

Lessons from Ridesharing in University Campus

Seyedehsan Seyedabrishami



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معاونت امور علمی، فرهنگی و اجتماعی



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Outline

- ❑ Introduction
- ❑ TDM Laboratories
- ❑ University Transportation Programs
- ❑ Notable Features
- ❑ Zimride

Panel or Workshop name - Presenter name.

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INTRODUCTION

- Expanding the use of alternatives to Single Occupant Vehicle (SOV) travel
- Accepting rapidly evolving technologies and policies
- Combination of technologies, creative partnerships, and supportive policies
- Practices at universities provide useful lessons for application at regional and local scales

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TDM Laboratories

Have greater control over land use

Control parking supply, which they often highly constrain and price

Provide campus transit systems

Typically have a core campus that is pedestrian oriented

Likely to be early adopters of new technology;

Have a constrained development footprint

Typically offer extensive ridesharing and TDM programs with staff support

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مادان زکوة و نور
معدن علم و فرهنگ و آگاهی



فدایت هم آهنگت و کلامی
معدن ادبی، علمی، و تربیتی
و ادراک کثرت در جبهه های علمی



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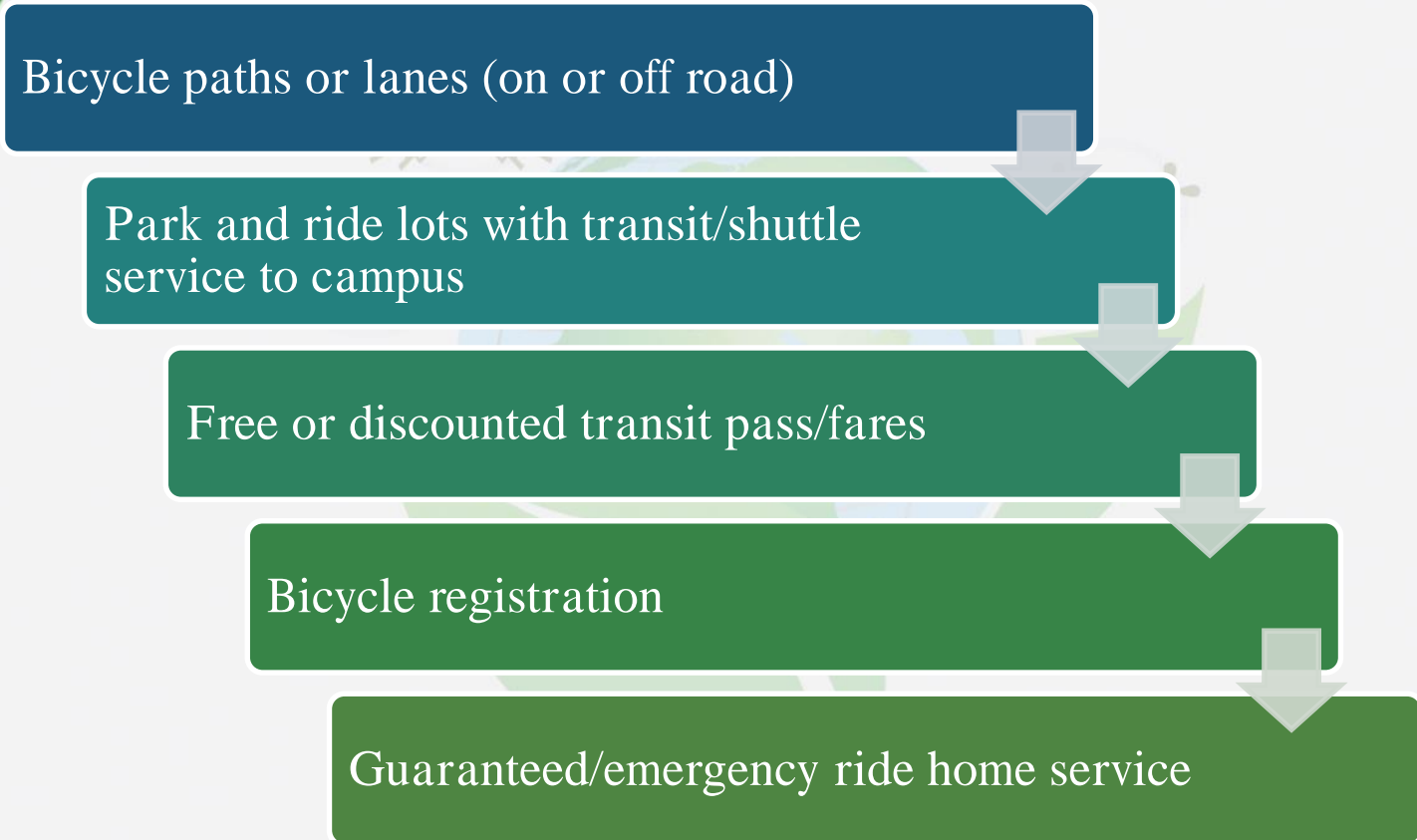
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Sample Campuses

