

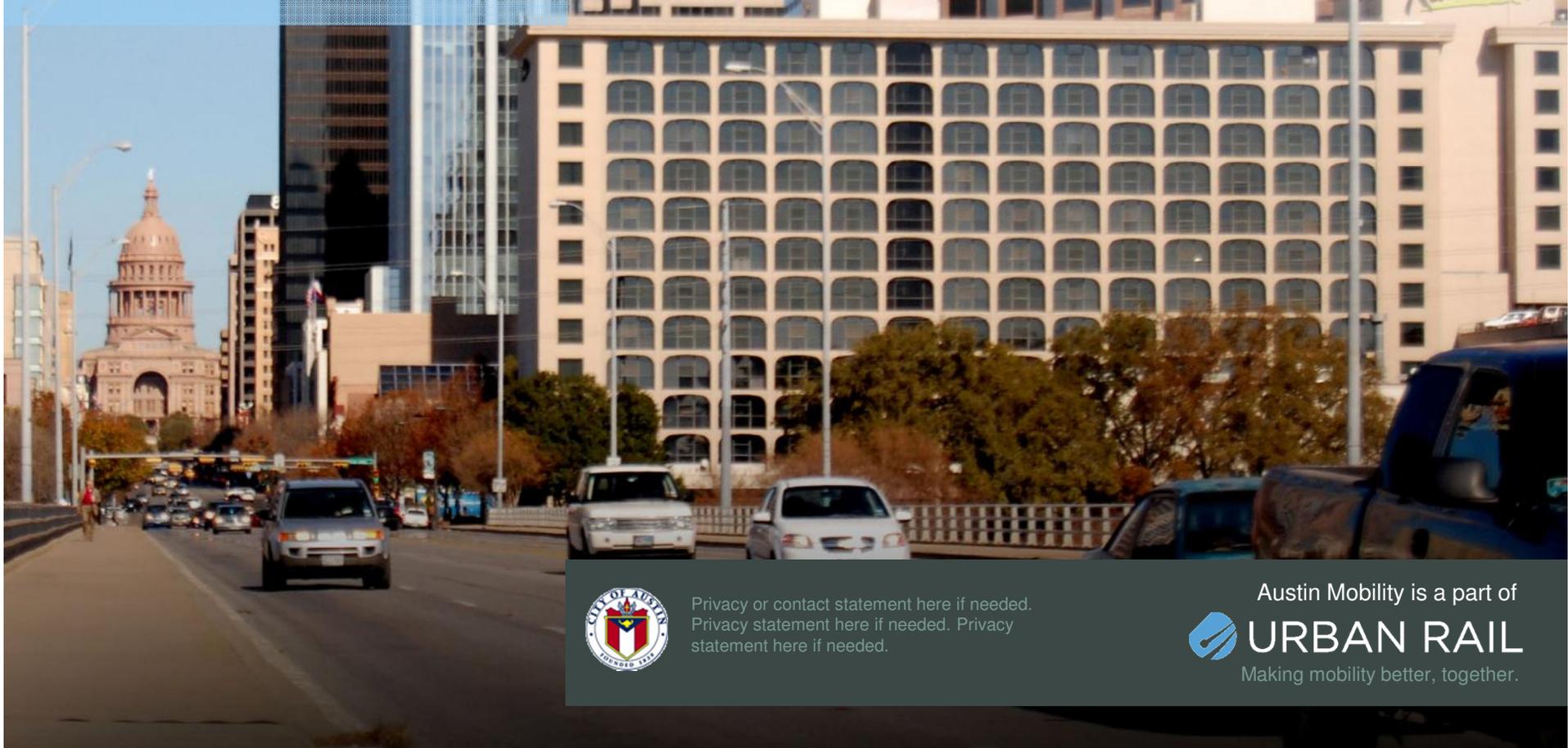


# AUSTIN MOBILITY

## Parking Cash-out Pilot Program

12.03.12

CREATED FOR THE CPT COMMITTEE



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# PARKING CASH-OUT PILOT

## Presentation Overview

- Definition of Parking Cash-out
- Implementation of Pilot
- Pilot Results
- Lessons Learned





# PARKING CASH-OUT

## Definition

Employees are paid a subsidy or stipend to give up access to dedicated parking.

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*“Having an incentive not to drive makes me think twice about the decision instead of defaulting to the easiest option.”*  
-Greg K.



