No Bike? No Problem!
Making it Easier for UCLA Bruins to Commute by Bike

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UCLA Student Population

UCLA has 44,947 students—almost 45,000!

6 years to gain 5,000 students
~ 25 years to gain 5,000 students
UCLA Employee Population

Employee population has increased, reaching 31,233 in 2016
This is an increase of ~22% staff since 2010
Sustainable Transportation

UC Goals

◦ Sustainable Practices Policy
◦ Carbon Neutrality in Operations by 2025

UCLA Goals

◦ Reduce GHG emissions to 1990 levels by 2020
◦ Reduce vehicle trips to and from campus

E&T Goals

◦ Reduce employee drive alone rate to 48%
◦ Maintain parking capacity below the parking space cap
UCLA Commuting Student Mode Split

2000

- Drive Alone: 36.0%
- Walk: 23.2%
- Public Transit: 23.8%
- Carpool: 9.0%
- Motorcycle: 1.6%
- Other: 2.6%

2016

- Drive Alone: 25.0%
- Walk: 30.9%
- Public Transit: 28.5%
- Carpool: 6.2%
- Motorcycle: 1.2%
- Other: 2.8%
UCLA Employee Mode Split

1990

- Drive Alone: 69.1%
- Public Transit: 7.3%
- Vanpool: 5.5%
- Carpool: 13.2%
- Walk: 2.7%
- Bike: 0.7%
- Other: 1.5%

2016

- Drive Alone: 53.0%
- Public Transit: 16.9%
- Vanpool: 4.3%
- Carpool: 12.0%
- Walk: 6.9%
- Bike: 1.9%
- Other: 4.1%
- Motorcycle: 0.9%
Bicycling has tripled since the Bike Master Plan’s creation (to approximately 3,000 cyclists on campus)
Bicycling Incentives

Programs created to incentivize close-in commuters to walk or bike to campus:

- **Bruin Bike Library** – Bikes for rent by academic quarter to students for their commute and use

- **Bruin Commuter Club Bike Benefits** – Up to $50/year incentives including shower access, local bike coalition membership and bike shop vouchers

- **Bike Recycling Day** – Impounded bikes are given out to UCLA community every Fall quarter

- **Employee Commuter Bike Loaner Program** – Partnership with UCLA Bike Shop to allow employees to borrow bike for two weeks to try commuting via bicycle

- **Earn-A-Bike Program** – Give up your parking permit for two years, get a free $450 bike! Open to graduate students Fall 2017
## Evolution of Campus Bike Programs

<table>
<thead>
<tr>
<th>Phase I. Student Bike Library</th>
<th>Phase II. Departmental Bikes</th>
<th>Phase III. Bike Proliferation</th>
<th>Phase IV. Bike Share System</th>
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</thead>
<tbody>
<tr>
<td>• Long-term bike rentals for students</td>
<td>• Pilot program provided 20 bicycles to campus departments &amp; made them available for employees</td>
<td>• Established grad student resident bike subsidy program</td>
<td>• Short-term rentals on campus and nearby Westwood Village</td>
</tr>
<tr>
<td>• Bikes also available at the UCLA Guest House and Tiverton House</td>
<td></td>
<td>• Employee loaner bike program and Earn-A-Bike providing more options</td>
<td></td>
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</table>
Social Bicycles is revolutionizing bike share by pioneering the ‘smart-bike’ approach.

<table>
<thead>
<tr>
<th>Year</th>
<th>Type</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>DUMB BIKE</td>
<td>free bikes, no payment, no protection</td>
</tr>
<tr>
<td>1991</td>
<td>DUMB DOCK</td>
<td>coin operated, no electronics, chain security</td>
</tr>
<tr>
<td>2008</td>
<td>SMART DOCK</td>
<td>RFID locks, kiosk POS interface, docking-point lock</td>
</tr>
<tr>
<td>2010</td>
<td>SMART BIKE</td>
<td>3G GSM connection, GPS accelerometer, electronic lock</td>
</tr>
</tbody>
</table>

Bruin Bike Share

1. Reserve: User's ID
2. Release: User's ID
3. Ride: Key fob
4. Return: User's ID
Partner Community System
Plans

= 100 bikes

I-10
I-405
UCLA
Beverly Hills
West Hollywood
Santa Monica
I-405
I-10
Choice Architecture

• The design of different ways in which choices can be presented to consumers

• We see this in everyday life—especially prevalent in fields of sustainability, transportation & health

• At UCLA, ride-hailing (Lyft/Uber) is popular among students going to, from, and across campus

• How can we mitigate some of those trips towards active transportation?
UCLA a Living Lab
The Bike Path Forward

• Assess bike share’s overall effect on sustainable transportation goals

• Further decreasing obstacles for bicycling through Last Mile efforts with Metro

• Supplementing bike incentives with additional bike infrastructure and bike safety education
Questions/Comments
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