

Transportation Demand Management (TDM)

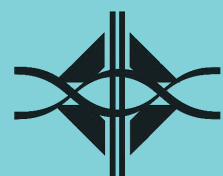
Transportation Demand Management (TDM)

Workshop Results

Delivery Companies

MoDOT is developing a TDM Plan that will blend information gathered from partners like KCATA and MARC and stakeholders like you to develop the most appropriate TDM strategies and available incentives for the Study Area. However, planning can only go so far. Employers, employees, and partners must work together to put the recommended TDM strategies into practice. Teamwork is necessary to make the reconstruction of the I-435/Front Street Interchange happen smoothly.

Working Together



I-435 AND FRONT STREET
DIVERGING DIAMOND
INTERCHANGE

TDM Workshop Exercise for Delivery Companies

Because congestion is a serious issue for employers in the Northeast Industrial District today and will be even more so during the construction of the new Diverging Diamond Interchange (DDI), the Missouri Department of Transportation (MoDOT) held three Transportation Demand Management (TDM) Workshops to discuss strategies for addressing the issue. Example strategies included promoting ridesharing (carpooling, vanpooling), riding the bus, changing work hours, managing shipping/receiving times, traffic enforcement, off-site parking options, and more. During the workshop participants were divided into small groups based on company type/size (delivery companies, small-medium sized companies, and large-major companies) to explore the strategies further. Results from the Workshop for Delivery Companies are included here.

	Promote RideSharing	Promote Metro Bus Services	Plan On-Site Lunch Options
Rank Easiest (1) to Hardest (5)	2 (Easy to communicate)	2 - 3	1
Prerequisites/ Requirements	<ul style="list-style-type: none"> RideShare information RideSharing a company priority A contact person Time/motivation for ongoing promotions/information-sharing campaign Company flexibility in employee transportation issues Similar shift start/end times 	<ul style="list-style-type: none"> Access to service (route/stop) Appropriate frequency of service Compatible operating hours: bus vs. company Owners support because there may be issues with riding the bus Bus information, e.g. for routes, park-and-ride lots for carpooling, etc 	<ul style="list-style-type: none"> Desire/Willingness to make on-site lunch a company priority Promote benefits of eating in as an alternative to options currently available on Front Street
Time Needed for Implementation	6 - 8 weeks	4 weeks	4 weeks
Potential Stumbling Blocks	<ul style="list-style-type: none"> No interested employees No willingness to take individual action Need to coordinate with other area employers Designating an employee transit coordinator may be difficult per fewer employees Timing for DDI construction is variable 	<ul style="list-style-type: none"> No convenient service at origin/destination In bad weather the bus is not on time Timing for DDI construction is variable 	<ul style="list-style-type: none"> Employees who prefer to leave for lunch Limited company budget and space for break rooms, equipment, etc. Too small for lunch truck Varying lunch schedules People want to leave for lunch because others are staying in Timing for DDI construction is variable
Examples of Companies Already Using the Strategy	<ul style="list-style-type: none"> IBEW Local 1613 Murphy Tractor Company (carpooling) 	<ul style="list-style-type: none"> IBEW Local 1613 Allied Oil 	<ul style="list-style-type: none"> None but break rooms are easy to create
Possible First Steps	<ul style="list-style-type: none"> Contact/Meet with MARC RideShare coordinator to learn more about programs Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate) 	<ul style="list-style-type: none"> Work with KCATA to determine if any bus service is in reasonable walking distance of company location Make promoting bus riding a company priority Find a current company bus rider to pair with an upper management supporter to champion bus riding Provide bus schedules and maps Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate) 	<ul style="list-style-type: none"> Brainstorm on-site lunch locations/strategies, e.g. cleaning up areas, coordinate with caterers, etc. Provide lunch supplies, e.g. tables, chairs, benches Review www.435DDI.com's 7-Day Outlook (during construction) and share its information with employees by including it with their paychecks and posting in the break rooms
Possible Second Steps	<ul style="list-style-type: none"> Determine appropriateness of programs, e.g. vanpooling, carpooling, guaranteed ride home, for company Schedule a MARC Rideshare information session Select group to brainstorm effective ways to publicize program and to provide incentives in collaboration with MARC and KCATA, e.g. gift certificates, preferential carpool parking, etc. Establish financial incentives Coordinate among area employers so information can be shared among each other about shifts, where employees live, etc. Analyze where clusters of employees live to determine possible carpool groups Designate an employee transportation coordinator who will coordinate with company HR manager/MoDOT to share info from www.435DDI.com's 7-Day Outlook 	<ul style="list-style-type: none"> Assist the champion in packing up/distributing bus passes to other current company riders Analyze where clusters of employees live near bus lines that serve the company keeping in mind that it is not possible to travel from the Northland to the Northeast Industrial District Assign a transit coordinator to promote available transit incentives (subsidized bus passes, awards, etc) and to coordinate with company HR manager/MoDOT to share the info from www.435DDI.com's 7-Day Outlook Provide a map of KCATA's bus routes on its website that is especially for Northeast Industrial District businesses Need the Northeast Industrial Association (NEIA) to help courier people to work who ride the bus Schedule KCATA bus riding information fair via Joe McShane and/or Bridget Moss (KCATA) for both the NEIA and area business to help people who are interested in riding the bus to work 	<ul style="list-style-type: none"> Explore options to encourage on-site lunch, e.g. supply drinks, deserts Provide lunch equipment e.g. microwaves, refrigerators, etc