# IMPLEMENTING THE PILOT

## Planning for Cash-Out Program



- Best practices review
- Stakeholder groups
- Previous Experiences





## IMPLEMENTING THE PILOT

### Elements of Cash-Out Program

- Online tracking
- Guaranteed Ride Home Program
- Training components
- Streamline process across departments
- Marketing Plan
- Informative Website

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*“I was already using transit on most days and having the program incentivized me to keep it up.”*  
– Natalie B.





# IMPLEMENTING THE PILOT

## Pilot Agreements

### Employee Requirements:

- Commute training
- Commute log book
- Drive alone only 4 days/month
- Supervisor must authorize

### COA Provides:

- \$50/month stipend
- Capital Metro transit pass
- Access to van pool
- Commute consultant
- Guaranteed ride home (for emergencies)



# PILOT RESULTS

## Participation

Building	City Hall	Faulk Central Library & History Center	Total
Total # Employees	240	138	<b>378</b>
Participation as of 9/30/12	18	9	<b>27</b>
% Participation	7.5%	6.5%	<b>7.14%</b>
20% Employee Goal	48	28	<b>76</b>

# PILOT RESULTS

## Environmental Benefits

Commute Mode	GHG (Lbs) reduced	NOx (Lbs) reduced	CO (Lbs) reduced	VOC (Lbs) reduced	Vehicle Miles Avoided	Trips Avoided
Carpool	454	.36	4.57	1.52	2,526	168
Transit	18,244	15.57	182.78	60.15	15,330	1022
Bicycle	2,106	1.69	21.17	7.06	2,286	418
Walk	49	.04	.5	.17	54	10
Telework	227	.18	2.29	.76	240	16
<b>Total</b>	<b>21,238</b>	<b>17.84</b>	<b>211.31</b>	<b>69.66</b>	<b>20,436</b>	<b>1634</b>



# PILOT RESULTS

## Financial Benefits

Building	City Hall	Faulk Central Library & History Center	Program Total
Value of parking spot	150	100	—
# Stipends paid	18	9	<b>27</b>
Cost of pilot (8 mo)	6,300	3,200	<b>9,500</b>
Projected revenue potential (8 mo)	21,600	—	<b>21,600</b>
Potential savings (8 mo)	—	7,200	<b>7,200</b>
Total Savings/revenue potential	21,600	7,200	<b>28,800</b>



# PILOT RESULTS

## Financial Benefits

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Cost of pilot (8 mo)	6,300	—	500
Projected revenue potential (8 mo)	21,600	—	,600
Potential savings (8 mo)	—	7,200	<b>7,200</b>
Total Savings/revenue potential	21600	7200	<b>28800</b>

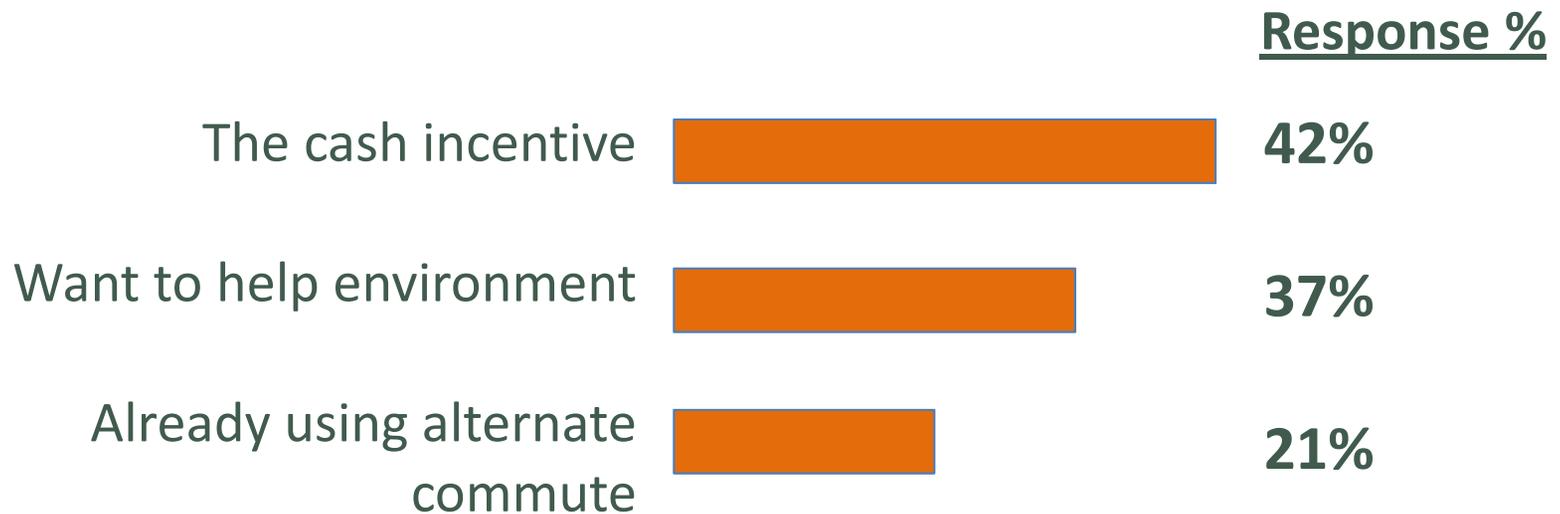
**Potential Benefit cost:**  
 $28800 / 9500 = 3.03$



