

4 RIDESHARING

4.1 INTRODUCTION

Nestled within Orange County, California, Chapman University resides in an area infamous for its commuter culture. The university is no exception to this culture as nearly 60% of students commute to campus. As a result, Chapman is currently plagued with single rider vehicles and serious parking issues.

Such conditions can no longer be tolerated at the university as the parking situation is known to decrease the satisfaction of its 8,305 students, and environmental quality. According to the 2016 Ruffalo Noel-Levitz Student Satisfaction Inventory, just 28.7% of undergraduate students found the amount of student parking space on campus to be adequate (Chapman's Institutional Research Office, 2016). Additionally, vehicles like those commuting to Chapman are the largest air quality compromisers in the United States, creating one-third of all American air pollution ("Buying guide", n.d.). Ridesharing, or "the grouping of travelers into common trips by van or car" (Chan, 2012), is a powerful strategy to resolve these issues.

Ridesharing reduces the number of vehicles needed by travelers and thus leads to many social and environmental benefits. Such benefits include reduced emissions, traffic congestion, and parking infrastructure demand (Chan, 2012). Individually, participants in ridesharing also "experience cost savings due to shared travel costs, travel-time savings by employing high-occupancy vehicle lanes, and reduced commute stress, particularly for those with longer commute distances. In addition, they often have access to preferential parking and additional incentives" (Chan, 2012).

4.2 HISTORY OF RIDESHARING AT CHAPMAN

4.2.1 Current and past ridesharing programs and incentives

4.2.1.a Panther Plus Ridesharing Program

Chapman offers a ridesharing program for vehicles with multiple riders known as the Panther Plus Carpooling Program. This program is offered on a first come, first serve basis to a limited number of participants. In order to qualify for Panther Plus, "each carpool requires a minimum of 2 Chapman University staff, administrator, faculty, or commuter students who are committed to carpooling at least 3 days per week for one full academic year," and at least one of which must be full time ("Rideshare incentives", n.d.). A minimum of 2 carpool permits must be purchased for a fee of \$175.00 each in order to receive a carpool hangtag and transponder.

4.2.1.b Chapman U-Pass

For full and part-time faculty, staff, and commuter students, Chapman offers subsidies for OCTA rides to campus. Known as the Chapman U-Pass, those in this program will be paid a 50% monthly subsidy of the costs of their pass. Staff and faculty pay a maximum of \$69.00 per month for a U-Pass, while students pay up to \$45.00 per month ("Rideshare incentives", n.d.).

4.2.1.c Metrolink Corporate Quickcard Program

Chapman faculty, staff, and commuter students are offered the option to purchase a discounted monthly Metrolink pass through the Metrolink Corporate Quickcard Program. Though the costs of a pass vary depending on the distance travelled to campus, Chapman provides monthly subsidies of \$50.00 to the first 60 who reserve passes each month (“Rideshare incentives”, n.d.). This payment is provided pre-tax for Chapman employees.

4.2.1.d Zipcar

Two Zipcars are housed on campus for those who temporarily need a car. These cars can be rented by the hour at a cheap rate which includes gas, insurance and 180 miles of travel. Students, faculty, and staff are eligible to use Zipcar at a special discounted rate (“Rideshare incentives”, n.d.).

4.2.1.e Rideshare Incentives Quarterly Prize Drawings

Until 2016, Chapman hosted a prize drawing for those who did not take a single rider vehicle to campus. Full-time staff, faculty, and commuter students who rode bikes, walked, or carpooled were “eligible to receive one entry for each work/school day toward a periodic prize drawing as recognition for their ‘green’ efforts” (“Rideshare incentives”, n.d.). Participants in the Panther Plus Carpool Program, Chapman U-Pass holders, nor Metrolink Corporate Quickcard holders were not eligible to participate in the Rideshare Incentives Quarterly Prize Drawings.

4.2.1.f Try it Week!

In October 2015, Chapman presented the “Try It Week!” event. For one week, Human Resources, Public Safety, Parking and Transportation Services, and the Facilities Management Sustainability Office hosted a tent on campus to answer commuting questions and encourage sustainable commuting practices (Crigger, 2015). At this event students could register their bikes, locate electric vehicle charging stations, and learn about public transit reimbursements. Coffee and a prize raffle were offered to attendees.

4.2.1.g CU Panther Experience app

University students are able to connect with the Chapman community with the CU Panther Experience app. This platform allows students to access various aspects of campus life all in one place, such as events, maps, and academic calendars. The CU Panther Experience app also features basic ridesharing software. In the ridesharing portal, students are able to post their ridesharing needs or availability to a message board where other students may see. In theory, this portal should connect student riders to student drivers.

4.2.1.h ZimRide

Chapman has made efforts to contract with the ride matching vendor ZimRide. Though this venture received support from all necessary university departments, customer service issues with the vendor have stopped the progress of this project. The university now hopes to find a suitable alternative to this vendor.

4.3 CURRENT STATUS OF RIDESHARING

4.3.1 Chapman commuter demographics

Chapman students use biking as their primary method of transportation with driving as a close second. In contrast, 80% of faculty and staff use driving as their main method of transportation (**Figure 4.1**). Most students, faculty, and staff come to campus five days per week as shown in **Figure 4.2**. The distance most commuted by students is 1 mile or less while the distance most commuted by faculty and staff is greater than 10 miles (**Figure 4.3**). Interestingly, the main transportation method of those who live within 2 miles of campus is driving, with nearly 40% choosing to take their vehicle to Chapman (**Figure 4.4**).

