



Impacting Commuter Mode Choice

The Access MIT Program

Administrative & Fiscal Officers Meeting

March 8, 2017

Larry Brutti, manager, parking & transportation office

Mike Owu, chair, transportation & parking committee

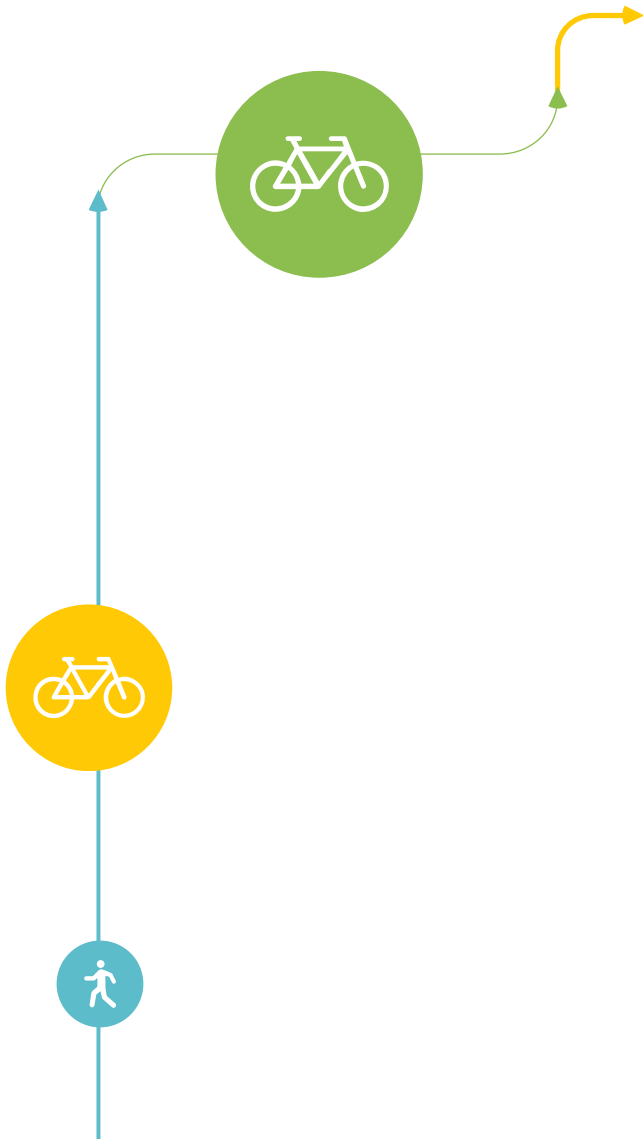


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 Massachusetts
Institute of
Technology

Today's presentation

- Overview of Access MIT
- Preliminary Results
- Next Steps



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A broader vision that seeks to provide MIT with affordable, flexible, and low-carbon mobility choices.

Reduce parking demand by 10 percent over two years.

New Incentive package

- Shift to daily parking pricing in gated lots
- Free universal bus & subway transit pass (embedded in staff ID)
- Increased commuter rail monthly pass subsidy (from 50% to 60%)
- New parking subsidy at transit stations (50%)
- Online commuter dashboard (incentives & gamification)
- Integration with existing programs (carpools, bike benefit, etc.)



Public Awareness

- How do you get someone to re-consider their commute?
- Testimonials of real MIT commuters who find interesting ways to get to work and enjoy the unexpected quality of life benefits of their commute.

Switch modes. And love your commute.



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I'm never in bump-to-bump mode

See how Access MIT's new, flexible commuter benefits can benefit you and make a positive impact on the planet.



Jarvis Smith
Staff Accountant
Office of the Vice President for Finance
Jarvis avoids the headache of driving to work while reading, studying or just enjoying his ride on the T.

Your commute counts. Switch it up.

- **Take the T for free** with your new MIT employee ID
- **Park & Ride** with a 50% parking subsidy
- **Don't drive...don't pay!** With pay-per-day rates in gated lots
- **Grab a shuttle ride** across campus

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Maureen Ratigan
Director of Benefits
Human Resources Department

By switching from car to commute, Maureen saves precious resources including time and money.



Cecilia Stuopis
Director of MIT Medical

Whenever she can, Cecilia takes the Express Bus to Boston and leaves her car at the lot and her stress far behind.



John Slerman
Jay W. Forester Professor of Management,
MIT Sloan School of Management

John puts sustainable practices to work every day by biking to the T.



