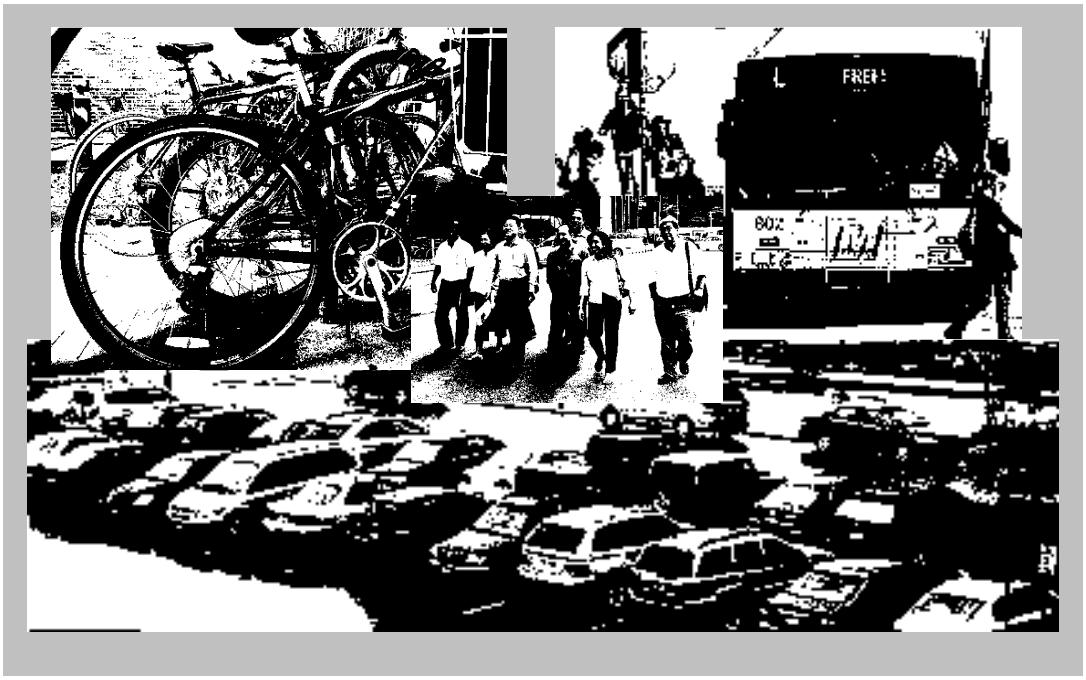
Madison Area Technical College
Protective Services Center

Transportation Demand Management (TDM) Study



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Schreiber / Anderson Associates, Inc

Madison Area Technical College (MATC)
MATC Protective Services Center
Transportation Demand Management (TDM) Plan

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Section 1 – Introduction

Purpose of this Report

This plan has been prepared to manage student transportation demand at MATC's Protective Services Center building located on Pankratz Street in Madison, WI.

Transportation Demand Management (TDM)

The function of TDM is to provide alternatives to single occupancy vehicle (SOV) commuter travel in order to save energy, improve air quality, and reduce peak period congestion. A successful TDM program will also maximize transportation system performance while minimizing reliance on SOV travel.

This function is achieved through transfer or modal shift of SOV trips to more efficient modes like transit, carpool, and bicycle. In most cases, these alternative modes are operational but underutilized. Strategies to enable TDM may include:

- Improving transportation options: transit systems, cycling improvements, carsharing, telework, vanpooling, pedestrian improvements
- Incentivizing alternative modes to reduce driving: walking and biking encouragement, congestion pricing, vehicle use restriction, high occupancy vehicle (HOV) prioritization
- Parking and land use management: bicycle parking, connectivity, shared parking, remote parking
- Policy and institutional reforms: asset management, context sensitive design, prioritizing transportation investments

TDM can decrease congestion, enhance mobility and equity, lower costs, increase parking availability, and improve health and welfare.

