



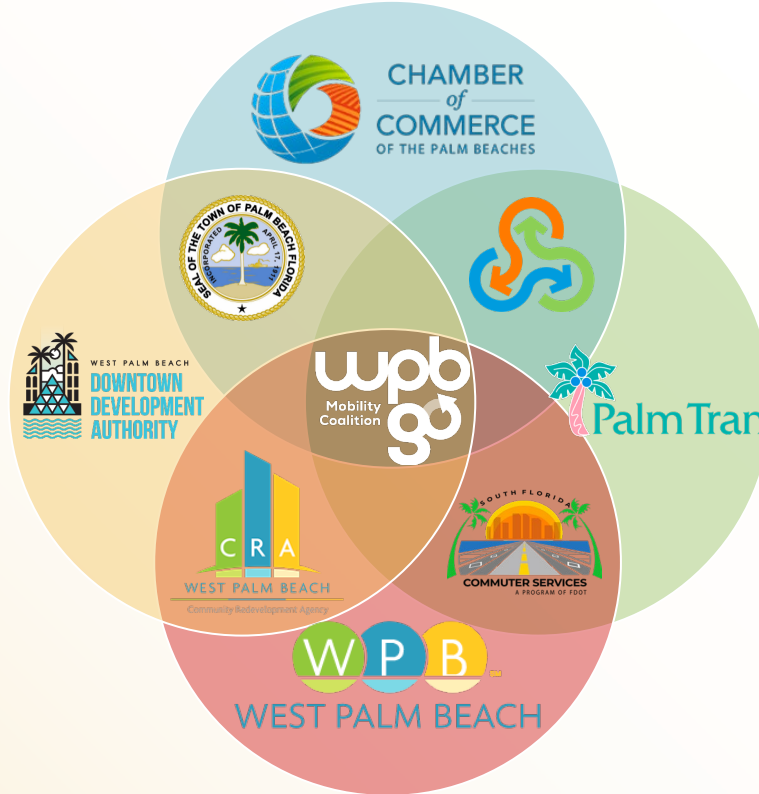
# Palm Beach TPA Citizens Advisory Committee

