

Climate Action Collaborative – One Less Car Campaign

Date: Thursday, February 14th, 2019

Time: 9:00 am-12:00 pm

Location: Miller Ranch Community Center, 25 Mill Loft St, Edwards, CO

9:00 am Meeting Goals and Agenda Review

1. Identify barriers and motivations for carpooling
2. Brainstorm creative campaign strategies
3. Identify partners and next steps for campaign

27% of emissions = vehicle travel

9:05 am Review of Behaviors, Ranking, and Analysis from 1st Meeting

Carpooling defined as carpooling twice a week with one other person in your car

Transportation is more of a culture shift and behavior change rather than one-time purchases of renewable power, etc.

Benefit- reason for an individual to be motivated to implement certain behavior change

Chosen behavior should be beneficial to the community, but also the individual partaking in it

Defining benefits:

What you care about

Speak to values – need to internalize to shift behavior

Power of collective action

Easy is not worth doing

Barrier: reason for an individual to be against/unable to complete a certain behavior change

One time and recurring; identify each

9:30 am Carpool: Unpack Behavior (Group Work)

- **Audience**
 - **Nine to fivers** – office workers
 - **Ski bums** – work on mountain, split shifts
 - **Students** – high schoolers
 - Keep in mind graduated traffic laws for high school students (limited passengers the first year)
 - Service workers – irregular shifts, different start/stop times daily
 - Break down into: construction workers, hospital, restaurant, hotels
 - Others? **Parents (soccer moms)**, CMC students, guests, recreation/weekend skier or off-day recreator, **retired community**

Consider how many in each category actually have cars and their proximity to work

Suggest a local benefit if a full car, get parking benefit; also consider cost benefit

Also think about employee lots in Vail and how that encourages driving

Think about off days

Parents – pickup/dropoff and evening activities, kids walking to school as an option (community walk), bus challenges – already at capacity / mile walk radius, Eagle town proper has more of a local population attending their in-town schools, bike racks at bus stops

How to prioritize- every day, single passenger commuters

Main areas: Commuters, Weekend/Off day skiers, Students/Parents

Also consider retired community

- **Benefits & Barriers to behavior for audience (Brainstorm activity with group)**

Commuters // Weekend Recreators

Benefits:

- Builds community and relationships
- Cost savings or dispersed costs
- Safety/traffic improvements with fewer cars on the road
- Co-pilot increases safety, ie a designated texter/DJ
- Accountability / consistency in schedule
- Split parking fees
- Save on wear and tear on vehicle
- Less stressful commute
- More spacious/comfortable than bus
- Associate with values: saving GHG and doing your part to address climate change

Barriers:

- Meeting schedule during the day, need car during the day, hard to find a person with same schedule
- Pets and kids
- Fuel & car costs have decreased
- Freedom of having your own schedule/car
- Parking – need meet up locations with parking for carpools to save time
- Unsure who lives nearby who you could carpool with
- Awkwardness between new carpoolers
- Errands or exercise after work
- No HOV lane

Soccer Parents

Benefits:

- Save time and money
- Relationship building for children socialization with other kids
- Behavior is engrained in kids at a young age
- Shared scheduling stress, for example, each parents only take kids for 1 or 2 days
- Get to know community
- Ability to maintain a full-time job (don't have to leave work early for kids everyday)

- Less air pollution around developing brains (less car emissions, hopefully less idle time)
- Opportunity to teach kids sustainable lifestyles
- Safety in walking to school together

Barriers:

- General logistics around organizing carpool
- Size of vehicle (some parents may not be able to take all kids in carpool)
- Finding the right fit for kids and parents; reliability, safety, schedules
- Stressful to get kids anywhere
- Creating the network for parents
- Car seats and meltdowns

Retirees

Benefits:

- Have flexibility to carpool with others
- Builds community & relationships
- Simplifies things rather than taking a bus
- Safety while driving
- Save money
- \$25 annual bus pass
- Have routine activities that carpooling can add to
- Help those who can't drive

Barriers:

- Loss of independence
- Errands and pre-set schedules
- Convenience
- Connecting with groups to carpool with

10:30 am Local Examples of Carpool Programs

Vail Health

- Shuttle Service for all employees of hospital and any employees that work in tenant spaces owned by hospital
- Free 10-ride bus passes to any employee who asks

