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Rideshare Review

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Congratulations!

The University of British Columbia has reached 100 registrants in their www.carpool.ca database!

Way to Go UBC!

Enforcing Carpool Parking

People are creative and love a bargain, so you will have to design a parking enforcement system that reduces cheating and makes carpoolers accountable. Each university/college has its own procedures for enforcing carpool parking. It is important to balance the need for enforcement with the flexibility required to meet the needs of carpoolers.

Tips:

1. Ensure that carpools are registered, and that all carpoolers read the carpool policy, then sign their name to it. Give them a copy of the policy to keep.
2. Clearly define carpool parking areas and erect signage.
3. Some universities have one carpool policy for staff and another for students.
4. Only one permit should be issued to a carpool group. Some universities/colleges do not issue regular parking permits to carpoolers; another option is to use the carpool pass in conjunction with the regular pass when carpooling. Some universities use a carpool pass with an identification sticker, so that more than one vehicle can be used for the carpooler.
5. Use the www.carpool.ca system to manage groups. Pool Reports can be printed daily and can be an effective enforcement tool.
6. For days when more than one person must drive, develop an alternate pass system for carpoolers, as outlined in the policies section of the "Campus Carpooling: A Pollution Solution" User Manual.
7. Charge for carpool permits through payroll deduction, and ensure that they return the carpool pass prior to having the deductions terminated.
8. Charge a fee for a replacement carpool pass.
9. Make it clear that abusers will be reprimanded, fined, or towed. Consider creating a system for others to report suspected carpool cheaters.

An overall carpooling policy will have to be developed for your organization. You won't want your carpool program to be too rigid and discourage use; however, a program that is too lenient will be abused.

The Importance of Database Management

Your rideshare system is only as good as the data it contains. This is a fact that is often overlooked as employers and institutions work to establish rideshare programs. It is essential that while building your database it is regularly monitored for discrepancies, including:

- Duplicate Files: Are users entering their files more than once, rather than updating one file?
- Dummy Files: While every possible safeguard is in place in the www.carpool.ca program to secure information, occasionally "dummy files" are found. These files contain fictitious names and e-mail addresses which are obvious when reading a participant list or report. While these files are harmless to the system and most likely added by someone testing the system, they can be a nuisance to administrators. If you see a pattern of regular "dummy" files you suspect to be from one user, let us know and we can block their access to the system.

A little regular maintenance (5 minutes a month or less) can go a long way to help avoid these pitfalls. If your database becomes stale it will become a source of frustration for users. If match reports provide out-of-date, duplicate and non-existent matches, it will lose credibility as a useful tool.

**LINK YOUR
UNIVERSITY WEBSITE
TO WWW.CARPOOL.CA**

HTTip of the Month:

www.epa.gov.globalwarming/greenhouse/greenhouse12/leaders.html

Climate change, once taught only in specialized graduate programs on the global climate system is becoming a more common feature on campuses. Colleges and universities are undertaking the "greening" of their campuses. See "Campuses Educate the Next Generation of Leaders".

Participation by Campus - December 31, 2000

University/College	Sept 30	Oct 31	Nov 30	Dec 31
University of British Columbia	54	74	89	100
Simon Fraser University	11	14	20	30
University College of the Fraser Valley	0	0	2	4
Langara College	4	6	16	19
Okanogan University/College	2	3	4	4
University of Victoria	5	6	7	7
Royal Roads University	14	16	18	17
Camosun College	0	1	4	5
University of Calgary	8	15	18	22
University of Saskatchewan	3	6	7	5
University of Toronto	28	38	49	52
Brock University	-	24	54	56
Queen's University	0	3	4	10
Conestoga College	11	11	11	11
University of New Brunswick	17	16	17	17
University of Kings College	0	0	0	0
Project Total	157	233	323	362

RIDESHARING @ BROCK U

By Sam Cusick, Brock University Parking Services

At Brock University we have 10984 students (full & part-time), 335 faculty and 519 staff. We have 2,513 parking spaces with an additional 678 “free” parking spaces (contractually, these must be provided to our Faculty).

