Chapter 14

TRAVEL MODE ALTERNATIVES

INTRODUCTION

It is in the region's public interest to plan for and foster alternatives to single-occupant vehicle (SOV) travel. Alternative modes that serve multiple occupants are desirable for reducing congestion, which in turn reduces the need for roadway expansion projects and decreases vehicle emissions. These are critical components in this plan's strategy for meeting mobility and air quality needs. Furthermore, alternative modes provide travel opportunities to those for whom auto use is not a possible or preferred option.

This chapter presents the non-SOV travel opportunities, beyond transit, that exist within the OKI region, the challenges or needs facing these different alternative modes, and makes recommendations for improvements. Alternatives discussed in this chapter are intended to provide viable alternatives to automobile travel.

RIDESHARING

Ridesharing refers to carpools and vanpools, both of which reduce SOV travel. A carpool generally involves two to five people sharing a ride in a person's automobile. A vanpool is a group of seven to 15 commuters who share a leased van for commuting.

OKI's regional RideShare program helps establish and sustain carpools and vanpools through marketing, technical and support programs. This program was instituted in 1979 in response to the region's status as an air quality non-attainment area and serves southwestern Ohio, northern Kentucky and southeastern Indiana. RideShare's free service matches commuters with potential carpool partners who live and work in the same area. Commuters are matched based on home address, work address and work hours. Commuters can process a carpool matchlist at www.rideshareonline.org or a representative is available to process applications by calling 241-RIDE.

Throughout the years, OKI has marketed the RideShare program using a variety of means including radio,

print advertisements, public and private employer campaigns, special events, coordination with OKI's Regional Clean Air program, and distribution of promotional materials. RideShare marketing not only promotes the awareness of services offered by the program, but also works to change the attitudes and behaviors of tri-state commuters.

Ridesharing benefits both the participants and the general public. Personal benefits are related to pick-up and drop-off convenience, reduced stress from driving or parking, and financial savings from reduced operating costs and extended vehicle life. The public benefits from fewer vehicles on the road which reduces congestion and related problems. During the summer ozone season, increased ridesharing can contribute to critical emission reductions. Public policy can influence ridesharing through fees that increase SOV travel costs, such as increased parking prices or gasoline taxes, or through preferential treatment for rideshare vehicles, such as high occupancy vehicle (HOV) lanes or reduced parking cost.

Vanpools

The vanpool program has two types of commuter vanpools: traditional and non-traditional. Traditional vanpools consist of a group of individuals voluntarily participating in a ridesharing arrangement utilizing a van. The van is leased by an individual in the group but that individual is not responsible for providing the insurance and maintenance of the vanpool. Non-traditional vanpools are leased by a third-party such as an employer. The third-party is responsible for providing the driver, insurance, maintenance and some administration.

Figure 14-1: Rideshare Vehicle

RideShare subsidizes each vanpool in the amount of $400 per month toward the capital cost. The incentive program is in place to reduce the cost of vanpooling and to make the program more attractive to commuters than driving in a single-occupant vehicle.

New vanpools are always beginning and old ones terminating depending on changes within the OKI region like company downsizing, early retirements, company buy-outs, schedule changes, new transit service, company relocations and expansions and company sponsored employee commute option plans.

Park and Pools

Park and Pool lots are the same as a Park and Ride in that they provide convenient parking areas for commuters. These lots are generally located in suburban areas and may have amenities such as benches, lighted waiting areas and newspaper racks available for riders. However, Park and Pools do not have transit service and therefore require a carpool or vanpool.

Guaranteed Ride Home Program

OKI's efforts also include a Guaranteed Ride Home (GRH) program. The GRH program is available for registered

RideShare, TANK and Metro users. Although the GRH program is used relatively infrequently, it is a significant part of the RideShare program. Commuters have indicated that one reason for not participating in a carpool or vanpool is fear of being stranded at work in case of an emergency. The GRH program enables RideShare to persuade commuters who currently travel in single-occupancy vehicles to try another form of transportation such as, carpools, vanpools or transit. RideShare will reimburse registered commuters 80 percent of a cab fare home in case of an emergency or unexpected overtime up to four times per year.

EMPLOYER PROGRAMS

In addition to OKI's efforts, ridesharing can also be encouraged through employer policies or programs. Employer policy, for example, can provide designated specialized carpooling services, tax benefits, parking arrangements, alternative work schedules, trip reduction programs, and teleworking.

