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August 1, 1989  
REF: 89-08-01

DEPARTMENT OF  
PUBLIC WORKS  
  
TRANSPORTATION DIVISION  
PARKING

CITY OF SACRAMENTO  
CALIFORNIA

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Transportation and Community Development Committee  
Sacramento, CA

Honorable Members in Session:

SUBJECT: MIDTOWN PARKING AND TRANSPORTATION PROGRAM

SUMMARY

This is a status report on the progress under Phase II of the Midtown Residential Permit Parking and Transportation Management Program and a recommendation to approve of the implementation of Phase III.

BACKGROUND

The Midtown Program is essentially a Residential Permit Parking Program with a Transportation Management element. The Midtown Program area is located within the boundaries of F, L, 16 & 29th Streets.

The City Council adopted the Midtown Program on January 12, 1988. This program is being implemented in three phases, with Phase I effective April 1, 1988. After each phase of the program, a status report is due back to the Planning Commission on the Program's progress. The status report along with the Planning Commission's recommendation is then forwarded to the City Council.

PHASE I

Phase I was a six month period wherein on-street parking permits were issued to residential vehicles and, for a monthly fee of \$50 per permit, to vehicles of employees of businesses located in the Midtown area. The intent of Phase I was to provide a transition period for residents and businesses and to determine the impact of displacing vehicles generated by employers located outside of the Midtown area (primarily west of 16th Street and south of L Street). Residential Permit parking has continued through all phases of the program.

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The City of Sacramento has been under contract with Sacramento Rideshare to promote and coordinate ridesharing and Regional Transit ridership for employers and employees of Midtown. The City's Parking Division has been providing Sacramento Rideshare a temporary office within Midtown in order to provide a visible, accessible location for employees and businesses of Midtown.

#### PHASE II

There was a 45 day transition period between Phase I and Phase II. Immediately thereafter, on-street parking for employee single occupant vehicles was to be reduced to one permit per business. Each business was to be provided an application, upon request, for the issuance of one on-street parking permit, the usage of which was to be at the discretion of the business to which it was issued. Phase II has continued for seven months. Employee on-street parking permits were issued at the same fee (\$50) as in Phase I.

#### PHASE III

After 14.5 months (6 months for Phase I, a 45 day transition from Phase I to Phase II and 7 months for Phase II), Phase III will begin. Under Phase III and thereafter, no on-street parking permits will be issued to Midtown employees.

#### PHASE I STATUS REPORT

On November 22, 1988, the Phase I Status report was presented to the City Council. In that report, staff recommended that the Midtown Transportation Management Program resolution be amended with the following provisions:

1. During Phase II, employee on-street parking permits would continue to be issued as in Phase I due to low demand; and
2. Carpool parking restrictions were to be removed from all ten-hour parking meters south of the alley between I and J Streets due to non-utilization. This was to increase usage and provide additional short-term and long-term parking to serve the Midtown area. If carpools were to exceed the supply of remaining ten-hour parking meters, carpool restrictions were to be reinstated.

The City Council adopted the resolution amendments. The Parking Administrator was also given the option to post "No Parking certain hours" in conjunction with the ten-hour parking meters south of the residential sector, if needed, to displace commuter vehicles of employers whose work locations were outside of the Midtown area boundaries (F to L, 16th to 29th Streets). Such restrictions proved to be unnecessary, due to continued low utilization of the ten-hour meters.

#### UTILIZATION OF TEN-HOUR PARKING METERS

On March 14, 1989, a status report on the utilization of the ten-hour parking meters in Midtown was presented to the Transportation and Community Development Committee. Based on surveys in Phase I, the total on-street occupancy of the 161 ten-hour meters south of the alley between I & J Streets was determined to be 35% (Exhibit A). Carpool restrictions were removed in December 1988. Between January 25th and February 3rd, 1989 a similar survey was conducted of these ten-hour parking meters, showing that 33% (Exhibit B) of the available parking space was occupied during this period. Out of the total vehicles parked, only 15% were parked for more than four hours. During the Phase II parking occupancy survey in April 1989, the parking occupancy of these ten-hour meters was found to be 45% (Exhibit C). Exhibit D compares these survey results, showing that the usage factor of the 10-hour meters south of the I & J alley is increasing, but not at a rate that warrants reinstatement of carpool restrictions at this time. Future surveys will be periodically conducted to determine if utilization levels warrant reinstatement of carpool restrictions.

#### PERMITS

The Residential Permit Parking ordinance provides for any vehicle (single occupant or otherwise) to qualify for an on-street parking permit if registered to a business actively engaged in business activity within the residential permit parking area. Approximately 70 permits have been issued to vehicles that are registered to businesses in Midtown.

The intent of Phase II has been to further reduce the number of employee on-street parking permits. Due to the small number of employee permits issued during Phase I, the program was modified to allow Phase II employee permits to be issued in the same manner as in Phase I. A further reduction in the number of employee permits issued has occurred during Phase II. On-street employee parking permits have decreased from 58 in September 1988 (the end of Phase I) to 46 in June 1989.

This small number of employee permits issued compared to the number of Midtown employees is attributed, in part, to the cooperative effort of the Midtown business community and the promotional efforts of the Midtown Rideshare Agency. Another significant factor, is the \$50 fee for a single-occupant on-street permit. Nevertheless, the 10-hour parking meter usage is less than 50%, indicating that much commuter parking demand has been displaced from the Midtown area.

