

# CHAPTER 2

## TRANSPORTATION PROGRAM CREATION & IMPLEMENTATION



commute seattle



**Seattle**  
Department of  
Transportation



# INTRODUCTION TO TRANSPORTATION DEMAND MANAGEMENT (TDM)

TDM strategies have been implemented by cities from London to Bellevue to Seattle and by companies large and small. Some basics to a successful company TDM program include parking management – either by providing extra incentives for those who do not drive a single occupancy car, or by switching from monthly parking to weekly or daily rates, promoting carpooling or transit use to your employees, providing proper facilities for employees who want to walk, run, or bike to work, and providing flexible scheduling or teleworking opportunities if appropriate.



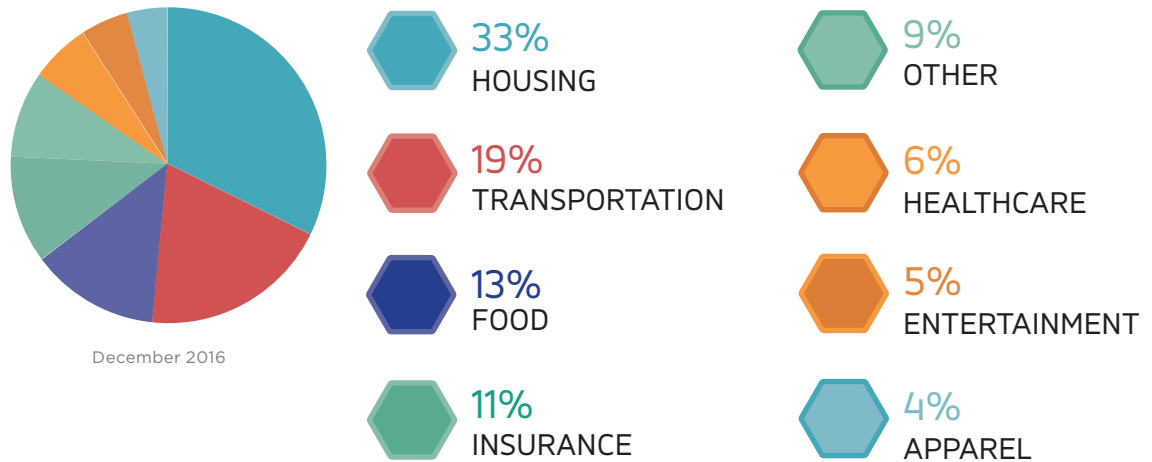
## How Does TDM Fit Into Our Commute Trip Reduction (CTR) Program?

There is considerable overlap between TDM and CTR programming. From promoting and providing ORCA cards to providing priority parking for carpools and vanpools to having racks and showers for bike commuters you are helping support your employees commuting habits and implementing TDM and CTR strategies.

## Did You Know?

Transportation is the second largest expense for most American households (after housing). Transit users in cities with robust transit systems can save up to \$10,230 per year by taking transit rather than owning a vehicle.

## Average American Family



## Resources

- [Transportation Demand Management Listserv](#)
- [Introduction to CTR Law](#)
- [SDOT's Best Practices for TDM](#)
- [Commute Seattle](#)





# RELATED PROGRAMS: TMPs, MUPs, MIMPs, & LEED

## What are TMPs?

TMP Stands for Transportation Management Programs. These plans, developed by the City of Seattle and building managers, help to facilitate the tenant's use of a full range of travel options including walking, biking, using transit, and carpooling. These TMPs also assist in reaching LEED building certification (see below), and support larger goals of the Seattle 2030 District.

The purpose of these plans is to help mitigate the impact of traffic and parking for these large buildings. Once the need for a TMP is identified in the City's environmental review, goals are developed and included in the building's Master Use Permit. The goals of TMPs are generally the same as CTR and complement each other.

## What are MUPs?

Master Use Permits (MUPs) are a type of land use permit needed for the construction of new developments in the City of Seattle. This permit typically requires a public comment period and is granted by the City's Office of Hearing Examiner. This permit must be issued before any building permits will be issued and will often look at the traffic impacts of your development.



A view from the rooftop garden on the Russell Investment Building, which is LEED-Platinum certified and is home to multiple CTR-affected companies.

## What is LEED?

LEED stands for Leadership in Energy & Environmental Design and is an international designation for best-in-class building strategies and practices for building green buildings. To receive LEED certification, building projects must satisfy certain requirements, including addressing transportation-related carbon emissions. There are various levels of LEED certification including Certified, Silver, Gold, and Platinum.

## What are MIMPs?

Major Institution Master Plans (MIMPs) are overall plans for 13 of the city's largest colleges, universities and hospitals. These large institutions have specific goals and requirements to ensure their employees have minimal impact on nearby neighbors and businesses. Some examples of institutions with MIMPs include the University of Washington, Virginia Mason Medical Center and Seattle Central College.

MIMPs often include sections on reducing employee DAR and mitigating their impact on street parking around the institution.



## Resources

- [City of Seattle – TMPs](#)
- [Great TMP Buildings](#)
- [Seattle 2030 District](#)
- [City of Seattle – MUPs](#)
- [City of Seattle – MIMPs](#)
- [Information on LEED certification](#)



# UTILIZING PEER SUPPORT

Your fellow ETCs are an invaluable resource for you while implementing CTR programming and expanding your transportation benefits. They have experience working with management to implement change, know the unique challenges of your industry, and can simply give you someone to bounce a few ideas off of.

Setting up informal coffee hours with other ETC's in your neighborhood allows you to collaborate and work with your neighbors and could expand and promote carpool and vanpool opportunities along with other programs to reduce your DAR.

Commute Seattle and our relationship with the Downtown Seattle Association also provides unique opportunities to network with ETC's and business leaders across the city. Many of our panel discussions include a pre or post-event networking opportunity allowing you to meet leaders from around Seattle.

## Resources

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- **Challenge Seattle**
- **Seattle 2030 District**
- **Commute Seattle Events Calendar**
- **Association for Commuter Transportation (ACT)**
- **National Association of City Transportation Officials (NACTO)**
- **Washington State Ridesharing Organization (WRSO)**