

APPENDIX E:
EXAMPLES OF TDM SERVICES PACKAGED TO TARGET SPECIFIC MARKET
SEGMENTS OR MODE OF TRANSPORTATION

TMA Targeted Services

The TMA's Targeted Services are groups of measures that support or promote a particular strategy or user group. For example, there are targeted services for transit—services that make users feel comfortable shifting from driving their car to taking transit, or provide a substitute for the user's loss of certain conveniences afforded by their car. Access to a Carshare vehicle for midday errands or off-site meetings is a substitute for not having their personal vehicle available. Targeted services are usually combinations of measures that, collectively, create an attractive “package” of services for the user. Many of the services listed below are employer-funded or provided services; but the TMA often promotes and manages the service for the employer and uses the number of participants for leveraging group rates and discounts. Some examples include:

Targeted Services Supporting Car and Vanpooling

- Parking cashout program (for those who commute in an SOV)
- Car or vanpool matching service (database of potential car or vanpool participants sorted by residence so that employees living near each other can efficiently form a car or vanpool)
- Vanpool and carpool incentives such as fuel cards for free or discounted gasoline (to be used by the car or vanpool vehicle)
- Carpool sign-up incentives (e.g., fuel cards, 2 hours free car share use, 90 day subscription to bike share)
- Vanpool and carpool preferential parking (must be highly desirable locations to be effective)
- Guaranteed ride home
- Rebates for new vanpool participants (reimburses the participant for his/her vanpool expenses for specified period of time)
- Incentives for employers to sponsor new vanpools
- Employer funded vanpool lease and/or insurance
- Company vehicle provided to carpool driver full time in return for commitment to carpooling

Targeted Services Supporting Transit

- Try Transit Free program (free Clipper Card for 90 days + other benefits)
- Parking cashout program (for those who commute in an SOV)
- Free or subsidized Clipper Card or equivalent transit pass
- Commuter check (pre-tax payroll deduction for purchasing transit fare)
- Guaranteed ride home
- Bike share subscription incentives (free or subsidized membership to employees and residents)
- Carshare subscription incentives (free trial memberships to employees who regularly use transit, or subsidized membership)
- Full time company vehicle(s) or Carshare membership for use by transit commuters
- Company provided pool of bicycles and safety equipment for running errands or visiting nearby places
- Physical improvements to transit stations and pedestrian routes to transit as well providing amenities and conveniences for transit users at the workplace and at transit stations
- Access to an employer-provided “Perks Package” of amenities and special services for employees who shift to transit (see following page)

“Perks Package” or Commuter Club Incentives

The “perks package” is a group of amenities and incentives aimed at supporting or promoting a particular strategy. The perks are usually employer provided or a combination of services implemented by the developer and/or owner of the site, and tenants of the site. The equivalent to the “key to the executive washroom”, the perks may equal substantial tangible value often exceeding the perceived value of surrendering access to their personal vehicle. The TMA may be able to use its leverage to obtain discounts on services. Some examples include:

- 1) Employee cafeteria (low-cost or free meals to transit users if company is large enough to provide a cafeteria) or meal vouchers to nearby restaurants
- 2) Free membership to an on-site health club
- 3) Private showers and locker rooms
- 4) Discounts for on-site amenities services such as dry cleaning, shoe repair, or tax preparation, or Concierge Services to provide workers and residents with errand services that enable them to avoid vehicle trips.
- 5) Discounted on-site or nearby day care with priority given to employees who use transit
- 6) Services “brought to the employee” such as mobile massage therapy, on-site hair styling and other salon services, dry cleaning pick-up and delivery
- 7) Free membership to on-site or nearby Carshare station(s)
- 8) “Commuter Club” providing cash drawings and other incentives for using alternative modes and completing travel diaries, or
- 9) Ability to collect “points” or “rewards” (similar to airline frequent flier points) that the user can “cash in” for cash or tangible rewards or services.*

*Note: cash, gift cards and certain other types of non-monetary rewards may be taxable under IRS rules or state taxing authority laws.

Kimley-Horn and Associates, Inc. 2014.

Examples of Residential Specific TDM Strategies

All development within Alameda Point is required to participate in achieving the trip reduction goals. Residential development has historically been exempt from TDM, or has had less stringent requirements imposed because it was believed there were few effective TDM strategies applicable to residential developments, with the exception of being located within a transit-oriented community and having a lower trip reduction goal (10% versus 30% for non-residential uses). Although Alameda Point has significantly more non-residential zoned land than residential zoned land, there will be 3,400 persons residing there at build out, generating enough travel to make a difference. Trip reduction strategies for residential development managed by homeowners associations or the TMA are as equally emphasized as non-residential strategies. Examples include:

- 1) Connect residential areas to transit with the design of walkable and bicycle-friendly streets
- 2) Provide a transportation-alternatives information package to every new household
- 3) Require developers to install high speed internet cabling throughout new households
- 4) Free or subsidized Clipper Card or equivalent transit pass for every household
- 5) Local serving retail services (small grocery, retail stores, restaurants, support services)
- 6) Institute or school- related transportation programs (e.g., school pools, safe routes to schools, etc.)
- 7) Mid-day van service to downtown Alameda
- 8) Subsidized purchase of a bicycle or electric bicycle
- 9) Subsidized or free Carshare membership with vehicles located near residents
- 10) Subsidized or free Bikeshare membership

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