

# GreenTRIP

## TRAFFIC REDUCTION STRATEGIES TIPS FOR SUCCESSFUL TRANSIT PASS IMPLEMENTATION



TRAFFIC REDUCTION + INNOVATIVE PARKING



Peninsula Station, San Mateo



“I’m living car-free in San Mateo and saving \$3,000 a year by using my free Way2Go pass. I’m proud that my family is 100% transit!”  
**Cecilia, Peninsula Station**



### MIDPEN PROPERTY PROFILE:

**Two MidPen Sites with Free Transit Passes for Every Resident over 5 Years**

Peninsula Station, San Mateo - 68 units  
Delaware Pacific, San Mateo - 60 units  
Price of Annual **Way2Go Pass** (2015):  
**\$125 per resident** or minimum of \$12,500

#### Benefits of Free Transit Passes (2014 Est.):

The regular price of SamTrans KX Pass to Downtown San Francisco is \$165/mo. The annual cost savings for a resident at MidPen who gets a free pass is **\$1,980**. For a family of a 2 adults and 2 children, that adds up to savings of \$4,824 annually or \$48,824 over 10 years.

Cost of **390**  
Annual  
Transit Passes



**\$44,850**

VS.

Average Cost  
of **1** Structured  
Parking Space



**\$50,000**

### RESIDENT SURVEY SHOWS:

**75%** of survey respondents like their free transit pass because of the cost savings.

**56%** of residents who completed the survey did not bring a car when they moved in because they knew they would get a free pass.

**47%** stated they delayed the purchase of a car because of their free transit pass, but are saving up for one. 19% will delay purchase of a car as long as they have access to a free bus pass.

**Transit passes** purchased at a bulk discount by multifamily housing developments and provided free to residents have shown to be a strategy that reduces vehicle trips. These programs provide a suite of benefits for subscribers and developers:

- allows both residents and developers to save on transportation costs
- meet TDM requirements to reduce traffic
- minimize parking concerns
- guarantee revenue for the transit agency
- improves overall community health with more active lifestyles and reduced pollution and emissions

Residents who use their free transit passes appreciate this benefit greatly as a way to get around without a car and save money.

Establishing clear benefits, timelines, and responsibilities for implementation and maintenance will help streamline the program and maximize use of the transit passes. It is also key to support front-line staff like service and property managers who are charged with signing residents up for the program.

**GreenTRIP**, an innovative program of TransForm, conducted the Transit Pass Program Study, at two **MidPen Housing Corporation** sites in San Mateo. Both affordable housing properties are subscribed to the **SamTrans Way2Go** Pass Program. Lessons learned are summarized on the next page and in the Best Practices Report on our website.

The study is primarily a resource for affordable housing developers in San Mateo County, but the findings and recommendations will help any housing developer who provides transit passes to optimize use.

# Recommendations & Best Practices for Successful Implementation of a Residential Transit Pass Program

## Building Construction Completed, Preparation for Occupancy:

- ❑ Put information about transit passes on the **main project website along with other building amenities** to clearly describe the benefit of free transit passes. This allows prospective residents to weigh the necessity of a car before moving in.
- ❑ **Counsel new residents on travel benefits** and cost comparisons of using their transit pass versus driving. **Distribute marketing materials** with helpful websites to residents before move-in for easily accessible travel information.
- ❑ Ensure new residents **sign up for transit pass photo ID cards as they complete paper work during move-in**, allowing services to meet residents when they first move in. Residents are more open to completing sign-up if it is introduced as a part of the move-in process.
- ❑ **Designate specific times** for residents to drop by and fill out paperwork for their transit pass card and/or sticker. Property managers can specify convenient “office hours” or appointments.
- ❑ **Install transportation kiosks** for route maps and large format neighborhood maps in display cases to be seen at key building entries.



“The Way2Go passes allows my older kids to get around the neighborhood and be independent.”  
**Brandye, Delaware Pacific**



“I take transit to go into San Francisco because I don’t have to park when I get there. Parking adds at least 10 minutes!”  
**Stephanie, Delaware Pacific**

## Ongoing Maintenance for Incoming and Current Residents:

- ❑ **Generate list of residents who have not picked up their transit pass.** Send a personalized letter or brochure advertising benefits of transit passes. Provide an incentive (e.g. gift card) or prize drawing to get non-pass holders to register for a pass for the first time.
- ❑ **Provide an annual travel training event** during income recertification (Oct-Dec.) or prior to back to school so residents can get group or one-on-one training with free trip planning tools and copies of maps and info.
- ❑ Set up an annual **transit tour** of local top destinations from property. Work with a local business to offer a coupon to incentivize visits using their transit pass.
- ❑ **Create an engaging poster profile** of a family living at the property illustrating benefits of transit pass and how they get to their destinations.
- ❑ Provide trainings and materials on **carsharing options**: CityCarshare, Zipcar, RelayRides, Getaround etc. to promote transit use while still ensuring access to a car when needed.



- ❑ Hire a **Transportation Coordinator** for multiple properties enrolled in the transit pass program. Fox Plaza in San Francisco has a similar position for parking management.

**For full report, contact:**  
**Ann Cheng**  
 GreenTRIP Director,  
 (510) 740-3150 x316  
[ann@transformca.org](mailto:ann@transformca.org)

Conducted By:



Funded By:



With Support from:

