



ACTION 4:

Flexible Carpooling

Create a flexible carpool program to match riders, manage incentives and access to preferred parking.

Opportunity

Carpooling presents an affordable and sustainable choice for those who live too far from campus to walk or bike and do not have access to fixed route transit services. If carpooling can be made easy, flexible, and available to more people, OSU commuters will have a resilient and simple way to share a ride on the days they choose. A successful carpool program can support both individual needs as well as institutional emergency response plans.

Current State

Today, in order to access the ten dedicated carpool spaces provided at OSU, vehicles must have an annual carpool parking permit. Members share the cost and comit to a year of driving together. If a carpool member needs to drive alone one day, they must buy a separate daily parking permit. While this system works for a small number of people who can commit to carpooling together all of the time, such as married couples or roommates, it mostly excludes the majority of people who could benefit from sharing a ride with a fellow student or co-worker every once in a while. There are no systems or benefits in place at OSU to support occasional carpooling.

Cost
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Timeline
Medium

Lead
OSU Transportation Services

Complementary Actions
Daily Parking (Action 1)
Commute Platform (Action 2)

Partners
N/A

Discussion

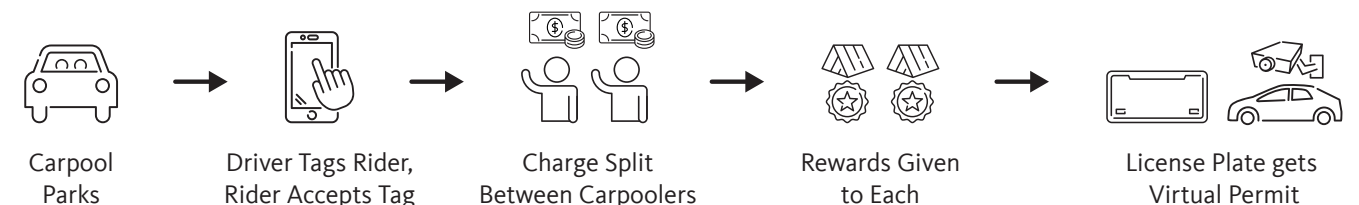
Modern Ridematching: Secure, Convenient, Affordable

This Sustainable Transportation Strategy hinges on giving commuters the flexibility to make transportation choices on a daily basis. Ideally, students and employees would see benefits from sharing a ride whether it's done once a year, once a month, or once a week. Modern carpool matching and payment platforms can mitigate many of the common concerns commuters have about carpooling, especially those related to varying or unpredictable schedules. Carpoolers within a protected online OSU network would be matched day by day based on their common routes and schedules. Access to the local guaranteed ride home program would provide backup for riders in case they need to change their plans once on campus.

Carpool Parking Logistics

A flexible daily carpool program will function best with a daily parking permit and a payment option that is integrated into a commute platform. A carpool driver can use the platform to 'tag' their carpool partner who then accepts the tag to confirm that they carpoled together. The commute platform splits the daily parking charge between them, credits each for any appropriate reward and assigns a virtual permit to the license plate (Figure 10). This can also pair well with the designation of entire parking lots as carpool lots.

Figure 10: Carpool Management with Commute Platform



Alternatively, entry gates can be programmed to read multiple ID cards. Using this method, carpoolers agree to share a ride and present their OSU IDs at the lot gate. With the commute platform connected to the gates, it opens the gate for entry and then splits the daily parking charge among the carpoolers, and applies the appropriate reward to each person (Figure 11).

Figure 11: Carpool Management with Gates

