

TRANSPORTATION

Transportation Demand Management (TDM)

Workshop Results

Large - Major Sized Companies



I-435 AND FRONT STREET
DIVERGING DIAMOND
INTERCHANGE

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



TDM Workshop Exercise for Large-Major Sized 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 Large-Major Sized Companies are included here.

Promote RideSharing (with Incentives)

Promote Metro Bus Services with Incentives

Rank Easiest (1) to Hardest (5)

3 - 4 months

3

Prerequisites/ Requirements

- 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
- Higher gas costs

- Access to service (route/stop)
- Appropriate frequency of service
- Compatible operating hours: bus vs. company
- Owners support
- No night service

Time Needed for Implementation

6 - 8 weeks

4 - 6 weeks

Potential Stumbling Blocks

- Time commitment
- No marketing person/cheerleader
- Lack of office communication
- Lack of upper management buy-in
- No personal RideSharing experience
- Round the clock shifts, e.g. at KCP&L, Bayer Cropscience, etc.

- No convenient service at origin/destination
- Employee resistance to transit trade-offs

Examples of Companies Already Using the Strategy

- Foley Company
- Data Source
- Penske Truck Leasing (some voluntary carpool based on works shifts and gas costs)

- Data Source
- Metropolitan Community College - Business and Technology Campus (students)

Possible First Steps

- Contact/Meet with MARC RideShare coordinator to learn more about programs
- Review www.435DDI.com's 7-Day Outlook (during construction)

- 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 route maps and help employees understand them
- Find out how many employees take the bus now
- Review www.435DDI.com's 7-Day Outlook (during construction)

Possible Second Steps

- Inform RideShare coordinator of company's approach
- Determine appropriateness of programs, e.g. vanpooling, carpooling, guaranteed ride home, for company
- Analyze where clusters of employees live to determine possible carpool groups
- Develop a bulletin board/intranet site to post interest in intra-company carpooling
- Encourage employees to sign up for carpool matching
- Encourage companies in the area to promote carpooling
- Distribute a questionnaire to employees about carpooling
- Find a champion for carpooling/busing with whom employees can talk
- Designate an employee transportation coordinator who will coordinate with company HR manager/MoDOT to share info from www.435DDI.com's 7-Day Outlook
- Designate carpool parking spots close to building
- See if company can cover unexpected need to work late and other emergencies with taxis
- Share information with companies that support students so that they can encourage them to carpooling, especially if several employees/students are going to the same class
- Develop a promotional piece for carpooling

- 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
- 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

Promote RideSharing (with Incentives)

Promote Metro Bus Services with Incentives

Rank Easiest (1) to Hardest (5)

Prerequisites/ Requirements

Time Needed for Implementation

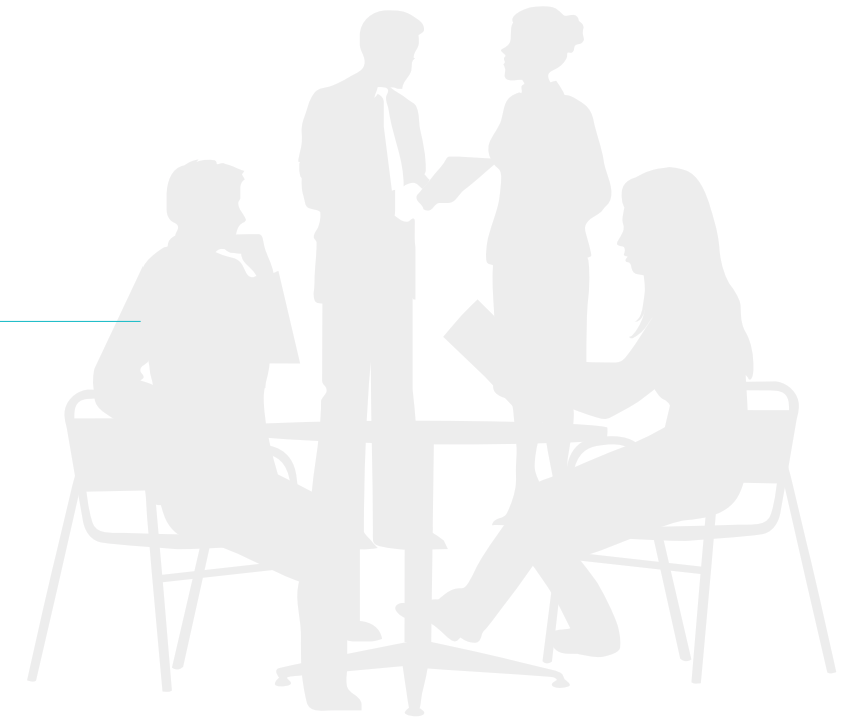
Potential Stumbling Blocks

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 Large-Major Sized Companies