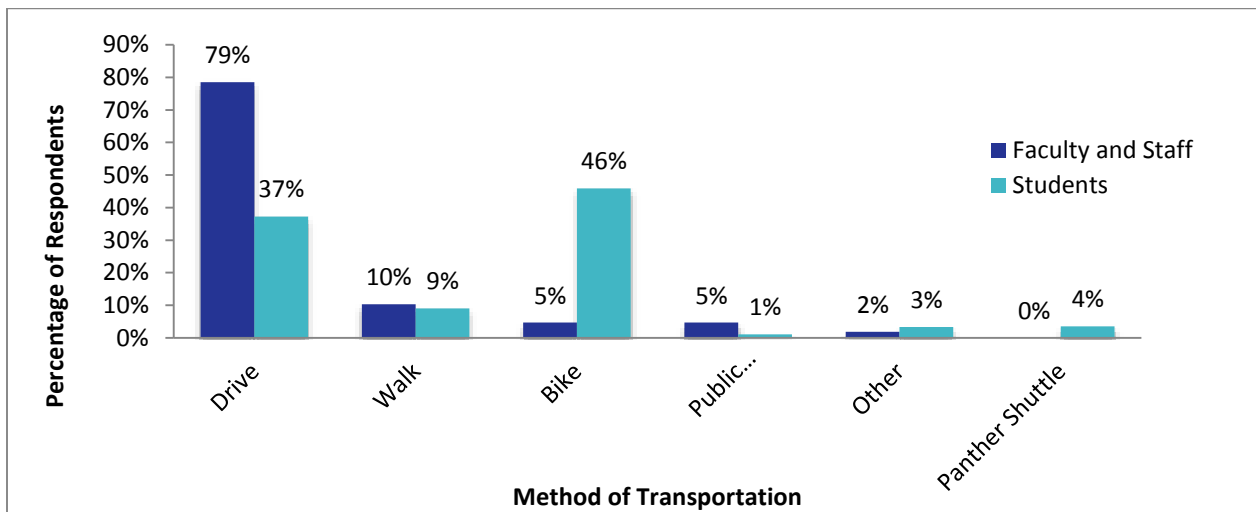


Figure 4.1 - Faculty and staff (n=107) and students (n=486) responses to the question: “What is your primary method of transportation?”

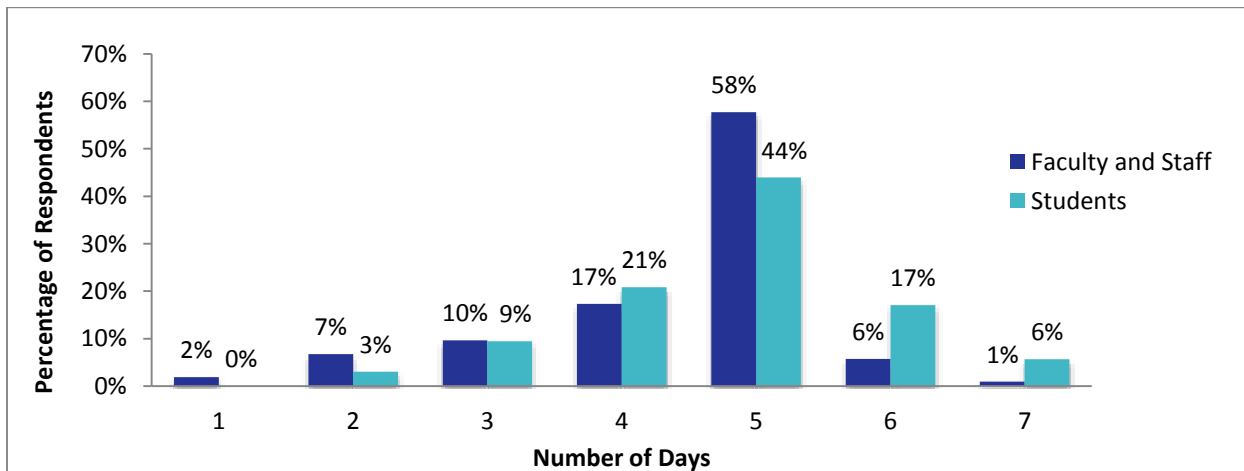


Figure 4.2 - Faculty and staff (n=104) and students (n=264) responses to the question: “How many days a week do you come to campus?”

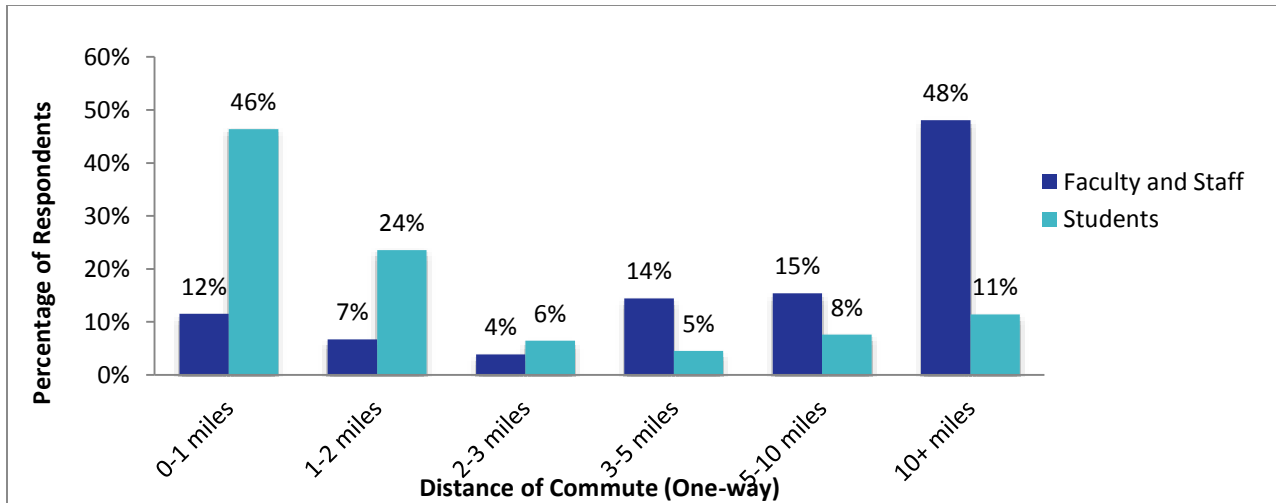


Figure 4.3 - Faculty and staff (n=104) and students (n=264) responses to the question: “If (you live) off campus, how far do you commute (One way)?”

