TDM: Smart Choices to Promote the Trip Not Taken
Transportation Demand Management (TDM) refers to strategies that result in more efficient use of transportation resources.
Some TDM Strategies …

• **Improved Transport Options**
  
  *(bus, pedestrian, cycling, van/carpools, station areas)*

• **Incentives To Use Alternative Modes and Reduce Driving**
  
  *(road pricing, fuel taxes, HOV lanes)*

• **Parking and Land Use Management**
  
  *(TOD, parking pricing, bicycle facilities, density & clustering)*

• **Policy & Institutional Reforms**
  
  *(context sensitive design, transportation prioritization)*

• **TDM Programs & Program Support**
  
  *(financing, marketing, events)*

Listing compiled by Victoria Transport Policy Institute
Report: I-95 In Fla. Most Dangerous Roadway In Country

662 Fatal Accidents, 765 Total Fatalities
Occurred On I-95 From 2004 To 2008
Predictability?

“Let our advance worrying become advance thinking and planning.”
-- Winston Churchill
South Florida Commuter Services

SFCS ~ 2010 STATS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpools</td>
<td>1,400 +</td>
</tr>
<tr>
<td>Vanpoolers</td>
<td>400 +</td>
</tr>
<tr>
<td>Total # Registered Users</td>
<td>15,000 +</td>
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</tbody>
</table>

Miami Dade College
South Florida Baptist Hospital
American Express
Citrix
FPL
A Few SFRTA Examples...

Shuttle Services

Station-Area Planning & TOD

Pedestrian Connections

Cycling Facilities
Caution: EXPECT TO BE BEATEN BY THE TRAIN AGAIN TODAY...
Effectively Communicating TDM Strategies

Rail~Volution 2011: Effectively Communicating TDM Strategies

17 October 2011

Steer Davies Gleave
970-355 Burrard Street
Vancouver, BC  V6C 2G8
604 629 2610

www.na.steerdaviesgleave.com
Table of Contents

Integrating TDM and Communications

Case Studies
- Darlington, UK
- Colchester, UK
- Bristol, UK
- Brighton, UK

Lessons Learned
Effectively Communicating TDM Strategies

First Steps

INTEGRATING TDM & COMMS
Integrating TDM and Communications

**A key component of a TDM Strategy**

Need to provide potential participants with accurate information, ease of access and understanding of how measures can benefit them.

TDM delivered alongside transit or other infrastructure should have a communications strategy that is integrated with other communications programs.

Communications should be targeted, using different platforms and media for different segments of the population.

Effectively Communicating TDM Strategies
Integrating TDM and Communications

Strategic Communications Objectives

Target Audiences

Tactics

Messaging

Timings

TDM Brand

Platforms

Media Management

Effectively Communicating TDM Strategies
Integrating TDM and Communications

TDM Brand (Identity)
- The face of the TDM program and key communications tool
- Case Study: Darlington

Target Audiences (Market Segmentation)
- The ‘brains’ behind the strategy to cost-effectively understand who is most likely to engage in certain activities and what messages to deploy
- Case Study: Colchester

Communications Platforms (Technology)
- The method of communicating and engaging in non-traditional ways, often much more cost-effectively
- Case Study: Bristol and Brighton
Effectively Communicating TDM Strategies

DARLINGTON, UK
Darlington: Brand Identity

**Mid-sized town - 100,000 people**

**Wanted TDM to mitigate related congestion due to expected employment growth**

**Successfully bid for funds from the Government to be one of the Sustainable Travel Towns and Cycling Towns**

- Total funding amounted to $10m (US equivalent) over 5 years

**Active travel was core target as there were considerable health inequalities between poor and affluent areas**
Darlington: Brand Identity

