

1. Report No. FTA-TX/1964-1F	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle NATIONAL REVIEW OF STATEWIDE RIDESHARE PROGRAMS AND SURVEY OF TEXAS RIDESHARE PROGRAMS		5. Report Date June 1993	6. Performing Organization Code
7. Author(s) Nell Frazer Lindquist, AICP and Katherine F. Turnbull		8. Performing Organization Report No. Research Report 1964-1F	
9. Performing Organization Name and Address Texas Transportation Institute The Texas A&M University System College Station, Texas 77843-3135		10. Work Unit No.	11. Contract or Grant No. Study No. 2-11-92-1964
12. Sponsoring Agency Name and Address Texas Department of Transportation Office of Research and Technology Transfer P.O. Box 5051 Austin, Texas 78763-5051		13. Type of Report and Period Covered Final: September 1992-June 1993	
15. Supplementary Notes Research performed in cooperation with Texas Department of Transportation and Federal Transit Administration. Research Study Title: Facilitate Development of a Statewide Rideshare Program		14. Sponsoring Agency Code	
16. Abstract This study was undertaken to examine the potential for development of a Statewide Rideshare Support Program. This report documents the results of a literature review, telephone surveys with ridesharing agencies in Texas and four other states, and telephone surveys with departments of transportation in fifteen other states. Further, it outlines an initial approach for a Statewide Rideshare Support Program and potential activities to be undertaken to develop this program. Information was obtained from rideshare programs on staffing and budgeting levels, services offered, ridematching databases, marketing efforts, and local levels of interest in ridesharing. State departments of transportation were surveyed for information on types of support offered to ridesharing programs, staffing and budgeting, measures of effectiveness, and perceptions of ridesharing at the state level. The report includes suggestions for actions by the Texas Department of Transportation to facilitate support for ridesharing programs in the state.			
17. Key Words Ridesharing, Carpools, Vanpools, TDM, Transportation Demand Management, Travel Demand Management		18. Distribution Statement No restrictions. This document is available to the public through NTIS: National Technical Information Service 5285 Port Royal Road Springfield, Virginia 22161	
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 110	22. Price



**NATIONAL REVIEW OF STATEWIDE RIDESHARE PROGRAMS  
AND  
SURVEY OF TEXAS RIDESHARE PROGRAMS**

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Research Report 1964-1F

Research Study 2-11-92-1964

Sponsored by

Texas Department of Transportation

In cooperation with

United States Department of Transportation  
Federal Transit Administration

Texas Transportation Institute  
The Texas A&M University System  
College Station, Texas 77843-3135

June 1993







## **IMPLEMENTATION STATEMENT**

This study was sponsored by the Texas Department of Transportation (TxDOT), with partial funding from the Federal Transit Administration (FTA). The principal objectives of the study were: (1) to examine the current status of local and regional ridesharing programs in Texas and selected other states; (2) to survey departments of transportation in other states for information regarding the types of support, if any, offered to local and regional ridesharing programs; and (3) to make suggestions regarding the provision of a Statewide Rideshare Support Program in Texas.

Information is provided on the services offered by local/regional rideshare programs, as well as staffing and budgeting, ridematching databases, marketing efforts, and general levels of interest in ridesharing. State departments of transportation were surveyed for information on types of support offered to ridesharing programs, staffing and budgeting, measures of effectiveness, and ridesharing policies at the state level. An outline for a potential Statewide Rideshare Support Program in Texas is provided, including suggested next steps to be undertaken by the Texas Department of Transportation, rideshare agencies, and other groups.

This information should be of use to the Texas Department of Transportation and ridesharing agencies in the state in understanding the current status of ridesharing and the state and as a suggested method of initiating a Statewide Rideshare Support Program.





## **DISCLAIMER**

The contents of this report reflect the views of the authors, who are responsible for the opinions, findings, and conclusions presented herein. The contents do not necessarily reflect the official views of the Texas Department of Transportation or the Federal Transit Administration. This report does not constitute a standard, specification, or regulation, and is not intended for construction, bidding, or permit purposes.



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## **LIST OF ABBREVIATIONS & ACRONYMS**

CAAA - Clean Air Act Amendments of 1990  
CMAQ - Congestion Mitigation and Air Quality Improvement program  
COG - council of government  
DOT - department of transportation  
ETC - employee transportation coordinator  
FHWA - Federal Highway Administration  
FTA - Federal Transit Administration  
HOV - high-occupancy vehicle  
ISTEA - Intermodal Surface Transportation Efficiency Act of 1991  
MPO - metropolitan planning organization  
MTA - metropolitan transportation authority  
SOV - single-occupant vehicle  
TDM - transportation demand management  
TMA - transportation management association  
TTI - Texas Transportation Institute  
TxDOT - Texas Department of Transportation





## SUMMARY

Ridesharing, both carpooling and vanpooling, represents one approach being pursued in many areas to address traffic congestion, air quality and mobility concerns. Benefits of ridesharing include reducing individual commute costs, reducing parking space demand, assisting with improving air quality levels, and contributing to more efficient use of the transportation system. Recent federal, state, and local initiatives have placed more emphasis on the need to improve and expand ridesharing programs and services. For example, the federal Clean Air Act Amendments (CAAA) of 1990 and the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 place additional emphasis and specific requirements on trip reduction programs and increasing vehicle occupancy rates.

In many areas of Texas, rideshare programs are expanding in response to federal requirements and local needs and demands. Transit agencies, private businesses, metropolitan planning organizations (MPOs), and the Texas Department of Transportation (TxDOT) have expressed interest in developing a Statewide Rideshare Support Program that would promote the efforts of the local agencies and businesses. Such a program would provide a statewide focus for ridesharing, assist in promoting its benefits, and enhance the visibility of local rideshare programs. The Texas Transportation Institute (TTI), under contract to TxDOT, has completed a study to examine the need for and to facilitate the development of a Statewide Rideshare Support Program. This effort included contacting ridesharing agency representatives in Texas and in other states, surveying other state Departments of Transportation (DOTs), and reviewing available literature for information on ridesharing efforts. Five programs in Texas and six local area ridesharing programs in California, Colorado, Michigan, Ohio, and Washington were surveyed. Fifteen state departments of transportation were also contacted to determine what types of support for ridesharing are available at the state level.

Local ridesharing programs were surveyed for information on staffing and budgeting levels, the range of services offered, the ridematching database used, marketing efforts, and the general level of interest in ridesharing in each area. State DOTs were surveyed for information on the

types of support offered, staffing and budgeting levels, measures of effectiveness, perception of ridesharing at the state level, and suggestions on statewide ridesharing efforts.

Of the fifteen states contacted, all but three offer some type of on-going support for local or regional ridesharing efforts. This commonly takes the form of providing federal funding for local programs, with some oversight at the state level. However, the actual implementation, marketing, and operation of rideshare programs generally takes place at the local level. A few states, such as California and New Jersey, were actively involved in statewide efforts to promote the concept of sharing rides. Although there were common elements in many state programs, the actual execution of various elements differed from state to state. For instance, both Michigan and Tennessee have statewide vanpool programs, but Tennessee purchases its own vans, while Michigan leases them from a private broker.

Further, the study's findings indicate that the ridesharing services, the methods for providing those services, and the experiences of the agencies providing them were all fairly similar. Ridesharing agencies generally offer computerized ridematching, employer outreach and assistance, and vanpool programs. The actual delivery of those services varied according to local needs and organizational arrangements.

A number of common themes were voiced by both state and local area ridesharing professionals. These include the need to begin emphasizing the benefits of all commute alternatives; the idea that rideshare marketing campaigns should be targeted to specific audiences and congested corridors; the value of focusing major efforts on employer outreach programs; and the success of highway signs as a marketing tool.

The literature review provided information on the history of ridesharing and on past efforts to promote ridesharing. Historically, ridesharing efforts have received the most notice during times of national crisis: notably, World War II and the Arab oil embargo of the 1970s. A large portion of the current literature focuses on efforts underway in Southern California, which has

been at the forefront of promoting commute alternatives as one means of coping with its severe air pollution problems.

The report outlines a suggested approach to the development of a Texas Statewide Rideshare Support Program. The main points of this approach include promotional and educational activities at the state level to increase public awareness of the necessity and benefits of ridesharing. These efforts could be coupled with TxDOT's continued support of ridesharing through the provision of infrastructure which encourages high-occupancy commute modes, such as high-occupancy vehicle (HOV) facilities, park-and-ride lots, and highway signs.

The body of this report is organized into four sections, following the introduction. Chapter II provides a summary of the rideshare programs associated with metropolitan transit authorities in Texas' major cities, including a brief history of each program and information on the types of services provided. An overview of the status of ridesharing in smaller cities around the state is also included. Chapter III is a summary of selected statewide rideshare programs and local/regional efforts in other states. Chapter IV outlines suggestions for potential components of a Texas Statewide Rideshare Support Program. The report concludes with a summary of the major elements addressed and identifies possible next steps to be taken in the process by TxDOT and TTI. Additional information on promotional efforts and examples of marketing materials are provided in the Appendices. A bibliography of the sources reviewed is included, as is a listing of the individuals contacted at various agencies.



## I. INTRODUCTION

Ridesharing, both carpooling and vanpooling, represents one approach being pursued in many areas throughout the country and in Texas to address traffic congestion, air quality, and mobility concerns. Benefits of ridesharing may include reducing individual commute costs, reducing parking space demand, improving air quality levels, reducing energy consumption, and assisting with better management of the transportation system.

Although ridesharing has been an important component in the mix of transportation alternatives available in most urban areas in Texas, recent federal, state, and local initiatives have placed additional emphasis on the need to improve and expand ridesharing programs and services. For example, the federal Clean Air Act Amendments (CAAA) of 1990 and the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 place specific requirements for increasing vehicle occupancy rates in many communities and encouraging greater use of all forms of transit. In addition to these federal requirements, many areas in Texas are enhancing and expanding rideshare programs in response to local needs and demands.

As a result of these activities, transit agencies, private businesses, metropolitan planning organizations (MPOs), and the Texas Department of Transportation (TxDOT) have expressed an interest in exploring the potential for developing a Statewide Rideshare Support Program. Such a program could provide a statewide focus for ridesharing, assist in promoting the benefits of carpooling and vanpooling, enhance the visibility of rideshare programs, and support the efforts of local agencies and businesses. The Texas Transportation Institute (TTI), a part of the Texas A&M University System, has been requested by TxDOT to examine the need for a Statewide Rideshare Support Program and to assist in developing such a program if it is deemed appropriate.

As a first step in this process, TTI conducted a series of activities focused on obtaining a clear perspective on the status of ridesharing programs within Texas and statewide rideshare programs throughout the country. This was accomplished through a state-of-the-art literature

review, a telephone survey of representatives from ridesharing programs in Texas, and a telephone survey of staff members with selected state and local ridesharing programs throughout the country. The results of these activities, which are summarized in this report, provide a preliminary identification of potential elements of a Statewide Rideshare Support Program. It also suggests the next steps and activities to be conducted by TTI, TxDOT, and other groups in further refining and developing a Texas Statewide Rideshare Support Program.

## **Background**

Since World War I, travel in American cities has been characterized by declining transit use and increasing reliance on the automobile. The emphasis in American transportation shifted after 1920, from development of rail systems to the construction of highways (1). Decreasing residential densities and the growth of suburbs led to a rise in automobile commuting. Ridesharing has existed, informally in the majority of cases, since this time. However, the advent of World War II brought into being the first large-scale organization and promotion of ridesharing programs.

A gasoline rationing system was imposed to curtail civilian use of fuel and tires during World War II. Public and private organizations, including many employers, promoted voluntary carpooling. Companies offered a number of incentives to encourage employees to carpool. During this time, vehicle miles traveled (VMT) were reduced by one-third; from 300 billion in 1941 to about 200 billion in 1943 and 1944. Further, automobile occupancy increased from 2.0 persons per vehicle in July 1942 to 2.44 in December 1942 and 2.66 in March 1943 (2). After World War II, the boom in suburban growth, increased prosperity, and the corresponding increase in automobile ownership resulted in declining levels of ridesharing.

The energy crises of 1973-1974 and 1979-1980 again engendered widespread interest in ridesharing and public transit use. Employer-sponsored ridesharing programs once again became common, and commuters readily took part in these efforts due to the difficulty of obtaining gasoline. When it was available, the rising cost of gasoline became another important motive

for carpooling. However, as gasoline became plentiful once more and prices began to fall, many commuters returned to the single-occupant vehicle (3).

Within Texas, the energy crises prompted major employers to begin promoting the concept of vanpooling for their employees. The state's first such program began in 1974, when Texas Instruments initiated an employee vanpool program at its main facility in Dallas. However, most of the state's activity in the area of employee vanpools was centered in Houston, where, within a short period of time, ten large companies began operating vanpool programs, with a total of 160 vans. Other significant programs elsewhere in the state included San Antonio's United Services Automobile Association (USAA), which initiated a pilot program with six vans in 1978, and the program at the PANTEX plant outside of Amarillo, which began in 1977 with 30 vans (4).

The late 1970s saw a number of ridesharing related conferences and workshops around the state. A national conference on areawide carpooling was held in Houston in 1975, and the Federal Energy Administration (FEA) held a series of vanpool workshops throughout Texas in 1977. In addition, the U.S. Environmental Protection Agency (EPA) sponsored three vanpool workshops in Houston, Dallas, and San Antonio. In 1977, the Governor's Office of Energy Resources received a grant from the U.S. Department of Energy (DOE) to promote vanpooling as one of the mandatory programs in the state's energy conservation plan. As a result of this, the Texas Vanpool Program originated for the purpose of promoting and supporting employer sponsored vanpooling. The program continued until 1988, assisting in the formation of vanpools, monitoring vanpool activity in the state, and distributing quarterly vanpool census reports (5).

Interest in carpooling and vanpooling declined somewhat in the late 1980s, due partially to lower gasoline prices. In response to requirements of the 1990 CAAA, the 1991 ISTEA, and other federal and state programs, interest in ridesharing appears to be growing. Further, in 1992 a Texas Chapter of the national organization, Association for Commuter Transportation (ACT)

was formed. As a result of the renewed interest in ridesharing, this study was initiated to examine the potential of a Statewide Rideshare Support Program.

### **Organization of this Report**

Following the introduction, this report is organized into four sections. A summary of Texas rideshare programs is provided in Chapter II. This includes a discussion of programs associated with the metropolitan transit authorities in Texas's major cities, a brief history of each, and information on the types of services provided. An overview of the status of ridesharing in smaller cities around the state is also included. This is followed by a summary of selected statewide rideshare programs and local/regional efforts in other states. Chapter IV outlines suggestions for potential components of a Texas Statewide Rideshare Support Program. Finally, this report concludes with a summary of the major elements addressed and identifies possible next steps to be taken in the process by TxDOT and TTI. Additional information on promotional efforts and marketing materials is provided in the Appendices. A bibliography of the sources reviewed is also included, along with a listing of the individuals contacted at the different agencies.



## **II. TEXAS RIDESHARE PROGRAMS**

The first task undertaken in this study focused on obtaining an understanding of the current status of ridesharing activities in the state, primarily those associated with rideshare programs in the metropolitan areas. TTI conducted a telephone survey to obtain information on the status of rideshare programs within the state and the services they provide. Representatives from the seven metropolitan transit authorities (MTAs) were surveyed, and public transportation providers in 14 cities with a population between 50,000 and 200,000 were also contacted as part of this survey. Information was obtained on the focus of the programs, staff size, budget, services provided, marketing programs, and evaluation efforts. This chapter presents the results of these surveys. A summary of the key elements from the surveys is provided first, followed by a brief overview of each program.

### **Summary**

Currently, six of the seven MTAs operate ridesharing programs. These are the MTAs in Austin, Corpus Christi, Dallas, El Paso, Fort Worth, and Houston. The rideshare program operated by VIA in San Antonio, called ViaShare, was discontinued in February 1992. The services offered by all the programs are very similar. Typically, the types of services available at each agency include ridematching, employer outreach and assistance, vanpool programs, and some provision of a guaranteed ride home for pool participants.

Table 1 provides an overview of the services offered by the Texas ridesharing agencies contacted. The elements usually found in each of these categories are briefly described next. More detailed information regarding the actual implementation of the various services is provided in the description of each ridesharing program.