#### ENFORCEMENT

Enforcement of the residential permit parking regulations began April 4, 1988. During the first two weeks of April, warning notices were issued for violation of the residential permit parking regulations at the rate of approximately one hundred per day. Since that time, 6953 residential permit parking violation citations have been issued, 3602 in Phase I and 3551 in Phase II. This equates to an average of 30 citations per day in Phase I and 20 per day in Phase II.

#### RESIDENTIAL PERMIT PARKING CITATIONS

	<u>Phase I</u>	<u>Phase II</u>	<u>Total</u>
North of I Street (residential)	2612	2348	4960
South of I Street (residential/retail) (commercial)	990	1003	1993
Total	3602	3351	6953

A sample of 500 citations (15% of the total citations written during Phase II) was taken. Addresses and zip codes of the registered owners from the cited vehicles were obtained from the Department of Motor Vehicles. Eighty-nine (89%) of the vehicles cited were registered to addresses outside of the Midtown area.

### RIDESHARE PROGRESS

The Midtown Rideshare Agency was established to promote, implement, administer, and evaluate the ridesharing elements of the Midtown Transportation Management Program. This program has several elements including: rideshare marketing, carpool and vanpool development, personalized employee assistance and transit promotion.

In order to assess the progress made by the Midtown Rideshare Agency, two commuter mode surveys were conducted during Phase II, one in January and one in May (Exhibit E). Based on these surveys, the number of employees who drive alone has decreased during Phase II from 75% to 63%. The Midtown Rideshare Agency report (Exhibit F) details the ridesharing efforts during Phase II.

### STATISTICAL DATA

Prior to implementing Phase I, the total on-street parking occupancy of the Midtown area was 86% (Exhibit G). During Phase I, another parking survey was conducted. All of the on-street parking spaces in the program area (F to L, 16th to 29th Streets) were inventoried and listed by block. A survey of vehicle license numbers was then conducted. The result of this survey, showed that during Phase I, 57% of the available on-street parking space was occupied during the peak parking demand time (Exhibit H). Again in Phase II, an on-street parking survey was conducted. Based on this survey, 57% of the available on-street parking space was occupied during the peak parking demand time (Exhibit I).

Further analysis of the vehicles parked in the study area during the Phase II survey, showed that of the total vehicles parked 69% were commuter vehicles, 26% were resident vehicles, and 5% were vehicles that could not be identified through Sacramento Department of Motor Vehicles records.

### CONCLUSIONS

Phase I of the program effectively displaced a significant number of commuter vehicles generated by employers located outside of the Midtown area. Phase II decreased the number of employee on-street

parking permits issued and the number of vehicles parked in the program area remained constant. The Midtown Transportation program has achieved the basic objectives of eliminating on-street commuter parking congestion and reducing the on-street parking occupancy.

ON-STREET PARKING OCCUPANCY

Initial Survey	86%	
Phase I	57%	
Phase II	57%	
Parking Occupancy Reduction		29%

Based on the results of this program and the availability of 161 ten-hour parking meters south of I street and 165 carpool ten-hour meters north of I street, on-street parking permits for employees should be discontinued in Phase III.

FINANCIAL DATA

The initial start-up cost of the Midtown Program was \$153,702. To date, the program has generated a total of \$146,400 in revenues from all sources.

POLICY CONSIDERATIONS

Phase III of the Midtown program is consistent with the other eight residential permit parking areas in the City.

MBE/WBE

Not applicable to this report

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RECOMMENDATION

It is recommended that Phase III of the Midtown Residential Permit Parking and Transportation Management Program be implemented and forwarded to City Council.

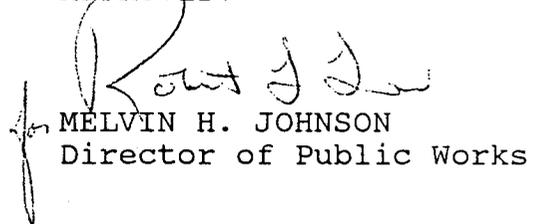
Respectfully Submitted,

  
J. MARK MORGAN  
Parking Administrator

RECOMMENDATION APPROVED:

  
for: DAVID R. MARTINEZ  
Deputy City Manager

APPROVED:

  
for: MELVIN H. JOHNSON  
Director of Public Works

Contact Person to  
Answer Questions:

August 1, 1989  
District 1

J. MARK MORGAN, PARKING ADMINISTRATOR  
449-5354

Attachments: Exhibit A  
Exhibit B  
Exhibit C  
Exhibit D  
Exhibit E  
Exhibit F  
Exhibit G  
Exhibit H  
Exhibit I

PHASE I SURVEY - JULY 1988

Ten-Hour Parking Meters South of  
the I, J Alley, 16th - 29th Streets

A = Total On-Street Parking Spaces Available Per Day	161
B = Average Total Vehicles Parked at 11:30 in Survey Area	56
C = Total Parking Occupancy Percentage	35%

ANALYSIS OF TOTAL VEHICLES PARKED

- 41 = Commute Vehicles or 73%
- 6 = Residence Vehicles or 11%
- 9 = Miscellaneous (\*) Vehicles or 16%

Of the total vehicles parked:

LONG-TIME PARKED (4HRS OR MORE) SHORT-TIME PARKED (LESS THAN 4HRS)

5 (9%).....	COMMUTE.....	36	(64%)
2 (4%).....	RESIDENCE.....	4	( 7%)
--- ( % ).....	MISCELLANEOUS.....	9	(16%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.

