



# How to: START A BUILDING-BASED TRANSPORTATION PROGRAM

## Benefits to Building

### Owners/Managers

- Earn up to 15 points towards LEED certification based on the percentage of people using a commute alternative
- Enhance tenant retention and recruitment
- Reduce parking structure maintenance
- Reduce building overhead
- Expand/improve facilities with overhead savings

### Benefits for Tenants

- Employee recruitment
- Alternative transportation options
- Improving productivity
- Auto maintenance and fuel savings

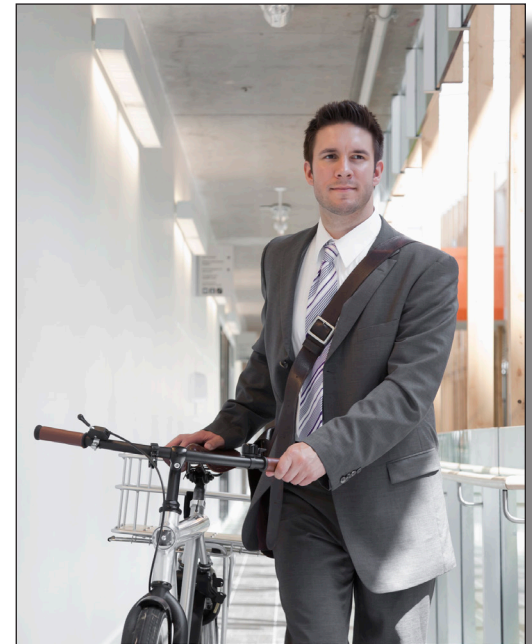
Great transportation systems and programs play a critical role in the world's best green buildings. 511 is a good place for you to go if you are looking for information on LEED credits for alternative transportation strategies. For more information, visit the Green Building Certification Website: <http://www.usgbc.org/leed>.

Once your program is in place, the level of effort required of building management entails implementing infrastructure and amenity improvements, and engaging tenants and providing them with information on compressed work weeks, flexible schedules, teleworking, and commuter choice.

Transportation programs are generally comprised of one or more of the following types:

### Facility Design Improvements

- Ensuring building access accommodates alternative transportation commuters.
- Designating passenger loading areas for carpools and vanpools.
- Adding bicycle facilities such as parking, lockers, and showers.
- Adding or improving bus stops and transit shelters.
- Improving pedestrian walkways.
- Offering on-site amenities such as ATMs, restaurants, and dry cleaners.
- Establishing a transportation facility for bus pass sales, transit and ridesharing information, commuter products, and more.



### Rideshare Assistance and Promotions

- Tenant ridesharing matchlists
- Vanpooling and car sharing information
- Guaranteed ride home program
- Discounted bus or rail passes

### Parking Management

- Providing preferential parking spaces for carpools or vanpools only
- Validating a few free parking days to carpools and vanpools
- Reducing the monthly parking rate for carpools and vanpools
- Unbundling parking from employment site leases

### Develop Your Program

Building-Based Transportation Programs may include preferential parking, a guaranteed ride home program, an online ridematching site, incentives and rewards. To get started, develop policies and eligibility rules, and then design program outreach materials such as a transportation page on your intranet or website. You may also want to design carpool tags.

- Designate a Building Transportation Coordinator to play a leadership role in nurturing the program, help develop policies, and promote and market services

such as incentives, parking benefits, etc. The coordinator may also provide status reports to management and funders, and make recommendations and help oversee transportation based facility improvements.

- Solicit Tenant Contacts/Ambassadors for the Program Tenant contacts are the vital link between your building's transportation coordinator and the commuters who will use the services offered.
- Assess Tenant Transportation Needs by surveying employees and office managers to give you a realistic view of the needs you should focus on.
- Conduct a Site Analysis to discover ways in which the design of your facility helps or hinders alternative commuters. A thorough site analysis includes a review of parking availability and usage, bicycle facilities, pedestrian access, transit stop location and schedules, and any other amenities that might affect your program. If possible, make any planned improvements to your facility before launching your program.
- Collect Budget Information. As a building owner/manager, you may consider the following options for handling costs:
  - Pay for all costs associated with the transportation program yourself
  - Incorporate the cost of the program into the lease
  - Prorate the monthly cost based on the number of employees each tenant has, and include that cost in a monthly bill
  - Directly charge your tenants for services (which could enhance the perceived value of the program, but also reduce how many people will actually participate)
  - Pursue funding through transportation agencies or government grants
  - Provide subsidies and incentives
  - Charge a membership fee
  - Create promotional events such as a "kick off" event, or offer quarterly events as a regular reminder of transportation options.

### Get the Word Out

The next step is to begin marketing your program by offering a transportation page on your building's intranet, promoting your program through your building newsletter and in your new tenant welcome packets.

- Providing the tenants with brochures, posters, flyers or paycheck stuffers
- Creating contests to generate interest
- Hosting an event to educate tenants and employees on alternative transportation

### Monitor and Evaluate Results

Consider using surveys, focus groups or personal interviews.

#### 511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

##### ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

##### VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

##### COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

##### WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.