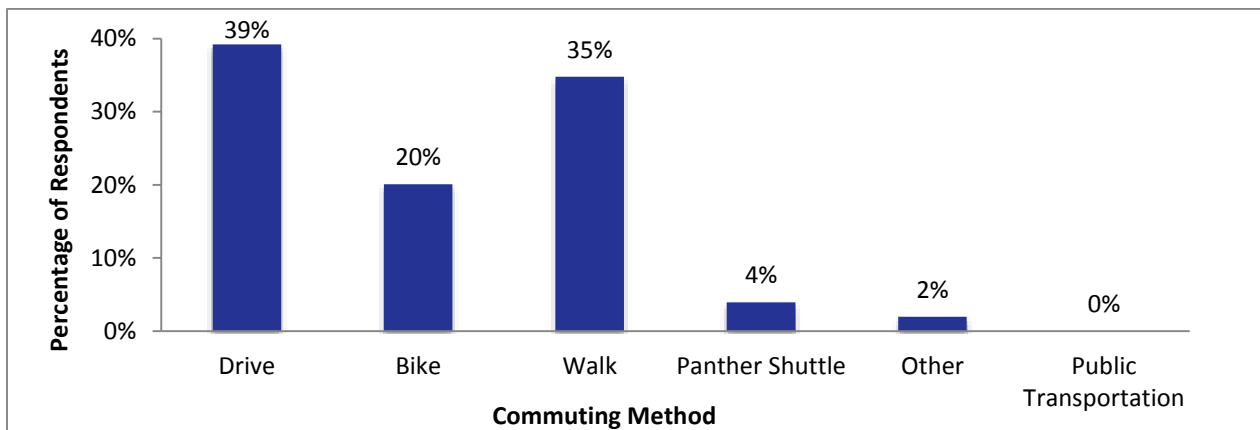


Figure 4.4 - Combined faculty and staff, and students (n=204) who commute less than 2 miles to campus responses the question: “If (you live) off campus, how far do you commute (One way)?”

4.3.2 Current participation in ridesharing programs

Chapman students, faculty, and staff show minimal participation in the current ridesharing programs offered on campus. Of the 3 non-single rider vehicle programs at the university, the lowest participation is in the carpool permit program (**Table 4.1**). A similar trend is seen in the number of issued permits in the 2016/2017 year. Of the 11 types of permits offered, carpool permits are the least purchased (**Figure 4.5**). Though, student participation in the carpool permit program is likely more substantial as there are a number of students with student rideshare waivers (**Table 4.2**).

Table 4.1 - Participation numbers of Chapman non-single rider vehicle programs in 2016/2017 according Chapman University HR.

	Students	Faculty and Staff	Mixed
U-Pass Participants	20	11	N/A
Metrolink Program Participants	14	35	N/A
Carpool Permits Issued	2	4	1

