



Responding to a Call for TDM Projects in Today's Climate

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The Problem

- Demand is increasing
- Funding has dried up
- All known solutions are high cost

- Highest Ever Levels of Demand for Transit, but Transit Agencies Cutting Services

Objectives

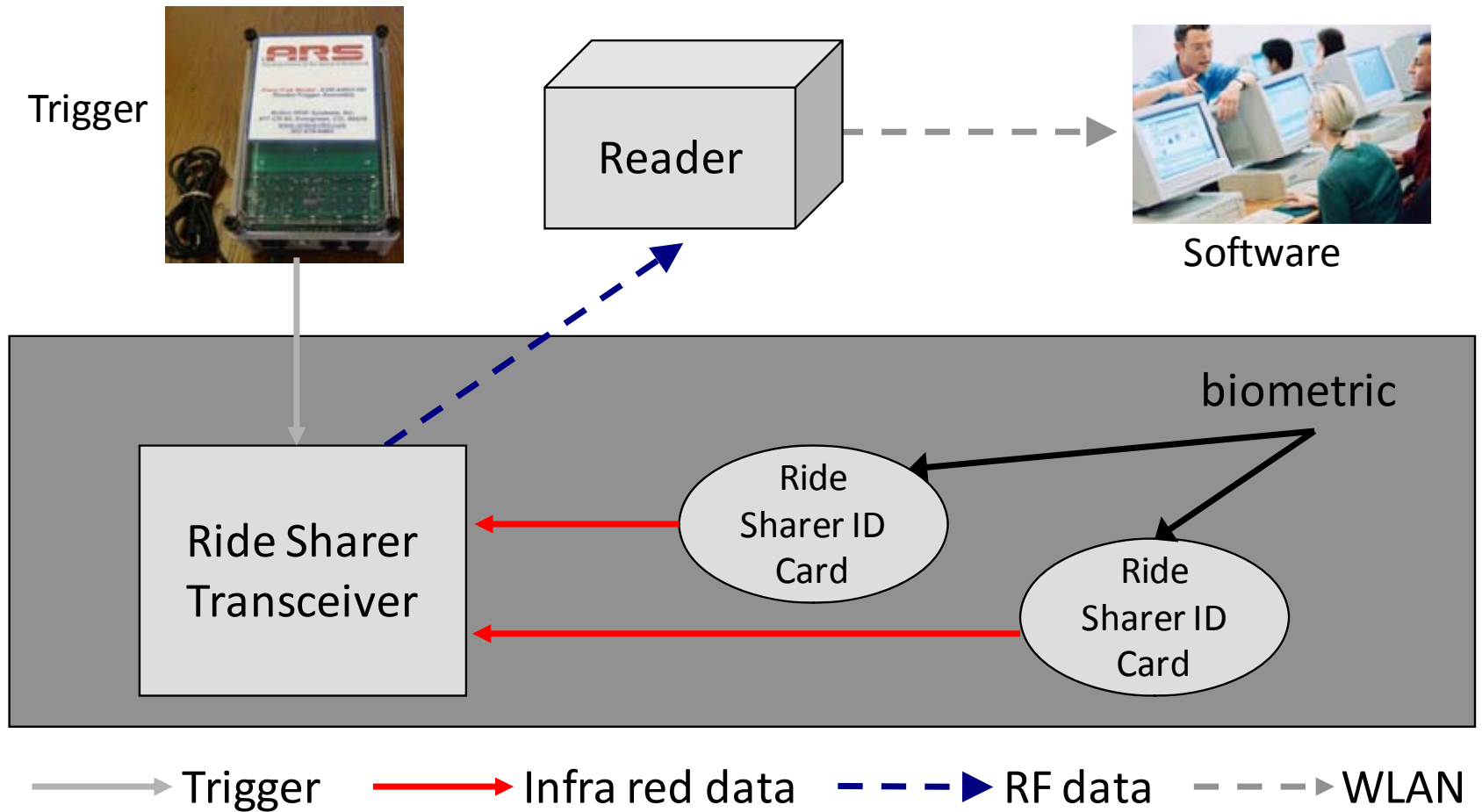
- Reduce VMT
- Reduce GHG
- Reduce Energy Consumption
- Balance Budgets

Proposed Strategy

- Increase Average Occupancy of Private Cars During Peak Hours
 - But not using the tools you have been used to using.

Trip Convergence Ltd mission: Making it easier and more rewarding for people to share rides.

Ridesharing Technologies



Conceptual Approaches

- Increasing destination car pool parking (reducing business costs)
- Tracking car pool participation (rewarding HOV)
- Vehicle occupancy detection (rewarding HOV)
- Van pool management (tracking all riders)
- Flexible van pooling (casual riders)
- Flexible car pooling (no pre-arrangement)

Monitor Car Pooling Parking

- A key issue for employers with dedicated car pool parking is knowing if the employees actually car pooled. Claims under corporate social responsibility need better info. And increased ridesharing will lower parking needs.
- Project: Test employer adoption of better monitoring of carpool parking
- Cost: from \$15K

Tracking Car Pool Participation

- Using technology to create a reliable audit trail could help to change the rules and increase rewards to ride sharing.
- Project: Test use of technology for tracking car pooling activity
- Cost: from \$15K

Vehicle Occupancy Detection

- Rewarding car pools for exceeding occupancy requirements could raise capacity without changing designation from HOV 2 to HOV 3.
Enable rewarding HOV in any lane (even GP)
- Project: Use technology to generate incentive payment to 3, 4, 5 people in 2+ lane; 4, 5 in 3+
- Cost: < \$50k per location

Van Pool Management

- Services already exist, but none has the ease of collection of activity that is achieved with this technology
- Project: Pilot with some vans to use new technology to determine effectiveness and user experience
- Likely cost: \$750 per van plus fixed set up

Flexible Van Pooling

- Existing van pools with empty seats, or to help with expansion of van pooling. Fill empty seats with flexible car poolers
- Project: Select and pilot a corridor with technology enabled flexible van pooling
- Pilot cost: Depends on size of corridor

Flexible Car Pooling

- Evidence of the slug lines suggests there is a large market of people who do not need pre-arrangement for carpooling.
- Project: pilot two flexible carpooling routes
 - Downtown via El Monte Busway from Montclair;
 - Downtown , UCLA, LAX, Century City, Santa Monica via Artesia
- Cost per pilot route: \$315,000 plus origin parking

Summary

- Each project alternative has its own merits
- In addition consider the impact of synergy between them
- Simple formation of car and van pools, rewards on the HOV/HOT lane, rewards from the employer
- Net result should be an increase in average vehicle occupancy and reduction in VMT

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