

CONGESTION BUSTER TASK FORCE DEMAND MANAGEMENT SUBCOMMITTEE

RECOMMENDATIONS TO FACILITATE AND/OR PROMOTE RIDESHARING AND COMMUTE ALTERNATIVES IN GENERAL

Insurance Discounts; Rebates

- Discount automobile insurance premiums for those who use a commute alternative for at least 3 days a week
- Discount automobile insurance premiums for those who use commute alternatives
- Discount automobile insurance for student drivers who take district-provided transportation to school
- Provide a year end cash payment to people who can demonstrate a reduction in overall driving through odometer readings at DMV.

Public Outreach

How Congestion Is Reduced

- By providing tangible, financial incentives for commute alternatives, use of them is likely to increase, thereby reducing the number of vehicles on the road.
- Increasing awareness of commute alternatives encourages their use

Who Is Affected?

- | | |
|-----------------------|---------------------------------------|
| • Vehicle owners | • Department of Banking and Insurance |
| • Licensed drivers | • General Public |
| • Insurance Companies | |

Costs/Savings

- Reduced revenues in premiums could be offset by fewer auto and health insurance claims
- Reduction in insurance costs for general public and participants
- Reduction in transportation expenses for participants (fuel, vehicle purchase, maintenance)
- VMT Rebate costs dependent on size of rebate and amount of participants
- Public savings in reduced highway maintenance, construction costs
- Optimizes public's investment in school transportation
- Advertising costs

Submitted By

Demand Management Subcommittee

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RECOMMENDATIONS TO FACILITATE AND/OR PROMOTE RIDESHARING

Rideshare Matching Services

- Provide Rideshare Matching Services
- Ensure that Rideshare Matching services are state of the art
- Facilitate access to Rideshare Matching Services by including applications and information with DMV license and registration renewal notices
- Promote toll free rideshare number, website to travelling public by replacing old blue rideshare info signs with new, eye-catching signage

How Congestion Is Reduced

- Reduces number of single occupant vehicles

Who Is Affected?

- Commuters who currently drive alone
- NJDOT/DMV

Costs/Savings

- Commuters save auto costs; employers can reduce parking costs
- Costs for printing forms and signs
- No additional mailing costs by including with renewal notices

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RECOMMENDATIONS TO ENCOURAGE VANPOOLING AND TRANSIT

- Promote Transit Chek or other vouchers
- Eliminate Sales Tax on Commuter Vans

How Congestion Is Reduced

- Reduce costs of transit and vanpools

Who Is Affected?

- Commuters who can use transit or vanpools
- Third party vanpool providers

Costs/Savings

- Employer costs include administration, costs of vouchers
- Employer savings in federal payroll taxes
- Commuter tax savings – up to \$100/month exempt from federal income tax
- Reduced tax revenues

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RECOMMENDATIONS TO PROMOTE TELECOMMUTING

- Telecommute or Telework Programs
- Establish telework incentive program that offers tax or emissions credits to businesses that allow employees to work at home.
- Establish goal to increase number of telecommuters in NJ over a certain period of time and provide incentives for employers and employees
- Promote telecommuting via:
 - Corporate policies and procedures
 - TMAs can provide technical assistance
 - Tax code changes
 - Data collection to determine extent of existing telecommuting and establish realistic goal for increases.
 - Public policy statements, recognition programs

How Congestion Is Reduced

- More teleworkers means fewer peak period trips. The National Environmental Policy Institute calculates that if 10% of the nation's workforce telecommuted one day a week, it would eliminate 24.4 million miles of travel.

Who Is Affected?

- Employers
- Employees who can work at home or other remote site

Costs/Savings

- Employees save commute costs
- Businesses can reduce expenses for parking, office space, absenteeism, turnover
- Employers can incur costs if equipment provided. An incentive program could offset these costs.
- Quality of life benefits for telecommuters

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RECOMMENDATIONS TO FACILITATE AND/OR PROMOTE BICYCLING AND WALKING

- Bicycle and Pedestrian Programs
- State funded grant program to provide subsidies to employers installing bike amenities such as lockers, showers, etc.
- Promote via:
 - Legislative or regulatory actions for subsidy program
 - Company installs facilities and promotes program
 - TMAs can provide technical assistance, promotional materials and events

How Congestion Is Reduced

- Encourages biking and walking as alternatives to SOV commuting

Who Is Affected?