Cluster Analysis Services

Cluster analysis service is provided upon request to companies through RideShare as a way to identify potential carpooling and vanpooling groups within a company's employee base. The company provides RideShare a database of employees' addresses and an identifying name or number. RideShare is then able to place a dot on a map at the exact home location of each employee. When all of the employees are plotted on the map, clusters of employees who live within close proximity of one another are identifiable. This information is then returned to the company and small group meetings are scheduled for each identified cluster to discuss the advantages of carpooling and vanpooling and the potential for implementing such programs.

Commuter Choice Tax Benefits Program

The Commuter Choice Tax Benefits Program was established by the Internal Revenue Service as a provision of the Qualified Transportation Benefits of the 1992 Energy Policy Act. It provides an incentive to companies that support vanpooling and transit use and to employees to use these services. Under SAFETEA-LU, employers may provide up to $125 per month in vanpooling or transit fares as a tax-free benefit.

Trip Reduction Programs

In a Trip Reduction Program (TRP), employers offer a variety of travel demand management strategies to encourage their employees to reduce travel to and from the work site. Generally, the employer designates a coordinator to initiate and administer the program, which may involve quantifying program results and documenting successful strategies. In general, the most effective TRPs offer time or financial incentives to encourage employees to shift from driving alone to using an alternative travel mode.

Compared to applying TRP strategies to a region, corridor, or activity center, employer-based TRP programs are often the most effective in reducing trips. Commuters are more responsive to TRP strategies presented at the worksite than presented through other types of programs. In addition, the strategies selected for a TRP can address specific worksite and commuter characteristics, as opposed to the diversity of factors that influence commuter choice on a regional basis. Information can be targeted to those employees most likely to use alternative modes.

A TRP's success is influenced by employer location, work force composition and employee commute patterns. Employers with effective TRPs are often located in high-density employment areas with transit service, HOV facilities and restricted parking and have a high proportion of service and skilled labor positions and a significant number of employees with long commutes (greater than 15 miles).

TRPs help reduce congestion and vehicle emissions but for employers to implement them voluntarily generally requires a strong interest in solving an on-site transportation problem (such as a parking shortage or employee tardiness from congestion), expanding employee benefits or reducing company expenses related to parking or tardiness.

Parking Incentives

The federal government also influences parking through Internal Revenue Service policy. Companies may offer tax-free incentives to promote change in the way their employees commute to work. Employers can provide $240 per month tax free to employees for qualified parking. Employers may offer a "cash-out" program where employers provide this subsidy in lieu of a company provided parking space.

Through a three-year experimental pilot program, OKI implemented a high occupancy vehicle parking subsidy to three or more person carpools or vanpools that park at the Cincinnati Banks Riverfront Garage. The subsidy amount is seventy-five percent of the county's monthly commuter contract parking rate.

Alternative Work Schedules

Work schedules influence commuter travel patterns. In designing work schedules, employers influence peak period travel volumes and employee inclination to use transit, carpools, and other SOV alternatives. Because of these impacts, work schedules provide a means of managing travel demand.

There are three types of work schedules with potential applicability for managing travel demand. First, a flextime program allows employees to set arrival and departure times within a specified span of time. This allows commuters to avoid travel during the most congested times. Flextime helps spread peak traffic and facilitates carpool participation and transit ridership. Second, a staggered work hours program allows groups of workers to arrive and leave at set intervals. This type of work schedule disperses congestion. Third, a compressed workweek allows employees to work more hours in fewer days than they would in a conventional schedule of eight hours per day. A common option is to work four 10-hour days followed by a day off. This arrangement can divert work trips from peak periods and also reduce the number of work trips.

In addition to those benefits related to transportation, studies show that these work schedules provide other benefits to participating employers and employees. Employers may benefit from reductions in tardiness, sick time and absenteeism and from increased employee productivity. Participating employees enjoy greater flexibility for conducting their non-work responsibilities. Benefits are relatively inexpensive with costs primarily related to program set-up and perhaps for extended office hours. OKI promotes alternative work schedules as part of the RideShare program.

Teleworking

Teleworking reduces congestion by reducing commuter travel. Under a telework arrangement, employees perform work at home, typically one to three days a week, thereby eliminating work trips on those days. Telecommuters use computers, telephones, modems and fax machines to link to clients and other employees at the work place.

