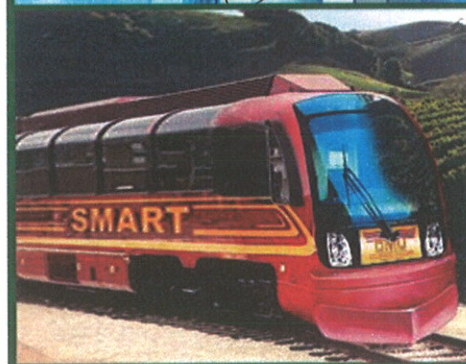
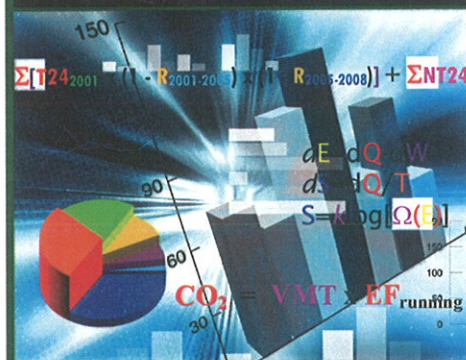
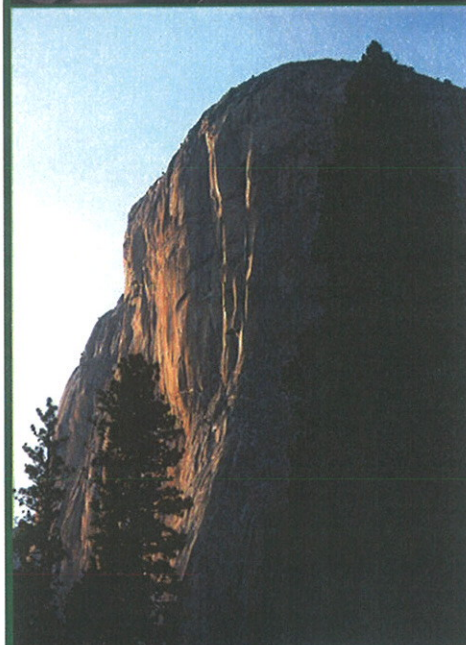




Quantifying Greenhouse Gas Mitigation Measures

A Resource for Local Government
to Assess Emission Reductions from
Greenhouse Gas Mitigation Measures

August, 2010



3.4 Commute Trip Reduction Programs

3.4.1 Implement Commute Trip Reduction Program - Voluntary

Commute Trip Reduction Program – Voluntary, is a multi-strategy program that encompasses a combination of individual measures described in sections 3.4.3 through 3.4.9. It is presented as a means of preventing double-counting of reductions for individual measures that are included in this strategy. It does so by setting a maximum level of reductions that should be permitted for a combined set of strategies within a voluntary program.

Range of Effectiveness: 1.0 – 6.2% commute vehicle miles traveled (VMT) Reduction and therefore 1.0 – 6.2% reduction in commute trip GHG emissions.

Measure Description:

The project will implement a voluntary Commute Trip Reduction (CTR) program with employers to discourage single-occupancy vehicle trips and encourage alternative modes of transportation such as carpooling, taking transit, walking, and biking. The main difference between a voluntary and a required program is:

- Monitoring and reporting is not required
- No established performance standards (i.e. no trip reduction requirements)

The CTR program will provide employees with assistance in using alternative modes of travel, and provide both “carrots” and “sticks” to encourage employees. The CTR program should include all of the following to apply the effectiveness reported by the literature:

- Carpooling encouragement
- Ride-matching assistance
- Preferential carpool parking
- Flexible work schedules for carpools
- Half time transportation coordinator
- Vanpool assistance
- Bicycle end-trip facilities (parking, showers and lockers)

Other strategies may also be included as part of a voluntary CTR program, though they are not included in the reductions estimation and thus are not incorporated in the estimated VMT reductions. These include: new employee orientation of trip reduction and alternative mode options, event promotions and publications, flexible work schedule for all employees, transit subsidies, parking cash-out or priced parking, shuttles, emergency ride home, and improved on-site amenities.