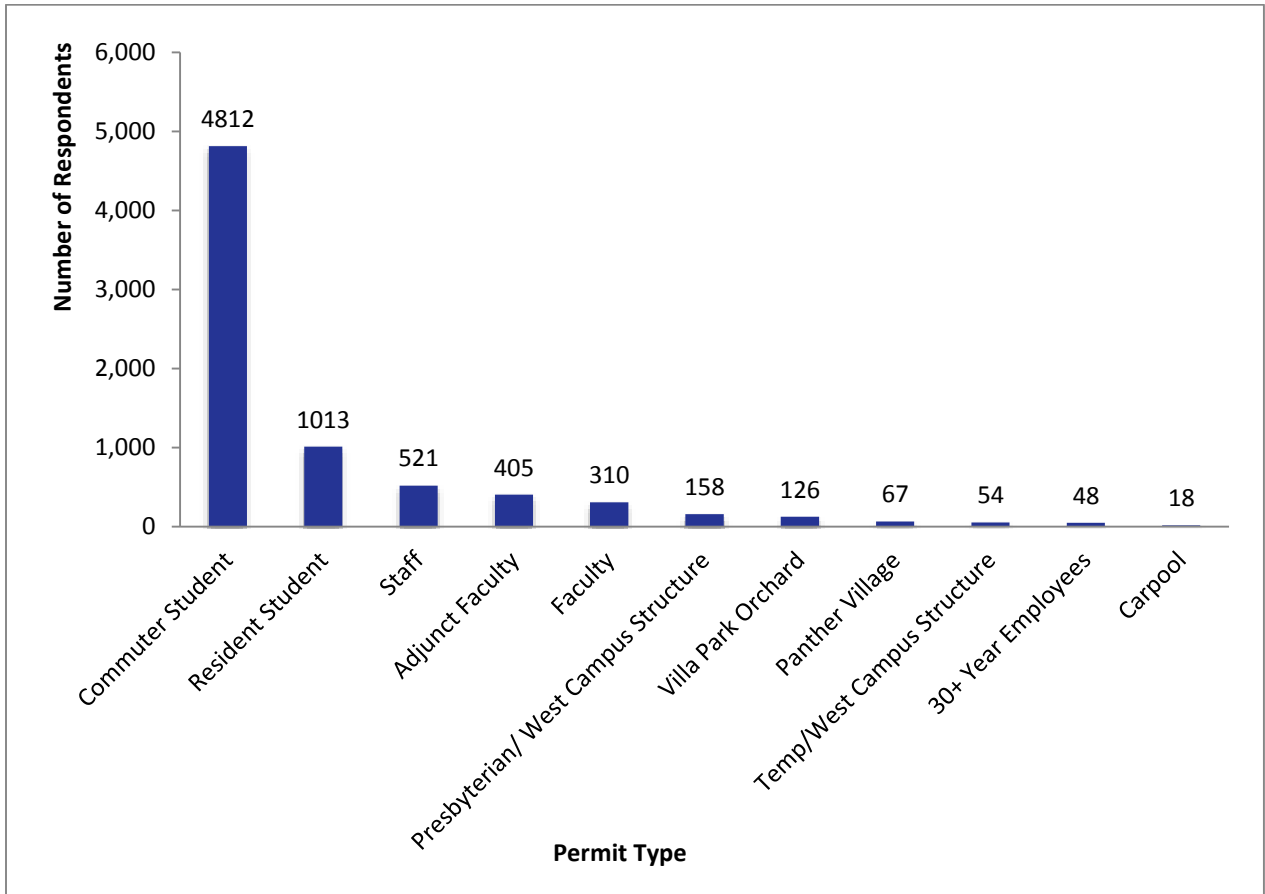


Figure 4.5 - Distribution of the types of 2016/2017 issued parking permits according to Chapman University Parking and Transportation.

Table 4.2 - Amount of permits and waivers issued in 2016/2017 according to Chapman University Parking and Transportation. *Waivers are given to students who participate in some form of ridesharing but do not provide the vehicle.

Type	Amount Issued
Permits:	
30+ Year Employees	48
Adjunct Faculty	405
Carpool	18
Faculty	310
Panther Village	67
Presbyterian/ West Campus Structure	158
Staff	521
Commuter Student	4812
Resident Student	1013
Temp/West Campus Structure	54
Villa Park Orchard	126
Total Permits Issued	7532
Waivers:	
Student Rideshare Waivers*	138
Total Waivers Issued	138

4.3.3 Financial and environmental costs

Single rider and ridesharing transportation to Chapman differ considerably in cost. For one, a commuter student permit costs double that of a carpool permit. More so, commuter students who rideshare are able save money by to splitting the costs of fuel and other vehicle expenses, while single riders must cover the costs of their vehicle alone. As shown in **Figure 4.6**, a person in a 2-rider carpool would pay less than half that of a single rider annually.

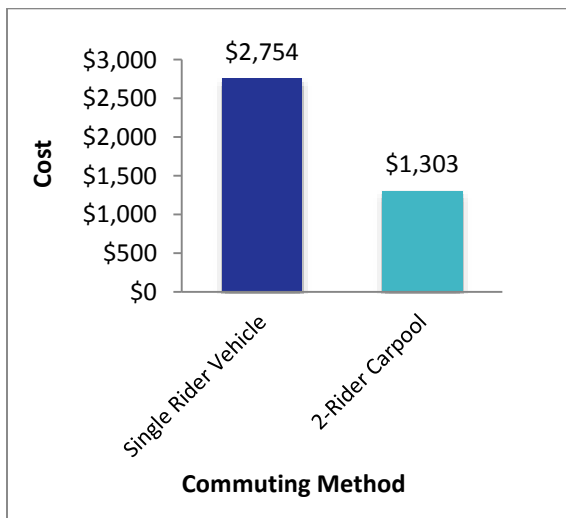
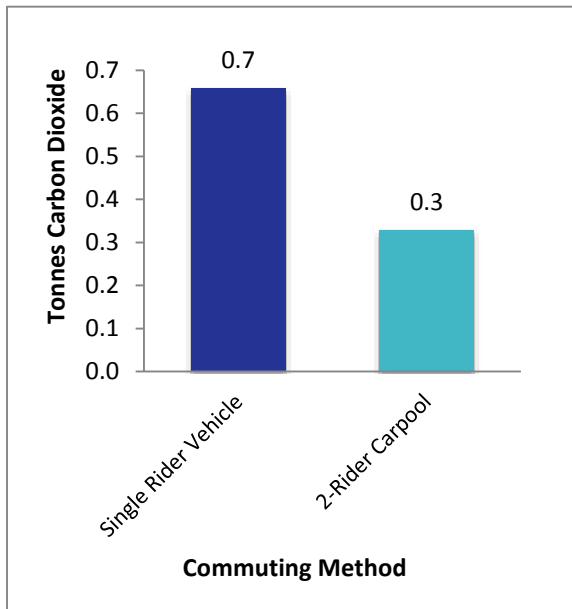


Figure 4.6 - Yearly commuting costs for a single rider vehicle and a double rider carpool. Assume each have average daily roundtrip of 20 miles, commute 21 days per month, mileage is 20 mpg, fuel costs \$3.00 per gallon, the single commuter parking permit is \$350.00/year/person and a carpool parking permit is \$175.00/ year/person. Estimates include routine maintenance and repair, insurance, licensing, registration, taxes, and depreciation (“Commute cost & carbon emissions calculator”, n.d.).



In addition to monetary costs, the environmental costs of ridesharing and single-rider commuting vary. The carbon dioxide emissions of a 2-rider carpool are half of that of a single-rider vehicle. Ridesharing leads to less cars on the road, and thus less carbon emissions. Therefore, if a 2-rider carpool removes a single rider vehicle from the road, the result will be a net decrease of about 50% of CO₂ emitted during commuting (**Figure 4.7**).

Figure 4.7 - Annual carbon dioxide emissions of a commuting single rider vehicle and a double rider carpool. Assume each travel 1500 miles/year and their mileage is 20 mpg (“Welcome to COTAP’s carbon footprint calculator”, n.d.).