FEBRUARY 1989 SURVEY

Ten-Hour Parking Meters South of the  
I, J Street Alley, 16th - 29th Streets

A = Total On-Street Parking Spaces Available Per Day	161
B = Average Total Vehicles Parked at 1:30 in Survey Area	53
C = Total Parking Occupancy Percentage	33%

ANALYSIS OF TOTAL VEHICLES PARKED

- 46 = Commute Vehicles or 87%
- 1 = Residence Vehicles or 2%
- 6 = Miscellaneous (\*) Vehicles or 11%

Of the total vehicles parked:

LONG-TIME PARKED (4HRS OR MORE) SHORT-TIME PARKED (LESS THAN 4HRS)

7 (13%).....	COMMUTE.....	39	(74%)
--- ( % ).....	RESIDENCE.....	1	( 2%)
1 ( 2%).....	MISCELLANEOUS.....	5	( 9%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.

APRIL 1989 SURVEY

Ten-Hour Parking Meters South of the  
I, J Street Alley, 16th - 29th Streets

A = Total On-Street Parking Spaces Available Per Day	161
B = Average Total Vehicles Parked at 11:30 in Survey Area	72
C = Total Parking Occupancy Percentage	45%

ANALYSIS OF TOTAL VEHICLES PARKED

- 67 = Commute Vehicles or 93%
- 3 = Residence Vehicles or 4%
- 2 = Miscellaneous (\*) Vehicles or 3%

Of the total vehicles parked:

LONG-TIME PARKED (4HRS OR MORE) SHORT-TIME PARKED (LESS THAN 4HRS)

20 (28%).....	COMMUTE.....	47 (65%)
- (0%).....	RESIDENCE.....	3 (4%)
2 (3%).....	MISCELLANEOUS.....	- (0%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.

EXHIBIT D

TEN-HOUR PARKING METER  
SURVEY COMPARISON

	<u>July 1988</u>	<u>February 1989</u>	<u>April 1989</u>
Average Vehicles Parked at Peak Time	56 35%	53 33%	72 45%
Commute Vehicles	41 73%	46 86%	67 93%
Resident Vehicles	6 11%	1 2%	3 4%
Miscellaneous Vehicles	9 16%	6 11%	2 3%
Vehicles Parked Long-Term More than 4 Hours	7 13%	8 15%	20 28%
Vehicles Parked Short-Term Less than 4 Hours	49 87%	45 85%	47 65%

Miscellaneous vehicles fall within the following categories:

- . Out of state license plates
- . No license plate on vehicle
- . No registration record at DMV, Sacramento

EXHIBIT E

COMMUTER MODE SURVEY<sup>1</sup>

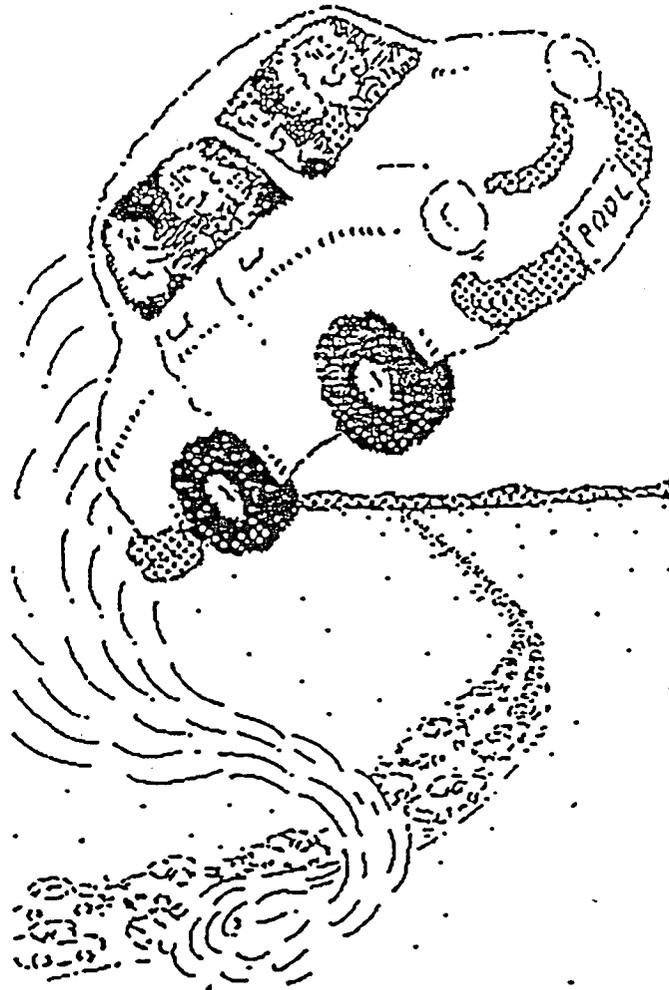
<u>Mode</u>	<u>Baseline</u>	<u>January 1989</u>	<u>May 1989</u>
Drive Alone	83%	68.0%	63.0%
Carpool	5%	13.0%	16.0%
Vanpool	-	-	-
Transit	3%	7.0%	8.0%
Bicycle/Motorcycle	2%	3.5%	4.0%
Walk	4%	3.0%	6.5%
Dropped Off	4%	4.0%	2.0%
Other	-	1.5%	.5%

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<sup>1</sup>Surveys performed by Sacramento Rideshare

# MIDTOWN RIDESHARING PROGRAM

## ★ FINAL REPORT ★



Prepared for the City of Sacramento as Part of The  
Midtown Transportation Management Program

by  
SACRAMENTO RIDESHARE - DISTRICT 03  
California Department of Transportation  
July 1989

