



Sustainable
Transportation
Options

We NOW know about...

- The RTS
- Sun Metro's opportunities
- Complete streets

What I'll talk about today

- iCarpool
- Vámonos Vanpool
- Car Share
- Federal Incentives
- Bike Share
- Tips for driving efficiently

iCarpool

- Completely FREE!
- Elpaso.icarpool.com (Note: no WWW)



Vámonos Vanpool

- <https://www.facebook.com/vamonosvanpool>
- Call 351-2042
- Vehicles belong to County, they maintain them
- Users pay a monthly fee to join
- Find a ride or create a pool



**SAVE UP TO \$5,000 & HELP US TAKE
1 MILLION CARS OFF THE ROAD**



vRide

DON'T BE AN S.O.V (SINGLE OCCUPANT VEHICLE)

Vámonos Vanpool

- Mobile app to help you track miles traveled
- <http://www.vride.com/>
- Several military folks use this service for their workplace transportation needs.



SAFE, RELIABLE TRANSPORTATION

We make sure you're covered

- Insurance for the vehicle
- Safe drivers (background check)
- Emergency ride home
- Regular maintenance

Car Share

What is Car Sharing?

- Neighborhood based transportation
- Various types of vehicles
- Short term rental
- Usually “round-trip”
- Self-accessing
- Full turn-key service



