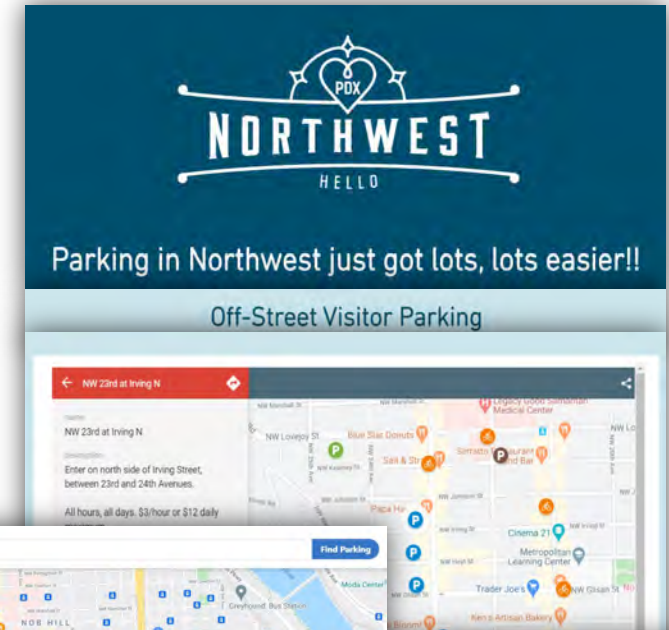
- Parking spaces can be **shared by more than one business or institution**, allowing parking facilities to be used more efficiently and reduce the need for more parking over time.
- A Park Once district encourages people to **park in one place** and then make other short trips by walking or biking.
- Developers can be encouraged or required to pay into a fund for building public, **centralized parking facilities** versus their own on-site parking.
- Parking design guidelines can help parking facilities be better integrated with a **pedestrian environment**, such as provide safe, convenient, and comfortable walkways or wayfinding.



Shared Parking Districts

PORTLAND, OR

- The Northwest (NW) Parking District is a partnership between NW Business Association and Portland's Bureau of Transportation (PBOT).
- Implemented new signage and wayfinding for 12 private surface lots to accept public parking in NW Portland.
- Lots are managed by a third-party vendor and include universal signage, wayfinding, and payment systems.
- **Find out more:**
 - [Parking NW](#)
 - [PDX Northwest](#)



Shared Parking Districts

BUFFALO, NY

- The GO Buffalo Niagara Medical Campus (BNMC) TMA in Buffalo, NY collectively manages ~5,300 parking spaces in the district.
- BNMC's website lists the major parking garages and their locations, which garages include EV charging, and allows people to apply for parking and/or carpool permits.
- Permits can be deducted directly via payroll for BNMC employees.
- **Find out more:**
 - [GO BNMC Parking](#)

A variety of facilities and permit options are provided in the district.



Monthly Parking

Welcome to the Monthly Parking portal for the Buffalo Niagara Medical Campus

[Find Monthly Parking](#)

[Login](#)



Parking

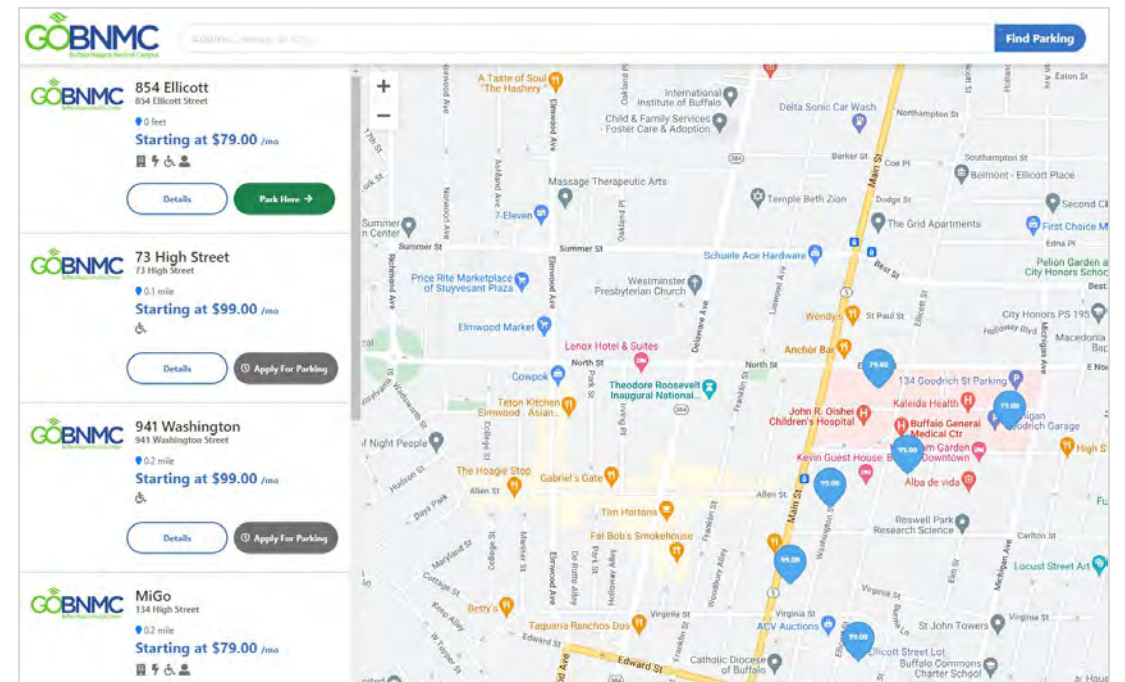
[Apply For Parking](#) → [Manage Parking Account](#) →

Carpool

[Apply For Carpool Parking](#) → [Carpool Match Program](#) →

Electric Vehicles

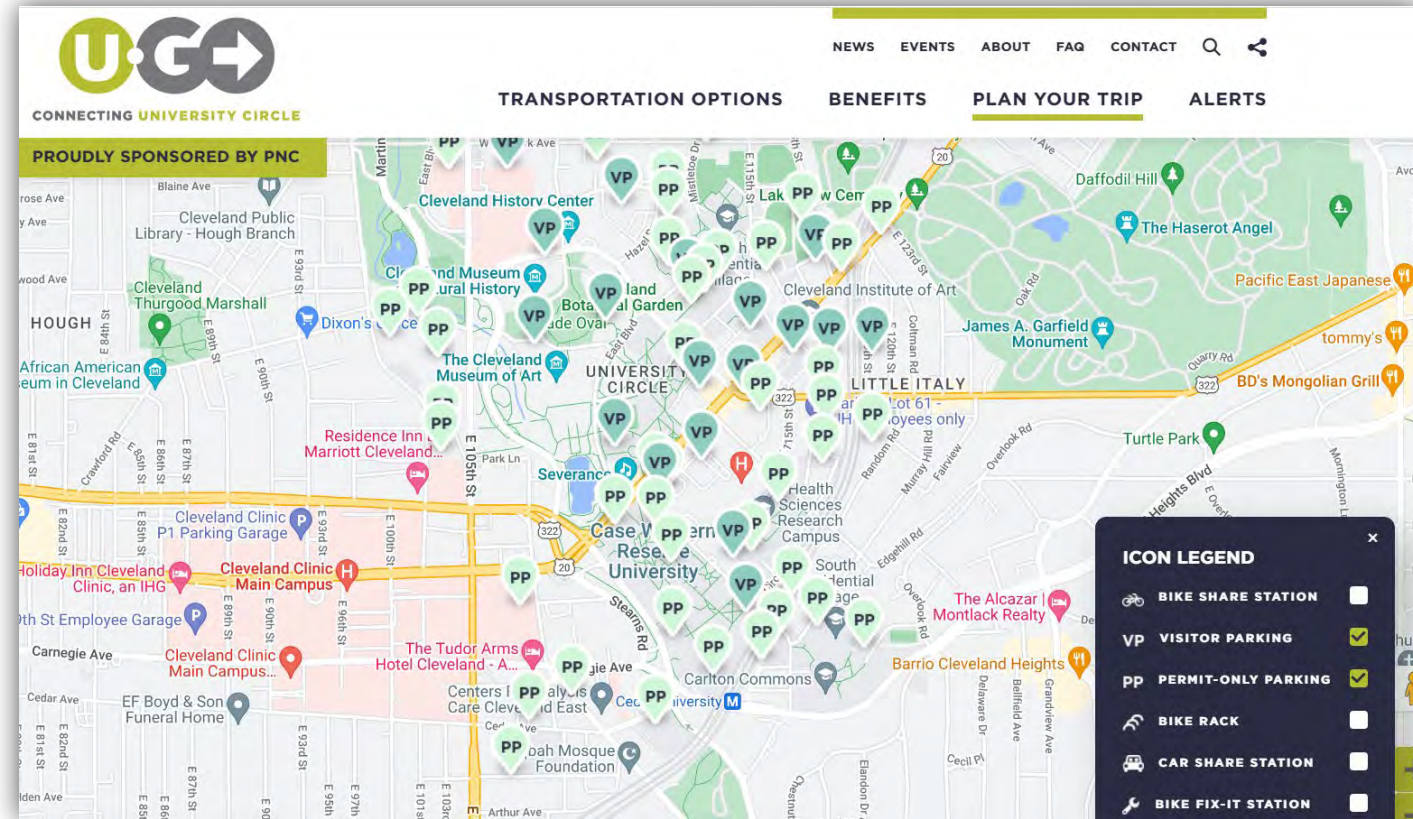
[Create Charge Account](#) →



University Circle District Parking

CLEVELAND, OH

- uGO manages permit parking throughout the TMA's district.
- Park Once garages are optimally situated for access to the district's primary visitor destinations and feature hours and rates geared towards visitors who plan to visit multiple venues on a single trip.
- Parkmobile provides a mobile payment option available at 15+ locations across University Circle.
- Find out more:**
 - [uGO: Connecting University Circle](#)



Snow Management

WHAT IT IS & HOW IT WORKS

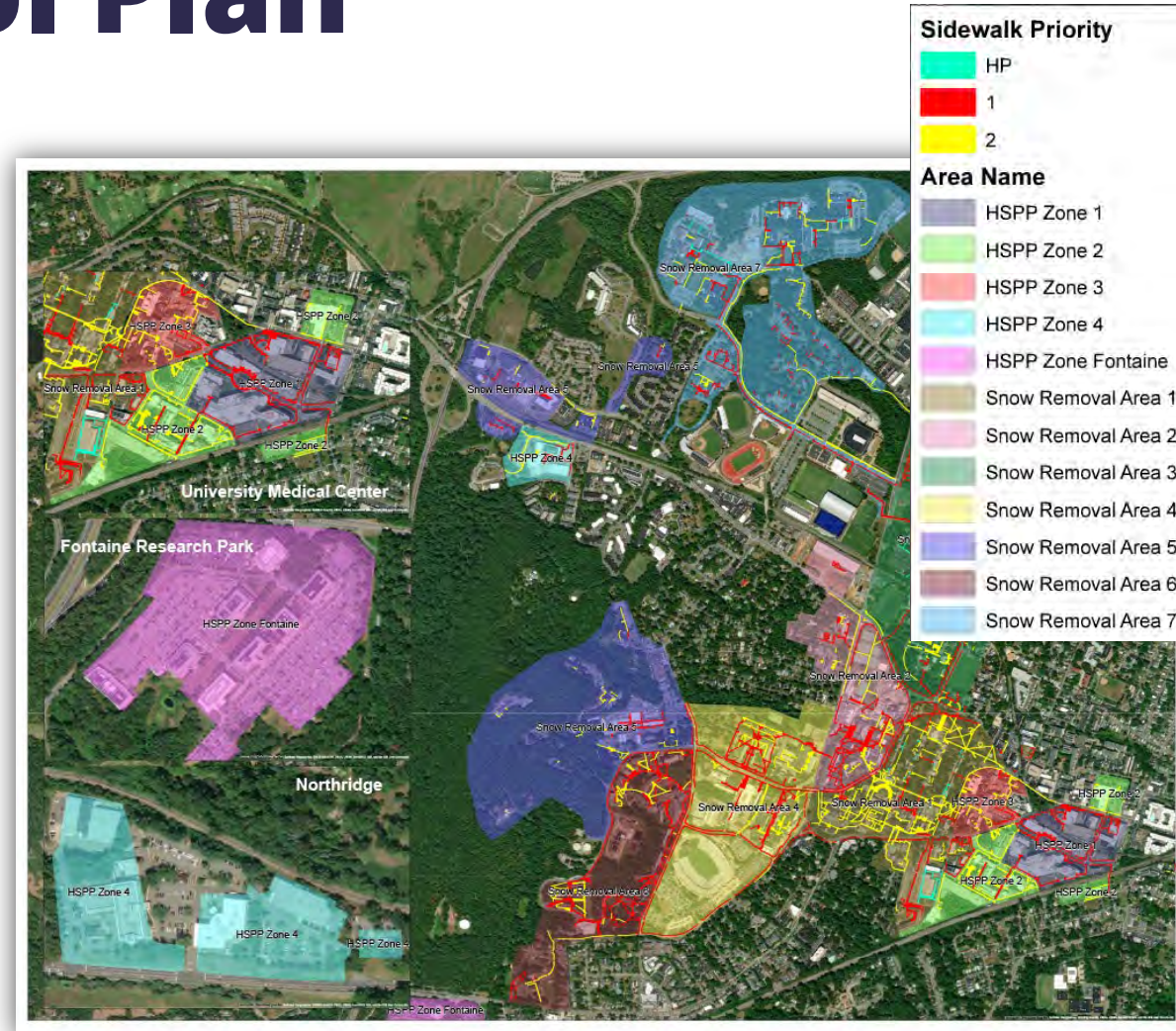
- Snow management helps ensure that:
 - Hospitals and medical centers operate without disruption;
 - There is safe access to/from the district throughout a snow event for emergency vehicles;
 - Public bus and private shuttle routes are cleared and available for use by students, faculty, staff and visitors/patients; and
 - Schools operate during regularly scheduled hours.
 - Walking and biking facilities are clear and safe.
- Snow removal can be **coordinated and/or cost-shared** within a district or campus.



Snow and Ice Control Plan

UNIVERSITY OF VIRGINIA, VA

- The Snow and Ice Control Plan at UVA:
 - Establishes basic priorities for conducting snow and ice control operations;
 - Describes the organization, control, and communications procedures;
 - Assigns specific responsibilities for accountability.
- Standing contracts exist to support snow removal for severe snowstorms beyond what Facilities Management staff and equipment can handle.
- Preseason Planning, Event Management, Post Event Activities are covered by the plan which is updated annually.
- **Find out more:**
 - [Snow and Ice Control Plan 2020-2021](#)



Snow Removal Policy

UNIVERSITY OF DENVER, CO

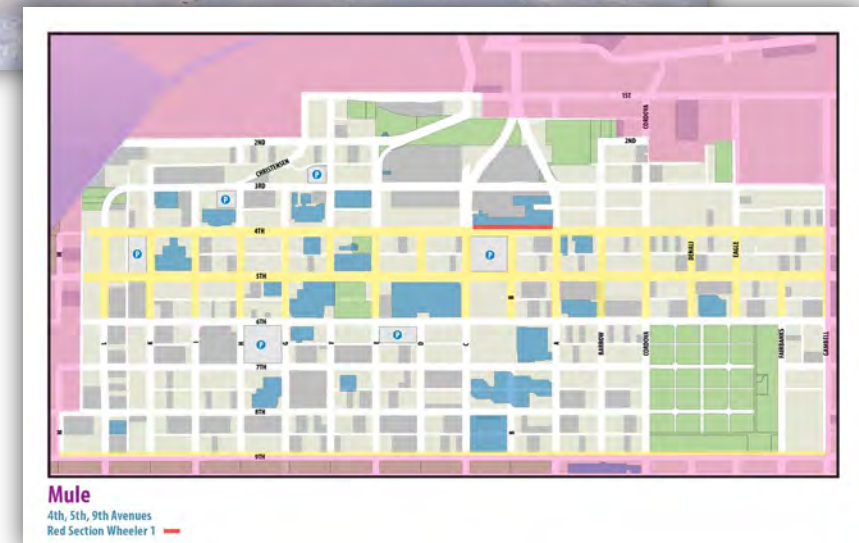
- The University of Denver's Snow Removal Policy establishes a priority sequence for clearing snow routes on campus.
- It provides a map that illustrates priority routes within and around campus in the event of heavy snowfall.
- After-Hours Activation of the Snow Removal Plan
 - If snowfall is occurring after normal work hours, including on weekends or holidays, there is a plan for removal based upon level of weather severity.
- **Find out more:**
 - [Snow Removal Policy](#)



Snow Removal Policy

ANCHORAGE DOWNTOWN PARTNERSHIP, LTD.

- Property owners in Downtown Anchorage pay assessments to fund the Anchorage Downtown Partnership (ADP) to manage the Downtown Improvement District (DID).
- The DID was created in 1997 and covers 120 square blocks to improve the cleanliness of downtown, reduce crime, and increase investment values and occupancy rates.
- Snow removal services including plowing, shoveling, ice melt, and sweeping are part of the maintenance services paid for and coordinated by the ADP.
- Maps available online indicate priority streets and sequencing for snow removal.
- **Find out more:**
 - [Downtown Improvement District \(DID\)](#)
 - [ADP Snow Removal Services & Ice Melt](#)



Policies & Programs



Target Setting

WHAT IT IS & HOW IT WORKS

- Targets help define a **long-term** vision and **collective** goals.
- Measurable targets** can help guide TDM investments. Examples might include:
 - Mode share
 - Vehicle Miles Traveled
 - Emissions
- Identify methods to measure **progress over time** – this could be traffic counts, pre-existing data sets, or surveys, etc.
- Monitoring progress towards targets can help to **adjust and review** programs.



