

Get on Board! Transportation Demand Management (TDM) Plan Updates, July 2018

**Additions/revisions shown in red text*

- Introduction
- Context
 - Data Collection – MMC exploring various commute management platforms (e.g. Luum and Rideamigos)
- Current Travel Behavior
- TDM Strategies
 - Current TDM Program Elements
 - Bike rack inventory in July/August 2018
 - Shower facilities available across campus
 - Parking cash out – exploring opportunities to automate process (e.g. through a commute management platform)
 - Electric vehicle (EV) charging for staff and visitors
 - Enhanced TDM Program Elements
 - Active Transportation (previously titled “Biking”)
 - Commuter challenges (e.g. Bike Month Challenge) with incentives, such as gift cards from business/corporate sponsors
 - Bicycle Benefits memberships for bike commuters
 - Coordination on bike share with Samantha Herr and an evaluation of MMC bike share for those traveling between MaineHealth and MMC’s main campus
 - Public Transportation (previously titled “Mass Transit”)
 - MMC appointed to GPCOG/PACTS Transit Committee
- New TDM Program Elements
 - 100% METRO reimbursement (up from 40%)
 - Regional Connections – preliminary TMA discussion with Portland Chamber
- Education and Marketing Strategies
 - Revamped orientation marketing materials
 - Get on Board booth (outside hospital)
 - Leverage other MMC employee programs, like “Work on Wellness” (WOW!) and “Moment to Shine”
 - Commuter challenges, like “Bike Month” with rewards
- Comprehensive Data and Goal Monitoring
 - Employee Surveys – exploring commute management platforms to help encourage, track, and incentivize alternative commutes