



Let the celebration begin!

BRODIE HAMILTON

**Riding ^{into}
Retirement**



All signs point to retirement

START



Let the celebration begin!
BRODIE HAMILTON

Riding into Retirement

MARCH FRIDAY **28TH** 2014
4:00pm - 6:00pm

SCHWAB RESIDENTIAL CENTER
VIDALAKIS ROOM
Stanford, California

WELCOME!



BRODIE HAMILTON

RETIREMENT AHEAD

THIS WAY ↑



RETIRED SLOW DOWN

THIS WAY →



RETIRED

DON'T WANT TO
DON'T NEED TO
CAN'T MAKE ME

← THIS WAY



EASY STREET

RETIREMENT WAY

← THIS WAY

All signs point to retirement



Riding into Retirement

Brodie Hamilton

- **Career spanning 39 years**
- **Stanford University: 14 years**
Director of Parking & Transportation Services
- **UC Davis: 25 years**
Director of Transportation and Parking: 13 years
Employee & Labor Relations: 14 years

Stanford's Free Marguerite Shuttle

MARGUERITE 100% ELECTRIC BUSES

- Fleet of 60 vehicles, 23 routes
- 1.1 million miles annually
- Free service 365 days a year
- Estimated riders in 2013:
2.3 million
- Charters:
2,500 annually



Photo: Steve Castillo

When Brodie arrived, the Marguerite fleet was powered by

- Diesel

Today, the fleet is powered by

- Electricity
- Renewable diesel
- Diesel

Reducing fuel consumption and emissions

Stanford's Marguerite Fleet

34 passenger
100% Electric = 3



32 to 38
passenger
Diesel Electric
Hybrid = 5



32 to 37
passenger
Diesel
Transit = 19



28 to 30
passenger
Diesel
Shuttle = 18



14 to 16
passenger
Diesel
Sprinter = 12



RECENT ADDITIONS

Three
34-Passenger
100% Electric
Buses



Photo Steve Castillo

Three
49-Passenger
Motor Coaches



Riding into Retirement

What I will miss

“ I will miss Brodie’s knowledge of ‘all things transportation’ at Stanford, his positive and helpful attitude, and his friendship.”

TRANSIT PROGRAMS



- **Free transit for employees**
on Caltrain, VTA and Dumbarton Express
- **Free or discounted transit for students and employees**
on AC Transit's Line U and ACE train
- **Free express bus service and designated park-and-ride spaces**
for East Bay commuters

Go Pass and Eco Passes Distributed



- **15,233** Total for 2013 passes
- **12,016** Total for 2014, as of March 28
- **9,038** Dec. 3 – Dec. 20, 2013

DID YOU KNOW?

