

TDM *Review*



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“The challenge now is to test these new services in different markets, learn what works, learn which groups of stakeholders are in a position to effect change, and continuously innovate.”

- Excerpt from *Innovations in Ridesharing Offerings*, p. 21

President's Winter Message



Brian Shaw
President
Association
for Commuter
Transportation

The economic downturn that has gripped our nation since 2008 continues to have ripple effects upon the TDM industry and to each of us personally. Budgets have been slashed, programs and positions cut or eliminated, funding becoming harder to obtain. Transit systems are grappling with having to raise fares and cut service.

I found myself between jobs as my position at the University of Chicago was eliminated in October. Fortunately, I have found a great deal of support, guidance and direction from the ACT community. One of the strengths of ACT certainly lies in the willingness of its members to help one another when times are tough.

As I have found a new position, I have renewed optimism for ACT and my new position will allow me to continue my commitment to ACT and to spreading the gospel of TDM. I am now working for Sam Schwartz Engineering, heading up their TDM efforts across the country. I can now be reached by email at bshaw@samschwartz.com or out of our Chi-

cago office at (773) 305-0800.

In the interest of full disclosure and transparency, I want to inform you of how I have maintained my membership in ACT and perform my duties as President. First, as my ACT membership had been an organizational membership from my previous employer, I had to establish a new individual membership. In the interest of continuity, VPSI graciously offered to temporarily pay for my membership while I am between jobs. Now that I have a new position, VPSI has been reimbursed by my new firm for my membership.

ACT continues to see a great deal of support for our legislative agenda in Washington. Hopefully, you have been keeping up with the work our government advocate, Jason Pavluchuk. Jason is now providing periodic video blogs (vlogs) that we are emailing out to ACT members. The vlog along with Jason's written reports will keep you up to date and in the loop on our legislative efforts. I want to thank Jon Martz for serving as Public Policy chair and leading this important activity.

Jason will be branching out on his own starting in 2010. The ACT board, pleased with his work and accomplishments, has agreed to continue having Jason work on behalf of ACT under his new arrangement, Pavluchuk & Associates.

Thanks to the great work and competence

exhibited by our management firm, CTAA, and the leadership of our Treasurer John Ciafone, the ACT board passed our 2010 budget. Included in the budget are our increasingly successful Legislative Conference and bi-annual Vanpool Summit that will take place this April in Washington, DC. The 2010 International Conference will feature a half-day TMA Summit. I want to thank our California Chapters, Northern California, Southern California and Sacramento Valley for their willingness and positive attitude toward helping to plan our next conference in Palm Springs, CA.

The Leadership Academy will be training its third class throughout 2010. A record 14 applications were received for the 2010 class. Past graduates of the Leadership Academy have already begun to take leadership positions within ACT and the chapters. I like to think of LA as our own farm system, helping to cultivate the future and present leaders of our organization. I need to thank the chapter who graciously provided scholarships for the Leadership Academy.

Our partnership with CTAA has and I know will continue to pay dividends for both ACT and CTAA. CTAA is allowing ACT members to participate in their webinar series at no cost. CTAA has also agreed to improve our on-line communications tools so be looking for changes to our website and our ability to communicate with you.

I need to thank our previous TDM Review editor, Kevin Luten, for his great service and dedication to ensuring a high quality publication for the TDM community. Kevin served as editor from Australia, but thanks to his enthusiasm and the internet, his living in “the land down under” was hardly a concern. Kay Carson is our new *TDM Review* editor and she has already shown the competence and dedication necessary for this important role.

Our 2009 conference in the nation’s capital was a great success thanks to conference chairs Cynthia Fondriest and Peggy Schwartz and the Chesapeake Chapter. The Telework event

following the conference was also well received thanks to the effort of Telework Council Chair and ACT Secretary Elham Shirazi. The commitment and capability exhibited by these ACT members volunteering their time is the foundation of our association and is what makes ACT unique and vital.

This edition of *TDM Review* is focused on ridesharing. We are happy to share with you some great research on the nature of ridesharing and we hope you find it helpful in developing carpools and vanpools where you ply your trade. We are also pleased to present an article on Atlanta’s award winning Clean Air Cam-

paign. CAC has done some very innovative and cutting edge marketing and promotional activities using the evolving social networking arena that should give you some ideas to try.

I will conclude with an open invitation to our members to reach out to me or any of the ACT leadership team. We are here to help you grow and prosper as TDM professionals.

Editor's Note



Kay Carson
Project Director,
MassRIDES/URS
Corporation

Sharing trips to get where we want to go, when we want to be there – this is what we strive for in our world of Travel Demand Management (TDM). Matching my trip with yours -- that is the challenge. When I entered the realm of TDM, computerized ridematching was moving from main frame processing (remember those room-sized computers?) to the personal computer. Today, we're looking at hosted solutions, open platforms, and common data specifications. And let's not forget the human touch of encouragement and reward that is required for behavior change to occur.

Early in 2009, just after I accepted the opportunity to serve as Editor of *TDM Review*, I had the opportunity to attend a Real-Time Rides Workshop at the Massachusetts Institute of Technology, which provided a review, through presentations and discussions, of the emerging trends and ongoing challenges in

encouraging ridesharing. Immediately, I saw the potential for sharing this information and creative thinking with the ACT membership through a themed edition of *TDM Review*. I am pleased to present it to you in this Winter 2010 issue.

Andrew Amey, a Graduate Research Assistant in the Departments of Civil and Environmental Engineering, and Urban Studies and Planning at MIT, was one of the principal organizers of the Real-Time Rides Workshop and he is the Guest Editor and Primary Author for this issue. Under the guidance of John Attanucci, an Engineering Professor and his faculty advisor, Andrew has put together a series of articles and commentary that provides our TDM community with the latest thinking and findings in our quest to get where we want to go – together.

In each issue of *TDM Review*, we plan to feature ACT award-winning programs and professionals, sharing expertise and success. We open the series in this issue with the 2009 ACT Leadership Award Winner – The Clean

Air Campaign in Atlanta, GA. This program was recognized for its program growth, increased visibility and regional and statewide collaboration.

TDM Review is the professional journal of the Association for Commuter Transportation; it is managed by the Editor and an Editorial Board, all ACT members. We welcome your contribution of articles and your suggestions for topics and authors. The following documents provide guidance on manuscript submission and preparation:

- [Manuscript Submission Guidelines](#)
- [Manuscript Framework](#)
- [Theme Issue Framework](#)
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Ridesharing Resurrection



Andrew Amey

Tight budgets and innovative solutions are driving the current trend of higher rideshare participation, but bumps in the road remain.

In the 2005 Census, carpooling, often referred to as ridesharing, as a method of commuting to work increased in percentage terms for the first time since 1970 when such data was first collected. In 1970 over 20% of trips were shared rides. By 2004 ridesharing was down to 10.1% of trips. In 2005 ridesharing saw a modest increase to 10.7% and has held a more or less constant share through 2008. Statistics and basic intuition suggest the trend is largely driven by the increase in fuel prices through the mid- to late-2000's and the associated pressure that has placed on household budgets. However, the relatively recent introduction of innovative rideshare solutions could also explain some of the increased interest. Regardless of the underlying motivation for this recent change, the sustained increase over a four-year period has generated a renewed interest in ridesharing. Diverse groups such as state and local DOT's, entrepreneurs and academics have once again begun to ex-

plore whether ridesharing can become a more prominent travel choice for Americans.