Importance of TDM at MATC

Roadway Capacity

Roadway access to the proposed Protective Services Center building on Pankratz Street is limited to Pankratz Street via Anderson Street. Pankratz Street is a two lane roadway with restricted parking. While the projected traffic on Pankratz does not jeopardize the capacity of the Pankratz , vehicle flows from the site can be reduced by encouraging alternative modes of transportation that do not require operation on Pankratz Street thereby reducing the trips on this roadway and preserving the functional capacity without major street expansion or reconstruction.

For example, raising the occupancy of vehicles can increase the number of people a roadway can carry without increasing the number of vehicles operating on that roadway. Likewise, increased usage of nearby transit stops, sidewalk facilities, and bike paths can decrease the number of motor vehicles traveling on Pankratz Street.

Mobility and Equity

Mobility is a general term used to describe the capability of transportation users to access the places they need to go. Mobility can be diminished when a

transportation network is incomplete or operates inefficiently. Developing a "complete" transportation network that offers multiple mobility options such as transit or bicycle and transportation facilities can increase the number of options available to system users. Due to limited motor vehicle access, increasing mobility options is important for the Protective Services Center because it allows increased usage of existing facilities in the area and reduces dependence on motor vehicle access and parking.

An equitable transportation system allows for system users to travel to their destinations efficiently regardless of economic status. Maintaining an automobile can be very expensive and may not be the most cost effective option for all trips. An equitable system provides equal accommodation for a variety of transportation modes. For example, the proposed Protective Services Center includes 50 bicycle spaces to accommodate bicycle commuters. Provision of this facility puts bicycle travel on the same level of prominence as automobiles within the transportation network and eliminates perception of automobile bias which may encourage more automobile trips.

Parking Supply

The nature of the proposed facility requires vehicular access and storage for emergency service vehicles. In addition, with 30 anticipated employees and over 640 students, parking is a major consideration in facility design. Development of automobile and bicycle parking facilities is also a requirement under city of Madison code. Unfortunately, parking can be expensive to provide and maintain, limits aesthetic appeal, breaks continuity, and can be environmentally unfriendly. For these and other reasons, maximizing the efficiency of parking and identifying ways to decrease the demand for parking can have dramatic impact.

An effective TDM program can reduce the need for automobile parking facilities. For example, ridesharing can reduce the number of single-occupancy vehicles occupying parking spaces and reduce the need for additional parking facilities. Incentivizing ridesharing by dedicating high-occupancy vehicle parking nearer to entrances (preferred parking) or parking fee discounts provided can encourage use of rideshare vehicles. Implementing information campaigns that promote and announce alternative transportation options can also reduce or eliminate the need for parking expansions.

Health and Welfare

With an estimated 34 percent of US adults aged 20 and over battling obesity, identifying ways to increase and promote healthy activities is an important endeavor that can be affected by transportation choice. Daily commutes that incorporate an active component, such as walking or biking, can provide an additional 20-60 minutes of physical activity every day. Encouraging active transportation by providing facilities and encouragement programming can increase the health and welfare of students and employees while reducing the dependence on automobiles and the costly facilities they require.

Section 2 – Existing Site Conditions

Overview

The proposed facility is located in the Airport/Urban Design District on Pankratz Street approximately one-half mile from the MATC Truax Campus in Madison, WI. The property is approximately 7.2 acres in size with a slight slope and borders Packers Avenue to the west and International Lane to the North.

Proposed Facility and Parking Requirements

Madison Area Technical College is proposing to lease a facility to accommodate all of the Protective Service programs in one location. Programs to be housed in this facility will include law enforcement, fire protection, emergency medical services (EMS), and emergency preparedness.

The proposed facility will include about 41,700 gross square feet. The design of the building may include space for classrooms, labs, offices, a multipurpose/training room, and an apparatus garage for EMS training vehicles.

The proposed site also includes 144 onsite automobile parking spaces, in addition to 16 spaces for EMS vehicle storage, and parking facilities to accommodate 34 bicycles with expansion capabilities for an additional 30 spaces for a total potential of 64 bike parking spaces. In addition, there are 8 additional parking spaces reserved for mopeds and motorcycles.

Traffic Conditions

Existing traffic conditions at the site are not fully known. Average Weekly Traffic (AWT) is shown in **Figure 1**. Packers Ave handles a majority of local traffic with 42,250 vehicles. International Ave and Anderson St regularly accommodate fewer than half this total on the average weekday.