- Local Motion TDM Brand
- Individualized travel marketing 40,000 households (delivered by SDG)
- School travel planning / Medal Motion campaigns
- Bikeability and pedestrian training
- Bike It initiative - 12 schools
- Bus information and marketing
- Workplace travel planning / health campaign
- Local Motion club - 10,000 households recruited
- Wide range of free travel information
- Events
- Free bike loan scheme
- Salary purchase schemes - bikes/bus tickets
- Marketing campaigns
Effectively Communicating TDM Strategies

Darlington: Brand Identity

1. Creates focal point for wide range of measures
2. Helps the public ‘connect the dots’ between different measures
3. Adds to overall credibility of the TDM program
4. Supports context for mode shift results
5. Provides a platform for communications and marketing
Effectively Communicating TDM Strategies

Darlington: Brand Identity

Branding was key element to coordinate full package of TDM measures under a single identity for more effective communications and awareness raising.
Communications platforms:
- A comprehensive set of printed information materials including bus maps, bus stop timetables, cycling maps, walking maps, neighbourhood guides, etc
- Website
- Advertising materials (including on transit buses)
- Public relations, press releases and other media interaction
- Radio ads

Distribution:
- Community centres, libraries, shops, workplaces, schools, festivals and events, Tourist Information Centres and travel information centres, hotels and doctor’s offices and directly to households via the ITM/PTP program.
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies

Courtesy of Darlington Council
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies
Market Segmentation

COLCHESTER, UK

Effectively Communicating TDM Strategies
Colchester: Market Segmentation

- Mid-sized town - 150,000 people
- Target was to increase the number of people cycling regularly by 75%
- Successfully bid for funds from the Government to be one of the Cycling Towns
- Total funding amounted to $6.5m (US equivalent) over 3 years
- Promoting Cycling was core objective of TDM program
Colchester: Market Segmentation

- Bikeability adult bike training
- Cycle Colchester brand development
- Web portal
- New bike routes
- More bike parking
- Bike maps
- Events: Cycling Festival, bike rides, Bike Week
- Bike maintenance workshops
- Cycle Stars challenge
- Individualized travel marketing
Colchester: Market Segmentation

Effectively Communicating TDM Strategies
Colchester: Market Segmentation

- Identifies groups of people with similar lifestyle characteristics
- Identifies where those groups of people live
- Helps identify what types of TDM measures could be more likely to affect change (or not) based on household lifestyles
- Enables the creation of targeted communications
Colchester: Market Segmentation

- SDG used Smarter TravelStyle, an in-house customized market segmentation tool, to determine which areas within the city should be targeted for cycling-focused interventions
  - Mapping social and demographic data (geo-demographic profiling)
  - Post code level data
  - Enables identification of lifestyle types

- Individual travel marketing was then used to engage the most susceptible areas in the city
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies
Colchester: Market Segmentation

- Contact made with just over 50% of households
- 37% participation across 3 target areas
- 20% already travelled sustainably and didn’t want any more help
- Most common reasons for not participating were elderly, not interested or housebound/ill
  - (a small number were ‘against cycling’)
- Cycle maps most common resource accepted
- Cycle training was also popular
### Colchester: Market Segmentation

<table>
<thead>
<tr>
<th>Resource</th>
<th>Number Taken</th>
</tr>
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<tbody>
<tr>
<td>Colchester town cycle map</td>
<td>1602</td>
</tr>
<tr>
<td>Garrison cycle map</td>
<td>995</td>
</tr>
<tr>
<td>On your bike</td>
<td>937</td>
</tr>
<tr>
<td>Greenstead cycle map</td>
<td>905</td>
</tr>
<tr>
<td>Bike shops</td>
<td>546</td>
</tr>
<tr>
<td>Useful websites</td>
<td>440</td>
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<tr>
<td>Women’s bike types</td>
<td>311</td>
</tr>
<tr>
<td>Recycle leaflet</td>
<td>311</td>
</tr>
<tr>
<td>Bikeability leaflet</td>
<td>304</td>
</tr>
<tr>
<td>Cycle maintenance</td>
<td>288</td>
</tr>
</tbody>
</table>
Colchester: Market Segmentation

