

CHAPTER 8. STRATEGY COSTS AND IMPACTS

The next step in developing a Transportation Demand Management Strategy for the Berkeley Study Area is to prioritize the program activities described in Chapters Three through Seven by assessing their importance to the overall strategy. There are many different dimensions along which to build a TDM strategy. These include:

- The importance of the activity to creating a comprehensive TDM program;
- The ability of the activity to realize the community vision.
- The ease with which the activity could be implemented; and
- The ability of the activity to influence mode share;
- The cost of the activity;
- Cost-effectiveness

Table 8-1 provides an overview in chart format of how each of the activities rank along the dimensions listed above. To understand these concepts, some definitions are needed for each of the column headings on the chart:

A comprehensive TDM program – The ability of the activity to:

- build political and community support for TDM concepts;
- be a catalyst for the creation of additional TDM activities;
- build the foundation of alternative transportation options;
- create long-lasting change that influences the underlying economic playing-field and community infrastructure, so that using alternatives is a rational choice for travelers; and
- influence a fundamental cultural change, such that Berkeley becomes a place where alternatives are more widely and easily used than is the automobile.

Activities are ranked 1 to 5, with 5 representing an activity that best meets the definition of comprehensiveness. Rankings are relative to the other activities outlined in the table.

Realize the Community Vision – The ability of the strategy to achieve the goals and objectives outlined in Figure 1-1. Activities are ranked 1 to 5, with 5 representing an activity that best realizes the community vision. Rankings are relative to the other activities outlined in the table.

Ease of Implementation – This takes into account the political will required to achieve the implementation steps, the complexity of the implementation steps, and the community consensus that will be required to achieve success. Activities are ranked 1 to 5, with 5 representing an activity that is easiest to implement. Rankings are relative to the other activities outlined in the table.

Influence on mode share – The ability of the activity to switch people from driving alone to using alternatives. This ability depends on several factors, including:

- The market for mode shift
- Applicability to the Berkeley Study Area
- Integration into a larger network of programs
- Acceptance among travelers and policy-makers
- Staffing and support resources

Activities are ranked with 1 to 5+ symbols, with 5+ symbols representing an activity that has the greatest potential impact on mode share. Rankings are relative to the other activities outlined in the table.

Cost – Overall costs, whether borne by the University, the City, a transit provider, or another agency. These costs could be financed with private, local, regional, state or federal funding sources. Activities are ranked with 1 to 5\$, with 5\$ representing an activity that is most costly. Rankings are relative to the other activities outlined in the table.

Cost Effectiveness – This is based solely on the costs of the activity compared to its relative impact on mode shift. The other dimensions are not considered when looking at cost effectiveness. Activities are ranked 1 to 5, with 1 representing more cost-effective strategies and 5 representing less cost-effective strategies. Rankings are relative to the other activities outlined in the table.

The goal is to develop a comprehensive TDM approach that -- as a whole -- addresses the factors that create an effective program. The comments explain the rationale for the importance or impact rating. The relative rankings and costs were developed based on the understanding of the existing conditions in the Study Area.

FIGURE 8-1
IMPORTANCE, IMPACT & COST RATINGS OF TDM ACTIVITIES

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Enabling Strategies								
Parking 1.1	Parking Coordinating Council	As an enabling strategy, this activity cannot be ranked according to its mode shift impact. It is critical to the comprehensive TDM program, for the following reasons: <ul style="list-style-type: none"> ⊆ Managing parking means managing automobile demand. The actions of the council can enhance the effectiveness of all of the TDM programs described. ⊆ It will improve service to the user. ⊆ It will allow existing resources to be used more effectively, thereby expanding the available parking supply. ⊆ It will address appropriate levels of short and long-term parking. 	5	5	3	n/a	Z	n/a
Transit 1.1	Transit Coordinating Council	As an enabling strategy, this activity cannot be ranked according to its mode shift impact. It is critical to the comprehensive TDM program, because it: <ul style="list-style-type: none"> ⊆ Enhances and enables all of the transit programs ⊆ Facilitates frequent, customer-oriented transit service within the Study Area. ⊆ Coordinates more effective use of existing resources. ⊆ Develops coordinated transit services. ⊆ Develops decision-maker level support to facilitate implementation of strategies. 	5	5	3	n/a	Z	n/a
TDM 1.1	Restructure Berkeley TRiP to Become the Leading Transportation Management Body	As an enabling strategy, this activity cannot be ranked according to its mode shift impact. It is critical to the comprehensive TDM program, because it: <ul style="list-style-type: none"> ⊆ Enhances and enables all the other enabling strategies. ⊆ Enables all of the the transit and TDM activities. ⊆ Provides the infrastructure and staffing resources necessary to pursue an aggressive, comprehensive TDM plan. 	5	3	2	n/a	Z Z	n/a