1. join



2. reserve

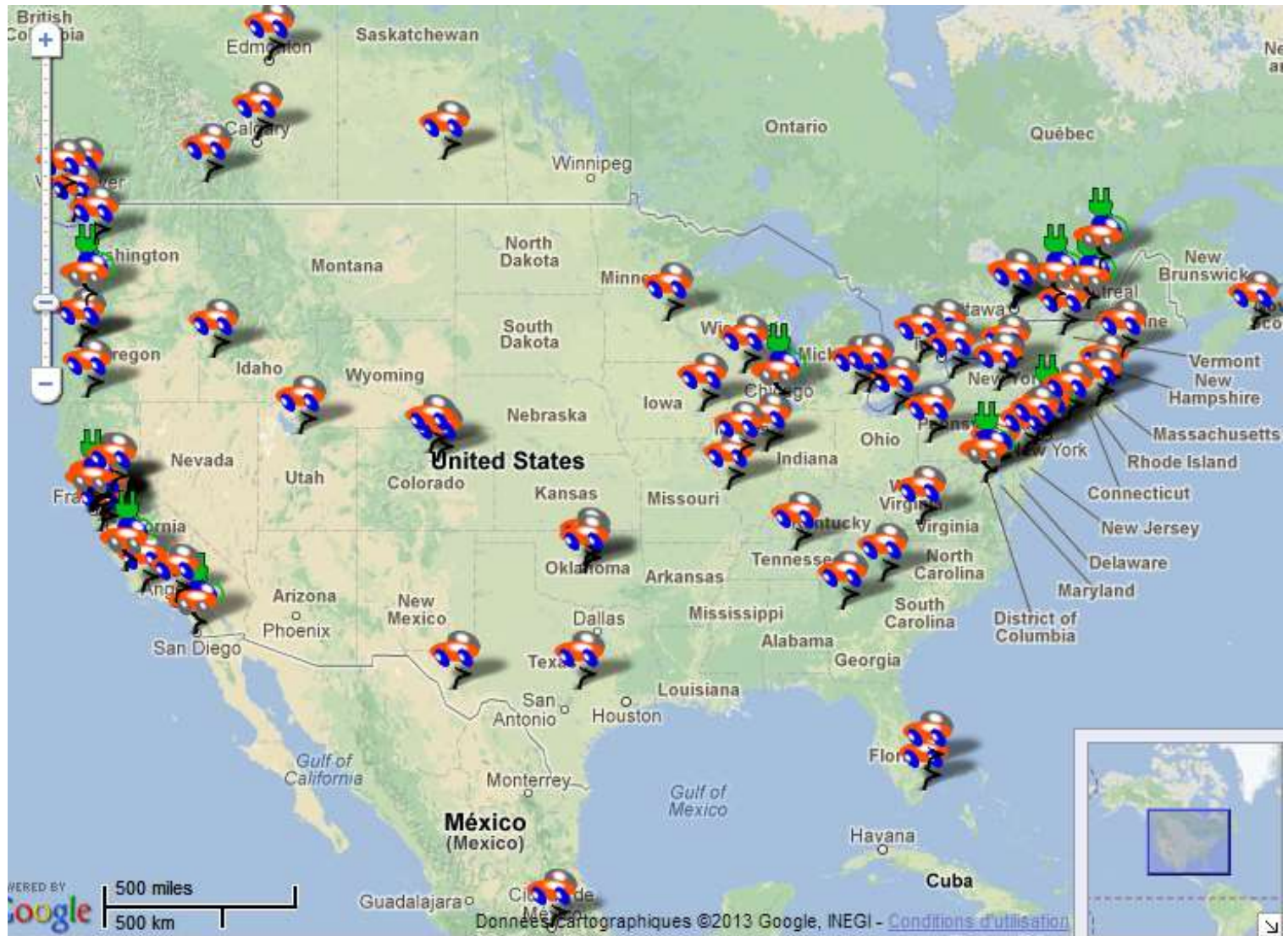


3. unlock



4. drive





How does it work?

- Membership
- Reservation Systems (automated, mobile app)
- On board card reader to open doors and record trip
- Emergency back-up from Operator
- Insurance, gas (or electric!!), service all included



The Players....

- Zip Car
- Connect by Hertz
- Wecar (Enterprise)
- Ucarshare (Uhaul)
- Car2Go
- Many others...also international, including Mexico
- Non-profit community players
- Peer to peer carsharing (e.g. Relay Rides)



Why don't we have Car Sharing?

- Lack of density in most locations
- Low utilization of transit
- Border?
- UTEP/EPCC (typical first entry points) are heavily commuter driven



Who is it for?



- Mobility for occasional trips
- Car owners who drive fewer than 5000 miles/year
- Businesses: for their employees and vehicle fleet
- Requires some density and preferably mixed use
- Parking restricted locations



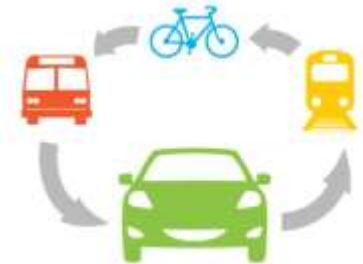
Trends in Car Sharing...

- 15 million members in N. America by 2010
(1 million in 2013)
- Portland (an early adopter) now has 800 car sharing vehicles
- Denver:
 - Incorporating CarPooling, Ride Sharing, and Bike Sharing
 - Taking car donations
- Putting the membership together with the public transit entity
- Membership in one location gives you access in other cities



Why should we encourage Car Sharing?

- To help the success of MAJOR transit efforts in both El Paso and Cd. Juarez (closes the “final mile” gap)
 - Increased Central Business District activity – work, live, play
 - To reduce transportation costs
 - To improve affordability of housing
 - To build capacity for economic development
 - To help companies save in their fleet
 - To improve our environment
- Estimate: One share car removes 9-13 cars from the road



Best Locations

- Mix of Land Uses
- Good Transit Access (BRT stations)
- Low vehicle ownership (public housing, colleges, seniors)
- Clustering of pods (DMD, MCA, Kern, Ysleta, Ft. Bliss)
- Special niches (transit stations, university campuses, bridges, new developments)



Federal incentives

- **Mass Transportation Benefit Program**

- Offered to eligible employees and military service members to reduce pollution and traffic congestion, preserve the environment, and expand transportation alternatives.
- Eligible federal employees receive "**transit passes**" in amounts equal to their personal commuting costs, not to exceed \$130 per month (parking costs not included).
- <http://www.whs.mil/mass-transportation-benefit-program>

Executive Order 13150

- Federal agencies shall implement a **transportation fringe benefit program** that offers qualified Federal employees the option to **exclude from taxable wages and compensation employee commuting costs** incurred **through the use of mass transportation and vanpools**.
- Beginning on Jan. 1, 2014, commuters will be able to use up to **\$130 in monthly pre-tax dollars** to subsidize their mass transit costs
- Executive order signed by Bill Clinton in 2000:
<http://www.gsa.gov/portal/content/101567>

Federal incentives

- For ALL employees of the federal government (defense and non-defense) across the U.S (not just D.C.)
- Federal Workforce Commute Benefits:
<http://www.nctr.usf.edu/clearinghouse/commutebenefitfederal.htm>
- It would be good for our community to **ensure that all the federal agencies (military included) know about this and implement it**

Next up:

- ◉ ~~iCarpool~~
- ◉ ~~Vámonos Vanpool~~
- ◉ ~~Car Share~~
- ◉ ~~Federal Incentives~~
- ◉ **Bike Share**
- ◉ **Tips for driving efficiently**