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Highwoods</td>
<td>4.38</td>
<td></td>
</tr>
<tr>
<td>Greenstead</td>
<td>4.39</td>
<td></td>
</tr>
<tr>
<td>Garrison</td>
<td>4.92</td>
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</tbody>
</table>

Average score for courteousness of Advisors (0 – 5)

% of people reporting increased cycling levels

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<tr>
<td></td>
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<tr>
<td>18</td>
<td>22</td>
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<tr>
<td>56</td>
<td></td>
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</tbody>
</table>
Effectively Communicating TDM Strategies

BRISTOL & BRIGHTON, UK
Effectively Communicating TDM Strategies

Bristol & Brighton: Technology

- Bristol: 1 million people
- Brighton: 150,000 people

Traffic congestion and disruption a problem

Wanted to support TDM program with more advanced communications tools
Effectively Communicating TDM Strategies

Bristol & Brighton: Technology

- **Web portal**
  - [www.travelbristol.org](http://www.travelbristol.org) and [www.journeyon.co.uk](http://www.journeyon.co.uk)

- **Twitter**
  - @travelbristol and @BHCC_Transport

- **Facebook**
  - /transportandparking (Brighton)

- **YouTube**
  - JourneyOn movies

- **Smartphone apps & mobile sites**
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies

- Information is easy to access from a variety of sources
- Real time information can be provided that is relevant
- Today's customers expect information to be provided by these means
- Could be more cost effective than other forms of media while being more reliable
Both cities wanted to centralize their travel information on a branded web portal.

Providing real time congestion and transit information was also important in order to provide more choice in travel modes.
Effectively Communicating TDM Strategies
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Effectively Communicating TDM Strategies

North American Applications

LESSONS LEARNED
Lessons Learned: Brand Identity

- Recognition - monitor the brand and don’t be afraid to rebrand if necessary
- Awareness - very effective at communicating a wide range of measures within a cohesive program
- Credibility - both for the agency providing the TDM and for the public
- Legacy - can ensure long term recognition and action for mode change
Lessons Learned: Market Segmentation

- **Rationale** - provides logic for deploying resources
- **Messaging** - creating communications messages that are more likely to influence the target audiences
- **Success rate** - targeting people in certain areas or on certain modes that they are likely to engage in
- **Other factors** - seasonal influences are strong for active travel so deployment during fair weather months important
Lessons Learned: Technology

- **Customer service** - more direct engagement with the traveller
- **‘Active learning’** - encourages individuals to be smarter travellers
- **Information sourcing** - both ‘official’ and crowd sourced information provide more effective information communication
- **Automated alerts** - for specific passenger needs
Lessons Learned: Overall

- **Focus on behaviour - not attitudes**
- **Always combine TDM and comms - both are mutually supportive**
- **Economies of scale - to spread out set up costs**
- **Demographic segments - target the most likely participants**
- **Social norms - to make alternative travel as normal as driving**
Lessons Learned: Seriously?

Coal Harbour, Downtown Vancouver

In the ‘million dollar condo’ district

One of the last waterfront properties on the market
Effectively Communicating TDM Strategies
Effectively Communicating TDM Strategies
Howard Jennings,
Research & Development Director
Arlington County Commuter Services
TDM: The Software that Supports the TOD Hardware

Howard Jennings
Arlington County Commuter Services
October 17, 2011
Arlington Context
For TDM
Background/Context – Arlington, VA

- Urban county next to Washington, D.C.
- 210,000 res., 210,000 jobs, 43.6 million SF office
- Transit-Oriented Urban Villages
TOD Driven Growth

- 1970’s Stagnant suburb, declining population
- Metrorail construction in late 1970’s began dramatic turnaround
- Pop up 38%: 1980 – 2011
- Employment up 35%: 1980 - 2011
- Development in Metro corridors since 1980:
  - Office up from 10 million to 35 million SF
  - Retail up from .5 to 4 million SF
  - Housing units up from 7,500 to 25,000
- Total private office: 36.5 million sq. ft.
  - More than downtown Denver, Dallas, or LA
Rosslyn – Ballston Corridor
1979 - 2010
High Quality of Life and Business Climate

