

U N I V E R S I T Y O F C A L I F O R N I A , M E R C E D



# 2009 Transportation Update

— UNIVERSITY OF CALIFORNIA —  
**UCMERCED**

[www.ucmerced.edu](http://www.ucmerced.edu)

# UCM Growth

## 404 Permit Update

- Current campus acreage: approx. 104 acres
- Regents have approved our LRDP
- Waiting for Army Corp of Engineers record of decision to approve 404 Permit granting an expansion of 701 acres (anticipate decision by July, 2009)

## Current Population

- Students: Undergrad (2,700); Grads (190)
- Residents: approx. 1,100
- Faculty: 250+
- Staff: 600+
- Projected '09-'10 enrollment: 3,100

# UCM Parking Update

## Space Counts

- On-campus: approx. 1,500 with about one-third of the spaces allocated to F/S; two-thirds to students commuters and residents
- Off campus: 170 remote lot (community college for freshman resident students) and 260 spaces for F/S at satellite locations.
- New lots G&H: Will add approx. 210 and 460 respectively.
  - We continue to build on the periphery of the campus while maintaining the balance of providing alternative transportation options.

# What's New with UCM Transit

## CatTracks – 5 routes

- Ridership continues to grow
  - Approx. 37k in 2005
  - Current through Feb. '09 @ 55k and growing
- Buses added in 2008-2009
  - Summer Line 2008 - \$20k; total ridership approx. 5k
  - 2<sup>nd</sup> C Line (purpose to decrease wait time)

# What's New with UCM Transit

## **Developing a partnership with local transit authority**

### **Merced County “The Bus”**

- Demonstration Route 22: links UCM with local community college
  - Provides transfer opportunities to all “The Bus” routes
  - Provides addt'l transportation to remote lot for freshman residents
- Approx. 88% of total cost funded through CMAG grant
- Average monthly ridership: approx. 1,000

# UCM Transit Budget

## Challenges

- Operation costs continue to build upon a deficit balance
- With ridership continuing to increase, we are at a pivotal point in the growth of our alternative transportation programs.
- Cutting routes (while an option) would not support our vision!
- Parking Citation Revenue currently at a minimum

## Potential Solutions

- Student fee referendum
- Faculty/Staff charge
- Housing Contribution
- Grants

# UCM Commuting Patterns

Use of Alternative Transportation grew by almost 8% in one year (based on Fall 2008 Survey Results).

- Overall survey response rate 27%
- 41% Use Alternative Transportation
- Carpooling decreased by 4%
- Bicycling increased by 4%
- 59% Drive Alone (down from 67% in 2007)

Staff are far more likely to drive alone (75%).

## Mode

- Campus Shuttle/Public Bus – 38%
- Carpool – 39%
- Bicycle-10%

# Coming Soon to UCM

## **Additional alternative transportation options:**

- Zimride: Negotiations complete; launch April, '09
- Zipcar: Pending
- Vanpooling with VPSI:
  - Target Staff to reduce the single occupant vehicle rate to under 50% by 2011
  - 3<sup>rd</sup> attempt to bring vanpooling to UCM

## **Committed to Reducing Our Carbon Footprint**

- Increase awareness and participation in AT programs through effective marketing
- Research sustainable best practices and metrics at other UC campus
- Gather existing patterns at UCM
- Create a vision for our future and develop a transition plan and timeline

# **Transportation, Parking and Fleet Services Resources**

## **Budget Challenges**

- We continue to work with our budget office to advance these programs through their infancy stages

## **Current Organization**

- Management
- Administrative Support (3)
- Parking Enforcement (1)
- Sr. Parking Representative (1)
- Student Employees (6)
- and...

# **Come Join the UCM TAPS Team!**

## **New Recruitment**

- **Fleet/Transit Coordinator**
  - Fleet: Manage campus fleet/sustainable procurement
  - Transit: Research grant options to fund alternative transit options; Develop an extensive marketing approach to increase the utilization of alternative transportation and reduce the percentage of single occupant commuters.
  - Job is currently posted on the UCM website