University Campus	% Decline	Metric	Time Period
Stanford University	32%	SOV rate	2002-2014
Massachusetts Institute of Technology (MIT)	22%	SOV rate	2002-2014
University of California, Berkeley (UC Berkeley)	28%/69%	SOV rate for faculty and staff/for students	1990-2014
University of Washington, Seattle (UW)	53%	SOV rate	1990-2014
Universiti of California, Los Angeles (UCLA)	20%	Number of cars entering campus	2003-2014

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University transportation programs



Leading Institutions

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Parking

- Discounted or preferential parking for carpools and vanpools
- Tiered parking permit structures based on location and time-of-day
- Park-and-ride lots with transit or shuttle service to campus

Ridesharing

- Online ridematching services for carpools and vanpools
- Vanpool subsidies

Transit

- Campus shuttle or circulator
- Free or discounted regional transit pass
- Nonmotorized facilities
- Walkable campus design
- Bicycle paths or lanes
- Bicycle registration
- Covered or secure bicycle parking and maintenance stations
- On-campus bike share system



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Notable features

- Active Parking Management
- Social Marketing and Geographic Targeting
- Transit Agency Partnerships
- Integrating Mobility Options into a Single Package
- Regional, State, and Local Policies and Partnerships

Parking Management Innovations

Using full lifecycle cost accounting in parking decisionmaking

- Stanford: Pay \$300 per year to employees who use ridesharing in “clean air cash”
- MIT: Average \$100,000 lifecycle cost of each parking space
- MIT: Provide purchasers of full-time parking permits with a transit pass



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Parking Management Innovations

Variable rate parking with subsidies for rideshare users

- Lower rate for carpools than for single-occupant Vehicle
- Different rates for different parking areas based on demand

New technology to provide drivers with better information about parking availability

Using revenues and opportunity costs from parking to support alternatives



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Social and Geographic Marketing Innovations

Commuter clubs to promote programs and overcome trust barriers

- Members of commuter clubs can receive information through links to university-based and common social media outlets

Using GIS to target messaging to specific neighborhoods, corridors, or community members with relevant characteristics

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Transit Agency Partnerships

Offering free or reduced fares for organization members

Piloting new transit service to server organization members

Working together and sharing data for enhance planning and operations



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Integrating Mobility Options

Package of incentives and services to make the switch from driving alone

Offers complementary services

- MIT: Transit pass for parking pass holder (1600 applicants and 4% vehicle parks reduction in a year)

Utilize revenue to support alternatives to driving alone



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Policies and Partnerships



Spur employer action to manage commuter transportation

Simultaneously support environmental, congestion management, and economic development

Provide opportunities to improve visibility of campus community transportation needs goals



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Transportation Program Elements



category	Program Element	MIT	Stanford	UC Berkeley	UCLA	UW	Yala
Ridesharing	Online ridematching services for carpools and vanpools	Blue	Blue	Blue	Blue	Blue	Blue
	Vanpool operation or membership subsidy	Blue	White	White	Blue	Blue	White



