ABC Ramps
Transportation Options Implementation Plan
CTS Research Conference
November 1, 2018

The Changing Landscape

I already paid for my monthly parking pass!

But what if my kid gets sick?

It’s hard to find someone to carpool with.

Some days I need to drive myself to meetings...

My company only offers tax benefits for parking.

It’s transit OR parking; there’s no flexibility!

It would help if I could do this on my smartphone.
Transportation Program Opportunities

- Carpool program participation declining
- Emerging technology (e.g. mobile apps, Smart Cities)
- Changing travel behaviors (e.g. Ridesourcing – Uber/Lyft, carshare, car ownership)
- ~ 60% of ramp users not using preferred commute mode

Who was engaged?

<table>
<thead>
<tr>
<th>Event/Activity</th>
<th>Target Audience</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Roundtable</td>
<td>Downtown organizations, business groups, and agency partners</td>
<td>7</td>
</tr>
<tr>
<td>Commuter Listening Session</td>
<td>Commuters across age, income, and employment segments</td>
<td>3</td>
</tr>
<tr>
<td>Commuter Interviews</td>
<td>Commuters across age, income, and employment segments</td>
<td>4</td>
</tr>
<tr>
<td>Employer Interviews</td>
<td>Cross-section of downtown employers – various sizes and industries</td>
<td>4</td>
</tr>
<tr>
<td>Skyway Intercept Surveys (x3)</td>
<td>Commuters who currently park in the ABC Ramps</td>
<td>135</td>
</tr>
<tr>
<td>Online Survey</td>
<td>Downtown area commuters and employers</td>
<td>241</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>~400</td>
</tr>
</tbody>
</table>
Key Findings and Themes

- 75% of respondents reported driving alone as their most common commute, and many would like to try other options.
- Perceived safety and security issues at the ramps and along the routes connecting to the surrounding neighborhoods.
- People more interested in programs that provide flexibility to choose desired transportation options daily.
- Commuters indicated they must choose either a transit MetroPass or a monthly parking contract in their employee benefits.
- 70% of employers provide a subsidy for or allow pre-tax purchase of parking spaces as part of a benefit program.
- 80% of survey respondents indicated that their employer offers MetroPass as part of their benefits package.
- People are interested in new transportation program ideas, particularly those leveraging new technology.

Commuter Perspective
Commuter Perspective

• Commuters want flexibility and options
• SOV commuting provides flexibility and reliability
• For other options to be workable, they need to be easy, convenient, and reliable
• Barriers: Commute distance, lack of viable transit options, variable work schedules

Employer Perspective
Employer Perspectives

- Employers choose to locate downtown – great amenities
- Many employers pay for parking
- There is a desire for more flexibility (e.g., partial monthly contracts, day of reservations, etc.)
- New programs need to be easy to use with mobile/web interface
- Administration of parking contracts could be improved
Support for Program Ideas

- People like the proposed ideas
- Flexibility programs are big – daily carpool, transit-parking contracts, etc.
- Carpooling is not sexy
- ABC Ramps need improved branding/wayfinding
  Safety and security is a concern for routes connecting to the ramps

Program Evaluation
Program Evaluation

- 30+ ideas generated by U of M students and researchers
- Screening level evaluation to identify most promising programs
- Identify best “input/output”

<table>
<thead>
<tr>
<th>Program Category</th>
<th>Input Metrics Score</th>
<th>Output Metrics Score</th>
<th>Total Program Comparison Score: Input + Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexible Carpool Programs</td>
<td>3</td>
<td>3</td>
<td>5.25</td>
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<tr>
<td>Tools and Mobile Apps</td>
<td>2</td>
<td>3</td>
<td>4.67</td>
</tr>
<tr>
<td>Support for Employers</td>
<td>2</td>
<td>3</td>
<td>4.5</td>
</tr>
<tr>
<td>Mobility Hub</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Program Idea Evaluation

- Step 1: Effectiveness Checklist
- Step 2: Program Comparison
- Step 3: Implementation Plan
Step One: Effectiveness Checklist

- Does the program support the goals of ABC Ramps?
- Does the program encourage multimodality and reduce “sunk costs”?
- Is the program legal under existing State Statutes and FHWA regulations?
- Does the program improve access to affordable multimodal transportation?
- Is the program cost effective?

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Step Two: Program Comparison

- **Input Metrics**
- Program Category
  - Daily Carpool Rate
  - Day of Parking Reservation
  - Mobile Phone Transportation App
  - Enhanced Monthly Carpool Contract with Additional Services
  - Partial Monthly Contract
  - Transit-Parking Contract (Total Access Mobile Application or Card)
  - Limited Parking
  - Employer Champions
  - Employer Transportation Programs
  - Mobility Hub
- Program Idea
  - Does the program support the goals of ABC Ramps?
  - Does the program encourage multimodality and reduce “sunk costs”?
  - Is the program legal under existing State Statutes and FHWA regulations?
  - Does the program improve access to affordable multimodal transportation?
  - Is the program cost effective?

- **Output Metrics**
- How well do programs improve equity?

