

The 2017 Innovation in Governance Awards Program

Contact Information:			
Municipality:	CITY OF SUMMIT, NJ		
Population:	22,019	County:	UNION
Address:	512 SPRINGFIELD AVE.		
City:	SUMMIT, NJ	Zip:	07901
Contact Name:	MICHAEL ROGERS		
Title:	CITY ADMINISTRATOR		
Telephone:	(908) 277-9419	Fax:	(908) 273-2977
Email:	mrogers@cityofsummit.org		

Project Information

Initiative Title:	RIDESHARING TECHNOLOGY AS A PARKING SOLUTION
Description:	an innovation w/ the potential to shape how we think about parking

The judges will be looking for successful innovative efforts by a municipality or a partnership among several municipalities or a municipal/county joint effort. Innovations must have been implemented during the time period June 1, 2016 - September 30, 2017

Project Specific Details: (Please explain your innovation. Include up to 3 supplemental pages if needed.)

- How has this initiative successfully met the local needs of your municipality?
- How have the stakeholders benefited & responded to this initiative?
- Are there any measured savings or program improvements?
- Please include whether the innovation is temporary or permanent
- How can this innovation be replicated in other communities across the state?

Please Attach a Supplemental Sheet(s) Noting the Details of Your Initiative.
(Supplemental Attachments NOT to exceed 3 pages)

Application Deadline: Applications must be received no later than Monday, October 2, 2017. Mail applications to NJLM Innovation in Governance, 222 West State St., Trenton, NJ 08608 or send by email to CBradley@njslom.org

If you have any questions, please contact Ciara Bradley at the League of Municipalities
609-695-3481 ext. 128 or CBradley@njslom.org

The City of Summit Launches First Ridesharing Program in NJ for Residential Commuters

As an alternative transportation option, ridesharing is not new but Summit's program is the first of its kind in New Jersey to use ridesharing technology as a parking solution. This innovation has the potential to shape how municipalities think about and implement parking options in the future.

Overview

The City of Summit has a population of approximately 22,000 residents. It is located in Union County, New Jersey and has been designated as a Transit Village community by the state. The City of Summit and its Parking Services Agency provides a number of parking options for city residents, employees, visitors and non-resident commuters on a daily basis.

The Summit ridesharing program is an innovative congestion mitigation strategy that provides a "last-mile solution" for Summit residents who commute to and from work via the NJ Transit Summit Station, a regional transit hub that accommodates over 3,600 average weekday passengers on the NJ Transit Morris and Essex line.

Summit train station is considered one of the top 15 busiest train stations in New Jersey. A high volume of ridership from the Summit train station perpetuates a significant traffic and parking congestion problem in Summit's downtown neighborhood.

The city developed a dynamic ridesharing program with the purpose to:

- Develop an alternative, reliable means for city resident commuters to get to and from the Summit train station
- Ameliorate the inability of resident commuters to easily access daily parking options near the Summit train station.
- Test the performance of dynamic ridesharing as a tool to provide a parking solution, reduce traffic congestion and stimulate a modal shift to ridesharing
- Determine if a dynamic ridesharing service can serve as an affordable cost alternative to traditional parking infrastructure such as city-owned surface lots and structured garages

Through a Request for Proposal (RFP), the city solicited proposals from qualified vendors to provide customized technology software as a service that enables resident commuters to connect with a registered group of drivers to share a ride, within reasonably short notice, using mobile communication technology.

Ridesharing Program Description

In October 2016, the City of Summit launched New Jersey's first ridesharing commuter program with Uber, designed to help residents struggling with limited parking at the Summit train station. The program was a six-month long pilot program that was scheduled to terminate on March 31, 2017.

The city's pilot program offered commuters the opportunity to use Uber as a "virtual garage" alternative mitigating the need for single-occupancy vehicle trips and parking within Summit's downtown area during peak commuter-hours. Summit residents with prepaid parking permits were required to register with the city and once admitted into the program were charged a flat fee of two dollars per ride with a maximum of two rides per day. The city subsidized each ride according to demand pricing. All trips were required to begin or end within Summit or at the train station, and be completed Monday through Friday between the hours of 5AM and 9PM.

After a successful first six months, the project was extended by Summit Common Council for an additional six months.

The ridesharing program incorporates traffic calming measures that reduce vehicular congestion and parking demand in Summit's downtown area. The project results in 300 single-occupancy vehicle trips averaging 1.4 miles per trip for 246 days. This translates to 103,320 total miles avoided and emissions reductions of 637 pounds of hydrocarbons, 4,756 pounds of carbon monoxide, 316 pounds of nitrogen oxide, 94,641 pounds of carbon dioxide, and 4,804 gallons of gasoline.

Summit estimates that 100 parking spaces that were formerly taken up by long-term commuters were made available each day through this program to be used by other residents or downtown employees. As a result, the city was able to hold off on its immediate need to build a new parking facility on public ground, saving an estimated \$5 million in taxpayer dollars over the next 20 years.

The innovative pilot program began with 100 resident commuters and was expanded to include 150 total participants for the second six months. The city has recently submitted a RFP to extend the program for a second year, and hopes to continue it indefinitely.

Following implementation of the program, the City of Summit has shared its RFP with other NJ municipalities to replicate this innovation in other communities across the state.