

# Cornell University

## Transportation Program Overview



# 1990: A Crossroads

- **Parking demand exceeded supply**
- **Projected to keep growing**
- **New buildings and lost parking**
- **Multiple constituencies to serve**
- **Investment in people not infrastructure**
- **Priorities and character of campus**
- **Awareness of the CAAA of 1990**
- **Role of (and in) transit**

# Guiding Principles

- Enhance university environment
- Protect greenspace
- Preserve vehicular and pedestrian access
- Reduce congestion
- Protect beauty of adjacent neighborhoods
- Reduce damage to infrastructure

# Two Choices

A scenic view of a university campus. In the foreground, a person is sitting on a large green lawn. A paved path winds through the grass. In the middle ground, there is a large, multi-story stone building with a prominent tower. The background shows a town and hills under a clear sky.

- **Build more parking**
- **Mitigate demand**

# **If You Build It...**

**In 1998 Boulder, Colorado projected a \$200 million expansion to their infrastructure to address auto congestion:**

- 46% increase in daily vehicle trips**
- 60% increase in daily VMT**
- 67% increase in emissions**
- 2% improvement in traffic congestion**

# On-going Objectives

- **Maintain a “walkable” campus**
- **Reduce demands on infrastructure**
- **Attend to replacement of lost parking**
- **Aggressive demand management program**

# **TDMP Disincentives**

- **Moved towards market-priced parking**
- **Reduced no-fee spaces**
- **Introduced tier-based parking fees**
- **Provided for annual fee increases**