4.3.4 Case studies of ridesharing at aspirational schools

4.3.4.a California State University Fullerton (CSUF) (Fullerton, California; Total Enrollment: 40,235)

To encourage ridesharing, CSUF offers carpool programs similar to those at Chapman. However, each faculty or staff member who carpool in a vehicle with just one carpool permit are eligible to earn \$1.00 for every day they carpool to campus (“Transportation services”, 2017). Faculty and Staff commuters who walk or bike to campus and do not own a parking pass may receive \$2.00 per day, or \$0.50 per day if they own a permit. Similarly, students who walk or bike without permits may earn \$1.00 per day. CSUF offers shared vehicles for students through Enterprise CarShare. CarShare vehicles are available 24/7 on campus and cost \$7.00 per hour or \$56.00 per day. Faculty and staff have the opportunity to vanpool in new and fully insured vehicles to work through CSUF’s partnership with Enterprise Rideshare. The CSUF website explains that a “vanpool consists of 5 or more adults who meet at a central location and share a ride. At least 2 people share driving responsibilities, and all the participants share the cost, which is substantially lower than the cost of driving alone” (“Transportation services”, 2017). OCTA provides a \$400.00 monthly subsidy to Enterprise to reduce the cost of this commute option.

For those enrolled in these ridesharing programs, CSUF offers Infrequent Need Daily Parking Permits for 2 days a month, guaranteed return trips during emergencies, a \$25.00 reward for recruiting new ride sharers, as well as quarterly prize drawings for current ride sharers.

4.3.4.b University of California Irvine (UCI) (Irvine, California; Total Enrollment: 33,467)

Like Chapman, UCI offers students a 20% rebate on monthly train passes and unlimited access to OCTA with a University Pass. To encourage employees to travel sustainably, UCI offers incentives as train ticket rebates, discounted University Passes, occasional parking permits, and guaranteed rides home (“Sustainable transportation”, n.d.). A group of at least 2 employees are also able to form carpools and obtain a carpool permit. Carpools with 4 or more people are able to park for free. To connect carpoolers, UCI promotes a portal on ZimRide, a ride matching service. The university offers a University Carshare program through Zipcar for those looking for hourly or daily car use. With a membership, cars cost \$8.00 per hour or \$66.00 per day. These rates include the cost of rental, gas, mileage (up to 180 miles a day) and insurance. UCI also provides vanpools for students and employees to campus.

4.3.4.c University of Southern California (USC) (Los Angeles, California; Total Enrollment: 44,000)

The University of Southern California promotes carpooling for its commuting students and employees. To connect faculty, staff, or students commuting the same direction, USC possesses its own private network on ZimRide. To qualify for a permit, all riders must commute at least 3 miles and carpool 80% of the distance. Vehicles must also be filled by at least 2 travelers. While a semester-long on-campus permit would cost \$468.00 per semester, on-campus carpool permits cost just \$342.00 (“Welcome to USC transportation”, n.d.).

USC possesses multiple corporate partnerships to aid commuter needs, such as discounted rates with Enterprise and on campus Zipcars. USC also possesses a partnership with Uber. When nightly wait times of the university’s safe ride vehicles exceed fifteen minutes, students are able to open the Uber app and request a free ride from the service via a USC button (“Welcome to USC transportation”, n.d.). All rides are Uber Pool trips, meaning that the rides may have more than 1 passenger.

4.3.4.d Gonzaga University (Spokane, Washington; Total Enrollment: 7,421)

Gonzaga University provides Zipcars for students at an annual fee of \$25.00. Members of Zipcar are able to access vehicles 24/7 at low daily and hourly prices as well as have access to reserve on-campus parking. The university also offers designated parking spots and reduced parking charges for all carpoolers. To connect carpoolers, Gonzaga promotes a ride matching service at commutefindernw.com. Those who use carpool are given guaranteed rides home in the case of emergencies. Those using commuting alternatives can track their trips to have a chance to receive prizes in monthly drawings (“Parking”, n.d.).

4.3.4.e Seattle University (Seattle, Washington; Total Enrollment: 7,405)

Those employees and students which participate in a carpool are guaranteed to only pay 25% of the cost of a single occupancy vehicle parking permit, as well as have access to premium parking spaces. To connect carpoolers, the university promotes the site RideshareOnline.com.

Vans for vanpools or vanshares are provided by King County Metro for larger groups of employees and students. Groups share the cost of using the van while Seattle University covers the on-campus parking fee. The university defines vanpools as when “one group member keeps the (van) at their home,” while “in a van share, the van is kept at a train station, ferry dock, or park and ride where the groups meet” (“Transportation and parking services”, n.d.). The university also subsidizes half of the costs for students who use public transit.

4.3.4.f Claremont McKenna College (Claremont, California; Total Enrollment: 1,347)

Freshmen are not permitted to bring a vehicle to Claremont College, however, Zipcars are available for use at the nearby Pomona and Pitzer. Fulltime employees are offered multiple incentives to use alternative transportation. Those who walk, bike, use public transit, or ride share can earn \$1.50 per day (“Rideshare incentive program”, n.d.). Carpoolers are also guaranteed a ride home during emergencies. To find rideshare partners, the school offers a carpool matching service through Human Resources. In addition, employees may earn subsidy of \$60.00 for the use of public transportation.

4.3.4.g Occidental College (Los Angeles, California; Total Enrollment: 2,062)

Campus parking permits, including carpool permits, are offered free of charge for students and employees. On campus Zipcars are also available by the hour or day for students, faculty, staff, and local residents (“Parking rules and regulations”, n.d.).

4.3.4.h Tufts University (Medford, Massachusetts; Total Enrollment: 10,872)

Tufts offers 15 Zipcars around campus for students, faculty, and staff. Annual memberships for this service cost \$15.00 for students and \$25.00 for employees. Public transit memberships are also given at a 25% discount for employees and select students. The university promotes ridesharing through a variety of services like Turo, “a neighbor-to-neighbor car sharing company” which connects “people who need a car with vehicle owners whose rides would otherwise just be sitting unused” (“Get involved”, n.d.). Turo rides can be rented for as little as \$10.00 per day. Tufts promotes NuRide as its ride matching program to connect commuters. This service also rewards those who rideshare with free merchandise from local and online retailers. A similar ride matching service called RidePost is also endorsed. Tufts is a member of MassRides, “which offers trip matching services for local carpools/vanpools” and up to 4 free emergency rides home per year. For those who have been commuting alone to Tufts who then begin to commute with one more person, A Better City Transportation Management Association (ABC TMA) will pay \$35.00 per month for gas for 6 months. Similarly, vanpools are subsidized \$220.00 over 6 months by the ABC TMA. Last, through the Massachusetts Commuter Vanpool Program, the Massachusetts Department of Transportation affords a monthly subsidy of up to \$600.00 to those at Tufts who “lease their vans directly from a participating vanpool vendor” (“Get involved”, n.d.).

