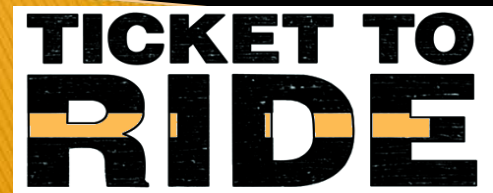


Alternative Transportation Services at the MPO



Ticket to Ride is an alternative transportation program offered through the Kentuckiana Regional Planning & Development Agency (KIPDA). All of Ticket to Ride services are available to commuters that work or live in the KIPDA region; this includes Jefferson, Bullitt, Oldham, Spencer, Shelby, Trimble, and Henry counties in Kentucky and Clark and Floyd counties in Indiana.

**TICKET TO
RIDE**

Ticket to Ride Services

A. Ridematching

1. Carpool
2. Vanpool
3. Bikepool
4. Schoolpool

B. Guaranteed Ride Home

C. Employer Services

D. Web Site

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Vanpooling is the way to go!

Vanpooling has become the most cost-effective use of our resources, therefore over the last 9 years we have dedicated our efforts to developing and strengthening this program. Vanpool participation is easy to quantify and produces the greatest benefits in terms of air quality, reduction in VMT, traffic, fuel consumption, etc.

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How did the Vanpool Program get started...

Research

1. **Strategic Plan - In 1999, KIPDA hired a consultant to look at other rideshare programs and make recommendations to develop a vanpool program.**
2. **Surveys – Staff mailed surveys to members of APTA that operated vanpool programs to gather management /operations and funding/budget information.**

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A Proposal to Partner with the Transit Authority of River City (TARC)

After research and analysis was completed, KIPDA presented a partnership proposal to TARC in March 2000. This proposal outlined program goals, opportunities, KIPDA and TARC responsibilities, funding options and a list of resources at transit agencies that operated programs similar to the one being proposed.

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Program Goals and Opportunities

- ▶ **To offer a new, low-cost commuting option**
- ▶ **To capture a new market share of commuters**
- ▶ **To increase participation of regional employers in employee transportation plans**
- ▶ **To provide flexible commuting options where traditional fixed-route transit was limited.**

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Program Goals and Opportunities

- ▶ **To expand alternative transportation in the suburbs**
- ▶ **To increase access to jobs**
- ▶ **To enhance the public's image of alternative transportation**
- ▶ **To reduce the number of vehicles on the road and improve air quality**
- ▶ **To generate revenue based on the low operating costs compared to traditional fixed route bus service.**

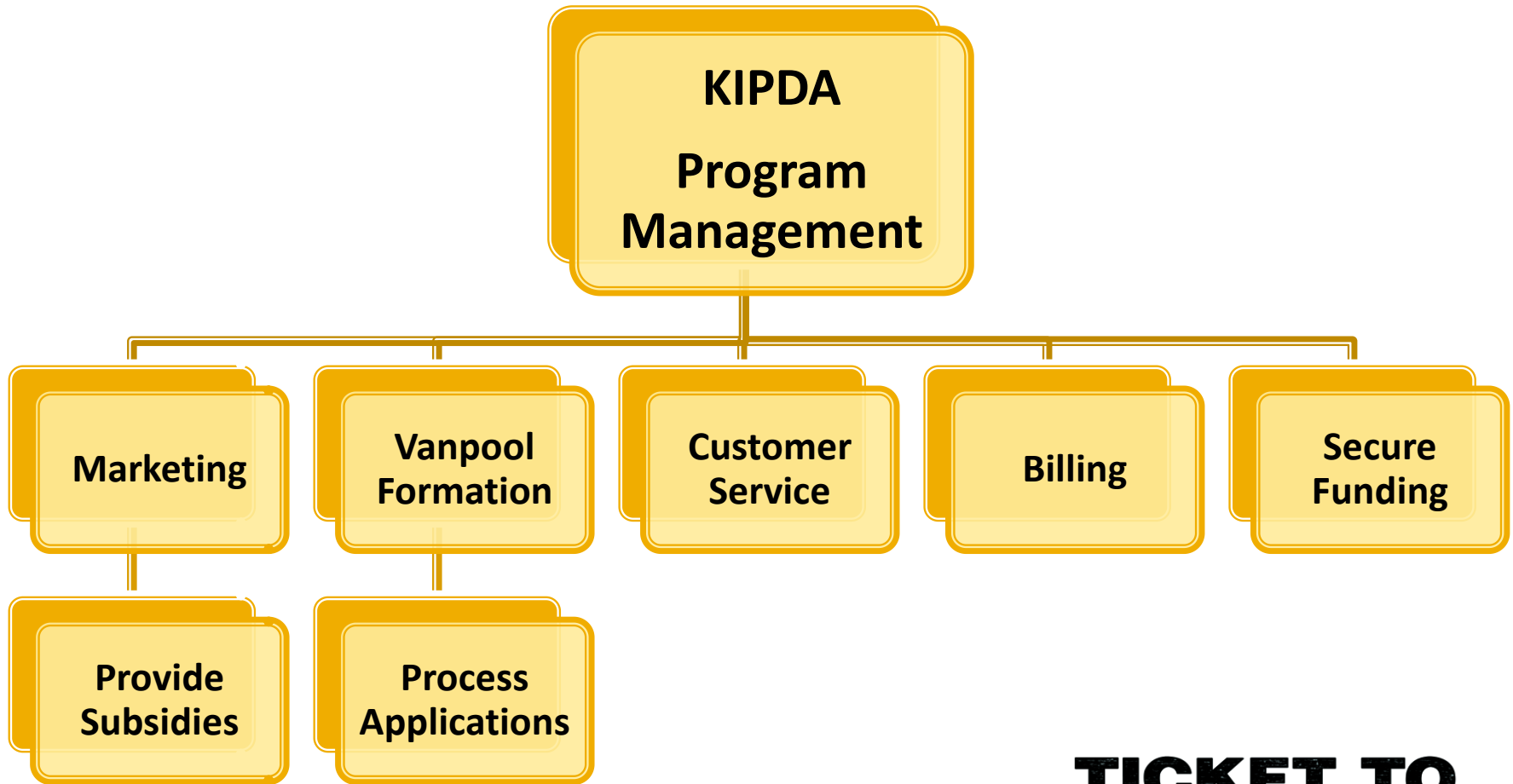
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KIPDA and TARC Partnership

