

Service Learning
Program
Carpool Proposal
University of Oregon
2005



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Introduction

The University of Oregon's alternative transportation programs are considered successful by many comparable institutions throughout the nation.¹ Our impressive ratio of seven people to every one parking space is evidence of this success; most universities operate with a ratio of three or even two people to every one parking space.² Even so, some elements of the UO alternative transportation program are underused. This proposal focuses on the carpooling program, which we feel has the potential for increased participation.

The university population is expanding. Parking accommodations are difficult now, and face further challenges in the future. According to Department of Public Safety (DPS) staff, violations, complaints and aggressive behavior are responses occurring on a regular basis by drivers who come into conflict with the parking limitations. Many campus drivers park in the surrounding neighborhoods, to the chagrin of residents and the loss of revenue for DPS. With the growth of the campus population arises a need for land, not only for parking, but also for other forms of infrastructure. There are many environmental, health and societal costs involved with driving, which can be lessened by increasing the use of alternative transportation. In order to lessen the costs of parking expansion and improve the existing situation, changes are necessary.

One response lies in the university's proposed construction of a new parking deck. This structure and any future additions will be costly to the University in a variety of ways, particularly financially. The structure has the possibility to either consolidate or add to existing parking space. If the university chooses the latter option, the decreased stress and hassle associated with finding parking may encourage some university members to drive. Being a large institution, any changes made within the UO have significant repercussions on the surrounding community. If a large parking structure is constructed and the rate of driving increases at the university, then the City of Eugene as a whole will be affected. While our suggestions may not create the space of a new parking deck, we would like to propose the enhancement and publicity of alternative transportation options as a means of "creating" new parking spaces.

During winter and spring terms of 2005, the Campus Alternative Transportation and Sustainability team, under the direction of the Environmental Studies Program's Service Learning Program, has been involved in a campaign to promote all forms of alternative transportation on campus. The research and experience we have garnered during this time has provided us with insight into the mechanics of university transportation and possible innovations. This proposal is the culmination of our work and provides a strategy for enhancing the existing carpool program with the goal of increasing its use by the campus community.

Current Program

Currently, the carpooling program at the University of Oregon has a limited scope. Few people purchase carpool permits, which are made available to all faculty, staff and students at a discounted price. For the 2004-5 academic year, the price of a carpooling permit was \$84, as compared to the price of a standard faculty and staff permit at \$167 or a student permit at \$97. In

¹ Stamm, Rand. Transportation Manager, University of Oregon. Personal interview. 28 Mar. 2005.

² Hicks, Tom. Director, Public Safety. University of Oregon. Personal interview. 18 Jan. 2005.

the same year, the university had 32 registered carpools. Carpools are only available to groups of three people, two of whom must be university affiliated. Priority parking exists on 13th Avenue for carpools that arrive on campus before 9:30; however this opportunity remains underused and unknown to most of the campus population. In fact, it seems that the policy remains unclear even to staff who manage the parking kiosk. Student carpool permits are only valid in student lots, limiting the appeal of carpooling to students. Moreover, as seen above, the difference between the student standard permit and carpool permit price provides little incentive for carpooling. The Guaranteed Ride Home program exists to encourage the use of alternative transportation by providing a backup ride in emergency situations to those who carpool. However, the program is available solely to faculty and staff and is also under-publicized. According to a 2005 survey of faculty and staff transportation habits, 66 percent of those surveyed feel that they are not very informed about the carpooling program.³ While the carpooling program has the potential to reduce vehicle traffic on campus, the proposed changes might allow for a better fit between the program and the needs of the campus community.

Goals and Strategies

With this proposal, our goal is to set in motion the transformation of the existing carpool program into a highly utilized and popular form of alternative transportation, comparable to the current university bike and bus programs.

Our basic objective is to increase the use of the carpooling program through improved publicity, incentives, convenience and flexibility. Specifically, we propose the facilitation of carpooling through the installation of a UO-only, online database that allows people to connect with carpooling partners. Additional flexibility could be attained through the implementation of parking pass packages with a range of options for those who wish to carpool. We suggest complementing these packages with a reduction in the rate of carpooling passes in conjunction with an increase in regular permit prices. Other incentives include Guaranteed Ride Home vouchers offered in advance to registered carpools as well as more desirable priority parking offered to carpools before 10 am. Finally, we propose the creation of a permanent student position to facilitate and publicize the program.

