Ride Share Analysis 2019

November 2019
This analysis is a subsection of the Transportation Census. Results are based on the 2019 survey unless noted.

1,785 respondents, selected by random sample
11 work sites
81 total possible questions
30 questions seen by each respondent on average
13 minute average completion time

Plans referenced in this document are available at: www.ohsu.edu/transportation.

Summary of limitations
• 5% margin of error.
• Non-employee commuters not represented.
• Commuters may take multiple modes in one trip.
• Primary mode captures mode traveled farthest, not mode arriving on campus.

KEY TERMS
How terms are defined for the purpose of this report.

Car share: Short term rental vehicles acquired on street by the driver (example: Zipcar).

Carpool: Trip where at least two travelers in one vehicle are both traveling to a destination (example: Scoop). A Lyft with one passenger is not a carpool while a Lyft with two passengers is a carpool.

Ride share: For the purpose of this report, ride share includes both carpool and ride hail.

Ride hail: The driver does share an end destination on the route (example: Lyft).

Work site: A building or collection of buildings that can generally be considered a single commuter destination.
KEY FINDINGS

❤️❤️❤️ 1,570 people carpool (9%)
❤️❤️❤️❤️ 1,040 people primarily carpool (7%)
❤️❤️❤️❤️ 544 people primarily are dropped off (3%)
❤️❤️❤️❤️❤️ 2,194 people are dropped off (13%)

In total, 1 in 10 people primarily share a ride.

RECOMMENDATIONS
The analysis identified six opportunities to improve ride share access.
page 4

NETWORK
Twice as many people want to carpool as do. NW Beaverton is a hot spot.
page 5

PROGRAMS
OHSU factors strongly in choosing ride share and not choosing driving alone.
page 6

LEARNING
Carpool is most popular for employees who have traveled to OHSU for over 10 years.
page 7

EXPERIENCE
Carpools enjoy their journey more than people who drive alone. The arrival experience averages between neutral and good.
page 8

BARRIERS
Most modes have a single strong barrier. Ride share poses many, lesser barriers.
page 9

SECONDARY OPTIONS
Work schedule prevents people who sometimes share a ride from doing so more frequently.
page 10

TIME
Rush hour is most popular for people who share a ride and people who want to. Night issues were uncommon.
page 11

DAILY
Drivers mostly have long term permits and park on week days.
page 12

Carpools increased by nearly 75% in 2019.
As a part of the total mode split, carpools increased from 4.0% to 6.9%.

OHSU employees carpool less than Portlanders generally.
Health care organizations tend to carpool less than the surrounding community, largely due to shift schedules.

If everyone who wanted to carpool did, carpooling would double.

<table>
<thead>
<tr>
<th>Ride share association</th>
<th>respondents</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>primarily carpools</td>
<td>251</td>
<td>5%</td>
</tr>
<tr>
<td>secondary carpool</td>
<td>79</td>
<td>2%</td>
</tr>
<tr>
<td>wants to carpool</td>
<td>530</td>
<td>11%</td>
</tr>
<tr>
<td>primarily dropped off</td>
<td>130</td>
<td>3%</td>
</tr>
<tr>
<td>dropped off secondary</td>
<td>281</td>
<td>6%</td>
</tr>
<tr>
<td>wants to be dropped off</td>
<td>133</td>
<td>3%</td>
</tr>
<tr>
<td>no carpool or drop off association</td>
<td>3589</td>
<td>72%</td>
</tr>
</tbody>
</table>
Outer NW is a hub with growth potential.
Ride share is varies widely by neighborhood. North Beaverton in particular has demand for carpools and only a moderate count of people who actually carpool. Meanwhile, even more respondents in neighboring Bethany wanted to carpool while a significant number already did.

Page 5

Ride share is not ready for weekends.
Saturday and Sunday demand is currently low. This may mean drop off programs could pilot weekend hours without significant increases in resources but this same result is a barrier to demand-dependant programs like dynamic carpool.

Page 6

Match drivers with long term permits.
Respondents overwhelmingly reported having long term parking arrangements vs short term arrangements. Expanding the pool of drivers may necessitate moving more daily parking carpool drivers into long term parking.

Page 6

Maintain OHSU programs.
People who carpool said OHSU programs made them more likely to carpool by at a rate five times that of driving alone. People who are dropped off scored similarly.

