



CONNECTING **UNIVERSITY CIRCLE**

# ANNUAL REPORT

July 2017 - June 2018



## ABOUT THE REPORT

In 2016, University Circle Incorporated (UCI) completed the 3-part Transportation & Mobility Plan, *Moving Greater University Circle* (MGUC). The district-wide transportation plan laid out near and long-term actions to improve mobility in University Circle. UCI hired a dedicated Transportation Coordinator in Summer 2016. The **FY17 ANNUAL REPORT** documented the first year of MGUC implementation. It also contains baseline data on commuter survey results and sustainable transportation service utilization. The uGO FY18 Annual Report documents the second year of implementation including progress on capital projects, data tracking on commuter survey results and sustainable transportation service utilization.

Special thanks to UCI's Summer Intern Francis Wang for her assistance compiling this report.

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## MISSION

uGO supports University Circle's economic viability, visitor experience, environmental health and quality of life by increasing the use of sustainable transportation options in University Circle.

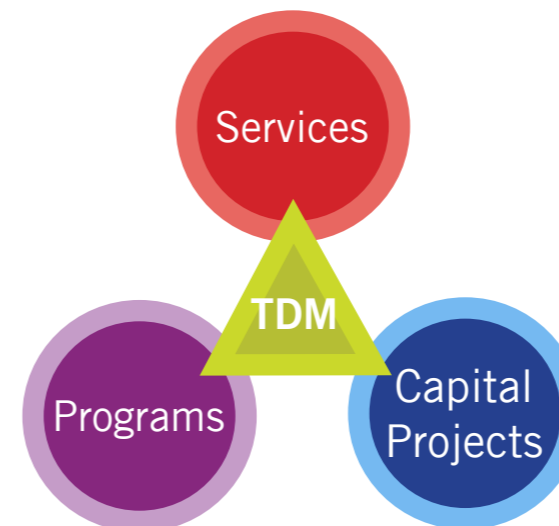
## HOW WE DO THAT

The overarching recommendation of the MGUC Plan is coordinated, district-wide Transportation Demand Management (TDM). TDM is the combination of information, encouragement and incentives to help people know about and use all their transportation options to optimize all modes in the system. TDM includes both traditional and innovative technology-based services to help people travel by transit, ridesharing, walking and biking. TDM is most effective in environments where programs encourage multi-modal transportation, reliable alternative transportation options are available, and the built environment (roads, sidewalks, transit waiting areas etc.) supports alternative transportation.

University Circle's Transportation Coordinator works with UCI staff and district partners to monitor, improve and communicate multi-modal transportation options. The Sustainable Transportation Advisory Committee (STAC) is a working group with representatives from the district's largest employers, the Northeast Ohio Areawide Coordinating Agency (NOACA), the City of Cleveland and the Greater Cleveland Regional Transit Authority (GCRTA). The Transportation Coordinator convenes monthly meetings of the STAC. The STAC guides implementation by:

- Vetting priorities
- Sharing information about existing programs and services
- Monitoring transportation services
- Coordinating advocacy for capital projects

The STAC regularly reports out to the University Circle Transportation & Infrastructure Task Force, an executive and operations-level advisory committee to UCI's Board of Trustees.



# THE YEAR IN REVIEW

Between July 2017 and June 2018, a major implementation focus was consistent, more coordinated communication of transportation options. With input from University Circle stakeholders, the uGO website launched in Fall 2017. After the website's launch, UCI's Transportation Coordinator with support from the STAC, executed another district-wide transportation survey, and raised awareness of University Circle's transportation initiative through public speaking events and the district's first Open Streets Cleveland event. In Spring 2018, UCI's Board confirmed TDM as one of UCI's six strategic priorities as part of the 2018 Strategic Plan.

Developed a **SUSTAINABLE TRANSPORTATION BRAND AND WEBSITE** to better communicate multi-modal transportation options.



**6 ORGANIZATIONS** signed on to the transportation initiative through the **TDM COMMITMENT STATEMENT**



- The Cleveland Clinic
- Cleveland History Center
- Cleveland Museum of Natural History
- University Hospitals Cleveland Medical Center
- University Circle Inc.
- Greater Cleveland Regional Transit Authority

**3,500+**  
**RESPONSES**

Conducted the second annual **COMMUTER SURVEY** in October 2017



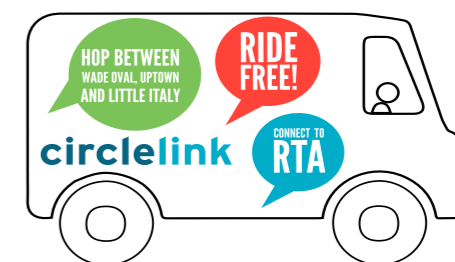
UCI's Board established TDM as one of the **6 STRATEGIC PLAN PRIORITIES**

Partnered with Open Streets Cleveland for the **FIRST OPEN STREETS EVENT** in University Circle.

The CircleLink **EXPANDED SERVICE** hours and **EXTENDED THE ROUTE** to Cleveland Heights!



