

# City of Richmond Employee Trip Reduction Program Update

Richmond Regional Transportation Planning Organization

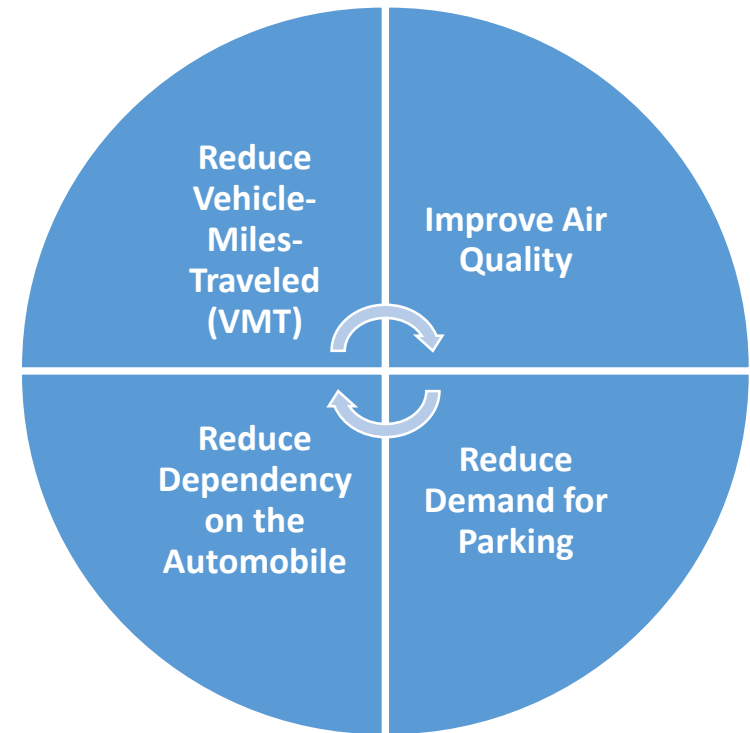
D. Moore Clarke  
Multimodal Transportation Manager  
Department of Public Works  
City of Richmond

February 7, 2020



## Purpose and Objectives

- By improving the air quality, the City's TDM program supports reduced pollution and GHG emissions.
- By providing alternative transportation options the program reduces Vehicle Miles travelled (VMT).
- By providing alternatives such as biking, park and ride lots and transit, the program lessens downtown commuters dependency on single occupancy vehicles.
- By offering incentives this program facilitates a necessary Downtown modal shift by managing parking supply use of alternative modes of transportation reduce demand for Parking



# City of Richmond TDM Program

The City of Richmond's Transportation Demand Management Program has been successful in FY19 in reducing the number of single occupancy vehicle commuter trips. We have also met the intent of the CMAQ program by improving the Richmond's region air quality, reducing traffic congestion and conserving energy.

## Transportation Demand Management Strategies

- Employee Trip Reduction (Ride-Sharing, van pooling and Guaranteed Ride Home)
- Transit Service Improvements (GRTC & Pulse Connections)
- Park and Ride Lots (Multimodal Connections and Incentives)
- Bike Share and Bicycle Facilities (Accessibility and Usage Incentives)
- Intelligent Transportation Systems (Signalization System Improvements)
- Parking and Mobility Management (Last Mile, Transportation Network Companies, Dockless Scooters, Parking Zones)



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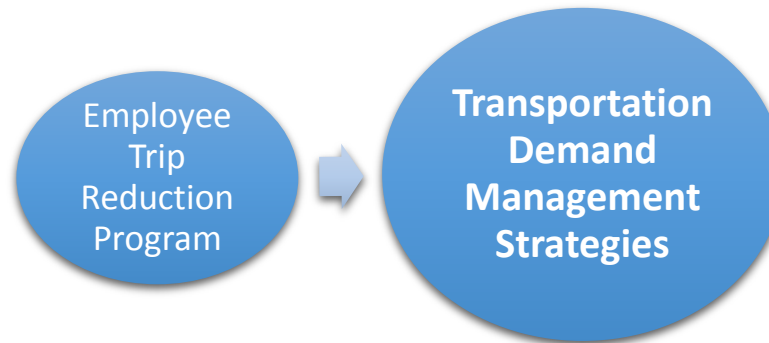
# City of Richmond Employee Trip Reduction Program

## Mission

The City of Richmond Employee Trip Reduction Program (ETRP) is a part of the City's larger Transportation Demand Management Program, that sets to reduce commute trips into Richmond. Since its inception over 15 years ago, the mission has remained the same:

***“To encourage City of Richmond employees to use alternative forms of transportation when commuting to and from work.”***

Specifically, this program seeks reduce the number of single occupancy vehicles driven by City of Richmond Employees.