TARC decided to give vanpooling a shot and accepted our proposal. We had already been working together on projects promoting alternative transportation in the region, therefore we knew the partnership would be a win-win. So our next step was to develop a Memorandum of Understanding outlining the roles and responsibilities of each agency and a contract to purchase vehicles for the operation of a NEW vanpool program.

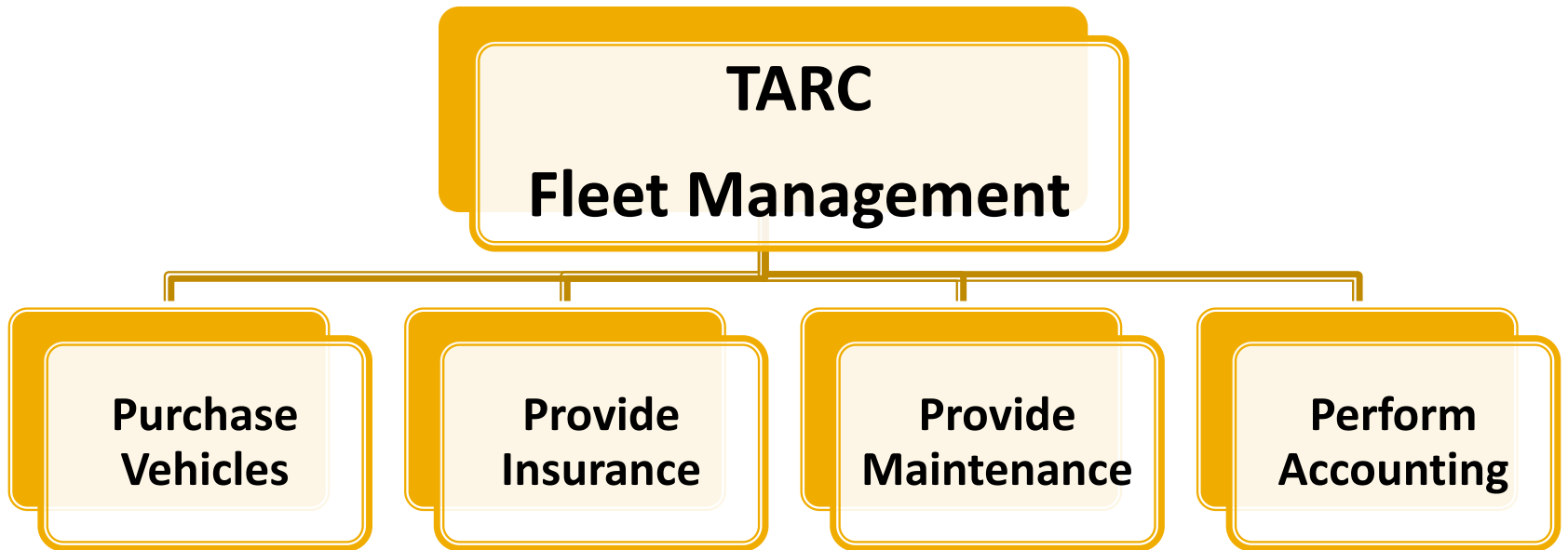
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KIPDA's Roles and Responsibilities