Single-occupancy vehicles

*Princeton University
Sustainability Action Plan*

Alternative modes of transportation



Alternative modes of transportation include:



Carpool



Rail



Walk



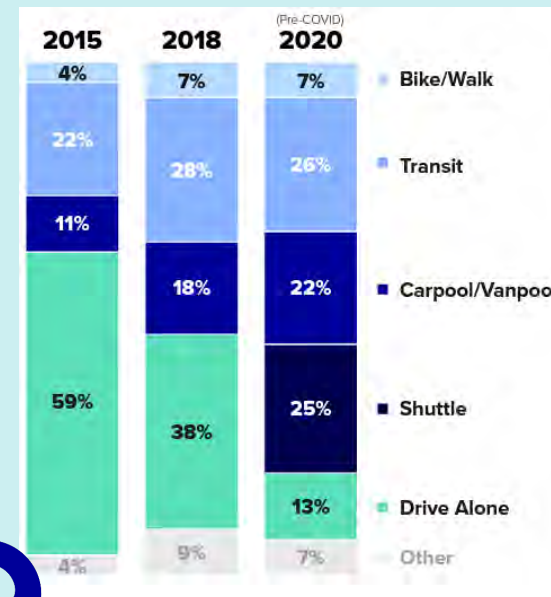
Telecommute



Bus



Bike



Missoula In Motion TMA



UBC Transportation Plan

UNIVERSITY OF BRITISH COLUMBIA, BC

- The UBC Transportation Plan identifies 3 targets:
 - Sustainable travel with specific mode splits by 2040
 - Reduction in single occupant vehicles trips over time
 - Daily private automobile traffic levels below a set threshold
- Annual Transportation Status Reports summarize transportation patterns and statistics and track how the campus is performing on the three target areas.
- **Find out more:**
 - [UBC Transportation Plan](#)
 - [Annual Transportation Status Reports](#)


Target 1
Sustainable Travel



by 2040 at least **two-thirds of all trips to and from UBC will be made by walking, cycling or transit.**

maintain at least 50% of all trips to and from the campus on public transit.

Target 2
Single Occupant Vehicles



reduce **SOV travel to and from UBC by 20% from 1996 levels**

maintain at least 30% reduction from 1997 levels in daily SOV trips per person to and from UBC

Target 3
Daily Private Automobile Traffic

maintain daily private automobile traffic at or less than 1997 levels.



UBC Transportation Plan

UNIVERSITY OF BRITISH COLUMBIA, BC

UBC creates status reports each year to document progress towards targets.

University of British Columbia – Vancouver Campus

Transportation Status Report Fall 2021



Mode splits in 2020 show progress towards boosting transit ridership, but less success in reducing SOV trips.

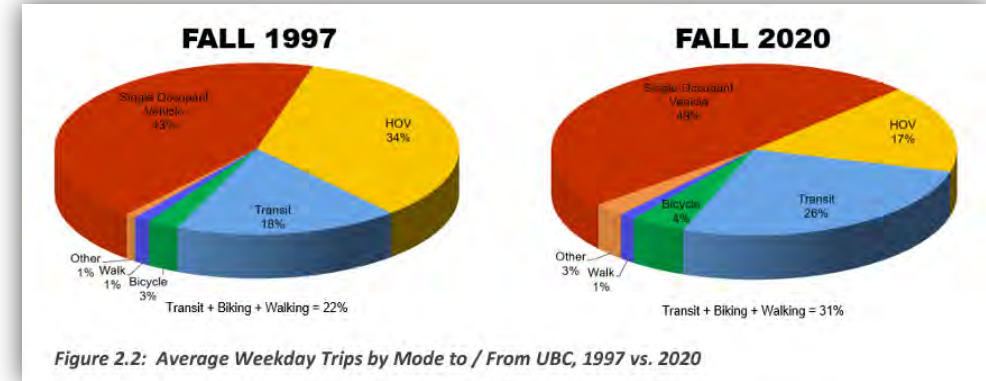


Figure 2.2: Average Weekday Trips by Mode to / From UBC, 1997 vs. 2020

FIGURE 1: 2014 Transportation Plan Targets & 2018 Status

Target 1 Sustainable Travel



- By 2040 at least two-thirds (66.7%) of all trips to and from UBC will be by walking, cycling or transit
- Maintain at least 50% of all trips to and from the campus on public transit

2018 Status:

54.5% sustainable mode share
53% transit mode share

Target 2 Single Occupant Vehicles



- Reduce SOV travel to and from UBC by 20% from 1996 levels
- Maintain at least 30% reduction from 1997 levels in daily SOV trips per person to and from UBC

4.6% increase in absolute number of SOV trips from 1996
39% reduction in daily SOV trips per person from 1997

Target 3 Daily Private Automobile Traffic



- Maintain daily private automobile traffic at or less than 1997 levels

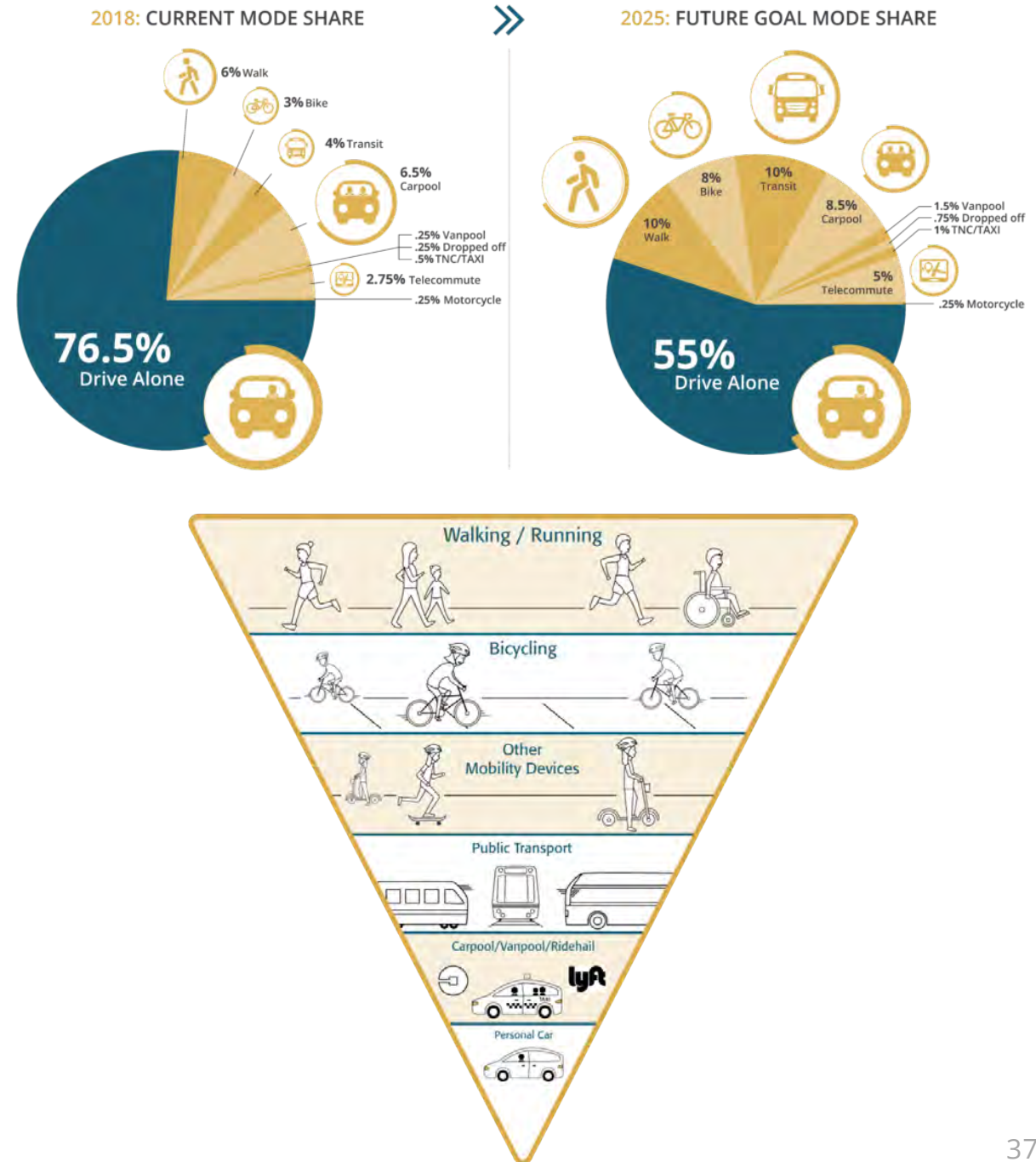
10% decrease in private vehicle traffic since 1997

Setting targets allows for status updates that can identify positive or negative trends, and changes needed to get back on course.

MoveVU

VANDERBILT UNIVERSITY, TN

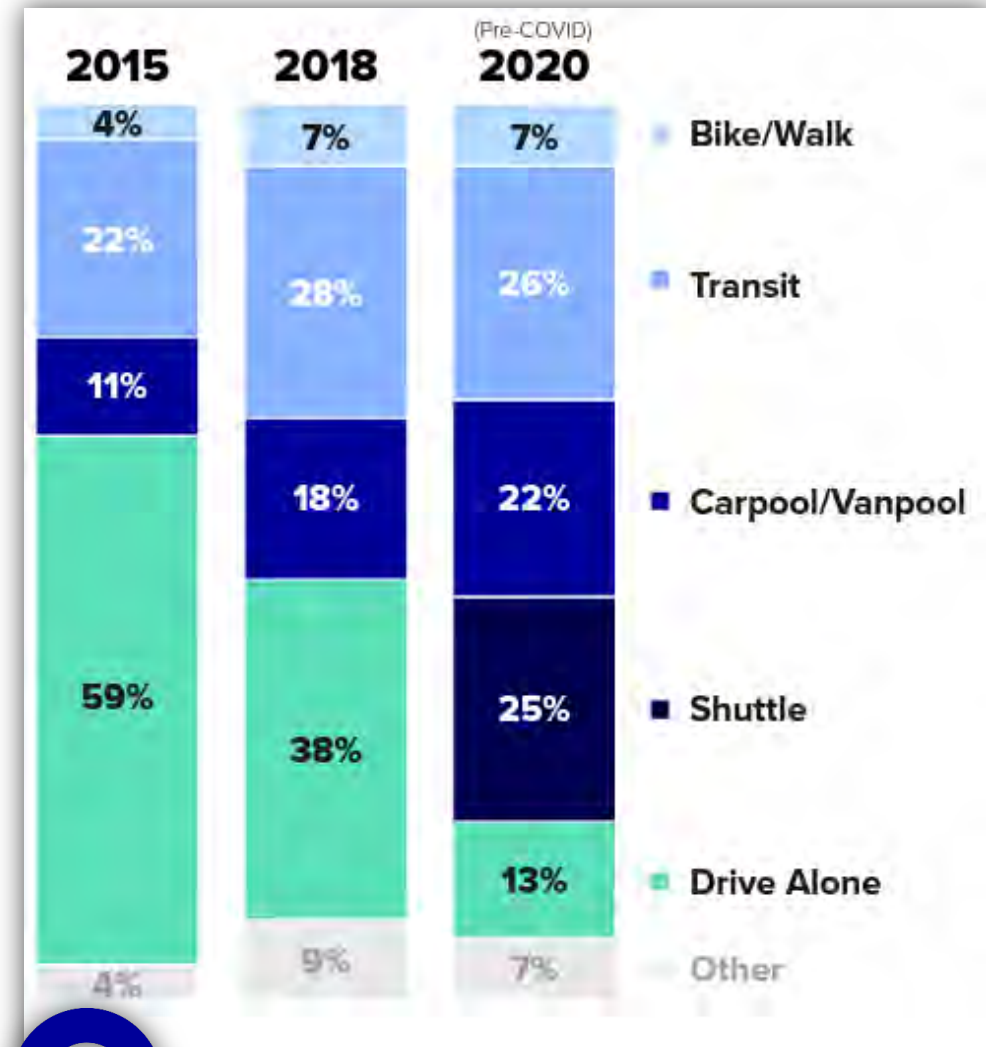
- MoveVU is the university's strategic transportation and mobility plan to reduce the drive alone rate for commuters to campus from **76.5% to 55% over a 7-year time frame** and have 80% of trips on campus be walking or biking.
- Includes a policy framework to prioritize investment in non-driving modes over personal trips.
- Actions included making bike and scooter modes available on campus, ensuring accessible pathways during construction conditions, and improving campus infrastructure to support walking and micromobility.
- Find out more:**
 - [MoveVU vision and goals](#)



Expedia Group

SEATTLE, WA

- Expedia's Headquarters in Bellevue moved to a higher density setting in downtown Seattle and needed to meet city requirements to reduce their vehicle trips as they grew.
- Expedia set a goal for employee mode split and tracked progress over time.
- Expedia used a mix of technology and surveys to track key metrics.
- Commute programs were adjusted over time based upon which strategies had the most success. Program features included increased parking rates and daily parking flexibility, transit subsidies, employee shuttles, biking and walking events, carpool matching, and commute rewards.
- **Find out more:**
 - [Expedia Group Case Study](#)
 - [Seattle Times article on Expedia's commute incentives](#)



TDM Requirements / Commuter Benefits Ordinance (CBO)

WHAT IT IS & HOW IT WORKS

- Some cities and states **require TDM programs** to ensure major developments reduce and mitigate their impacts on the transportation system, while providing safe and efficient mobility options.
- Some cities and states require employers to provide a **commuter benefits program** to support and encourage employees to walk, bike, take transit, and carpool to work.
- Find out more:**
 - [Which Cities Have Commuter Benefits Ordinances?](#)

	 TIER 0 No TDM requirements	 TIER 1 Identify and construct TDM supportive infrastructure onsite or off site Assign a transportation coordinator Achieve a designated target commute SOV rate	 TIER 2 All Tier 1 requirements + Identify and implement programmatic strategies + Conduct surveys to measure TDM program impacts + Demonstrate achievement of the target SOV rate
Residential	0-24 dwelling units	25-49 dwelling units	50+ dwelling units
Commerical & Office	0-24,999 square feet	25,000-49,999 square feet	50,000+ square feet
Industrial	0-149,999 square feet	150,000-299,999 square feet	300,000+ square feet

TDM Ordinance

SAN FRANCISCO, CA

- The City of San Francisco uses a point-based system: each TDM measure is worth a set number of points (e.g., 1 point is roughly equal to 1% reduction in vehicle miles traveled (VMT)).
- Projects must meet point targets based on land use and number of parking spaces provided.
- TDM requirements include standardized annual monitoring and reporting.
- An administrative fee must be paid with each report submittal. After 5 years of good standing, reporting requirements are reduced to once every three years.
- **Find out more:**
 - [San Francisco Planning Department](#)
 - [TDM Measures Menu](#)



TABLE 2-1: LAND USE CATEGORIES AND TARGETS

Land Use Category	Typical Land Use Type	# of Parking Spaces proposed by Land Use	Target
A	Retail	Base number: $0 \leq 4$	Base Target: 13 points
		Each additional 2*	1 additional point
B	Office	Base number: $0 \leq 20$	Base Target: 12 points
		Each additional 10*	1 additional point
C	Residential	$0 \leq 5$	10 points
		$6 \leq 10$	11 points
		$11 \leq 15$	12 points
		$16 \leq 20$	13 points
		Each additional 10*	1 additional point
D	Other	Any # of parking spaces	3 points

* For each additional parking space proposed above the base target, the number of parking spaces will be rounded up to the next highest target. For example, a project within Land Use Category C that proposes 21 parking spaces is subject to a 14 point target.

TDM Ordinance

SAN FRANCISCO, CA

- To achieve the point target, a property owner can select up to 26 TDM measures from the TDM menu. The TDM measures are grouped into eight different categories for ease of understanding.



