

TRANSPORTATION DEMAND MANAGEMENT

Deborah Stacey
Senior Transportation Planner
CDTC

dstacey@cdtcmpo.org



Capital District
Transportation
Committee

Unique Process

- CDTC Programs \$525,000 per Year (CMAQ) in the TIP for TDM
- CDTA, the Region's Transit Agency, Access's the Funds
- CDTA and CDTC Work Collaboratively on TDM Projects
- CDTA does not view Carpooling, Vanpooling, Bicycle Encouragement as a "Threat" to Transit Ridership
- CDTA used TDM Monies to upgrade CDTC's carpool website to "iPool2"



iPool2

- Replaced the Outdated Commuter Register Website
- \$40,000 Conversion Cost \$10,000/yr Maintenance Cost
- Branded with CDTA's "iRide" Theme
- Powered by GreenRide-- Software Developed by Ecology and Environment, a Buffalo based firm
- Provides "One Stop" Shopping for Commuter Information
- Includes an Innovative Employer Module
- Easily Calculates Emission and Fuel Savings



Innovative TDM Programs

➤ Pass Subsidy Programs

- ✓ PEF/CSEA Transit Pass Discount Program
- ✓ NYSDEC “Try Transit” Pilot
- ✓ Albany BID “Commuter Ca\$h” Pilot
- ✓ 3-Day Visitor Pass (Saratoga Springs)
- ✓ Healthcare Network TDM
- ✓ Home Ownership Incentive
- ✓ Transit for Refugees and Immigrants
- ✓ Sustainable Housing Partnership

➤ Increasing Attractiveness of Alternative Modes

- ✓ Guaranteed Ride Home
- ✓ Occasional Use Parking

➤ New Initiatives

- ✓ Price Chopper iRide Advantage
- ✓ VPSI Vanpool Pilot
- ✓ Capital Region Bike Rack Program

Past Pass Subsidy Programs

- **PEF/CSEA Discounted Pass Program (joint effort \$775,000 total)**
 - PEF & CSEA members received a 25% discount on CDTA bus passes
 - Principal goals of the program were to establish a permanent commuter benefit program
 - Approximately 1,000 discounted passes sold per month
 - CDTA continued discounts after CMAQ funds were exhausted
 - NYS did not continue the program but now offers the NYS-Ride program

- **NYSDEC “Try Transit” Pilot (joint effort \$85,000 total)**
 - NYSDEC moved to downtown Albany
 - Provided transit subsidies for long distance commuter buses
 - 90 NYSDEC Employees “tried” transit
 - 50 Permanently switched to transit (after the subsidy ended)
 - Critical piece—occasional use parking

Past Pass Subsidy Programs

- **Commuter Ca\$h Pilot** (joint effort \$329,000 total)
 - Partnered with the Downtown Albany BID
 - Provided transit subsidies for long distance commuter buses and for CDTA Swiper Passes
 - 1300 downtown workers “tried” transit
 - 150 continued to ride transit after the subsidy ended

- **Health Care Network TDM** (joint effort \$18,000 total)
 - Partnered with six nursing homes and one hospital
 - Employees received an unlimited use, one-month CDTA pass
 - 195 employees “tried” transit
 - Partners established pre-tax commuter accounts and are corporate Swiper customers

Past Pass Subsidy Programs

- **Saratoga Springs 3-day Visitor Pass** (joint effort \$12,800 total)
 - Free 3-day visitor passes were made available at 15 distribution outlets in Saratoga
 - CDTA hired an ambassador to oversee pass distribution and publicize the program
 - The program raised awareness of transit services, encouraged visitors to try transit, and built relationships with the tourist and hospitality industry in Saratoga Springs
 - Ridership on the trolley service increased by 8%, and use of regular route buses increased by over 20%

Current Pass Subsidy Programs

- **Home Ownership Incentive (CDTA program \$35,000/yr)**
 - **Designed to encourage homeownership in transit supportive areas**
 - **Provides 2 free transit passes per household for a max of 24 months**
 - **84 new homeowners participated in the program in 2008 and 2009**
 - **Homes are located in downtown Albany and City of Schenectady**
 - **Partnered with Albany Housing Partnership, TRIP, Better Neighborhoods & Schenectady Housing Development Fund Corp**

Current Pass Subsidy Programs

- **Transit for Refugees and Immigrants** (CDTA program \$80,000/ year)
 - Provides a pass every month for each eligible participant living within 0.5 mile of a transit line
 - Partnered with Catholic Charities and the U.S. Committee for Refugees and Immigrants
 - 413 participants over two years
- **Sustainable Housing Partnership** (CDTA program \$9,000/yr)
 - Provides passes for a maximum of 24 months to qualified participants
 - Partnered with Domestic Violence and Rape Crisis Services of Saratoga County
 - Participants rode the bus 4x per week on average

