



# FACT SHEET: TRANSPORTATION DEMAND MANAGEMENT



## SUSTAINABILITY OPPORTUNITY

Stanford University has one of the most comprehensive University Transportation Demand Management (TDM) programs in the country. The wide range of TDM program elements have effected a shift in commuter behavior that has resulted in a drop in the percentage of employees commuting in single-occupant vehicles from 72 percent in 2002 to 49 percent in 2014. A primary goal, set in conjunction with the university's development permit, is to hold peak-hour commute trips to the baseline number established in 2001, and Stanford plans to stay below that number even as the campus population grows.

## TOP INITIATIVES & RESULTS

The success of Stanford University's TDM program can be attributed in large measure to a comprehensive approach that leverages the synergy among multiple program elements. An extensive marketing and outreach program is in place to communicate the following major TDM program elements:

### Marguerite Shuttle System

The Marguerite, a university shuttle system that provides free transit throughout campus and to neighboring communities, is central to the TDM program. It connects Stanford to public transit, commuter train stations, and shopping, dining and entertainment. The 79-bus, 24-route system runs 13 battery electric buses, five diesel-electric hybrid buses, and 61 buses fueled by biodiesel. Ridership increased from 1,084,363 in 2004 to an estimated 2,500,000 in 2014, a 130 percent increase. The shuttle's automated transportation management system allows riders to view real-time shuttle schedules, real-time bus locations, and anticipated arrival times. Riders also use GPS and NFC-enabled phones to find closest bus stops and view latest arrival information based on the location of the bus.

### Parking Program

The cost of parking serves as a disincentive to commute alone by car and helps fund alternative transportation programs. The "A" commuter permit, which provides parking close to most campus destinations, has increased from \$391 to \$900 between 2001 and 2014. During the same period, the "C" commuter permit increased from \$108 to \$348. Freshmen are not allowed to bring a car to campus.

### Local and Regional Transit Subsidies

Eligible university employees, graduate students, and postdoctoral scholars can receive free passes for use on regional transit systems, including Caltrain (regional commuter rail), and Santa Clara Valley Transportation Authority (VTA) buses and light rail. The Stanford East Bay Express Line U bus is free to those with a Stanford ID, including students, and connects the campus to East Bay transit systems: Bay Area Rapid Transit (BART) and AC Transit Park & Ride lots, and to California's Central Valley via a connection to the ACE Train. In addition, Stanford offers pre-tax payroll deduction for eligible employees to purchase transit passes, transit parking, and commuter checks. Survey results show that 27 percent of employee commuters used transit as their primary commute mode in 2015.

### Commute Club

The Commute Club provides alternative transportation users with a sense of community and identity, awareness, participation, and member loyalty. The Commute Club comprises commuters who agree not to drive alone to campus and who do not purchase long-term parking permits (annual permit costs range from \$348 to \$900 in 2014). In addition to the savings from not purchasing a Stanford parking permit, the Commute Club offers its members up to \$300 per year in Clean Air Cash or Carpool Credit. Commute Club rewards include free daily parking passes and reserved parking spaces (carpools and vanpools), vanpool subsidies, emergency rides home, and free rental car vouchers and Zipcar driving credit. The result: Commute Club membership has increased from 3,605 members during academic year 2002 to 9,440 in 2014 — a 162 percent increase.



# FACT SHEET: TRANSPORTATION DEMAND MANAGEMENT

## Promoting Alternative Transportation

A variety of programs are in place to help address barriers to the use of alternative transportation. For commuters without a car on campus, several options exist should they need a car through the course of a day. The on-campus Enterprise Rent-A-Car office offers discounted rentals to all members of the campus community. All members of the campus community may join the Zipcar car sharing program with bonus credits and discounted rates. (Stanford students 18 years of age and older are able to participate in Stanford's Zipcar and Enterprise programs.) Of the 70 Zipcars currently at Stanford, 16 are gasoline/electric hybrids. Commute Club members receive up to \$102 a year in Zipcar credit. Stanford has over 1,800 RIDE users, who can use the ridematching application to arrange commutes, and let RIDE handle the communications and payments. The Peak-Trip Reduction Task Force engages all university schools and administrative units to encourage staff to commute by alternative transportation and/or to adjust work hours so their commute is outside the peak commute hours.

Stanford also provides an extensive bicycle infrastructure with miles of bike lanes and paths, an estimated 18,000 bike rack spaces along with clothes lockers, bike storage rentals, and showers. A full-time bicycle program coordinator, along with student assistants, provide bike safety information and presentations and coordinates promotions, such as bicycle registration, subsidies for folding bicycles that can be taken to a commuter's seat on the train, free or discounted bike helmets, and bike road shows for dorms and departments.



## Incentive Programs

Stanford offers incentives to encourage the use of alternative transportation. The Commute Club's Refer-a-Friend program rewards Commute Club members with cash when they convince their friends or coworkers to use alternative transportation instead of driving alone. Biannual membership drives and member gifts are additional ways Stanford encourages new and ongoing membership in the Commute Club.

## Online Commute Information and Assistance

Information on all of the alternative transportation programs and incentives offered by Stanford, as well as information and links to other transportation services, can be found at <http://transportation.stanford.edu>. Included on the website is the online commute cost and carbon emissions calculator, an interactive calculator that allows users to see the obvious and hidden financial costs and environmental impacts (CO<sub>2</sub> emissions) of commuting by car. Web-based ridematching services are available so Stanford community members can search for rideshare partners within Stanford and, if they choose, beyond Stanford.

## AWARDS

- Marketing and Communication Award, International Parking Institute, 2015
- Bicycle Friendly University Platinum Level, League of American Bicyclists, 2011-2015
- Best Workplaces for Commuters, U.S. Environmental Protection Agency/CUTR, 2002-2015
- Marketing and Outreach Award, Association of Commuter Transportation, 2014
- Best Workplaces for Commuters' Race to Excellence "Best Of" Universities and Colleges, 2006, 2011
- Innovative Transportation Solutions Award, WTS San Francisco Bay Area Chapter, 2009
- Excellence in Motion Award of Merit, Metropolitan Transportation Commission (MTC), 2008

For an additional list of awards, visit <http://transportation.stanford.edu/awards.shtml>.

### MORE INFORMATION

#### PARKING & TRANSPORTATION SERVICES

<http://transportation.stanford.edu>

### CONTACT

Parking & Transportation Services: Brian Shaw, Director, [bshaw2@stanford.edu](mailto:bshaw2@stanford.edu)  
Sustainability Programs: Fahmida Ahmed, Director, [fahmida@stanford.edu](mailto:fahmida@stanford.edu)

