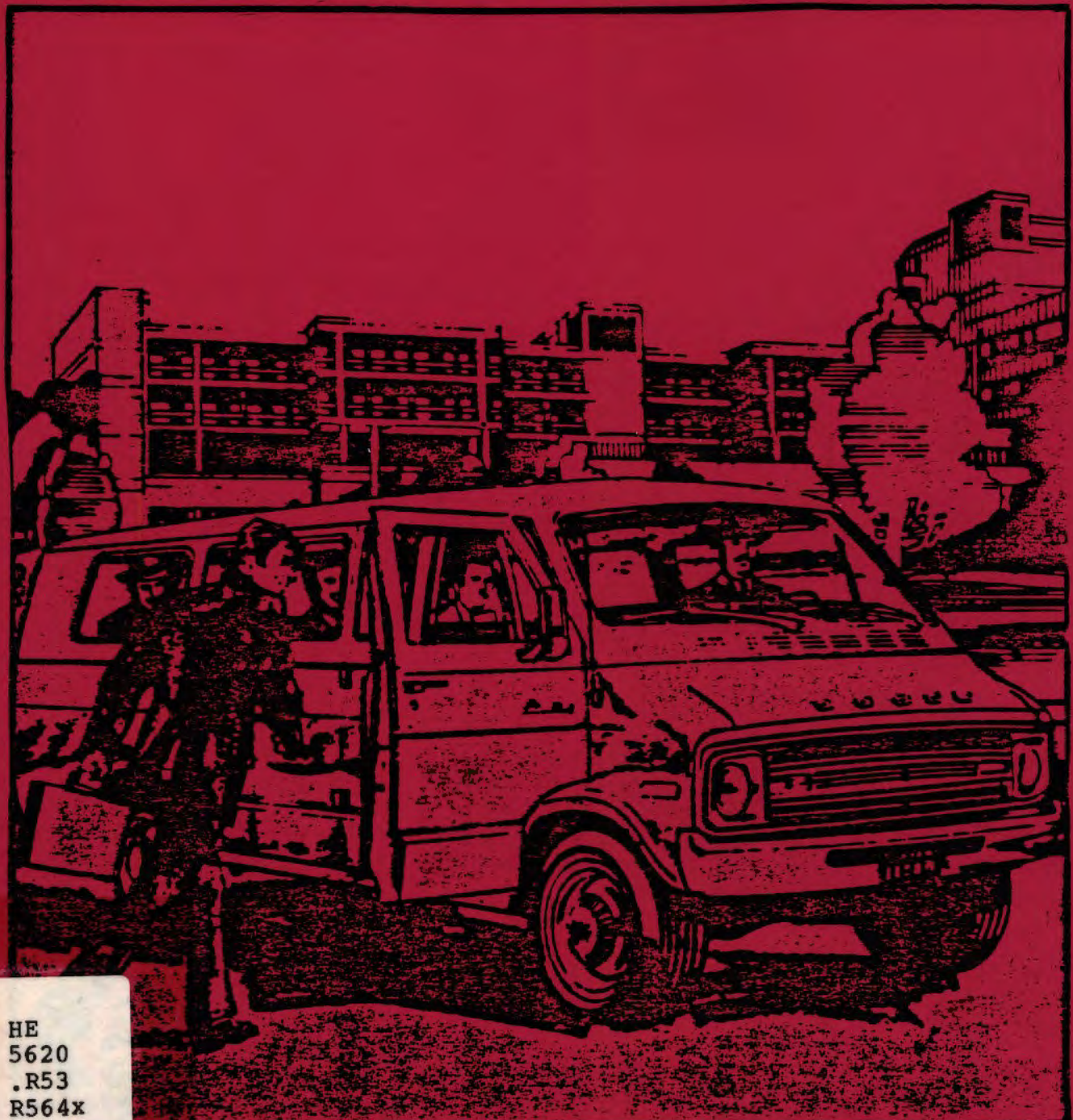


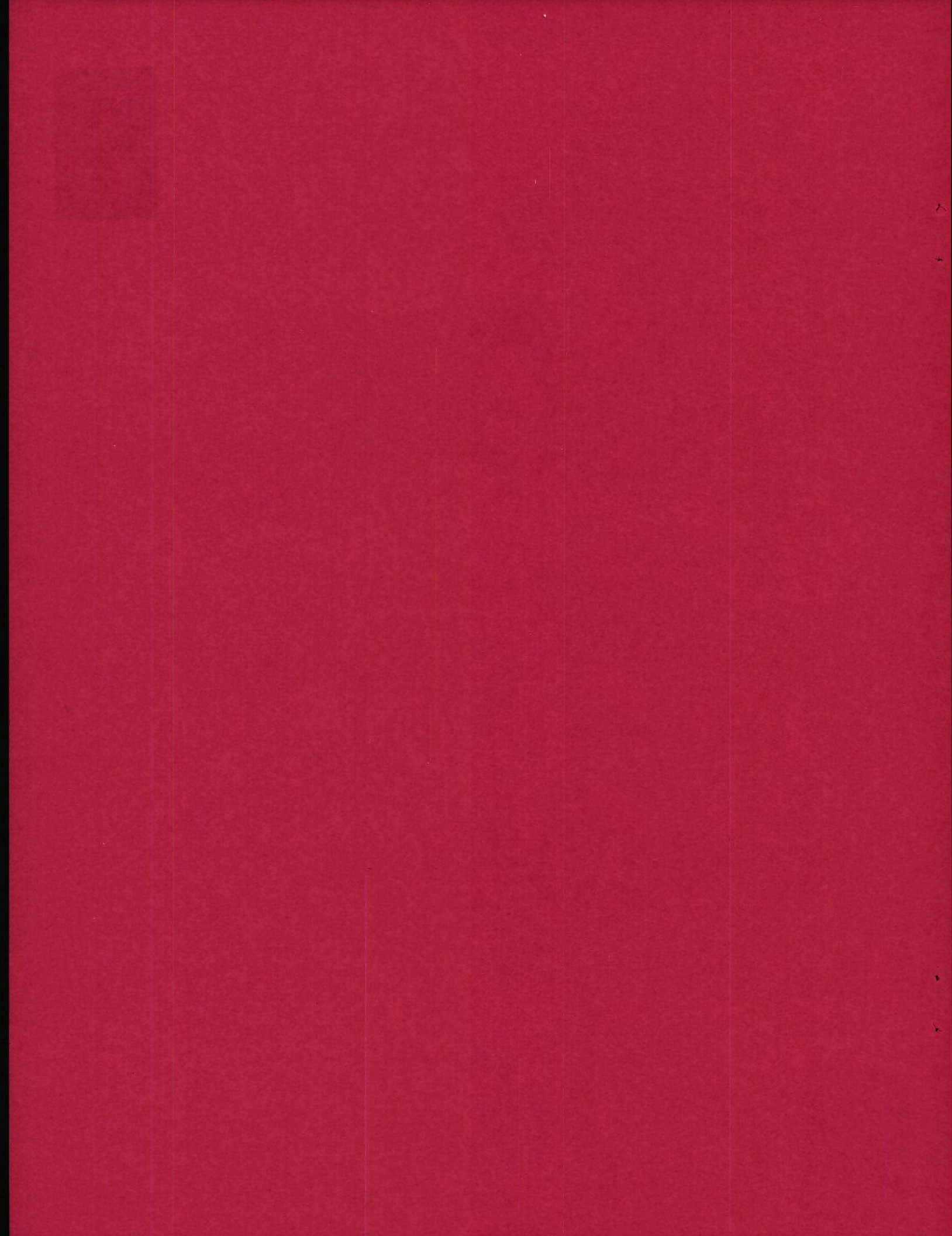


# Ridesharing Programs of Educational Facilities

September 1982



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RIDESHARING PROGRAMS  
OF  
EDUCATIONAL FACILITIES

Prepared For

Transportation Management and  
Ridesharing Programs Branch  
Federal Highway Administration  
U.S. Department of Transportation  
Washington, D.C. 20590

(Under Contract No. DTFH61-80-C-00057)

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## INTRODUCTION

There are special problems inherent in establishing ridesharing programs at educational facilities. Unlike ridesharing programs for employees of business and government, educational facilities programs must consider the diverse transportation needs of various groups, including students, faculty, and the staff.

Business and government ridesharing programs can be organized rather simply because most participants share common work schedules. This uniformity among government and business employees--compared to the distinct groups which compose educational communities--makes operating and administering a ridesharing program an easier, and potentially less costly, task. Moreover, these program costs are compensated for through higher productivity and reduced parking requirements.

Although educational facilities may also achieve cost savings in their ridesharing programs, their emphasis is on providing service to their largest group, students. Developing such programs for students, in contrast to employees of business and government, is complicated by several factors. Students enter and leave school at several-month intervals, they often do not attend classes every day, and the time that they spend at school may vary each day. Additionally, since most students exist on a small budget, they require inexpensive transportation.

Solutions to these problems, and to the needs of the faculty and staff, in developing educational facility ridesharing programs also depend on several other factors: whether the educational facility is located in an urban or rural area; the availability of public transportation; and the availability of funds to begin a ridesharing program. Confronted with these problems, needs, and circumstances, educational facilities have developed a variety of approaches to satisfy the transportation needs of students, faculty, and the staff. These approaches encompass four types of ridesharing activities which are often developed together: vanpools, carpools, shuttles, and cooperation with existing public transportation systems.