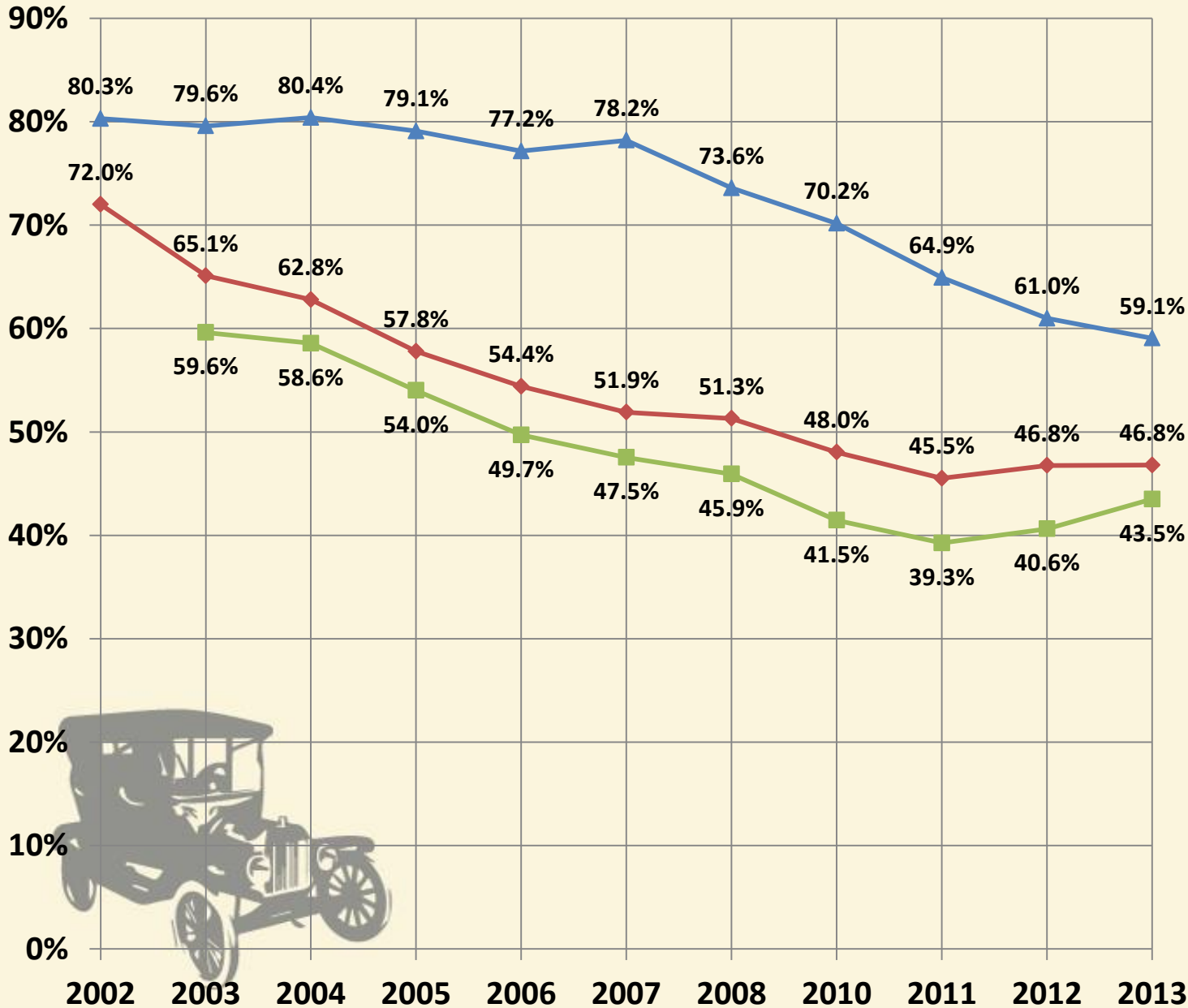


Brodie negotiated an agreement with Caltrain to establish the University Pass, the U-Pass, at Stanford, which expanded to other employers and became the Go Pass.

Riding into Retirement

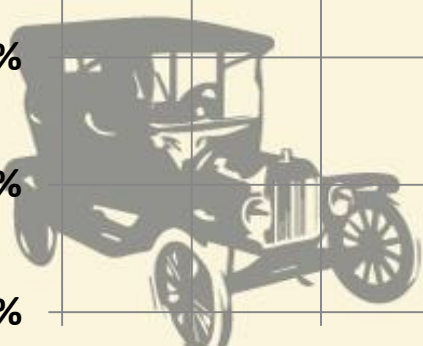
“ Brodie should be recognized for the role he had in the creation of the Caltrain Go Pass, which was first the University Pass just for Stanford. His passion for public transit has led to more university faculty and staff, as well as hospital employees, riding Caltrain. ”

