



# TRANSPORTATION DEMAND MANAGEMENT PLAN

■ Prepared for:

**IDX**

October 3, 2000





October 10, 2000

Joe Weith, Director  
Planning & Zoning  
City of South Burlington  
575 Dorset Street  
South Burlington, VT 05403

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Re: IDX Systems Corporation Transportation Demand Management Plan

Dear Joe:

Enclosed please find our Transportation Demand Management Plan, prepared by Resource Systems Group, Inc. Please review this plan and let us know if any amendments are required.

Please also find our October update activity. If you have any questions, please contact me on 864-1758 x 4018.

Sincerely,

Lynne A. Berry  
Administrative Assistant to  
Michelle Russo, Manager,  
Facilities & Administration

Enclosures

Brad Carter, Kessel/Duff Corporation  
Norman Marshall, Resource Systems Group, Inc.  
Peter Plumeau, Chittenden Metropolitan Planning Organization

## **IDX SYSTEMS CORPORATION TRANSPORTATION DEMAND MANAGEMENT PLAN**

IDX Systems Corporation has taken further steps in administering the Transportation Demand Management Plan by doing the following:

### **Communications**

#### **❖ Facilities Database**

Our database holds information regarding the local CCTA information on the Ride Share program, as well as a direct link to the CCTA website. An e-mail communication providing this link was sent to IDX Burlington employees

#### **❖ New Hire Orientation Package**

We are providing information to new hires regarding the CCTA programs available.

### **Flexible Hours Policy**

Our flexible hours policy is standard. We previously presented you with a copy of this policy.

### **Traffic Survey**

Our traffic survey was completed and the data compiled by Resource Systems Group, Inc. Please refer to the Transportation Demand Management Plan for results.

The CCTA also compiled data from the results of the traffic survey. IDX employees interested in carpooling received names of other IDX employees who were possible candidates and advised to contact each other to set up carpools. Vanpool information was also sent to interested individuals by the CCTA.

### **Construction of IDX Drive**

We are on schedule with the construction of IDX Drive. The road connecting to Green Mountain Drive is expected to be completed by approximately the end of October. Upon completion, notice of the "official opening" of the road will be communicated to IDX employees.

## INTRODUCTION

In 1999, IDX implemented a Transportation Demand Management (TDM) Plan that supports a reduction in single-occupancy-vehicle (SOV) commuting trips.

The TDM Plan includes:

- 1) Variable/Flexible Working Hours – There are Variable/Flexible Working Hours available to most IDX employees, and therefore, not all employees enter the roadway system simultaneously. This spreads out the impact of IDX commutes.
- 2) Pedestrian Access –The site plan includes pedestrian access to the adjacent street system.
- 3) Bicycle Facilities – Protected bicycle racks and shower facilities are provided.
- 4) Bus –CCTA bus passes for commuting employees are paid for by IDX. Bus users are supported with a guaranteed ride home program (administered by CCTA).

IDX committed to surveying its employees concerning commuting options, including employer-sponsored vanpools. This report summarizes the results of the employee survey and analyzes the potential for vanpools.

## IDX EMPLOYEE SURVEY SUMMARY

IDX worked with Jeanne McCormick of the CCTA to develop a survey of its employees covering commuting behavior and level of interest in commuting alternatives. A total of 571 responses were received in March, 2000.