Many educational facilities operate successful ridesharing programs. This publication describes 10 of them. The publication includes a preliminary overview of the four types of ridesharing activities, followed by a section of program profiles of the educational facilities listed below. Each profile includes an address and program contact.

College of Southern Idaho  
Kirkwood Community College  
Massachusetts Institute of Technology  
Southeast Community College, Milford Campus  
Syracuse University, SUNY Upstate Medical Center, and  
SUNY College of Environmental Science and Forestry  
University of California at San Diego  
University of Maryland

University of Texas at San Antonio  
University of Washington  
Wisconsin Indian Head Technical Institute

### Vanpools

Of the 10 programs, 5 have implemented vanpools. The vanpools variously serve employees only, employees and students, students only, and, in the case of the College of Southern Idaho, Twin Falls, Idaho, they provide transportation services for the community as well as students and employees. By means of a Section 18 grant, the college purchased 22 vans, 9 of which were used to implement vanpools for students, employees, and other area commuters, plus a dial-a-ride program for the community during noncommuting hours. The remaining 13 vans were subcontracted to senior citizen programs to provide transportation services.

More typical are vanpool programs that serve the educational community only. Vans may be purchased or leased. Leasing arrangements may occur, as in the case of the Massachusetts Institute of Technology, through local ridesharing agencies. The MIT arrangement with CARAVAN, the Massachusetts ridesharing agency, includes insurance, backup vehicles, and maintenance. Such an arrangement minimizes MIT's administrative involvement. Other educational facilities use their own resources to provide necessary support services such as maintenance. For example, at the University of Washington, the university motor pool provides maintenance service; and at the Wisconsin Indian Head Technical Institute, a vocational school, the Automotive Service Program provides maintenance for the institute's vans.

Funding for purchase and support costs for a vanpool program may be obtained in unique ways. For example, an arrangement between the city of San Diego and the University of California provides the university with one half of the revenues collected from parking citations issued on campus. The university's share of these revenues are applied to the cost of its vanpool and other ridesharing programs. In late 1982, the university will take over enforcement of parking regulations on campus from the city and, thus, will receive all revenue from parking citations. This revenue will continue to be used exclusively for ridesharing activities.

In rural areas, vanpools often provide the only means of transportation for some students. Hence, vanpools can serve as a recruitment tool for rural educational facilities, such as the College of Southern Idaho and the Wisconsin Indian Head Technical Institute.

To further encourage vanpool participation, the programs described in this publication either provide park-and-ride lots, preferential parking, or parking at no charge. Other incentives include air-conditioning, tape decks and head sets in the vans, and special fare promotions that enable riders to bring a friend along for free or to purchase two pass books for the price of one. Details on these incentives appear in the section of program profiles.

## Carpools

Carpooling provides educational facilities with a less expensive alternative to vanpooling. Nine of the 10 programs described sponsor their own carpool programs or cooperate with a local ridesharing agency. In each case, the primary service that the carpooling program provides is matching prospective participants, either manually or by computer. Matching diverse student schedules has been attempted in several ways. In manual matching programs, such as "Regional Carpool" at the University of Maryland, schedule information is combined with address and other personal data. "Regional Carpool," managed by students with the aid of the Commuter Affairs Office, groups students who commute long distances into regions. A student or a group of students in a region takes the responsibility for manually matching all riders and drivers in the region according to their schedules. The matching attempts to minimize the time that students spend on campus beyond what their schedules specify. Thus, a student may ride to campus with one driver and be driven home by another. Computer matching in some carpool programs has incorporated schedule information.

Incentives to carpool, in addition to fuel savings, include preferential parking and free or reduced parking costs. The University of Texas at San Antonio sets aside reserved lots situated close to student class buildings exclusively for carpoolers. At Kirkwood Community College, students in carpools receive preferential parking in faculty lots. The University of Texas also offers reduced parking charges depending on the number of riders: For example, two-person carpools are charged \$4 per person, while carpools with four or more riders are charged \$2 per person. The joint ridesharing programs of Syracuse University, SUNY Upstate Medical Center, and SUNY College of Environment, Science and Forestry are considering doubling their individual parking fees so that carpoolers can park free.

The SUNY program is a good example of how educational facilities delegate administration of carpool programs to a local ridesharing agency. The three neighboring institutions coordinate carpool programs through Car-A-Van, the ridesharing service of the Syracuse Metropolitan Transit Authority. Two additional examples of cooperation with ridesharing agencies are the University of Washington with the Seattle/King County Commuter Pool and MIT with the Massachusetts CARAVAN. (Please note that Car-A-Van and CARAVAN are two separate and distinct programs.)

