

Ridesharing: Meeting the Challenges of the '80s

The Report of the
National Task Force
on Ridesharing

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Meeting the
Challenges of
the '80s**

The Report of the
National Task Force
on Ridesharing



Department
of Transportation
**National Highway
Administration**

Goldschmidt,
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Americans today have an unprecedented degree of personal mobility brought about almost entirely by the automobile. Our mobility has influenced the design of our cities and the pattern of our lifestyles but the cost has been tremendous. Our highway system is heavily congested. Our cities are shrouded in smog created in large part by auto emissions. Our energy resources are dwindling, forcing a dangerous dependence on uncertain foreign fuel sources.

Faced with these problems, we must reevaluate our traditional approach to transportation. Greater emphasis must be placed on transportation strategies that make optimum use of existing facilities and control our energy demand. One alternative which has proven its ability to increase highway capacity while reducing fuel consumption, traffic congestion, and air pollution is ridesharing.

In recognizing the enormous potential of ridesharing, President Jimmy Carter announced the formation of the National Task Force on Ridesharing on October 25, 1979. The Task Force, chaired by Mayor Tom Bradley of Los Angeles, was given the charge to:

1. Promote ridesharing among business and government leaders.
2. Assist in the removal of institutional barriers to ridesharing.
3. Provide a continuing dialogue between the public and private sector.
4. Make specific recommendations to increase the use and effectiveness of ridesharing.

Since cooperation between the public and private sector is essential to the effective implementation of any ridesharing program, the Task Force includes business, industry, labor leaders, transportation professionals and state and local elected officials.

The Task Force recognizes this partnership as one of the most critical elements in developing an effective ridesharing program.

Another key factor, the Task Force believes, is that ridesharing is an integral, complementary part of a comprehensive transportation system. The Task Force believes this complementary approach will lead to new transportation planning and operating mechanisms that will achieve the multiple goals of energy conservation, urban and economic development and environmental protection.

The Task Force has concentrated its effort on one aspect of automobile transportation—the daily commuter trip. Commuting accounts for nearly 40 percent of all automobile trips and consumes 34 percent of our daily automotive gasoline consumption. At present, approximately 80 percent of all commuters who use a vehicle drive alone, thus wasting an enormous transportation resource.

In analyzing the commuter trip, the Task Force has focused on four specific areas: policy and planning, incentives and obstacles, marketing and promotion, and capital facilities that encourage ridesharing. Drawing upon their experiences with various aspects of transportation from planning to implementation, the Task Force developed specific recommendations to increase the participation in and effectiveness of ridesharing at all levels. The major recommendations are summarized in the following table.

Throughout its report and recommendations the Task Force has emphasized five primary ideas:

1. Ridesharing offers multiple benefits for individual commuters, private organizations, Federal, state and local governments, and society in general.
2. Ridesharing is an essential element of a comprehensive transportation system that complements public transit services.
3. Ridesharing is gaining acceptance by both the public and private sectors as a transportation and management strategy that makes economic sense.
4. An effective partnership between the public and private sectors is essential to the development of a successful ridesharing effort.
5. Elimination of obstacles to ridesharing in the areas of regulation, insurance and fuel allocation is of major importance.

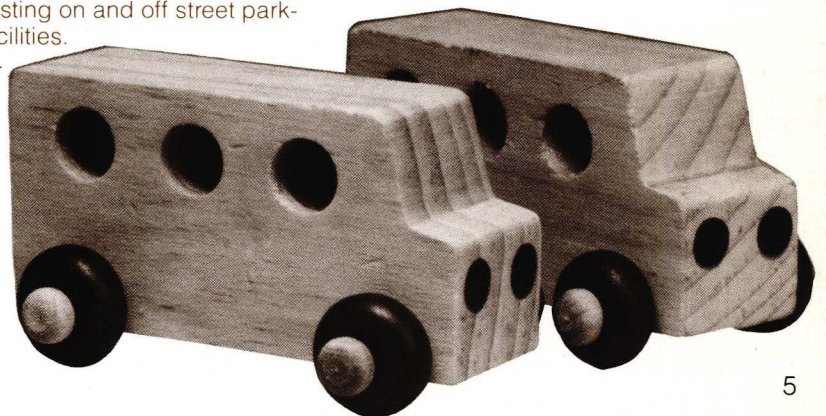
The Task Force believes these ideas evoke a single clear message:

Ridesharing works. It offers significant benefits to individuals, employers, and society in general. It expresses a philosophy not of sacrifice but of efficiency—a philosophy and practice that is inherent in the American way of life.

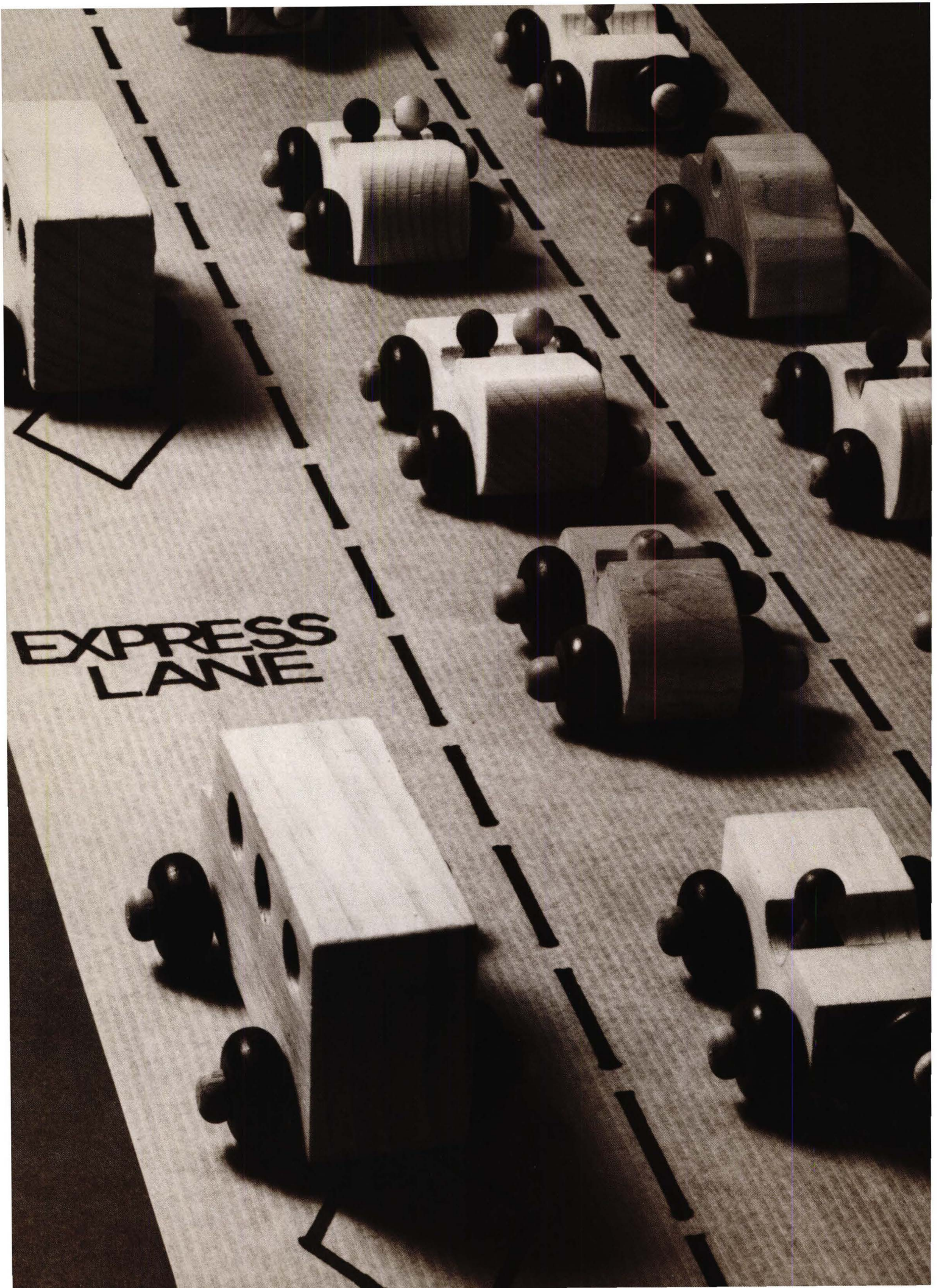
Summary of Task Force Recommendations

	Federal	State and Local	Employers
Policy Planning	<ul style="list-style-type: none"> Develop a supportive federal ridesharing policy. Clarify the ridesharing responsibilities of all involved federal agencies including DOT, DOE and EPA. Expand federal support for ridesharing activities including increased funding for ridesharing projects. 	<ul style="list-style-type: none"> Develop a supportive ridesharing policy including adoption of the model ridesharing law. Designate a ridesharing coordinator for each state and create a state ridesharing task force. Coordinate all state and local ridesharing activities. Implement and encourage effective ridesharing programs. Eliminate or modify laws that inhibit ridesharing activities. 	<ul style="list-style-type: none"> Incorporate ridesharing considerations in all decisions involving capital investment, land use, and company policy. Implement effective ridesharing programs for employees. Encourage and support ridesharing activities of other employers.
Incentives	<ul style="list-style-type: none"> Adopt legislation to provide ridesharing tax incentives (such as an investment tax credit) to employers, individuals and third parties. Authorize the use of interstate funds for all ridesharing activities. Appropriate discretionary funds for the development of innovative ridesharing programs. Adopt fuel allocation plans to insure the availability of fuel for ridesharing activities. 	<ul style="list-style-type: none"> Adopt legislation to provide ridesharing tax incentives to individuals, employers and third parties. Adopt a program of incentives such as preferential registration of vanpools. Adopt the model ridesharing law. Adopt fuel allocation plans to insure the availability of fuel for ridesharing activities. 	<ul style="list-style-type: none"> Provide a wide range of ridesharing incentives to employees such as preferential parking, flexible working hours and vanpool financing.
Marketing	<ul style="list-style-type: none"> Expand federal ridesharing promotional activities. Coordinate promotional activities of various federal agencies. Expand federal technical assistance programs. 	<ul style="list-style-type: none"> Expand state and local ridesharing promotional activities. Promote all state and local promotional activities through the state ridesharing coordinator. Develop and implement strategies to obtain participation in ridesharing activities by employers (particularly small employers) and individuals. 	<ul style="list-style-type: none"> Promote ridesharing among other employers and in the community. Incorporate ridesharing promotion into all other promotional activities such as public relations and product advertising.
Ridesharing Facilities	<ul style="list-style-type: none"> Develop a funding source for construction of preferential HOV* facilities such as fringe parking and HOV lanes. Authorize federal funds for operation of HOV facilities (including the cost of enforcement). 	<ul style="list-style-type: none"> Implement preferential treatment for HOV*s on existing commuter facilities such as preferential on-ramps. Implement preferential pricing for HOV's on existing commuter facilities such as toll roads and bridges. Implement preferential parking management policies for HOV's on existing on and off street parking facilities. 	<ul style="list-style-type: none"> Provide facilities to encourage employee ridesharing such as preferential parking for HOV*s, ridesharing information centers, and parking facilities accessible to vans.

