

APPENDIX B EXAMPLES OF SUCCESS

Activity	Location of Successful Example	Brief Description	Size of Community	Project Administration/ Partners	Project Costs	Contacts
<i>Parking 1.1</i> Parking Coordinating Council	Aspen, CO	City & business task force led to development of City Transportation and Parking Department. Manages 4,000 + parking spaces	14,000 to 18,000 daily employees 30,000 people compete for parking during peak ski season	City Business Community	Annual department budget: \$850,000 Annual parking revenues: \$1.5 million Staff: 6 enforcement officers, 4 garage attendants, 1 kiosk staff, 2 admin staff, 1 director	Tim Wear, Director of the Parking and Transportation Program (970)920-5267 email: timw@ci.aspen.co.us
<i>Transit 1.1</i> Transit Coordinating Council	Boulder, CO	Joint development of community bus svc	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: community, local paratransit provider, Regional Transit District became partner ~ 2 yrs later; formed a multi-jurisdictional partnership to share resources.	Initial formation of partnership involved City Staff time and 40 community volunteers working for 8 mos. P'ship began in 1994, continues today	Penny Puskarich, Go Boulder Transportation Planning. PO Box 791 Boulder, CO 80306 Phone: (303) 441-3266. Fax: (303) 441-4271 http://go.boulder.co.us/default2.htm

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<i>Transit 1.1</i> Transit Coordinating Council	Menlo Park, Palo Alto, Stanford Try Transit Committee	Development of joint marketing materials & local shuttle services to enhance and coordinate with transit network	Stanford population: 28,000 students, staff & faculty Palo Alto population: 61,200	Palo Alto took lead, but power was equally shared. Together, team brought in City of East Palo Alto, Samtrans, VTA, AC Transit and others as necessary.	Agencies used existing marketing budgets to incorporate information about <i>all</i> systems into their marketing materials. Local shuttles are contracted at ~ \$40/hour, including vehicle, driver, maintenance and supervision.	Debbie Helming City of Menlo Park Transportation Division 701 Laurel Street Menlo Park, CA 94025-3483 (650) 858-3448 Gayle Likens City of Palo Alto Transportation Division 250 Hamilton Avenue Palo Alto, CA 94301 (650) 329-2136 gayle_likens@city.palo-alt o.ca.us
<i>Transit 1.1</i> Transit Coordinating Council	U of Washington, Seattle	University/Transit Agency jointly planned transit service.	UW Student Pop = 35,000	University & Transit District	Staff time: Worked together for six months to develop a plan for enhanced transit service to UW.	Peter Dewey University of Washington 1127 NE Boat St Seattle, WA 98105-6709 pdewey@u.washington.ed u 206-616-2050

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<p><i>TDM 1.1</i> Restructure Berkeley TRiP to Become the Leading Transportation Management Body</p>	<p>Go Boulder</p>	<p>Go Boulder is the City of Boulder's transportation planning department. Its mission is to preserve quality of life by encouraging individuals and businesses to make alternative transportation part of their lives.</p>	<p>Pop. Base: 95,662 CU Student Pop: 25,000</p>	<p>City driven organization. Partners with University and transit agency on projects, but City is lead organization.</p>	<p>10 Staff Members, including: An Outreach Specialist, Transit Projects Coordinator, Community Transit Pass Coordinator, and a Walk and Bike Week Coordinator</p>	<p>Go Boulder: Transportation Planning. PO Box 791 Boulder, CO 80306 Phone: (303) 441-3266. Fax: (303) 441-4271 http://go.boulder.co.us/default2.htm</p>
<p>Parking 2.1 Parking Information System</p>	<p>Downtown San Jose Association</p>	<p>Website: information about all transportation options, including location of 21,000 parking spaces</p>	<p>21,000 parking spaces in downtown SJ</p>	<p>VTA, SJ Downtown Assoc, City of SJ</p>	<p>Information not available</p>	<p>http://www.sjdowntownparking.com/ 408-279-1775</p>

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Parking 2.1 Parking Information System	City of San Jose	Parking Guidance System	City population: 909,000	City	Costs vary; In San Jose, the initial deployment of 15 signs for about 10 parking facilities (public and private) is estimated to cost about \$2.5 Mill. (Includes P, S & E, construction, signs, and some additional wiring. San Jose has a lot of communications infrastructure already in place which eliminates costs of digging, installing fiber optic cables, etc.	Mark Spencer DKS Associates 84 W. Santa Clara St, Suite 360 San Jose, CA 95113 (408)-292-941 mes@dksassociates.com www.dksassociates.com (Consultant Project Manager for City of San Jose)
Parking 2.1 Parking Information System	Menlo Park, Palo Alto, Stanford Try Transit Committee	Joint committee effort to develop signage program at train station	Stanford population: 28,000 students, staff & faculty Palo Alto population: 61,200 Menlo Park population: 34,600	VTA and Samtrans control the Palo Alto train Stanford owns land Sign plan developed by Stanford staff City of Palo Alto produced the signs in-house	Palo Alto funded a sign plan for the area on their own. The City produced the signs in-house using existing street sign budgets. Total cost was under \$10,000.	Gayle Likens City of Palo Alto Transportation Division 250 Hamilton Avenue Palo Alto, CA 94301 (650) 329-2136 gayle_likens@city.palo-alto.ca.us

