

Ridesharing/Travel Demand Management/Alternative Vehicles

In rural areas, where densities do not support traditional transit service, ridesharing and vanpools offer individuals an alternative to the single occupancy vehicle. There are active ridesharing (also known as carpooling) and vanpooling groups within the Central Vermont region.

The vast majority of rideshare arrangements are created on an informal basis (i.e., without the benefit of outside facilitation). Carpoolers typically represent co-workers who live in the same general vicinity or family members who work in proximate locations. In some cases, however, introduction of potential rideshare partners may be necessary in order for a carpool or vanpool to be created. In most carpool arrangements, each passenger is picked up at or near their place of residence. In some cases, it may be necessary for a rideshare passenger to drive to a park-and-ride lot to meet the carpool or vanpool.

GO VERMONT - [HTTP://WWW.CONNECTINGCOMMUTERS.ORG/](http://www.connectingcommuters.org/)

Go Vermont is a free carpool and vanpool program that offers computerized matching services for individuals and employers. It also provides information on bus routes, park & ride lots, electric vehicle charging stations, biking, trains, ferry's and tips on saving fuel and energy. Knowing that even the best-laid plans can change unexpectedly, Go Vermont created Guaranteed Ride Home, a benefit for registered carpoolers who rideshare at least two days per week. If you face an unforeseen change of plans such as a work-related or family emergency that prevents you from traveling via your carpool, GRH reimburses travel fees up to \$70. You are entitled to use this benefit up to six times each year, but not more than twice in a single month. The goal of these program changes is to decrease overhead and increase the marketing, outreach, and education components of the Rideshare Program.

Under contract with Go Vermont, the Zimride carpool matching service helps take the “what if” out of carpooling, by letting you see other riders’ profiles and setting the financial arrangements up front.

If you have 5+ people who share a similar commute and schedule, you can create a vanpool. Go! Vermont and their partner vRide, provide the van. Each rider pays a low monthly fee, which covers all the costs—gas, insurance, repairs—everything! No loan or down payment is needed. You and/or your co-worker drives and keeps it at their home.

These are the six registered vanpools carrying passengers to/from Washington County:

- Montpelier to Williston
- Berlin to Williston
- Montpelier to IBM Essex
- Montpelier to Essex Junction
- Randolph to Montpelier
- St. Albans to Northfield

Employee Benefits to Ridesharing

- **Cut Commuting Costs In Half:** Simple and dramatic (60% or more) out-of-pocket cost savings on their commute, which can add up to thousands each year!
- **Add Life to Your Car:** Vanpooling takes hard commuting miles off employees’ personal vehicles and saves on wear and tear expenses.

- **Never Get Stuck:** Our Guaranteed Ride Home benefit ensures that employees can get an emergency ride home if they didn't take their personal vehicle to work.
- **Green Feels Good:** People feel good when they know they're helping the environment. And speaking of "feeling good"...
- **Less Stress:** Vanpooling takes the stress out of commuting. Plus, it adds time back into each rider's day, to rest, socialize, network or even tackle their to-do-list.

Business Benefits

- **Better Commute = Happier Employees:** Increase job satisfaction, productivity and morale by reducing the stress and costs associated with commuting.
- **Less Cars. More Parking:** Reduced traffic and parking congestion means reduced real estate dedicated to parking and the costs associated with parking maintenance.
- **On Time and Inspired Employees:** Commuting challenges can force employees to be late and even miss work. Vanpooling can help get them to work dependably and on time.
- **Make a Statement:** Knowing that your business or organization is contributing to a better quality of life and cleaner environment just feels good.
- **Low Investment. Big Rewards:** Free services like vanpooling and our Guaranteed Ride Home are easy to set up and quickly pay off. Plus, there are pre-tax savings on vanpool expenses for employers.

RIDESHARING SERVICE

Uber is a ridesharing service based in San Francisco, California, United States. The company uses its own smartphone application to connect passengers with drivers of vehicles for hire, whereby customers use the app to request rides and track their reserved vehicle's location. The customer's credit card information is registered with the service, and the agreed upon fare is automatically charged. As of September 16, 2014, the service was available in 45 countries and more than 100 cities worldwide. Uber, is now expanding to 22 college towns, including Burlington.