Commute Survey: Drive Alone Rates

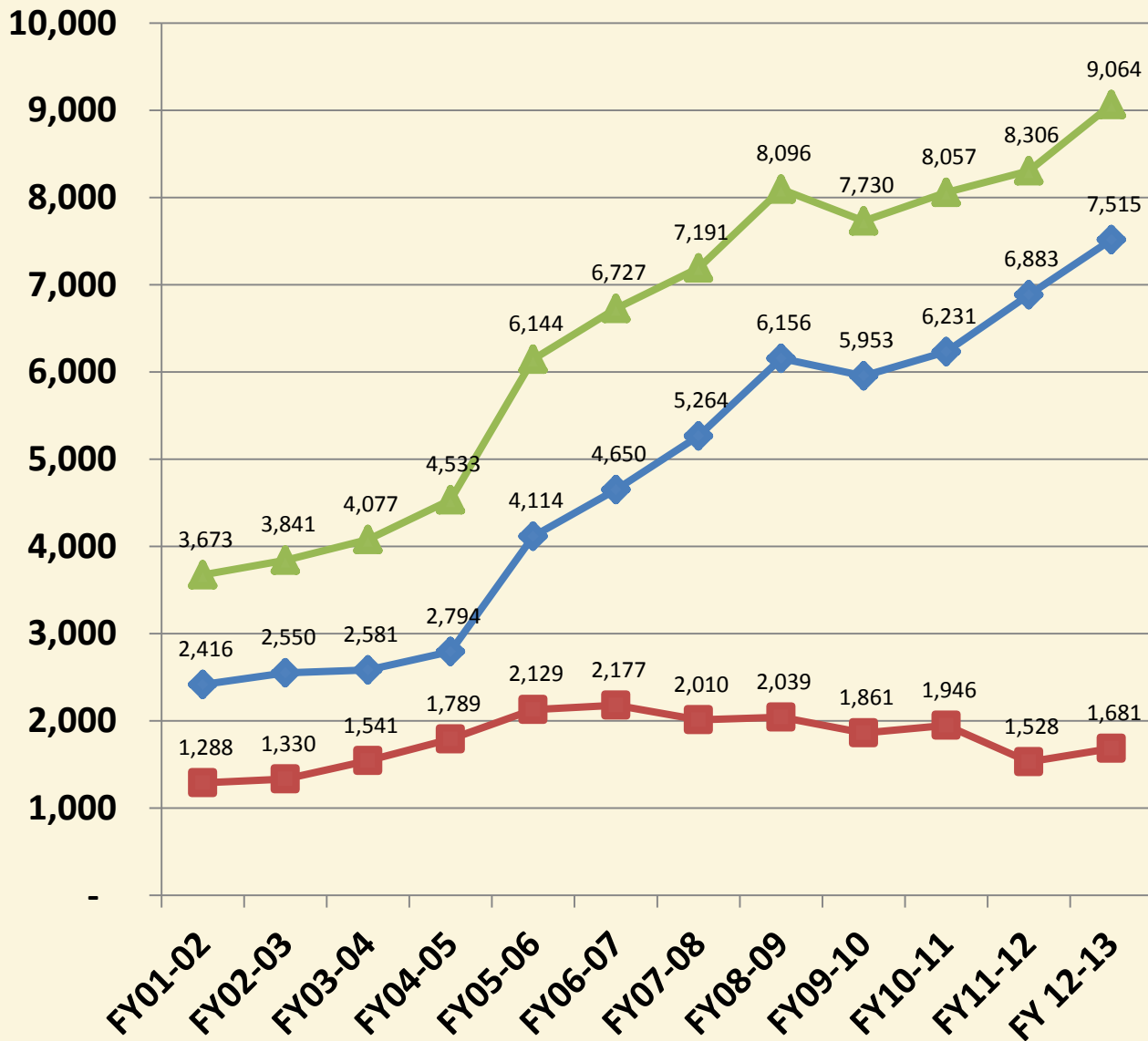


**Stanford's
drive-alone
rate
dropped
from 72%
in 2002 to
47% in 2013**

-  Hospital employees
-  University employees
-  All university commuters



Commute Club Membership



Membership

2002: 3,673

2013: 9,064

- ▲ Commute Club members
- ◆ Clean Air Cash recipients
- Carpoolers

Riding into Retirement

What I will miss in a few words



- **“Two words:
marshmallow fights”**
- **“His marshmallow aim!”**
- **“Everything including
the marshmallow wars!”**
- **“Marshmallow fights and
his sense of humor”**

Stanford Commute Club Celebrates 10 Years



Commute Club members have more

fun

fitness

me time

money

relaxation

join us!



