

# The Future of Transportation Demand Management

A University Perspective: Emerging Programs,  
Technology & Innovation



**UCLA** *Events & Transportation*

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?)

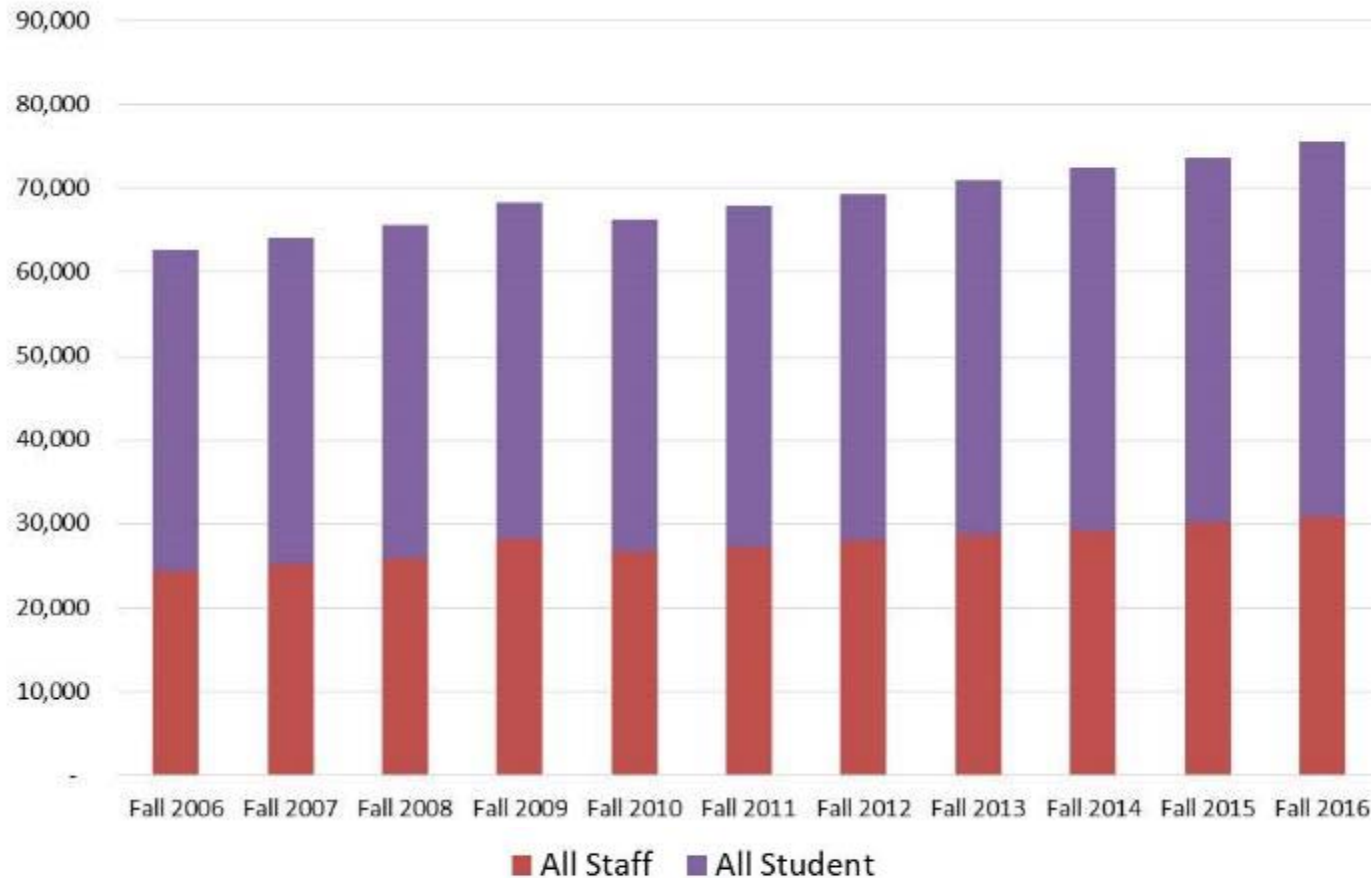
- **Access and mobility options**
- **Leverage technology**
  - Personalized touch
- **Balanced/integrated approach**
- **Target outreach and education programs**

# 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

# UCLA CAMPUS COMMUNITY

## Employee/Student Population Growth



# 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

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

Try Transit


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

Permit Buy Back

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



# TIP RESULTS

HERE'S A HELPFUL **TIP**   
(TRANSIT INCENTIVE PROGRAM)

