



# ***Parking, People and Planet:***

## ***How TDM can positively impact all three at once***

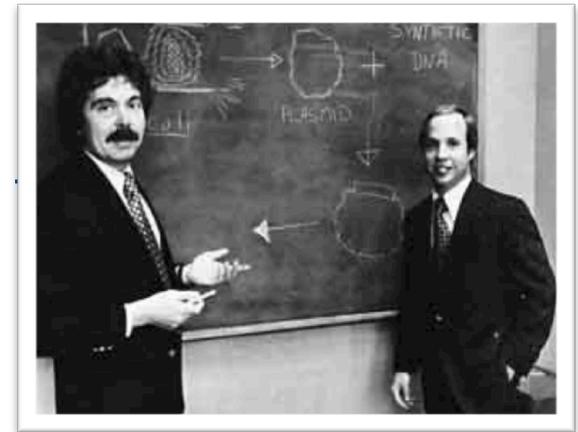
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APA Presentation  
April 17, 2013  
Daniel McCoy, Genentech



## Genentech At A Glance

Founded more than 35 years ago, Genentech is a leading biotechnology company that discovers, develops, manufactures and commercializes medicines to treat patients with serious or life-threatening medical conditions.

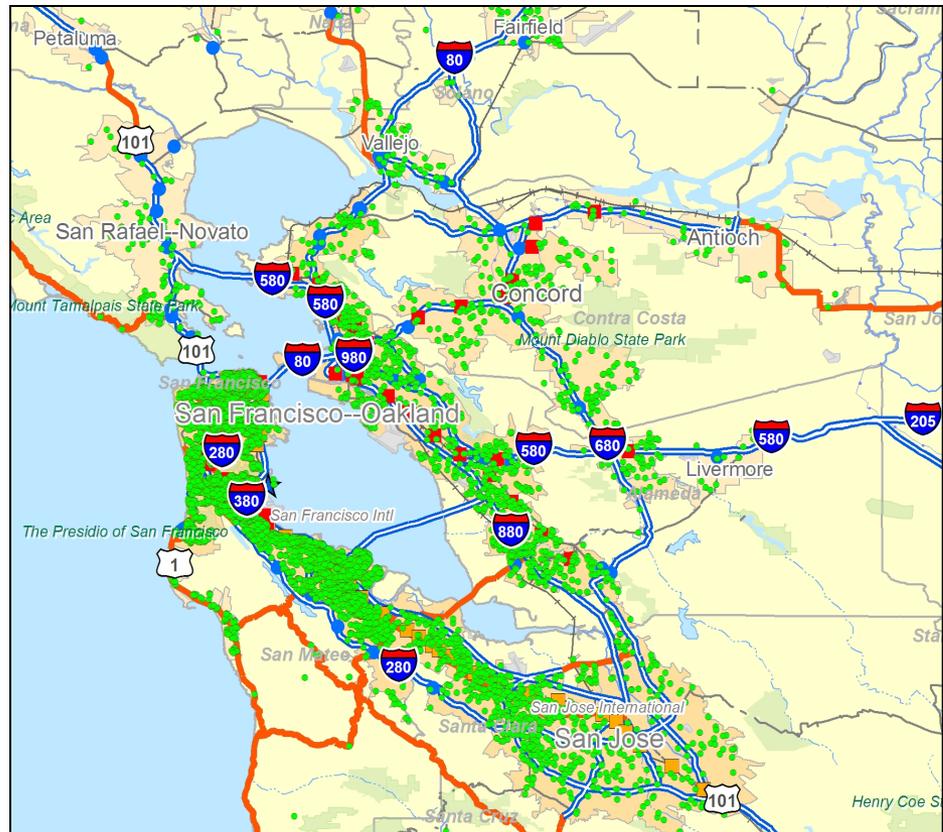


- Genentech became a member of the Roche Group in March 2009
- Genentech's South San Francisco Campus is the headquarters for all Roche pharmaceutical operations in the United States.