The benefits from ridesharing are broad. A successful rideshare scheme could reduce fuel consumption and emissions, reduce congestion experienced during peak travel periods, reduce parking costs for travelers and employers, provide a reliable alternate mode for travelers and possibly even delay or eliminate the need for future infrastructure investments. For commuters, major benefits include travel time savings, cost savings (namely fuel and parking) and increased mode choice. For employers, reductions in costs incurred to provide parking and improvements in worker productivity brought about by less stressful commutes are some of the primary benefits. For the government, energy security improvements achieved through reductions in fuel consumption, and potential reductions in spending on transportation infrastructure are appealing benefits as well as ridesharing's ability to reduce CO2 emissions and provide travelers with increased travel options. With such a wide list of benefits to so many different stakeholders, the question that begs answering is why ridesharing is not substantially more popular than current participation suggests?

The obvious response is that the costs of rideshare formation and participation outweigh the benefits. At a high level, this may be difficult to understand given the multitude of benefits

described above, but when one considers the individual traveler's point of view this becomes much more believable. The current use of the roadway system in the US can be characterized as a "tragedy of the commons" with individual drivers making rational decisions in their own self-interest while imposing a multitude of costs on others. The costs include those incurred by other drivers (congestion) and environmental costs (air pollution, emissions). In the simplest terms, rideshare benefits are potentially substantial but the portion of those benefits that can be captured by any single driver or passenger in a rideshare arrangement is currently too small to encourage widespread mode shifts.

One of the fundamental challenges rideshare providers face is the question of if incentives are needed, and how substantial they must be to encourage shared travel. Beyond incentives, other obstacles exist. Attitudinal challenges are particularly difficult including the concern of sharing one's vehicle with an unrelated passenger, and passenger perceptions of the reliability of ridesharing. Technical challenges exist including how, or whether, to aggregate databases of riders and whether a common data specification can be created and used by multiple service providers.

The development of innovative solutions to address ridesharing's challenges has proceeded rapidly in recent years. Connecting match lists to social networks through applications such

as Facebook and Twitter has been undertaken by many providers to increase the probability of sharing rides with people you already know. The release of increasingly sophisticated mobile devices with features such as constant data connections, location-awareness (GPS) and consumer friendly user interfaces has allowed developers to create applications that can locate appropriate ride matches and pair partners up automatically. Providers have also been experimenting with different types of incentives to encourage greater participation, ranging from certificates and discounts at popular retailers to direct cash incentives. While all of these innovations theoretically reduce the barriers to sharing rides, evidence of their benefit has been difficult to measure objectively.

In an effort to discuss some of the ongoing challenges and innovations that exist in the rideshare market and to provide a forum to share ideas and perspectives, the Massachusetts Institute of Technology hosted the Real-Time Rides Workshop in April 2009 in Cambridge, MA. The series of articles that follow are based heavily on the challenges and opportunities that were discussed.

While the workshop may not have provided any “breakthrough” solutions to ridesharing’s challenges, it did reveal a number of important insights. Perhaps more importantly, the workshop allowed ridesharing stakeholders to interact with one another and set the stage for a longer-term dialogue on rideshare op-

portunities and challenges. We hope that readers interested in the topic will participate in the next workshop on ridesharing scheduled to take place during the 2010 Transportation Research Board Annual Meeting in Washington, DC. Titled “Reinventing Carpooling to Meet Transportation’s Greatest Challenges”, the workshop is scheduled for Sunday, January 10th, 2010.

Andrew Amey is a Graduate Research Assistant in the Departments of Civil and Environmental Engineering, and Urban Studies and Planning at the Massachusetts Institute of Technology.

The 2009 MIT/CMU Real-Time Rides Workshop

Andrew Amey

This presentation-based workshop covered emerging trends and ongoing challenges in encouraging ridesharing.

In April 2009, the Massachusetts Institute of Technology in collaboration with Carnegie Mellon University hosted a two day workshop covering emerging trends, ongoing challenges and potential future directions for ridesharing. The goals of the workshop included encouraging greater collaboration and information sharing among stakeholders, discussing roles for the academic community in facilitating greater rideshare participation, and establishing a long-term dialogue among stakeholders to discuss new innovations and ongoing challenges.

The workshop was structured around eight topic-based sessions, each one with several presentations followed by moderated discussions. A total of 42 participants from five countries attended the workshop. They represented various stakeholder groups with roles to play in the future of ridesharing including service providers, technology firms, government, and academia.

The main themes from the workshop were broad and touched on a number of different challenges and opportunities. Important insights from the workshop included the following:

a) Ridesharing's Success is based Largely on Traveler Behavior and Preferences:

While technology and matching algorithms were necessary to provide a high quality service, they alone were not believed to be sufficient to encourage widespread participation. Workshop participants, particularly those service providers that had been operating for some time, were clear that human preferences and traveler responses to incentives were the main drivers of rideshare participation from their perspective. The articles titled “A Game of Incentives” and “Meaning of the Car: Public Identity vs. Private Space” later in this issue will discuss this theme in greater depth.

b) Rideshare Data Quality is often Lacking, or Not Available:

The three major federal sources for rideshare data nationwide (the decennial Census, the American Community Survey and the National Household Travel Survey) all ask participants to identify their “usual” mode of transportation over the past week, with “usual” being the mode that was used to cover the longest distance. In theory, this means that commuters that rideshare (or use any other mode) for two days of the week or less, and rely on a primary mode for the remaining three-plus days would never



Photo Credit: Paul Minett

be identified as participating in ridesharing. Similarly, those that rideshare everyday, but rely on some other mode for the longest portion of their journey would not be identified.

Recent research at MIT into the commuting patterns of employees and students supports this idea of multi-modal travel behavior. Using data collected in 2008, approximately 5.9% of the MIT community relies exclusively on ridesharing for their commute to the Institute (sole mode of travel, 5 days a week) however, on any given day during the week 8.3% of commuters shared rides. Both of these statistics use a data collection method similar to the federal sources; they only identify a commuter's primary mode of travel. If one considers all those commuters that used ridesharing for any portion of their commute at any point throughout the week,

12.6% of the Institute shares rides.

Further, current datasets generally only provide information on those individuals that are currently ridesharing. Little data appears to be available on the number of individuals that could potentially rideshare based on their trip characteristics but are choosing not to. With some exceptions, information on behavioral topics such as traveler responses to rideshare incentives, or responses to changes in the price of fuel or disposable income is minimal.

Even when behavior-specific information exists, it has frequently been collected by rideshare providers who may be reluctant or unable to share it in great detail because of privacy limitations or because it constitutes their competitive advantage.

c) Appropriate Roles for the Private and Public Sectors are Not Well Understood:

There was disagreement among the participants as to what an ideal relationship between the public and private sectors would look like. Currently, private providers often compete with publicly funded rideshare services in the same geographic markets, leading to multiple ride matching systems and databases, each with a relatively small number of participants. Within the public sector, further questions were posed about the roles of different levels of government. Most publicly funded rideshare services in the US are administered at the State or local level. While the federal government allows states to spend Congestion Mitigation and Air Quality (CMAQ) Improvement funds on ride match-

ing systems, there was a general belief that they should be taking a more prominent role in promoting ridesharing through improved data gathering and through the funding of innovative ridesharing demonstration projects across the country.

d) Development of a Common Data Specification for Ride Matching would be Valuable:

As referenced in the previous theme, it is not uncommon to have multiple providers, each with their own proprietary database of rideshare participants, operating in the same geographic market. The majority of workshop participants believed that the development of an open-source, common data specification for sharing information between rideshare databases (similar to what the Google Transit Feed Specification did for transit data) had some value. Some business models would rely much more heavily on this communal interchange of information than others would, which raised some concerns over which types of provider would participate, and whether providers would even be willing to open up their database to the public if the specification existed. Beyond the aggregation of trips, the importance of combining rideshare information with travel information from other modes may be the most compelling reason for a common specification. The benefits and drawbacks of greater rideshare database integration will be discussed in the article “The Importance of a Common Data Specification for Ridesharing.”