There are no estimates available for the number of bicycle or pedestrian trips. Anderson St and International Ln are considered bike routes by the city of Madison. While Pankratz St contains a narrow curb lane it is not considered an official route. There are sidewalks on both sides of Pankratz Street and in the immediate vicinity of the proposed site. An existing pedestrian connection exists to the south of the project site linking Pankratz St to Packers Ave.

Madison Metro serves are a number of bus

Figure 1: 2006 AWT and Metro Stops

stop locations in the area. Locations are shown on **Figure 1.** Daily usage of the stops on Packers at Schlimgen; Anderson at Pankratz and Grim; and International at Anderson totals less than twenty people per day total.

Travel and Parking Forecast

The estimated trip generation for the development is shown in **Table 1** is estimated at 118 trips in the morning peak hour and 101 in the evening peak hour. The estimated number of daily trips that will be added to the local roadway system is 1,200 trips per day. Based on the estimated usage of alternative modes at other MATC campuses, it is projected that approximately 5% of the trips, or 60 trips a day will be made by alternative modes including transit and bicycle.

There are a total of 144 parking spaces shown on site. This is a parking ratio of 3.5 spaces per thousand square feet of building. The International Transportation Engineers Institute (ITE) Parking Manual estimates a parking demand of .21 vehicles per student for a junior college. With 640 students and 30 faculty the number of parking spaces would be 141 spaces.

Table 1: Trip Generation for MATC Protective Services Building

Land Use	Peak Hour Trip Generation Rate			AM		PM		SATURDAY	
				IN	OUT	IN	OUT	IN	OUT
Jr./ Community College (Code 530) 41,700 sf	Weekday AM Peak 2.99 trips per 1,000 sf	Weekday PM Peak 2.54 trips per 1,000 sf	Saturday Peak 1.42 trips per 1,000 sf	74%	26%	58%	42%	57%	43%
Jr. College Generation	125	106	59	92	32	61	44	34	25
Total Trips Generated	125	106	59	92	32	61	44	34	25
Internally Captured	0	0	0	0	0	0	0	0	0
Net External Trips	125	106	59	92	32	61	44	34	25
(5%) Alternate Modes	6	5	3	5	2	3	2	2	1
Net External Vehicle Trips	118	101	56	88	31	58	42	32	24
Pass-By Trips	0	0	0	0	0	0	0	0	0
Total New Trips on Adjacent Street	118	101	56	88	31	58	42	32	24

Source: ITE Trip Generation, 7th Edition, 2003. 7/14/2008

Section 3 – Current Alternative Transportation Conditions and Resources

Overview

This section describes the alternative transportation programs currently available to MATC students, faculty, and staff.

Rideshare, Etc.

The Rideshare, Etc. Program provides information and assistance to commuters interested in using an alternative means of transportation. It is sponsored by the city of Madison in partnership with the Madison Area Metropolitan Planning Organization (MPO), Metro Transit, the State Vanpool Program, and area employers. Resources include:

- Finding commuter matches
- Carpools
- Vanpools
- Metro Transit
- Park-N-Ride Lots
- Bicycling and Walking

Users benefit from Rideshare's Guaranteed Ride Home program (GRH), which provides emergency taxicab vouchers. This program allays concerns that users could be left without transportation should their rideshare compatriots become unavailable for ridesharing due to emergency.

A Rideshare, Etc. match activity summary for the period of May 1, 2007 through May 28, 2008 for the MATC Truax campus shows there were 51 total commuters on file who are interested in finding matches. Of these, 39 individuals received reports on rideshare programming and 27 have received matches.

It should be noted that these numbers do not represent the total number of rideshare participants or interested individuals. Most ridesharing occurs through informal networks forged through coworker interaction or student relationships. This number is assumed to be much larger than the program participation shown through Rideshare, Etc.

Transit

The city of Madison's Metro Transit serves Madison and several adjacent communities. Every student who pays tuition at MATC is eligible to receive a free bus pass through Madison Metro. The number of bus passes issued to MATC students for the previous two semesters is shown in **Table 2** below.