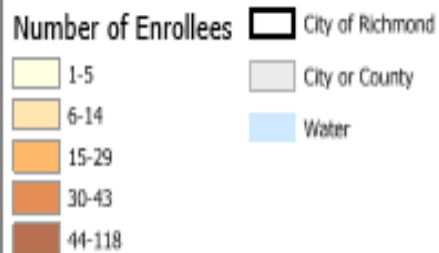
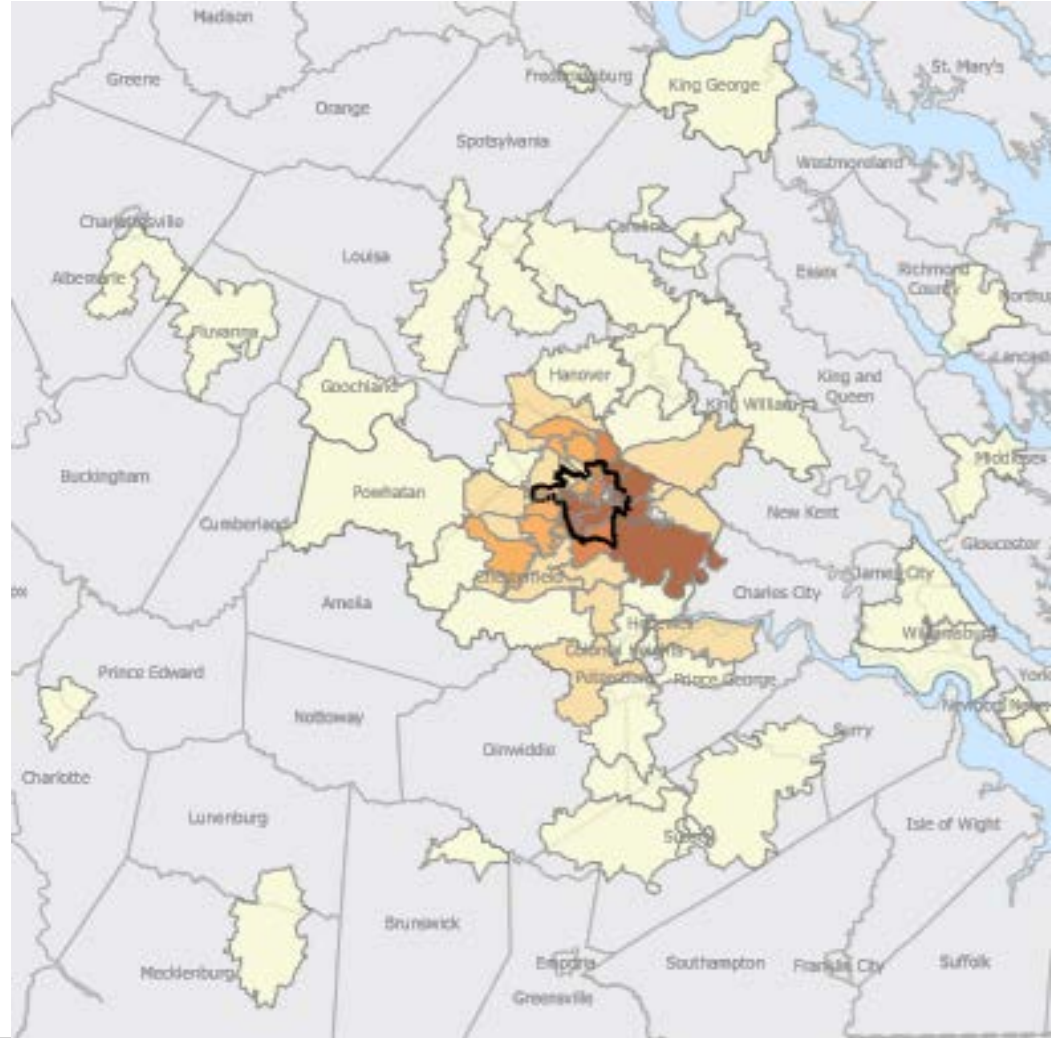
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# City of Richmond Employee Trip Reduction Program

