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Congratulations!

Brock University in

St. Catharine's, Ontario, is
the first university to set up
a carpool.

Way to Go Brock!

Parking Overflow in Surrounding Neighbourhoods

Generating traffic and overflow parking in surrounding neighbourhoods is a real problem for most Canadian post-secondary institutions. Chances are this overflow is generating community relations problems. Residents' complaints about noise, safety, pollution and the inconvenience of finding parking in front of their own houses, often leads them to complain to the municipality about the students.

Responding to these traffic complaints by building more parking lots or structures is seldom successful in alleviating neighbourhood traffic. Instead, the university may inadvertently generate more traffic to the university district. Those who can afford it will purchase permits, while others will continue to park for free parking in the surrounding neighbourhoods.

Cities and universities respond by putting limits on free parking through the implementation parking management strategies

One such restriction may be the installation of parking meters on streets directly adjacent to universities.

Some cities may designate neighbourhood street parking as "residential parking only" with the university having responsibility for monitoring neighbourhoods.

Another solution to the problem may be the implementation of Residential Parking Permit Zones. These permits are usually available to residents for free while the general public, including students and university employees, may park in these zones for a short duration (usually 2 hours).



If Residential Parking Permit Zones are established, the result is likely more pressure on university lots. The obvious solution is always the most effective.

Overflow parking is a very real challenge for most post-secondary institutions and communities alike. The options are usually punitive, costly, and do little to alleviate the conflict between neighbors and students.

The most cost-effective solution to being a "good neighbor"? Implement a successful carpooling program. Less traffic means less demand for parking, less noise, less stress. And both the participants and the residents save money on gas, taxes for road repairs and the costs of air pollution.

Marketing Strategies: Repeat the Message (Over, and Over, and...)

Now that you've set up your program and you have a number of people registered, you're done, right?

Wrong! Marketing your rideshare program is an ongoing process if you want your program to continue to grow.

Research shows that consumers need to

hear a message many, many times before they consider using a product or service.

Think about setting aside 1 hour every week to market your program. In 60 minutes, you can send an e-mail to a distribution list; submit a brief article to the campus newspaper; and have time left over to work on plans for something

larger—maybe a Clean Air Day display or semi-annual transportation fair.

Remember to check the number of rideshare program participants prior to your efforts and then after. You will be rewarded for your efforts!

Is TDM Good for Business? You Bet!

Employers can obtain many business benefits from TDM programs such as enhanced recruiting, reduced employee turnover, increased productivity, enhanced morale, reduced absenteeism and enhanced customer service. Here are a few examples:

- Compressed work schedules facilitate more effective customer service by offering longer business hours, greater work flexibility and reduced parking needs.
- Telecommuting is an excellent recruitment benefit and has shown to facilitate greater employee productivity.
- Vanpoolers and carpoolers get to work on time, with less absenteeism and with less stress, than those that face the commute alone. This also reduces pressure on parking resources—freeing up more parking for paying customers.
- The primary business benefits of TDM support services appear to be improving productivity and morale.

Source: Commuter Connections, Metropolitan Washington Council of Governments, Issue 1, Volume 4, Winter 2000.

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

The Low Down on Ground Level Ozone

Ground level ozone is formed by a chemical reaction between volatile organic compounds (VOCs) and nitrogen oxides (NOx) in the presence of sunlight and elevated temperatures. VOCs and NOx are products of emissions from motor vehicles, power plants, consumer products and other sources. When pollution levels are high, many people experience shortness of breath, wheezing, and

other respiratory problems. Children, asthmatics, and the elderly are particularly at risk, but even healthy adults can be affected. Ground level ozone also harms the environment by adversely affecting ecological functions and weakening sensitive vegetation resulting in billions of dollars in agricultural yield losses annually.

Reduced ground level ozone benefits busi-

nesses and the community at large. Air pollution affects the health and well-being of everyone. A healthier work force has less absenteeism, improved productivity and lower health care costs.