Promote RideSharing

Promote Metro Bus Services

Plan On-Site Lunch Options

Rank Easiest (1) to Hardest (5)

Prerequisites/ Requirements

Time Needed for Implementation

Potential Stumbling Blocks

Examples of Companies Already Using the Strategy

Possible First Steps

Possible Second Steps

Now that you have seen the suggestions, what would you change or add? Place your answers in the spaces to the left.



TDM Workshop Exercise for Delivery Companies

	Offer Flexible Work Schedules	Plan for Selective Work at Home Days	Shift Timing of Freight Shipments, Non-Freight Deliveries, and Routes	Reduce Less Than Full Shipments
Rank Easiest (1) to Hardest (5)	4 (Depends on company operating hours and the construction timing for the DDI)	3	4 - 5 (Freight Shipments) and 4 - 5 (Non-Freight Deliveries)	5
Prerequisites/ Requirements	<ul style="list-style-type: none"> Willingness to consider flexible schedules Willingness to make flexible schedules a priority Job duties appropriate for flexible work schedule Authority to make schedule decisions 	<ul style="list-style-type: none"> Willingness to consider work at home options Willingness to make at home options a priority Authority to make schedule decisions Job duties appropriate for at-home work 	<ul style="list-style-type: none"> Willingness to consider shifting Willingness to make shifting, e.g. certain shipments, a priority Flexibility in meeting customer needs (critical vs. non-critical) Control of traffic (lights and personnel) west of Chouteau Trafficway and in coordination with the railroad, e.g. the traffic signals at 210 Hwy and the I-435 Interchange Control of alternate routes Practical Public Works infrastructure improvements Traffic enforcement An understanding of rail peaks Control of alternate routes 	<ul style="list-style-type: none"> Willingness to consider shifting Willingness to make shifting, e.g. certain shipments, a priority Flexibility in meeting customer needs Knowing how to handle both in (LTL's) and outbound traffic
Time Needed for Implementation	2 weeks (if only a few people will be using a flexible schedule) 3 - 4 months (if an entire department/division will use flexible schedules)	2 - 3 months	1 - 4 weeks (Depends on bus type, its customers, and the length of time it has been in the community)	2 - 6 weeks (actual timing may be out of delivery companies hands)
Potential Stumbling Blocks	<ul style="list-style-type: none"> Less variety in job types (Note: less variety could also be an advantage because it may provide a greater opportunity to stagger work hours) Fewer people to cover and respond to critical customer needs because it may provide a greater opportunity to stagger work hours) Timing for DDI construction is variable 	<ul style="list-style-type: none"> Not enough staff Appropriate equipment at home or not enough equipment at work to take home, e.g. laptops Timing for DDI construction is variable 	<ul style="list-style-type: none"> Customer expectations (key issue) Sensitive nature of business, e.g. medical services Potential cost increases Trains blocking westbound routes Union requirements Need an open lane in each direction on Front Street west of Chouteau Trafficway Need to change the signal timing to allow more time for truck turns between lights at the Gardner/ Front Street intersection Financial constraints Timing for DDI construction is variable 	<ul style="list-style-type: none"> Customer expectations and asking them to change Sensitive nature of business, e.g. medical services Potential cost increases Trains blocking westbound routes Union requirements (affects some companies, not all) Outbound is more frequent and less controllable (customers can sort of control in bound) Timing for DDI construction is variable
Examples of Companies Already Using the Strategy	<ul style="list-style-type: none"> IBEW Local 1613 			<ul style="list-style-type: none"> Couriers Inc Sun Chemical Allied Oil (only option for change is the time, cost is not an issue)
Possible First Steps	<ul style="list-style-type: none"> Evaluate workforce needs vs. client needs Evaluate potential impacts Determine decision-making authority, e.g. department/division vs. company Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate) 	<ul style="list-style-type: none"> Develop a policy for who could work at home either on a regular or during special times, e.g. bad weather, 7-Day Outlook "red" days, etc Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate) 	<ul style="list-style-type: none"> Determine which shipments/deliveries are critical vs. non-critical because of time expected, product carried, etc. Make a distinction between inbound and outbound delivery movements Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate) 	<ul style="list-style-type: none"> Determine options for meeting critical vs. non-critical needs, e.g. alternate routes, earlier/ later timing for shipments/deliveries while still meeting customer needs Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate)
Possible Second Steps	<ul style="list-style-type: none"> Determine appropriate participants 	<ul style="list-style-type: none"> Acquire necessary equipment, e.g. laptops, software, internet access, etc Acquire security clearances/connections" 	<ul style="list-style-type: none"> Determine options for meeting critical vs. non-critical needs, e.g. alternate routes, earlier/ later timing for shipments/deliveries while still meeting customer needs Find someone to direct traffic, especially for alternate routes during all peak times at Chouteau/Front Street and Front Street/I-435 bridge, Universal Avenue, as well as east and west of the I-435 ramps Coordinate with truck drivers and the Flying J (enforcement would really help) Use multi-pronged approach to coordinate with customers by first identifying the most frequent customers and communicating face to face Review www.435DDI.com's 7-Day Outlook (during construction) for alternative route information, etc Post e-mail alerts to suppliers and distributors Talk to the City about the timing of the traffic signals on Chouteau Trafficway (Re: Front Street north of 291 Hwy) 	<ul style="list-style-type: none"> Analyze the patterns of trucks going out and minimize the overall number Investigate who can pull some shipments from day in order to move them to night Determine who receives more during the night vs. day

