







# SUGGESTED TDM STRATEGIES

Not sure what strategies will help you achieve your TDM goals? goDCgo has compiled a list of TDM practices below to get your started. Visit our [website](#) or [schedule a meeting](#) with our Employer Services team for additional information and customized assistance.

## General Strategies

	Implement <a href="#">pre-tax benefits</a> or a <a href="#">transit subsidy</a> .	EASY
	Host/sponsor an alternative commute day (e.g. Bike to Work Day).	EASY
	Host a transportation fair (e.g. Sustainable Commuting and Benefits tables at an employee benefits fair).	EASY
	Become a <a href="#">Commuter Connections</a> member or conduct employee zip code matching to provide ridesharing opportunities.	MEDIUM
	Supplement/promote the <a href="#">Guaranteed Ride Home</a> program.	EASY
	Designate an <a href="#">Employee Transportation Coordinator (ETC)</a> or <a href="#">School Transportation Coordinator (STC)</a> who promotes alternative commute programs, provides sustainable transportation information to staff, and works with goDCgo.	EASY

## Information Strategies

★ LOW IMPACT	Distribute sustainable commute info to employees via email, newsletters, open enrollment, etc.	EASY
★ LOW IMPACT	Post sustainable commute information, on employee bulletin boards, intranet sites, newsletter, or e-mail. You can order DC Maps and Guides from goDCgo and WMATA and sign-up for our <a href="#">Employer Newsletter</a> to stay up-to-date on transportation information and options	EASY
★ LOW IMPACT	Install permanent display case or brochure holders. Order brochures, maps, and guides from <a href="#">WMATA</a> and goDCgo.	EASY
★★ MEDIUM IMPACT	Install electronic screens, RT transit display, other mode availability/information. Find transit display vendors <a href="#">here</a> .	HARD

## Bike Strategies

★★★ HIGH IMPACT	Install bike cages, lockers, or bike storage room. Find vendors <a href="#">here</a> .	HARD
★★ MEDIUM IMPACT	Install bicycle racks (indoor or outdoor). Find vendors <a href="#">here</a> .	MEDIUM
★★ MEDIUM IMPACT	Offer shower facilities in the building or at a gym nearby the office. Providing shower access can encourage sustainable travel options such as biking and walking.	MEDIUM
★★ MEDIUM IMPACT	Install shower facilities on-site.	HARD
★★ MEDIUM IMPACT	Enroll in the <a href="#">Capital Bikeshare Corporate Membership Program</a> (1-20% participation).	MEDIUM
★★★ HIGH IMPACT	Enroll in the <a href="#">Capital Bikeshare Corporate Membership Program</a> (>20% participation).	HARD
★★★ HIGH IMPACT	Implement a <a href="#">bike</a> /walk benefit.	MEDIUM
★★ MEDIUM IMPACT	Provide/implement a shared mobility incentive (e-bike, e-scooter).	HARD
★★ MEDIUM IMPACT	Offer a comprehensive <a href="#">bicycle/walking program</a> (showers, indoor bike storage, outdoor bike storage, lockers, financial incentives, outlets for charging ebikes).	HARD

## Alternative Commute Strategies

★★ MEDIUM IMPACT	Implement flex-time or a staggered work schedule. Staggered shifts reduce peak-hour traffic congestion and can ease the pressure on public transit during rush hour.	MEDIUM
★★ MEDIUM IMPACT	Implement a compressed workweek for employees (1-20% participation). <a href="#">Meet with us</a> to learn more about how to implement an alternative work schedule.	MEDIUM
★★★ HIGH IMPACT	Implement a compressed workweek for employees (>21% participation). <a href="#">Meet with us</a> to learn more about how to increase participation.	HARD
★★ MEDIUM IMPACT	Implement a formal telework or hybrid program (1-20% participation).	EASY
★★★ HIGH IMPACT	Implement a formal telework or hybrid program (>21% participation).	MEDIUM

## Parking and Carpool Strategies

★★ MEDIUM IMPACT	Provide preferential or guaranteed parking for carpools/vanpools.	MEDIUM
★★★ HIGH IMPACT	Implement a carpool incentive.	HARD
★★★ HIGH IMPACT	Implement a transit/vanpool benefit.	MEDIUM
★★★ HIGH IMPACT	Implement a daily or monthly parking fee. The most effective way to reduce the amount of people driving to work is to charge for parking! (Medium) (High Impact)	MEDIUM
★★★ HIGH IMPACT	Provide free or significantly discounted parking for carpools and vanpools.	MEDIUM
★★ MEDIUM IMPACT	Facilitate car/vanpool formation meetings. You can utilize <a href="#">Commuter Connections'</a> rideshare matching database to help your employees find carpools that work for them. The Guaranteed Ride Home program can help ease car/vanpool riders' concerns about ridesharing.	MEDIUM
★★★ HIGH IMPACT	Offer an employee shuttle to transit stations. Find shuttle options <a href="#">here</a> .	HARD
★★★ HIGH IMPACT	Offer company vanpools for employees' commutes to work. Find vanpool options <a href="#">here</a> .	HARD
★★★ HIGH IMPACT	Implement a <a href="#">parking cashout</a> program, where your employees can forego their parking space for alternative transportation benefits or cash value.	HARD

## Residential and School-Specific Strategies

★★ MEDIUM IMPACT	Provide electric car charging stations for at least two vehicles. Find vendors <a href="#">here</a> .	HARD
★★★ HIGH IMPACT	Provide a transit benefit or preloaded SmarTrip® card to all residents.	MEDIUM

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