*High occupancy vehicles i.e., carpools, vanpools and buses.



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RIDESHARING: PAST, PRESENT, AND FUTURE

Ridesharing and Energy Conservation Goals
Americans consume 17.2 million barrels of petroleum each day. Transportation, from jet airliners to motorcycles, uses 80 percent of this oil with the lion's share consumed by highway vehicles—cars, trucks, and buses. The private automobile accounts for 67 percent of all gasoline and highway diesel fuel. This rich appetite for gasoline reflects increased consumer incomes and choices and is fed in part by land use and development patterns that force a dependence upon the automobile. Consequently, 90 percent of all trips Americans take are made by personal automobile. This means that almost every time someone leaves home to go to work, to shop, to school, or to a sporting event, the private automobile is the means of travel. And, on the average, that automobile carries only 1.4 people. This unparalleled degree of personal mobility has been achieved at considerable cost in terms of energy and financial resources and, in many urban areas, environmental quality. For the routine back-and-forth "commute" trip, Americans use about 1.8 million barrels of motor fuel each working day. Thus, commuting—the most typical use of the private car—uses 34 percent of daily personal motive fuel consumption.

In 1975, about 73 million Americans commuted to work in some type of public or private vehicle: 16 million used carpools or vanpools, 5 million rode bus or rail, and 52 million drove back and forth to work alone. The 16 million Americans who already carpool or use vanpools, 20 percent of all commuters who use a vehicle, are saving the nation about 14 million gallons of gasoline each working day or about 3.5 billion gallons a year. Conversely, the drive-alone commuters are transporting about 150 million *empty* seats which represent a huge unused transportation resource and an immediate opportunity to save energy.

Benefits and Accomplishments of Ridesharing

For Individuals: Much of today's ridesharing is the result of commuters taking it upon themselves to find others to share the cost or the burden of traveling to and from work. Since World War II, many Americans have discovered personal benefits in ridesharing—such as saving an estimated \$480-\$800 a year, reducing wear and tear on the personal automobile as well as the driver, having a guaranteed comfortable seat often with door-to-door service, creating positive social relationships with fellow riders, and contributing to community environmental and energy goals. Carpool and vanpool alternatives are especially significant in the growing number of employment sites located in suburbs that cannot be cost effectively served by mass transit.

For Employers: More recently, employers have begun to recognize the very real benefits ridesharing offers. Following the example of the 3M Company in St. Paul, Minnesota, employers—especially private corporations—have turned to ridesharing to help:

- Retain skilled personnel after a relocation move
- Expand potential labor markets
- Enhance job appeal
- Attract people to entry-level jobs
- Meet Affirmative Action, Equal Employment Opportunity goals
- Expand a physical plant on site without acquiring more land
- Reduce employee parking needs; increase space available for customer and visitor parking or other purposes
- Respond to social and community needs.

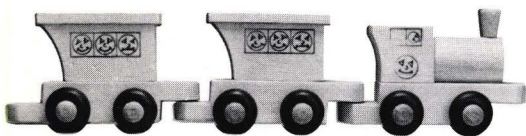
The 3M Company estimates it has saved millions of dollars since it started a vanpool program to take the pressure off its St. Paul parking facilities that were feeling the effects of a large increase in the number of employees.

Similarly, the Tennessee Valley Authority estimates its over 500 vanpools and 60 buspools have saved the agency \$10 million by reducing the need to build additional parking and highway facilities to accommodate employees' cars. In short, employers beginning to realize the economic consequences of parking with some estimated costs for construction of land running as high as \$1,000 per surface space and \$15,000 per space for a multi-story parking garage.

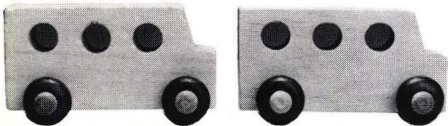
Other private corporations, such as the Prudential Insurance Company of America, have instituted employee transportation programs in part to give employees a more economical alternative than the private automobile. The company estimates that 32 percent of its employees at its Newark, New Jersey, headquarters ride in carpools or vanpools, and another 55 percent use public transit. Only 10 percent of Prudential's Newark work force are in driver-only automobiles.

Operating in a suburban setting not easily served by public mass transit, Connecticut General Life Insurance Company has chartered buses since 1957 and now 44 percent of its home office employees in private ridesharing arrangements. Connecticut General and the State of Connecticut have now co-funded a non-profit corporation for ridesharing services to employers.

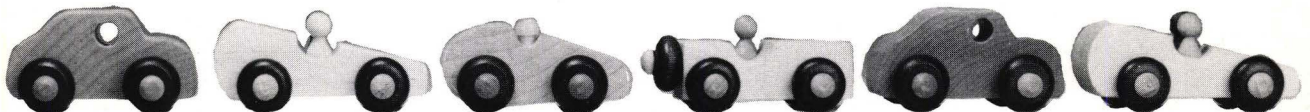
73 Million Commuters



5 Million Rode Bus or Train



16 Million Used Carpool or Vanpool



52 Million Drove to Work Alone

roughout greater Hartford. On the West Coast, the majority of Atlantic Richfield Company's employees in Los Angeles commute to work by sharing rides or using public transportation. ARCO has subsidized employee bus fares since 1973 and, in 1976, joined forces with other private and public organizations to create an areawide vanpool program.

Employer involvement in employee ridesharing programs has grown from just a handful in the early 1970's to more than 350 active sponsors today. In the area of employer-sponsored vanpool programs alone, the number of employers launching such programs has been doubling in each of the past 2 years. To encourage employees to rideshare, increasingly, employers in both the private and public sectors are providing incentives such as preferential locations or spaces for parking, flexible working hours, and convenient payroll deductions for transit passes (sometimes subsidized) or other ridesharing costs.

For the public: The interest of Federal, state, and local officials in ridesharing, especially in its carpooling and vanpooling forms, has largely followed the initiative of private individuals and employers. Finite public financial resources, combined with environmental quality and energy concerns, compel public policymakers to find energy-efficient and economical ways to use existing facilities more efficiently and provide mobility that is compatible with other social goals. This concept, known as Transportation System Management, seeks to maximize the use of private as well as public resources to increase the efficiency, especially the people-moving efficiency, of existing transportation facilities such as highways and vehicles. As the nation approaches the completion of its network of streets and highways, the emphasis is shifting away from building ever more road capacity to achieving better utilization of the existing system.

In authorizing the use of Federal-aid highway funds for ridesharing purposes—such as supporting carpool and vanpool projects and providing highway incentives such as preferential bus and carpool lanes and fringe parking areas—the Congress has declared a national policy to promote commuter modes of transportation that save energy and reduce traffic congestion. In carrying out this national policy, carpools and vanpools are viewed as effective economic development tools and integral parts of a balanced transportation system that can complement and enhance the efforts of public and private transit services to provide an alternative to the single occupancy automobile. Carpools and vanpools most notably provide alternatives for persons who are not conveniently served by transit service. State, regional, and local officials have likewise embraced the concept of Transportation System Management and the significant role ridesharing

programs can play in meeting social objectives. The political acceptance of carpool and vanpool ridesharing programs as an important transportation management strategy is growing as an increasing number of public officials experience its benefits and cost-effectiveness. For example, the Golden Gate Bridge, Highway and Transportation District in the San Francisco area, launched an extensive ridesharing campaign in 1970 to increase the number of commuters using the Golden Gate Bridge without having to add more lanes. Today, 10,000 more commuters use the bridge each day but the number of vehicles is virtually the same as 10 years ago. Currently, 72 percent of peak hour commuters ride in public transit vehicles, carpools, vanpools, or chartered "club" buses. And, it is estimated that ridesharing has improved air quality by reducing air pollutants by more than 2,790 tons a year.

In the Seattle metropolitan region, the Seattle/King County ridesharing program provides matching assistance and direct support services to area employers in addition to operating a 130-vehicle vanpool program.

Evaluation of a typical ridesharing program with areawide employment of 454,000 shows average impacts of:

- o Saving 986,000 gallons of gasoline each year
- o Eliminating 12.7 vehicle miles of travel of 1.2 percent of areawide total commuting vehicle miles of travel
- o Reducing yearly vehicle operating costs by \$1.1 million
- o Eliminating the need for 2,977 commuter parking spaces
- o Improving air quality
- o Eliminating some need for increased highway capacity
- o Providing additional land for development or open space

Gasoline consumption in the nation has been falling since 1977 showing that Americans are clearly willing to conserve. Americans will be using 7.3 billion gallons of gasoline less in 1980 than in 1978. Ridesharing will be a major factor in this savings with 1500-2000 new ridesharers a month joining employer ridesharing programs alone. This increased energy savings through ridesharing translates to 6.2 million gallons a day (147,000 barrels a day) and is an important step toward achieving the 1985 conservation goal of 400,000 barrels a day.

The National Task Force on Ridesharing

In establishing this goal, the President has taken several steps, including creating a National Task Force on Ridesharing. In the past year the National Task Force has focused attention on actions that could be taken by employers, private industry, public agencies, public officials, and others to increase the number of Americans ridesharing. Building upon and complementing the efforts of others in both the private and public sectors, the National Task Force has:

- Established the National Ridesharing Information Center with a toll free telephone number—(800) 424-9184. The center is housed within DOT Headquarters, and serves as a link for information and referral to both the public and private sectors.
- Established an Executive Loan Program, coordinated through the National Ridesharing Information Center, to help organizations start or expand ridesharing programs.
- Launched a major ridesharing initiative (the “20/20” program) in which the President asked private and public employers to have at least 20 percent of their employees ridesharing by the end of 1980. If they are already at 20 percent or higher, employers are asked to increase the number of employees already participating by 20 percent.
- Formed a national network of ridesharing experts from the private and public sectors to share their expertise.
- Gained support from the National Conference of State Legislatures for state enactment of a model ridesharing law to reduce legal barriers.
- Endorsed proposed legislation to include driver incentive mileage as legitimate vanpool use in order to be eligible for the investment tax credit for vanpools and to expand this incentive to include multi-employer vanpools and third-party operators.

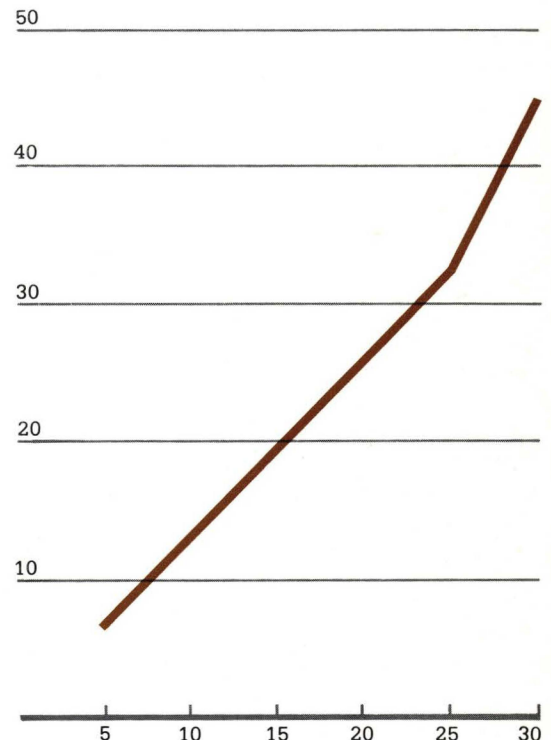
In these accomplishments, the Task Force has been acutely conscious of the need for effective communication between the private and public sectors. It is only through such dialogue and mutual support that ridesharing’s full potential can be realized.