Table 4.4 - Rideshare programs and incentives offered at Chapman University and its peer institutions.

	Chapman University	CSUF	UCI	USC	Gonzaga University	Seattle University	Claremont McKenna College	Occidental College	Tufts University
Reduced Cost Carpool Permits	x		x	x	x	x		x	
Discounted or Subsidized Public Transit	x	x	x			x	x		x
On Campus Car Sharing (i.e. Zipcar)	x	x	x	x	x		x	x	x
Private Car Sharing (i.e. Turo)									x
Ride Matching via University							x		
Ride Matching via Vendor (i.e. ZimRide)			x	x	x	x			x
Vanpool Program		x	x			x			x
Guaranteed Ride Home		x	x		x		x		x
Employee Monetary Rewards for Ridesharing		x					x		
Student Monetary Rewards for Ridesharing		x							
Infrequent Need Parking		x	x						
Prize Drawings for Ridesharing		x			x				
Uber Partnership				x					

4.3.5 Chapman University 2017 Environmental Audit

4.3.5.a Student, faculty, and staff willingness to rideshare

Excluding not owning a vehicle, the most common reason students, faculty and staff chose not to rideshare was because they must come to and leave campus at irregular hours (Figure 4.8).

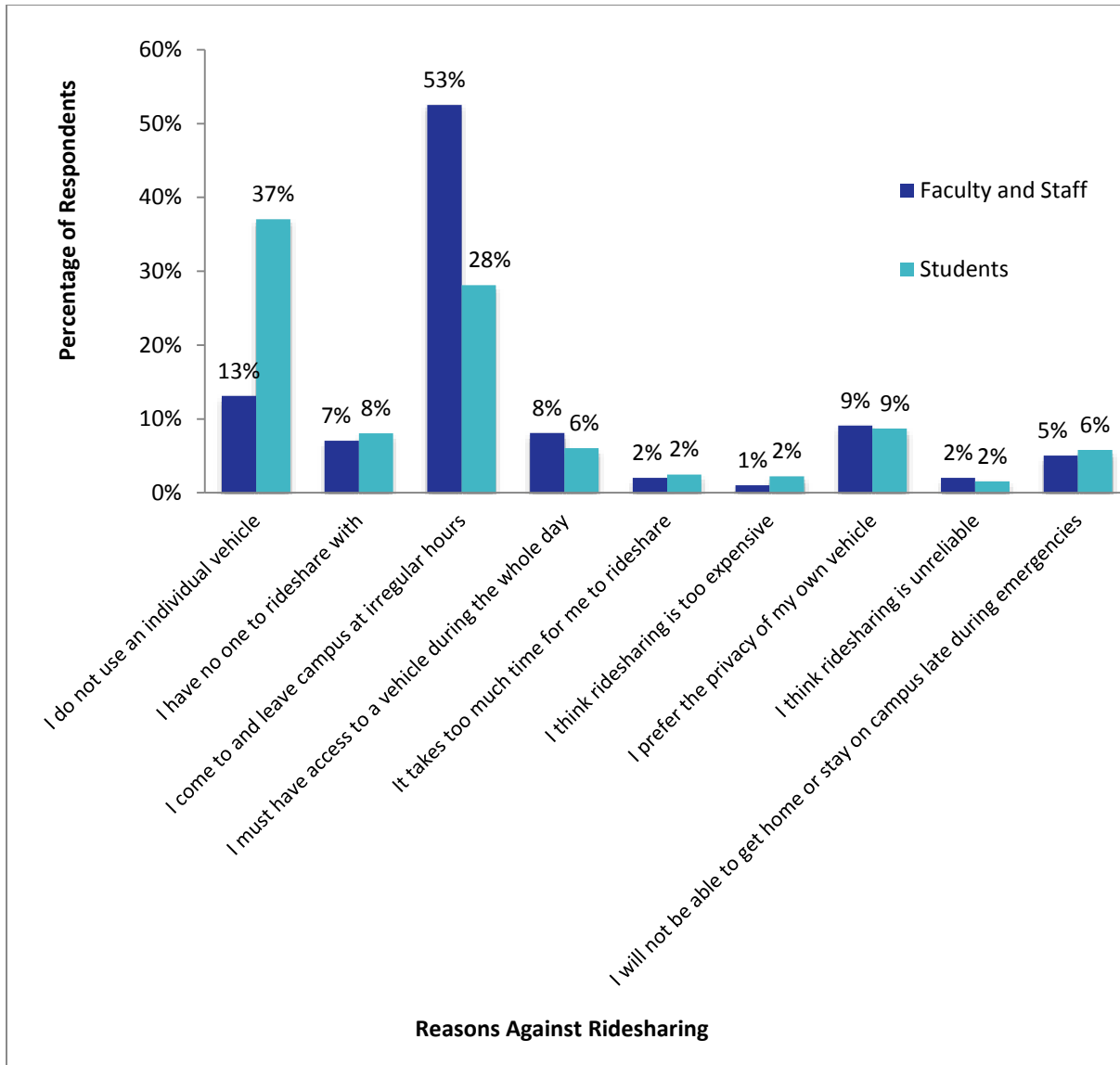


Figure 4.8 - Faculty and staff (n=99) and students (n=448) responses to the question: “If you drive alone to drive to campus, why do you not use ridesharing alternatives? Please select the option which best matches your reason.”