Carpools are promoted in interesting ways. Syracuse University sponsors a carpool contest in which new riders are eligible for prizes, such as 6 months' free parking or a free tank of gasoline. They also sell bumper stickers, conduct an open house, and maintain a booth at the State fair. Wisconsin Indian Head Technical Institute joined with the Hardee's restaurant chain to conduct a carpool promotional campaign known as "Hardee's Great Carpool Caper." Institute carpoolers received coupons for discounts on hamburgers. The campaign benefitted both the institute and the chain in that the institute received effective advertising for its carpool program while Hardee's demonstrated its willingness to promote a public service.

## Shuttles and Public Transportation

The two most effective ways to satisfy the diverse transportation requirements of students and employees for short and intermediate travel are shuttles and public transportation. The University of Maryland operates an extensive shuttle service. The service is unique in that it is entirely operated and managed by a staff of 89 students, all of whom alternately serve as drivers. Four also serve as mechanics. The 25 buses, owned by the university, serve an annual ridership of 750,000 (1981), operate as commuter buses in the daytime and as a campus shuttle and dial-a-ride service at night. All commuter routes connect with the regional transit buses. The university program is subsidized by mandatory student fees assessed every semester.

The University of California at San Diego, through a contract with San Diego Transit Bus Systems, allows students to use public transit as a shuttle service. The contract, which costs the university \$30,000 annually, permits students to travel free on San Diego Transit for trips within 1 1/2 miles of campus. To use the service, students need only obtain a pass from the university, which issues about 5,000 passes annually.

Educational facilities located within the service areas of public transit have excellent opportunities to augment their ridesharing services at no or minimal cost. Or, as in the case of the University of Washington, they can eliminate a service that can be provided by public transit. The university negotiated with the regional transit system of Seattle to provide routes that enter the campus. The routes are designed to complement student class schedules. This cooperation between the university and the transit system enabled the university to terminate its own bus service.

The availability of public transit may also be integrated with parking policy. The Massachusetts Institute of Technology grants parking permits based on the availability of public transit. Students are not granted permits if they are within the service area of and are able to use the regional public transit system.

Educational facilities also encourage use of public transit through the sale of subsidized passes. The University of California at San Diego offers students monthly passes at a 15 percent discount. The University of Washington sells 5,000 passes a month, providing a \$2 subsidy per pass.

The following section profiles the ridesharing programs of 10 educational facilities. Included for each program are descriptions of vanpool, carpool, shuttle and/or public transit services.



PROFILES  
OF  
RIDESHARING PROGRAMS  
OF  
EDUCATIONAL FACILITIES

College of Southern Idaho  
Transportation Planning Office  
P.O. Box 1238  
Twin Falls, Idaho 83301

Charles Chambers  
(208) 734-9950

A rural institution, this college offers daytime vocational and academic classes. The college, in setting up its ridesharing program, considered not only the transportation needs of its students and employees, but of the community as well. In the absence of public transportation, the community greatly needed transportation services for the elderly and the handicapped. To alleviate the transportation needs of both the college and the surrounding community, the college obtained a Section 18 grant in 1979. The grant, designed to provide transportation funds for non-urban and rural areas, funded the purchase of 22 vans and small buses. The college operates nine vans and small buses to serve its students and employees. The college also uses these vehicles to serve the citizens of eight counties under a contract with the State of Idaho. The remaining 13 vans are subcontracted to senior citizen programs to serve areas not reached by the college.

The vans and buses are used for a variety of activities. In the mornings and afternoons, they are used in vanpools for students, employees, and other area commuters. The vans travel up to 50 miles one way. During the day, vans and buses provide dial-a-ride service for the community. The college also has transportation contracts with social service agencies and private schools. Two buses are reserved for individualized service for the handicapped.

Student and employee fares are determined by the distance travelled. For example, 20- and 50-mile rides cost \$1.50 and \$2.50, respectively. Riders may purchase weekly passes at a 10 percent discount and monthly passes at a 25 percent discount. Due to insurance requirements, the college must employ professional drivers.

To make vanpooling more accessible, the college arranges park-and-ride lots at churches and shopping centers. To encourage continued ridership, the college offers occasional specials which allows a friend to ride free or riders to buy two 10-ride passes for the price of one. The vanpools also emphasize personal service. For example, if a rider is not at his or her designated stop, the driver will contact by two-way radio the central dispatcher who will then telephone the rider. If the rider is going to be late and still wishes to vanpool, the dispatcher will arrange a later pickup, if the driver has several neighboring stops to make in the meantime. About 30 percent of the vanpoolers are college students and employees.

Although the college administers a complex transportation program, the benefits to the school and the community are well worth it. The program offers commuters a transportation alternative, enables some students to attend the college who otherwise could not, and provides a public service to the community. The college promotes the transportation services at registration and through newspaper and radio advertisements.

