The Future of Transportation Demand Management

A University Perspective: Emerging Programs, Technology & Innovation

Association of Commuter Transportation
Penny Menton
February 2017
PURPOSE (WHAT?)

• What’s TDM?
  – For UCLA
  – For ACT University Council
  – For you
STRATEGIC FOCUS AREAS (HOW?)

• Access and mobility options
• Leverage technology
  – Personalized touch
• Balanced/integrated approach
• Target outreach and education programs
REDEFINING TDM (WHY?)

• Growing UCLA population
  – Campus population increased by 17% over the last five years
  – Total campus population: 76,180
  – Total daily vehicle trips in 2016: 105,284
    • Compared with 100,961 daily visitors in 2015
Employee/Student Population Growth

- Fall 2006
- Fall 2007
- Fall 2008
- Fall 2009
- Fall 2010
- Fall 2011
- Fall 2012
- Fall 2013
- Fall 2014
- Fall 2015
- Fall 2016

- All Staff
- All Student
REDEFINING TDM (WHY?)

• Changes in technology
  – GPS & mobile apps
  – Digital communication

• Changes in demographics
  – Baby Boomers
  – Millennials

• Changes in resources
  – Parking demand
  – Partnerships
NEW AND IMPROVED UCLA

- Transit Program Enhancements
- BruinTAP for Transit
- Vanpool Promotions
- Bike UCLA
- Carpool Pricing Structure
- Bruin Commuter Club
- Pay By Plate
- EV Initiatives
- Clean Fuel Vehicles
TRANSIT INCENTIVE PROGRAM (TIP)

STAFF & FACULTY

Permit Application Exchange

Try Transit

Permit Buy Back

Up to two quarters of free BruinGO! Flash Passes or Go Metro passes

A free quarterly BruinGO! Flash Pass for eligible UCLA faculty, staff and graduate students

Up to one year of free BruinGO! Flash Passes or Go Metro passes

UCLA Events & Transportation
TIP RESULTS

• Try Transit:  
  – 462 passes distributed

• Permit Application Exchange:  
  – 31 passes distributed

• Permit Buy-Back:  
  – 40 passes distributed

• TOTAL: 533
STUDENT TRANSIT PROMOTIONS

- New outreach efforts
- Graduate students and incoming transfer students offered free Go Metro or BruinGO! Flash Passes in lieu of applying for parking
  - Fall 2016
    - 900 participants
  - Winter 2017
    - 518 continued using promotional transit offer
    - 59 new participants

UCLA Events & Transportation

www.transportation.ucla.edu

UCLA Student

HOW TO ACCESS CAMPUS
WHERE DO YOU LIVE? FIND YOUR BEST OPTION

LESS THAN 5 MILES AWAY

MORE THAN 15 MILES AWAY

PUBLIC TRANSIT

CO-OP/PRONTO

VANPOOL

Bike

CARPOOL

P B ES-F RAN T

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• TAP card integration
• All customers who buy Go Metro receive a free BruinGO! Flash Pass
VANPOOL

VIP Incentive Program

Refer a Friend to Vanpool and get rewarded

UCLA Transportation
VANPOOL DRIVER APPRECIATION PROGRAM

- Monthly prize drawings
- Drivers in selected vans receive movie tickets or UCLA promotional items
- Driver recruitment and retention packet
- Upgraded driver information
  - MyVan portal
EARN-A-BIKE

UCLA Faculty and Staff

EARN-A-BIKE PROGRAM

GIVE UP YOUR PARKING PERMIT*
GET A FREE BIKE

*Two year commitment required

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If you get cited for a cycling violation, you may be eligible for the UCLA BruinBikeSmart Program instead of paying the full citation amount (processing fee required).

www.BruinBikeSmart.ucla.edu
UCLA BIKE SHARE

• 130 bikes in 16 hubs
  – Campus and Westwood

• Subscriptions and ad hoc usage

• Partnerships are key

• 3-year sponsorship contract

• “Spiffy” 4th generation bikes with GPS on every bike & IT intelligence to operate sans hub

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CARPOOL

- New four-person carpool permit

- Reduced fee parking permits
  - Yellow Permit: $79/month
  - Blue Permit: $99/month
  - 2-person carpool: $65/month
  - 3-person carpool: $39/month
  - 4-person carpool: $25/month

- Carpoolers can save more than $750 per year
• Over 6,000 current BCC memberships compared to about 5,200 in 2015
• Improved Zipcar service (4 hours of free rentals per month)
• New BCP Self-Service Parking
  – Fast & easy discounted daily parking process
  – Hangtags
PAY BY PLATE

- Converted pay by space and pay & display areas to pay by plate
- Physical permits for faculty, staff and students will eventually be eliminated and license plates will act as permits
EV CHARGING STATIONS

• EV charging demand has increased

• Visitors need Level 2 charging option (240v)
  – ChargePoint Network chargers

• Employees are on campus all day and thus Level 1 charging (110v) is fine
All-Electric BruinBuses
CLEAN FUEL VEHICLES

• Achieve 4.5% of commuter fleet to be zero emission vehicles (ZEV) by 2025
  ▪ Matches California state policy related to the number of ZEVs on CA roads
  ▪ Current efforts focus upon electric vehicles as most viable zero emission vehicle type (over fuel cell vehicles)
  ▪ Requires ensuring Transportation can meet EV charging demand by employees, students, and visitors
  ▪ Statewide, less than 1% of vehicles are ZEVs, but September 2016 auto sales showed that just over 4% of new vehicles are ZEVs
IS THE PRICE RIGHT?

- Balanced approach
- Cost-benefit analysis
- Constant monitoring and tracking
PARTNERSHIPS

• Campus
  – Health, Recreation, Healthy Campus Initiative, UCPD, Human Resources, Professional & Graduate Schools

• Local
  – Metro
  – City of Los Angeles
  – SCAQMD

• Regional
  – Caltrans
  – Department of Energy
HOW DO YOU MEASURE SUCCESS?

• Being present
• Staying relevant
• Engaging with the community
• Listening & adapting new ideas
• Data/metrics/evaluation
  – Since 1987, UCLA employee drive-alone rate has fallen from 74% to 53%
THE FUTURE FOR TDM

- More transportation access and mobility options
  - Subway
    - Purple Line Extension
  - Integrated transit
  - Rideshare revolution (Uber Pool, Lyft)
  - MyCommute portal
- Greater technological advancements
  - Autonomous vehicles
  - Expansion of electric vehicles
CONTACT INFORMATION

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RESOURCES

MAKE THE CONNECTION

Website: www.transportation.ucla.edu
Website: www.events.ucla.edu

Blog: www.beagreencommuter.com
www.facebook.com/uclatransportation
www.twitter.com/uclacommute
www.youtube.com/user/beagreencommuter