Teleworking produces benefits for the region, the employer and the employee. The region benefits from reductions in congestion, fuel consumption and vehicle emissions. For businesses, teleworking is often reported as improving productivity and helping to recruit and retain valuable employees. It may also reduce office space needs. The teleworker's benefits include travel cost and time savings, greater flexibility in managing their work and personal lives, and less stress. Regular telecommuting grew by 61 percent between 2005-2009 . [i]

Teleworking's growth is a response to market, technological and social forces. On the economic front, the shift from goods production to information and services supports the growth of teleworking and so does teleworking's use of relatively low cost equipment. Advances in computer and telecommunications technologies further boost teleworking, especially advances in data transmission and simultaneous voice and data transmissions. Teleworking is increasingly being recognized as a way of helping employees to better balance work and home life. Employers are realizing that the availability of teleworking is a recruiting and retention tool. It is evident that at least a portion of the demand for transportation infrastructure can be met by the increased capacity of the teleworking infrastructure.

While teleworking seems likely to grow, its rate of growth depends largely on its acceptance and popularity with employers and employees. The future of teleworking will be affected by individual responses to managerial, supervision, communication and social issues.

PARKING MANAGEMENT

Parking price and availability are factors in some people's choice of travel mode. To manage travel demand, the public and private sectors can design parking policies to discourage SOV use or encourage the use of SOV alternatives. In central business districts, parking can be managed to discourage long-term parking for commuting purposes at the same time that short-term parking is feasible for shopping and other errands. Parking management is most effective if it is applied in combination with other traffic demand management strategies.

Responsibility for managing parking supply and pricing is divided among different entities. Private developers and employers can remove, reduce or cash out employer provided parking subsidies. They can also reverse "early bird" or monthly discounts favoring long-term commuter parking. Private sector can also impose parking pricing and discount parking for carpoolers. In the public sector, local governments may implement many pricing approaches. These approaches could include: government entities imposing or increasing fees and surcharges for solo drivers or long term parkers in public parking facilities, giving preference to car and vanpoolers, taxing parking providers or revising zoning laws to reduce minimum parking supply requirements

Parking in Downtown Cincinnati

As the region's largest employment center, downtown Cincinnati's ability to provide affordable and ample parking during normal business hours can be quite challenging. There are more than 1,500 parking meters throughout downtown Cincinnati which offer the first 10 minutes free. In 2011, the city of Cincinnati installed approximately 1,400 meters that accept major credit cards, providing an additional payment option. [ii]

In 2008, Cincinnati established the two-wheeler program which provides parking locations throughout downtown for motorcycles, motor scooters, and mopeds. The program started with free parking at five designated locations throughout downtown Cincinnati. Due to rising gas prices, these vehicles have become increasingly popular throughout Cincinnati. During nice weather, these parking spots are often full and overcrowded requiring additional locations throughout the city. [iii]

There are more than 30,000 parking spaces in privately and city owned and operated off-street parking facilities throughout downtown Cincinnati and Northern Kentucky. The city of Cincinnati operates three parking facilities that provide a $1 parking rate per hour along with other privately and city owned facilities ranging from $1 to $7 per hour. These parking facilities will often raise prices during special events such as home sports games, concerts and festivals.

PRIVATE ROADWAY TRANSPORTATION PROVIDERS

In addition to publicly-operated bus systems, private businesses provide transportation services within the OKI region and trips to other major metropolitan areas.

Private Bus Companies

Figure 14-2: Megabus in Downtown Cincinnati
Source: www.yelp.com.

Greyhound Bus Line and Megabus provide intercity bus service and connect the region with other metropolitan areas around the United States. The Greyhound Bus Line station is located in downtown Cincinnati. Megabus does not have a station but uses on-street boarding locations in downtown Cincinnati and provides service to Chicago, Columbus, Indianapolis and Pittsburgh.

Zipcars

In 2011, the University of Cincinnati became the first institution in the region to provide zipcar services. Zipcar provides a reliable transportation option by renting out a vehicle per hour or by day. The rates range between $7 and $8 per hour and $66 per day. Rates include gas, insurance and 180 miles free per day. There are two locations on the University of Cincinnati campus, one off Jefferson Avenue with a Ford Focus and Honda Insight Hybrid, and the second location in front of McMicken Hall including another Ford Focus and a Mazda 3. Members are given a Zipcard which provides access to any Zipcar around the world. Most locations use a reservation system for Zipcar usage.

Taxicabs

Numerous taxicab companies serve the OKI region. In 2009, it was reported that 439 taxicab and limousine firms operated in the OKI region.