## ACKNOWLEDGEMENTS

During the term of the Midtown Ridesharing Program, there have been many organizations and individuals that have made contributions to the success of the program. At this time, the Midtown Ridesharing Agency would like to recognize the following contributors:

- \* The City of Sacramento
- \* Regional Transit
- \* The Midtown Business Association
- \* The Suttertown News  
Tim Holt, Editor
- \* The Business Journal  
Dan Kennedy, Publisher  
Bonnie Harris, Copy Editor
- \* The Midtown Parking Committee  
Mark Morgan, Staff  
Mike Melvin, Staff  
Daryl Chinn, Chair  
Peter Notestine, Chair  
Audrey Austin, Resident  
Millie Conner, Resident  
Susan Larson, Business  
Ken Lauszus, Resident  
Jonathan Lewis, Business  
Tom Relles, Business  
Leslie Wills, Business
- \* The Staff at Sacramento Rideshare

Finally, the businesses of Midtown deserve our sincerest thanks for their cooperation and efforts. The success of the program is largely attributable to their efforts.

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# INTRODUCTION

## BACKGROUND

The Midtown area is located in the City of Sacramento and is bounded by F, L, 16th and 29th Streets. The great demand for parking in Midtown impacted the number of available spaces and the residents of the area found parking near their homes to be difficult. A City of Sacramento Parking Office survey indicated that 86% of available on-street parking was occupied by 11:00 a.m. on an average weekday, and that only 26% of the long-term parkers and 10% of the short-term parkers were neighborhood residents, the remainder being commuters and patrons of local businesses. The residents of Midtown petitioned the City to implement a Residential Permit Parking program.

In January 1988, the Sacramento City Council adopted a resolution to implement the Midtown Residential Permit Parking and Transportation Management Program. This program was to be implemented in three phases over an 18-month period. During the first phase, vehicles of Midtown employees were eligible for on-street parking permits. In the second phase, the permits were limited to only one per business. At the conclusion of the program, the intent was to issue no permits to businesses

To help mitigate the impact of the new parking regulations, the City specified that a ridesharing element would be part of the overall program. The goal of the ridesharing element was to reduce the number of single-occupant vehicles in Midtown and the demand for on-street parking.

The City negotiated a contract with Sacramento Rideshare to develop and implement the Midtown Ridesharing Program, which is an element of the Midtown Residential Preferential Parking and Transportation Management Program. Sacramento Rideshare is a branch of District 3, California Department of Transportation (Caltrans).

## THE MIDTOWN RIDESHARING AGENCY

In cooperation with the City, Sacramento Rideshare developed the Midtown Ridesharing Program, assigned staff and support resources, and established the Midtown Ridesharing Agency. The major efforts of the newly formed agency were to implement and promote the following primary components of the ridesharing program:

- \* Marketing
- \* Carpooling
- \* Vanpooling
- \* Transit
- \* Bicycling

An evaluation of the program was to be based on a series of surveys measuring the change in commute modes of transportation. This evaluation is included in the last section of this report.

At the outset of the Midtown Ridesharing Program and to help achieve the goal of reducing the number of single-occupant vehicles driven to Midtown and the impact caused by the new parking regulations, the following measures were proposed:

- \* Designation by Midtown businesses of 300 off-street parking spaces for high-occupancy vehicles.
- \* Flexible work hours for at least 20% of all Midtown employees.
- \* Development of eight vanpools consisting of 12-15 passengers.

However, no vanpools or flexible work hours were established and not all of the 300 off-street parking spaces were provided.

## OVERVIEW OF MIDTOWN RIDESHARING AGENCY ACHIEVEMENTS

Throughout the program, the Midtown Ridesharing Agency promoted to Midtown employees the different alternative modes of transportation. Informative materials were distributed about different ridesharing possibilities and personalized assistance being offered in forming ridesharing arrangements. Promotions were conducted to raise awareness and generate support so that incentives and subsidies could be offered at various points in the program. To help evaluate the program, periodic surveys were conducted to determine the effectiveness of the ridesharing element. Surveys were conducted in July 1988, January 1989 and May 1989. The surveys determined the commute mode split among Midtown employees, and were based on a random skip methodology using a sample size of 200.

Figure 1 compares the results of the three surveys against the baseline survey conducted in April 1987. The baseline survey of April 1987 indicates that 83% of Midtown employees were driving alone to work with an alternate mode use of 17%. The July 1988 survey indicates that alternate mode use had risen by 8% to a total of 25%. The January 1989 survey shows that alternate mode use had increased a further 7% to 32%. Finally, the last survey, taken in May 1989, indicates another increase of 5% to a total of 37% alternate mode use among Midtown employees.