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e) Integrating Rideshare Trips with Information on Other Travel Modes is Critical:

Many travelers that choose to rideshare also rely on other modes of transportation. The casual carpool system in the San Francisco Bay Area often only involves sharing a ride during the morning commute. The evidence from MIT's commuter survey indicates that 53% of ridesharers use multiple modes of transportation in any given week. Because relatively few participants rely exclusively on ridesharing, many participants saw the integration of rideshare service information with travel information for other modes as essential to improving participation. The article titled "Integrating Information on Rideshare Opportunities with Travel Information from Other Modes" will discuss current initiatives to integrate data from other travel modes and why this is important to rideshare participants.

Perceptions of the workshop were very positive with many attendees expressing an interest in participating in future workshops. A detailed summary of the Real-Time Rides workshop, current rideshare research activities at MIT and various other rideshare resources can be found at online at www.RealTimeRides.org.

Andrew Amey is a Graduate Research Assistant in the Departments of Civil and Environmental Engineering, and Urban Studies and Planning at the Massachusetts Institute of Technology.

A Game of Incentives

Andrew Amey

A growing number of service providers are using incentives to encourage higher levels of rideshare participation. A stronger understanding of participant motivations and customized incentives may increase participation even further.

The provision of incentives to encourage ridesharing is not a new concept; service providers have realized that they are essential for encouraging travelers to try ridesharing and other commute alternatives for the first time. The types of incentives offered by providers have ranged from gift certificates for gasoline and food, to decreased parking charges to direct cash incentives.

One of the first programs to offer cash rewards was Atlanta's Clean Air Campaign, Cash for Commuters program. In 2003, commuters were offered a reward of \$3 a day for every day that they used a commute alternative (transit, carpool, vanpool, telecommute, walk, bike or compressed work week) to get to work. The incentive was offered to travelers for a 90-day period. Participants in the trial had to have previously been a single-occupant vehicle driver. Follow-up surveys indicated that 74% of participants continued to use a commute alternative 3-6 months after they stopped receiving the cash incentive. At 9-12 months after the

rewards ceased, 64% continued to use commute alternatives. The program's success has since been copied elsewhere including the 511.org Rideshare Rewards program in the San Francisco Bay Area (launched in 2006) and the recently announced Commuter Connections 'Pool Rewards: Cash for Carpools' program in the Washington, DC area.

Public agencies aren't the only ones providing incentives to carpoolers. NuRide (www.nuride.com), a private firm, is the nation's largest provider of rewards for those that choose green forms of transportation (carpool, vanpool, public transit, cycling, walking and telecommuting). NuRide participants accumulate points based on the number of non-single occupant vehicle trips they take. Those points can then be redeemed for a variety of discounts at popular businesses and events.

It seems safe to say that while rideshare incentives are an important component of encouraging shifts in mode choice, there is still a substantial amount that can be learned about the types



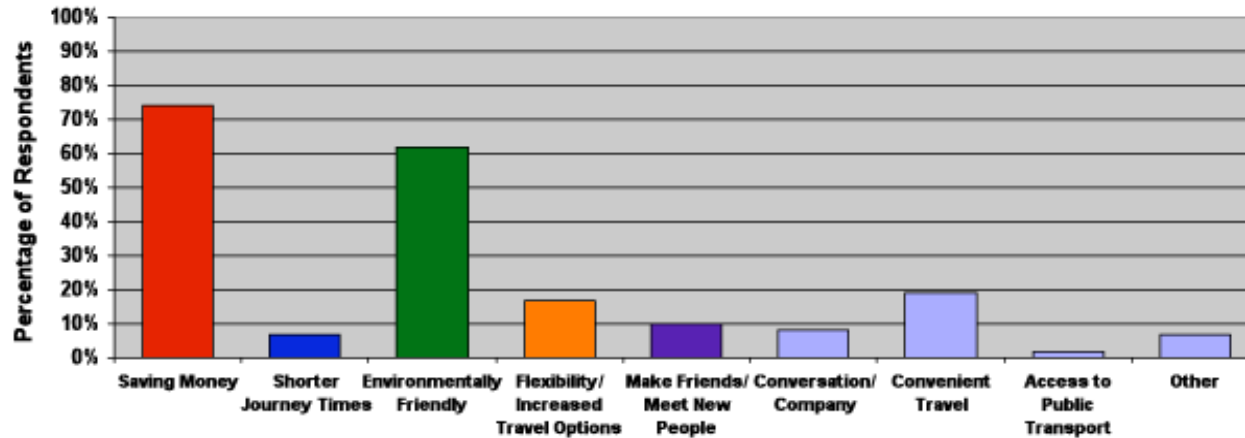
of incentives that motivate travelers. Current programs tend to reward travelers on an on-going basis or provide a large reward after a fixed period of time, say 90 days. But what would the reaction be to an incentive program that resembled a weekly raffle, with the size of the prizes and the odds of winning those prizes larger for those ridesharers that participated more frequently? Prof. Balaji Prabhakar and his team at Stanford University constructed a trial with Infosys Technologies for bus commuters in Bangalore, India using a similar incentive mechanism. In the trial, commuters that took the bus during

Environmental friendliness was a much stronger motivator in the UK survey...travel time savings and flexibility were much more important in Northern Virginia. In both surveys, cost savings were a major motivator.

Why did you Register to Share your Journey?

[Select all that Apply]

Source: Liftshare's 2008 Survey of UK Participants



less congested periods received credits. At the end of the week, commuters were placed in groupings based on how many credits they had accumulated. The small group of travelers that changed their behavior significantly were entered into a draw for two, 12,000 rupee (\$240) awards. In general, the probability of winning was high. For the somewhat larger group of travelers that changed their behavior to a lesser degree, they were entered into a draw for four, 6,000 rupee (\$120) awards. In total, four tiers of rewards were available to participants. In general, the more credits a commuter accrued, the higher the reward amount they could win and the higher the chance that they would win any reward in a given week. The Bangalore trial led to a doubling of travel during less congested periods and a 24% decrease in overall average travel time for all bus commuters. With some imagination, one can picture a similar incentive