**TRANSPORTATION DEMAND MANAGEMENT**



Convened the **STAC** (Sustainable Transportation Advisory Committee)

**12 TIMES**



Convened the University Circle **Transportation & Infrastructure Task Force**

**2 TIMES**



**20+**  
**PUBLIC SPEAKING EVENTS**

promoting uGO coordinated transportation initiatives





# NEW THIS YEAR

This year saw the launch of better **information** about transportation services, programs and benefits through the uGO website, expanded **service** of the BlueLink public shuttle, and better bike share **program** offerings in the form of corporate memberships.



## UGOINTHECIRCLE.COM

The uGO website is a one-stop shop for sustainable transportation information in University Circle. The website includes transportation alerts, carpool matching, live shuttle trackers, trip planning, transportation benefits by workplace and downloadable parking maps.

**3,392**  
TOTAL  
SUBSCRIBERS

**10,843**  
PAGE VIEWS

**1,356**  
REGISTERED ON  
**GOHIO COMMUTE**

### TRIP PLANNING TOOLS

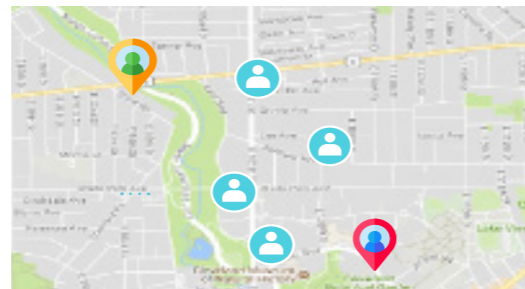
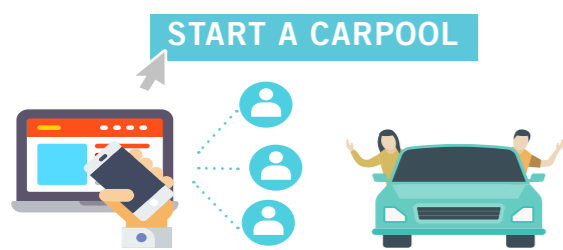


- Bike share station locations
- Bike rack locations & capacity
- Bike fix-it station locations



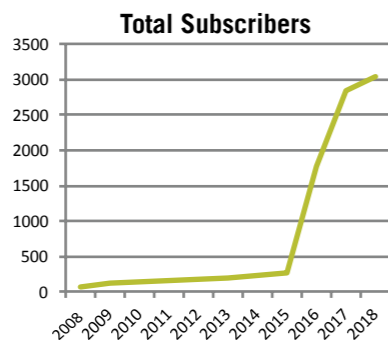
- Visitor parking locations & capacity
- Permit parking locations & capacity
- Car share station locations

uGO links users to Gohio Commute, which uses the Ride Amigos platform to help users find carpool partners and existing vanpools among people who live and work near them.



### ALERTS

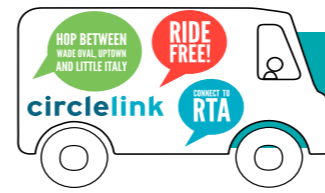
Users can sign up for real-time transportation alerts. The use of the uGO platform for alerts resulted in a better user interface for posted alerts and a 92% increase in subscribers.



2018 - 3,392 subscribers

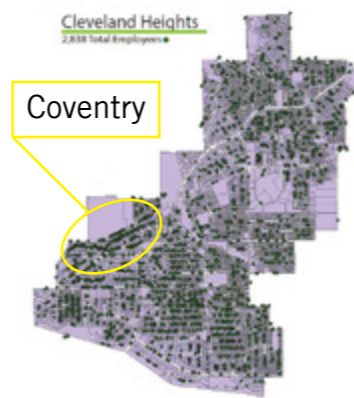
92%

2016 - 1,771 subscribers

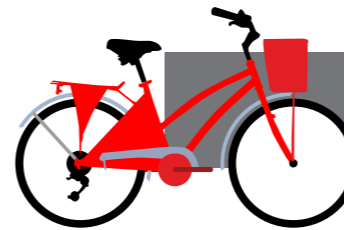
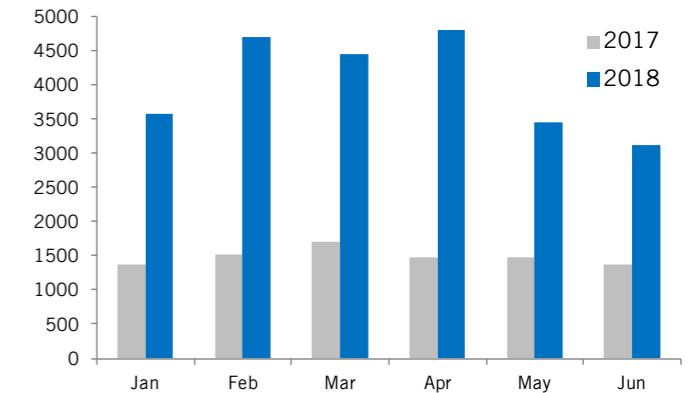