Table 2: MATC Metro Passes Issued

Campus	# Spring '08	# Fall '07
Truax Campus	1,777	2,076
Downtown Campus	551	644

MATC

Table 3: Total Student Enrollment by Campus

Campus	# Spring '08	# Fall '07
Truax Campus	11,286	11,547
Downtown Campus	5,531	5,390
Commercial	2,951	2,091

MATC

Based on student enrollment figures (**Table 3**), 18% of the Truax students were issued bus passes and 12% of the Downtown campus based on Fall 2007 enrollment.

Metro routes and stops within the immediate vicinity of the proposed Protective Services Center include:

- Anderson/Pankratz (route 20) WB, EB
- International/Anderson (routes 20, 24) NB, SB
- International/American (route 24) NB, SB
- Anderson/Grim (route 20) WB, EB
- Packers/Schlimgen (routes 20, 21, 24) NB, SB

Current ridership numbers for these stops is less than twenty people per day between them all. Usage of bus stops adjacent to the Truax MATC campus include about 270 boardings on a weekday, of which about 180 are identifiable as an MATC pass swipe (as opposed to a cash fare or other type of pass swipe).

Monthly ridership by MATC pass users through the entire Metro system is more extensive with recent numbers shown in **Table 4** below.

Table 4: System Wide MATC Metro Pass Usage

Month	# of MATC Pass Swipes
January 2008	37,008
February 2008	39,102
March 2008	37,554

Metro Transit

Assuming that there were 800,000 trips to all campuses during the month of January and 37,000 of those were made by transit, this would indicate that a maximum of 4% of trips to the campus are made by transit. These numbers are probably inflated because the trip destination may have been other than school related. However, assuming that they are reasonable, it is possible to estimate the potential transit ridership that the proposed site may draw. Assuming a 4% daily transit ridership, this would indicate that approximately 56 of the estimated 1200 daily trips would be made by transit at the new Protective Services Center.

Park and Ride

Madison Metro operates four free park-and-ride lots:

- North Transfer Point at 1213 Huxley Street (167 spaces)
- Dutch Mill at Hwy. 12 & 18 (227 spaces)
- Northside Towncenter at Sherman Ave. & Northport Dr (spaces undefined)
- American Center at East Park Blvd (141 spaces)

All of these lots provide Metro transit service. Two of the lots, North Transfer Point and Northside Towncenter, are within close proximity to the proposed site and could also be used to park and walk or bicycle to the Protective Services Center.

Bicycling and Walking

The MATC Truax campus is accessible via sidewalks and an off-road trail, the Starkweather Creek Path, located just south of the campus. Anderson St, Wright St, and International Ln are all considered bike routes by the city of Madison. Official numbers of pedestrians and bicyclists to the Truax campus is not known, but considering the variety of infrastructure to enable active transportation, the proposed site is capable of supporting and growing these modes. Additionally, bicycles are not subject to parking fees as are automobiles, thus promoting non-motorized transportation.

As a measure of comparison, the Truax campus has a total of 230 bike parking spaces. Assuming that those spaces are occupied on a daily basis out of the potential of 22,000 trips per day would provide an estimated 1% of all trips are made by bicycle. With an estimated 1100 trips per day, this would equate to 11 bike trips per day for the new campus.

Parking Permit Fees

Parking permit fees are costs collected by users of parking facilities. Parking permit fees may be implemented as a TDM strategy (to reduce vehicle traffic in an area), as a parking management strategy (to reduce parking problems in a particular location), to recover parking facility costs, to generate revenue for other purposes, or for a combination of these objectives.

On-campus parking is available at all campus sites, except the Downtown Education Center. The cost for parking is established by the MATC District Board. Students who wish to park at Truax or the Commercial Avenue Education Center pay a fee for parking. The cost of student parking is $3 per credit, per semester (fee includes a parking sticker). Students who drive more than one vehicle pay $5 for each additional parking sticker plus tax. It is likely that the Protective Services Center will follow the same requirements as the Truax campus and require parking stickers.

Section 4 – Other Potential Transportation Alternatives

Overview

This section discusses alternative transportation programs, facilities, and practices that may have application for MATC.