**Table 1 - Services Offered by Texas Ridesharing Programs**

	Ridematch	Vanpool	Employer Assist.	Guar. Ride Home	Other
Austin - Capital Metro	Y	Y <sup>1</sup>	Y	Y <sup>2</sup>	
Corpus Christi - RTA	Y	Y <sup>1</sup>	Y	N	Subscrip. bus
Dallas - DART	Y	N <sup>3</sup>	Y	N	
El Paso - SunMetro	Y	N	Y	N	Buspool
Ft. Worth - The "T"	Y	Y <sup>1</sup>	Y	Y <sup>4</sup>	Subscrip. bus SchoolPool
Houston - METRO	Y	Y <sup>1</sup>	Y	N	
San Antonio - VIA*	Y*	Y*	Y*	Y <sup>5*</sup>	Subscrip. bus*

\*Ridesharing program discontinued in February 1992

<sup>1</sup> Vans provided by third-party broker

<sup>2</sup> Only for vanpool, Express/Park & Ride, and Flyer bus passengers

<sup>3</sup> Provides referrals to private van broker

<sup>4</sup> Only for vanpool and subscription bus passengers

<sup>5</sup> Only for vanpool members

### **Ridematching**

Ridematching involves the creation of match lists of potential carpool or vanpool members based on their origins, destinations, and schedules. Most rideshare programs use one of a number of commercially available computer software programs or a specially designed system to provide ridematching services. The available systems all use some type of geographic base to record and track individual origins and destinations and to identify potential carpool matches. An individual accesses the system by providing the necessary information over the telephone or by mailing in a ridesharing application. The computer system matches their origin, destination,

and travel times with others in the database, and the individual is provided with a match list of possible carpoolers. The Texas rideshare programs contacted all offered computerized ridematching, with the exception of El Paso, where limited demand has not warranted computerization.

It is usually left up to the individual to make contact with prospective carpoolers. However, some programs are attempting to provide more personalized service to help commuters form carpools. Many of the approaches being tested focus on providing greater flexibility for those who may not be able to carpool every day and on enhancing the comfort level of forming a carpool with a stranger.

A key factor in maintaining an individual's interest in ridesharing is quick response to the initial request for information or for a match list. Rideshare programs use different approaches for providing ridematch lists to applicants. Depending on the speed of the computer system and staff availability, an individual may be provided with the names of prospective matches over the telephone when the initial request is made. In other cases, a match list may be mailed to the applicant, taking anywhere from one day to a week or more.

Very few programs which offer ridematching attempt to track the placement rate, or whether an applicant has actually joined a carpool after receiving a match list. Most programs measure effectiveness in terms of the number of applications received or match lists generated. Staff limitations and the lack of available funding to follow up each application are the reasons most often cited for this lack of attention to placement rates. Most ridesharing organizations attempt to improve the effectiveness of their ridematching services through promotional efforts to increase the size of the database on the theory that a larger database will provide a greater possible number of matches for each applicant (6).

### **Vanpool Programs**

In addition to ridematching services, most ridesharing programs provide some type of vanpool program. Vanpools may either be owner operated, employer sponsored, or organized

through a third-party vanpool service. Ridesharing agencies usually provide match lists for vanpool commuters as well as carpoolers. The four Texas ridesharing programs which offer vanpool programs use vehicles leased from Van Pool Services, Inc. (VPSI). Ridesharing agencies provide the necessary contacts to enable those interested in forming vanpools to do so.

Vanpooling offers attractive features for those interested in ridesharing. As vanpools include more members, up to 15 depending on the vehicle, the cost of commuting can be further reduced over driving alone or participating in a carpool. In employer sponsored or third-party lease arrangements, the van driver usually pays no fare and may have access to the vehicle on weekends. In addition, vanpool programs offered through employers or vanpool service companies usually provide for insurance and vehicle maintenance.

### **Employer Programs**

Employer outreach and assistance programs are important aspects of any successful ridesharing program. While people are often hesitant to carpool or vanpool with strangers, the fact that all or most of the members in a carpool or vanpool work for the same employer can help overcome this initial reluctance. In addition, strong employer commitment to ridesharing programs, through the provision of incentives such as preferential parking for pool vehicles, discounted transit passes, or guaranteed ride home programs, can be extremely important to the success of these programs.

Employer outreach and assistance services usually focus on large businesses, companies, institutions, and governmental agencies. Services provided by ridesharing agencies may include assistance to encourage greater use of carpooling, vanpooling, and transit by conducting surveys, creating match lists, providing vanpool start-up information, and providing discount transit passes. Employers may seek to increase the use of commute alternatives as a result of relocation or the high cost of providing parking for large number of drive alone employees. Employer assistance programs are expected to become increasingly important as rideshare agencies help employers in non-attainment areas throughout the country respond to the requirements of the 1990 Clean Air Act Amendments (CAAA). The Texas rideshare programs included in this

survey all offered assistance to employers. In most instances, the employer assistance programs provide a major focus for the overall rideshare program, with services such as ridematching and vanpool programs drawing many of their clients from employer rideshare programs.

### **Guaranteed Ride Home Services**

Lack of back-up transportation is often cited as an important reason why many commuters do not rideshare. The provision of guaranteed ride home services is one approach that has been used in some areas. The intent of guaranteed ride home programs is to provide a source of back-up transportation in case of emergencies for individuals who use high-occupancy commute alternatives.

Guaranteed ride home programs take many forms and may be offered by ridesharing agencies or through employers. Vouchers, for use with local taxi companies, are one method of providing emergency transportation and are used in Austin and Fort Worth. Another approach is to have transit agency employees act as drivers for the guaranteed ride home program. Many agencies do not provide such services, but encourage employers to do so. Employer programs may use taxi services, transit vouchers, company cars, or rental vehicles.

Thus, guaranteed ride home programs provide a means of transportation to members of carpools and vanpools or bus passengers who have an emergency which requires them to leave work, but do not have access to a vehicle. Eligibility requirements for participation in such programs vary but typically require the employee to be a regular member of a carpool or vanpool or a regular user of public transit. Situations which require use of the service are most commonly medical emergencies for the employee or employee's family and required overtime, causing the employee to miss their usual ride. Guaranteed ride home services appear to offer incentives to encourage individuals who would otherwise be reluctant to use alternative forms of transportation (7).

Although the cost of guaranteed ride home programs may vary, the limited information available on current programs indicates that they do not cost a great deal to operate. The

expense of a program depends on the type of back-up ride provided, the conditions placed on the program's use, documentation and staffing requirements, and the work schedules and situations of the participating commuters. According to one study conducted of employer-based guaranteed ride home services in Southern California, annual use rates varied from 0.5 to 20 percent of eligible employees (8).

### **Other Services**

Other services provided by ridesharing programs around the state include subscription bus routes and assistance to parents in forming carpools to take children to school. These and other services are usually offered when a need has been identified which cannot be satisfied by existing services.

Subscription bus service is offered in Corpus Christi and Fort Worth and was offered by the ViaShare program in San Antonio. The service generally consists of routes and schedules arranged to satisfy the needs of riders who have signed up for the service. The level of service is usually higher than regular line haul transit, with fewer stops, shorter travel times, and more comfortable vehicles. Subscription bus service often focuses on one large employer or a major employment center.

The "SchoolPool" service, offered by the Fort Worth "T" rideshare program, is aimed at promoting ridesharing among the parents of elementary and junior high students who regularly drive their children to school. In the same way that workers going to a single employment site are encouraged to share rides, match lists are provided for parents whose children attend the same schools so that carpools can be formed for student transportation.

## **Description of Texas Rideshare Programs**

### **Austin**

Ridefinders, the ridesharing program offered by Capital Metro, began in 1986 and is located within the Communications Department. Ridefinders has a staff of two and offers computerized

ridematching services, a vanpool program, employer outreach and assistance, and guaranteed ride home services.

Ridematching services are available for both individuals and employees of companies which have contacted the program for assistance. There are presently about 500 names in the computerized ridematching database. Participants are contacted by mail yearly to ascertain if they are still interested in ridematching services. The database is purged annually of the names of those who are no longer participating.

The Ridefinders vanpool program uses vehicles leased from a van service company. Five vans were added to the vanpool fleet in 1992, bringing the total to 53. Vanpool riders pay a monthly fee of \$10 for vanpools within the Capital Metro service area. Fees for vanpools outside the service area are based on round trip mileage and the number of riders. Vanpool riders are also provided with a bus pass for use on any Capital Metro route. In addition, guaranteed ride home service is available to vanpool commuters, Express/Park & Ride and Flyer bus passengers for a \$5 annual fee. The fee buys four vouchers for guaranteed rides home, good for one calendar year. The service is provided through local taxi companies. Trips up to 35 miles and fares up to \$49.50 are reimbursed, less a \$1 surcharge.

Ridefinders gives presentations to businesses concerned about the impact of long distance commuting, parking problems, and traffic congestion. The employer outreach and assistance program provides information about available commute alternatives and assists in implementing carpool and vanpool programs for interested employees.

Ridefinders' marketing budget comes from the overall budget for the Communications Department. Current marketing efforts include distribution of brochures and information kiosks in downtown Austin. The program tracks its promotional efforts by having individuals mail in a card attached to the brochures. Ridefinders has recently been the subject of a series of articles in a local newspaper, and increased interest in the program is anticipated as a result.

## **Corpus Christi**

Corpus Christi's Regional Transit Authority (RTA) began its ridesharing program, RideAlong, on October 1, 1992. The program focuses on promoting carpooling and vanpooling in rural areas without regular route bus service and encourages commuters to use existing park-and-ride lots. RideAlong is located within the Operations and Planning Department of the RTA and has one staff person, the rideshare coordinator.

Services offered by RideAlong include computerized ridematching, employer assistance and outreach, a subscription bus service, and a vanpool program. Individuals in the computerized ridematching database receive a thirty day follow-up contact by telephone or mail to determine their status. Initially, RideAlong plans to maintain names in its ridematching database for six months. After the first year of operation, this will be evaluated and database maintenance procedures adjusted accordingly. RideAlong hopes to track carpools formed as a result of match lists, but this will depend on staff availability. A private broker provides vehicles for the RideAlong commuter vanpool program.

Marketing efforts include mailings, cooperative advertisements with radio stations and convenience stores, television advertisements, billboards, TxDOT highway signs, and presentations to employers. Future efforts of the program may include obtaining additional information on the area's travel patterns, as only limited data is currently available. In addition, an information campaign will target those individuals who drive alone.

## **Dallas**

Commuter Services, the rideshare program of Dallas Area Rapid Transit (DART), is located within the Public Affairs Department. The program has a staff of four, including a program manager, a rideshare coordinator, a rideshare specialist, and a data entry specialist. Rideshare services offered are computerized ridematching and a comprehensive transportation demand management program for employers. Commuter Services currently has about 28,000 names in its ridematching database. This number is cumulative and includes both individuals and participants in employer-sponsored programs. Staff estimates that employer programs are



responsible for about 75 percent of the names in the database. On a six month schedule, a cover letter and updated match list are sent out to participants. A response is requested as to whether the individual remains interested in receiving match lists or is currently in a carpool or a vanpool. The program reports a match rate of 31 percent, based on survey responses.

Commuter Services will prepare a company specific travel demand management (TDM) analysis to determine transportation needs, recommend alternatives, and assist in implementing a mobility program. Through management interviews, employee surveys, and travel pattern analyses, Commuter Services can design a transportation program specifically for the needs of a company's employees. TDM options available to employers include computerized ridematching for employee carpools and vanpools, discounted monthly transit passes, and assistance in examining and implementing alternative work schedules, such as flex time or compressed work weeks. In addition, Commuter Services offers assistance in parking management, corporate relocation, transit education, and in training Employee Transportation Coordinators. Employers are also encouraged to provide a guaranteed ride home program and preferential parking for employees who carpool and vanpool.

Individuals who are interested in forming vanpools are referred to a private van broker or are encouraged to approach their employers about using company-owned vehicles. DART Commuter Services is currently working with the North Central Texas Council of Governments (NCTCOG) to implement a regional vanpool program.

Commuter Services's marketing efforts are budgeted through DART's Marketing Department. Marketing campaigns include public service announcements, billboards, booths at job fairs, and employer presentations. Marketing efforts conducted through the NCTCOG have focused on increasing public awareness of air quality and pollution problems. Staff reports that the most successful element of the rideshare program is the employer outreach, with signs and presentations at workplaces.

## **El Paso**

The Rideshare Program is housed within the Planning Section of SunMetro, the city's transit department. The program has been in operation since the late 1970s and was initially located in the City Planning Department. The program has a staff of two and offers ridematching and employer assistance services. The position of rideshare coordinator is open at the present, resulting in a lower level of activity.

Ridematching services are not currently computerized, as the demand is not great enough to warrant it. Due to staff limitations, no attempt is made to follow up on match list requests to ascertain if carpools are being formed. Information packets are available for employers who wish to begin a rideshare program, and staff will make presentations at worksites if requested. Two workplace buspool routes are in operation as a result of past efforts to encourage employer ridesharing programs.

There has been only limited marketing of the program, due to staffing and financial constraints. Promotional efforts have been confined to public service announcements, employer presentations, and highway signs with the program's information number.

## **Fort Worth**

The Rideshare Program at the Fort Worth Transportation Authority (the "T") began in 1973 and is located within the Rideshare Department of the Development Division. The program has four full-time staff members: the rideshare administrator, a rideshare information specialist, an employee transportation coordinator (ETC) coordinator, and a vanpool coordinator. In addition, there are two part-time staff members, two volunteers, and a shared secretarial position.

The program offers computerized ridematching, employer outreach and assistance, a vanpool program through a van broker, subscription bus service, a guaranteed ride home program for vanpoolers and subscription bus passengers, and "SchoolPool," a service providing carpool matching for 55 area elementary and middle schools.

Currently, there are approximately 16,000 names in the program's ridematching database, the highest total to date. The database is purged at least once a year. Everyone in the database receives a follow-up telephone call after the initial contact. Individuals also receive mail-outs on a regular basis. Due to staff limitations, no effort is made to calculate the placement rate for carpools, although monthly activity reports are prepared.

Marketing efforts have included Ridesharing Day promotions, public service announcements, and radio advertisements during peak drive time. The effectiveness of marketing campaigns is measured by the number of new names added to the program's database.

The ridesharing program coordinates with the transit system in several ways. Those interested in carpooling are sent information on bus routes as well as a match list. Likewise, employers are presented with transit options at workplace presentations, in addition to carpool and vanpool information. While ridesharing and regular line haul bus services are promoted by the "T" at transportation fairs and similar events, the authority has maintained separate advertising campaigns for carpooling and vanpooling and regular route transit.

### **Houston**

The Metropolitan Transit Authority of Harris County (METRO) RideShare program began in 1975. The program is currently housed within the Sales Development area of the transportation authority's Marketing Department. The program has five full-time staff positions, and the staff presently consists of a rideshare coordinator, systems analyst, rideshare representative, and an information/data entry clerk, with one position vacant. METRO RideShare offers computerized ridematching for carpools and vanpools, employer outreach and assistance programs, and vanpool vehicles provided by a service company through METRO.

RideShare has about 12,000 names in its ridematching database at present. During the early 1980s, staff estimated there were as many as 40,000 names in the database. Names are kept in the database for one year. Staff contacts individuals by telephone thirteen months after the initial communication to determine if they are still interested in participating in the program.

RideShare keeps track of the number of match lists sent out, but does not calculate the carpool placement rate because of staffing constraints. The only follow-up measure currently used is the thirteenth month telephone contact; at that time staff attempt to ascertain if the individual did form a carpool based on the match list information provided. The program does keep track of vanpool ridership through the van leasing company.

Through its employer outreach and assistance programs, METRO encourages companies to establish transportation policies and assists in implementing those policies. METRO will take a worker profile to determine how many employees can rideshare and will prepare personalized trip plans or carpool and vanpool opportunity lists. The corporate RideSponsor program is designed to encourage employees to commute to work by bus, carpool, or vanpool. Corporate RideSponsors are eligible for discounted bus passes and ticket books, which METRO recommends be further discounted to employees. A program of "Commuter Checks," whereby employers offer transit subsidies to all employees, is in the planning stage.

METRO RideShare has not undertaken a marketing campaign for the last three years. Instead, most contacts are made through employers. In addition to the corporate RideSponsor program, METRO RideShare distributes promotional brochures to businesses and other groups. Further, TxDOT signs are located on Houston freeways to promote the program.

With the 1990 Clean Air Act Amendments affecting the Houston area, the RideShare program expects to receive additional funding, up from its current annual budget of approximately \$135,000 to around \$300,000-\$500,000. This will enable the program to address the increased interest in ridesharing anticipated as employers implement trip reduction measures in compliance with CAAA requirements. Additional computer equipment, both hardware and software, will be needed to respond to the increased demand, as the program's existing computer system operates at the limits of its capability when called upon to generate large match lists. The ridematching system will also be upgraded through the implementation of the real-time carpooling component of the Houston *Smart Commuter* IVHS Operation Test.

### **San Antonio**

VIAShare, the ridesharing program of VIA Metropolitan Transit in San Antonio, began in March 1989. The program, which was discontinued in February 1992, had a staff of seven, with a manager, director, three coordinators, one secretary, and one special projects coordinator.

VIAShare offered computerized ridematching services, employer assistance programs, subscription bus service, a vanpool program, and a guaranteed ride home program for vanpool riders. The program had over 2,500 names in its ridematching database when it was discontinued. Staff generated match lists and telephoned individuals to ensure receipt of the information, but did not track placements. Marketing efforts included presentations at major employers, including the four military bases in the San Antonio area, public service announcements, radio advertisements during peak period drive time, and highway department signs.