Category	Measure	Points
ACTIVE-1	Improve Walking Conditions: Option A - D Provide streetscape improvements to encourage walking.	1
ACTIVE-2	Bicycle Parking: Options A - D Provide secure bicycle parking, more spaces given more points.	1 - 4
ACTIVE-3	Showers and Lockers	1
ACTIVE-4	Bike Share Membership: Locations A - B Provide a bike share membership to residents and employees for one point, another point given for each project within the Bike Share Network.	1 - 2
ACTIVE-5A	Bicycle Repair Station	1
ACTIVE-5B	Bicycle Maintenance Services	1
ACTIVE-6	Fleet of Bicycles	1
ACTIVE-7	Bicycle Valet Parking	1
CSHARE-1	Car-share Parking and Membership: Options A - E	1 - 5
DELIVERY-1	Delivery Supportive Amenities	1
DELIVERY-2	Provide Delivery Services	1
FAMILY-1	Family TDM Amenities: Options A - B	1
FAMILY-2	On-site Childcare	2
FAMILY-3	Family TDM Package	2
HOV-1	Contributions or Incentives for Sustainable Transportation: Options A - D	2 - 8
HOV-2	Shuttle Bus Service: Options A - B	7 - 14
HOV-3	Vanpool Program: Options A - G	1 - 7
INFO-1	Multimodal Wayfinding Signage	1
INFO-2	Real Time Transportation Information Displays	1
INFO-3	Tailored Transportation Marketing Services: Options A - D	1 - 4
LU-1	Healthy Food Retail in Underserved Area	2
LU-2	On-site Affordable Housing: Options A - D	1 - 4
PKG-1	Unbundle Parking: Locations A - E	1 - 5
PKG-2	Short Term Daily Parking Provision	2
PKG-3	Parking Cash Out: Non-residential Tenants	2
PKG-4	Parking Supply: Option A - K	1 - 11

TDM Ordinance

WASHINGTON AND OREGON

- Washington and Oregon have similar state requirements for employers (of a certain size) to reduce drive alone vehicle trips from baseline levels.
- Employers are required to survey employees to document mode split and monitor changes over time.
- The Oregon ECO and Washington CTR rules apply to employers with 100 employees at a single work site. In Oregon, if a 10% reduction in SOV trips is not met, employers are required to create Trip Reduction Plans to document programs or services in place to support bicycling, remote work, transit, or carpools.
- **Find out more:**
 - [Oregon Employee Commute Options \(ECO\) program](#)
 - [Sample Trip Reduction Plan](#)
 - [Washington Commute Trip Reduction \(CTR\) program](#)

Washington and Oregon TDM laws



Employers with **100+ employees**

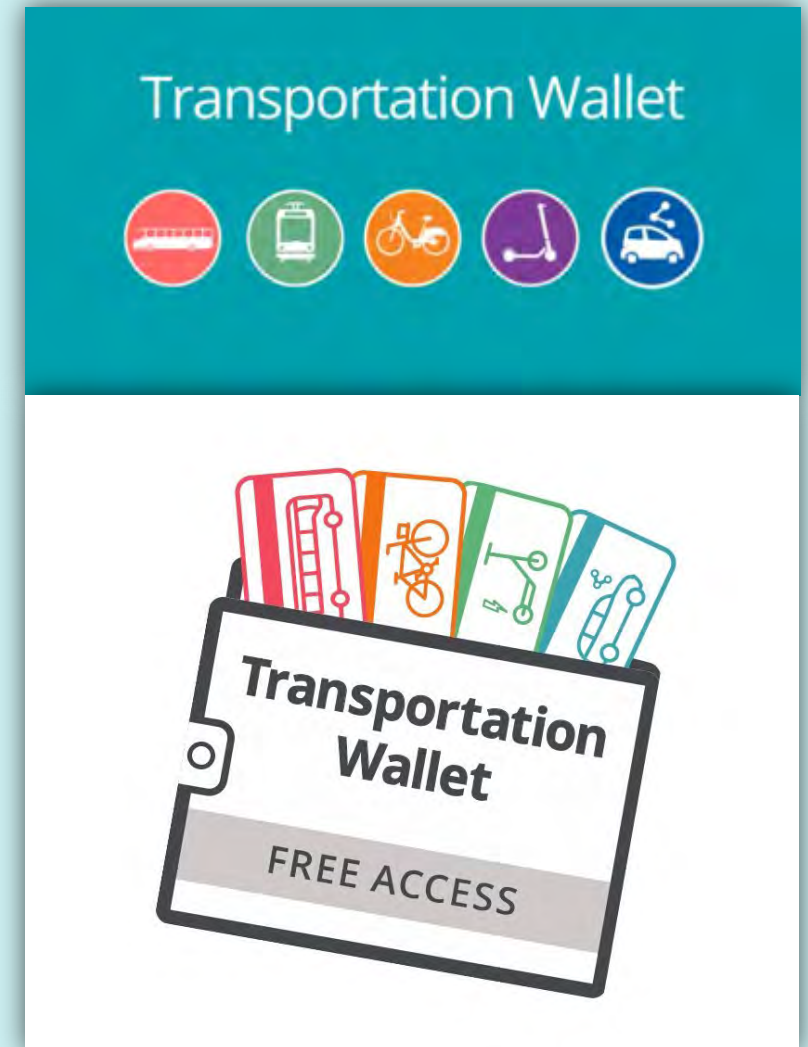


Must do a “baseline” TDM to **reduce drive-alone trips**

Incentives & District-based Passes

WHAT IT IS & HOW IT WORKS

- One of the best ways to shift drive alone trips is by **offering incentives**.
- Deeply **discounted transit passes** can be designed for all employees who work in certain districts or residents in multifamily housing.
- Bundled **transportation “wallets”** at discounted rates can give people access to multiple travel services and flexibility from day-to-day.
- Even steeper discounts can be provided for **low-income populations**.
- Passes and/or incentives can be **collectively funded and negotiated** by stakeholders, property owners, and/or the city.



Commuter Benefits

UNIVERSITY CIRCLE - CLEVELAND, OH

- uGO is a public and private TMA in Cleveland's University Circle neighborhood that leads implementation of the district's Transportation Action Plan.
- The Commuter Advantage program provides employees steep subsidies on non-driving travel options, including transit passes and a Guaranteed Ride Home program.
- More than 700 companies and organizations and nearly 14,000 employees in Greater Cleveland currently participate in Commuter Advantage, with sponsorship by PNC Bank.
- **Find out more:**
 - [uGO Commuter Advantage](#)
 - [uGO Commute Cost Calculator](#)

The screenshot shows the uGO website interface. At the top left is the uGO logo with the tagline 'CONNECTING UNIVERSITY CIRCLE'. To the right is a navigation menu with links for NEWS, EVENTS, ABOUT, FAQ, CONTACT, and a search icon. Below the navigation is a secondary menu with links for TRANSPORTATION OPTIONS, BENEFITS (which is highlighted), PLAN YOUR TRIP, and ALERTS. A banner image shows a person riding a bicycle with a basket full of water bottles. Overlaid on the banner is the text 'Commuter Advantage'. Below the banner, there is a text block that reads: 'Save money on your transit pass with Commuter Advantage! Regular transit riders can purchase their monthly RTA pass pre-tax provided that their employer is enrolled in RTA's Commuter Advantage program.' To the right of this text is a vertical list of menu items under the heading 'BENEFITS': OVERVIEW, COMMUTER ADVANTAGE (which is highlighted with a dark background), and EMPLOYER INCENTIVES.

The Commuter Advantage program estimates an average annual savings of \$9,291 per employee when they take transit versus drive.

Downtown C-pass

COLUMBUS, OH

- The C-Pass program provides eligible downtown workers free, unlimited access to the entire Central Ohio Transit Authority (COTA) bus system, bike share, and a Guaranteed Ride Home in case of an emergency.
- C-Pass is funded by participating property owners in the Capital Crossroads Special Improvement District (CCSID) and the Mid-Ohio Regional Planning Commission (MORPC).
- The program contributed to COTA's 31-year ridership high in 2019 and has more than doubled the ridership of the downtown workforce.
- **Find out more:**
 - [Downtown C-pass](#)
 - [Columbus C-Pass renewed through 2025](#)

downtown C-pass
Ride with US

Get a free ride thanks to Downtown property owners.

The Downtown C-pass gives you free, unlimited access to the Central Ohio Transit Authority (COTA) for work or play. Forget about traffic jams or parking headaches. Hop on the nearest Park & Ride and leave the driving to COTA. You can also use your Downtown C-pass to grab lunch, head to one of the many summer festivals or cheer for the Bucks on campus this fall (OH-IO). There's no cost to you.

Here's what you need to know:

- Contact your human resources to sign up.
- Choose a pass option (including a smart phone app).
- Use C-pass on any COTA route, any time, any day.
- No sharing—C-pass will be revoked if misused.
- Check out commuting resources (like a free emergency ride home) at [DowntownCpass.com](#).

5 REASONS to Ride the Bus

- 1. Save money:** Fewer miles on your car equals fewer car-related expenses and no more parking fees.
- 2. No more parking hassles:** Park for free at one of 25 Park & Rides and get downtown quick.
- 3. Get a jump start on work:** Every bus has Wi-Fi so your workday can begin when you board the bus.
- 4. No more road rage:** Let the COTA driver deal with traffic headaches.
- 5. Unwind:** Watch your favorite podcast or laugh at funny cat videos.

New to the bus? No problem. Watch our how-to videos at [DowntownCpass.com](#). Grab a co-worker and try it together.

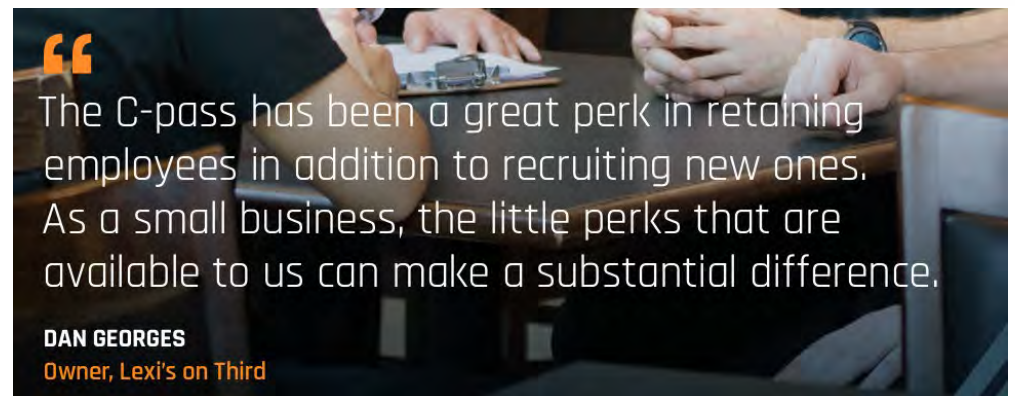
More questions? We're happy to help. Contact us at (614) 591-4184 or info@downtowncpass.com. Learn more at [DowntownCpass.com](#).

A Capital Crossroads SID Program
Powered by [gahio commute](#)

CAPITAL CROSSROADS
Special Improvement District

COTA

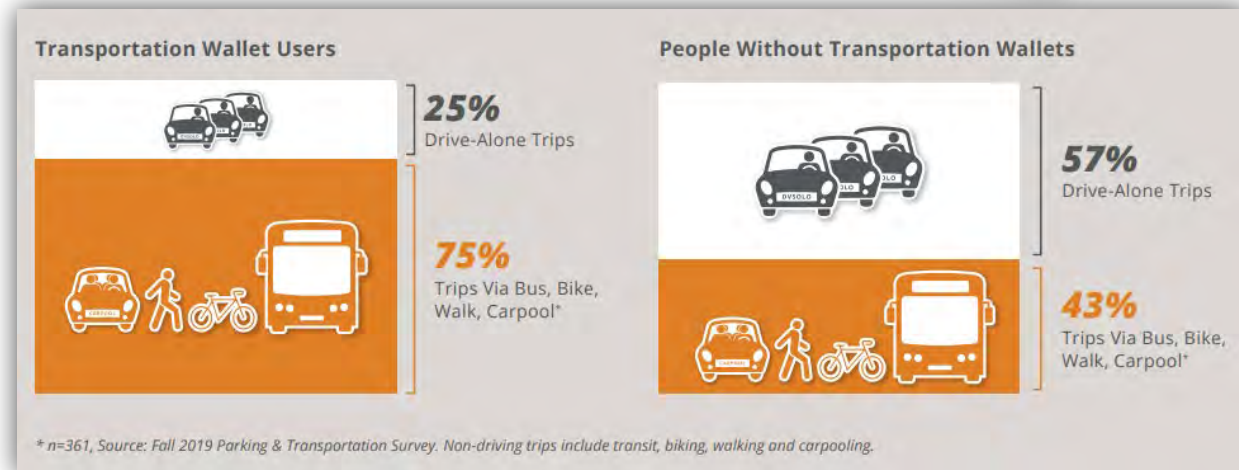
MORPC



Transportation Wallet

PORTLAND, OR

- Provides package of discounted passes and credits for use on transit, streetcar, bike share, and scooters. ~\$900 value for \$99.
- Several types of wallets are available based on geographic area, income level, and/or front-line worker status during the pandemic.
- Wallets are funded by a surcharge on residential/employee parking permits. Parking permits can be traded in for **FREE** mobility wallets.
- Program has resulted in fewer parking permits purchased in eligible districts, and a 25%+ difference in non-SOV trips by Wallet holders.
- Find out more:**
 - [PBOT Transportation Wallet](#)
 - [Program Report](#)



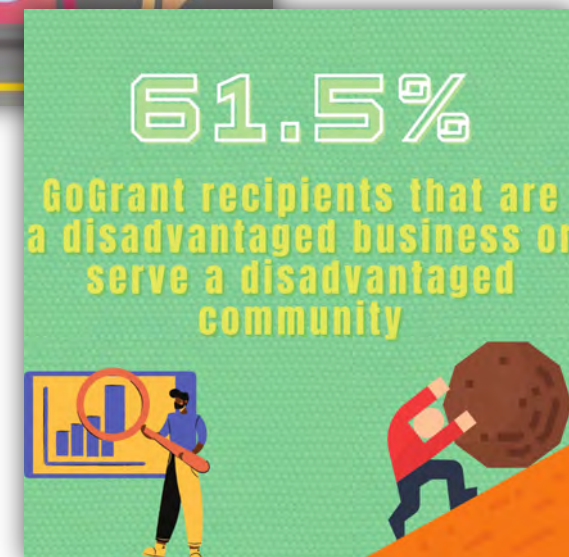
Survey data indicates that Transportation Wallet users drive alone less often than people without Transportation Wallets.

Mobility Go Grants

AUSTIN, TX

- Movability, Austin's TMA, Go Grants offer financial assistance up to \$7,500 to employers in Austin city limits to support sustainable mobility options.
- Eligibility requires businesses be a member of Movability
- Fundable projects include bikes/e-bikes, bike racks, dockless mobility credits, transit passes, shuttles, car/vanpool programs, mobility technologies, and mobility marketing and education.
- In 2021, 26 organizations applied for funding and 13 were awarded funding (a total of \$57,768).
- **Find out more:**
 - [Movability Go Grant](#)
 - [Go Grant 2021 Annual Report](#)

movability



48%

of funds awarded to Active Transportation

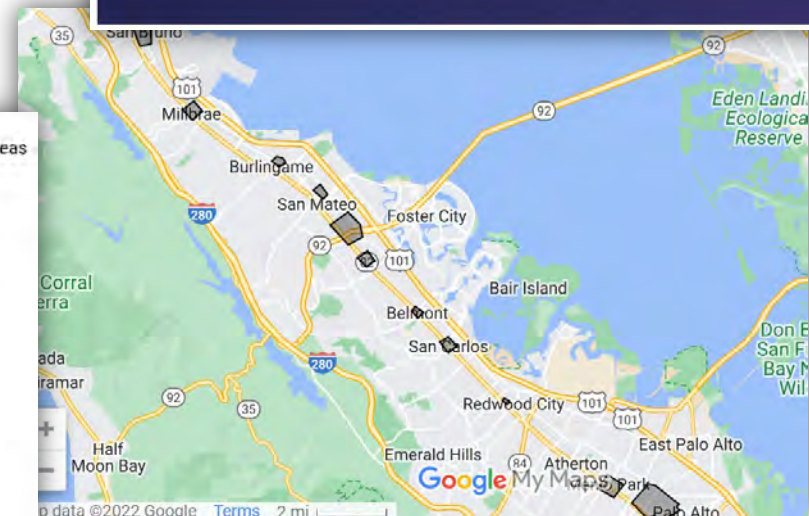
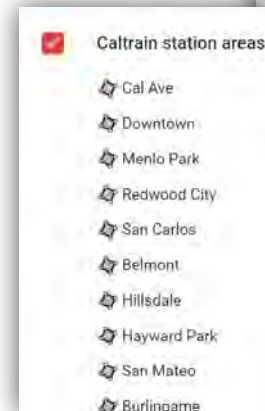
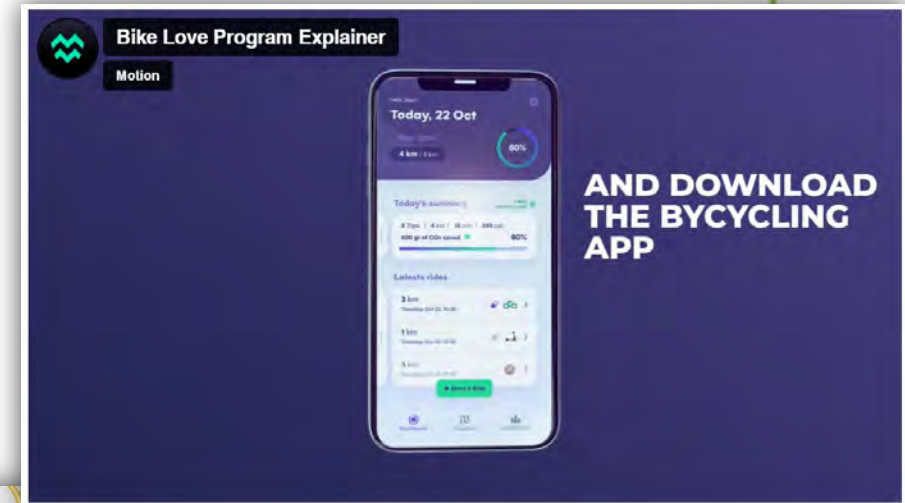
52%

of funds awarded to Shared Mobility

Bike Love Incentives Pilot

PALO ALTO, CA

- Pilot program offered by the Palo Alto TMA to promote active commute trips.
- Features daily incentives of \$5 per day (up to \$600 per year) for bike, e-bike, e-scooter, and e-skateboard trips to work or transit.
- Specialized app uses geofenced location tracking to verify trips (data is anonymized).
- Incentives are paid out for immediate use at local merchants (e.g., reloadable Visa Reward cards compatible with Apple Pay and Google Pay)
- **Find out more:**
 - [Bike Love Guide](#)
 - [Motion App](#)
 - [Palo Alto TMA Programs](#)
 - [Palo Alto Online Article](#)



E-Bike Rebates

BOSTON, MA & DENVER, CO

- More and more cities are offering rebates to help finance the purchase of e-bikes.
- Lower income residents may qualify for a higher-level subsidy with proof of enrollment in state or local assistance programs.
- E-bikes can cost \$1,000 to \$4,000, and rebates range anywhere from \$400 to \$1,700.
- Some programs allow residents to present a voucher at point of purchase versus request reimbursement.
- Programs can require bikes be purchased locally and provide a list of qualifying bike shops.
- Find out more:
 - [Boston E-Bike Rebate Program](#)
 - [Denver Climate Action Rebate Program](#) and [E-Bike and E-Cargo Bike Instant Rebates](#)