PARK & RIDE LOTS - [HTTP://WWW.CONNECTINGCOMMUTERS.ORG/PARK-RIDE-LOCATIONS/](http://www.connectingcommuters.org/park-ride-locations/)

The function of a park and ride lot is to provide a safe and secure location for motorists to park their vehicle while they share a ride with another motorist or on a transit bus. Its spin-off impacts can include reducing gasoline consumption and air-pollutant emissions, reducing traffic volumes in major business areas, lengthening the life of vehicles, and reducing commuting costs. Statewide, the typical Vermont park and ride commuter lives in a small town, travels about fifteen minutes to a lot, moves into another automobile with one or two other people, and travels around forty minutes to their job in a larger town located off I-89 or I-91. There are sixteen facilities located in the Central Vermont Region. The location, capacity, and usage of these lots are noted in **Table 29**. These locations are shown in **Figure 30**. **Graph 2** shows the growth in use of the regions park and ride lots over time.

Potential Future Park & Ride Lots

The potential development of park and ride lots has been supported by an Agency of Transportation program that was instituted in 2004, known as the Municipal Park & Ride Grant Program. This program provides funding to municipalities for the development (engineering and construction) of small municipally-owned park and ride facilities. The region has investigated where potential future park and ride lots could be located when the opportunity presents itself. Consideration was given to sites where major intersections occur, on state or town owned ROW, co-location with existing businesses, villages, and the type of use. **Figure 30 and Table 31** show these locations.

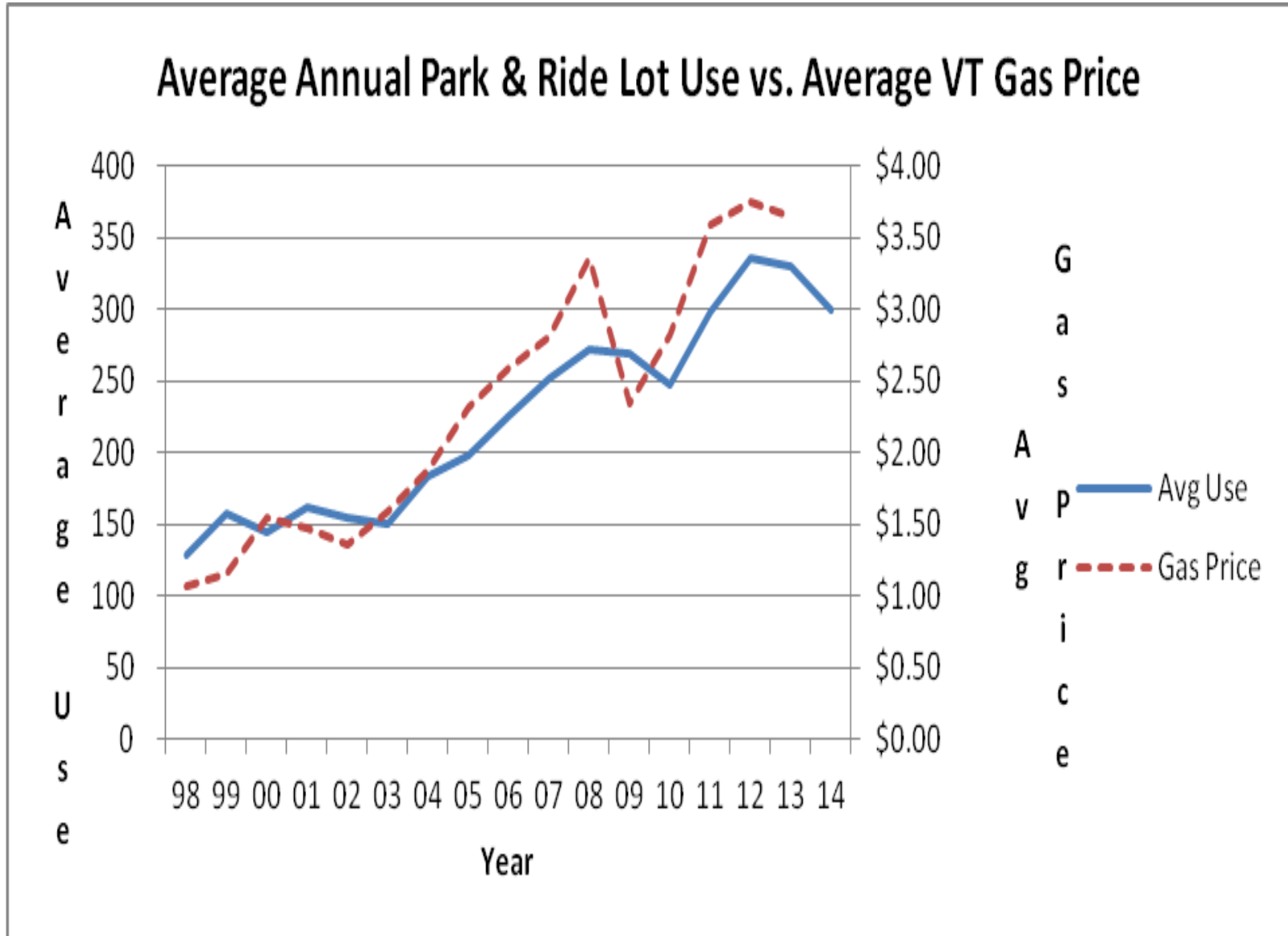
Table 29 FY 2014 Park & Ride Lots in Central Vermont Region