## CIRCLELINK EXPANSION

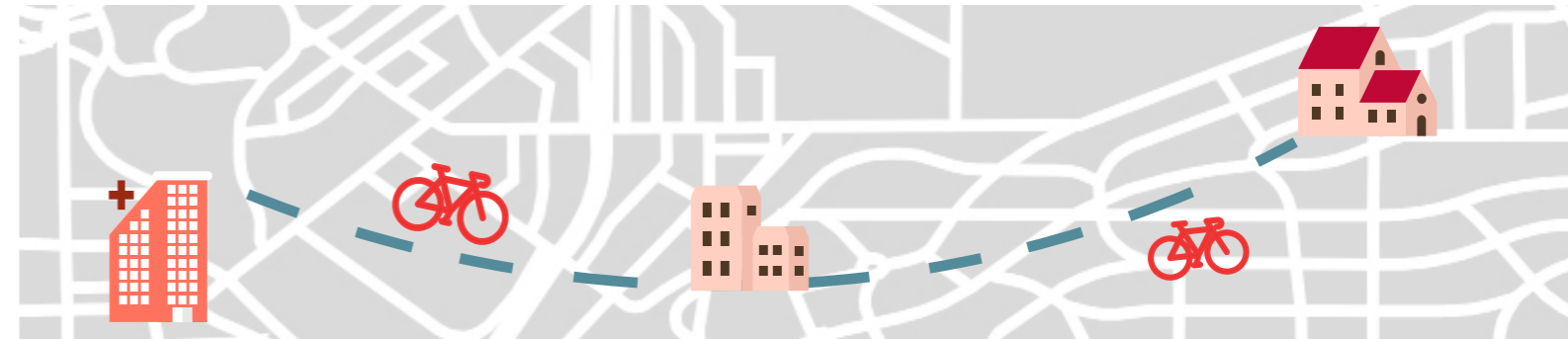
In October 2017, **BlueLink shuttle service** expanded to Coventry in Cleveland Heights due in large part to the residential density of the Coventry neighborhood with regular demand for transportation to University Circle. With support from Case Western Reserve University and University Hospitals, we **added 3.5 morning weekday hours** to the route. Additionally, **the real-time app** was upgraded to TransLoc and the Transit app for more reliable real-time shuttle info.



Monthly BlueLink Ridership Before (2017) & After (2018) the Coventry Expansion



## BIKE SHARE EXPANSION



### New Bike Share Station

University Hospitals installed a new UHBikes station at the newly constructed Rainbow Babies & Women's Center on Euclid Avenue. The Euclid Avenue bike lanes connects the new station to University Circle and Downtown.



### UHBikes Corporate Benefit



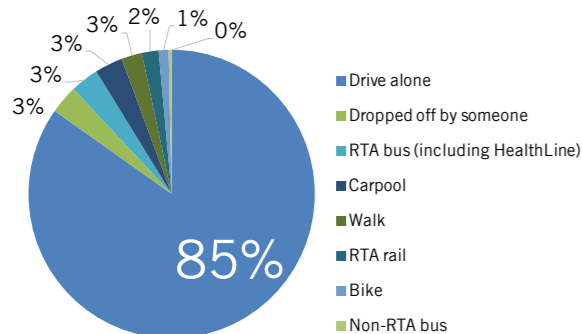
In January 2018, University Circle Inc. became the City of Cleveland's second corporate member. UCI and UCPD employees are eligible for an annual UHBikes membership for \$30 per year, reduced from the \$120 market rate membership. Included in the membership is 90 minutes of ride time per day.

# 2017 COMMUTER SURVEY

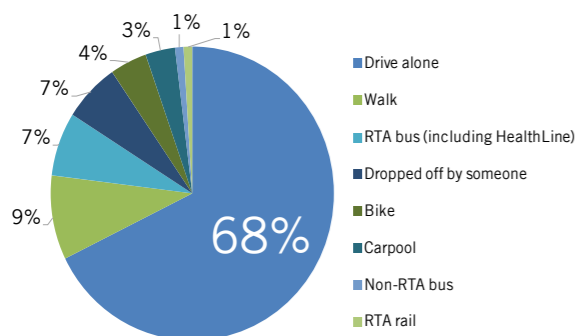
In Fall 2017, the STAC coordinated the second annual employee transportation survey to track commuter behavior. The survey asks how employees get to work, commute time, miles to work, vehicle miles per gallon, and why employees commute the way they do. The data, consistent with 2017 results, shows that approximately 85% of University Circle employees drive their own vehicle to work (Figure 1). Most employees arrive between 7-8am and depart between 4-5pm (Figure 3). Employees who live near work have more options and are more likely to choose alternative modes (Figure 2). The high density of employees who live in the near eastern suburbs presents an opportunity to reduce the drive alone rate with ridesharing and expanded transit service.

