



**Harvard University Cambridge Campus
Parking and Transportation Demand Management Plan
2004 Annual Progress Report**

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INTRODUCTION

In July 2003, the City of Cambridge approved Harvard's Parking and Transportation Demand Management "PTDM" Plan. The PTDM plan is an extensive report on Harvard's existing Transportation Demand Management "TDM" programs, the University's Cambridge parking supply, and the total population of employees and graduate students who travel to the University. The goal of the Plan is to provide the City of Cambridge with a baseline assessment of Harvard's current parking supply and how Harvard is managing its vehicle trips through the TDM measures and strategies offered by the *CommuterChoice* Program. The PTDM Plan provides a menu of transportation services and cost-effective financial incentives and describes Harvard's additional plans for making a reasonable effort to reduce its single occupancy vehicle "SOV" rate from an exceedingly low rate of 27.4 percent to 24.7 percent or 10 percent.

In the Monitoring Section of the PTDM Plan, Harvard commits to providing updates to the City of Cambridge PTDM Officer. The monitoring updates include:

- Yearly surveys starting a year from the approved plan
- Driveway counts on parking lots/garages
- Parking utilization counts
- Annual parking inventory update
- Annual parking inventory summary sheet
- A total parking space inventory of 4,536 spaces.

In addition to the monitoring of parking and surveying, Harvard specified a variety of TDM measures it would work toward implementing. These measures include:

- Upgrading substandard bicycle racks over time
- Incorporating new bike racks, showers, and lockers into major new development and significant renovation projects
- Increasing the 40% subsidy for monthly MBTA passes through an online ordering system that allows pre-tax payroll deduction for passes
- Indicating how many carpoolers are currently in the *CommuterChoice* Program and where the parking spaces are located
- Implementing a creative signage program
- Strategically looking at high volume and high demand parking spaces in highly visible areas and creating sample signage for new carpool parking spaces
- Signing parking spaces currently used by carpoolers and vanpoolers
- Providing improved amenities, such as shelters and benches, at bus stops bordering Harvard's Cambridge properties

The following is a progress report of Harvard's monitoring efforts and TDM activities from November 30, 2003 through November 30, 2004. Since the 2003 PTDM Progress Harvard has:

1. Increased the amount of sheltered bike parking it provides
2. Tripled the number of Harvard Departments participating in Zipcar
3. Implemented a pre-tax payroll deduction program for monthly MBTA passes
4. Signed parking spaces currently used by carpoolers and vanpoolers
5. Increased its allocation of parking spaces for use by Zipcar vehicles from 6 to 8 spaces.
6. Potentially reduced demand for 192 on- and off-campus parking spaces
7. Increased Zipcar Affiliates registered to 1704
8. Continuously been recognized as a member of the EPA's National Best Workplaces for Commuters Initiative
9. Met and exceeded its 10 percent SOV reduction goal of 24.7 percent

Section 1 Parking Inventory Summary Update

The Harvard parking inventory was updated in November 2004 after facility and lot space counts and design layouts were verified.

Representatives from each of Parking Services and Harvard Planning departments performed separate field checks. Each group visited every lot and compared observations to determine changes to the inventory. During this process accessible HP space locations were identified and signs were verified. Work was done during the month of October 2004. Summary inventory and parking design layouts were updated and new parking layouts were created.

The summary inventory and parking layouts were submitted separately to the City of Cambridge Parking Office, and included as complimentary documentation to the second annual PTDM Progress Report. There is a copy of the parking summary in the attached Appendix.

Section II Progress Report

New Trip Reduction Incentives since the 2003 PTDM Progress Report

Online MBTA Pass Sales

Since 2000 Harvard has offered a 40 percent discount on MBTA passes and has made them available to Harvard employees at various on-site locations during the last 3 business days of each month. As of September 2004, monthly MBTA Pass sales have been conducted online to add the convenience of receiving a monthly pass at home and the additional cost savings provided by pre-tax payroll deduction. This allows employees to avoid the lines at pick-up sites on campus. Further, employees must only sign up once to receive a pass in the mail every month. As an added bonus, the price for the pass is now deducted from an employee's paycheck before taxes, which for most people will mean a final savings of over 50 percent. Employees may change the pass type they wish to order or cancel their online at any time.