Private and Public Partnership

Efforts to conserve energy through ridesharing basically come down to influencing a person’s decision about how to travel—especially how to commute to work. The partnership between the public and private sectors is one of the most critical aspects of developing successful ridesharing programs. In some cases, each plays a separate role which complements the other; in other cases, there is joint responsibility. This partnership represents a distinct departure from the way mobility has been encouraged or discouraged in the past. The Task Force views this positively and recognizes that it is in everyone’s interest to save energy, improve the environment, and use capital resources more efficiently.

To understand this partnership and its differing—albeit complementary—nature, a definition of ridesharing is helpful. In its most general sense, ridesharing means two or more persons traveling by any mode, including but not limited to: carpooling; vanpooling; public or private bus pooling; taxi pooling; shared-ride taxi, jitney, and public transit. In its more familiar form, ridesharing refers to the commuter work trip, although ridesharing for non-work trips—such as

Savings in Oil Per Year (in barrels of oil)



Commuters Joining a Van or Car Pool (in millions)



l to recreation and shopping areas—is increasingly non.

ccessful ridesharing implies greater support for ased use of public transportation; for the provision h occupancy vehicles lanes and other preferential ment that provides rewards and incentives for haring; for the development of parking gement strategies in urban areas; for the ction of automobile use in certain parts of cities; in general, the promotion of more people-moving ency in all highway passenger vehicles.

many instances, carpools and vanpools are the first most important step that people take toward ing their dependency on single-occupancy autos.

as demand increases and cost-effective transit -hour capacity can be provided, transit services be feasible. In cities such as Portland, Seattle, ton, and Washington, D.C., carpool programs have fied potential transit service markets and have directly responsible for the addition of new bus s. Carpools and vanpools can also help reduce the -hour overcrowding problems that many transit tators now face as the price of gasoline rises. In less ly populated areas and for suburb-to-suburb , carpools and vanpools can serve locations that ot economically served by fixed-route transit. it is a significant form of ridesharing, and should oted wherever it provides economical and ive service. Investments in public transit to ve service may be needed to maintain and nd into locations where significant cost and energy iveness can be achieved through additional hip.

is, carpooling and vanpooling efforts augment > transit services and broaden the alternative to single-occupant automobiles. Embracing a tion of ridesharing that includes all modes, and g it high priority for public and private action is itial to aid in the allocation of resources—physical, ial, and human— for ridesharing purposes. omprehensive view of ridesharing fosters the on of new institutional and coordination anisms to achieve the multiple goals of energy rvation, urban transportation and development, fficient private and public economic investment.

Roles and Responsibilities

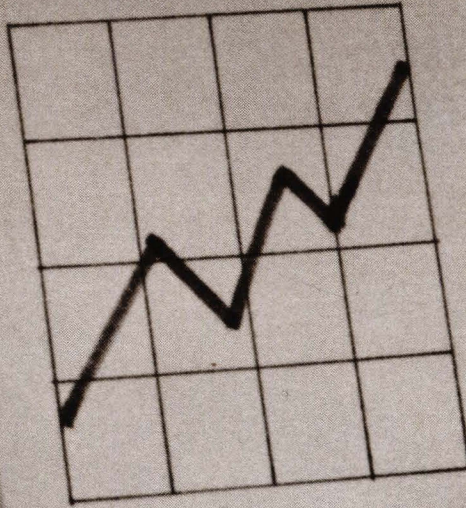
There is no one single approach to operating and administering ridesharing programs that can be universally applied across the country. For example, it may be appropriate and effective for a state agency to offer to match individuals as they renew their driver's licenses, or to offer the use of its computer for "batch matching" of employees at a corporation. In another locale, it may be much more efficient for such matching to be done by a local business organization, a regional ridesharing agency, or through a private corporation. And, while it may be more efficient that such matching be done through a private corporation or business organization, it may be of value for government to contribute resources necessary to make this happen.

This same flexibility in roles applies to vanpool programs. Some 250 private employers have initiated their own programs and 26 states and regional ridesharing agencies are helping acquire vehicles for vanpool programs. Private vehicle vendors are filling this responsibility in other locales. In the effective marketing of ridesharing, the role of the employer is primary. The most successful programs exist where employers commit staff and promotional material for this purpose on an ongoing basis. At the same time, it may also be appropriate for public agencies and private firms to provide major marketing efforts to inform the general public of the values of ridesharing.

Generally, public officials and agencies exercise responsibility to remove adverse legislation and other administrative, regulatory, and institutional barriers to ridesharing. The public sector can also provide effective incentives such as preferential highway facilities, as well as tax, land use, and regulatory policies that encourage ridesharing. As a major employer itself, government can establish and implement employee ridesharing incentives and programs for its employees thereby serving as a community model.

Since most ridesharing programs currently focus on employee commuter trips, an employer-based ridesharing program is critical. An employer can establish employee incentives, provide services, and maintain education and management support for the kind of program best suited to the needs of that particular company.

Regardless of which partner assumes which role or responsibility, the partners should give early and serious thought to how their policies and practices help or hinder the effectiveness of ridesharing within their organizations and their community.





POLICY AND PLANNING ISSUES

For policy statements need to be adopted and implemented by both public bodies and employers if sharing is to achieve its potential. Existing policies often contain serious contradictions. For example, while an organization may commit itself to helping its employees rideshare, it may have an implied set of existing policies and regulations at its facilities that reward single occupant drivers through a system of preferential parking spaces based on seniority or by providing use of a car as deferred compensation. As a consequence, the effects of ridesharing are muted. Where ridesharing programs have been most successful, there is a clear company policy affirmed by management and a commitment to implement the policy through executive orders and dedication of staff resources. These commitments relate to all aspects of a sharing program. Clearly, such programs serve as models for other private employers as well as for public employers and policymakers.

The Task Force believes that any policy statement should be followed by a commitment to implementation, which ridesharing programs are given high priority in their public and corporate planning and development activities. It is necessary to establish targets which should lead to implementation of various projects, to adopt a plan to achieve them and to develop a way to monitor results. As more large companies and public agencies commit resources to promote and finance ridesharing activities, it is essential that the activities be developed within frameworks that encourage measurement of objectives and establishment of management guidelines.

Ridesharing should also be a part of other policy and planning activities, particularly those with the objectives of conserving energy and capital investment, improving mobility, developing effective land-use patterns, and actively stimulating economic development.

Ridesharing can be a major tool to achieve some of these objectives, which may be the function of other departments or agencies not directly responsible for transportation. It is critical, therefore, to ensure coordination and adequate communication.

RECOMMENDATIONS

Federal

The President

1. Assign primary responsibility for ridesharing to Department of Transportation (DOT), and clarify the responsibilities of Federal agencies such as Department of Energy (DOE), General Services Administration (GSA), Department of Commerce (DOC) and Environmental Protection Agency (EPA) for these activities.
2. Adopt policies and accelerate programs that will encourage, facilitate and enable Federal employees within all branches of government to share the ride to work.
3. To accomplish the above, establish an inter-agency council comprised of DOT, DOE, DOC, EPA, and GSA to coordinate ridesharing policies and activities.

The Secretary of Transportation

1. Issue a policy statement on ridesharing that:
 - a. Details the importance and priority of ridesharing to overall transportation goals and objectives, and relates the importance of ridesharing to programs such as Transportation System Management and in highway and public transit development programs.
 - b. Sets national ridesharing goals.
 - c. Identifies the roles of employers, the Federal Government, states and local agencies in achieving goals.

2. Ensure that responsibilities for ridesharing programs within DOT are focused and clarified so that increased emphasis on ridesharing exists within the department.

3. Modify regulations or, if needed, propose legislative changes relating to annual Transportation Improvement Programs in order to increase the emphasis on ridesharing. Specifically, these Programs should be required to contain information on the status of public and private ridesharing efforts in the area, progress in the past year in reducing the percent of commuters who drive alone, and proposals including capital facilities supportive of ridesharing adopted as elements of the Program.

4. Modify the regulations relating to the alternative analysis process affecting all major capital facilities submitted for Federal funding to require consideration of a ridesharing program and facilities that encourage this activity. The alternative analysis should detail what specific consideration was given to carpooling and vanpooling, what ridesharing elements of a program will be implemented and, if not accepted, reasons for rejecting this alternative.

5. Exempt 12-15 passenger window vans over 7,000 pounds from current fuel economy standards so that a supply of such vans may be ensured.

6. Propose an expansion of the ridesharing demonstration and monitoring activities of the Department to ascertain the effectiveness of various marketing techniques, public and private organizations in delivering ridesharing services, incentives, and capital facilities in contributing to increases in ridesharing. The results of this work should be disseminated as quickly as possible to employers, states, regional and local agencies.

7. Review current information on performance criteria which can be used to determine the cost and effectiveness of various marketing, matching, vehicle operations, technical assistance and incentive programs to determine how results can be evaluated by both employers and organizations delivering these services and for controlling public expenditures.

8. Support activities to ensure the continued availability of buses for transit systems.

The Administrator of the Environmental Protection Agency

Exempt 12-15 passenger window vans over 7,000 pounds from emission control standards so that a supply of such vans may be ensured.

ites

governors and/or legislators

Designate a ridesharing coordinator and establish a ridesharing task force consisting largely of employers with experience in ride-sharing and including representatives of state, regional, and local units of government to promote and provide advice on ride-sharing in their state.

Increase the emphasis on priority on ridesharing training by state transportation departments—particularly for rural areas, multi-employer locations in urban areas and at scattered sites of large employers. Direct, encourage and assist regional and local authorities with responsibility for transportation to prepare ridesharing plans for commuters in their areas.

Adopt policies and implement programs that will encourage, facilitate and enable state employees to ride the ride to work.

Strongly encourage private employers—both private and public—to establish a ridesharing program for their employees.

Regional and Local

Public Officials

1. Adopt policies and implement ridesharing programs that will encourage, facilitate and enable their employees to share the ride to work.

2. Scrutinize parking, development, and zoning codes and transportation activities to determine how they support or deter ridesharing. This review should examine obstacles such as scattered site and low density commercial and residential development plans and ordinances that make ridesharing difficult. This review should focus on changes to these policies to encourage and reward persons who are ridesharing by facilitating the movement of ridesharing vehicles on roads and streets, providing convenient park-and-ride areas, and priority, low-cost parking for carpools and vanpools near employment centers.

3. Determine how to contribute effectively to increased ridesharing in their area particularly among those who work for smaller employers or at scattered work sites. This effort should be coordinated with employers providing ridesharing services, local business organizations and the activities of others within the region.

4. Transit operators should plan bus routes in order to serve park-and-ride lots and interface with carpools and vanpools. Transit operators should take an active role to encourage and provide a full range of ride-sharing services.