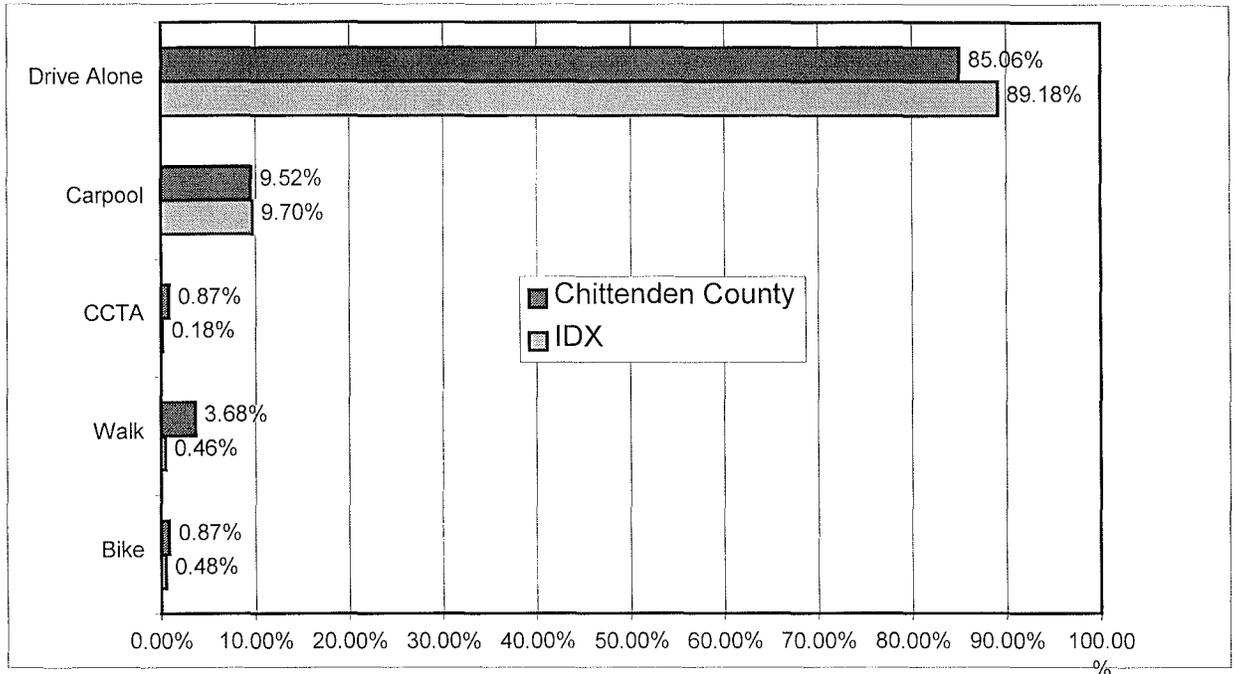
## MEANS OF COMMUTING

Employees were asked how many days a week they drive alone, carpool, ride CCTA bus, walk or bike to work. Currently, the great majority (89 percent) of IDX employees drive alone to work. The next most popular mode is carpool with 10 percent. All other modes (CCTA bus, walk, and bicycle) total only 1 percent.

The pattern of responses closely mirrors behavior in the region (Figure 1). Because of its suburban location, IDX has fewer workers commuting by bus, walk, and bicycle modes than the average for Chittenden County. Therefore, there are somewhat more drive alone and carpool commuters.



Figure 1: IDX Commuting Behavior Compared with Regional Averages<sup>1</sup>



Employees expressed interest in alternative modes and made suggestions on how non-auto modes could be more attractive. Comments include:

Walking

- I'd walk more often if there were better cross-walks and sidewalks on Shelburne Rd.
- I think a good bike path or nice pedestrian walkways would be wonderful. Currently it is NOT fun walking along Shelburne Road. I enjoy walking and it is a good way to incorporate exercise into my daily schedule.

Biking

- I can ride my bicycle from North Avenue to approximately the K-Mart parking lot. There isn't a good way to get from there to Green Mountain Drive so commuting to work by bicycle this bicycling season is going to be very difficult.
- It would be helpful to extend the bike path from Kmart so it reaches to IDX. So I would not have to, when I ride my bike, be on Route 7 going north or south any time while I am on my bike.
- Create a better bike commute down/ along Shelburne Road !!!!!!!!!!!!!!! Isn't easy or fun at this point.

<sup>1</sup> Household survey done for Chittenden County Metropolitan Planning Organization, 1998.



- I run to work as often as possible. It is great that the bike path has been cleared this winter. More and better sidewalks and lighted bike paths!
- How about bicycle access from Spear St to IDX? I don't dare ride a bike on or near Shelburne Rd!
- Shelburne Road/Route 7 is nothing more than a paved, quasi-quaint, country lane that needs widening, not to mention sidewalks (which would allow me to safely ride my bike to work).