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Transportation Program Elements

category	Program Element	MIT	Stanford	UC Berkeley	UCLA	UW	Yala
Parking	Discounted or free parking for pre-arranged carpools and vanpools						
	Discounted parking for ad-hoc carpools						
	Tiered parking permit structures based on location and time-of-day						
	Lifecycle cost accounting for parking spaces						
	Cash incentive for use of alternative modes						
	Free transit pass with purchase of full-time parking permit						
	Reduced prices for occasional parkers						



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Transportation Program Elements



category	Program Element	MIT	Stanford	UC Berkeley	UCLA	UW	Yala
Transit	Campus shuttle or circulator	Blue	Blue	Blue	Blue	Blue	Blue
	Free or discounted transit pass	Blue	Blue	Blue	Blue	Blue	Blue
	Fare card/ID integration	Blue	Blue	Blue	Blue	Blue	Blue
	Transit agency partnership for special service, rates, or data sharing	Blue	Blue	Blue	White	White	White
Bike	On-campus bike share locations with subsidized membership	Blue	White	White	White	Blue	Blue



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Transportation Program Elements



category	Program Element	MIT	Stanford	UC Berkeley	UCLA	UW	Yala
Other	On-campus carsharing vehicles with subsidized membership	Blue	Blue	Blue	Blue	Blue	Blue
	Personalized commute planning assistance	White	Blue	Blue	White	Blue	Blue
	Commuter benefits “club”	White	Blue	White	Blue	Blue	White
	Agreements with local government to limit vehicle traffic	Blue	Blue	White	White	Blue	White



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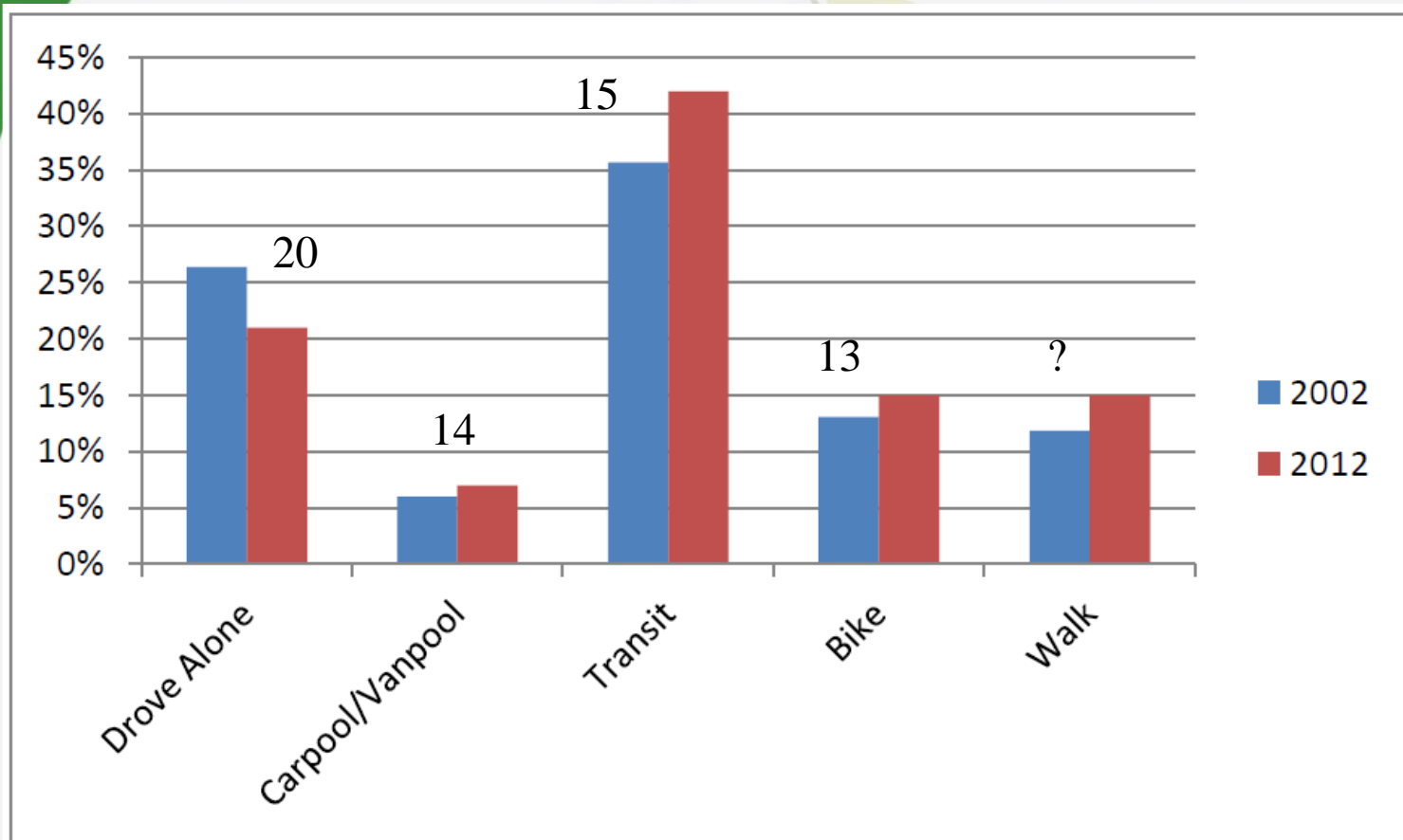