• One of hottest real estate markets in US
• Lowest office vacancy rate in DC region – 7%
• Highest retail sales in DC region - $752/sf
• Strong residential market
Arterial Traffic Flat
1996 - 2009

- Arlington Blvd (EW 6-lane Arterial)
- Glebe Road - Ballston (NS 6-lane Arterial)
- Lee Highway - Rosslyn (EW 6-lane Arterial)
- George Mason Drive (NS 4-lane Arterial)
- Washington Blvd - Virginia Square (EW 4-lane Arterial)
- Wilson Blvd - Clarendon (EW 2-lane 1-way Arterial)
- Clarendon Blvd (EW 2-lane 1-way Arterial)
Major Transit Growth
1996 - 2009

- MetroRail Arlington Stations: + 37%
- Arlington Metrobus: + 34%
- Va Railway Express (Crystal City): + 81%
- Arlington Transit: + 1,360%
- Total annual ridership: + 38%
Integrated Factors of Success

• High-density, mixed use development clustered around transit service
• High quality transit service – regional and local
• Excellent walking environment
• Safe, visible Bike routes and trails
• HOV lanes
• Complete Streets/Supportive Traffic management
• Parking management (right supply, price)
• Demand Management – creating a culture of balanced options, less car dependence
The Role of
Demand Management
TDM is the **Software** that Makes the County’s Transportation **Hardware** Work

**TDM Services**
- Shift modes from SOV to more sustainable options: transit, walking, biking, carpool/vanpool, telework, peak shifting

**TDM Principle**
Move more people in fewer vehicles – underlies whole integrated transportation and development program
Arlington County Commuter Services

A comprehensive program of TDM services and facilities

We make it easy to know about and use all transportation options.
TDM for Site Plan Development

- County Requires TDM plans for bonus density – *enforcement critical*
- ACCS helps fulfill conditions
- Fees to ACCS to help fund program (small % of budget)
The largest impacts have been from ACCS’s voluntary, market-based services and programs.
Business Sales and Service: Arlington Transportation Partners

- Workplace TDM programs – largest impact
- 670 employer clients, 147,000 employees – 70% of workforce
- 67% provide transit benefit - $18M/year in incentives
- 319 residential clients, 67,000 units – 85% market penetration
- 42 hotel clients – 100% penetration
- Site Plan developer clients – assistance in compliance
Retail: Commuter Stores®

- Personal assistance and ticket sales
- 4 stores and Mobil Store
- Annual sales of $30 M+
- 185,000 walk-in customers per year
Customer Service Fulfillment Center

703.228.RIDE call center for ART, websites

- Fulfilled 29,000 inquiries in 2008 for transit info, fare media, and other services
- Process over $30M in sales per year and growing - over 55% from web
- Provide fare media for VRE, WMATA, MARC, MTA
Distribution & Logistics and Bus Stop Signage

- Supply brochures for Employer sales, CommuterStores, lobby displays, individual orders – online ordering system
- Distribute 550,000 transit schedules per year
- Placed transit info at 425 ART and 55 Pike Ride bus stops
Internet Services
CommuterPage.com, CommuterDirect, ArtAlert

- One million visitors per year
- First online fare media sales in US
- Citation as “region’s best transportation resource”
ACCS Marketing

• Create a culture of balanced transportation options and less dependence on car travel
• All transit marketing in County: ART, Metrorail/bus
• carfreediet.com, print & web ads, brochures, direct mail, Facebook, Twitter
• Car-Free Diet Skeptics campaign – 2 skeptics went car free for 30 days and documented their experiences online – generate “buzz”
• ART schedules & information at all bus stops
Carsharing

