

# Trip Reduction



Rideshare Program in Washington State

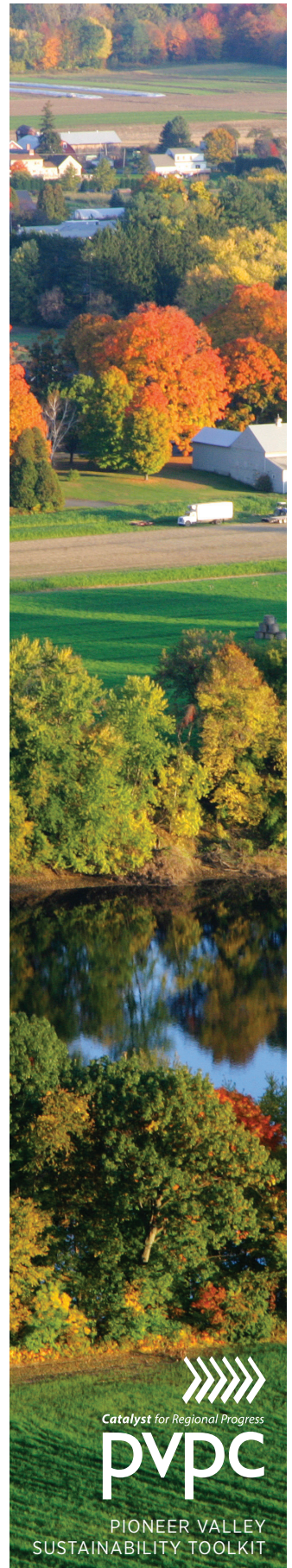
## What is the objective of trip reduction?

Trip reduction programs give commuters alternative options to reduce single occupancy automobile trips by offering resources, incentives, or disincentives. Trip reduction strategies work to reduce the impacts of traffic on air pollution, greenhouse gas emissions, and congestion by requiring major employers and schools to develop, implement, and maintain a trip reduction program.

## Why do we need to encourage trip reduction strategies in our community?

Excessive traffic can have many negative impacts on communities and individuals. By reducing the number of vehicle trips in our communities, we can minimize unhealthy air pollution, curb greenhouse gas emissions, limit noise, ease congestion, and increase health and convenience for individuals. Federal policy, as set forth in 49 CFR 614 requires Massachusetts to develop, adopt, and annually update a congestion management program to reduce emissions. The Clean Air Act Amendments of 1990 call for the adoption, implementation and enforcement of transportation control measures sufficient to assure the attainment of Federal ambient air quality standards in Massachusetts no later than 1999. Massachusetts' Department of Environmental Protection has an air pollution control regulation, 310 CMR 7.16, which requires the reduction of single-occupant commuter vehicle use. This regulation requires employers of 250 or more to provide incentives for public transit facilities and carpooling and requires employers of 1,000 or more to make vanpool amenities available to any interested group of at least ten employees.

Communities can set more ambitious trip reduction strategies by enacting trip reduction measures through local ordinances and bylaws. A municipality could enact an ordinance which goes even further than State regulation such as the City of Cambridge did with a Parking and Transportation Demand Ordinance (PTDM). This ordinance formalizes parking and transportation demand management planning, programs and coordination for all commercial and non-residential parking facilities over a certain size and requires that a PTDM management plan be approved by a PTDM Planning Officer for any development



prior to receiving a permit or variance from the Planning Board. Cambridge's PTDM plan has been wildly successful in decreasing traffic congestion and increasing the use of bicycling and public transit. By reducing traffic impacts with trip reduction strategies, communities in the Pioneer Valley will remain and become more desirable places to live, work, visit, and do business.

## How do trip reduction strategies work?

Communities can adopt a Trip Reduction Ordinance/Bylaw that establishes programs and requirements for new and existing employers and owners of employment complexes that will contribute to reductions in traffic and improvements in air quality from levels that would otherwise exist. Trip reduction measures consist of incentives or disincentives to reduce single-occupancy trips, or the rate of single occupancy vehicle miles traveled, such as:

- » A commuter matching service to facilitate ridesharing for commute trips
- » Providing of vans for vanpooling
- » Subsidies for carpooling or vanpooling including payment for fuel, insurance, or parking
- » Use of company vehicles for carpooling
- » Provision for preferential parking for carpool or vanpool users which may include close-in parking or covered parking facilities
- » Cooperation with other transportation providers to provide additional regular or express service buses to the work or school site
- » Subsidized bus fares
- » Construction of special loading and unloading facilities for transit, carpool, or vanpool users
- » Cooperation with a subdivision to construct walkways, or bicycle routes to the work site or school site
- » Provision of bicycle racks, lockers, and showers for employees who walk or bicycle to work or students who walk or bicycle to school
- » Establishment of a telecommuting program for employees
- » Establishment of a program of adjusted work hours which may include compressed work weeks or staggered work hours
- » Establishment of a program of parking incentives such as a rebate for employees or students who do not use the parking facility
- » Incentives to encourage employees to live closer to work or students to live closer to school
- » Provision of day care facilities
- » Emergency transportation services
- » Joining a Transportation Management Association





- » Incentives to encourage the use of certified vehicles for commute trips or, work-related trips
- » Establishment of a trip reduction committee to define new strategies and assist with the implementation of measures
- » Replace gasoline powered motor vehicles with electric golf-type carts or bicycles for traveling at the work site
- » Modify procedures to enable employees who normally commute for the sole purpose of picking up a company vehicle, to bring those vehicles home at the end of the work day to eliminate the commute trip.<sup>1</sup>

Alternatively, trip reduction measures may be incorporated into zoning bylaws as opposed to the creation of a separate Trip Reduction Ordinance. The Town of Hadley inserted trip reduction measures into their zoning bylaw for Commercial Site Plan Approval. The bylaw requires that any new building or new use of a building in excess of 10,000 square feet must submit a Trip Reduction Plan which clearly identifies a combination of transportation system management strategies designed to reduce anticipated vehicle trips by 35%. The Trip Reduction Plan includes measures such as vanpool/carpool incentive programs, on-site bicycle storage and locker facilities, and encouraging employee and customer use of transit services, amongst others. Additionally, the Planning Board may reduce minimum parking standards by a percentage for developments that make a long-term commitment to promoting employee and public use of transit, ridesharing, and other means of reducing single occupant vehicle trips.

### DID YOU KNOW...

That as of the year 2000, 79.3% of commuters in the Pioneer Valley drove alone to work. Only 9.1% carpool to work, 2.5% use public transportation, 0.3% bike to work, 5% walk to work, and 3.1% work from home (US Census, 2000)

## EXAMPLES FROM THE PIONEER VALLEY

The Pioneer Valley has a number of facilities, organizations and programs to help people share rides, either on public transportation or by private autos. These include ride sharing and park and ride lots. Ride sharing is increasingly popular as more facilities and programs for it become available and the price of auto fuel fluctuates. There are several opportunities for ride sharing in the Pioneer Valley, one of the most notable is MassRides. MassRides is a private non-profit organization working with MassDOT. The MassRides Employer Partner Program helps businesses and their employees cut commuting costs, shorten travel times, and improve the quality of commutes. MassRides holds commuter events at a participating business's worksites to provide information to employees. Also, MassRides can help set up carpooling, vanpooling, preferential parking, transit, teleworking, flexible work hour programs, or other cost saving programs, such as pre-tax payroll deductions of transit costs. MassRides Partner Program participants currently include Westfield State College, Solutia, Mass Mutual, Holyoke Community College and PVPC.





## Additional Examples

<http://www.cambridgema.gov/CDD/Transportation/fordevelopers/ptdm.aspx>

Northampton allows parking requirement reduction up to 20% for employee parking on major projects (350-8.6) through site plan review. Also requires a trip-reduction plan through Site Plan Review for “new commercial, office and industrial buildings or uses over 10,000 square feet.” (see details at 350-11.5(3)b Ayers MA has similar incentives, though the criteria are different, and the method of requiring the trip-reduction plan is different and the criteria for writing trip-reduction plan is even more vague than Northampton’s. (Ayers zoning 6.4.2c and 9.4b)

[http://www.ayer.ma.us/pages/AyerMA\\_About/zoningbylaws/zbylaws](http://www.ayer.ma.us/pages/AyerMA_About/zoningbylaws/zbylaws)

Easthampton also has similar, and again fits it into the bylaw in a slightly different way. Their mdescription of the trip-reduction plan is the best of the three. (zoning 10.511 and 10.524)

**A model bylaw or strategy is included in the Pioneer Valley Sustainability Toolkit.**

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## FOR MORE INFORMATION, PLEASE CONTACT

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