### **Municipal Transit Systems**

TTI contacted the fourteen public transit systems operating in smaller cities in Texas. These systems provide transit services in Abilene, Amarillo, Beaumont, Brownsville, Bryan-College Station, Galveston, Laredo, Lubbock, Port Arthur, Tyler, San Angelo, Sherman-Denison, Waco, and Wichita Falls.

None of these systems currently offer ridesharing programs. Laredo and Waco reported that they are beginning to look at the issues involved and are considering commuter assistance programs. Galveston provides a park-and-ride lot and shuttle bus service for the University of Texas Medical Branch (UTMB), while Brownsville reported that planning for park-and-ride lots is underway.



### **III. SURVEY OF STATE INVOLVEMENT IN RIDESHARE PROGRAMS**

In order to obtain information on the involvement of other state departments of transportation (DOTs) in ridesharing, TTI conducted a telephone survey of representatives from selected state DOTs. A total of 15 state DOTs were contacted for information on the nature, focus, and content of statewide rideshare efforts. Elements of programs in other states which could potentially be integrated into a Statewide Rideshare Support Program for Texas were examined, including levels of commitment, types of support provided to local rideshare ventures, and examples of promotional efforts. The states included in this survey were Arizona, California, Colorado, Connecticut, Florida, Minnesota, Michigan, New Jersey, New York, Ohio, Oregon, Tennessee, Virginia, Washington, and Wisconsin. A summary of elements common to state DOT ridesharing programs is presented first. An overview of the programs offered by each state surveyed follows.

#### **Summary**

Table 2 provides an overview of major rideshare activities provided by the DOTs in the various states contacted. As the information provided in this table demonstrates, the types of rideshare activities differ among the various states. Ridesharing support at the state level ranges from simply passing federal dollars through to local ridesharing programs to the active support and provision of a full range of transportation demand management (TDM) projects. Activities commonly found at the state level in support of ridesharing include financial and technical assistance, support for local programs, grant programs, statewide promotion and marketing efforts, trip reduction legislation, vanpool programs, support for public-private ridesharing partnerships, and the provision of high-occupancy vehicle (HOV) facilities and commuter parking lots. While states may provide similar types of support and promotion activities for ridesharing efforts, the actual implementation activities and focus of the programs vary from state to state.

**Table 2 - Ridesharing Support Activities at the State Level**

	State Level	Fund Local	TDM Policies	Vanpool	P&R Lots	HOV Lanes	Promo/Market	Hway Signs	TMA Support
Arizona	N	Y <sup>1</sup>	Y	N	N	Y	Y <sup>2</sup>	Y	Y <sup>1</sup>
California	Y	Y	Y	Y	Y	Y	Y	Y	Y
Colorado	N	Y	N	N	N	Y	N	Y	N
Connecticut	Y	Y	Y	Y	Y	Y	N	Y	Y
Florida	Y	Y	Y	N	Y	Y	Y	Y	Y
Michigan	Y	Y	N	Y	Y	N	N	Y	N
Minnesota	Y	Y	N	Y	Y	Y	Y	Y	N
New Jersey	Y	Y	Y	Y	Y	Y	Y	Y	Y
New York	N	Y	N	N	N	Y	N	Y	Y <sup>1</sup>
Ohio	Y	Y	N	Y	Y	N	N	Y	N
Oregon	Y	Y	Y <sup>3</sup>	N	Y	N	N	Y	N
Tennessee	Y	Y	N	Y	Y	N	N	Y	Y
Texas	N	N	N	N	Y	Y	N	Y	N
Virginia	Y	Y	Y <sup>3</sup>	N	Y	Y	Y	Y	Y <sup>1</sup>
Washington	Y	Y	Y	Y	Y	Y	Y	Y	N
Wisconsin	Y	Y	Y <sup>3</sup>	Y	N	N	Y	Y	Y <sup>4</sup>

<sup>1</sup> Eligible for grants

<sup>2</sup> Funding provided for specific, limited promotional efforts

<sup>3</sup> Transportation demand management grant program

<sup>4</sup> Proposed

### **State Level Rideshare Programs**

For the purposes of this report, a state level rideshare program includes at least one DOT employee designated to promote and administer ridesharing activities within the state. In addition, the state DOT may provide funding or technical assistance to regional or local



rideshare programs. Other state level support may include marketing and promotional activities, vanpool programs, and the provision of commuter parking lots or HOV facilities.

Programs such as those at the Tennessee and Michigan DOTs might be considered "typical" state level rideshare efforts. Tennessee's Commuter Transportation Assistance Program is administered by one DOT employee and provides support to local ridesharing programs, funds a statewide vanpool program, and oversees park-and-ride lots throughout the state. The Michigan Department of Transportation (MDOT) has developed a system of Local Ridesharing Offices, administers a statewide vanpool program, and oversees development and operation of carpool parking lots. One MDOT employee serves as statewide coordinator for these various ridesharing activities.

### **Funding for Local Rideshare Programs**

Instead of promoting ridesharing themselves, many state departments of transportation focus on supporting local and regional rideshare programs. This may include financial support, technical assistance, and other activities. All fifteen states contacted provided some type of funding to support local or regional ridesharing efforts. As an example, Colorado passes federal dollars through to the state's councils of government (COGs), which provide ridesharing and commute alternatives on a regional basis. In some cases, such as Wisconsin, funding is focused on rideshare programs in certain cities or regions within the state.

### **Vanpool Programs**

Several departments of transportation provide statewide vanpool programs, using either state-owned vans or leasing vehicles from private brokers. In some states, involvement in vanpooling takes the form of grants or loans for the purchase of vanpool vehicles. In some areas, respondents indicated that specific state legislation supports vanpooling programs by providing incentives, such as special registration fees and license plates, and exemption from certain tolls and taxes.

### **Park-and-Ride Lots and High-Occupancy Vehicle Facilities**

As part of their major responsibility for the state and interstate roadway system, many state DOTs also reinforce ridesharing efforts through the funding, construction, and maintenance of high-occupancy vehicle (HOV) facilities and park-and-ride or park-and-pool lots. In some states, HOV lanes, which are usually accessible to buses, vanpools, and carpools, provide an additional incentive for ridesharing in major metropolitan areas. Park-and-ride lots furnish a convenient, neutral staging area for carpools and vanpools.

### **Promotion and Marketing**

A number of state DOTs contribute to various marketing efforts aimed at promoting ridesharing. State marketing activities include television and radio advertisements and public service announcements, newspaper and magazine advertisements, brochures, highway signs, and inserts in license and vehicle registration mail-outs. Figure 1 outlines some of the more common marketing and promotion activities conducted at the state level.

Further, Rideshare/Transit Days or Weeks are a popular method of taking advantage of increased media attention regarding transportation issues and heightening public awareness. These are often tied to National Transportation Week in the spring of each year. Activities that have been used in conjunction with such events include contests among employers in a specific area for the lowest percentage of single-occupant vehicles in a given period, the promotion of alternative commute methods on a given day, and publicity given to important state or local figures who use alternate forms of transportation during the event (see Appendix A, Example 1). These promotions have been compared to the "Great American Smokeout" as a method for encouraging long-term behavioral change by offering individuals the opportunity to experience a change in their habits for a limited period of time (9).

### **Figure 1 - Examples of Statewide Rideshare Promotion and Marketing Activities**

DOT Highway Signs - Providing Local Rideshare Telephone Number
Television Advertisements - Paid and Public Service Announcements
Radio Advertisements - Paid and Public Service Announcements
Newspaper and Magazine Advertisements
Rideshare Day/Week Promotions
Distribution of Brochures, Information Packets
Inserts in License and Vehicle Registration Renewals, Vehicle Emission Inspection Information

### **Support for Transportation Management Associations**

A number of states actively encourage partnerships between the public and private sectors for the purpose of implementing ridesharing and other TDM strategies. Support for transportation management associations (TMAs) may include an ongoing source of funding for start-up and operation, or may be provided in the form of competitive grants for which TMAs are eligible. One example of state TMA support, the Florida DOT provides start-up funding and technical assistance for TMAs, as well as establishing the Florida TMA Clearinghouse at the University of South Florida.

### **Transportation Demand Management Policies**

A few states have developed and implemented state legislation requiring employers and institutions to effect trip reductions and other transportation demand management measures for the purpose of easing traffic congestion or improving air quality. A growing number of states are moving toward these requirements in response to federal legislation and public concern over these issues. California is considered one of the national leaders in the use of TDM strategies, and states such as Washington and Florida are utilizing TDM as just one aspect of overall growth management efforts. In New Jersey, employer trip reduction requirements, arising from the mandates of the 1990 Clean Air Act Amendments, take effect as a state statute in 1993. Although beyond the scope of this study, the presence of trip reduction or growth management policies are noted, as they may influence the type and nature of rideshare programs offered by different states.

Additional support for transportation demand management policies can be provided by the establishment of grant programs. In several of the states contacted for this study, programs had been established to provide grants to public and private programs for the purpose of implementing innovative TDM measures. Such programs further exhibit a state's commitment to ridesharing and other demand management strategies.

### **Description of State Programs**

#### **Arizona**

The Arizona Department of Transportation (ADOT) does not provide a statewide ridesharing program. However, ADOT funds Air Quality Demonstration Projects in the Phoenix and Tucson areas. ADOT's Air Quality Program was developed in response to the enactment of the Arizona Omnibus Air Quality Act of 1987. The Act authorized ADOT to explore a range of public transportation alternatives which could improve air quality and meet regional transportation needs.

The Air Quality Demonstration Project program began in FY1988 with \$250,000 available to fund transit demonstration projects with air quality benefits. Program funding for FY1993 totalled \$415,000 (10). The project funding thus far has amounted to \$2,205,800 and resulted in an estimated savings of 353 tons of carbon monoxide (11). ADOT publishes a quarterly newsletter to provide information to those interested in the status of the various demonstration projects (see Appendix A, Example 2). Examples of previous projects include extending bus routes and funding new routes, transit shelters, bicycle racks and lockers, dial-a-ride services, and a regional vanpool program. Other projects include a promotional campaign to encourage carpools to use HOV lanes in the Phoenix area and sponsorship of two transportation management associations.

Additionally, ADOT provides highway signs to promote local ridesharing programs and has constructed HOV lanes in the Phoenix area. The DOT is also helping to fund the promotion of a "Don't Drive One in Five" campaign in Phoenix during the winter months. This program

focuses on reducing auto emissions during winter, when the cold air inversion in the valley can contribute to air quality problems.

Additional state level support for ridesharing and TDM measures is provided by state legislation passed in 1988 which requires the implementation of travel reduction programs in Maricopa County (including Phoenix and 17 other municipalities) and Pima County (including Tucson and three other municipalities). Under this bill, the counties are implementing ordinances requiring employers with more than 100 workers at any site to participate in trip reduction efforts as a means of reducing air pollution.

### California

The California Department of Transportation (Caltrans) is actively engaged in a number of TDM projects, of which ridesharing is just one aspect. The annual state budget for TDM activities is approximately \$40 million. Concern over air quality issues, especially in southern California, and resulting legislation have been the motivating factors behind TDM and rideshare programs. Some of the TDM projects currently underway in the state include congestion pricing demonstration projects, alternative fuels projects, TMA start-up funding and assistance, and traffic management plans in conjunction with highway construction.

In the next two to five years, Caltrans hopes to set up an automated ridematch system in which ridesharing agencies statewide would use a common software matching system. This would allow the compilation of ridematching information on a regional basis. In addition, Caltrans administers a statewide vanpool program which provides grants and low-interest loans for lease or acquisition of vanpool vehicles. Eligible recipients include individuals, corporations, and TMAs. The state DOT also supports commuter parking facilities, HOV lanes, provides highway signs for local commuter information, and supports marketing efforts to promote ridesharing.

Past campaigns undertaken by Caltrans to increase overall awareness of ridesharing have included such diverse elements as television advertisements -- one series featured the mothers

of celebrities encouraging the public to rideshare -- and a float in the Rose Bowl parade. Marketing emphasis has now shifted from general public awareness to targeted marketing in specific congested corridors and to specific audiences. In addition, the state's 17 ridesharing agencies develop their own advertising campaigns, rather than Caltrans developing one to be used statewide. This recognizes the regional differences in terms of ridesharing emphasis and needs within the state.

Since 1986, the state's ridesharing agencies have participated in California Rideshare Week, a commuter awareness campaign designed to reduce the number of single-occupant vehicles on the state's roads. By encouraging people to try commute alternatives for one day, campaign sponsors hope to change commuting habits. Commuters fill out pledge cards promising to try alternative commute methods. The pledge card also serves as an entry into a statewide sweepstakes contest.

Held in September or October, California Rideshare Week features extensive media and corporate involvement (12). Caltrans is the official sponsor of the campaign, printing marketing materials and contributing funds for advertising and promotional items. A steering committee carries out statewide coordination and determines the theme and focus of California Rideshare Week. Budget considerations, the design and content of marketing materials, and the solicitation of statewide prizes and sponsorships are among the committee's responsibilities. Caltrans' contribution of funds for advertising is used to leverage free coverage in the form of public service announcements, interviews, and newspaper coverage. For instance, in the 1990 campaign, Caltrans' \$1 million budget for television, radio, and newspaper advertising leveraged about \$3 million worth of broadcast and print media coverage (13). Corporate sponsors and cosponsors are recruited to supplement the funding provided by Caltrans and other regional agencies, with money, products, or services. The main corporate participant usually contributes money specifically for media events to generate coverage of the promotion. Local governments are also encouraged to endorse and participate in the rideshare week campaign. Appendix B includes examples of typical California Rideshare Week marketing materials.

Caltrans, in conjunction with the state's 17 rideshare agencies, issues a California Rideshare Week campaign planning guide which includes background information, ideas for encouraging participation, and suggestions for rideshare week promotions. The guide is intended for use by employers, governmental bodies, transit agencies, TMAs, business and community organizations, educational institutions, and public officials. "Rideshare challenge" competitions are encouraged between businesses and institutions, and between departments within companies. Statewide and local prize drawings are also held. The 1992 California Rideshare Week statewide sweepstakes included a Grand Prize European vacation, a first prize trip to Hawaii, and a second prize trip to Acapulco. In addition, promotional materials available for gifts, prizes, and incentives included baseball caps, mugs, sunglasses, beach towels, tote bags, tee shirts, jackets, key chains, note pads, pens, pencils, and watches.

Currently, Caltrans provides ridesharing programs through its district offices, except in the major metropolitan areas in Northern and Southern California: the San Francisco Bay area, Los Angeles, and San Diego. In Los Angeles and San Francisco, Caltrans has contracted transportation demand management development and implementation services, including ridesharing, to private, non-profit corporations: Commuter Transportation Services in the Los Angeles area and RIDES for Bay Area Commuters in the San Francisco-Oakland area. In San Diego, ridesharing activities are coordinated by Commuter Computer, a cooperative effort of Caltrans, the San Diego Association of Governments (SANDAG), and the City and County governments of San Diego. For the purposes of this project, Caltrans' headquarters was contacted for information, along with Commuter Computer in San Diego and RIDES in San Francisco.

Commuter Computer was begun in 1975 as a twenty month demonstration project using \$125,000 in funding from the Federal Highway Administration (FHWA). Commuter Computer is staffed by seven Caltrans employees and 30 contract employees. In addition to ridesharing operations, Commuter Computer offers employer assistance and outreach programs to encourage commute alternatives, bicycle programs, and park-and-ride lot programs. Currently, Commuter Computer's annual budget is about \$1.9 million.

Commuter Computer has roughly 80,000 names in its ridematch database. The names are drawn from the general public, employers, and large institutions. The organization purges names from its database annually if no activity has taken place. Commuter Computer estimates its placement rate at around 13 percent for those individuals joining the service through their employers. Commuter Computer reports that its most effective ridesharing promotion campaigns are those which target the workplace. Programs which have commitment from employers have been the most successful at attracting employees to ridesharing and other commute alternatives.

RIDES for Bay Area Commuters is a private, non-profit organization which receives federal funding through Caltrans. RIDES was formed by the State of California as a private entity which could assume liability for vanpool insurance. Currently, RIDES serves ten counties in the Bay Area, covering 90 square miles. RIDES has an annual budget of approximately \$4.5 million.

RIDES offers computerized ridematching services, employer assistance and outreach programs and vanpools. The ridematching data base has about 20,000 names at present. Names are purged from the data base if five months pass without response to various contacts. RIDES tracks placement rates by conducting telephone surveys. Information on the actual placement rate is not currently available.

RIDES is required to file an annual work plan with Caltrans and to submit quarterly and annual final reports. RIDES tracks the results of its outreach efforts to employers, setting definite goals regarding the number of companies they will contact. Marketing is done by Caltrans statewide, and prior to this year there was little opportunity for RIDES and other ridesharing organizations to have input on the direction of the campaigns. However, Caltrans has begun dividing the marketing budget among its districts so that marketing campaigns can more readily target specific audiences within each area.