## Genentech is....

- Our South San Francisco site is approximately 200 acres and 10,000 employees.
- Our employees live and commute from throughout the entire San Francisco Bay Area.
- Majority of employees live in San Mateo and San Francisco Counties





## Why TDM? It achieves multiple objectives

### For employers and developers

- Improved recruitment, retention and productivity
- Reduced parking costs
- More efficient land use

### For employees

- Quality of life
- Commute costs savings

### For society

- Pollution and congestion reduction
- Cost effective solution compared to infrastructure / supply side investments





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# Negotiated Parking Ratios

## Parking Ratios

### Building Type

	Office	Lab	Mfg/Other	Warehouse
2006 Ratio 1.6 per 1,000				
Required Parking Ratio	3.00	3.00	3.00	3.00
Negotiated Parking Ratios	2.75	1.40	0.90	0.50



## *Outcome of Master Plan*

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- City of South San Francisco Requirements
  - Continue to provide all basic TDM programs
  - Use some sort of incentive or parking cash-out program
- At the end of the first 3 year period achieve a minimum of a 30% mode shift
- Independent survey to be conducted every 3 years
- Monetary fines for not meeting 30% mode shift at end of each 3 year review period





## ***gRide Program Strategies***

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- **GenenBus** – Direct bus service from 57 communities throughout the Bay Area plus BART/Caltrain “last mile” shuttle service
- **DNA Shuttle** – Four intra-campus routes facilitate face to face meetings and promote “faster than driving” productivity
- \$4/day cash “Reward” for using a non-drive alone mode
- \$4/passenger/day Driver “Reward” (Max. \$32/day)
- \$120/month transit and vanpool “Subsidy”
- **Preferred parking** – for carpool and vanpool drivers
- **Guaranteed Ride Home** – for emergency travel home
- **Bicycle parking/shower/locker/towel services**
- **Bikeshare program** – for travel around campus





## ***gRide Today***

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- Meeting 10-year Master Plan goal
  - Currently at 41% alternative commute mode share
- Over 3,000 employees submit their gRide Rewards commute calendar each month
- Award winning program and recognized innovator among peer companies and public agencies
- Over 1.3 million riders in 2012
- Approaching 115 million miles eliminated from Bay Area roadways
- Reduces over 14 million lbs. of CO2 each year





**GenenBus and Vanpool Services**

For route planning assistance, visit [gride.gene.com](http://gride.gene.com), send us an email at [gride-d@gene.com](mailto:gride-d@gene.com), or call the gRide Hotline at x55000

# GenenBus

- Focused on communities with
  - No viable public transit alternatives
  - Longer, more arduous and costly commutes
  - high density SF neighborhoods
- 38 GenenBuses serving 27 commuter routes with over 3,500 riders per day





## ***gRide Outreach***

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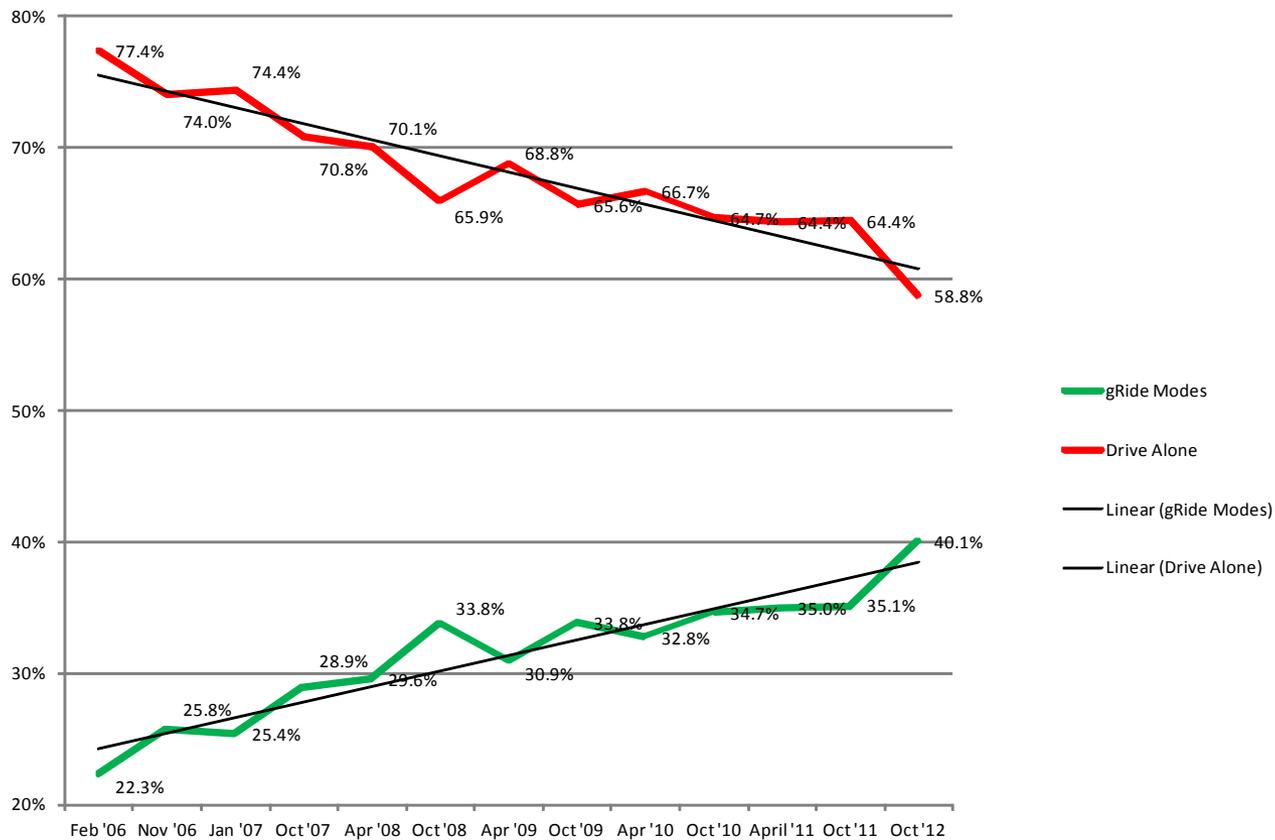


