Department of Transportation Services
Transportation Demand Management Program

J. David Allen
Executive Director
Transportation Services
Tools in our Tool Box

• Public Transit
• Biking and Bikeshare
• Ridesharing
• Carsharing
• Parking Cash Out
• Alternative Work Schedule
• Telecommuting
• Technology
Tools in our Tool Box

Public Transit

- 2002 shuttle ridership 980,000
- 2017 shuttle ridership 3,400,000
- Created partnerships with WAMATA and PG County The Bus
- Financial partnerships with 6 area developers
- Partnerships with City of College Park, Greenbelt and Hyattsville
- Expanded the Shuttle UM services to include UMAB and UMB

- Experiencing run-a-way growth at two area Park and Rides
- Recently deployed GPS enabled passenger counters and stop enunciators
- Heat map route planning
- Revenue sharing with parking fees
- Aggressive equipment replacement plan (ultra clean diesel)
Tools in our Tool Box

Biking and Bikeshare

- Mbike program (24 stations-191 bikes-3344 members-93,000 trips- 250% increase over last year
- Share the road pledge
- The League of American Bicyclists Gold Rating Bike friendly campus
- Initiated Bike safety month
- Support national bike to work day
- Installed bike counters campus wide
- Implemented sharows and soon super sharows
- One of very few universities what a AD for TDM
- Significant increase in bike racks both sheltered and not
- Approximately 80% increase in bike registration from previous year
Tools in our Tool Box

Ride Share/Car Share

- Recently increased Zipcar locations on campus to 8
- Negotiated free membership for all Freshmen Residents
- Received international award for a promotional strategy promoting carshare
- Initiated first UMD Vanpool Program with DOTS subsidy
- Discounted parking for carpoolers
- Preferred individually signed carpool parking
- Guaranteed ride home for all carpool, vanpool and car sharers
- Bundle packs (temporary permits) for carpool participants
UMD is the first institution nationally to buy back previously purchased parking permits as an incentive to forfeit current parking permit for one year.
Tools in our Tool Box

Alternative Work Schedule/Telecommuting

DOTS initiated the first *Telework Challenge*

**PRIZE DRAWINGS**

Each Monday one employee will win one of the following items:

- A Fitbit Alta HR
- A *Instax Smartphone Printer*
- A *full membership* for one year to UMD Recreation & Wellness
- 1 day of *UMD SUV service* to and from work

At the end of the challenge period, participants that have teleworked at least 6 times will receive a Smart Commute T-Shirt and one employee will be drawn at random as the grand prize winner of a *Microsoft Surface Pro*. 
Tools in our Tool Box

Technology

- 2700 Registered users
- 7000 trips searches
- 39,000+ sustainable trips logged
- 111.3 tons CO2 reduced compared to driving
Tools in our Tool Box

Technology

**Plug-and-Play**

**Purpose-built for streets**

Our sensor mounts to light poles at 15-25 feet, runs on grid or solar power, and connects over GSM (cell phone) network. It was designed from inception to seamlessly meet the needs of planning departments everywhere.
Challenges
Current Funding Models
Only Students Pay for Transit
The Purple Line is coming to UMD

Unintended Consequences
Full and Comprehensive Funding Review
What is the final step?
We must listen but be able to say No
Questions and Comments