# TDMP Incentives



- **OmniRide**
- **RideShare**
- **Occasional Parker**
- **Support Services**

# TDMP Incentives OmniRide



# TDMP Incentives RideShare



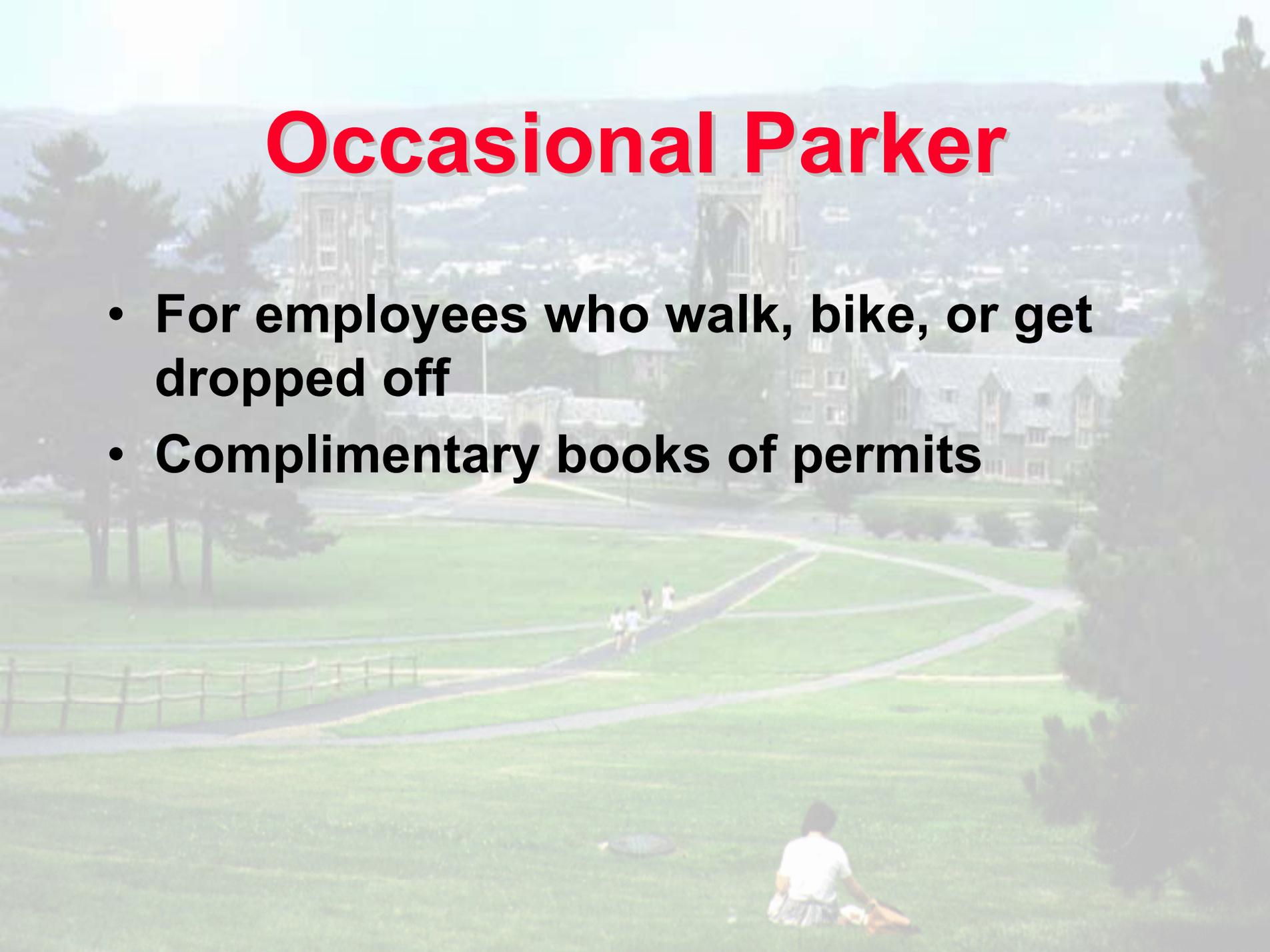
# RideShare

## 2005-2006 Parking Fees and Rebates

Permit Tier	Individual Permit	Two RideSharers	Three RideSharers	Four or More RideSharers
1 A, E, CP	No Fee	No Fee	No Fee	No Fee
2 CF, ME, O, R, SA, TH, W, WE	\$302.61 Fee	No Fee	\$161.17 Rebate +Reserved space	\$337.54 Rebate +Reserved space
3 HH, K	\$476.67 Fee	\$174.08 Fee	No Fee	\$176.37 Rebate +Reserved space
4 C, X	\$531.68 Fee	\$229.10 Fee	No Fee	\$125.44 Rebate +Reserved space
5 G	\$622.92 Fee	\$320.30 Fee	\$146.25 Fee	No Fee +Reserved space
6 D, F, H, J, L, N, P, Y	\$669.15 Fee	\$364.54 Fee	\$190.47 Fee	No Fee +Reserved space