4,401

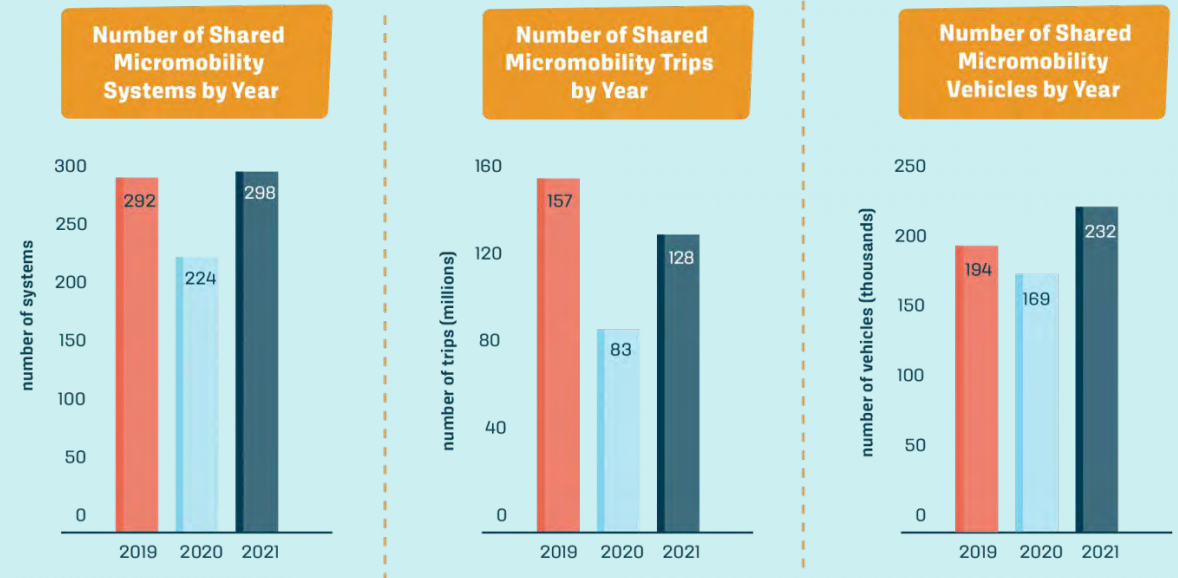
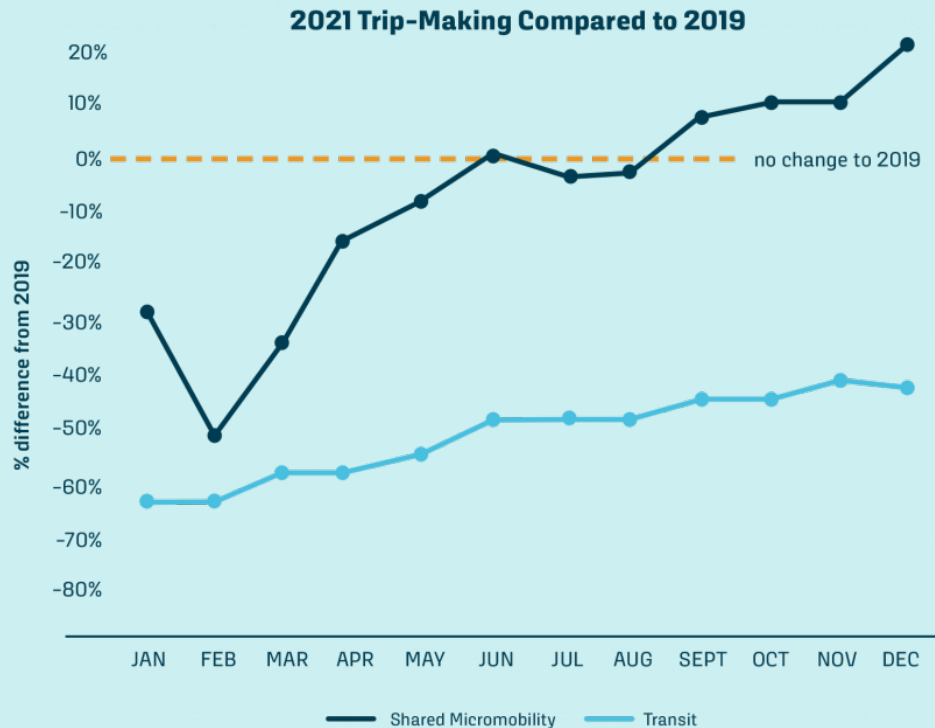
e-bike vouchers have been redeemed in Denver
(as of October 24, 2022)

Shared Micromobility & Shuttle Services

WHAT IT IS & HOW IT WORKS

- Shared micromobility includes bikes, e-bikes, scooters, e-scooters or any other vehicle designed for use as a **shared resource**.

- Shared micromobility is a growing trend in the United States. In 2021, 273 cities in the United States had at least one **bikeshare or e-scooter system**.

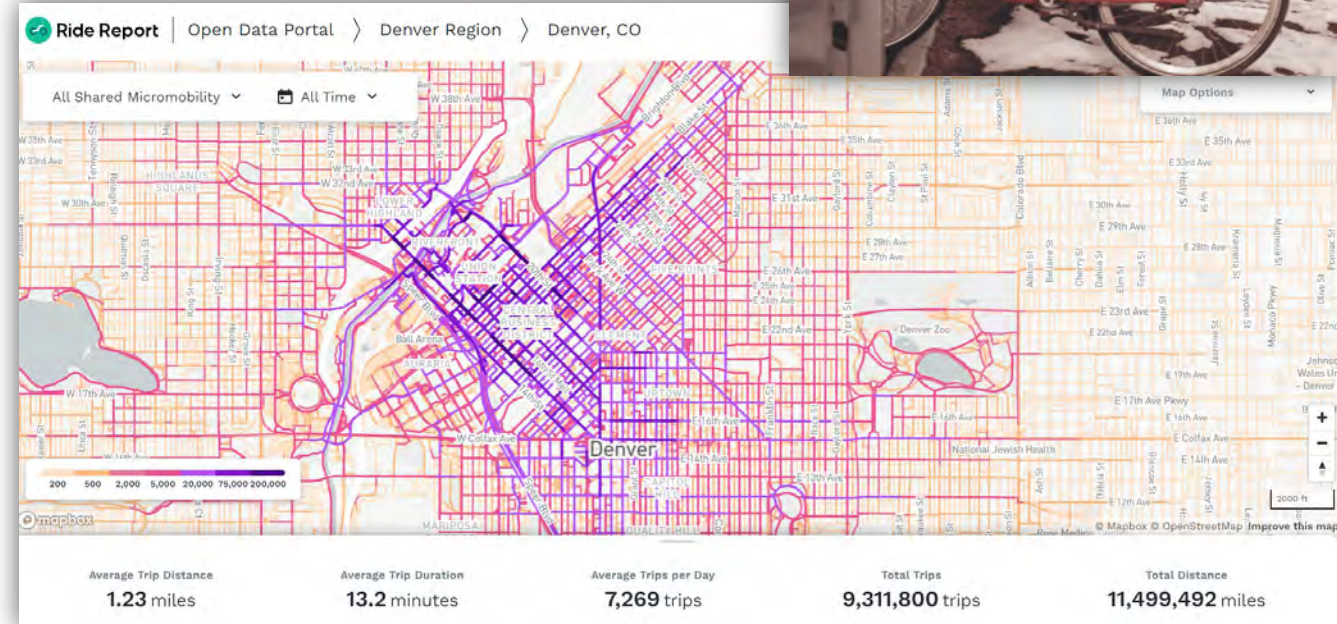


Scooter and Bike Share Program

DENVER, CO

- In 2018, Denver launched a Shared Micromobility Pilot Program. In 2021, Denver entered into license agreements with Lyft and Lime to operate the program.
- Each provider is permitted to operate fleets capped at 2,930 scooters and 586 e-bikes.
- Provides need-based free and reduced cost fare and membership programs.
- A Data Sharing Dashboard shows how e-scooters and e-bikes are used around the city.
- **Find out more:**
 - [Denver's Scooter and Bike Share Program](#)
 - [Data Sharing Dashboard](#)

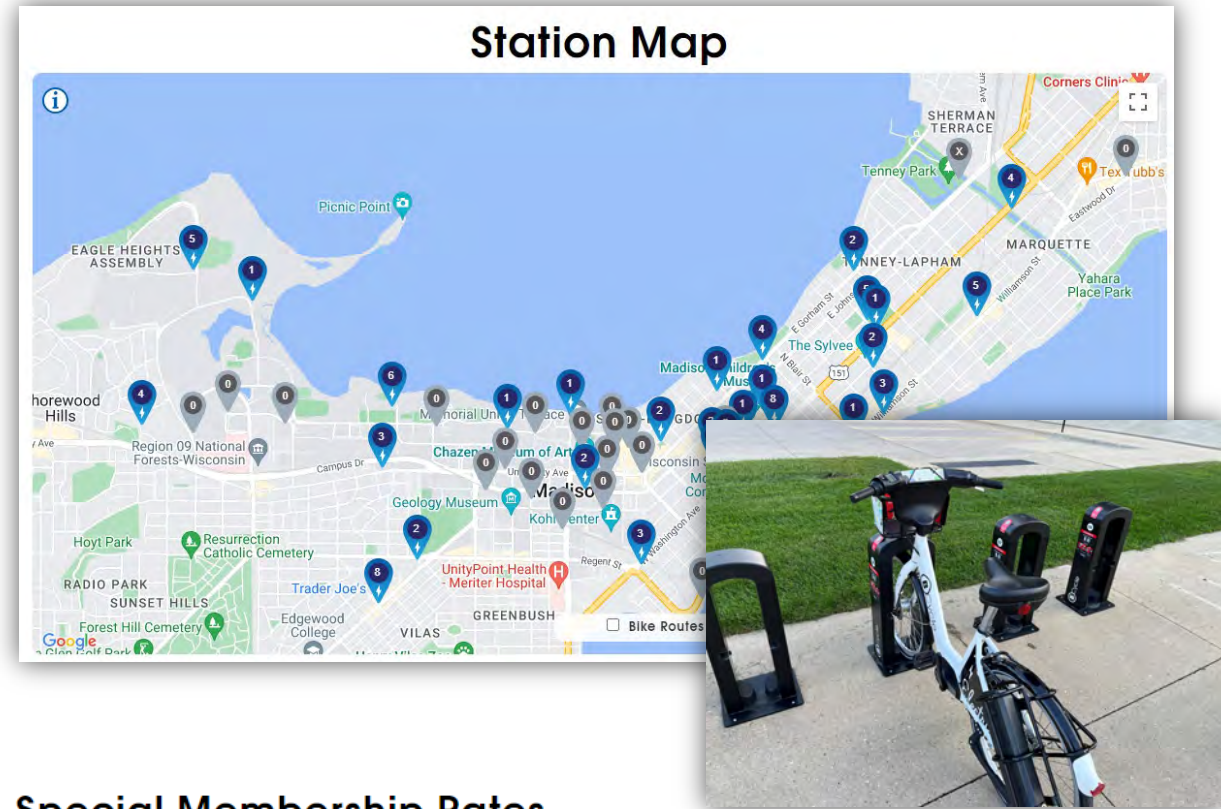
Bike share bikes are in operation year-round.



Madison BCycle

MADISON, WI

- BCycle is a bike sharing program with 300 bikes at 40+ stations.
- All bikes are e-bikes.
- Offers reduced membership prices for University of Wisconsin (UW) students, employees and affiliates, as well as strategic corporate sponsors.
- BCycle's Community Pass Program is a partnership with the Madison Public Library to make BCycle more accessible to all. Passes can be checked out a week at a time, including helmets.
- **Find out more:**
 - [Madison Bcycle](#)
 - [Community Pass Program](#)



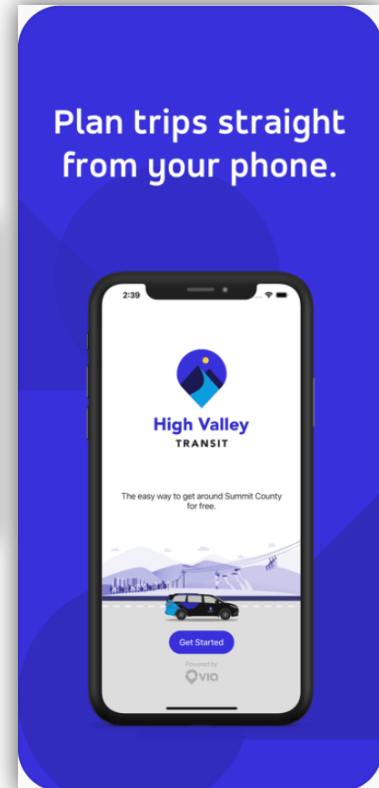
Special Membership Rates

- Students: **WISCSTUDENT** or **MATCSTUDENT**
- Employees: **WISCFACULTY** or **MATCSTAFF**
- UW Extension Employees: **UWEXTENSION**
- UW Health emails ending in .edu: **WISCHEALTH38**
- UW Health emails ending in .org: **UWHEALTH38**

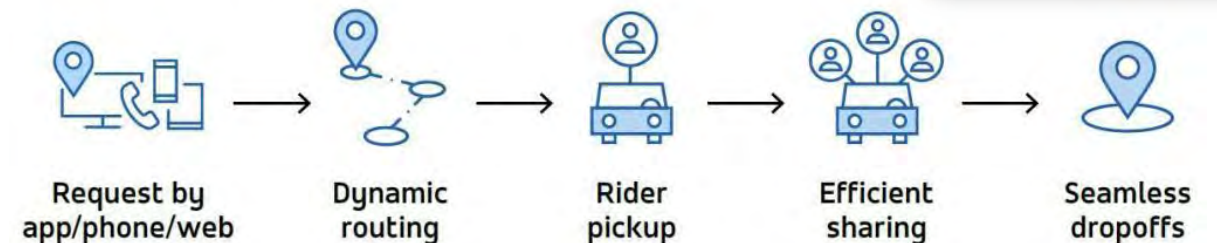
High Valley Transit's Micro service

PARK CITY, UT

- High Valley Transit launched its on-demand Micro transit service in 2021 to provide regional service between Summit County and select Park City destinations.
- Started with an initial pilot zone but has since expanded to three zones.
- Customers book rides in the app and can pool with riders heading in the same direction.
- Service operates 7 days a week, 5AM to 1AM, is FREE, and ADA accessible upon request.
- Operated by [Via](#).
- Find out more:**
 - [High Valley Transit Micro Service](#)



How it works:



uGO CircleLink

CLEVELAND, OH

- uGO TMA provides the CircleLink which connects University Circle with 2 circulator routes.
- The BlueLink route serves museums and other major retail destinations, while the GreenLink routes connects the major educational and medical destinations.
- Routes run every 20-30 minutes on weekdays and weekend afternoon.
- Rides are FREE and wheelchair accessible.
- Find out more:**
 - [uGO Shuttle Service](#)



circlelink

RIDE FOR FREE!

HOP BETWEEN WADE OVAL, UPTOWN, LITTLE ITALY AND COVENTRY

CONNECT TO RTA

DASH Shuttle

GRAND RAPIDS, MI

- The Downtown Area Shuttle (DASH) is a system of small buses connect key downtown destinations and parking lots.
- DASH is FREE for residents, workers, and visitors.
- Service operates Monday-Friday 6:30AM – 10:00PM and Saturday 10:00AM – 10:00PM. Buses arrive every 15 minutes.
- Service is operated by TheRapid and subsidized by the City of Grand Rapids.
- Routes and schedule available on Transit App and myStop mobile app.
- **Find out more:**
 - [DASH Shuttle](#)



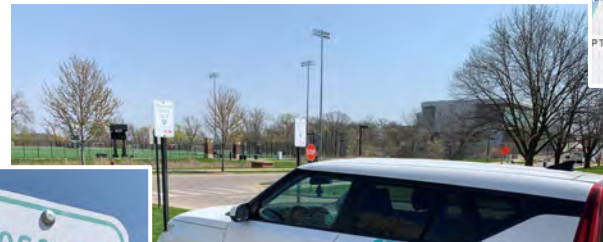
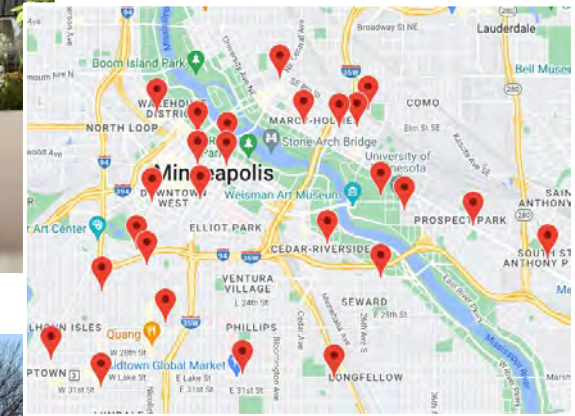
District-Based Car Share

MULTIPLE CITIES

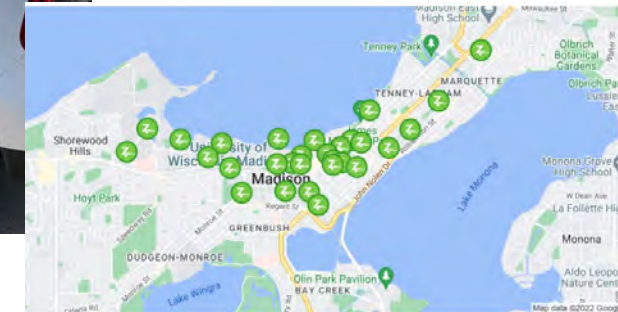
- Zipcar partners with universities in multiple cities to provide “wheels when you need them” for students, staff, alumni at discounted rates.
- Zipcars are also available to community members.
- HOURCAR and Evie in the Twin Cities provides two carsharing services in just one app and monthly plan.
- HOURCAR provides hub-based vehicles for round trips from 30-minutes to 3 days; Evie provides all-electric vehicle fleets for one-way, by-the-minute trips within the approved service area.
- Find out more:**
 - [Zipcar at University of Wisconsin](#)
 - [Evie and HOURCAR in Minneapolis and St. Paul](#)



