

TRANSPORTATION AMENITIES:

A GUIDEBOOK FOR
PROPERTY MANAGERS



511NY Rideshare

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Introduction

It’s no secret that residential amenities can make a property stand out, increasing tenant recruitment and retention. There is a wide range of perks and benefits that a residential property can offer, but transportation amenities are beneficial to your tenants, your neighborhood, and your bottom line.

This guidebook is intended for residential property managers or front desk staff of public or private multifamily housing who are interested in expanding transportation amenities to their residents or achieving transportation-related certifications (e.g. LEED, Climate Smart Communities, or other local programs).

This guidebook was created by 511NY Rideshare, a program sponsored by the New York State Department of Transportation, with the goal of reducing traffic congestion and improving air quality across New York State.

What is a transportation amenity?

A transportation amenity is a tool that helps your tenants meet their transportation needs. By facilitating the use of sustainable transportation options, such as bicycling, walking, transit, carpooling, vanpooling, and teleworking, your tenants can also save time, money, and help to improve the environment. From a bicycle repair station to lobby displays that show real-time transit information, transportation amenities improve tenant satisfaction and make your property more competitive.

Why should my property offer transportation amenities?

They can help to:

- **Make your property more competitive and appealing to potential tenants:** Transportation amenities make your property stand out to a potential tenant who is weighing their commute and travel options.
- **Maintain satisfaction of current tenants:** Amenities support tenants in choosing the transportation options that best fit their lifestyle. Providing access to a suite of transportation options can give your tenants a reason to stay longer.
- **Improve quality of life in the neighborhood:** Providing transportation options for tenants can help to reduce traffic in the neighborhood and provide flexibility.
- **Support economic stability and access to jobs for tenants:** Data shows that Americans spend thirteen¹ to sixteen² percent of their household expenditures on transportation, with personal vehicle expenses accounting for the majority of it. Access to transportation options can help to reduce transportation expenses and improve access to jobs.
- **Contribute to statewide efforts to reach climate and equity goals:** Providing transportation amenities will help to achieve statewide goals established in New York's landmark Climate Leadership and Community Protection Act.

What type of transportation amenity should I offer?

This guidebook includes a menu of options, each with considerations, resources, and a cost range to help you determine which transportation amenities best suit your property and tenants. The amenities are divided into three main categories:

- **Physical Facilities:** Improve infrastructure and facilities to support tenants' use of non-driving modes.
- **Policies:** Establish policies that support and encourage the use of transportation options.
- **Promotion and Events:** Inform tenants about what's already available to them.

Can I be Recognized for my Efforts?

Yes! Clean Air NY, an affiliate of 511NY Rideshare, recognizes a select number of Clean Air NY Champions each year. Property managers become eligible for recognition after implementing a transportation amenity in the guidebook menu, in complement with policy or outreach efforts. Clean Air NY Champions also agree to share Air Quality Action Day updates with tenants. As a Champion, you will be recognized on Cleanairny.org and on social media platforms. Clean Air NY can also help you quantify the impacts of your transportation amenity, such as miles or emissions saved, for sustainability reporting.

¹ Institute for Transportation & Development Policy. 2019. The High Cost of Transportation in the United States. <https://www.itdp.org/2019/05/23/high-cost-transportation-united-states/>

² CNBC. 2020. Americans spend over 15% of their budgets on transportation costs—these US cities are trying to make it free. <https://www.cnbc.com/2020/03/02/free-public-transportation-is-a-reality-in-100-citiesheres-why.html>

Menu of Options

The following sections include transportation amenities to consider providing at your property, organized in three categories: Physical Facilities; Policies; and Promotions and Events. Each table provides a relative cost ranges for each amenity range from “\$” for amenities with the lowest implementation cost to “\$\$\$” for amenities with the highest implementation cost. Property Manager staff time is not accounted for in the cost ranges. Review these sections and consider which amenities may best suit your property and tenants. We’ll work with you on how to implement them to maximize benefits.