The proposed strategies for achieving our goals are based on research conducted over the past six months. We modeled the objectives and strategies on successful and innovative carpooling programs at other institutions, including Georgetown, University of Southern Maine, Duke and various businesses. Further background information was gleaned from online and library print sources, as well as personal interviews. The variety of sources cited reflects an attempt to incorporate the full spectrum of opinions and expertise on the subject of carpooling.

We believe that we are at an opportune point in time to enact the above mentioned changes. Aside from the challenges associated with parking at the university, the proposed construction of the parking deck, if carried out, will result in a drastic parking pass fee increase. This preliminary change in price would create a key chance to promote an improved, more appealing carpool program.

³ Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 14.

Benefits of Carpooling

By carpooling, a person is benefiting the university, themselves, their carpool partners, and the environment. University, individual and environmental benefits are listed below.

Benefits to the University

As described above, traffic congestion and parking are two of the most problematic transportation issues at the UO. Increased carpooling would lessen the impact of these issues by reducing the number of cars arriving on campus and saving the UO money and space dedicated to maintaining and creating new parking spaces. According to Department of Public Safety director Tom Hicks, out of the roughly one million dollars budgeted for parking maintenance; \$12,400 goes to the construction and replacement of parking lots. This expense will inevitably increase if a parking structure is constructed to facilitate the need for additional parking spaces. A parking structure of 800 spaces would cost \$15,000 per year for maintenance alone.⁴ Any reductions in vehicle traffic would therefore have tangible financial benefits for the university.

Benefits to the Individual

Carpooling offers a range of benefits to the individual, from relieving stress to saving money. By carpooling, the stresses of driving can be alleviated by sharing the responsibilities and hassles of road congestion, car maintenance, parking or other problems that may arise while driving. Carpooling also minimizes the gas and maintenance costs a single driver will encounter over the course of a year, as shown in the table below. However, for any of these benefits to serve as effective incentives, they must be made known to individual drivers.

Table 1. Monetary Savings from Carpooling⁵

| Money Spent | Vehicles Miles Reduced Per Year | Calculation | Amount Saved |
|--------------------|---------------------------------|--------------------|------------------------|
| On Gas | 5,200 | at \$2.00 a gallon | \$520 / year |
| On Car Maintenance | 5,200 | at 50 cents a mile | \$2,600 / year |
| Total | | | \$3, 120 / year |

Figures based on a two person carpool driving 20 miles round trip, five days a week.

Benefits to the Environment

By carpooling, a person makes a lesser contribution to the emission of greenhouse gases, the main anthropogenic cause of global warming, than they would as a solo driver. These substances enter and continually build up in our atmosphere, causing damage to the ozone and increasing the greenhouse effect. Gas emissions and fluid leaks from vehicles are also hazardous

⁴ Hicks, Tom. Personal interview. 18 Jan. 2005.

⁵ "Benefits of Carpooling." Sacramento TMA. <<http://www.sacramento-tma.org/Carpooling%20Benefits.html>> Accessed 17 May 2005.

to surrounding environments; they contaminate water systems, threaten wildlife, and degrade soil conditions. The following table calculates reduced pollution rates as a result of increased carpooling. The estimates are based on 100 people participating in carpools, each of which drives 20 miles per day. By participating, only 50 vehicles are on the road, saving the amounts described below.

Table 2. Environmental Benefits of Carpooling⁶

| Vehicle Miles Reduced Per Day | Pollutant | Amount Saved | Pollution or Fuel Consumption Saved Per Day | Pollution or Fuel Consumption Saved Per Year |
|-------------------------------|--|------------------|---|--|
| 1,000 | Hydrocarbons (Urban Ozone [smog] and Air Toxics) | 3.5 grams/mile | 7 lbs of HC | 1,820 lbs of HC |
| 1,000 | Carbon Monoxide (Poisonous gas) | 25 grams/mile | 55 lbs of CO | 14,300 lbs of CO |
| 1,000 | Nitrogen Oxides (Urban ozone [smog] and Acid Rain) | 1.5 grams/mile | 3 lbs of NOx | 780 lbs of NOx |
| 1,000 | Carbon Dioxide (Global warming) | 1.0 pound/mile | 1,000 lbs of CO ₂ | 260,000 lbs of CO ₂ |
| 1,000 | Gasoline | 0.05 gallon/mile | 50 gallons gasoline | 13,000 gallons gasoline |

Figures based off of fifty carpools made up of two people, driving 20 miles round trip, five days a week

Barriers to Carpooling at the University of Oregon

In a 2005 survey of UO faculty and staff transportation use, only 7% reported carpooling as their primary means of transportation.⁷ This section of the proposal seeks to clarify the possible explanations for the low number of carpools at the UO. There are several general factors, not unique to the UO, that present barriers to carpooling. Likewise, aspects of the UO's carpooling program may impede its use. For both the general and structural barriers, there are several solutions that could increase the popularity of carpooling at the UO.

