

Appendix 21-16 (R)
Transportation Demand Strategies

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The following is a general list of Transportation Demand Management Strategies (TDM) that may be used to mitigate project impacts:

1. On-Site Employer Transportation Coordinator (ETC): An on-site person assigned to coordinate transportation activities of major employers. This is a person who is responsible for coordinating ridersharing activities at the company's site.
2. Establishment of Shuttle Service: Bus or van service that provides transportation between the company's facilities or from the employer's site to transportation facilities such as: Park and Ride lots & Tri-rail stations.
3. Ridersharing: A vehicle shared by several persons for trips to and from work. The following categories are defined in this strategy:
 - a. Carpooling: Use of a private car to carry fellow employees to work. Not necessarily limited to employees of the same company.
 - b. Vanpooling: Use of an 8-15 passenger van, driven by one of the employees. Participants pay a monthly fee to share capital and operating costs.
 - c. Subscription Bus: Use of a mini-bus to provide transportation to a transit facility or place of employment. This service is usually sponsored by employers to facilitate the commute of their employees. However, participants pay a monthly fee to cover operational costs. This is a subscription service that participants may cancel at any time.
4. Marketing Information Programs: Transit and traffic congestion marketing and educational programs are developed by employers and government agencies to promote travel reduction strategies for employees. Areas of focus in this strategy are: Mobility improvement, congestion alleviation and air quality improvement. The campaign is oriented to create public awareness of transit services and alternatives. This can be done by using printed materials, visual aids, conferences, seminars and workshops, among others.
5. Preferential Parking: Employers provide preferential parking spaces and treatments for carpool and vanpool vehicles. These parking spaces usually are located within close proximity to the main entrance.
6. Emergency Ride Home Program: Employer provides an allowance for a taxi or a company vehicle for ridesharing employees when and if an emergency situation arises. This is an incentive for ridesharing.

7. Employer Subsidized Transit Use: Employer provides full or partially paid transit passes to employees for commuting by public transit.
8. Employee Transportation Allowance: Transportation allowance provided by employers to employees exclusively for or to encourage use of public transit or nontraditional modes such as carpool, vanpool, walk or bike. This allowance usually replaces free parking provisions.
9. Parking Management: Many options are considered in this strategy. Some of these are: employers eliminate or reduce the number of parking spaces for employees to discourage driving alone to work; parking enforcement; construction of peripheral parking garages; elimination of subsidies to employees for parking costs; eliminate on-street parking and; development of advanced parking information systems.
10. Alternative Work Hours: This strategy spreads the demand for travel at peak-periods. Some alternatives are:
 - a. Staggered Work Hours: Different work groups are assigned to begin work at different times.
 - b. Flex-Time: Employees are allowed to choose their own working schedules within company guidelines.
 - c. Compressed Work Week: Employees are allowed to work four ten-hour days.
11. Telecommuting: Employees are allowed to work from home or a satellite office using Personal Computer Systems and phone lines connected to the main office.
12. Areawide Commute Management Organization: A public or private organization that coordinates and promotes matching services.
13. Formation of Transportation Management Association (TMAs): A partnership between business and location government looking for transportation solutions within a specific area. This strategy promotes private sector involvement in the decision-making process. Local governments are not necessarily part of the TMAs.