Better air quality also improves regional economic development by encouraging employers to relocate to your region and it helps reduce restrictions on development and transporta-

Participation by Campus - October 31, 2000

University/College	As of Sept 30	As of Oct 31
University of British Columbia	54	74
Simon Fraser University	11	14
University College of the Fraser Valley	0	0
Langara College	4	6
Okanagan University/College	2	3
University of Victoria	5	6
Royal Roads University	14	16
Camosun College	0	1
University of Calgary	8	15
University of Saskatchewan	3	6
University of Toronto	28	38
Brock University	-	24
Queen's University	0	3
Conestoga College	11	11
University of New Brunswick	17	16
Dalhousie University	0	0
University of Kings College	0	0
Project Total	157	233

TDM Supplementary Support Programs

TDM Supplementary Support Programs (SSPs) are offered in conjunction with trip reduction programs to provide added benefits to those commuters who chose to leave their car at home. Once you get people to carpool, you want them to continue to do so. SSPs support long-term ridesharing by providing carpoolers with the flexibility they need. There are number of SSPs that you may consider providing, the most common are:

Guaranteed/Emergency Ride Home Programs

The most common of Supplementary Support Programs is the Guaranteed Ride Home Program (GRH).

Guaranteed or Emergency Ride Home Programs serve as a particularly valuable benefit to commuters. GRHs provide insurance that if carpoolers miss their ride because they experience an unexpected personal emergency, illness, or unscheduled overtime—they have the means to get home.

GRH programs can be set up in a number of ways, however, they usually provide commuters with a limited number of free trips per year (2 to 4) via transit, taxi, or rental car. Employees are reimbursed for expenses.

Research has shown that these programs are under-utilized by employees for fear that if abused the service may not be available to them when they really need it.

Transportation During Work

One of the most common reasons for not sharing the ride is the need for transportation during the work day.

Many employees need to travel from one meeting to another during their regular work day. These meetings are often off-site and require the use of a car.

While these situations may only occur once or twice per week, they provide commuters with a legitimate reason to bring their car to work. The use of fleet vehicles (or in some cases, bicycles) is ideal for on-the-job travel.

A shuttle service may also be well-received for inter-campus travel and trips to and from the airport

The money saved on parking will more than pay for these SSP services.

“Nothing great is ever achieved without enthusiasm.”
Ralph Waldo Emerson

Occasional Parking Passes

Everyone has to bring their car to work occasionally—either to get to a scheduled appointment or because they simply slept in and missed their ride.

Providing a limited number of daily parking passes to regular carpoolers (4-6 per semester) who occasionally need to bring their vehicles to campus goes a long way to promote long-term carpooling.

IT'S A FACT!

Data collected and analyzed at the University of California, Irvine have shown that commuters who adopt an alternative mode of commuting tend to arrive at work calmer than those who drive alone to work. This could result in higher productivity and a healthier lifestyle overall!



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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.

Established in 1992, Commuter Connections has implemented rideshare programs for large public and private sectors clients both in Canada and the United States. Our organization consists of a loosely grouped strategic alliance of approximately 10 people, including TDM specialists, internet programmers, project managers and marketing personnel.

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.

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

Good News from the Silicon Orchard!

Commuters in British Columbia's Kelowna region are reconsidering their automobile use. Long known for its apple orchards, vineyards and beautiful scenery, Kelowna also boasts a growing high tech industry of over 500 firms. The new e-economy has created some difficult traffic problems but a recent TDM survey also indicates that citizens are beginning to consider the root of the problem. Some of the findings:

- The greatest concern (55%) to local residents is the environmental cost of automobile pollution;
- 73% of residents believed that government should be working towards increasing the public's use of carpooling;
- Over half (58%) "agreed or strongly agreed" that "It is important that I use my vehicle less often."
- An overall net gain of 7% of respondents have increased their carpooling over the past 12 months;
- 55% were "somewhat or very willing" to change their driving behaviour in the next 12 months to reduce overall vehicle impact by sharing a ride with others twice a week more than they currently do."

Source: City of Kelowna/Central Okanagan Regional District TDM Opinion Survey, Summer 2000

**On Climate Change:
"Humanity is conducting an unintended, uncontrolled, globally pervasive experiment whose ultimate consequences could be second only to a global nuclear war...."
ICCA, Toronto 1998**