



La Experiencia de EE.UU.

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JORNADAS TÉCNICAS

“PLANES DE TRANSPORTES A LOS CENTROS DE TRABAJO. EXPERENCIAS Y BUENAS PRÁCTICAS”

Madrid, 19 y 20 de Mayo de 2009



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Transportation Demand Management

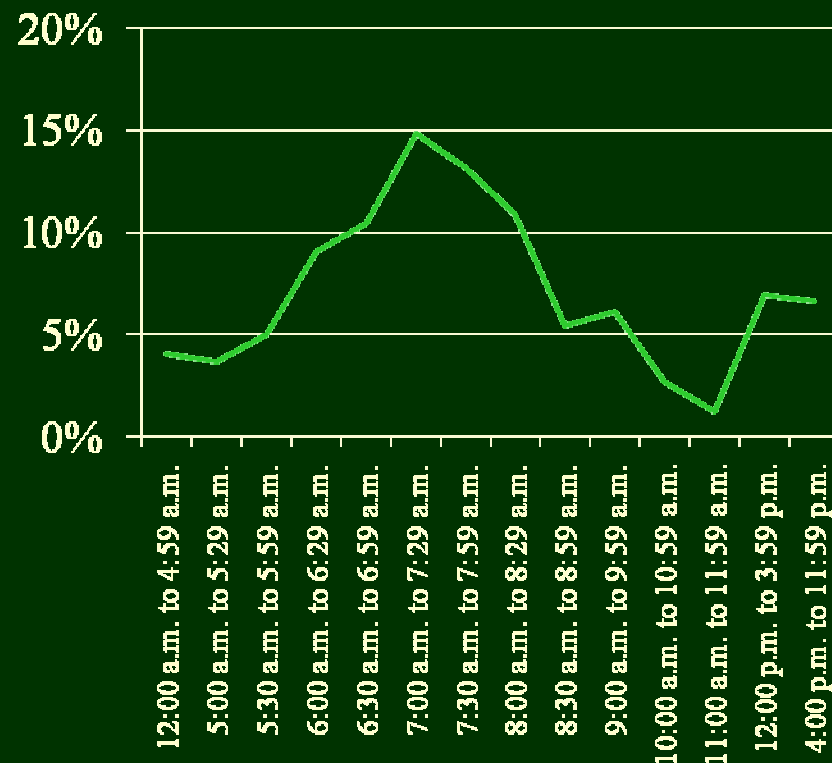
Strategies that foster increased efficiency of the transportation system by influencing travel behavior by:

- ✕ Mode (how)
- ✕ Time (when and how fast)
- ✕ Location (where and whether)
or
- ✕ Route (which way)