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Parking 2.2 Reallocate short term, long term and private parking	City of Bellevue Washington	Through downtown planning process, City is developing a strategy to designate shared lots and maximize short-term parking	31,000 parking spaces in downtown	City and Downtown Association working together through downtown planning process	None available: staff time already dedicated to downtown planning process; staff time of business association	Jonathan Dong 425-452-4894
Parking 2.2 Reallocate short term, long term and private parking	City of Aspen, Colorado	About 25% of publicly managed parking spaces are available for all-day SOV parking; another 11% of spaces are available for all-day parking for carpoolers only. All day parkers can buy daily permits to park in RPP zones adjacent to downtown	Up to 30,000 people can compete for parking on a daily basis during peak ski season	Strategy developed by City and business partnership. City manages parking.	Annual parking department budget = \$850,000	Tim Wear, Director of the Parking and Transportation Program (970)920-5267 email: timw@ci.aspen.co.us
Parking 2.3 Residential Parking Permit (RPP)	1996 survey of 132 cities in US and Canada. 54 cities (all in US) responded	An overview of RPP programs in 54 cities.	11 cities were similar in size to Berkeley (pop. ~ 100K).	City	In ~ 30% of cities, fees cover program costs. The average annual permit fee in these cities is \$11.25. The average annual permit fee in cities in which fees do not cover program costs is \$4.20.	ITE, "Residential Permit Parking Informational Report," 2000

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Transit 2.1 Continue Class Pass	UC Davis	Fees were increased from \$13/quarter to \$24.50/quarter in a 1999 election; 65% of students supported the increase.	Faculty and Staff: 10,000 Students: 23,000	Majority of successful class pass campaigns are student driven.	Costs of Class Pass campaign not available.	Director, Transportation and Parking Services UC Davis 1 Shields Avenue Davis, CA 95616 530-752-3727
Transit 2.1 Continue Class Pass	CU Boulder	In 1997, students voted 15 to 1 to increase their fee to \$19.42/semester	Pop. Base: 95,662 CU Student Pop: 25,000	Majority of successful class pass campaigns are student driven.	Costs of Class Pass campaign not available.	David Cook University of Colorado Parking and Transit Services University of Colorado Campus Box 502 Boulder, CO 80309 303 735-5600 David.Cook@Colorado.EDU
Transit 2.1 Support AC Transit's efforts to expand service to meet new Class Pass demand	University of Washington, Seattle	Between 1990 and 1999, ridership among UW faculty, staff and students grew 68% to 7.2 million annual trips annually	UW Student Pop = 35,000	Lead: UW Partners: Transit agencies	Faculty & staff pay \$42/quarter and students pay \$31/quarter for passes. UW pays \$7.9 million annually to the 3 area transit providers.	Peter Dewey University of Washington (See above)

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Transit 2.1 Support AC Transit's efforts to expand service to meet new Class Pass demand	CU Boulder	Since 1991, the bus pass program has increased student transit ridership ~ 600%.	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: CU, RTD	Students pay \$19.42 per semester ; CU pays \$850,000 to Regional Transit and \$200,000 to the City for two special transit services not run by the RTD.	David Cook (see above)
Transit 2.2 Public Access to UC and LBNL Shuttles	City of Boulder, CO	Free community bus program: HOP & SKIP	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: CU, RTD	Annual operating costs: \$2,500,000 for two bus lines. Cost per hour = \$39.60; Cost per passenger ~ \$1	David Cook (see above) Go Boulder (see above)
Transit 2.3 Joint Marketing and Coordinated Materials	Menlo Park, Palo Alto, Stanford Try Transit Committee	Joint marketing & improved bus service.	Stanford population: 28,000 students, staff & faculty Palo Alto population: 61,200 Menlo Park population: 34,600	Lead: Cities	Each entity used existing marketing budgets to fund joint materials.	Debbie Helming, City of Menlo Park & Gayle Likens, City of Palo Alto (See above)
TDM 2.1 Improve existing Berkeley TRiP Programs	University of Washington, Seattle	TDM program (non transit elements)	UW Student Pop = 35,000	University	Approx. \$1,150,000 spent on TDM operating budget, not including transit program 3 full-time staff members	Peter Dewey (See above)

