UC Berkeley

Dave Sorrell - Manager, Alternative Transportation/ TDM Administrator

Mobility Solutions Interns:
Kristy Kao
Joy Wang
Blair Zhang
Erika Ruiz
Our Mission

• Provide alternative transit options for 60,000 students and faculty/staff on campus.
• Parking inventory: 5400 spaces (and decreasing)
• Annual TDM Spending: ~$6 Million
• Well connected urban area.
  • Bike Plan passed 2017
  • Transit first policy
2016 Survey

### Students
- Bike: 19.5%
- Walk: 41.7%
- AC Transit: 18.0%
- BART: 7.6%
- Drive-Alone: 8.1%

### Faculty
- Bike: 39.4%
- Walk: 20.2%
- AC Transit: 5.9%
- BART: 9.8%
- Drive-Alone: 13.5%

Average Distance from home:
- Students: 3.9-4.6 miles
- Faculty/Staff: 9.3-12.4 miles
Mode splits

UC Berkeley & Regional Data, 2017

- Drive Alone: 39.4%
- Carpool: 6.7%
- Transit: 27.3%
- Walk: 9.8%
- Bike: 19.5%
- Other: 16.9%
- Telecommute: 0.3%

- Faculty/Staff
- Students
- SF/Oakland Region
What we offer:

- **AC Transit**
  - 6 routes with < 20 min. service
  - 6 routes with ≥ 30 min. service
  - 2 Night-Owl routes (800/851)

- **BART**
  - Weekday frequency: 8 minutes
  - 295K trips (June 2018)

- **Bear Transit**
  - 5 Weekday Routes
  - 2 Night Routes

- **BikeShare/BayWheels**
  - Partnerships with EOP & Students
  - Corporate Program

- **CarShare**
  - ZipCar
  - GiG (Get in and Go)

- **Long Distance**
  - Amtrak
  - FlixBus
# Needs Assessment

<table>
<thead>
<tr>
<th>Student</th>
<th>Faculty/Staff</th>
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<tbody>
<tr>
<td>Increase BART Discount/Subsidy (61.3%)</td>
<td>Increase BART Discount/Subsidy (46.4%)</td>
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<tr>
<td>Additional Bear Transit (41.9%)</td>
<td>Daily Parking Pass (32.3%)</td>
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<tr>
<td>TNC Program (34.7%)</td>
<td>Parking &amp; Transit Pass (20.7%)</td>
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<tr>
<td>Secure Bike Parking (23%)</td>
<td>Additional Bear Transit (18.5%)</td>
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<tr>
<td>Free Bike Exchange for Parking (24%)</td>
<td>Secure Bike Parking (16.1%)</td>
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<td>Ridematching Service (21%)</td>
<td>Ridematching Service (16%)</td>
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### Strategic Plan

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<tr>
<th>Decrease Drive Alone Rate</th>
<th>Robust User-Friendly Programs</th>
<th>Focus on Innovation &amp; Technology</th>
<th>Place Value of TDM to the University</th>
<th>Enable a Culture of Safety</th>
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<tr>
<td>Maximize Reduced Supply of Spaces</td>
<td>Cultivate/Foster Partnerships</td>
<td>Conduct practical and valuable research</td>
<td>Cost-Effective Programs</td>
<td>Review current safety programs</td>
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<td>Minimize Costs of new projects</td>
<td>Promoting Options Effectively</td>
<td>Solicit New Ideas</td>
<td>Educate departments &amp; business units about TDM</td>
<td>New programs must align with community standards</td>
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<td>Support Sustainability</td>
<td>Review, Update, Modify, Delete TDM Program Initiatives</td>
<td>Work with Outside partners/fellow UC’s on initiatives</td>
<td>Provide Metrics that align with sustainability goals</td>
<td>Maximizuse of limited curb space</td>
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<td>Provide Affordable and convienent transit options</td>
<td>Utilize Data to get feedback</td>
<td>Focus on Equity</td>
<td>Provide up to date information on TDM Programs</td>
<td>Proactive education of existing policies</td>
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<td>Guidance for disaster planning and TDM</td>
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<td>Support concepts with LRDP and Housing Plans</td>
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<td>Promote safe access of travel routes.</td>
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**Goal by end of CY20:**
Reduce employee SOV rate to 36%
Berkeley moves!
campus commute options

Powered By Rideamigos
Launched: May 2017
Cal Email Required
Cal.rideamigos.com

- Stats
  - 2,300 Users
  - 5,400 Searches with 24,000 trips made
  - 250K alternative travel miles made
  - 100K calories burned
  - 54.6 tons CO2 reduced
  - $64,000 saved
  - Waze/Strava/Scoop Carpool Integration
Social media

- Assertive use of social media outlets
  - Facebook
  - Twitter
  - Instagram

- Student created media to help design
Our Successes

- Complete Streets
  - Bancroft Cycletrack (2017)
  - Hearst Street Complete Street (2017)
  - Milvia Street Bike Boulevard (2020-21)

- League of American Bicyclists
  - Gold Friendly University

- Best Workplaces for Commuters
  - 2018 and 2019

- Seamless Bay Area
  - Regional recognition for connected communities (2019)
Student Handbook

DOWNLOAD OUR STUDENT HANDBOOK FOR ALL THINGS TRANSIT!

https://pt.berkeley.edu/StudentHandbook
Challenges/Opportunities

• Parking Inventory (loss of 500 spaces) - “Parkmageddon”
  • Construction AY20-21

• Unrelated Business Income Tax

• Demand for housing and parking closer to campus
  • (2040 Long Range Development plan, but housing crisis vs. parking tradeoff)

• More robust programs
  • Auxiliary unit with limited UC support
  • BART: The need for someone else to underwrite discounted passes/provide funding

• TNCs
  • Partnerships
  • Pickup/Drop-Off restrictions

• Expansion of partnerships

• Lots and Lots of Construction
Looking ahead to 2020

- Expansion of BikeShare (Summer)

- Overhaul of Carpool Program
  - Students (April 2019)
  - Faculty & Staff (August 2019)

- Advocate for seamless transit and continued discounted fares for all.

- Further Coordination:
  - AC Transit
  - City of Berkeley
  - Lawrence Berkeley Lab

- Intern development

- Safety Grants
  - Helmets
  - Infrastructure

- Long Range Development Plan/ Campus Master Plan
Questions?
Thank you!

UC Berkeley Parking & Transportation Department
Berkeley Moves! Alternative Transportation Unit

d.sorrell@Berkeley.edu
berkeleymoves@Berkeley.edu

Phone 510-664-7268

Social Media: @CalParking (Twitter/IG/FB)