



# Work Trip Reduction Incentive Program: Rideshare

**Browning Allen**  
**City of Santa Barbara**  
**Transportation Manager**

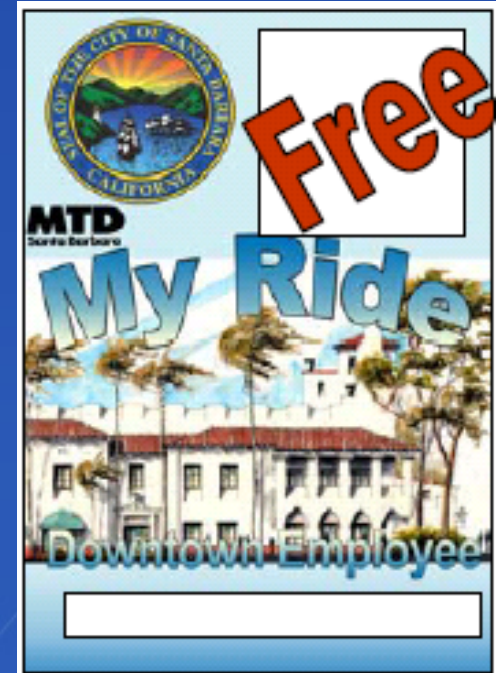


# The Commute

- ◆ Taking longer, costing more
- ◆ Dissatisfaction with commute / tired of battling traffic
- ◆ Considering changing jobs to be closer to home or retiring early

# Basic Employee TDM Benefits since 1992

- ◆ Free Local MTD passes
- ◆ Flexwork Program including telecommuting
- ◆ Preferential carpool parking
- ◆ Bicycle fleet
- ◆ Guaranteed Ride Home
- ◆ City Vehicle use for missed ride home and medical emergencies



# 2006 Employee Survey

- ◆ 50% willing to consider alternative transportation
- ◆ Barriers to alternative transportation
  - Fear of needing car during the work day
  - Convenience of personal automobile
  - Perceived inconvenience of alternative modes
  - Time constraints
  - Restrictions on the use of City vehicles

# Work Trip Reduction Incentive Program

Work T.R.I.P. established in July 2007

City wanted to be a model employer and reduce the use of single occupancy vehicles trips to work, the City started a generous Transportation Demand Management Program called the Work Trip Reduction Incentive Program

# Internal Website for Employee

City of Santa Barbara SharePoint

Welcome Grant, Sarah | My Site | My Links |



Work TRIP

All Sites

Advanced Search

City of Santa Barbara SharePoint | Departments | **City Programs** | Online Services | Team Sites | Search

Site Actions

City of Santa Barbara SharePoint > City Programs > Work TRIP

## About Work TRIP

Create Site | Add Link to Site

### Accessibility

Bus Passes

Capital Improvement Program

Charitable Giving Campaign 2011

Communication Resources

Furlough Program

Lost and Abandoned Property

Neighborhood Improvement Task Force

P3 Reports

Succession Programs

Sustainability

Training

**Work TRIP**

Recycle Bin

The City's Source for information on Transportation Demand Management. Find out about City Sponsored Carpools, transit incentives, Citywide commute contests, and more.

**About Work TRIP** | Incentive Program

### City Green Commute Contest - Register at TS Online



Creating an account and registering at TS Online makes you eligible for the growing list of alternative transportation commute incentives being offered by the City. Not only that, but all alternative transportation users who plan to use city vehicles for personal business or who would like to be eligible for random prizes on the days they leave their car at home, must calendar their trips at TS Online, Traffic Solutions' and the City of Santa Barbara's new online 1-Stop-Shop for commuter matching, employer commuter programs, the Emergency Ride Home Program and the Citywide Commute Contest.

Once you register for TS Online, you will have access to all existing and future Traffic Solutions promotions and services. TS Online is being launched in phases. City of Santa Barbara employees are lucky to be the first to enroll for this new service. Over the next month, Traffic Solutions will be launching TS Online with many other employers throughout Santa Barbara County.

### City Sponsored Rideshare Program!



### Contact Details

Grant, Sarah  
Planning Tech II

### Quick Links

#### Highlight

**Register at TS Online for automatic entry in Green Commute Contest**  
Register online to become eligible for the green commute contest. Each day you get out of your single occupant commute, you will be eligible for a chance to win a prize.

