



TRIP REDUCTION OPTIONS

VALLEY BIKE MONTH
APRIL 2016
TEAM CHALLENGE

BIKE! IT'S THE BRIGHT CHOICE.

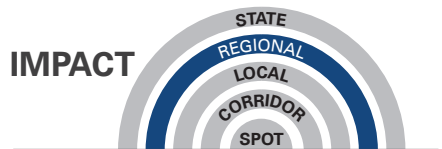
CARPPOOL | VANPOOL | BUS | LIGHT RAIL | TELEWORK | BIKE | WALK

30 MINUTES
100% "ME" TIME

ShareTheRide
COMMUTER CHALLENGE

Source: Valley Metro Commute Solutions
<https://www.sharetheride.com/>

More Information: tti.tamu.edu/policy/how-to-fix-congestion



WHO	HURDLES
 CITY AGENCIES	 REGULATORY

SUCCESS STORIES

Washington State adopted a commute trip reduction (CTR) law in 1991 and the CTR Efficiency Act in 2006. Since 2007, the program has:

Eliminated 154 million vehicle miles statewide

Reduced traffic delays by 8%

Maricopa County, Arizona, requires employers and schools with 50 or more employees or students to participate in a trip reduction program designed to **reduce single-occupancy vehicle rates to 60 percent**.

Since the late 1980s, the county has reduced rates from **75% to 71%**

Most Texas cities have rates near **80%**

Description

Trip reduction options encompass programs or rules that use some type of traffic-easing technique. There are three types:

- Developer incentives, requirements, or restrictions.
- Employer trip reduction programs.
- Transportation management association and district regulations.

Rather than control driver behavior, the strategies encourage different travel choices by:

- Providing multiple trip reduction choices and promoting their benefits.
- Offering incentives.
- Setting goals.

Cities may provide incentives to developers who meet traffic-easing requirements or reward companies for trip reduction programs or behavior.

Target Market

- Large cities with surrounding suburbs.
- Corporations with many employees.
- Developments in large activity centers.

The required trip reduction options generally exclude small- and medium-size businesses in order to not cause financial strain.

How Will This Help?

- **Reduces trips and miles driven** by requiring or encouraging carpooling or vanpooling.
- **Keeps costs relatively low** compared to other traffic-easing strategies.
- **Increases alternatives** such as transit, bicycling, or carpooling.

Implementation Issues

City and state officials must develop proposals with the public so consumers and other stakeholders can develop a beneficial program. This may be difficult to both estimate and communicate due to the many possible approaches involved and the possibility that there are perceived winners and losers. They must also decide whether measures should be required or voluntary and agree on suitable methods of enforcement.