# PILOT RESULTS

## Participation

Employees' reasons for participating in the pilot

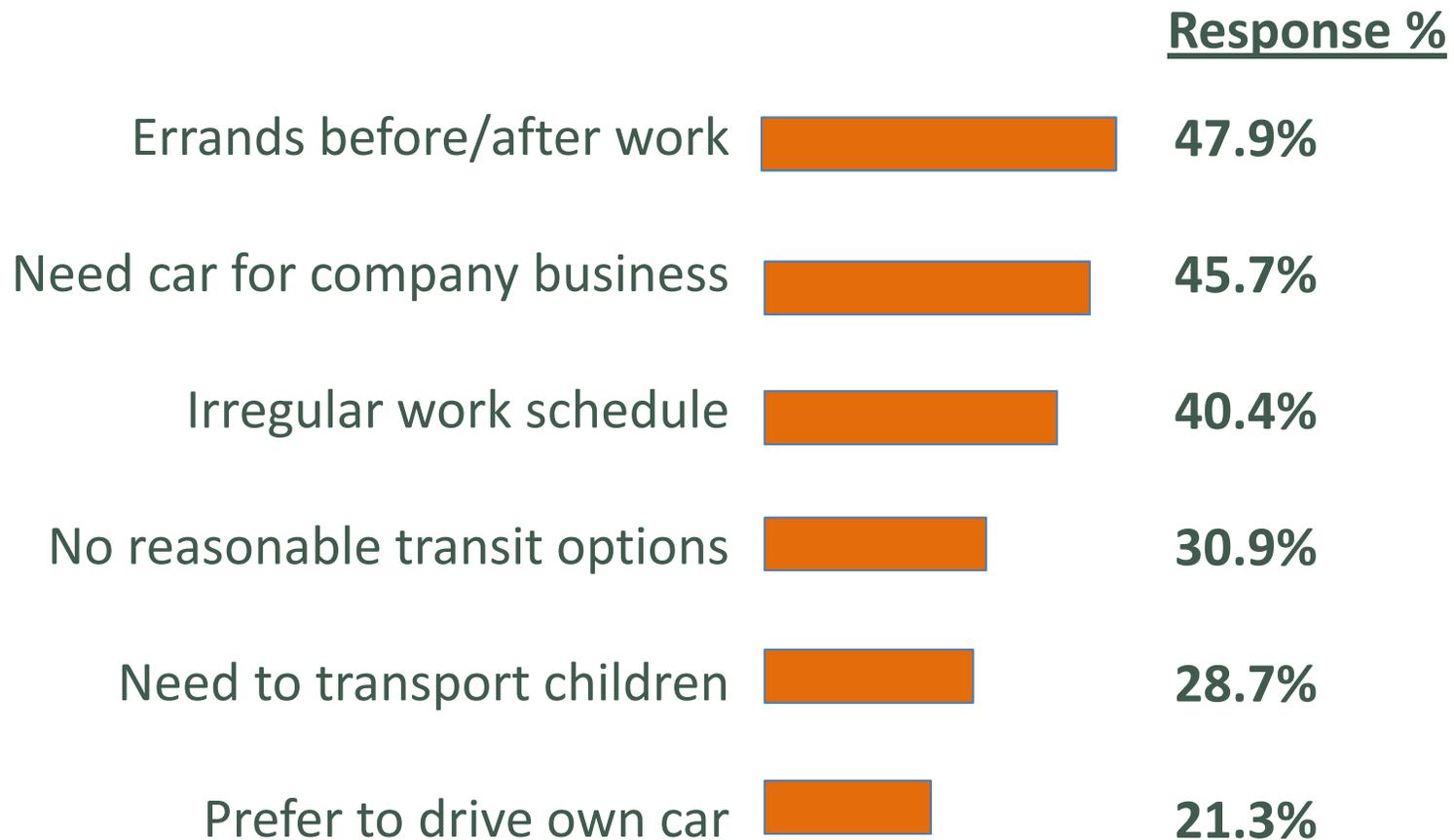


*“I wanted to attempt reducing my carbon footprint.”  
– Leslie H.*



# PILOT RESULTS

## Barriers to participation





## LESSONS LEARNED

### Key Takeaways

- Ride home option valued but rarely used