Marketing

- Extensive Website edits made early 2004: www.commuterchoice.harvard.edu, including:
 - Safer Bike Routes map, including bike rack, shower, and locker locations
 - Weather information (for bicyclists and pedestrians)
 - Current Time posted to assist transit and commuter rail riders in catching transit on time
 - "Getting To Harvard on Public Transportation" section added (advises visitors to park at major transit hubs and come in to Harvard on the red line subway)
 - Monthly Commute Tips posted on the CommuterChoice web site
- Articles in the Harvard Crimson, Harvard Gazette, and Harvard Resource newspapers
- Significant outreach to employees regarding the new online MBTA pass program by way of email, payroll stuffers, and direct intercept method

Bicycle Program Improvements

The *CommuterChoice* program works to continually improve the cycling environment on the Cambridge and Allston campuses. The following is a list of some recent accomplishments:

- Posted an updated "Safer Bike Routes" Map on the *CommuterChoice* Program's web site www.commuterchoice.harvard.edu on the Bicycle page. This map includes the locations of bike racks as well as shower and locker facilities.
- Doubled the amount of sheltered bike parking Harvard University provides at the Soldiers' Field Park Garage to 140 spaces.
- Assisting in a study being undertaken by Harvard Planning to document every location, type, capacity, occupancy and condition of bike racks on campus.
- Established guidelines for proper rack type and installation, appropriate pathways and other facilities for cyclists.
- Worked with staff from Harvard's Planning Department to draft the "Harvard University Cambridge Transportation Guidelines" a document with guidelines for bike improvements and pathway identification.
- Begun a pilot program to facilitate the purchasing of bicycles for use within individual Departments on campus. The desired outcome of which is to get more Harvard faculty and staff members on bicycles to build support for bicycling on campus and to encourage those who might not otherwise cycle to try it. If successful this program will begin to be expanded next spring.
- Created a "Bicycle Users Group" and maintain an email list of these interested bicyclists at Harvard who come together periodically for trainings and information sessions, as well as to provide a sounding board for potential new policies and programs.
- Added more information about bicycling safety and security this year to the "Playing It Safe" manual published annually by the Harvard University Police Department. See http://www.hupd.harvard.edu/prevention_handbook.php.

Public Transit Update

A new Harvard University MBTA Pass and Commuter Benefits Program is now available to all current MBTA Pass holders and benefits-eligible employees. This new program offers a more convenient and cost-effective way for faculty and staff to purchase MBTA Passes, and provide a greater financial benefit to employees by maintaining the existing 40% subsidy *and* adding a pre-tax benefit, which equals a 50% or greater subsidy to MBTA users.

The goals of the program are to transition Harvard University's current MBTA Pass Program into a more convenient and cost-effective benefit, and to leverage Harvard's existing relationship with Crosby Benefit Systems to streamline the current administrative process. Crosby has the experience necessary to shepherd Harvard into a modern MBTA Pass program that provides instant, web-based access to MBTA Passes and eventually to other commuter benefits.

The new program allows MBTA Pass holders to select their pass type and frequency of purchase online, through the *CommuterChoice* web site www.commuterchoice.harvard.edu (or by way of paper forms for those without internet access) and to receive their pass by First Class Mail to their home address. The new

program began enrolling participants in September for November passes. Almost 100 percent of the current MBTA pass holders are signed up on-line and receiving their monthly pass via first class mail.

In Phase II, people who use non-MBTA transit (ex: the Amtrak Downeaster or the C & J bus from Portsmouth, NH) as well as people who pay to park at MBTA or other transit stations, AND vanpoolers would all be eligible to receive pre-tax treatment of their expenses.

Carpool Update

Harvard has installed 43 preferential carpool parking signs in the largest garages and several surface lots. See Appendix for the communication sent to carpoolers to advertise the new preferential spaces, and to view the signage.

In addition, employees can easily register through the *CommuterChoice* website or with the office and request information on carpools, vanpools, transit, car sharing, and cycling. The convenience of website registration allows employees to contact *CommuterChoice* with a minimum of effort and disruption to their workday. Employees without Internet access can contact *CommuterChoice* at 617-384-RIDE. The *CommuterChoice* web site has offered a web-based rideshare-matching software since February 2002, which empowers Harvard affiliates to find their own matches for carpool or vanpool situations. This software can be viewed by way of the *CommuterChoice* web site (Ridesharing) section or by visiting <http://harvard.vivacommute.com>. As of December 2004, there are 234 Harvard affiliates registered in the system.

Bus Shelters Update

Harvard's campus is located in a constrained urban environment. The limited parking supply and roadway capacity, require that a significant share of the campus population use alternative modes of transportation or park on the perimeter of campus. To serve these constituents, Harvard needs to provide access to the campus from transit stations and outlying parking facilities.

Harvard is developing Transportation Guidelines for its campus in Cambridge. The guidelines recognize the importance of bus stop amenities and suggest the following considerations where practical:

- Provide signage at all shuttle stops
- Incorporate seating at major shuttle stops
- Design building lobbies so they can be used as bus shelters
- Incorporate bus shelters at future new transfer points

Additional Incentives

Zipcar: Harvard University has increased (from 6-8) its allocation of parking spaces for use by Zipcar vehicles. Zipcars can be found in the following locations: The Business School lot (2), the Akron lot (2), the North Hall lot, the Grant Street lot, Holyoke Center Garage, and the 219 Western Avenue lot. These 8 Zipcars are available to community members, Harvard Affiliates and Graduate Students.