General Barriers

Many of the arguments for driving alone to work are the same, regardless of city, workplace, or type of employment. The top five reasons cited by UO faculty and staff for driving alone to campus are (in order of most to least often cited): convenience, distance, the need to transport others, requiring the car for work, and flexibility.⁸ To place these factors into context, one participant in the One Less Car competition, held in April 2005, explained that irregular hours and a changing daily schedule make regular carpooling a "challenging task."⁹ Though

⁶ "Benefits of Carpooling." Sacramento TMA. <<http://www.sacramento-tma.org/Carpooling%20Benefits.html>> Accessed 17 May 2005.

⁷ Docker, Fumiko. *CHOICES 2005: University of Oregon Campus Transportation Survey*. February – May 2005. 1.

⁸ Docker, Fumiko. *CHOICES 2005: University of Oregon Campus Transportation Survey*. February – May 2005. 8.

⁹ K.C. Email correspondence to Erik Talbert. 24 April 2005.

carpooling has many benefits to the user, the transaction costs of finding and organizing a carpool are often daunting enough to discourage a potential carpooler.¹⁰

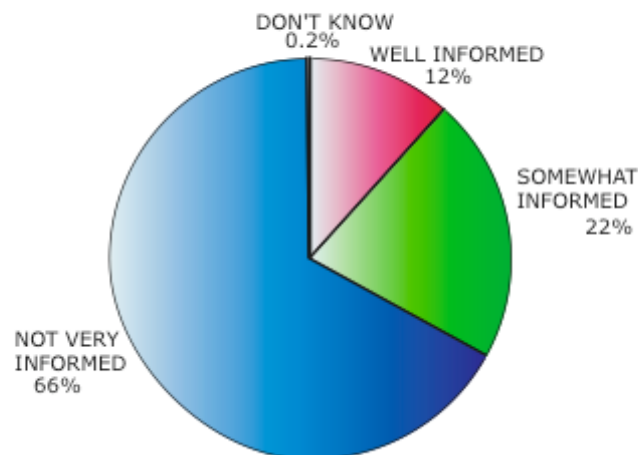
Structural Barriers

Knowledge of Existing Program

In the 2005 CHOICES survey, it was found that the majority of UO faculty and staff are not very informed about incentives to carpoolers, which include priority parking in Lot 13 and cheaper parking permit rates. When asked about their knowledge of the existing DPS carpooling program, 66% of respondents said they were “not very informed,” 22% said they were “somewhat informed,” and only 12% said they were “well informed.”

The response of faculty and staff about their knowledge of the existing carpooling program is illustrated in the pie chart below:¹¹

Knowledge of Carpool Program Incentives



Lack of Incentives and Disincentives

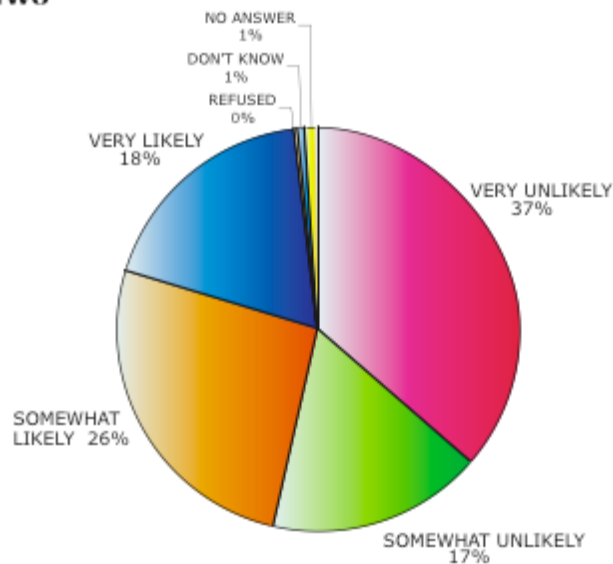
While incentives such as priority parking spaces and discounted parking permit rates are available to carpoolers at the UO, the possibility that these incentives are inadequate for encouraging carpooling should be considered. The analysis of the previously mentioned 2005 survey compared the UO with the City of Eugene. One program offered by the City of Eugene is the Rideshare option, a discounted parking rate for carpools of two people. Below is a chart

