

TP18	Provide Voluntary Travel Behavior Change Programs
Description	Provide a voluntary travel behavior change program that targets individual attitudes and behaviors towards travel and helps individuals analyze and alter their travel choice and behavior. The program features mass communication campaigns such as employee and community travel surveys, green trip competitions, employer recognition, and web-based tools that promote cost savings, pro-environmental, and pro-healthy impacts of travel choices.
CEQA ⁽¹⁾	<u>Commute-End Uses Only:</u> % VMT Reduction = 4% × percent of participants
TDM Program (1 – 2 Points)	<u>Home-End Uses, Commute-End Uses, and Visit-End Uses Only:</u> <ul style="list-style-type: none"> ▪ 1 Point: Provide one (1) of the following travel behavior change programs to all Project residents/employees annually. ▪ 2 Points: Provide two (2) of the following travel behavior change programs to all Project residents/employees annually. <ul style="list-style-type: none"> - Employee and community travel surveys: Investigate people’s travel modes, trip purpose, trip frequency, and perceptions toward alternative travel options, routes, services, and benefits offered, etc. - “Green trip” competitions - Employer recognition: Create public relations exposure via local media and annual awards programs spotlighting employees’ participation in alternative travel choices. - Web-based or mobile Transportation Management Platform (TMP) applications: Develop, update, or subscribe to a third-party TMP application, such as ZAP Twin Cities, Luum, or RideAmigos, which offer commute planning functionality, parking management, transit information, routes, and information about environmental, health, and financial benefits. - Other mass communication campaigns.
Proof of Implementation	HOAs/Property owners must submit copies of invoices for all service-cost expenses and any informational materials distributed to their residents/employees that describe the program as attachments to their annual TDM Plan Compliance Forms.

Notes:

Spears, S., & Boarnet, M.G., & Handy, S. (2013). *Policy Brief on the Impacts of Voluntary Travel Behavior Change Programs Based on a Review of the Empirical Literature*. California Air Resources Board.