Transportation Management Programs for Your Property

Strategies for transportation programs
Agenda

- Property Managers in Transportation
- Role of TMPs in Managing Traffic
- Tools for Transportation Change
Impact on Customers

Estimate: Number of people in TMP's by new CTR Network, 2017
Customer Choices

Aggregate Mode Split

- Walked: 8.9%
- Bicycle: 19.5%
- Transit: 34.6%
- Ride Sharing: 16.3%
- Other: 2.2%
- SOV: 18.4%
Downtown Commuters

- 48% Transit
- 10% Ride Share
- 8% Walk
- 3% Bike
- 6% Other
- 25% Drive-Alone

75% of commuters use transit, while 25% use cars alone.
Shift from Driving

- **DOWNTOWN JOBS**
  - 2010: 202k
  - 2012: 220k
  - 2014: 228k
  - 2016: 247k
  - 2017: 262k

- **DRIVE ALONE RATE**
  - 2010: 35.2%
  - 2012: 34.2%
  - 2014: 31.1%
  - 2016: 29.7%
  - 2017: 25.4%
Shift in Focus

Changes in commutes between 2010 and 2017

- **Transit**: +41.5k
- **Ride Share**: +6k
- **Walk**: +8k
- **Bike**: +2.5k
- **Other**: +6.5k
- **Drive Alone**: -4.5k
Tools for Property Managers

Transportation Management Plan Guidance

Tenant Engagement

Infrastructure and Amenities
What’s a TMP?

- Created by building’s original permit
- Goal for Single Occupancy Vehicles (SOV)
- Programmatic Agreements
Employee Commute Survey

Measures SOV goal
Not for all TMP buildings
Employee Commute Survey
Measures SOV goal
Not for all TMP buildings

Program Report
Infrastructure and programs
Your Role: Tenant Engagement

New Tenants
Incorporate transportation in your new tenant outreach and onboarding.

Building Transportation Coordinator (BTC) Contact Info
BTC contact info should always be available and easy to find for tenants.

Monitor Performance
The survey results aren’t just for SDOT- they are useful for you!
Tenant Engagement

1. Participate in Promotional Campaigns
Promote events such as Bike to Work day and campaigns like Ride Transit Month

2. Host Events
Fill your lobby with transportation fairs, trip planning, on-site bike mechanics

3. LIVE Transit Information and Wayfinding
Help current and prospective tenants see and use transportation amenities.

4. Facilitate Matching
Vanpool/Vanshare, carpool, bike teams, etc

5. Keep tenants in the Loop
Share information on new commute tools, services and apps
Tenant Engagement

- Commuter Onboarding Orientation

- Transportation Check-ins

- Transportation Campaigns
  - Bike to Work Day
  - Bike Month (May)
  - Earth Day
  - Ride Transit Month (June)
  - In-house Commuter Campaigns
Digital transportation screens provide:

- Construction delays and detours
- Public transit stop information
- Weather updates
- Subscription service
- Special rates for non-profit organizations
Wayfinding

Examples of DIGITAL WAYFINDING

Directional Wayfinding

Detailed Wayfinding

commute seattle
Wayfinding

Tips for Ideal Placement of DIGITAL WAYFINDING

**Good Screen Placement**
An eye level screen placed en route to a destination is helpful for sharing detailed information, such as transit arrival and departure times.

**Good Screen Placement**
A large screen placed above walkways is helpful for sharing broad wayfinding information, such as direction to transit stops.

**Bad Screen Placement**
Do not locate screens in places people must seek out.
- Monitor CO2 emissions savings
- save money & time for commuters
- subsidized by ORCA business programs

Plan ahead for the closure starting April 29th by jumping in an existing vanpool.
Amenities and Infrastructure

Shuttles to Transit
If your building is more than 9 minutes from a transit hub or RapidRide line

Guaranteed Ride Home
Give employees peace of mind to take transit to work by providing a guaranteed ride home

On-Site Carshares
Give employees access vehicles during the workday without needing to bring one from home

Showers, Lockers and More
Provide showers, secure lockers and additional amenities like hair dryers and bicycle fix-it stands

First Floor Industries

Pedestrian Experience
Amenities and Infrastructure

Priority Parking
- Carpool
- Vanpool/Vanshare
- Carshares
- Green or EV vehicles
- Short term customer parking
- ADA

Pricing Best Practices
- Market rate / No “early bird” prices
- Charge market rate for daily parking
- Eliminate monthly passes
- Install electric vehicle charging stations

Hours
5 a.m. - 2 a.m. daily*

Rates
- 0 - 1 hour: $4.00
- 1 - 2 hours: $8.00
- 2 - 3 hours: $12.00
- 3 - 4 hours: $16.00
- 4 - 10 hours: $24.00
- 10 - 24 hours: $30.00
- Evening Rate: $5 (Enter after 5 pm and exit by 2 am)
- Early Bird Rate: $15 (Enter by 9 am. Exit by 9 pm)
- Electric Vehicle (EV) charging station hourly rate: $1.00 (plus parking)
- Lost Ticket Rate: $30.00
- The garage does not offer monthly parking at this time.

*To access garage after hours call Market Security at 206.682.2253.
- Secured bike rooms
- Shower access
- Mobile Bike Mechanic Visits
- Clear signage
- Useful accessories (tire pumps, etc.)
Bicycle Facilities

Locked storage

Bike Repair Station

Vertical Bike Racks
Transportation Expertise

King County
City of Seattle
commute seattle
Sound Transit
Example of
COMMUTE CHAMPIONS CAMPAIGN
Swedish Cherry Hill, Summer 2017

"Carpooling keeps me sane and out of jail. There are some crazy drivers out there. Plus, it is much quicker to get here from Mill Creek."

"Getting to spend even a short amount of time outdoors is worth if for the fresh air!" - Kelsey

"A great thing since I goEditing meetings people spending time on the road." - David

"Having a roommate means you get to go home and save a day of work... I don’t have to go..." - Kelsey

"You can’t beat strategy and less money spent!" - John

"I use a car share to work by myself and it comes out of my budget monthly (Lease). Then other times I ride a public car share. En route, I walk to make it less work, and you get to move your body. This makes it a one step combo." - David

"We can’t get to work by myself and a car share service makes it easier. It’s a one-step combo." - James

"You can’t beat strategy and less money spent on commuting. This keeps you from walking and reduces parking costs. It’s a real win-win." - James