## Colorado

The Colorado Department of Transportation (CDOT) currently does not provide any statewide ridesharing programs. However federal funds for ridesharing activities are passed through to the metropolitan planning organizations (MPOs). Other CDOT activities which benefit ridesharing efforts in the state include the provision of highway signs for information on local ridesharing programs and the construction of HOV facilities in the Denver area.

## Connecticut

The Connecticut Department of Transportation (ConnDOT) supports ridesharing activities through a state vanpool program, the provision of park-and-ride lots, the development of HOV facilities in the Hartford area, and the establishment of three private, non-profit ridesharing brokering agencies. Each rideshare agency operates in a specific geographic region of the state, allowing services and marketing strategies to be tailored to meet the needs of the different areas. ConnDOT further promotes ridesharing activities with highway signs providing local ridesharing information. Transportation management agencies in the state are provided with support through Congestion Mitigation and Air Quality (CMAQ) Improvement program funds under the ISTEA. Currently, there are fewer than five TMAs in the state, but several more are planned.

The ridesharing program at ConnDOT was established in 1972 as a response to the energy crisis. The program began by offering computerized ridematching services to employers and to Connecticut state employees. In 1977 a vanpool program for state employees was created. The private, non-profit rideshare brokering agencies were created in 1980 in an effort to alleviate staffing limitations in the rideshare program at the DOT. The private rideshare brokers are required to submit annual reports to the DOT. The annual budget for ridesharing activities at ConnDOT is currently about \$1.5 million.

State legislation supporting ridesharing includes incentives for employers who provide ridesharing programs to their employees. Incentives include exemptions from toll payments and property taxes on vanpool vehicles, as well as special registration plates and reduced registration fees. In addition, state legislation requires ConnDOT to assist interested employers with 150

or more employees in one location in establishing commuter assistance programs. As part of its campaign to increase public knowledge of ridesharing and its opportunities, ConnDOT has prepared a booklet outlining the state statutes affecting ridesharing (see Appendix A, Example 3).

### **Florida**

The Florida Department of Transportation's (FDOT) Office of Public Transportation administers several programs designed to provide commuter assistance. It coordinates programs and assists in the implementation of TDM strategies with various state agencies, local governments, and the private sector. One DOT employee is the full-time manager of the state's commuter assistance programs, and one employee in each of FDOT's seven district offices works half-time on ridesharing and associated programs.

The DOT provides funding to five TMAs, two regional commuter assistance programs, and three small urban and rural commuter services to implement transportation demand management strategies, including ridesharing, in their service areas. Each FDOT district, in coordination with the Central Office, develops an annual work plan for commuter assistance activities. FDOT also funds pedestrian/bicycle programs, park-and-ride lot programs, HOV facilities, and a demonstration program to reduce traffic congestion along specific urban corridors. Further, FDOT has established the Florida TMA Clearinghouse, through a contract with the Center for Urban Transportation Research (CUTR) at the University of South Florida. The Clearinghouse serves to promote and assist in the development of TMAs and commuter assistance programs (CAPs). FDOT, with the assistance of CUTR, is currently drafting criteria to measure the effectiveness of the TMAs' programs. Additionally, the state supplies highway signs promoting ridesharing and has a statewide toll-free telephone number to provide information on ridesharing and paratransit services to the public. The yearly budget for Florida's commuter assistance activities is approximately \$3.5 million, with the bulk of that amount going to programs in the Tampa and Miami areas.

FDOT funds the creation of regional commuter assistance programs (CAPs) and small urban and rural commuter assistance programs. CAPs are public/private organizations established to provide basic support for the state's TMAs. A CAP provides a variety of services, including computerized trip matching, marketing services for TMAs within the CAP's service area, TMA support, coordination of transit information, and TDM planning. Presently, there are two CAPs in the state, serving the Tampa and Miami areas. Small urban and rural commuter assistance programs are public agencies, usually fully funded by FDOT. These agencies provide a number of services, including computerized trip matching, employee transportation planning, support for TMAs, and technical assistance to local governments in implementation of TDM strategies as part of Florida's growth management initiatives.

Florida's 1985 growth management legislation requires that adequate infrastructure be in place to support new development. Since roads are the most underdeveloped form of infrastructure in the state, many developers and local officials are looking to FDOT's commuter assistance programs to help implement transportation demand management strategies to deal with the impacts of growth. In addition to growth management legislation, ridesharing received additional legislative support in the 1989 State Comprehensive Plan. The Plan has been enacted as a state statute, and contains a directive to promote ridesharing by public and private sector employees (14).

### Michigan

The Bureau of Transportation Planning, Systems Planning Division, of the Michigan Department of Transportation (MDOT), has the responsibility for the state's ridesharing program. Elements of the MDOT program include a system of Local Ridesharing Offices (LROs), a statewide vanpool program (MichiVan) operated through contract with a private leasing company, and the development of carpool parking lots throughout the state to encourage ridesharing. The current annual budget for the state's ridesharing program is approximately \$387,500, and a Michigan DOT employee serves as statewide coordinator.

Michigan's involvement in ridesharing began in 1978 with the State Employee Vanpool Program. In 1980, the MichiVan program was established, providing vanpool services to all citizens of the state. The two vanpool programs were merged in 1983.

The state requires LROs to submit monthly activity reports. This information is tabulated at the end of each year to establish overall performance records. According to staff, successful elements of MDOT's program include the LRO ridematching services and the vanpool program. Employer based ridesharing campaigns have also enjoyed moderate success. Elements of the employer outreach program include brochures in paychecks, notices in company newsletters, on-site information booths, and the presence of a vanpool vehicle for inspection.

### **Minnesota**

The Minnesota Department of Transportation (MN/DOT) supports ridesharing through local and regional programs, a vanpool program, and marketing efforts, and by providing park-and-ride lots and HOV facilities. The MN/DOT rideshare program began in 1976 and is divided into two geographic areas, the metropolitan area of Minneapolis-St. Paul and the remainder of the state, called the Greater Minnesota area. Initially, each MN/DOT district office outside the Twin Cities area had a rideshare coordinator to help facilitate rideshare service delivery to Greater Minnesota. Rideshare services in the metropolitan area were provided by Minnesota Rideshare through contractual agreements with the Metropolitan Transportation Commission (MTC), the public transit operator, and Van Pool Services, Inc. (VPSI). Services included marketing rideshare programs, carpool and vanpool matching, distribution of transit schedules, and providing third-party leased vans.

MN/DOT's role has changed over the years in response to legislative action and other factors. In Greater Minnesota, MN/DOT continues to provide technical assistance to local rideshare programs operated by local transit systems, chambers of commerce, city governments, local planning agencies, and employers. A full-time MN/DOT staff member, the Rideshare Coordination Manager for Greater Minnesota, is responsible for conducting these activities. The

Greater Minnesota Rideshare program is located in the Office of Transit within the Central Office at MN/DOT.

Ridesharing operations within the Minneapolis-St. Paul metropolitan area are the responsibility of Minnesota Rideshare. Minnesota Rideshare is operated by the MTC, under contract to the Regional Transit Board (RTB). The program offers ridematching services, carpool and vanpool information, information on free and reduced-rate parking in the downtown areas, park-and-ride lot locations, and transit system information. The program also promotes bicycling and walking as commute alternatives. Federal and state funds are provided to support the activities of both Minnesota Rideshare and Greater Minnesota Rideshare.

MN/DOT's promotion of commute alternatives includes distribution of informational fliers, brochures, and posters (see Appendix A, Examples 4 and 5). MN/DOT, in cooperation with Minnesota Rideshare and other participating agencies, has begun a promotion known as "B-BOP," which stands for bike, bus, or pool. B-BOP Day events are held in conjunction with National Transportation Week in May. Activities in downtown St. Paul and Minneapolis during the most recent B-BOP Day included all day guarded parking for bicycles, prizes, and musical entertainment. The promotion encourages commuters to view alternate commute methods as fun, sensible, and economical and promotes their use to ease traffic congestion, limit auto emissions, increase the useful life of the state's roadways, and save money. Advertising for the B-BOP campaign includes brochures and fliers for distribution and display (see Appendix A, Example 6).

### New Jersey

The New Jersey Department of Transportation's (NJDOT) Bureau of Suburban Mobility provides marketing for ridesharing efforts, a statewide ridematching database using a toll-free telephone number, training and funding to local ridesharing agencies and to TMAs, contracts with leasing companies for vanpools, provides HOV and park-and-ride facilities, and promotes bicycling and pedestrian activities. Currently the Bureau of Suburban Mobility has a staff of 17

and an annual budget of roughly \$1.5 million. The Bureau is part of NJDOT's Division of Transportation Assistance.

NJDOT first became involved in ridesharing during the late 1970s in response to the energy crisis. The ridesharing office has been in existence since the early 1980s and has shifted its focus from the energy shortage to congestion mitigation and the Clean Air Act requirements. The CAAA's mandatory trip reduction requirements for employers have been incorporated into state law, to take effect in 1993. As a result, the focus of the program may change from getting individuals into carpools to concentrating on regulation compliance. Employers in the state, as well as the general public, are becoming increasingly aware and slowly beginning to accept the importance of ridesharing as a means of trip reduction.

Statewide marketing efforts to promote transportation alternatives include public service campaigns in conjunction with utility and cable television companies, brochures, posters, and fliers for distribution (see Appendix A, Examples 7 and 8). In addition, NJDOT has a traveling ridesharing display which is placed in the lobbies of state agencies, at employment sites, conventions, and the like. NJDOT also coordinates with the state's Department of Motor Vehicles to distribute ridesharing information in vehicle license and registration mail outs. The DOT is in the process of selecting a marketing consultant to develop a comprehensive promotional campaign for transportation alternatives. Future promotional materials and marketing efforts will be designed and implemented by this consultant.

The DOT sponsors Ridesharing Month to increase public awareness of commute alternatives. Publicity includes press releases, public service announcements, and posters for distribution. Media events featuring prominent public figures, such as the Governor or DOT Commissioner, using alternative transportation are also planned. In addition to the efforts of NJDOT to increase the public's awareness of ridesharing, a marketing plan is being developed under the auspices of the state's Department of Environmental Protection and Energy to present a general message regarding the measures necessary for compliance with requirements of the 1990 Clean Air Act Amendments (CAAA).

Funding for TMA programs began in 1988. NJDOT passes federal funding through to the TMAs for a variety of activities. Currently, there are seven TMAs in the state. NJDOT provides about \$400,000 in annual funding to each.

### New York

The New York State Department of Transportation (NYSDOT), through its Transit Division, provides funding support to four ridesharing organizations. The metropolitan planning organizations in Albany, Long Island and Rochester organize ridesharing activities in those cities, while Metropool of Stamford, Connecticut, provides ridesharing programs for commuters between Connecticut and New York.

In August 1991, the NYSDOT created the Long Island Region Improving Commuting (LIRIC) grant program. Its goal is to encourage the use of innovative TDM strategies that will reduce single-occupant vehicle commuting. Under the terms of the program, projects must be located in Nassau or Suffolk counties, but capable of emulation in other parts of the state. Municipalities, government agencies, non-profit agencies, and TMAs are eligible to apply for grants, which are available through an approved allocation of Federal-aid Primary Funds. Private sector participation is one criterion for funding. Presently, six projects are underway in the first year of activity. At the conclusion of each grant, an evaluation report must outline the number of single-occupant vehicles eliminated, the number of vehicle miles saved, and the number of commuters contacted concerning commute alternatives (15).

NYSDOT is currently considering three measures to enhance the state's ridesharing activities. The first calls for New York state's transit systems, with the exception of New York City, to become "Mobility Managers," in essence providing one-stop shopping for all high-occupancy vehicle support needs. A second measure proposes a vanpool demonstration program for Long Island, with the transit company using volunteer drivers to operate vanpools. Another suggested measure is state DOT assistance to implement guaranteed ride home programs and to support TMAs.

## **Ohio**

The Ohio Department of Transportation (ODOT) supports ridesharing through its Division of Public Transportation. Since 1987, ODOT has provided funding from the FHWA to Ohio's eleven MPOs to administer rideshare programs at the local level. Currently, the annual level of funding for these programs is approximately \$1.5 million.

ODOT also funds a vanpool program at about \$150,000 annually. A private third-party contractor provides the vanpool vehicles. About 40 vanpools are currently operating in the state. In addition, ODOT field districts develop park-and-ride lots for commuters. ODOT builds and maintains these lots in non-urbanized areas, while the MTAs around the state are responsible for facilities in urbanized areas.

## **Oregon**

The Oregon Department of Transportation's Demand Management/Rideshare Program was implemented in July 1990 and is operated through the Highway Division and the Public Transit Division, with FHWA concurrence. The goal of the program is to promote and encourage demand management and rideshare actions that will reduce demands on Oregon's transportation system. The program identifies and assesses demand management and ridesharing activities and facilitates development of fundable projects.

Project proposals are accepted from local jurisdictions and the private sector. Projects are encouraged not only to consider traditional ridesharing techniques such as carpooling and vanpooling, but highway, transit, bicycle, pedestrian, and land use solutions as well. Demand management and rideshare projects are selected on the basis of their ability to cost-effectively remove single-occupant vehicles (SOVs) from peak period traffic, spread traffic volumes away from the peak periods, or to improve the flow of traffic. In addition, projects are ranked according to the number of SOVs removed from the peak periods, the cost per SOV removed, and the estimated annual reduction in vehicle miles travelled, or by the hours of traffic delay eliminated daily and the cost per hour of traffic delay eliminated. It is anticipated that funding



for this program will increase in the next fiscal year from approximately \$120,000 to about \$1 million, with about half the increase going to strengthen existing local ridesharing programs.

The DOT further supports ridesharing and demand management efforts by providing park-and-ride lots for commuters. In addition, the DOT furnishes highway signs which provide information on local ridesharing programs.

### Tennessee

Tennessee's Commuter Transportation Assistance Program (CTAP) is housed in the Operations Division of the Tennessee Department of Transportation's (TnDOT) Public Transportation Office. CTAP has one full-time DOT employee and an annual budget of around \$600,000. CTAP provides operating assistance to local ridesharing programs, funding for a statewide vanpool program, and administers a park-and-ride lot assistance program. In addition, CTAP provides assistance to one TMA in the state which provides ridesharing services, but is not a designated ridesharing agency.

CTAP, originally known as Tennessee Rideshare Assistance Program (TRAP), was formally established in 1985. The program originated as a demonstration project during the energy crisis of the late 1970s. Initially, TnDOT provided computer ridematching services, but later turned this task over to local agencies. The state provided the agencies with computer software, so that databases would be compatible. CTAP also encourages local agencies to pursue congestion mitigation funds available through the 1990 Clean Air Act Amendments (CAAA) to support ridesharing programs.

The state vanpool program is funded by the DOT through the University of Tennessee, which purchases and insures vehicles and administers the program. Local ridesharing agencies provide marketing for the vanpool program, and there are currently about 90 vanpools in the state. Originally, the vans were provided by a private, third-party broker, but the state found it more cost-effective to purchase its own vehicles.

## Virginia

Virginia supports ridesharing through the activities of the state's Department of Transportation (VDOT) and more recently, the activities of the Virginia Department of Rail and Public Transportation (DRPT), created on July 1, 1992. The DRPT has a staff of 24, with an annual budget of about \$1.5 million. The DRPT provides funding and technical assistance to local ridesharing agencies and regional organizations and professional development for ridesharing and transit professionals. The department also operates a regional data bank for northern Virginia, with a toll-free telephone number to direct inquiries to the five ridesharing agencies in the region, and distributes vanpool information packets. It is estimated that there are presently 400 to 500 privately operated vanpools in northern Virginia alone (16).

The state also provides park-and-ride and HOV facilities through VDOT, in addition to highway signs, which display information on local ridesharing programs. The state ridesharing program originated in the late 1970s in response to the energy crisis and was located within the Virginia Department of Transportation until the creation of the DRPT.

State level support for ridesharing includes the Public Transportation Demonstration/Experimental and Technical Assistance programs, which provide 95 percent state funding to promote innovations in public transportation, including ridesharing, and provides ongoing public transportation technical and planning assistance for local and regional agencies. The Ridesharing Grant Program, established in 1982, provides 80 percent state aid funds to assist commuters through local ridesharing programs. Currently \$1.2 million per year supports sixteen local programs which provide ridematching assistance in all large urban areas, some smaller urban areas, and in many rural areas.

In addition, recently enacted legislation has established a grant program, the Transportation Efficiency Improvement Fund (TEIF), for TDM activities in CAAA non-attainment areas, using Congestion Mitigation and Air Quality (CMAQ) Improvement program funds allocated in the ISTEA. Eligible applicants and recipients of TEIF grants include local governing bodies, MPOs, and TMAs. All grant recipients are subject to a thorough evaluation program to

ascertain the effectiveness of ridesharing efforts. Measurements include the number of vehicle miles traveled and trips saved, parking saved, emissions ratings, cost effectiveness, and cost benefit analysis.

