

University of California, San Diego

Parking and Transportation Management Study

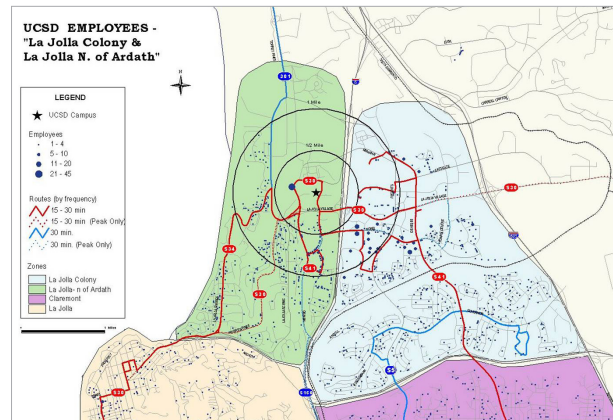


Preparing for another 10,000 students at its landlocked campus, UC San Diego calculated a need to build 15 parking structures over 20 years. To fund these structures, the campus would need to raise parking fees over tenfold, not a happy prospect for the parking manager.

To address this dilemma, Nelson\Nygaard was brought in to quantify the full costs of adding new parking and compare those costs to investments in alternative transportation. First, we modeled price elasticity of demand for parking and the resulting mode shift from projected fee increases. Next, the firm calculated the cost per new trip shifted away from driving as a result of specific recommended improvements to the surrounding bicycle, pedestrian and transit network. Finally, we were able to provide supply-and-demand charts that showed precisely the level of investment in parking, transit subsidy and capital investments that would provide the most cost-effective access to the campus each year over 20 years. The resulting plan determined that it was appropriate to build between four and six parking structures, and that 4,800 to 5,100 auto trips could be eliminated through strategic investment in Transportation Demand Management (TDM).

For example, the firm determined that the cost to provide vehicle access to campus would be \$2,400 per trip under the 15-structure parking program. Comparatively, the cost to provide access through TDM strategies was estimated at \$900 per trip. As a result, it made better financial sense for the campus—and for parkers—to raise parking permit fees to pay for TDM than to raise parking fees to pay for new garages. The plan was implemented in 2002 and has guided campus transportation development since.

Since implementation of the plan, the drive alone rate for UC San Diego commuters has dropped from 66% in 2001 to 49% in 2008. That works out to a 25% decline in the drive alone rate over the last seven years. Meanwhile, bus ridership doubled in a single year.



Project Duration: 2000-2002

Total Budget: \$50,000

For more information:

University of California, San Diego
9500 Gilman Drive
La Jolla, CA 92093-0988

Contact:

Gregory Snee
858-534-7437
gsnee@ucsd.edu