¹⁰ Ingram, Gregory K. Urban Planning Policy Analysis and Administration: Reductions in Auto Use from Carpools and Improved Transit. Department of City and Regional Planning, Harvard University; Cambridge, Massachusetts, 1976.

¹¹ Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 12.

illustrating the responses of UO faculty and staff, when questioned as to the likelihood they would participate in a Rideshare program:¹²

Discount "Rideshare" Parking Permit for Two



This graph shows that 44% of faculty and staff are either very or somewhat likely to try a Rideshare, indicating that a Rideshare discounted parking pass would be fairly popular among UO faculty and staff.

The UO pricing on parking permits is likely not prohibitive enough to discourage solo driving, nor the discount for carpooling significant enough to woo potential carpoolers. The City of Eugene, for example, charges a single driver \$30-\$55 per month, depending on the parking lot, half that cost for a rideshare of two people and offers carpools of three or more people free parking. Parking is significantly cheaper for single drivers at the UO and carpools of three or more people receive a discounted rate.¹³ Although state regulations prohibit the UO from giving away free parking, the UO has the opportunity to increase the disparity between carpool and standard parking permit rates.

Finally, priority parking for carpoolers is only available in one section of campus. For those who work or have classes on the other side of campus, the current priority parking may not serve as a timesaver.

¹² Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 14.

¹³ Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 2.

Strategies

Our research has shown that institutions with successful carpools implement a program that facilitates carpool groups, is flexible, provides incentives, and is well publicized.¹⁴

Facilitation

While it is not possible for the UO to simplify the complicated lifestyles of the 21st century, we can facilitate the coordination of carpools between the schedules of faculty and staff members. It is not surprising that institutions that facilitate ride matching are said to be more successful in recruiting carpools.¹⁵ Our research also shows that “commuters who carpool prefer riding with co-workers - even co-workers they do not know – to riding with total strangers.”¹⁶ We therefore propose the creation of a campus-only online carpool database, which would allow carpoolers to link up with carpooling buddies quickly and to search for the most appropriate carpool. An in-house carpooling database will increase the level of comfort campus users feel about carpooling by allowing them to connect with other campus users.

Currently, Lane Transit District (LTD) provides free carpool ride matching on their website (www.ltd.org). The LTD carpooling database serves all of Springfield and Eugene; it is not UO-specific. It may also carry the stigma sometimes associated with public transit (although bus riding is more popular at the university than carpooling). We believe a UO-specific database will be much more successful in creating carpools in the university community than the LTD site.

Our UO carpooling database could include all registered cars with parking permits at the UO, but only those commuters who specifically check a box indicating that they wish to be contacted will be notified of potential carpool options and partners in their area. It will be the job of the new Carpool Coordinator (see Appendix A) to input permit holders’ information into the database, contact interested UO commuters with potential carpool connections, and to publicize the database.

There are several carpool database software programs to choose from that are capable of serving the University of Oregon. Some are only offered through the internet, such as erideshare.com and alternetrides.com. Both of these databases are free to any individual signing on; however, AlterNetRides offers a university specific database, whereas erideshare.com does not. AlterNetRides has a one time set-up fee of \$100 and a \$200 annual fee. The program is used by over 30 universities, including University of Montana, Brown University and University

¹⁴ Mobility Management. www.mobilitymanagement.be/English
Arlington Transportation Partners. www.commuterpage.com
Mid America Regional Council. www.marc.org/transportation
Best Work Places for Commuters. www.bwc.gov

¹⁵ Environmental Protection Agency. Office of Air and Radiation. Carpool Incentive Programs: Implementing Commuter Benefits as One of the Nation’s Best Workplaces for Commuters. March 2005 p. 5.

