Transportation Review Process

Step 1 • Fall 2011, Identify challenges and quantify the impact to Emory services and community

Step 2 • Form a committee to assist with a detailed review of all transportation services

Step 3 • Gather user and campus community feedback through a campus survey and focus groups

Step 4 • Analyze all data, information, and feedback; form recommendations
Transportation Review Process

Step 5
- Fall 2012: Prioritize or categorize recommendations into Tier 1 & Tier 2

Step 6
- Share recommendations with campus community, vet recommendations, gather additional feedback

Step 7
- Study programs after Tier 1 implementation, continue to gather data

Step 8
- Fall 2013: Tier 2 recommendations implemented
Transportation Program Overview 2011-2012

- **Shuttle Program**
  - 4% increase in passenger trips (currently 2.9M/year)
  - 3% reduction in service hours (97,000)
  - 30% increase in program cost since FY10

- **Transit Pass Program**
  - > 20% increase in participation since FY10, currently 2,200
  - 97% increase in program cost since FY10

- **Vanpool Program**
  - No growth in participation, currently around 130
  - Program cost has remained flat

- **Carpool Program**
  - No growth in participation, currently around 800
  - Program cost has remained flat

- **Bike/Walk Program**
  - No growth in participation, currently around 250
  - Program cost has remained flat
Feedback Process

Phase I (Completed)

• TPS Advisory Committee
• Student Leadership Input
• Focus Groups
  ✓ 8 separate focus group sessions were offered, students, University employees, Healthcare employees were invited to participate
  ✓ Focus groups were facilitated by a transportation consultant.
• Survey
  ✓ Distribution – 23,000 members of the University community (employees and students)
  ✓ Open for a 17 day period from April 13 through April 30, 2012.
  ✓ 3,683 responses submitted for a response rate of 17%
Feedback Process

Phase II (In Process)

- TPS Advisory Committee
- Employee Council
- University Senate
- Emory Community via articles in *Emory Report & The Emory Wheel*
Findings & Recommendations

Key Committee Findings

• Emory’s Commute Alternative Program is very successful based on its wide use by employees and students, (Only 55% of Emory employees and 51% of students utilize SOVs),

• There is currently a challenge with information distribution methods, communication, and marketing/framing,

• There are current gaps, including a significant challenge with program registration, that could be bridged with technology solutions,

• There is currently some misuse of the Commute Alternative Program incentives that should be addressed, and

• There needs to be further review of underutilized, ineffective and/or over subsidized programs for modification, realignment, or reduction.
Tier 1 Recommendations

• Enhance education and communications for clarity about the programs,
• Improve registration process and options to improve data collection and tracking options,
• Implement new program features, like random audits, to ensure commuters are participating in transportation programs in accordance with the guidelines to which they agreed,
• Improve options for accountability in cases of intentional misuse,
• Improve student opportunities and options for engagement with commute options.
Findings & Recommendations

Tier 2 Recommendations

- Explore extending cost sharing to the Transit Pass program,
- Study program eligibility guidelines and options for part-time employees, temporary employees, teleworkers, and part-time commuters,
- Study remote parking location alternatives,
- Review underutilized, ineffective and/or over subsidized programs for modification, realignment, or reduction,
- Align subsidies and incentives with each specific program effectiveness; the “one size fits all” approach to incentives is not effective,
- Consider implementing several specific program recommendations
  - Consider increasing the monthly subsidy for vanpool driver,
Tier 2 Recommendations (continued)

- Consider increasing the occasional parking benefit for the more effective programs,
- Continue to assess the effectiveness of Park/Ride services, potentially targeting less effective service for reduction or elimination,
- Explore options for passenger identification on commuter type services.
Next Steps

• Continue with operational review and assessment process
• Continue gathering feedback
• Finalize Tier 2 recommendations and any additional service or program changes by Spring 2013 to be implemented Fall 2013
Thank you!