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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