**3,596** survey responses  
**175** home zip codes  
**40** workplaces

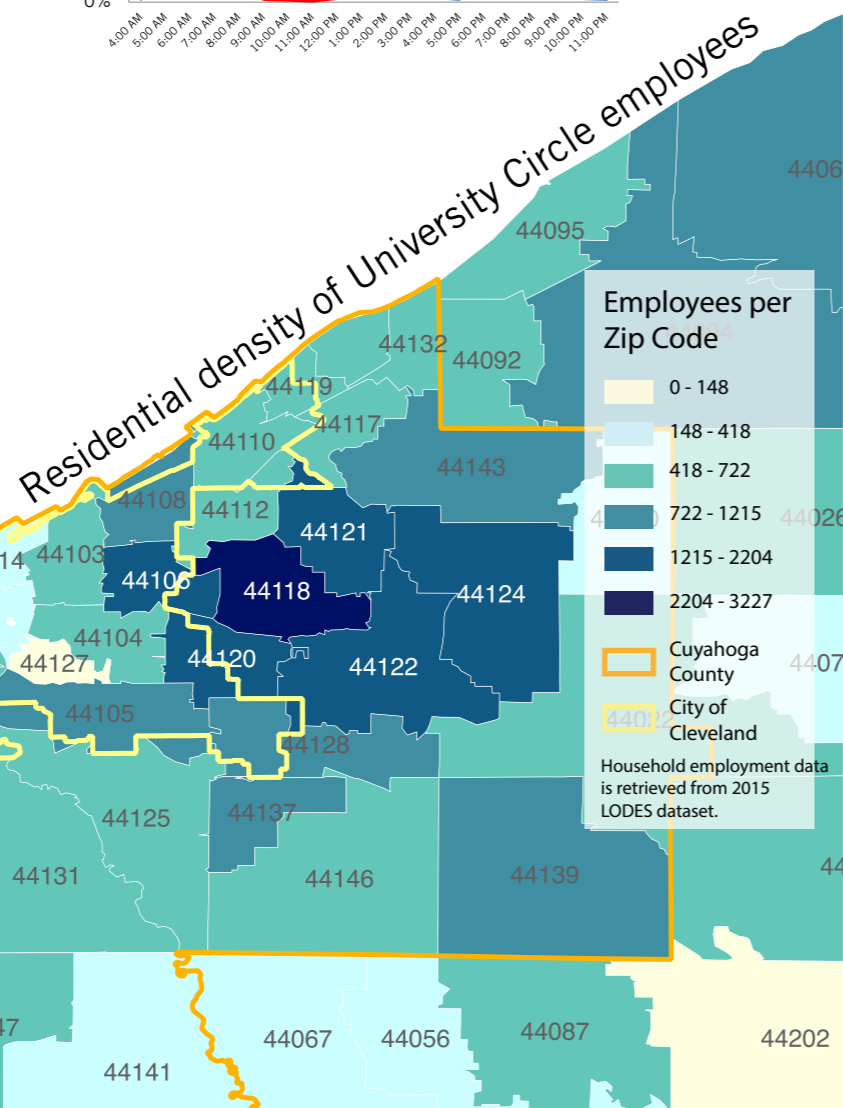
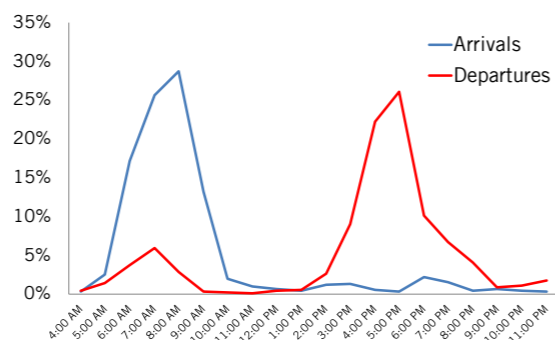
**Figure 1. Work Trips by Mode for all Employees in University Circle**



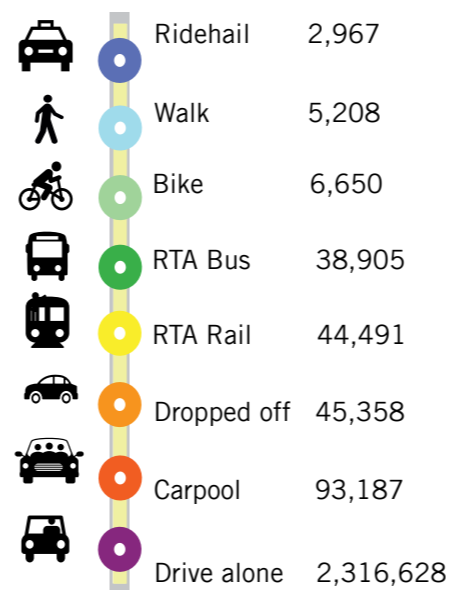
**Figure 2. Work Trips by Mode for Employees who Live Within 5 miles of Work**



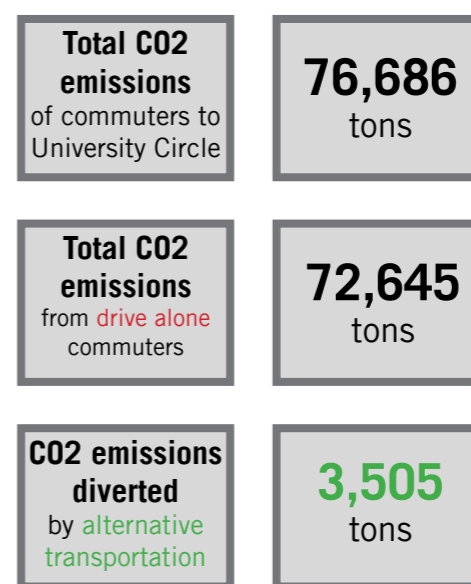
**Figure 3. Peak Commute Times in University Circle**