### **Washington**

The Washington State Department of Transportation (WSDOT) has been involved in the promotion of ridesharing since 1973. For FY'93, WSDOT has budgeted \$375,000 and 5.5 full-time employees in the Public Transportation Office for ridesharing activities. WSDOT provides statewide support through its six districts and encourages the state's 22 transit agencies to integrate ridesharing with traditional transit services. Additionally, there is state support for vanpool programs and park-and-ride programs and lots. About five years ago, WSDOT helped to create the Washington State Ridesharing Organization (WSRO). Membership in this organization includes public and private agencies and individuals who advocate and promote alternative transportation options and transportation demand management activities.

In Washington, vans used for vanpools are not subject to state sales and use taxes or the annual Motor Vehicle Excise Tax. Under a van-lease program implemented by WSDOT, vehicles are purchased by the state and leased to transit agencies for use by the general public. Transit agencies are also encouraged to integrate vanpooling into their operations. Currently, about 15 vans are being leased through this program. With the assistance of the WSRO, the state also developed a short-term van rental program whereby public transit agencies can rent vanpool vehicles from the DOT to meet unanticipated demand. There is an 18-month time limit per rental.

The Public Transportation Office has also coordinated with WSDOT's Marine Division to implement the Ferry Fast Lane program, providing preferential loading for registered carpools and vanpools traveling via commuter ferry across the Puget Sound. Additionally, the FerryPool program consists of vanpools that pick up ferry commuters and deliver them to the ferry. Once on board, the commuters can then switch to a vanpool or bus heading to their destination.

Due to its rapid rate of growth in the past decade, the state of Washington has enacted growth management legislation. WSDOT considers itself a strong advocate for transportation demand management (TDM) and transportation systems management (TSM), having incorporated policy statements supporting TSM and TDM into the State Policy Plan and including these efforts in its Highway Construction Program and other agency planning efforts. Additionally, the state is helping to develop the Puget Sound Regional Transit Plan, as well as HOV lanes in Seattle.

### Wisconsin

The Wisconsin Department of Transportation (WISDOT) provides support for ridesharing activities through its Bureau of Transit and Local Transportation Aids in the Division of Transportation Assistance. Since 1978, the DOT's primary role in ridesharing has been funding and staff support for the Dane County Regional Planning Commission in the Madison area. WISDOT also supports ridesharing activities in other parts of the state through its district offices. The DOT also contributes a portion of the advertising costs for the Dane County ridesharing effort. During the energy crisis of the 1970s, two additional regional planning commissions in the state also received support from WISDOT.

Wisconsin's 1991-1993 biennial budget created a focus on transportation demand management in the Department of Transportation. A small TDM grant program was created in the budget to encourage public and private organizations to develop and implement transportation demand management programs and approaches. Total funding of \$150,00 annually in state funds is available for grants, with a 20 percent match required of recipients. Eligible applicants include local governments and public and private organizations.

In addition, WISDOT provides interest-free loans to assist employers and institutions of higher education in establishing commuter van programs for their employees, students, or staff. The Department will finance the purchase price of a passenger van used for commuting to and from school or work. Fees may be assessed to recover capital and administrative costs. The applicant repays the loan in 16 quarterly installments. A one-time grant of \$500 per vehicle can

also be requested to offset administrative costs. WISDOT provides technical assistance during all phases of a rideshare program, including start-up activities. There are two vanpool loans out at this time.

Long range plans are being devised to implement congestion mitigation measures in the state. WISDOT and the Wisconsin Department of Natural Resources (DNR) will be working to effect trip reductions in Milwaukee, a non-attainment area under the 1990 CAAA. WISDOT will provide incentives and technical assistance for employers, and the DNR will be charged with enforcement. Other activities which further ridesharing efforts in Wisconsin include programs providing transportation to help workers in Milwaukee gain access to jobs in outlying areas, beyond the service area of regular public transportation. Additionally, start-up funding for a TMA in the Madison area has been included in WISDOT's most recent budget proposal.

### **Local and Regional Rideshare Programs in Other States**

Representatives of local and regional rideshare programs located in five of the states contacted for this study were surveyed by telephone for information regarding the services offered by each program and the interaction of the local/regional program with their state department of transportation. Descriptions of rideshare programs based in Cleveland, Denver, Detroit, and Seattle are included here. As noted previously, the Colorado DOT does not operate a statewide ridesharing program, while the DOTs in Ohio, Michigan, and Washington are involved in ridesharing at the state level. Additionally, it should be noted that the rideshare programs in the Cleveland, Denver, and Detroit areas are offered through councils of governments, while the Seattle area program is located within the transit authority. Thus, this report provides an overview of a range of programs operating in a number of environments.

The organizations contacted for this study were the Northeast Ohio Areawide Coordinating Agency (NOACA), the Denver Regional Council of Governments (DRCOG), the Southeastern Michigan Council of Governments (SEMCOG), and the Municipality of Metropolitan Seattle (Metro). Ridesharing agencies serving the San Francisco Bay Area and San Diego, California,

were also contacted. An overview of these programs can be found in the section covering ridesharing activities by state departments of transportation.

### **Northeast Ohio Areawide Coordinating Agency**

The Rideshare! program of the Northeast Ohio Areawide Coordinating Agency (NOACA), based in Cleveland, began operation in December 1988. The program serves the fourteen counties south, east and west of Cleveland with a staff of four. The staff consists of a program manager, vanpool coordinator, carpool coordinator, and a rideshare specialist. The program also has the services of a graphic artist on a half-time basis. Services offered include computerized ridematching, employer education and assistance, and vanpooling.

The program's free ridematching services are available to commuters within a fourteen-county area using a toll-free telephone number. This regional coverage is a coordinated effort between NOACA, the Ohio Department of Transportation (ODOT) and three area transportation agencies. Currently, the program has about 2,400 names in the ridematching database. The database is purged monthly, and requests to update information are sent out to participants twice a year. The carpool placement rate is estimated to be about 23 percent.

The program is required to report to the Ohio Department of Transportation (ODOT) quarterly. These reports include information on employer contacts, applications processed, community-based activities, database maintenance, vanpool program performance, vanpool requests, vanpools formed, and carpool program performance. Areas under consideration for expansion, if funding is available, are the creation of transportation management agencies (TMAs), development of park-and-ride lots, and increased partnership with ODOT to address congestion mitigation during highway construction projects.

Current marketing efforts include monthly press releases and PSAs, as well as joint marketing programs with the Greater Cleveland Regional Transit Authority and other local and regional transportation agencies. Rideshare! uses the media to inform the public about road

construction projects in order to encourage the use of alternative forms of transportation during periods of construction.

### **Denver Regional Council of Governments**

Ridesharing services in the Denver area are provided by RideArrangers, a program of the Denver Regional Council of Governments' (DRCOG) Transportation Division. The program employs a staff of seven. This includes a program director, assistant director, two outreach representatives, two operations representatives, and a secretarial position. RideArrangers' services include computerized ridematching, employer outreach, vanpooling through a private van leasing company, and a guaranteed ride home program through employers.

An aggressive employer outreach program is responsible for about 80 percent of the names in RideArrangers' ridematching database, which currently contains about 14,000 names. Three months after an initial application, the individual receives an update request. If six months pass without activity, the individual's name is then purged from the database. The program purges its database monthly, removing names that have reached the six month inactive mark. Every other year, RideArrangers conducts a user survey and establishes placement rate figures from this information. In 1990, the placement rate was estimated to be 25 percent, down from 40 percent in 1980. The program is monitored by the Colorado DOT, which passes federal funding through to the COG and is required to turn in monthly reports.

RideArrangers is conducting a pilot Employer Trip Reduction program with about 50 employers, with half serving as a control group, to examine the benefits of TDM strategies. Staff reported that the City of Denver is considering mandatory TDM regulations.

RideArrangers has a small marketing budget, spending about \$3,000 annually. Emphasis is placed on low- or no-cost methods such as public service announcements. According to staff, the most effective outreach tool has been working through employers. In the past year, DRCOG and the Denver Regional Transit District (RTD) co-sponsored a joint marketing campaign stressing transportation alternatives. The cost for the campaign was about \$50,000, with the

RTD contributing the majority. The number of telephone calls requesting information about the RideArrangers program is tracked after each outreach effort to ascertain its impact.

### **Southeastern Michigan Council of Governments**

The Southeastern Michigan COG's (SEMCOG) RideShare program coordinates ridesharing activities for seven counties in that portion of the state. The program, begun in 1980, currently has a staff of two. This is down from a high of seven staff members, the number being reduced through attrition and economic difficulties. Services offered include computerized ridematching, employer assistance, a vanpool program, and a guaranteed ride home program.

The ridematching database presently has 2,500 to 3,000 names. The high of 4,000 to 5,000 names usually occurs before the yearly purge of the database. RideShare does not attempt to calculate placement rate. However, staff is required to report on its activities to the Michigan Department of Transportation on a monthly basis. An evaluation of the program with Michigan DOT this year focused on such measures as the number of employer and individual contacts made and the number of vanpools in existence.

Marketing efforts have included press releases, public service announcements for both radio and cable television, and highway signs. Everyone contacting RideShare for ridesharing information is polled as to how they heard about the program. The majority of contacts are initiated through employer outreach projects.

### **Municipality of Metropolitan Seattle**

The Rideshare Operations section of the Municipality of Metropolitan Seattle (Metro) administers a group of ridesharing programs which provide HOV transportation options beyond the traditional fixed route transit service to commuters in Washington's Puget Sound region. Rideshare Operations has five vanpool service representatives, five ridematching staff, four vanpool accounting staff, three planners, and three senior staff positions. Services include computerized ridematching, a vanpool program, a custom bus program, and employer assistance. In addition, Rideshare Operations administers the HERO program in conjunction with the state



department of transportation and the state patrol. HERO allows private citizens to assist with enforcement of HOV lane regulations.

The rideshare program began operation in 1973, with computerized ridematching introduced in 1974. Metro's ridematching database currently contains approximately 14,000 names. The database averages 770 new customers per month, with a monthly average of 210 existing customer updates. About 67 percent of the rideshare program's customers receive one or more match name. A survey of ridematch applicants in 1990 estimated a 25 percent placement rate. Names are purged from the database after twelve months, unless the individual indicates that he or she would like to remain active. In 1990, the Metro Ridematch/Commuter Information System became the shared computer system for King, Pierce, and Snohomish Counties, improving the service provided to the many commuters who cross county lines. The system also serves as the region's central data bank for park-and-ride lot information.

Metro administers the largest publicly owned and operated vanpool program in the nation. The program provides vans, staff support, maintenance, fuel, and insurance. The vanpool fleet currently includes 709 vehicles, with over 450 vanpools in operation. Those who purchase a regular Metro bus pass may apply the amount for full credit toward their vanpool fare. In addition, Metro is involved with the Washington State Ridesharing Organization (WSRO) and the state DOT to assist and encourage vanpooling throughout the state.

The Custom Bus Program provides specially designed express bus service for groups of 40 or more commuters not served by Metro's regular transit service. Routes and schedules are tailored to meet the needs of the riders. The custom buses make one round trip each day. There are approximately 30 Custom Bus routes presently in operation.

Metro Rideshare Operations' employer programs include the distribution of informational brochures, vanpool formation meetings, and transportation fairs at employment sites. These activities also account for most of Metro's rideshare marketing efforts.



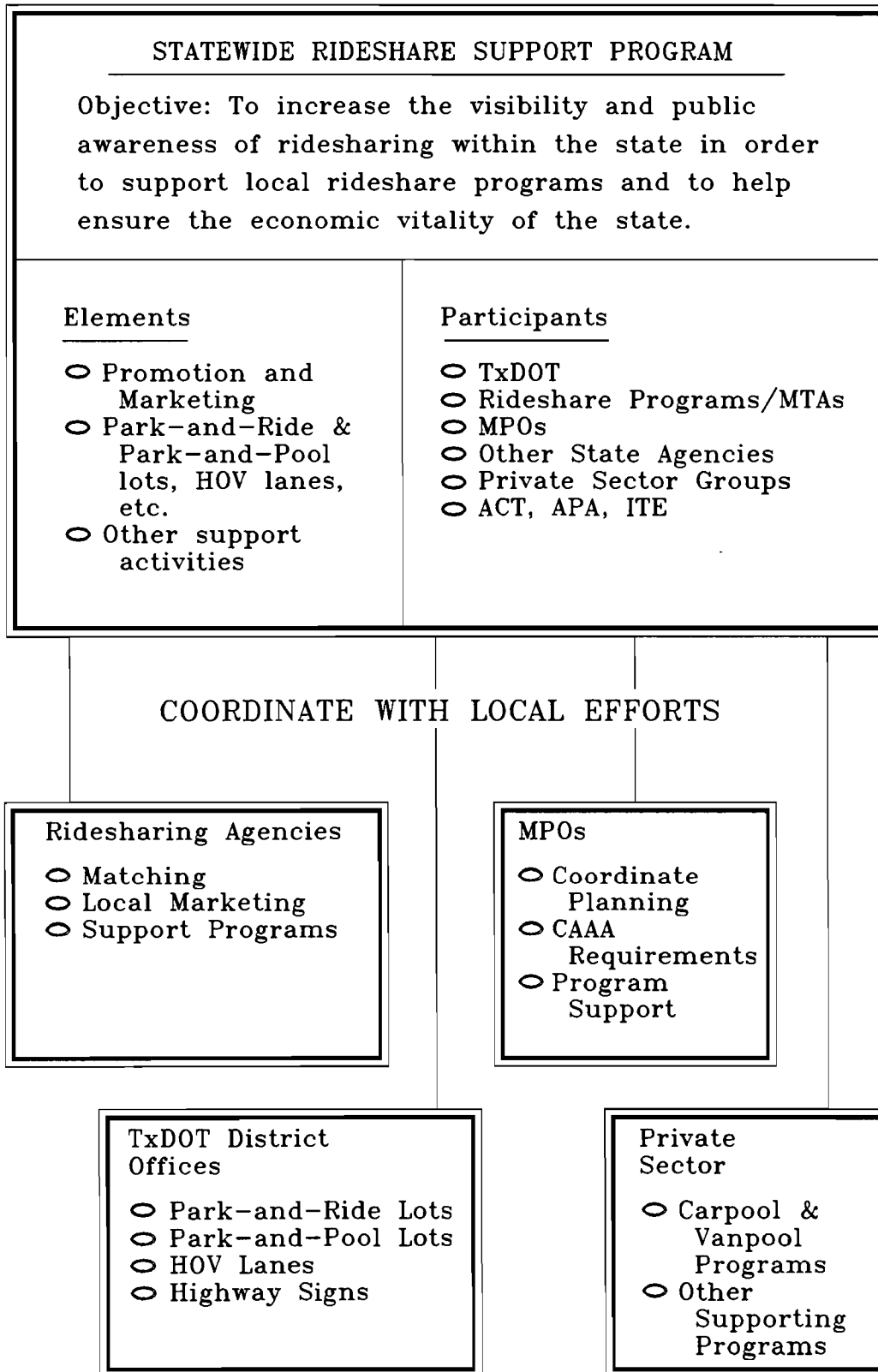
#### **IV. IDEAS FOR A TEXAS STATEWIDE RIDESHARE SUPPORT PROGRAM**

This report has examined current rideshare efforts in Texas, the activities of selected state departments of transportation, and the rideshare programs of metropolitan agencies in other states. Through telephone surveys, TTI obtained information on the status of rideshare services in Texas and identified the current scope of activities provided by other state DOTs. This information can be used to develop a preliminary set of ideas for a Statewide Rideshare Support Program in Texas. This chapter outlines an initial list of ideas for use as the basis of further discussion with staff members and representatives of TxDOT, rideshare and transit agencies, metropolitan planning organizations, private companies, and professional organizations, such as the South West Transit Association, and the Texas chapters of the Association for Commuter Transportation (ACT), the American Planning Association (APA), and the Institute of Transportation Engineers (ITE).

Encouraging greater use of all high-occupancy commute modes and supporting ridesharing activities falls within the broad goals of TxDOT and the Public Transportation Division. Therefore, it appears appropriate for TxDOT to consider ways to enhance its role in supporting rideshare activities, keeping in mind that the provision of ridesharing services and their promotion are best defined and accomplished at the local level.

A successful Statewide Rideshare Support Program should involve a variety of groups and agencies. While ridematching, promotion, and service delivery must occur at the local level, providing greater visibility and general support for ridesharing could take place at the state level and involve TxDOT and other state agencies. Figure 2 illustrates the overall objective and focus for a Statewide Rideshare Support Program. Further, it provides a preliminary indication of how the different elements of the state and local programs could be coordinated. At the state level, a two-pronged approach is suggested. One element would include promotional and educational activities to increase public awareness of the necessity and benefits of ridesharing. The second element would focus on continued support for ridesharing through the provision of

**Figure 2 - Objective and Focus of a Statewide Rideshare Support Program**



the infrastructure which encourages and enhances high-occupancy commute modes, including HOV facilities, park-and-ride lots, park-and-pool lots, and highway signs.