Figure 14-3: Taxi Pick-Up at Sawyer Point Building in Downtown Cincinnati

At the time of this plan's update, Cincinnati was proposing a number of changes to the city of Cincinnati's taxicab regulations. Changes proposed include amending the fare schedule, increasing the number of permanent and temporary/part-time taxi stands in the city, requiring more handicap accessible vehicles, accepting credit card/ electronic payments, and changing the city's administrative structure for increased insurance and inspection requirements. The city's goal is to put into place "a framework to improve taxicab service in Cincinnati [that will serve as] more than just a means [to get] from point A to point B, [but also make] taxicabs readily accessible for all who want to take advantage of them, including the increasing number of [people] with limited mobility."

Pedicab

Since 2010, pedicabs have been a resource for short distance travel in and around downtown Cincinnati, Newport and Bellevue. Pedicabs are bike taxis that have been popular in other major urban areas throughout the United States including Austin, New York City, Boston and San Francisco.

Figure 14-4: Pedicab in Downtown Cincinnati
Source: Draft Plan Cincinnati, April 2012.

Pedicabs travel on roadways just as any other vehicle and are inspected by each city in which they operate. They can carry two to three passengers and include seat belts and a canopy so that they are able to continue operating in rainy or colder weather conditions.

Currently, there is one pedicab operator in the OKI region: J-Rides. The bike taxis take revelers and residents alike between the different areas of the river basin for little or no charge. The drivers, who work mostly for tips, work under contract to operate a J-Rides pedicab and receive training and licensing. J-Rides can also be used for longer rides including tours of the area with rates starting at $25 for 30 minutes.

AIR TRAVEL

The OKI region has an extensive aviation system that includes a complex array of airspace, flight paths and multiple facilities that support air travel. Due to the fact that airports can be significant traffic generators, one aspect of

air travel's role in the transportation planning process is the consideration of airport impacts on the surface or roadway network.

This plan includes two such surface improvements that have direct impact on one of the region's air travel related locations. Transportation Improvement Program (TIP) project number 6-800.20 programs $25.31 million to improve the I-275/KY 212 Interchange and reconstruct KY 20 near the Cincinnati/Northern Kentucky International Airport (CVG). The other project is 2040 Plan identification number 520. This project recommends that $3.13 million be used to construct a Transit Hub near CVG as part of TANK's proposed suburban transit hub network. Although other project recommendations included in this plan may not directly address air travel, their end result may benefit commerce, freight shipments, and the general public.

Airport Facilities

The OKI airport system serves all forms of air travel. General aviation activities occurring throughout the OKI region include corporate flight departments, pleasure flying, medivac, gliding and skydiving. The bulk of these operations take place at 29 smaller, reliever private facilities and other general aviation airports across the region which are shown in Figure 14-5. Campbell County is the only OKI county which does not contain an airport of any size, public or private.

Figure 14-5: Privately-Owned Airports in the OKI Region

State	County	City	Facility Name
Ohio	Butler	Mc Gonigle	Hogan
Ohio	Butler	Okeana	King Knoll
Ohio	Butler	Oxford	Hillcrest
Ohio	Clermont	Amelia	Humphries Rotordrome
Ohio	Clermont	Bethel	Kelch
Ohio	Clermont	Felicity	Utter Field
Ohio	Clermont	Goshen	Antique Acres Airpark
Ohio	Clermont	Goshen	Hallelujah Field
Ohio	Clermont	Goshen	Obannon Creek Aerodrome
Ohio	Clermont	New Richmond	Boober
Ohio	Clermont	Owensville	Clearwater Airpark
Ohio	Clermont	Williamsburg	Creager
Ohio	Hamilton	Harrison	Raylene
Ohio	Hamilton	North Bend	Lost Bridge
Ohio	Warren	Loveland	Rohrer
Ohio	Warren	Mason	Collins-Flege Airpark
Ohio	Warren	Morrow	Buena Vista Farm
Ohio	Warren	Morrow	Frith
Ohio	Warren	Morrow	Maplewood Orchard
Ohio	Warren	Waynesville	Air Jordan
Ohio	Warren	Waynesville	Red Stewart Airfield

State	County	City	Facility Name
Kentucky	Boone	Florence	Estes
Kentucky	Boone	Petersburg	Sunrise Acres
Kentucky	Boone	Verona	Madi's Meadows
Kentucky	Boone	Verona	Mueller Farm
Kentucky	Boone	Verona	Ryan Field
Kentucky	Kenton	Independence	Caintuckee
Indiana	Dearborn	Farmers Retreat	Pruss
Indiana	Dearborn	Moores Hill	Josephs Field

Source: http://www.faa.gov/airports/airport_safety/airportdata_5010/

There are nine publicly owned airports in the OKI region. Figure 14-6 identifies these airports and shows their annual operations or number of flights and what type of flights originate from their facilities. The region has only two airports that contain an air traffic control tower – Cincinnati Municipal Lunken Field and CVG.

