CSU Fullerton Commuter Choice Programs: Supporting Sustainable Commutes by Campus Employees
Context

Cal State Fullerton is a parking-impacted commuter campus in the heart of the South Coast Air Basin, the smoggiest region in the nation.
AQMD Rule 2202

• Requires employers to reduce mobile source emissions generated from employee commutes to comply with federal and state Clean Air Act requirements.

• Target AVR = 1.5

• Employee Commute Reduction Plan
What makes this program different?

- The amount of incentives / reimbursements
- The impact of parking permit ownership
- When and how the program is introduced
- How the program is administered
The Amount of Incentives / Reimbursements

• $120/month reimbursement for vanpool & rail
• $44/month for walking & biking
• $22/month for carpool
• $8 Daily parking permits

One of the most robust employee transportation benefits packages in the public or private sector

Is this investment cost effective?
Meeting Commuter Demand: Investing in Employee Commute Alternatives

- 10% of CSUF employees (379/3900) participate
- 416 MT CO2e reduced for FY 2015 - 16:
  - 47 bicyclists reduced 38,000 lb CO2e at $0.28/lb
  - 38 walkers reduced 9,000 lb CO2e at $0.96/lb
  - 63 carpoolers reduced 58,000 lb CO2e at $0.11/lb
  - 138 bus riders reduced 224,000 lb CO2e at $0.03/lb
  - 58 train riders reduced 402,000 lb CO2e at $0.14/lb
  - 35 vanpoolers reduced 188,000 lb CO2e at $0.19/lb
The Impact of Parking Permit Ownership

- Permit ownership affects reward/reimbursement amount
  - 25% of commuter rewards / reimbursements for permit owners
  - Four times the reward / reimbursement amount if no permit

- Purchasing a daily permit vs payroll deduction permit
  - Payroll deduction permit = sunk cost & encourages drive-alone
  - Day permit requires conscious decision, time, action, payment
  - Infrequent need & inclement weather permits
CSUF Commuter Choice Programs: Rewards for Walking & Biking

• $2/day if you don’t own a parking permit
• $0.50/day if you do own a parking permit
• Infrequent Need Permits
• Inclement Weather Permits
• Free Bike Checks
• Free Dero Fix-It Stations
CSUF Commuter Choice Programs: Carpool Rewards

• $1/day if all carpool members share 1 permit
• $0.50/day if each participant has a permit
• Infrequent Need parking permits
• Free Carpool Ridematch Service
• Easy parking in reserved carpool spaces
CSUF Commuter Choice Programs: Bus & Train Reimbursement

- E-PASS – Ride OCTA for FREE!
- $75/mo bus pass reimbursement if no permit
- $19/mo bus pass reimbursement if permit
- $120/mo train pass reimbursement if no permit
- $30/mo train pass reimbursement if permit
- Infrequent Need permits
CSUF Commuter Choice Programs: Vanpool Reimbursement

- OCTA subsidizes each van $400 per month
- CSUF reimburses each vanpooler $120/mo if no permit or $30/mo if permit
- Infrequent Need permits
  - Save money
  - Save time
  - Save energy
Commuter Choice Support Program:
We Car CarShare by Enterprise

- Cars available by the hour or by the day
- All gas and insurance included
- Sign up at EnterpriseCarShare.com/Fullerton
Commuter Choice Programs
Additional Benefits

• GRT – 4 Guaranteed Return Trips per Year
• Quarterly Drawings
• New Employee Orientation - $10
• Recruitment Bonus - $25
• EV charging available
• Reduce your carbon footprint, improve your health, and save money
When / How an Employee Commute Program is Typically Introduced

• Assume that the employee will drive alone
• Arrange for a parking permit for the job interview
• Bring the new employee to the Parking Office on Day 1 for a parking permit
• By the time transportation alternatives are introduced at orientation, you’re working backwards
Change the Culture

Showcase transportation benefits at recruitment

– Assist with transportation options to get to the interview
– Include transportation benefits in offer of employment
– Follow up with personal commute planning assistance

• Planning the train / bus route
• Getting the train / bus pass
• Carpool / vanpool ridematch
• Planning the bike route, safety class, helmet, lights, tune-up
How the Program is Administered

Integration with T2 Flex

Your Parking Account

Use this page to update your account information and make purchases in the parking system.

**Purchase Permits**
- View Your Permits
- Pay Parking Ticket
- Contest Parking Ticket
  - View Parking Ticket Review Status
- Manage Your Mailing Address
- Manage Your Email Address

**Employee Commuter Tracking System (CTS) Login (Faculty/Staff only)**
- Log Out
Commuter Tracking System

Registration

Tracking Forms

Guarantee Return Trip (GRT) [GRT Form] [GRT Follow Up]

Daily Permit Request
E-Business / FlexPort

- Campus Wide ID Number
- Classification & Subclassification
- Primary Address, Email
- Permit Information
  - Bus Pass, Semester/Payroll Deduction
  - Reward / Reimbursement Calculations
  - Daily Permits
Additional Functions

- Calendar Management (Holidays, Rainy Days)
- Participation & Cost by Commute Mode
- AP Voucher Upload
- Tax Report