

Transportation Demand Management (TDM)

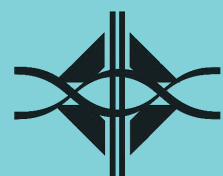
Transportation Demand Management (TDM)

Workshop Results

Small - Medium Sized 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



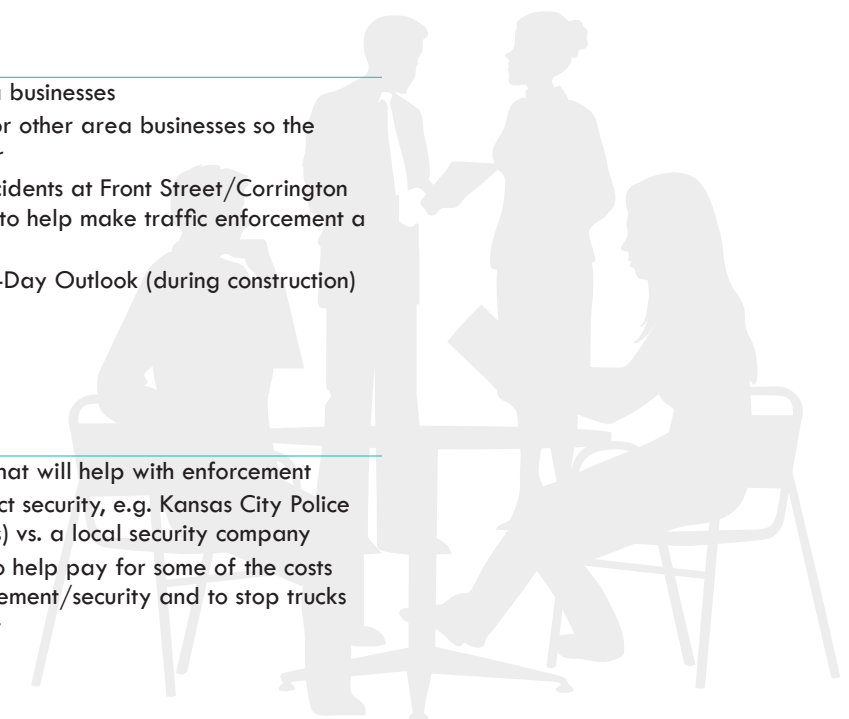
I-435 AND FRONT STREET
DIVERGING DIAMOND
INTERCHANGE

TDM Workshop Exercise for Small-Medium 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 Small-Medium Sized Companies are included here.

