

Reducing Parking Demand while Meeting Your Organization's Needs

Most employees probably travel to work each day by driving alone in their vehicle and parking in a lot or garage. However, is your organization aware of the costs associated with providing these parking options to your employees? According to a 2013 study by the Metro Transit Authority of the City of Omaha, employer-provided parking in Omaha costs \$73-\$163 per surface space per month and \$119-\$224 per garage space per month. Imagine the annual savings that could result from reducing your parking demand.

All those single occupancy vehicles have other costs, too: fuel, maintenance and repair, rush hour traffic, wear and tear of roads/streets, harmful emissions, incidents with other drivers and pedestrians, etc. Thus, reducing transportation demand is not only beneficial for your bottom line, but it can

also result in happier, healthier employees and a better community.

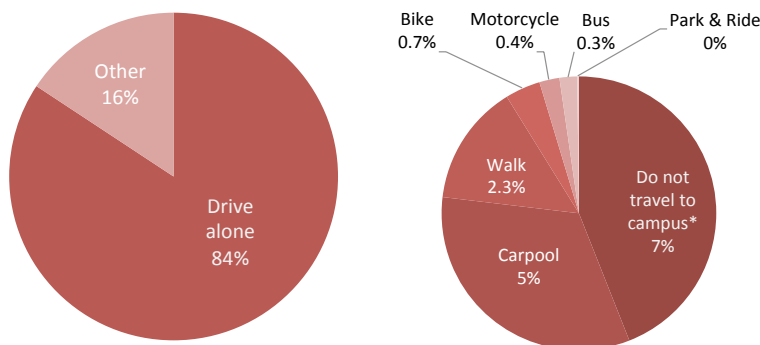
We will work with your organization to understand its unique circumstances and recommend the most appropriate strategies for transportation demand management. Additionally, we will help your organization plan, implement, and communicate recommend changes to its parking and transportation systems.

Travel to, from, and between work should not be primarily restricted to single occupancy vehicles. Incorporating transit, carpool, bike and pedestrian, and/or other options will save you and your employees money while promoting lifestyles that empower individuals and communities to thrive.

Our Approach

We start by surveying your organization's appropriate stakeholders. For example, we surveyed over 4,700 employees and students while working with Nebraska Medicine/the University of Nebraska Medical Center on their transportation demand management plan. Our analysis of the survey will determine baseline transportation mode split (also known as modal share), motivators, perceived

barriers, target audiences, likelihood of participation in specific transportation alternatives, etc. We will also engage stakeholders through other means: meetings, interviews, focus groups, forums. We will then research and propose a portfolio of transportation strategies, estimate their costs and impacts, and recommend evaluation criteria. Finally, we will help your organization plan, implement, and communicate changes to its parking and transportation systems.



Left: Understanding your organization's transportation mode split will inform likely strategies for meeting transportation demand management goals.

“ Working with Verdis Group on our transportation and parking project has been fantastic. Our employees and students are willing to try alternatives, but the process for getting them in place as well as the peripheral programs necessary to ensure their success were not something we were familiar with. Verdis Group's expertise helped us to outline ways to obtain buy-in from individuals, set up programs that would remove barriers, while providing numbers to show true costs and savings.

Melanie Stewart

Sustainability Manager
Nebraska Medicine /
University of Nebraska Medical Center

A Portfolio of Strategies

Using our research and expertise, we will propose specific transportation demand management strategies so that your organization and its employees can achieve a balanced and flexible approach to transportation demand management.

transit Transit strategies utilize existing mass transportation and could include bus pass programs, park and ride programs, shuttles, etc.

carpool Carpooling strategies could include networking/matching programs, discounted parking permits for carpoolers, preferred parking for carpoolers, etc.

bike & pedestrian Bike and pedestrian strategies encourage and incentivize biking/walking, including providing bike tune ups and gear, covered/secure bike parking, shower facilities, wellness incentives, etc.

support programs These strategies provide flexibility to employees that commute to work by means other than their person vehicles. They include car sharing, emergency-ride-home programs, bike sharing, daily/hourly parking options, etc.

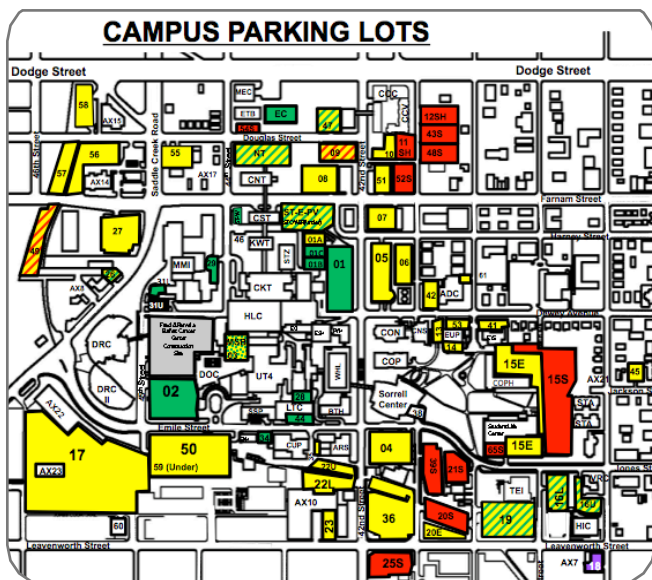
marketing & behavior change Marketing and behavior change strategies include creating and disseminating educational and promotional materials, strategic communications, recognition programs, and other incentives.

other strategies Our process will undoubtedly uncover other strategies that might work well for your organization. Examples include changing fee structures to dissuade single occupancy vehicle parking, implementing a work from home policy, partnering with others to improve transportation infrastructure, etc.

Outcomes

Our transportation demand management services will typically produce the following benefits:

- Cost savings for your organization
- Cost savings for your employees
- Safer, less congested streets, parking lots, and garages
- Happier, healthier employees and communities



Above: Biking to work, or even to a midday meeting, is a healthy and enjoyable alternative to driving.

Left: Building, maintaining, and operating parking lots and garages is expensive. Decreasing these costs is one of many benefits of reducing parking demand at your organization.