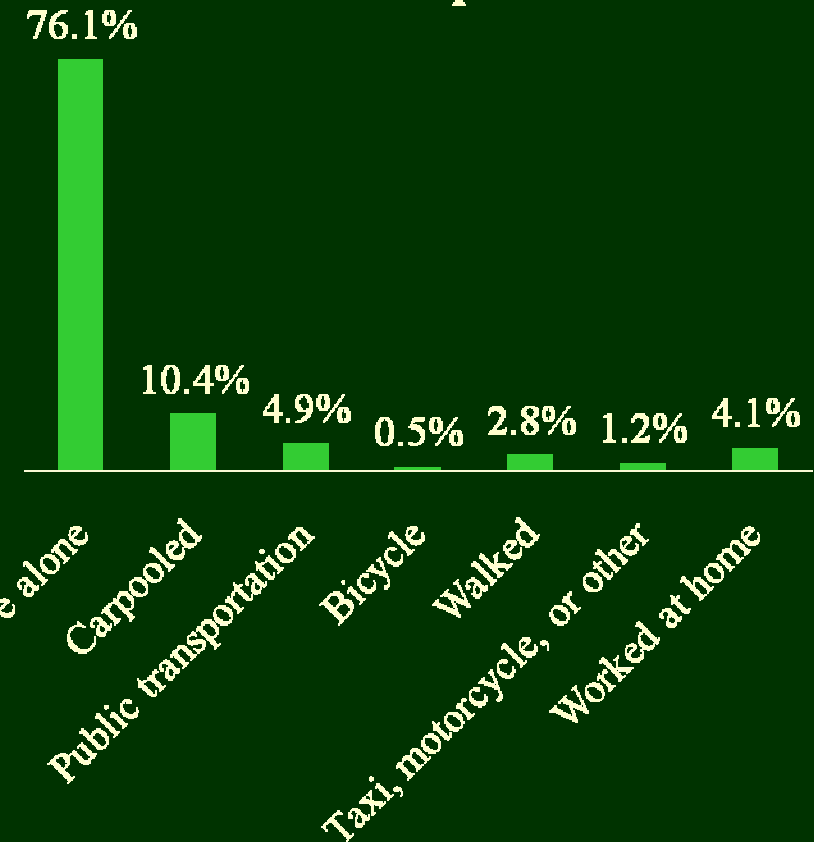


Look to the causes of congestion

Time Leaving Home to Go to Work

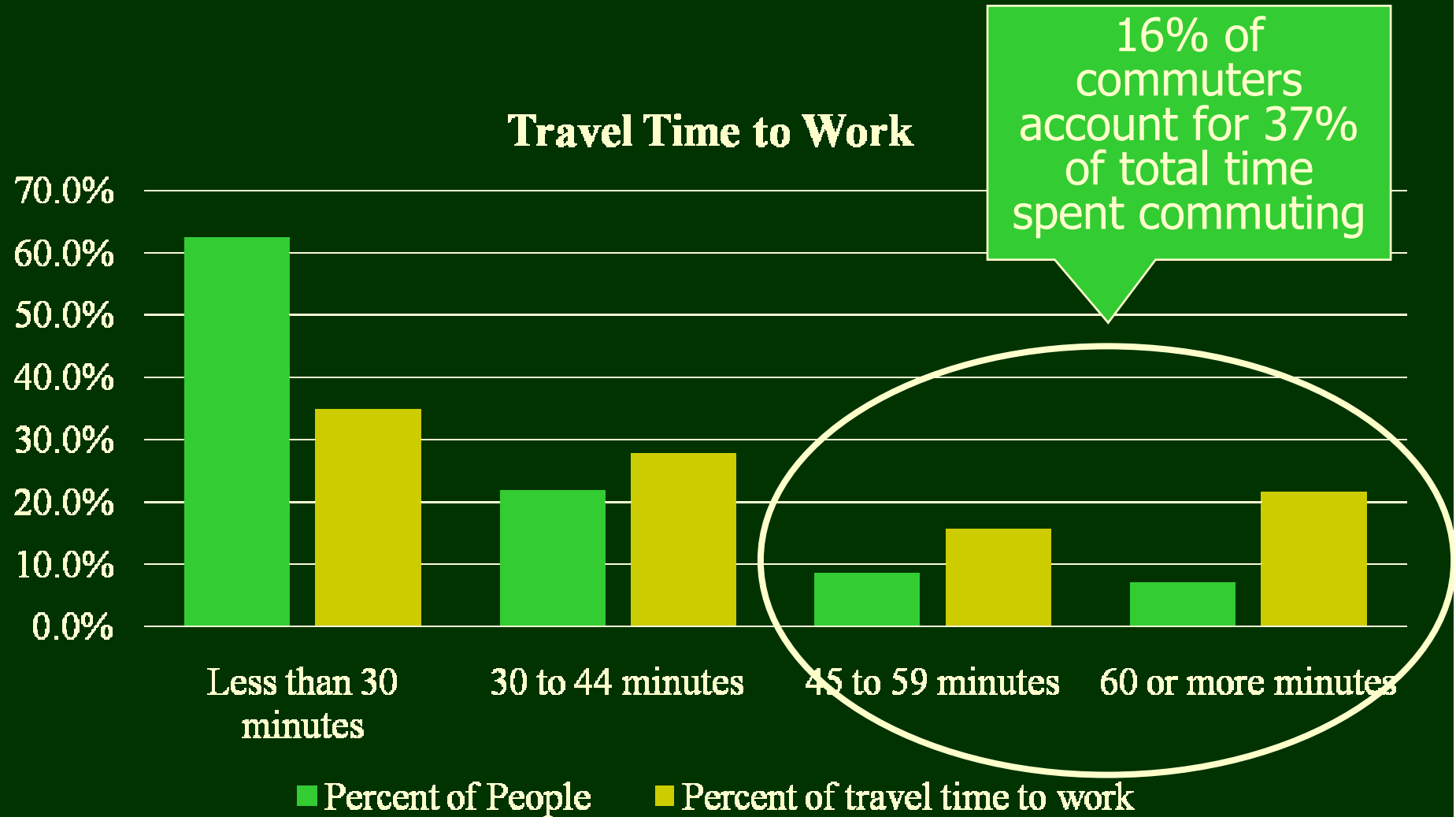


Means of Transportation



Source: U.S. Census' American Community Survey 2007

Average travel time



Tools in the demand management Toolbox

- ✕ Change how people travel
 - + Transit, vanpool, carpool, bike, carsharing, etc.
- ✕ Change when people travel
 - + Flextime, compressed work weeks, pricing, etc.
- ✕ Apply innovative financing and pricing approaches
 - + Pay-as-you-drive insurance, value pricing, pre-paid transit, U-PASS, etc.
- ✕ Influence where people live
 - + Land use
 - + Transit-oriented development

Tools in the Toolbox

- ✕ Influence the route people choose to travel

 - +511, advanced traveler information, high occupancy vehicle (HOV) lanes, etc.

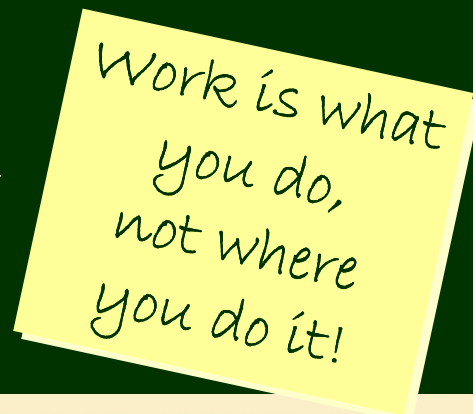


- ✕ Engage businesses in addressing the problem

 - ✕ Federal qualified transportation fringe benefits, shared use parking requirements, etc.

- ✕ Provide substitutes for the need to travel

 - +Telework, online meetings, etc.