The ETRP provides GRTC transit swipe cards as well as vanpool vouchers, for certified vanpools, to full time City of Richmond employees for their commute to/from work; as well as encourage all Richmond citizens to take transit as a commuting option.

## FY2019 (FY2017 CMAQ funds)

- In 2019, GRTC reported that employees had made over 72,000 total bus trips, utilizing the program.
- The program has consistent enrollment and provides benefits to 7% of the City's workforce.
- The program originally planned for over 1000 active annual participants, we have seen an average 904 participants over the course of 2019, due to enhanced program initiatives.
- The level of usage for ETRP has led the City to broaden its Transportation Demand Management scope.



Printed by the GIS Team: 8/21/2019

**Enrollees in ETRP**  
by Home Zip Code

# City of Richmond Employee Trip Reduction Program

COMPLETION DATE: 2019 7/1/2018-6/30/2019

PROJECT COST: \$170,000

**FY19**

**ASSUMPTIONS:**

Total number of Employees 4,660  
 Employee/Citizen Participation 904  
 Average Commute 158 miles  
 Days per year 250

Reduced VMT

142,488

EMISSIONS

(kilograms/day)

HC NOx

9.83 29.07

VMT reduction = Participating employees \* roundtrip commute distance

(Vehicle emissions factors based on MOVES2014a run for light duty trucks and cars, 2019 urban restricted arterial, speed bin 8, all emissions)

HC 0.069  
 NOx 0.204

**FY18**

Reduced VMT	Emissions Reductions	
7,500	EMISSIONS (kilograms/day)	
	HC	NOx
	0.52	1.53
	(tons/year)	
	0.14	0.42

Emissions Reductions	
EMISSIONS (kilograms/day)	
HC	NOx
9.83	29.07
(tons/year)	
2.71	8.01



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# City of Richmond Employee Trip Reduction Program

The ETRP provides GRTC transit swipe cards as well as vanpool vouchers, for certified vanpools, to full time City of Richmond employees for their commute to/from work.

## **FY2019 (FY2017 CMAQ funds)**

- ✓ The City has brought a renewed focus on the Employee Trip Reduction Program.
- ✓ Along with funding employees GRTC transit fares, RideFinders, vanpools and guaranteed ride home, the ETRP program now does more marketing and outreach to all of Richmond citizens and businesses.
- ✓ Implemented in FY19 and planned for FY20 the program sponsors Multimodal Day June 18<sup>th</sup> annually.