The allocation of on-campus spaces to Zipcar is an efficient use of its parking. National car-sharing statistics indicate that each Zipcar removes approximately 8 cars from the

road and frees up as many as 24 parking spaces. Harvard's allocation of spaces to Zipcar has potentially reduced demand for 192 on- and off-campus parking spaces. Harvard currently has 1704 Affiliates registered with Zipcar.

Section III Supporting Documentation for Harvard University 2004 DEP Rideshare Update Report and First Annual PTDM Cambridge Only Survey

Harvard University presented its 2004 DEP Rideshare Update Report to the Massachusetts Department of Environmental Protection (DEP) on December 15, 2004. The information was prepared using the instructions and guidance offered in 2004 DEP Massachusetts Rideshare Program packet for Educational Facilities with more than 1000 commuting employees and students. Harvard University followed DEP's recommended Random Sample Survey Method, as presented in the August 2004 Rideshare Program Packet for its DEP/PTDM survey.

As of November 2004, Harvard University has approximately 19,686 full time "applicable" or commuting employees and graduate students who either work or attend class during the day. Currently 9,999 or 51 percent are commuting graduate students and 9,687 or 49 percent represent the employee population. Since the 2002 DEP Update Report the overall number of students has increased from 50 percent of the applicable population to 51 percent and the applicable employee population has decreased from 50 to 49 percent.

In addition to the formal 2004 Rideshare Program Update Report, Harvard included supporting documentation of the overall accomplishments of Harvard University's transportation demand management program to the DEP. This information is in Section IV of this PTDM Progress Report.

Harvard University has consistently worked to reduce drive-alone commuters, implement and maintain a rideshare program. These programs have been continuously documented and monitored by the *CommuterChoice* program. In the 2004 DEP Rideshare Update Report, Harvard met and exceeded its 25 percent base year reduction goal. Harvard's "adjusted Drive Alone Trips" for Cambridge and Allston in 2004 is 20.8 percent. The SOV mode split for all Cambridge based employees, and graduate students not housed by Harvard is 17.0 percent.

Survey Sample

Harvard University conducted a transportation survey during the week of October 25 through October 29, 2004 to collect the necessary data for the 2004 Rideshare Program Update Report and for the PTDM Progress Report. Although Harvard has filed previous DEP Rideshare reports, this is the first report using an on-line random sample survey of their combined "applicable commuters" (employees and students) since establishing its baseline filing. The survey for the DEP included Cambridge and Allston and the sample size was 997. The Cambridge Only PTDM survey sample size was 877, or 88 percent of the total population of employees and graduate students who work or attend class in Cambridge. This statistical percent was determined by the Human Resource Department. Harvard's return rate in 2004 was 100 percent.

Data Collection and Analysis

Harvard University has consistently achieved a 95 percent margin of error and reliability in its random sample surveys. This year the goal was to receive 997 completed surveys for the DEP and extrapolate 877 "Cambridge Only" for the PTDM. All applicable employees and graduate students were stratified into four basic categories and based on payroll codes. The employee and student data list was defined by the Human Resources Department.

DEP Category	Applicable Number	Applicable Percent*	Sample Number	Sample Percent*	Response Number	Response Percent*
Services	1,011	5	50	5	50	5
Non-exempt	3,351	17	169	17	166	17
Exempt	5,325	27	269	27	268	27
Students	9,999	51	509	51	513	51
Total	19,686	100	997	100	997	100

*Percents are rounded

The survey was available in both paper form and electronically, and distributed primarily by email, except for those who did not have access to email, who received the survey in the mail at their home address. The survey was also distributed and collected through department supervisors. In addition to the DEP required questions, Harvard University's survey instrument included 16 questions that would provide the University with more comprehensive comparative data. The survey provided both quantitative data for the DEP Update Report and qualitative data for Harvard to use as supportive information for implementing additional campus-wide transportation demand measures.

Cambridge Only Survey

The 2004 PTDM survey and the 2004 DEP survey instrument was the same. The survey week was October 25 to October 29, 2004. According to the Human Resources Department, 88 percent of Harvard University's employees and graduate students work or attend class in Cambridge. To arrive at the Cambridge only survey, all employees and students located in Allston were removed from the data and then the responses were sorted into the categories shown in the table below.