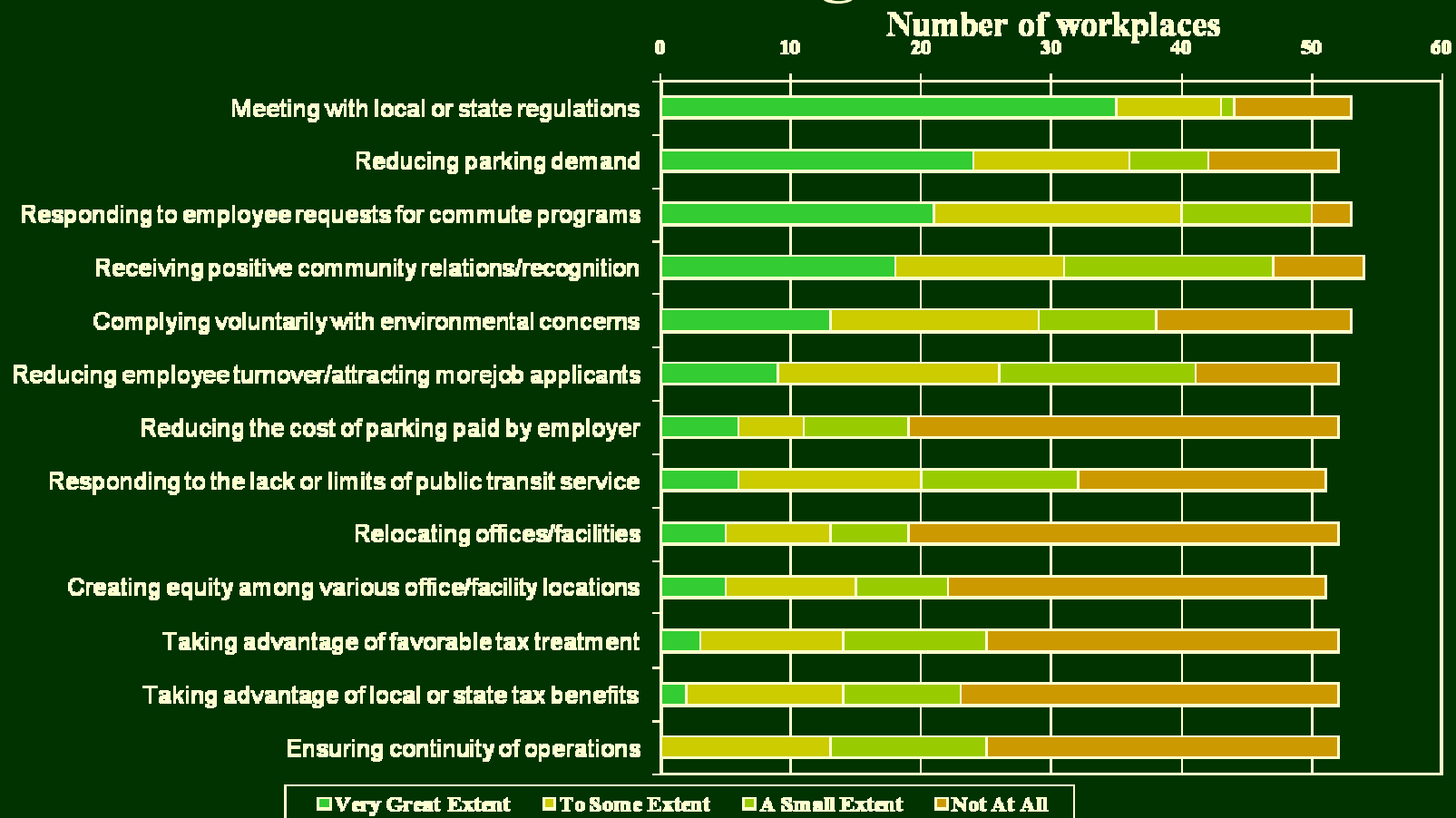
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Involving employers

- Employers influence employee commute behavior
 - Work hours
 - Parking policies
 - Subsidized commute benefits
 - Telework