September 4, 2024



# Who We Are | Funders' Roundtable

Critical mobility stakeholders working together for the common good



# TMA's ... TDM ... WTHeck?

Cost effectively working together to make the system we have more efficient



## Transportation Management Association

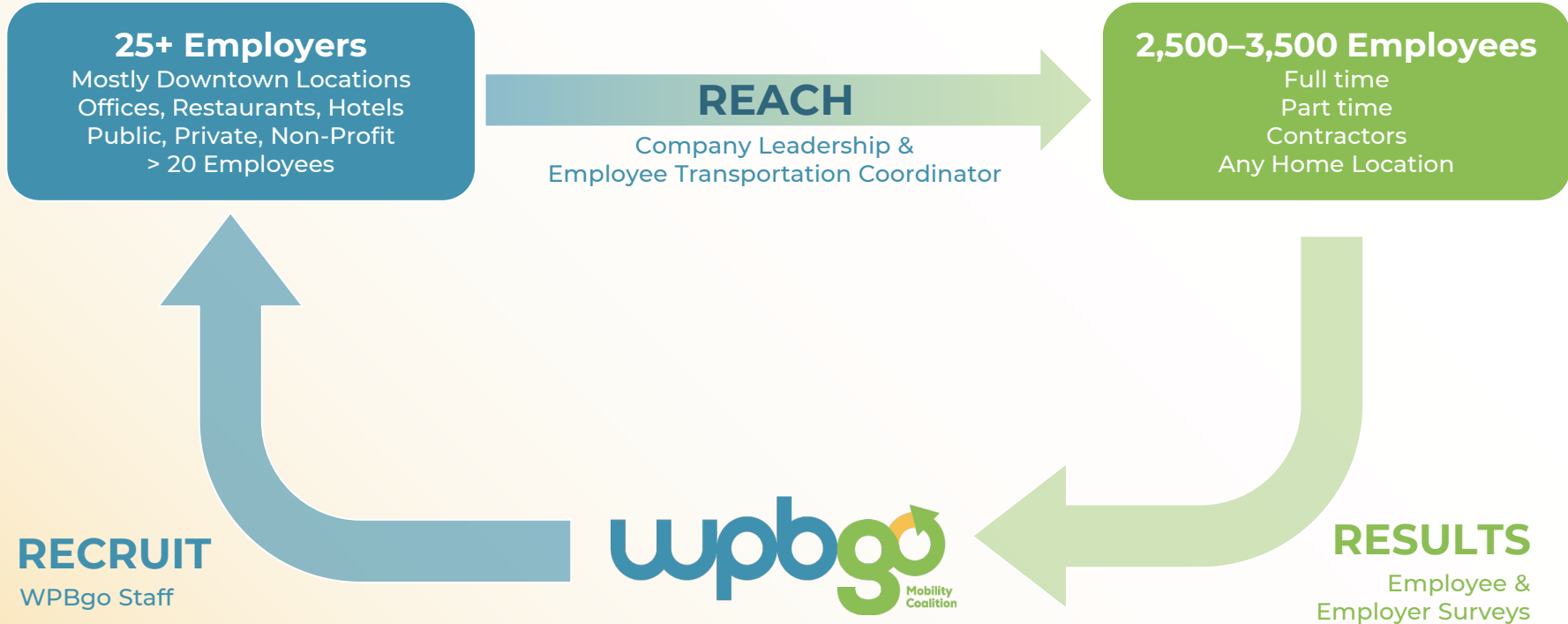
“An organization which helps solve transportation problems by encouraging businesses and governments to implement ridesharing and demand management strategies.” – *Title XXVI 341.031 Florida Statutes*

## Transportation Demand Management

“Techniques that can be used to increase the efficiency of existing transportation systems by influencing demand on the systems and by reducing the number of automobile trips during peak hours of highway use.” – *Title XXVI 341.031 Florida Statutes*

# Workplace Mobility Initiative

Our pilot to test TDM incentives effectiveness



# Workplace Mobility Initiative: Goals



**Normalize** Employer  
Engagement on Mobility

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**Education &  
Distribution** of Benefits










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**Measure** Performance

Encourage  
**Ongoing Investment**

# Program Benefits (Pilot Mobility Wallet)



PLANNED MOBILITY INCENTIVES	SAVINGS	BUDGET
 <b>Free Monthly Ride Pass</b>	<b>\$70 total</b> <small>PER EMPLOYEE 3-MONTH DURATION</small>	<b>\$20,000</b>
 <b>Free Monthly Ride Pass</b>	<b>\$25 / month</b> <small>PER EMPLOYEE 3-MONTH DURATION</small>	<b>TBD</b>
 <b>Free Monthly Ride Pass</b>	<b>\$110 total</b> <small>PER EMPLOYEE ONE MONTH NEW RIDERS</small>	<b>\$50,000</b>
 <b>Free Enrollment Vanpool Pilot</b>	<b>\$150 / month</b> <small>PER EMPLOYEE THREE MONTHS</small>	<b>\$50,000</b>
 <b>Free Emergency Rides Home (6/yr)</b>	<b>UP TO 6 rides / year</b> <small>PER QUALIFIED EMPLOYEE</small>	<b>N/A</b>
 <b>Discounts on Uber/Taxi to</b> 	<b>\$180 / month</b> <small>PER EMPLOYEE</small>	<b>N/A</b>
  <b>Eligibility for E-bike Lottery</b>	<b>Up to \$800</b> <small>PER EMPLOYEE</small>	<b>\$50,000*</b>