# Occasional Parker

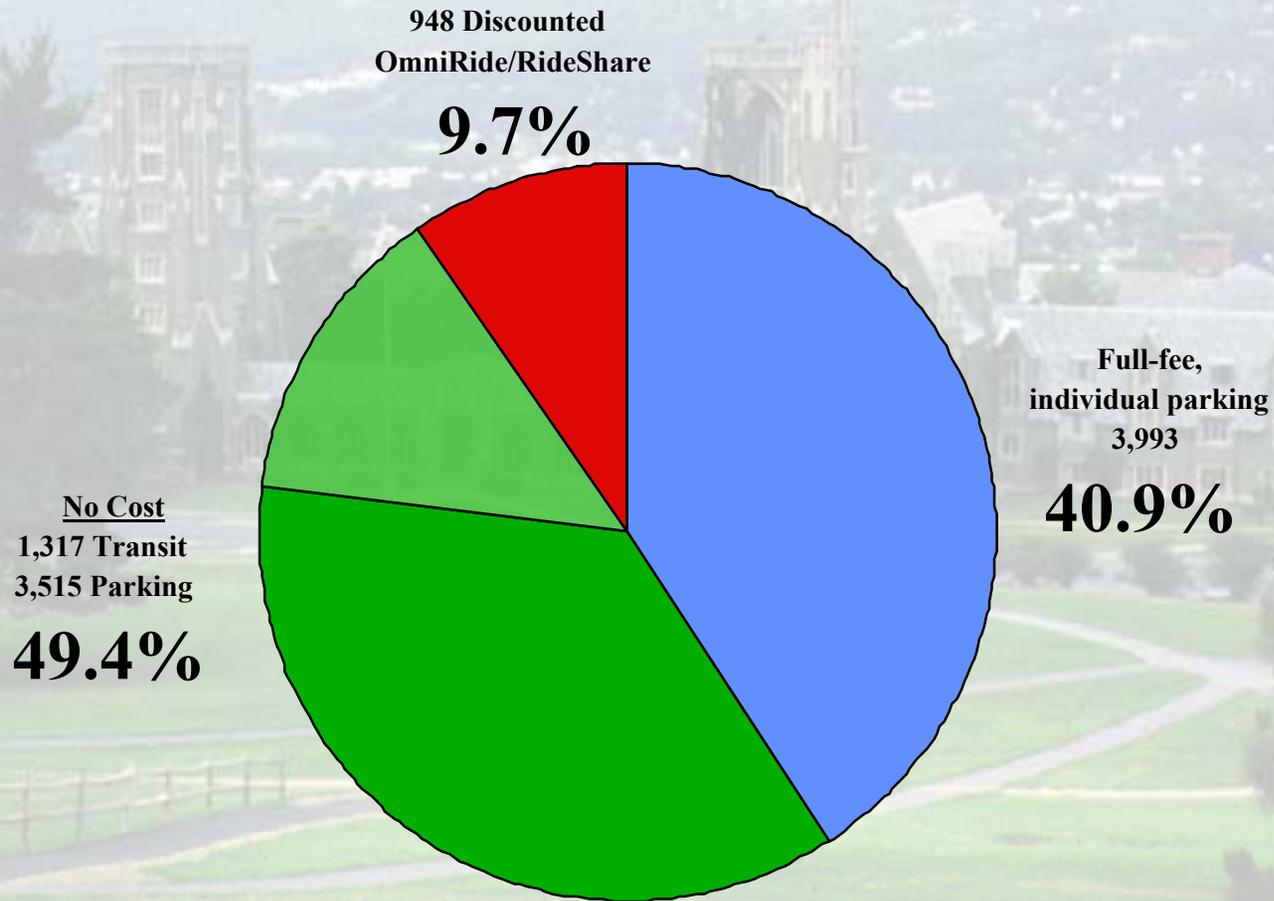
- For employees who walk, bike, or get dropped off
- Complimentary books of permits



# Support Services

- **Emergency Ride**
- **FamilyCare**
- **Park-and-ride lots**
- **Volunteer firefighter/EMT rebates**