### **Suggested Participants and Responsibilities**

The suggested promotional and educational effort would include the participation of TxDOT, other state agencies, local rideshare programs, metropolitan planning organizations, the private sector, and professional organizations. Planning and construction of physical facilities supportive of ridesharing may involve TxDOT's district offices, transit agencies, metropolitan planning organizations, local communities, private businesses, and others. The role of TxDOT in a Statewide Rideshare Support Program could include helping to coordinate promotions, establishing contacts within other state agencies, issuing press releases and providing for publicity and the continued provision of high-occupancy vehicle facilities and infrastructure through its district offices. Currently, TxDOT's districts are most closely involved in the support of ridesharing activities through the planning and construction of HOV facilities, park-and-ride lots, and park-and-pool lots throughout the state. Many of these facilities have been constructed and are currently in operation through the joint efforts of TxDOT, transit agencies, and local communities. Many TxDOT district offices also provide highway information signs at the request of local rideshare agencies. In addition, TxDOT can set examples by encouraging its own employees to participate in ridesharing.

The participation of other state agencies, including the Governor's Energy Office, the Texas Air Control Board, and the General Land Office, would be appropriate for a Statewide Rideshare Support Program. These agencies could participate in public awareness campaigns promoting commute alternatives and encouraging members of their staffs to rideshare. Again, the promotion of ridesharing by state level entities will help foster recognition and heighten public awareness of the issues associated with high-occupancy commute modes.

The provision of ridematching services, vanpool programs, and other ridesharing services, and the promotion of such services locally, is most appropriately the role of the individual

rideshare and transit agencies. Additionally, these agencies provide outreach and assistance to local employers. The role of transit and ridesharing agencies in a Statewide Rideshare Support Program could include assistance in planning statewide promotional efforts and local implementation of public awareness campaigns. Further, the individual agencies could provide evaluation and feedback to TxDOT following individual promotional efforts coordinated by the state.

Metropolitan planning organizations throughout the state have increased responsibilities for regional transportation planning under provisions of the ISTEA. Further, MPOs are responsible for overseeing compliance with the Clean Air Act Amendments in non-attainment areas. The role of the MPOs in a state rideshare support program could include employer assistance and participation in public awareness campaigns. In addition, the MPOs could begin to provide rideshare support activities in areas not served by an existing rideshare program.

The private sector can play an important role in any rideshare support program, as large employers will be responsible for implementing employee commute alternatives programs in Clean Air Act Amendment non-attainment areas. The private sector could be a source of in-kind contributions and funding for promotional efforts and advertising, as many businesses have a tradition of sponsoring public awareness campaigns. Private sector involvement could include chambers of commerce, major corporations, financial institutions, developers, small and medium-sized businesses, grocery and convenience stores, fast-food outlets, malls, and shopping centers.

Given the limitations of staff and financial resources, it is suggested that the development of a Statewide Rideshare Support Program begin modestly and be implemented over time as staff and financial resources allow. It is also suggested that the success and effectiveness of any state rideshare effort be carefully evaluated. Further, the involvement of numerous groups in many of the suggested activities will require ongoing coordination and communication. Involving these various groups will be important to the overall success of the program.

## **Suggested Elements of a Statewide Rideshare Support Program**

The promotion of ridesharing to increase its visibility and public awareness, to support local rideshare programs, and to help ensure the economic vitality of the state is consistent with the mission of TxDOT. Therefore, the initial components suggested for a Statewide Rideshare Support Program are designed to accomplish these objectives.

Ridesharing programs operating in areas experiencing traffic congestion problems and those located in Clean Air Act Amendment non-attainment areas would especially benefit from the increased visibility provided by the suggested elements, as would employers in non-attainment areas who must begin to implement trip reduction programs. This section briefly discusses preliminary ideas for state level ridesharing support activities.

### **Promotion of Texas Rideshare Day or Week**

As noted in the previous chapter, agencies in other states and metropolitan areas, as well as in some Texas cities, have promoted transit use through an alternative commute day or week. The objective of these promotions is to allow commuters to experience alternative commute modes on a limited basis, without making a long-term commitment, in hopes that they will be encouraged to rideshare on a more regular basis. A secondary objective is to make the public aware of the issues associated with single-occupant commuting through exposure to the publicity connected with the event (17). These activities are often held in conjunction with National Transportation Week, Earth Day, or local events. Such promotions in California and Phoenix, Arizona have resulted in small, but measurable, increases in the use of high-occupancy commute modes. Surveys have also reported increased awareness of environmental and economic issues associated with drive alone behavior, such as traffic congestion and diminished air quality (18).

A Texas Rideshare Day/Week coordinated by TxDOT would require the involvement of other appropriate state offices, ridesharing and transit agencies, local governments, the private sector, and others. TxDOT could oversee the participation of other state agencies and its own districts, in conjunction with activities planned locally by individual rideshare and transit

agencies. The support and participation of state and local governments would help provide the publicity necessary to leverage scarce promotional funding.

The initial promotion of a state Rideshare Day or Week should be modest and well-organized and should seek to build incrementally upon a well-laid foundation. A follow-up evaluation of the promotion is the key to identifying and addressing strengths and weaknesses in subsequent years' promotions. Again, the purpose of such promotions is to encourage a change in travel behavior by providing the opportunity for the public to try a commute alternative on a "no commitment" basis. Care should be taken in planning such an effort to ensure that local transit and ridesharing agencies are able to meet any extra demands for services generated by the promotion.

#### **Summary brochure on local rideshare programs**

Development of a brochure summarizing ridesharing activities and programs throughout the state, the benefits of ridesharing, requirements of the Clean Air Act Amendments, and contact information for representatives of the individual rideshare programs and appropriate state personnel would further support ridesharing efforts in Texas. This brochure could serve as a valuable source of information for city and county governments, the private sector, and the general public on the nature and variety of programs and services available.

#### **Provide a state clearinghouse for ridesharing information and technical assistance**

TxDOT may wish to consider expanding the information available through the Public Transportation Division to include ridesharing information. This could include the development of a Statewide Rideshare Clearinghouse for information on the current status of ridesharing activities around the country and within the state, the use of advanced technologies to support ridesharing, possible funding sources, and other supporting activities. In addition, the clearinghouse could assist in marketing campaigns, creating ridesharing program evaluation guidelines, providing assistance with understanding and implementing pertinent state and federal legislation, and could serve as a resource for ridesharing professionals in Texas and around the nation.



The development of this function could be coordinated with the state's rideshare and transit agencies, metropolitan planning organizations, the private sector, and interested professional organizations. Further, the development of a Statewide Rideshare Clearinghouse could be phased in based on staff availability and funding. TxDOT may further wish to consider providing technical assistance to ridesharing programs at some point in the future based on staff and financial resources.

### **Educational outreach program**

As part of the effort to provide information to the public on the benefits of ridesharing, TxDOT might consider developing an education and outreach program targeting the school children of Texas. Similar programs have been used around the country, including transit systems in Texas, to introduce children to the various modes of public transportation and how to use them. Development and dissemination of a program including ridesharing, bicycling, and other transportation alternatives is a logical step in the process.

It is important to produce educational outreach material for all ages, but especially valuable to target elementary, junior, and senior high students. Children are increasingly aware of and concerned with environmental issues, as witnessed by the growing participation in recycling and tree planting projects. Ridesharing outreach programs can build upon this awareness and educate a younger generation of citizens before they join the ranks of drive alone commuters. The American Public Transit Association (APTA) is one group that has recognized this natural link and is organizing promotions around the environmental superhero cartoon character, Captain Planet.

An outreach program for Texas schools could be developed jointly by TxDOT, other appropriate state agencies, rideshare programs, MTAs, MPOs, and professional organizations. The program could be produced at the state level and distributed for implementation by local entities. The program could feature information on the financial and environmental impacts of automobile use and introduce children to transportation alternatives through activities such as poster and essay contests, class assignments, puppet shows for younger age groups, comic

books, and the like. In addition, products with an educational message which the children would see and use every day could be part of the program. These include posters, book covers, pens and pencils, pencil sharpeners, rulers, magnets, and bookmarks. Classes in science, social studies, government, history, and geography might be logical audiences for a ridesharing educational outreach program.

Potential funding sources for an educational outreach program may include grants available from the American Public Transit Association, the Association for Commuter Transportation, the American Planning Association, and similar organizations. TxDOT and other participants may wish to explore possible funding sources as the first step in determining the feasibility of developing an educational outreach program.

### **Television and radio advertisements**

As part of an overall marketing and promotional campaign for ridesharing, TxDOT could develop a series of television and radio advertisements. These could be modeled after the "Don't Mess with Texas" anti-litter campaign and the "TRAX" rural transit service campaign. The focus of such advertisements would be to raise the general level of visibility and public awareness of rideshare programs in the state, the services available through these programs at the local level, and illustrate the need for, and benefits of, such programs.

The advertisements could be tied to the Rideshare Day or Week promotion discussed earlier. Any advertisements should promote and be coordinated with the local rideshare programs, where the provision of services, such as matching, actually occurs. In interviews conducted for this study, ridesharing professionals throughout the country stressed the need to tie any broad based marketing campaign to the local programs and to ensure that these programs were able to respond to the potential increase in service demand generated by the advertising campaign.

**Continued support for and expansion of high-occupancy vehicle facilities, park-and-ride lots, and placement of highway information signs**

High-occupancy vehicle (HOV) facilities provide one element to support the use of high-occupancy commute modes. Working with local transit agencies, TxDOT has developed HOV lanes in Houston and Dallas and has considered similar facilities in other areas. Continuing these activities through the expansion of existing lanes and the initiation of new projects, will further enhance the attractiveness of bus riding, carpooling, and vanpooling.

TxDOT has also developed park-and-ride facilities and park-and-pool lots in many areas. These facilities help to encourage the use of high-occupancy commute modes. In addition, ridesharing professionals throughout the country cited information signs provided along highways by DOTs as one of the most effective methods of promoting local rideshare programs. TxDOT is among the state DOTs providing these signs. Continued expansion of these existing projects by TxDOT will encourage and support greater use of HOV modes.

**Encourage ridesharing among TxDOT and other state staff**

TxDOT and other agencies have promoted the use of transit and ridesharing for their employees in the past. It is important for TxDOT and the State to continue to encourage employees to use alternative methods of transportation which will help alleviate traffic congestion and air quality problems. A number of state DOTs contacted reported that their own employees were carpoolers, vanpoolers, bus riders, or bicycle riders, which contributed to their understanding of the problems which might be associated with using such modes.

Re-examining the current programs for Texas's state employees and expanding and enhancing them appears appropriate. Ensuring that the TxDOT Executive Director and District Engineers support such programs could further add to their success. Successful elements identified in other states' employee ridesharing programs include newsletters, promotions to increase interest in the program, preferential parking for carpoolers and vanpoolers, the provision of bicycle lockers, and holding contests between divisions or districts with prizes awarded for the highest percentage of employees using alternative commute modes.



## V. CONCLUSIONS AND NEXT STEPS

This report has examined the ridesharing services provided within metropolitan areas of Texas, as well as metropolitan areas in five other states and the ridesharing support activities of departments of transportation in fifteen states. In addition, a literature review was conducted, focusing on the historical aspects and current practices related to ridesharing activities. Based on the information obtained from these sources, a set of preliminary ideas for a Texas Rideshare Support Program was developed and presented in the previous chapter.

To conclude this report, this chapter provides a summary of possible next steps for consideration in implementing a Texas Rideshare Support Program. Following the suggested approach for the overall program, it is anticipated that implementation of the various elements will occur through the joint efforts of TxDOT, local rideshare and transit agencies, interested professional organizations, other state agencies, private sector groups, and TTI. Activities to implement each of the suggested program elements are presented here.

### **Promotion of Texas Rideshare Day or Week**

Based on the suggestions in the preliminary Texas Rideshare Support Program and subsequent meetings between staff members from TxDOT, TTI, local rideshare programs and transit agencies, other state agencies, and interested professional organizations, there was agreement to organize a limited rideshare promotion in conjunction with national "Try Transit Week" in May 1993. A number of activities were planned to support this effort. Given the short time period, the group agreed to take a modest approach to the first year's activities and then expand the program in the future.

The first steps undertaken included outlining the tasks to be performed by TxDOT, TTI, and local rideshare programs, and identifying other state agencies that might be likely candidates for participation. It was agreed that a statewide support effort should build on activities planned at the local level, with TxDOT and other state entities providing support in the form of

proclamations and press releases, other publicity that might be generated by the involvement of public officials, and public education.

For the first promotion, TxDOT developed a proclamation declaring the week of May 17-21, 1993 as "Try Transit Week," and Thursday, May 20 as "Texas Rideshare Day." This proclamation was forwarded to the Governor's office through the Transportation Commission. Governor Richards signed the proclamation, which was included in a press packet along with a press release drafted by TxDOT and TTI for TxDOT's Division of Travel and Information (see Appendix C). Further, each TxDOT employee received a memo from the Executive Director encouraging participation in ridesharing efforts.

The Texas Transportation Institute created a logo for the statewide support program and assisted with the initial drafting of the press release. Further, TTI developed a brochure describing the state's metropolitan rideshare programs for distribution by TxDOT and local rideshare programs. The brochure provides background information on the benefits of ridesharing and briefly describes the services offered by each program. In addition, the brochure provides the names and telephone numbers of individuals at TxDOT and the various rideshare programs for those who wish to obtain additional information. TTI also developed a second brochure describing the public transportation services available in the state. This includes information on MTAs, small city transit operators, rural and nonurban transit providers, elderly and handicapped services, and ridesharing programs. As with the rideshare brochure, telephone numbers for the various providers are included for individuals interested in further information.

Support was also provided by other state agencies and interested organizations during the initial statewide promotion. For example, the Texas Air Control Board proclaimed Thursday, May 20, as "Texas Clean Air Day," and the Texas Chapter of the American Lung Association designated May as "Clean Air Month." Further, the Texas Land Commissioner issued a proclamation in support of "Try Transit Week" (see Appendix C).

Activities by local rideshare programs and transit agencies varied throughout the state. Promotions included emphasizing the clean air benefits of ridesharing, contests at workplaces for employee transportation coordinators, and promoting bicycles as commute alternatives. The various activities emphasized all aspects of ridesharing, not only carpooling and vanpooling, but also encouraged greater use of regular route buses and express buses. For example, express bus riders in Fort Worth received prize packets, while for \$1.00, riders on Houston METRO buses could purchase buttons which provided them with unlimited rides for the day.

The initial statewide rideshare promotion has established a base for future programs and activities. Future efforts should take into consideration the necessity of early planning for events, especially to secure the participation of public officials. With limited funding available for rideshare promotions, the presence of individuals such as the Governor, Land Commissioner, transportation commissioners, local officials, and others will help to attract needed media attention. Additionally, the initial effort confirmed the importance of establishing and maintaining contacts within the various state agencies and interested groups.

With limited funding available for statewide rideshare support efforts, it is important that as many groups as possible be included in planning and implementing these programs in order to maximize participation and publicity. In addition to the agencies participating in the first year effort, other groups with links to ridesharing were identified. These include the Texas Bicycle Coalition; TxDOT's Bicycle Advisory Committee and Bicycle Coordinator; TxDOT's Transit Advisory Committee; the General Land Office; the regional offices of the Environmental Protection Agency, Federal Transit Administration, and Federal Highway Administration; the Railroad Commission; the Texas Chamber of Commerce; the Texas chapters of the American Planning Association and the Institute of Transportation Engineers; and the Sierra Club. In the future, it may be desirable to contact representatives from these groups in order to broaden the base for statewide rideshare promotions.

### **Summary brochure on local rideshare programs**

In conjunction with the decision to promote "Try Transit Week" and "Texas Rideshare Day," TxDOT requested that TTI produce two brochures relating to ridesharing and transit activities in the state. One brochure focuses on ridesharing programs, while the other provides information on all types of public transit services within the state. The brochures are being distributed by TxDOT, local rideshare programs, public transit providers, and other groups.

The first brochure, *Metropolitan Rideshare Programs in Texas*, contains information on the benefits of ridesharing, the requirements of the 1990 Clean Air Act Amendments, and information on local ridesharing agencies, including the names and telephone numbers of individuals to contact for more information. The second brochure, *Public Transportation in Texas*, describes the variety of transit options available throughout the state, including MTAs, small city transit operators, rural and nonurban providers, elderly and handicapped services, and ridesharing. Telephone numbers for the various providers are included for those desiring further information about public transportation options in specific areas of the state.

### **Provide a state clearinghouse for ridesharing information and technical assistance**

The next steps suggested for this activity are to further refine the roles, elements, activities, and supporting components that a rideshare clearinghouse should include. Defining these activities and services would be used to provide an initial indication of the budget and staff resources needed to support this function. Potential funding sources could also be explored in this step. This information could then be reviewed and considered by TxDOT, ridesharing and transit agency staffs, and others to determine the feasibility of establishing such a program. Thus, it is suggested that the next step define the specific elements and activities to be included in a State Rideshare Clearinghouse, the costs and necessary staffing considerations, and possible funding sources.