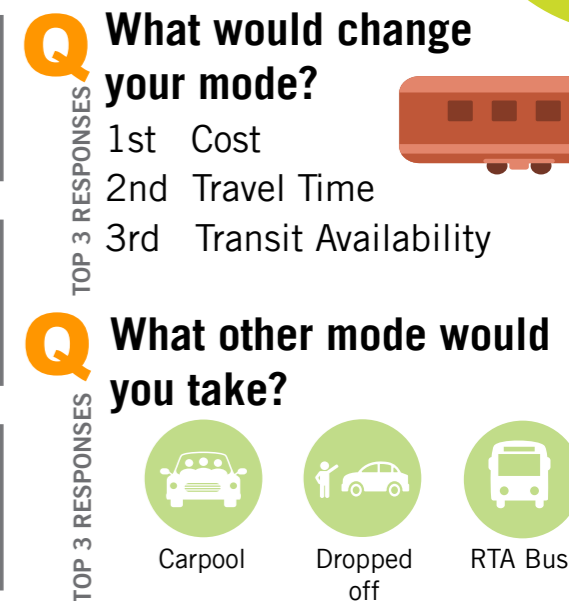
**Figure 4. Vehicle Miles Traveled (VMT) per Week**



**Figure 5. Annual CO2 Emissions\* from UC Commuters in Metric Tons**



**Figure 6. Exploring Other Commute Options**



In addition to alleviating congestion, alternative transportation has positive environmental impacts. On-road transportation is the lead contributor to poor air quality in Northeast Ohio. In FY18, drive alone commuters traveled more than 10x further than all other modes combined (Figure 4). The high drive alone rate of University Circle commuters also contributes to poor air quality (Figure 5).

Even small shifts in workforce adoption of alternative modes has a high impact on overall emissions and parking demand. Employees who currently drive alone are motivated by cost and travel time. Survey results indicate the most appealing alternative mode is carpooling or getting dropped off (Figure 6).

## Let's talk about getting to work.



"Taking public transit saves money and gas, and it's more ecofriendly. 90% of the buses arrive on time."  
 - Neil



"I have a car, but I don't like driving. The gas price is high and there are always accidents on the road. It's safer on the bus, it's usually nice and quiet. It takes 12 minutes for me to get home."  
 - Abby



"I live on the west side. I usually drive to the station in Lakewood and then take the red line. The price of parking is my main concern. Taking the train is a relaxing experience. You can sit down and zone out."  
 - Ron



"I commute by bus. It's cheaper and it's convenient. You don't have to worry about navigation. You can also listen to audiobooks or have conversations with other passengers."  
 - Sam

\*CO2e estimates for drive alone, carpool, drop off, ridehailing from NOACA MOVES2014a modeling for 2017. CO2e estimates for rail and bus calculated based off of fuel use and passenger miles for 2016 from National Transit Database.



# SERVICE UTILIZATION

University Circle is well connected by public transportation with two RTA rail stations, seven bus routes, Bus Rapid Transit (BRT), a new vanshare program, public shuttles, two car share options, and a recently launched bike share system. Pages 10-11 show comparative usage data of these transportation services between FY17 and FY18.



## AVERAGE WEEKDAY RIDERSHIP (ARRIVALS)

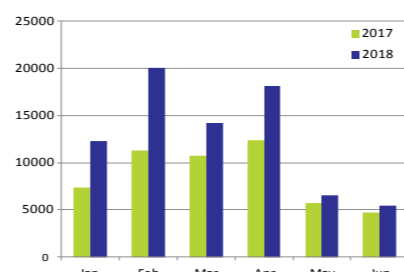
	FY17	FY18
Cedar-University	914	860
Little Italy - University Circle	508	557



## AVERAGE WEEKDAY RIDERSHIP (ARRIVALS)

	FY17	FY18
GreenLink	207	276
BlueLink	51	108

Monthly CircleLink Ridership



## USER STATISTICS

	FY17	FY18
Total Registered Users	343	311
Total Reservations	1,195	1,242



In June 2017, GCRTA launched a new VanShare program to accommodate people who live or work in Cuyahoga County and don't live near a bus or rail line. RTA subsidizes vanpools \$0.30 per mile. Currently, there are seven active vanpools in Cleveland, and all seven terminate in University Circle.

## USER STATISTICS

	FY17	FY18
Average Monthly Trips per Van	333	231
Total Active Vanpools	6	7

A vanpool is a group of five or more people who live and work nearby and choose to share their ride.