Private

Employers

1. Adopt strong ridesharing policies and programs that encourage employees to ride to work. These policies should be communicated to all employees. In adopting these policies and implementation programs, employers should review and consider:

- (a) Plans for parking facilities, the need for additional employee parking and parking policies which can provide recognition of and priority space for poolers.
- (b) Existing working hour policies which may limit ridesharing opportunities with fellow employees or those of nearby employers.
- (c) Providing a vanpool and carpool service for employees in conjunction with other employers.
- (d) Providing incentives to those who ride to work in carpools, vanpools, buspools, and on public transit.

2. Establish emergency energy plans containing a strong ridesharing component which will be made operational and rapidly expanded when an emergency exists.

3. Determine how to contribute effectively to increased ridesharing in their area, particularly among those who work for smaller employers or at scattered work sites. This should be coordinated with the efforts of ridesharing agencies, local business organizations, and others within the region.

INCENTIVES AND OBSTACLES

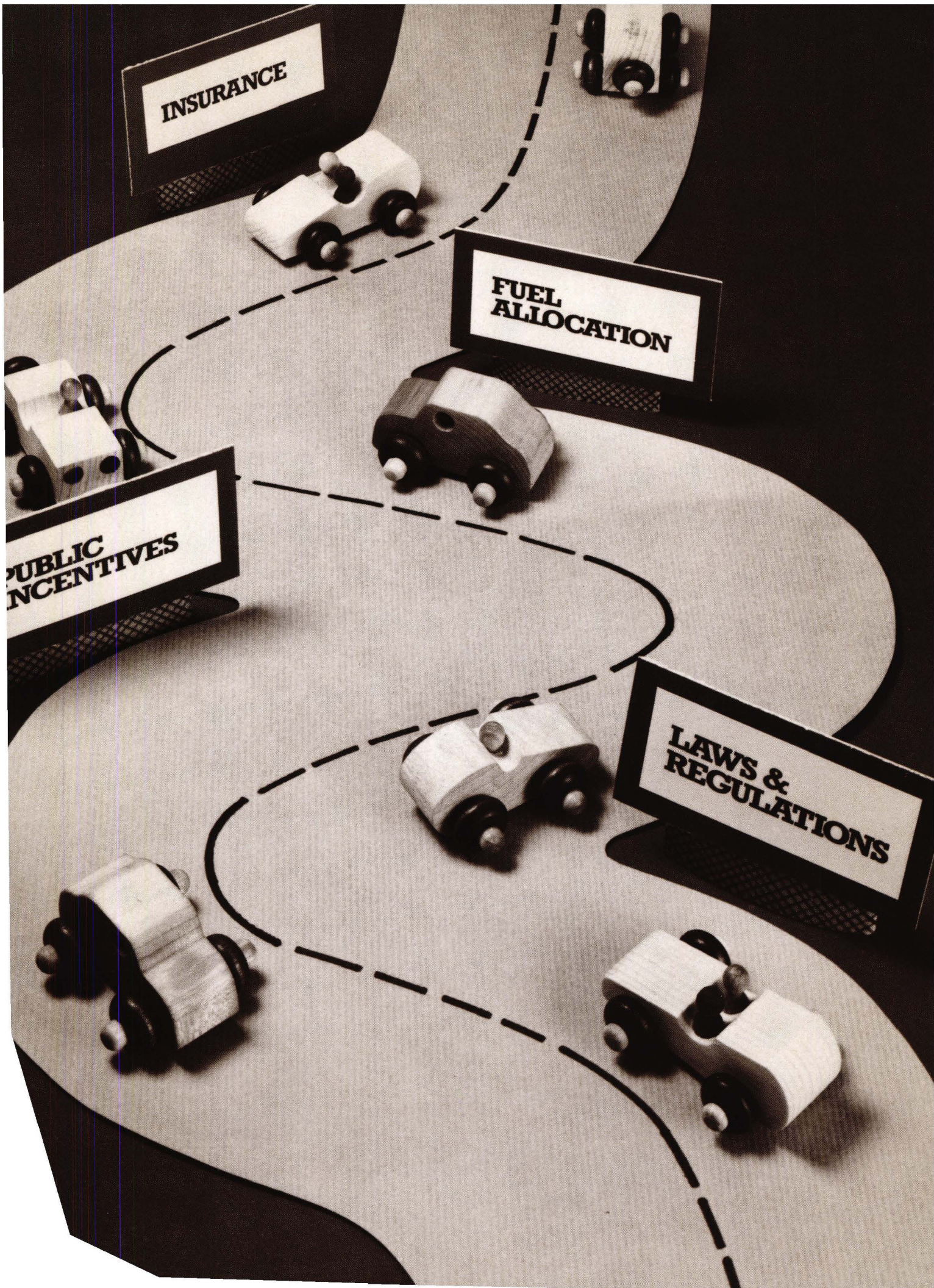
The benefits of ridesharing have spurred rapid growth in the implementation of private and public ridesharing programs. This growth has stimulated attention and action to provide incentives to encourage employers, private and public; public agencies; and, ultimately, the individual commuter, to support and become involved in ridesharing. Guaranteed gasoline supply in an energy emergency encourages people to vanpool, which, with its typically longer commute distances and relatively lower vehicle fuel economy, is particularly sensitive to change in fuel availability. Growth has also uncovered many obstacles that hinder effective ridesharing operations. Regulatory policies and practices that classify commuter vanpools and other private ridesharing arrangements as common carriers can severely inhibit ridesharing. Difficulties that individuals and some employers have experienced in obtaining insurance retard the growth of vanpooling.

INSURANCE

**FUEL
ALLOCATION**

**PUBLIC
INCENTIVES**

**LAWS &
REGULATIONS**



Public Incentives

Substantial increases in ridesharing can be expected from major marketing and technical assistance efforts that are underway to familiarize major employers with the concept. The Task Force believes the large scale effort needed will be achieved only if the government provides additional financial incentives. Tax incentives to private employers and financial assistance to nonprofit and public employers should be directed toward offsetting part of the cost of administering ridesharing programs, particularly in their initial stages. Employees can be encouraged by incentives provided by employers that are partially offset by Federal tax and financial assistance. These incentives should not be considered taxable income.

Problems in financing vanpools and buspools on the corporate level are entirely different from those affecting the individual or group seeking to secure a loan from a bank or credit union. There are different alternatives available to corporations, public agencies, individuals, and nonprofit organizations. Several options are available to companies in the financing of vans and buses, including a 10 percent investment tax credit applied to the purchase of vehicles. Public agencies, however, are also major employers, and for them the means of financing are more limited. They as well should receive incentives or at least the recognition that ridesharing expenses are an eligible cost of public employers. Individuals and nonprofit organizations have few options for vehicle financing although some forward-thinking financial institutions have provided 100 percent loans at reasonable interest rates.

An important financing option involves using Federal highway and transit funds to support ridesharing programs. Most recently, the Federal Government has been underwriting most of the costs of public and nonprofit agency ridesharing programs. While Federal-aid highway funds can be used, states have made only limited use of these funds for ridesharing programs. State or regional organizations determine how these Federal-aid funds will be used. Since road programs are often of prime importance, not all states have actually decided to channel Federal-aid highway funds into ridesharing activities. A listing of funds available through the U.S. Department of Transportation is presented in Appendix B

RECOMMENDATIONS

Federal

The President and Congress

1. Provide tax credits to private employers equal to the amount spent by the employer or a maximum per employee (whichever is less) to offset the cost of administering a ridesharing program.

2. Exempt ridesharing incentives provided by employers to employees from taxable employee income. Examples of these incentives include vanpool driver incentives, carpool, vanpool, and buspool financial and parking incentives, and transit ticket discounts.

3. Increase the tax credit to 20 percent for corporations that purchase or lease vehicles for commuter vanpooling and buspooling. Where the vans or buses are leased by the firm or individuals, the tax credit must be passed on to the leasee. There should be no further condition attending the qualification for credit.

4. Establish a tax credit for individuals who purchase or lease vehicles for commuter vanpooling. When the vans are leased, the tax credit must be passed on to the leasee.

5. Authorize Federal-aid Interstate highway funds to be used for ridesharing program support, including administrative costs.

6. Appropriate funds to make grants to public and nonprofit employers to offset the cost of administering an employee ridesharing program in a matter similar to the tax credit available to tax paying employers.

7. Increase the funding for national ridesharing demonstrations and broaden the authority for states and regional areas to use Federal highway funds to include supporting organizations set up or responsible for ridesharing programs that assist groups of small employers and commuters who work at small employment sites. Demonstration funds should not be used for ongoing programs or starting programs in new locations similar to those that already exist or are under demonstration.

State and Local

1. Exempt vans used in ridesharing arrangements from state and local property, income, excise, or sales taxes.

2. Establish preferential registration procedures for vanpools.

Barriers

Generally, public officials and agencies exercise responsibility to remove legislative, administrative, and institutional obstacles to ridesharing, such as adverse regulation.

Lhe Regulatory Problem

he way people choose to travel to work is undergoing great change, and the regulatory environment must also change in order to accommodate more flexible and economical services such as ridesharing. Regulations exist at the Federal level (Interstate Commerce Commission) for interstate trips, at the state level (public service or utility commissions) for interstate trips, and at the municipal level (transit authority) for local trips.

The Surface Transportation Assistance Act of 1978 moved private nonprofit passenger commuter vanpools (up to 15 seats) from the regulatory authority of the ICC, thus removing an important barrier. However, regulatory problems still exist at the state level.

While many state legislatures have enacted laws that effectively remove carpooling and vanpooling from the jurisdiction of state regulatory bodies, other states have made no such provisions. Thus, in some states carpools and vanpools may be technically operating outside the law. A few states permit vanpools if certain minimal conditions are met. Requirements and conditions for vanpools can discourage new pools and reveal (in a legal sense) to insurance companies that a greater level of care may be expected of the driver for a vanpool. The effect of this can be higher insurance costs. The U.S. Department of Transportation developed a model state law to remove legal impediments to ridesharing arrangements in cooperation with the National Committee on Uniform Traffic Laws and Ordinances to serve as a guide for state legislative bodies to modify their motor carrier laws. The model law includes specific wording for states to consider in removing barriers in the areas of motor vehicle codes, worker compensation laws, etc. The Task Force strongly supports such action.

Finally, there are some problems with the operation of vanpools which state officials must address. All states enable their municipalities to operate transit systems, but frequently insist that buses operate no farther than city limits or a prescribed number of miles beyond. Considering the reality of suburban living in the post-World War II era, this condition severely inhibits the formation of new buspools.

Partial relaxation of some of these laws is already apparent, but there exist considerable inertia and misconception among those with the authority to effect widespread change. Therefore, the Task Force recommends the following actions:

RECOMMENDATIONS

Federal

The Secretary of Transportation

Continue to inform governors, mayors, and their legislative bodies of specific laws and applicable codes that inhibit ridesharing. These include motor vehicle statutes, insurance regulations, and worker compensation rulings and practices.

State and Local

Legislative Bodies

Review motor vehicle codes and usage laws and, using the model law, amend those sections that negatively affect ridesharing arrangements.

Regulatory Agencies

Review regulatory policies and practices and modify those that inhibit ridesharing.