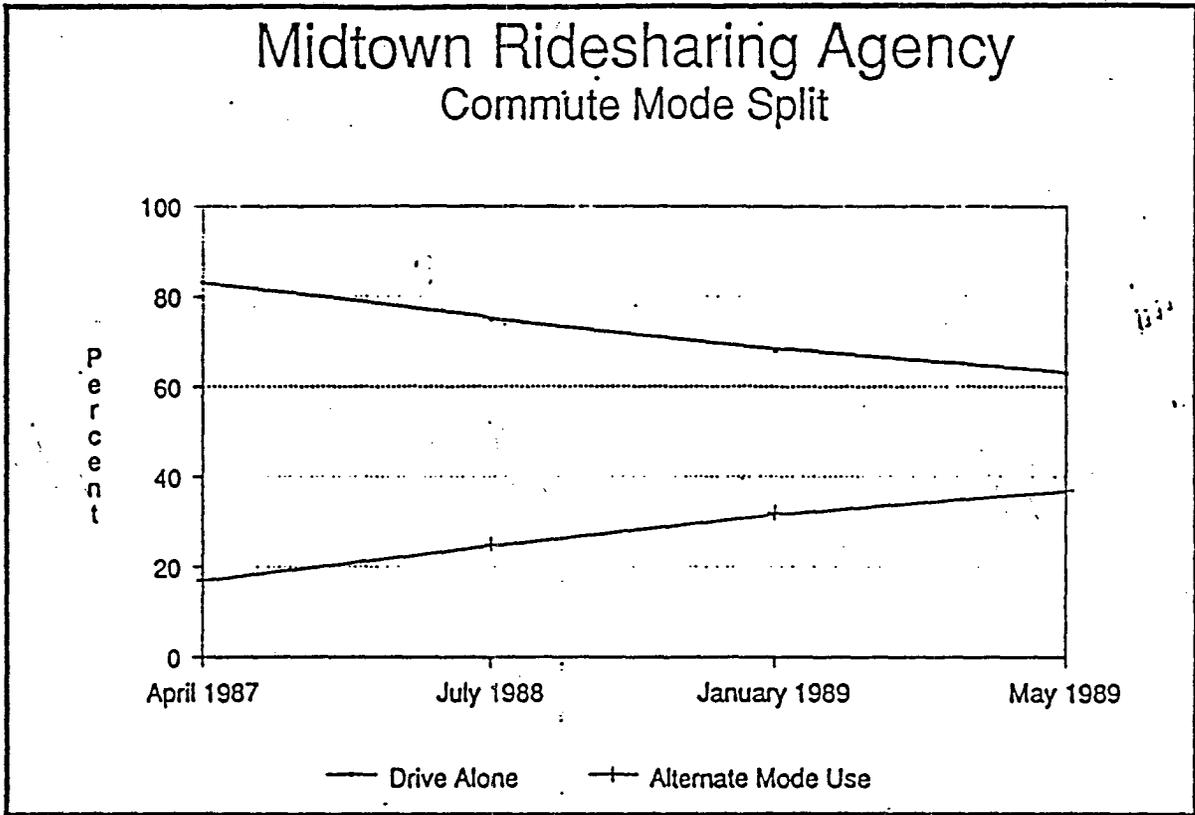


Figure 1

In recognition of the achievements by the Midtown Transportation Management Program, Governor Deukmejian presented the City of Sacramento with a Governor's Transportation Award. The Award recognizes outstanding efforts to improve transportation through ridesharing and transportation management. In addition, the Midtown Ridesharing Agency received an Award of Excellence for marketing materials at the 1988 Statewide Commute Management Seminar.

# PROGRAM COMPONENTS

Various promotional techniques were used to entice Midtown employees from driving alone. The primary components of the ridesharing program included rideshare marketing, carpooling, vanpooling, transit and bicycling. These components and efforts undertaken for each are detailed in this section of the report and documented in a separate appendix.

## MARKETING

The rideshare marketing component was designed to serve two purposes. The first purpose informed employees of why they should consider ridesharing alternatives. The second was to market incentives to Midtown employees so they would try ridesharing. Throughout the program, the marketing efforts have included a variety of materials and strategies to convey the ridesharing message. The various forms of advertising included brochures, flyers, meetings, office space, newspaper articles, radio and television. These specific efforts are detailed below:

### Brochures

- \* **“Guide to the Midtown Rideshare Program”**: This brochure was designed to introduce the program and describe the services available to Midtown businesses.
- \* **“Guide to Midtown Regional Transit Services”**: This guide was designed to encourage first-time users of Regional Transit. The brochure provided information regarding transit routes, connection to other communities, fares, and a basic “how to use transit” message.
- \* **“Mythbusters,” “Tips to Make Ridesharing Work,” and “Ridesharing - the Way to Go!”**: These materials were fashioned after the popular Sacramento Rideshare brochures.
- \* **“Sacramento Area Bicycle Commuter Guide”**: This map covers all bicycle routes in the Sacramento area and was also fashioned after one in circulation by Sacramento Rideshare. The Midtown version had a special insert detailing biking tips and information.
- \* **“The Midtown Commuter Saver”**: This brochure defines and details the services provided by the Midtown Ridesharing Agency.

## Flyers

\* "Try RT Day": A flyer was developed and distributed to employees to entice them to try transit on May 18, 1988. Patrons were alerted to special transit events and prizes donated by Midtown merchants.

\* "California Rideshare Week": A flyer was produced and distributed to each Midtown business. The flyer was used to promote activities held during the week of October 3-7, 1988. It was used to inform the employees of the prizes, incentives, and giveaways available for participating during Rideshare Week.

\* "It Just Takes Two!": A flyer was developed to alert the employees of Midtown about the revised parking regulation for carpool parking permits.

\* "Putting Our Money Where Our Mouth Is!": A flyer was used to inform employees that the Midtown Ridesharing Agency was subsidizing the \$10 monthly carpool parking permit fee.

\* "Free Advertising": A flyer was produced to inform employers of yet another incentive. Free advertising in the Midtown Rideshare News was offered to employers who had attained a certain percentage of ridesharing among their employees. Since the inception of this incentive in December, five businesses have been profiled in the newsletter.

\* "Free RT!" This flier was distributed to alert the employees of their eligibility to receive a free booklet of Regional Transit tickets. A total of 106 booklets were given away to Midtown employees.

\* "Midtown Rideshare News": Each month the Midtown Ridesharing Agency published a high quality newsletter. Topics included Midtown business profiles, upcoming events and promotions, educational pieces, and progress reports on achievements of the program.