Physical Facilities

Transportation Amenity	Description	Considerations/ Resources	Estimated Cost Range (\$ = lowest \$\$\$ = highest)
Lobby kiosks	Install a kiosk in your lobby that provides access to a custom mobility website and trip planning resources.	A free service provided to property managers by 511NY Rideshare upon request, as supply permits.	No cost
Bike/scooter share	Sponsor a bike/scooter share station adjacent to your property or provide tenants with on-site bikes or scooters for tenant use only.	Bikes or scooters may be supplied by the property directly or through partnerships with existing bike/scooter share companies.	\$\$-\$\$\$
Carshare parking and membership	Provide priority parking for carshare services and/or offer free or discounted memberships to a carshare service (e.g., Enterprise, Zipcar).	511NY Rideshare can support property managers by facilitating relationships with vendors.	\$\$
Improve conditions in the public right-of-way	Work with local jurisdictions to make street improvements (e.g., add curb ramps, fix or improve lighting, add crosswalks, etc.).	Contact your local jurisdiction to discuss options for improving conditions to reduce liability exposure.	Costs vary by project and jurisdiction
Bicycle parking	Provide secure bike parking options: bike lockers, bike rooms, bike cage, or covered bike racks.	The Essentials of Bike Parking³	\$\$-\$\$\$

³ Association of Pedestrian and Bicycle Professionals. 2015. The Essentials of Bike Parking. https://www.apbp.org/assets/docs/EssentialsofBikeParking_FINA.pdf.

Transportation Amenity	Description	Considerations/ Resources	Estimated Cost Range (\$ = lowest \$\$\$ = highest)
Lockers for bicyclists' accessories	Provide lockers for tenants who bike so they don't have to store gear (e.g., helmet, panniers, etc..) in their homes. This option makes biking more comfortable and accessible.	Consider double or triple tier lockers.	\$
Bicycle repair and cleaning station	Provide a station with tools, an air pump, and stand and/or hose to encourage regular maintenance and cleaning, increased safety, and reduced costs for tenants.	Place in the front of the building for public use, in the parking area, or near indoor secure bike parking/in a bike room.	\$
Bicycle maintenance services and/or vending machines	Partner with a local bike shop to offer on-site maintenance services or install a bike vending machine complete with tubes, patch kits, front and tail lights, energy food, and more.	511NY Rideshare can support property managers by facilitating relationships with vendors.	\$\$-\$\$\$
Monitored bicycle parking / bicycle valet parking	Offer secure bike parking under closed circuit television (CCTV) surveillance systems or guarded by staff. Consider establishing a bicycle valet service in which tenants are issued a ticket in exchange for their bike being kept in a safe enclosure.	If your property has existing stations for security personnel or CCTV surveillance, consider locating bicycle parking facilities in close proximity so they can be monitored. To increase security and convenience for tenants, consider establishing a formal bicycle valet service.	\$\$ - \$\$\$
Delivery storage and security	Offer tenants a secure place to store package deliveries to help reduce the number of vehicle trips they take.	Provide an area that offers secure, temporary storage for package deliveries.	\$\$
Multimodal wayfinding signage	Install wayfinding signage that includes bicyclist and pedestrian access, and popular transit routes.	Installing signage outside of the building is beneficial to all area residents.	\$\$

Transportation Amenity	Description	Considerations/ Resources	Estimated Cost Range (\$ = lowest \$\$\$ = highest)
Remote work facilities	Provide lounges or conference rooms with free WiFi where tenants can work from home comfortably.	Guidelines and/or policies can be established to regulate the use of the remote work facility.	\$-\$\$\$
Real-time transit displays	Install a large display (e.g., television screen or computer monitor) to highlight sustainable transportation options (e.g., when the next bus is coming).	511NY Rideshare can direct you to transit data feeds (schedules, stops, etc.) and coordinate with transit agencies. This may require a third-party vendor to finalize the data feed connections.	\$
Curbside management	Assign designated parking spots at the curb (in coordination with the local jurisdiction) or in the building parking lot for Lyft/Uber pickup/drop-off and food delivery services.	Contact your local jurisdiction to discuss options for improving curbside management near your property, or consider establishing designated short-term parking spots on your property that provide easy access to the building.	\$
Electric Vehicle (EV) Charging Station	Install an EV charging station to encourage EV use among residents.	511NY Rideshare can support property managers by facilitating relationships with vendors, offering an installation checklist, providing technical assistance and information regarding available grants, and more.	\$\$\$

Policies

Transportation Amenity	Description	Considerations/ Resources	Cost Range (\$-\$\$\$)
Assistance with Transportation-related Certifications (e.g. LEED,	Work with a 511NY Rideshare representative to identify opportunities to	U.S. Green Building Council Guide to Certification⁴	No cost

⁴ U.S. Green Building Council. 2020. Guide to Certification: Residential. <https://www.usgbc.org/tools/leed-certification/homes>.