4.3.5.b Most popular ridesharing tactics

With the exception of nearly 80% of staff and faculty being aware of carpool permits, less than half of all surveyed were aware of any ridesharing programs offered by Chapman. In fact, less than a quarter of respondents had knowledge of the U-Pass promotion (**Figure 4.9**).

Both students and faculty or staff were very willing to consider ridesharing when offered different incentives like those promoted by the Chapman aspirational institutions (**Figure 4.10**). Students were more willing than faculty and staff to consider ridesharing for each incentive. For each group surveyed the most popular incentives were providing discounts or monetary incentives, and creating a Chapman Uber Pool-like program.

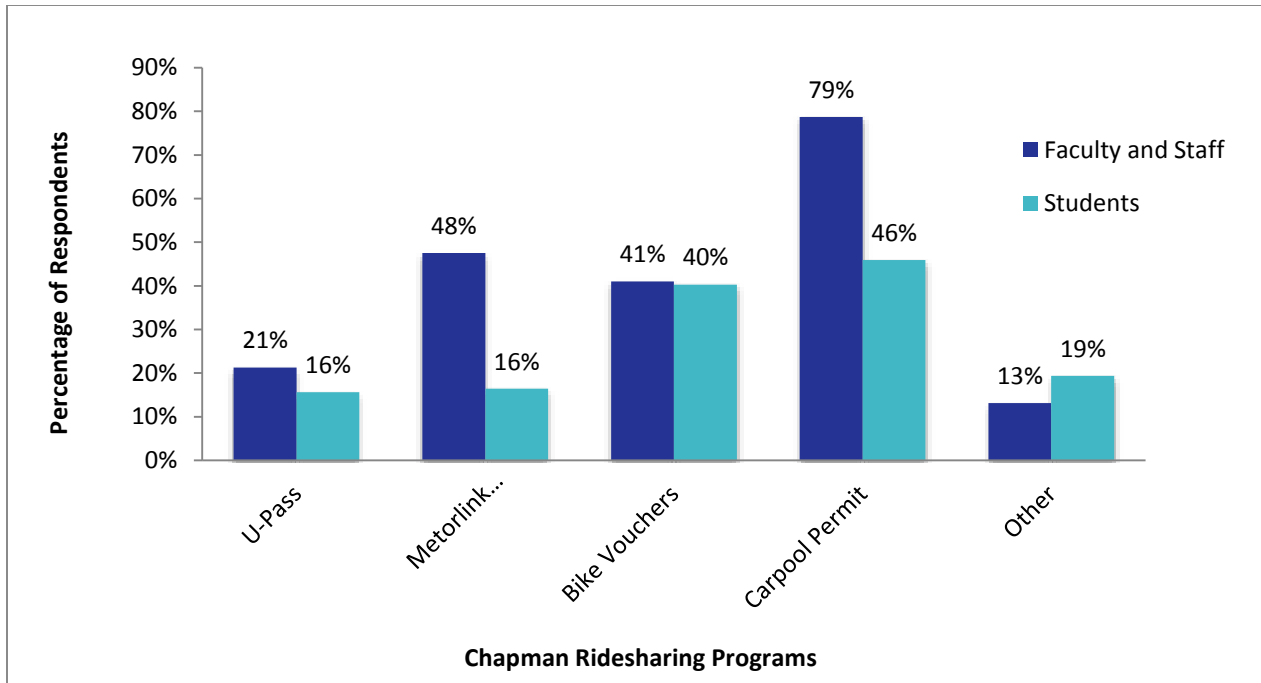


Figure 4.9 - Faculty and staff (n=61) and students (n=268) responses to the question: “Are you aware of the transportation initiatives at Chapman? (Including but not limited to U-pass discounts, a bike voucher, bike auction and carpool match services).”