Kirkwood Community College  
6301 Kirkwood Boulevard S.W.  
Cedar Rapids, Iowa 52406

Shirley Dietrich  
(319) 398-5578

In an effort to alleviate parking and traffic congestion, and to provide an economical, alternative means of transportation for students and employees--many of whom commute over 30 miles one way--the college inaugurated a carpooling program in the fall of 1981.

The program's main feature is a manual matching service. Information cards of prospective carpoolers are arranged by zip code on a centrally located bulletin board, which is accessible 24 hours a day. Students and employees are responsible for organizing their own carpools, which must consist of at least three members to receive a carpool parking permit. The permit entitles students to park in staff lots. Since all parking is free, the benefit for students in this case is greater ease in finding a parking space. Approximately 600 of the college's 5,000 students and 100 of its 500 employees carpool.

To advertise the program and encourage participation, the college distributes carpooling information at registration and orientation, and sponsors an annual "carpool party" that serves as a forum for discussing the program. Promotion emphasizes the program's simplicity, its ability to accommodate all students (full- and part-time, day and evening), and its significant value for students with no other means of transportation. This last point is stressed in recruiting new students.

To accommodate the transportation needs of students and employees in the Cedar Rapids metropolitan area, the college has worked with the local bus company to add two buses to the route which passes through the campus. Students may purchase subsidized transit passes on campus. The Student Activity Office subsidizes a 5¢ discount. Some 600 students ride the bus regularly.

Massachusetts Institute of Technology  
Planning Office, 12-156  
Cambridge, Massachusetts 02139

Reynolds Thompson  
(617) 253-5831

Located in a densely populated area, MIT relies on an integrated package of ridesharing services to reduce parking and traffic congestion, use of valuable real estate for parking facilities, and the effect of the institute on the neighboring community.

The package demonstrates effective use of existing community ridesharing programs augmented by MIT-sponsored services to meet special needs of the MIT community. MIT works with CARAVAN, the local ridesharing agency, to provide carpool and vanpool services; works with the Boston metropolitan transit system to offer subsidized transit passes; and operates a shuttle service between outlying buildings and the main campus.

The vanpool service was an outgrowth of the carpool program begun in the fall of 1978. A study of carpool matches, routes, and distances suggested that some carpoolers could be better served by a vanpool. The institute subsequently leased six vans from CARAVAN to serve employees, many of whom commuted up to 50 miles round trip. Leasing arrangements cover insurance, maintenance costs, and backup vehicles. Riders and drivers are computer matched by CARAVAN and are provided with free parking by MIT. Drivers ride free, have personal use of the van at a specified mileage charge, and are responsible for collecting and forwarding rider fares to CARAVAN monthly. The vanpool program provides employees with a useful service at minimal administrative costs.

The carpool program, which serves students and employees, is also operated in conjunction with CARAVAN. Prospective carpoolers fill out computer punch-cards at MIT which are forwarded to CARAVAN for matching. To broaden the matching possibilities for its carpoolers, MIT also cooperates with Ken-Tech, a multiemployer ridesharing program serving six local businesses. Carpoolers receive free parking from MIT. To further facilitate carpooling, the MIT transportation coordinator arranges park-and-ride lots at shopping centers and other public areas for carpoolers who need to drive to a designated meeting spot. The park-and-ride lots are also free.

To encourage use of readily available mass transit, MIT subsidizes the cost of transit passes. The passes are sold at the institute and at a local bank at a 10 percent discount. (A further discount is being considered.) Most students travel to and from MIT by public transit, and use of public transit is reinforced by institute policy. Students are granted a parking permit only if they are unable to use public transit because of special needs or if they reside outside the area served by the system.

To accommodate the special transportation needs of the institute, MIT operates a shuttle system between the main campus and outlying buildings. The shuttle's fare is 50¢.

The MIT promotes its ridesharing services through direct mailings to employees, articles and announcements in the student newspaper, and posters. In addition to prompting students and employees to rideshare, the promotions and services demonstrate MIT's concern with its responsibilities to its urban neighbors. By reducing community traffic congestion and land use for parking facilities, the institute demonstrates good will and efficient use of public space.

Southeast Community College  
Milford Campus  
Milford, Nebraska 68405

Elmer Smith  
(402) 761-2131

This college is a rural technical school with about 1,200 students and 130 faculty and staff members, many of whom commute. The average one-way commute is 25-30 miles. More than 25 percent of the commuters reside in the Lincoln metropolitan area, which is about 25 miles from the campus. Given the dispersion of the student and employee populations, and the absence of public transportation in some areas and the difficulty of using it in others, the college decided to institute a carpool program in 1976 to facilitate access to the campus. The program emphasizes providing students and employees with a transportation alternative to the individual commute and an economical means for commuting long distances.

