



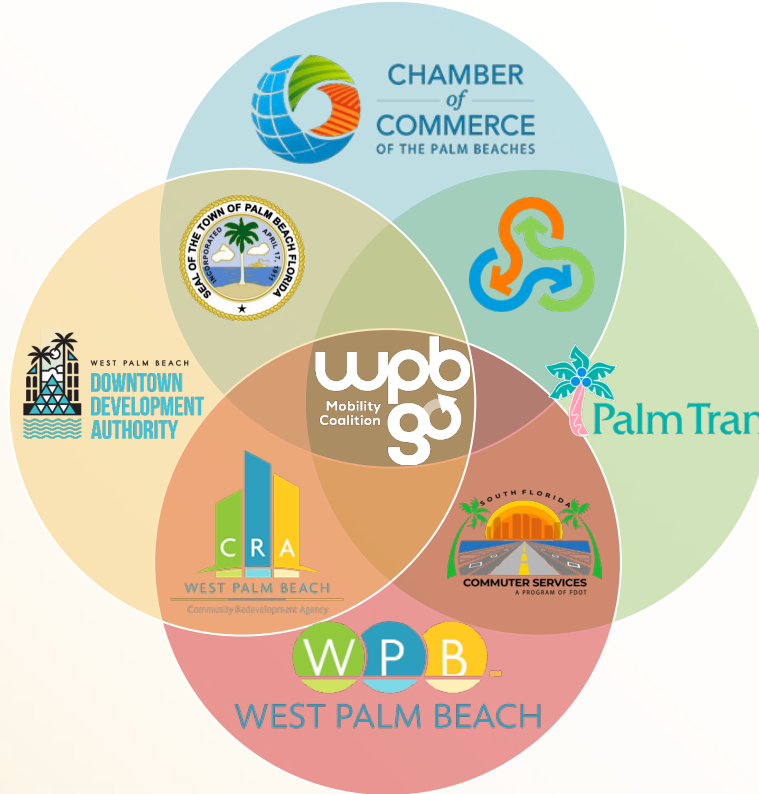
Palm Beach TPA Vision Zero Action Committee

September 5, 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

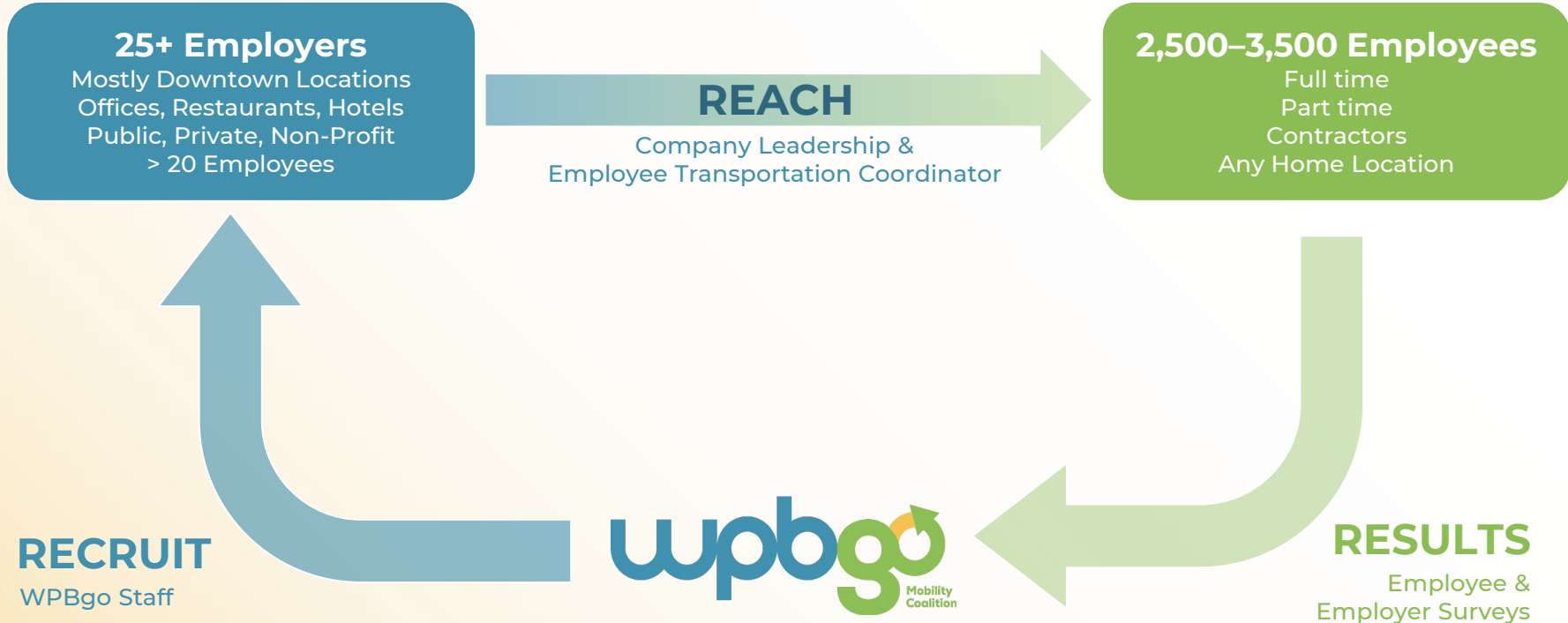
“An organization which helps solve transportation problems by encouraging businesses and governments to implement ridesharing and demand management strategies.” – *Title XXVI 341.031 Florida Statutes*