#### Bus

- I'd like to see bus shelters on all bus routes, but especially along Shelburne Road.
- Most buses are dirty, run at times that are not convenient and don't go to my house when I need them to.
- I used to ride the bus from Essex Jct to downtown Burlington. Now I live in Essex Town and work on Shelburne Rd and the trip takes way too long.
- A fleet of small buses, with frequent trips and good connections, funded by a fuel tax, would get my attention. (You could even replace school bus service with such a fleet.)
- I will probably take the bus more in the winter so it would be nice to be compensated for use of the bus with a discounted pass.
- If CCTA buses had a direct route from So. Burl. to Shelburne Road (without going to downtown Burlington), I would definitely use that service. We checked it out when we moved, and it would currently take us over an hour to get to work using the bus.
- I would like to take the bus; however, the bus stop is a bit of a walk, the bus route from my house in South Burlington to IDX is inconvenient, and the times of the day the bus comes are also inconvenient.
- I would take a bus if it ran on time at frequent intervals.

IDX employees were asked about the commuter rail option. Many staff liked the idea of commuter rail but wonder whether it will serve them. Among those who would be served (Burlington, Charlotte, and Shelburne), employees made these comments:

#### Burlington residents

- Can't see the need with the short distance of the commute.
- More economical way of getting to work.
- Depending on the times of service I would like the alternative.
- Wouldn't go all the way to my house. Wouldn't make sense.
- I don't live near the train.
- Depending on the times of service I would like the alternative.



- I would use it, because I can walk from my home in Burlington to the train. If the train ran in short increments of time in the morning, I would take it as it would be faster than driving on Shelburne Road.
- It's only 8 miles to commute.
- I live in Burlington, not Shelburne or Charlotte. [Assuming good reverse commute service is provided, will need to educate employees.]
- I would like to have a stress-free ride provided that I could get home when I needed/wanted to.
- I prefer commuter rail service over bus, van, or carpool.
- Don't live far enough away to use commuter rail.
- If there was ample parking at both ends of service.
- Don't live near rail station.
- Only if the times of arrivals and departures were very flexible-15 minutes.

#### Charlotte residents

- Possibly, if it was convenient, and did not make me late for work.
- I like trains.
- Convenient access to tracks here and near IDX. Need a bike rack on train.
- Too expensive, no parking in Charlotte for Commuter Rail, will take too long to get to IDX.
- Too far from my house to station.
- I might do that.

#### Shelburne residents

- I live close enough that it would be more of a hassle to use something like this.
- Take more time.
- I think the Commuter Rail stops in Shelburne, then next stop is Burlington. So, it just wouldn't make sense.
- Incredible amount of extra time wasted to get to train (by car), find parking space, pay for train, get off train, get ride to destination from train station, then do all over again in reverse.
- Occasionally, for the heck of it.
- I just moved from Boston to Burlington and I bought a second car so that my commute would be shorter. Commuting by Car is 10 minutes door to door. Commuting bus is 25 minutes (without traffic). Commuting by train will be 25-35 minutes.



- But depends on hours available.
- I live too close.
- I support this effort to get traffic off Shelburne Road and other common routes into the Burlington area, and would be willing to sacrifice some convenience in order to use the train.
- I live too close to the office. [A number of other responses were similar , particularly from those who live north of the Shelburne rail station.]