PTDM Category	DEP Sample Number	PTDM Sample 88%	Sample Percent*	Response Number	Response Percent*
Services	50	44	5	40	5
Non-exempt	169	149	17	155	18
Exempt	269	237	27	247	28
Students	509	447	51	435	50
Total	997	877	100	877	101

*Percents are rounded

Commute Mode

In the table below, the Total 2000 Percent column includes employees and graduate students from Allston and Cambridge and it is the University wide SOV mode from the Approved PTDM Plan. This table is used as a comparison of the Approved PTDM Plan 10 percent SOV reduction requirement noted in the Projected PTDM Goal Column to the Actual 2004 DEP survey SOV mode results and the Cambridge Only SOV mode results. The Harvard University wide 2004 DEP survey results show a decrease in the University wide SOV rate from 27.4 percent to 20.8 since the year 2000. The Cambridge Only Column lists the 2004 SOV mode of commuting employees and graduate students located in Cambridge. These results show that Harvard has met and exceeded its 10 percent PTDM SOV reduction goal of 24.7 percent.

DEP Commute Mode	Total 2000 Percent	Projected PTDM Goal	Actual DEP 2004 Mode	Cambridge Only 2004*
Adjusted Drive Alone	27.4 %	24.7%	20.8%	17%
Carpool	4.8 %	5.0%	4.7%	4.5%
Vanpool	0	0	.06%	.07%
Public Transit	28.3 %	29.3%	25.4%	29.6%
Bicycle	7.8 %	8.3%	9.5%	10.5%
Walk	31.7 %	32.7%	35.5%	34.4%

*Does not equal 100% because of "other" category

University Wide Commute Chart

Following the instructions from the DEP guidelines developed for institutions required to survey and submit a Rideshare 2004 Update Report, Harvard presents the following table from its 2004 DEP Rideshare Update Report chart as an illustration of trips made to the University's Cambridge and Allston Campus.

Commute Mode	Column I		÷	Column II		=	Column III		x	Column IV		=	Column V	
	# of trips in mode taken by applicable commuters in sample			Total # trips by applicable commuters in sample (See "TOTAL # Trips", Column I)			Proportion of trips taken in mode by applicable commuters			Estimated total # of trips taken by all applicable commuters at facility (See Step 2)			Estimated total # of trips in mode taken by all applicable commuters	
Adjusted total # of drive-alone trips	See Step 1, #7 for this number	1,009	÷	4849	=	.208	x	4,985	=	1,037	Put this # in your Base Report, Section E & G or Update Report, Section G	A		
Carpool*		230	÷	4849	=	.047	x	4,985	=	B. 234				
Vanpool**		3	÷	4849	=	.0006	x	4,985	=	C. 3				
Boat/ferry		NA	÷	NA	=	NA	x	NA	=	D. NA				
Public transit		1,230	÷	4849	=	.254	x	4,985	=	E. 1,266				
Bicycle		461	÷	4849	=	.095	x	4,985	=	F. 474				
Walk		1,720	÷	4849	=	.355	x	4,985	=	G. 1,770				
Other mode		118	÷	4849	=	.024	x	4,985	=	H. 120				
Other cww telecommute		78	÷	4849	=	.016	x	4,985	=	I. 80				
TOTAL# Trips	Put this # in each box of Column II	4,849								4,984	Put this # in your Base Report Section E or Update Report, Section G	J		
TOTAL # Out-of-Office Off Campus Days ***		136												
Add above "TOTAL #s"		4,985												

* A carpool carries 2 to 7 passengers, including the driver. ** A vanpool carries 8 or more passengers. *** Out-of-office days include days out of the office due to vacation, sick, business meeting, etc.

Cambridge Only Commute Chart

Following the instructions from the DEP guidelines developed for institutions required to survey and submit a Rideshare 2004 Update Report, Harvard presents the following table using the official 2004 DEP Rideshare Update Report chart as an illustration of trips made to the University's Cambridge Campus.

Commute Mode	Column I		÷	Column II		=	Column III		x	Column IV		=	Column V	
	# of trips in mode taken by applicable commuters in sample			Total # trips by applicable commuters in sample (See "TOTAL # Trips", Column I)			Proportion of trips taken in mode by applicable commuters			Estimated total # of trips taken by all applicable commuters at facility (See Step 2)			Estimated total # of trips in mode taken by all applicable commuters	
Adjusted total # of drive-alone trips	See Step 1, #7 for this number	722	÷	4,258	=	.170	x	4,385	=	745	Put this # in your Base Report, Section E & G or Update Report, Section G	A		
Carpool*		191	÷	4,258	=	.045	x	4,385	=	B. 197				
Vanpool**		3	÷	4,258	=	.0007	x	4,385	=	C. 3				
Boat/ferry		NA	÷	NA	=	NA	x	NA	=	D. NA				
Public transit		1260	÷	4,258	=	.296	x	4,385	=	E. 1,298				
Bicycle		445	÷	4,258	=	.105	x	4,385	=	F. 460				
Walk		1465	÷	4,258	=	.344	x	4,385	=	G. 1,508				
Other mode		101	÷	4,258	=	.024	x	4,385	=	H. 105				
Other CWW telecommute		71	÷	4,258	=	.017	x	4,385	=	I. 75				
TOTAL# Trips	Put this # in each box of Column II	4,258								4,391	Put this # in your Base Report Section E or Update Report, Section G	J		
TOTAL # Out-of-Office Off Campus Days ***		127												
Add above "TOTAL #s"		4,385				This number represents the Total # of Possible Trips* by applicable commuters in the sample size and should equal the "Total Number of Possible Trips" in your Base or Update Report Sections C, #2.								