- Program can be revenue positive
- Participation varied across job types
- Training useful but not always necessary
- Opportunities for increased participation
- Online tracking increased efficiency/effectiveness



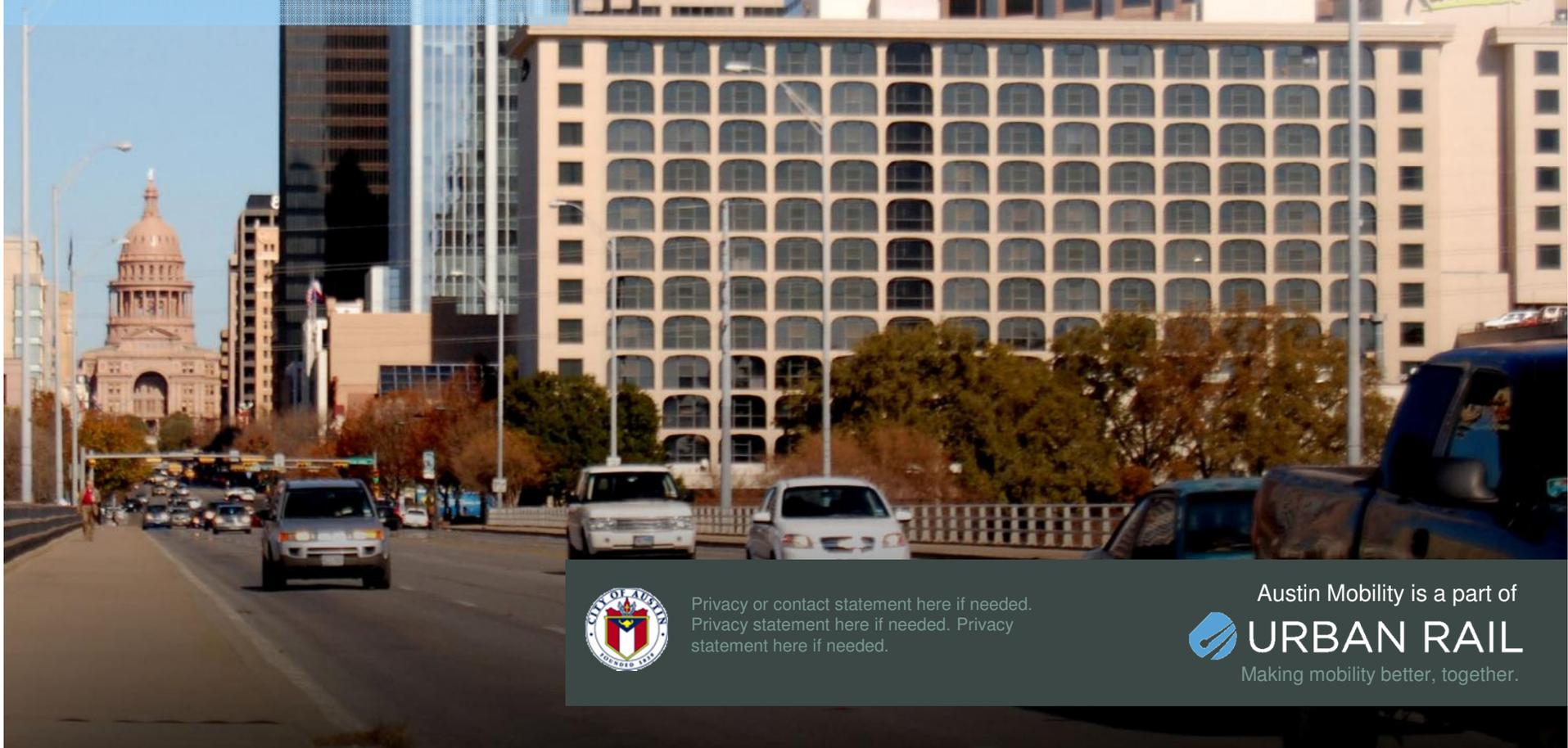


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