



UCLA Staff & Faculty Take a Vacation from the Gas Pump!

**Give up your parking
permit* for 3 months and
receive a Free Transit Pass
Effective July 1, 2008**

(Sign-up beginning June 1, 2008)

UCLA

Transportation

***For more information:
parking@ts.ucla.edu
www.transportation.ucla.edu***

****WILL HOLD YOUR PARKING ALLOCATION DURING PILOT PERIOD.***

The primary goal of Vacation from the Pump was to increase UCLA staff and faculty use of public transit as a commute mode rather than driving alone to campus. Inspired by a national “Dump the Pump” day sponsored by the American Public Transportation Association (APTA)--a campaign that Metro has previously piggybacked onto--UCLA Transportation implemented the “Take a Vacation from the Pump” campaign in Summer 2008. The fact that campus commuters represent 11% of the University’s greenhouse gas emissions acted as a catalyst to develop strategies for shifting commuters from driving alone to other modes, such as transit.

The “Vacation from the Pump” promotion was designed to provide a “risk free” opportunity to encourage Single Occupancy Vehicle (SOV) commuters to try transit. Commuters were able to sample travel on public transit while retaining their parking allocation in case they changed their mind and wished to resume driving. Recognizing that there may be days when taking transit is not feasible, our program provided a \$2 discount on daily parking permits for participants and a guaranteed emergency ride home. These last two features meant that staff and faculty got to experience the same “safety net” measures included in our ongoing UCLA transit pass subsidy program. UCLA Transportation gave a choice of transit passes to program participants which were good for unlimited travel between June 16th and September 15th on either Metro, Big Blue Bus, Culver CityBus, LADOT, or City of Santa Clarita Transit.

Vacation from the Pump took place between June 16, 2008 and September 14, 2008. Roughly 380 commuters traded in their parking permits for transit passes. UCLA Transportation quantifies our investments in Transportation Demand management through two filters: 1) Cost per metric ton of greenhouse gas emitted and the cost per trip saved. We estimate that our program participants saved over 500,000 VMT and 230 metric tons of GHG.

The cash outlay for the program was approximately \$25,000. 262 out of the 380 participants became transit converts at the cost of \$92 per person, in contrast to estimates for a parking space in a garage costing up to \$50,000 per space. The program’s success was evaluated based on the number of participants who came back to the Transportation office to reclaim their single-driver parking permits. Of the 380 participants, only 118 reclaimed their permits. The remaining participants continue to use alternative modes to reach the campus.

Vacation from the Pump benefited the community in the following ways:

- 1) Vacation from the Pump increased awareness about the feasibility of using alternative modes to reach UCLA from different parts of the Los Angeles metropolitan area. Indeed, our program participants became very savvy about using transit (at least for their itineraries).
- 2) Vacation from the Pump participants also reduced their overall vehicle miles traveled (VMT).
- 3) By switching to transit or other alternative modes, such as carpool or cycling, Vacation from the Pump participants also reduced greenhouse gas emissions stemming from their commute to work, which also in turn reduced air pollution.
- 4) These program participants also helped UCLA to meet its voluntary trip cap with the City of Los Angeles and neighboring residents.