Overview

- Review Variables and Definitions
  - Basic Information
  - Geography
  - Trip Purpose
  - Mode
  - Target Audience
  - Employer Size
  - Strategies
  - Performance Measures
- Next Steps
Basic Information

- Program Name
- Organization Name
- Year Created
- Year Ended
- Time-Frame:
  - Year-Round
  - Temporary
- Description

- Organization Type:
  - City
  - County
  - Transit Agency
  - Transportation Management Agency
  - Other
Geography

- Neighborhood
- City
- Sub-county
- County
- Regional
- Statewide
Trip Purpose & Employer Size

Trip Purpose
- Work
- School
- All

Employer Size
- Small
- Large
- All
Target Audience(s)

• Employers
• Commuters
• Residents
• Parents
• Students
• Developers
• Property Managers

• Special Needs Groups
  • Limited English Proficiency
  • Seniors (65+)
  • Veterans
  • Low-Income
  • Youth (Ages 5-17)
Modes

- Transit
- Bike
- Walk
- Vanpool
- Carpool
- Mobility on Demand: Bike/Car/Scooter Share
- Telework
- Alternative Work Schedule
Strategies

• **Incentive**: Items provided to motivate use of non-drive-alone modes

• **Reward**: Items provided in recognition of use of non-drive-alone modes

• **Subsidy OR Financial Support**: Financial support to employers and/or other organizations to incentivize individuals to take non-drive-alone modes

• **Policy**: Ordinances, laws, or regulations to attain TDM goals

• **Trip Logging**: Trip logging methods such as RideshareOnline.com
Strategies, cont’d

- **Education**: Educational resources such as pamphlets, website information, or other transportation-related resources
- **Marketing**: Posters, advertising, social media, or other marketing methods to promote TDM goals/programs
- **Consultation**: In-person, email, or phone consultation to assist with trip or program planning
- **Other**: Whether the organization uses other strategies
Performance Measures

- **Number of Participants:** 2015, 2016, 2017, 2018, 2019
- **SOV Trips Reduced:** 2015 (Baseline), 2016, 2017, 2018, 2019
- **SOV Miles Reduced:** 2015 (Baseline), 2016, 2017, 2018, 2019
- **Other Performance Measures:** Four options, text
Next Steps

- Revise inventory
- Send to agencies by March 4th to confirm/edit data
- Data confirmation due by March 30th
- Review data received at April 8th TDM meeting
Thank you.

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