#### General

**What is the Work Trip Reduction Incentive Program**

#### Work TRIP Presentation

Background describing the Work Trip Reduction Incentive Program in the context of existing City Policies.

#### Register for Work TRIP at TS Online

In order to remain eligible for the compensation offered through the Work TRIP, you must register at TS Online (On the Destination Page, be sure to indicate your employer as the "City of Santa Barbara"). You must also track your trips regularly using TS Online's Commute Calendar. Work TRIP updates will be provided to registered employees.

#### Vehicle Use Policy

There have been substantial changes to the Vehicle Use Policy (July 2007) to provide more flexibility for Alternative Transportation Users registered in Work TRIP.

#### City Fleet of Bicycles

Find out about the City Fleet and Street Skills for Cycling Training. Earn 2 hours of

# City Vehicle Use Policy

- ◆ Provide vehicle support to employees who choose to carpool or use alternative transportation
- ◆ Employee use of fleet vehicles allowed for:
  - Occasional personal errands or medical appointments during workday within the City
  - Guaranteed Ride Home
    - Unscheduled Over Time
    - Personal / Family Emergency/ Medical
    - Unexpected inclement weather or miss last bus/ full bus
  - Transport of family members for medical emergency
  - Use of City vehicles for qualified carpools



**Work TRIP:**

# **Rideshare Program**

**City vehicle use for commuting**



# City Rideshare Program

- ◆ Allow City employees use of City vehicles for organized carpools at minimal cost (25 cents/mile/carpool)
- ◆ Qualified carpools (2+ City employees) may include non—City employees
- ◆ Assigned carpool parking spaces
- ◆ Employees drive times match work schedule
- ◆ Improved carpool match services available through Traffic Solutions

# Traffic Solutions Carpool Matching

HOME SUPPORT MY TS-ONLINE MY CHALLENGE ADMINISTRATION LOGOUT


Home > My Page > My Matches


## POTENTIAL MATCHES

Icon Name

1	Heather	<a href="#">More &gt;</a>
2	Ivette	<a href="#">More &gt;</a>
3	Autumn	<a href="#">More &gt;</a>
4	Kristine	<a href="#">More &gt;</a>
5	Kimber	<a href="#">More &gt;</a>

[Page 1](#) [Page 2](#) [Page 3](#) [Page 4](#) [Page 5](#)

 = Potential Vanpool Match

 = Potential Bus Match

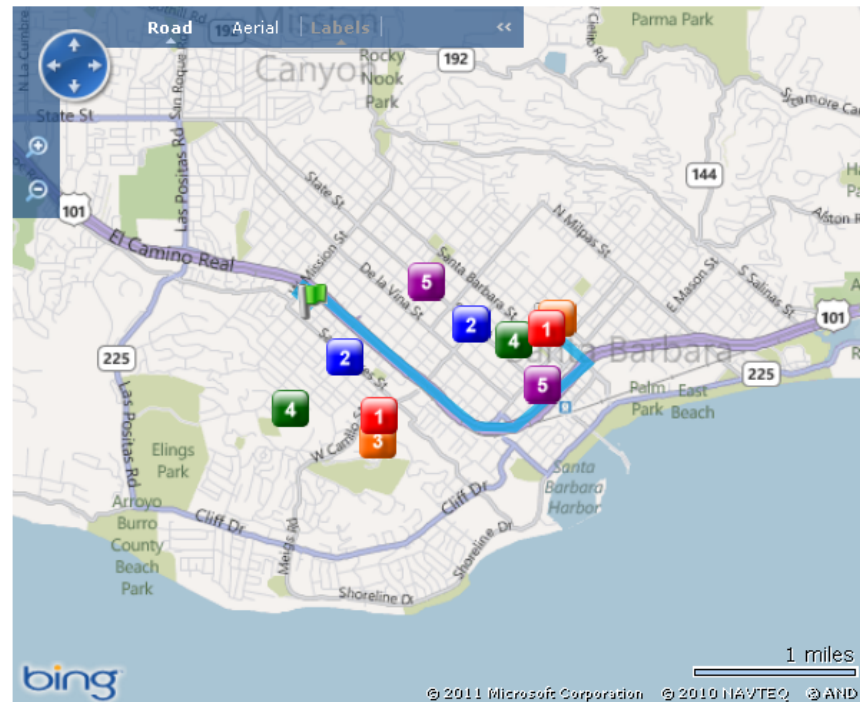
[Broaden My Matches](#) 

**Hint:** You can click the *More >* link on each potential match's row to view additional information about that user and to send them an email via the site.