Climate Smart Communities, or other local programs)	earn credits toward transportation-related certifications.	Climate Smart Communities Certification ⁵	
Clean Air NY Recognition	After implementing a transportation amenity and connecting to resources, receive Clean Air NY 'Champion' recognition.	Implement a physical transportation amenity in the guidebook menu, in complement with policy or outreach efforts.	No cost
Preferential parking for tenants who vanpool*	Create dedicated parking spots for commuter vanpools in a premium location.	Work with the 511NY Rideshare Vanpool Program Manager to verify vanpool drivers.	\$
Parking pricing	Unbundle the cost of parking from rents, or implement dynamic or market-responsive pricing.	Consider using parking revenue to fund other transportation options and programs.	No cost

*Typical vanpools have 5 to 15 members and travel 20 miles or more between work and home.

Promotions and Events

Transportation Amenity	Description	Considerations/ Resources	Cost Range (\$-\$\$\$)
Include non-driving directions or an inventory of local transportation options on the property website	Create a dedicated page or section on the property website with links to transit schedules, bike maps, bike/scooter share access, walking maps, etc.	Visit 511nyrideshare.org for helpful links and local information.	No cost
Customized 511NY Rideshare landing page for your property	511NY Rideshare can customize the landing page with: a rideshare matching system, carpool widget, trip planner, park and ride lot map, bike resources, and customized maps.	Contact a 511NY Rideshare representative to learn more.	No cost
Flyers, brochures, and displays	Create a one-stop hub of information about available amenities. This could be a physical display, a bulletin board, and/or a page on your property website.	Contact 511NY Rideshare for electronic files. Print materials to distribute in mailboxes or include in a display.	Print costs only

⁵ Climate Smart Communities. Certification Overview. <https://www.usgbc.org/tools/leed-certification/homes>.

Transportation Amenity	Description	Considerations/ Resources	Cost Range (\$-\$\$\$)
New tenant packets	Provide new tenants with a packet of local transportation information and encourage them to create an account in the portal (as applicable).	511NY Rideshare offers a printable flyer and customized maps, centered on the building site with information on transportation options available in the area.	No cost
Guaranteed Ride Program	Promote the 511NY Rideshare Guaranteed Ride Program through flyers, emails, or the property website.	Guaranteed Ride Program Webpage ⁶	No cost
On-site promotions	Host socials, events (in-person or virtual), or webinars to teach tenants about their transportation options. Events could include tabling, group walks, transit field trips, challenges, workshops, or classes.	Consider which transportation mode tenants might be most interested in and organize the event with that focus.	\$
Clean Air NY Air Quality Action Day updates	Updates are distributed when air quality is predicted to be in the unhealthy range for sensitive groups.	511NY Rideshare will add you to the Air Quality Action Day update distribution list. Partners can also receive updates via our social media channels.	No cost
Emergency or special event assistance	Encourage tenants to sign up to receive notifications in cases of emergencies, special events, or construction in areas that may affect their travel.	Contact a 511NY Rideshare representative to set up notifications.	No cost
Transportation advising	Offer personalized one-on-one transportation advising to tenants by phone, email, or online chat.	The 511NY Rideshare webpage has a resource to help you plan trips for residents.	No cost

⁶ 511NYRideshare. 2020. Guaranteed Ride Program. <https://511nyrideshare.org/web/statewide-511ny-rideshare/guaranteed-ride>.

Transportation Amenity	Description	Considerations/ Resources	Cost Range (\$-\$\$\$)
Resident surveys	Develop and distribute a survey to learn about your residents' commuting habits and their desired transportation options.	Surveying will help you identify your tenants' needs, choose transportation amenities to offer, and monitor progress. 511NY Rideshare staff can administer a customized survey and analyze the results.	No cost
Incentives for sustainable transportation	Offer incentives (e.g., prize drawings, gift cards, or reduced rent) to residents who use sustainable transportation options.	Identify use of and need for transportation options through 511NY Rideshare resident survey.	\$
Bulk transit passes	Provide transit passes to residents at no cost or at a discounted price.	511NY Rideshare can connect you with your local transit provider to learn about bulk pricing options.	\$\$
Bikeshare and/or scooter share memberships	Offer free or discounted bikeshare and/or scooter share memberships if either exist in your area.	511NY Rideshare can connect you with vendors in your area.	\$-\$\$
Bicycle maintenance services	Partner with a mobile bike shop to repair tenants' bikes.	Consider offering this service quarterly and pairing it with an on-site promotion.	\$-\$\$

Resources and Support

Join the 511NY Rideshare Property Manager Program to access complimentary consultations and direct support for implementing a variety of transportation amenities.

To be connected to your local representative, chat with us live at 511nyrideshare.org, or send us an email at info@cleanairny.org.