Don’t be an SOV!

Tools From the Transportation Demand Management Toolbox
What is transportation demand management?

Chris McCahill
Holly Parker
Noah Kahan
Ed Perzanowski
Transportation demand management is influencing people's behavior to use the existing infrastructure in more efficient ways.
Arlington TDM programs take more cars off the road each weekday than the total of weekday rush-hour cars on I-66.

Only 44% of Arlington residents drive alone to work. 61% of the entire DC region drive alone to work.

Only 48% of Arlington workers with access to commuter-assistance services drive alone to work. 87% of Arlington workers who drive alone don’t have access to those services.

For every $1 Arlington contributes to TDM efforts, there is an estimated return on investment of up to $9.
The Transportation Cost Savings Calculator measures results in seven ways:

1. Air pollution reduction
2. Climate change mitigation
3. Hours of traffic congestion delay reduced
4. New road construction deferred by lane miles
5. Fuel saved
6. Crashes avoided
7. Vehicle noise pollution reduced
How is TDM implemented?

Charging for parking, marketing transportation options, employer transit benefits, and more.

For more information on the TDM ROI calculator, go to mobilitylab.org/calculators

or email me at jenna.fortunati@mobilitylab.org
Parking in Downtown Hartford

Source: McCahill, Garrick and Atkinson-Palombo (2016 & 2018)
## San Francisco’s TDM program

### Table of Mitigation Measures

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<thead>
<tr>
<th>Category</th>
<th>Measure</th>
<th>Points</th>
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<tr>
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<td>Bicycle Parking: Options A - D</td>
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<td>ACTIVE-5A</td>
<td>Bicycle Repair Station</td>
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<td>ACTIVE-5B</td>
<td>Bicycle Maintenance Services</td>
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<td>ACTIVE-6</td>
<td>Fleet of Bicycles</td>
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<td>ACTIVE-7</td>
<td>Bicycle Valet Parking</td>
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<td>Car-share Parking and Membership: Options A - E</td>
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<td>DELIVER-1</td>
<td>Delivery Supportive Amenities</td>
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<td>DELIVER-2</td>
<td>Provide Delivery Services</td>
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<td>FAMIL-1</td>
<td>Family TDM Amenities: Options A - B</td>
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<td>FAMIL-2</td>
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<td>FAMIL-3</td>
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<td>Shuttle Bus Service: Options A - B</td>
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<td>HOV-3</td>
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<td>INFO-1</td>
<td>Multimodal Wayfinding Signage</td>
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<td>INFO-2</td>
<td>Real Time Transportation Information Displays</td>
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<td>Tailored Transportation Marketing Services: Options A - D</td>
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<td>L1-2</td>
<td>On-site Affordable Housing: Options A - D</td>
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<td>Unbundle Parking: Locations A - E</td>
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<td>PKC-2</td>
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<td>PKC-3</td>
<td>Parking Cash Out: Non-residential Tenants</td>
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<td>PKC-4</td>
<td>Parking Supply: Option A - K</td>
<td>1 - 11</td>
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</tbody>
</table>

**Notes:**
- A project sponsor can only receive up to 14 points between HOV2 and HOV3.
- One point may be a deci or a 1% variation in VMT.
Multimodal accessibilities

[Map showing Walk Score and peopleforbikes accessibilities]

[Map showing change in access to jobs by transit]

Change in access to jobs by transit

- < 1,000
- 1,000 - 5,000
- 5,000 - 10,000
- 10,000 - 25,000
- 25,000 +
Estimate your trip cost

How much does a Zipcar cost in Wesleyan University? Estimate the cost of your next trip below.
Parking

Parking at Yale is limited. Permit prices are based on a sliding scale. On average, your parking permit fee covers only 65% of the cost to provide your parking space due to construction, financing, maintenance and enforcement costs.

