

UNIVERSITY CIRCLE TRANSPORTATION ACTION PLAN ANNUAL REPORT



FY 2017 (JULY 2016 - JUNE 2017)



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University Circle Inc.'s Transportation Manager, Annie Pease, compiled this report with input from UCI staff and the Sustainable Transportation Advisory Committee. Thank you to GCRTA, Zipcar, Cyclehop, and NOACA for providing data upon request.

Special thanks to Luwei Chen, UCI's 2017 Summer Intern, who helped tremendously with data compilation and design.

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MOVING GREATER UNIVERSITY CIRCLE SUMMARY

UNIVERSITY CIRCLE IS A CITY WITHIN A CITY

with a **GROWING RESIDENTIAL POPULATION** alongside some of the most prominent



institutions in the state

Supporting these active land uses in the Circle is a multi-modal transportation network where people walk, bike, drive and use public transit. UCI has worked with local stakeholders to evaluate existing conditions in the district's transportation system and plan for enhanced mobility to support future growth in the Greater University Circle area.

A major part of this work was the completion of the Moving Greater University Circle (MGUC) Plan in 2016, which synthesized the Parking Management Plan (2014) and the Transportation & Mobility Plan (2015) into an Implementation Plan. MGUC incorporated broad public participation and the guidance of a group of 20 institutional and public agency partners. Premier transportation consulting firm Nelson

Nygaard led plan development, with support from local firm Bongorno Consulting. The study's principal focus was maintaining a vibrant, accessible urban district amidst rapid growth.

The Parking Management Plan assesses the district's parking supply—identifying areas of limited or excess capacity and making recommendations for more efficient use of facilities. The Transportation & Mobility Plan focuses on the road network and identifies 10 strategies to increase safety/circulation and 11 key intersections where the strategies would have the greatest impact. The Implementation Plan combines elements from the first two study areas and outlines collaborative strategies to increase organizational capacity and enhance Transportation Demand Management (TDM) efforts. This report covers the first full year of Transportation Action Plan (TAP) implementation, from July 2016 - June 2017.



45,000
EMPLOYEES
IN 1.5 SQUARE MILES

2nd LARGEST
EMPLOYMENT CENTER
IN THE REGION

1,000

HOUSING UNITS ADDED IN THE LAST TEN YEARS AND NEARLY ANOTHER 700 PLANNED TO BE ADDED IN THE NEXT YEAR





A YEAR AT A GLANCE

Hired UCI's first full-time
**TRANSPORTATION
MANAGER**
in July 2016



4,200+
RESPONSES
to a district-wide
employee commuter
survey to be conducted
annually each Fall.



UCI's staff and board*
ranked Transportation
Demand Management
(TDM) highly among
priorities that UCI should
take the lead on as part of
the **2017 STRATEGIC
PLANNING PROCESS.**



Convened the
**UNIVERSITY CIRCLE
TRANSPORTATION &
INFRASTRUCTURE
TASK FORCE**
TWICE
and set the goal of meeting
THREE TIMES
per calendar year



Convened the
**SUSTAINABLE
TRANSPORTATION
ADVISORY COMMITTEE
(STAC)**
12 TIMES
between July 2016 and June
2017.



Applied for
\$498,900
in grant funding (both
public and philanthropic)
to advance MGUC
recommendations.



Launched a new TDM program
at University Circle Inc.
The **SUSTAINABLE
COMMUTER CASH-
OUT PROGRAM** rewards
employees who take transit,
bike, walk or carpool up to
\$50
per month

Participated in
10
**PUBLIC SPEAKING
EVENTS**
to share information
about University Circle's
transportation initiatives.

Awarded
\$357,560
to advance **CAPITAL
PROJECTS** recommended by
MGUC to increase safety for
all road users.

[intentionally blank]

*Half of board members are institutional directors and half are civic trustees.