# UHBikes

## USER STATISTICS

	FY17	FY18
Total Registered Users	3,889	7,971
Average Trip Distance (miles)	1.6	2.0
Average Trip Duration (min)	26	28
Total Trips	15,697	26,619

## Check Outs

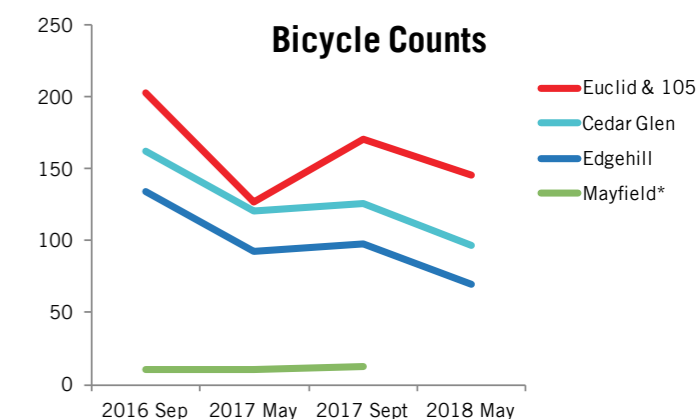
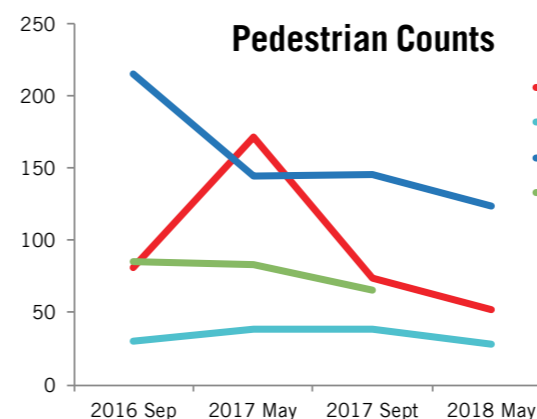
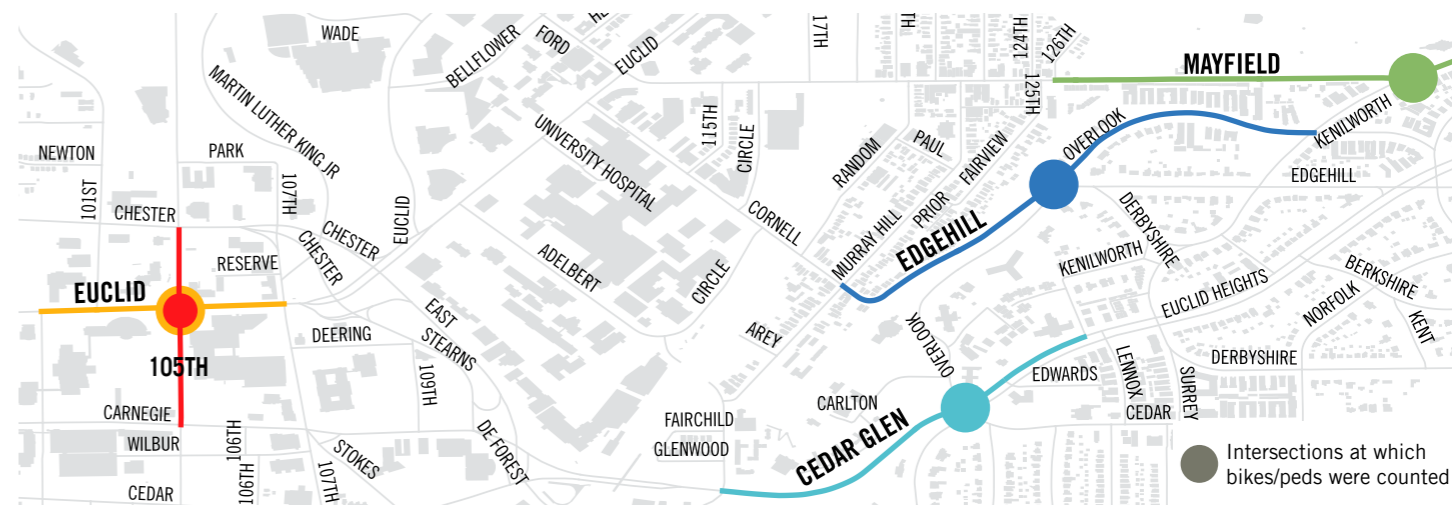
620	Wade Oval South
440	Adelbert Road
427	Uptown
382	North Residential
296	Tony Brush Park
244	Thwing Center
208	Cornell Road
189	W.O. Walker Hospital
96	Lerner Tower at UH
84	Cedar-University RTA Station

## Check Ins

670	Wade Oval South
519	Adelbert Road
513	Uptown
342	North Residential
319	Thwing Center
276	Tony Brush Park
229	W.O. Walker Hospital
215	Cornell Road
85	Cedar-University RTA Station
40	Lerner Tower at UH

# Walking & Cycling

Vibrant urban neighborhoods have streets with a high amount of bicycle and pedestrian activity. Twice per year, NOACA conducts bicycle and pedestrian counts at various points across the city. The charts below show comparisons between the FY17 and FY18 counts.



\*The bicycle and pedestrian count data for Mayfield Road is unavailable for May 2018.

# PROGRAM UPDATE

## Commuter Advantage

GCRTA's Commuter Advantage program saves employees over \$350 per year by purchasing their monthly pass with pre-tax dollars. Passes are delivered to your door, and participants are automatically enrolled in the Guaranteed Ride Home program.

