

Rideshare Review

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" Is Parking an Incentive to Carpool?"

www.carpool.ca

INSIDE THIS ISSUE:

Is Parking an Incentive to Carpool?

Summer Heat

If Two's Company, Is Three ... a Carpool?

Summer Factoid

New Users

Promotional Materials

TDM Survey

Keys to Carpooling Success

Marketing Corner

Have a Transportation Fair



Parking at most post-secondary institutions and employers is in high demand and short supply. Parking management supply strategies can be used to encourage ridesharing and may be easier to implement than pricing policies since they don't usually threaten the drive-alone commuter with significant new commuting costs. Instead, supply management policies reward those who carpool by providing parking convenience in the form of reserved, sheltered or prime-location parking.

In fact, parking convenience motivates drivers before cost..... If parking is in short supply and commuters are frustrated at the inconvenience of searching endlessly for parking, a guaranteed parking spot may be the only motivation they need to share the ride.

According to a study of commuter parking prices by Gerald Miller and Carol Everett, anything that reduces the cost of parking is an incentive to drive, while paying the market rate for parking increases both the number of transit riders and the number of car- and vanpoolers. Daniel Baldwin Hess' paper on free parking confirms this finding. As daily parking costs increase, more commuters choose transit and carpools and fewer choose SOVs. So, if we want to see increased demand and support for ridesharing and transit, allowing parking costs to rise will only contribute to that goal.

Vehicle trips and trip destinations are quite sensitive to parking price. Carpool discounts are effective only as infrequent promotions. As a regular, on-going practice there are practical problems providing a discount to carpools if there is no existing (effective) enforcement mechanism. Carpoolers are likely to be less sensitive to parking price (increases) because the cost is divided among several users, and other financial and time incentives (such as use of HOV lanes) may be more significant.

Taken altogether, this information suggests that taking away a discount as a way of increasing the price of parking will not impact "real" carpoolers but would likely eliminate the more price-sensitive SOV drivers, including those posing as carpools in order to receive a parking discount. Although increasing fees is always unpopular, it is most accepted when fees are used to fund alternatives such as rideshare programs, bus pass subsidies, pedestrian-friendly walkways, and bike lockers.

Summer Heat

At long last ... summer! Blue skies and seemingly endless sunshine also bring sharp increases in the amount of ozone, that nasty pollutant that causes wheezing, coughing, and shortness of breath.

Driving less is one way to combat ozone which is the primary component of smog. Ozone is formed when tail-pipe emissions combine with temperatures exceeding 40 degrees.

As more and more cars are put on the road, reducing emissions becomes a real challenge.

Factoid

CFC emissions destroy outer atmospheric ozone, which protects the earth from harmful ultraviolet rays. 25% of these emissions are produced by transportation.

- www.history.rochester.edu/class/petrol

If Two's Company, Is Three... a Carpool?

The jury will most likely be out on this for some time to come. Most parking administrators have struggled with defining what constitutes a carpool –particularly when a new rideshare program is introduced and limited parking is being used as an incentive.

Our advice: be as flexible as possible during the introduction of your rideshare program. Initially, as you build up your database it may not be possible for participants to find more than one compatible match. Designating 20 free parking spaces for carpools of 3 or more can lead to 20 under-utilized parking spaces as well as frustrated carpools who feel they're not being rewarded for their efforts.

Many universities, colleges, and employers have adopted separate policies for 2 person carpools and 3+ person carpools. The incentives offered can vary, e.g. all carpools receive reserved parking, however, 3+ person carpools park in prime spaces

Carpool parking policies do not have to be carved in stone, they can be reviewed and revised as your program grows. Remember—flexibility is the key.

Welcome New *www.carpool.ca* Users

- University of Western Ontario, London, ON
 - Town of Banff, Banff, AB
 - EPCOR, Edmonton, AB
 - Telus, Edmonton, AB
 - City of Edmonton, AB
 - ATCO Gas, Edmonton, AB
- Canada Place, Edmonton, AB
- McMaster University, ON
- University of Manitoba, MB

TDM Survey Findings

A recent survey (June 14, 2002, Urban Transportation Monitor) of agencies providing TDM programs found that half the metropolitan areas in the United States who responded to the survey spend less than \$500,000 annually on TDM programs. Fully 67% of the respondents felt that this level of funding was inadequate.

Most successful TDM programs are conducted through employers who view vanpooling/carpooling as the most promising TDM technique for the future. This is an interesting finding as the survey also showed that carpooling has declined in most areas since 1990.

Increasing the level of spending at the employer end to try to move people out of single occupant vehicles and into carpools would therefore seem to be an effective strategy.

The Urban Transportation Monitor's survey asked how individual agencies achieved success. The answers below are listed in order of frequency:

- Working with employers (e.g., form carpools, vanpools, reduce SOVs).
- Working with schools (e.g. form carpools).
- Increasing/modifying bus routes and number of available buses.
- Public education and outreach.
- Hiring/assigning internal coordination staff.

One respondent maintained a carpool matching program since 1989. Over thirteen years about 30 percent of the people advertising for a carpool have found matches and an average carpool lasts 2.8 years. The average carpooler has a commute length of 28 miles one way. It is estimated that this program has reduced area VMT by over 17 million miles since its inception.

Post-Secondary Growth At A Glance

Post-Secondary Institution	City	Registrants
University of BC	Vancouver	798
Simon Fraser University	Vancouver	212
Langara College	Vancouver	335
BCIT	Vancouver	224
University of Calgary	Calgary	240
Southern Institute of Technology	Calgary	32
Mount Royal College	Calgary	38
Red River College	Winnipeg	69
University of Manitoba	Winnipeg	tba
Algonquin College	Ottawa	11
Queen's University	Kingston	16
York University	Toronto	189
McMaster University	Hamilton	28
Brock University	St. Catharines	20
University of Western Ontario	London	6

Marketing Corner...

Implement a "points" program that regularly rewards those students, faculty, or staff members who demonstrate their environmental commitment by sharing the ride. Prizes can range from free coffee for a month, free parking, or even gift certificates. The prizes don't have to be big to draw attention and get the message out.

Have a Transportation Fair!

With employees back into the routine of work and students returning to school, September is an ideal time to promote ridesharing. Call 800.668.RIDE for information on how to set up a Transportation Fair and to order promotional items.

We have baseball caps, posters, bookmarks, pencils, golf shirts, signs, etc. To order these items to promote your ridesharing program, contact us at:

Commuter Connections
1-800-668-RIDE
information@carpool.ca



PO Box 192
Shawnigan Lake, BC
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www.carpool.ca

E-Mail: information@carpool.ca

.....the key to ridesharing

Commuter Connections, the organization that brings you carpool.ca, is a British Columbia based non-profit organization committed to reducing single occupancy vehicle through the promotion and implementation of rideshare programs.

The Rideshare Review is a forum for sharing information to aid in the delivery of rideshare programs. Every month, we try to provide useful tips to individuals and organizations engaged in ridesharing initiatives. We would be happy to hear your feedback, success stories or any ideas you would like to see incorporated into future issues.

Commuter Connections would like to acknowledge past funding from the Climate Care Trust Fund made possible by a donation from the Insurance Corporation of BC. We also acknowledge past funding contributions from Environment Canada/Natural Resources Canada's Climate Change Action Fund.

For more information, 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!

**LINK YOUR
COMPANY'S
WEBSITE TO
WWW.CARPOOL.CA
(we'd be happy to
send you our logo!)**