

Table 3.2-3  
Characteristics of Employer TDM Programs

Program	Vehicle Trip Reduction	Travel Base	Type Area <sup>1</sup>	Employer Support Level			Employee Modal Split <sup>2</sup>			
				<i>Transit</i>	<i>Carpool</i>	<i>Vanpool</i>	<i>SOV</i>	<i>Transit</i>	<i>Carpool</i>	<i>Vanpool</i>
Travelers	47.9%	10,000	CBD	Hugh	High	High	33%	36%	19%	8%
US West	47.1	1,150	SBD	Low	High	None	26	13	60	--
NRC	41.6	1,400	ISI	Medium	Medium	None	42	28	27	--
GEICO	38.6	2,500	SBD	High	High	High	40	31	20	8
CH <sub>2</sub> M Hill	31.2	400	SBD	High	High	None	54	17	12	--
State Farm	30.4	980	SBP	None	High	Medium	66	--	31	2
Pacific Bell	27.8	6,900	SBP	High	High	Medium	63	2	22	11
Hartford Steam Boiler	26.5	1,100	CBD	High	High	High	40	36	21	1
Swedish Hospital	26.1	2,500	ISI	High	Medium	Medium	33	44	23	--
Bellevue City Hall	25.8	600	ISI	Medium	High	Medium	52	7	29	4
San Diego Trust & Savings	22.7	500	CBD	High	Medium	None	44	37	14	--
Pasadena City Hall	21.0	350	SBD	High	High	High	58	7	27	2
TransAmerica	20.0	2,700	CBD	Medium	Medium	High	45	14	21	19
ARCO	19.1	2,000	CBD	Medium	High	High	46	20	20	14
Varian	17.7	3,200	SBP	Medium	Low	Low	62	8	21	3
AT&T	13.4	3,890	SBP	Low	Medium	Medium	71	2	22	3
Ventura County	13.0	1,850	OSI	Medium	Medium	None	69	2	23	--
COMSIS	10.5	250	SBD	Medium	Medium	None	54	18	25	--
3M	9.7	12,700	OSI	Low	Low	High	83	2	14	8
Allergan	7.0	1,250	SBP	Medium	Medium	High	76	1	14	7
UCLA	5.5	18,000	ISI	High	Low	High	74	6	10	5
Chevron	3.7	2,300	SBP	High	Medium	High	82	1	11	5

<sup>1</sup> Key: CBD = Central Business District  
OSI = Outer Suburb, Isolated

SBD = Suburban Business District  
SBP = Suburban Business Park

ISI = Inner Suburb, Isolated

<sup>2</sup> May not sum to 100% because of walk, bike, or other.

### Characteristics of Employer TDM Programs

Program	Vehicle Trip Reduction	Preferential Reserved Parking	Restricted Parking	Parking Charges	Employer Support Level			Legal Requirement
					<i>Transit</i>	<i>Carpool</i>	<i>Vanpool</i>	
Travelers	47.9%	Yes	Yes	Yes	Yes	Yes	Yes	No
US West	47.1	Yes	Yes	Yes	No	Yes	Yes	Yes
NRC	41.6	Yes	Yes	Yes	Yes	No	No	Yes
GEICO	38.6	Yes	Yes	Yes	Yes	Yes	Yes	Yes
CH <sub>2</sub> M Hill	31.2	No	Yes	Yes	Yes	Yes	Yes	Yes
State Farm	30.4	No	No	No	No	Yes	Yes	Yes
Pacific Bell	27.8	Yes	Yes	No	No	No	No	Yes
Hartford Steam Boiler	26.5	No	Yes	Yes	Yes	Yes	Yes	No
Swedish Hospital	26.1	No	Yes	Yes	Yes	Yes	Yes	Yes
Bellevue City Hall	25.8	Yes	Yes	Yes	Yes	Yes	Yes	No
San Diego Trust & Savings	22.7	No	Yes	Yes	Yes	Yes	Yes	Yes
Pasadena City Hall	21.0	No	Yes	Yes	Yes	Yes	Yes	Yes
TransAmerica	20.0	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ARCO	19.1	No	Yes	Yes	Yes	Yes	Yes	Yes
Varian	17.7	No	Yes	No	Yes	Yes	Yes	Yes
AT&T	13.4	Yes	Yes	No	No	No	No	Yes
Ventura County	13.0	No	No	No	Yes	Yes	Yes	Yes
COMSIS	10.5	No	Yes	Yes	Yes	Yes	Yes	Yes
3M	9.7	No	No	No	No	No	No	No
Allergan	7.0	Yes	No	No	Yes	No	No	Yes
UCLA	5.5	No	Yes	Yes	No	No	No	Yes
Chevron	3.7	Yes	No	No	No	No	No	Yes