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TDM 2.2 Alameda County GRH Program	Alameda County	est. 3,000 people registered in county	County population = 1,454,300 (January 1, 2000)	County Congestion Management Agency	\$55,000 total \$15,000 total/yr. taxi trips \$40,000 admin & marketing	Jean Hart Deputy Director, Alameda County CMA 1333 Grand Avenue, Suite 220 Oakland, CA 94612 (510) 836-2560
Transit 3.1 Employer Eco-Pass Program	City of Boulder, CO	Employer Eco-Pass program	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: RTD and employers	Start-up costs not available. Cost per employee varies based on RTD contract. CU pays ~ \$50/employee. City subsidizes employer participation 25% in first 2 years, 15% in 3 rd year and 5% in 4 th year. City staff includes full time Eco-Pass coordinator	Transportation Planning. PO Box 791 Boulder, CO 80306 Phone: (303) 441-3266. Fax: (303) 441-4271 http://go.boulder.co.us/default2.htm
Transit 3.1 Employer Eco-Pass Program	Valley Transportation Authority, Santa Clara County	Employer Eco-Pass program	County Population = 1,653,000	Lead: Transit Agency	Employer's per employee costs vary based on location and size from \$5/employee/year to \$80/employee/year.	(408) 321-7544 ecopass@vta.org

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Transit 3.1 City-Wide Eco-Pass Program	City of Boulder, CO	Neighborhood Eco-Pass program	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: RTD	Household cost is \$50 to \$80 per year.	Go Boulder (See above)
Transit 3.2 Treatment of Key Bus Stops	AC Transit – San Pablo Corridor Lane Transit, Eugene, Oregon Tri-Met, Portland, Oregon	High-quality bus stops				
Transit 3.3 Expand Shuttle System	Stanford University City of Palo Alto	Expansion of shuttle services; coordinated services with city of Palo Alto, AC Transit, VTA, Samtrans and Caltrain through local Try Transit Committee	14,000 students 14,000 staff and faculty	Lead: University	Stanford shuttle budget = \$2,000,000	Stanford Parking & Transportation (650) 723-9362 transportation@stanford.edu Director: Brodie Hamilton

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Transit 3.4 Improve Frequency & Reliability on Core Transit Routes	Boulder, CO	joint development of community bus svc, specifically SKIP	Pop. Base: 95,662 CU Student Pop: 25,000	Initial Lead: City Partners: input from 50 members of community, Regional Transit District Formed a multi-jurisdictional partnership	City and RTD evenly split the SKIP's additional costs beyond the existing service; also evenly split a dedicated transit sales tax from the transit authority and a dedicated transportation local sales tax from the city. SKIP ridership is ~ 150% of the fixed route it replaced; SKIP costs 90% more than the fixed route it replaced	Go Boulder (see above)
Transit 3.5 Implement Transit Preferential Measures on City Streets	Valley Transportation Authority – El Camino Real Smart Corridor					VTA 3331 N. First Street San Jose, CA, 95134-1906
TDM 3.1 Expand TRiP Programs – Implement a TDM Program for City employees	City of Pleasanton	Parking Cash-Out at \$1.50 per day	In 1997, there were 380 employees eligible	City – uses general funds to finance program	1997 Incentive Pay-Out to employees = \$19,412	Diana Bonono City of Pleasanton

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TDM 3.1 Expand TRiP Programs – Implement a TDM Program for City employees	City of Bellevue, WA	Free transit passes and \$15/month to employees who make over 80% of commute trips by alternative mode	1,050 employees	City – uses general funds to finance program	Incentive Pay-Out to employees = \$30,000	Ellen Smith runs the City's employee transportation program; City's general number (425) 452-6800 esmith@ci.bellevue.wa.us
TDM 3.1 Expand TRiP Programs – Implement TDM Programs for general benefit	Contra Costa County – Incentives provided to anyone who lives, works or drives through Contra Costa County, except for GRH program which is provided only to people who work in CCC.	Transit -- 1 time incentive per person per year (\$32 BART pass) Carpool - \$40 gas scrip per person for joining a carpool GRH – 6 rides per year Vanpool – pay 50% of fares for first 3 months	County population = 930,000 (January 1, 2000)	Congestion Management Agency	Annual Budget (includes staff time, which is about 20 - 30% of each budget) C Vanpool \$44,000/year C Transit \$125,000/year C Carpool \$110,000/yr C Grh – \$74k/year	Corrine Dutra-Roberts Transpac 100 Gregory Lane Pleasant Hill, CA 94523-3323
Bicycle 3.1 Implement Bicycle Plan	UC Davis	Extensive bicycle facilities, including paths, round-about and bike parking on campus. Integrated with City of Davis bikeways.	Faculty and Staff: 10,000 Students: 23,000	University – on campus City – off campus	Full-time on-campus bicycle coordinator; Costs of on-campus bike path and infrastructure improvements are generally included in building construction costs.	David Takemoto-Werts Bicycle Coordinator UC Davis 1 Shields Avenue Davis, CA 95616