Employees can contact gRide for help with programs, personalized commute planning, or any other questions they might have.

- Robust web presence
- gRide Hotline: 6:00AM to 7:30PM
- Simple Email address
- gRide iPhone App with schedules
- SMS Text Alerts
- gRide FAQs, discussion forum, gRide Blog

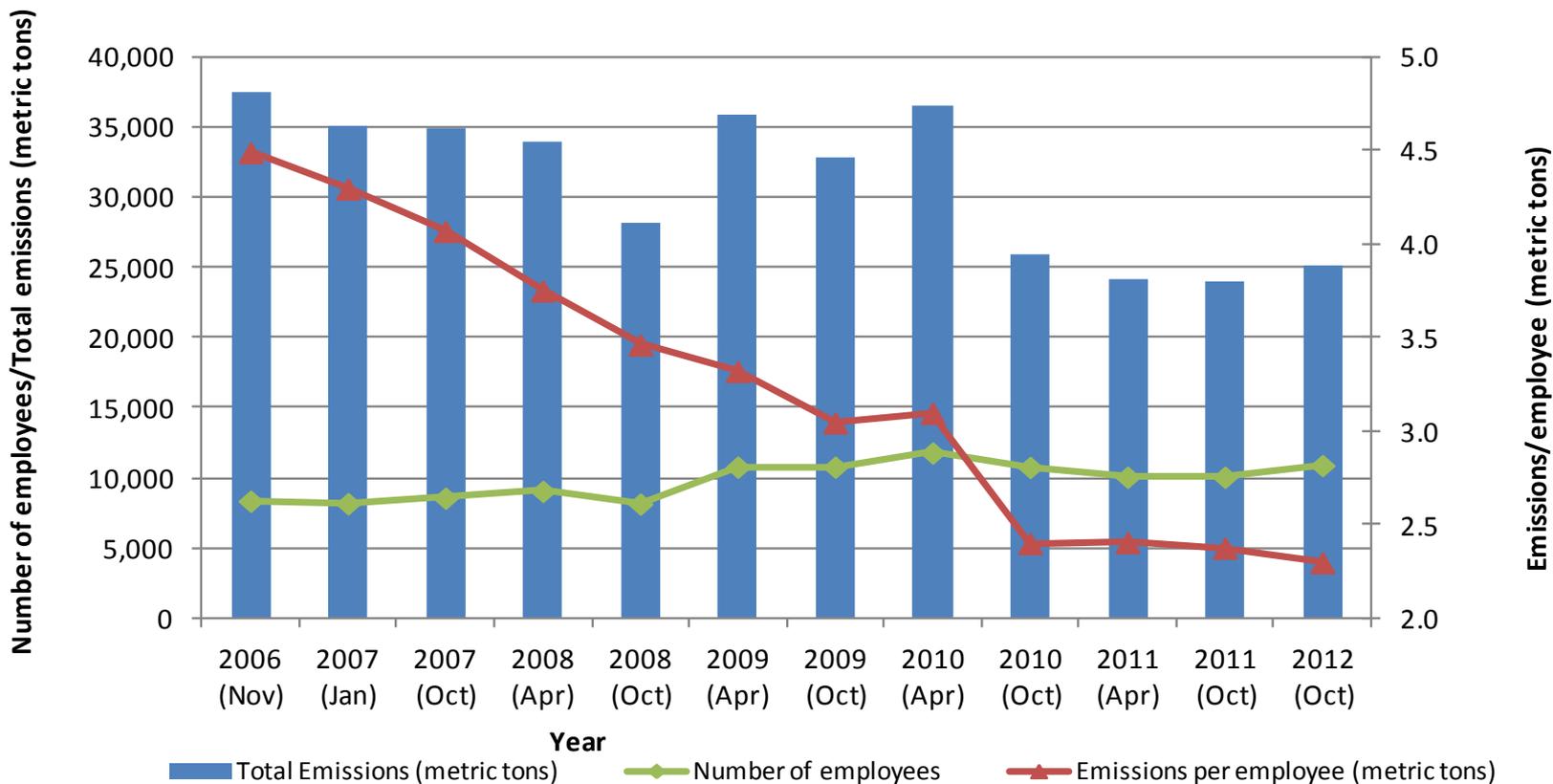


# Commute Mode Shift from 2006 to 2012





# GHG Reduction Impacts by Year





## What's Next

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- **Why do more?:** The gRide program has exceeded its 30% Alternative Commute Mode usage goal per the 10 Year Master Plan
- **Renegotiate Parking Ratios:** Given that Genentech is currently out performing the Master Plan goal, there may be an opportunity to negotiate parking ratios even lower, thereby reducing the amount and cost of parking even further.
- **Short and Mid-Distance Commutes:** The majority of Genentech employees live within 20 miles of South San Francisco. Providing a viable alternative commute option for employees with short commutes is challenging given the disadvantage that TDM modes have compared to the drive alone vehicle.