- Employees within walking or bicycling distance from worksite
- Employers
- State

Costs/Savings

- Employer costs for facilities upgrades could be offset by state subsidies
- State costs for subsidies would depend on size of program
- Commuters would save fuel, vehicle maintenance and other commute costs

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RECOMMENDATIONS ON PARKING

- On site parking incentives
- Implement Pilot Cash Out Program
- Construct Park and Rides as part of major freeway interchange improvements
- Incentives for municipalities with ordinances that limit parking
- Consider the following:
 - Corporate policies and procedures for cash out or incentive programs
 - TMAs can help with administration and promotion of on site programs
 - Policy initiatives and funding for state cash out pilot. TMAs can help administer and implement
 - DOT policies encouraging Design Teams to think about Park and Rides. TMAs can help coordinate and promote
 - Technical assistance to municipalities can be provided by State, TMAs
 - Land use law changes for municipal incentives

How Congestion Is Reduced

- Free parking is a powerful incentive for driving alone. 95% of all Americans can park for free at work. Restrictions on parking would encourage more commuters to use transit or rideshare, thereby reducing traffic.
- Park and rides conveniently located near freeway interchanges can facilitate rideshare arrangements and transit or shuttle service.

Who Is Affected?

- Commuters
- Employers
- Local Governments
- State
- Developers, land owners

Costs/Savings

- Parking space construction costs
 - Surface - \$1400 per space
 - Deck - \$10,000 per space
 - Underground - \$21,000 per space
- Maintenance costs approx. \$400 per yr. Per space
- Employer costs of installing signs, enforcement and incentives can be offset by reduced costs of constructing and maintaining parking spaces.
- Less land used for parking, less impervious cover

- Commuters who cash out parking and use alternatives can save commute costs
- Efficiencies by including p&r construction with major improvement projects

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Recommendation: Collect Data to Develop Meaningful Trip Reduction Program

- Use organized approach to speak directly to a few categories of the various businesses and business disciplines (i.e. hospitals, casinos, food, etc.) in each county in order to determine (from the actual source) what TDM options and incentives would be of interest to them so that a program of interest could be developed.
- Conduct research through surveys, focus groups or other means to identify incentives appropriate for commuters.

How Congestion Is Reduced

- By developing a menu of viable options that is also supported by the businesses and possibly customized directly to their general practices, it is more likely that these options will be utilized by the general employment public, thereby reducing traffic on the roads.
- Identifying strong incentives for commuters to use alternatives will result in more usage of them

Who Is Affected?

All businesses over a certain size and most employees of these companies.

Costs/Savings

- The costs will depend on the programs chosen, the level of incentives provided, the level of governmental assistance and/or involvement. The savings will potentially include savings to the company in O&M (including rent and space needs) if, for example, an option such as telecommuting were chosen. And, since this will result in options to employees, may help in employee retention, thereby acting as a large cost reduction in the hiring of new employees.

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Recommendation: Statewide Trip Reduction Program

- Revamp SMFB program based on the development and findings of a task force with the majority of members being from a variety of large businesses from various disciplines throughout the State to determine what incentives will positively influence their organizations and their workers.

How Congestion Is Reduced

The business and workers will “buy into the process” because the new program will be formulated with a better understanding of what a proper inducement is. As a result, trips will be limited with the institution of alternative arrangements such as compressed work weeks, telecommuting, etc, or congestion will be reduced with a resulting use of flex time.

Who Is Affected?

A large majority of the State’s employees and the larger employers. Potentially, hundreds of thousands of trips may be saved.

Costs/Savings

The savings would include a reduction in travel costs for employees and, potentially, a reduction in O&M costs for employers, should employees use telework options. The costs could be considerable to the companies and the State, to include incentives to employees and tax incentives to employers.

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