¹⁶ York, Byron and Pamela Bloomfield. Rideshare Marketing: The Portland Experience. Urban Planning Policy Analysis and Administration, Ed. Ingram, Gregory K. Department of City and Regional Planning. Harvard University: Cambridge, Massachusetts, 1976. Pg. 48.

of Washington. This package includes a database that is created for the purchasing university as well as maintenance of the site. The purchasing university need only promote the site and potentially enter data. This is a cost efficient solution to temporarily, or permanently, creating a carpool database for the campus community. If these programs seem inadequate, they would at least allow people to join a database until the UO purchases a more sophisticated program.

A locally popular and highly efficient software program is called Ridepro3. This program offers GPS enhanced databases for carpooling, vanpooling, public transit, bike routes, bike partners and park-n-ride. Companies in Eugene, Albany, Portland, and Bend currently use this software program, including LTD. The cost of Ridepro3 varies, depending size of the organization, public use, and program capacity. This program can be purchased through Trapeze as a contract-only sale and cannot be purchased in a store. More information can be found at: ridepro.net/.

By offering a UO-only carpooling database, the UO will provide more opportunities for those who want to carpool and need to be connected with other potential carpoolers. We suggest that DPS purchase a database program over the summer so that it may be used during the next academic year.

Flexibility and Convenience

Our suggested carpooling program offers more flexibility than is currently available. We propose that DPS offer carpool packages to allow for varied schedules that prohibit carpooling every day. Carpool packages could be made available for three, four, or five days a week for carpools with either two or three-plus members.

This new approach would provide members with a carpool hangtag (which can be transferred from vehicle to vehicle) as well as a designated number of single-day, reduced-rate parking passes. For example, a carpool of three people that plans on riding together three days a week would receive a hangtag as well as sixty day passes a term (two day passes per person, per week in a ten week term). The package will be priced to include the cost of the hangtag (we suggest \$30 per year for a three or more person carpool or \$60 a year for a two person carpool) plus the cost of reduced rate day passes (\$1 a day), but will be packaged as one convenient entity. A portion of any leftover day passes can be returned at the end of every term to the Department of Public Safety (we suggest up to 10 per person per term) for a full refund (at the reduced rate of \$1 per day-pass), with the goal of motivating carpoolers to use their carpool more often than they originally intended. The cost breakdown is as follows:

| | |
|---|---|
| 3 person carpool, 5 days a week: \$10 for a year** | |
| Includes | (1) \$30 parking permit + 1 (bonus) day pass per person, per term, for 3 terms |
| Total Cost | \$30 |
| Savings in parking | \$200* |
| 3 person carpool, 4 days a week: \$40 for a year** | |
| Includes | (1) \$30 parking permit + (10) \$1 day passes per person, per term, for 3 terms |
| Total Cost | \$120 |
| Savings in parking | \$170* |

| | |
|--|---|
| 3 person carpool, 3 days a week: \$70 for a year** | |
| Includes | (1) \$30 parking permit + (20) \$1 day passes per person, per term, for 3 terms |
| Total Cost | \$210 |
| Savings in parking | \$140* |
| 2 person carpool, 5 days a week: \$30 for a year*** | |
| Includes | (1) \$60 parking permit + 1 (bonus) day pass per person, per term, for 3 terms |
| Total Cost | \$60 |
| Savings in parking | \$180* |
| 2 person carpool, 4 days a week: \$60 for a year*** | |
| Includes | (1) \$60 parking permit + (10) \$1 day passes per person, per term, for 3 terms |
| Total Cost | \$120 |
| Savings in parking | \$150* |
| 2 person carpool, 3 days a week: \$90 for a year*** | |
| Includes | (1) \$60 parking permit + (20) \$1 day passes per person, per term, for 3 terms |
| Total Cost | \$180 |
| Savings in parking | \$120* |

* Savings are based off the price of the 2004-2005 regular parking permit (\$167) with our recommended 25% increase (\$210) for the 2005-2006 school year.

** The cost of the parking permit split amongst 3 members

*** The cost of a parking permit split between 2 members

Incentives

One of the most important incentives for carpooling is the reduced cost to the user in gas and parking fees. Offering cheap parking to carpools is the best way to convince people to change their commuting behavior.¹⁷ The cost breakdown above shows savings of up to \$200 a year per carpooler in parking fees alone if accompanied by a 25% increase in the rate of regular parking permits. We propose a rate increase of 200%, to be applied to the regular parking permit rate incrementally over the next ten years. This change would increase the disparity between the price of carpool and regular parking permits, making carpooling the more appealing option for some users.

