

APPENDIX 4

TRANSIT-SUPPORTIVE STRATEGIES MATRIX

Transit Supportive Strategies

Strategy	Description
Transportation Demand Management (TDM)	Application of strategies and policies to reduce automobile travel demand or redistribute demand. Example: Subsidizing transit costs for employees or residents; Bicycle-friendly facilities and environments.
Guaranteed Ride Home (GRH)	Provides commuters who regularly vanpool, carpool, bike, walk, or take transit with a reliable ride home in case of an emergency or unscheduled overtime.
Pricing Strategy	<p>An increase in the price of a good or service typically results in a decrease in demand, as other options become relatively more attractive. The increase in price can alleviate or eliminate the need to increase supply through a decrease in demand, while also increasing availability for those who pay the higher price.</p> <ol style="list-style-type: none"> <li data-bbox="630 121 716 1621">1. An increase in the price to drive during peak hours, through tolls or other location/time-specific costs provides an incentive to complete the trip during a different time period, use a different mode of transportation, or reduce the number of trips made. This will reduce the overall number of vehicles traveling during the peak hour. <li data-bbox="743 121 927 1621">2. Most parking is free or nominal cost to the driver, and there is frequently an expectation of an available space wherever a driver goes. If demand equals or exceeds supply, the common response has been to seek to increase parking supply. Construction and maintenance of parking is expensive, however, as is the increase in land cost to provide it. Charging a modest price for parking can encourage some drivers to meet their travel needs via other modes, reducing demand and increasing the availability of parking without needing to increase the supply. Specific approaches include: parking cash-out; unbundling parking costs from housing costs, and charging what people are willing to pay (market-rate pricing).
Congestion Pricing	Charge users of a transport network in periods of peak demand to reduce traffic congestion. Examples include road pricing, cordon areas, and HOT lanes. This variable pricing strategy regulates demand, making it possible to manage congestion without increasing supply.
Demand Responsive Parking Pricing	<p>Increase cost to park directly</p> <ul style="list-style-type: none"> <li data-bbox="1084 982 1114 1621">• Market Rate Pricing - On-Street (Retail), Employee Parking <p>Offer incentives to reduce demand</p> <ul style="list-style-type: none"> <li data-bbox="1154 1381 1183 1621">• Parking Cash-Out <li data-bbox="1187 1283 1216 1621">• Unbundling of Parking Costs
Marketing/Promotion - Increase Awareness	<ul style="list-style-type: none"> <li data-bbox="1235 128 1300 1621">• Distribute and post printed materials at key locations (at transit stops and on transit vehicles, at employment, retail and other major destinations, with social service organizations, etc.) <li data-bbox="1317 1234 1346 1621">• Provide materials online (internet) <li data-bbox="1365 1346 1395 1621">• Provide information by