

UPR-MIT Technology Transfer Program

***Determining Relationships and Policies that Transit Properties have
with Regional Employers to Promote Ridership***

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Objectives of the Research

- ❑ To study relationships and policies that exist between transit properties and regional employers to reduce single occupancy vehicle (SOV) ridership.
- ❑ To study various incentives and policies, in the form of travel demand management measures, used by employers to promote transit ridership.
- ❑ To analyze the success or failure of these strategies based on selected cases and literature review.
- ❑ To propose models for forming employer coalitions in San Juan and make recommendations regarding suitable TDM measures for promoting ridership on board the Tren Urbano.

Issues / Questions to be Addressed in the Research

- ❑ Why Businesses should be a part of transportation management and the concept of “Corporate Social Responsibility”.
- ❑ How do Regional Employers Organize?
- ❑ What is/can be Employers’ Role in changing Employee Travel Behavior?
- ❑ What kind of Employer based TDM Measures Exist and what is their Impact?
- ❑ What is the Role of Regulation in this Process?

Employer Based Programs

- ❑ Programs / Strategies can meet a relatively narrow set of characteristics.
- ❑ Information dissemination can target specific employees.
- ❑ Employers can establish a “corporate culture” that affirms employees’ decision to use a commuting alternative.

Why should Businesses take up the Responsibility?

- ❑ Company long term strategic interest
- ❑ Market reputation
- ❑ Employee morale
- ❑ Putting something back
- ❑ The right thing to do

Types of Measures

- ❑ Financial Incentives – Transit Subsidies, Cashouts etc.
- ❑ Feeder Service Provision e.g., shuttles, vanpool and carpool
- ❑ Parking Policy and Management
- ❑ Flexible Work Hours

- The impact of an Employee Trip Reduction measure will be the greatest if it is part of a comprehensive package of incentives and supporting services designed to encourage a particular commute alternative.

Employer Paid Parking

- ❑ Parking Subsidies-an integral part of the benefit package
- ❑ Non taxable to \$175 per month
- ❑ Suburban employers do not have parking costs itemized separately in their leases

Parking Policy Mechanisms

- ❑ Pricing
- ❑ Supply Management
- ❑ Cashout

Shuttle Buses

- ❑ Feeder services for employees traveling to and from rail, bus, park-and-ride lots
- ❑ Circulation service for employees during the middle of the day

Factors Influencing Shuttle Use

- ❑ Tight and/or expensive parking or other restrictions on auto use at destination
- ❑ Large volume of travelers
- ❑ Frequent shuttle service

Issues with the Case of San Juan

- ❑ Large Number of Small Businesses compared to Large Corporations
- ❑ Abundance of Free/Cheap Parking
- ❑ Absence of Employer Based Travel Management Measures
- ❑ People unaccustomed to Rail Systems

Strategy

- ❑ Concentrate on mini Case Studies – Banco Popular, Centro Medico & UPR
- ❑ Case Study Analysis – St. Louis, Sacramento