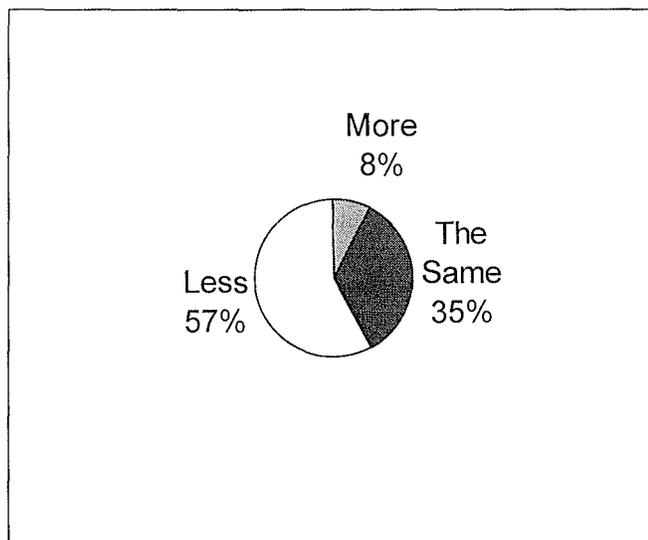
There is interest in the commuter rail option, particularly for those with longer commutes. However, it is difficult to estimate IDX ridership until the employees have a much better understanding of the commuter rail option, including travel time, frequency of service, and availability of shuttle service to IDX from the South Burlington station.

#### COMMUTING EXPERIENCE

Many employees complained about traffic problems, especially concerning Shelburne Road. Widening was frequently mentioned as well as improvements to specific intersections.

However, when asked the question: Compare to the various activities you conduct during the day, do you find your daily commute – more stressful, about as stressful, or less stressful than most activities, most employees answered less stressful (Figure 2). Only 8 percent answered “more stressful.”

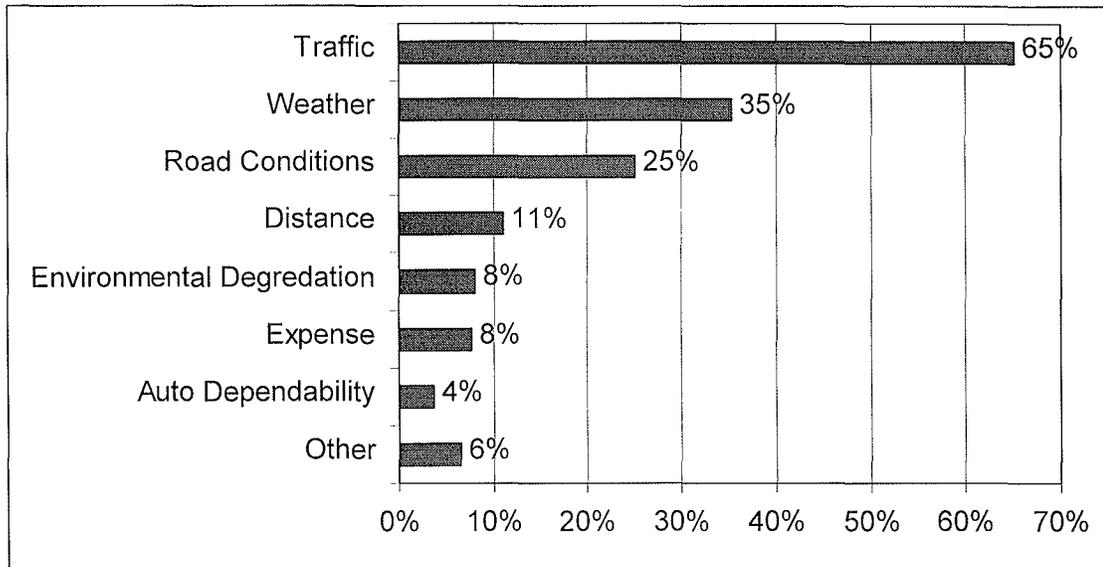
**Figure 2: How Does Commuting Stress With Stress From Other Daily Activities?**



The most stressful elements are driving related: traffic, weather, and road conditions (Figure 3).



**Figure 3: What Are the Most Stressful Aspects? (Check All That Apply)**



**COMMUTING CONSTRAINTS**

Many commuters make stops before and/or after work, or use their cars for errands during the day, and these needs were cited by many employees as reasons for driving alone to work. The reasons given include variable and uncertain work schedules, need for the car to do errands on the commute or during the day, time, and convenience. Table 1 below summarizes employee's use of cars to and from work, or during the day. The first column gives the percentage of employees using their vehicles for a specific purpose. The second column gives the average number of times per week for the activity for those employees with the activity. Many employees have different schedules on different days. This creates some opportunities for alternative mode use on some days of the week. However, it complicates coordination of carpools.

