

REDUCED PARKING INCENTIVES EVALUATION MATRIX

Impact	Strategy	Description	Performance Measure
Trip Reduction Support Activity:			
TIER I STRATEGIES	On-Site Services	Company provide onsite services i.e. Daycare, Cafeteria, ATM	* Number of on-site services provided * Average number of employees utilizing on-site services
	Guaranteed Ride Home Service	An occasional subsidized ride home for commuters who use alternative modes	* Number of employees registered for the guaranteed ride home program * Number emergency rides provided
	Preferential Parking	Reserved parking spot to incentivize carpooling, vanpooling, and carsharing	* Number preferential parking spots available * Average use of preferential parking spots
	TDM Promotional Activities	Information and encouragement programs to promote TMD	* Describe marketing activities
Infrastructure to reduce parking demand:			
TIER II STRATEGIES	Company Vehicles	Company provided vehicles or bicycles for work related trips	* Number of company vehicles available * Average use of vehicles
	Ride Matching Service	Encourage companywide carpooling and vanpool matching	* Number of matches accomplished by ride matching service
	Car Share Subsidy	Vehicle rental service that provide alternative to using personal vehicle	* Number of employees utilizing car share subsidy
	Shower and Locker Facilities	Provide support for walking and cycling commutes	* Average use of shower and locker facilities
	Bike Share	Automated bicycle rental stations designed to support short urban trips	* Average use of bike share facilities

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Moderate potential to reduce parking demand:

TIER III STRATEGIES	Alternative Work Schedules	Telework, compressed, or flexible work schedules allowing employees to work longer hours in fewer days	* Number of employees working an alternative work schedule * Average number of work day trip avoided
	Alternative Commute Incentive Program	Creative ways of incentivizing customer trip reduction (example-customer discounts)	* Amount of participation in commuter incentive programs
	Additional Bike and 2-wheel vehicle Parking	On-site facilities for people to safely store bicycles, scooters, motorcycles	* Average use of additional parking

High potential to reduce parking demand:

TIER IV STRATEGIES	Parking Cash-Out	Cash incentive for employee giving up parking spots	* Number of employees receiving parking cash-out subsidies
	Bus Pass Subsidy	Company provided transit passes to encourage employee alternative commute	* Number of employees receiving bus pass subsidy * Average number of work day trip avoided
	Train Subsidy	Company provided train passes to encourage employee alternative commute	* Number of employees working an alternative work schedule * Average number of work day trip avoided
	Vanpool Subsidy	Company provided vanpool passes to encourage employee alternative commute	* Number of employees receiving vanpool subsidy * Average number of work day trip avoided
	Carpool Subsidy	Company provided carpool passes to encourage employee alternative commute	* Number of employees receiving Carpool subsidy * Average number of work day trip avoided
	Unbundled Parking	Renting or selling parking facilities separately from building space	* Number of unoccupied parking spots previously issued to employees