HOURCAR (Twin Cities, MN)



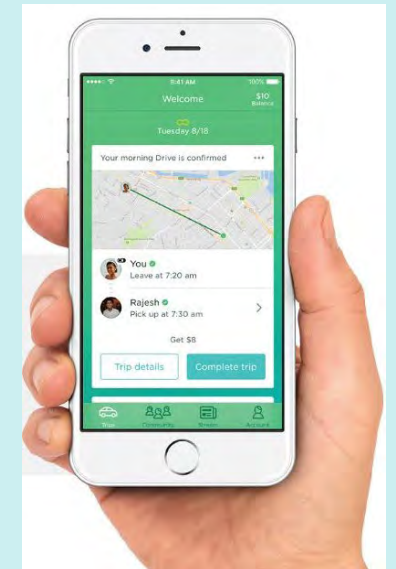
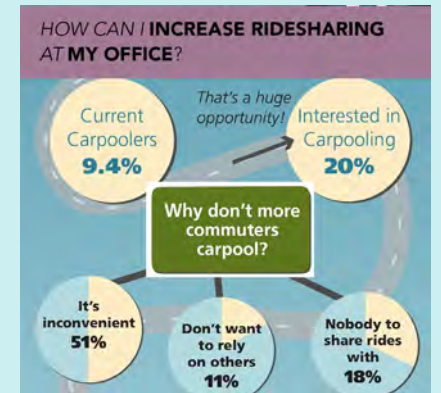
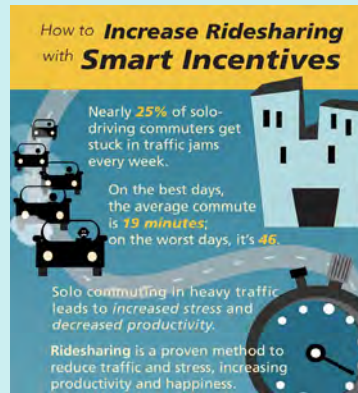
Zipcar (Madison, WI)



Shared Ride Incentives & Programs

WHAT IT IS & HOW IT WORKS

- Shared ride incentives and programs make it **easier and more cost-effective** to find carpools or vanpools.
- Possible incentives include **cash rewards or perks** such as reduced cost or free parking, preferred parking, commute challenges, or reward programs.
- Shared ride programs support access for patients and/or key populations who do not have access to a private vehicle.
- Find out more:**
 - [Carpool Incentive Programs - RideAmigos](#)



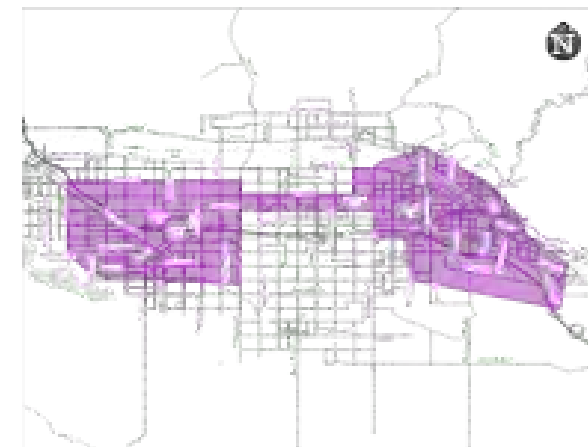
District-based Shared Rides

BOISE, ID

- Valley Regional Transit (VRT) has multiple rideshare, ridehail, and discount ride programs to support job and healthcare access.
- City Go Rideshare** program serves refugees, veterans, elderly, disabled and those working late shifts.
- VRT Late Night** partnership with Lyft offers \$3 Lyft rides to and from work for income-qualified riders.
- VRT's Village Van** Program provides job access services for low-income and refugee job access.
- Ride2Wellness** serves patients of St. Lukes and Saint Alphonsus patients with coordinated transportation to critical appointments.
- Find out more:
 - [City GO Rideshare program](#)
 - [VRT Late Night](#)
 - [VRT Village Van](#)



*CityGO Rideshare
(Boise, ID)*



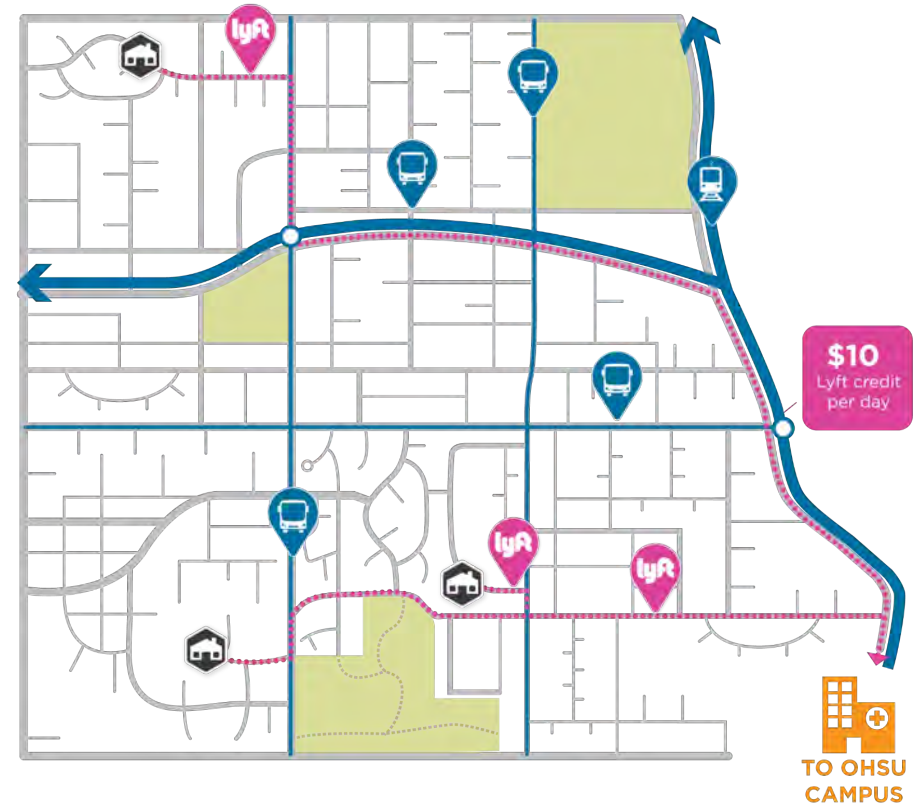
*VRT Late Night
Service Area*

Shared Ride Incentive Programs

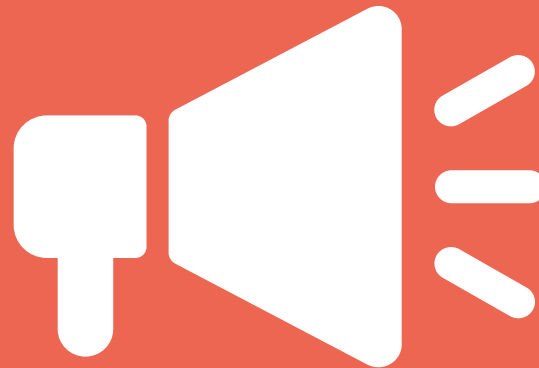
OHSU - PORTLAND, OR

- Lyft Off is a program to help off-peak commuters save time and money.
- Provides eligible riders \$15 daily credit to hail a one-way Lyft ride.
- Eligibility criteria includes OHSU email and network login, downloaded Lyft app on phone and linked to a credit card, and trip origins and destinations at either Marquam Hill or South Waterfront.
- Rides must take place between 7PM and 5:30AM.
- **Find out more:**
 - [OHSU Lyft Off Program](#)

"The Lyft Off program solved my problem getting home in the evening. I tossed my parking permit, freeing it up for someone else. So it's a 'Win' all around."



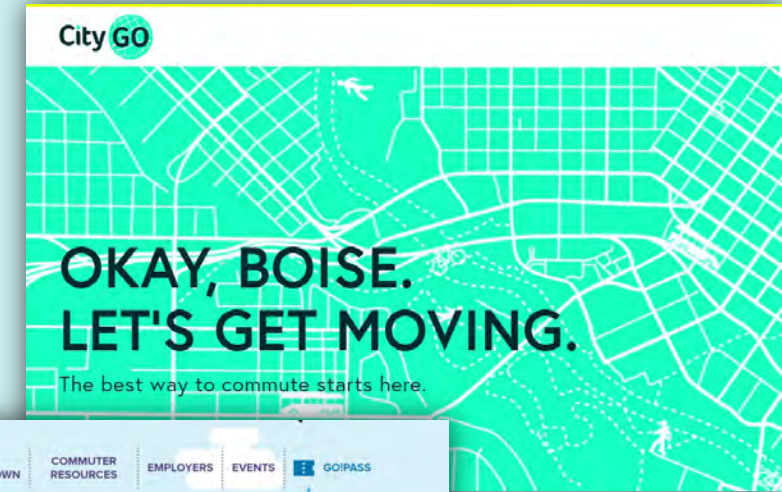
Marketing & Management



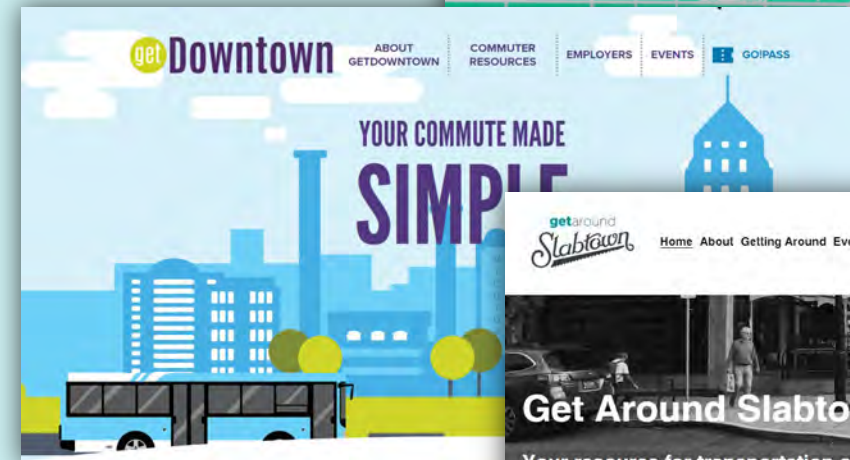
Transportation Management Associations (TMA)

WHAT IT IS & HOW IT WORKS

- TMAs are **staffed, non-profit organizations** or private-public partnerships dedicated to providing and/or promoting transportation options.
- They can be **District-based**, or focused in a mixed-use area, downtown, or commercial center.
- **TMAs can be funded** through employer memberships, parking revenues, municipal funds, federal grants (CMAQ Funds), corporate sponsors and/or philanthropy
- Activities may include managing **mobility programs or services** for commuters or visitors, data collection and monitoring, convening partners, and/or commuter benefits administration



City GO (Boise, ID)



Get Downtown (Ann Arbor, MI)

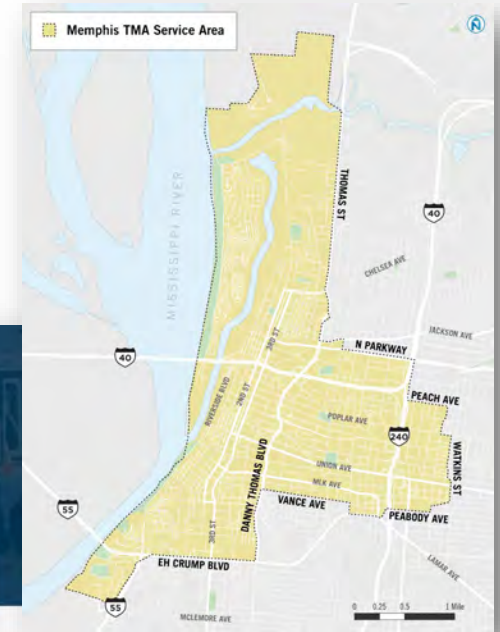


Get Around Slabtown (Portland, OR)

Memphis Medical District Collaborative

MEMPHIS, TN

- The Memphis Medical District Collaborative (MMDC) is a partnership with the Downtown Memphis Commission (DMC).
- The district includes university, hospital, health care institutions with over 23,000 employees, 8,000 students, and 310 acres of property.
- MMDC is forming a TMA to coordinate TDM efforts to promote walking, biking (including bike share), public transit, and carpooling.
- Groove on-demand transit service is a districtwide service they manage.
- **Find out more:**
 - [MMDC TMA](#)



groove ON-DEMAND
Powered by QVO

Points of Interest:

- New Chicago Park
- Memphis Public Library - N Branch
- William H. Rouse Transit Ctr.
- Overseas Center
- Northland Park
- Koger
- Memphis VA Medical Center
- Regional One Health Medical Ctr.
- Methodist University Hospital
- Autobus Park
- Public Forum
- Memphis Central Train Station

Service Hours:
Monday-Friday
7am-8pm
Price: \$1.25

Public Transit

TRIS LINES SERVING EACH INSTITUTION
USE THE TRANSLOC APP OR GOOGLE MAPS TO PLAN YOUR TRIP AND RECEIVE BUS LOCATION UPDATES IN REAL TIME.

STAY INFORMED
SIGN UP FOR GMAILLEET - TO STAY INFORMED ABOUT SERVICE UPDATES AND DELAYS

COST
MATA BUS \$1.75
one-way trip - exact change is required

TROLLEY \$1.00

MATA MONTHLY PASS INFO
Ask your institution if they provide passes!

CARPOL

Sharing a ride can be a fun, social, and less stressful way to save money on your commute.

MEMPHIS AREA RIDESHARE PROGRAM

- Connect to [groove.rideoptions.com](#) to find or form a carpool or form one with a group of friends, coworkers, or colleagues.
- Carpool programs allow for pre-booking to carpools, means you spend less time searching for a spot.
- If you don't want to use your own vehicle, Shelby County pays for half the cost of an SUV/Van for groups of four or more people sharing a ride.

Memphis Medical District Collaborative

MEMPHIS, TN

- MMDC also leads safety campaigns, subsidizes transit service, and promotes a culture of alternatives to driving.



ZACH

“My car broke down in May and I started to use Uber and Lyft, but they got to be really expensive. I also asked friends and co-workers for rides but...”

[Read More →](#)



ROBERT

“I enjoy taking the bus and bike share to campus. It feels good to walk past my truck in morning and leave it in the driveway...”

[Read More →](#)



NARIMAN

“The shuttle has saved me \$300 a month!”

[Read More →](#)



MARTHA

“I like that biking makes me feel more connected to my neighborhood.”

[Read More →](#)

Destination Medical Center

ROCHESTER, MN

- Destination Medical Center (DMC) is an economic development initiative to support the Mayo Clinic as a global medical destination.
- The DMC and the City of Rochester have undertaken several feasibility studies to explore having a Parking & Transportation Management Authority, Transit Circulators, and a City Loop for walking and biking.
- DMC is exploring Mobility Hubs, has set targets for transit ridership, and partnering to implement Bus Rapid Transit (BRT) between the DMC campus and downtown.
- Find out more:**
 - [DMC and City of Rochester DMC Studies](#)

DMC In the middle of **EVERYWHERE**
Destination Medical Center



Transportation develops mobility and transit solutions to support the growth the DMC initiative will generate.

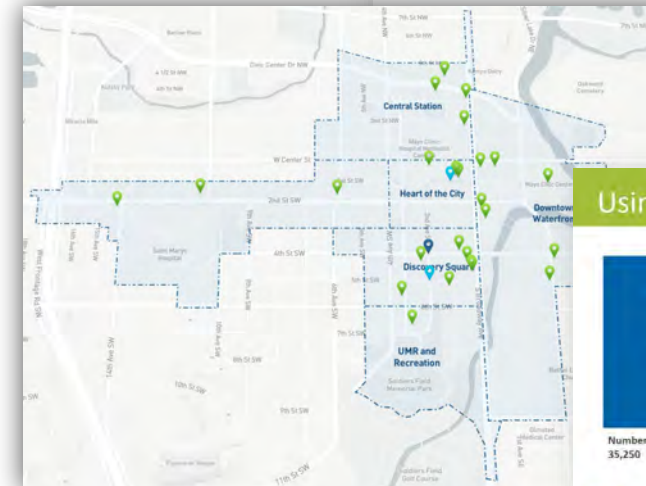
- Developing transportation solutions will involve a comprehensive assessment of current transportation needs and a plan to accommodate a more multi-modal approach to improve travel for residents and visitors into the future.
- DMC and the City of Rochester are working closely together to define the future of transit for Rochester.
- Among the highlights in the transportation proposal are the City Loop, a bicycle route around downtown Rochester that would tie into the existing trail network and other proposed bicycle routes.
- The City Loop offers connections to each DMC district, ties visitors, residents and workers to nature, culture, and entertainment, and provides a place for visitors.