The National Conference of State Legislatures

1. Continue to support adoption of appropriate sections of the model law by member states.
2. Monitor the status of state legislation affecting ridesharing and communicate this information to its membership and other interested parties.

Fuel Allocation

Guaranteed availability of fuel during energy emergencies is one "incentive" which may be a prerequisite for an effective ridesharing program. Recognizing this, the Task Force in December 1979 proposed amendments to the Department of Energy Special Rule No. 9 on fuel allocation.

The Task Force believed that the Department of Energy rule restricted to bulk purchases of fuel was inadequate and that the mechanics for obtaining fuel were not spelled out. The Task Force outlined certain changes relative to the priority allocation of fuel for vanpools and its distribution at retail outlets. The availability of fuel for transit was already assured.

Most of the comments were incorporated into the fuel rule which became law on January 31, 1980. The allocation regulations now include legitimate commuter vanpools among those uses that are not subject to an allocation fraction. The rule also gives subject gasoline-powered vehicles an allocation of 100 percent of current requirements instead of the former allocation level that used a base period. In addition, it can accommodate the growth in commuter ridesharing and would be especially important should a fuel crisis occur. Issues remaining to be solved include the availability of fuel for carpools and state implementation of specific programs to ensure availability at retail service stations.

RECOMMENDATIONS

Federal

The Secretary of Energy

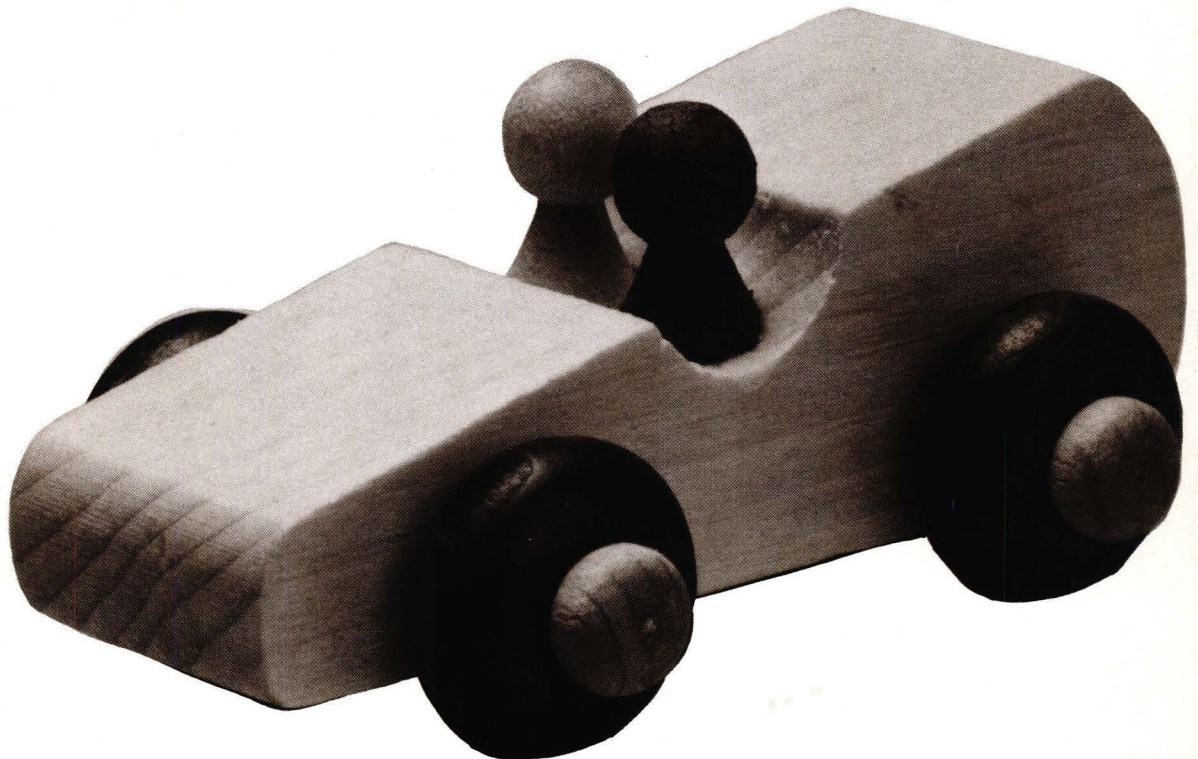
Develop a model state fuel allocation plan for vanpools (and carpools when possible) based on the most practical plans being devised by states, and disseminate this plan widely to governors and state fuel allocation officers to adopt for use in their own state plans.

The Secretaries of Energy and Transportation

Consider incurring direct costs associated with the mechanics of the state plan, which could include manufacture or printing of special license plates or decals for vans and carpools and computer hardware and software if appropriate.

State and Local

State officials should develop or endorse state fuel allocation plans that ensure the availability of fuel to ridesharing vehicles, especially all commuter vanpools at retail service stations.



Insurance

years ago when vanpooling was an experimental mode of transportation, insurance companies were reluctant to underwrite coverage for what they perceived to be a questionable risk. There were many reasons for this hesitancy: the concentration of liability on the vehicle, the uncertainty of its legal status as a mode of transportation, and the lack of actual loss experience. Many firms (especially small ones) and individual operators had great difficulty insuring their fleets. Large employers with fleets experienced little difficulty, as they were able to extend their fleet coverage to cover vans. Often they self-insured for a portion of the risk. It is only recently that the insurance industry has made vanpool coverage more readily available. Two groups who appear to have a problem in obtaining vanpooling insurance are third-party operators and individuals who operate vanpools for profit. In order to determine the extent of the problem, employers with fleets, insurance producers associations, and Task Force members were surveyed. The survey results are listed in Appendix C.

The Task Force has reviewed the problems and recommended actions to help solve these problems. Under Secretary Goldschmidt's signature, the Task Force letter to the chief executive officers of the leading liability insurance carriers in June, 1980, requesting them to develop a company policy of support for ridesharing and asking for a response to the Secretary by September 1, 1980, describing the plan they intended to implement. The insurance members of the Task Force wrote to the insurance casualty trade associations requesting their support and endorsement of the National Ridesharing Program and their support of the insurance industry.

RECOMMENDATIONS

The Insurance Industry Through the Companies or Trade Associations

1. Explore the development of a trade association safety group policy which would provide needed coverage.
2. Analyze survey information about ridesharing insurance problems to determine, by states, where particular problems exist and what actions are needed to correct them.
3. Establish a system whereby any company or individual implementing a ridesharing plan can easily acquire information about and assistance in obtaining ridesharing insurance coverage.
4. Conduct training programs for field underwriters to fully familiarize them with carpool and vanpool policies and rates.
5. Designate in each company underwriting staff a specialist in ridesharing insurance with the technical knowledge and expertise necessary to write appropriate coverages for vanpooling and carpooling, answer field and home office inquiries, and explore new incentives and plans for these types of risks.

6. Investigate workers compensation and no-fault problems in the area of ridesharing and recommend solutions to state insurance commissioners, legislatures, and trade associations.

7. Encourage premium discount rates for carpooling.

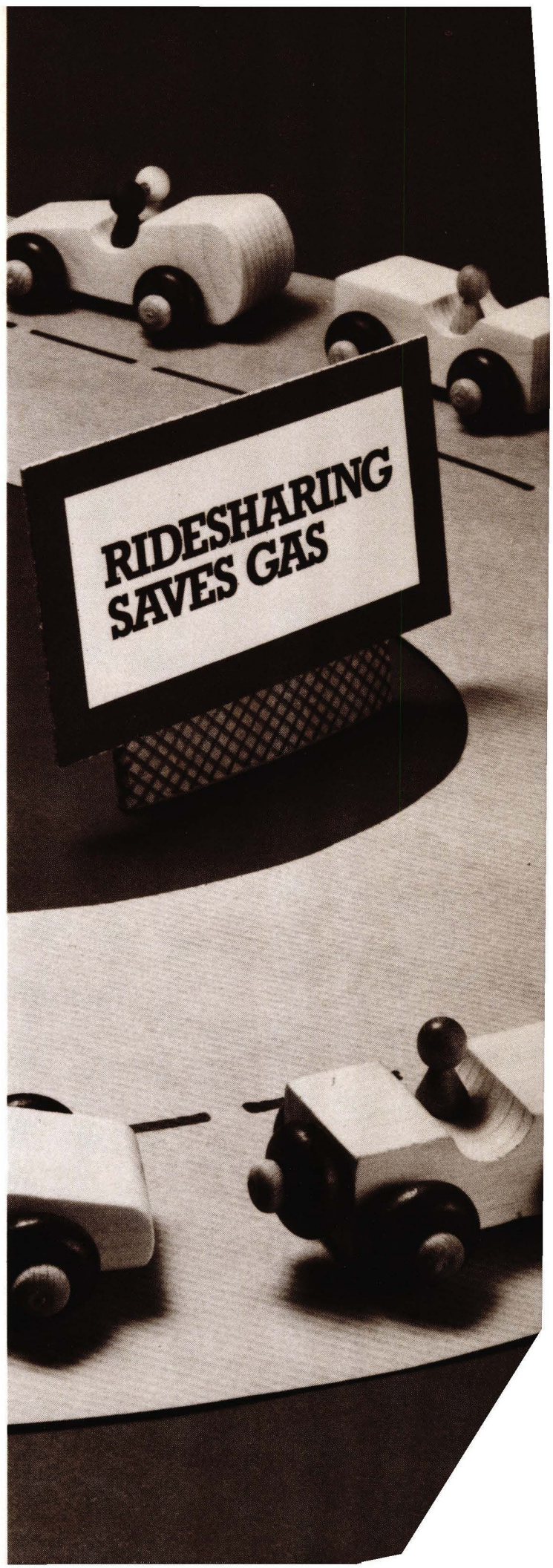
State Insurance Commissioners

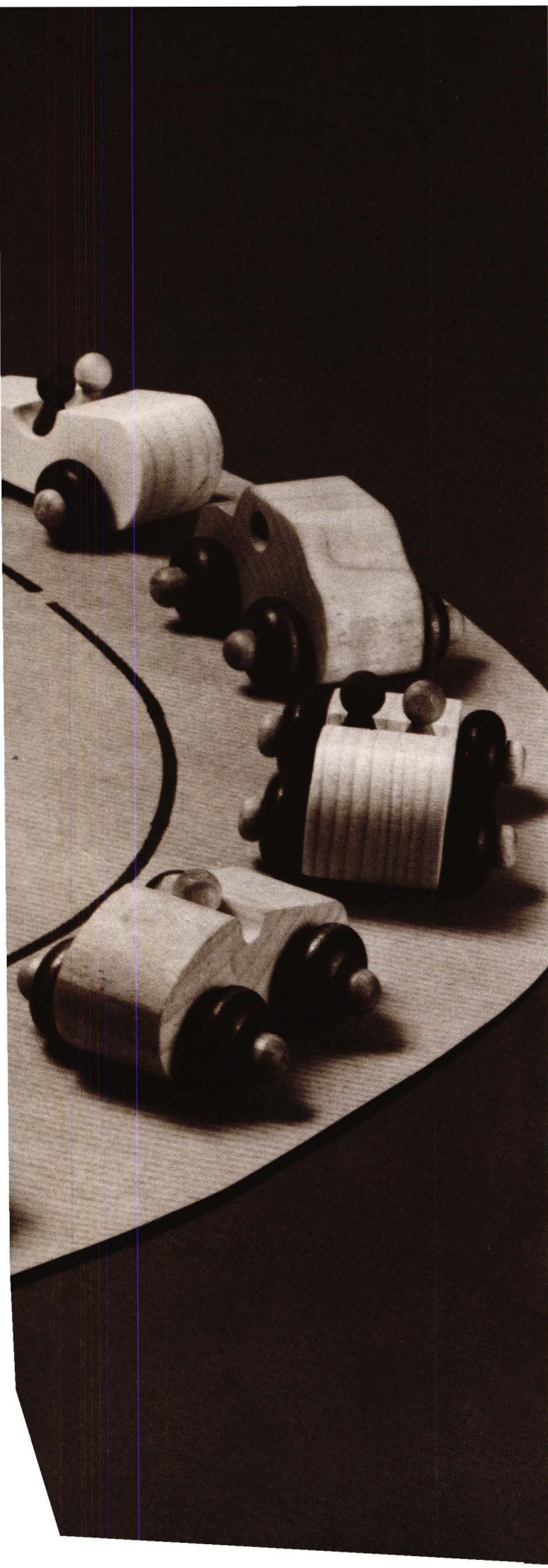
Work with the insurance industry and state legislatures to resolve issues of legal liability relating to ridesharing arrangements. Public utility commission regulations, automobile financial responsibility laws, and other areas should be reviewed for their effect on insurance loss exposure and insurance availability.