Jurisdiction	Location	Capacity	Average Usage
State Lots			
Montpelier	Montpelier Junction State Highway (near Montpelier State Highway and Exit 8)	55	35
Montpelier	Montpelier Department of Labor	170	74
Berlin*	Intersection of Route 62 and Payne Turnpike (near Exit 7)	81	66
Barre Town	Intersection of Route 14 and Route 63 (near Exit 6)	34	12
East Barre	Route 302	10	2
Waterbury*	Center Brook Road near Route 100 interchange with I-89 (near Exit 10)	69	57
Middlesex	Route 2 near Middlesex State Highway interchange with I-89 (near Exit 9)	28	16
Williamstown*	Route 64 near I-89 Exit 5	25	17
Municipal Lots			
Warren	Main St. Warren Village	12	6
Roxbury	At the Town Garage	8	3
Plainfield	Lower Village, near the Town Office	22	3
Orange	At the Town Offices/Town Hall	26	3
Marshfield**	At the Town Office	6	3
East Warren**	Roxbury Mountain Rd	15	3
East Montpelier**	At US 2 / VT 14 North Intersection	4	2
Cabot**	At Grange Hall	19	New

* These Park & Ride Lots have experienced near and over capacity usage surveys.

** New Park & Ride Lots since 2008 Regional Transportation Plan

Graph 2



Park and Ride Recommendations

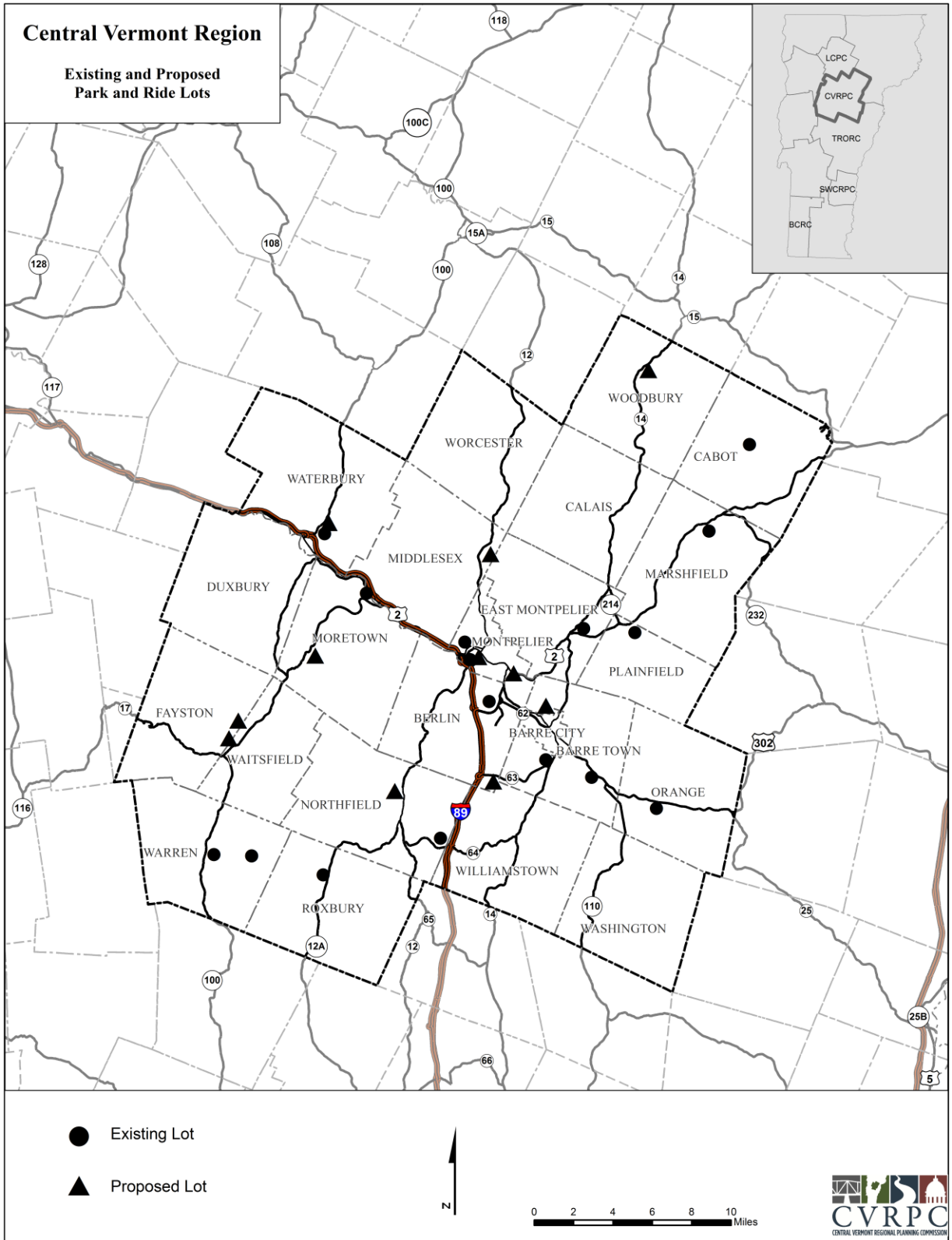
The following existing lots are under design for enlargement and added features (which could include; bus shelters, bike racks, sidewalks, lights, fencing): Berlin Exit 7, Williamstown Exit 5, East Montpelier Village. The Future Lot in Berlin Exit 6, is also under design. The Waterbury Exit 10 lot, although recently upgraded, is still near capacity, and is difficult for buses to access. It could be designated as a car lot, and designated space could be established at the nearby Shaws Shopping Center for bus use. Level 1 Electric Charging Stations at light posts, should be considered at all existing and future lots.