[View Integrated Transit Studies >](#)

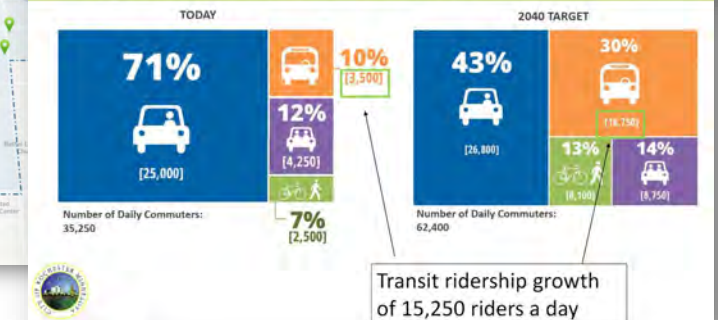
[Integrated Transit Studies Executive Summary >](#)

[Mobility Hub Presentation >](#)

[DMC Bus Rapid Transit System Project History](#)



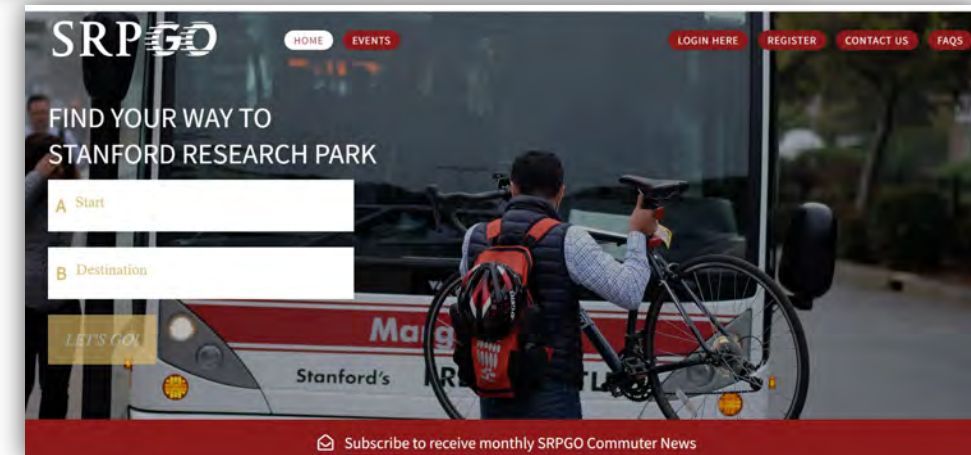
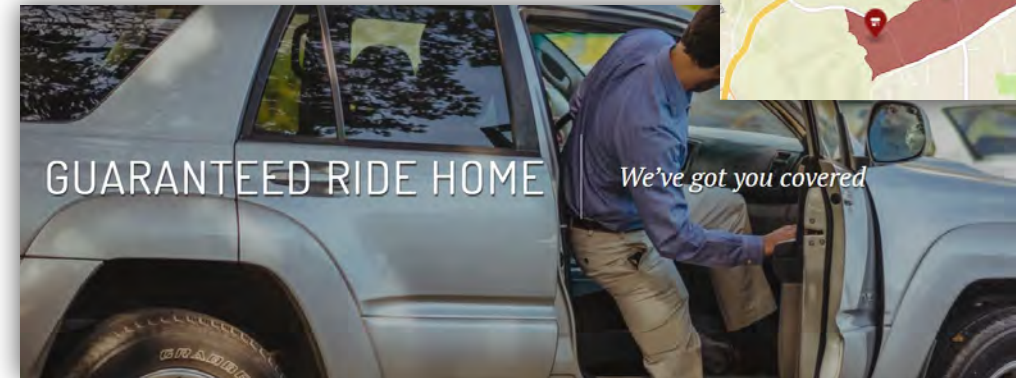
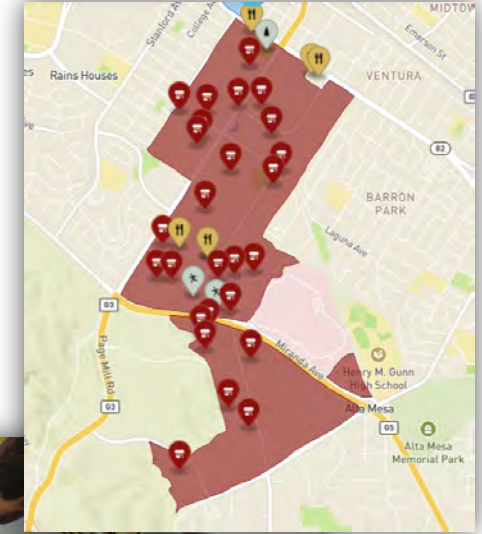
Using other modes an easy choice



Stanford Research Park

STANFORD, CA

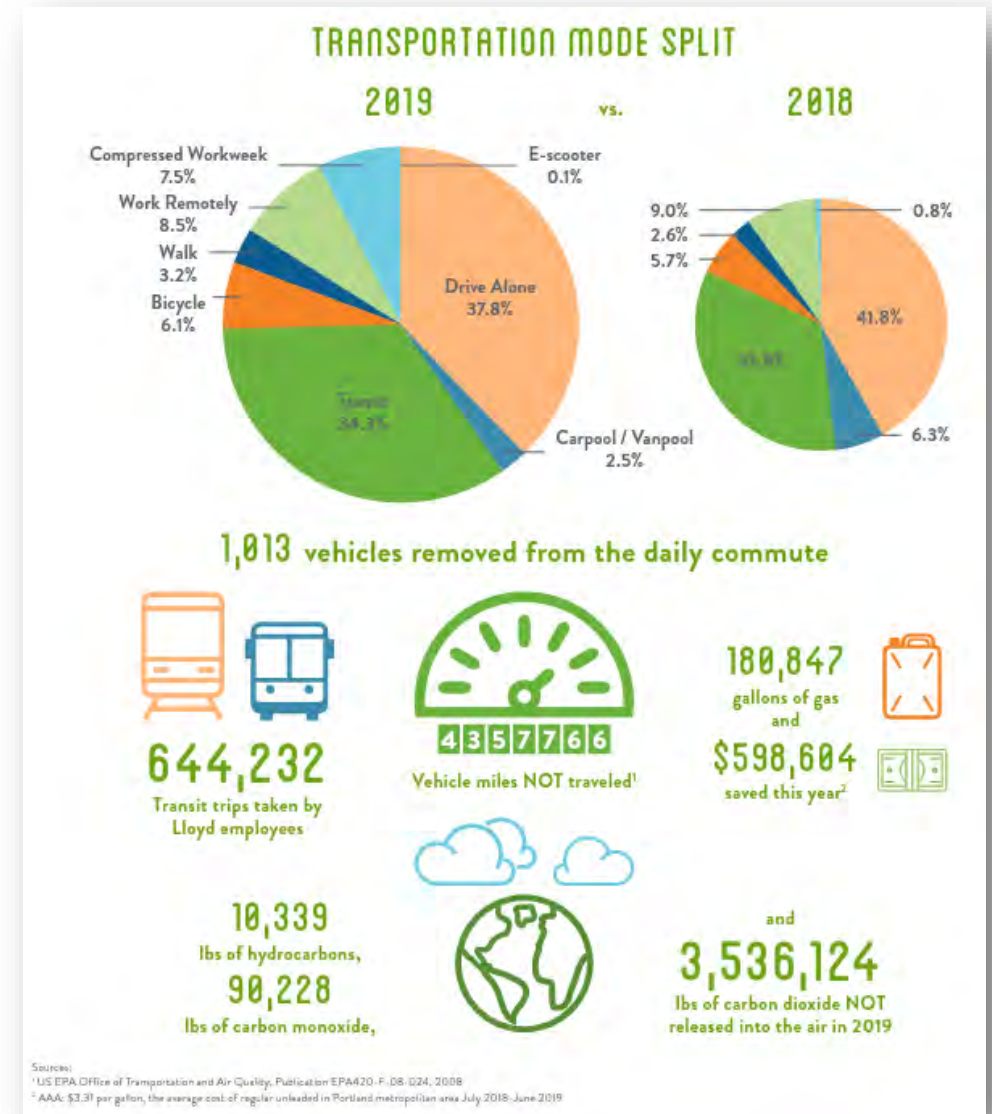
- The Stanford Research Park TMA, branded as SRPGO, provides commuters with transportation options and non-driving commute incentives.
- The TMA website includes programs and services for commuters and includes videos featuring commuters and their experience.
- Programs and services include Guaranteed Ride Home for free rides when people need it; SRPGO rewards when people log trips (e.g., gift cards), shuttle services, carpool matching, and trip-planning assistance.
- **Find out more:**
 - [Stanford Research Park Transportation](#)
 - [SRPGO Rewards](#)



Go Lloyd – District TMA

PORTLAND, OR

- Go Lloyd is a 501(c)(6) non-profit that serves ~4,000 employees across nearly 30 businesses.
- 5 employees manage program coordination, employer outreach, and transit benefits administration.
- Coordinates neighborhood clean-ups, bicycle parking and street light investments, and partners with the City to manage parking revenues from Event Parking.
- Staffs a brick-and-mortar Transportation Store for transit pass sales, bicycling gear, maps and informational brochures.
- Find out more:**
 - [Go Lloyd](#)
 - [Lloyd District Overview](#)



Go Lloyd – District TMA

PORTLAND, OR

METER REVENUE REINVESTMENT

\$1.95 MILLION invested in Lloyd transportation in the past 11 years.

Go Lloyd is grateful for its role in shaping parking policy and guiding infrastructure investments in Lloyd, including the Blumenauer Bridge, bicycling amenities, and public garbage cans. Additional funding has gone to pay for streetcar vehicles, and for real-time transit trackers at bus stops and MAX platforms, as well as building lobbies.

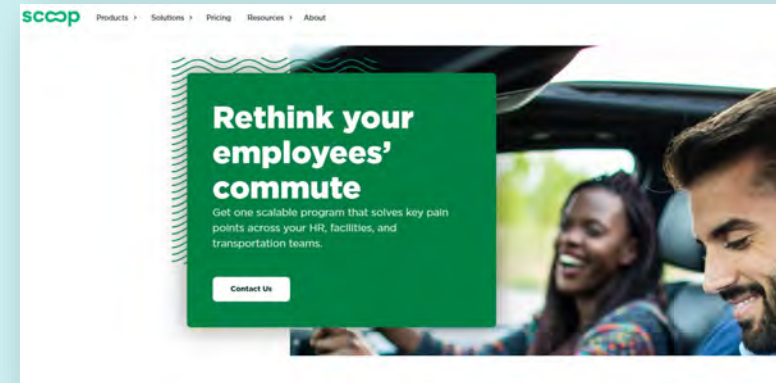
By rule, 51% of net revenue from the Lloyd parking meter district gets reinvested in the neighborhood, and the Meter Revenue Allocation Committee prioritizes those funds to projects that enhance the transportation system and the neighborhood as a whole. Over the years, nearly \$2 million dollars has been reinvested in Lloyd. And while revenues have decreased due to the pandemic, through some austere budgeting we continue to strategically invest those funds into priority projects for the neighborhood.

- 
\$250,000
 Blumenauer bicycle and pedestrian bridge
- 
\$262,500
 transit service
- 
\$81,000
 Transit Trackers
- 
\$138,750
 bicycle infrastructure
- 
\$50,000
 Portland Streetcar vehicle purchase
- 
\$119,000
 parking utilization studies
- 
\$101,500
 pedestrian infrastructure
- 
\$124,000
 streetlight pole painting
- 
\$585,000
 NE Multnomah streetscape improvements
- 
\$55,000
 public garbage can purchase
- 
\$51,000
 neighborhood-wide mode split study
- 
\$31,500
 Business Climate Survey

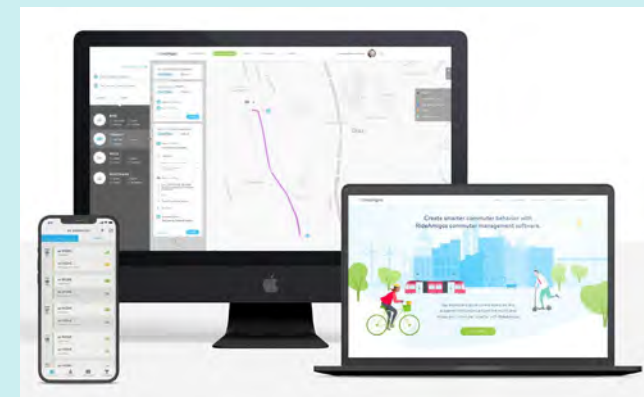
Commute Management Platforms & Apps

WHAT IT IS & HOW IT WORKS

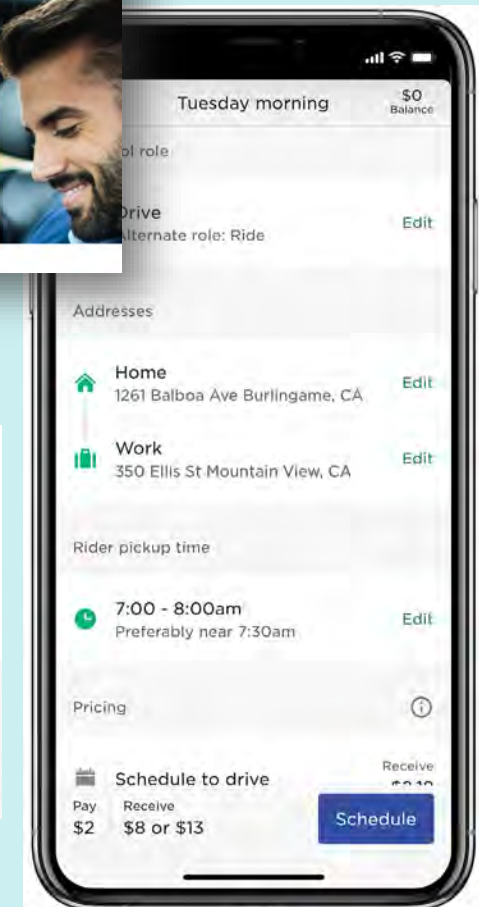
- A one-stop **enterprise platform** for employers.
- Makes it easy for **employees within an organization or geographic area** to locate carpool matches, log trips, and/or receive rewards for their commute.
- Features include easy scheduling, automated payment, **carpool matching, trip tracking, incentives and challenges**, and backup commute options.
- Platforms integrate with Human Resources and payroll to provide employee benefits.
- Scoop, Lum, Get There, and RideAmigos are all examples of platform vendors.



scoop



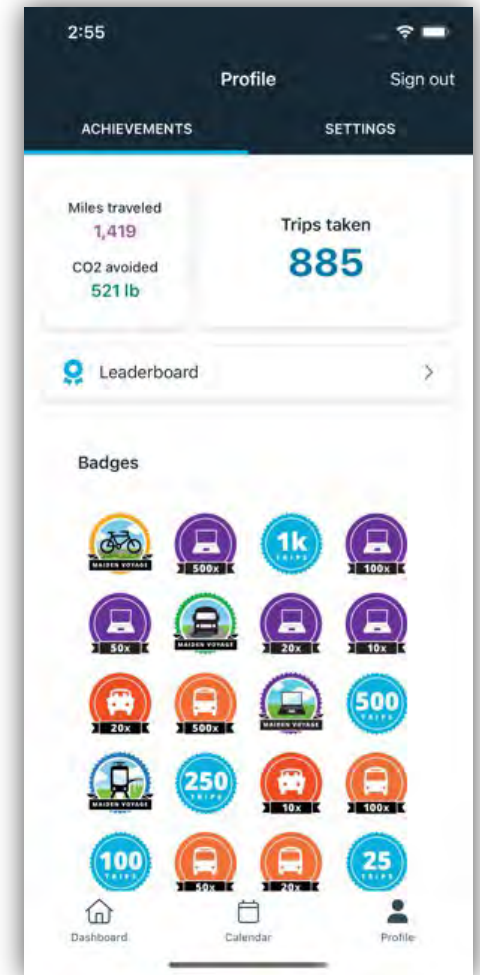
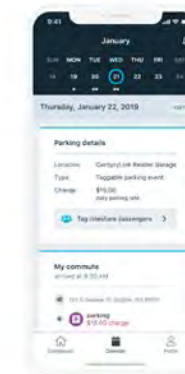
rideamigos



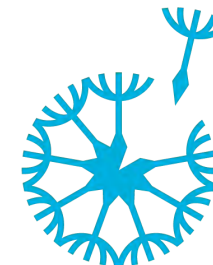
Luum for Employers

OHSU (PORTLAND, OR) AND EXPEDIA (SEATTLE, WA)

- The Expedia Group uses Luum for a commute management platform to facilitate daily parking.
- OHSU uses Luum to pay people to walk, bike, or scooter to work with a branded commute platform: 'My Commute.'
- OHSU Employees can log an inbound bike, walk, or scooter trip, gets \$1.50 per day added to their paycheck every two weeks.
- **Find out more:**
 - [Luum Podcast: OHSU](#)
 - [OHSU Commuter Benefits Case Study](#)
 - [Expedia Group Case Study](#)