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MIT Trends



FHWA - 2016

Transport Panel- S. Seyedabrishami

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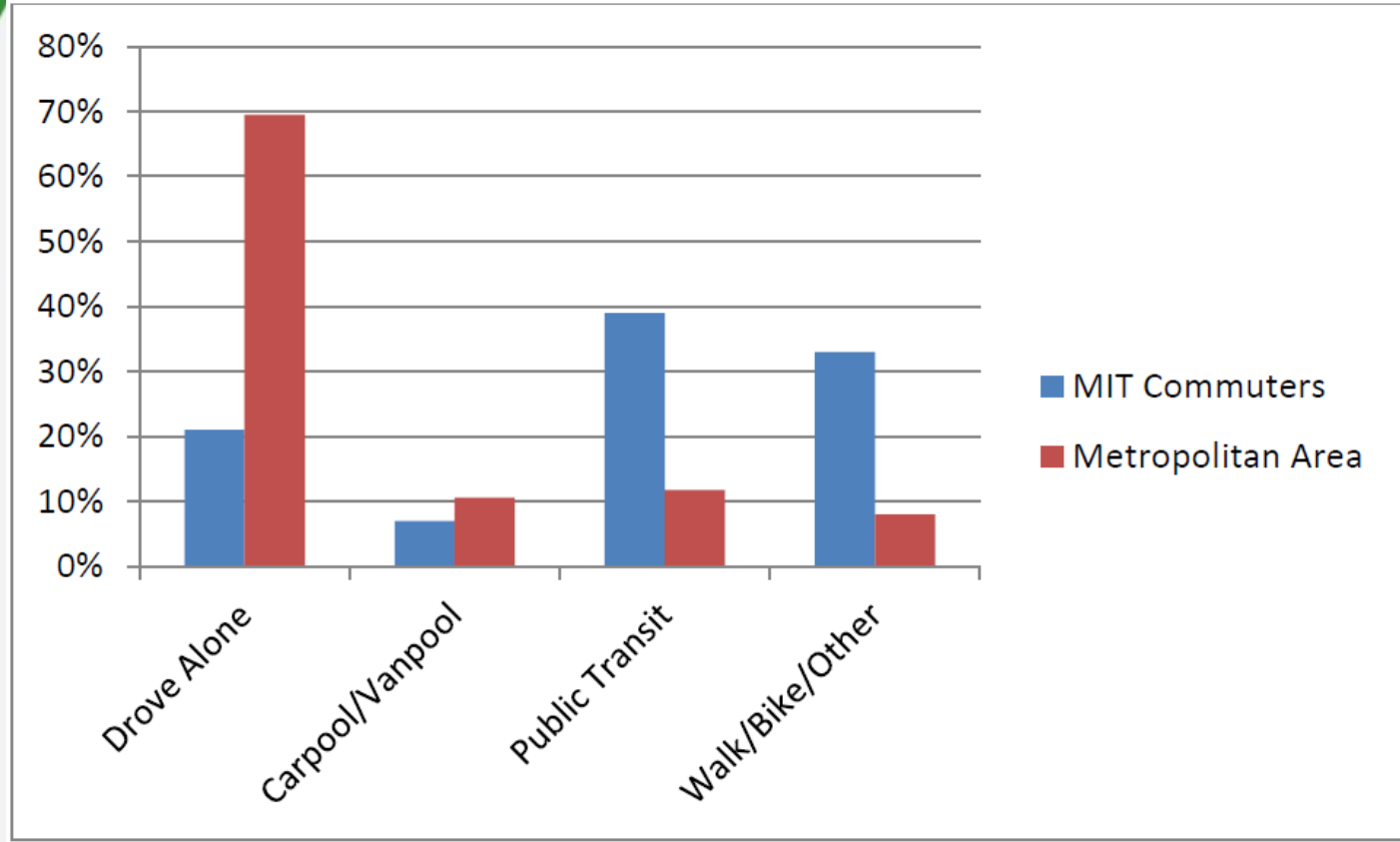