Another crucial incentive for carpoolers is priority parking. To address the issue of the many people who work or study far from the current priority parking spots, we propose that DPS create additional spaces across campus for carpoolers. We have highlighted suggested spaces in various campus lots on the map below. We recommend that these spaces be reserved for carpools until 10am, Monday through Friday. After that time, the spaces can be made available for any car with a UO parking permit. In addition, we suggest that these spaces be clearly marked for carpoolers. This will not only clarify the policy around priority parking, but will also serve as publicity for the program, particularly if the signs direct people to a phone number or website for

¹⁷ Environmental Protection Agency. Office of Air and Radiation. Carpool Incentive Programs: Implementing Commuter Benefits as One of the Nation's Best Workplaces for Commuters. March 2005. pg. 5.

more information on carpooling. See below for possibilities for additional carpool parking spaces and for a carpool sign.



Publicity and Education

Publicity and education are by far the most labor intensive, yet crucial, elements of successful carpooling programs. For that reason we suggest that publicity and education be managed by a student Carpool Coordinator who would work for the Sustainability Office. The Carpool Coordinator would be responsible for promoting carpooling as well other forms of alternative transportation at the UO. Publicity would include outlining the carpooling program and its benefits to the user through various brochures, posters, flyers, and emails. Fall term, the carpool coordinator would be responsible for entering all registered carpools into the carpool database and finding matches for interested users. The Earth Week, “One Less Car Campaign,” including an inter-departmental competition and an alternative transportation booth, initiated by the Environmental Studies Service Learning Program, would be taken over by the Carpool Coordinator as a winter and spring term project. Time permitting, the carpool coordinator could publish a carpooling newsletter each term that includes helpful carpooling tips, information on various City of Eugene construction projects/street closures, and highlights a “Carpool of the Month/Term.” A detailed work plan for the Carpool Coordinator appears in Appendix A. A job description for the coordinator appears in Appendix B.

Fostering a Carpooling Community

This task is considerably more complicated than the above mentioned strategies. There is no straightforward way to improve the general attitude towards alternative transportation. Crucial elements of fostering a carpool community are facilitating and publicly rewarding carpools. Beyond that, commuters who make positive transportation choices, such as carpooling, should be recognized in the university community. A “Carpool of the Month/Term” published in the carpooling newsletter, The Oregon Daily Emerald or Inside Oregon is one way of

recognizing carpoolers. Other carpooling-positive efforts would be bumper stickers that promote carpooling, thank you notes sent to participating carpools, “zip code lunches” for people to meet potential partners, and a free breakfast at the end of the year for registered carpools.

Conclusion

Due to environmental and financial concerns and a lack of space for parking, it is in the best interest of the UO to increase the use of alternative transportation to and from the university. Carpooling is one way to reduce single occupancy vehicles that benefits the UO, the user, and the environment. While there are several societal factors that make carpooling undesirable, these barriers can be overcome for some people with the implementation of adequate incentives and a flexible carpooling program that supports the needs of the user. In summation, the strategies that we suggest to make carpooling more desirable and convenient are:

- **Facilitation:** Install an online database for carpool matching.
- **Flexibility and Convenience:** Create “parking packages,” with carpool hangtags and day passes according to number of people and days commuted to the UO.
- **Incentives:**
 - Offer more priority parking in desirable lots before 10 am.
 - Increase the rate of regular parking permits by 200% over the course of the decade while decreasing the cost of carpooling.
- **Publicity and Education:** Hire a Carpool Coordinator to facilitate and publicize carpooling and alternative transportation at the UO.
- **Fostering a carpooling culture:** Publicly recognize and congratulate carpoolers.

As the UO continues to grow, we hope that the use of alternative modes of transportation continues to be encouraged, especially among faculty and staff who remain at the University long after students graduate and move on. Creating considerable new incentives for carpoolers at the UO while simultaneously renewing the effort to educate campus users about the carpooling program will likely increase the number of carpool on campus. We propose that DPS implement the above suggestions as soon as possible in order to increase the viability of carpooling and alternative transportation on campus. The UO has been a leader in alternative transportation use in the past, and we hope will continue to be one into the future.