The carpool program has two main elements: promotion and matching. Through posters, flyers, and a lecture at orientation, students are informed of the economical benefits of carpooling. For example, commuters from Lincoln can realize savings equal to one-third of tuition if they carpool with three other people. Indeed, the college calculates financial aid awards on the basis that students will minimize transportation expenses by carpooling.

Students and employees may participate in a carpool by filling out an information card at orientation, registration, or the Student Services Office. The cards are used in a manual matching service operated and managed by students. Since all students have the same schedule, matching is a simple process.

This simple, effective combination of promotion and matching services has induced about one-third of the students and two-thirds of the employees to participate in the carpool program. It has also encouraged another 16 percent to carpool informally.

Syracuse University  
Parking and Transportation Office  
Syracuse, New York 13210

Mr. Jim Cotlerman  
(315) 423-4652

SUNY, College of Environment, Science and Forestry  
Personnel Department  
Syracuse, New York 13210

Mr. Peter Wiltsie  
(315) 470-6611

State University of New York, Upstate Medical Center  
Campus Activities Building  
Syracuse, New York 13210

Mr. Joe Cunningham  
(315) 473-4801

These three educational institutions are centrally located on "University Hill" in Syracuse, New York. Because of their proximity to one another, the three facilities have set up a joint carpool program for employees. The program was organized in 1979 by Car-A-Van, the carpool matching program of the Syracuse Metropolitan Transportation Council. Car-A-Van has continued to coordinate the program and, using both manual and computerized systems, handles all matching for the facilities. Each school is responsible for organizing and managing its promotional/incentive program, coordinating its parking program, and collecting matching forms for Car-A-Van.

The public transportation system provides good service to the schools and surrounding areas. Ten percent of the people on the "Hill" use public transit to commute. Several express buses with routes in the north and west suburbs of Syracuse travel directly to school facilities. The carpooling program is carefully coordinated with the transit program so as not to decrease transit ridership.

Syracuse University, because of an inadequate number of parking spaces near the school, established a preferential parking program and decreased the annual carpool parking fees. The fees, determined by salary, decreases 25 percent for each additional rider. The university also operates a shuttle which serves all its schools and various housing areas off campus. The shuttle also serves both the university's and the city's park-and-ride lots.

A major promotional event for the three facilities is the carpool contest. Donated prizes such as a free tank of gas or 6 months' free parking are awarded through drawing names of newly enlisted carpoolers. Another successful promotional event included a booth at the State fair, with questionnaire boards, give-a-ways such as bumper stickers, posters, ice scrapers, and balloons, and matching forms and brochures describing the program.

Program costs for the schools are kept at a minimum. The only expenses are for promotion and minimal staff. Car-A-Van coordinates the programs through liaisons located in transportation and/or personnel departments of the schools.



University of California, San Diego  
Parking and Transit Systems  
La Jolla, California 92093

Claudia Wilde  
(714) 452-4223

The university encourages students, staff, and faculty to consider a variety of alternatives to commuting alone by car. In addition to urging use of bicycles, mopeds, and motorcycles, the university administers a vanpool program and a shuttle service, works with the San Diego Commuter Computer to provide carpool services, and cooperates with the North County and San Diego Transit Bus Systems to provide an additional shuttle service and public transit. Although these programs and services are aimed at the university community, they are open to other San Diego citizens.

A large part of the funding of these services comes from a unique source. An arrangement with the city of San Diego provides the university with one half of the revenues collected from parking citations issued on campus. These funds are used exclusively to defray the cost of the university's ridesharing services. In late 1982, the university will receive all revenues from parking citations issued on campus when it takes over enforcement of parking regulations from the city. These revenues will continue to be used for financing ridesharing services.

The university inaugurated a vanpool program by purchasing 18 vans in the spring of 1979, and later added two leased vans to its fleet. The program only serves employees. The university emphasizes the comfort and convenience of vanpooling. For example, vans are equipped with air-conditioning, automatic transmissions, and comfortable interiors; and vanpools receive preferential parking.

The cost of leasing or purchasing the vans is covered by riders' monthly fares, which vary depending on the number of riders in a vanpool, the length of the commute trip, and the cost of fuel. Included in the fare are insurance and maintenance costs. Drivers ride free. Vanpool members decide their own route and pickup points, schedule, and rules within program guidelines. The university retains a full-time mechanic to handle minor repairs and contracts with an outside firm to handle major repairs. The university also maintains gasoline pumps on campus that are available to vanpoolers.