* A carpool carries 2 to 7 passengers, including the driver. ** A vanpool carries 8 or more passengers. *** Out-of-office days include days out of the office due to vacation, sick, business meeting, etc.

Zip Code Summary

Harvard's faculty, staff and graduate students live predominantly in greater Boston's Inner Ring suburbs. According to the 2004 PTDM Cambridge Only results, 82 percent of faculty, staff and graduate students live in communities that are located with 10 miles of Harvard Square. According to the survey approximately 78 percent of Harvard's employee and student commuting population use alternative transportation modes and approximately 4 percent telecommute or have a Compressed Work Week (CWW).

Section IV Trip Reduction Incentives Update

Harvard University's Rideshare Program and Trip Reduction Incentives are incorporated into its *CommuterChoice* Program. Harvard University's Transportation Services Department introduced the *CommuterChoice* Program to faculty and staff in October 2000. The components of the *CommuterChoice* program take into consideration all elements of "choice." The objective of the *CommuterChoice* program is to apply cost-effective measures that will address supply and demand problems and generally improve access to and mobility around Harvard University's Campus.

Conduct carpool matching.

Ridematching: Harvard University has been offering a ridesharing program to employees and students who are interested in carpooling since 1975 through the Parking Office. Since 2000, Harvard employees can create their own rideshare profile and receive matches electronically, using the web-based rideshare matching service on the *CommuterChoice* Web site at www.commuterchoice.harvard.edu or by telephone at 617-384-RIDE. The paper form is part of the *CommuterChoice* Program brochure. The web form is at www.commuterchoice.harvard.edu/cgi-bin/register.pl

Carpool Incentives: Harvard University, through the *CommuterChoice* Program offers carpools of two or more people riding together five days a week, parking at a reduced rate of 50 percent in designated spaces and lots. Three or more people riding together five days a week are eligible for parking at a reduced rate of 75 percent in designated spaces and lots.

Preferential parking for carpools and vanpools.

Employees who are registered as carpools or vanpools and rideshare five days a week receive preferential parking in designated spaces and lots as they become available. Harvard's policy is to set aside up to 10% of parking for carpools depending on permitted spaces used by employees and students. Harvard believes this policy is flexible and can accommodate eventual increases in ridesharing.

Preferential carpool parking signage has been added in the largest parking garages and several surface lots. A total of 43 preferential carpool-parking signs have been posted.

In addition, Harvard currently provides spaces, free of charge, for vanpools as they are organized.

Bicycling incentives.

The *CommuterChoice* Program distributes free of charge the following publications to Harvard employees, faculty and students requesting bicycle information:

- Boston's Bike Map
- Bicycling Street Smarts
- Don't be a Road Warrior/Don't be a Road Hog
- Bikes on the T
- "Go By Bike: A Guide to Commuting on a Bicycle"
- "How to Lock (and Keep!) Your Bike"

Bike Racks: In the late fall of 2002, Harvard's Transportation Services purchased and installed external bike racks on all shuttle vehicles. This decision was made as a means of increasing multi-modality on Harvard's Cambridge and Allston campuses. The racks get considerable use in the evening.

Bike racks are available in over 250 locations and can accommodate over 2000 bicycles. Also, secure, sheltered bike parking facilities are planned for installation in or near three parking garages.

Outreach: Registering through the *CommuterChoice* Program allows commuting cyclists' access to information about cycling around Boston and Cambridge. Regional bike route maps and safety information are available free to everyone who registers. A map showing "safer" bike routes on

campus, locations of bike racks, and locker and shower locations can be viewed at www.commuterchoice.harvard.edu/bicycling.shtml.

Bicycle Registration and Safety: The Harvard University Police Department administers a free bicycle sticker/registration program for all employees and students to help deter theft and to aid in the recovery of stolen bicycles. Bicycle registration can be done online at <http://www.hupd.harvard.edu/>. The *CommuterChoice* Program worked with Harvard University Police to add language to their "Playing It Safe" manual about secure bike locking techniques, general bike safety and commuting tips, bicycle laws, and other resources for cyclists. The "Playing It Safe" manual can be viewed on the above website.