Page 7

Upgrade parking for people who carpool.
The carpool journey experience was rated good or very good by 74% of respondents. However only 25% rated the destination experience good or great with "neutral" being the dominant response. Options to exceed expectations include new carpool parking products and dedicated space on campus.

Page 9

Focus on long time employees on the move.
People employed at OHSU over 10 years scored highly for carpooling, as well as people with long time permits. This is the inverse of trends in transit, biking and walking. A way to catch someone when they are "starting fresh" but also a long time employee would be to market to them when they are moving to a new home address.

Page 8

See the 2019 Transportation Census for more recommendations.
Neighborhoods where people want carpool or only take it sometimes are an opportunity for growth.

Carpool opportunity areas include:
- inner southwest (Multnomah Village)
- southeast (Woodstock, Sellwood)
- west of Portland (North Beaverton, Bethany)

Ride share by Zipcode
2018 to 2019
OHSU programs factors strongly in choosing ride share over driving alone.

OHSU has a variety of programs, facilities, policies, rewards and locations that may affect a commuter’s use of a travel mode. People were asked if OHSU factors caused them to use the mode more, less or if OHSU had no effect.

Both groups of respondents were significantly less likely to drive alone due to OHSU factors. This is common among travel modes but particularly notable for carpool because many carpoolers have cars and permits, making

PEOPLE DROPPED OFF

People dropped off are influenced by the transit program. People who carpool are mostly not.

45% of drop off commuters say OHSU makes them more likely to take transit. This result does not carry over to carpool commuters who appear to have a weaker relationship to transit.

Carpool commuters say they’re unlikely to be recruited to non-carpool options based on OHSU factors.
LEARNING RIDE SHARE

Carpool is strongest among long time employees. This runs contrary to trends with all other options other than driving alone and telecommuting.

People in mid-career scored lowest on all ride share options. This is the demographic for which transit, biking and walking are particularly popular.

HOW PEOPLE CARPOOL

How many people are in the carpool?
88% are 2 person carpools
12% are 3 person carpools

Do you drive or ride?
36% drive
45% ride
18% frequently either

HOW PEOPLE ARE DROPPED OFF

Who drops you off?
93% personal acquaintance

55% of drivers are also commuting to work.
7% park on campus
The ride share experience exceeds driving alone but still has room for improvement.

While respondents largely rated their experience between neutral and good, less than 20% of respondents gave ride share their highest rating in most regards, with the exception being the carpool journey.

People who carpool enjoy riding with others (the journey).

This is a result that may be of interest to people who drive alone and are unhappy on the journey to work.

Meanwhile, the destination is both rated lower and more directly influenced by OHSU programming. Opportunities to improve the arrival experience include new parking permit products and dedicated facilities.

| JOURNEY: How would you rate your experience with traveling this commute, including carpooling, traffic, street quality, and wayfinding? |
| DESTINATION: How would you rate your experience with end of trip facilities for this commute, including location, the facility and cost? |

---

**EXPERIENCE**

CARPOOL AND DROPPED OFF

<table>
<thead>
<tr>
<th></th>
<th>CARPOOL (journey)</th>
<th>DROPPED OFF (journey)</th>
<th>CARPOOL (destination)</th>
<th>DROPPED OFF (destination)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY POOR</td>
<td>0% 2% 5% 2%</td>
<td>4% 5%</td>
<td>12% 12%</td>
<td></td>
</tr>
<tr>
<td>POOR</td>
<td>22% 38% 47% 41%</td>
<td>22% 38% 47% 41%</td>
<td>22% 38% 47% 41%</td>
<td></td>
</tr>
<tr>
<td>NUETRAL</td>
<td>38% 47% 41% 40%</td>
<td>38% 47% 41% 40%</td>
<td>38% 47% 41% 40%</td>
<td></td>
</tr>
<tr>
<td>GOOD</td>
<td>40% 40% 34% 29%</td>
<td>40% 40% 34% 29%</td>
<td>40% 40% 34% 29%</td>
<td></td>
</tr>
<tr>
<td>VERY GOOD</td>
<td>14% 19% 15%</td>
<td>14% 19% 15%</td>
<td>14% 19% 15%</td>
<td></td>
</tr>
</tbody>
</table>
Most modes have a singular strong barrier. Ride share poses a variety of lesser barriers.

When all census respondents were presented with a range of barriers, carpool led by time of shift, confusion/complication, and habit with drop off close behind. However, only a third of respondents cited ride share with each specific barrier.