EVERY TRIP COUNTS | bicycle bus carpool train vanpool walk

transportation.stanford.edu

Commute Club 10-Year Celebration



Thank you for being a Commute Club member!



Riding into Retirement

“ I will miss Brodie's calm cool demeanor and his quick wit, which I enjoyed at many meetings and City of Palo Alto public hearings.”

Car Sharing and Car Rentals on Campus

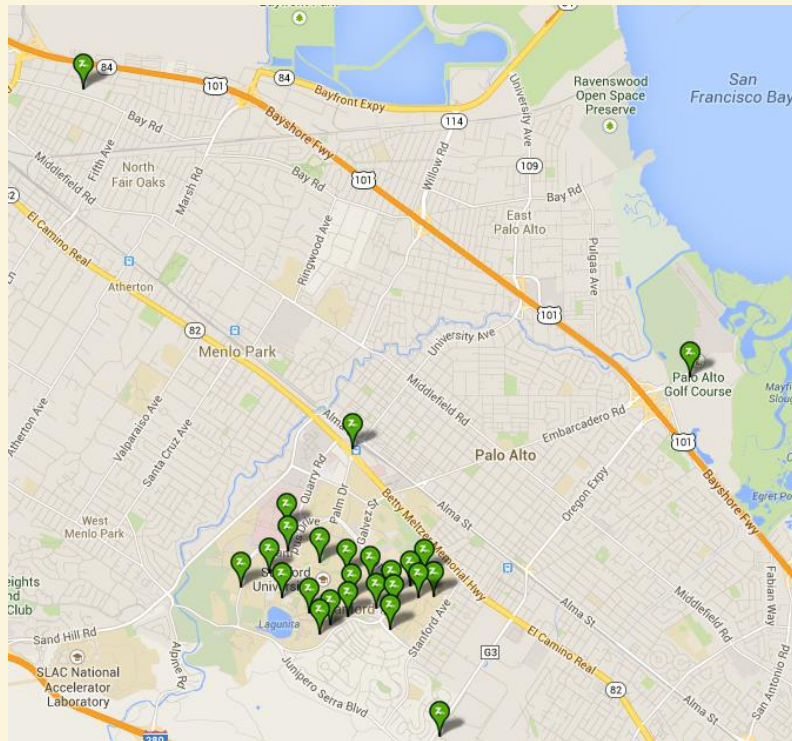


Photo: Linda Cicero/Stanford News Service

STANFORD
ZIPCAR
MEMBERS
5,700
LAUNCHED
NOVEMBER
2007

Zipcar at Stanford Fleet:
At launch: 3 cars at 3 locations
Today: 62 cars at 25 locations
Utilization: 45%



- Largest university Zipcar car sharing service
- On-campus Enterprise Rent-A-Car branch
- Special rates and discounts for Stanford affiliates

Parking at Stanford

- Stanford has 20,000 parking spaces
- 8 parking structures:
- Mobile and credit-card-enabled visitor parking payment systems
- Innovative incentives for off-peak driving



PARKING STRUCTURE 6

ROBLE FIELD IS AN ATTRACTIVE AND FREQUENTLY USED SPACE ABOVE THIS UNDERGROUND PARKING STRUCTURE



Photo: Lisa Kwiatkowski

MOBILE AND CREDIT-CARD-ENABLED VISITOR PARKING



Images: parkmobile.com

Stanford's Bicycle Program

Stanford was
designated the first
Platinum-level Bicycle
Friendly University
(2011-2015) from the
League of American
Bicyclists in
Washington, D.C.



Stanford's Bicycle Program

- 13,000 bikes on campus daily
- 18,000+ bike parking spaces on the main campus
- 12 miles of bike lanes
- 6 free bicycle repair stands
- Annual Bike Safety Dorm Challenge launched in 2010



Photo: Steve Castillo



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What I will miss in a few words

- **“Monkey slides”**
- **“His shoes”**
- **“His savoir faire”**
- **“Beef jerky”**
- **“His awesome office with all his toys!”**



DID YOU KNOW?