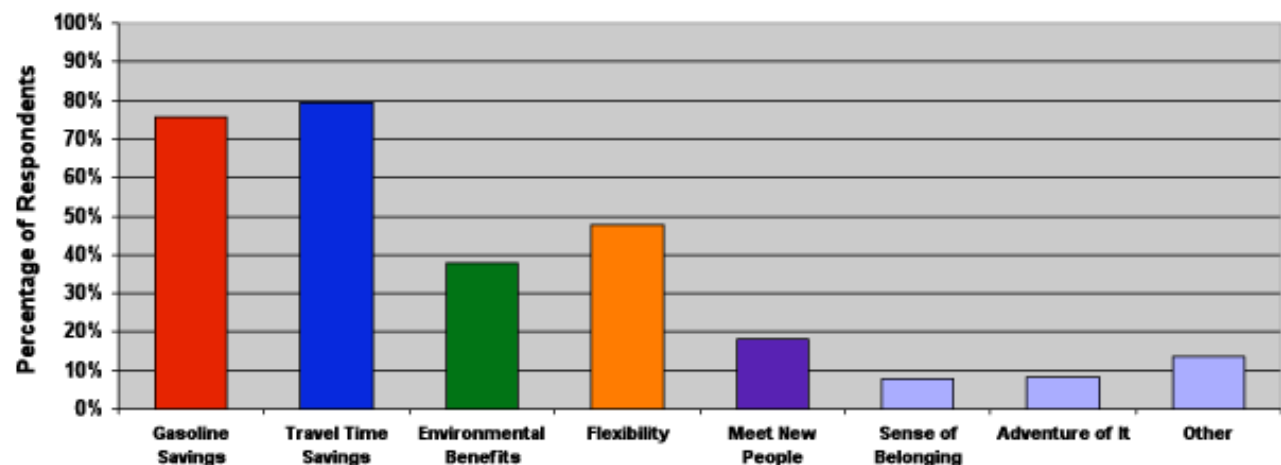
mechanism for ridesharing.

There is also the question of whether participants in different geographic locations share rides for different reasons, and therefore may respond differently to incentives. Two recent surveys, one from the UK and one from the slug lines (casual carpools) in Northern Virginia highlight some of the different motivations for ridesharing. The UK survey was undertaken in 2008 with data provided by Liftshare (www.liftshare.com/uk/), the largest rideshare network in the UK. The Northern Virginia data comes from a survey administered in 2008 by Marc Oliphant, at the time a graduate student at Virginia Tech and now working on increasing casual carpool opportunities at the US Navy. Both surveys asked a similar question regarding the motivation to share rides, and both had relatively similar choices that respondents could

What do you like most about Slugging?

[Select all that Apply]

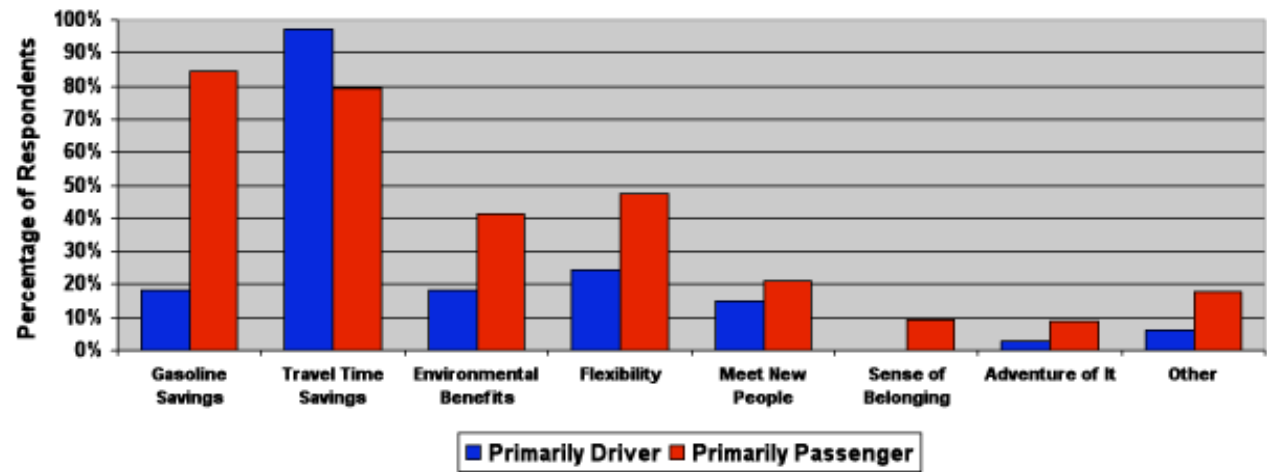
Source: Marc Oliphant's 2008 Survey of Northern Virginia Slugs



choose from. The results are very interesting. Environmental friendliness was a much stronger motivator in the UK survey than within the US slugging community. On the flip side, travel time savings and flexibility were much more important in Northern Virginia than in the UK. In both surveys, cost savings were a major motivator.

Finally, further research examining the difference in motivations between drivers and passengers may allow for more customized marketing and incentive programs. Marc Oliphant's slugging survey asked respondents to identify their role in the shared ride arrangement as primarily driver, primarily passenger or both. Looking at the same question that was posed previously but splitting the responses into driver and passenger categories reveals some very interesting trends. For drivers, by far the largest benefit from picking up slugs is the travel time savings from the use of the High Occupancy Vehicle (HOV) lanes. For passengers, it appears that the motivations to slug are more diverse, with cost savings and travel time savings remaining the most important factors, but flexibility and environmental benefits ranking strongly as well. Some caution is urged when interpreting these results, as the sample size was relatively low, but nonetheless the implications are rather important. If the travel time savings from HOV lanes in Northern Virginia didn't exist, would drivers perceive the remaining benefits to be sufficiently large to continue picking up slugs? Alternatively, in settings where substantial HOV infrastructure doesn't exist, what is the main incentive for a driver to share a ride, and can other types

What do you like most about Slugging?
[Select all that Apply]
 Source: Marc Oliphant's 2008 Survey of Northern Virginia Slugs



of benefits be introduced to entice drivers to participate?

While it is understood that incentives play an important role in encouraging rideshare participation, further research into the types of incentives that people respond to and the differing motivations of drivers and passengers to share rides will allow for customized outreach and marketing of rideshare programs.

Andrew Amey is a Graduate Research Assistant in the Departments of Civil and Environmental Engineering, and Urban Studies and Planning at the Massachusetts Institute of Technology.

Meaning of the Car: Public Identity vs. Private Space

Susan Squires, Ph.D.

Since at least the 1930s (Blumer 1937), there has been a fascination with the meaning of the automobile in American culture. Car manufacturers quickly understood the importance of car symbolism and commissioned studies for marketing campaigns. Understanding and manipulating these meanings sold cars. Our fascination with the car continues. In a more recent review Heffner, Turrentine, and Kurai noted, “Products like automobiles symbolize more than just social status, stereotypes, or social roles: they can signify any aspect of identity. For some individual, pickup trucks make them members of red-state nobility, minivans identify them as loving parents, and hybrid-electric vehicles show that they are ethical people” (2006: 31-32).

Our car has become a way of telling the public who we are, or hope we are. But there is a private side to the car. At some time, many of us have turned to see a woman applying makeup or a man shaving in the car next to us. This is certainly not behavior meant for the public, we hope. This observed behavior also raises a question about the meaning of the car, as we understand it. While the car is a symbol of individual expression of self, class and role within the public space, what about the automobile’s interior space? Do the same meanings apply to

The car interior is considered “off-stage” space for private activities as if it were a Living Room, or Family Room. The private living space metaphor is a potential barrier to ridesharing schemes and may explain why it is not more widespread in the United States.

the private spaces as well as the public?

A sociologist working in the 1950s, Erving Goffman, suggested that everyone has a public and a private identity. Public identity is associated with our “on-stage” image; how we want the world to see us. Private identity is our “off-stage” self; how we are “behind the curtain.” Using Goffman’s model of public and private, the car may also have differing meanings as a public statement of identity and as a private interior space. Importantly understanding the meaning of the car interior has consequences for the success of ridesharing.

