

## **Comprehensive Transportation Management University of Michigan**

The University of Michigan has many commuter programs available for **<Insert project name>** occupants as well as faculty, staff and students in all U-M facilities. These programs manage vehicle parking and provide alternatives to individual transportation needs. Enticing more employees and students to use alternative transportation to commute to and around U-M and its surrounding area reduces drive-alone commuting and vehicle trips while supporting the University's commitment to sustainability. Transportation priorities at U-M currently include:

- Pedestrians
- Bus Services
- Bicycle Safety and Services
- Vanpools and Carpools
- Zip Car
- Permit Parking for Private Vehicles

### **Pedestrians**

Walking in and around the U-M campus is enjoyable and safe. Walking is made enjoyable by the well-kept sidewalks, pedestrian cross walks and signage and natural and architectural features. Also, U-M's proximity to downtown Ann Arbor offers a diverse mix of restaurants, shopping and culture all within walking distance.

To keep pedestrians safe and encourage alternative forms of transportation, there are a variety of free taxi services and a free van service for students, faculty and staff. The taxi services provide reliable transportation to those who work late or need a ride in the event of an emergency. The reassurance of reliable transportation encourages walking to and around campus and therefore reduces the total number of trips of single occupancy vehicles.

### **Bus Services**

Campus bus service is provided 360 days a year, with roughly 60 buses on routes that connect the four main Ann Arbor campuses, as well as the East Ann Arbor Health Center. Campus bus services have surpassed the 7 million ride mark and over 7,200,000 passengers are projected to ride U-M buses (includes fixed route and charter services) during FY2012 (estimates used for the last week of May and June based on FY2011).

Through the MRide contract with the Ann Arbor Transportation Authority (AATA), the University provides fare-free rides on all AATA bus routes for U-M faculty, staff and students. 2.39 million rides were taken via MRide in FY2011. As of the current date (through May 2012), FY2012 MRide ridership is projected at approximately 2.56 million, a 7.3% increase from FY2011 and 41% of total fixed route AATA passengers (6.24 million). MRide is estimated to reach 2.9 million rides in 2013 based on current trends.

ExpressRide offers commuter express bus service from Chelsea or Canton to U-M/ Ann Arbor operated by AATA. U-M continues to help AATA promote complimentary ten-ride tickets to boost use of the service and continues to subsidize both monthly and ten-ride passes (50% discount for U-M employees). An average of 31% of the Chelsea riders are U-M staff; an average of 65% of the Canton riders are U-M staff.

### ***Related Projects/Programs***

- U-M acquired 15 additional hybrid-electric sedans and 4 hybrid-electric buses in FY2012 as replacements to the existing campus fleet, further reducing petroleum-based fuel consumption. At the close of FY2012, over 64% of the U-M campus fleet is alternative fueled vehicles. Of 509 vehicles in the automotive class, 89% run on alternative fuel sources (54 Hybrid and 401 Ethanol). Of 504 vehicles in the truck class, 34% are alternative fuel vehicles (124 Ethanol; 15 Electric; and, 33 Biodiesel). In the bus class, all 58 vehicles are alternative fuel vehicles (4 Hybrid and 54 Biodiesel). As technology evolves, the capital bus replacement plan at U-M intends to transition the bus fleet to more fuel efficient and cost effective models in the future.
- A central campus transit facility was built along North University on Central Campus in 2010. The hub is shared by U-M bus service, AATA and incorporated transit, bicycle and pedestrian related improvements.
- Bus Operations Transition Plan: In 2010, a consultant was retained to develop a transportation technology overview that looked at high-capacity transit technologies to better connect the U-M campuses. In 2011, follow up work began on a transition operation plan for the U-M bus system, which included refinement of the bus route system to better serve campus growth (including North Campus Research Complex expansion) and address construction projects on the Medical Campus. In Spring of 2011, enhanced U-M bus service to Medical Campus and the university community was implemented. The changes to U-M bus service included earlier start times, increased frequency and more convenient service from commuter lots. In Fall 2011 the two new routes were fully implemented and helped achieve better utilization of the bus system and improved campus connections. U-M bus service was further enhanced in 2012 with additional North/Central (inbound and outbound) trips at peak times.
- Direct Marketing and Outreach: In 2011, a direct marketing plan and outreach efforts were implemented to better serve constituent groups on campus. With respect to U-M Health System, strategies have included providing express bus service between parking areas and Medical Campus during peak staffing periods, re-tasking existing parking areas on campus and direct marketing of transportation options (alternatives to single-occupancy vehicles) through focus groups and targeted emails (based on residence locations) to U-M Health System employees.

### **Bicycle Safety and Services**

Bike lanes exist on many streets on the U-M campus and in the surrounding Ann Arbor area. Also, many of the roads on and around campus are low volume with low speed limits where bicycles are able to share the road easily with motorists.

