



From the movie **Men in Black III**:

Agent K. My grand daddy always said, if you got a problem that you can't solve. Pie, it's good.

Agent J: ... We've been doing smart stuff, we've been following clues, doing real police work. It might be time we do somethin' stupid.... Ah, you know what? Now I want some pie, K. I want some pie. Let's go get some dumbass pie!

The Old TDM Pie



Ingredients:

- **Vanpools**
- **Buses**
- **Shuttles**
- **T-shirts and water bottles**
- **Some interested companies**



The New TDM Pie

Filling: One part each of:

- Local TMA
 - Vanpool Vendor
 - Transit Authority
 - Parking Program
 - Shared Use Mobility
 - Bike/Pedestrian Programs
 - Commuter Benefit Provider

Crust:

- In-house resources
- Creativity
- Supportive managers
- Good communicators



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The New Ingredients - TMA

Status quo: Seems like a good idea

New: Be proactive, sell yourself

Result: Partnerships



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The New Ingredients - Vanpools

Status quo: Invite employees to a general meeting on vanpooling.

New: Target! Work with a commuter benefits provider

Result: More initial interest = More riders

- Larger critical mass
- New vanpools are formed faster
- Happier riders, less stress



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The New Ingredients - Transit

Status quo: Communication about pre-tax savings for taking transit.

New: Free Transit campaign.

Result: Richer incentives create higher levels of mode shift.



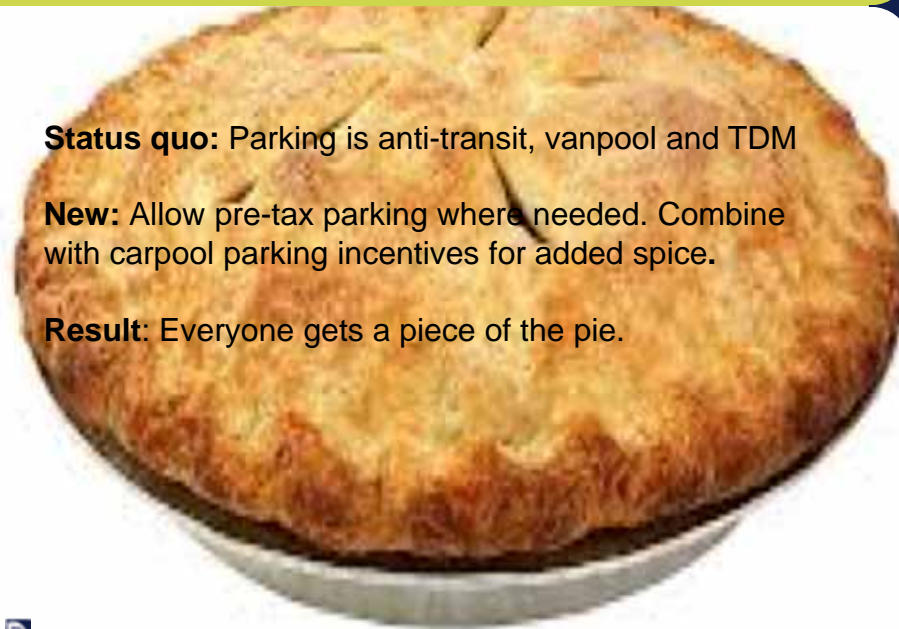
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The New Ingredients - Parking

Status quo: Parking is anti-transit, vanpool and TDM

New: Allow pre-tax parking where needed. Combine with carpool parking incentives for added spice.

Result: Everyone gets a piece of the pie.



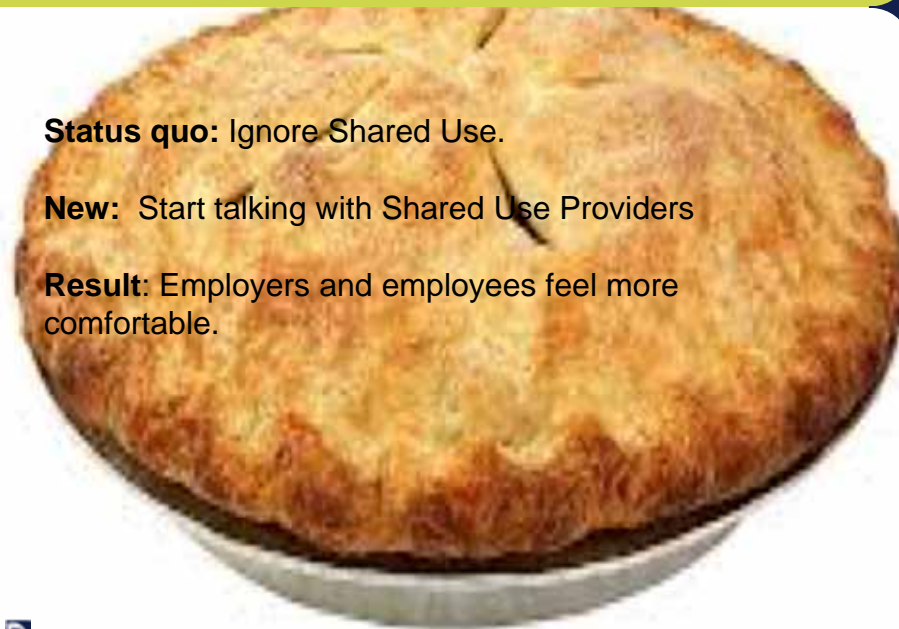
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The New Ingredients - Shared Use Mobility

Status quo: Ignore Shared Use.

