Transportation Demand Management Strategic Plan (Updated July 22, 2020)

**Goals:**
- Reduce Employee Drive-Alone Rate from 44% to 36%
- Provide guidance to support UC Berkeley through Long Range Development and Campus Master Plans.
- Provide stability to programs in a post-COVID world.

**Decrease Drive Alone Rate**
- Maximize Reduced Supply of Spaces
- Minimize Costs of New Projects
- Support Sustainability Objectives
- Provide Affordable and convenient transit options
- Provide thought leadership in a post-COVID world.

**Robust User-Friendly Programs**
- Cultivate/Foster Partnerships
- Promoting Options Effectively
- Review, Update, Modify, Delete TDM Program Initiatives
- Utilize Data to get feedback
- COVID-19 Adjustments to reduce risk

**Focus on Innovation & Technology**
- Conduct practical and valuable research
- Solicit New Ideas
- Work with Outside partners/fellow UC's on best practices
- Focus on Equity (Policies & Programming)
- Real Estate & Offsite TDM Programs

**Place Value of TDM to the University**
- Cost-Effectiveness of TDM Programs
- Educate departments & business units about TDM
- Provide Metrics that align with sustainability goals
- Provide up to date information on TDM Programs
- Student Involvement & Initiatives
- Support Campus Initiatives
  - LEED
  - Housing
  - Campus Master Plan
- Leveraging Grants to Support Initiatives

**Enable a Culture of Safety**
- Review current safety programs
- New programs must align with community standards
- Maximize of limited curb space
- Proactive education of existing policies
- Guidance for disaster planning and TDM
- Promote safe access of travel routes.