**Over \$600**  
 In potential monthly savings

# Workplace Mobility Initiative



Level of  
Employer  
Commitment

Benefits  
Utilization  
Rate

Survey  
Completion  
Rate

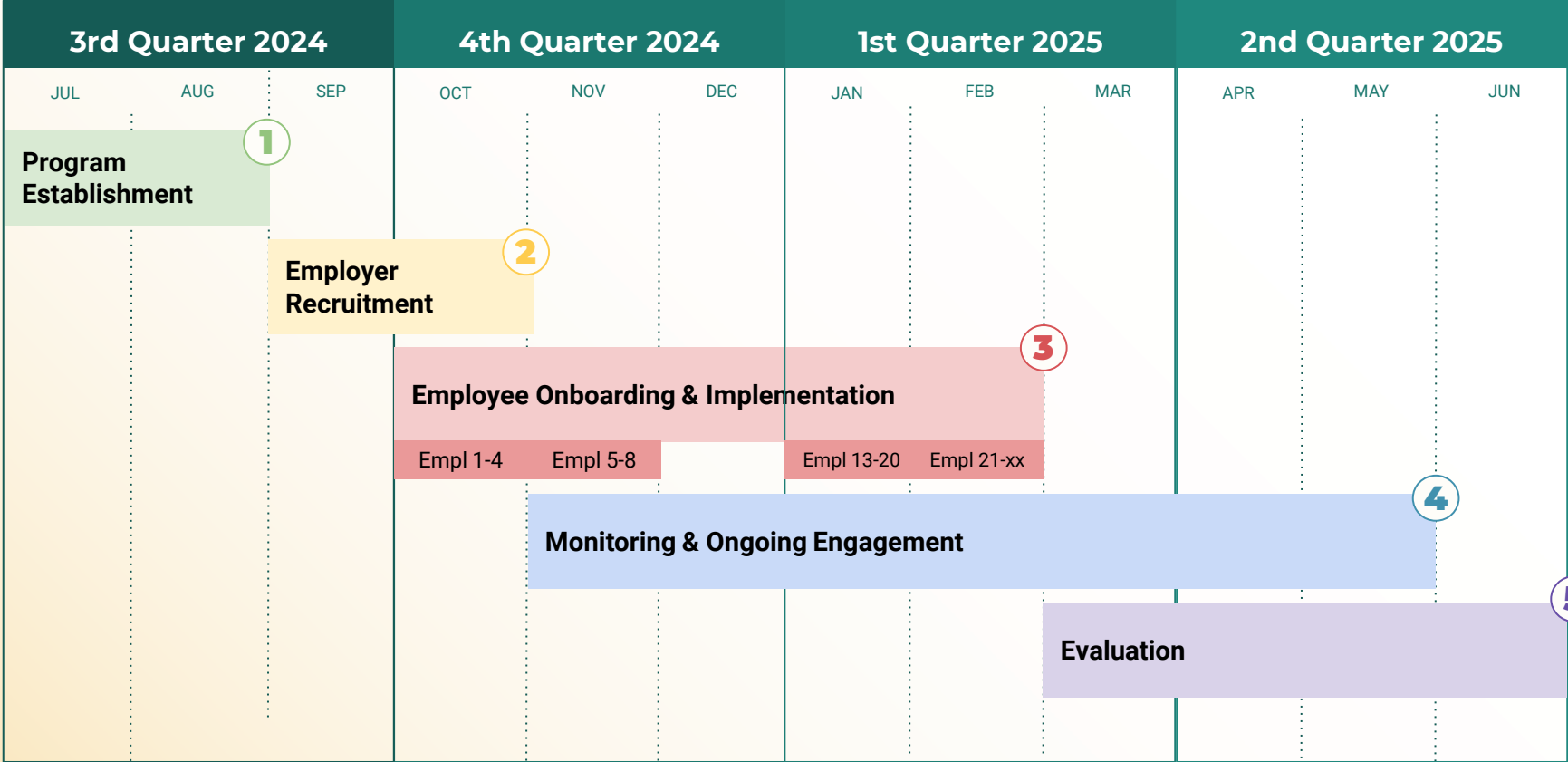
## Measures of Effectiveness

Level of  
Enduring  
Behavior  
Change

Permanent  
Mobility  
Benefits  
Adoption Rate

# of Employer  
Product  
Offerings from  
Agencies

# Workplace Mobility Initiative: Timeline

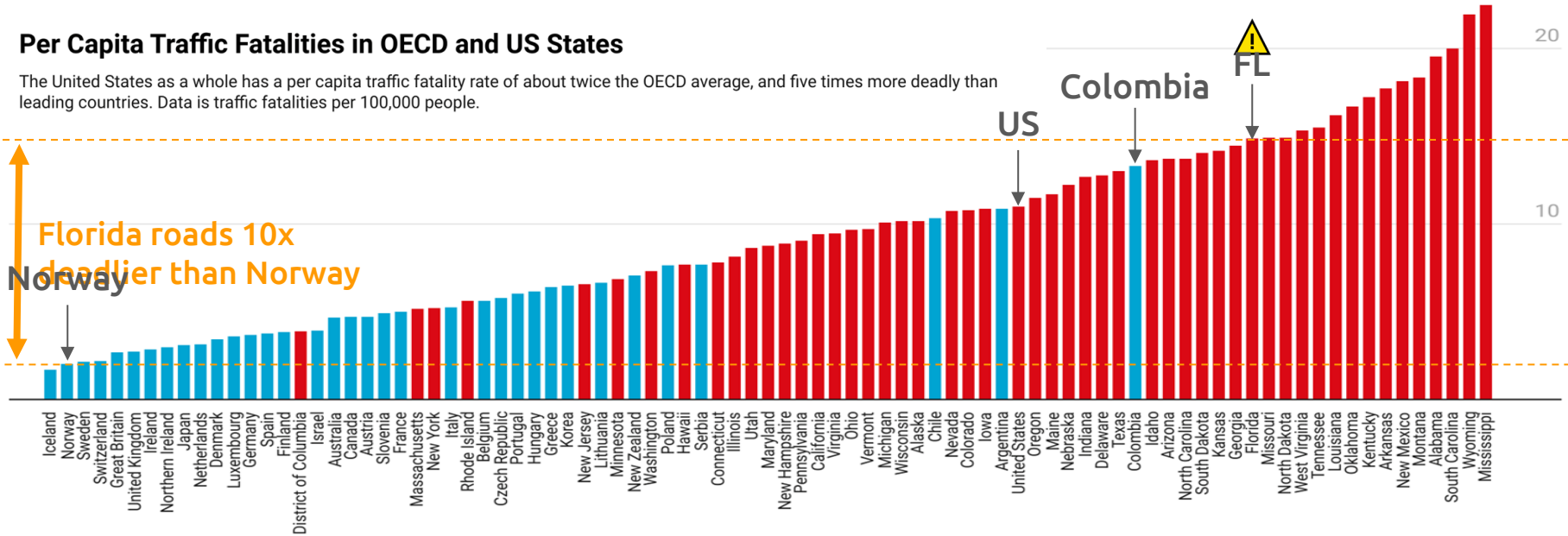




# Environmental Determinants of Health

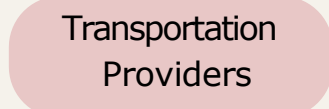
## Per Capita Traffic Fatalities in OECD and US States

The United States as a whole has a per capita traffic fatality rate of about twice the OECD average, and five times more deadly than leading countries. Data is traffic fatalities per 100,000 people.



“Compared with automobile travel, intercity and commuter passengers have about **1/20<sup>th</sup>**, urban rail passengers about **1/30<sup>th</sup>**, and bus passengers about **1/60<sup>th</sup>** the fatality rate per 100 million passenger-miles”

— “Safer Than You Think! Revising the Transit Safety Narrative,” 9 May 2023, Todd Litman, Victoria Transport Policy Institute



SFCS



Traveling  
Public



TRB (2010)

Outdated notions that treat TDM as a collection of vaguely related initiatives are constraining the true potential of TDM... TDM is far more effective when it is framed as a philosophical approach...



Jonathan Hopkins



Jeremy Mullings