Kiley Clapper (Gunner)
Academic Administrator
Department of Civil and Environmental Engineering

For Kiley and Gunner, biking isn't just a commute, it's a way of life.

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We're in harbor cruising mode.

See how Access MIT's new, flexible commuter benefits can benefit you and make a positive impact on the planet.



Your commute counts. Switch it up.

- **Catch the Ferry** with a 50% subsidy for commuter rail and boat
- **Take the T for free** with your new MIT employee ID
- **Don't drive...don't pay!** With pay-per-day rates in gated lots
- **Share a ride with a colleague** in a van or carpool

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Preliminary results



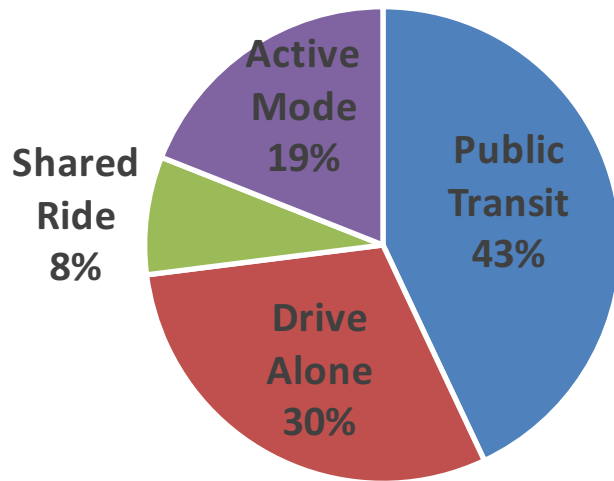
Commuting Programs at MIT

	2015-2016	2016-2017	Change
Annual “Full-time” Parkers	2,582	957	-63%
Occasional Parkers	2,725	4,095	50%
Carpool Permits	310	307	-1%
Qualified Bike Benefit Participants	200	294	47%
Active Hubway Members	1,968	2,785	42%
Active Zipcar Members	6,283	5,489	-13%
Employees with MBTA Parking Subsidy (50%)	-	381	
Employees with Private Transit Reimbursement (50%)	60	104	73%
Employees with Commuter Rail Passes (60% subsidy)	900	821	-9%

Mode Choice

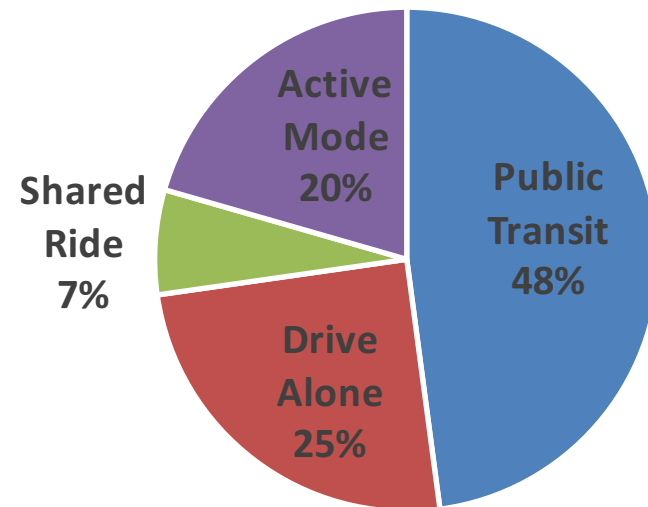
Reported Primary Mode (Staff)