	FY17	FY18
<b>Participating workplaces</b>	16	16
<b>Participating employees</b>	1,447	1,642

## Vanshare

For people who don't live near a transit line, GCRTA subsidizes vanpool. In June 2017, GCRTA launched vanpool service with Enterprise ride share. GCRTA offers people who live or work in Cuyahoga County \$0.30 per mile for ridesharing in a vanpool. Both vanpool subsidies and priority vanpool parking are options to incentivize participation.

	FY17	FY18
<b>Employers promoting vanshare</b>	1	1

## Greater Circle Living

Employees of all non-profits in University Circle with an annual household income of \$150,000 or less are eligible to receive Live Near Work assistance through the Greater Circle Living Program. Living near work reduces your carbon footprint and increases transportation choice. Some employers offer an additional incentive to live near work.

	FY17	FY18
<b>Employers with extra incentive</b>	5	7

## UHBikes Corporate Membership

In 2016, Cuyahoga County launched UHBikes, Cleveland's citywide public bike share system. In Fall 2017, UHBikes started offering corporate memberships. Corporate memberships make it easier for employers to subsidize bike share for their employees.

	FY17	FY18
<b>UC employers with corporate membership</b>	0	4

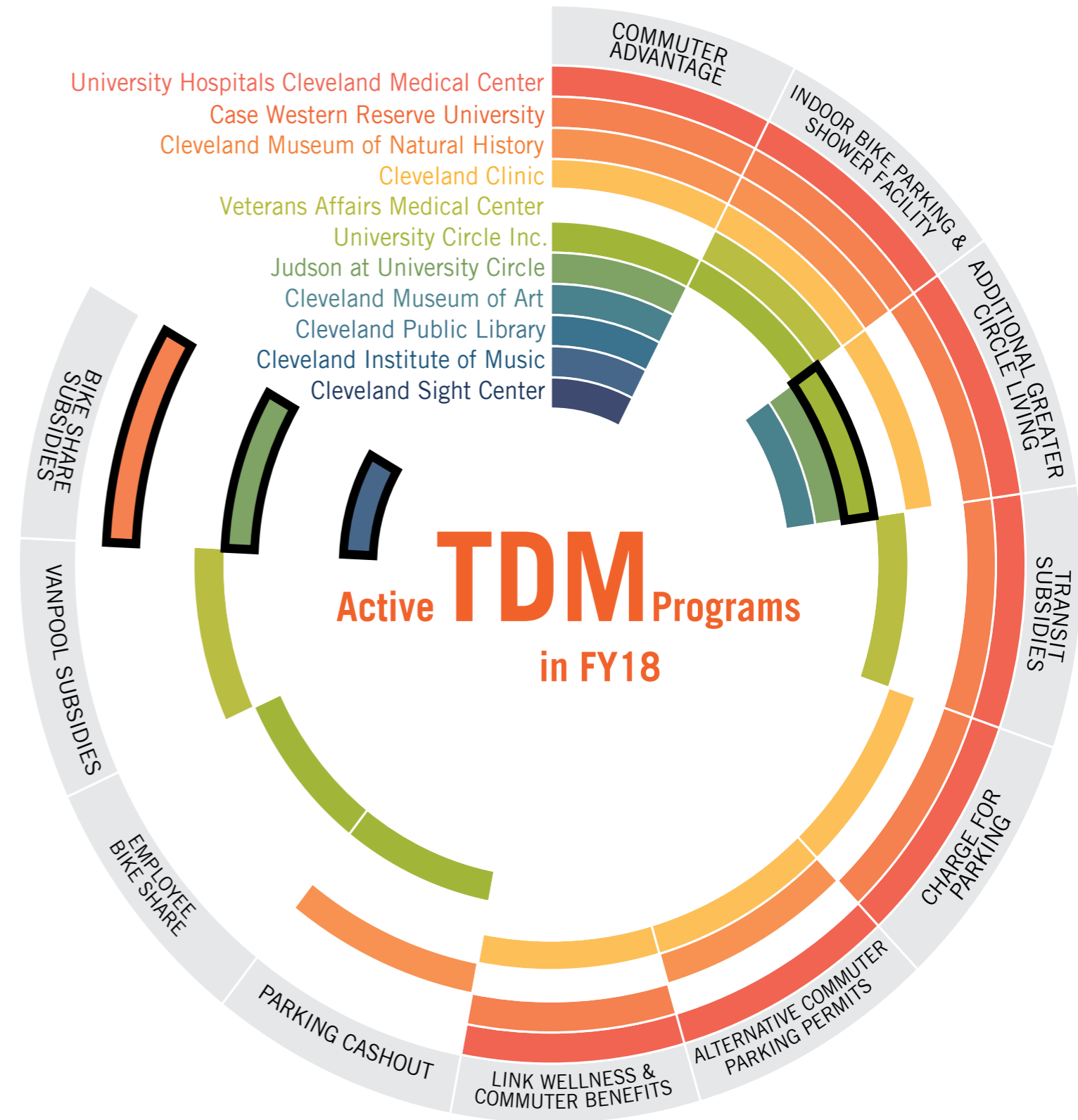
"We can receive a cash incentive for carpooling. There's also Green Incentive Program - a cash out program if your commute is not drive alone." - CMNH Employee

"A transit fare benefit is offered to employees that ride the bus to work." - VA Employee

"We have financial incentives for those taking public transit." - UCI Employee

"I bike 99% of the time to work. Other times I walk or UBER or drive, but I have to pay full time parking because I am a full time employee." - UH Employee

# ACTIVE TDM PROGRAMS



**programs added in FY18**



# ROAD SAFETY

**In FY18, there were 540 motor vehicle crashes in University Circle.\***

**2** crashes resulted in fatalities.

Both crashes occurred on E 105th Street, one at Carnegie Ave and one at Chester Ave.