# Faculty/Staff Commuting

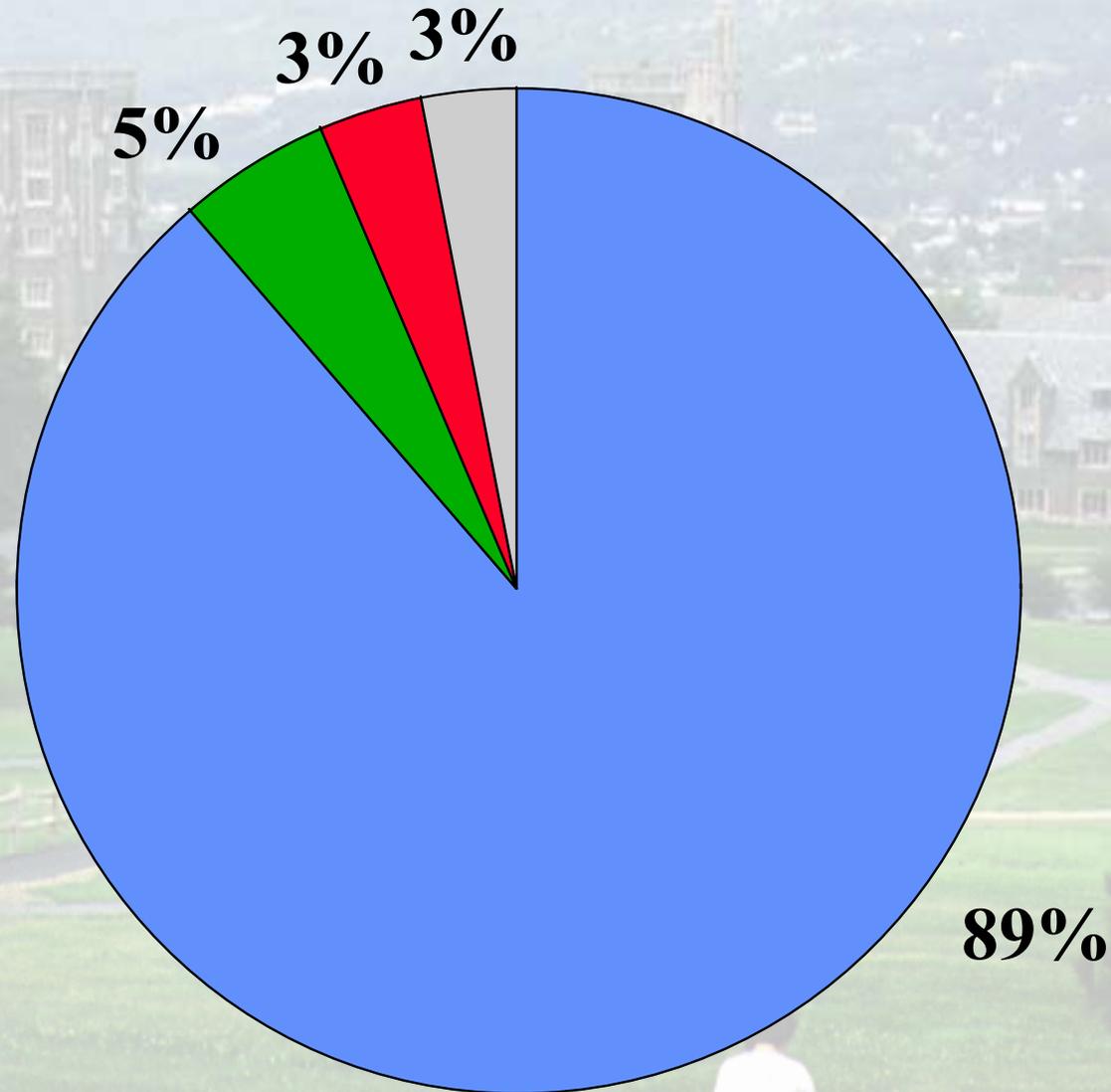


■ Individual Paid Parking ■ No Cost Parking ■ No Cost Transit ■ Discounted Options

# Students and TDM

- Discourage from bringing cars
- Raise parking fees
- Offer PlusPass Package
- Promote student options such as OmniRide