2014



N=6,386

2016



N=5,563

*Unweighted results

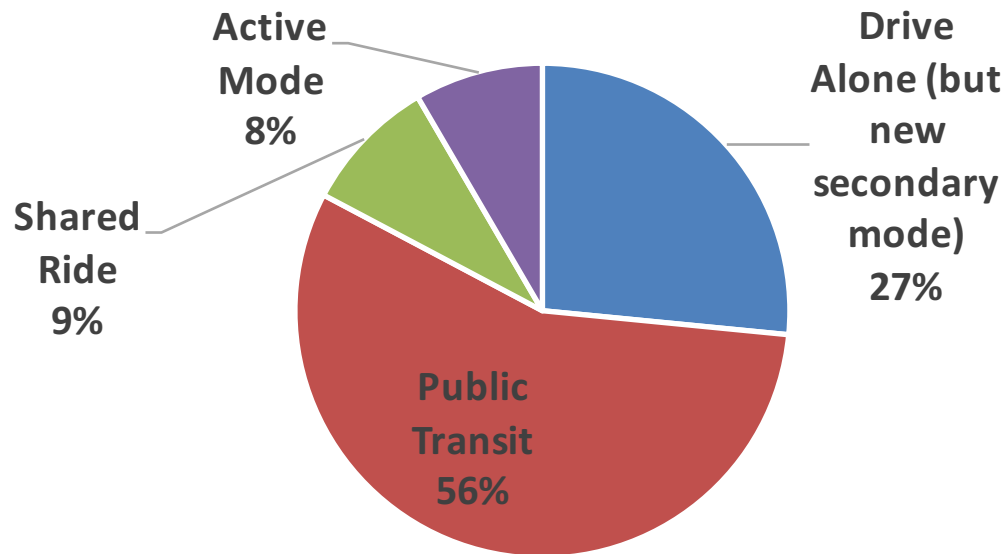


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Changes Since Last Year

Survey Results

- 15% of staff who were at MIT last year *changed* their mode
- Of the drivers who changed modes:



Reasons for Changing Modes

Survey Results – Sample Responses

"I save \$14 everyday between tunnel and MIT parking with new free pass on the T. Plus it is actually faster than driving, and much less stressful.

Great forward thinking on MIT's part in helping with sustainability of the environment!"

- "Excellent benefit design - I drive when I need to or take the train when my work does not require off-site activities."
- "Fully funded Charlie Card allowed me to save money for a new bicycle. That, combined with reduced pressure to 'get my money's worth' from monthly public transportation costs has resulted in me biking more frequently."
- "Free T Pass coupled with Occasional Parking is great for me. If it snows or rains I can drive, otherwise I can walk and T."

