

Partnerships that Increase Transit Ridership

Partnership Examples in This Presentation

- Transportation Management Associations
 - Developer-led TDM plans
 - Transit ridership and TDM campaigns
 - Other industry examples
- *Note: TDM=Transportation Demand Management or Mobility Management (the act of getting more people to drive less through the use of transportation alternatives such as transit, rideshare, walking, biking and telework)*

Where does a partnership start?

- Vision
 - Property owner, employer, manager, etc wants to reduce carbon impact, increase transportation efficiency, supply employee benefits, build less parking, be “green”
- Need
 - Employers lose productivity, reliability, or employees due to commuting employees stuck in traffic delay or too frustrated by transportation hassles
- Mandate
 - City or County requires transportation impact (traffic, parking, emissions, etc) reduction through zoning or permitting process
- Note: Any are a good starting point!

Transportation Management Associations

- **ASAP+ (Atlanta, Georgia)**

- Atlantic Station = Mixed-use brownfield redevelopment, connected by bridge to transit station
- Developer-led and zoning-required, developer provides local match to CMAQ funds
- Programs include Commuter Cafe, shuttle, bike parking (and bike valet!), incentives for alternative mode use, Guaranteed Ride Home, ridematching, ongoing outreach and education
- Result: non-SOV mode split of 25%

- **Transportation Solutions (Denver, Colorado)**

- Members include Cherry Creek Mall, University of Denver and Colorado Center property management
- Members provide local match for CMAQ funds
- Programs include: “Transit by Choice” signage improvements, bike station, mediation between property owners and CDOT, mediation between property owners and adjacent neighborhoods, discounted transit pass sales, Guaranteed Ride Home
- Result: Signage project increased transit ridership by 4%, TDM plan decreased traffic counts by 6%

Developer-led TDM Programs: Building-Specific

- “Access Tysons,” Macerich Company, Tyson’s Corner, VA
 - Metro DC-line extension to Dulles
 - 3 stations at Tyson’s corner funded by developer-led self-assessed tax
 - Redevelopment planned
 - “Access Tyson’s” = interim plan
 - Each new office and residential building must submit TDM plan
 - County-required alternative mode use of 25%
 - Current programs include website, annual Individualized Marketing campaign, annual survey, on-going outreach
 - Developer sees value of decreased traffic congestion = better store access

Developer-led TDM Programs: Area-Wide

- Rockville, MD
 - 7 years ago, City started requiring buildings over certain size contribute to TDM fund
 - Currently doing strategic plan to prioritize TDM-related projects
 - Developers given program options to maintain developer-friendly climate
 - Web-based tool ranks effectiveness of candidate TDM programs based on project's land use and transit accessibility

Transit Ridership Campaigns

- Downtown
 - Drive Less Denver (Downtown Denver Partnership, Denver, CO)
 - 1-month challenge to participants to travel without their cars in return for free transit pass and gifts and prizes from local sponsors
 - 1st year: 24 participants, 2nd year: 60 participants
 - Result: 75% still using transit for work, social trips and errands a year later; 10% sold their cars
- Suburban
 - Fitzsimmons Campus, Aurora, CO
 - “Try Transit” 2008
 - 100 participants, 24% ride transit before challenge, 36% ride transit after challenge
- Regional
 - Great Race for Clean Air, 511 Program, San Francisco, CA
 - Sponsored by 511 Rideshare, Bay Area TDM Program
 - 2-month competition between employers to have employees sign up to track their emissions savings by using alternative modes of travel
 - Results: 4375 people from 153 employers participated,
 - 1.07 M carbon-neutral miles traveled

Other Industry Examples to Learn From

- getDowntown program, Ann Arbor, MI
 - Discounted and multi-use transit pass,
 - Also provides discounts from participating retailers
- Lloyd District
 - Combined parking and transportation management programs, discounted transit pass sales
 - Businesses contribute energy efficiency tax credits to TMA to fund capital improvements
- Arlington Commuter Services
 - Transit marketing to hotels, outreach to front desk and concierge staff, customized transit-maps for each hotel site
- rTrip (Redmond, WA)
 - On-line citywide incentive program for residents or employees, log use of alternative travel to earn rewards, track \$ and carbon savings

Why Partner to Increase Transit Ridership?

- Partners can influence land use (usually outside the scope of transit agencies)
- Partners understand local barriers to transit use
- Partners expand the reach of marketing and promotions programs
- Partners contribute resources

THANK YOU!

Questions? Ideas?

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