In 2003, I conducted a study to explore activities and behaviors within the car using ethnographic methods to learn about the uses and associated meaning of the car’s interior spaces. Ethnography is an approach for observing group and learning about their mental models of shared values and beliefs. Such mental models provide frameworks for behavior. During the study, my team and I visited eighteen families living in Chicago, San Francisco and Dallas / Ft. Worth. Each family allowed us to ride in

their car for a day as they ran errands, dropped the kids off at school and drove to work. During these rides we observed behaviors and interactions, and conducted interviews about their thoughts, attitudes, beliefs and values. During the analysis we looked for shared patterns to understand how meaning shapes behavior in the car.

While it seems so obvious now, at the time we were surprised to find that the car interior had a very different meaning to that of its exterior. Using Goffman’s model, the car interior is considered “off-stage” space for private activities as if it were a Living Room, or Family Room. People talked about the car interior as a comfortable place to relax, spend quality time with the kids, have a snack or lunch with a friend, take the family on vacation, invite a date. People wanted the same amenities as a living space: comfy seats and an entertainment system that might even include TV for the kids sitting in the back. Whether sharing a meal or eating alone, food storage was also important. Many of the families we visited had plug-in coolers or other food storage arrangements, usually in the

trunk, to keep water cold or sandwiches fresh. When driving alone, “quiet time” or time to unwind was valued, and characterized through activities such as listening to the news, music, or a book-on-tape.

The private living space metaphor is a potential barrier to ridesharing schemes and may explain why it is not more widespread in the United States. Many people may see the transportation of a stranger as an intrusion into personal, private space. After all, ridesharing can be seen by many as an invitation into one's living room. As with your home, many people are careful who to invite “in.” If invited “in”, questions about what constitutes proper etiquette for ridesharing are unresolved for the “host” as well as the “guest.”

The good news is that we now have a better understanding of the meaning of the car's interior and can begin to look for acceptable alternative metaphors. There may also be innovative technical solutions that can overcome or neutralize the present meaning. For example, services that incorporate an eBay-style rating systems that allows both drivers and passengers to rate the ride experience, may establish expectations of acceptable behavior in a vehicle and enable the pre-screening of potential matches based on their past ride ratings. Further research into traveler perceptions of private space and shared uses of private space could go a long way to increasing the likelihood of unrelated people sharing rides.

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Non-vehicular TDM Strategies and Success Stories

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Integrating Information on Ridesharing Opportunities with Travel Information from Other Modes

Andrew Amey

Linking rideshare opportunities with transit, traffic, private shuttle information and inter-city travel options is critical to increasing participation

Earlier in this issue, some basic information on rideshare behavior at MIT was shared.

One of the critical statistics provided was that in the 2008 MIT commute survey, 53% of those that shared rides during a typical week relied on other forms of transportation during that same week. More so than other modes of transportation, ridesharing is a choice for those who participate. If over half of current ridesharers are currently using multiple modes, it suggests that, all else equal, commuters that decide to switch to ridesharing in the future will also be relying heavily on other modes of transportation and will be likely be considering multiple options on any given day. This highlights a strong need to provide multi-modal information that includes ridesharing opportunities partly to improve decision making for those that are already ridesharing and partly as a tool to encourage current, non-ridesharers to try it.

Beyond providing information on additional options for travelers, integrated multi-modal information may improve the perceived reliability of ridesharing. If a traveler was considering sharing a ride, but was concerned about the re-

liability of the return trip later that afternoon or at the end of the weekend, advanced information showing multiple alternative options could ease his or her concerns enough to give it a try.

While certainly not widespread, the provision of multi-modal information including rideshare opportunities is growing. Goose Networks (www.goosenetworks.com), a Seattle, WA based firm offering commute management services to organizations, is one firm offering multi-modal information to its clients. Through a single, map-based journey planner, commuters can find information on multiple modes including buses, trains, carpools, vanpools, company shuttles and cycling.

Across the pond, the European Commission's research and development agency is currently funding the Opti-Trans demonstration project (www.optitrans-fp7.eu). The Opti-Trans consortium aims to develop a multi-modal journey planner that can be accessed from a GPS-enabled mobile device (such as a smart phone) and will automatically determine your travel options to a chosen destination. Users will not need to input their current location as the mobile device will be capable of determining this on its own. The platform will combine information on public transit services, rideshare-driver availability, rideshare-passenger requests and a taxi-on-demand service into a single application.

One of the largest obstacles to greater multi-

modal integration has been a lack of availability of travel information in a consistent format. Efforts to gather roadway information began in the early part of the decade with the development of 511 traveler information systems. The gathering of transit information began a bit later, but the combination of both traffic and transit information in journey planners is a relatively recent event. Transit information integration has really accelerated in the last couple of years, due largely to the development of the Google Transit Feed Specification, a common format for recording transit data that has been adopted by a large number of North American transit agencies. Predictably, one of the challenges of integrating rideshare information into a journey planner is the lack of a consistent format in which the data is kept. The next article will discuss current efforts to develop a common data specification.

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The Importance of a Common Data Specification for Ridesharing

Andrew Amey

Finding an appropriate match remains a frequent complaint among those searching for a ride. The use of technology may be one way of increasing match rates.

Few would argue that finding the cheapest or the most direct flight has become immeasurably simpler in the last decade. In large part this is due to the development of travel information aggregators such as Expedia, Kayak or Travelocity. These services search multiple airline databases simultaneously to find flights that meet users criteria, saving them the pain of searching each airline's website individually. Unfortunately, those searching for a rideshare match are still left to search sites individually. For many, the experience of searching for a match is frustrating and time consuming, and in many cases no suitable match is found, leading potential participants to mentally dismiss ridesharing as one of their travel options.

In the urban context, the aggregation of travel information is picking up speed. While traffic, transit and to a lesser degree, cycling information are slowly being meshed together into single journey planner applications, the integration of rideshare information has been slow to follow suit. Carl Gorringer, an independent consultant working with San Francisco Bay Area's 511.org, is one person that has started the process of

Intuitively, a common data specification and trip aggregator would make rideshare searches much less frustrating for potential participants. However, from a service provider's point of view, it may not be clear what advantage is to be gained by sharing access to their pool of participants.

aggregating rideshare trips. While Carl has been successful at releasing a beta-version rideshare trip aggregator called GotaLift (www.gotalift.com), he quickly discovered that the lack of a common method of recording rideshare information in a database was a major obstacle.

Public agencies and private providers all have their own databases of rideshare participants, and it is likely that all of them have developed their services independently of each other. While some services may match riders based on their origin and destination address, others may do so based only on zip codes. Some providers have even developed sophisticated algorithms to match participants based on the specified route of the driver. Without a common method of recording this information, and determining which characteristics of a rideshare trip are essential for creating a match list, aggregation is difficult. In addition to GotaLift, Carl has been working with a number of providers and interested developers on a draft data specification he

is calling OpenTrip (www.opentrip.info).

In the transit industry, Google's Transit Feed Specification (GTFS) has become the unofficial industry standard for coding transit data. In some ways, GTFS works well for transit agencies in that it requires some upfront effort, but relatively little ongoing maintenance. The data is generally only modified when schedules change, or when routes are modified, perhaps a couple times a year. In essence, GTFS is a "static" data feed. The added complexity for a rideshare specification is that the underlying data is "dynamic"; rideshare trips that were offered yesterday, or two hours ago, need to be removed from the system, and new trips being offered or sought must be added continuously.