Bicycle parking is made easy on and around campus through many convenient options including bicycle racks, lockers and covered parking. There are over 8,000 bike parking spaces on campus. Bicycles also work with other alternative transportation options such as the AATA's buses which have bike racks on them.

In March of 2012, U-M was one of only 35 campuses nationwide to receive the designation of a Bicycle Friendly University (BFU) by the League of American Bicyclists in recognition of its programs and commitment to bicycling on campus. The selection criteria consider a campus bike program's engineering, education, encouragement, enforcement, evaluation and planning.

### ***Related Projects/Programs***

- U-M has focused on expanding the campus bike network, including laneage and sharrow additions on roads within University control and contributing to the planning, design and financing of several additions to City roadways. Examples include the Palmer bikeway and bike lanes along Ann Street and North University. The Thompson Street Parking Structure Addition, constructed in 2010, includes an enclosed/secure bicycle parking facility with 50 spaces and an air compressor onsite. In addition to this facility, in recent years U-M has provided new and expanded parking areas on campus, including: Central Campus Transit Center (featuring extensive bike parking and bike travel lanes) and the North Quad Residential and Academic Complex (Central Campus) featuring covered parking. A campus-wide Bike Townhall Meeting was held in January of 2012, preceding the BFU announcement—the successful event announced progress on campus bike programs and obtained input from the campus community. Significant progress toward initiating campus bike rental and bike sharing programs was also made in 2012.
- “Blue Bikes” Rental Program, will commence on campus in early Fall 2012, featuring bicycles for shorter-term and semester-long rental at the North Campus Recreation Building (NCRB) and Outdoor Adventures Space (Elbel Field).
- Bike Sharing Project: In 2011, U-M began working collaboratively with the City of Ann Arbor, Ann Arbor Transportation Authority, Downtown Development Authority and Clean Energy Coalition to bring a modern bike sharing system to the campus and City of Ann Arbor. A pilot program is expected in 2013, featuring approximately 70 bicycles and ten stations in year one.
- The University of Michigan Outdoor Adventures program partners with Common Cycle, a community-based organization founded by U-M students, to offer bike maintenance clinics on a weekly basis (schedule varies by term). At these workshops, participants learn general bike maintenance including but not limited to brake adjustments, chain maintenance, tire truing, and cable adjustments. They also allow opportunity to share knowledge with others and learn while working on a bicycle. The same group also offers workshops within the community and at events on campus.
- There are a number of showers/locker facilities available to the campus community. Students are able to shower/use locker room facilities free of charge in three campus recreation buildings located on the Ann Arbor campus. Staff/faculty are eligible to purchase membership at rates reduced from typical gym memberships. Several academic buildings have showers/locker facilities available to faculty/staff/students through pincode access. There are also a number of buildings with showers/lockers available to building employees and/or students. Examples include Wolverine Tower, Art & Architecture, Fletcher Administration, Office of Campus Sustainability and DPS.
- In 2011, Planet Blue Student Innovation Grant Funding was awarded for a project involving installation of a bike fix-it stand and two public air pumps on campus. This project is currently in the planning process with locations under review.

- Each campus project goes through design review which ensures adequate and proper placement of new bicycle parking facilities for any new construction or renovation project. The City of Ann Arbor adopted a Complete Streets Policy (March 2011). The Complete Streets Policy objective is to construct streets that accommodate a full range of users from pedestrians, to bicyclists, to public transit, and private vehicles. U-M adheres to this policy for all City streets on or adjacent to campus property. All City and University streets are managed and maintained regularly providing safe traveling.
- City of Ann Arbor Non-Motorized Plan: U-M has been a robust leader in establishing Ann Arbor as a first-class bicycling city. As a positive civic and community partner, U-M has worked closely with civic and community groups to establish a comprehensive bike system, programs and services. U-M advised, planned and helped finance the City's 2007 non-motorized plan, which has led to the remarkable expansion of cycling and pedestrian amenities within Ann Arbor over the last few years. U-M is currently working with project partners on an update to the 2007 plan.

## **Ridesharing**

### ***Vanpools and Carpools***

Vanpools provide transportation for up to six passengers and a driver. The vanpool participants meet each day in their community and ride together, are dropped off near work, and then the van is parked in a reserved parking place on campus. Joining and/or forming a vanpool is easy through the U-M site on GreenRide (<http://umich.greenride.com>) and by accessing the U-M vanpool welcome guide at: [http://pts.umich.edu/alternative\\_transportation/welcome\\_guide.pdf](http://pts.umich.edu/alternative_transportation/welcome_guide.pdf). Vanpooling is sponsored by U-M and is available at low cost and can be deducted from payroll pre-tax. Dozens of communities surrounding U-M campuses are served by vanpools and U-M currently has 98 vanpools serving 600 university staff.

