

**David Sorrell**

TDM Administrator and Alternative Transportation Manager  
Parking & Transportation Department

University of California, Berkeley

# **Berkeley Moves!**

Connecting the Dots to Establishing  
an Effective Collegiate  
Transportation Program



# Berkeley moves!

## Connecting the Dots to Establishing an Effective Collegiate Transportation Program

Dave Sorrell

TDM Administrator

UC Berkeley, Parking & Transportation (@CalParking)

# The GamePlan

- Provide and Promote alternative transit options for 50,000 students, faculty & staff.
- Promote transit options that address first/last mile access.
- Develop strategies that are efficient, cost-effective, and sustainable.
- Create a balance between a limited parking inventory and supporting long-term parking needs.
  - 5,400 parking spaces
- Strategic Plan Development: Technology, Transit, Innovation, and Data



# Berkeley Moves! Portfolio

- Transit Passes
  - BART & AC Transit
- Transit Shuttles
- RideAmigos
- Two BikeShare Programs & Bike Parking
- Carpool Discounts
- CarSharing
- Marketing

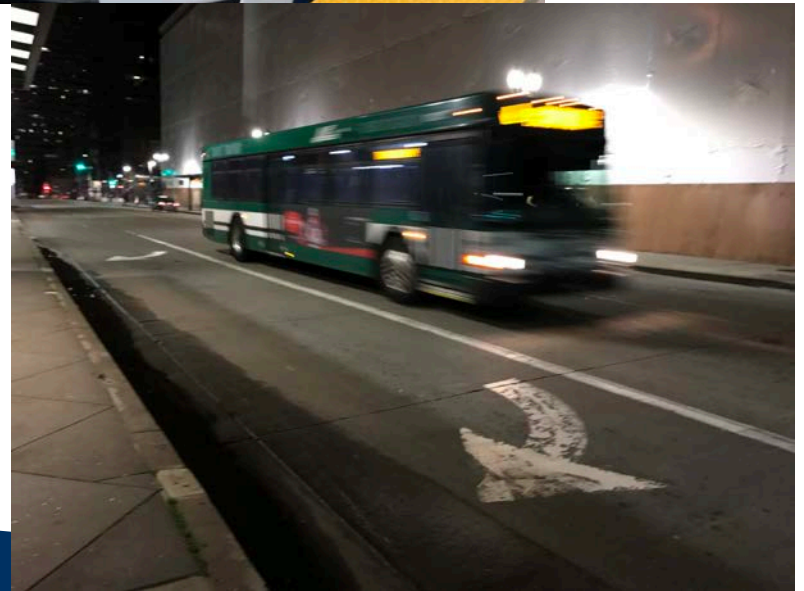


# 2016 UC Berkeley Survey Data

- Drive-Alone Rate: 39.4% for faculty/staff
  - Bike: 19.5% (students) and 13.5% (Faculty/Staff)
  - Walk: 41.7% (students) and 10% (Faculty/Staff)
- 5,400 Parking Spaces, subject to decrease.
- Needs Assessment
  - Bike Parking
  - Bike Sharing
- Significant discounts for carpools and vanpools
- Long Term Development Plan to support housing near campus

# Transit Passes

- AC Transit Passes
  - “Free” for students
  - Significant Discounts for Employees
- BART Passes
  - High Value Tickets
- Pre-Tax Benefits for Parking & Transit
- Communication and Input
  - Service Changes
  - Proposals
  - Problem Solving



# Bear Transit

Five Routes covering the campus:

- Last Mile Coverage
- Intra-campus connections
- 19 hour/day coverage (Weekdays)
- Night Safety Shuttle Access
- Loop Service





# Berkeley Moves!

(Powered by RideAmigos)



- Launched May 2017
- 1450 Users
  - Cal access/email access
- Event Planning
  - Winter Break
  - Spring Break
  - Concerts
- Contests
  - RideShare Week
- Surveys



# BikeShare



- Regional BikeShare
  - FordGoBike (Motivate)
  - 7000 bikes + 300 stations



- Inter/Intracampus BikeShare
  - Social Bikes
  - 100 bikes
  - “Dockless + Electric Assist”
  - Geofenced Zone
  - Pilot until Spring 2019

# Car Sharing

- Zipcar
- Enterprise
- GIG (Get in and Go)
  - Powered by AAA



# Involvement

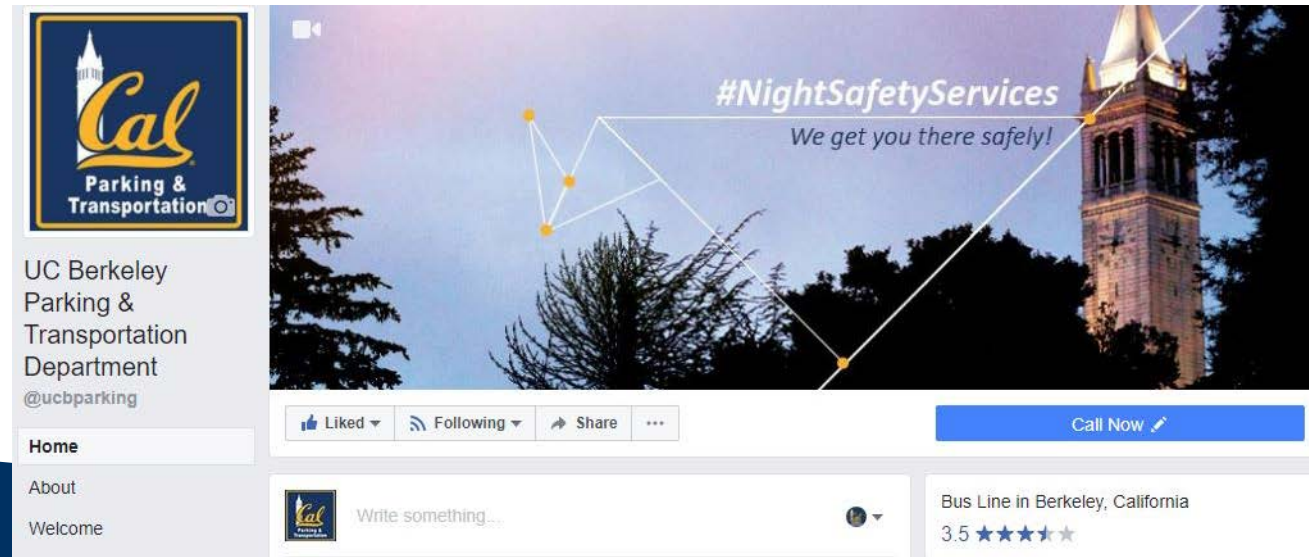
- Social Outreach
  - POC, Areas Economic Concern, Transit Dependent Areas
  - Student groups
    - RHA
    - ASUC
    - Graduate Assembly
- Social Media
- Partnerships and Grants
  - AC Transit
  - Alameda County
  - BAAQMD
  - MTC
- Identify leaders internally and externally
- Make the case
  - DATA!

## Connecting the Dots|



← 2012

2017 →





# Corrupt them efficiently & effectively

- New Employee Orientation
  - 30 to 50 new employees average.
- Golden Bear Orientation
  - 550 students (2017)
- Caltopia
  - 700 registrants to Berkeley Moves!
- Transit Tabling
  - Once biweekly
  - 70 visitors
- Social Media
  - Twitter (550 Followers)
  - Facebook (760 Follows)

# Program Stats

- RideShare Week
  - 102 Users
  - Average 3 trips/day
  - 2200 miles saved
- Move-in Day 2017
  - 5 trips
- Winter Break 2017
  - 36 trip plans
- Ford GoBike
  - 400+ students registered
  - 60+ employees registered

# Blueprint for Success

- Community Managers and Communications teams are still important.
- Responding calls / emails / posts /tweets still critical.
- Posting Relevant Content and Articles.
- Metrics
  - Complaints and Accolades
  - Post Interactions (Likes, Clicks, Shares)
- Connect with the students and faculty (they are people, too!)
- Embrace change and experiment (why not versus why, not!)
- Leverage grant funds and proactive reporting
- Survey Data is a Major Key
- Internal and External Support

# Questions?



(510) 664-7268

[D.Sorrell@Berkeley.edu](mailto:D.Sorrell@Berkeley.edu)

- [PT.Berkeley.edu](http://PT.Berkeley.edu)
- [FB.com/ucbparking](https://www.facebook.com/ucbparking)
- Twitter & Instagram:  
[@CalParking](https://www.instagram.com/CalParking)