Figure 14-6: Major Regional Publicly-Owned Airports Annual Operations

Facility Name	Air Carriers	Air Taxis	Local*	Itinerant**	Military	TOTAL	Date^
Butler County Regional	0	12,600	16,537	32,550	0	61,687	7/23/2010
Middletown Regional / Hook Field	0	3,600	17,800	18,600	50	40,050	6/25/2010
Miami University	0	100	14,438	2,160	10	16,708	5/6/2010
Clermont County	0	550	20,000	10,000	100	30,650	4/28/2010
Cincinnati Municipal Lunken Field	49	12,417	10,668	41,870	507	65,511	12/31/2010
Cincinnati-Blue Ash	0	742	25,788	8,250	220	35,000	8/1/2011
Cincinnati West	0	4,175	23,652	2,360	10	30,197	7/28/2011
Lebanon-Warren County	0	500	25,000	6,000	25	31,525	7/22/2009
Cincinnati/Northern Kentucky International	71,741	93,485	0	4,883	89	170,198	6/30/2011
TOTAL	**71,790**	**128,169**	**153,883**	**126,673**	**1,011**	**481,526**	

**General aviation operating in the local traffic pattern or within a 20-mile radius of the airport.*
***General aviation operations (excluding commuter or air taxi) not qualifying as local.*
^Data provided for 12 months ending on this date.
Source: http://www.gcr1.com/5010web/.

Cincinnati/Northern Kentucky International Airport

CVG is the primary airport of the OKI region. However, the airport has been battered by a series of cutbacks by Delta Air Lines over the past seven years including a hub realignment by Delta in 2005 which has led to huge decreases in operations and passengers at CVG.

In 2005, 22.7 million annual passengers used the airport and there were more than 11.4 million enplanements at CVG, ranking it the 22nd busiest airport in the United States. In 2010, the airport's annual passenger load has

dropped to 7.9 million.

In June 2011, CVG offered nonstop service to 52 US cities, down from 130 cities in 2005. Since its peak year in 2005, CVG daily departures have decreased from 673 to 191 in 2011. In addition, CVG now offers nonstop service to just one destination in Europe – Paris – down from five European destinations in 2005.

As daily flights and international destinations have dwindled, local companies are becoming more concerned for their employees who do business around the globe. This has fueled concerns that flight reductions are impeding the region's economic development. The loss of passenger air service is a common phenomena amongst middle-tier and smaller airports.

In lieu of all this bad news related to CVG passenger service, air freight has been a positive growth opportunity for CVG. With the return of DHL's hub operation to CVG in 2009, total freight at CVG increased 190 percent (137,837 tons in 2009 to 400,278 tons in 2010). Additionally, DHL has recently expanded its warehouse/cargo handling facility at the airport.

In another positive action, CVG management is updating their airport master plan which will provide a 20-year recommended program of projects to meet airport demand under different market scenarios. The plan update is scheduled for completion in the fall of 2012. In the update, CVG is re-visioning itself as a regional airport servicing the needs of the Greater Cincinnati Northern Kentucky area versus the international hub it was in the not too distant past. CVG is making financial investments to maintain a state-of-the-art facility with amenities customers demand in today's air travel market such as IT work stations, restaurants and comfortable waiting areas. Terminals are being downsized so that only needed structures are being put to use. The target is to not only reduce overall maintenance and operation costs, but more importantly, simplify and facilitate more efficient visitor accessibility.

Heliport and Gliderport Facilities

Helicopter (rotocraft) operations, which are a small portion of the overall air traffic, have begun to increase in the OKI region. Currently, there are 32 heliports in the OKI region (Figure 14-7). This number represents a growth in heliports of 66 percent since 2008. A number of heliports are primarily associated with area hospitals. Eleven provide a landing facility used for medical purposes. There is only one reported heliport which is publicly owned and is located in Lebanon near the Ohio Department of Transportation's District 8 offices. The others are privately owned and for private use.