PICK UP A **FREE TRANSIT PASS**  
FOR THE ENTIRE QUARTER

ASK ABOUT OUR TRANSIT INCENTIVE PROGRAM  
TODAY FOR EXCLUSIVE BENEFITS

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- **Try Transit:**
    - 462 passes distributed
  - **Permit Application Exchange:**
    - 31 passes distributed
  - **Permit Buy-Back:**
    - 40 passes distributed
- 
- **TOTAL: 533**



# BRUINTAP FOR TRANSIT

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



# VANPOOL

**VANPOOL  
INCENTIVE  
PROGRAM**

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**REFER  
A FRIEND  
TO VANPOOL**  **SPREAD THE WORD  
AND GET REWARDED**

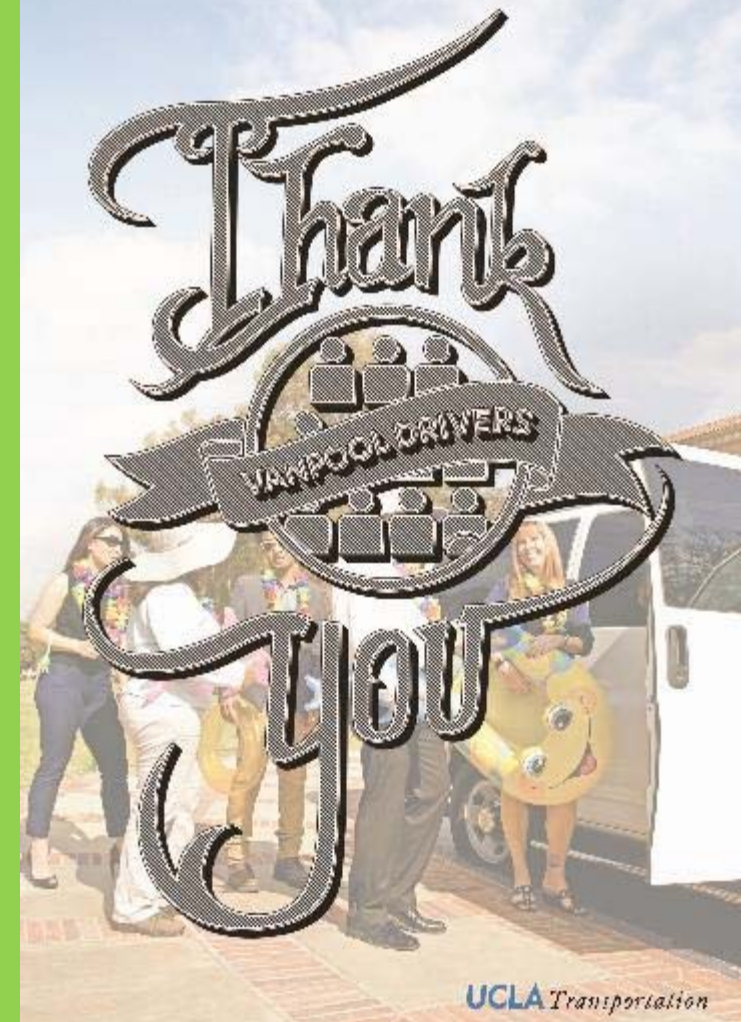
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# VANPOOL DRIVER APPRECIATION PROGRAM

- 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



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UCLA FACULTY AND STAFF

**EARN  
-A-  
BIKE**

**GET A FREE BIKE\***

\*Two year commitment required

BIKE UCLA

bruin  
Commuter  
Club

The poster features a stylized illustration of a bicycle on a green hill under a sun with rays and clouds. The text is arranged in a clean, modern layout with a mix of bold and regular fonts.

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# UCLA BRUINBIKESMART



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](http://www.BruinBikeSmart.ucla.edu)



