

Table 2: Results of Cost Effectiveness Analysis: Alternative 1A

TDM Measure	Average Daily Cost per Daily Trip Reduced	Ranking	Average Daily Cost per Peak Period Trip Reduced	Ranking
Commute Information Program	\$0.42	7	\$0.53	7
Ridematching Services In-house	-\$0.23	4	-\$0.28	3
Transit Pass Subsidies	\$4.63	13	\$5.79	13
Employee Transportation Coordinator	\$5.15	14	\$6.44	14
Home-based Telecommuting	\$100.87	15	\$126.09	15
Compressed Work Hours	-\$0.59	3	-\$0.01	5
Reduction of Employer-subsidized Parking	-\$6.48	1	-\$8.10	1
Preferential Parking	\$0.15	6	\$0.18	6
Bicycle Lockers and Showers	\$4.40	12	\$5.50	12
Guaranteed Ride Home	-\$0.14	5	-\$0.18	4
Shuttle to Transit Stations	\$3.84	9	\$4.80	9
Vanpool Program	\$4.04	11	\$5.06	11
Reduction of Parking Supply	-\$0.87	2	-\$1.09	2
Direct Monetary Incentives	\$4.02	10	\$5.02	10
Transportation Allowance	\$1.01	8	\$1.26	8

*Note: Ranking among measures with a negative cost per trip reduced may be misleading and should all be considered highly cost-effective.*