

## Intelligence

### **Free Bus Service Attracts a Significant Number of Employees Away From Single Occupant Commuting; Privately Funded**

*San Ramon, CA*

A privately funded free bus service to serve employees at a 585-acre business park has attracted a significant number of single occupant vehicle commuters. The Bishop Ranch Transportation Center in San Ramon, CA, recently reached a significant milestone when the free bus service logged its 2 millionth passenger trip. In a 2006 survey, 35% of the 30,000 employees at Bishop Ranch said that they commuted using public transportation, ride sharing, or bicycling. Of the bus riders, nearly 70% reported having driven to work solo prior to riding the bus.

The 585-acre business facility consists of 550 companies housed in 45 buildings at 11 different complexes. Every year, the Transportation Center distributes 4,000 free passes to employees of the park. Each pass is good for a 6-month period, with a re-enrollment period in February and March.

Funding is provided by the Sunset Development Company as well as Chevron Corporation and the San Ramon Marriott Hotel, and transit operations are overseen by the Transportation Association. The free service is provided as a benefit to commuters as well as an opportunity to reduce traffic congestion and improve



*The interior of a bus used for the free service in San Ramon, CA. (Photo: Courtesy of Bishop Ranch Transportation Center)*

the environmental quality of the San Ramon Valley.

The buses are luxury coaches with spacious and comfortable accommodations. They circulate throughout the complex and connect with transit hubs such as the Altamont Commuter Express (ACE) and the Walnut Creek and Dublin stations of the Bay Area Transit Authority (BART) systems.

Use of the service has increased in recent years, with a 12% jump in growth in 2006 alone.

While the impact on traffic levels and benefits to the environment were cited as reasons employees take advantage of the free service, the financial savings and reduction in stress were found to be the biggest incentives. On average, bus riders in the system have been shown to save about \$1,000 a year.

For additional information, contact Marci McGuire, Bishop Ranch Transportation Center, tel. (925) 830-0101, e-mail: [marcibrtc@bishopranch.com](mailto:marcibrtc@bishopranch.com).

### **Zipcar and MBTA Partner to Expand Car Sharing Program at "T" Locations**

*Boston, MA*

Zipcar and the Massachusetts Bay Transportation Authority (MBTA) announced in March an expansion of their 5-year-old partnership to make car sharing services available at 12 "T" locations.

MBTA and Zipcar initiated a partnership in 2002. Under the new arrangement, 20 additional spaces will become available at eight different stations along the three lines. For the first time, Zipcars will be available at locations outside of Boston.

The goal of the program is to allow greater reliance on public transportation by making Zipcars available for the "last mile" of travel. Other benefits of the partnership will include joint marketing and promotional activities as well as website integration. Zipcar's web reservation system now will include "T" maps, locations, and other details of service.

Zipcar has a strong presence in Boston,



*A zipcar in Boston. (Photo: Courtesy of Zipcar)*

with more than 550 vehicles available at over 250 locations in the metropolitan area. Typically, at the rail locations where Zipcar has a presence, one or two cars are available in conveniently located transit parking lots.

A recent survey of Zipcar members in the Boston area found that 96% are regular "T" riders. Members report a 46% average increase in use of public transportation once they join the program. Almost 60% of members surveyed said that having access to cars at train stations was a key factor in their decision to join.

Zipcar members say they drive, on average, 4,000 fewer miles each year and save more than \$435 each month as compared to when they owned a private vehicle. A full 40% of members report that Zipcar membership resulted in their getting rid of a car or putting off the purchase of one. Based on that response, Zipcar estimates that its services have resulted in 5,000 fewer vehicles on the streets of Boston.

For more information, visit [www.zipcar.com](http://www.zipcar.com) or contact Adam Brophy, e-mail: [abrophy@zipcar.com](mailto:abrophy@zipcar.com).

### **Census Transportation Planning Package 2000 Provided by Bureau of Transportation Statistics Web Site; New Three-Dimensional Table Constructed**

*Washington, DC*

The Bureau of Transportation Statistics (BTS) has posted the Census Transporta-

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