Each of the other travel options had at least one barrier that affected 51% of respondents and in one instance, 86% (telework and “job prevents me from trying”).

Ride share barriers have a pattern of thirds. Presented with any one barrier to ride share, two thirds of respondents say that barrier doesn’t affect them. Present several barriers, and ride share becomes a complex issue requiring a variety of solutions.

What prevents you from taking the following modes?

Some 1 in 4 respondents haven’t tried carpool or being dropped off simply due to habit.

1 in 3 are prevented from ride share by shift time, and nearly as many by commute length in time.
What prevents people who sometimes share a ride from sharing a ride more?

**Work schedule** factors strongest.

**Travel time** was weighted most positively between the “more likely” votes vs the “less likely” votes while exercise weighed most negatively.

People choose ride share when transit takes too long and choose to bike or run when they want to **exercise**.

Ride share outperforms driving alone for community-centered concerns such as **environmental impact and traffic or parking congestion**.

---

**What makes you choose ride share?**

- Exercise / wellness
- Job related restriction
- Midday trip
- Cost
- Environmental impact
- Traffic or parking congestion
- OHSU programs
- Safety / security
- Adjacent student / staff
- Food needs
- Family care needs
- Work schedule
- Weather
- Travel time

- **More likely**
- **Less likely**
- **Drive alone**
**Drivers overwhelming had long term OHSU parking permits.**

This supports the trend that, unlike other alternatives to driving alone, people who carpool aren't necessarily newer employees. Driving a carpool means car ownership, and optimally pre-arranged parking and a reliable schedule. All these factors favor long time employees over new employees.

**Ride share demand is relatively steady across weekdays yet minimal on weekends.**

The below chart combines the previous two years of data. The far left column represents people who cite ride share as their overall primary or secondary mode or simply want more access to ride share. The bottom break out is the mode people cited that specific day of census.

### CARPOOLS AND DROP offs by day

May 2019  
Actual respondents

<table>
<thead>
<tr>
<th>Day</th>
<th>Carpool</th>
<th>Drop off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Monday</td>
<td>36</td>
<td>73</td>
</tr>
<tr>
<td>Tuesday</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Wednesday</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td>Thursday</td>
<td>53</td>
<td>39</td>
</tr>
<tr>
<td>Friday</td>
<td>13</td>
<td>7</td>
</tr>
</tbody>
</table>

---

**Week of census (2018, 2019)**

<table>
<thead>
<tr>
<th>Day</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>8</td>
<td>57</td>
<td>62</td>
<td>62</td>
<td>52</td>
<td>13</td>
</tr>
<tr>
<td>Monday</td>
<td>4</td>
<td>47</td>
<td>56</td>
<td>51</td>
<td>51</td>
<td>11</td>
</tr>
<tr>
<td>Tuesday</td>
<td>34</td>
<td>198</td>
<td>211</td>
<td>204</td>
<td>205</td>
<td>194</td>
</tr>
<tr>
<td>Wednesday</td>
<td>1</td>
<td>70</td>
<td>80</td>
<td>84</td>
<td>81</td>
<td>73</td>
</tr>
<tr>
<td>Thursday</td>
<td>3</td>
<td>3</td>
<td>40</td>
<td>44</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>Friday</td>
<td>5</td>
<td>6</td>
<td>19</td>
<td>22</td>
<td>25</td>
<td>16</td>
</tr>
<tr>
<td>Saturday</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

---

**Carpool Drivers**

<table>
<thead>
<tr>
<th>Question</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have or split the cost of an OHSU long term single driver permit.</td>
<td>14</td>
</tr>
<tr>
<td>I have or split the cost of an OHSU long term carpool permit.</td>
<td>10</td>
</tr>
<tr>
<td>I have non-OHSU parking.</td>
<td>7</td>
</tr>
<tr>
<td>Other (3 West Campus, 1 overnight).</td>
<td>6</td>
</tr>
<tr>
<td>I purchase or split an OHSU day pass.</td>
<td>3</td>
</tr>
<tr>
<td>I do not handle or share the cost of parking.</td>
<td>2</td>
</tr>
</tbody>
</table>
Ride share respondents report night access issues at half the rate of transit riders.

This probably speaks to the success of Lyft Off. Transit riders continue to experience issues at nearly double the rate of ride share users.

Night access to transit will have to be improved to maintain transit ridership in the evening and early morning.

Respondents who primarily use ride share reported slightly more night access issues than people who drive alone.