# Ithaca-Based Student Parking

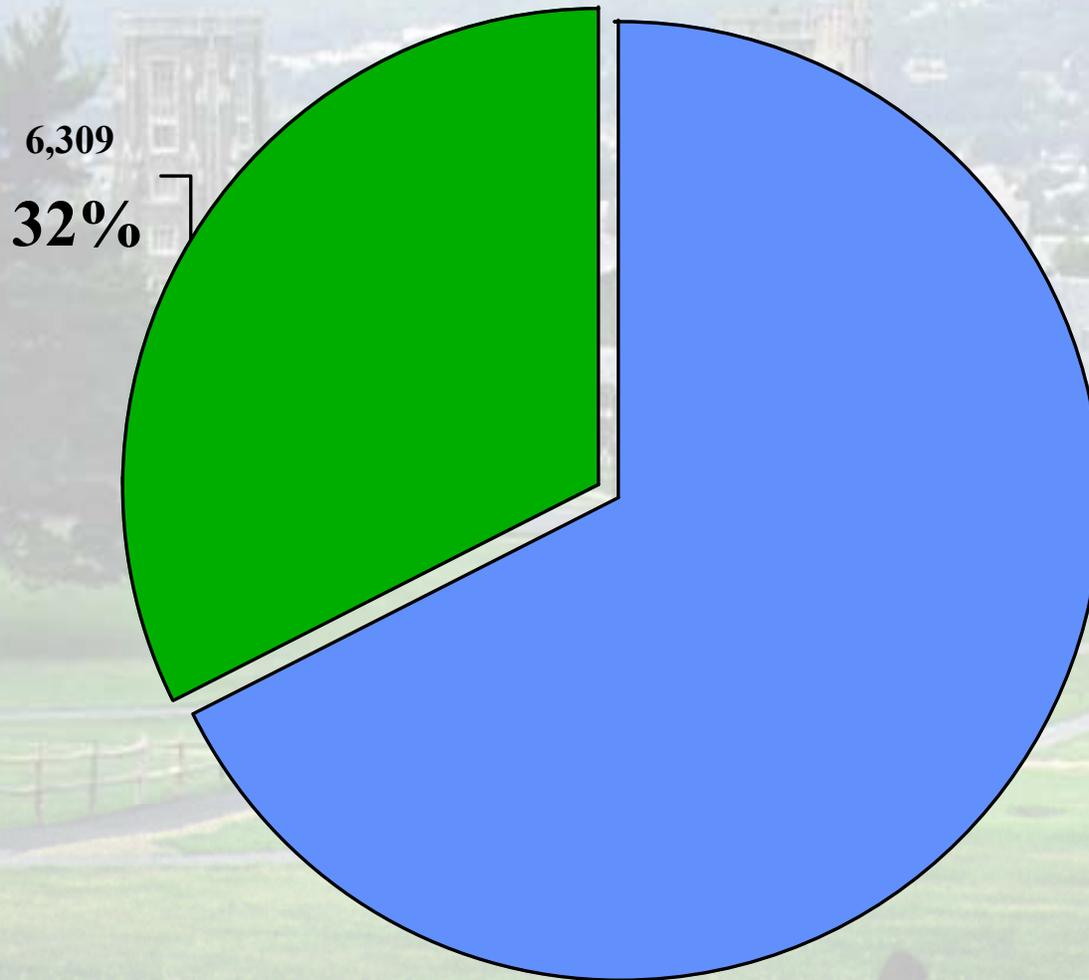


**■ No parking permit   ■ Resident Parking   ■ Commuter Parking   ■ PlusPass**

# Student OmniRide

- **Introduced in 1993**
- **University issued and administered**
- **Bulk-discounted fares**
- **\$200 vs. \$495**
- **517 campus bus passes issued in 1992**
- **6,309 OmniRide passes issued by 10/31/04**