Table 31

Future Park & Ride Sites to be considered when conditions warrant

Type	Town	Route	Location
Interstate	Berlin	VT 63/I 89	At Exit 6 Ramp
Rural Commuter	Waterbury	VT 100	At Shaws for Buses
Rural Commuter	Moretown	VT 100B	Village Municipal Lot
Rural Commuter	Waitsfield	VT 100	Irasville Commercial Lots
Rural Commuter	Middlesex	VT 12	Wrightsville Area
Urban Shuttle	Barre City	US 302	North End, Jones Brothers
Urban Shuttle	Montpelier	US 2/US 302	Grossman's
Urban Shuttle	Montpelier	VT 12	Econo Lodge
Ski Shuttle	Waitsfield	VT 100	Village, Irasville
Rural Commuter	Woodbury	VT 14	Village

FIGURE 30



TRAVEL DEMAND MANAGEMENT

Throughout many areas in the United States, travel demand management (TDM) is used to encourage efficiency in the transportation system. In many situations, travel demand is managed by an entity known as a Transportation Management Association (TMA). A TMA recognizes that employers and developers play an important role in an area's transportation system and works to create partnerships between employers, developers, and the local government. TMAs help to build local consensus, raise funds, implement specialized programs/services, and manage travel demand. In Burlington, the Campus Area Transportation Management Association (CATMA) creates a forum for the American Red Cross, Champlain College, Fletcher Allen Health Care, the University of Vermont and the City of Burlington to proactively address transportation issues and opportunities. Some examples of services provided by CATMA include:

- Conducting an annual survey of UVM and Champlain College students to obtain feedback and comments from to the community on what types of transportation services they would use if they were available
- Operating carpool matching programs,
- Running its own shuttle service,
- Negotiating transit subsidies so that members can ride Chittenden County Transportation Authority (CCTA) buses for free, and
- Running an Emergency Ride Home and a biking/walking reward program.

In Central Vermont, Capital Commuters is a new program run by the Vermont Agency of Transportation , for State of Vermont Montpelier employees. The Capital Commuter program is designed to alleviate parking problems in Montpelier, and to encourage efficient commuting through walking, biking, carpool, vanpool or public transit. About 400 employees participate to date. National Life has a similar program for their employees. Incentives include:

- 50% off commuter bus passes
- A Guaranteed Ride Home so you won't be stranded at work
- VIP parking for carpools and vanpools at the National Life Campus, and Capital Complex
- Capital Commuter benefits card for discounts at participating businesses
- Monthly raffle prizes for walking or biking to work

The GMTA Ticket-to-Ride Program reflects an informal TMA because it is an example of a partnership between a local community agency (Vermont Center for Independent Living) and GMTA. It provides discounted transportation services for the elderly and disabled.