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Manage Existing Resources to a Higher Level of Effectiveness								
Parking 2.1	Parking Information System	A parking information system can decrease spot traffic congestion and improve travelway capacity primarily for vehicles, but also for other modes. While this strategy does not directly cause people to shift to non-driving modes, it does follow the TDM Planning Principles, outlined in Chapter 1.	3	3	3	[Z Z	•
Parking 2.2	Reallocate short term, long term and private parking	This activity does not facilitate mode shift, but it accomplishes study goals to reduce the impact of the automobile and provide transportation choice to support the Study Area economy.	4	4	2	n/a	Z Z	n/a
Parking 2.3	Residential Parking Permit (RPP)	This activity reduces conflicts between users of valuable resources. It encourages mode share by limiting parking supply.	2	3	4	[Z	À
Transit 2.1	Continue Class Pass and support AC Transit to expand service to meet Class Pass demand	Class pass is not a new strategy, but if the program were not maintained, it would decrease transit mode share. Expanding AC coverage, night service hours and frequency to serve student populations in key student housing locations will impact the small, yet highly significant, share of students driving alone to campus.	4	3	3	[[[[Z Z Z	Ž
Transit 2.1	BART Involvement in Class Pass	Since the majority of students live within the AC Transit service area, this is not as effective as improving AC coverage and frequency. Graduate students would benefit most.	2	2	3	[[Z Z Z	•
Transit 2.2	Public Access to UC and LBNL Shuttles	This program targets all markets – commuters, students, visitors, residents. It can attract the casual trip, and eliminate people's need to drive in order to have a car available for mid-day travel within the Study Area.	4	2	3	[[[Z	Ž
Transit 2.3	Joint Marketing and Coordinated Materials	Marketing enhances all the other strategies outlined, and increases the legibility of using alternatives. This is especially important to influencing mode shift from vehicles.	3	3	5	[[Z	Ž

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Transit 2.4	Bus Shelter Program	This enhances all the transit strategies and makes using transit more customer-focused, legible and user friendly.	2	2	4	[[Z	Ž
TDM 2.1	Improve existing Berkeley TRiP Programs	Improvements to TRiP's many programs will create a more comprehensive TDM services package for the community, and especially for the University.	2	2	3	[[Z Z Z	•
TDM 2.2	Alameda County GRH Program	This existing resource enhances all TDM programs and makes it possible for many who consider themselves car-captive to switch to alternatives.	2	2	5	[[Z	Ž

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Expand Existing Resources								
Transit 3.1	Employer Eco-Pass Program	75% of Study Area employees live within Berkeley and its neighboring communities. There is great potential among this market for mode shift to transit. The addition of transit enhancements (as outlined in other activities) will make this program even more effective. Likewise, this program will increase ridership on AC and support those transit enhancements. BART involvement in Eco-Pass will tap into the commute market that lives regionally. 50% of UC staff & faculty and 53% of downtown City staff drive alone to work. Of these, about 25% live regionally.	4	3	3	[[[[]	Z Z Z Z	Ž
Transit 3.1	City-Wide Eco-Pass Program	Expanding Eco-Pass to be available on a community-wide basis will address more than just commute trips. More important to influencing these trips, is providing frequent, local transit service.	5	3	2	[[[]	Z Z Z Z	•
Transit 3.2	Treatment of Key Bus Stops	Land-use changes have a longer-term impacts. These strategies enhance the further urbanization of the Study Area and the overall effectiveness of transit. They also improve the ease with which travelers can use transit.	3	2	2	[[]	Z Z Z Z	•
Transit 3.3	Expand Shuttle System	Expanding the shuttle system with a few targeted improvements, and opening it to the general public, vastly improves the transit connections within the Study Area and improves transit legibility.	3	3	3	[[]	Z	Ž
Transit 3.4	Improve Frequency & Reliability on Core Transit Routes	Frequent, reliable transit service in the Study Area is critical to developing a customer-service oriented approach to transit service delivery and replacing vehicle trips with transit trips. It is especially critical to serve trips that are within the Study Area, but are too far to walk. It is also critical for those 3 - 5 mile trips entering the Study Area along the key transit corridors.	5	5	1	[[[[]	Z Z Z Z	Ž
Transit 3.5	Implement Transit Preferential Measures on City Streets	Increasing transit efficiency within Berkeley is a cooperative step toward increasing it throughout the AC service area. This will lead to longer-term improvement in transit frequency and reliability.	5	4	1	[[[[]	Z Z Z Z to Z Z Z Z Z Z	À to •