MARKETING AND PROMOTION

Ridesharing has been steadily growing over the past several years. This has been due largely to a growing awareness of the benefits of ridesharing, to gasoline shortages and rising fuel costs, and because of the effectiveness of initiatives in the private and public sectors to encourage ridesharing. The growth of ridesharing, however, has not kept up with the growth of automobile use in the United States, and there now exists an urgent need to stimulate greater activity in ridesharing.

Therefore, a new thrust and direction is needed in marketing and promoting ridesharing throughout the nation. The National Task Force on Ridesharing views marketing as a major factor in achieving the goals and objectives of a national ridesharing movement.





Marketing Program Goals and Strategies

The overall goal of a national ridesharing marketing program should be to increase the level of ridesharing to forty percent of all work trips within the next five years.

The success of any ridesharing program heavily depends on the level of commitment by employers, whose rapport and communications with their work force is unparalleled. They also control many of the factors such as working hours, overtime, employee parking and requirements for a car for business purposes that often limit the ability of employees to rideshare to work.

Therefore, the primary marketing goal should be to obtain the support and commitment of employers for a ridesharing program for their employees. Unions can also work to achieve conservation by encouraging their membership to participate in established programs and by taking the leadership to establish and operate programs where there is a need.

The individual employer focus of the overall national marketing program is appropriate for larger employers who have the resources and scale sufficient to organize, administer, and even deliver a set of ridesharing services when they have the commitment to do this. However, smaller employers, who may account for 75 percent of the total work force, often lack both the resources and scale to operate an effective ridesharing program for their employees. This difference in scale, resource, and capability suggests two basic approaches to be used in achieving marketing goals: (1) provide larger employers with information and encouragement to establish ridesharing programs, and (2) develop a mechanism which brings together employees of smaller companies. (This latter step is needed before comparable types of promotion and information directed to larger employers will produce comparable results.)

Another goal of a national marketing program should be to increase awareness of ridesharing and its advantages and benefits to the *general public* and also to targeted *audiences*. This increased awareness can contribute to improved receptivity for specific marketing activities. It also may contribute to positive change in attitude about ridesharing by persons who drive alone.

Framework of a **Ridesharing Marketing Program**

The national marketing program is built on an understanding of the goals and objectives of the ridesharing effort: what products-services are to be offered, the available resources, the possible providers of these services, and their capability and roles.

A marketing strategy, which is the first part of a marketing plan, needs to address the target markets and how they can be effectively encouraged to participate. The actual marketing tactics consist of the sequence of steps, resources, and techniques employed over a period of time to achieve the objectives.

The marketing framework recommended by the Task Force anticipates significant roles and responsibilities for private employers, the Federal, state, regional, and local units of government.

From a marketing perspective, after the Task Force recommendations in this report are adopted, there will be considerable additional ridesharing. These recommendations provide a much improved environment for a ridesharing program. Some of them, such as tax credits for employers to offset the cost of administering a ridesharing program, may more directly and immediately affect a marketing program. Others, such as changes in local zoning policies or development of preferential lanes, may take a considerable amount of time or be less initially obvious in their impact.

The adoption of the Task Force's incentive recommendations which directly effect marketing, will add significantly to the number of Americans using the ridesharing alternative. Larger employers will be stimulated to initiate programs and employees will be encouraged to participate. Without these incentives, short of a national emergency, the results of the proposed marketing program will not only be diminished but also will occur more slowly.

Before and as these incentives occur, however, there is need for a major national marketing and promotional program directed at large employers who are the keystones in any attempt to reach not only their own employees, but also those of smaller employers.

RECOMMENDATIONS **Federal The Secretary of Transportation**

1. Commit additional resources to accelerate and expand the existing DOT marketing program to reach and encourage all large employers to establish and expand ridesharing programs. In doing this, the DOT should use existing employer-sponsored programs while assisting other employers in starting their program.
2. Redirect the DOT public information efforts from radio toward television, and expand the ridesharing campaign of the Department to reach targeted audiences (see appendix) and the general public. The marketing methods used to reach the target market should include: (1) Articles in trade and professional publications and journals; (2) Efforts to solicit cooperation from private firms to include ridesharing theme in their institutional and product advertising; (3) Directing paid and public service radio advertising to the general public at peak drive times; (4) Directin

...e of these messages to
...ourage employers to
...vide ridesharing pro-
...grams for their employees.

...Establish continuous li-
...n between the public
...formation offices of DOT
...DOE on their rideshar-
...information efforts;
...increase communica-
...about these with all
...state, federal, local agen-
...and firms with active
...programs.

...Increase the ridesharing
...technical and training as-
...sistance efforts and assign
...responsibilities within the
...department to:

...Develop and maintain
...inventory of employers
...with active programs
...through a national referral
...work.

...Perform research and
...evaluation of various ride-
...ing techniques and al-
...ternative management ap-
...proaches to help advance
...state of the art of ride-
...ing.

...Provide technical
...assistance by disseminat-
...ing information on model
...programs, innovative tech-
...niques, significant ad-
...vances in program opera-
...tion; and national/state
...local ridesharing poli-
...cies and legislation. This
...work should primarily

...be done by
...conducting ques-
...tionnaire and
...focus group
...surveys and
...providing infor-
...mation through
...referral
...work.

State and Local Ridesharing Task Forces and Coordinators

Assess and make recom-
mendations on alternative
organizational arrange-
ments and techniques to
effectively obtain participa-
tion in ridesharing by em-
ployees of smaller employ-
ers and at multi-employer
locations throughout the
state.

Some of the possible op-
tions that should be con-
sidered include:

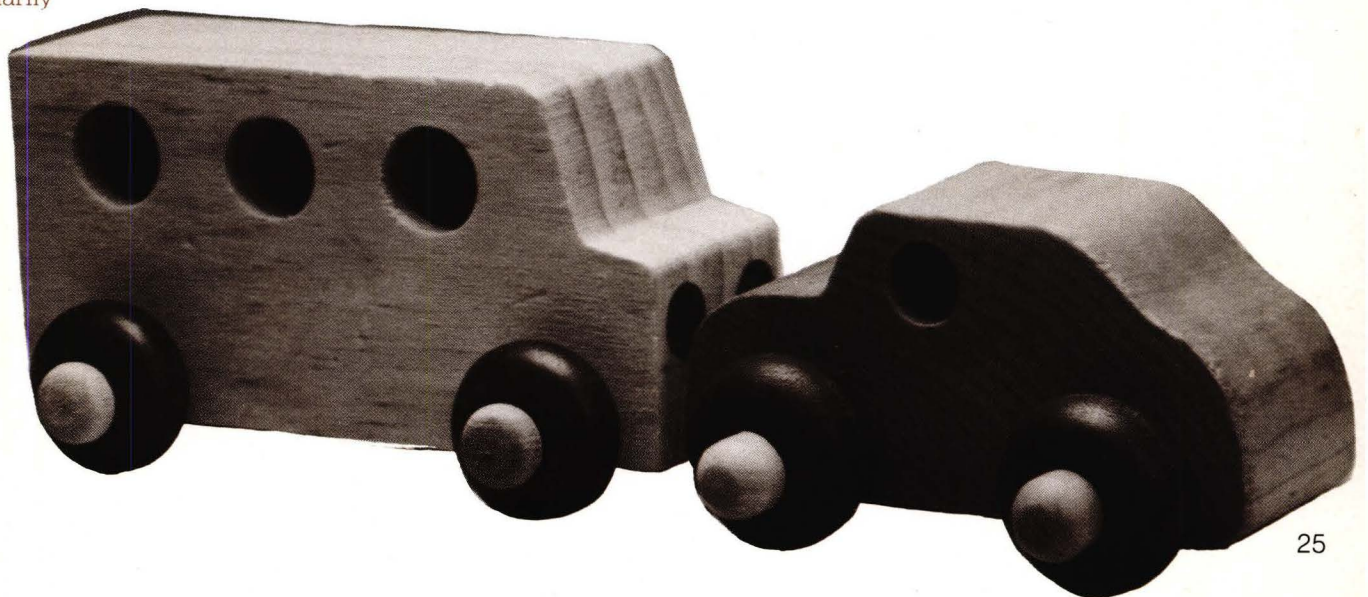
1. Providing smaller em-
ployers with a voucher to
purchase ridesharing ser-
vices jointly with other
nearby employers.
2. Creating non-profit cor-
porations made up of em-
ployers with ridesharing
experience to implement
services.
3. Encouraging state, re-
gional or local public agen-
cies either themselves or
by contract with vendors to
provide services.

Governors

Establish and test these
alternatives.

Private Employers

1. Incorporate ridesharing
themes into their institu-
tional and product adver-
tising, public information
and public relations cam-
paigns.
2. Provide leadership and
explore ways to advance
ridesharing throughout
their community and ways
they can directly help
others, especially smaller
employers to establish
or expand ridesharing
programs.



CAPITAL FACILITIES TO ENCOURAGE RIDESHARING

Marketing programs, incentives and the elimination of obstacles, all contribute to an expanded awareness of and involvement in commuter ridesharing. Additionally, appropriate design and development of transportation facilities that give priority to ridesharing vehicles can provide strong incentives and encourage ridesharing. High occupancy vehicle treatments such as preferential lanes, freeway ramp metering and bypasses, preferential parking facilities and parking management strategies provide specific benefits to ridesharing by expediting movement and rewarding those who rideshare.

In the early 1970's, a policy and planning framework evolved called Transportation Systems Management. The TSM framework includes a comprehensive range of strategies designed to maximize the efficiency and effective use of existing transportation facilities. Simply, getting the most out of what we have. Traffic signal controls, park and ride lots, priority and low cost parking for ridesharing vehicles, "streets for people" and bicycle paths are now being implemented throughout the country.