Central Campus

<table>
<thead>
<tr>
<th>SALARY RANGES</th>
<th>CATEGORY</th>
<th>MONTHLY FEE</th>
<th>2 PERSON CARPOOL MONTHLY</th>
<th>3 PERSON CARPOOL</th>
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<tbody>
<tr>
<td>$79,401 &amp; Higher</td>
<td>A</td>
<td>$288.75</td>
<td>$644.38</td>
<td>$526.91</td>
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<tr>
<td>$58,837 - 79,400</td>
<td>B</td>
<td>$199.10</td>
<td>$493.55</td>
<td>$335.03</td>
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<tr>
<td>$58,836 or under</td>
<td>C/E</td>
<td>$122.10</td>
<td>$316.05</td>
<td>$244.03</td>
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</tbody>
</table>

Grove Street Garage - 2 Whitney
Noah Kahan
Wesleyan University’19
Environmental Studies and History
Project Lead, Connect Middletown
connect Middletown
powered by middletown area transit

Visit: bit.ly/connectmiddletown for more information about the program
MIDDLETOWN TRANSIT DISTRICT
ANNOUNCES
THE "WHO'S MAT?" CONTESTS

1. "Who's MAT?" Drawing Contest:
Any Middletown area resident age 18 and under is invited to submit his or her drawing of "MAT". Drawings of any size are acceptable, but drawings less than 7 inches high will be disqualified and the transit buses during December. Prizes for the most creative, and humorous MAT's will be given in the following age categories:
under 7, 7-12, and 13-18.

2. "Who's MAT?" Essay Contest:
Any Middletown area resident regardless of age is invited to submit a written description of "Who's MAT?"
Description should be 25 words or less. Prizes for the most creative, most accurate and humorous will be given in the following age categories: 7-12 and under, over 13. If more than one accurate answer is received, a tie will be held for that category.

3. Winning entries in each category will be presented with a $10 value bus ticket book.

4. Entries must be received by November 30, 1981. Winners will be announced November 30, 1981. Entries will be judged by the Transit District Marketing Subcommittees and the decision of the judges is final.

5. Transit District directors, employees, and their families are not eligible to enter these contests.

6. Entries must be accompanied by a completed entry block (or all information must be provided on a piece of paper). Entries cannot be returned.

7. Mail or deliver entries to the Middletown Transit District, Municipal Building, Room 2-18, Middletown, Connecticut 06457.

--- ENTER TODAY ---

"Who's MAT?" Contest

Age Category:
(As of November 30, 1981)

<table>
<thead>
<tr>
<th>Name</th>
<th>Age Category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under 7</td>
</tr>
<tr>
<td></td>
<td>7-12</td>
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<tr>
<td></td>
<td>Over 13</td>
</tr>
</tbody>
</table>

Address:

How's MAT?  Who's MAT?  Why's MAT?
Agency To Dedicate Solar Energy System At Transit Terminal

By JACQUELINE CUTLER
Current Staff Writer

MIDDLETOWN — The solar energy system finally operating at the Middletown Area Transit terminal will be dedicated next week, an agency official said Friday.

The dedication of the $65,000 system will be Friday at 10 a.m. at the terminal at 340 Main St., Eugene L. Zeitlin, the agency's administrator, said.

Zeitlin said he has waited to display the system until it is ready to operate, although some parts were functional several months ago. The energy system, which he described as state of the art, is expected to cut the transit system's utility costs in half. The agency, however, has had to wait 2½ to realize those savings even though the system was planned before the terminal was built.

Exactly how much money will be saved has not been determined because the system has been in operation only a short time, Zeitlin said. But a recent electric bill gives an indication. The electric bill for January 1985 was $150 less than the January 1984 bill, he said.

Facing south, 12-foot-high solar panels absorb sunlight and direct the heat produced inside vents that heat the waiting room and offices. In the summer, fans in the system will circulate cool air through the building.

The system is controlled by computer.

The most difficult part of installing the system was adapting it to allow the depot and the offices to maintain separate temperatures. Passengers bundled up in the depot during winter, for instance, would not need as much heat as the office workers, Zeitlin said.

Although the terminal, which opened at the former Palace Theater site Oct. 29, 1982, was designed for the system, the system could not be purchased until the legislature passed a bill in 1980 appropriating 20 percent of the necessary money. Federal money provided the other 80 percent.
Making a difference, by the numbers

Every person really does count! Below are a few statistics that we are proud of. Join us and help us make them grow!

50,557
Number of commuters helped to date saving both time and money.

214
Number of employer partners helping employees go green.

3,918,929
Estimated shared rides to date by commuters using CTrides.