

MaineHealth

# Transportation Demand Management (TDM) at MMC

August 10, 2022

# Commuter Choice, Program Summary



## **Transit Incentives:**

Parking reimbursement and FREE bus service (Metro, South Portland, ShuttleBus-Zoom) for employees who commute by transit



**Carpool/Vanpool Incentives:** Parking reimbursement, cash rewards, and preferred parking



**Active Transportation Incentives:** Parking reimbursement, cash rewards



## Commuter Choice

(Formerly the "Get on Board!" program)

# TDM Annual Reporting (Internal Strategies)

Short-term Strategies (1-5 Years)	
✓	TDM Program Manager
✓	Way 2 Go Maine
□	Parking Fees (evaluate pricing)
✓	Bike Parking
✓	Data Collection and Annual Reporting
✓	Guaranteed Ride Home
Long-term Strategies (5+ Years)	
✓	Regional Collaboration
✓	Transit Partnerships
Education and Marketing Strategies	
✓	Orientation Materials
✓	Social Media
✓	TDM Booths
✓	Leverage Existing MMC Programs
✓	Branding
✓	Fairs/Seminars
✓	TDM Blitz
✓	Commuter Challenges

## KEY

- ✓ Complete
- ✓ Progress

## Travel Differently: Get Rewarded for Greener Trips

With high gas prices and the recent relaunch of [GO MAINE](#), there is no better time for MaineHealth care team members to help reduce vehicle miles traveled and meet greenhouse gas emissions goals. Individual benefits include:

- **Find Rides.** GO MAINE members have access to an interactive mobile and web app with a Trip Planner that lists travel options for any route in Maine. The Trip Planner provides details on carpools, vanpools, local transit, mass transit, Park & Ride options, designated bicycle routes, and more.
- **Record Your Trips and Get Rewards.** Whether you're already reducing your travel or want to get started, get rewarded for your efforts by earning reward points that add up to money-saving offers from local and national businesses, stores and restaurants. You can even enter monthly gift card drawings.
- **Emergency Ride Home.** GO MAINE's Emergency Ride Home program covers the cost of a ride home for participating members, providing important peace of mind if you must work unscheduled overtime or deal with a qualified emergency.
- **Save Money.** Using any of GO MAINE's numerous options rather than traveling by single occupancy vehicle saves you money.
- **Feel Good.** You can contribute to the State's efforts to meet our emissions reduction goals. When GO MAINE members record trips, you can track your immediate impact by reducing vehicle miles traveled, gasoline consumption, and CO2 emissions.

GO MAINE is free and easy. You'll get 1,000 reward points just for signing up. Sign up for [GO MAINE](#) today!

*Source: MHNews June, 2022*

# TDM Annual Report (2021)

Category	Strategy	Measure of Success			
		Highly Effective	Moderately effective	Less/Not effective	N/A – not this year
Site-level multi-modal infrastructure and operations investment strategies	Enhanced a nearby transit stop(s)				
	Contributed financially to transit operations				
	Added bicycle parking				
	Operated remote parking & shuttle				
	Supported a bike share program				
	Supported a carpool/vanpool program				

New TDM reporting format from the City starting 2022, all reports now due by mid-May

# TDM Annual Report (2021)

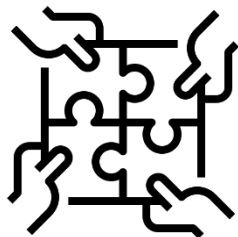
Category	Strategy	Measure of Success			
		Highly Effective	Moderately effective	Less/Not effective	N/A – not this year
Site-level TDM incentives & subsidies	Free (to the rider) transit passes				
	Reduced fare transit passes				
	Preferential parking for carpool/vanpool				
	Guaranteed ride home (Taxi/Uber/Lyft)				
	Flexible work schedule (start/end work outside of peak travel times)				
	Remote work/remote school				
	Parking cash-out				
	Charging for parking				

# TDM Annual Report (2021)

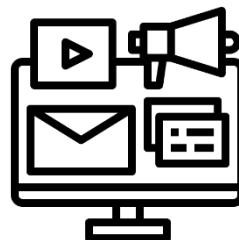
Category	Strategy	Measure of Success			
		Highly Effective	Moderately effective	Less/Not effective	N/A – not this year
Site-level Information-sharing & Education Strategies					
	TDM Program bulletin board (e.g. with posted bus schedules, carpooling info)				
	TDM webpage highlighting multimodal ways to get to your site				
	Real-time electronic display of bus arrival/departure time and/or TDM info				
	TDM program newsletters/e-mails				
	Coordinated TDM marketing ) e.g. employee recognition, competitions, etc.)				