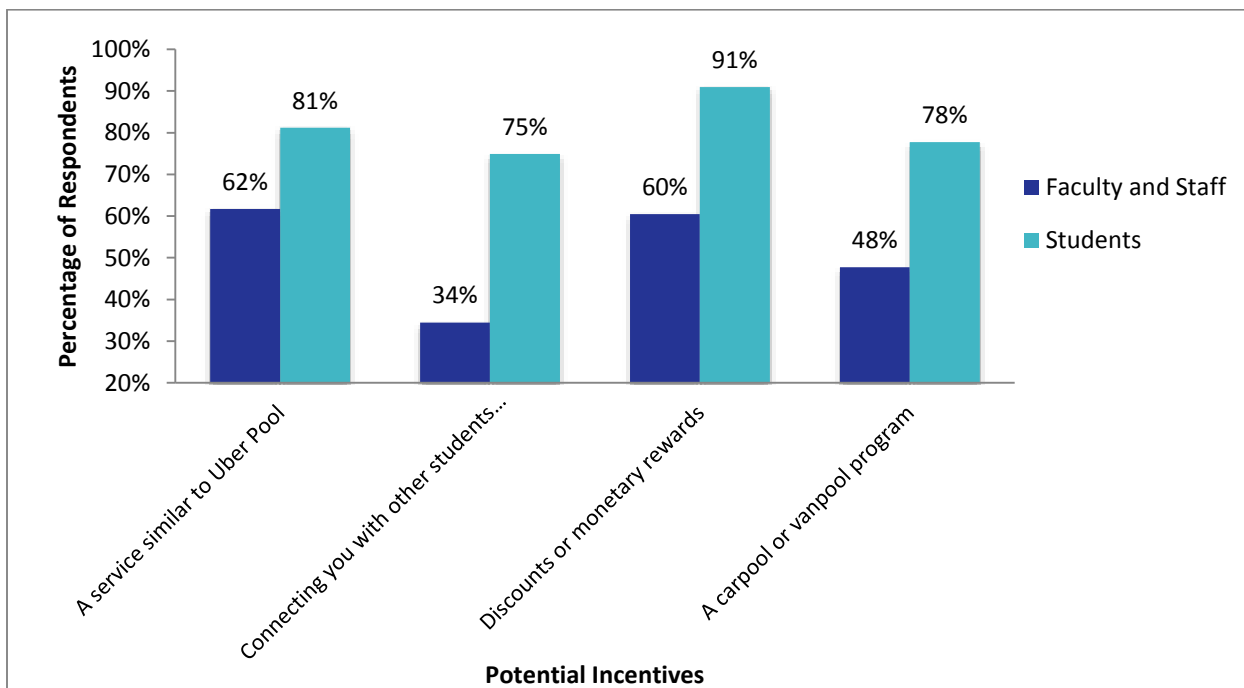


Figure 4.10: Faculty and staff (n=94) and students (n=463) “Yes” or “Maybe” responses to the question: “If Chapman offered any of the following services, would you consider ridesharing instead of driving an individual vehicle?”

4.3.5.c CU Experience app use

Since the creation of the CU Experience app, the ridesharing message board has been used minimally. As of April 17, 2017, only 22 ride requests have posted. Of those requests only 2 relevant responses were reciprocated. It is unclear if those responses resulted in any successful rideshares.

4.4 CONCLUDING ASSESSMENTS ABOUT RIDESHARING

4.4.1 Where Chapman is doing well

Currently, Chapman does offer a handful of incentives to rideshare in the form of reduced cost carpool permits and subsidized public transport passes. Rentable Zipcars are also housed on campus for those who need a vehicle for a limited amount of time.

4.4.2 Where Chapman can grow

While Chapman does have a ridesharing portal on the CU Experience app, this function is underused and appears to not be useful to those who use it. Most incentives to rideshare to campus are unknown to more than half of students, staff, and faculty. In addition, the current rideshare or carpool programs offered at Chapman are not used by all those who could benefit from them. For example, most Panthers who commute 2 miles or less to campus drive their cars when they could easily rideshare. In addition, **Figure 4.10** demonstrates that a majority of those at Chapman would consider ridesharing if offered the right incentives.

4.5 RECOMMENDATIONS ABOUT RIDESHARING AT CHAPMAN

4.5.1 Low cost and/or effort

- ❖ Promote the use of RideMatch.com
 - 75% of students and 34% of faculty and staff stated they would consider ridesharing if they could be connected with other ridesharers. RideMatch is Southern California ride matching service and a joint partnership of a three county region: Los Angeles County Metropolitan Transportation Authority, Orange County Transportation Authority, and the Ventura County Transportation Commission. With thousands of ridesharers in its database, Ridematch.com helps to connect commuters with similar schedules and locations. Notably, information provided to the site is confidential and home addresses will not be disclosed (“How can I commute with RideMatch”, n.d.).
- ❖ Better publicize current incentives
 - Less than half of students, faculty, and staff were aware of most incentives to rideshare offered by Chapman.

4.5.2 Medium cost and/or effort

- ❖ Provide discounts or monetary rewards as incentives to rideshare
 - 91% of students and 60% of faculty and staff stated they would consider ridesharing if offered a discount or a monetary reward. Such discounts could be for dining on campus, campus events, or at the campus bookstore. Monetary rewards could be

similar to those offered at CSUF, such as giving Panthers \$0.50 for every day they rideshare to campus.

- ❖ Register with Uber campus cards
 - With Chapman registered, Panthers would be able to connect their campus ID cards with Uber. This allows them to pay for rides with money which is already loaded on their campus cards (“Ride Uber at your college or university”, n.d.). To further incentivize ridesharing, Chapman could consider pre-paying for a certain amount of Uber Pool rides for its students, faculty, and staff.
- ❖ Initiate a vanpool program with OCTA
 - 75% of students and 48% of faculty and staff would consider ridesharing if Chapman offered a carpool or vanpool program. To create a vanpool, at least 5 Panthers who live near each other with similar schedules must join. Drivers of these vans must be at least 25 old. Vanpools can be most effective for employees who commute more than 15 miles per way to work and have a set schedule. Students have more variable schedules and many are not yet old enough to drive the van, making it more difficult for them to form a vanpool. According to an OCTA representative, the vanpool program has had great success for employees and a few students at CSUF.

4.5.3 High cost and/or effort

- ❖ Create a social media based ridesharing program
 - 81% of students and 62% of faculty and staff would consider ridesharing if Chapman offered a service similar to Uber Pool. Such a social media based ridesharing program could be possible if Chapman entered into a partnership with Uber or Lyft. Specifically, a program similar to the Uber-USC partnership would best benefit Panthers. If wait times for the Panther Shuttle or Safe Ride exceed a certain amount of time, Panthers could open the Uber app and use a Chapman button to access a free Uber Pool ride.
- ❖ Update the CU Experience app or create a new app only for ridesharing
 - The current ridesharing portal is not helpful and not widely used. The CU Experience app should be updated to include more effective ride matching software. If this is not possible, a new app for the purpose of Chapman ridesharing should be created.
- ❖ Provide a guaranteed ride home
 - 6% of students and 5% of faculty and staff do not ride share out of fear of not being able to get home or stay late on campus during an emergency. This fear could be remedied if Chapman promised a ride home for ridesharers in such cases. For example, the university could reimburse the costs of a certain number of taxi or Uber rides during emergencies.

4.5.4 Future areas of research

Going forward, it would be beneficial to find an alternative to ZimRide for Chapman to use. ZimRide is the most popular ridesharing portal among Chapman aspirational institutions, but this portal does not appear to have any competition. In addition, the specifics behind the USC-Uber partnership should be explored. This would allow for an easier implementation of a similar

program at Chapman. It may also allow for Chapman to create a specific program which caters to the exact needs of the university.

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