Increasing Attractiveness

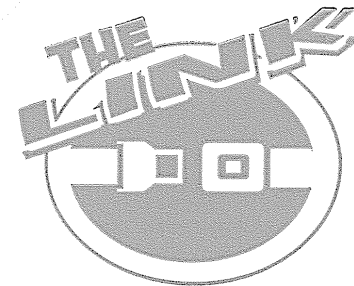
- **Occasional Use Parking** (joint effort \$15,000/yr)
 - Partnered with the Albany Parking Authority
 - Began with NYSDEC Employees
 - Provided four free day passes per month to bus riders and carpoolers that gave up their NYS Parking Permit
 - Transitioned to several metered lots for use by Swiper Pass Holders and allows 5 uses per month
 - Program results in about 80 uses per month
- **Guaranteed Ride Home** (joint effort \$3000/yr)
 - Offered on iPool2 for carpoolers, bus riders, bicycle commuters and people walking to work
 - Offered to CDTA Swiper Customers
 - Two separate programs to merge, using Access Transit
 - Eligibility requires alternative mode usage of 2+ days/wk
 - Program results in about 20 uses per year



Increasing Attractiveness

➤ LINK Tickets (joint effort \$70,000/yr)

- Provides free transfers to the CDTA system from long distance commuter services
- Six long distance bus carriers participate
- Makes bus usage more viable to long distance commuters
- Riders took a monthly average of 4,200 rides in 2009, for a total value of \$70,000



"Good for unlimited rides on CDTA buses on the day of issue when passenger is connecting to or from the commuter service provided by: Adirondack Trailways, Pat Zanchelli, Inc., Schoharie County, Brown Coach, Upstate Transit, or Yankee Trails. Good only for day issued. VALID ONLY WHEN SWIPED THROUGH CDTA FAREBOX. No Cash Value."

INSERT IN SLOT



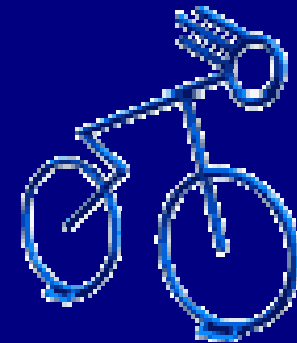
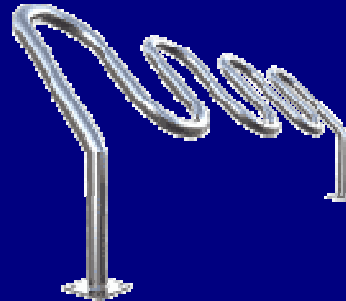
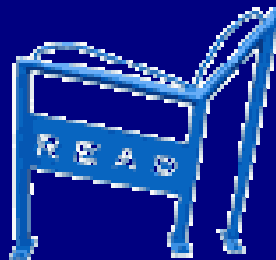
New Initiatives

- **Price Chopper iRide Advantage** (CDTA program \$50,000/yr)
 - CDTA partnered with Price Chopper
 - CDTA bus riders can redeem Fuel AdvantEdge Points for discounts on bus passes
 - Discounts can be used for monthly *Swiper* cards or the popular 10 trip bus card
 - A \$2 discount is “equivalent” to each 10¢/gal fuel discount earned
 - Price Chopper equally splits the cost of discounts on pass sales that are discounted more than the 10% corporate discount
- **Vanpool Pilot** (joint effort \$7500/yr)
 - CDTC, CDTA, DABID partnered with VPSI
 - NYSDERA/NYS DOT grant is funding the pilot
 - \$500 per month subsidy provided to vanpoolers
 - Seven vanpools have been formed eliminating 59,000 VMT per month
 - Ongoing employer outreach
 - SEFCU matches the \$500 subsidy (one vanpool formed so far)



New Initiatives

- **Capital Region Bike Rack Program** (joint effort \$50,000/yr)
 - Need identified by CDTC's Bicycle/Pedestrian Task Force (37,000 bicycle boardings on buses in 2009)
 - Provides free racks to public and non-profit applicants (\$1000 per rack max)
 - 50/50 cost sharing for private sector applicants
 - Seventy-seven applications were approved for 335 bike racks totaling \$50,000
 - About 900 additional bicycle parking spaces were created
 - Increased awareness of the need for bicycle parking
 - Program will be duplicated in 2011 (\$50,000)



Questions???

Contact Information

Deb Stacey, CDTC

dstacey@cdtcmpo.org

518 458 2161

Carrie Ward, CDTA

carriew@cdta.org

518 437 6865