# TDM Annual Report: Program Strengths & Challenges

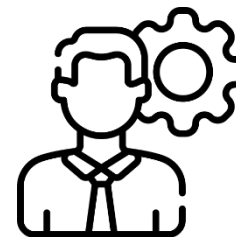
## Strengths



Transit Partnerships



Employee Orientation  
and Marketing



TDM Program Manager

## Challenges

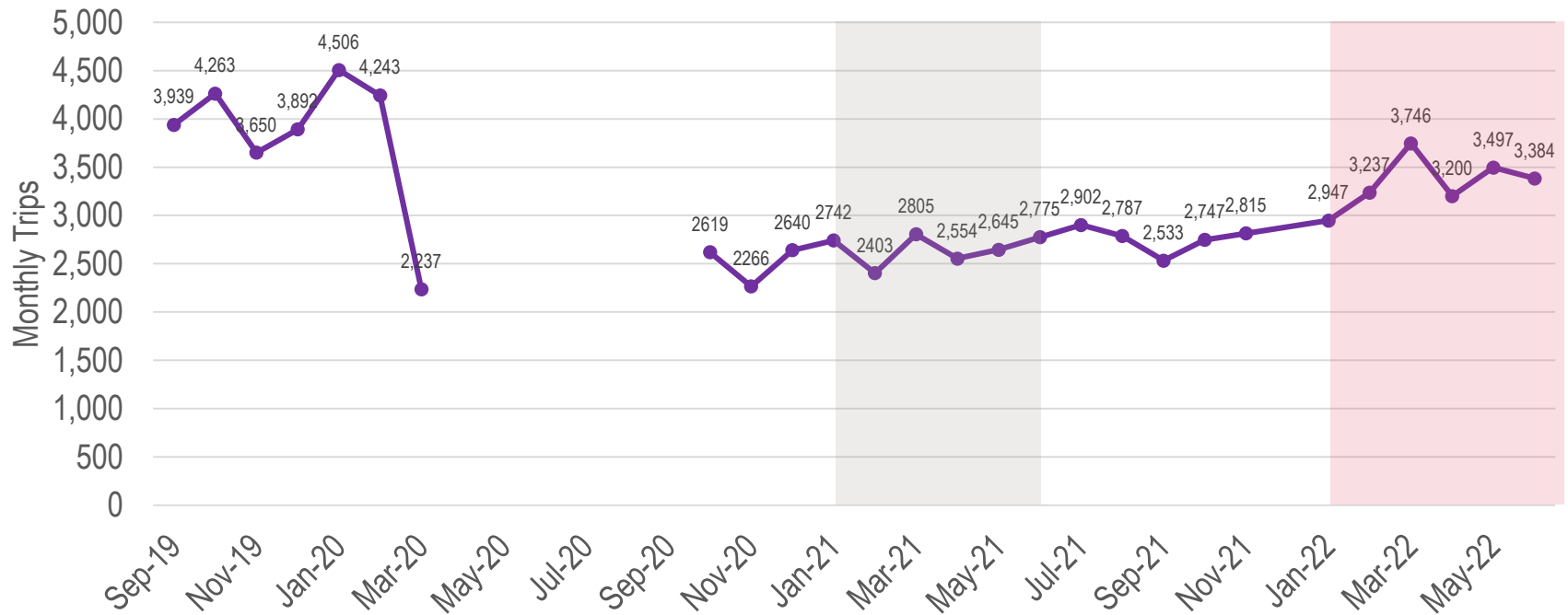


Lack of reliable Data



Lack of direct routes on  
Public Transit

# Bus Ridership (2019-2022)

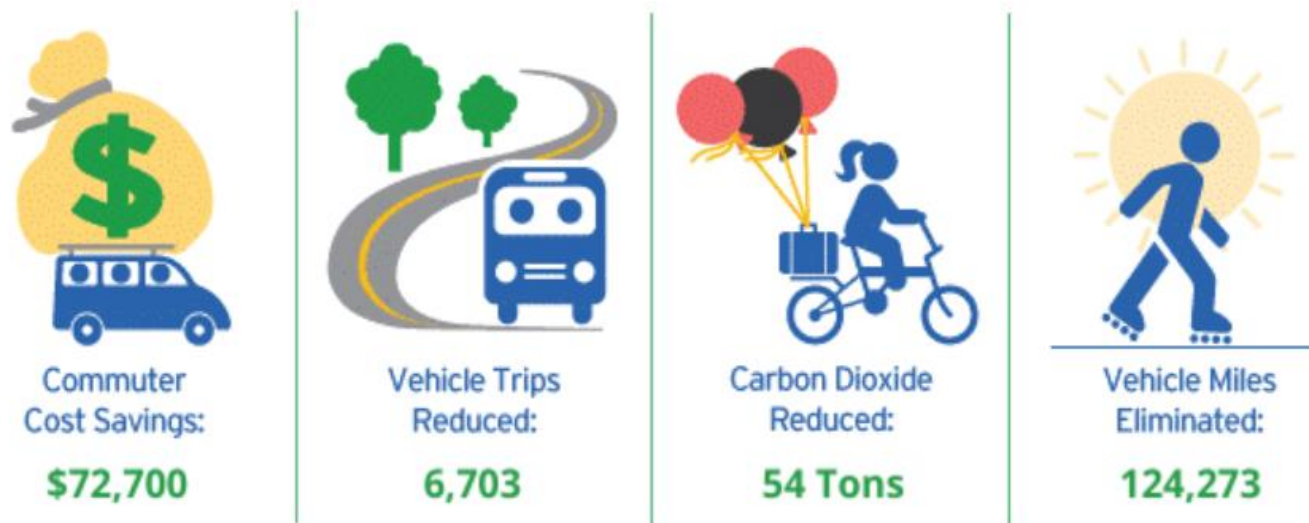


Average Transit Ridership increased by 25% from Jan-June 2022, compared to the same period in 2021.



# Care Team Engagement: Results for 2022 Way 2 GO MAINE

The first 2022 Way 2 GO MAINE Commuter Challenge ran from May 1-31st and is a friendly competition between individuals and workplaces across the state to see how many folks can walk, bike, carpool or vanpool, take the bus or train, or work from home.



MMC won the **Way 2 GO MAINE Team Spirit award** in 2022 (most participants of any organization)!

# Thank You