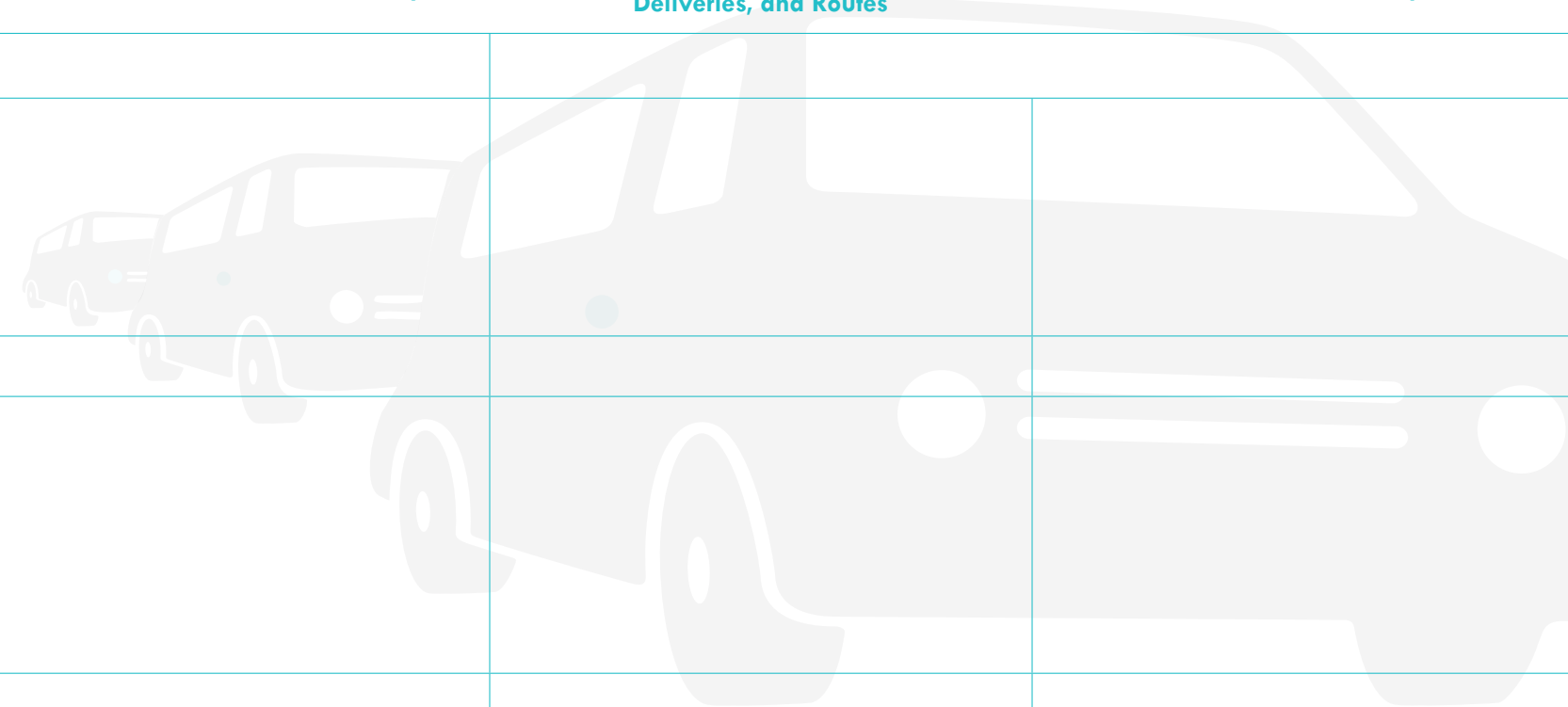
	Offer Flexible Work Schedules	Plan for Selective Work at Home Days	Shift Timing of Freight Shipments, Non-Freight Deliveries, and Routes	Reduce Less Than Full Shipments
Rank Easiest (1) to Hardest (5)	3	5	1	5
Prerequisites/ Requirements	<ul style="list-style-type: none"> RideShare information RideSharing 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 	<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
Time Needed for Implementation	6 - 8 weeks	4 weeks	30 - 60 days	3 - 4 months
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 with fewer employees 24 hour on-call business makes it difficult to rideshare 	<ul style="list-style-type: none"> No convenient service at origin/destination Timeframe between home and work Safety, especially traveling east-west/west-east Limited number of buses that can access the area Monetary concerns (need free parking) Parking locations where vandals may be a concern Changing behaviors No shelters 	<ul style="list-style-type: none"> Employees who prefer to leave for lunch Limited company budget Too small for lunch truck or vending machine Varying lunch schedules, e.g. day vs. night shift lunch habits Union requirements 	<ul style="list-style-type: none"> Less variety in job types Fewer people to cover critical customer needs
Examples of Companies Already Using the Strategy	<ul style="list-style-type: none"> First Federal Bank 	<ul style="list-style-type: none"> McDonald's 	<ul style="list-style-type: none"> American Home Patient 	<ul style="list-style-type: none"> American Home Patient McDonald's
Possible First Steps	<ul style="list-style-type: none"> Contact/Meet with MARC RideShare coordinator to learn more about programs Review www.435DDI.com's 7-Day Outlook (during construction) Go online at MARC to check acceptable radius of home and work to include for ride sharing and to register for carpooling 	<ul style="list-style-type: none"> Obtain a poster (media kit) that describes alternative ways of getting to work 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 map Know where the bus stops are located Review www.435DDI.com's 7-Day Outlook (during construction) 	<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 Reduce lunch hours to 30 minutes and combine with flextime to meet office needs while also remaining sensitive to company costs for overtime, etc. 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)
Possible Second Steps	<ul style="list-style-type: none"> Determine appropriateness of programs, e.g. vanpooling, carpooling, guaranteed ride home, for company Select group to brainstorm effective ways to publicize program and to provide incentives, e.g. gift certificates, preferential carpool parking, 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 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 	<ul style="list-style-type: none"> Explore options to encourage on-site lunch, e.g. supply drinks, deserts Provide additional equipment, e.g. microwaves, refrigerators, etc Provide vending machines that are stocked well enough that lunch can be eaten out of them 	<ul style="list-style-type: none"> Determine appropriate participants

	Plan for Selective Work at Home Days	Alternative Parking Locations with Shuttle Service	Traffic Enforcement
Rank Easiest (1) to Hardest (5)	5	5	3
Prerequisites/ Requirements	<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 traffic enforcement options • Willingness to make at traffic enforcement an option
Time Needed for Implementation	2 - 3 months	90 days	1 month
Potential Stumbling Blocks	<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 		<ul style="list-style-type: none"> • Traffic enforcement is not a police priority, e.g. it takes 4 phone calls to make a report • Lack of timely responses
Examples of Companies Already Using the Strategy			
Possible First Steps	<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 • Review www.435DDI.com's 7-Day Outlook (during construction) 	<ul style="list-style-type: none"> • Create a committee of area businesses to investigate potential alternative parking and shuttle opportunities • Review www.435DDI.com's 7-Day Outlook (during construction) 	<ul style="list-style-type: none"> • Create a Committee for area businesses • Obtain contact information for other area businesses so the group can meet together • Investigate the number of accidents at Front Street/Corrington Avenue and share the results to help make traffic enforcement a priority • Review www.435DDI.com's 7-Day Outlook (during construction)
Possible Second Steps	<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"> • Contact businesses with parking • Coordinate with MoDOT and businesses east of the I-435/Front Street Interchange to determine interest • Make alternate parking locations with shuttle service a benefit that can be marketed to others 	<ul style="list-style-type: none"> • Provide temporary signage that will help with enforcement • Determine the costs of contract security, e.g. Kansas City Police Department (off-duty officers) vs. a local security company • Work with the Flying J, e.g. to help pay for some of the costs associated with traffic enforcement/security and to stop trucks from stalling on Front Street • Purchase the Flying J



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