- National recognition for Arlington leadership
- Partnership with Zipcar
- 100 On-street spaces
- 5,000+ members
WalkArlington

- Walking for commute, health, recreation
- WalkArlington.com + Facebook + Meet-up
- Community and school walking events
- WALKAbouts 19 walking tours – 50,000 copies of brochure distributed
- Pacer monthly newsletter with 1,500 subscribers
BikeArlington

- Encouragement and education for biking
- Online: BikeArlington.com, Washington Area Bike Forum, Twitter
- Bicycle Friendly Business program assistance
- Bike Safety Classes
- Arlington County Bike Map – over 50,000 distributed per year
Capital Bikeshare

- Largest bikeshare program in the U.S. - 118 stations and 1100 bikes
- Launched September, 2010 by partnership between Arlington and D.C.
- 1 million rides, 17,000 annual members in first year – double projections
- 2012 expansion will more than double the size of the system
- Alexandria joining
Research: “The lifeblood Of the program”
Research Elevates TDM to Strategic Level in Arlington

Multi-year Research Plan – Ongoing since 2006

• 5% of budget – in line with private industry
• Integral part of ACCS culture
• Customer service and program improvements
• Informs our annual work plans
• Demonstrates benefits to employer prospects
• **Documents program results to funders**
• Proves value of TDM for Economic Development
• Documents success of County’s TOD policies
• Cited by County Board to justify TDM funding
The Research Program

1. Customer Touch-Points Analyses

2. 25 Surveys of public and ACCS clients
   - Residents, businesses, program users, many recurring at specified three year intervals
   - Satisfaction, mode changes

3. Documentation of Impacts
   - SOV trips reduced, etc.
   - Return on Investment – current work

www.commuterpage.com/research
Highlights: Residents

• 75% satisfied with transportation system & services (including TDM services)
• 12% lift in Quality of Life perception when satisfied with transportation
• 26% used ACCS services – 40% took action
• Only 40% of residents’ total trips are drive alone
• 16% of trips by foot
Highlights: Business

Arlington Business Leaders survey:

- 87% say Arlington is good place to locate
- #1 reason cited = transportation and access
- 50 – 70% say Arlington’s transportation has positive impact on ability to conduct business (less than 16% say has negative impact)
  - Recruitment, customer access, workforce access, attendance, morale, productivity
- Helps residential properties attract residents
TDM Worksites vs. No TDM

Alt modes double
Drive Alone 28% Lower

2007 State of the Commute
Q15 Now thinking about LAST week, how did you get to work each day.

Respondents who commute to a work location in Arlington Co
Employer offers n = 291
Employer doesn't offer n = 129

Alt mode use
- With TDM – 43%
- Without TDM – 21%

Drive Alone
Transit
Bike/walk
Carpool/vanpool
ACCS Impact Model: Big impact from TDM

- 40,000 SOV trips/day off the roads
- 670,000 VMT reduced
- 28,000 gals of fuel saved
- 309 Tons Greenhouse gases reduced/day

- $15 million increase in transit revenues/year

One expressway lane = 4,000 – 6,000 vehicles in peak period
Innovation & Collaboration
Transporting the Future

- A project of Arlington County Commuter Services
- Innovation, research and collaboration to further the effectiveness of TDM
- Training for TDM professionals and businesses
- Transit tech project: Delivering new user-friendly communication advances
- Provocative speaker series

Collaborate with us: Mobilitylab.org
Thank You!