Intuitively, a common data specification and trip aggregator would make rideshare searches much less frustrating for potential participants. However, from a service provider's point of view, it may not be clear what advantage is to be gained by sharing access to their pool of

The largest impetus for a common data specification should be the fact that many travelers are multi-modal; that is, they will use multiple modes of travel over the course of a week or month, depending on the specifics of their trip.

participants. As one example, revenue models vary widely among service providers so in the case where a driver and passenger are matched from two separate services, questions relating to which fee schedule would be used, who would be charged and how the revenue (if any) would be shared become rather challenging. In some cases, it is not even clear that matches from multiple providers are even desirable. For those providers that create organization-specific databases for companies or institutions, or those providers that match within a participant's social network, including matches from additional databases may not add significant value. If participants will only consider sharing a ride with someone within their organization or with someone they already know, additional matches that don't meet those requirements are worthless.

The largest impetus for a common data specification should be the fact that many travelers are multi-modal; that is, they will use multiple modes of travel over the course of a week or month, depending on the specifics of their trip. While some people may never consider ride-sharing five days a week, they may consider it once a week. Some might have excellent transit options for getting to work, but might consider sharing a trip to a concert venue. Of course,

people will only consider these options if they recognize that the opportunity exists. The integration of rideshare information with other modal information can help improve the visibility of rideshare opportunities for travelers.

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Innovations in Ridesharing Service Offerings

Andrew Amey

Traditional rideshare models are being modified to include links to social networks and are allowing for the matching of drivers and passengers in 'real-time.'

The version of ridesharing that developed following the 1970's oil embargoes could best be described as 'shooting in the dark'. Very little was known about who would be willing to rideshare, so anyone that wanted to register was encouraged to do so. Emphasis was placed on the number of new participants that were recruited, rather than the number of successful matches and trips that actually took place. At first, the registration and matching process was a manual undertaking; an applicant would submit relevant information by mail or over the phone and a few weeks later they might receive a list of possible matches with contact information. Later when Internet access and database technology became more prevalent, the registration and matching processes were automated but match lists still required contacting the potential partner by phone or e-mail. Both pre- and post-introduction of the Internet, successful rideshare arrangements were generally long term affairs with fixed rideshare days and times.

During this same period, the cost of driving decreased in real terms, making it easier to own

Both pre- and post-introduction of the Internet, successful rideshare arrangements were generally long term affairs with fixed rideshare days and times.

and operate a vehicle, and household schedules became more complex and varied, making it more difficult to commit to fixed travel days and times. Average nationwide rideshare participation rates for commuting to work were halved between 1970 and 2004.

Further technological improvements and a better understanding of motivations for ridesharing have spurred a number of innovations in service provision that is allowing for more focused recruitment of participants.

The first innovation was to tie-in rideshare services directly with social networking sites such as Facebook and Twitter. One observation from existing rideshare services was a strong unwillingness among participants to ride with an unfamiliar person. Family members, friends, co-workers and neighbors were preferred. Tying a service to a social network aimed to ensure that any rides posted would only be from those people that are already relatively well known to the potential partner. The drawback of social network links has been the substantial decrease in the size of the pool of participants that can be matched, partly contributing to a lack of

critical mass. One can conceptualize the social networking tie-in as creating a large number of small, virtual databases of ride requests disconnected from one and other. Social networking tie-ins have potential demographic impacts too, as existing Facebook and Twitter users are often relatively young. Links to these sites may effectively limit participation from older individuals.

A second innovative advance has been the introduction of 'real-time' ridesharing (sometimes referred to as dynamic ridesharing, or ad hoc ridesharing, or digital casual carpooling) services. The proliferation of advanced smart phones and handheld devices in the market now allows for the virtually automatic arrangement of rideshare trips on short notice without the need to be sitting in front of a traditional computer.

Imagine you find yourself at the office late one evening. You could walk the 1/2 mile to the bus stop, but you're not looking forward to the potential wait once you get there. You just want to get home. Instead, you pull out your smart phone, log into your preferred real-time ridesharing service and post that you are looking for a ride home in the next 45 minutes. If you don't

The proliferation of advanced smart phones and handheld devices in the market now allows for the virtually automatic arrangement of rideshare trips on short notice without the need to be sitting in front of a traditional computer.

hear back by then, you'll start walking to the bus stop. The GPS-enabled device automatically detects your current location, takes the home location that you have programmed in previously and searches the database for drivers traveling a similar route. Ten minutes later, you receive a text message or instant message saying a driver will be passing by your location in 5 minutes, is willing to share a ride with you, but will have to leave you a ¼ mile from your house. If you are willing to accept the ride, you can tap "yes" on the screen or press the "1" key, to decline the offer, tap "no" or press "2". You accept the offer and start packing your briefcase. Your acceptance triggers a text/instant message back to the driver confirming the ride and where they should pick you up. Further features may include automated financial transactions (in the event money changes hands), and safety features to ensure passengers arrive at their designated end point.

The above may sound like science fiction to some, but several providers are already offering services similar to this. Avego Shared Transport (www.avego.com), headquartered in Kinsale, Ireland, and Carticipate (www.carticipate.com) based in San Francisco, CA are two providers offering real-time ridesharing applications on the Apple iPhone. Piggyback (www.piggyback-mobile.com) is a French provider developing a

similar application for Google Android phones.

Real-time ridesharing is often suggested as a way of addressing the challenges of an inconsistent schedule. The nature of the service is such that it provides the participant with greater travel flexibility. Travelers aren't tied to specific travel days or times, they can simply log on and request a ride at their convenience. The presumed tradeoff, however, is a decrease in service reliability in the mind of the traveler. Will I have to wait 5 minutes for a ride or 45 minutes? At what point do I forgo the rideshare option and use my alternate mode of travel? In traditional carpools, this type of anxiety is avoided by agreeing to a schedule ahead of time. Whether the actual reliability of the real-time service is similar to traditional carpooling is irrelevant, any perception of reduced reliability could impact a participant's decision to try the service. If this is indeed the major trade-off, then the success of real-time ridesharing will depend on how much importance participants place on schedule flexibility vs. travel reliability.

The provision of rideshare services is heading in an exciting, new direction. Recognizing that older service approaches have been largely unsuccessful, entrepreneurs and public agencies have been quick to develop innovative new approaches. Additionally, the past half-decade has seen a substantial increase in energy and

environmental concerns, leading to interest in ridesharing from a broader set of stakeholders. The challenge now is to test these new services in different markets, learn what works, learn which groups of stakeholders are in a position to effect change, and continuously innovate. While intuition may suggest some of these innovations are likely to be more successful than others, human behavior is much too complex to rely on intuition. Only through testing these new offerings will we determine whether Americans are ultimately willing to change their travel behavior.

Andrew Amey was born and raised in Calgary, AB., Canada. He received his Bachelor of Commerce degree with a focus in Finance from the University of Calgary in 2004. He spent three years working in the private sector before returning to academia, spending much of his time quantifying the benefits of transport sector energy efficiency projects and measuring of economic impact of regulation on the trucking industry. Currently, he is a Graduate Research Assistant in the Departments of Civil and Environmental Engineering, and Urban Studies and Planning at the Massachusetts Institute of Technology. Andrew's ongoing Real-Time Rides research is focused on quantifying the realistic market size for ridesharing at MIT and how a group of similarly located institutions could implement a real-time ridesharing program with the greatest chances of success. An avid cyclist, Andrew enjoys exploring Boston and Cambridge on two wheels.