**Table 1: Summary of IDX Employees' Usage of Cars Before, After, and/or During the Day**

Activity	Percent	Average Times Per Week
Errands/personal services/shopping	78.3	2.4
Drop off or pick up children at school or childcare	37.3	4.4
Exercise	21.4	2.8
Eat	25.4	2.0
Pick up or drop off carpooler	6.5	3.5
Other	4.9	2.0

Over three quarters of employees do some personal errands on the way to or from work, or during work, with an average of 2.4 these activities per week. The next most common activity is dropping



off and/or picking up children (37.3 percent of employees) with an average of 4.4 times per week, the highest for any activity.

Dropping off and/or picking up children probably is the most severe constraint to carpooling or the other alternative modes. Some of the other activities could be rescheduled. However, many employees comment that time and convenience are of great importance to them.

#### POTENTIAL FOR INCREASED CARPOOLING

When asked: "Are you interested in carpooling to your company?" 23.1 percent answered "yes." This appears to be much greater than the 9.7 percent carpool mode share shown in Figure 1. However, many employees carpool for only a portion of their commuting trips, with 15.1 percent of employees carpooling sometimes. Therefore the 23.1 percent answering "yes" is about 1 ½ times the existing share. Many of those answering "yes" also added a "but" in their comments, with concerns about time, convenience, and linked trips for other activities.

Therefore, the potential for increasing carpooling is limited, but worth some additional effort. Several employees commented that they had signed up with Vermont Rideshare and that no matches had been found.

#### POTENTIAL FOR VANPOOLS

Vanpools carry more people than carpools and can offer additional savings in cost, energy use, traffic, and air pollution. For these reasons, the State of Vermont has incentives to encourage vanpools.

Vermont Rideshare offers an Interest-Free Van Loan Program through the State Infrastructure Bank. The VPTA [Vermont Public Transportation Association] vanpool program is easy to use, cost effective, and flexible.

VPTA also offers a third-party lease program. This public-private partnership offers flexible agreements and options for van pool members. Advantages of the Third-Party Program include: unlimited personal use of the van, drivers ride free, 30-day pay-as-you-go agreement, full maintenance and insurance, and back-up vehicle service.

VPTA serves as a referral agency for the leasing program. Selection of the type of vanpool arrangement and the third-party vendor are made by the vanpool group and all financial and operating agreements are between the group and the vendor.<sup>1</sup>

A major obstacle to carpooling or vanpooling is the extra time and inconvenience associated with getting everyone together and making multiple stops. With more people in a vanpool, these problems can be multiplied. Therefore, vanpools make most sense for longer commutes. With longer commutes the benefits of vanpools are great. Cost savings are substantial, including vehicle operating

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<sup>1</sup> [http://www.vpta.net/publicservice\\_job\\_vanpool.html](http://www.vpta.net/publicservice_job_vanpool.html)



cost, maintenance expense, and depreciation. On longer commutes, not doing the driving is perceived as a significant benefit by some.