Organizational Structure

Transportation Manager

MGUC implementation relies on three levels of support. The Transportation Manager is the dedicated staff person responsible for coordinating transportation efforts and advancing the Plan's recommendations. The Sustainable Transportation Advisory Committee (STAC) is the implementation committee and advisory group to the Transportation Manager. The University Circle Transportation & Infrastructure Task Force is the executive-level oversight group to UCI's transportation work.

The Transportation Manager position is housed within University Circle Incorporated and works on behalf of all stakeholders in the district. The position is currently occupied by Annie Pease. Ms. Pease reports to Debbie Berry, UCI's VP of Planning & Real Estate Development and interfaces regularly with the STAC.

The Sustainable Transportation Advisory Committee (STAC)

The STAC, formed in Spring 2016, is the advisory group to the Transportation Manager. The STAC meets monthly to strategize the implementation of transportation projects. The STAC includes representatives from major employers as well as public agencies.

Annie Pease
University Circle Inc.

Julie Anderson
Judson at University Circle

Sarah O'Keeffe
University Hospitals

Maribeth Feke
GCRTA

Stephanie Corbett
Case Western Reserve University

Ryan Noles / Beverly Burtzloff
NOACA

Randy Reese
Louis Stokes VA Medical Center

John Mitterholzer
The George Gund Foundation

James Evans
Cleveland Clinic Foundation

Matt Gray
The Mayor's Office of Sustainability

Marc Lefkowitz
Cleveland Museum of Natural History

The University Circle Transportation & Infrastructure Task Force

The Task Force first convened to oversee and participate in the Moving Greater University Circle planning stages. Dr. Evalyn Gates, CEO of Cleveland's Museum of Natural History and Joseph Calabrese, General Manager of the Greater Cleveland Regional Transit Authority co-chair the Task Force. The Task Force meets three times per year to strategize district-wide transportation priorities and includes representatives from:

- | | |
|---|--|
| Case Western Reserve University | Musical Arts Association |
| City of Cleveland, City Planning Commission | Museum of Contemporary Art |
| City of Cleveland, Office of Sustainability | Northeast Ohio Areawide Coordinating Agency |
| City of Cleveland, Division of Traffic Engineering | Ohio Department of Transportation |
| Cleveland Institute of Art | Ronald McDonald House |
| Cleveland Clinic Foundation | University Circle Inc. |
| Cleveland Museum of Art | University Circle Inc. Board of Directors |
| Cleveland Museum of Natural History | University Circle Police Department |
| Cleveland Sight Center | University Circle United Methodist Church |
| Greater Cleveland Regional Transit Authority | University Hospitals Cleveland Medical Center |
| Judson at University Circle | Veterans Affairs Medical Center |
| Maximum Accessible Housing of Ohio | Western Reserve Historical Society |

What is uGO?

uGO is the district-wide sustainable transportation initiative. The new name and brand helps communicate to a large audience the goals of UCI's transportation work that includes improving coordination of transportation demand management (TDM) programs, increasing the use of multi-modal transportation options, and improving the communication of transportation information. UCI's Transportation Manager leads the initiative with guidance from the STAC.



Mission & Goals

One Mission, Six Goals

To support University Circle's economic viability, visitor experience, environmental health and quality of life by increasing the use of sustainable transportation options among all travelers in University Circle and by providing safe, comfortable, affordable and reliable access and circulation by all modes.

What is Transportation Demand Management?

Transportation Demand Management (TDM) is a program of information, encouragement and incentives provided by local or regional organizations 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.