Programs and Administration

A well managed and properly supported *TDM Program* can have significant impact on traffic and transportation choice. The most successful TDM Programs can achieve cost-effective reductions of 20-40% in motor vehicle travel compared with no TDM efforts, although most programs have smaller effects because they focus on particular types of trips (such as commuting), cover a limited geographic scope, or are limited to strategies that can be implemented by a particular government agency. Additional programming and administrative efforts are required to realize significant impacts.

Least Cost Planning is an administrative practice that seeks to maximize the cost effectiveness of transportation planning. Current planning practices tend to overinvest in roadway capacity and undervalue TDM strategies. When all impacts are considered, TDM is often the most cost effective solution to transportation problems.

For example, least cost planning means that transit improvements rideshare programs, or parking permit fees can be implemented instead of roadway capacity expansion if they improve mobility at a lower total cost, including costs to governments, businesses, consumers and the environment.

Marketing is another administrative strategy which involves determining consumer needs and preferences, creating appropriate products, providing useful information about products to consumers, and promoting their use. Public knowledge and attitudes have a major effect on travel behavior, so marketing is an important component of TDM implementation.

Given adequate resources, marketing programs can significantly increase use of alternative modes and reduce automobile travel. Efforts to incentivize alternative modes must be conveyed to transportation users before they can take effect. For example, if potential transit users are not aware that they receive free Metro passes they may never utilize this resource. Successes in modal shift are also opportunities to market these efforts. For example, the Bicycle Federation of Wisconsin's Bike to Work Week events can provide encouragement for potential bicycle users and dramatically increase the numbers of commuters using bicycles. Celebrating these increases in non-motorized commuters through awards or special recognition can encourage them to continue biking after Bike to Work Week is over.

Guaranteed Ride Home (GRH) programs, such as those utilized by Rideshare, Etc., provide an occasional subsidized ride to commuters who use alternative modes.

This is done to quell concerns that alternative transportation users will not be able to return home in an emergency or will not have a ride if their schedules change. These programs can greatly enhance marketing efforts to increase transit, carpool, or vanpool participation.

Vanpool

The State Vanpool Program targets public and private sector employees who commute to Madison from outlying areas. Each of the nearly 75 vanpools has a specific route and schedule that is determined by its members. Passengers pay a fare that depends on the length of their trip and the size of the vanpool. Each van holds between 8 and 14 passengers.

Non-motorized Transportation

Non-motorized transportation includes any type of active transportation requiring users to create their own movement. Specifically, most non-motorized transportation focuses on bicycling and walking. Programs and activities that support and promote non-motorized transportation include:

- Bicycling and walking events and activities, particularly on trails and cycling routes.
- Cycling and walking commute campaigns. These often involve contests as to which workers and worksites commutes most by non-motorized modes. The Bicycle Federation of Wisconsin runs a Workplace Challenge during Bike to Work Week.
- Bicycle parking and clothes changing facilities at worksites, transportation terminals and other destinations.
- Education programs that teach cycling skills. A number of programs are available for adults through the League of American Bicyclists and through the Wisconsin Department of Transportation for children (Teaching Safe Bicycling program).
- Cycling maps showing recommended cycling routes and facilities, roadway conditions and other information helpful to cyclists. The City of Madison publishes a "Bikeway System – Route Map" which includes designated on and off-street bicycle facilities.
- Bicycles provided by employers and community organizations to rent or loan.
- Reimbursement of employee cycling mileage expenses.

Carshare

Carsharing is a form of car rental where people rent cars for short periods of time in lieu of owning and maintaining a private automobile. Generally speaking, membership in a carsharing organization is cheaper than owning a car and allows access to a motor vehicle for households that may not otherwise be able to afford a car. Additionally, members of a carsharing organization tend to minimize the amount of time they spend driving in favor of alternative modes such as using transit, walking, or biking. This can reduce the overall amount of infrastructure required to support automobile travel (including development of roadways and parking lots).

There are over 600 cities in the world where people can carshare. In Madison, the local carshare organization is Community Car which currently offers 15 cars throughout the community. Members reserve cars online or via telephone before picking the car up at its designated location, using and refueling the car, then returning it. They pay each month for the number of hours and miles driven.