**Hint:** If you would like to increase the amount of matches you receive you can always adjust your [carpool preferences](#).

## MATCHES MAP

 [Printable Page](#)



# General Rideshare Guidelines

- ◆ City vehicles are to be used for commuting only
- ◆ Supervisor is informed of enrollment in the program
- ◆ Occasional personal use of City Vehicle
- ◆ Notify Coordinator of any changes to the carpool
- ◆ Includes tips on setting up carpools and good communication

# Guidelines continued

- ◆ Drive safely and courteously
- ◆ Keep car clean inside and out
- ◆ No smoking in the vehicle
- ◆ Participants will be entered in the DMV Pull Notice Program
- ◆ All participants are encouraged to take the City Defensive Driving course
- ◆ Park vehicles off-street

# Rideshare Program Initiation

- ◆ Program Liability Assessment vs Benefits
  - Met with Risk Management to review risks
  - Developed a Liability Agreement
- ◆ Changed Vehicle Use Policy
- ◆ Set-up program guidelines and parameters
- ◆ Identify appropriate vehicles

# Rideshare Agreement

- ◆ Employees sign a Rideshare agreement and payroll deduction authorization
- ◆ Understand that the City of Santa Barbara may not be liable for payment of workers' compensation benefits for an injury.
- ◆ The City may revoke driving privileges or discipline an employee for preventative collisions or moving violations

# Vehicle Use Policy

## Safety

- ◆ Responsibility to ensure safe operability of the vehicle
- ◆ City Drug/Alcohol Free Workplace Policy extends to City vehicles
- ◆ No smoking
- ◆ Wear seatbelts
- ◆ Use hands free devices when using a cell phone
- ◆ Obey all traffic laws



# Results







- Home
- About
- Contact
- Office Map and Directions
- For Employers

### Commute Options

- Walk
- Bike
- Carpool
- Vanpool
- Transit Services
- Telecommuting
- Emergency Ride Home

### QuickLinks

- Register with TS Online
- SBCAG.org
- Clean Air Express



### Traffic Solutions Online

Commuter Matching for Santa Barbara County  
[Create an Account](#) or [Log-in](#)

- Find a carpool partner, vanpool, bus, or School Pool family
- Register for the free Emergency Ride Home program
- Personal calendar to track your commute trips and calculate money savings and pollution reductions.

Oct. 24 - 28, 2011

Prize drawings for \$100 gift cards for commuting sustainably any day October 24 - 28, \$100 Facebook competitions, free bus rides on the Coastal Express Limited, vanpool cash and more. [Read more.](#)



# Log Trips

- ◆ Must register and regularly log your trips on the online calendar. Incentives help!

**June 2011** >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 BUS	2 BIKE	3 BIKE	4
			BT	BK	BK	
5	6 BUS	7 BIKE	8 BIKE	9 BIKE	10 BIKE	11 IN-WORK CARFREE TRIP
	BT	BK	BK	BK	BK	CF
12 IN-WORK CARFREE TRIP	13 BIKE	14 BIKE	15 BIKE	16 BIKE	17 BIKE	18
CF	BK	BK	BK	BK	BK	
19	20 BIKE	21 WALK	22 BUS	23 WALK	24 BUS	25 IN-WORK CARFREE TRIP
	BK	WK	BT	WK	BT	CF
26 IN-WORK CARFREE TRIP	27 BIKE	28 WALK	29 BUS	30 BUS	1 BIKE	2
CF	BK	WK	BT	BT	BK	

Use these buttons to log trips to and from work.

CLEAR ENTRY

BIKE

MULTI-MODAL COMMUTE

DRIVE ALONE

CARPOOL - DRIVE

CARPOOL - RIDE

VANPOOL - DRIVE

VANPOOL - RIDE

MOTORCYCLE

WALK

ROLLERBLADE/SKATEBOARD

# City Employee Participation

- ◆ 19 active City carpools (Santa Maria to Camarillo)
- ◆ 67 employees have participated in the Rideshare Program



# Rideshare Impact

- ◆ Drove about 250,000 miles annually on mostly older City vehicles
- ◆ Better utilization of the fleet
- ◆ Increased City fleet efficiency (software)
- ◆ Reduced the size of the City fleet
- ◆ Rideshare Program alone saves:
  - about a 500,000 single occupant miles per year
  - about \$250,000 employees would have spent commuting