Figure 14-7: Heliports in the OKI Region

State	County	City	Facility Name*
Ohio	Butler	Fairfield	B & W Metals Company
Ohio	Butler	Hamilton	Fort Hamilton Hospital*
Ohio	Butler	Mason	University Pointe Medical Office Building
Ohio	Butler	Oxford	McCullough Hyde Hospital*
Ohio	Clermont	Amelia	Whalen
Ohio	Clermont	Loveland	C.C.A.
Ohio	Hamilton	Blue Ash	Belcan
Ohio	Hamilton	Blue Ash	Galenstein Park
Ohio	Hamilton	Cincinnati	9 Newport
Ohio	Hamilton	Cincinnati	Brown
Ohio	Hamilton	Cincinnati	Christ Hospital
Ohio	Hamilton	Cincinnati	Good Samaritan Hospital*
Ohio	Hamilton	Cincinnati	Good Samaritan Medical Center*
Ohio	Hamilton	Cincinnati	Green
Ohio	Hamilton	Cincinnati	Horizons
Ohio	Hamilton	Cincinnati	The Jewish Hospital
Ohio	Hamilton	Cincinnati	University Hospital/SICU*
Ohio	Hamilton	Forest Park	Hamilton County Sheriff's Patrol
Ohio	Hamilton	Indian Hill	C.C.A.
Ohio	Hamilton	Indian Hill	Gallenstein
Ohio	Hamilton	Montgomery	Bethesda North Hospital*
Ohio	Hamilton	Sharonville	Valley Asphalt
Ohio	Warren	Lebanon	Public Heliport near ODOT District 8
Ohio	Warren	Middletown	Atrium Medical Center*
Ohio	Warren	Morrow	Cow Chip Creek
Kentucky	Boone	Burlington	West
Kentucky	Campbell	Fort Thomas	St. Elizabeth-Ft. Thomas Hospital*
Kentucky	Campbell	Highland Heights	Midwest Communication
Kentucky	Kenton	Covington	Fidelity
Kentucky	Kenton	Edgewood	St. Elizabeth Medical Center South*
Kentucky	Kenton	Erlanger	Works
Indiana	Dearborn	Lawrenceburg	Dearborn County Hospital*

**Landing facility is used for medical purposes.*
Source: http://www.faa.gov/airports/airport_safety/airportdata_5010/.

There is only one reported gliderport in the OKI region. It is the Caesar Creek private gliderport located in the city of Waynesville in Warren County.

There is only one reported gliderport in the OKI region. It is the Caesar Creek private gliderport located in the city of Waynesville in Warren County.

RIVER FERRY SERVICE

Anderson Ferry Boat Inc. operates an automobile ferry service on the Ohio River between the foot of Anderson Ferry Road in Hamilton County and River Road (KY 8) in Boone County near the Kenton-Boone County line. The Anderson Ferry operates every 15 minutes Monday through Friday from 6:00 a.m. until 9:45 p.m., on Saturday and holidays from 7:00 a.m. until 9:30 p.m. and on Sunday from 9:00 a.m. until 9:45 p.m. The cost per automobile is $4.00 per river crossing. The ferry transports an average of 400 to 500 vehicles across the river per day. Due to the absence of river crossings in that area, the ferry is also important for transporting bicyclists for a charge of $1.00. The fare for pedestrians is 50 cents. The ferry is also on the route of the trans-continental American Discovery Trail.

Figure 14-8: Anderson Ferry

SUMMARY

Congestion is a problem for which both the cause and solution are influenced by the cumulative effect of individual choices. By taking initiatives to encourage employees to commute more frequently by rideshare or transit, employers in both the public and private sectors can help reduce congestion.

For Ridesharing to expand, incentives are needed to offset the flexibility, independence and overall appeal of SOV travel. As reported by the U.S. Census, carpools accounted for about 10 percent of regional work trips in 2000. To change travel behavior, the public sector must take the initiative to promote rideshare to the general public and employers. For the public sector, the cost of promotional efforts should be surpassed by the widespread benefits of reduced SOV travel.

In the wake of Delta Airline's downsizing of its hub operations, increasing flight activity at CVG is a vital economic development and transportation priority for the region and of the utmost importance.

---

i. Telework Research Network, June 2011
ii. http://www.downtowncincinnati.com/PlanYourVisit/Parking/ParkingMeters.aspx
iii. http://www.cincinnati-oh.gov/twowheeler/
iv. http://www.downtowncincinnati.com/PlanYourVisit/Parking.aspx
v. http://www.zipcar.com/universities/
vi. U.S. Census County Business Patterns, 2009 and U.S. Census Non-Employer Statistics, 2009
vii. Quote provided to WVXU by Cincinnati City Council Member Wendell Young on May 3, 2012
viii. http://www.urbancincy.com, October 13, 2010 online article