01



Support and coordinate Transportation Demand Management (TDM) programs available for everyone who lives, works and visits University Circle

02



Improve community health, reduce carbon emissions and mitigate traffic congestion by increasing the use of sustainable, multi-modal transportation options and establishing a "Park Once" district

03



Maximize the efficiency and effectiveness of human and financial resources dedicated to advocating, developing, coordinating and promoting a sustainable, multi-modal transportation system

04



Communicate timely and useful transportation related information to district residents, students, visitors, businesses, employers and their employees

05



Advance the recommendations of each phase of the Moving Greater University Circle Plan - the Parking Management Plan, the Transportation & Mobility Plan, and the Transportation Management Implementation Plan, on behalf of project partners and the broader community

06



Monitor and engage in design and development of additional transportation infrastructure projects within and beyond University Circle to ensure consistency with the needs of the district and the principles of the Transportation Action Plan mission statement

COMMUTER SURVEY

4,242
TOTAL RESPONDENTS

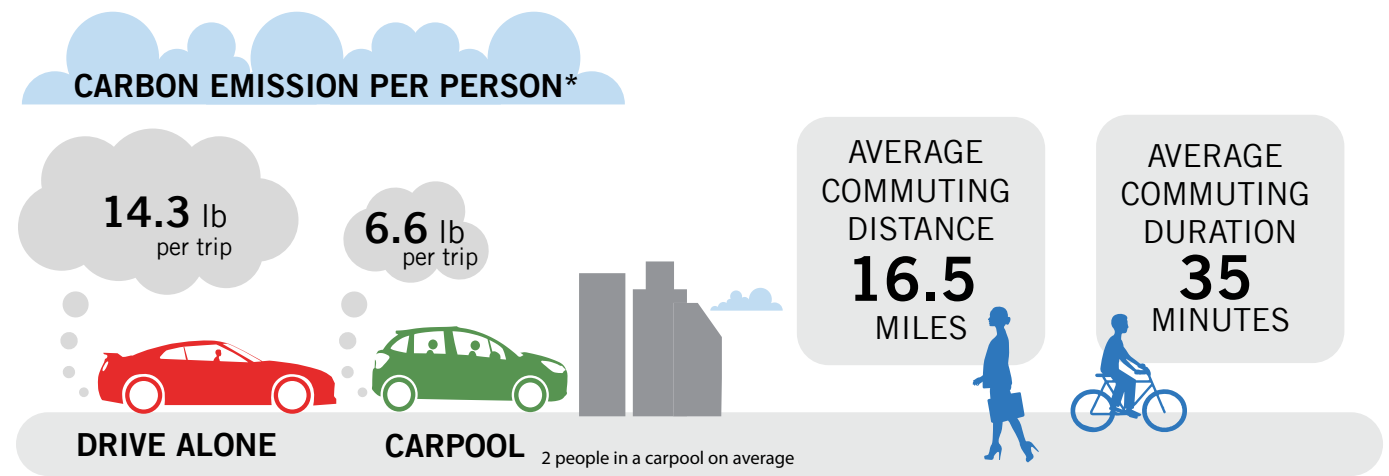
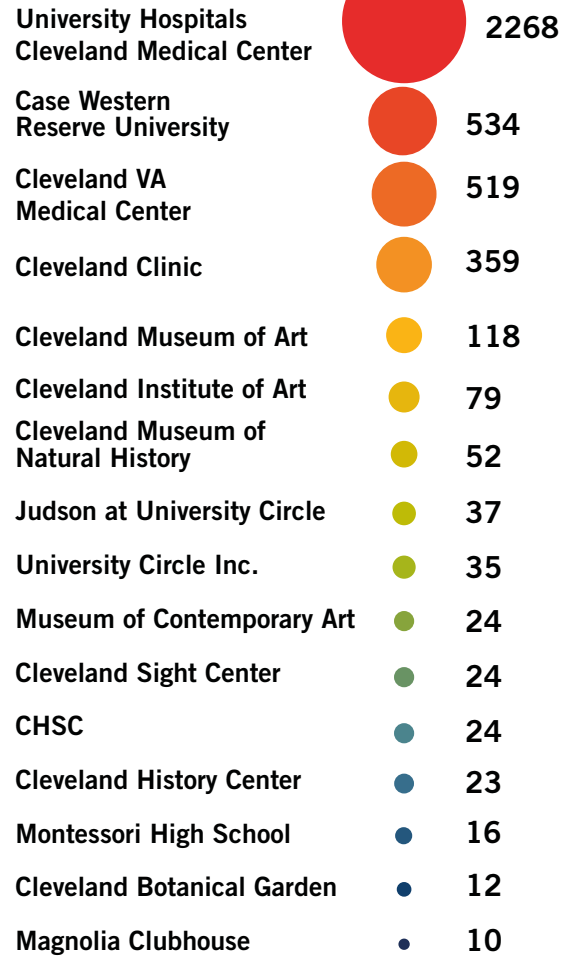
3
MONTH ONLINE SURVEY