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TARC's Roles and Responsibilities



How Vanpooling Works

Traditional vanpooling is a group of 7-14 passengers that make one roundtrip per day with a minimum of 30 miles. The commuters meet at a designated pick-up point and ride to work together in a fully-equipped passenger van. Drivers are volunteers who are also commuting to work and receive their commute for free in exchange for driving. Passengers are billed individually each month for their participation. The monthly fares are calculated by dividing the vanpool's operating costs by the number of passengers. The operating costs are maintenance (0.21/mile) + fuel costs (varies) + insurance (\$150.00/month).

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Who is the Ticket to Ride Vanpool Consumer?

Based on a 2006 survey, the following demographics were obtained:

- ▶ **Gender** – 44% Male, 56% Female
- ▶ **Age** – Almost 71% of the vanpoolers were between the age of 36-55.
- ▶ **Education** – Over 71% of the vanpoolers were college graduates
- ▶ **Household Income** – 76% of the vanpoolers' annual household incomes were \$60,000 or more.

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Current Status

- ▶ **Currently there are 55 operating vanpools and 6 back-up vehicles. We have recently received 12 new vehicles and hope to get those on the road by the end of FY 2011 bringing our total up to 67 operating vehicles and 6 back-up.**
- ▶ **The number of passengers per vanpool ranges from 6 to 12; the program average is 9 per vehicle.**
- ▶ **The number of monthly miles per vanpool ranges from 400 to 3050.**
- ▶ **The monthly passenger fares range from \$35 to \$150 per month.**

Location, Location, Location



**TICKET TO
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www.tickettoride.org

The Ticket to Ride Web Site provides an opportunity for commuters to read about all of Ticket to Ride services, register online, search for vanpools in their area, obtain forms to join vanpools, contact vanpool drivers and find links related to Ticket to Ride. Much more is planned for the future including online bill payment, live chat and blogging with other commuters.

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Sample Monthly Vanpool Fares

Origin	Destination	Average Daily Roundtrip Mileage	Cost per Day / Mile
Charlestown, IN	Louisville	40	\$2.65/\$0.07
Corydon, IN	Louisville	48	\$2.92/\$0.06
Floyds Knobs, IN	Louisville	37	\$2.48/\$0.07
Louisville (East)	Jeffersonville, IN	50	\$2.96/\$0.06
Madison, IN	Louisville	96	\$4.83/\$0.05
New Salisbury, IN	Louisville	67	\$3.96/\$0.06
Louisville	Georgetown, KY	145	\$6.71/\$0.05

Fares are based on 9 paying passengers and 20 commuting days

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Growth of the Vanpool Program

July 1, Year	Number of Vanpools
2002	6
2003	10
2004	13
2005	20
2006	22
2007	25
2008	35
2009	47
2010	55

People Like Vanpooling...

In 2006, we surveyed 198 vanpool participants; 84 responded with a 42% response rate. Below are some highlights of this survey:

- ▶ 95% said YES, their monthly fare seemed reasonable
- ▶ 98% felt their driver was a safe driver
- ▶ 99% would recommend vanpooling to someone else
- ▶ Based on a rating of 1-5 (5 being very satisfied), 98% said they would rate their vanpooling experience as a 4 (31%) or 5 (67%).
- ▶ The top 3 motivating factors to participate were (in order):
1. Gas Prices 2. Long Commute and 3. Environment

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Annual Environmental Savings

Based on the 55 vanpools in operation, the following are estimated annual savings:

- ▶ 8,820,900 Vehicle Miles Traveled (VMT)
- ▶ 53,460 Auto Trips
- ▶ 752,400 Gallons of Gasoline
- ▶ 5,671,244.7 kg of VOC
- ▶ 79,206,603.3 kg of CO
- ▶ 5,013,914.3 kg of NOX
- ▶ 195,325.911 kg of PM

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Future Program Goals

- ▶ **Continue to provide a low-cost, flexible and reliable vanpool service**
- ▶ **Sustain participation**
- ▶ **Continue to grow the numbers of vanpools without jeopardizing quality**
- ▶ **Foster the long-term support of the program through funding agencies**
- ▶ **Continue to collaborate with TARC on the effective administration of the program.**

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