**18** crashes involved a cyclist or pedestrian.

8.3% of all crashes in University Circle in FY18 resulted in serious injury or death.

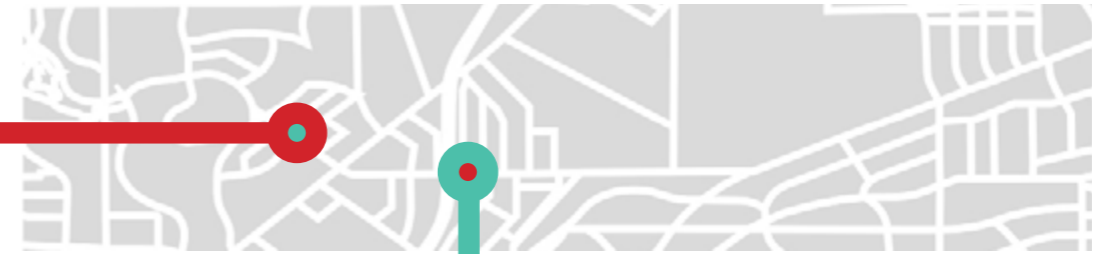
28% of crashes in University Circle in FY18 involving a cyclist or pedestrian resulted in serious injury or death.

	FY17	FY18
Crashes in University Circle	471	540
Crashes involving a cyclist or pedestrian	19	18
Traffic fatalities	0	2

\*All safety data is collected from the Ohio Department of Transportation's GCAT tool.

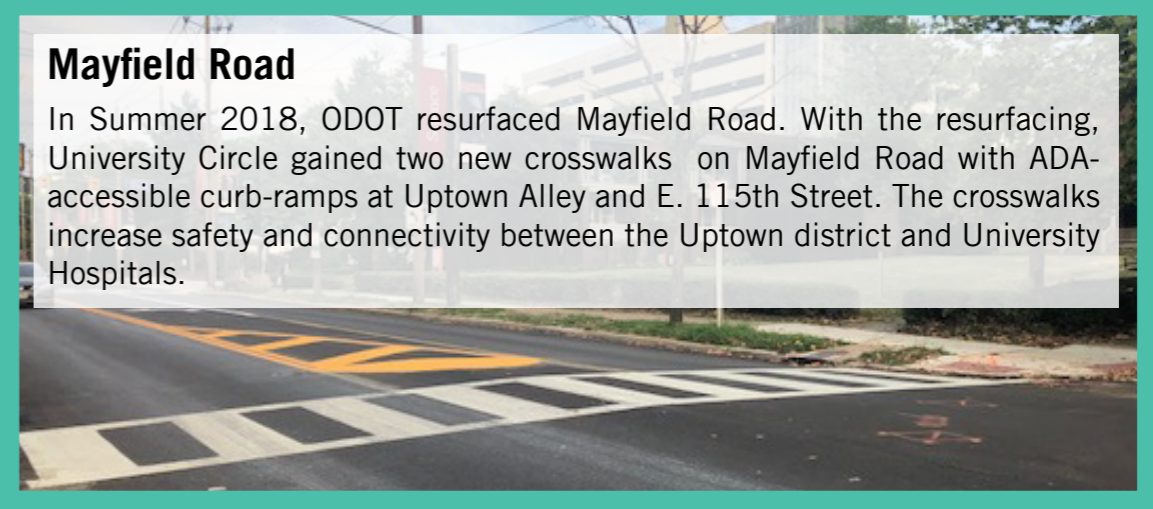
# CAPITAL PROJECTS

In FY18, UCI advanced recommendations from MGUC's Transportation & Mobility Plan with the roadway resurfacing projects of Mayfield Road and Ford Drive. Through coordination with the Ohio Department of Transportation (ODOT) and the City of Cleveland, University Circle gained four 10-15 ft. ladder crosswalks, ten enhanced ladder crosswalks, new bike signage, and 0.3 miles of narrower ten ft. travel lanes and shared (bicycle/vehicular) roadway markings.



## Mayfield Road

In Summer 2018, ODOT resurfaced Mayfield Road. With the resurfacing, University Circle gained two new crosswalks on Mayfield Road with ADA-accessible curb-ramps at Uptown Alley and E. 115th Street. The crosswalks increase safety and connectivity between the Uptown district and University Hospitals.



## Ford Drive

In Summer 2018, the City of Cleveland resurfaced Ford Drive. With input from the Moving Greater University Circle Transportation & Mobility Plan, the City striped ten ft. travel lanes, added shared pavement markings, bike signage, ten ft. ladder crosswalks at all intersections and 20 ft ladder crosswalks at mid-block crosswalks. The result is a more pedestrian and cyclist friendly road with less confusion for all road users.







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