FROM **183**
HOME ZIP CODES

FROM **69**
DIFFERENT INSTITUTIONS

The University Circle Sustainable Transportation Advisory Committee (STAC) administered a survey to employees in University Circle to better understand district-wide commuter behavior. Survey questions included how respondents get to work, commute time, miles to work, vehicle miles per gallon, typical arrival/departure times, and employment status. We received responses from employees at 69 different workplaces, with the highest response rate from UH Cleveland Medical Center (Figure 1).

Figure 1: Number of Respondents by Workplace



When employees drive alone to work (Figure 2), the district experiences greater congestion, higher demand for parking and poorer air quality. The average drive alone commuter in University Circle releases 14.3 pounds of carbon dioxide (CO₂) into the air with every trip. Conversely, the alternative options such as taking RTA, biking or carpooling have positive benefits for the environment, public health and land use. People who take transit to work typically take 30% more steps per day than those driving alone. People who start biking to work on average lose 13 lbs in their first year of bike commuting.² In a district with 45,000 daily commuters, mode choice is a critical part of community health, economic viability and quality of life.

Figure 2: Work Trips by Mode

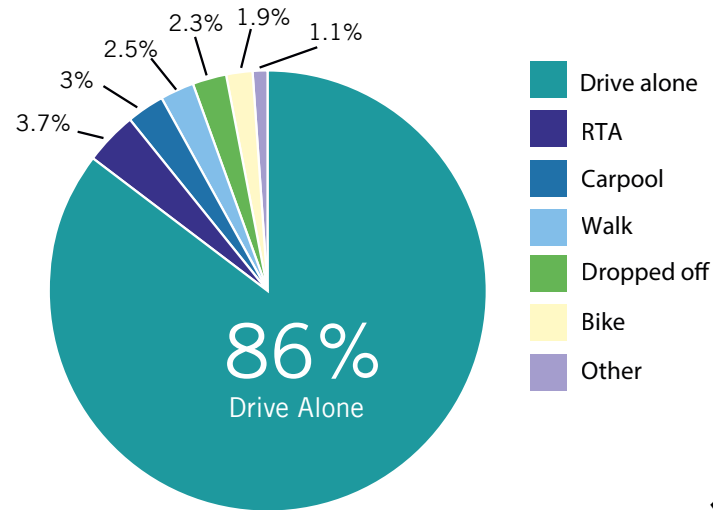


Figure 3: Employment Status

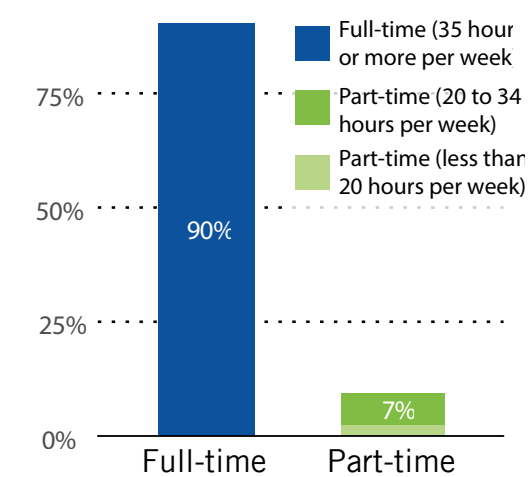


Figure 4: Hours arrive and depart work

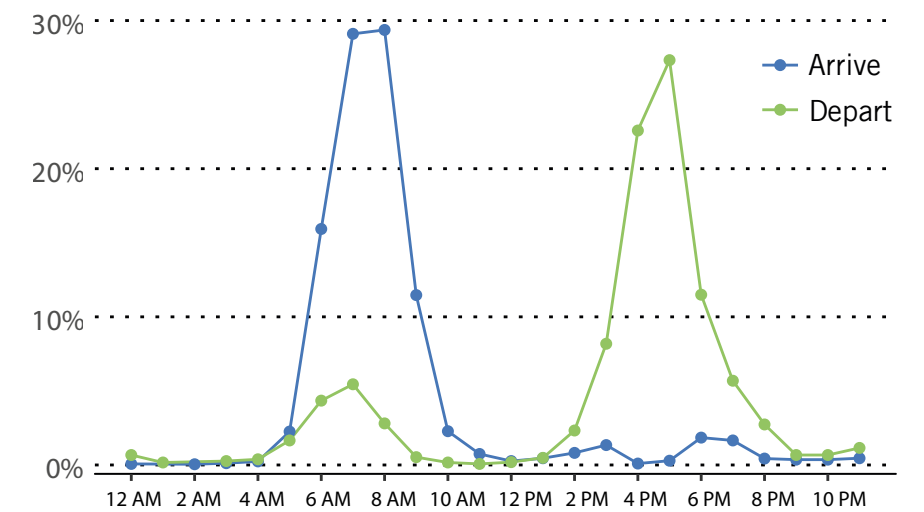


Figure 5: Drive Alone vs Walk Rate, 44106 vs Other

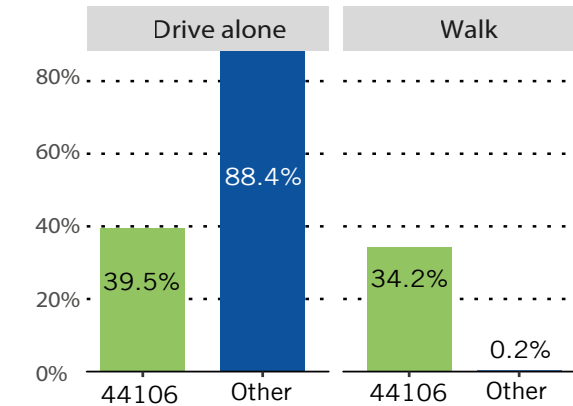
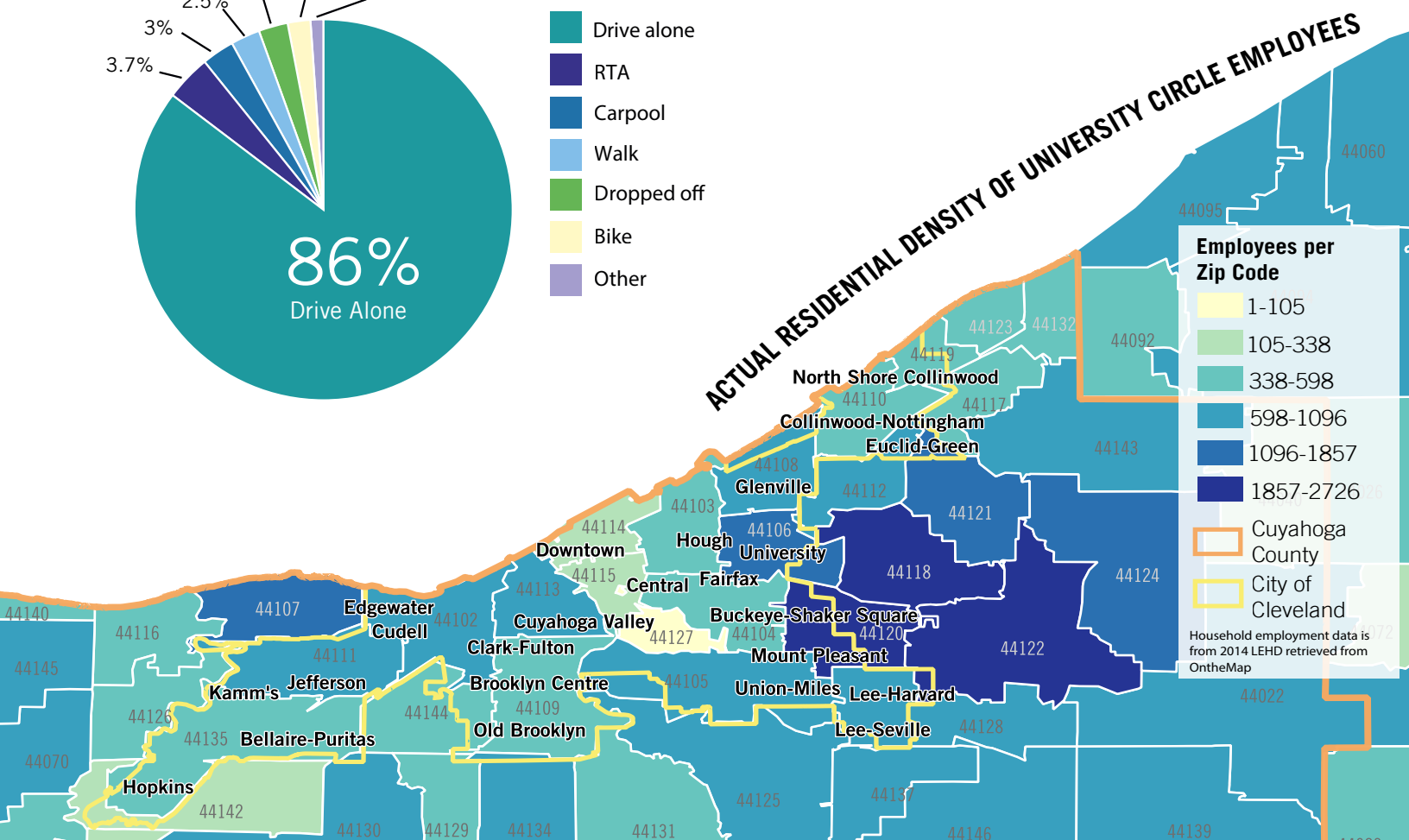
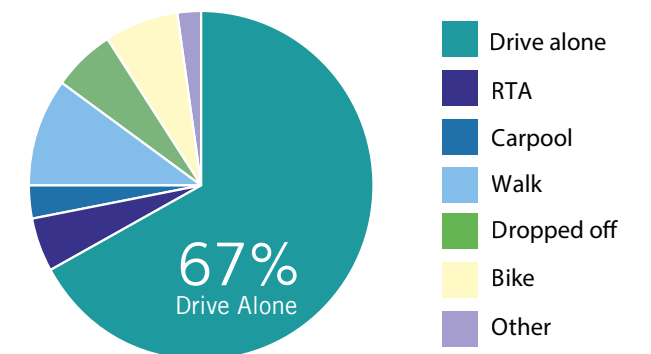
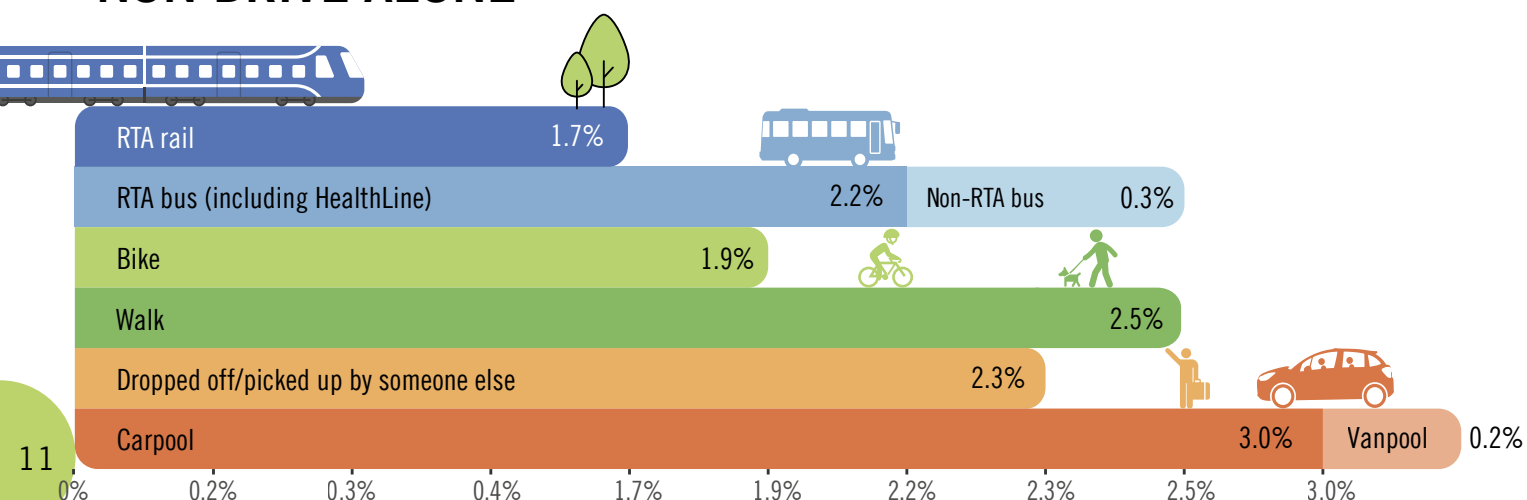


