T-8. Provide Ridesharing Program

GHG Mitigation Potential

Up to 8.0% of GHG emissions from project/site employee commute VMT

Co-Benefits (icon key on pg. 34)

Climate Resilience

Ridesharing programs could result in less traffic, potentially reducing congestion or delays on major roads during peak AM and PM traffic periods. When this reduction occurs during extreme weather events, it better allows emergency responders to access a hazard site. Lower transportation costs would also increase community resilience by freeing up resources for other purposes.

Health and Equity Considerations

Program should include all onsite workers, such as contractors, interns, and service workers. Because ridesharing is vehicle-based, and some employees may not be in areas with feasible rideshare networks, design of programs need to ensure equitable benefits to those with and without access to rideshare opportunities.

Measure Description

This measure will implement a ridesharing program and establish a permanent transportation management association with funding requirements for employers. Ridesharing encourages carpooled vehicle trips in place of single-occupied vehicle trips, thereby reducing the number of trips, VMT, and GHG emissions.

Subsector

Trip Reduction Programs

Locational Context

Urban, suburban

Scale of Application

Project/Site

Implementation Requirements

Ridesharing must be promoted through a multifaceted approach. Examples include the following.

- Designating a certain percentage of desirable parking spaces for ridesharing vehicles.
- Designating adequate passenger loading and unloading and waiting areas for ridesharing vehicles.
- Providing an app or website for coordinating rides.

Cost Considerations

Costs of developing, implementing, and maintaining a rideshare program in a way that encourages participation are generally borne by municipalities or employers. The beneficiaries include the program participants saving on commuting costs, the employer reducing onsite parking expenses, and the municipality reducing cars on the road, which leads to lower infrastructure and roadway maintenance costs.

Expanded Mitigation Options

When providing a ridesharing program, a best practice is to establish funding by a non-revocable funding mechanism for employer-provided subsidies. In addition, encourage use of low-emission ridesharing vehicles (e.g., shared Uber Green).

This measure could be paired with any combination of the other commute trip reduction strategies (Measures T-7 through T-13) for increased reductions.

GHG Reduction Formula

$A = B \times C$

GHG Calculation Variables

ID	Variable	Value	Unit	Source
Output				
A	Percent reduction in GHG emissions from project/site employee commute VMT	0–8.0	%	calculated
User Inputs				
B	Percent of employees eligible for program	0–100	%	user input
Constants, Assumptions, and Available Defaults				
C	Percent reduction in employee commute VMT	Table T-8.1	%	SANDAG 2019

Further explanation of key variables:

- (B) – This refers to the percent of employees that would be able to participate in the program. This will usually be 100 percent. Employees who might not be able to participate could include those who work nighttime hours when transit and rideshare services are not available or employees who are required to drive to work as part of their job duties. This input does not refer to the percent of employees who actually participate in the program.
- (C) – The percent reduction in employee commute VMT by place type is provided in Table T-8.1 in Appendix C. The reduction differs by place type because the willingness and ability to participate in carpooling is higher in urban areas than in suburban areas. Note that this measure is not applicable for implementation in rural areas (SANDAG 2019).

GHG Calculation Caps or Maximums

Measure Maximum

(A_{max}) The maximum GHG reduction from this measure is 8 percent.

Subsector Maximum

($\sum A_{max_{T\text{-}5 \text{ through } T\text{-}13}} \leq 45\%$) This measure is in the Trip Reduction Programs subsector. This subcategory includes Measures T-5 through T-13. The employee commute VMT reduction from the combined implementation of all measures within this subsector is capped at 45 percent.

Mutually Exclusive Measures

If this measure is selected, the user may not also take credit for either Measure T-5 or T-6. However, this measure may be implemented alongside other individual CTR measures (Measures T-7 and T-9 through T-13). The efficacy of individual programs may vary highly based on individual employers and local contexts.

Example GHG Reduction Quantification

The user reduces employee commute VMT by requiring that employers of a project provide a ridesharing program to their employees. In this example, the percent of employees eligible (B) at a packaging and distribution center is 50 percent and the place type of the project is urban (C). GHG emissions from employee commute VMT would be reduced by 4 percent.

$A = 50\% \times -8\% = -4\%$

Quantified Co-Benefits

Improved Local Air Quality

The percent reduction in GHG emissions (A) would be the same as the percent reduction in NO_X, CO, NO_2, SO_2, and PM. Reductions in ROG emissions can be calculated by multiplying the percent reduction in GHG emissions (A) by an adjustment factor of 87 percent. See *Adjusting VMT Reductions to Emission Reductions* above for further discussion.

Energy and Fuel Savings

The percent reduction in vehicle fuel consumption would be the same as the percent reduction in GHG emissions (A).

VMT Reductions

The percent reduction in VMT would be the same as the percent reduction in GHG emissions (A).

Sources

- San Diego Association of Governments (SANDAG). 2019. *Mobility Management VMT Reduction Calculator Tool–Design Document*. June. Available: https://www.icommutesd.com/docs/default-source/planning/tool-design-document_final_7-17-19.pdf?sfvrsn=ec39eb3b_2. Accessed: January 2021.