T-7. Implement Commute Trip Reduction Marketing

Photo Credit: Sacramento Area Council of Governments, 2012

GHG Mitigation Potential

4% — Up to 4.0% of GHG emissions from project/site employee commute VMT

Co-Benefits (icon key on pg. 34)

Climate Resilience

Commute trip reduction programs could result in less traffic, potentially reducing congestion or delays on major roads during peak AM and PM traffic periods. When this reduction occurs during extreme weather events, it better allows emergency responders to access a hazard site. Lower transportation costs would also increase community resilience by freeing up resources for other purposes.

Health and Equity Considerations

Design of CTR programs needs to consider existing mobility options in diverse communities and ensure equitable access and benefit to all employees. CTR programs may need to include multi-language materials.

Measure Description

This measure will implement a marketing strategy to promote the project site employer's CTR program. Information sharing and marketing promote and educate employees about their travel choices to the employment location beyond driving such as carpooling, taking transit, walking, and biking, thereby reducing VMT and GHG emissions.

Subsector

Trip Reduction Programs

Locational Context

Urban, suburban

Scale of Application

Project/Site

Implementation Requirements

The following features (or similar alternatives) of the marketing strategy are essential for effectiveness.

- Onsite or online commuter information services.
- Employee transportation coordinators.
- Onsite or online transit pass sales.
- Guaranteed ride home service.

Cost Considerations

Employer costs include labor and materials for development and distribution of survey and marketing materials to promote the program and educate potential participants.

Expanded Mitigation Options

This measure could be packaged with other commute trip reduction measures (Measures T-8 through T-13) as a comprehensive CTR program (Measure T-5 or T-6).

GHG Reduction Formula

$A = B \times C \times D$

GHG Calculation Variables

ID	Variable	Value	Unit	Source
Output				
A	Percent reduction in GHG emissions from project/site employee commute VMT	0–4.0	%	calculated
User Inputs				
B	Percent of employees eligible for program	0–100	%	user input
Constants, Assumptions, and Available Defaults				
C	Percent reduction in employee commute vehicle trips	-4	%	TRB 2010
D	Adjustment from vehicle trips to VMT	1	unitless	assumed

Further explanation of key variables:

- (B) – This refers to the percent of employees that would be able to participate in the program. This will usually be 100 percent. Employees who might not be able to participate could include those who work nighttime hours when transit and rideshare services are not available or employees who are required to drive to work as part of their job duties. This input does not refer to the percent of employees who actually participate in the program.

- (C) – A review of studies measuring the effect of transportation demand management measures on traveler behavior notes that the average empirically-based estimate of reductions in vehicle trips for full-scale, site-specific employer support programs is 4 to 5 percent. To be conservative, the low end of the range is cited (TRB 2010).

- (D) – The adjustment factor from vehicle trips to VMT is 1. This assumes that all vehicle trips will average out to typical trip length ("assumes all trip lengths are equal"). Thus, it can be assumed that a percentage reduction in vehicle trips will equal the same percentage reduction in VMT.

GHG Calculation Caps or Maximums

Measure Maximum

(A_{max}) The maximum GHG reduction from this measure is 4 percent. This maximum scenario is presented in the below example quantification.

Subsector Maximum

($\sum A_{max_{T-5 \text{ through } T-13}} \leq 45\%$) This measure is in the Trip Reduction Programs subsector. This subcategory includes Measures T-5 through T-13. The employee commute VMT reduction from the combined implementation of all measures within this subsector is capped at 45 percent.

Mutually Exclusive Measures

If this measure is selected, the user may not also take credit for either Measure T-5 or T-6. However, this measure may be implemented alongside other individual CTR measures (Measures T-8 through T-13). The efficacy of individual programs may vary highly based on individual employers and local contexts.

Example GHG Reduction Quantification

The user reduces employee commute VMT by requiring that employers of a project market to employees travel options for modes alternative to single-occupied vehicles. In this example, the percent of employees eligible (B) is 100 percent, which would reduce GHG emissions from employee commute VMT by 4 percent.

$$A = 100\% \times -4\% \times 1 = -4\%$$

Quantified Co-Benefits

Improved Local Air Quality

The percent reduction in GHG emissions (A) would be the same as the percent reduction in NO_X, CO, NO_2, SO_2, and PM. Reductions in ROG emissions can be calculated by multiplying the percent reduction in GHG emissions (A) by an adjustment factor of 87 percent. See *Adjusting VMT Reductions to Emission Reductions* above for further discussion.

Energy and Fuel Savings

The percent reduction in vehicle fuel consumption would be the same as the percent reduction in GHG emissions (A).

VMT Reductions

The percent reduction in VMT would be the same as the percent reduction in GHG emissions (A).

Sources

- Transportation Research Board (TRB). 2010. *Traveler Response to Transportation System Changes Handbook, Third Edition: Chapter 19, Employer and Institutional TDM Strategies*. June. Available: http://www.trb.org/Publications/Blurbs/163781.aspx. Accessed: January 2021.