Figure 6: Employees who live within 5 miles of work

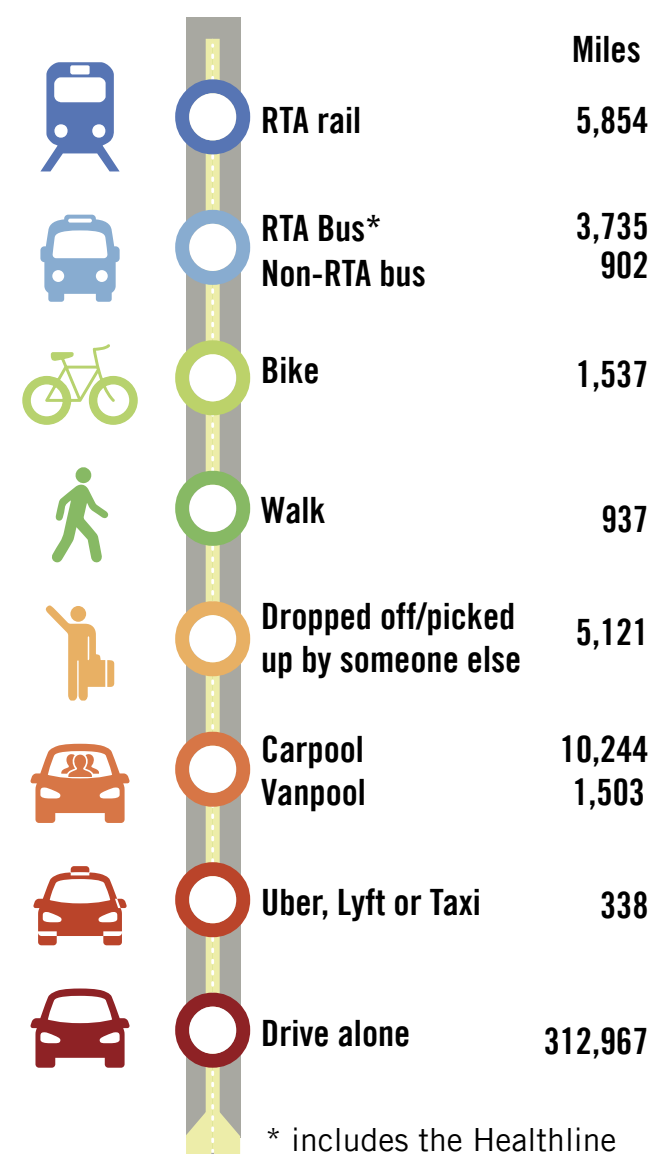


* Calculated based on MPG (miles per gallon) and number of people in a carpool reported, for those do not report MPG, the 2015 national average 22.0 was used.
¹ Active Living Research, activelivingresearch.org
² International Bicycle Fund, ibike.org

14% OF WORKDAY TRIPS ARE NON-DRIVE ALONE



VEHICLE MILES TRAVELLED BY MODES



The purpose of a coordinated transportation initiative is to affect positive change across the district. The shared benefits of cost savings, land use and safety are best realized through a district-wide effort. For example, most commuters arrive at work between 7-8 AM and depart between 4-5 PM (Figure 4). University Circle would benefit if a larger share of these work trips were taken by non Single Occupancy Vehicle (SOV) trips.

Employees who live within 5 miles of University Circle have a greater number of choices for getting to work. Compared to the 85.5% UC workforce drive alone rate, UC employees living within 5 miles have a 67% drive alone rate (Figure 6). Additionally, employees who live in the same zip code where they work (44106) have 39.5% drive alone rate (Figure 5). The largest share of UC employees residing in 44106 walk to work.

In FY 17, University Circle Commuters traveled more than 10 times farther by SOV miles (312,967) than all other modes combined (30,171).