# WORK TRIP Benefits

4 year total snapshot

**Total Trips Reduced:** 48136 trips

**Total Miles Saved:** 2038154 miles

**Gallons of Fuel Saved:** 97055 gallons <sup>1</sup>

**Total Emissions Reduced:** 1885153 lbs

**Total Money Saved:** \$1102642 <sup>2</sup>

**That's approximately 4 round trips to the moon!**

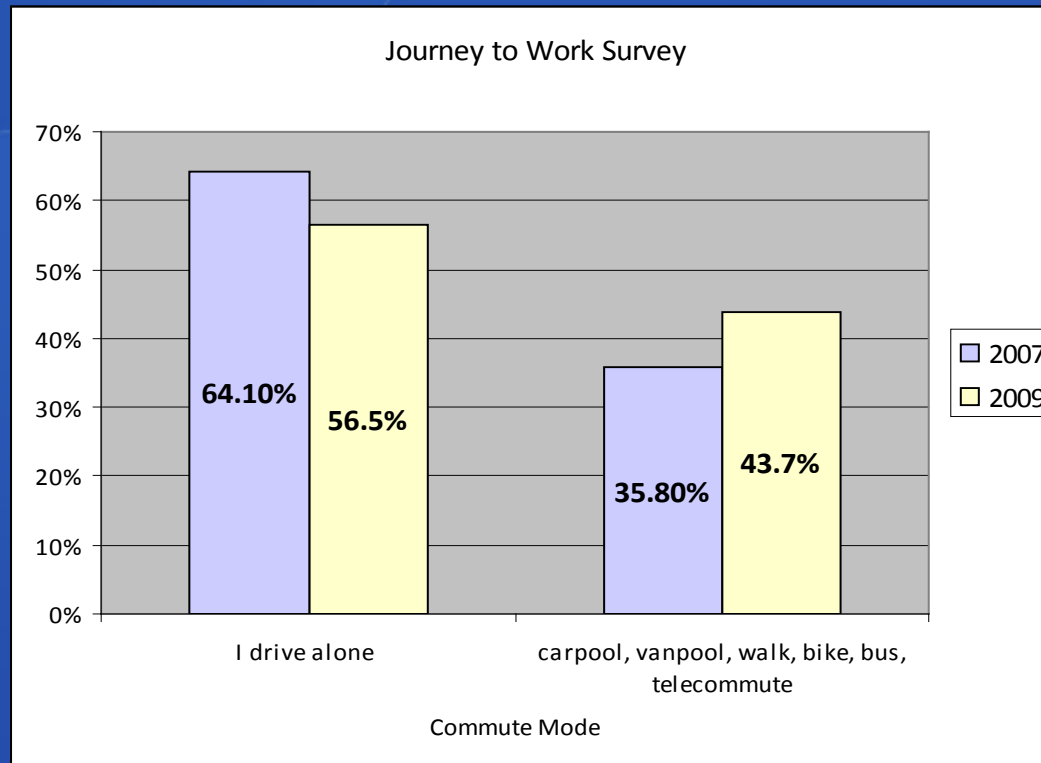
# Employee satisfaction

- ◆ From 2007-2009 employees report:
  - 8.3% increase in satisfaction with their commute

How satisfied are you with your current commute?	2007		2009	
Answer Options	Response Percent	Response Count	Response Percent	Response Count
Very Dissatisfied	8.2%	36	8.4%	36
Somewhat Dissatisfied	15.9%	70	10.2%	44
Neither	12.5%	55	9.8%	42
Somewhat Satisfied	22.5%	99	22.6%	97
Very Satisfied	40.9%	180	49.1%	211
Other (please specify)				4
<i>answered question</i>		440		430
<i>skipped question</i>		9		1

# Use of alternative modes

- ◆ From 2007-2009 employees report:
  - 7.6% decrease in drive alone rate
  - 8.7% increase in use of alternative modes to work



Survey of 400 employees

(25% response rate)

# Lessons Learned

- ◆ Use surveys to understand approach and impact over time (before and after start)
- ◆ Have dedicated staff to the program
- ◆ Identify funding stream for program costs
- ◆ Take advantage of regional resources and campaigns (Traffic Solutions) to promote your program
- ◆ Use online tools to track trips
- ◆ Nominal incentives boost regular trip logging





# Thank you

**Browning Allen**

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