

# Transportation Demand Management

SACRAMENTO REGION

## MTP2035

METROPOLITAN TRANSPORTATION PLAN

THE NEXT STEP IN BLUEPRINT

ISSUE BRIEF

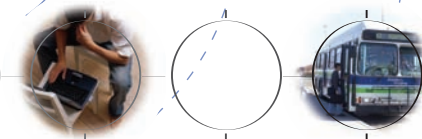
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Our roads and transit systems cannot adequately serve the demands of an increasing population.

The MTP2035 must consider:

- What can be done to reduce vehicle miles traveled and improve air quality?
- How effective are educational and incentive strategies in increasing carpooling, vanpooling, using transit, biking, walking and telecommuting?
- How can transportation demand management be integrated into the larger transportation system?

*This brief highlights the transportation demand management issues being studied for the MTP2035. For the complete Transportation Demand Management Issue Paper visit [www.sacog.org/mtp/2035](http://www.sacog.org/mtp/2035)*



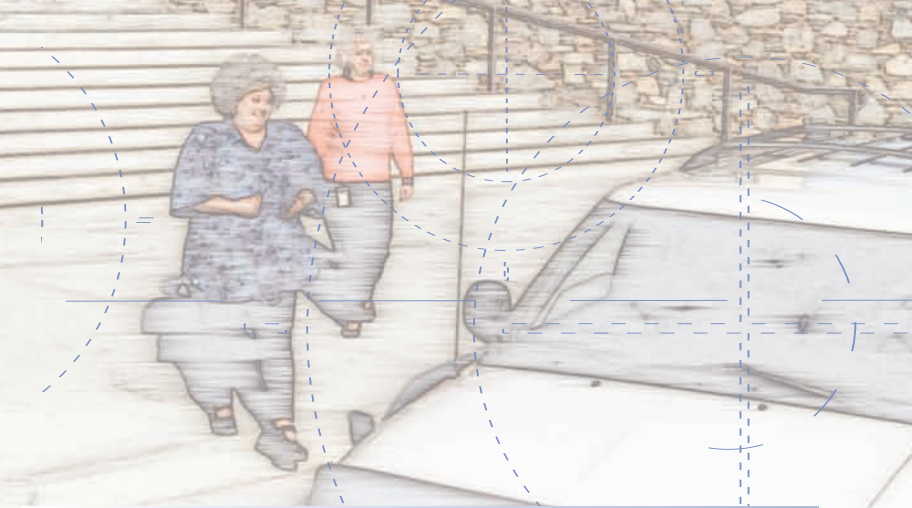
Transportation Demand Management (TDM) focuses on moving people through the region more efficiently through carpooling, vanpooling, using transit, bicycling, walking and telecommuting. TDM includes outreach to commuters, employers and the general public. In the Sacramento region, SACOG and the region's 11 transportation management organizations provide commuter education, ride matching and incentives for starting carpooling or vanpooling.

## Reducing Driving and Improving Air Quality

Transportation Demand Management programs reduce the total number of vehicle miles traveled by promoting alternatives to driving alone. Fewer vehicle miles traveled results in less ozone pollution. Employers can use TDM programs to reduce overhead costs, enhance productivity and reduce employee turnover. Programs improve the use of public transit services, bike-ways, sidewalks and carpool lanes by educating users about their travel options and coordinating trips between users with similar trip patterns.

## Commuting in the Sacramento Region

Reasons for driving alone include convenience, time savings, errands, childcare, and irregular work hours. Alternative mode use is higher in areas of concentrated employment, where there



**RANGE OF COSTS**  
\$1 million will buy



**333**  
8-person  
vanpool  
start-ups

**1/4**  
mile of  
arterial road

**7/100**  
mile of  
new freeway

**1**  
bike/ped  
bridge



are public transit options, carpool lanes, high parking costs, or rideshare programs.

Alternatives work best for commuters with regular schedules, fewer time constraints, and an awareness of cost, health, and environmental benefits.

### Employer Strategies

Effective transportation demand management relies on employers using financial incentives or programs to change commuting behavior. Subsidized transit passes, discounted parking for carpoolers, and policies for telecommuting and modified work schedules—compressed work week or non-traditional work hours—are already used by some employers in our region. Promotion involves educating people about travel options and providing incentives to encourage them to choose a new travel mode, telecommute, or use a modified work schedule.

Some employers work with transportation management organizations, which provide commute assistance to member employers or a select geographic area. Benefits commonly provided by these organizations include guaranteed ride home, trip planning, carpool and vanpool formation, biking and walking information, incentives for using alternative commute modes and other support services.



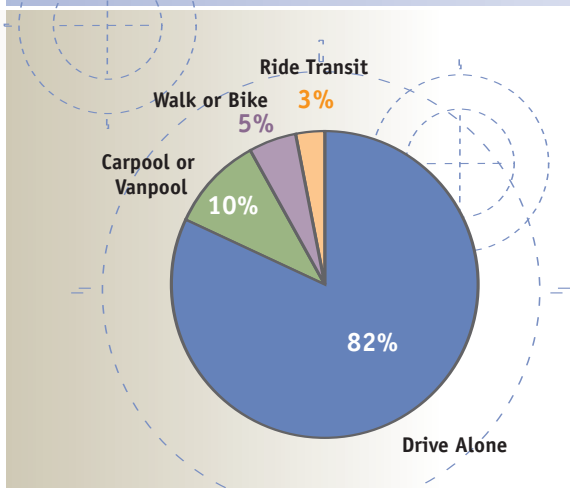
A national survey of employers found programs offering services with financial incentives such as guaranteed ride home, carpool and transit subsidies, are more than twice as effective as those that offer information alone.

### Public Strategies

SACOG supports transportation demand management through its 511 program, ridematching database, public information, vanpool incentive program, demonstration projects and funding the transportation management organizations. The Sacramento Region 511 website ([www.sacregion511.org](http://www.sacregion511.org)) receives approximately 3,000 visitors a month, with 3,000 registrants in the ridematching database. Other public agencies provide support for transportation demand management including air districts, through programs and regulations; cities and counties, by adopting ordinances supporting TDM; and the federal government recognizes employers with outstanding commuter benefits through the Best Workplaces for Commuters program, and allows employers to provide tax-free transit, vanpool and parking benefits to their employees.

A survey of a Washington, D.C. program showed that a \$300,000 TDM program spent one cent for every mile traveled it reduced and \$6,000 for every ton of air pollution eliminated.

### TRANSPORTATION MODES in the Sacramento region weekday peak period





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## Costs

SACOG's Rideshare program costs \$600,000 per year—for 511 ridematching, a vanpool incentive program, Bike Commute Month, the web-based Regional Commuter Club, and for transportation management organizations that serve as SACOG's outreach partners. Doubling the existing program could serve all employers in the region and offer a larger rideshare database, more incentives, personalized trip planning, expanded marketing campaigns and demonstration projects.

## Blueprint Considerations

Large increases in alternative mode shares can only be accomplished through greater support for carpool and vanpool formation, bike and pedestrian facilities, and making public transit more usable. More compact development means that carpoolers and vanpoolers will have a larger pool of potential partners to match within a close proximity of home and work. Transit will be better able to serve the public, because it is more cost-efficient when it operates in more urban environments.

## Conclusions

Commuting alone is convenient and flexible, and encouraged by free parking. Transportation demand management programs enable existing roads, bike paths, sidewalks and transit to be used more efficiently—potentially avoiding additional infrastructure costs. Investments can leverage reduced congestion and cleaner air, while offering more predictable travel times.