The region has several large employers, who might be well-suited to implement these programs. The TDM measures might include such in-house programs as:

- Job-site transit service information/designated staff person to distribute transit information
- Preferential parking for carpools and vanpools;
- Incentives for carpools and vanpools;
- Parking Cash Out
- Alternative Work Formats
 - Flexible schedules to accommodate carpools and the use of transit

- Tele-commuting (see below)
- Compressed work weeks
- Staggered hours/off-peak shifts
- Sale of discounted transit passes through payroll deduction
- Commuter fringe benefit

Tele-Commuting:

Tele-commuting, also known as telework, is one alternative work format with a particularly impressive mix of potential benefits for employers, employees, and communities. Tele-commuting involves an employee completing work tasks from a remote location, usually his or her home, using various forms of communication. As the speed and availability of internet connections has grown, so has the feasibility of tele-commuting. However, barriers to wide-spread use of tele-commuting remain.

Benefits: Employer benefits of tele-commuting include improved staff morale, recruitment/retention enhancements, increased worker productivity, and establishing a framework for continued operation in the face of an emergency. Employee benefits include reduced commute times, reduced commute stress, reduced commute expense (gas, wear and tear, parking, and depreciation), and an improved life/work balance. Community benefits of tele-commuting include fewer emissions and improved environmental quality, less congestion, and less parking demand (less land needed for parking).

Costs and Barriers: Many employers and organizations remain hesitant to establish tele-commuting options for their employees. Two large causes of this hesitation are a fear of losing control over workers and concerns about decreased productivity. Other potential barriers to the growth of tele-commuting include concerns about misinterpretations and lost nuances without face-to-face communication and data corruption using off-site technology and work stations.

Given the relative low cost of permitting employees to tele-commute and the full spectrum of benefits it offers, tele-commuting stands out as potential source of great improvement to the transportation system in Central Vermont.

ALTERNATIVE VEHICLES

ELECTRIC VEHICLES - [HTTP://WWW.DRIVEELECTRICVT.COM/](http://www.driveelectricvt.com/)

Electric vehicles (EVs) offer a means to increasing Vermont's energy independence, dramatically reducing the carbon footprint of Vermont's transportation sector, and guarding against rising petroleum prices.

THE FACTS ABOUT EVS

- Electric vehicles (EVs) can save you \$1,200 or more on maintenance costs
- Re-"fueling" is as simple as plugging into an electrical outlet
- You'll spend the equivalent of about \$1 per gallon of gas to charge your electric vehicle
- You'll guard against rising gas prices since electricity prices rise at a much slower and more stable rate
- EVs provide increased traction due to their heavy batteries, great for winter driving conditions

- Residential and commercial charging equipment is also eligible for substantial tax credits
- EVs increase our energy independence, helping keep our energy reliance and resources local
- They contribute to healthier air and lower carbon emissions
- The federal government is currently offering a tax credit of up to \$7,500 toward your EV purchase
- EVs will generally accelerate faster and perform just as well in other respects as similar gas-powered counterparts
- Electric vehicle adoption is increasing and spreading throughout the state and the country

Charging Stations are being installed throughout the State. There are currently 41, located in city's, Route 7, I-89, & I-91 corridors. Locations of charging stations in Central Vermont:

- Barre City – Granite St.
- Berlin – Formula Nissan, US 302
- Montpelier – City Hall, 133 State St., State Employees Credit Union, National Life
- Middlesex – Middleground/Red Hen Bakery, US 2
- Waterbury – Green Mountain Coffee Roasters Welcome Center, Train Station, Park Row
- Waitsfield – Village Grocery

CARSHARE VERMONT - [HTTP://WWW.CARSHAREVT.ORG/](http://www.carsharevt.org/)

Since 2008, CarShare Vermont has been on a mission to help more people get around with fewer cars. We've got a network of vehicles parked in convenient spots all over town that you can use by the hour or day whenever you need to drive. Shopping, meetings, weekend jaunts—CarShare Vermont is an easy and affordable alternative to owning a car. Whenever you need to drive, reserve the vehicle of your choice near you, get in, and go. When you're done, return it to its parking spot. Gas, insurance, parking, roadside assistance, bike racks, snow tires, and more—it's all included. Since it started, Carshare Vermont has operated in Chittenden County and started in Montpelier, in the spring of 2015.