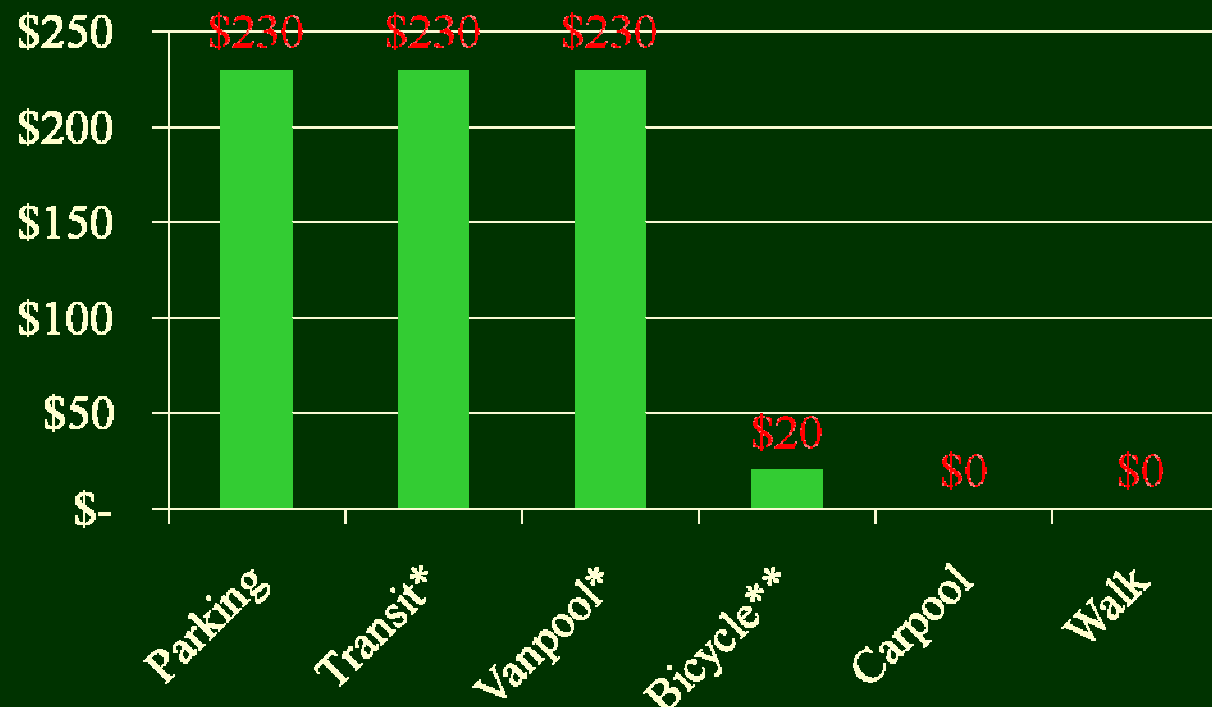


Why Do companies offer Employee Commute Programs



Qualified transportation fringe benefit

**Max. Monthly Commute to Work
Payment Most Employers Can Provide
Tax Free to Employees**



Workers are 4
times more
likely to ride
transit if
provided a
subsidy

* Increased from \$120 per month as part of economic stimulus bill in February 2009

** new in January 2009



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Subsidized Commuting

- State Governments - 20 percent ⁽¹⁾
- Local Governments - 7 percent ⁽¹⁾
- Private employers – 5 percent



1. Bureau of Labor Statistics. National Compensation Survey, September 2007

How Do We Encourage Change?

- Offer commuter benefits!
 - Employees with commuter benefits are more than 4 times more likely to use transit than those who don't have them.
 - U.S. employers spend \$36 billion annually on employee parking
- Recognize excellence
 - Best Workplaces for Commuters





Best Workplaces for Commuters

Effective October 1, 2007

Program managed by:

**National Center for Transit
Research**

University of South Florida

**(formerly managed by EPA and
USDOT)**

Primary Option – significant support

Choose **One**:

- Transit/vanpool subsidy (\$30 or full cost)

Or

- Telecommuting (daily 6% average)

Or

- Parking Cash-out (\$30 or at least 75% of market rate)

Or

- *Employer proposal*



Supplemental Support

- Choose 3 (only 1 if < 20 employees)
- Active membership in TMA
- Rideshare matching
- Bike lockers and showers
- Up-to-date transportation information
- Shuttles
- Allow for employee paid pre-tax transit vouchers
- Preferred parking for carpools/vanpools
- Worksite is co-located with shops, day care, etc.
- Awards program
- Plus more options
- www.bestworkplaces.org ←NEW



Why Employers want to be one of the Best Workplaces for Commuters

- Public recognition
- Protect commuter benefits
- Demonstrate community stewardship
- National “seal of approval”
- Recruitment advantage
- Networking opportunities
- Tools and materials and information

Performance Benchmark & Reporting

- 14% non-SOV for participating work sites -- and demonstrate this within 18 months
- Annual reporting; “check-in” with BWC & confirm program/benefits

For More Information:

- National TDM and Telework Clearinghouse
 - <http://www.nctr.usf.edu/clearinghouse/>
- Best Workplaces for Commuters
 - <http://www.bestworkplaces.org/index.htm>