Over the past few years, we haven't had a parking problem, nor have we ever “sold out” of our general parking permits. This year has been a different story. Even though we lost 225 spaces to a new building, we had created a new lot with 225 spaces to make up the difference—or so we thought. The first week of classes in September brought with them an overabundance of vehicles. On one particular afternoon, all parking spaces on campus were full, 125 vehicles were parked on green space, with additional 20-30 vehicles driving around campus. At that moment we realized we had a significant parking problem. How were we going to solve this problem?

After looking at this new parking dilemma, we realized there must be some way to reduce the number of vehicles on campus. I spent a full day with one of our Parking Attendants to keep an eye on vehicle traffic. At least 85% percent of vehicles arriving on campus were single occupant vehicles. My immediate reaction was to lower this number, but how? The transit system isn't feasible to most individuals (most commute to campus, and work immediately after class). How were we going to solve this problem? How can we successfully create a rideshare program on campus? It was at this moment that I distinctly remembered some correspondence from Commuter Connections. Perhaps they could help us create a successful rideshare/carpool program.

Our rideshare registration during the first term was successful, and we're hoping to increase participation during our second term. Here are some of the ways that we promoted the program on campus:

- Front-page article in our campus newspaper
- Ongoing updates in our faculty/staff newsletter
- Posters have been distributed across campus
- All parking permit holders have been e-mailed rideshare information
- Bookmarks were handed out during our campus “Safety Day”
- Rideshare benefits have been posted on our web page (linking to www.carpool.ca)

We've found the University Community to be extremely generous in donating an assortment of prizes to help us promote the program. We'll be looking for help from additional members of the University community in the near future. Prizes have been a great incentive, but our key incentive is that we're providing registered carpools with convenient parking at no additional cost in our cash only parking area closest to the University. Our favourite phrase has been “Take the initiative! Sign up to rideshare today!”

We've found ridesharing to be an excellent addition to our Parking Department here at Brock. Personally, I feel it should be a service provided at every University.

The Rideshare Review welcomes contributions. If you have something to share, please e-mail us at information@carpool.ca or fax it to us at 250.743.8000.

“The problems of today cannot be solved by thinking the way we thought when we created them.”

Albert Einstein



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.....the key to ridesharing

Commuter Connections is a BC based, non-profit organization committed to reducing single occupancy vehicle use through the promotion and implementation of rideshare programs.

The purpose of the Rideshare Review is to provide a forum for sharing information to aid in the delivery of rideshare programs. We would be happy to hear your feedback or any ideas you would like to see incorporated into future issues.

This project "Mitigating Climate Change Through Rideshare" has been generously funded by Environment Canada/Natural Resources Canada's Climate Change Action Fund. For more information about our programs, please visit our website at www.carpool.ca, call us at 1.800.668.RIDE, or send an e-mail to information@carpool.ca.

There may be others who would benefit from information on ridesharing. Please pass this newsletter on!

More Low Cost Marketing Tips and Tools

- Make "tent" folders and place on cafeteria tables
- Set up a carpool information table during the sale of parking permits explaining the benefits of ridesharing
- Include carpool information on student union bulletin boards
- Use grades and other mail-outs to promote the program
- Use students to do work for you — an economics class may take on a feasibility study for a UPASS program, or a communications class can plan a marketing strategy for your rideshare program
- Inexpensive, visible rewards such as mugs with "I Carpool" printed on them create discussion around the office and cafeteria while recognizing those who make the effort to carpool.

Keep carpooling current and in the minds of your audience! If you take on one or more of these tasks each month, your rideshare program will grow at a steady pace and it won't be long before you see the rewards!

Driving Home the Facts:

"Free" parking is ultimately paid for by society. To build a parking lot, on top of the land value, each stall costs \$3,000 to \$5,000 in a surface lot, and up to \$20,000 in a parkade. This cost is imposed on businesses and local governments, and transferred to employees, consumers, and taxpayers.