Appendices

Appendix A: Carpool Coordinator Work Plan

Carpool Coordinator 2005-06 Work Plan

Background

Due to parking and environmental concerns, the University of Oregon would like to decrease the number of single occupancy vehicles arriving on campus daily by increasing the number of carpools. A 2005 survey showed that only 7% of faculty and staff use carpooling as their primary means of transportation to campus, while more than 60% drive alone.¹⁸ The Department of Public Safety (DPS) at the UO has many programs in place to encourage the use of alternative transportation to campus, including a carpooling program. However, the staff of DPS does not have the time or resources in-house to conduct a broad reaching publicity campaign. In the 2005 survey, 66% of faculty and staff reported that they were “not very informed” about the existing carpooling program incentives.¹⁹ A new Carpool Coordinator will provide the publicity and support needed to enhance the use of the carpooling program at the UO.

Proposed Work Program

The Carpool Coordinator will be responsible for organizing and promoting carpooling at the UO throughout the academic year, with the opportunity to extend the position for the next academic year. They will work within the Department of Public Safety, and under the supervision of the UO Director of Sustainability. The work will begin in September of 2005, and conclude in June 2006. The specific tasks are described below; more will be added as needed.

Description of Tasks

There will be four components of work for the Carpool Coordinator:

- I. Coordinating carpools
- II. Publicity
- III. One Less Car competition
- IV. Earth Week booth

Component I. Carpool Coordination

Task 1 – Database entry

The coordinator will enter the contact and commuting information into the online carpooling database of persons who purchase a parking permit.

Schedule: September-October, ongoing

Product: Updated database

Task 2 – Matching

¹⁸ Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 1.

¹⁹ Docker, Fumiko. CHOICES 2005: University of Oregon Campus Transportation Survey. February – May 2005. 12.

Using the online database, the coordinator will match individuals to create potential carpools. When appropriate, potential carpoolers will be notified of people with similar schedules and arrival/departure points.

Schedule: September-October, ongoing

Product: New carpools spreadsheet, increased number of registered carpools

Task 3 – Incentives

Explore ideas for further rewards and incentives for carpoolers. These can possibly offered as an “earth week special” to help carpoolers during the One Less Car competition.

Schedule: Fall through winter

Product: Increased incentives.

Component II. Publicity

Task 1 – Flyers

A brochure describing UO transportation options as well as the carpooling program and its incentives was updated in winter 2005. The Carpooling Coordinator make any updates needed and will attach this brochure to the application for a parking permit.

Schedule: August - September

Product: Brochure on permits

Task 2 – Checkbox

The coordinator will work with DPS to add a new checkbox to the parking permit application. Applicants can check the box if they want to be contacted about carpooling. It will be the coordinator’s job to get information about the program to these persons and provide assistance in forming or joining a carpool.

Schedule: August - September

Product: Updated application

Task 3 – Parking Tickets

The coordinator will explore the possibility of printing a short advertisement for carpooling and/or alternative transportation on the back of DPS parking tickets.

Schedule: Ongoing

Product: Updated parking tickets

Task 4 – Newsletter

Employee will write a fall, winter, and spring newsletter to faculty and staff. In fall and winter, focus might be on finding carpool buddies, the benefits of carpooling, and the benefits of other alternative means of transportation. In spring, the newsletter will include information about the One Less Car competition.

Schedule: September, January, March (time permitting)

Product: Three short newsletters

Task 5 – Prepare for the following year

At the end of the academic year, the coordinator will prepare flyers and other promotional materials to be distributed in fall, particularly to new members of the UO community.

Schedule: May - June

Product: New materials, compiled

Component III. One Less Car competition

Task 1 – Identify department organizers

Enlist the cooperation of a faculty or staff member from 20 or more departments to act as a department transportation coordinator. Recruit them by utilizing the list of organizers from the 2005 competition, as well as through invitational emails, word of mouth, and personal connections.

Schedule: January - February

Product: List of organizers and contact information

Task 2 – Publicize

The most important element in creating a successful competition is getting the word out to participants. Publicity for the competition will be in a variety of formats: emails, flyers, and posters. Announcing the competition at department meetings or lunches is also very effective. These announcements should be scheduled by the end of winter term.

Department organizers should be reminded the week before and the week of the competition to make spreadsheets available to their co-workers. Participating departments should also be reminded of the competition and of their transportation options the week of the competition, by a flyer in their mailbox or short email message. Flyers, leaflets, and emails can be adapted from the 2005 competition.

Schedule: January - April

Product: Department presentation schedule, flyers, posters, email text, leaflets

Task 3 – Obtain prize

Coordinator will recruit a masseuse for the winning department, or obtain a new incentive. Once obtained, advertising the prize can begin.