	Plan On-Site Lunch Options/Incentives	Offer Flexible Work Schedules	Offer Work at Home Options
Rank Easiest (1) to Hardest (5)	2 (Note: This is not an issue for some companies. People make decisions to eat in or not based on traffic.)	5 (for Management) and 1 (for Employees)	4
Prerequisites/ Requirements	<ul style="list-style-type: none"> Desire/Willingness to make on-site lunch a company priority 	<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
Time Needed for Implementation	4 weeks	3 - 4 months	2 - 3 months
Potential Stumbling Blocks	<ul style="list-style-type: none"> Changing existing lunch time behaviors Finding suitable locations on company grounds 	<ul style="list-style-type: none"> Union rules (Poses a problem for KCP&L) Effect on client, customer and/or business needs Some companies have to be available all of the time due to necessary statewide coordination, etc 	<ul style="list-style-type: none"> Equipment needs Security Difficulty in measuring worker productivity Management reluctance May only be possible for a few Management/Administrative staff, e.g. KCP&L
Examples of Companies Already Using the Strategy	<ul style="list-style-type: none"> Bayer Cropscience (Administrative Staff - 70% eats on site; Hourly Staff - eats on site) Ball Metal Beverage Corporation Comet Industries (90% eat in) Knopke Co (66% eat out) Labcorp Metropolitan Community College - Business and Technology Campus (50% Staff eats in, Students eat off) Penske Truck Leasing (has cafeteria and break room) Data Source (30% eat out and 70% eat in - Can't cook in but can bring in lunch) KCP&L (90% eat in) 	<ul style="list-style-type: none"> Bayer Cropscience (lots of shifts) Comet Industries (Half employees coming and going at once but could do critical hours) DLT Transportation Services Ball Metal Beverage Corporation Huebel Material Handling Metropolitan Community College - Business and Technology Campus (manage core operating hours and students) Data Source (most work 8AM-5PM with no management support now for changing hours/start times) 	<ul style="list-style-type: none"> Knopke Co (does not have to have the 50 company vehicles come into company first, and can change delivery times)
Possible First Steps	<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) 	<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 Review www.435DDI.com's 7-Day Outlook (during construction) 	<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. Perhaps dispatchers would not have to come in to work. Review www.435DDI.com's 7-Day Outlook (during construction)
Possible Second Steps	<ul style="list-style-type: none"> Explore options to encourage on-site lunch, e.g. supply drinks, deserts Provide additional lunch supplies, e.g. microwaves, refrigerators, etc Need fast food options on the east side 	<ul style="list-style-type: none"> Determine appropriate participants, e.g. split people up who serve customers 7-6:30 and divide them into two groups so that they come in at different times to avoid congestion times Try half early and half later shifts on ""Red Week"" Find a similar woman owned company (135 employees) where flexible work schedules have worked and set up a meeting between the 2 owners Check the Association of Women Businesses Owners Do a phone survey to determine who has used flextime, split shift, etc. 	<ul style="list-style-type: none"> Acquire necessary equipment, e.g. laptops, software, internet access, etc Acquire security clearances/connections

Plan On-Site Lunch Options/Incentives

Offer Flexible Work Schedules

Offer Work at Home 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



TDM Workshop Exercise for Large-Major Sized Companies

	Shuttle and Satellite Parking	Park-And-Ride Carpools (East side businesses, e.g. Bayer Cropsience, would be the most affected)	Emergency Access/Evacuation (during construction)
Rank Easiest (1) to Hardest (5)	4	3	1 (Priority) and 5 (Difficulty)
Prerequisites/ Requirements	<ul style="list-style-type: none"> • Van/Bus circulator to businesses • Companies have a designated car for emergency transport to parking lot • Buy-in from employers • Insurance coverage - Liability for van and park-and-ride • Schedule that address all shifts of companies 	<ul style="list-style-type: none"> • Park in satellite lot and designate a driver in carpool to drive to the company (meet at designated lot and then carpool together) • Register and use guaranteed ride home • Business agrees to pay for emergency rides and when employee(s) is held late at work 	
Time Needed for Implementation	90 days	2 - 4 months	6 months
Potential Stumbling Blocks	<ul style="list-style-type: none"> • Who pays, e.g. employers, City, Transportation District and bonding 	<ul style="list-style-type: none"> • Lack of independence • Concern about sharing cars • Interpersonal problems • Leaving on time (some have to work late unexpectedly) 	<ul style="list-style-type: none"> • Difficulty in negotiating with railroads
Examples of Companies Already Using the Strategy		<ul style="list-style-type: none"> • "Slugging" in Washington D.C. where people pick up others for High Occupancy Vehicle (HOV) lanes, www.slug-lines.com 	
Possible First Steps	<ul style="list-style-type: none"> • Find secure parking area for public • Companies determine level of participation among employees • Determine feasibility of satellite parking and shuttle service, e.g. perhaps a van could circulate inside the gates of the business or parking area • Resolve security issues 	<ul style="list-style-type: none"> • Designate a transportation coordinator • Set appointment with Marge Gasnick at MARC RideShare • Put information out to employees • Give incentives, e.g. leave early, good parking spots • Determine level of participation 	<ul style="list-style-type: none"> • Get contact names for railroad (Bill Abernathy, Bayer Cropsience will provide contact names; Dave Knopke, Knopke Company also has contact names if needed) • MoDOT call railroad to set up meeting • MoDOT, Bayer, and KCP&L to attend meeting. Bill Abernathy, Bayer Cropsience to prepare a presentation for meeting re safety issues, involving safety and emergency personnel at Bayer as needed
Possible Second Steps		<ul style="list-style-type: none"> • Determine satellite lot and secure agreement to use it. Criteria for lot selection should include: security, well lit, and convenient to bus service • Set up rules, e.g. van is leaving on time • Need a clock in the late so everyone can see when the carpool leaves • Develop a bulletin board/intranet site to post interest in intra-company carpooling • Explore with Metropolitan Community College - Business and Technology Center whether or not area businesses can use their parking lot" 	<ul style="list-style-type: none"> • City and MoDOT talk to private owner of Hawthorne Road • MoDOT, assisted by Bayer and KCP&L to contact Heavy Contractors Association (Ed DeSwanne, Executive Director) to ask for their assistance in setting up an emergency plan for alternative access during emergencies

Shuttle and Satellite Parking

**Park-And-Ride Carpools (East side businesses, e.g. Bayer
Cropsience, would be the most affected)**

Emergency Access/Evacuation (during construction)

**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**