One Halloween, P&TS staff donned “dress like Brodie” costumes, wearing blue (or black) shirts with khaki pants and “Brodie” name tags.



Brodie wearing classic “Brodie attire” at Dump the Pump Day.

Riding into Retirement

What I will miss

“ His vibrant
joy in life
wrapped in
charm and
grace. ”



Photo: courtesy of Sharon Schauer

DID YOU KNOW?



Photo: Linda Cicero/Stanford News Service



Photo: Wikimedia Commons

- Brodie was born at Hoover Pavilion and graduated from Palo Alto High School.
- His father established the Tom Hamilton Scholarship Fund, which Brodie awards each year (for the past 40 years) to a college-bound student athlete from Palo Alto High School in honor and memory of Brodie's brother.

Riding into Retirement

What I will miss . . . in a few words



- **“The flying pig in his office”**
- **“The good of the order”**
- **“Davis cheer”**
- **“His humor and his knowledge”**
- **“Creativity, responsiveness, total commitment”**
- **“Brodie himself”**

Riding into Retirement

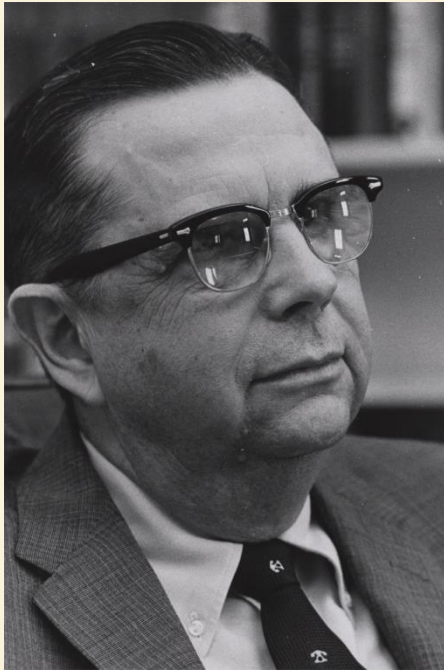


Photo: Stanford Historical Photograph Collection (SC1071).
Dept. of Special Collections & University Archives, Stanford
University Libraries, Stanford, Calif.

DID YOU KNOW?

**Brodie is the grandson of
Elmer D. Fagan,**

**a former Stanford Professor of Economics
and a recipient of the Lloyd W. Dinkelspiel
Award For Outstanding Service to
Undergraduate Education**

Riding into Retirement

“ What will I miss about ‘Young Brodie,’ the **Robert Redford look-alike**, who is aging much better than the ‘original,’ the **Krispy Kreme Donuts aficionado**, the **sweet potato pie spin-master**, the **marshmallow fight instigator/sharp-shooter**, the **high-flying high-wheeler/cyclist**?

Laughs galore, marshmallows on the floor, an open door, and so much more....

Anything else for the good of the order??? ”

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DID YOU KNOW?

Brodie . . . rides high wheel bicycles



Photos: courtesy of David Takemoto-Weerts

Riding into Retirement

DID YOU KNOW?

Brodie climbs mountains



Photos: courtesy of David Takemoto-Weerts

Riding into Retirement

DID YOU KNOW?