- **Efficiency:** Managing program growth in the most efficient manner possible is challenging given customer expectations linked to the GenenBus brand relative to other, lower cost service/mode options such as carpooling and vanpooling.
- **Carbon Footprint Impacts:** Evaluating CO2 reductions from reducing solo trips versus other emissions reduction strategies.
- **Benchmark Programs:** GNE now takes great pride in being one of the best TDM programs in the region and will continue to look for ways to improve the program and its results.



A Great Place to Work



## Awards and Recognitions

### FORTUNE Magazine

- In 2013, Genentech named one of the “100 Best Companies to Work For” for the 15th consecutive year.



### San Francisco Business Times

- In 2012, Genentech named on the list of the “Best Places to Work in the Bay Area” for the 9th time.



### Metropolitan Transportation Commission

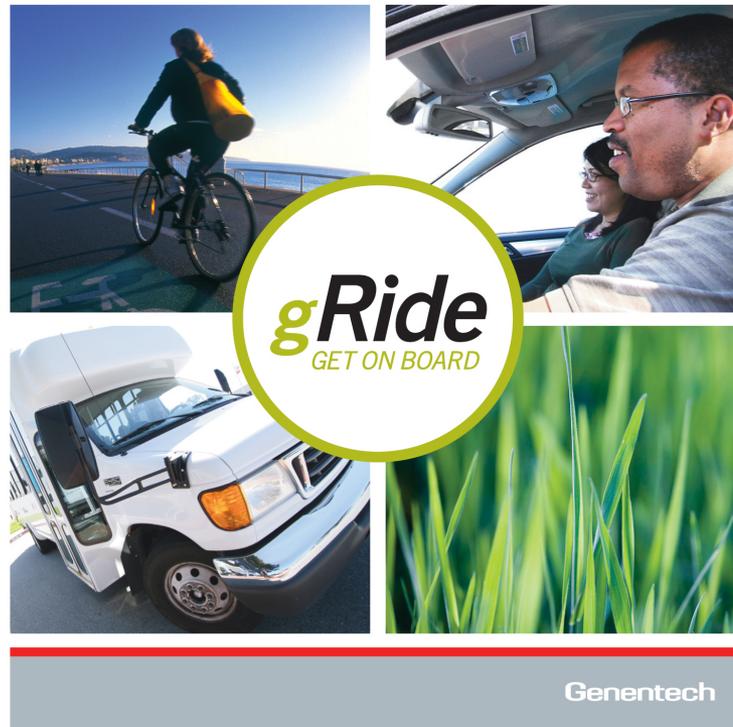
- Co-Recipient of MTC’s Merit Award for Outstanding Commute Program





# Q&A

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Genentech