

CAMPUS TRANSPORTATION PLANNING



Nelson\Nygaard specializes in tackling the particular transportation issues facing universities, research parks and business campuses: traffic congestion, constrained parking and limited revenue sources, among others. Our campus plans have achieved both financial and sustainability goals — and proven marketable to students, faculty and large corporate tenants.

Planning for Campus Growth

Nelson\Nygaard helps plan for the consequences of growth, from traffic congestion to the loss of surface parking. Consensus building is integral to our process: we navigate town/gown relations, and meet the needs of executives, transportation staff, unions, campus staff and students.

Financial Modeling

We offer the unique ability to integrate financial and demand modeling for all transportation modes. In creating campus-specific price elasticities and revenue projections, the firm identifies the most cost-effective mix of investments in new parking facilities, transit, bicycle and pedestrian improvements, and cash incentives for people not to drive.

Multimodal Planning

Nelson\Nygaard has in-depth experience with the specifics of campus plans: we can plan and cost shuttle routes, analyze fleet and capital requirements, and recommend effective

contracting procedures. We can also develop campus-wide bicycle and pedestrian networks, identify specific gap-closure projects and design improvements.

Parking Management

With former university parking managers among the firm's principals, Nelson\Nygaard offers practical expertise in permit allocation, pricing and enforcement. We can project future demand, identify the right management policies, and implement reforms such as parking cash-out.

Recent Projects include:

- NASA Ames Research Park, California — TDM Plan
- San Francisco State University, California — Master Plan
- UC Davis, California — Parking and Transportation Study