While there are no Community Cars in the immediate MATC vicinity, there has been a lot of interest on the north side and the MATC location provides good transit, bicycle, and pedestrian access. Cost of sponsoring a Community Car is $24,000 which includes insurance, the vehicle, and associated fees. Placement of a Community Car at the MATC campus may reduce the amount of single occupancy vehicle trips because one of the biggest concerns of people who could use transit or other means of transportation is that they will require a car for an emergency situation. The Community Car can provide an alternative for these individuals and diminish concerns about being without an automobile in the event of an unforeseen circumstance that would require a car.

<u>On-Site Parking</u>

While not an alternative mode of transportation, utilizing pervious surface technologies on the campus can reduce adverse environmental impact and stormwater runoff. There are several types of surface covers that work well for this purpose. One of the most important considerations in cold climate or on poorly drained soils is the aggregate base which should be sufficiently deep to ensure standing water does not accumulate within the top-most pervious grade.

Development of parking spaces that utilize a pervious material, such as porous cement concrete or pavers, can reduce the environmental impact of developing large parking facilities. Pervious surfacing may be explored in the development of the Protective Services Center in select locations.

<u>Remote Parking</u>

Utilizing existing parking facilities in other locations can decrease the amount of parking facilities required onsite. Several park-and-ride lots are mentioned earlier in this report, including two within a close relative distance, which offer transit options through Madison Metro to the proposed site. Numerous parking options also exist behind the office buildings fronting International Lane bordering the Dane County Regional Airport. Cooperative arrangements for shared parking would allow for overflow parking in identified satellite lots and, as an incentive for use, could potentially save student parking permit fees for students willing to park and walk.

The idea of remote parking is to encourage motorists (particularly commuters and residents) to use off-site or fringe parking facilities (typically located a few blocks from the target site), so the most convenient spaces are available for priority users (such as service vehicles or high occupancy vehicles). Motorists usually prefer the closest parking location, but given a choice some will park further away to save on parking fees.

Shared Parking

The Protective Services Center site shares a boundary with a site that contains existing parking facilities. The tenant of the abutting property is an engineering firm that keeps regular office hours. Research on parking facilities suggests sharing parking spaces typically allows 20-40% more users compared with assigning each space to an individual motorist, since some potential users are usually away at any particular time. Though the greatest reductions are seen with mixed land uses, such as restaurants and offices, after-hours courses at the Protective Services Center will likely occur when the abutting parking lot is near empty. This may present an opportunity to coordinate for shared use of the existing lot, especially after office hours.

Section 5 – Proposed TDM Program

Overview

This section discusses possible MATC actions for implementing a TDM program.

5.1 Education

Education includes identifying alternative transportation modes, teaching potential users about transportation options, and how to utilize transportation services.

Recommendations:

5.1.1 Promote and administer the TDM program. Develop an information packet for faculty, staff, and students to discuss alternative transportation options.

5.1.2 Promote Rideshare, Etc. programs including Guaranteed Ride Home (GRH) programming available through the city of Madison.

5.1.3 Promote transit programming including availability of free student Madison Metro passes. Purchase of Metro passes is voted on by students as part of their student fees. Distribute information about proper bus usage and the ability to trip chain using different modes. Examples include educating users on how to use the bicycle racks on city buses, and the availability of park-and-ride lots that offer transit and non-motorized connections to campus.

5.1.4 Disseminate maps containing non-motorized transportation routes and transit stops; include information on park-and-ride lots.

5.1.5 Increase the availability of safety training programs. These may include bicycle training courses or transit tutorials.

5.1.6 Dedicate a section on the MATC webpage for alternative transportation including links to organized programs like Rideshare, Etc. and Madison Metro.

5.2 Engineering

Engineering is a broad concept used to describe the design, implementation, operation, and maintenance of traffic controls or physical measures.

Recommendations:

5.2.1 Integrate non-motorized transportation features into the facility design. These include pedestrian connections from sidewalks and parking lots and conveniently located bicycle parking using bicycle racks.