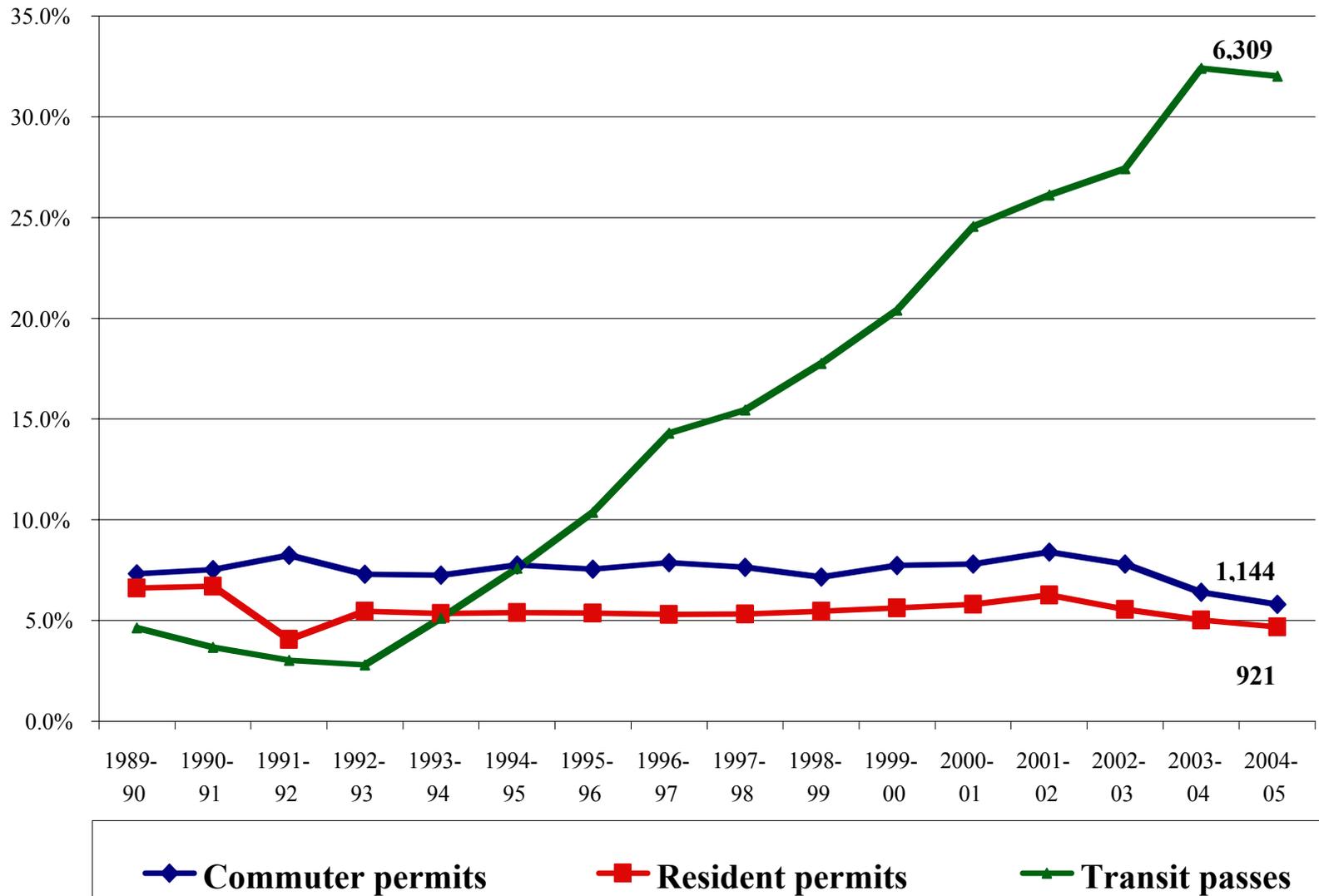
# Student Transit Passes



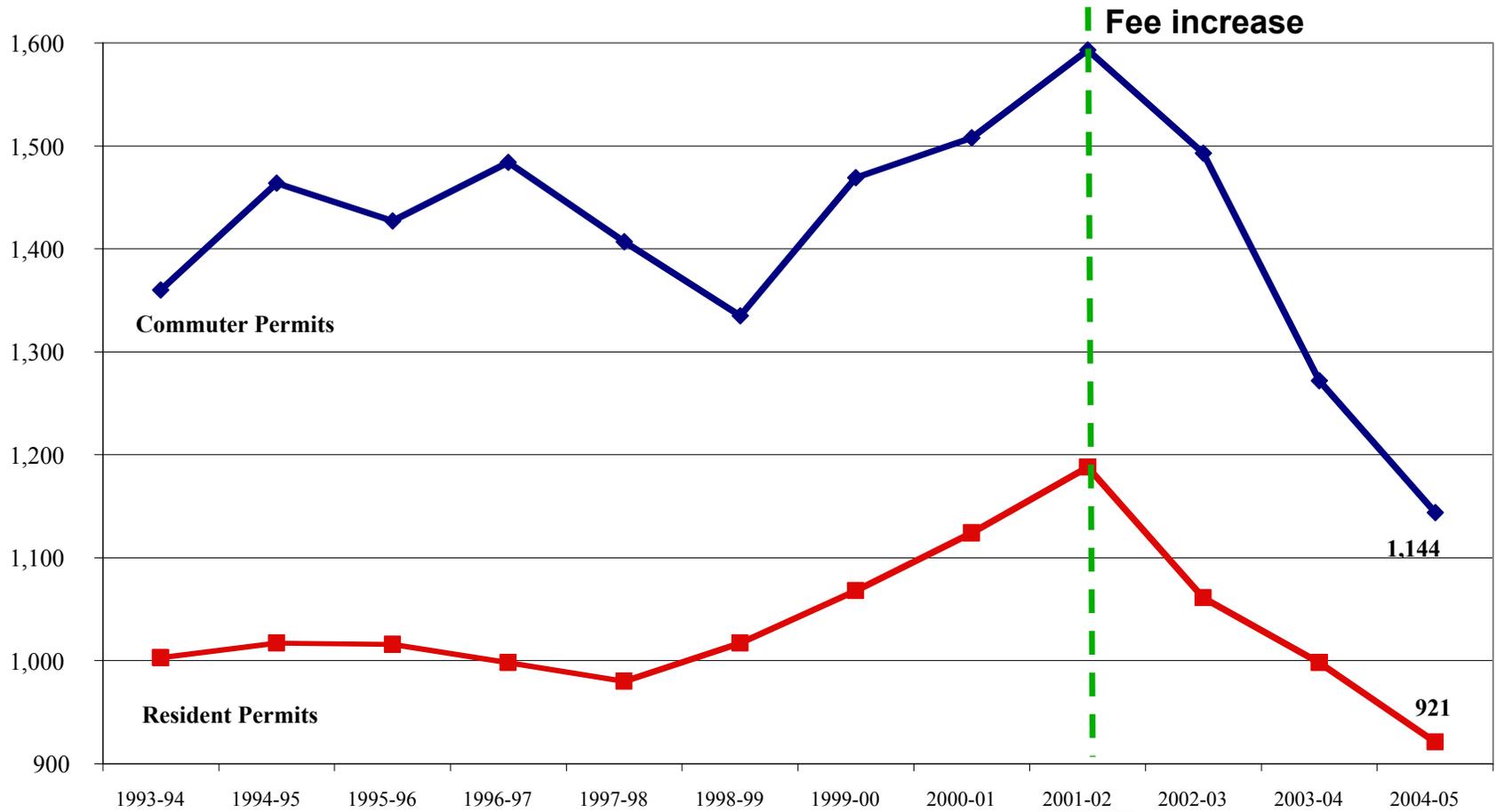
19,703 students

 Students with Transit Passes

# Students By Mode



# Student Parking



# Green Programs



# **TDMP Benefits**

- **Commuter**
- **Employer**
- **Community**
- **Environment**

# **TDMP Benefits: Commuters**

- **Cost savings: gas, oil, maintenance, etc.**
- **Less wear-and-tear on cars**
- **Potential insurance reduction**
- **Less stressful commute**
- **Healthier lifestyle**

# **TDMP Benefits: Employer**

- **Reduced traffic throughout area**
- **More available parking for customers**
- **Improved transit for employees means better transit for all**
- **Serve as a model for other organizations, businesses, and communities**

