

TP04	Provide Education, Marketing, and Outreach
Description	Implement a marketing campaign to provide Project residents/employees with information on travel options and encourage the use of transit, shared rides, walking, and biking. The campaign strategies may include new resident/employee orientation on alternative travel options, event promotions, educational programs, and publications.
CEQA <sup>(1)</sup>	<p><b><u>Commute-End Uses Only:</u></b></p> <p>% VMT Reduction = 4% × 1 (vehicle trip to VMT ratio) × % of total employees that are eligible</p>
TDM Program (1 – 2 Points)	<p><b><u>Home-End Uses and Commute-End Uses Only:</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>1 Point:</b> Provide one (1) of the following education, marketing, and outreach strategies to all Project residents/employees.</li> <li>▪ <b>2 Points:</b> Provide at least (2) of the following education, marketing, and outreach strategies all Project residents/employees. <ul style="list-style-type: none"> <li>- Provide TDM promotions such as targeted messaging and communications campaigns, incentives, giveaways, and competitions.</li> <li>- Provide welcome packets with information about nearby amenities (e.g. transit centers, parks, schools, hospitals, stores, etc.), travel options (e.g. key transit service, biking, and walking routes, etc.), and available transportation benefits and incentives (e.g. transit pass subsidy, bike share program, etc.).</li> <li>- Enroll new residents/employees in a Transportation Management Platform (TMP) application such as ZAP Twin Cities, Luum, or RideAmigos, which offer commute planning functionality, parking management, and transit information online and through mobile applications. TMPs gamify commute behavior by actively logging how people travel and using this information to provide incentives, start friendly competition, or raise awareness about these decisions and the associated financial, environmental, and health impacts.</li> <li>- Organize commuter fairs to promote local routes and services for alternative travel options.</li> <li>- Organize educational programs to raise awareness, motivation, and action about travel choices.</li> <li>- Other education, marketing, and outreach strategies.</li> </ul> </li> </ul>
Proof of Implementation	HOAs/Property owners must submit copies of all promotional materials, welcome packets, and TMP application information distributed to their residents/employees as attachments to their annual TDM Plan Compliance Forms.

Notes:

(1) Transit Cooperative Research Program. (2010). *TCRP 95 Traveler Response to Transportation System Changes – Chapter 19 Employer and Institutional TDM Strategies*.