

FINDINGS: Carpool

Most people don't choose one mode and have experience using multiple options.

We may not need to change behavior so much as support behaviors people are already doing to make them choose it more.

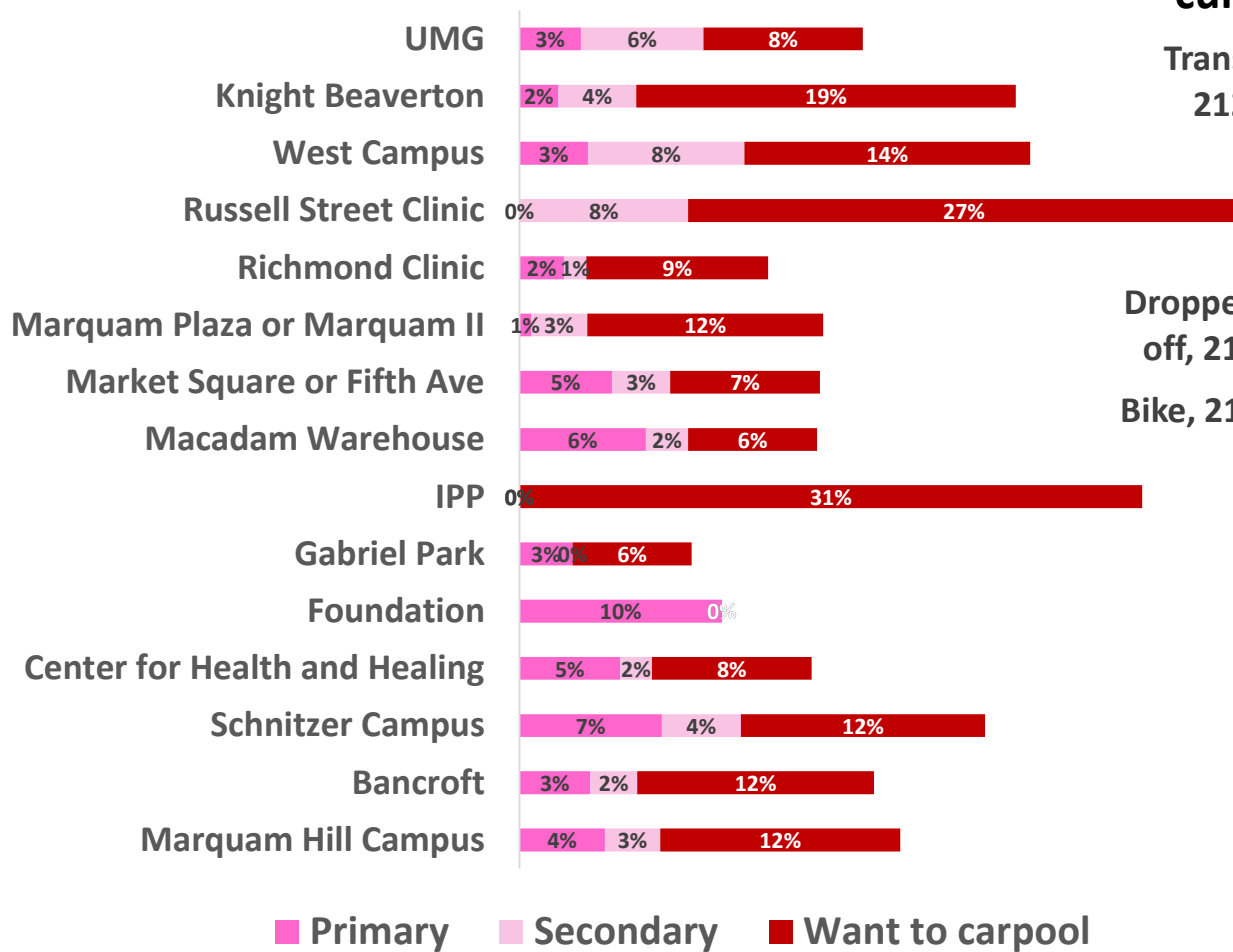
RECOMMENDATION 9

Upgrade carpool matching technology

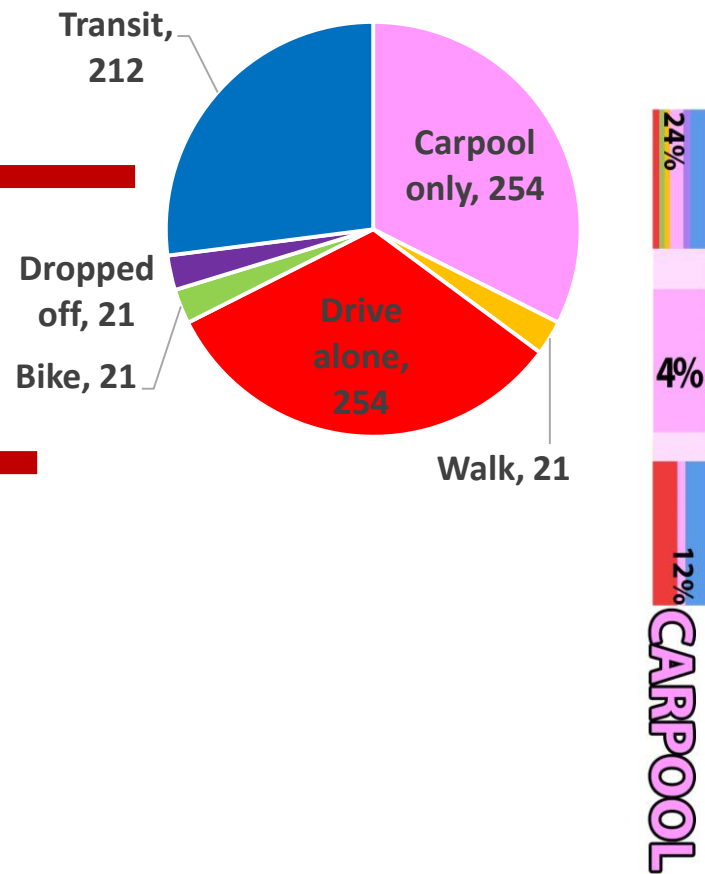
Southwest Portland and outer Southeast Portland are two opportunity areas for transit and carpool. Work with TriMet and ride-matching services to move people into the modes they desire to take.

