

## Preferential Parking for Carpools and Vanpools



### Overview



#### What we're going to cover

- ✓ What is a Preferential Carpool Parking
- ✓ Benefits to the CAP
- ✓ Benefits to the Employer/Worksite
- ✓ Things to Consider
- ✓ What about GRH/ERH?



What is it?



reThink

P

This slide features a green header with the text "What is it?". Below the header is a photograph of a white car parked in a carpool lane. The word "CARPOOL" is painted in large, white, block letters on the pavement in front of the car. The car is positioned between two other vehicles, a silver car on the left and a dark car on the right. The background shows a concrete wall and a clear sky. The slide is decorated with a green vertical bar on the right side containing a white letter "P" inside an orange circle, and a green graphic at the bottom right that resembles a road with yellow dashed lines curving to the left. The "reThink" logo is located in the bottom left corner.

No, Really – What is it?

Carpool/Vanpool Infrastructure!



reThink

P

This slide features a green header with the text "No, Really – What is it?". Below the header is the title "Carpool/Vanpool Infrastructure!". Underneath the title are two photographs. The left photograph shows a white van with its side door open, and several people are standing around it, some appearing to be loading or unloading items. The right photograph shows a bicycle rack with several bicycles parked in it. The slide is decorated with a green vertical bar on the right side containing a white letter "P" inside an orange circle, and a green graphic at the bottom right that resembles a road with yellow dashed lines curving to the left. The "reThink" logo is located in the bottom left corner.

## Benefits for the CAP

P

### Proof of Life

- ✓ ETCs come and go...the sign still remains
- ✓ What justifies your program?  
Data and People
  - ❑ Employers need to know
  - ❑ Your agencies need to know

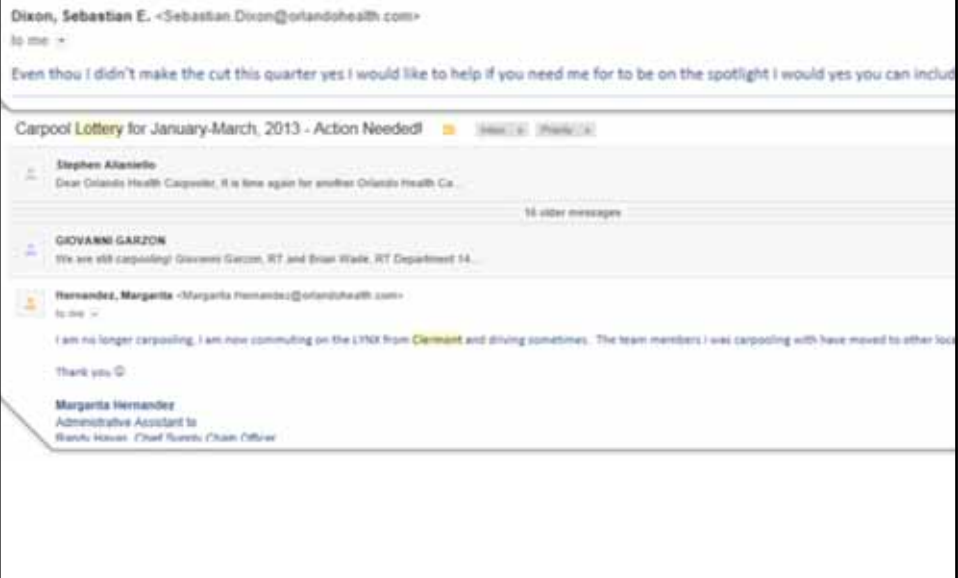




Action Needed! Orlando Health Carpool Lottery Inbox x Priority x

<p><b>Stephen Allaniello</b> Dear Orlando Health Carpooler, It is time for another Orlando Health Carpool ...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Marrero, Awilda</b> Yes, Please continue to add us to the lottery J Thanks, Awilda Marrero Depart</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Schneider, Jeanmarie</b> Hi Stephen, Yes Michele Ruth and I are still carpooling and we would like to ...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Albright, Mark K.</b> Yes we (Amy Albright and Mark Albright) are interested in being in the carpool.</p>	<p>Mar 16 (4 days ago)</p>
<p><b>DiPisa, Gail M.</b> Hi Stephen, Sophia and I are still carpooling and we would like to be include...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Daiss, Christina</b> Hello! Yes, we are still carpooling, and yes we would like to be included in ...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Barney, Cynthia A.</b> Hello Stephen, Yes, I am still interested in the car pool lottery! Thank! Re...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Williams, Lori A. (Infection Control)</b> Yes, we are still interested in the carpool lottery. Christa Voepel Lon Wil...</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Hamed, Lauren S.</b> Hi, Yes I am still carpooling with Jonathan Pogar. Thanks, Lauren Hamed</p>	<p>Mar 16 (4 days ago)</p>
<p><b>Julie Voiselle</b> We are still carpooling. Sent from my iPad &gt;&gt; &lt;ERH Flier pdf&gt;</p>	<p>Mar 16 (4 days ago)</p>

## Developing a Rapport



## Employer Benefits



### Typical Employer Concerns:



- ✓ Tight on incentives
- ✓ Giving up parking “real estate”
- ✓ More work to manage!
- ✓ Fraud/Program Abuse



## Employer Benefits

### Low Cost Program



- ✓ Costs less than giving an employee a PTO day for carpooling
- ✓ Large employers may do this in-house
- ✓ What can you bring to the table?



## Employer Benefits

### Carpool Math 101

- ✓ Needs Ride + Needs Ride = 0 Carpools
- ✓ Needs Ride + Drives Alone = Carpool!



## Employer Benefits

P

### Carpool Math 202

- ✓ What do these have in common?
- ✓ How is this different?



reThink

## Employer Benefits

P

### Program Abuse?

- ✓ “Trust me - I know how you **feel**”
  - “XYZ Company **felt** the same way when we started their program”
    - What they **found** is that it took care of itself!

reThink

## Employer Benefits

P

### Bragging Rights

- ✓ You're a great place to work
- ✓ You're going green
- ✓ You're ahead of the gas prices



## Things to Consider

P

### First things First

- ✓ Spot and sign selection
- ✓ Program type
- ✓ Who needs to get involved?



## Things to Consider

P

### Picking the right spot

- ✓ Picking the right spot(s)
  - ❑ Value: Short walk or shade?
  - ❑ Visible and permanent?



## Things to Consider

P

### Program Type

- ✓ First come, First served without credential
- ✓ First come, First served with credential
- ✓ Assigned spots





**Things to Consider**

**Getting the Sign Right**

- ✓ Fits the program
- ✓ Branding
- ✓ Don't leave them hanging!

**Things to Consider**

**Other considerations:**

- ✓ Frequency of renewals
- ✓ Employee schedules
- ✓ Initial number of spots
  - ❑ Growth plan?

## A Note about ERH/GRH P

**An Added Bonus...**

- ✓ Tie-in ERH/GRH schedule
- ✓ Manage the program without creating more work



## Conclusion P

**Final Thoughts**

- ✓ Keep it simple
- ✓ Be prepared for concerns
  - “Feel, Felt, Found”
- ✓ Listen, Be flexible
- ✓ Worth it? Absolutely!

