



transportation planning for livable communities

## TRANSPORTATION DEMAND MANAGEMENT

### Senate Bill 836 Evaluation

Client: South Coast Air Quality Management District



Worked with Godbe Research to conduct surveys of employers and employees as part of an evaluation of California Senate Bill 836. SB 836 exempted employers of 100 to 249 employees for an 18-month period from ridesharing program requirements to determine if voluntary ridesharing is as effective as that mandated. The employer surveys assessed the changes in ridesharing programs at the end of the 18 months. The employee surveys evaluated changes in commute behavior. Ryan Snyder has managed the following TDM projects:

### Voit Companies TDM Plan

Client: Voit Companies

Devised a TDM plan for 2 million square-feet of office/retail/hotel development in three different projects: Warner Center Plaza, Warner Center Business Park, and Warner Properties Three. The plan was required by the City of Los Angeles under the Los Angeles Ridesharing Ordinance. It was designed to raise the Average Vehicle Employee Ridership to 1.5 through encouraging employees to commute by carpool, vanpool, bus, bicycle, or to work in varied hours. The plan included facility improvements, ongoing programs, financial incentives, and participation in the Warner Center Transportation Management Organization.

## EVALUATION



### Crown City Center TDM Plan

Client: Investment Development Services, Inc.

Prepared a TDM plan to comply with City of Pasadena trip reduction ordinance affecting new commercial developments. The plan included preferential parking, bicycle parking, passenger loading, an active Employee Transportation Coordinator and reduced-price parking for vanpoolers and carpoolers.



## TRANSPORTATION DEMAND MANAGEMENT

### Filmland Corporate Center TDM Facilities Plan

Client: Filmcorp Group

Prepared recommendations for Transportation Demand Management facilities including bus stops, carpool preferential parking, vanpool preferential parking, and bicycle parking. The plan was required by the City of Culver City and was designed to reduce trips to the site by 10 percent.



### Trillium Transportation Demand Management Plan

Client: Trillium Woodland Hills

Prepared a Transportation Demand Management plan for a 900,000-square-foot-office/retail/hotel development in Warner Center. The client needed the plan to obtain a building permit from the City of Los Angeles for the hotel. The plan was designed to reduce peak period travel to the site by 13 percent. It included a comprehensive list of strategies to encourage employees to commute by carpool, vanpool, bus, bicycle, or to work in varied work hours. A centerpiece of the plan was the transportation coordinator, that would be shared by all of Warner Center.

### Pacific Design Center TDM Plan

Client: Pacific Design Center

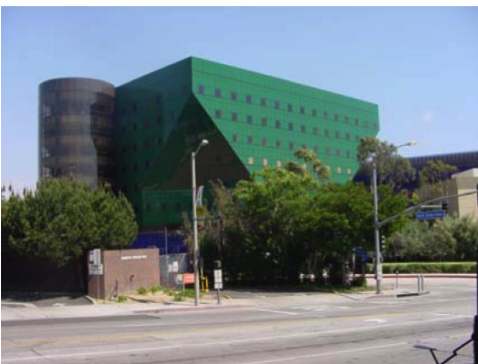
Produced recommendations for a carpool program for the 1.6 million square-foot, multi-tenant, interior design complex as required by the City of West Hollywood. At the request of the client, prepared recommendations for an ongoing program to assist employees into vanpools, buses, bicycles, and motorcycles. Product also included route and schedule plans for midday shuttle service.

### Financial Center TDM Plan

Client: Martin V. Smith & Associates

Produced a Transportation Demand Management plan with an implementation guide, along with preferential parking plans, and a monitoring plan. The plan was required of the City of Oxnard in order to obtain an occupancy permit for the 20-story building.

**DEVELOPING  
INCENTIVES  
FOR  
CARPOOLING,  
VANPOOLING,  
TRANSIT USE,  
BICYCLING AND  
WALKING TO WORK**





## TRANSPORTATION DEMAND MANAGEMENT

### DEVELOPER AND EMPLOYER PLANS AND EVALUATION

#### Hewlett Packard TDM Monitoring Report

Client: Hewlett Packard

Prepared a semi-annual TDM program monitoring report at Hewlett Packard's Manchester office. Monitoring involved conducting an employee survey, counting vehicles, and gathering information from the Employee Transportation Coordinator. The report is required by the Los Angeles Department of Transportation.

#### Kaiser Permanente Employee TDM Plans

Client: Kaiser Permanente

Produced TDM plans for employees at all 13 Kaiser Permanente Medical Centers throughout Southern California. Three of the plans satisfied requirements of the Los Angeles Department of Transportation, while the others complied with South Coast Air Quality Management District regulations. A total of some 18,000 employees were included in these plans. The special challenge was to prepare plans that will encourage diverse types of employees to change their commute patterns. These plans included on-site, as well as, regional coordination.

