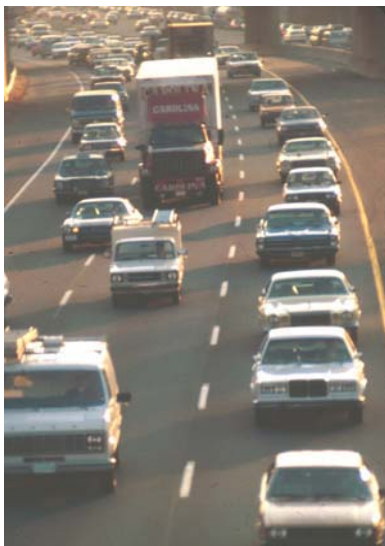


## Base Technologies & Transportation Demand Management (TDM)

### Delivering Commuter Solutions

#### The Problem

Living in the Washington DC metropolitan area, we are all too familiar with traffic congestion. We are reminded daily (most times twice a day) of this problem. Furthermore traditional solutions of more roads or increasing road capacity (adding left turn lanes, signal coordination) often take years to develop and implement. Such “supply side” strategies, as their called in the transportation lexicon, meet with limited success over both the short and long term: numerous cities have documented that as road supply increases, so does demand, often at a faster rate.



Transportation Demand Management (TDM) is a growing alternative approach to the traditional solutions of simply building more roads. TDM is the planning and implementation of programs and initiatives that seek to reduce road space demand by influencing travel options: TDM encourages more walking, cycling, public transit use, carpooling, and especially telecommuting. Characterize it as trying to implement many different smaller alternatives that collectively help to alleviate the problem.

#### Base Technologies' Tiered Solution

Base Technologies' involvement in TDM began when we assisted the US Environmental Protection Agency (EPA) in designing a mobile emission reduction tracking system for the eCommute pilot program. This pioneering 2 year program was run by EPA to promote and measure the air quality impact of telework. Collecting credible emission reduction data by a defined methodology was critical to meet the high standards for reporting: the goal was to create a viable program for including mobile emission reduction credits in existing local air emission trading programs. The pilot met these standards and objectives by collecting



and validating individuals' weekly data based on defined parameters such as vehicle type, route, and commute duration.

Since that initial pilot program, and because of the experience and knowledge we gained, Base Technologies built a comprehensive online management and reporting system for the Atlanta based Clean Air Campaign (CAC). The system tracks individual employee commute activity on



“Base Technologies is fully committed to supporting this technology. We believe it's very critical to support approaches that not only to help address the economic impact of increasing fuel prices, but also help reduce greenhouse gases. What's most exciting about this technology is being able to manage commute alternatives and simultaneously measure the positive impacts of TDM upon congestion and our environment.” S. Rob Davies, COO.

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a daily basis, including carpool, vanpool, walking, biking and telework. The system collects data from each employee participating in the program through an employer site customized to meet the employer's particular requirements. The information is automatically reported to CAC. The comprehensive system supports thousands of users in the Atlanta metropolitan area. Such a comprehensive technical approach represents our first tier of support and first installment in TDM applications.



Building on our experience developing CAC, we designed a system that could be quickly and easily implemented by smaller municipalities. BASETRAK is easy to configure and deploy and is often up and running in less than a day. BASETRAK delivers to these smaller cities and municipalities an inexpensive and proven option for reporting on the positive traffic and environmental benefits of commute options.

Our largest and most comprehensive system, and another tier of solutions is being built for the Metropolitan Washington Council of Governments (MWCOG). In August 2006, our proposal was selected and we began developing this system. This full scale TDM solution will include a guaranteed ride home system, GIS components, and alternative commute tracking capabilities. This web based system will serve commuters throughout Washington, DC, Maryland, and Virginia.

Combined with our experience at CAC and BASETRAK this comprehensive TDM solution will provide large metropolitan areas with the capability to manage commute alternatives such as ridesharing and guaranteed ride home benefits across diverse local jurisdictions.



### Our Clients

In the TDM marketplace, Base Technologies and our products and services are generating great interest as cities and towns across the country look to develop TDM capabilities. Our BASETRAK product is currently in use in Knoxville, Tennessee and in Charlotte, North Carolina and is under evaluation in several other communities across the country.

- Clean Air Campaign, Atlanta, Georgia
- Metropolitan Washington Council of Governments, Washington, DC

For more information regarding our TDM products and services, please contact Ms. Mary Beatty at (703) 848-2400, [mbeatty@basetech.com](mailto:mbeatty@basetech.com), or visit our website at: <http://www.basetech.com/services/basetraktdm.asp>.



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