Contact:
Howard Jennings
Arlington County Commuter Services
hjennings@transpartners.com
571 214-2974
How TDM Enables TOD, Smart Growth and Livability

Presented by Justin Schor
Session Overview

- Obstacles to Transforming Suburban Sprawl
- How Transportation Impacts Smart Growth
- Planning Policies that Support Transportation
- When Plans Become Reality
Obstacles to Transforming Suburban Sprawl
Not-In-My-Back-Yard (NIMBY)

- Change
- Fear of Unknown
- Desire for Status Quo
Lowered Property Values
Overburdened Schools and Parks
Higher Traffic Volumes
Increased congestion
“no seat” syndrome
Addressing NIMBY Traffic Concerns
Curing Symptoms
Curing Problem
Smart Growth & Transportation
The 3D’s?
The 3D’s

1. Density
2. Diversity
3. Design
Impact of Density


Rail-Volution 2011: TDM and Land Use Impacts
Impact of Diversity

Rail~Volition 2011: TDM and Land Use Impacts
Impact of Design

Rail-Volution 2011: TDM and Land Use Impacts
Is Infrastructure Enough?
“If you build it, they will come” by sustainable transportation
“If you build it, they will come.”

Not necessarily!
- Behavior Ensures Optimal Performance
- Behavior Change Requires:
  - Choices
  - Education about choices
  - Motivation and incentives to use choices
Common Application of TDM

- Transit incentives and transit benefits
- Telework and alternative work schedules
- Carsharing
- Bike commuting and pedestrian incentives
- Parking management
- Comprehensive transportation mgmt plans
- TDM marketing plans
- Ridematching programs
The Resulting Behavior
The Resulting Behavior
“Smart Growth” and “Livable Communities” are only as smart and livable as the people living in them.
Trip Reduction Goes up to “11”
Fairfax County, VA
Planning Policies
Supporting TDM
Too Damn Much?
Or
Transforming Design for Multi-modalism?
Orange Line
Orange Line
OTPA nomination to increase densities at the Vienna Metro Station
First true TOD in Fairfax County
Increased densities proximate to Vienna Metro up to a 2.5 FAR
Designed for use of alternative modes of transportation
TDM = critical component of plan

TDM Program

- Sustainable funding
- Regular monitoring/reporting
- $2,000,000 Penalties for non-attainment
Lessons Learned

- Physically design project to encourage the use of alternative modes
- Reduce street widths
- Provide for active pedestrian environment
- Create multimodal culture from the beginning
- Provide for regular monitoring/reporting and adjustments
- Programs must be fluid
Tysons Corner (1956)
Comprehensive Plan identified three potential rail stations
Four new stations ultimately approved for construction in Tysons
County initiated planning process to increase densities around the station area
Lessons learned from Metro West applied in Tysons
Tysons Corner
Comprehensive Plan recognizes that Public Transportation needs to serve more and more trips over time.

- Circulators, HOT/HOV lanes, express bus lines needed to augment rail.
- To achieve level of development proposed transit must achieve a 31% mode share by 2050.
Transit improvements should contain the following characteristics:

- Directness of travel
- Simplicity, connectivity, ease of transfers
- Operating flexibility
- Efficient and effective integration with other modes
- Efficient and effective placement of stops
Tysons Corner

- TDM is a critical component of the Comprehensive Plan
- Development proposals must include a TDM plan
- Goals are established based on distance from station
## Table 5

**TDM Vehicle Trip Reduction Goals**  
For Commercial and Residential Development

<table>
<thead>
<tr>
<th>Development levels in total square feet (with corresponding forecast year)</th>
<th>TOD Locations</th>
<th>Non-TOD Locations (more than 1/2 mile from station)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/8 Mile from Station</td>
<td>1/8 to 1/4 Mile from Station</td>
</tr>
<tr>
<td>2010 to 2020</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>84 million (2030)</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>96 million (2040)</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>113 million (2050)</td>
<td>65%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Note: TDM reductions include a reduction in vehicle trips due to transit. See Table 2 for transit modal split goals.
TDM Implementation Plans should include:

- Evaluation of potential measures
- Listing of measures to be provided
- Alternative measures (just in case)
- Phased trip reduction goals
- Implementation budgets
- Monitoring/reporting
- Penalties for non-attainment
Tysons Corner

Rail-Volution 2011: TDM and Land Use Impacts
The Transformation Begins
Tysons 2020 and Beyond