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Bicycle 3.2 Bicycle Promotion	UC Davis	Bike Barn – on campus bike store that provides bike maintenance services. Not supported by University Receive \$2,000 per year in local Clean Air Funds for bike promotion efforts.	Faculty and Staff: 10,000 Students: 23,000	University	<ul style="list-style-type: none"> C 1 Full-time staff member C 10 part-time student staff members C National Bike Month Promotion: \$2,500 C Campus Bike Shop C charges \$8/student for summer bike parking; park about 110 bikes/summer 	David Takemoto-Werts Bicycle Coordinator UC Davis 1 Shields Avenue Davis, CA 95616
Bicycle 3.3 Additional bike parking	University of Washington	5,826 bike rack spaces and 362 bike lockers	35,000 students	University	Between 1991 and 1999, UW spent \$600,000 to improve bike facilities	Peter Dewey University of Washington 1127 NE Boat St Seattle, WA 98105-6709 pdewey@u.washington.edu u 206-616-2050
Bicycle 3.4 Bikes for UC and City departments	Colorado State University and City of Fort Collins					

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Parking 4.1 Areawide parking plan	Oakland Portland San Diego San Francisco Boston Seattle Vancouver Bellevue	Varies, but include parking minimums, maximums, shared parking, and parking caps	Cities range in size from Bellevue, WA (104,000 in 1996) to San Diego, CA (over 1 million)	All programs are City-led and City-enforced	Not applicable	
Transit 4.2 High quality transit on each key corridors	City of Boulder, CO	Free community bus program: HOP & SKIP	Pop. Base: 95,662 CU Student Pop: 25,000	Lead: City Partners: CU, RTD	Annual operating costs: \$2,500,000 for two bus lines. Cost per hour = \$39.60; Cost per passenger ~ \$1	Go Boulder (see above)
Transit 4.4 Direct BART connection to San Francisco in evenings	Washington METRO					
Transit 4.4 Transit Service Until 2:30 AM	New York MTA					
Bicycle 4.1 Bicycle routes through and around UC campus.	UC Davis	A network of on-campus bike paths that are integrated with community bikeways. On-campus bike signage.	Faculty and Staff: 10,000 Students: 23,000	University (although City has done much to encourage bicycle culture beyond campus)	Bike infrastructure projects funded as part of new building construction or through "fines and forfeitures" revenue.	David Takemoto-Werts Bicycle Coordinator UC Davis 1 Shields Avenue Davis, CA 95616

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Bicycle 4.2 Provide secure bicycle parking in the study area.	Tampa, Florida – University North Transportation Management Initiative	TMI (a non-profit TDM organization supporting area employers) installing bike shells in its service area	Tampa is a sprawling urban area. TMI serves ex-urban sprawl to north of city.	Employers, city, TMI	Bike shells include advertising, which funds project	Margaret Giery University North Transportation Initiative 4202 E. Fowler Avenue, CUT 100 Tampa, FL 33620-5375 giery@cutr.eng.usf.edu
Housing 4.1 Eliminate minimum parking requirements	Portland, Oregon San Francisco Bellevue, Washington Seattle, Washington	Eliminate developer requirements regarding the amount of parking that must be built with each residential unit	Cities vary. Bellevue, WA is smallest at 104,000 (1996)	City	Not applicable	Bellevue: Jonathan Dong 425-452-4894 SF: Portland: Seattle:
Housing 4.2 Separate cost to rent parking from cost to rent housing or commercial space	San Francisco – Mission District					
Housing 4.3 New housing	San Francisco Stanford University					

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Housing 4.4 Incentives to encourage employees, students and visitors to live locally	Stanford University	For homes purchased within a specified area, Stanford offers faculty/staff housing support programs: The Housing Allowance Program is a taxable fringe benefit (cash) for the purchase of a home. The \$ amount depends on salary & academic year of home purchase. The Down Payment Assistance Program (DPAP) is a fixed rate loan to a maximum of \$150,000. The Mortgage Assis. Program is a 2nd mortgage loan with low current interest payments. Stanford will loan up to 50% of purchase price to a max. of \$600,000.	Stanford faculty & staff: 14,000	University	Information not available.	