RELATED: Carpool profile, Marquam Hill results, Driving profile

Carpool by work site



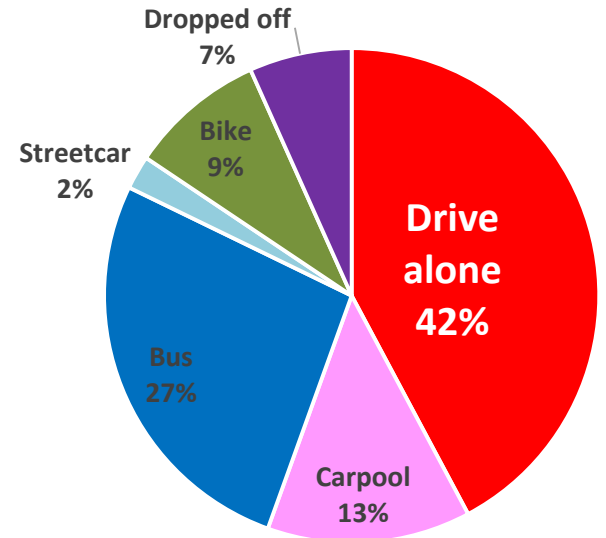
What secondary modes do current carpoolers use?



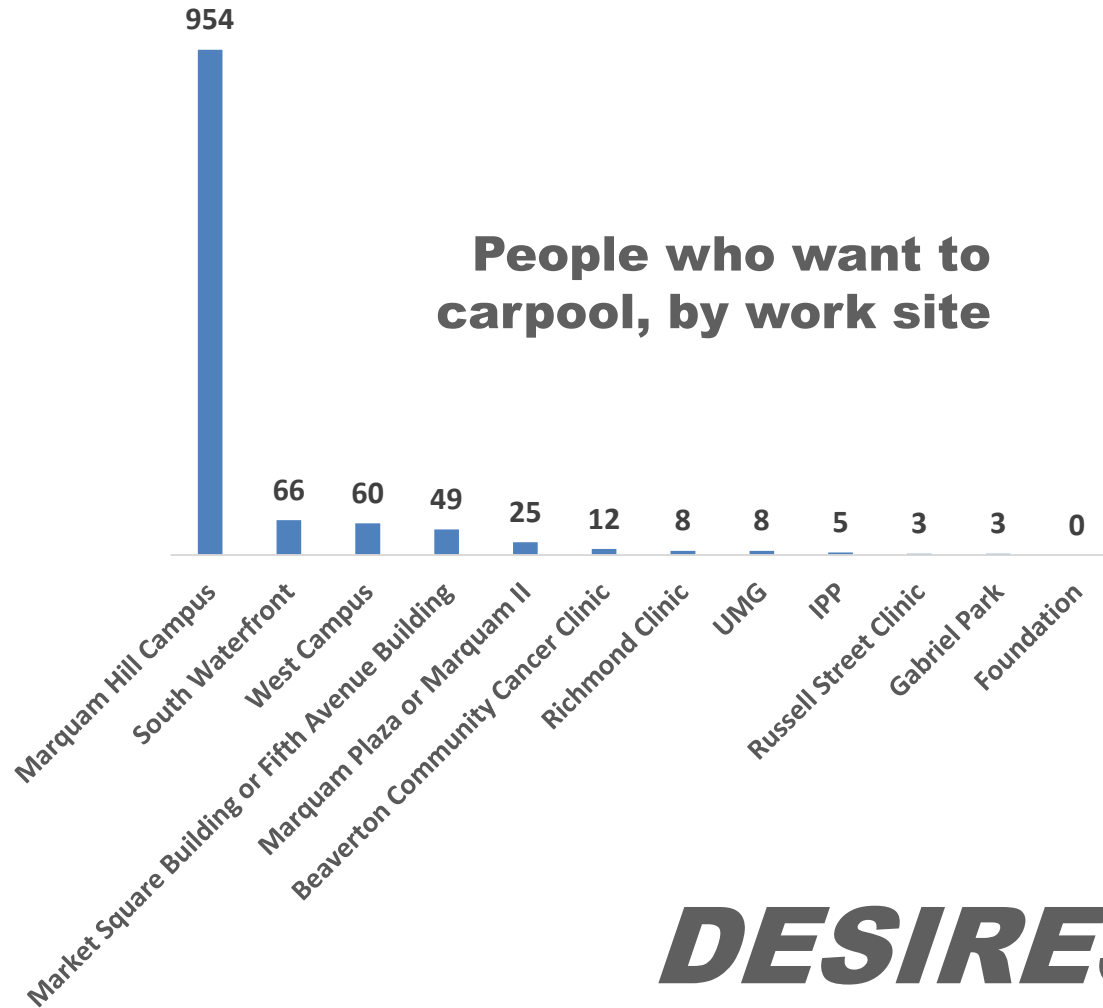
CURRENTLY CARPOOLS

COMMUTER PROFILES

Primary mode of people who want to carpool but feel unable



People who want to carpool, by work site



DESIRES CARPOOL COMMUTER PROFILES