Carpool planning is enabled through the following website: <http://zimride.pts.umich.edu/>. Also, registering a carpool with U-M will allow riders to share a parking permit and thus reduce personal transportation costs. U-M has 20 registered carpools serving approximately 50 university staff.

### ***Zipcar and Zimride***

Zipcars are located around campus for use 24 hours a day, 7 days a week. U-M students, faculty and staff can become a zipcar member at a discounted rate.

Zipcar membership has grown 32 percent since 2010; now at 3,332 U-M members, with Zipcar fleet utilization averaging approximately 52%, which is above optimal. The Zipcar fleet is now at 21 vehicles in a total of 8 locations on campus.

Zimride partners with Zipcar as another ride-matching option, but with a social network application for well-informed (and safer) ride-sharing and to allow members of Zipcar to use a Zipcar reservation on Zimride as one of the options for sharing a ride. U-M Zimride has had 4,209 cumulative ride postings: 75% for one-time rides; 25% for regular commutes.

### **Permit Parking for Private Vehicles**

Personal vehicles are typically not necessary for students and to assist in managing student vehicle parking, student parking permits are available only to junior, senior and graduate students that are registered for classes while freshman and sophomore students are eligible for Student Storage parking permits only.

Parking availability is limited on campus; therefore, U-M has established eligibility criteria for faculty, staff and students and each eligible person is limited to the purchase of one parking option.

Additional information on U-M programs that manage vehicle parking on campus, alternative methods of transportation available to individuals, and a demonstration of quantifiable deduction in personal automobile use through incentive programs is located on the following website: <http://pts.umich.edu/>. U-M is dedicated to maintaining safe, efficient and innovative transportation options which minimize single occupancy vehicle use and enhances the overall quality of life on campus and in the surrounding areas.

***Other Projects/Outreach Supporting Commute Options***—*In addition to the projects noted above, these are some projects the University has been involved in related to the promotion of commute options. Please note that this list is not comprehensive of all projects the University has been involved —*

- **Integrated Assessment:** U-M is deeply committed to sustainability and creating a healthy footprint as outlined by the ambitious goals of Mary Sue Coleman, University President. Unlike many peer institutions, U-M has taken an in-depth look at its practices through a comprehensive process of Integrated Assessments (IA). The IA for Transportation calls for a 25% reduction in greenhouse gas emissions campus-wide by 2025. The IA provides a basis for future directions at the University—strategies enhancing commute options, including cycling-related recommendations play a prominent role. U-M is truly committed to advancing the goals and recommendations of the IA, with cycling efforts already underway. (<http://www.graham.umich.edu/ia/campus.php>)
- **STARS:** U-M scored a Silver rating in its first year participating in the Sustainability Tracking, Assessment & Rating System, STARS (<https://stars.aashe.org/>). U-M is among 92 schools internationally to receive a Silver rating. Participating with 189 other institutions, the university's rating is based on data from all areas of the Ann Arbor campus, including the U-M Health System. Alternative Transportation was a component of this rating.
- **Electric Vehicle Charging Station Project:** This project is currently underway. U-M acquired DOE grant funding for the installation of Level II electric vehicle charging stations on campus. The project anticipates installation at four campus sites, servicing eight spaces. Installation will likely occur between Summer 2012-January 2013.
- U-M frequently conducts and is involved in transportation/traffic/pedestrian improvement studies to enhance operations at key intersections, corridors or as parts of larger projects. Recent examples include: Medical Center Traffic Study, CCTC Traffic Study, SC10 Lot Improvement Project along Kipke Drive.

- Ann Arbor Connector Feasibility Study: The Ann Arbor Connector Feasibility Study was a joint project of the University of Michigan, the Ann Arbor Transportation Authority (AATA), City of Ann Arbor and the Ann Arbor Downtown Development Authority initiated in 2010. Its mission was to determine the feasibility of a high-capacity transit line connecting major trip generators in Ann Arbor. High capacity modes, including modern streetcar, light rail, bus rapid transit, monorail and a variety of other possibilities were examined. The first phase of the study concluded in November 2010 and determined the modes with the highest potential to meet the University and City's short and longer term needs, along with their associated estimated costs and estimated ridership. This project was renewed in 2012 and the project's Alternatives Analysis will commence this year.
- AATA Countywide Master Plan: From early 2010 to summer of 2011, the AATA Act 55 Board and staff developed a 30-year vision, with input from community members and over 70 public meetings that called for improving transit options within Ann Arbor and Ypsilanti, creating connections with nearby communities, and investing in 21st century transportation technologies. In FY2012, the AATA released a 5-year program and U-M has been working closely with AATA on service changes and expansion that impact the campus community. With support from PTS in 2012, AATA introduced new AirRide shuttle service (<http://myairride.com/>) between Ann Arbor and Detroit Metropolitan Airport.