

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

02-277

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

AGENDA:

JUNE 3, 2002

SYNOPSIS -

Pledge a 10 percent reduction in peak drive-time traffic in the metro area by City of Des Moines employees.

SUBJECT:

**AVOID THE RUSH
CAMPAIGN:
PLEDGE 10
PERCENT
REDUCTION OF
EMPLOYEES
COMMUTING
DURING PEAK
TRAVEL TIMES**

FISCAL IMPACT -

None.

RECOMMENDATION -

Pledge to reduce City of Des Moines employee commuter traffic during peak drive-time by 10 percent and to work with the Transportation Management Association (TMA) and employees in developing strategies to successfully meet this goal.

TYPE:

BACKGROUND -

**RESOLUTION
ORDINANCE
RECEIVE/FILE**

SUBMITTED BY:

**TOM TURNER
HUMAN
RESOURCES
DIRECTOR**

I-235, MLK and other sizeable road reconstruction projects will have a significant impact on commuter traffic for the foreseeable future. In response, the Greater Des Moines Transportation Management Association (TMA) has been created for the purpose of reducing traffic congestion, improving mobility and air quality, and educating employers and their employees about transportation alternatives. TMA's campaign, Avoid the Rush, has a goal of achieving a permanent 10 percent reduction in peak drive-time traffic in the Des Moines metro. The City of Des Moines, as a key participant in these projects, should champion this reduction effort. As a "pledge employer," the City would receive the following benefits from TMA:

- Employee surveys with on-line tabulation: Key to establishing a successful commute option program at the work-site will help the City identify how employees get to and from work and what it would take to get them to modify their driving habits. TMA will help design,

conduct and analyze a transportation survey.

- On-site technical assistance/education: TMA's staff will work with the City to begin, maintain or expand an internal transportation program. As a part of this service, the TMA will provide a baseline database so we can track the City's success on-line.

- Travel alerts e-mailed to company contact: Daily updates alert your company and employees of any traffic accidents, road closures or construction occurring in the metropolitan area.

- Employee Cluster Maps: TMA can geographically plot on a map all employee residences, allowing the City to see where employees live in relation to bus stops, offices, and each other. This is a valuable tool for developing transportation strategies in the workplace.

- Guest Speakers Bureau: The TMA staff will speak to employees about transportation issues, commute alternatives, and upcoming construction.

- Commute Options: TMA will work with the City to identify the best methods to achieve reduction through various transportation strategies, such as: bus passes, carpools/vanpools, healthy commutes (biking, running, walking and roller blading), and where feasible, flexible work schedules.

Following an analysis of employee driving demographics and habits, staff will report back to Council with commute alternatives that have been jointly developed between City management, employees and the TMA.