# UCLA BIKE SHARE

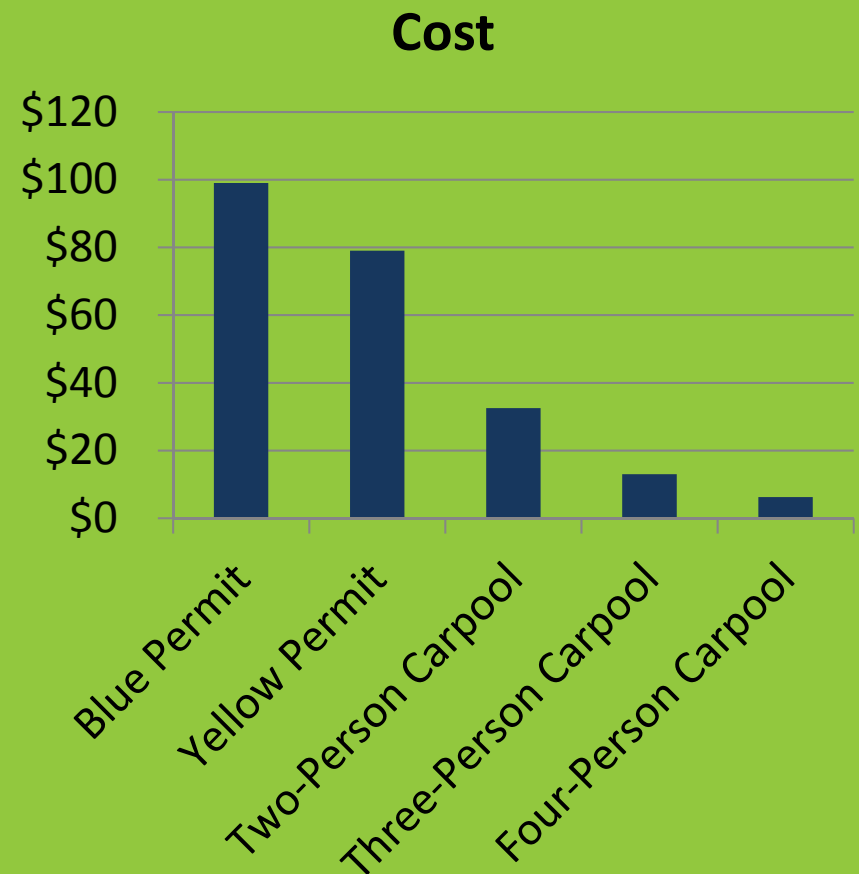


- **130 bikes in 16 hubs**
  - Campus and Westwood
- **Subscriptions and ad hoc usage**
- **Partnerships are key**
- **3-year sponsorship contract**
- **“Spiffy” 4th generation bikes with GPS on every bike & IT intelligence to operate sans hub**



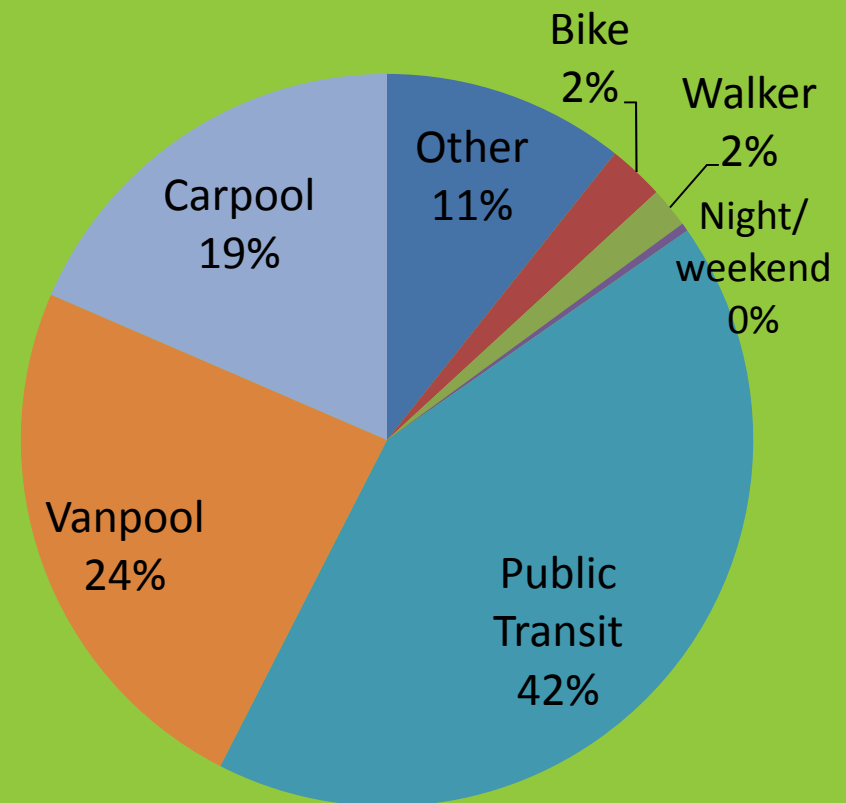
# CARPOOL

- **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**



# BRUIN COMMUTER CLUB

- 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



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# 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)
  - MyCommuter portal
- **Greater technological advancements**
  - Autonomous vehicles
  - Expansion of electric vehicles

# CONTACT INFORMATION

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# RESOURCES

Be A Smarter Commuter video: <http://bit.ly/uclabeasmartercommuter>  
Student Access video: <http://bit.ly/uclastudentaccessvideo>

# MAKE THE CONNECTION

**UCLA**

Website: [www.transportation.ucla.edu](http://www.transportation.ucla.edu)

Website: [www.events.ucla.edu](http://www.events.ucla.edu)



Blog: [www.beagreencommuter.com](http://www.beagreencommuter.com)



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[www.youtube.com/user/beagreencommuter](http://www.youtube.com/user/beagreencommuter)

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