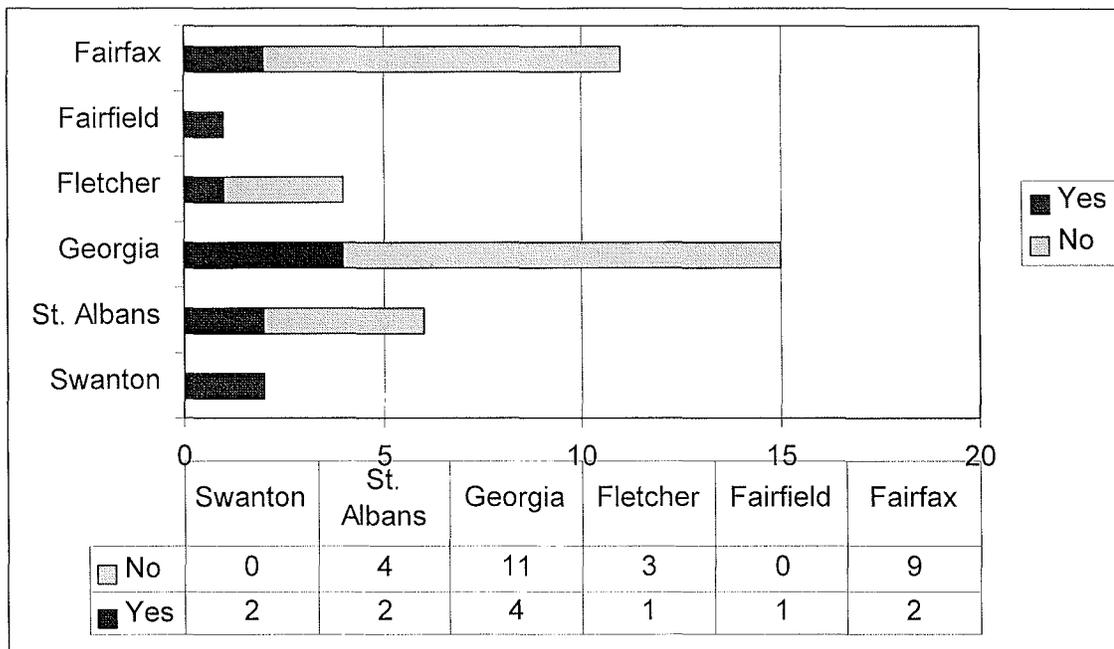
The challenge in forming vanpools is that the density of employees commuting also declines with distance. Some of the employees with the longest commutes, e.g. from Barre, are interested in vanpooling but there are not enough employees in these areas to support a vanpool (at least not to IDX only). The challenge in forming successful vanpools is to find the areas where the benefits of vanpooling are great and there is a critical mass of interested employees.

Based on the survey results, there are two clusters where IDX vanpools appear most feasible – employees living Franklin County, and employees living in Underhill and Jericho.

**FRANKLIN COUNTY**

A total of 27 employees responding to the survey live in Franklin County, and 12 answered that they were interested in vanpooling (44 percent). The breakdown by municipality is shown in Figure 4.

*Figure 4: Franklin County employees: "Are you interested in vanpooling to your company?"*

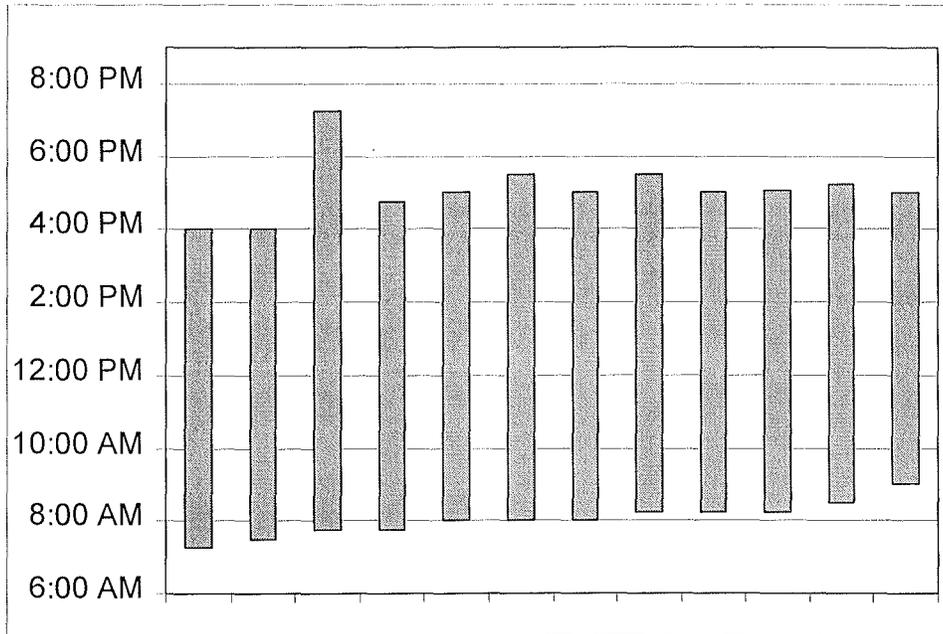


The majority of the employees are in southern Franklin County. However, the van could originate as far north as Swanton where two employees expressed interest in being vanpool drivers. Alternatively, the van could originate in St. Albans where two other employees expressed an interest in driving. The southern Franklin County employees could carpool to the Georgia park-and-ride lot (I-89 Exit 18) and be picked up by the van there.