Parking regulations, parking management programs and zoning regulations, usually the responsibility of city planning commissions, are additional areas of public sector interest that can positively effect ridesharing. Making more efficient use of land or building space is critical where land and financial resources are limited. Ridesharing offers a new set of tools to decision-makers concerned with these issues in both the public and private sectors. Appropriately developed, parking and zoning regulations can, therefore, encourage high occupancy vehicle use while also contributing to better land and resource management within a community.

Public sector commitment and leadership is critical to the development and operation of capital facilities to support ridesharing. Federal, state and local public agencies bear the principal responsibility for planning and programming these improvements. Priority given to high occupancy vehicles can help to demonstrate a tangible commitment to ridesharing which reinforces and serves as a catalyst to individual decisions to use ridesharing alternatives and to the interest of employers to facilitate employee ridesharing programs. Preferential treatments now implemented provide a strong demonstration of the effectiveness of this public investment.

RECOMMENDATIONS

Federal

The President and Congress

1. Provide a secure funding resource for a major program for high occupancy vehicle treatments such as preferential car-pool/vanpool and bus lanes, ramps, fringe parking facilities, and other highway-related strategies that encourage ridesharing.

2. Permit Federal-aid highway funds to be used to cover the operational costs of high occupancy vehicle treatments including enforcement.

State

State Transportation Agencies

Provide technical assistance and encouragement to local areas for high occupancy vehicle treatments as described above and parking management programs.

Toll Authorities

Implement differential pricing programs to favor ridesharing vehicles on commuter utilized toll roads, bridges, and tunnels.

Regional and Local

Public Officials

1. Give Federal-aid funding priority to implement high-occupancy vehicle strategies in urban areas over 200,000 population.

2. Implement differential pricing programs to favor ridesharing vehicles on bridges, tunnels, and at publicly-owned parking facilities.

3. Develop and implement parking management policies and programs for both on-street and off-street public or private facilities including providing preferential spaces and/or rates and amending zoning ordinances and building codes to encourage ridesharing.

Private

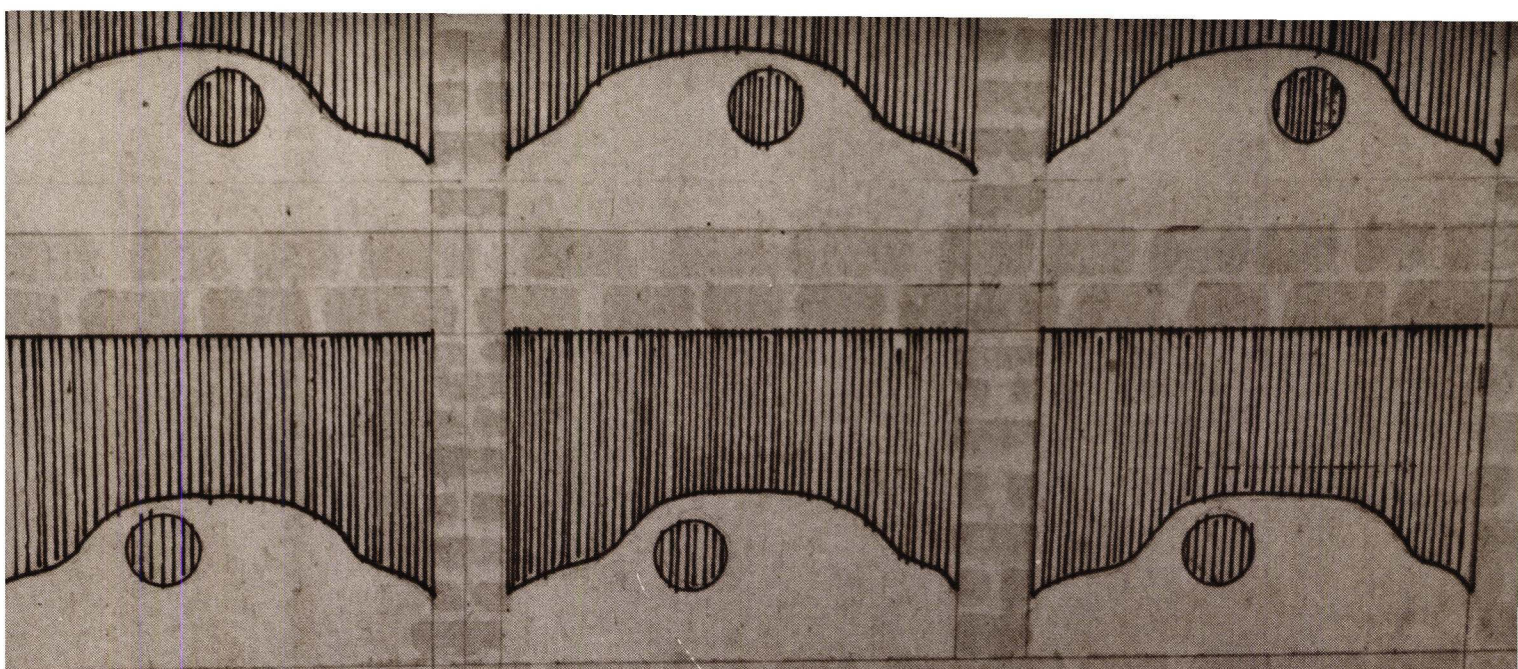
Employers, Developer Building and Parking Managers

1. Provide facilities that encourage ridesharing, such as preferential parking areas and transit/car-pool/vanpool information centers for employees and the general public.

2. Incorporate facilities which encourage ridesharing when making, planning, or relocating physical facilities.

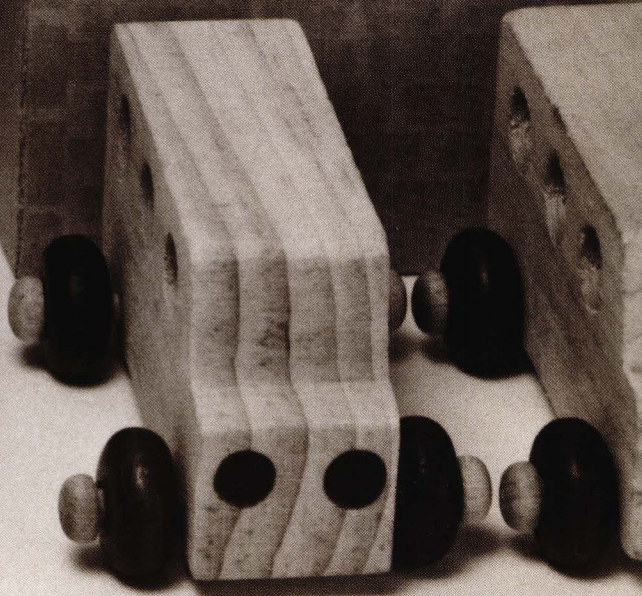
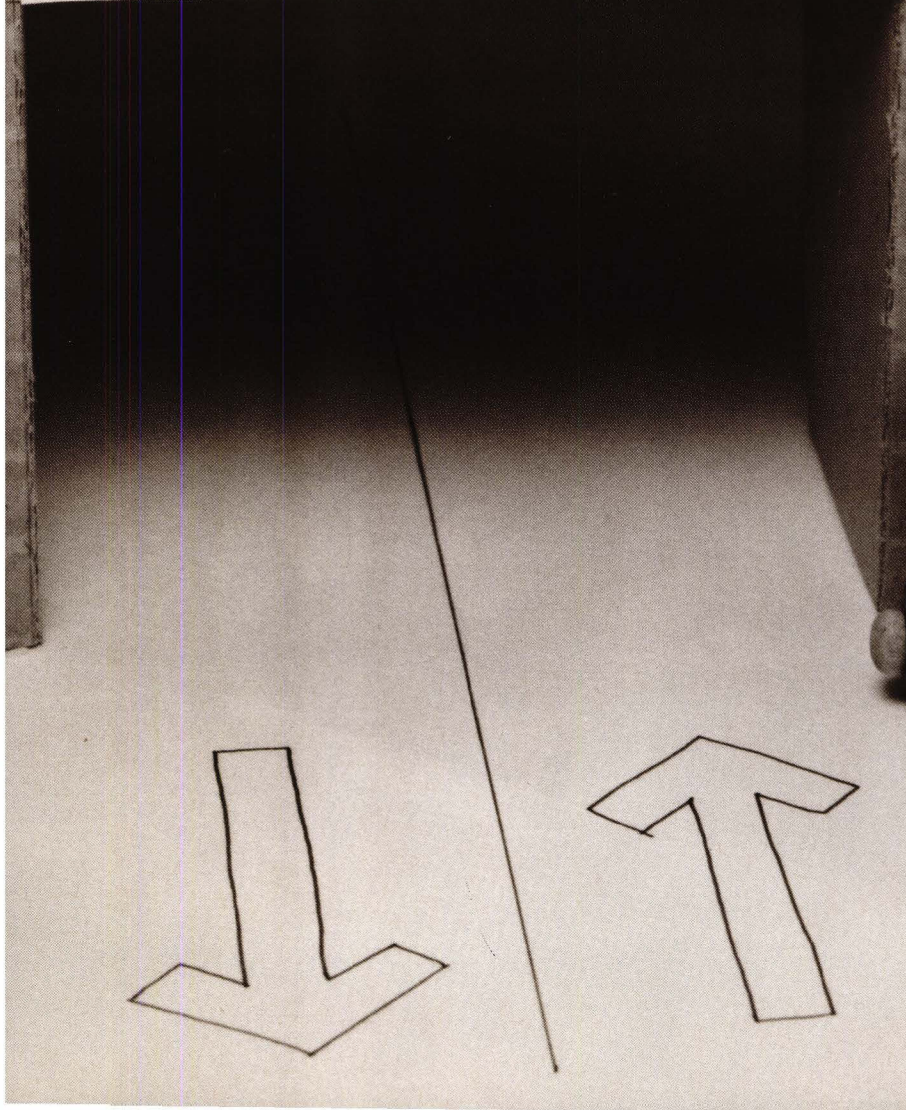
3. Provide preferential parking spaces and/or rates for ridesharing vehicles at commercial parking lots and garages.