Town of Avon

- Assembled in 3 teams based on communities lived in w/ team leader
- Each team given fleet vehicle and team leader responsible for carpool logistics
- Team leader in charge of reporting to Eva for reporting and GHG impact tracking

Walking Mountains

- Carpool calendar for logging carpool, bike, walk, or bus trips to work
- Monthly prize drawing for anyone who enters their carpool info

Holy Cross

Vanpool: for \$40 pre-tax per month, if enrolled for 1 year receive 9 hours holiday time

Ride Bus: Employee receives \$2 per day riding bus, and must ride bus 75% of days in 1 year to earn 9 hours holiday time

Carpool/Fuel-Efficient Cars: Employee can carpool (2 people in car total), or drive a fuel-efficient car of 40 mpgs or more, will receive cash incentive per day based on distance lived from office (between \$0.50 - \$1.50). Must carpool or drive FE car 75% of days in 1 year to earn 9 hours of holiday time

Walk/Bike: Earn \$1 per day and 9 hours of holiday time if bike or walk 70 days per year, 4 hours of holiday time if bike or walk 60 days per year.

10:45 am Discussion: Ideas for Local Carpool Problems

Expansion of successful programs

Business programs

Ski Commuter Programs

Event Programs

- Employer challenge
- Use work time as passenger
- Preferred carpool parking in the Vail Structure - video
- APP that includes multimodal transport options
- Boulder example of colored cars off the road
- Keep 2 day a week goal in mind
 - Focus on days that all employees need to be at work, meetings
- Fleet vehicle used for carpools
- Actively Green groups to carpool together
- NEED buy in from employees
 - One challenge but each business sets own way of going about it
- Denver-EC carpool
 - Have hotels provide/promote app as a way to get to town
- Free parking spot website
- How realistic is it to get free passes in Vail? A well thought out plan
- Nextdoor.com board for neighborhood for free rides, etc.
- Consider seeding the program w/ govt dollars – incentivized volunteer position, vehicle availability
- Grant funding for program or app
 - CDOT paid RAFTA to provide free service during the Glenwood bridge closure
 - Could we adopt a similar model for Vail Pass project in future?
- Sober drive side- sober rides home

Incentives

- AG Business benefits
- Aspen sponsored giving vouchers to people – rideshare voucher
- Eco Transit communication with Uber and Lyft – fully at capacity for their services here
 - Working toward a solution between Freedom Park & Mtn Family Health Center for shuttle service through RideTaxi (first mile-last mile partnerships)
- CME/Epic Mtn Express vanshare possibility? Even out their seasonality, steady year round job
- EBike companies (prize)

- Business benefits

11:30 am Partnerships and Community Engagement: Who do we need to talk to?

- Newspaper ad, blog, TV8
- Gas stations
- Central listing for carpool opportunities
- Vail Daily – progress tracker, spotlights
- April – Distracted Driver awareness month – designated commuter partner, designated texter
- Work with HOAs to figure out where people can meet for their carpools
- VVP
- AG
- All chambers
- Bilingual app
- Spanish and English radio ads
- Mirabus outreach
- Neighborhood news
- Social media

Specific Partners to Pursue

- Event producers – VVF, Highline
- Actively Green
- Transportation companies – turtle bus, taxi, uber, lyft
- Bike valet examples (VVF)
- Vail Resorts
- Chat with large employers to understand their internal incentives and barriers
- Transit authorities (bus, school district) – tie together the bus solution with first last mile solution
 - City of Aspen electric shuttle takes you to the bus stop, RTD does it with Cherry Creek area
- Car dealerships to encourage larger employers to get there; fleet partnerships, vanpool (Vail Health example), shuttle for meetings
- Large employers: Vail Health, Vail Resorts, large hospitality (East West), Eagle County, Costco/WalMart/Home Depot

11:50 am Timeline for Implementation

- Rec calculator – should get this out first
- Start communication now
- Spring/Summer = Planning phase
- Fall = Get word out phase
- Winter (19/20) = Campaign starts
- 3-year total campaign to ensure behavior change sticks

11:55 am Next Steps

- Education & Outreach committee to plan messaging
- Transportation group as well

Other announcements:

- Free level 2 charger from Holy Cross Energy available
- Feb 28th workshop on cold climate air source heat pump