New: Start talking with Shared Use Providers

Result: Employers and employees feel more comfortable.



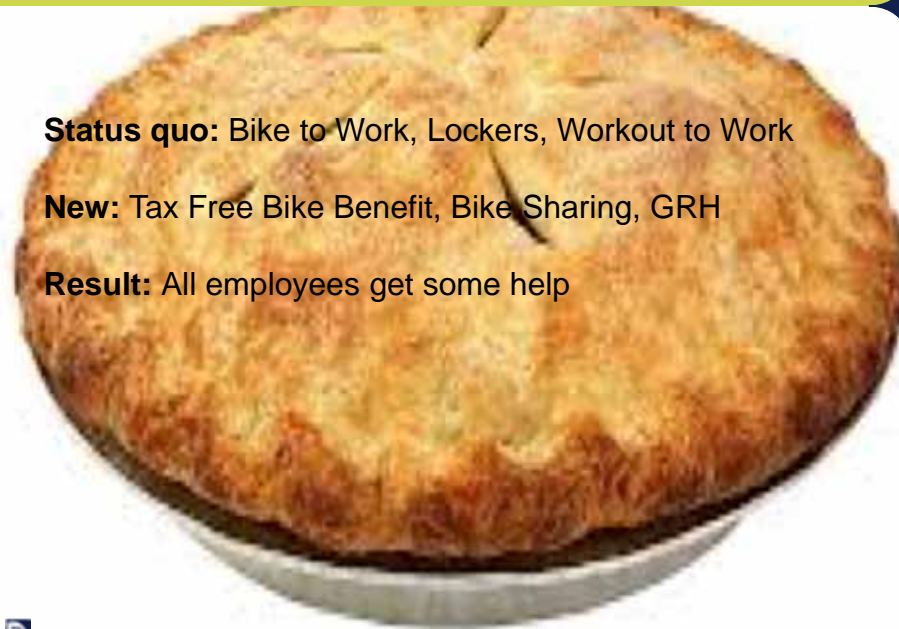
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The New Ingredients – Bike/Pedestrian

Status quo: Bike to Work, Lockers, Workout to Work

New: Tax Free Bike Benefit, Bike Sharing, GRH

Result: All employees get some help



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The New TDM Pie Crust

- **In-house resources**
- **Creativity**
- **Leverage technology**
- **Supportive managers**
- **Good communicators**



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Let's Switch Gears

How Expensive Has Commuting Become?



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The Changing Employer Landscape

NYC's 'extreme commuting' costs getting out of control

CNBC

Text Size

Published: Saturday, 9 Nov 2012 | 1:00 PM ET

By: Stephanie Landsman | Producer, CNBC's 'Fast Money'

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Getty Images

Commuters arriving at Grand Central Terminal



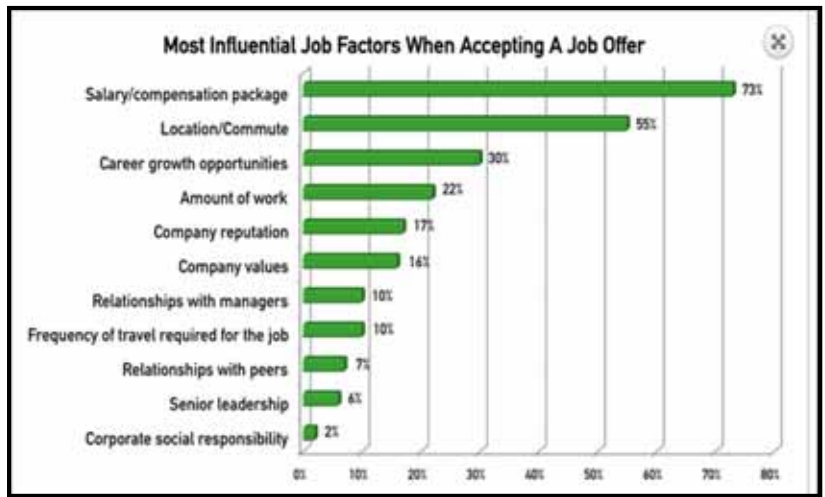
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H+T INDEX 2009 CNT'S H+T INDEX 2009 USES THE AMERICAN COMMUNITY SURVEY 2005-2009 5-YEAR ESTIMATES

Average Annual Transportation Costs for the National Typical Household
 RANKED FOR LARGE REGIONS (2005-2009 POPULATION OF 1,000,000 AND GREATER)



GlassDoor.com- Employees are looking to reduce commuting costs



Trulia, TripTrop, WalkScore



15

Long Commutes Are Also Not Healthy

YOUR RISK OF A HEART ATTACK TRIPLES.

ANNUALLY, 96,000 HEART ATTACKS IN THE U.S. ARE ATTRIBUTED TO TRAFFIC.

EVERY YEAR, TRAFFIC CAUSES YOU TO LOSE 2193 MINUTES OF SLEEP.

SHORTENING YOUR COMMUTE BY 20 MINUTES CAN SAVE YOUR LIFE.

Lower your risk of neck & back pain by 14%	Reduce your risk of obesity by 20%	Reduce your risk of a heart attack by 300%
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And in the end...



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