Showers and Lockers: The University has designated areas for showers and lockers and access is freely allowed between schools. All general athletic facilities are open for use by any employee or student. In addition, each school has its own showers and lockers available to their employees and students. See the map referenced above for locations.

Transit passes.

Harvard University is in the process of transitioning from on-site transit pass sales to a new online MBTA Pass Program, which offers employees a pre-taxed benefit for their monthly MBTA pass through payroll deduction, in addition to the 40 percent MBTA pass subsidy that has been offered since 2000. Employees register online or by paper form to receive the passes by first class mail to their home address.

Semester Pass: In addition, Harvard College, Harvard Graduate School of Arts and Sciences, Harvard Law School, Harvard Medical School, Harvard School of Public Health, Harvard School of Education, Harvard School of Design, and Harvard Divinity School all administer a Semester Pass program to their students.

Marketing bus schedules, rates and routes.

The *CommuterChoice* Office posts schedules, rates and routes at each of the Graduate Schools, the College and other buildings such as libraries and offices. Commute information kiosks have been offered to the individual Schools with a 50% subsidy from the *CommuterChoice* Program. As of January 2002, 16 large kiosks and 8 counter-top displays have been placed at locations within 20 individual departments.

Vanpool arrangements.

Harvard University has a vanpool program where vanpools containing at least five Harvard-affiliated riders, receive free, preferential parking on-campus in designated lots. The *CommuterChoice* office also does recruitment, ridematching, and marketing. The University currently utilizes MassRides for Commuters to assist them in forming vanpools.

A new Harvard employee vanpool originating in southern New Hampshire was launched in February of 2003 but disbanded due to lack of adequate ridership, despite aggressive marketing. This was Harvard's first formal vanpool. Forming vanpools has been difficult over the past few years. According to the campus wide 2004 DEP survey, a majority (69%) of Harvard's employees live within 1 to 5 miles of the campus (note the high percentage of walkers and bicyclists), and taken together, 90 percent live within the metro Boston area and travel less than 20 miles each way.

Emergency Ride Home Program.

Harvard University employees participating in some form of ridesharing program (carpool or vanpool) five days a week are eligible for the Emergency Ride Home Program. All employees must register for the program with the *CommuterChoice* Office. Emergency Ride Home is supplied during the following situations, and when regular transportation is not available:

Illness or crisis of the participant or of a family member (note: this does not include injuries sustained at work that would fall under a Workers' Compensation Claim).

Unexpected request of a supervisor to work past regular schedule without advance notice. Unexpected is defined as not knowing before the morning of the request.

Stranded at work because the driver of your carpool or vanpool had to leave because of an emergency. If the driver of a vanpool is unable to drive home the driver will receive an emergency ride home and a designated alternate driver will drive remaining van riders home.

Zipcar.

The allocation of on-campus spaces to Zipcar is an efficient use of its parking. National car-sharing statistics indicate that each Zipcar removes approximately 8 cars from the road and frees up as many as 24 parking spaces. Harvard's allocation of spaces to Zipcar has potentially reduced demand for 192 on- and off-campus parking spaces. Harvard currently has 1704 Affiliates registered with Zipcar.¹

Harvard Zipcar Statistics²		
Zipcar members in Cambridge	3500	
Harvard-affiliated, Zipcar members	1704	49%
Zipcars in Cambridge	52	
Zipcars parked on Harvard campus	8	15%

Zipcars are for employees and graduate students at Harvard who need regular 24-hour access to a vehicle, and are particularly good for employees who leave their car at home. Zipcars are available for use by members for as little as one hour—or as long as they need it. Harvard employees can access a car whenever they want without the hassles of owning one. Harvard's participation in the corporate program entitles Affiliates to reduced initiation fees, a waived deposit fee, and easy access to Zipcars located on campus and reserved for Affiliate use only. Additional benefits to Harvard employees include:

¹ Zipcar participation statistics are provided by Zipcar; 12/2004.

² Statistics provided by Zipcar in December 2004.

- On-site 24-hour access to cars
- Use of car for as little as one hour
- Access to other Zipcars in Boston, Brookline, Charlestown, Cambridge, Dorchester, Jamaica Plain, and Somerville, as well as in the New York metro area, Denver, and Washington D.C.
- Efficient use of on-site parking, (each vehicle replaces three to four private vehicles).
- Compelling environmental benefit
- On-line reservation and smart card access eliminate annoying and time consuming paperwork of traditional car-rental agencies (or leasing).
- Car use can be billed to specific accounts or cost-centers
- Hassle Free Program: Zipcar handles all customer service issues. Cars are fully insured.