**93% of employees
report their
commute trips
in Luum and
participate in the
commute program.**

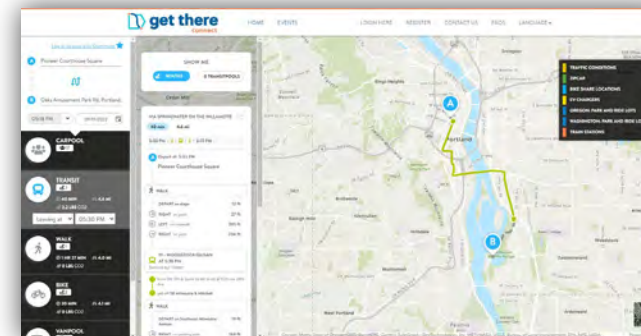
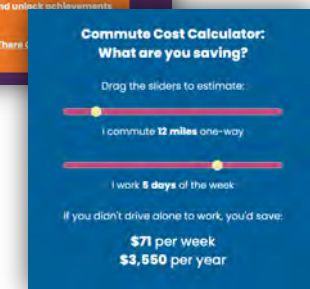
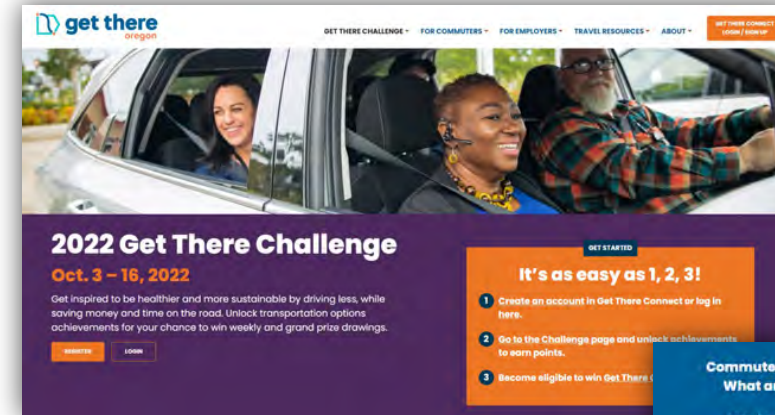


luum

Get There Oregon

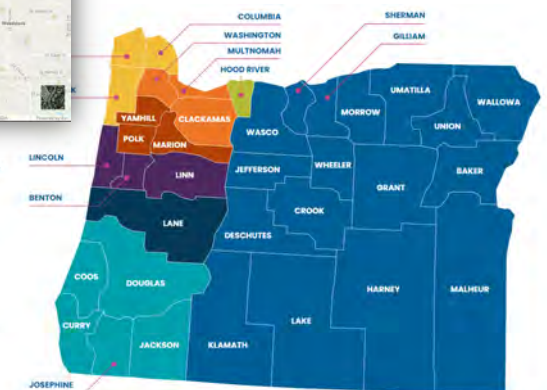
OREGON DEPARTMENT OF TRANSPORTATION

- Get There Oregon is a trip planning platform powered by Ride Amigos and managed and funded by the state DOT.
- There are 8 regional partners statewide that promote the platform and administer challenges.
- Employers can create networks for their staff to find carpools or log non-driving trips to receive rewards year-round.
- Since launching in 2019, there have been 1.4 million alternative (non-drive alone) trips logged.
- **Find out more:**
 - [Get There Oregon](#)
 - [About Get There Oregon](#)



below:

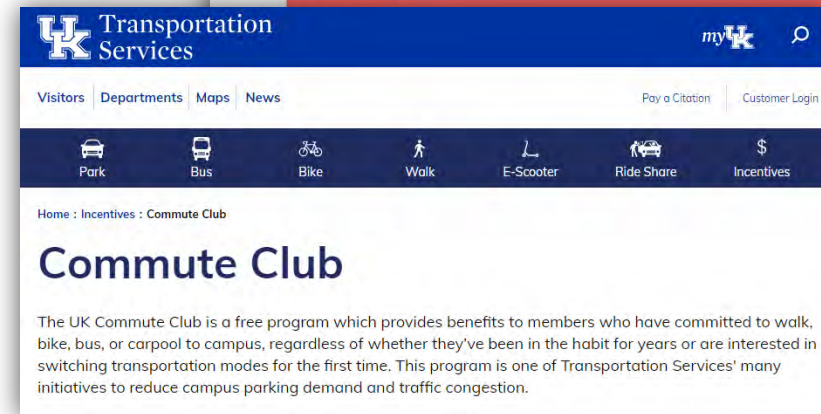
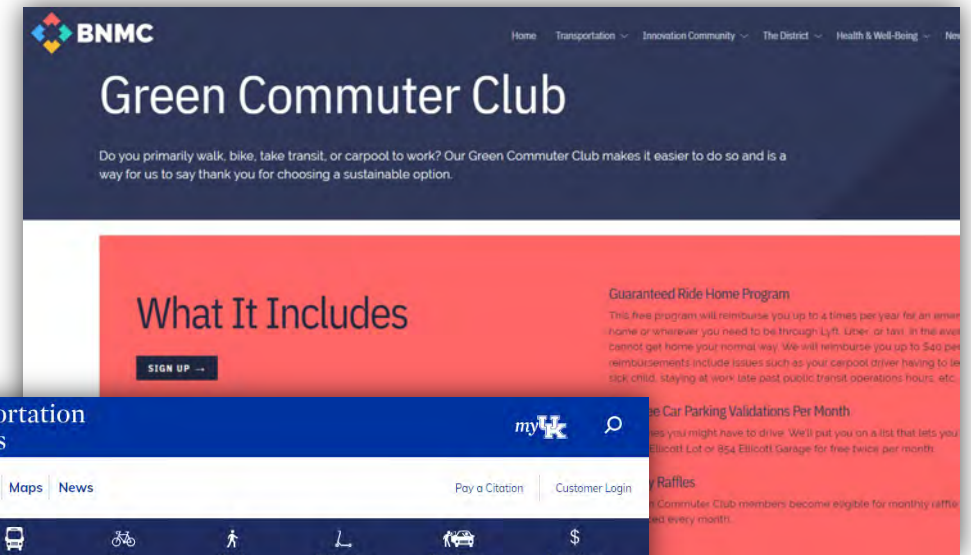
- CASCADES WEST TRANSPORTATION OPTIONS
- CHERRIOTS
- COMMUTE OPTIONS
- GORGE TRANSLINK – Administered by Mid-Columbia Economic Development District
- LANE COUNCIL OF GOVERNMENTS
- METRO
- NW TRANSPORTATION OPTIONS
- ROGUE VALLEY TRANSPORTATION DISTRICT



Commuter Clubs

MULTIPLE LOCATIONS

- Commuters who agree to never or rarely drive alone can join an online community.
- Clubs can create a sense of identity and build awareness of options awareness.
- Incentives for members can include transit passes, carpool credit, free daily parking passes for carpools/vanpools, emergency rides home, free rental car vouchers, and carshare and bikeshare memberships.
- Find out more:**
 - [Green Commuter Club \(BNMC - Buffalo Niagara Medical Campus and District\)](#)
 - [UK Commute Club \(University of Kentucky\)](#)
 - [goClub \(UC Davis\)](#)
 - [Back 'N' Forth Club](#)

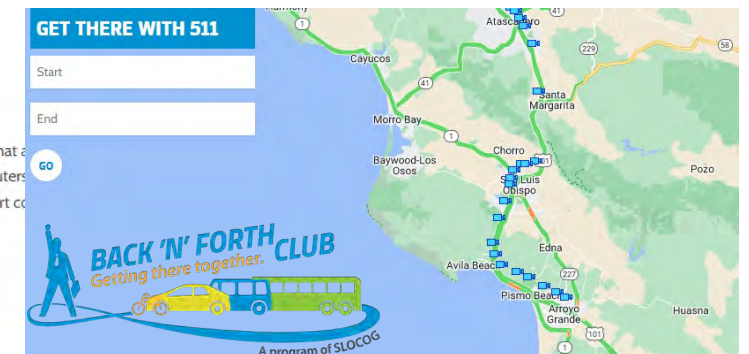


Back 'N' Forth Club

The Back 'N' Forth Club is a **free** program of SLO Regional Rideshare that provides members with information and empowerment tools that alleviate traffic congestion, help commuters get to work, and support smart commute choices! Learn more about how we support our members.

FOR COMMUTERS

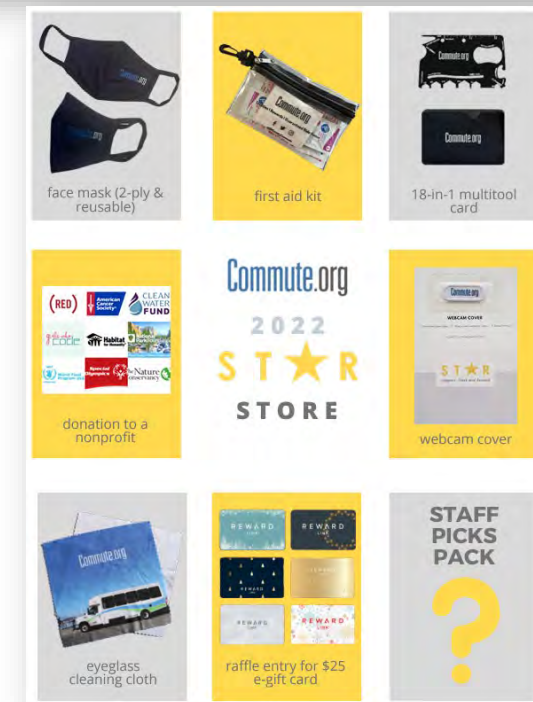
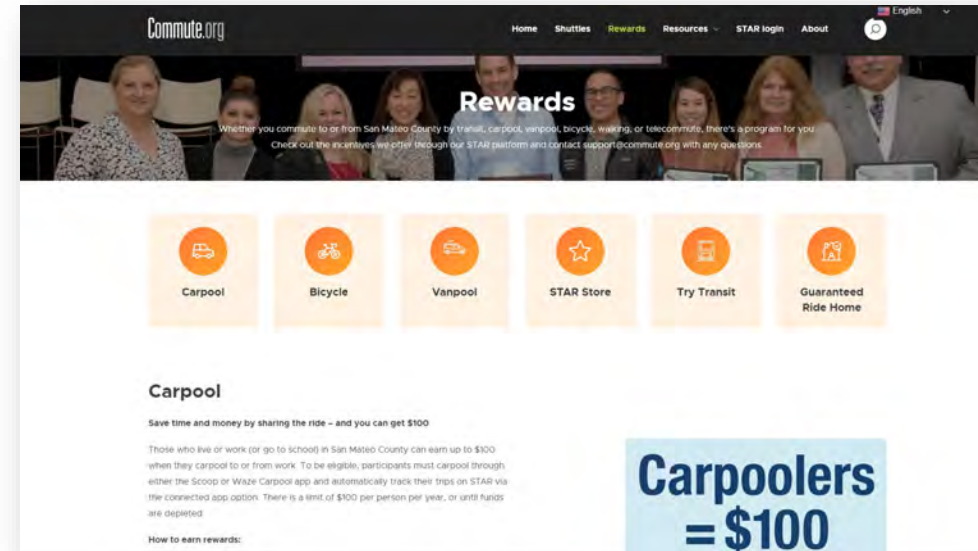
FOR EMPLOYERS



RideAmigos

MULTIPLE CITIES, REGIONS, AND INSTITUTIONS

- RideAmigos is an app service for large employers, universities, and government agencies with programs to support commute alternatives to driving alone.
- The platform allows people to explore commute options, log their trips to and from their worksite, manage their passes, and even get reimbursed or have rewards sent directly through payroll.
- RideAmigos can be tailored with branding and closed networks within or among certain employers.
- Sacramento Area Council of Governments (SACOG), San Mateo County, Cedars Sinai, The University of Arizona, and ODOT are examples of agencies and institutions that use the platform.
- **Find out more:**
 - [RideAmigos](#)
 - [Commute.org and STAR](#)



Marketing & Branding

WHAT IT IS & HOW IT WORKS

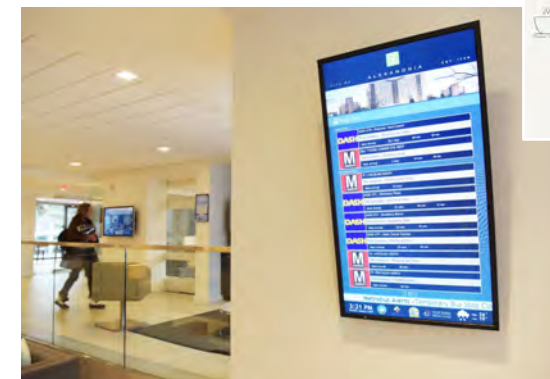
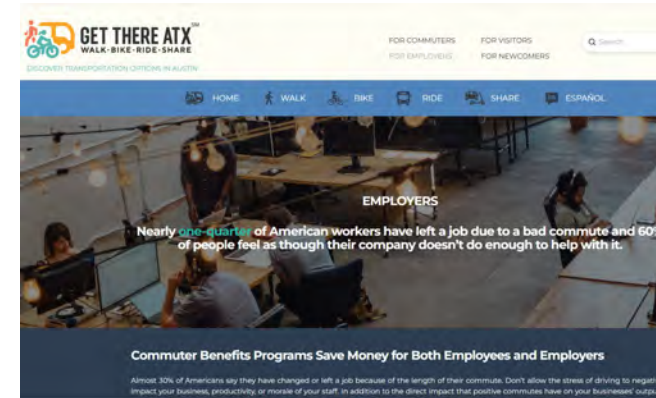
- Customized brands, marketing, and a suite of communication channels can **help people know** about available transportation options.
- Individual organizations or entire districts can be housed under one brand.
- Brands can be used for **visibility and recognition** to encourage participation in events (e.g., commute challenges), to promote commute platforms, and share resources.
- Key **branding elements** include websites, social media, mobile apps, real-time signage, wayfinding, collateral, and commuter resources (e.g., maps, bike lights, umbrellas).



Employee & Resident Communications

MULTIPLE LOCATIONS

- As people move into a new neighborhood or city, or start a new job, promoting free transit or bike share passes, biking and walking maps, and other incentives can encourage active travel habits.
- Maps or information sent to a home address or presentations during employee onboarding about their transportation options and benefits.
- Real-time transit displays in office or multifamily building lobbies can also make taking transit easy and intuitive.
- Find out more:**
 - [Portland Smart Trips](#)
 - [Get There ATX](#)
 - [Real-time Transit Screens](#)

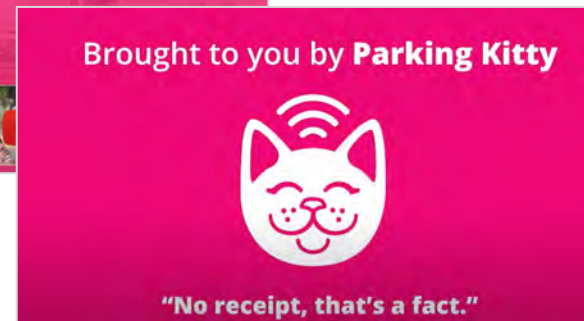
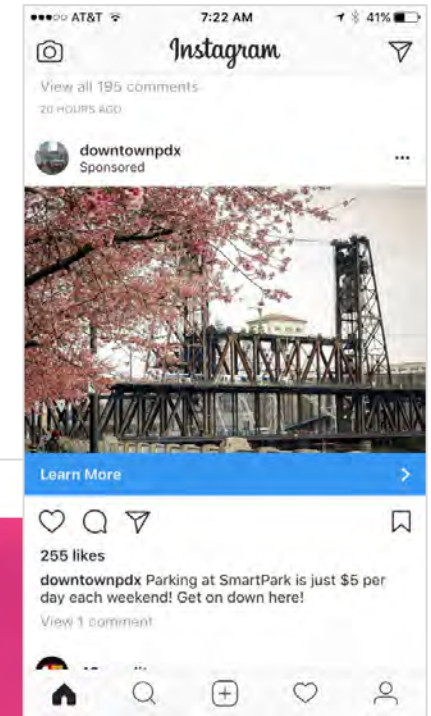
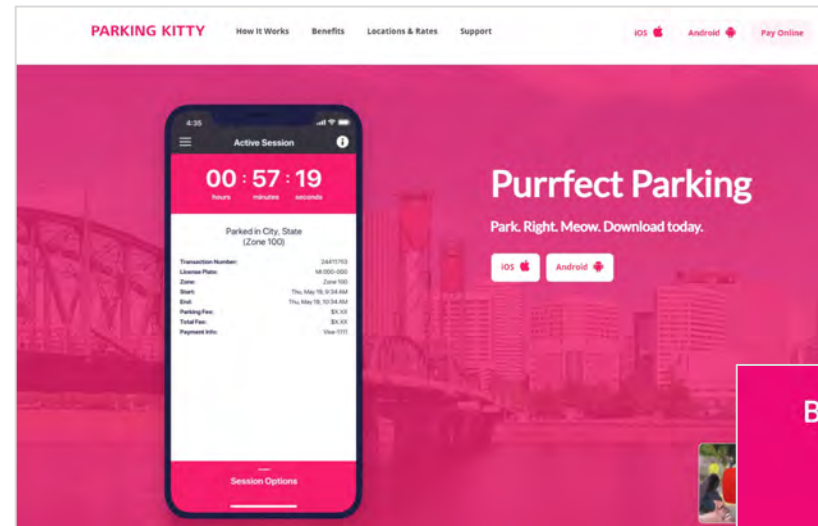


Get Around Slabtown Brochures

Parking App Branding

MULTIPLE LOCATIONS

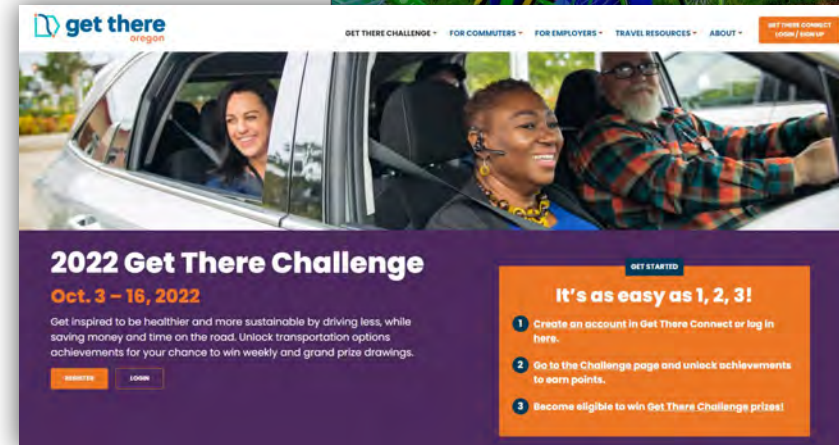
- Many parking systems have developed their own parking brand to prioritize customer experience and helping users find, use, and pay for parking.
- Find out more:**
 - [Park Omaha](#)
 - [Park Boi](#)
 - [PDX Smart Park + Parking Kitty](#)
 - [Go Park City](#)



Events & Challenges

MULTIPLE LOCATIONS

- Fun events can get the word out about TMAs, commuter benefits, or available transportation options.
- Events can target commuters, people living in multifamily housing developments, or passersby.
- Challenges once or twice a year can encourage friendly competition, award prizes as incentives, and get people to try new travel habits.
- **Find out more:**
 - [Bike to Work Day](#)
 - [Park\(ing\) Day](#)
 - [Get There Challenge](#)



Data & Reporting

WHAT IT IS & HOW IT WORKS

- Capturing data is important to understand if **mode share targets and other goals** are met and to measure how behaviors may change after implementing new project and programs.
- Data can be captured from commute apps and platforms.
- Annual surveys are also important to capture mode split for people who do not use a commute app or platform (such as visitors or patients) and to **understand preferences and priorities**.
- Annual reports summarize survey and app data and findings and are an important communication tool.