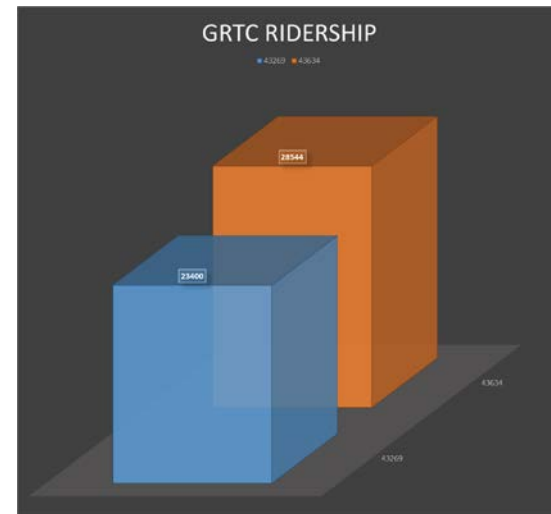
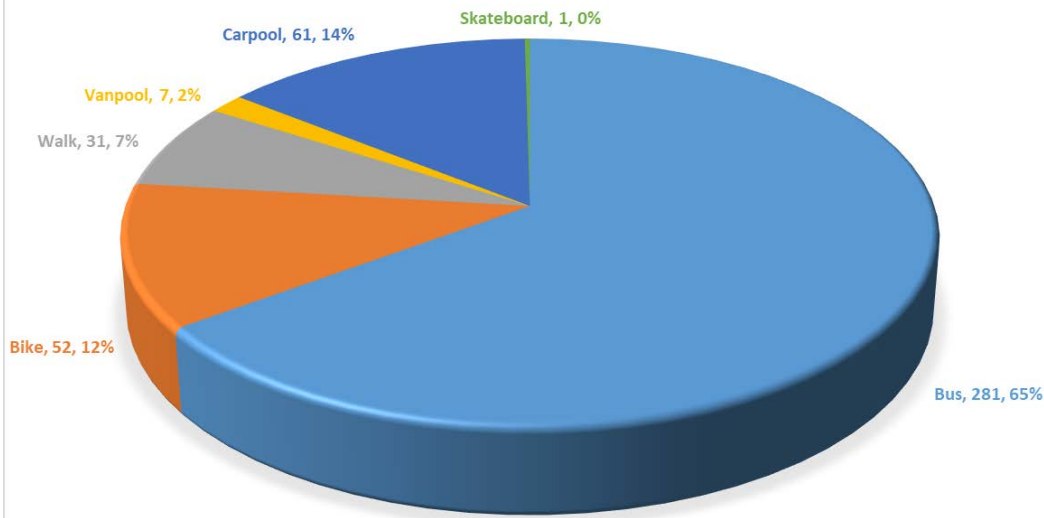
MULTIMODAL DAY  
EVENT INCREASED  
RIDERSHIP BY 84%  
FROM LAST YEAR.



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# City of Richmond Employee Trip Reduction Program

## MULTIMODAL DAY



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# City of Richmond Employee Trip Reduction Program

CMAQ Project ID: VA20170008

Project Year: 2017

Is this a subsequent project? No

State Project ID	N/A
FMIS Project ID	5A27501
Tip Project ID	
Is this an Outreach activity project?	N
Is this a TCM in an approved SIP?	N
Is this a congestion reduction project?	N
Does this project include operating assistance?	N
Project Title	FY17 City of Richmond Employee Trip Reduction Program
Duration of project funding (years)	null
Project MPO	Richmond Regional Planning District Commission
Project Nonattainment/Maintenance Area	
Is this project located in Nonattainment/Maintenance Area?	N
Project Reporting Category	Travel Demand Management Guaranteed ride home programs (Not by transit provider), Marketing and outreach
Project Description	
Project Other Description	
Public-Private Partnership Project?	N
Is this a de obligating project?	N
CMAQ Capital Amount	200000
CMAQ Operating Assistance Amount	null
Non-CMAQ Funding	50000
Total Project Cost	250000
VOC Emissions Benefit(kg/day)	0.3380
CO Emissions Benefit(kg/day)	
NOX Emissions Benefit(kg/day)	1.0010
PM10 Emissions Benefit(kg/day)	
PM2.5 Emissions Benefit(kg/day)	
CO2 Emissions Benefit(kg/day)	
VOC QA	N
CO QA	N
NOX QA	N
PM10 QA	N
PM2.5 QA	N
What is the reason for reporting qualitative benefit?	

- Program costs \$170,000 annually (Avg. FY18 & FY19).
- The City is set to utilize all federal and state CMAQ funds by November 30, 2020.
- The City has submitted a grant application for new CMAQ funds that will be used for the ETRP/TDM Program. These funds will allow for the program to run through December 2021.

## Travel Demand Management ([www.fhwa.dot.gov](http://www.fhwa.dot.gov))

- Fringe parking
- Traveler information services
- Shuttle services
- Guaranteed ride home programs
- Carpools, vanpools
- Traffic calming measures
- Parking pricing
- Telecommuting/Teleworking
- Employer-based commuter choice programs.
- Education and Outreach
- Eligible activities include planning, preparing technical and feasibility studies, and training

## Questions?



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