## Collateral Material

The following items were developed or secured to reinforce the basic marketing message, each with the central theme of "Join the Midtown Match-Up!":

\* **Ceramic Coffee Mugs:** These mugs, emblazoned with the Midtown logo and slogan, were used as prize giveaways and as incentives.

\* **Adhesive Stickers:** These stickers were used to personalize the plain white folders that the Midtown staff used on outreach meetings and presentations.

\* **Plastic Trash Bags:** These bags, also emblazoned with the Midtown logo and slogan, were used as giveaways and to attract attention.

\* **Magnets and T-Shirts:** These two giveaway items were secured, free of charge, from Regional Transit and used for prizes and incentives.

\* **Discount Coupon Booklet:** This booklet was developed in conjunction with Sacramento Rideshare with the dual purpose of involving the Midtown merchants and creating a "gift" to be used as prizes, incentives, or giveaways.

### Meetings

A positive image of the program was promoted to enhance good relationships with Midtown businesses. Public relations and promotions were accomplished through:

\* **Employer Outreach Meetings:** These meetings were conducted throughout the program and involved the promotion of ridesharing alternatives, education of parking issues, resolution of complaints, promotion of activities related to transportation, and promotion of the program in general.

\* **Midtown Business Association Meetings:** When appropriate, staff has attended meetings of the Association when topics relevant to our mission were being discussed.

\* **Midtown Parking Committee Meetings:** Each month during the program, staff attended the meeting and presented a written report of the monthly activities of the Midtown Ridesharing Agency.

\* **Bus Bench Ads:** Three benches with the Midtown logo and slogan were placed to promote the program. The benches are located at 21st and J Street, 28th and L Street in front of Sutter's Fort, and 30th and N Street across from the highway off-ramp.

## Office Space

\* **Centrally Located Office:** A fully staffed office, complete with all necessary information, was located for the duration of the project at 2115 J Street, ensuring easy access by Midtown employees.

## Newspaper Articles

\* **Press Releases:** Press releases were distributed to local media regarding newsworthy events, including the Open House, Rideshare Week, "Free RT Day," and the Department of Aging Transportation Faire.

\* **Editorial Endorsement:** The Sacramento Union and The Business Journal endorsed the "Free RT" transit promotion held in February with an article on the editorial page.

\* **Staff Interviews:** The weekly newspaper, Sacramento This Week, interviewed staff on topics including the background of the Midtown Ridesharing Agency and the "Free RT" transit promotion.

\* **News Articles:** The Midtown Ridesharing Agency had 14 articles about the program published between the Sacramento Bee, The Sacramento Union, The Business Journal, and The Davis Enterprise.

\* **Paid Endorsements:** To promote the "Free RT" transit promotion and The Clean Air Challenge, a total of three ads were placed in The Suttertown News.

## Radio

\* **Public Service Announcements (PSA's):** Approximately every two months, the Midtown Ridesharing Agency distributed ten 10-second sets of copy for PSA's to area radio stations, including KAER, KGNR, KFBK, KCTC, KXOA, KZAP, and KEBR.

\* **Staff Interviews:** Two interviews were given on the community affairs program of KZAP 98.5 FM with Chris Davis and KEBR 1210 AM with Melanie McAdams.

## Television

\* **Public Service Announcements:** Public service messages were aired on KCRA Channel 3, KSCH Channel 58, and KXTV Channel 10. A special cooperative effort with KTXL Channel 40, resulted in an art card and six second scripts for a "shared ID" public service announcement.

\* **Staff Interviews:** Staff appeared on two local public affairs shows, "A New Morning" with Jean LaMotte on KXTV Channel 10 and "What's Going On?" with KSCH Channel 58.

## CARPOOLING

Carpooling was facilitated using computerized matching and client services as described below.

### Computerized Matchlists

Carpooling was primarily facilitated through the distribution of commuter applications to the employees. The applications were used to generate computerized matchlists. Matchlists included names and phone numbers of Midtown employees with similar commutes and were used to form carpools. On three separate occasions, ridesharing applications were distributed (totalling approximately 14,000 applications) to Midtown employees. A total of 489 applications were processed requesting ridesharing information.

### Client Services

- \* Individualized commute information packages.
- \* Follow-up phone calls to ensure receipt of information and further assistance in carpool formation.
- \* City carpool permit applications and maps as well as an assortment of promotional information.
- \* An offer by the Midtown Ridesharing Agency to subsidize the monthly City carpool parking permit fee.

## VANPOOLING

Vanpooling did not catch on in Midtown as originally planned, even though this form of ridesharing was promoted through:

\* **Public Service Announcements:** Two separate distributions of public service announcements were made to local media over a six month period.

\* **News Articles:** An article appeared in The Davis Enterprise promoting vanpooling from Davis to Midtown.

\* **Direct Marketing:** Direct requests were tried and informational flyers were distributed aimed at Midtown employees. In addition, feature articles in The Midtown Rideshare News were printed on the positive aspects of vanpooling and of a potential vanpool operating from the Florin Road area to Midtown.

\* **Vanpool Subsidy:** People Ridesharing Systems, Inc., a commercial van vendor from the Bay area, offered to subsidize up to three seats for two months.

Most operating vanpools make round-trip commutes of at least 40 miles. According to the baseline survey conducted in 1987, approximately 91% of Midtown commuters have round-trip commutes of 40 miles or less. This coupled with no major employer concentrations with similar commute patterns to Midtown may have discouraged vanpool formation.

