



# *EPA's Transportation Partners* **Shortcuts**

*Smart Moves*  
*for*  
*Healthier*  
*Communities*

The *Way to Go!* Awards honor local innovators who enhance their communities and the environment through transportation improvements. These awards are the result of a cooperative project of EPA's Transportation Partners program and Renew America. Award-winning programs are innovations that increase choice and efficiency, reduce vehicle travel, and make communities better places to live. In September 1996, eight *Way to Go!* Awards were presented in three categories.

## ◆ **Integration of Transportation Alternatives into Community Development and Redevelopment**

**Making the Land Use, Transportation, Air Quality Connection** is 1000 Friends of Oregon's response to a proposal to build a bypass cutting through productive farmland on the southwest side of Portland, Oregon. Incorporated into the regional government's 50-year land use plan, LUTRAQ includes light rail transit, high frequency bus service, and walking and bicycling facilities.

LUTRAQ provides a model framework for citizens and government officials joining together to reduce car dependence, pollution, and sprawl.

The **HOP Shuttle Service** reduces the number of single-occupant vehicle trips to work, shopping, and entertainment in Boulder, Colorado. HOP's clean-burning propane bus service carries an average of 4,300 passengers a day to Boulder's three main activity centers. Standard fares are 25 cents (15 cents for senior citizens), but free fares are available with special passes.

The HOP Shuttle Service is a glowing example of how a community-designed public transit system can provide citizens with alternatives to driving and benefit local business. The service results in an annual reduction of 2 million vehicle miles traveled (VMT) and 290 metric tons of carbon equivalent (MTce).

The **Chattanooga Electric Bus Program** is playing a central role in revitalizing downtown and reversing environmental neglect. By decreasing the need for downtown parking lots and freeing up valuable land for redevelopment, the shuttle has increased tax revenues. The shuttle service is free — paid for with revenue from two satellite parking lots.

In addition to revitalizing downtown, Chattanooga's electric bus initiative has dramatically improved the city's environment and is reducing car dependence in a city where 65 percent of downtown land was once dedicated to parking.



## TP CONTACTS

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<http://www.epa.gov/oppe/tp>

TransAct Web Site  
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## PRINCIPAL PARTNERS

Association for  
Commuter Transportation  
(202) 393-3497

Bicycle Federation of America, Inc.  
(202) 463-6622

Center for Clean Air Policy  
(503) 986-4182

Environmental Defense Fund  
(202) 387-3500

International Council for Local  
Environmental Initiatives  
(510) 540-8843

Local Government Commission:  
Center for Livable Communities  
(916) 448-1198 or  
(800) 290-8202

Public Technology, Inc.  
(202) 626-2400 or  
(800) 852-4934

Renew America  
(202) 232-2252  
or (800) 922-RENEW

Surface Transportation Policy  
Project  
(202) 939-3470



## ◆ Innovative Uses of Market Incentives

By altering the commuting behavior of the university's 9,000 faculty and staff, **Cornell University's Transportation Demand Management Program** reduced the number of vehicles brought to the campus each day by 26 percent. The program averted the need for a new parking facility and saved the university more than \$3 million a year in construction and maintenance costs.

The program includes increasing parking fees, subsidizing public transit fares, and rewarding carpools. The infusion of 1,500 new transit riders resulted in expanded transit services in the Ithaca area. As the largest area employer, Cornell has set an example that other employers are following here and abroad. The program reduced VMT in the area by approximately 10 million per year and an estimated 1,450 MTce.

**On the Move** provides incentives to Hewlett-Packard Company's (HP) employees to choose an alternative to driving alone. HP provides an array of transportation services to its workers and has established policies for allowing them to work from home and to work shorter weeks.

Transportation services offered include ridematching, bicycle facilities, subsidized public transit, and free electricity for electric vehicles. **On the Move** shows the leadership role industry can take in transportation by providing valuable services and getting into local environmental policy making.

**Advantage Rideshare and Option Rideshare**, operated by two regional agencies in southern California, are motivating residents to avoid driving alone to work. Over 1,800 employers have offered gift certificates to employees who use alternative transportation.

The local government, private sector, and citizen partnerships created by these innovative programs serve as models for communities tackling extreme traffic congestion.

## ◆ Innovative Uses of Technology

The **San Francisco-San Mateo Videoconferencing/Trip Reduction Project** allows staff in the San Francisco Office of the Public Defender to conduct interviews with clients without traveling by a single-occupant vehicle to county jail facilities 20 miles away.

This program is projected to eliminate 15,000 vehicle trips in the first year of operation, helping the City and County of San Francisco slash fuel and mileage reimbursements and eliminating the need for government cars. The project has reduced annual VMT by 600,000 and carbon emissions by 87 MTce.

**Proximate Commuting** enables employers to cut unnecessary long-distance commuting by giving multi-site employers a tool to match employees to work-sites closer to their home.

Participants in a pilot project at a Seattle area bank saw average commute miles drop from 21.5 to 7, and the longest individual commute decreased from 68 to 35 miles. Proximate commuting provides a low-cost method for reducing traffic congestion, vehicle travel, and environmental impacts, while boosting transportation choices, mobility, and quality of life. The program has resulted in reductions of an estimated 411,250 VMT and 57 MTce annually.

**For more information...**

...call Lee Ellis of Transportation Partners Central at (202) 260-6123.