

REGIONAL SNAPSHOT

PROMOTING ALTERNATIVE TRANSPORTATION IN THE ATLANTA REGION

TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) are strategies that help make travel more efficient and effective by reducing auto trips – shortening some and eliminating others – and spreading demand across the peak hours of road use. These strategies include carpooling, vanpooling, biking, walking, transit, teleworking and alternative work schedules, including flextime, compressed work week and staggered shifts.

DOLLAR FOR DOLLAR TDM IS MORE EFFECTIVE

It costs:

- \$6.75 per day to accommodate one additional single-occupant vehicle (SOV) trip on a highway
- \$4.10 per day to accommodate one additional trip on transit
- \$1.33 per day for an employer to reduce one SOV trip

Source: U.S. Department of Transportation report DOT-T-94-02

TDM STRATEGIES HELP CLEAN THE AIR, TOO

In FY 2002, the TDM efforts in the Atlanta region eliminated .77 tons of NO_x* and .89 of VOC** per day. More than 53,000 commuters were using alternative commute modes at the close of FY 2002, thereby eliminating 37,500 vehicle trips and 780,000 vehicle miles on a daily basis.

Sources of smog include:

* **Nitrogen Oxides (NO_x)** come primarily from combustion of fuels in cars and trucks, coal-fired power plants, industrial boilers and gas-powered engines such as lawnmowers and leaf blowers. This occurs because nitrogen gas – which accounts for about 80% of air – also burns (oxidizes) when other fuels are burned.

** **Volatile organic compounds (VOCs)** are vapors that emanate from paint and print shops, gas stations, dry cleaners, lawn chemicals, and from combustion engines, such as those in cars and trucks, boats and diesel locomotives. Trees also emit VOCs.

Source: Center for Transportation and the Environment, FY2002 Atlanta TDM Framework Performance Report Summary

EMPLOYER-SPONSORED PROGRAMS ARE VALUABLE

TDM strategies are shown to be most effective when supported by employers. Since 1996, ARC has developed strong public-private partnerships with organizations that assist employers with commute options programs, including eight **Transportation Management Associations (TMAs)** and the **Clean Air Campaign**.

Employer involvement has demonstrated tangible results for the Atlanta region. As employer partnerships become stronger, employee drive-alone rates decrease. Employees who work for employer partners of a local TMA or the Clean Air Campaign have substantially lower drive-alone rates (74.8%) compared to metro Atlanta's commuters as a whole (81.8%). Further, drive-alone rates are lowest when employees have access to "high" level TDM programs, such as discounted or free transit passes, vanpool/carpool subsidies and guaranteed ride home in case of emergency.

ARC also works closely with eight colleges and universities to promote faculty and staff ridesharing and assist with parking management programs to promote ridesharing among students.

Notable achievements resulting from working with employers include:

- Operation of 125 vanpools.
- Annual sales of 210,000 monthly transit passes.
- Working with 670 employers and 107 property managers to implement commute options programs at worksites throughout the region.
- Working to increase the total number of commute options and number of participants at each worksite, while creating commute options programs at new worksites.

COMMUTE ASSISTANCE PROGRAMS CURRENTLY OFFERED BY BUSINESS LEADERS

PROGRAM	% OF EMPLOYERS OFFERING PROGRAM
Transit Subsidies	22%
Free Rides Home	22%
Teleworking	33%
Compressed Work Weeks	35%
Flexible Schedules	62%

Source: Regional Business Leader Survey

I-87 RIDEFIND

Ridematching is a service that has proven fundamental to the success of TDM in Atlanta and across the United States. Atlanta's regional ridematching service is best known by its toll-free hotline number - **1-87-RIDEFIND**.

Local TMAs, the Clean Air Campaign, GRTA, Douglas County Rideshare and Metro Vanpool serve local commuters through regional ride-matching services. These can be accessed by visiting the Web site www.187ridefind.com, or by phone, fax, surface mail or e-mail. Instant matches are available at www.187ridefind.com using a Web-based, state-of-the-art online ridematching program. The rideshare database is constantly changing as new people join, change jobs or home addresses, or move to the Atlanta area.

Between January 1, 2000, and December 31, 2003, approximately 55,000 new applications were entered into the regional rideshare database, and the total active commuters today is almost 30,000. Surveys indicate that about 22 percent of commuters who joined the database changed from driving alone to an alternate mode.

GUARANTEED RIDE HOME (GRH) PROGRAM

The regional **Guaranteed Ride Home (GRH)** program supports people who choose an alternate mode instead of driving alone. This program works through employers and employer service organizations to provide up to five free rides annually to individuals who carpool, vanpool, walk, bike or take transit to work and are faced with an emergency requiring them to leave work. Used by only about 4 percent of those registered, this program serves as a safety net for people who are concerned about getting stranded at work when they don't have their personal vehicle at their immediate disposal.

- ARC has worked with TMAs to expand the GRH system and extend GRH services to more worksites by using TMA staffs to supplement employer GRH administrative support. As a result, 13,300 employees have access to GRH services at 1,981 worksites throughout the region.

RESOURCES:

- **Ridematching Services:** <http://www.187ridefind.com>
- **Employer Services,** and map-list of Comprehensive commute option programs providers: <http://www.187ridefind.com/employer.html>
- **TDM Framework:** <http://www.tdmframework.org>
- **The Center for Transportation and the Environment:** <http://www.cte.tv>