The university, in conjunction with the San Diego Commuter Computer, provides matching services to prospective carpoolers in the university community. Once provided with a list of potential carpoolers, the individual is responsible for forming the carpool and determining riding arrangements and how costs are to be shared. About 600 students and employees carpool. Due to the difficulty of enforcement, preferential parking is not provided.

The university operates a full shuttle service from the main campus to the university's Medical Center 13 miles distant. The service is free. Students and employees are encouraged to use the shuttle for commuting. As an incentive to use the shuttle, park-and-ride lots are provided at the Medical Center. Parking costs are subsidized by the medical school hospital and a Veterans Administration hospital.

Public transit access to the university is excellent. Five bus routes pass through the campus. The university provides students with two incentives to ride public transit: It subsidizes monthly transit passes at a 15 percent discount; and has contracted with San Diego Transit, at a cost of \$30,000 a year, to provide students with free shuttle service for travel within 1 1/2 miles of campus. To use the service, students need only obtain a campus bus permit from the Parking and Transit Systems Office. The office distributes 4,000 to 5,000 bus permits a year. The university supplies bus schedule information as well as brochures on using the bus and reaching particular destinations.

University of Maryland  
Office of Commuter Affairs  
1995 Student Union Building  
College Park, Maryland 20783

Dr. Silva Stewart  
(301) 454-5274

About 80 percent of the university's 38,000 students commute. Many live within 5 to 10 miles of campus. To meet student transportation needs, and the needs of faculty and staff, the university operates, or cooperates with, several ridesharing programs.

The university refers prospective staff and faculty vanpoolers to VAN-GO, the State of Maryland vanpooling program. One group of staff members, however, decided to create its own vanpool and made its own leasing arrangements. The university recognized the group's initiative and provided it with preferential parking.

In cooperation with the Washington Council of Governments (COG), the university operates a carpooling program. Students, at orientation and registration, and staff members, upon renewing their parking permits, are encouraged to fill out carpool information forms. The forms are computer processed by COG to produce lists of commuters who live near one another. Students and the staff review the lists to find prospective carpool members. They are responsible for forming the carpools and making travel arrangements.

Student carpools with three or more people may register carpools with the Office of Commuter Affairs to receive preferential parking. Registered carpools may park in any of several lots in which spaces have been reserved for carpools. Students in registered carpools can choose the lot which is most convenient to their class buildings. However, an individual driver is required to park in his or her assigned lot.

The university hosts an additional carpool program: "Regional Carpool." Managed by students with the aid of the Commuter Affairs Office, this program serves students who commute long distances. These commuters are grouped into regions. A student or group of students in a region volunteers to manually match riders and drivers in the region according to their schedules. The matching attempts to minimize the time that students spend on campus beyond what their schedules specify. Thus, a student may ride to campus with one driver and be driven home by another. About 30 percent of the student population and 10 percent of the staff carpool.

To serve the many students who live within 5 to 10 miles of campus, the university operates an extensive shuttle service. The shuttle service, operating a rotating fleet of 25 buses and coaches purchased by the university, is subsidized by mandatory student fees. For full students, the fee is \$6 a semester; for part-time students, \$3 a semester. In return, students ride the shuttle free by showing an identification card.

A unique element of the shuttle service is that it is operated and managed by a staff of 89 students, aided by a university supervisor. All the students, in addition to assisting in administering the service, serve as drivers. Four also serve as part-time mechanics. During the daytime, on weekdays, the shuttle operates as a commuter service. The routes are designed to cover high-density student areas off campus and to integrate with public transportation. During the evenings, the shuttle buses only operate on campus, providing both fixed-route and dial-a-ride service. When buses are available, they may be chartered by university organizations for an hourly and mileage charge, which depend on the size of the bus.

The shuttle service, in conjunction with the office of Disabled Student Services, also provides transportation for permanently disabled students on campus. These students give their class schedules to the office which forwards the information to the shuttle service. The shuttle service, using two coaches equipped with lifts, transports the students from their residences to class and back again. Temporarily disabled students, with the consent of the University Health Service, may also use this service. The service operates from 7:30 a.m. to 6 p.m. and owns two additional coaches for the disabled which are used in the regular shuttle fleet. Thus, disabled students can also use the regular shuttle service.

Metro, the Washington D.C., area public transportation system, runs six routes through the campus. The buses are heavily used. The university sells, but does not subsidize, transit passes. Public transportation information is available at the student union.

All the ridesharing options are promoted in the student newspaper and at an annual transportation fair.

University of Texas at San Antonio  
6900 North FM1604 East  
San Antonio, Texas 78285

Belinda Rangel  
(512) 691-4242

The university's ridesharing services include a carpool program began in 1977 and subsidized bus service established in conjunction with the regional public transit system.