The Zipcar program compliments the use of alternative transportation and encourages commuters to leave their car at home because it provides extra mobility during the day. Both faculty and students, over 21, can be a member of Harvard's Corporate Zipcar program.

The *CommuterChoice* Program works to encourage individual departments to create their own departmental memberships with Zipcar. There are currently twelve individual departments located on Harvard's Cambridge or Allston campuses that have departmental memberships with Zipcar. This allows Zipcars used for business purposes to be billed directly to the department. The number of participating Harvard Departments has tripled (from 4 – 12) since 2002:

- [COHANDS-- Harvard Univ.](#)
- [Harvard Real Estate Services \(HRES\) employees](#)
- [Harvard FAS Computer Services](#)
- [Harvard FAS Dean's Office](#)
- [Harvard Faculty RE Services](#)
- [Harvard Medical School Brain Imaging Lab Brockton VAMC](#)
- [Harvard Planning+Allston Initiative \(HPAI\)](#)
- [Harvard SPH-OHP](#)
- [Harvard Transportation Services](#)
- [Harvard University Archives](#)
- [Harvard University Environmental Health & Safety](#)
- [Loeb Fellowship/ Harvard Design](#)

Shuttles.

The shuttle service transported 586,999 people in academic year '04 and it is open to anyone with a University I.D. The Shuttle services provide a useful link in getting employees and students from public transit stops and carpool/vanpool spaces to their final destination. This coordinated service enhances the option to leave the car at home. Complete information on the Harvard University Shuttle System is available from the *CommuterChoice* office and persons interested in getting on-line information can access the Shuttle Service through Harvard's main web page, www.harvard.edu (following the CAMPUS LIFE link) and the University Operations Services (UOS) website at www.uos.harvard.edu. Shuttle riders can visit

www.shuttletime.harvard.edu to find out when the next three shuttles serving their stop will be arriving. This feature can also be downloaded to a palm-pilot or web-enabled cell phone. Shuttle services include:

Harvard Shuttle Bus: this is a year-round comprehensive shuttle bus system operating throughout the Cambridge and Allston campuses. It is a fixed-route service with over 15 stops in Cambridge and 3 stops in Allston (at soldiers Field Park, the Business School Rotary, and North Harvard Street between Morgan Way and Gate 3). Service operates seven days a week. On weekdays service begins as early as 5:45 am and continues until 4 am. On weekends, services start as early as 7:30 am and continue until 5 am. This service is free to all members of the Harvard community.

Harvard Daytime Van Service: the Harvard Daytime Van Service is designed for persons who, because of mobility impairment or medical condition, find it difficult to use the regular shuttle bus system. Transportation is provided door-to-door within the Cambridge and Allston campuses.

Evening Van Services: the Evening Van Service is a free, on-call, taxi-style service that operates between 7:00 pm and 3:00 am nightly. It is designed for transporting Harvard community members throughout the Cambridge and Allston campuses within a specified service boundary, as portrayed on the shuttle map.

Law School North Shuttle: Supplementing the evening shuttle service is a scheduled service that provides safe, one-directional evening transportation to home addresses in Somerville for Harvard community members. This service is available from October through May and operates during the hours of 6:30 pm and 12:30 am.

Longwood Medical Area Shuttle - the M2: Harvard operates a year-round, Monday through Saturday shuttle service to facilitate transportation between the Cambridge/Allston campuses and the Longwood Medical Area campus. The first bus leaves Cambridge each morning at 6:40 a.m. with the last bus leaving the Longwood Medical Area at 11:30 p.m. Students affiliated with the Harvard Medical School, Harvard School of Dental Medicine, School of Public Health, and the GSAS/HMS Medical Sciences programs are eligible for free fares. All other students can purchase tickets at a discounted fare.

Section V *CommuterChoice* Publicity Update

Publicity and Marketing

Since April 12, 2002, Harvard University's *CommuterChoice* program has been a member of the EPA's National Best Workplaces for Commuters Initiative.

Website and on line registration: www.commuterchoice.harvard.edu. The *CommuterChoice* website enables employees to have fast, easy access to information about the services offered through the *CommuterChoice* Program. Employees can easily register with the office and request information on carpools, vanpools, transit, car sharing, and cycling. The convenience of website registration allows employees to contact *CommuterChoice* with a minimum of effort and disruption to their workday. Employees without Internet access can contact *CommuterChoice* at 617-384-RIDE. The *CommuterChoice* web site has offered a web-based rideshare-matching software since February 2002, which empowers Harvard affiliates to find their own matches for carpool or vanpool situations. This software can be viewed by way of the *CommuterChoice* web site (Ridesharing) section or by visiting <http://harvard.vivacommute.com>.