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دفتر ارتباطات و امور بین الملل

MIT Trends



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MIT's Current Transportation Programs

- A 50 percent carpooling and vanpooling parking subsidy
- A \$100 per month per rider subsidy for vanpools in addition to free parking
- Ridematching services through Zimride and NuRide (3000 active users)
- Emergency ride home service
- Zipcar membership discounts (20+ car & 6000 users)



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 معاونت اداری، مالی و صورت مناسبات
 اداره کل خدمات رفاهی و ورزشی



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اداره پژوهش و توسعه علمی

Zimride



Zimride benefits universities

Zimride not only improves the quality of student life – offering students a way to save time and money, to meet new people and an easy solution for traveling home for the holidays or weekend trips – but it also benefits the university itself.

LOW COST & HIGH IMPACT SOLUTION

- Reduces campus traffic
- Reduces infrastructure costs and parking congestion
- Reduces carbon footprint, □improves sustainability
- Offers a unique benefit for students and faculty to improve recruiting and retention
- Complements shuttles, bike and car sharing programs
- Fosters a stronger sense of community

EASY TO IMPLEMENT

- Key statistics to report savings, □activity and growth
- A fully hosted, private solution with □email or single-sign on authentication
- A dedicated rideshare specialist
- Extensive marketing support
- A clean and easy user interface
- Co-branding opportunities

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Zimride

LOG IN

HOW IT WORKS WHY ZIMRIDE? **zimride** by enterprise BECOME A ZIMRIDER NETWORKS

Bring Zimride to your organization

Ready for Zimride on your campus? Our rideshare specialists are ready to bring the best Zimride experience possible to employees or students in your organization.

[CONTACT ZIMRIDE](#)

Catch a ride

Are you a corporate employee or university student? You may already have access to Zimride!
Find your network and start sharing.

Q

UC MERCED	GEORGE MASON UNIVERSITY	INDIANA UNIVERSITY BLOOMINGTON
HARVARD UNIVERSITY	JAMES MADISON UNIVERSITY	VIRGINIA COMMONWEALTH UNIVERSITY
FINGER LAKES RIDESHARE ACADEMIC	MAYO CLINIC IN ARIZONA	INTUIT

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Zimride



Create a profile.

Securely log into your
private network for your
corporation or university.



Find a match.
Get matched with a ride
or a rider in your network.

Search
Tell
and the

Pay and review.
Pay for your ride, and leave
a review of your fellow
Zimrider.

Take a (Zim)ride.

Chat with your fellow
Zimrider as you reduce
your carbon footprint
and save on gas.



Thanks For your attention

Contact info

- Email: Seyedabrishami@modares.ac.ir
- Office address & phone:
Tarbiat Modares University, Tehran,
Iran
+98 21 8288 4964