### **Educational outreach program**

The appropriate first steps to develop an educational outreach program would be to identify and contact other agencies and organizations which might contribute to the program, and to



identify potential funding sources. Possible participants could include the General Land Office and Texas Railroad Commission, with their alternative fuels programs, and the Texas Air Control Board, which is responsible for overseeing Clean Air Act Amendment requirements. Other participants could include representatives of MTAs, rideshare programs, MPOs, and private sector groups. Possible sources of funding for an educational outreach program include grants from organizations such as the American Public Transit Association, the Association for Commuter Transportation, and the American Planning Association.

The next step should be to identify good examples of educational outreach programs. There are a number of examples available through transit agencies which have used outreach programs to educate school children about public transportation for several years. Again, participation by a number of groups would prove valuable in finding and examining superior examples. Following examination of models, a program outline and schedule for program development with the proposed budget should be formulated. The next step would be to develop an outreach program with materials appropriate for the various levels, from elementary to junior and senior high school students. Finally, the representatives of the various participants could begin the process of informing their groups and other interested parties about the availability of the ridesharing educational outreach program and the process of disseminating the program to schools could begin.

#### **Television and radio advertisements**

If there is agreement regarding a marketing campaign featuring television and radio advertising, the next step suggested in initiating such a campaign would be to identify the program elements, decisions regarding what aspects of ridesharing to emphasize, and possible funding sources. Analysis of the cost of such a campaign could be based on information from the "TRAX" promotion developed by TxDOT. The cost of producing advertisements could be reduced by using pre-produced public service announcements available from organizations such as the American Public Transit Association (APTA). If the decision is made to move forward with the campaign at this point, the specific activities to be conducted next, a schedule, and a budget could be developed.

**Continued support for and expansion of high-occupancy vehicle facilities, park-and-ride lots, and placement of highway information signs**

TxDOT is already viewed as a national leader in the development of HOV facilities and park-and-ride lots. In addition, TxDOT currently provides highway signs which give information about local ridesharing programs to commuters around the state. HOV lanes are daily reminders to commuters of the transportation alternatives available to them, while park-and-ride lots are another valuable resource for those who choose high-occupancy commute modes. The continued construction of such facilities around the state is encouraged under provisions of the ISTEA and 1990 Clean Air Act Amendments. Planning, designing, implementing, and operating HOV and park-and-ride facilities are underway in many metropolitan areas within the state. The continued support of these activities is appropriate.

**Encourage ridesharing among TxDOT and other state staff**

In the past, TxDOT and other agencies have undertaken programs to encourage employees to use transit, carpools, and vanpools. An appropriate next step to support this activity would be to review previous programs used by TxDOT and other state agencies and those currently in use. These could then be compared with programs used by other employers, in both the public and private sectors. Suggestions could be developed for possible revisions and improvements to these programs to enhance their effectiveness. This review could include an examination of the use of incentives and other techniques to encourage greater participation in rideshare programs.

In conclusion, the promotion of ridesharing, to help ensure the economic vitality and to help Texans address the issues associated with decreased mobility and diminished air quality, is consistent with the mission of TxDOT. This report includes suggestions for the development of a Statewide Rideshare Support Program that can be implemented incrementally by TxDOT, local rideshare and transit agencies, and other groups, as staff and financial resources allow. These suggestions are based on the results of interviews with professionals involved in ridesharing at the state, regional, and local levels. Enactment of the Clean Air Act Amendments and the Intermodal Surface Transportation Efficiency Act has encouraged transportation

professionals to address the broader issues of mobility and to devise solutions to congestion and air quality concerns that go beyond increasing roadway capacity. Ridesharing represents just one of the tools, which, used in concert, can help to alleviate these problems.



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**APPENDIX A**

**RIDESHARE PROMOTIONAL MATERIALS**



# the drive line

Compliments of Capitol Rideshare



VOLUME 5 • NO 1

WINTER 1992

## Governor Symington rides bus for Clean Air Campaign

Governor Fife Symington wants to see more state employees busing, car pooling, biking and walking to work. That's why in November and December, he became the first governor of Arizona to ever both car pool and ride the bus to promote the Clean Air Campaign.

"It's important to me that I set a good example for our state employees," said Symington. "Every employee can either be part of the pollution problem or part of the solution when he or she decides how to commute to work. That's why I've been participating in the Clean Air Campaign."

On November 5, the Clean Air Campaign's "Don't Drive One in Five Day," the Governor car pooled with Clean Air Campaign Chairman John Teets, President and CEO of Dial Corporation, on his way to a meeting.

On December 3, Bus With Us Day, the Governor took his commitment to clean air even further and rode the bus with his wife Ann, Maricopa County Supervisor Jim Bruner,



*Governor Symington makes a point to his Chief Operating Officer George Leckie as Mrs. Symington chats with passengers on Bus With Us Day. (Photo © The Arizona Republic, 12/4/91, Charles Krejcsi).*

Department of Commerce director Jim Marsh and members of his staff including his Chief Operating Officer George Leckie.

"I hope this inspires state employees who have never bused, car pooled, biked or walked to work to try it at least once during the last two challenge weeks of the Clean Air Campaign, January 26-February 1 and February 23-29. I want to

see our state employees putting our environment first and using alternate modes to get to work. For those state employees who are already using alternate modes, keep up the good work!"

*For more information on the Clean Air Campaign, please call Capitol Rideshare at 280-1410.*

# THE AIR QUARTERLY

Newsletter of ADOT Funded Air Quality Demonstration Projects

*Arizona Department of Transportation . Transportation Planning Division . Winter 1992*

## SUCCESS GALORE FROM FY 1991 AIR QUALITY PROJECTS

The FY 1991 funding for Air Quality projects has been completed with successful results.

The Downtown Area Shuttle (DASH) surpassed its ridership goal early in the project period and continued to rise. The Bikes on Buses project enjoyed similar success with a consistent high utilization rate of the racks. Both projects will continue with partial ADOT Air Quality funding for FY 1992. The DASH will feature an enclosed electric bus and the Bikes on Buses will be expanded for the entire Phoenix regional bus fleet.

The Tucson bicycle lockers at transit stops resulted in varying degrees of success depending on the four locations throughout the city while demand continues to increase. The City will continue to operate and maintain the lockers and will consider moving certain lockers to optimize usage.

The Valley Free Bus Day was a big success as ridership increased by 54.6% over the average weekday ridership. This provided major exposure for new passengers to the Valley bus system. The Surprise Dial-a-Ride, Avondale Express Bus Route #560, and Saturday Bus Route #72 serving

Guadalupe are expected to continue with local funding support. The Central Avenue Transportation Management Association will also continue with local funding dollars.

The final review for the FY 1991 project will be included in the ADOT Air Quality Program Review for FY 1990 and FY 1991 to be published in the early Spring. Copies are available by contacting ADOT at the address or telephone listed on the reverse side of this newsletter.

### RESULTS ARE IN ON BICYCLE LOCKERS PROJECT

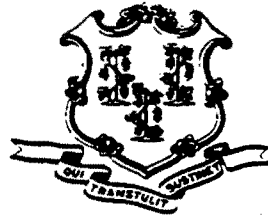
The City of Tucson completed monitoring the usage of the bicycle lockers at transit stops as an ADOT Air Quality demonstration project.

The City installed 33 lockers representing 66 bicycle storage spaces during mid-summer 1991 allowing the remaining five months of the year to monitor usage. Of the 66 available spaces, 44 were rented during the demonstration period, approximately a 67% occupancy rate. According to the City, demand for the lockers is increasing, and has been a successful element of the Sun Tran Bikes and Buses campaign (another ADOT Air Quality project). The City is also evaluating relocating lockers having low usage to optimize the use of this valuable transit feature.



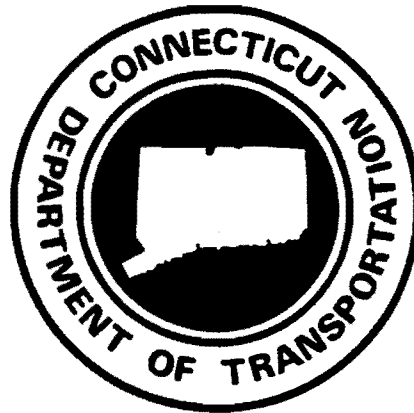
These bicycle lockers (to the right) proved very popular at the Tucson City Hall.





# **STATUTES AFFECTING RIDESHARING IN CONNECTICUT**

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Prepared by:  
OFFICE OF INTERMODAL PLANNING  
BUREAU OF PLANNING  
CONNECTICUT DEPARTMENT OF TRANSPORTATION

SOURCE:  
CONNECTICUT GENERAL STATUTES - REVISED TO JANUARY 1, 1991

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QUESTIONS AND ANSWERS FREQUENTLY ASKED ABOUT CARPOOLING

What is the Greater Minnesota Rideshare?

Greater Minnesota Rideshare is a service of the Minnesota Department of Transportation (MN/DOT) that helps individuals and companies promote and form carpools or vanpools.

Who is it for?

It is specifically designed for people who work in areas outside the Twin Cities area. People who work at companies like yours, because of your size and location, can benefit the most. But rideshare is for any group of employees tired of going it alone.

Why should we offer it to our company?

Carpooling reduces tardiness and absenteeism, attracts quality employees from greater distances, increases your labor pool potential, boosts company morale, and is easy to set up. It's a program that says that your company cares about its employees' well-being and commuting costs.

What do I have to do to get started?

Organizing a Rideshare program in a company your size is usually quite easy. Simply let employees know that you're offering the program by hanging up the enclosed poster. Then have someone designated as your company's Rideshare Coordinator collect the forms.

An informational meeting should be planned for interested employees to explain how carpooling works. Then, your company's Rideshare Coordinator can match people together with the forms employees return to them. The actual arrangements for carpools are made by your employees themselves.

The enclosed brochure further explains the program, but we can give you more assistance by calling Jarvis Keys at MN/DOT at (612)297-3702.

What will it cost the company?

Actual cost is very little, but it will require time for one employee to coordinate. The amount of time varies with the number of employees interested; however, it is usually a small part of the Coordinator's workday.

What if my employees want more information?

MN/DOT can provide you with additional information to give to employees about insurance, suggested arrangements that maximize carpooling success, and the benefits of Ridesharing. Call (612)297-3702 for more information.

**Let's get to work together.**

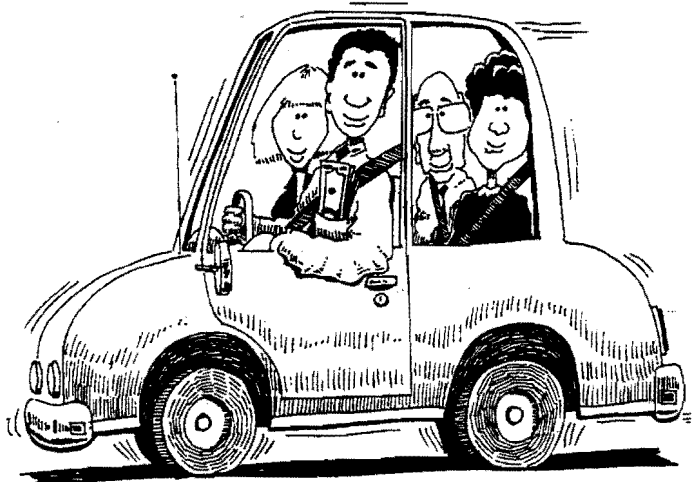
**T H E G R E A T E R**  
**M I N N E S O T A R I D E S H A R E**

6 1 2 . 2 9 7 . 3 7 0 2

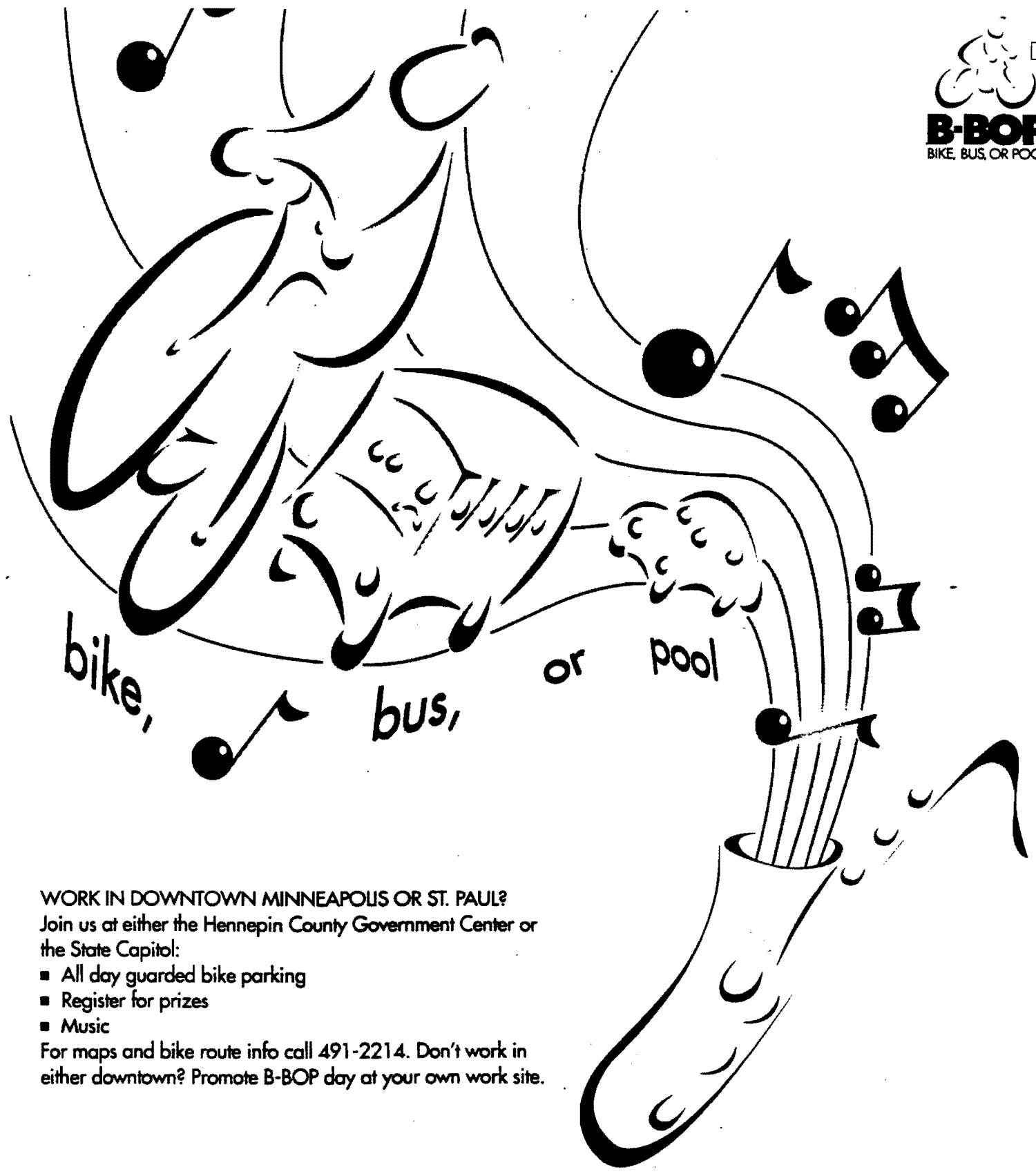


Minnesota Department of Transportation  
Office of Transit  
395 John Ireland Boulevard – Room 815  
St. Paul, MN 55155

*How to drive a bargain?*  
**RIDESHARE**



**Rideshare Facts and Information**  
Minnesota Department of Transportation



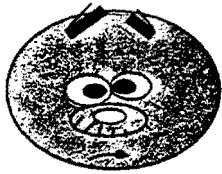
WORK IN DOWNTOWN MINNEAPOLIS OR ST. PAUL?  
Join us at either the Hennepin County Government Center or  
the State Capitol:  
■ All day guarded bike parking  
■ Register for prizes  
■ Music  
For maps and bike route info call 491-2214. Don't work in  
either downtown? Promote B-BOP day at your own work site.

# B-BOP TO WORK MAY 19, 1992

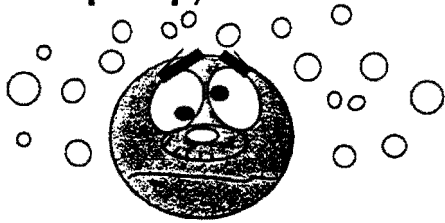
SPONSORED BY Mn/DOT IN COOPERATION WITH MINNESOTA RIDESHARE AND OTHER PARTICIPATING AGENCIES  
FOR MORE INFORMATION CALL 491-2214



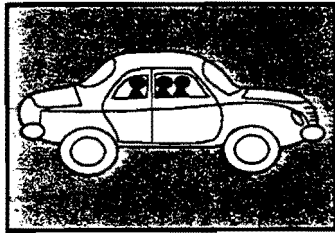
ARE YOU TIRED OF FIGHTING TRAFFIC?



IS THE COST OF DRIVING TO WORK GETTING YOU DOWN?



