



Preparing TDM Plans

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Transportation Management Services

Presentation

- Why Prepare a Plan?
- Plan Contents
- Sizing Up What May Work
- What's on the TDM Menu?
- Ensuring Performance

Background

- Over 30 years in TDM
- So. Cal practice
- National clients
- Local, regional, state, federal agencies
- Community associations (TMA)
- Property owners
- Employers

Why?

- Usually Mandate Driven
 - Ordinance
 - Facility focus
 - Car/Vanpool parking
 - Bicycle parking
 - Rideshare staging area
 - Transportation Information Displays
 - Annual survey and monitoring
 - Discretionary Action (development condition)
 - May include more than ordinance requirements
 - Based on project size
 - Additional measures based on site conditions
 - Prepare plan
- CA Green Building Standards
 - May force retooling

Plan Contents

- Project description
- Conditions affecting commute demand
 - Area
 - Site
- Objective
 - Mode share, Average Vehicle Ridership, Trips
- Commitments
- Measures
 - Facilities
 - Financial
 - Transportation Services
 - Communication/Marketing
- Monitoring and reporting

Sizing Up What May Work

I. Area Characteristics

- Site access
 - Pedestrian and bicycle
 - Motor Vehicles (streets and freeways)
- Transit (bus/rail)
 - Routes
 - Stops
- Parking
 - On and off-street
- Nearby amenities
 - Distance to mid-day services (ATM, food)

Sizing Up What May Work

2. Site Characteristics

- Site plan – access relative to parking facilities, public sidewalks, and street
- Uses
 - Employment
 - Educational
 - Medical
 - Retail
 - Mixed
- Square footage (total and type of use)
- Population
 - Commute, visitor, other
 - Tenant size
 - Occupations (sales, back room, professional)
 - Employee income
 - Schedule
- Operating hours

Sizing Up What May Work

- Parking
 - Supply – total, employee, adequacy
 - Operation – access control
 - Pricing
- Alternatives: availability and accessibility
 - Transit, vanpool, bicycle
- Resources
- Owner/manager willingness

TDM Menu – Basic

- Commitment
 - Existing owner
 - Perpetual operation
- Transportation Coordinator
- Ridematching – How will services be provided?
- Carpool/vanpool preferential parking - How many & where?
- Bicycle parking – Where?
- Employee shower and locker facilities – Where?
- Transportation Information Displays – type & location
- Carpool/vanpool loading area – location
- Marketing and information – activities, frequency, & materials
- Guaranteed Ride Home

TDM Menu – Enhanced

- Financial measures
 - Disincentives
 - Paid Parking
 - Incentives
 - \$ for changing modes
 - Reduced CP/VP parking fees
 - \$ for not parking
 - Vanpool support
- Carsharing
- Shuttles (to transit)

Monitoring & Reporting

- Annual Report
 - Travel Demand
 - Commute survey
 - Driveway count
 - Document conformance to requirements

Ensuring Performance

- Failure to...
 - Report
 - Implement
- Grievance process
- Remedies
 - Implement contingency measures
- Penalties
 - Financial
 - Suspend permit processing

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