ACT Leadership Award Winner: The Clean Air Campaign Finds Success Through Innovation



Kevin Green

Staying Ahead of the Curve

As regions across the country grapple with growing transportation funding gaps and a weak economy, the Transportation Demand Management industry has a tremendous opportunity. Like other industries, TDM is impacted by what is happening around it and to it. To not only survive but thrive in these circumstances, TDM organizations must stay relevant. This means engaging employers, commuters and funders in new ways, demonstrating how these demand-side strategies fit into the big picture of transportation and air quality strategies and tracking results that matter. And all this in an environment of scarce resources where TDM organizations must do even more with less. Creating more commuters and employers as ambassadors for the cause in order to expand and amplify programs has never been more critical.

In Georgia, The Clean Air Campaign and its partners are trying to stay one step ahead by finding new ways to engage and make our programs resonate - breaking habits and creating change.

Americans are saving more of their money than they have in the last 25 years. Less than two years ago we had a negative savings rate in the US; now we have a savings rate of six percent. That is an astounding turnaround in such a short period of time. But families are also spending more on transportation than food. So how do you flip that statistic?

From commuter challenges to social media campaigns, The Clean Air Campaign, its partner agencies and transportation management associations across metro Atlanta are operating on the cutting-edge of transportation demand management tactics that are yielding results. And that's a good thing, because Atlanta has its work cut out for it.

Atlanta's traffic is notorious. It's a water cooler topic any day of the week. But the region is also well positioned to enable more commuters to switch to commute options such as teleworking, carpooling, transit, vanpooling, compressed work weeks, flexible work hours and even walking and bicycling. The Clean Air Campaign and its partners currently work with more than 1,600 employers across metro Atlanta, reaching hundreds of thousands of commuters – promoting alternatives and educating the masses.

Based upon an independent analysis in 2009, each day, the efforts of The Clean Air Cam-

paign and its partners eliminate 1.6 million vehicle miles of travel from Georgia roads and keep 800 tons of pollution out of the air. These results are paying dividends to quality of life in the state and the environment.

And as air quality has become an issue throughout other parts of the state (i.e. Macon, Columbus, Athens and other areas), our service area has expanded statewide with support from the Georgia Department of Transportation.

What follows are examples of strategies that have been implemented and the results we've achieved.

Getting Visual: Seeing the Difference

In early 2009, The Clean Air Campaign put the old maxim, “a picture is worth a thousand words” to the test. People understand a new road or adding a lane. But it takes more than a one-liner to explain the potential impact of



commute options. Telling commuters they can make a difference by carpooling, vanpooling or riding the bus is intangible and unconvincing. Sure, you take one car off the road, but with hundreds of thousands of people driving to work, what difference does it really make?

To illustrate the sheer power of these demand management strategies, we put together a series of “what if” photo simulations. Pictures compare how the freeway looks with a log jam of single-occupant vehicles versus how it would look with the same number of commuters riding in vanpools, buses and carpools – to provide a visual cue for the effect of commute options. And these people are seated in chairs on the interstate, with the vehicles themselves erased – to connect more with the human side. (You aren’t IN traffic. You ARE traffic).

The photo sequences were distributed through social media outlets: The Clean Air Campaign blog, local media, speaking engagements and policymaker communications. Each time the photos are revealed at speaking engagements,

audible gasps ripple through the crowd. The message has been received in a more compelling and humanizing way than any single strategy that has been used in the past.

Our industry of transportation demand management is the most human side of transportation. We’re not about traffic throughput, lane optimization or design speeds. We’re about people - promoting individual travel choices, creating social networks with fellow commuters and generating more supportive employers for commute options -- all of which result in better performance for the transportation system. If we slip into talking “TDM” and industry-speak, we risk losing the personal side of these strategies that people connect with, and thus the most powerful tool in our arsenal.

And another important differentiator is that these commute options programs deliver immediate benefits - without waiting decades for new infrastructure or spending billions. Making the most efficient use of the public investments that are already on the ground, and though voluntary programs that also save commuters money. This is a win-win message, especially in this economic climate.

Inflating the Issue of Smog

In metro Atlanta, half of all smog-forming emissions come from the tailpipes of cars. To further reinforce this connection between traffic and air pollution, The Clean Air Campaign team developed a 15-foot-tall, black inflatable “smog balloon” in the shape of a cloud of soot, which simulates pollution coming out of a

vehicle’s tailpipe. In big letters, it reads, in part – “Every mile driven equals a pound of pollution.”

The smog balloon has generated significant interest and discussion at commuter events. People make it a point to check it out, poke it and ask questions. Being very photogenic, it has created the added benefit of generating its own media coverage. When CobbRides, a regional TMA, recently used the balloon at a commute options seminar, the local daily newspaper covered the event (and the balloon appearance) in a full-page photo spread.

The Clean Air Campaign has also packaged clear plastic boxes filled with one pound of pollution (soot) for tabling events to allow people to better connect with this concept and actually hold it in their hand. When you consider that the average round-trip commute in metro Atlanta generates almost 40 pounds of pollution, these one-pound cubes really drive home the issue.

Everyone Loves a Challenge

Volkswagen recently released a video on YouTube that introduced their “theory of fun,” which suggests that if people add some fun to everyday tasks, suddenly, more people want to do them. It is with this spirit that The Clean Air Campaign launched the One Ton Challenge. The challenge is based on the calculation that for every mile a commuter doesn’t drive alone, one pound of pollution is kept out of the air.

Commuters pledged to use an alternative commute one day each week for one year, effectively

eliminating one ton of pollution during the course of the year, based on the average 39.5-mile roundtrip commute distance in the region. There was no incentive or prize offered, just the satisfaction of knowing that they alone would be responsible for taking a ton of pollution out of the air. More than 1,500 commuters signed up, eliminating some 1,500 tons of pollution.

Commuter Champions

Appealing to every person's desire for recognition of their efforts and our need to create more ambassadors for programs in the workplace,

The Clean Air Campaign and its partners also developed the Clean Air Commuter Champion recognition program. The program honors commuters who reach significant milestones in clean commuting based upon their daily commute logs submitted and for keeping tens of thousands of pounds of pollution out of the air.

Commuters who have achieved specific milestones in clean commuting - 25,000 pounds of pollution reduced and 50,000 pounds of pollution reduced - are recognized with a certificate of achievement, a letter to their employer commending their efforts, a coffee mug proudly identifying them as a Clean Air Commuter

Champion and an invitation to be included in The Clean Air Campaign's virtual "wall of fame." Employers have recognized these Commuter Champions with special events at their worksite. For example, UPS corporate headquarters created a bulletin board with 8x10 pictures of its Commuter Champions in the lobby - describing their accomplishments. To date, nearly 1,200 commuters have been recognized at the 25,000-pound level; and two dedicated commuters recently achieved the prized 50,000-pound level.

CobbRides, a regional TMA, took advantage of the program by taking their commuter recog-



nition one step further. The TMA created “MilesStones,” small stones that sit on the desk of those commuters as paperweights. In this case, CobbRides chose to recognize commuters at 12,500 and 18,000 pounds, to encourage them on their way to the 25,000 pound milestone. It’s a great example of how TMAs can localize a regional program - by creating a unique and inexpensive way for commuters to show off their new status – and a subtle tactic to get co-workers talking about the program.

