



Vice President for Campus Planning, Infrastructure, and Facilities
 230 Sterrett Dr., Suite 112 (0127)
 Blacksburg, Virginia 24061

STUDENT ORGANIZATION SUSTAINABILITY INITIATIVE PROPOSAL FORM

Part I- General Information:

Name of Student Organization	UAP 3354: Environmental Policy & Planning
Contact/Responsible Person	Lora Callahan and Liv Lininger
Contact Office Held/Title	
Contact Email Address	loracallahan@vt.edu livl@vt.edu
Contact Telephone Number	434-426-0198 803-322-2356

Part II- Project Cost Information

Estimated Cost of this Proposal See III.C. below

Estimated Savings - See III.D. below

Net Cost of this Proposal =

Part III- Supporting Information

A. Please describe your sustainability initiative and attach supporting documentation.

The proposal is two parts:

1. Increase carpool parking spots in high-traffic/desirable areas. The first phase is to implement ten new/additional carpool spots in locations as determined by Transportation Services. The locations will be determined based on the results of Transportation Services' 2021 Parking Satisfaction Survey, which will be administered early in the spring semester.
2. Design and execute an advertising campaign focused around the carpool permit and its incentives. Through building awareness of the carpool permit, students and employees can learn of the economic and environmental benefits of carpooling. Incentives include:
 - a. earlier access to purchase of the carpool pass, thus ensuring a spot;
 - b. access to preferred parking spots;
 - c. lower annual permit cost;
 - d. access to a carpool matching system; and
 - e. lower personal mileage/gas expenses.

B. How does this initiative help to achieve the goals of the Virginia Tech Climate Action Commitment Resolution and Sustainability Plan?

Through increased awareness of the carpool permit pass, the number of single-occupancy vehicles (SOVs) is significantly reduced. This reduction limits gas emissions, supports a sustainable transportation infrastructure, and decreases the materials necessary to construct additional parking garages and structures, in turn limiting pollution runoff in water systems. The more individuals that make the change over to carpooling, the more Virginia Tech can focus on alternative transportation options, while lessening the complications associated with high populated parking.

"On page 59 of the C.A. C. R. S. P. section VIII. Transportation: The use and emphasis on alternative transportation programs to limit the presence of SOVs aligns with the previously stated efforts to increase carpool parking spots in high density/preferable areas located around campus. This initiative would draw greater incentives to purchasing a carpool permit while simultaneously promoting a decrease in SOVs and reducing greenhouse gas emissions annually.

In section IX Behavior and Campus Life, specifically referring to area B3 Develop a Sustainable Living Guide for all new students: the highlighted focus on generating a tangible marketing resource that would reflect the options students have with alternative transportation could be both a beneficial addition to the guide, as well as increase campus awareness of available resources to meet the overall goal of limiting the presence of SOVs on campus."

C. What is the cost of your proposal? Please describe in adequate detail the basis for your cost estimate.

The total cost of our proposal is \$4,000. This cost covers the purchase of and installation of 10 additional carpool signs at \$350/each, and an estimated \$500 in costs associated with the development of the ad campaign.

D. Will your proposal produce cost savings for the University? If so, how much? Please describe in adequate detail the basis for your savings estimate.

Our proposal does not produce any direct savings. Over time, it has the potential to save the University future infrastructure costs by reducing the number of SOVs parking on campus, thereby reducing demand for parking. Fewer cars driving to campus also reduces transportation-related greenhouse gas emissions.

E. Is this funding request for a One-Time need or an Ongoing need (please check one)?

One-time

Ongoing

F. Is funding available for this request from another source? If yes, describe the funding (source, amount, etc.)

Development of the advertising campaign will be handled by university staff. The in-kind contributions for this effort are estimated to be \$500.

**STUDENT ORGANIZATION SUSTAINABILITY INITIATIVE PROPOSAL FORM
(Continued)**

Part IV- Requestors/Reviewers

Prepared By Lora C. and Liv L.

Date 11/9/2020

Reviewed By Nick Quint

Date 1/24/2021

Reviewed By (Name of Office of Sustainability Representative) Denny Cochrane

Date 1/24/21

Resources:

- <https://news.vanderbilt.edu/2020/02/03/vanderbilt-launches-app-website-to-encouragesustainable-commute-options/>
- <http://www.cleanairpartnerstx.org/resources/Carpool%20Incentive%20Programs%20-%20EPA.pdf>
- <https://www.rochester.edu/parking/carpool/>
- Interview with Jeri Baker and Nick Quint on 11/9/20