One Less Car Campaign
Agenda

- Meeting goals & agenda review
- Review of Behaviors, Ranking, and Analysis from 1st Meeting
  - Carpool: Unpack Behavior (Group Work)
    - Audience(s)
    - Benefits to behavior for audience
    - Barriers to behavior for audience

BREAK

- Local Examples of Carpool Programs
- Discussion: Ideas for Local Carpool Programs
  - Expansion of successful programs
  - Business Programs
  - Ski Commuter Programs
  - Event Programs
- Partnerships & Community Engagement: Who do we need to talk too?
- Timeline for Implementation
- Next Steps!
- Thank you and adjourn!
Goals

1. Identify barriers & motivations for Carpooling
2. Brainstorm creative campaign strategies
3. Identify partners & next steps for campaign
69% of climate action survey respondents said they were alarmed about climate change and felt that individuals and governments need to act NOW.

16% of climate action survey respondents said they were concerned and felt we need to talk action but have time to decide what the appropriate responses should be.

85% TOTAL
What's Actually Happening?

22.2% recycling rate (2017)

6% compost rate (2017)

21% weatherstrip & caulk homes (CAP Survey)

44% have changed to full LEDs (CAP Survey)

Bus Ridership down 3% since 2009 (TDP)
LET’S BRIDGE THE GAP
27% of Emissions
## METHODOLOGY

<table>
<thead>
<tr>
<th>Behavior</th>
<th>GHG Impact</th>
<th>Probability (1-4)</th>
<th>Penetration</th>
<th>Applicability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Per Household in Eagle County per Day</td>
<td>Probability of adoption on scale of 0-4. 4 is most likely to adopt</td>
<td>Penetration rate is how many are currently doing this behavior. Number in matrix is inverse or the opportunity</td>
<td>Applicability is the percentage of people who can participate in the behavior</td>
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Carpool to work twice a week

- What do we mean?
  - Carpooling to work twice a week with one other person.

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Benefits

- Benefit: reason for an individual to be motivated to implement a certain behavior change.
- The chosen behavior should be beneficial to the community, but also to the individual partaking in it.
- Defining benefits:
  - What you care about
  - Speaking to values – we need to internalize to shift behavior
  - Power of collective action
  - ‘Easy’ is not worth doing
- The benefits must outweigh the barriers
Barriers

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

- For example, barriers to recycling include:
  - I don’t know how – one time barrier
  - Lots of effort – Recurring Challenge
  - No access – Recurring Challenge
  - No space in home to collect recycling – Recurring Challenge
  - Recycling just gets thrown out – one time barrier
Behavioral Chain - One-Time Barriers vs Recurring Barriers

Behavioral Chain: Biking to Work

One-Time Segment

Intention

Bike? Yes

68% Obtain

Gear? Yes

32% 52%

Work? Yes

48% No

Obtain

Learn

Train

Plan

Repetitive Segment

Weather

Clothes

Lunch

Children

Bike

Secure

Shower

Change

Repair

Skill? Yes

6%

Fit? No

Route? No

Obtain

Yes

Learn

Yes

Train

Yes

Plan

No
Audience

- Nine to fivers: Office workers
- Ski Bums: Work on mountain, split shifts
- Students: High schoolers
- Service workers: Irregular shifts, different start/stop times daily
- Others?
Group Activity

1. Benefits per Audience Type (values, community, motivators)
1. Barriers per Audience Type (one-time & recurring barriers)
TIME FOR A BREAK!!
Local Carpool Program Examples

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.

**IMPACT**

7 employees rode their bikes to get 9 hours holiday time
18 employees carpooled 75% of their work days and received 9 hours holiday time
16 employees participated in the vanpools the entire year and received 9 hours holiday time
3 employees did a combination of vanpool and carpool for 9 hours holiday time
Local Examples Continued

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
Other Creative Examples

**Boulder CO**
- Asked commuters to leave car behind once a week
- Car color determined the day you left your car behind
- Can win prizes for entering carpool trips
- 1 year of running reduced over 800,000 miles of driving (self-reported through GoBoulder platform)

**GoManitoba**
- App & online portal to find rides, log trips, etc ability to log all alternative trips not just carpooling
- Prizes for participants
- Emergency ride home services for employees
Possible Ideas

Commuter

- Discounted parking fees for 4+ riders in car on winter weekends
- Discounted parking fees for 4+ riders in car for special events
- Carpool 5 times and earn a free parking pass at Vail/Beaver Creek?
- Partnership with rideshare or have volunteer local drivers earn $ for driving services for special events

Ski Bum

- Carpool reporting, get money back to cover employee parking pass
- Carpool 5 times and earn free parking pass at Vail/Beaver Creek

High School Students

- Extra credit points for carpooling in sustainability class?
- Have in-school selfie board for carpools with monthly winner
- Highlight fun and benefits for kids
Brainstorm Time!
Possible Partnerships

- Vail Valley Partnership // Chambers
- Town of Vail & Town of Avon (parking lots)
- Large employers
- SolePower

“Can I join your truck pool?”
Timeline

Spring / Summer 2019
- Determine partners
- Set up software or other program capabilities
- Finalize program and outreach avenues
- Assign budget to campaign

Fall 2019
- Start messaging program to community
- Get sign ups if applicable
- Market campaign

Winter 2019/2020
- Launch campaign
- Track Metrics & impact
That’s a Wrap!