## TRANSIT

Transit was actively promoted to Midtown employees through:

### Transit Services and Information

- \* Regional Transit ticket and pass sales and information
- \* Yolo Bus
- \* Paratransit
- \* Roseville Commuter Service (Bus Service)
- \* Berkeley Bus

## Transit Promotions

\* During "Try RT Day", May 18, 1988, Midtown employees who used transit were eligible for prizes including free gifts from participating Midtown merchants.

\* During California Rideshare Week, October 3-7, 1988, staff rode on a selected Midtown bus route and served muffins and coffee to transit patrons.

\* Beginning in January 1989, free 25 cent RT tickets were offered to all Midtown businesses for the RT Central City Mid-Day Fare.

\* In February 1989, the "Free RT" promotion was held offering any Midtown employee a free booklet (10 tickets) of peak fare Regional Transit tickets while supplies lasted. The tickets were an incentive for first-time transit riders to use transit.

## **BICYCLING**

### Bicycle Guide

A Sacramento Area Bicycle Commuter Guide was distributed along with a special Midtown insert to each Midtown employee. The Guide details bike routes and safety and riding tips.

### Promotions

During California Rideshare Week, bicyclists were informed of Bike-To-Work Day (October 7, 1988) held at the State Capitol. Bicyclists were eligible for a free T-shirt, refreshments, and a raffle for prizes donated by area bike shops.

### Facilities

An inventory of bicycle facilities in the Midtown area indicated the presence of 4 bicycle storage lockers, 1 bicycle cage facility, 10 bicycle racks, and 127 employers that are willing to allow employees' bicycles to be stored at the employer site.

# PROGRAM EVALUATION AND SUMMARY

Before and after commute surveys were made to assess the number of single-occupant vehicles travelling to Midtown and the effectiveness of the program. The results of the surveys are shown in Figures 2-5, which show a steady decline in the percentage of Midtown employees commuting alone, and a complementary increase in the use of alternative modes of transportation. While most of the forms of ridesharing show an increase, the major increases occurred in carpooling and transit. While promoted during the program, no vanpools or flexible working hours were formally established.

April 1987 Mode Split Survey

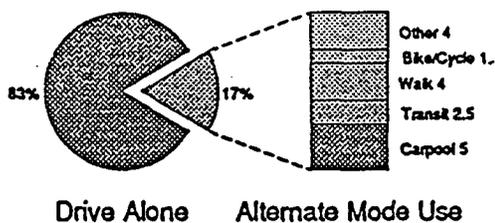


Figure 2

July 1988 Mode Split Survey

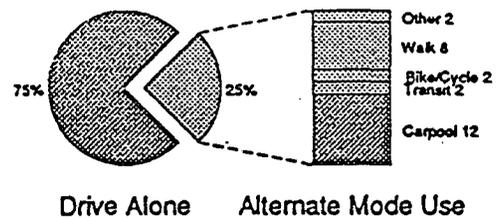


Figure 3

January 1989 Mode Split Survey

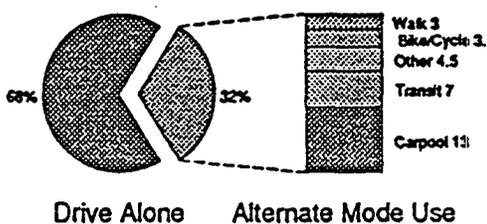


Figure 4

May 1989 Mode Split Survey

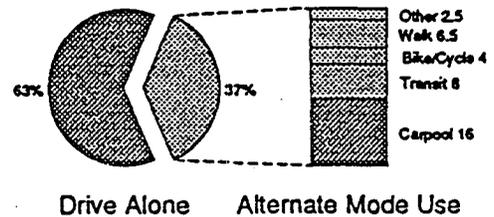


Figure 5

Figure 6 compares the present mode split and program goals with the mode split of the baseline survey. On the surface, only approximately 50 percent of the program goals were attained. However, as discussed below, the program goals for ridesharing may have been set too high.

