

Culver City TDM Summary
May 17, 2021

Current Culver City VMT Calculator – TDM Tools

Strategy	Maximum VMT Reductions	
	Residential	Office/Retail/ Other
Off-Street Parking Pricing	5.5%	5.5%
On-Street Parking Pricing	5.5%	5.5%
Parking Supply	6.5%	
Transit Frequency	1.1%	1.1%
Point-to-point Shuttles		1.4%
Last Mile Shuttles		6.6%
Commute Marketing Program	3.2%	3.2%
Financial Commuter Incentives		50%
Transit Subsidies	5%	5%
Pedestrian-Oriented Design	0.1%	0.1%

Possible Additional TDM Strategies

Strategy	Description	Max VMT Reduction	Status
Employer Carpool Program	Includes parking for carpool vehicles, loading and waiting areas, and app/website for coordinating rides	8.0% of commute VMT	Needs additional data collection and analysis.
Employer Vanpool Program	Vanpool program includes subsidizing of vans and priority parking for vans along with heavy promotion and marketing. Needs local data collection and analysis to calibrate the reduction estimates.	10.4% of commute VMT	Needs additional data collection and analysis.
Provide Bike Parking	Includes on-site bike parking, lockers, and shower/changing facilities. Needs additional research to understand applicability to land use types.	4.4%	Based on 2012 study in Washington, DC, needs CC-specific research
Provide Bikeshare System	Includes on-site bikeshare station with access to regular and EV bicycles. Needs to be part of a system that connects to a wider network of bikeshare stations. Needs additional data collection and analysis to understand VMT reduction potential.	0.1%	Needs additional data collection and analysis.
Provide Carshare System	Includes on-site carshare vehicle, provided either directly by the management/tenant or through a third-party vendor. Needs additional data collection and analysis to understand VMT reduction potential.	1.6%	Needs additional data collection and analysis.
Encourage telecommuting and alternative work schedules	Telecommuting and alternative work schedules reduce the time spent commuting and/or the number of commute trips per week. Requires additional data collection and analysis to understand post-pandemic baseline and potential for further reduction.	4.5% of commute VMT	Requires post-pandemic research
Implement an NEV Network	Requires city-wide action before it can be used as a TDM strategy: dedication of roadway space and/or adoption of NEV Plan; installation of charge-points, signage, and striping; marketing campaign and potential incentives to purchase. Even with City efforts, limited applicability issues persist at the site level. Needs additional research and supplemental data to establish substantial evidence.	12.7%	Based on 2005-2008 research; requires update.

Cost to Add New Strategies

We estimate approximately 250-350 hours or \$45,000-\$60,000 would be required to integrate the above seven strategies. The lower end of the range includes just incorporation of the strategies into the tool, with no additional research to develop substantial evidence of the strategy; those responsibilities would be on the project applicant to provide. The higher end of the range includes the research required to develop substantial evidence for the seven strategies described above, and the time to integrate the strategies into the tool.