IDX has flexible working hours and the 12 employees have different work schedules (Figure 5). However, there appears to be a clustering around approximately an 8:00 a.m. – 5:15 p.m. It appears that a sizable group could agree to a schedule, considering that individual employees would have the option to drive on particular days when they knew a special schedule was needed.

**Figure 5: Reported Work Schedules of Franklin County employees answering yes to the question: "Are you interested in vanpooling to your company?"**



Vanpools can carry up to 15 people, so there would be room to accommodate other Franklin County employees who answered "no" and/or future employees as IDX grows.

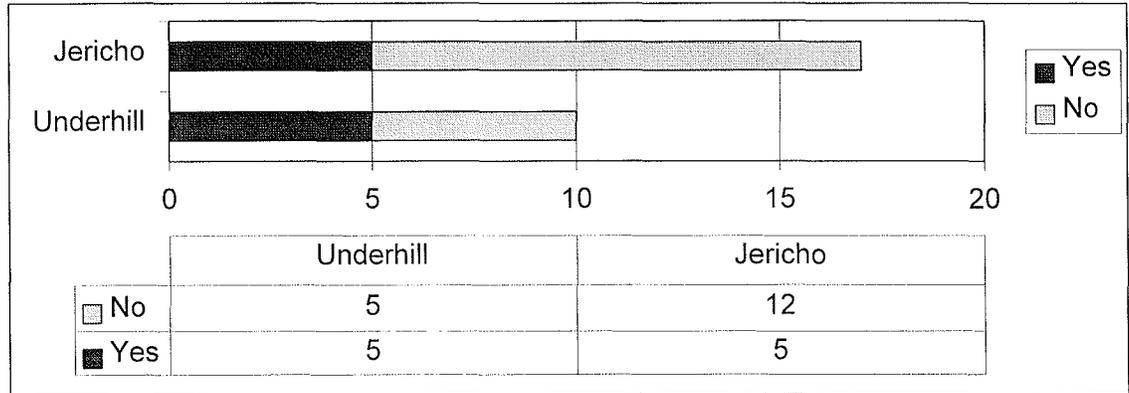
#### JERICO AND UNDERHILL

A total of 27 employees responding to the survey live in Jericho and Underhill, and 19 answered that they were interested in vanpooling (37 percent).<sup>1</sup> The breakdown by municipality is shown in Figure 6.

<sup>1</sup> Includes one response stating plans to move from Burlington to Underhill during this summer.



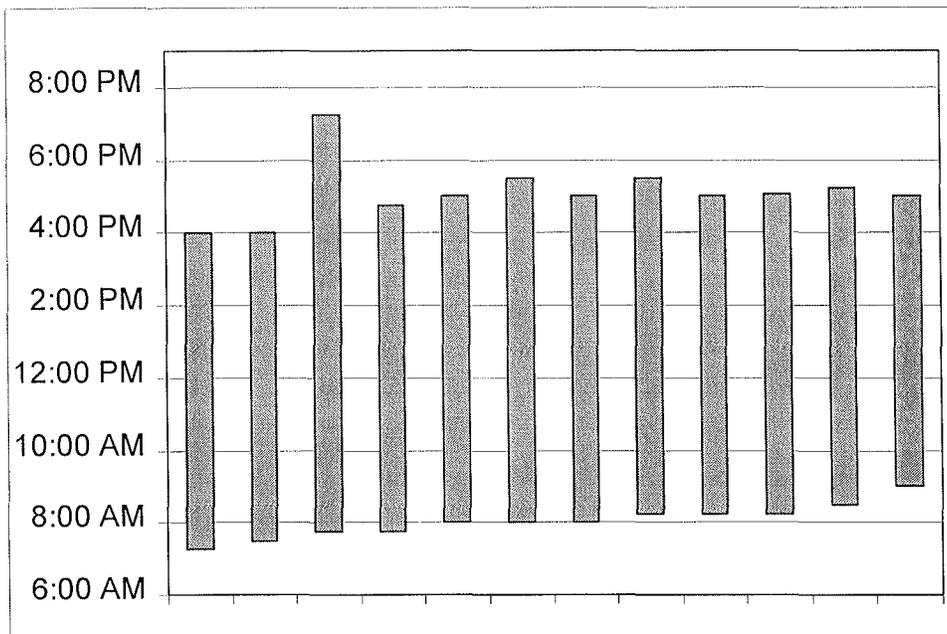
**Figure 6: Jericho and Underhill employees: "Are you interested in vanpooling to your company?"**