#### Skadden, Arps, Slate, Meagher, & Flom Rule 1501 Plan

Client: Skadden, Arps, Slate, Meagher, &  
Flom Law Firm

Prepared Rule 1501 compliance plan for this large downtown Los Angeles law firm. The work included a commute and attitudinal survey of the firm's employees, as well as development of the commute management program, and completing the required form. Plan elements included full-time program coordination, financial incentives, a guaranteed ride home program and preferential parking.



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## TRANSPORTATION DEMAND MANAGEMENT

### MAKING THE AIR QUALITY CONNECTION



#### Gateway Plaza

Client: Trenton Development

Produced a TDM plan for 300,000-square-foot office building in downtown Pasadena. The plan included a full-time transportation coordinator to personally assist employees into commute alternatives, carpool and vanpool preferential parking, bicycle parking, financial incentives, ongoing marketing strategies, and a monitoring plan. The Gateway Plaza TDM plan was the first to gain approval from the City of Pasadena under their traffic mitigation ordinance.

#### IBM TDM Plans

Client: IBM

Prepared TDM plans for all eight of IBM's Southern California work centers. The plans satisfied requirements of the Los Angeles Department of Transportation and the South Coast Air Quality Management District. They included such features as on-site rideshare matching, preferential parking for carpoolers and vanpoolers, bicycle parking, active marketing and a commuter information bulletin board.

#### Employee Commute Options Plans for USAirways, Inc.

Client: USAirways, Inc.

RSA has prepared Employee Commute Option Plans for USAir nationwide, assisting them to comply with various ridesharing regulations in Los Angeles, San Diego, San Francisco, Phoenix, New York, New Jersey, and Philadelphia. The plans have been tailored for the unusual schedules and work arrangements of airline employees



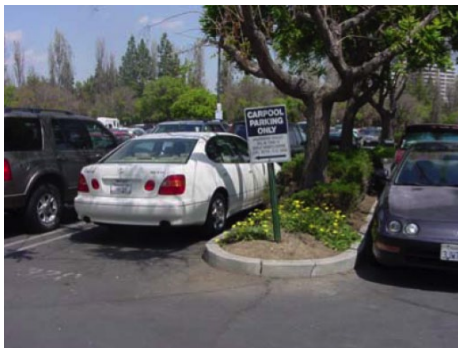
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## TRANSPORTATION DEMAND MANAGEMENT

### Rule 1501 Transportation Coordinator Training

Clients: Large Employers in the South Coast Air Basin

Ryan Snyder Associates, Inc. offered a three-day certification course for transportation coordinators. The course taught coordinators the basics of air pollution, transportation demand management, preparing a Rule 1501 plan, and marketing the program. The course emphasized day-to-day management of the program. Well over 1,000 Employee Transportation Coordinators were certified by the course.



### PARKING MANAGEMENT

### Rule 2202 Employee Transportation Coordinator Training

Client: South Coast Air Quality Management District

Ryan Snyder Associates had the contract to teach all new employee transportation coordinators in the Los Angeles area who work at sites of over 250 employees, for the 18 months that this work was contracted.

### TDM Ordinance and Policy Assistance

Clients: Various Cities

Mr. Snyder has assisted the cities of Los Angeles, Long Beach, West Hollywood, Culver City, Compton, Glendale, Pasadena, and Burbank with formulating and executing TDM requirements. Advice included helping to determine what is reasonable to expect in work sites in trip reduction, how to best go about achieving traffic mitigation, methods of monitoring TDM programs and setting parking requirements. He has also advised the South Coast Air Quality Management District on air quality improvement strategies using TDM policy.

### TRANSPORTATION COORDINATOR TRAINING: EDUCATING OTHERS



## TRANSPORTATION DEMAND MANAGEMENT

### A PIONEER IN TDM PLANNING

#### Partial List of Other TDM Clients

- Colorado Place
- The ROLM Company
- California Museum of Science and Industry
- Alamo Rent-a-Car
- Ketchum Communications
- McCann-Erickson
- Dailey & Associates Advertising

### TRUCK TRAFFIC MANAGEMENT



#### Orange County Freeway Truck Traffic Management Plan

Clients: Orange County Transportation Commission

Developed a menu of strategies for the Orange County Transportation Commission to select from to manage truck traffic during freeway reconstruction. Investigated the impact of trucks on the freeway system and truck traffic management experiences of agencies across the nation. Developed a list of strategies to select from ranging from changed schedules to incident management techniques. Also included a list of criteria to judge the applicability of these techniques. This work was done as a sub consultant to Transportation Management Systems.