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










**Education &
Distribution** of Benefits

Measure Performance

Encourage
Ongoing Investment

Program Benefits (Pilot Mobility Wallet)



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

Over \$600
 In potential monthly savings

Workplace Mobility Initiative



Level of
Employer
Commitment

Benefits
Utilization
Rate

Survey
Completion
Rate

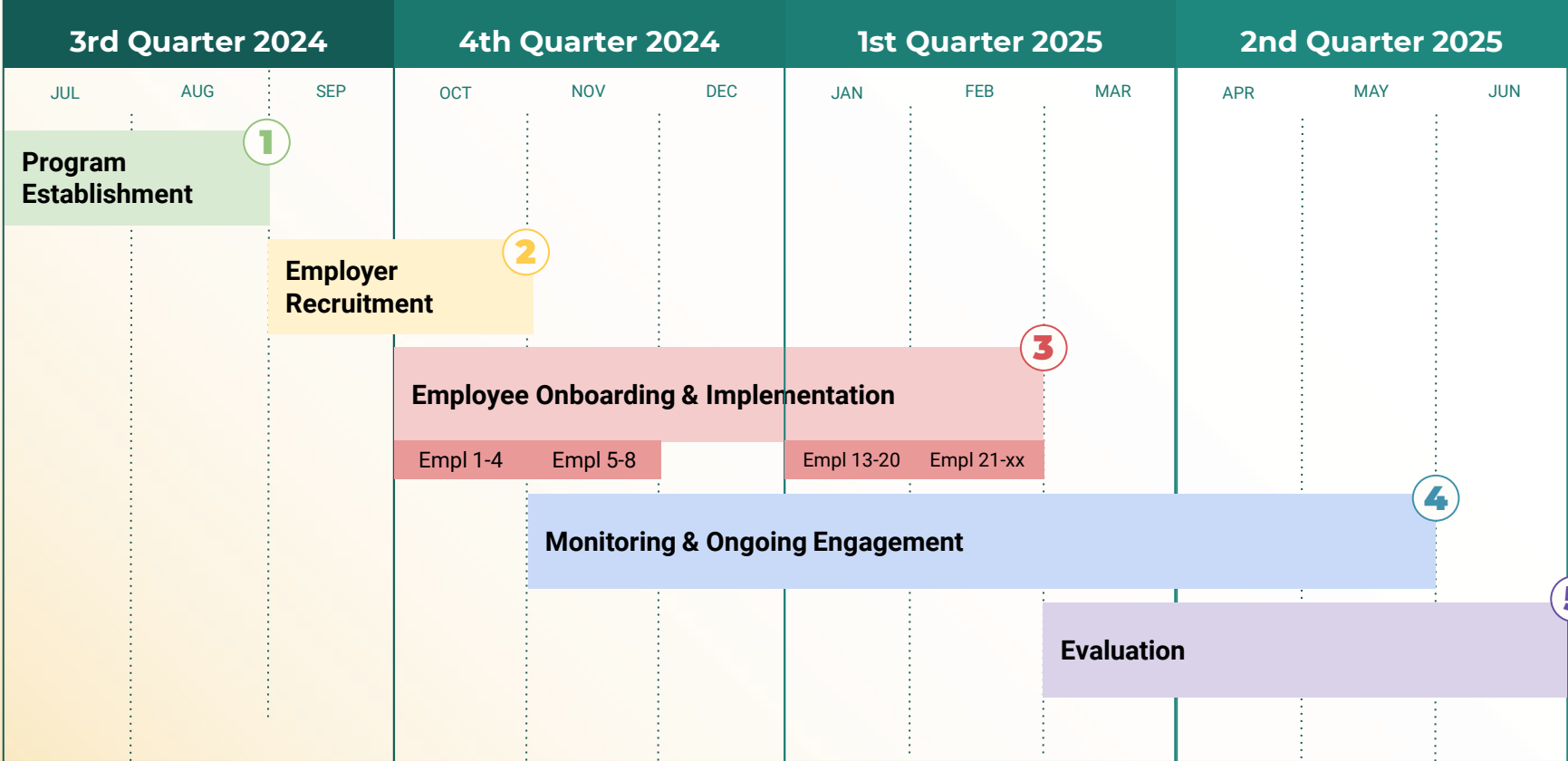
Measures of Effectiveness

Level of
Enduring
Behavior
Change

Permanent
Mobility
Benefits
Adoption Rate

of Employer
Product