Tapping Free Resources to Expand Our Reach

Spending time to cultivate relationships also has the power to generate third-party endorsement and generate some excitement around the organization and its message. For several years running, The Clean Air Campaign has worked in partnership with area car dealerships and local radio stations to get a donated hybrid car to give away. The car is wrapped with logo placements and messaging and available for on-site events. The contest requires commuters to pledge to regularly use commute options in order to enter for the chance to win the vehicle. In 2008, the giveaway hype and on-site showings resulted in 1,800 entries for the car.

On the media front, it doesn’t all have to be a result of a press release or media event. The Clean Air Campaign’s relationship with consumer guru Clark Howard led him to endorse “Give Your Car a Day Off,” a weeklong promotion that encouraged commuters to leave their car behind one day. Clark even filmed his walk



to work to show the ease of a new commute and touted the benefits of clean commuting for saving money and air quality. This is an endorsement that cannot be bought by any organization at any price, because Clark Howard’s policy is not to endorse products or services.

Employers have also taken the initiative to promote The Clean Air Campaign and be associated with our programs. Colonial Properties, a Clean Air Campaign partner, turned our logo into an 8-foot flag that now proudly flies in front of its office building.

The Clean Air Campaign has also been growing its Clean Air Schools program, where

schools partner with us to implement No-Idle zones, encourage school bus ridership and related clean air strategies. With the help of a grant from The UPS Foundation, this program has doubled in size for far this school year to more than 200 participating schools.

People, companies and schools want to get behind a strong cause. Staying current and utilizing partnerships can result in others telling your story. Third-party endorsements build credibility and sustain the message beyond what is seen in the media or in an ad, and in the most credible way.

Getting Social

Several years ago The Clean Air Campaign began using the tag line, “Be Part of It,” underscoring the fact that commuters were part of something bigger -- part of a movement. This was in response to focus group research that revealed that commute alternatives became more attractive if a person knew their actions were making a difference. They wanted to know other people were taking action too – a perfect fit for social media.

Through careful planning and execution, Facebook, Twitter, LinkedIn, YouTube and a blog started taking shape. Within months of the launch, hundreds of commuters were fans, followers and group members. A better dialog had begun between the organization and one of its most important audiences: commuters. As of September 2009, The Clean Air Campaign had 750 fans on Facebook, 700 followers on Twitter and 400 blog hits per month.

A solid social media foothold has also paved the way for one of The Clean Air Campaign’s most unique, talk-of-the town ideas to date: a viral rap video about carpooling. When a local carpooler and Clean Air Campaign member submitted rap lyrics and a recording about his carpool and their commute, there was a perfect opportunity to use real commuters to speak to a peer audience. The Clean Air Campaign’s communications team then worked with the commuter to put the rap to video, featuring his real-life carpoolers, and launched it across a variety of media to local bloggers, via The Clean Air Campaign’s Twitter and Facebook feeds,

YouTube, the Web site, etc.

Within the first few days, local TV stations were reporting on this YouTube “hit” and the video had successfully gone viral, receiving 2,000 views. The response from reporters and commuters was positive across the board, generating excitement and helping key audiences connect with The Clean Air Campaign in new and entertaining ways.

Turning Bad News Into Good News: Mother Nature Helps Make the Case for Telework

Getting in front of people and marketing the message is not always a planned strategy, but rather, something that can take shape around unexpected real-world events. Recent record flooding in Georgia brought to light the need for business continuity planning and, specifically, telework programs, as many employees were

unable to get to work and schools were closed across the region. Some businesses were forced to operate with a reduced staff, while others had to close entirely.

The Clean Air Campaign jumped on the opportunity to market the importance telework as part of a larger contingency plan - for all forms of emergencies, natural or otherwise. For example, if the H1N1 virus were to hit with the force that some experts are predicting, how many companies would be able to maintain operations? Employers can’t wait until an emergency strikes to implement work-from-home policies and programs. The Clean Air Campaign has used this message and capitalized on the unexpected flood experience through op-eds and other earned media to capture the attention of employers that might not otherwise have been open to telework programs.

And the potential for expanding telework



is huge, in part due to the region's extensive Internet capabilities (Forbes declared Atlanta the most "wired" city in the country in 2008). The organization has now worked with more than 200 Georgia employers to create or expand telework programs – directly creating more than 8,000 new teleworkers and impacting more than 11,000 employees overall.

In addition, The Clean Air Campaign has been able to leverage and promote Georgia's Telework Tax Credit. For the 2010 tax year, and in a very tough state budget climate, the Georgia General Assembly recently approved increased funding for the tax credit to a pool of \$2.5 million. Employers can claim up to \$20,000 for planning, training and raw labor costs associated with starting or expanding a telework program, and up to an additional \$1,200 per new teleworker.

While telework activity has tripled in the past two years, there is plenty of room to grow. According to the Center for Transportation and the Environment's 2007 survey of metro Atlanta commuters, nearly 500,000 employees telework at least occasionally (approximately 20 percent of commuters); an additional 297,000 telework at least one day per week; and another 350,000 commuters do not currently telework but believe their job responsibilities would allow it if their employers would offer the option. That gives the region a market opportunity of more than one million commuters who could stay off the road if given the opportunity. In addition to ongoing messaging about the benefits of telework, The Clean Air Campaign has leveraged current events and the drive for operational efficiency in a tight economy to encourage more businesses

to consider telework, steadily changing the commuting landscape.

High Gas Prices Motivate the Switch to Commute Alternatives

Flooding hasn't been the only situation from which commuters and employers sought relief. The unexpected run up in gas prices during the summer of 2008 - and a gas shortage caused by Gulf Coast hurricanes - proved unfriendly to anyone who had to fill up their vehicle with gas. Fuel prices hit an all-time high in Georgia at more than \$4.10 a gallon, and commuters were faced with a bottom-line question: Can I afford to get to work?

Commute options suddenly had an entirely new appeal. Fortunately, The Clean Air Campaign, through its network of partner organizations and its collaboration with state agencies like the Georgia Department of Transportation, had the internal infrastructure and programs in place to handle the unprecedented influx of commuters and employers seeking relief. The organization's existing relationships with employers across the state allowed for the seamless dissemination of information to commuters. One look at program numbers from 2008 tells the story.

Results: Less Traffic, Cleaner Air

The events of 2008 increased threefold the participation among commuters in the region's financial incentive programs. Similarly, the regional TMAs and RideSmart, the regional

rideshare database, experienced unprecedented demand for assistance.

The 2008 numbers speak for themselves:

- Participation rates climbed 300 percent for the financial incentive programs aimed at getting those who drive alone to make the switch to an alternative; Commuters earn \$3 a day, up to \$100, for each day they use alternatives to driving alone.
- RideSmart received 175 percent more applications from commuters seeking carpool, vanpool and bike partners than it did in 2007.
- Approximately 100 new vanpools were formed across the region, more than double the number of vanpools formed in 2007.
- Media exposure in 2008 also resulted in record-breaking numbers. More clean commuters resulted in more coverage. More coverage resulted in more clean commuters. In 2008, the efforts of The Clean Air Campaign, its employer partners and commuters garnered 900 media placements, reinforcing the many benefits of commute options. These included national coverage on NBC Nightly News, The Today Show, CBS The Early Show, Good Morning America, CNN, USA Today, BusinessWeek and Forbes.

Editor's Note: As a result of its significant program growth, increased visibility and regional and statewide collaboration, The Clean Air Campaign was honored by the Association for Commuter Transportation with a 2009 national TDM leadership award.

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