WHAT MATTERS

THE
MOST TO PEOPLE
TRAVELING TO IN

Slabtown

Travel time and convenience/flexibility continue to be the top priorities that determine how people travel to and from Slabtown.

ALL GROUPS



Travel time and
convenience/flexibility

EMPLOYEES



Travel time

RESIDENTS



Cost and reliability

VISITORS



Exercise/fitness and
comfort/safety

Annual Surveys & Reports

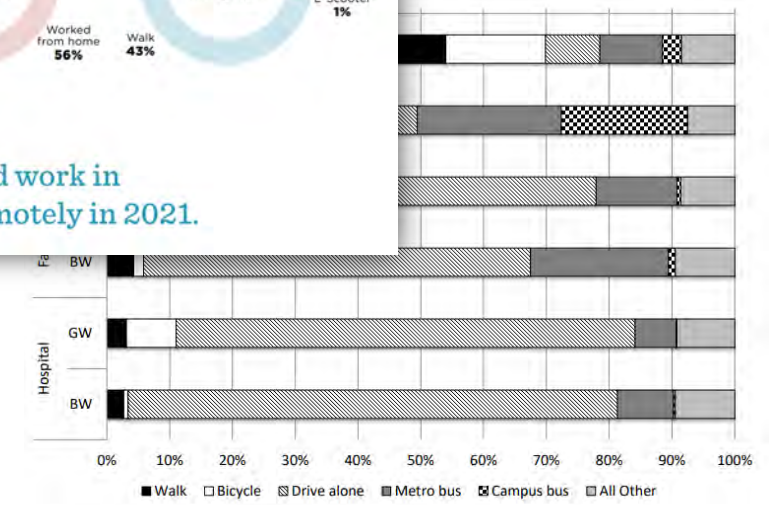
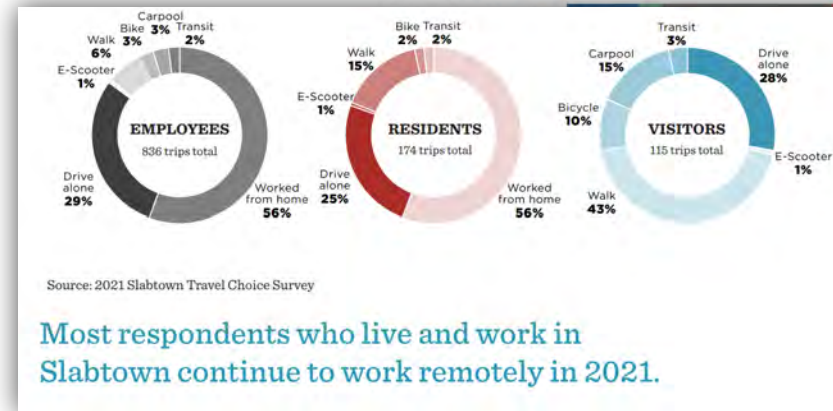
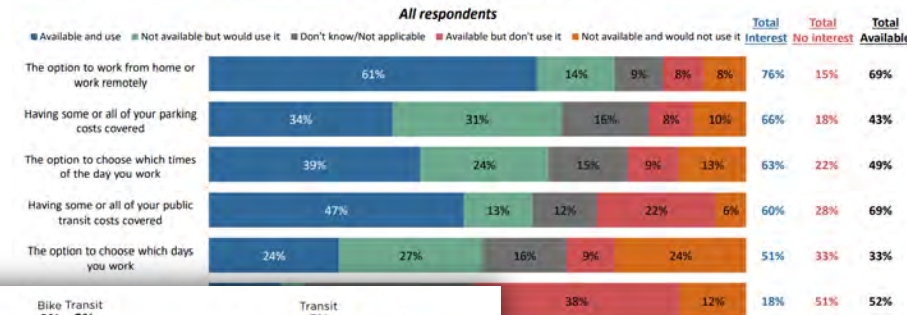
MULTIPLE LOCATIONS

- Annual surveys of employees, residents, and visitors can inform about travel choices and priorities.
- Questions can explore how travel mode may vary with weather, by employer size, commute distance, and/or remote work frequency.
- Annual reports can share goals, demographics, new initiatives or projects, survey findings, and long-term trends.
- Find out more:**
 - [Commute.org](https://www.commute.org)
 - [Get Around Slabtown \(Portland, OR\)](https://www.getaroundslabtown.org)
 - [University of Wisconsin](https://www.universityofwisconsin.edu)
 - [Lloyd District \(Portland, OR\)](https://www.lloyddistrict.org)
 - [Commute Seattle](https://www.commuteseattle.com)

Benefit Availability and Use – Overall

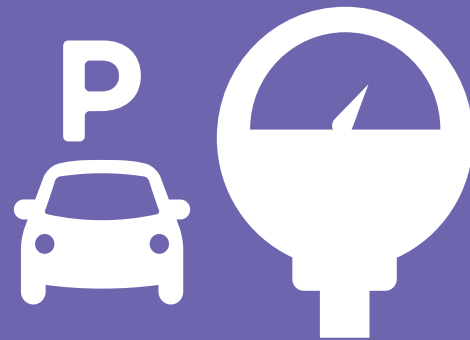


61% of Downtown Seattle commuters report using the remote work options currently available to them, and another 14% say they are unavailable but would be interested if in working remotely if offered. The largest unmet interest is in having parking costs covered (31% not available but would use), followed by flexible scheduling options (24-27%).



Note: GW=Good Weather, BW=Bad Weather. Modes with 5% or more mode share are shown individually.

Pricing



Daily Parking Pricing

WHAT IT IS & HOW IT WORKS

- Annual, semester, or monthly passes encourage people to “get their money’s worth.”
- Daily parking permits are **unbundled from employment benefits**, so employees or students must opt-in for vehicle parking.
- Permits are offered on a daily basis, **allowing flexibility** for different seasons, work schedules, or preferences.
- People who drive infrequently **pay less to park** than if they drive on a regular basis.
- Parking rates can also be scaled depending on employee incomes to make transportation an **affordable and proportional expense**.

Dynamic



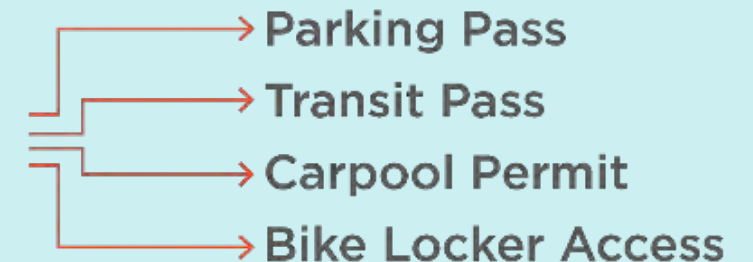
DAILY CHOICE



Traditional Static



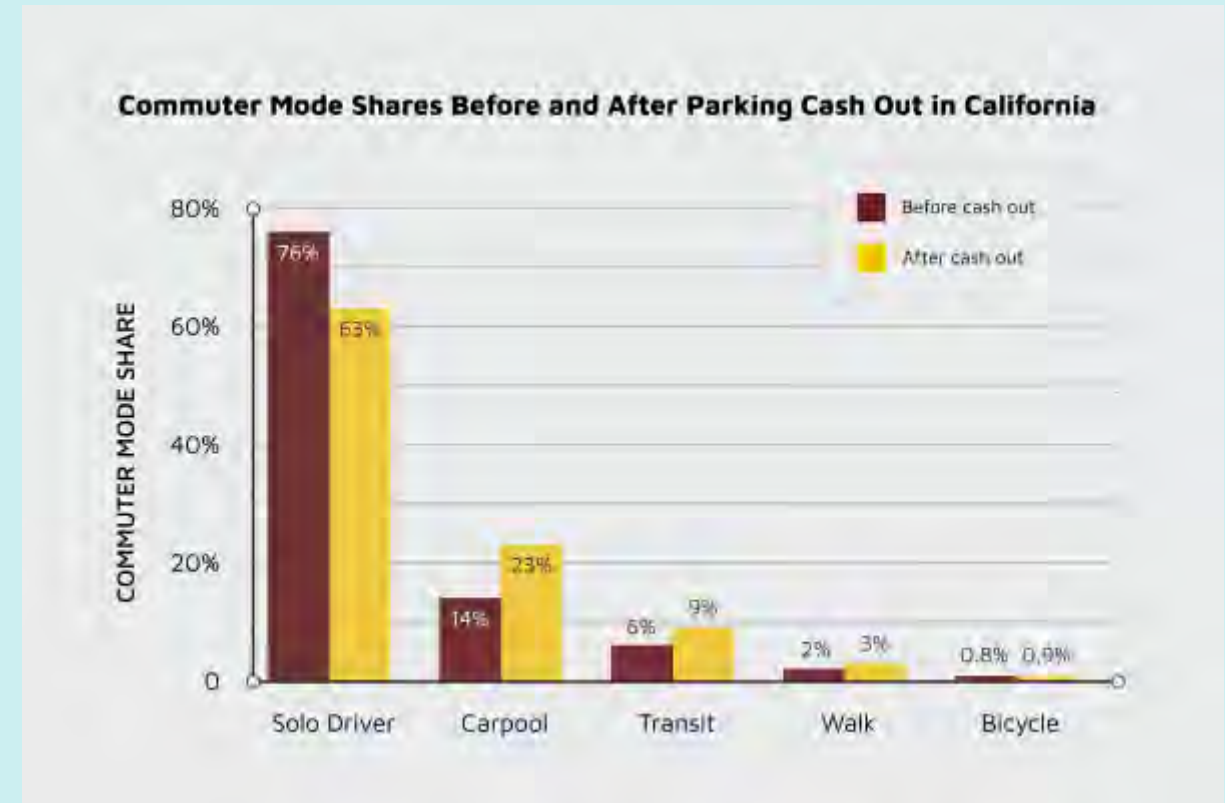
ANNUAL CHOICE



Parking Cash Out & Pay-Not-to-Drive Programs

WHAT IT IS & HOW IT WORKS

- Parking cash out is a **reversal of the traditional tax exemption** for employer-paid parking that makes parking free for people who drive.
- Employers can provide parking cash out voluntarily, or laws or policies can require employers to provide a parking cash out to **benefit commuters who do not drive to work.**
- California and Washington DC have adopted a Transportation Benefits Equity Amendment such that employers with 20 or more employees that subsidize parking must offer an **equal benefit** to commuters who get to work without a car.

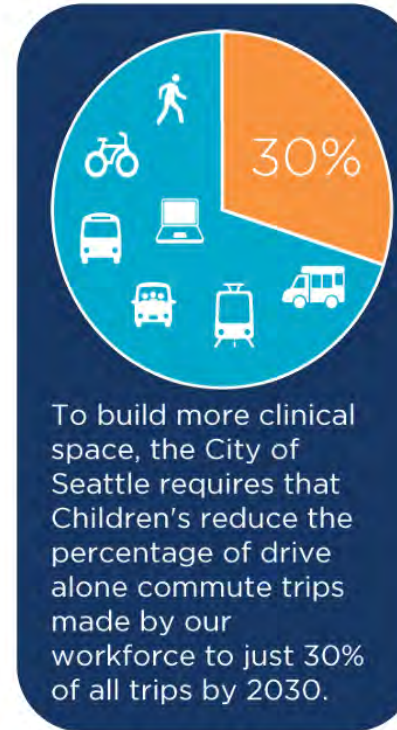


[UCLA Transfers Magazine](#)

Seattle Children's Hospital

SEATTLE, WA

- Seattle Children's Hospital offers deeply discounted ORCA transit passes, daily cash bonuses on the days employees walk, bike, carpool or ride the bus, and free shuttle service between worksites and transit hubs.
- Parking is pay-per-use with rates that differ by time of day. Prices range from \$2 to \$15 per day.
- Daily parking is a strategy to help meet their goal of a 30% drive-alone rate by 2030.
- **Find out more:**
 - [Seattle Children's Employee Benefits](#)
 - [Seattle Children's Transportation Perks & Policies](#)



Commute Bonus

\$3/day
\$60/month
\$660/year

What would you do with an extra \$660?

“You pay by the day. That monthly pass is really a 30-day investment. It sends a signal to somebody to optimize that investment by getting as much parking as possible by driving.”

- Jamie Cheney, Director of Transportation Systems,
Seattle Children's Hospital

Expedia Group Headquarters

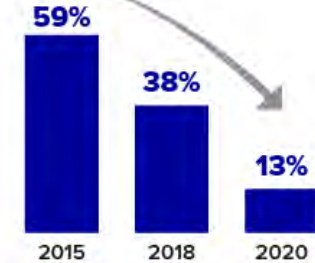
SEATTLE, WA

- Expedia's growth to 4,500 employees and move from Bellevue to downtown Seattle prompted a new approach to parking.
- Parking is paid only on days people drive.
- All employees received an ORCA card (transit pass) and expanded the number of reserved carpool and vanpool parking spaces.
- Employees who walk, bike, take transit, or vanpool earn \$5 per day.
- Parking cash out improves employee benefits without significantly increasing employers' costs, and increases tax revenue without raising tax rates.
- **Find out more:**
 - [Expedia Group Case Study](#)



26%

of employees took transit to work in pre-COVID 2020, up from 22% in 2015 when Expedia began fully subsidizing transit passes.



59% of employees drove alone to work in 2015, 38% by 2019, dropping to 13% in pre-COVID 2020.



Parking Programs

MULTIPLE UNIVERSITIES

- University of Kentucky provides \$200 to employees who choose to not drive to campus for one year. Employees are paid out via payroll, and still have the option to purchase up to 40 single-day permits per year.
- OHSU offers both daily parking and a small incentive of \$1.50 per day on the days employees do ***not*** drive.
- OHSU employee parking rates are separated by wage brackets.
- Cash rewards are direct contributions to payroll.
- Find out more:**
 - [UK Cash Out Program](#)
 - [OHSU Parking Rates](#)

Cash Out Program



The Cash Out program financially rewards employees who choose to forgo bringing a motor vehicle to campus for one year. Its purpose is to reduce the number of single-occupancy motor vehicle trips to, from and around campus, and to promote modes of transportation that save money, foster healthier lifestyles and have lower environmental impacts.

Qualified employees who elect to participate will each receive up to \$200 over a one-year period, which will be divided evenly on each paycheck. Participants will have the opportunity to renew for the following year if they would like to continue their participation. This program is part of a suite of alternative transportation options available to the UK community that also includes the BluPass partnership and the Big Blue Cycles.

How It Works

The Cash Out program operates on the fiscal year (July 1 to June 30). Participants who elect to participate will receive 10 complimentary single-day permits that may be used to bring a motor vehicle to campus. They also have the opportunity to purchase up to 40 additional single-day permits.

Cash Out Program Application

Full Name *

UK ID Number *

Email Address *

Work Address *

Did you have a vehicle parking permit for the 2019-2020 academic year? *

Yes

No

Are you new to the University with a start date of September 2019 or later? *

Yes

No

Do you work dayshift hours? *

Yes

No

Is your main work assignment on main campus? *

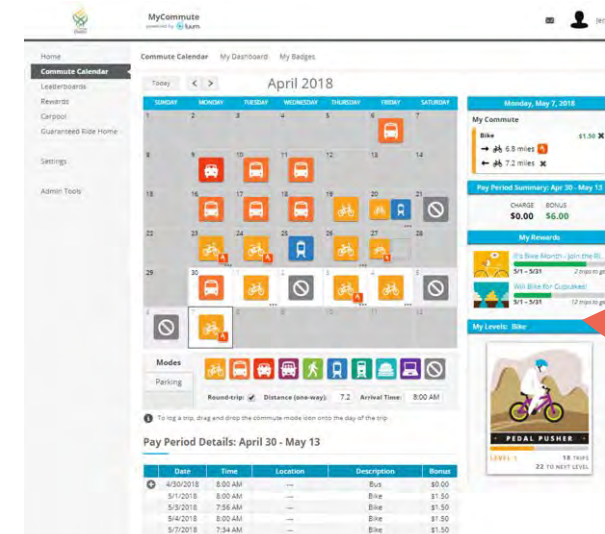
Yes

No

Have you participated in the Cash Out program before? *

Yes

No



MyCommute

Home Commute Calendar My Dashboard My Badges

Commute Calendar

Calendar view for April 2018. Modes: Parking, Round-trip, Distance (one-way), Arrival Time: 8:00 AM.

Pay Period Summary: April 30 - May 11

CHARGE	BONUS
\$0.00	\$6.00

My Rewards

My Levels: Bike

Pay Period Details: April 30 - May 13

Date	Time	Location	Description	Bonus
4/30/2018	8:00 AM	---	Bus	\$0.00
5/1/2018	8:00 AM	---	Bike	\$1.50
5/3/2018	7:58 AM	---	Bike	\$1.50
5/4/2018	8:00 AM	---	Bike	\$1.50
5/7/2018	7:34 AM	---	Bike	\$1.50

“There is a satisfying feeling of being directly rewarded with \$1.50 per bike trip and freeing up parking for those that must drive.”

The Community Workshop this Fall helped to identify which strategies UMED and AMATS should explore. Check it out!



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