### Midtown Ridesharing Agency Program Goals vs Present Mode Split

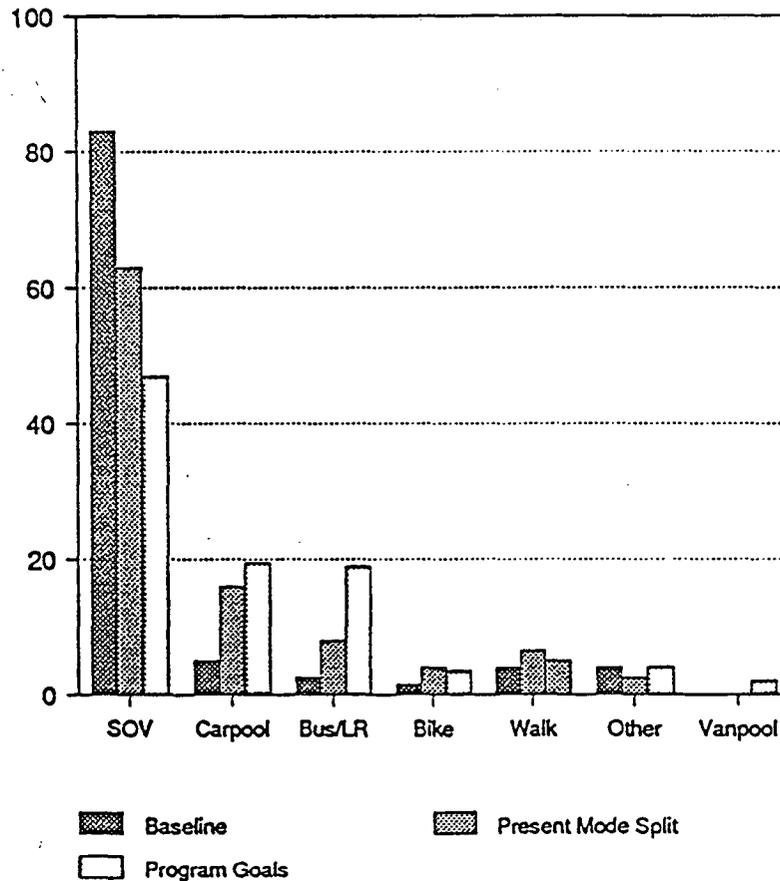


Figure 6

\*Present Mode Split-May 1989

Early in the program, it was assumed that the permit parking program would reduce parking for Midtown employees and create an effective incentive for ridesharing. Figure 7 shows the before and after employee parking locations. It is apparent that a parking shortage did not materialize as expected. The majority of employees parking on-street merely started parking in employers' lots after permit parking was initiated. Also, there was more use made of available off-street parking and an exodus of downtown commuters who once parked in Midtown. As a result, the established program goals for ridesharing were perhaps set unrealistically high. When considering these impacts to ridesharing, the achievement of the Midtown Ridesharing Program, in large part, attained the program's expectations for ridesharing.

## EMPLOYEE PARKING LOCATION

<u>Location</u>	<u>May 1987</u>	<u>June 1988</u>
Employer Lot	54.5%	74.5%
10-hour Meter	---	0.5%
Parking Garage	7.8%	3.5%
Regular Meter	2.7%	3.0%
On-street, No Time Limit	26.4%	2.5%
Other	8.7%	1.5%
Do not need parking due to ridesharing		12.5%

Source: City of Sacramento

Figure 7

During the 18-month program, The Midtown Ridesharing Agency aggressively promoted all forms of ridesharing as documented in this report. The marketing element was very successful. These efforts were recognized with a Governor's Transportation Award for the persistent effort in educating the employees of Midtown about commute alternatives and for successfully enticing many of them to try these alternatives. The Midtown Ridesharing Agency received further recognition at the 1988 Statewide Commute Management Seminar with an Award of Excellence for Marketing Materials.

Overall, the Midtown Ridesharing Agency effectively promoted all forms of ridesharing to employees in Midtown and succeeded in reducing the number of single occupant vehicles and the demand for on-street parking.

PREFERENTIAL PARKING STUDY

MIDTOWN AREA  
FINAL SUMMARY - INITIAL SURVEY (January, 1986)

A = Total On-Street Parking Spaces Available Per Day 3,148  
B = Average Total Vehicles Parked at 11:00 in Survey Area 2,706  
 $\frac{B}{A}$  = Total Parking Occupancy Percentage 86%

ANALYSIS OF TOTAL VEHICLES PARKED

2,033 = Commute Vehicles or 75%  
425 = Residence Vehicles or 16%  
249 = Miscellaneous (\*) Vehicles or 9%

Of the total vehicles parked:

<u>LONG-TIME PARKED (4HRS OR MORE)</u>		<u>SHORT-TIME PARKED (LESS THAN 4HRS)</u>	
622 (63%)	.....	COMMUTE.....	1,411 (82%)
254 (26%)	.....	RESIDENCE.....	170 (10%)
109 (11%)	.....	MISCELLANEOUS.....	140 (8%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.

PREFERENTIAL PARKING STUDY

MIDTOWN AREA

FINAL SUMMARY - PHASE I (July, 1988)

A = Total On-Street Parking Spaces Available Per Day 3,148  
B = Average Total Vehicles Parked at 11:00 in Survey Area 1,789  
 $\frac{B}{A}$  = Total Parking Occupancy Percentage 57%

ANALYSIS OF TOTAL VEHICLES PARKED

1,027 = Commute Vehicles or 57%  
488 = Residence Vehicles or 27%  
274 = Miscellaneous (\*) Vehicles or 15%

Of the total vehicles parked:

LONG-TIME PARKED (4HRS OR MORE) SHORT-TIME PARKED (LESS THAN 4HRS)

212 (42%)	.....	COMMUTE.....	2,033 (66%)
240 (48%)	.....	RESIDENCE.....	542 (18%)
52 (10%)	.....	MISCELLANEOUS.....	501 (16%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.

PREFERENTIAL PARKING STUDY

MIDTOWN AREA  
FINAL SUMMARY - PHASE II (April 1989)

A = Total On-Street Parking Spaces Available Per Day 3,148  
B = Average Total Vehicles Parked at 11:30 in Survey Area 1,787  
 $\frac{B}{A}$  = Total Parking Occupancy Percentage 57%

ANALYSIS OF TOTAL VEHICLES PARKED

1,235 = Commute Vehicles or 69%  
459 = Residence Vehicles or 26%  
93 = Miscellaneous (\*) Vehicles or 5%

Of the total vehicles parked:

LONG-TIME PARKED (4HRS OR MORE) SHORT-TIME PARKED (LESS THAN 4HRS)

297 (49%)	.....	COMMUTE.....	2,235 (78%)
259 (44%)	.....	RESIDENCE.....	447 (16%)
40 ( 7%)	.....	MISCELLANEOUS.....	171 ( 6%)

NOTE:

Miscellaneous vehicles fall within the following categories:

- A) Out of state license plates.
- B) No license plate on vehicle.
- C) No registration record at DMV, Sacramento.