IS AIR POLLUTION MAKING YOU SICK?



Ridesharing MAY BE THE ANSWER TO YOUR PROBLEM.

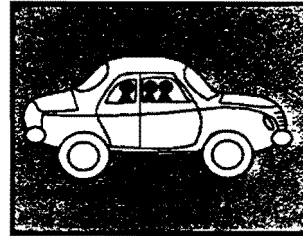
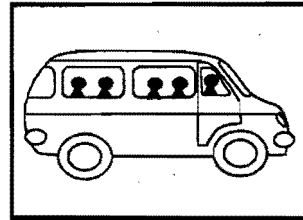
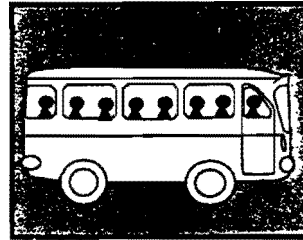
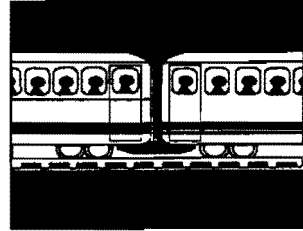
**Rideshare!**

609-530-8053

OR

1-800-245-POOL

Printed on recycled paper



DON'T EXHAUST YOUR FUTURE.

**Rideshare!**

New Jersey Department of Transportation

Jim Florio  
Governor



Tom Downs  
Commissioner

**NEW JERSEY**  
***BICYCLING***  
**INFORMATION**



**NEW JERSEY DEPARTMENT OF TRANSPORTATION**

**APPENDIX B**

**CALIFORNIA RIDESHARE WEEK PROMOTIONAL MATERIALS**





# RIDESHARE

## W E E K



Keep California Moving

SEPTEMBER 14-18, 1992

# PRIZES

If you need a Rideshare Week pledge card, contact your company Employee

Cleaner air. Less traffic. Efficient energy use.<sup>[1]</sup>  
California Rideshare Week is one of the best opportunities you have to help "Keep California Moving" toward all of these goals. It's also your opportunity to win great prizes...

By completing and returning\* an official Rideshare Week pledge card you will be eligible for drawings for the following:

### Statewide Drawing

Grand Prize

**European Vacation for Two:** Four days in Paris and four days in London. Airfare, hotel, theatre tickets, sightseeing and more!

First Prize

**Hawaii for Two:** Five relaxing days on Waikiki Beach in Honolulu. Hotel, airfare, and rental car for exploring.

Second Prize

**Acapulco Getaway:** Sun, sand and surf for two in Mexico's popular resort town. Four days with hotel and airfare.

### San Diego Drawing

\*to be eligible for the San Diego drawing, completed pledge cards must be returned to your organization's designated Rideshare Week coordinator by date set by your employer.

Grand Prize

San Francisco Weekend for Two (airfare and hotel)

First Prize

Hot Air Balloon Ride and Champagne for Two (sunrise or sunset ride over Del Mar, or Temecula's wine country)

Second Prize

\$200 Shopping Spree at Horton Plaza

More Great Prizes

\$100 Lucky Gift Certificates

Hewlett Packard 12-C Programmable Calculators

Monthly Transit Passes for MTDB and County Transit Express Routes

Brunches for Two at Le Meridien at Coronado

Dinner for Two at Mister A's

\$25 Dixieline Gift Certificates

Sea World Passes for Two

Green Books (coupon book)

San Diego prizes are made possible by generous support from:

#### Gold Sponsors

**Lucky**

**CATERPILLAR**  
Solar Turbines

  
Sea World

**AUTO TRADER**  
BUY - SELL - TRADE

**SDGE**  
San Diego Gas & Electric

**LUCE, FORWARD, HAMILTON & SCRIPPS**  
ATTORNEYS AT LAW  
FOUNDED 1873

#### Silver Sponsors

AVIS Rent a Car System

Bank of America

Brooktree Corporation

County of San Diego

County Transit System

Dixieline Lumber

General Dynamics - PARC

Green Book

Hewlett Packard-Neely Sales

H.G. Fenton

Kelco Division of Merck

Metropolitan Transit System

Metro Traffic

Pepsi Bottling of San Diego

Raytheon Support Services Co.

San Diego Daily Transcript

San Diego Trust & Savings Bank

Sudberry Properties

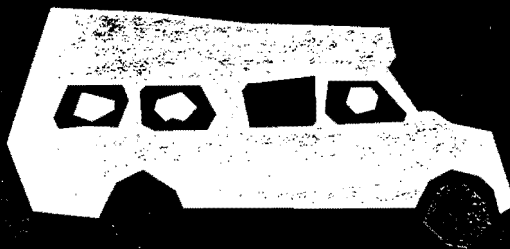
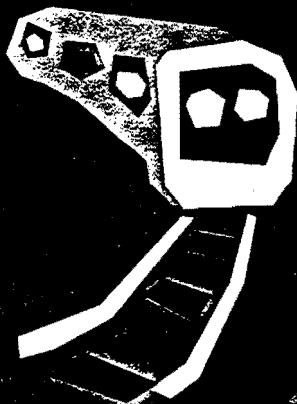
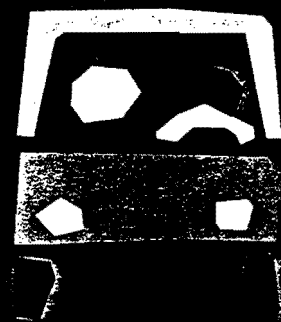
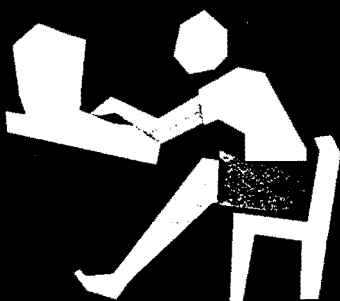
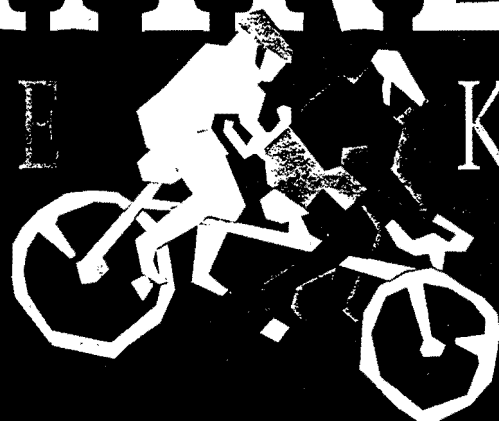
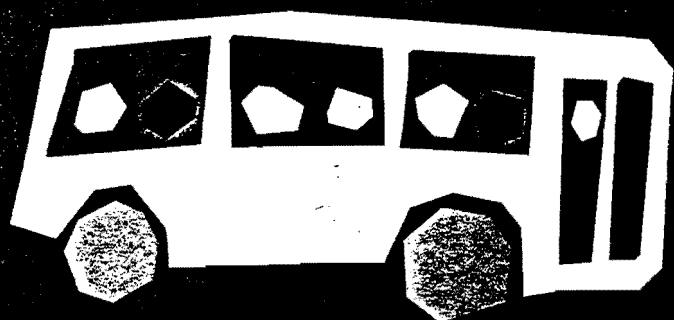
The Fieldstone Company

The Vons Companies, Inc.

United Parcel Service

# RIDESHARE

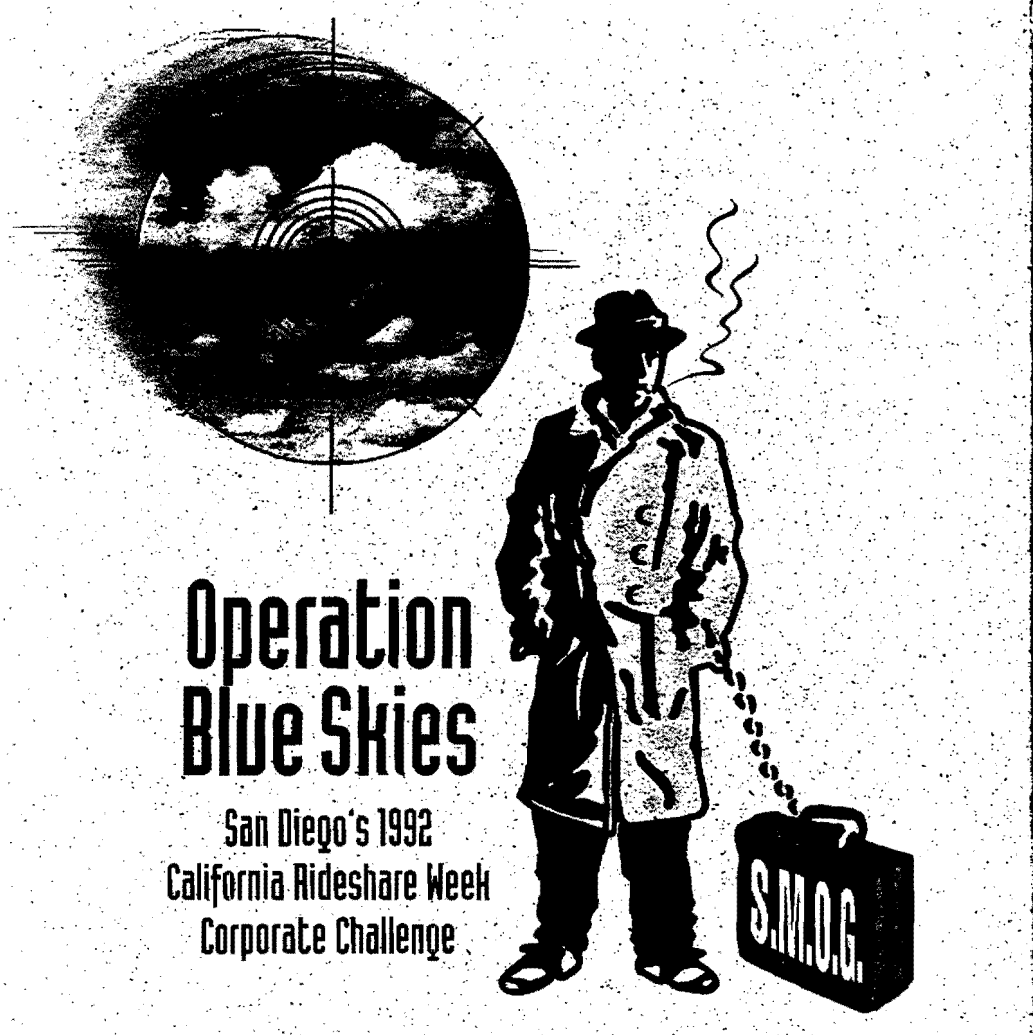
W E E K



## KEEP CALIFORNIA MOVING

September 14-18, 1992

For more information call: 237-POOL



# Operation Blue Skies

San Diego's 1992  
California Rideshare Week  
Corporate Challenge

# California Rideshare Week - San Diego 1992

## Important Dates and Activities

**July 15**

Deadline: employer registrations to July 23 Kick Off luncheon must be post-marked (invitations will be mailed late June)

**July 23**

Kick Off Luncheon  
Sea World's "A Place to Meet"  
11:00 - 1:30 pm  
*Great Corporate Ride-Off registration and pledge card distribution to immediately follow.  
RSVP required*

**August 7**

Deadline: employer Great Corporate Ride-Off registrations must be post-marked

**August 24**

Deadline: last day for employers to order premium items from Commuter Computer  
*(restrictions apply)*

**September 11**

Mid County Rideshare Fair  
11:00 - 1:30 pm  
Hewlett Packard,  
Rancho Bernardo  
Mid County TMA  
592-8095

**September 14-18**

California Rideshare Week

**September 14**

Telecommute Day

San Diego TMA  
Telecommute Promotion  
San Diego TMA 696-5210

Pledge cards due no later than noon to Commuter Computer or approved drop site

**September 15**

Vanpool Day

North City "Transpo-Expo"  
11:00 - 1:30 pm  
Sorrento Towers North  
(Mira Mesa)  
North City TMA  
457-2763

**September 16**

Transit Day

North County "Alleviate 78"  
11:00 - 2:00 pm  
"Restaurant Row"  
San Marcos Blvd.  
North County TMA  
431-3590

San Diego TMA  
Transit Promotion  
San Diego TMA 696-5210

**September 17**

Carpool Day

"Keep California Moving Day"

StoneCrest TMO/  
Kearny Mesa  
Rideshare Week Promotion  
StoneCrest TMO  
541-7111

**September 18**

Bike/Walk Day

San Diego Rideshare Week Awards Ceremony to honor Great Corporate Ride-Off winners (afternoon event only for employers entered in the Great Corporate Ride-Off).

*Reminder: If you wish to have Commuter Computer attend your Rideshare Week on-site fair/promotional event, the Commuter Computer/Employer Fair Agreement form must be signed and returned to Commuter Computer four weeks prior to the event.*

**APPENDIX C**

**TEXAS "TRY TRANSIT WEEK" PROCLAMATIONS**





OFFICIAL MEMORANDUM  
STATE OF TEXAS  
OFFICE OF THE GOVERNOR

Transportation has always been of vital importance in the State of Texas. Today, a number of forces have combined to make transportation, particularly to and from work, more costly in terms of time and money. Public transportation offers an effective and efficient alternative to traveling by personal vehicle.

Many different public transportation options are available for the citizens of the state. Certainly buses are most quickly recognized as public transportation, but many other alternative means of travel are available. For example, ridesharing presents the public with a viable alternative to driving one's own car: sharing a ride with co-workers or neighbors by carpooling or vanpooling.

Whether by bus, light rail, carpooling, vanpooling or another alternative transportation method, public transportation provides mobility for Texas citizens. However, without adequate public information and access, this valuable resource will be under-utilized.

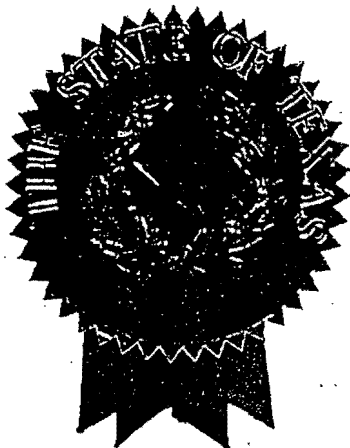
Therefore, I, Ann W. Richards, Governor of Texas, do hereby proclaim the week of May 17 through May 21, 1993, as:

**TRY TRANSIT WEEK**

and Thursday, May 20, 1993, as:

**TEXAS RIDESHARE DAY**

in Texas and urge the appropriate recognition thereof.



In official recognition whereof, I hereby affix my signature this

8th day of May, 19 93  
*Ann Richards*  
Governor of Texas



**OFFICIAL MEMORANDUM  
TEXAS GENERAL LAND OFFICE  
GARRY MAURO, COMMISSIONER**

**TEXAS' VASTNESS AND VARIETY OF LANDSCAPE HAVE LONG BEEN SOURCES OF PRIDE TO THE PEOPLE OF THIS GREAT STATE. BUT AS A PRACTICAL MATTER, THESE ATTRIBUTES ALSO PRESENT PROBLEMS. GETTING FROM PLACE TO PLACE, WHETHER TO AND FROM WORK OR TAKING A VACATION TRIP, REQUIRES AN EFFICIENT TRANSPORTATION SYSTEM.**

**MAJOR COMPONENTS OF SUCH A SYSTEM INCLUDE A MODERN, WELL MAINTAINED HIGHWAY NETWORK AND UP-TO-DATE OPTIONS ON MODES OF TRAVEL WHICH WE CONTINUE TO STRIVE FOR AS THE STATE GROWS AND PROSPERS. CERTAINLY, PUBLIC TRANSPORTATION AND RIDESHARING ARE AMONG THE OPTIONS THAT MUST BE NURTURED. FUELS ALSO PLAY A KEY ROLE, AND BECAUSE TEXAS CONTINUES TO BE A MAJOR NATURAL GAS PRODUCER, IT IS IN OUR BEST ECONOMIC AND ENVIRONMENTAL INTEREST, THAT WE FOSTER USE OF THAT CLEAN RESOURCE AS A VEHICULAR FUEL, PARTICULARLY FOR CENTRALLY-FUELED TRUCKS, VANS AND BUSES.**

**WITH THESE CONSIDERATIONS IN MIND, I THEREFORE WHOLEHEARTEDLY SUPPORT GOVERNOR ANN RICHARDS' PROCLAMATION DESIGNATING THE WEEK OF MAY 17-21 AS "TRY TRANSIT WEEK" AND MAY 20 AS "TEXAS RIDESHARE DAY." AND I COMMEND ALL THOSE MEN AND WOMEN WHO WORK SO HARD TO GIVE TEXANS ONE OF THE BEST TRANSPORTATION SYSTEMS IN THE WORLD.**

A handwritten signature in cursive script that reads "Garry Mauro". The signature is written in black ink and is positioned above a horizontal line.

**GARRY MAURO  
TEXAS LAND COMMISSIONER  
MAY 17, 1993**