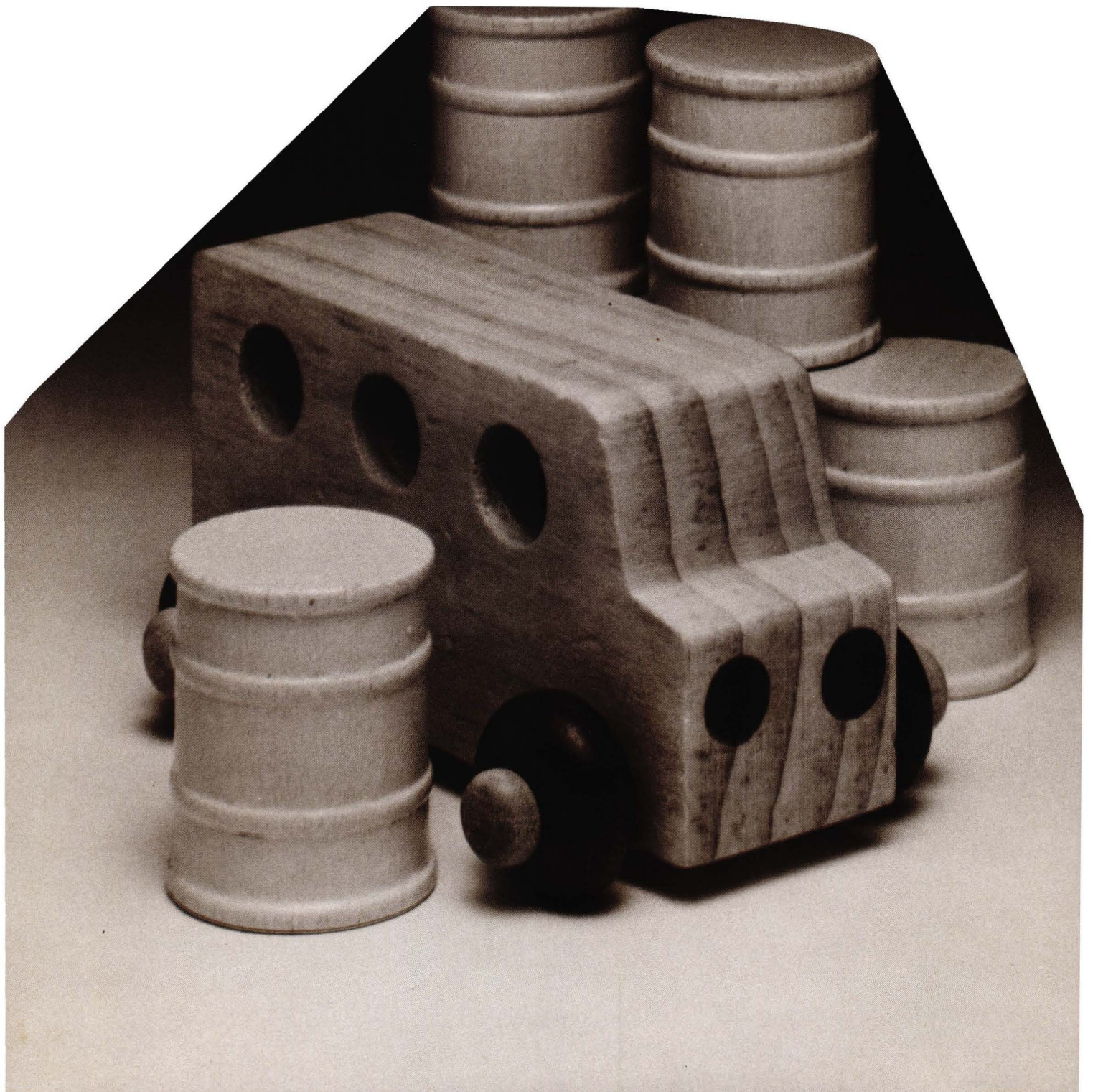
4. Design parking structures to accommodate passenger vans.



CAR PARK

**VAN POOL
PARKING**





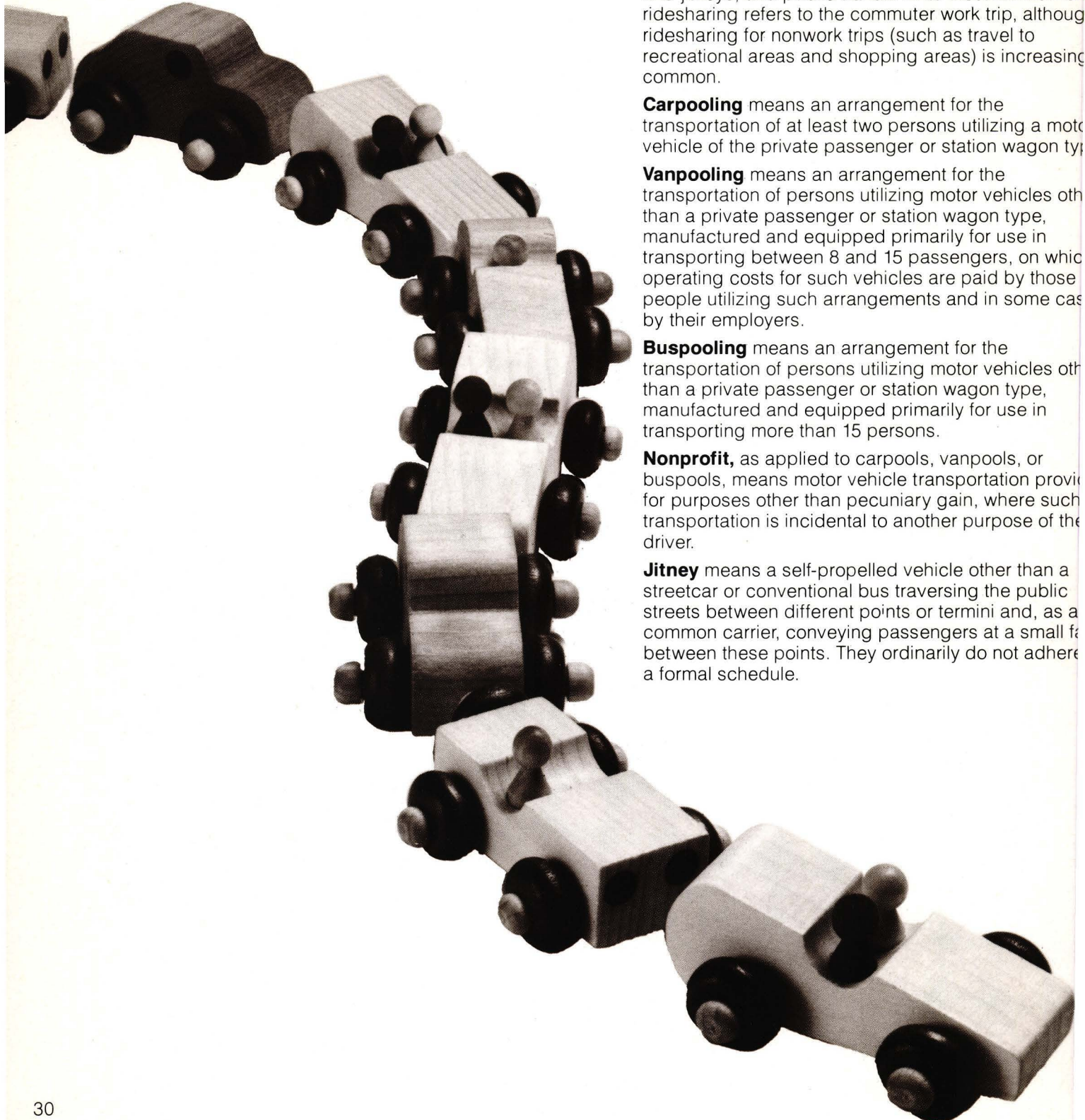


CONCLUSION

During this year, the Task Force established a framework of strategies which will greatly expand ridesharing in this country. Recommendations to various organizations at the Federal, state, and local level and to the private sector are now documented.

The implementation of these measures requires renewed commitment and dedication of resources and, for some programs, the cost will be substantial. But the consensus of the Task Force is that the benefits of these programs will far outweigh the costs involved.

The charge of the Task Force to identify means to increase ridesharing and formulate recommendations has been completed. Now it is up to the Congress, administration, state and local organizations, and business and industry leaders to follow through to implement programs and provide incentives to do their part to meet the goal of increasing the number of Americans who rideshare to 40 percent by 1985.



Appendix A

Definitions

Established by the National Task Force on Ridesharing

Ridesharing means two or more persons traveling by any mode of transportation, including but not limited to carpooling, vanpooling, buspooling, shared-ride taxis and jitneys, and public transit. In its most familiar form, ridesharing refers to the commuter work trip, although ridesharing for nonwork trips (such as travel to recreational areas and shopping areas) is increasing in common.

Carpooling means an arrangement for the transportation of at least two persons utilizing a motor vehicle of the private passenger or station wagon type.

Vanpooling means an arrangement for the transportation of persons utilizing motor vehicles other than a private passenger or station wagon type, manufactured and equipped primarily for use in transporting between 8 and 15 passengers, on which operating costs for such vehicles are paid by those people utilizing such arrangements and in some cases by their employers.

Buspooling means an arrangement for the transportation of persons utilizing motor vehicles other than a private passenger or station wagon type, manufactured and equipped primarily for use in transporting more than 15 persons.

Nonprofit, as applied to carpools, vanpools, or buspools, means motor vehicle transportation provided for purposes other than pecuniary gain, where such transportation is incidental to another purpose of the driver.

Jitney means a self-propelled vehicle other than a streetcar or conventional bus traversing the public streets between different points or termini and, as a common carrier, conveying passengers at a small fare between these points. They ordinarily do not adhere to a formal schedule.

Appendix B

Federal Funding Sources for Ridesharing

Federal-aid Primary, Secondary, and Urban Systems funds.

Highway Planning Funds (PL and HPR) can be used to support certain ridesharing functions such as staff and computer matching.

JMTA Section 5 funds may be employed for ridesharing.

FHWA and UMTA sponsor ridesharing projects as part of the National Ridesharing Demonstration program.

In addition, there are Department of Energy funds available through the states which may be used for ridesharing promotion including office staffing, and training activities may be funded through Environmental Protection Agency Section 175 grants.

Appendix C

Results of Insurance Survey

- There is a lack of consistency among the casualty insurance carriers regarding the availability of vanpooling coverage.
- Some field underwriters perceive that there is a lack of interest or an outright reluctance on the part of home office underwriters to write this coverage.
- There is a lack of knowledge about vanpooling coverages, and people are not sure where to get their questions answered.
- There is confusion about the definition of ridesharing and what it really covers.

Appendix D

Target Markets

To achieve the goals of the national marketing program the following target markets should be addressed:

1. Private Employers

Objectives: Motivate employers to initiate strong company-sponsored employee ridesharing programs and to encourage them to provide discounted transit passes for employees who utilize public transit.

2. Public Employers

Objectives: Establish model ridesharing activities and implement ongoing programs for all public sector employer groups.

3. State Governors

Objectives: To involve all state governors in formalized ridesharing efforts and to encourage the establishment of State Ridesharing Task Force and/or Program Coordinators to advance and promote ridesharing programs.

4. Trade Associations and Public Interest Groups

Objectives: Key national and regional employer/trade/professional/energy associations and public interest groups should be identified as instrumental in promoting and organizing ridesharing efforts and in expanding the informational process through publicity to their members and in journals and publications.

5. General Public

Objective: Increase awareness about the advantages and benefits of ridesharing—the need for it, and how to obtain assistance in participating.

6. Labor Unions

Objective: Familiarize officials of national labor union with ridesharing programs and solicit their support for these programs and their assistance in eliminating public and private obstacles.

7. Area Transit Authorities

Objective: Increase communication with local transit authorities and their national associations to elicit the support for ridesharing.

8. Ridesharing Services Organizations

Objective: Increase information exchange between public and private organizations, including employees who operate ridesharing programs, and provide them with assistance and training.

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Ridesharings.

Ridesharings



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