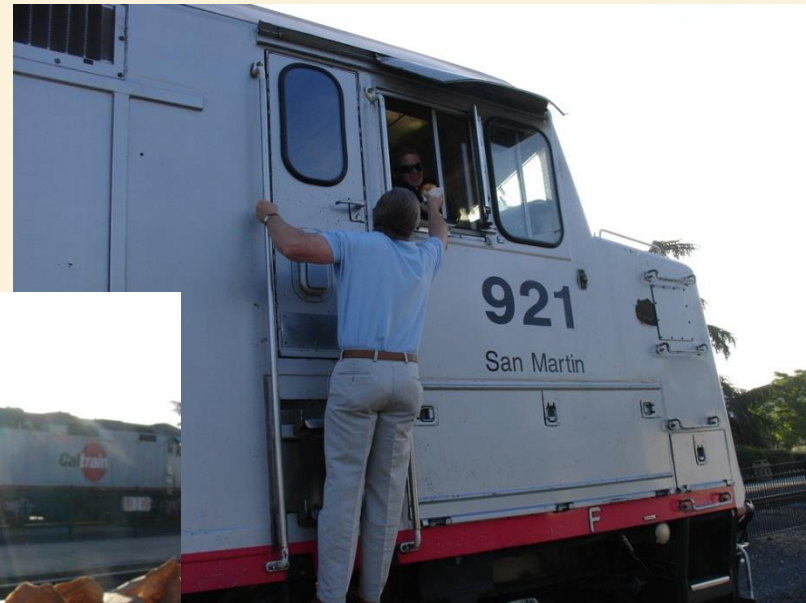
Brodie learned to fly planes



Riding into Retirement

Brodie always made sure the Caltrain engineers didn't miss out on bagels and treats

*Brodie
with Rachel
Mattenberger
and Ariadne
Delon Scott*



during Stanford's "Dump the Pump" days at the Palo Alto Transit Center.

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What I will miss



Photos: Linda Cicero/Stanford News Service

“ Seeing him ride the old high wheeler down Palm Drive. ”

_____ DID YOU KNOW? _____

Brodie still has the first car he drove.

Do you know what it is?

? ? ?



BRODIE'S FIRST CAR

WHICH HE HAS OWNED FOR 48 YEARS

1929 Model A

*Brodie with his
daughter and
son-in-law*



Photos courtesy of Sharon Schauer

Riding into Retirement

Brodie is

Bright

Reliable

Outgoing

Diplomatic

Idiosyncratic

Energetic

“ All of these qualities will be missed. Cheers to a fun-filled retirement. ”

UC DAVIS

- Brodie was the first director of Transportation and Parking Services (TAPS) at UC Davis
- He was responsible for development of the UC Davis campus bicycle program
- Brodie was involved in a wide variety of local, regional and statewide activities:
 - UC Davis Committee on Bicycle Programs
 - Cyclebration Classic Steering Committee
 - City of Davis Bike Plan Task Force
 - Yolo Transportation Management Association
 - Board of Directors of the Yolo County Transportation District
 - Transportation Roundtable and Transportation Enhancement Activities Advisory Council of the California Department of Transportation
 - And more...



DID YOU KNOW?

Brodie is a board member of the US Bicycling Hall of Fame.



Photo courtesy of Sharon Schauer

Brodie helped win a nationwide competition in 2008 to bring the museum to Davis, where it now occupies an 8,000 square-foot building in downtown Davis, California.

He also led efforts to secure the Pierce Miller antique bicycle collection for UC Davis.



Riding into Retirement

Proclamations and Commendations

- **Congresswoman Anna Eshoo**, U. S. House of Representatives, 18th District
- **Senator Jerry Hill**, California State Senate, 13th District
- **Assemblyman Richard Gordon**, California State Assembly, 24th District
- **County Supervisor Joe Simitian**, Santa Clara County Board of Supervisors, 5th District
- **Mayor Nancy Shepherd**, City of Palo
- **Mayor Ray Mueller**, City of Menlo Park
- **Chief Executive Officer Michael Scanlon**, San Mateo County Transit District (SamTrans)/ Peninsula Corridor Joint Powers Board (Caltrain)
- **Chairman Jeff Gee**, San Mateo County Transit District
- **Chairman Tom Noland**, Peninsula Corridor, Joint Powers Board

Riding into Retirement

What I will miss

“ His smile and his friendship!
If you want to know what
gentleman means and you
look it up in the dictionary,
you will find Brodie
Hamilton at the very top of
the list... ”



Photo: Linda Cicero/Stanford News Service

Riding into Retirement



Photo: left, Phil Garcia; right, Stephani Leatigaga

Thanks for joining us!



Photo: Stephani Leatigaga



THANK YOU

for celebrating with us!

RIDE ON! AND ON...