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
TDM 3.1	Expand TRIP Programs	The City's ability to influence employer TDM programs at employer sites will be much more effective if the City sets an example and develops programs in which smaller employers can participate.	4	3	2	[[[Z Z Z	À
Bicycle 3.1	Implement Bicycle Plan	A comprehensive bicycle network targets work and non-work trips. The compact nature of the Study Area is ideal for bicycle travel. Connecting the discreet areas within the Study Area by a legible and user-friendly bike network will increase area circulation.	4	3	3	[[Z Z to Z Z Z	À to •
Bicycle 3.2	Bicycle Promotion	Promoting bicycle programs will enhance all bicycling activities. It is a necessary step to creating a bicycle culture.	2	2	5	[Z	À
Bicycle 3.3	Additional bike parking	Safe, secure, reliable bicycle parking is critical to developing a supportive bicycling infrastructure. Adequate bike parking also prevents conflicts between bikes and other modes.	3	2	4	[Z	À
Bicycle 3.4	Bikes for UC and City departments	Providing bicycles for mid-day travel eliminates the need for people to bring their cars to work solely to facilitate mid-day business travel within the five mile radius.	2	2	5	[Z	À
Expand Programs and Plan for Future Growth								
Parking 4.1	Areawide parking plan	This will be politically difficult to implement among the many stake-holders, but it is critical to a comprehensive TDM approach that seeks to manage vehicle access and provide mobility.	5	5	2	[[[Z	Ž
Parking 4.2	Adjust parking supply	This activity is critical to a comprehensive TDM approach, but may or may not support the community vision, since there was dissension within the community about what the appropriate level of parking will be. The process for determining this as laid out by the TDM study, however, incorporates necessary stakeholders.	5	3	2	[[[Z	Ž
Transit 4.1	Southside Plan - Bancroft	Improving the speed and ease of use of transit is critical to creating a transit first city. Bancroft is a critical segment of the transit backbone and provides the main link between two key destinations – Downtown and the Southside.	3	3	1	[[Z Z Z	•

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Transit 4.2	High quality transit on each key corridor	Berkeley developed along the backbone of transit corridors. Frequent, reliable transit service in the Study Area is critical to developing a customer-service oriented approach to transit service delivery and replacing vehicle trips with transit trips.	5	4	2	[[[[[]	Z Z Z Z	Ž
Transit 4.3	Reconstruct the Downtown BART station and plazas.	Land-use changes have a longer-term impacts. These strategies enhance the further urbanization of the Study Area and the overall effectiveness of transit. They also improve the ease with which travelers can use transit.	3	2	1	[[[]	Z Z Z Z	•
Transit 4.4	Direct BART connection to San Francisco in evenings	This is a critical regional connection. For people who work late in the Study Area or have later classes at the University, the lack of direct connections after 8 PM reduces the convenience of using transit.	2	2	2	[[]	Z to Z Z Z	• to Ž
Transit 4.5	Transit Service Until 2:30 AM	To create a transit system that can serve the needs of people with a choice of modes, late night service must be provided. Late night service is also critical to a student population.	3	3	2	[[[]	Z Z Z	À

Activity #	Activity	Comments	Comprehensive TDM	Community Vision	Ease of Implementation	Mode Shift Impact	Cost Rating	Cost Effectiveness
Bicycle 4.1	Bicycle routes through and around UC campus.	Campus is the main destination for bicycle travelers within Berkeley. Making it easy to travel by bicycle on campus grounds will increase the overall attractiveness of this mode. If it is easier to access destinations throughout campus and on the periphery of campus by bike than by driving around the campus, the appeal of bicycling will increase.	4	3	3	[[Z Z Z	•
Bicycle 4.2	Provide secure bicycle parking in the Study Area.	Safe, secure, reliable bicycle parking is critical to developing a supportive bicycling infrastructure. Secure bicycle parking is important to encourage biking as a commute mode, since commuters need to park their bikes for long periods of time.	3	2	2	[[Z Z	À
Housing 4.1	Eliminate minimum parking requirements	Eliminating minimum parking requirements can reduce the cost of constructing new housing and thus make it easier to increase housing supply. This activity must be supported by a compact, walkable, transit-oriented development plan.	4	3	2	[Z	À
Housing 4.2	Separate cost of parking from cost of space	Separating the cost of parking, places an economic value on parking as a consumer good and levels the economic playing field between transportation modes.	3	3	4	[[[Z	Ž
Housing 4.3	New housing	Vehicle trips can be replaced with proximity. Any successful, thriving downtown has a mixture of uses that promotes 24-hour activity within a compact area. Housing is critical to this mix.	5	4	3	[[[[[[Z Z Z Z Z Z	À
Housing 4.4	Local employees live locally	Vehicle trips can be replaced with proximity.	4	5	2	[[[[Z Z	Ž

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