Schedule: January

Product: Incentive or informal contract with masseuse

Task 4 – Thank You

Coordinator will send out thank you cards for department organizers and donors/masseuse.

Possibly hold a brunch or breakfast.

Schedule: April, after Earth Week

Product: Thank you cards or email text

Component IV. Earth Week Booth

The Earth Week booth is an informational booth encouraging all forms of alternative transportation at the UO. In 2005, the booth featured free bike repair, a free raffle for alternative transportation users, posters, flyers, brochures, and maps of Eugene bikeways.

Task 1 – Reserve space on 13th

Coordinator will contact the Scheduling department in the EMU to reserve space for the booth. They should also coordinate with ASUO if there will be other Earth Day festivities during the same days/week.

Schedule: January - February

Product: Reservation

Task 2 – Obtain information

To fill the booth, the coordinator should obtain brochures, maps, posters, and other information relevant to alternative transportation at the UO. Cindy Clarke, City of Eugene Transportation Options Coordinator, provided lots of useful information in 2005.

Schedule: March - April

Product: Brochures, etc

Task 3 – Recruit Mechanics

Free bike repair requires volunteer bicycle mechanics. Coordinator should begin contacting mechanics in winter term by visiting local bike shops with flyers, sign-up sheets, and a master contact list. Speaking with store managers is effective for recruiting volunteers who would otherwise have to work at the shop. Some managers allowed their employees to volunteer at the UO during their paid work hours. Flyers and face-to-face visits are effective for recruiting volunteers during their spare time. Freelance mechanics can also be recruited through word of mouth and flyers; faculty, staff, students, and bike class teachers on campus may be interested in the opportunity. If mechanics cannot decide on a shift right away, put their contact information on a master contact list, and try recruiting them closer to the event. Volunteers should be reminded the week before and the week of the booth of their shifts.

Schedule: March – April.

Product: Full sign-up sheet and contact list.

Task 4 – Recruit booth volunteers

One to two volunteers will be needed to manage the booth for one to two hour shifts at a time. The coordinator, or another well-informed volunteer, should also be present at all times, to answer questions accurately. Extra volunteers are necessary in assisting with booth set-up and takedown each day. Volunteers should be recruited in the months prior to Earth Week, and reminded of their shifts the week before and during Earth Week. A good source of volunteers is the Environmental Studies Program's Service Learning Program.

Schedule: March - April

Product: Full sign-up sheet and contact list.

Task 5 – Obtain raffle prizes

Coordinator can visit local businesses to gather donations for the alternative transportation raffle. Donors should be thanked via poster or other display of recognition at the booth.

Schedule: February – April

Product: Prizes

Task 6 – Publicity

Publicity in a variety of methods will help the booth's recognition and popularity.

Advertisements can be run in the Oregon Daily Emerald and Eugene Weekly; announcements can be made in classes; flyers can be posted on campus; lawn signs, stickers, and web materials are also recommended. Coordinator should be creative in their outreach.

Schedule: March – April

Product: Ads, flyers/posters, stickers, lawn signs, web updates, etc.

Task 7 – Implementation and Data Gathering

During Earth Week, coordinator will keep track of booth visitors and comments about the positive and negative aspects of the event. This data should be made available for future Carpool Coordinators.

Schedule: Earth Week in April
Product: Notes

Task 8 – Thank Yous

Coordinator should thank all booth volunteers and bike mechanics by phone, email, card, or other preferred method.

Schedule: End of April

Product: Thank you card/message

Appendix B: Carpool Coordinator Job Description

Carpool Coordinator Job Description

Student employee or paid intern will be responsible for coordinating and promoting the UO carpooling and alternative transportation program. Tasks include:

- Updating and entering data into the online carpooling database
- Assisting with carpool match-ups
- Contacting potential carpoolers
- Distributing information
- Coordinating and implementing the “One Less Car” competition
- Coordinating the Earth Week alternative transportation booth
- Publicizing the UO carpooling and alternative transportation program.

Job requirements:

- Highly organized worker
- Computer experience
- Customer service oriented
- Self-motivated worker
- Attentive to detail

Preferred Skills:

- Spreadsheet, Excel experience
- Volunteer coordinating and/or event planning experience

Compensation:

Wage is \$8/ hour. At least 7 hours per week. Academic year, September 2005 to June 2006.