- **Outcome / benefits resulting from the program**
- Inputs required to implement the program
Implementation Recommendations

• Engagement
• Agency Coordination
• Market Demand
• Technology Readiness
### Implementation Recommendations

#### Daily Carpool
- **Early Bird Carpool**
  - Driver: Ride Sharing
  - Synchronize with pricing updates
  - Fully established program
    - All ramps and removals
    - Verification via mobile app and detector

- **Ridematching Mobile App**
  - Fully established program
    - All ramps and removals
    - Verification via mobile app and detector

#### Parking FlexPass
- **Pilot Implementation**
  - Overhead/Employee Pilot
  - Prepare parking and transit policies
  - Fully established program
    - All ramps and removals
    - Verification via mobile app and detector

#### Employer Programs
- **Employer Pilot Promotion**
  - Overhead (Employee Pilot)
  - Vehicles and fully funded
  - Coordinate with workplace benefits administrator
  - Fully established program
    - All ramps and removals
    - Verification via mobile app and detector

#### Transportation Options App
- **Optional Data Collection**
  - Provide transportation options
  - Fully established program
    - All ramps and removals
    - Verification via mobile app and detector

#### Mobility Hub
- **In-vehicle Paydisplay**
  - Secure Blue parking
  - Mobility Programming
  - Fully established program
    - All ramps and removals
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### Implementation Recommendations

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Eliminate Geographic Boundary

- Current $20 monthly rate only available to commuters north and northwest of Minneapolis
- Make the carpool program available to a larger market
- Improve efficiency by simplifying the registration process

Daily Carpool

- Discounted daily parking rates for carpools without registration or geographic restrictions
- Marketed as Early Bird Carpool available 6-9 am, avoiding confusion with event parking
- Modest technology upgrades and minimal staffing adjustments are required for short term implementation
Daily Carpool

- Daily carpool rate accompanied by new regional **ridematching mobile app** to provide improved opportunities to connect compatible carpoolers
- Longer term deployment will **leverage emerging technologies** by using mobile apps to connect more carpoolers, split payments, verify carpools, and reserve parking

Flexible Transportation Programs

- A **flexible contract** that provides discounted access to parking and transit for a specified number of days each month
- **Coordination with employers** and benefits administrators to offer the program through tax-saving payroll deductions
Flexible Transportation Programs

- Development a multi-modal **transportation mobile app** with access to commuting options
- **Outreach programs** for employers to help employees make efficient transportation choices and recognize individuals and organizations achieving high levels of participation

Mobility Hub

- Provide **traveler information** to facilitate flexible transportation choices
- Enable **seamless transfer** between modes, including transit, parking, biking, walking, and shared mobility options
Mobility Hub

• Offer improved **wayfinding** and consistent signage to establish cohesive branding
• Provide **pedestrian friendly connections** to nearby destinations

Mobility Hub

• **Activate the space** through programming and retail services to promote safety and security
Marketing & Outreach Recommendations

Stages of Change Model

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance
- Progress
- Relapse
Marketing & Outreach Recommendations

### Goals
- **Build employer capacity** to support alternative transportation

### Objectives
- Enroll organizations in Employer Champions Program

### Strategies
- Administer **Employer Champions Program**

### Action Items
- Employee assistance, program support, and recognition

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Marketing & Outreach Recommendations

### Goals
- Educate employers about **transportation options**

### Objectives
- Provide promotional material to nearby organizations

### Strategies
- Short-term employer **focused outreach**

### Action Items
- Brochures, hotline, advertising, and outreach
Marketing & Outreach Recommendations

**Goals**
- Improve ABC Ramps’ ability to reach existing users

**Objectives**
- Enable contract holders to 'opt-in' for email correspondence

**Strategies**
- ABC Ramps user-focused outreach

**Action Items**
- Email updates and promotions for events and new programs

Marketing & Outreach Recommendations

**Goals**
- Promote use of new ABC Ramps programs

**Objectives**
- Engage customers in pilot TDM program

**Strategies**
- Pilot TDM program for smaller target market

**Action Items**
- Survey, invitations, identify leaders, and communications
# Marketing & Outreach Recommendations

**Suggested Marketing Strategy Timing**

Figure 1, below, summarizes specific timing corresponding to each of the plan’s marketing strategies. Strategies generally follow a structure of 1) preparation, 2) public / active outreach, and 3) evaluation:

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<th>8</th>
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<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer-Focused Promotions</td>
<td>Preparation</td>
<td>Outreach</td>
<td>Evaluate Successes and Lessons Learned</td>
<td>Optional: Launch a second round of engagement, if desired</td>
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<tr>
<td>Pilot Employee Champions Program</td>
<td>Phase One: Establish Program</td>
<td>Phase Two: Implement Program</td>
<td>Phase Three: Evaluate and Maintain Program</td>
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</tr>
<tr>
<td>Pilot IM Campaign</td>
<td>Pre-program Preparation</td>
<td>Public Outreach Phase (“Active Phase”)</td>
<td>Evaluation</td>
<td>Optional: Maintain for a second year or as a year-round program</td>
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Thank you to our partners!