5.2.2 Utilize sufficient lighting to enhance the comfort for alternative transportation users who must travel beyond the parking lot. This includes provision of lighting on paths that connect the Protective Services Center to existing sidewalks.

5.2.3 Proactively design for appropriate stormwater management including use of pervious surface materials in select locations.

5.2.4 Continue to provide routine maintenance of all transportation facilities. This includes prompt snow removal on parking lots, sidewalks, and near bicycle facilities, as well as sweeping sidewalks and driveways after snow melt to decrease detritus that may impede safe non-motorized transportation.

5.2.5 Consider assigning priority parking spaces for vehicles participating in carpooling and vanpooling programs. Consider unique pavement markings for reservation of these spaces for high occupancy vehicle usage.

5.3 Encouragement

Encouragement includes activities to build interest and enthusiasm about alternative transportation. Often, the decision to utilize an alternative mode of transportation is incentive-driven. Incentives may include preferred parking, changing and shower facilities, free bus passes, or carpooling assistance.

Recommendations:

5.3.1 Determine demand for Community Car sponsorship within the MATC Truax campus area. This is a companion strategy with Guaranteed Ride Home programming.

5.3.2 Develop campus-wide celebrations and announcements of Bike to Work Week, National Dump the Pump Day, and other alternative

transportation events that have materials and programming available for development of local activities.

5.3.3 Ensure convenient positioning of bicycle facilities and safe pedestrian accommodations (crosswalks, sidewalks) with clear connections to the building. Making access to the building easier for non-motorized transportation can enhance its appeal likewise designing bicycle and pedestrian facilities as an afterthought can make these users feel second-rate to automobile travel which is often the primary consideration.

5.3.4 Continue to promote transit usage and offer free Madison Metro passes.

5.3.5 Consider assigning priority parking spaces for vehicles participating in carpooling and vanpooling programs. Utilize unique pavement markings or registration to enforce reservation of these spaces for high occupancy vehicle usage.

5.3.6 Market available alternative transportation options in periodic publications, other distribution materials, and online.

5.4 Enforcement

Enforcement includes policies that address traffic regulation and regular monitoring of program activities.

Recommendations:

5.4.1 Work with local and campus (?) police to enforce local traffic regulations. First time non-motorized transportation users are particularly susceptible to the perception of unsafe conditions travel conditions. Inappropriate driver behavior may increase these fears and discourage potential users.

5.4.2 Enforce crosswalk regulations and other rules meant to protect non-motorized transportation users. Post appropriate signage to identify crosswalks, bicycle lanes, and priority parking.

5.4.3 If priority parking is delineated ensure compliance by ticketing or towing vehicles in violation of program parameters (such as reservation of vanpool parking spaces for high occupancy vehicles).

5.5 Equity

Equity includes ensuring transportation options accommodate users of varying incomes, schedules, and abilities.

Recommendations:

5.5.1 Ensure availability of transportation options through provision and dissemination of alternative transportation options such as transit or carpooling.

5.5.2 Continue to provide free Metro Passes as part of the segregated fees paid with tuition.

5.5.3 Continue to place non-motorized transportation facilities and needs within the continuum of facility repair and prioritization.

5.5.4 Ensure funding for alternative transportation facilities and marketing is programmed as part of annual transportation budgets.

5.5.5 Consider applying least cost planning principles to annual budget preparations to prioritize low cost transportation enhancements which often emphasize alternative transportation modes and increase mobility for a variety of groups.

5.6 Evaluation

Evaluation involves monitoring outcomes and documenting trends through data collection before, during, and after TDM program activities.

Recommendations:

5.6.1 Monitor bicycle parking demand and increase the number of racks as needed.

5.6.2 Monitor shower and locker demand and expand these facilities as needed.

5.6.3 Monitor and report on program goals. Market changes in mode share to encourage increased alternative transportation use.

5.6.4 Evaluate usage and effectiveness of priority parking, if implemented.

5.6.5 Evaluate the effectiveness of information dissemination strategies and materials in conveying the variety of alternative transportation programming available. Consider use of surveys to quantify the results of current efforts and to determine preferred transportation modes or incentives.