

TDM and Parking Strategy Development



In 2004, Genentech hired Nelson\Nygaard to develop a Transportation Demand Management (TDM) and parking strategy for its South San Francisco campus. Genentech's recent market success has driven employee headcounts up sharply. Already a regional leader in promoting alternative commute options, Genentech was looking to more aggressive strategies to reduce Single Occupancy Vehicle commuting to its campus.

During the first phase of the project Nelson\Nygaard developed a detailed TDM and campus shuttle restructuring plan. Five TDM and transit options were developed ranging from a do-nothing alternative to an extremely aggressive program that includes a parking cash-out program and new express bus services from high density employee residential locations in the Bay Area. Nelson\Nygaard used an internal parking demand model to quantify the parking demand reduction impacts of each TDM/transit alternative and to determine construction cost impacts to the company.

In 2006, Genentech management elected to move forward with the most aggressive strategy, which will decrease 10-year parking demand by over 20%, significantly reducing land and parking development costs for the company. New and improved transit and shuttle services were launched in summer and fall of 2006. Mode split surveys show that these activities and new

marketing material increased transit ridership by 106%, from a 6.5% to a 13.4% mode share, between February 2006 and April 2008.

The parking cash-out program was launched in November 2006. All employees who commute to work by other means than driving alone receive a \$4 subsidy per day, either as a tax-free transit or vanpool incentive or as a taxable amount in the paycheck if walking, biking, or carpooling to work. Just two weeks after the launch, more than a quarter of the employee population had signed up for the program.

Project Duration: 2004–ongoing

Total Budget: \$300,000

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