



County of Fairfax, Virginia

TRANSPORTATION SERVICES GROUP

TAC Presentation

May 17, 2011

Outreach & TDM

Employer Services - Glenn Hiner, FCDOT

Community Residential - Marcus Moore, FCDOT



Employer Services Program

Glenn Hiner - FCDOT



“TDM” Defined

TRANSPORTATION DEMAND MANAGEMENT (TDM):
Actions taken to reduce single occupant vehicle automobile trips or actions taken to manage or reduce overall transportation demand in a particular area.



About us

- Marketing and Implementation of TDM programs that reduce congestion and help protect the environment.
- Free programs that help Businesses and Organizations reduce costs and improve employee retention/recruitment efforts.
- Save Employees time and money.



Fy 11 Highlights

- *“Best Workplaces for Commuters”* 10 major Fairfax County Employers awarded in front of the BOS.
- BRAC = Large Scale workshops and outreach; over 3,000 commuters assisted.
- Working with over 200 employers with strong trip reduction programs in place.
- Over 300 new employers contacted in Fy 11.



Partners

- Transportation Management Associations (TMA's);
DATA, TAGS, TyTran & LINK
- Member Commuter Connections' Network (MWCOCG)
- VDOT and DRPT.
- Regional Transit and Vanpool Providers.
- Best Workplaces for Commuters, NuRide.
- VDOT Mega Projects Outreach Teams.
- BRAC (NGA, Ft. Belvoir, DHHQ) TDM Coordinators.
- FCEDA and Local Chambers.



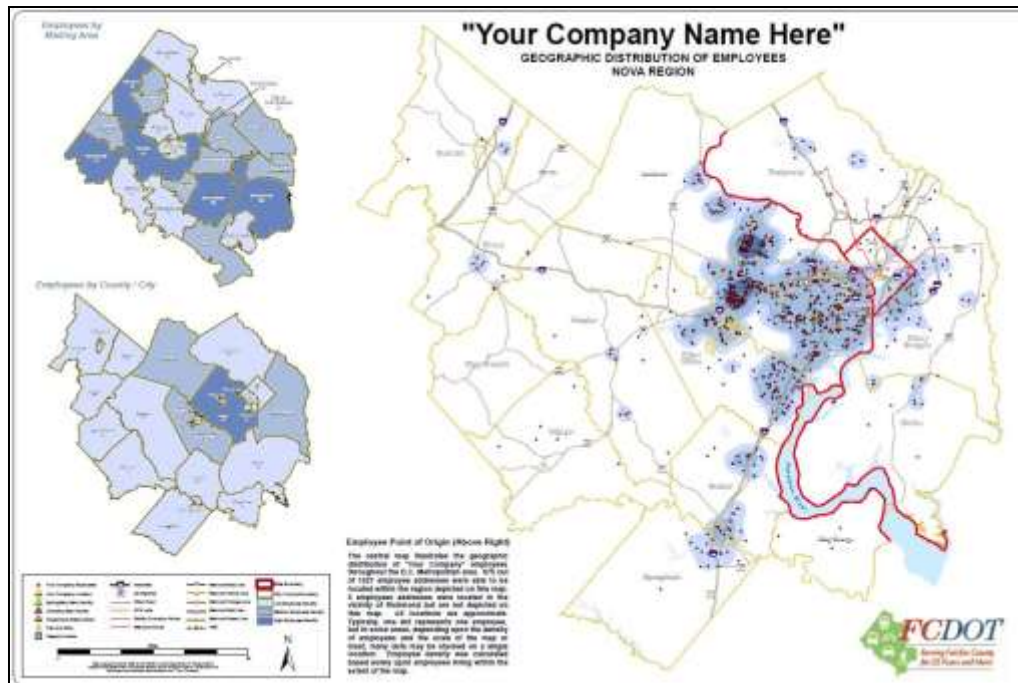
Incentives

- \$ 50 Per Seat (Tysons), Van Start / Van Save Programs
- Telework!VA \$35,000, \$50,000 (Tysons)
- Metro Match Program (\$230.00 Transit Benefit)
- Bike Match Program (New 2011)



Density Plots

- Bus and Rail routing
- Identify employee clusters for Car- & Vanpool Matching





Future... 2012 and Beyond

- Add “*Best Workplaces for Commuters*” Employers
- Promote new Virginia \$50,000 Telework Tax Break
- Social Media - Facebook, Twitter & YouTube



Next Presentation...

Community Residential Program

Marcus Moore - FCDOT



About CRP

The Community Residential Program partners with residential developments, multi-family complexes, and associations to promote the use of alternative modes of transportation to include public transit, carpool / vanpool.



Benefits

- Increase residents' knowledge of transit and transportation options available in the community
- Help reduce costs and stress related to commuting



Steps...

- Assessment or Site visit
- Residential Transportation Survey
- Planning & Implementation



Community Residential Program Outreach

- Over 300 Communities in our Database
- New On-line Commuter Surveys
- Bulk Distribution of Fairfax Connector Timetables
- Residential & Community Transportation Fairs



2011 Highlights

- New Outreach pamphlet - Produced and Distributed
- “One Less Car” Program



Thank You



For more information please call
The Fairfax County Department of Transportation
Employer Services or the
Community Residential Program
at **(703) 877-5604**
Or visit www.fairfaxcounty.gov/fcdot