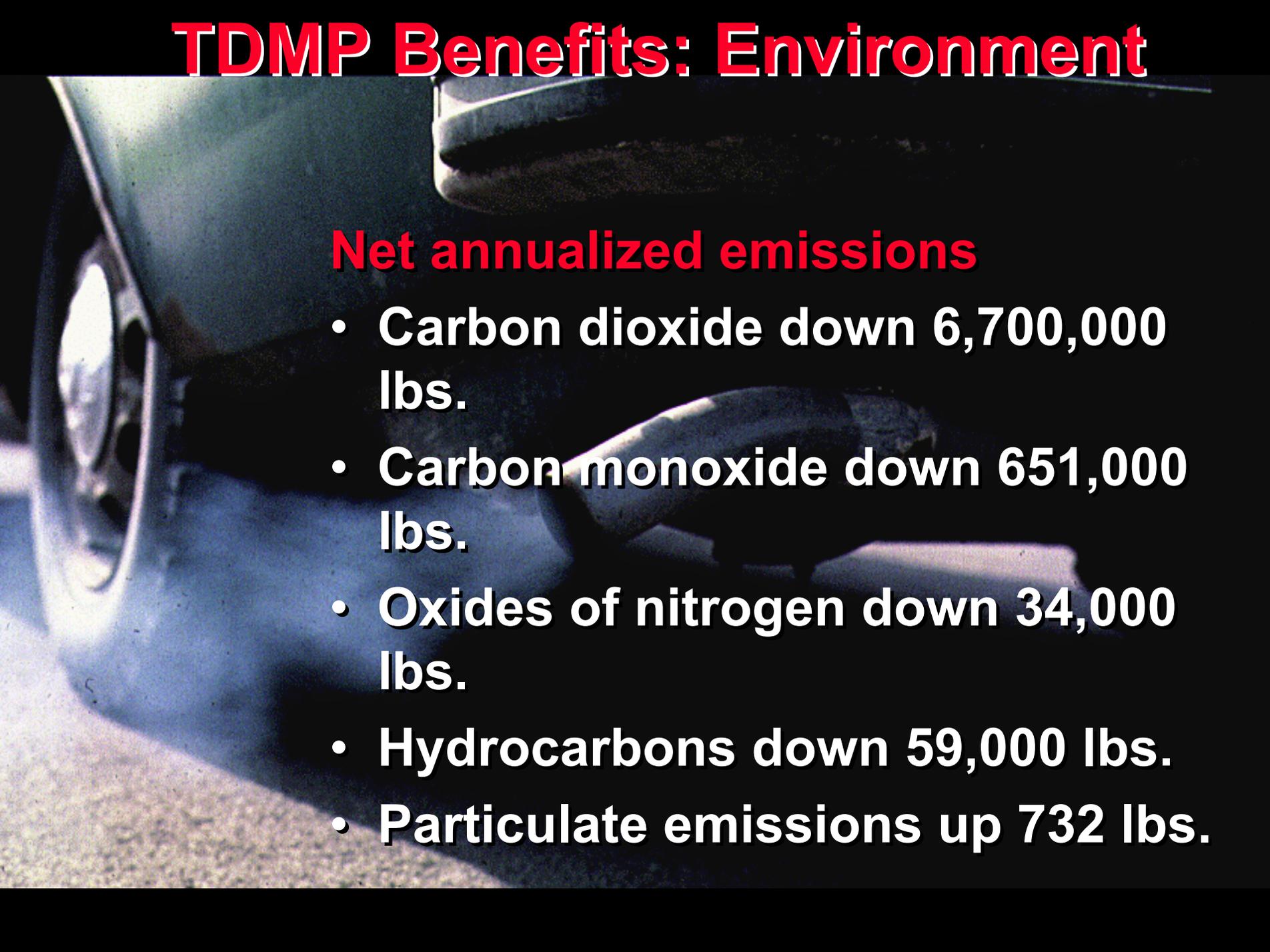
# **TDMP Benefits: Community**

- **Reduced traffic through surrounding neighborhoods**
- **Decreased damage to the infrastructure**
- **Community park-and-ride lots**
- **Improved transit service**

# **TDMP Benefits: Environment**

- **Each year since 1991, Cornell commuters have traveled at least 10,000,000 fewer miles.**
- **This saves at least 417,000 gallons of fuel annually**

# **TDMP Benefits: Environment**



## **Net annualized emissions**

- **Carbon dioxide down 6,700,000 lbs.**
- **Carbon monoxide down 651,000 lbs.**
- **Oxides of nitrogen down 34,000 lbs.**
- **Hydrocarbons down 59,000 lbs.**
- **Particulate emissions up 732 lbs.**

