

The Objective of TIMS

The objective of TIMS is to reduce the percentage of Cornell single-occupancy vehicle (SOV) commuters, regardless of whether Cornell's population grows or not. It is not so important which alternative mode of transportation is chosen by any given commuter, but that it is an alternative to an SOV.

Principles of TIMS

The following principles have guided the development of the TIMS:

1. Impact prevention is preferable to impact treatment
2. Moving people, not vehicles, is the focus
3. Choice will be more effective than compulsion
4. Strategies will be more successful when they are monitored and periodically adjusted
5. SOV alternatives are more sustainable and preferable for the campus, adjacent neighborhoods and the environment

The Strategies

Following is a summary of the primary strategies. Together they provide a full range of commuting choices for the Cornell community that will enhance campus sustainability efforts and have a positive effect on livability in neighborhoods adjacent to Cornell. These strategies are not necessarily listed in order of priority.

1. TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAMS Enhance existing and develop new programs and incentives to encourage the use of SOV alternatives, including:
 - greater emphasis on education and awareness of transportation options available, and the potential to contribute to a more sustainable environment
 - creation of a community-based vanpool program
 - improved Emergency Ride Home program
 - support of the community-based Ithaca Carshare, Inc.
 - enhanced flex-work and telecommuting policies
 - monetary and other tangible incentives for using SOV alternatives
2. TRANSIT SERVICE Work with transit providers to strengthen transit service and make improvements, recognizing financial challenges and the need to evaluate current services for efficiency. Create a positive transit culture at Cornell and in the greater Ithaca area. A particular focus should be on encouraging employees who live more than three (3) miles from campus to ride transit instead of driving.
3. PARK AND RIDE Actively promote and support a community-wide park-and-ride system. This will require close partnership with Tompkins Consolidated Area Transit (TCAT) and other agencies to identify and establish locations and ensure high quality, frequent

transit service with extended hours. Capture Cornell-bound commuter traffic at park-and-ride locations outside the urban core to reduce traffic impacts to adjacent neighborhoods and reduce demand for new commuter parking on campus.

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4. HIGH-OCCUPANCY VEHICLES: VANPOOLS AND CARPOOLS

A. COMMUNITY-BASED VANPOOLS Develop a community based vanpool program in Tompkins County, similar to those offered elsewhere in the nation. Work with TCAT, the Ithaca-Tompkins County Transportation Council (ITCTC), the City of Ithaca, and major employers.

B. CARPOOLS Expand and enhance the existing carpool program by broadening access to support services such as Emergency Ride Home. Make Cornell's ride matching program available to the public.

5. PEDESTRIANS Provide incentives and improve the pedestrian network on campus and in areas adjacent to campus to encourage more people to walk to campus. Particular focus should be on encouraging those who live less than one (1) mile from campus to walk instead of driving.

6. BICYCLISTS Provide incentives and improve the bicycle network on campus and in areas adjacent to campus to encourage more people to cycle to campus. Particular focus should be on encouraging those who live within three (3) miles of campus to cycle instead of driving.

7. LAND USE AND TRANSPORTATION Promote and encourage greater housing choices at a range of prices and in proximity to convenient services, employment, and transit.