



Fast Facts

Technology: Advancing Transportation Demand Management Strategies at the Buffalo Niagara Medical Campus.

Technology Features: Decreases parking demand by encouraging the use of other modes of transportation, including bus and metro transit, biking, walking, vanpooling, carpooling, carsharing, and shuttle service.

Environmental Impact: The number of people who drive to work alone dropped 5.62% in 1 year, reducing CO² emissions by more than 2 million pounds.

Ongoing Partnerships: BNMC partnered with Buffalo CarShare and GObike Buffalo to increase its fleet of shared cars on campus and implement a pilot BikeShare Program.

INNOVATIVE TRANSPORTATION SOLUTIONS

A Greener Commute for Medical Campus Workers

In 2010, planners at the Buffalo Niagara Medical Campus (BNMC) realized they had a parking problem. More than 88% of BNMC employees drove to work alone, and the number of people working and studying on campus was expected to grow almost 50% by 2017. Major investments would be needed in parking and transportation improvements, unless BNMC commuters began to use alternative transportation modes.

Enhanced Commute Options

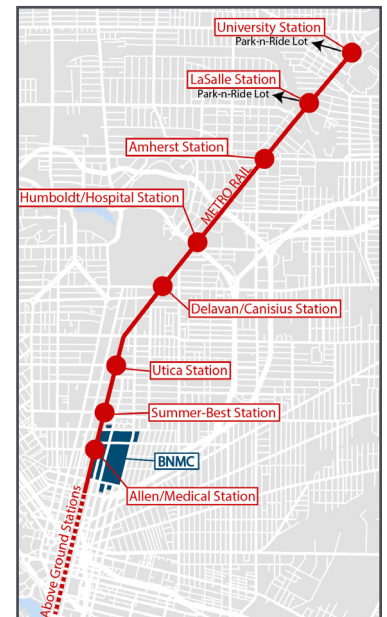
BNMC's first step was to establish a working group of regional stakeholders, including NYSERDA, to develop a mobility plan called the GO BNMC initiative. Two key initiatives in the mobility plan were to increase Buffalo CarShare's fleet of shared cars on campus and to pilot the Buffalo BikeShare Program, which provided a fleet of bicycles that employees could use instead of cars.

BNMC's partnership with NYSERDA helped strengthen its relationship with local government agencies as well.

Four major "complete street" projects, which use a policy and design approach that improves safe bicycle and pedestrian access

to the campus, were completed in 2013. BNMC also worked with the Niagara Frontier Transportation Authority to implement a Give Transit a Try Program that provided free and reduced cost passes to employees new to public transit so they could see if it worked for their commute with little financial commitment.

A comprehensive GO BNMC website (gobnmc.com) increased employee awareness of and access to its programs. It features an online carpooling matching system, a commute cost calculator, a trip planner, and a rewards program to encourage employees to share a ride.



Give Transit a Try Program provided free and reduced cost passes to employees new to public transit.

[nyserda.ny.gov/
Transportation](http://nyserda.ny.gov/Transportation)





BNMC's volunteer network of more than 100 employees, called "GO Getters," help with marketing and outreach to increase awareness of the GO BNMC initiative.

THE BENEFITS

 **Economic Development**

 **Quality of Life**

 **Carbon Footprint**

 **Infrastructure**

nyscrda.ny.gov/Transportation



The Upshot of a Greener Commute

After the GO BNMC initiative launched, the number of people driving alone to work from 2012 to 2013 decreased by 5.62%. Simultaneously, the number of people carpooling, taking transit, and biking to work increased. Today, the BNMC parking system is running below capacity, with ample parking for hospital patients and visitors.

In partnership with NYSERDA, Buffalo CarShare now offers six shared vehicles on campus, including two electric vehicles, and has launched a pilot program to explore

a low-cost model of bike-sharing. The CarShare membership program now offers a free one-year membership to businesses located on campus. BNMC was also able to add 21 electric vehicle-charging stations located across the campus.



A BikeShare Program has provided BNMC with a fleet of bicycles that employees can use instead of their cars to perform job-related duties or simply get around more easily once they arrive at work.

The GO BNMC initiative on and around campus is a model for expansion throughout the city and region, and replication across New York State.

“The bus route is consistent and on time all the time. I’ve never been late for a meeting since I started taking the bus.”

– BNMC commuter

“It’s a lot easier when it’s the three of us. (Sharing) a great conversation in the morning gets your day going.”

– BNMC commuter

