



ACTION 2:

Online Commute Platform

Develop a commute platform that brings all commuter transactions together into one site offering: daily parking payment, flexible carpooling, transit, biking, and incentives.

Opportunity

An online commute platform can support commuters in making daily transportation decisions that are best for them on any given day. The ideal platform will integrate with Human Resources and Payroll to facilitate daily parking payments, flexible carpooling, and daily incentives to easily become a part of daily work routines. By displaying the cost of daily parking and sustainable transportation incentives side by side, the financial benefit of a sustainable transportation choice is magnified. Commute platforms typically also include information about commute services and gamification to support friendly competitions.

Current State

Information about parking and commute options are available online but the programming and incentives are not consistent across modes. The savings and benefits from sustainable transportation choices are not made apparent. Systems that support various transactions are not connected or centralized. For example, bicycle commuter statistics in the ZAP bike commuter program are not integrated into any other system, and parking sales transactions provide no information about other transportation choices.

Cost
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Timeline
Short

Lead
OSU Transportation Services

Complementary Actions
Daily Parking (Action 1)
Commute Incentives (Action 3)

Partners
N/A

Discussion

A Unified Commute Experience

Giving commuters the option to pay for parking each day will be a giant step towards giving commuters the freedom to choose their transportation mode on a daily basis. However, bundling daily parking with daily incentives for all other modes magnifies the financial impact of sustainable transportation decisions. Just as commuters feel the cost of a daily parking permit more acutely than one transaction per year, they also see immediate savings when they choose to walk, bike, take transit, carpool, or work remotely. The combined magnitude of these costs and benefits can be made transparent to individuals in real time through an online platform, illuminating the impact of daily choices.

Roadmap to Daily Parking and Commute Platform

Building and implementing the commute system described above will take careful planning and involve a team led by Transportation Services with active participation from partners within OSU including Information Services, Human Resources, Payroll, and Procurement. Ideally, the platform will be safely integrated with other official OSU systems to ease processing of payments and rewards.

Figure 9: A comprehensive commute platform like this one from Luum would integrate both commute incentives and parking payment, making the true daily cost and benefit of each trip more transparent to the user.