Offerings from
Agencies

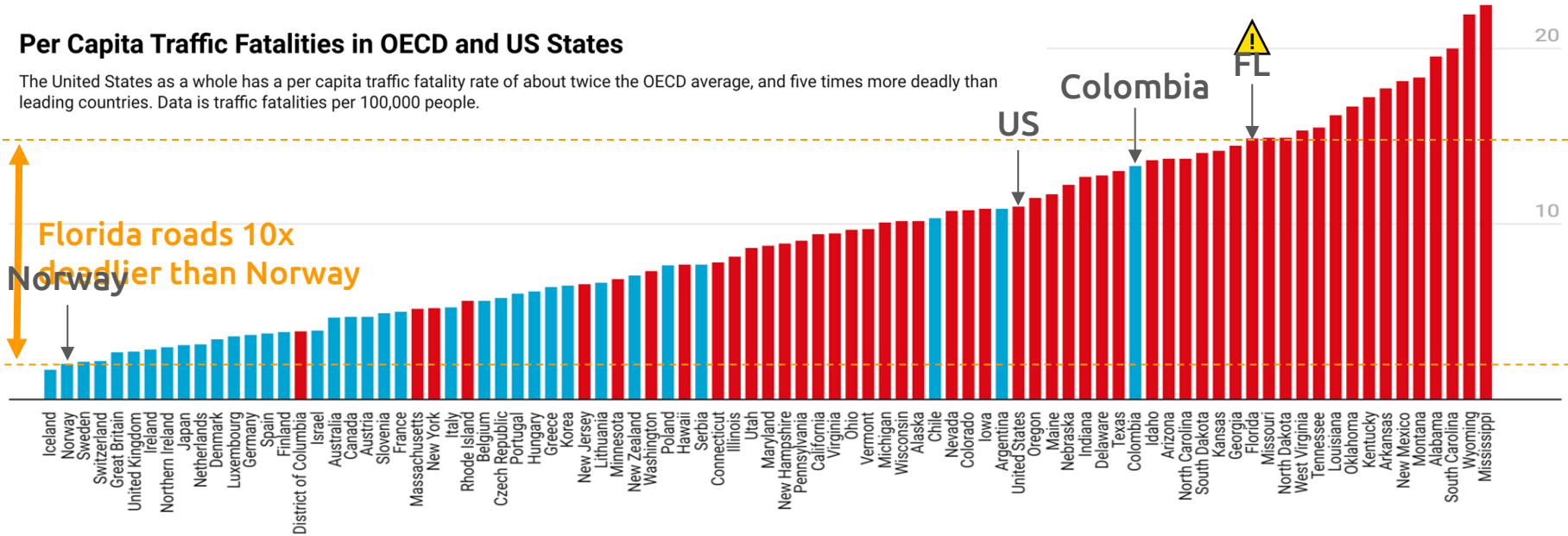
Workplace Mobility Initiative: Timeline



Environmental Determinants of Health

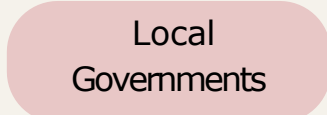
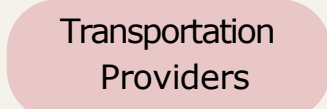
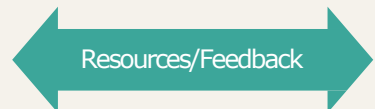
Per Capita Traffic Fatalities in OECD and US States

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 **1/20th**, urban rail passengers about **1/30th**, and bus passengers about **1/60th** 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



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