Rail-Volution 2011: TDM and Land Use Impacts
Until then...The Behavior Change

Photo Courtesy of Dulles Metro
http://www.dullesmetro.com/construction/
Questions?
Brian Shaw, President
Association for Commuter Transportation
NATIONAL POLICIES, FUNDING AND EMPLOYER ROLES IN TDM

BRIAN D. SHAW, PRESIDENT
ASSOCIATION FOR COMMUTER TRANSPORTATION
Overview

- About ACT
- Public Policy and TDM
  - Bills in Congress
- Funding programs
- Employer Role in TDM
- Lessons learned
About ACT

- More than 700 professionals
- We are dedicated to –
  - reducing traffic congestion,
  - conserving energy,
  - improving air quality
  - providing transportation options for our communities, employees and students.
Who We Are

[Pie chart showing the distribution of clients across different categories, including Consultant, Federal Agency, MPO/Regional Entity, Not-for-Profit, Private Company, Regional Commuter Assistance Program, State Agency, TMA/TMO, Transit Agency (Rural), Transit Agency (Urban), University, and Other.]
What We Do

Telework
Shuttle Services
Bicycle/Pedestrian Programs
Emergency Preparedness
Emergency Ride Home
Compliance/Regulation
Rideshare Subsidies
Environmental Services
Research
Planning
Transit Benefits Administration
Advocacy
Employer Program Support
Transit Service
Trip Planning
Vanpool Programming
Vanpool Matching
Carpool Matching
Alt. Work Hours Consulting
ACT’s Public Policy and TDM

- “Double taxation” of Teleworkers
  - State income tax paid in two states
  - HR 2600

- Commuter Tax Benefits
  - Maintain parity with parking
  - Currently at $230/month
  - Only temporarily at parity through 2011
  - Goal is to make parity permanent
  - Could roll back to $120
ACT’s Public Policy and TDM

- Capital Cost of Contracting for Vanpools
  - Use FTA capital assistance vs. operating assistance to fund the cost of privately-owned capital components of vanpool services obtained in a competitive solicitation
  - Lowers vanpooling costs to riders
  - Eliminates need to operate public vanpool programs

- Federal bike subsidy program
  - Currently $20 subsidy only
  - Cannot be combined with transit
  - Goal: pre-tax and combine with transit
112th Congress Bills for TDM

- Enhancing Livability for All Americans Act of 2011 (HR 2609).
- Promoting Green Transportation Infrastructure through Research and Development Act (HR 2317)
- Commuter Relief ACT (HR 1825)
- COMMUTE Less (HR 260)
Federal Funding for TDM

- **Congestion Mitigation and Air Quality (CMAQ)**
  - Awarded by State DOTs and Regional MPOs
  - Used to fund TMAs, ridesharing, marketing, awareness, outreach
  - Must demonstrate an air quality and/or congestion benefit
  - Very competitive & limited

- **Surface Transportation Program (STP)**
  - The “O” blood of funding
  - Can be used for TDM, particularly ongoing funding
  - TDM competes with infrastructure
Federal Funding for TDM

- Discretionary Highway Grants
- FTA 5307 for Vanpools and last mile shuttles
  - Requires reporting to the NTD
  - Provides vehicle replacement costs
- EPA-DOT-HUD Partnership Grants
  - BUS-BUS Facility Livability Grants
  - HUD Regional & Community Planning Grants
- The Transportation, Community, and System Preservation (TCSP) Program
Employer Roles in TDM

- Pre-tax/subsidy for transit/vanpools
- Bike Subsidy
- Last mile and circulator shuttles
- Carpool matching
- Rewards and Incentives
- Emergency Ride Home
- Parking policies
- Car Sharing
- TMAs or TMOs
- Site design and connectivity
- On site amenities and services
Lessons Learned

- Provide employers with resources to create and expand commute benefit programs
  - Access to funding, parity for transit benefit, leverage private sector investments for local match
- Strengthen provisions in the planning process that require states and metropolitan planning agencies to include employers in their region
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