This van would originate in Underhill and make one or two stops in Jericho. Exact routing would have to be planned carefully to avoid unnecessary delays.

IDX has flexible working hours and the 10 employees have different work schedules (Figure 7). However, there appears to be a clustering around approximately an 8:15 a.m. – 5:35 p.m. As with the Franklin County employees, it appears that a sizable group could agree to a schedule.

**Figure 7: Reported Work Schedules of Jericho and Underhill employees answering yes to the question: "Are you interested in vanpooling to your company?"**



There would be room to accommodate other Jericho and Underhill employees who answered “no” and/or future employees as IDX grows. If there is additional capacity, a stop at the park and ride lot at Exit 11 in Richmond may also be a possibility.

#### CONCLUSIONS DRAWN

Definitive steps that IDX is committed to this TDMP are:

- 1) Shower rooms and bike racks for employees wishing to walk or ride bikes to work.
- 2) IDX is willing to pay for bus passes.
- 3) IDX has instituted flexible working hours to assist employees and off-load road traffic.
- 4) On-going efforts include:
  - ❖ New Employee Orientation Package -- includes information regarding CCTA bus, carpool and vanpool programs.
  - ❖ Periodic reminders of commuting options sent via e-mail to Burlington employees.
  - ❖ CCTA information linked into Facilities Database (all employees have access to the database).
  - ❖ CCTA letter sent to IDX employees on August 29, 2000, listing other employees that are commuting from same residential area to IDX (based on response to survey administered by IDX and CCTA).

#### NEXT STEPS IN VANPOOL PLANNING

Employees have expressed interest in vanpools, but have many constraints – including variable work schedules and other activities. Minimizing commuting time is of strong interest. Further steps are required to find out how serious the interest is.

The next step is to hold lunchtime meetings at IDX in this fall for the two groups identified:

1) residents of Franklin County, and 2) residents of Jericho and Underhill. All employees would be invited including those who answered “no” to the vanpool question. A representative of the Vermont Public Transportation Association (VPTA) would be present to explain the vanpool program and to answer questions. Props would be prepared where employees would indicate their home locations, and desired work schedules. A proposed service, including route, and estimated travel times would be prepared. Employees would be asked whether they would use the service.

Even if it were determined that one or both of the vanpools were infeasible, some new carpools might be formed. The VPTA representative also could promote and answer questions about Vermont Rideshare.





October 12, 2000

David J. Scott, P.E.  
Director of Project Development  
State of Vermont Agency of Transportation  
133 State Street, Administration Building  
Montpelier, VT 05633-5001

James Boyd, District Coordinator  
District Environmental Commission #4  
111 West Street  
Essex Junction, VT 05452

Re: IDX Systems Corporation - Transportation Demand Management Plan

Gentlemen:

Enclosed please find our Transportation Demand Management Plan. If you have any questions, please contact me on 802-864-1758 x 4018.

Sincerely,

Lynne A. Berry  
Administrative Assistant to  
Michelle Russo, Manager  
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Enclosure

cc: Brad Carter, Kessel/Duff Corporation  
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OCT 13 2000