Offer Flexible Work Schedules

Plan for Selective Work at Home Days

Shift Timing of Freight Shipments, Non-Freight Deliveries, and Routes

Reduce Less Than Full Shipments

Rank Easiest (1) to Hardest (5)

Prerequisites/ Requirements

Time Needed for Implementation

Potential Stumbling Blocks

Examples of Companies Already Using the Strategy

Possible First Steps

Possible Second Steps



TDM Workshop Exercise for Delivery Companies

	Satellite Parking Options (for employees/associates on the east side only)	Encourage Alternative Truck Fueling Times	Communicate with Delivery Drivers
Rank Easiest (1) to Hardest (5)	4	1 - 2 (Encouraging) and 5 (Getting people to do it)	3
Prerequisites/ Requirements	<ul style="list-style-type: none"> Understanding the benefits and communicating them Secure, comfortable place without concern for vandals Shuttle/Trolley system Parking lot within close proximity, e.g. vacant bank parking, away from Front Street/I-435 Interchange 	<ul style="list-style-type: none"> Knowing peak fuel times Having full compliment of contact information for customers, clients, etc including phone number, e-mail, fax 	<ul style="list-style-type: none"> Willingness to make communicate with delivery drivers a company priority Having full compliment of contact information for customers, clients, etc including phone number, e-mail, fax
Time Needed for Implementation	Depends on site selection process - Lots of coordination will be necessary	2 weeks	2 weeks
Potential Stumbling Blocks	<ul style="list-style-type: none"> Huge cultural change Availability of shuttles, frequency, and flexibility Employer work hours Staff to drive shuttles, carpool car Personal impact if have to wait for late workers, etc. Making use of satellite lots mandatory will not work due to employee bias Satellite parking options not currently available on the east side of the interchange Timing for DDI construction is variable 	<ul style="list-style-type: none"> Getting people to use alternate fuel times and getting suppliers to bring fuel during off peak times Enforcement Timing for DDI construction is variable 	<ul style="list-style-type: none"> Whether or not information initially faxed to main company actually gets faxed to their drivers Drivers used are not consistent Company business is customized per customer needs Additional costs when drivers have to drop trails instead of loading/unloading at one time without dropping New companies opening when DDI's under construction Timing for DDI construction is variable"
Examples of Companies Already Using the Strategy			
Possible First Steps	<ul style="list-style-type: none"> Hold a site meeting with employees to communicate satellite parking location positives and carpool benefits Obtain a MARC/KCATA/MoDOT map of park-and-ride lots Explore incentives that can be applied uniformly Lift limits and ensure the motorists have access to the lots Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate 	<ul style="list-style-type: none"> Communicate with customers using a multi-pronged approach involving letter, face-to-face, e-mail Assign a company representative to review the website and communicate its content to customers and employers (Make sure the site is accurate)" 	<ul style="list-style-type: none"> "• Suggest alternate routes to drivers/customers, e.g. route in and out • Communicate the www.435DDI.com's 7-Day Outlook (during construction) and to all customers and employers (Make sure the site is accurate"
Possible Second Steps	<ul style="list-style-type: none"> Buy a certain number of guaranteed ride home rides so employees would be allowed more than two rides home per month per person Establish a method of business coordination for communicating parking locations, future meetings with businesses, etc. 	<ul style="list-style-type: none"> Restrict inbound fuel deliveries on "Red Days" (have more control over inbound than outbound) 	<ul style="list-style-type: none"> • Use a multi-pronged approach to share information with drivers/customers, e.g. via fax, e-mail, phone, etc.

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