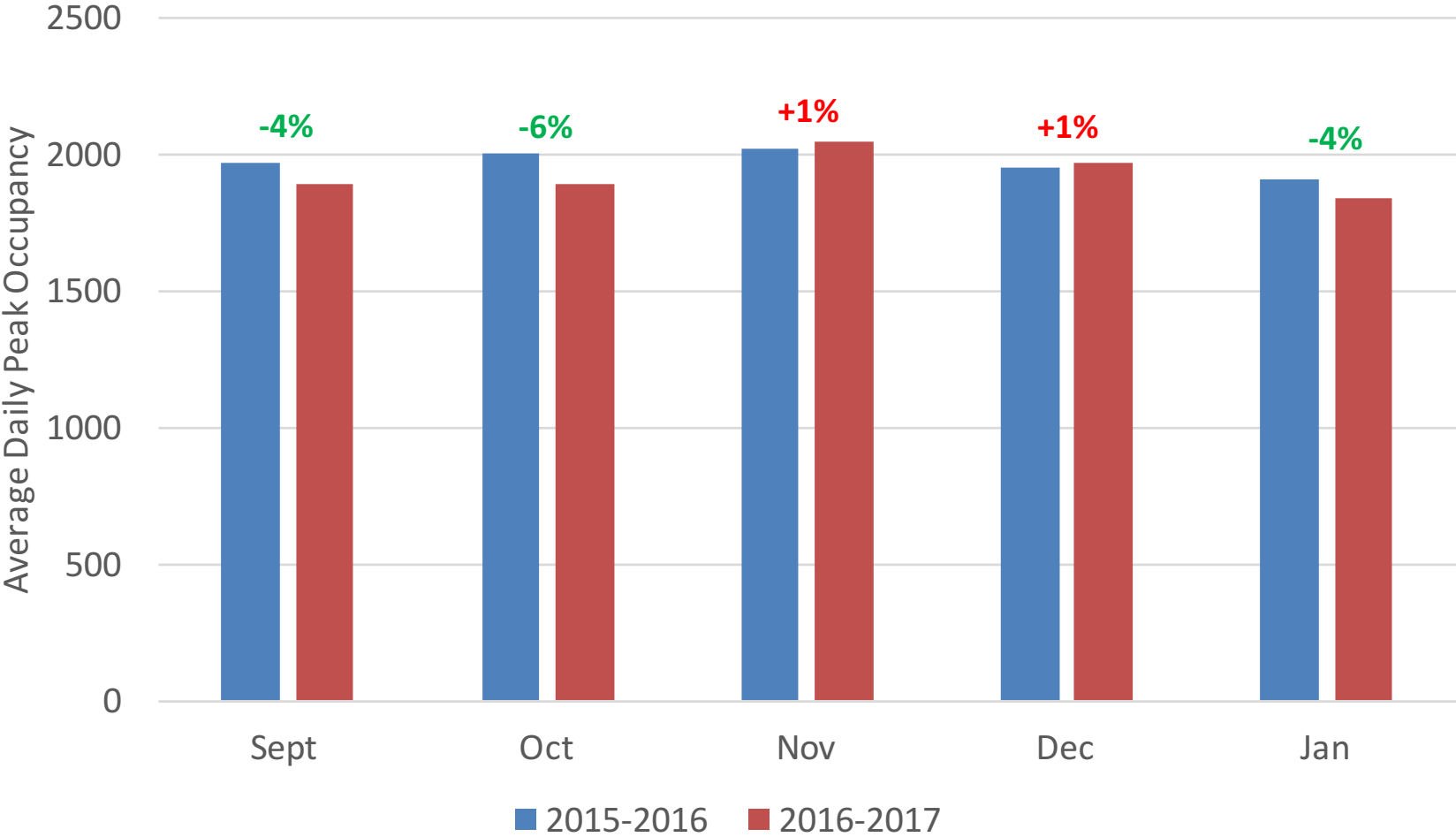
Driving and Parking Demand

- Average year-over-year decrease in parking utilization since Sept 2016: **3.5%** (observed at gated lots)
- Comparison of daily trip diary (2014 vs. 2016 survey):
 - 2014: Drivers parked an average of **3.8** days per week
 - 2016: Drivers parked an average of **3.6** days per week (5% drop)

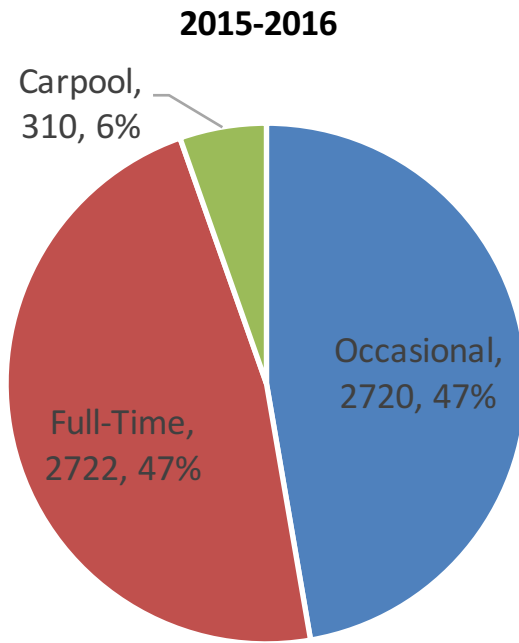


Parking Lot Utilization

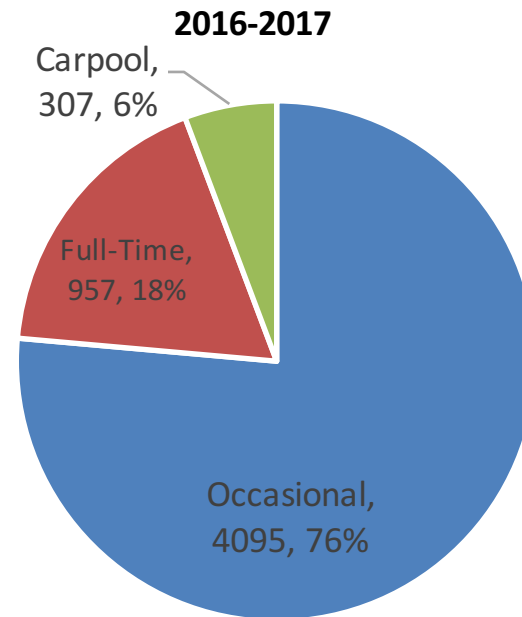
Gated Lot Entries



Parking Permits at MIT



Total: 5,752



Total: 5,359 (7% decrease)



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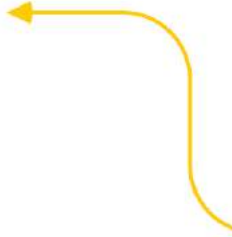
Transit Passes

- 8,700 AccessMIT Transit Passes
- Two-thirds are active (used at least once)
- Average monthly use: \$50

2015 Monthly LinkPass Sales	2016 Active Passes
3,588	5,817 (62% increase)



Next steps



Next Steps

- Evaluate program and measure results
- Roll-out of *AccessMIT* benefits including several new rounds of commuter dashboard incentives & prizes
- Continue advertising campaign to raise awareness and employee engagement
- Focus on new carpooling strategies and incentives

Thank you!



Questions?