The carpool program operates a typical manual matching service to serve students, faculty, and the staff. The program offers students two significant benefits. Carpoolers receive a reduced rate on parking permits, with the reduction dependent on the number of people in the carpool. Individual student drivers are assessed \$15 annually. In comparison, two-person carpools are charged \$4 per person, three-person carpools \$3 per person, and carpools of four or more persons \$2 per person.

Another benefit is preferential parking. Rather than reserve spaces in a general parking lot, the university has set aside exclusively for carpoolers two lots closest to student class buildings. In contrast to the first come, first served parking arrangements for individual drivers, carpoolers are guaranteed a parking space. The lots are monitored by university police. About 350 of the 11,000 students carpool.

Staff and faculty carpoolers also receive reduced parking fees, and preferential parking. Instead of paying \$24 per annum as individual drivers do, carpoolers divide this cost by the number of members in the carpool, up to four. About 40 faculty and staff members carpool.

The university, in coordination with the regional public transit system, provides subsidized bus service for students. The university subsidy reduces bus fares by about 50 percent. In addition, the university attempts with the transit system to coordinate bus service with class schedules. About 5 percent of the students use public transit.

University of Washington  
Physical Plant FJ-10  
Seattle, Washington 98195

Mr. Gordon Burch  
(206) 545-1429

In 1974, because of rising gas prices and fuel shortages, the university of Washington initiated a carpool matching program for the faculty, staff, and students. The program expanded in 1979 when four State-owned vans were acquired. The school presently has 11 vans serving 120 staff members, faculty, and students. Because of the difficulty in scheduling for faculty and students, most vanpools are comprised of staff members.

The university believes that its program was the first of its kind to be set up by an educational institution. The 11 vans travel an average of 60 miles round trip daily. Maintenance is provided by the university motor pool which also supplies a backup van if necessary. While the university provides liability insurance, individual riders are responsible for personal injury insurance.

Seattle/King County Commuter Pool, the local ridesharing agency, provides computer matching services. The driver, in return for being responsible for van operation, rides free and receives a \$20 bonus per month for each rider over nine in a 12-passenger van. The vanpool averages about six stops per trip, using local park-and-ride lots set up by Commuter Pool as well as arranging for their own meeting areas with churches and local stores. Vans park free in preferential parking spaces. Time and meeting space is also arranged for vanpool members to plan new routes or work out problems.

The university's carpool program offers free matching service through Commuter Pool, as well as a preferential parking program. Registered carpools park for \$1 per month, as opposed to \$13 per month for regular monthly parking. The carpools are usually comprised of staff members with set schedules and a regular carpool arrangement. The university has arranged for unregistered carpools--which consist of students and faculty members whose schedules vary and who may not be able to carpool daily--to receive parking incentives, also. Unregistered carpools can obtain preferential parking and a discounted parking fee of .50¢ per day, as opposed to \$1.50 for regular daily parking.

Public transit is also an available commuting option to the campus. The university has worked in conjunction with the metropolitan transit authority to develop specific bus routes to service the campus area. There are presently nine various bus routes serving the campus. Schedules are coordinated with student travel needs and class schedules. The transit system was so effective in meeting the needs of the university that the school was able to discontinue its own bus service in 1972. About 5,000 monthly transit passes are sold on campus each month. The university subsidizes the transit pass sales, discounting the passes by \$2.

Wisconsin Indian Head Technical Institute  
1900 College Drive  
Rice Lake, Wisconsin 54868

Dr. George Theis  
Student Services Coordinator  
(715) 234-7082

Students attending this rural, vocational school commute up to 120 miles round trip. To alleviate their high cost of long-distance commuting--which the institute estimates to be \$35 daily for a 120-mile trip--the institute purchased four vans. The vanpools serve 30 students who travel from 84 to 120 miles round trip. Eight of the students could not attend school without this transportation. The fare is a nominal \$2.48 daily, regardless of the distance travelled. The vans are driven by specially trained students who ride free. The drivers and the institute arrange for free park-and-ride lots at businesses and public facilities along the various vanpool routes. The vans receive free preferential parking at the institute. The institute's Automotive Service Program handles van maintenance.

According to the institute, the convenience and reliability of the vanpools has improved attendance and, consequently, the grades of vanpool members. The institute is considering adding a touch of comfort by equipping vans with tape decks and headsets.

To serve additional students, as well as employees, the institute operates a carpool program. Prospective carpoolers are computer matched by zip code, and are provided free preferential parking. About 200 of the institute's 600 students carpool.

To encourage carpool participation, the institute conducted a promotional campaign with the Hardee's restaurant chain called "Hardee's Great Carpool Caper." All carpool participants received coupons for discounts on hamburgers.

The vanpool program effectively advertises through articles in the campus newspaper; human interest stories in the local newspaper and the school yearbook; and information lettered on the vans themselves.