Bicycling: Harvard held a Bike Appreciation Day event in May of 2001, which was coordinated with the City of Cambridge's Month-of-May bike events. Another event, a "Bicycle Breakfast" took place in mid-May of 2002, 2003, and 2004. More than 200 bicyclists arrive annually between 7:30 and 9:30 a.m. to receive a free breakfast at Au Bon Pain when they present their bike helmet. Participation increased among "Bike Week Commuter Challenge" participants since bike week 2002, when there were 32 participants. In 2003 there were 49 participants, and in 2004 there were 87 participants. The bike week events were marketed by means of the Harvard media, the *CommuterChoice* web site, the MassBike web site, Charles River TMA web site, and hang tags hung on bicycles throughout campus.

The Harvard website has links to preferred local bicycle paths and routes, as well as to rack, locker, and shower locations on campus. A free bicycle map and safety/informational brochure (Bicycling Street Smarts) is available upon request by visiting the *CommuterChoice* web site or by calling the *CommuterChoice* office.

T Pass information: Monthly MBTA passes are now sold online or by paper form through the *CommuterChoice* website. Marketing for this program was accomplished by way of email, paycheck stuffers, the Harvard intranet web site (www.harvie.harvard.edu), the weekly staff newspaper; *The Harvard Gazette*, the monthly staff newspaper; *The Resource*, as well as other newsletters, posted announcements, and HR staff meetings. Information about Harvard's 40 percent T Pass discount and the extra savings through payroll deduction is also included in the "New Employee Orientation" presentation, as well as in many Schools' staff orientation packets.

Kiosks: As of December 2004, 16 large kiosks and 8 counter-top displays have been placed at locations within 12 individual departments.

Articles in Harvard Newspapers: Communication with various campus newspapers and publications is on going. Campus publications are an important vehicle for educating the Harvard commuting public about new initiatives the University is undertaking to benefit commuters. *CommuterChoice* articles appear regularly in the Harvard Resource among others.

Transportation Fairs: Harvard's *CommuterChoice* Program participated in both an orientation fair for Harvard Business School and a Health Fair at the Business School on August 19th and 20th, and on September 9th, respectively. *CommuterChoice* participated in Health Fairs for the entire University, for the Kennedy School of Government, and for the Law School on October 6th, October 28th, and November 10th, respectively. Materials about alternatives to driving alone were distributed to employees and students and they were encouraged to sign up for *CommuterChoice* options. Small flashing lights were given away on a first-come, first-served basis, to make Harvard's bicyclists and pedestrians more visible at night. Raffles were held at all events and front and rear bike light sets, as well as "Car Free In Boston" books were given away as prizes. Another attraction was bicycle safety checks and bicycle registrations conducted by the Harvard University Police Department.

New Employee Packets: Information about alternatives to driving alone at Harvard is included at the "New Employee Orientation" presentation, as well as in many Schools' orientation packets.

Transportation Coordinators: Harvard has recruited and trained 141 Transportation Coordinators to help collect and disseminate materials concerning all aspects of transportation and parking services. A Transportation Coordinator breakfast is held every fall to orient the Coordinators to new transportation initiatives at Harvard and to remind them to use the *CommuterChoice* Program and Parking Office as resources. An extensive Transportation Coordinator's Resource Manual (TCRM) was specially developed for the Transportation Coordinator program.

PREFERENTIAL PARKING FOR CARPOOLS

This month the *CommuterChoice* Program, in conjunction with Parking Services, will begin placing signs in many of Harvard’s parking lots and garages that designate *preferential* parking spaces for registered carpoolers. *Preferential* refers to the proximity of the spaces to a garage’s exit door or proximity to the entrance of a building. These carpool areas are designated for carpools only on Monday through Friday from 5am to 10am.

Any two or more Harvard employees who carpool together 5 days/week are eligible for a carpool permit and preferential parking. The annual parking permit discount for a two-person carpool is 50% and for a three or more-person carpool is 75%.

Carpooling saves!

	Annual Cost Per-Person (assumes carpoolers split cost evenly)		
	Annual parking permit	Annual 2-person carpool permit	Annual 3+ person carpool permit
Unreserved Garage	\$670.00	\$167.50	\$56.00
Unreserved Surface	\$630.00	\$157.50	\$52.50

To find a carpool partner, visit <http://harvard.vivacommute.com/> or for personal assistance, call 617-384-RIDE (7433).

TOW AWAY ZONE

RESTRICTED PARKING

CARPOOL HANGTAGS
ONLY

CARP

Between

5^{am} & 10^{am} Mon-Fri

**FOR CARPOOL INFO.
CALL 384-RIDE**

HARVARD UNIVERSITY POLICE