The survey seeks to understand what influences travel behavior and what needs to be in place to shift commuters from SOV trips to alternate modes.

WHAT WOULD CHANGE YOUR MODE?

Which 3 factors would most heavily impact your decision to choose a different mode from driving alone?

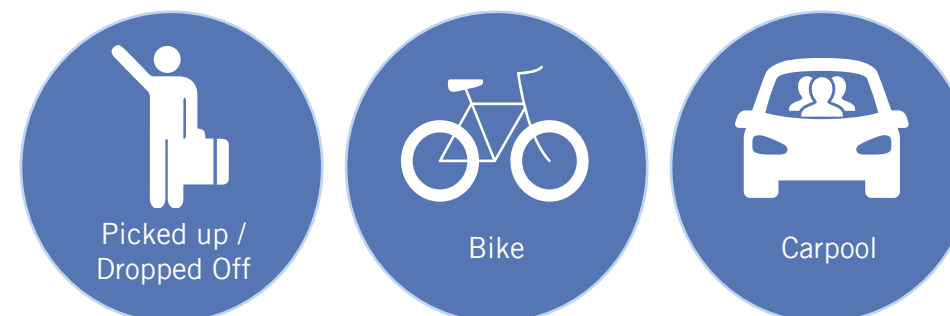
TOP 3 RESPONSES



WHAT OTHER MODE WOULD YOU TAKE?

Of those people who are driving alone to work, we asked what other options would you consider?

TOP 3 RESPONSES



COMMENTS FROM COMUTERS

"I would prefer to bike to work but there are no shower facilities."

- UH Employee

"I drive to work because I'm concerned about safety. Those who live in the Heights need a route to work that is more bicycle-friendly with shower and locker room facilities."

- Cleveland Clinic Employee

"I'm satisfied getting to work on RTA 48 buses. The only issue is during winter, more frequent buses would be helpful. There's also no covered waiting area at or near my Fairhill stop."

- CWRU Employee

"I prefer bicycling from home to work, but my job requires better dress and getting to third locations on a bike is not practical."

- UH Employee

"I would ride my bike if the VA provided a benefit."

- VA Employee

"I carpool to work most days because of reduced parking costs for carpoolers."

- Cleveland Clinic Employee

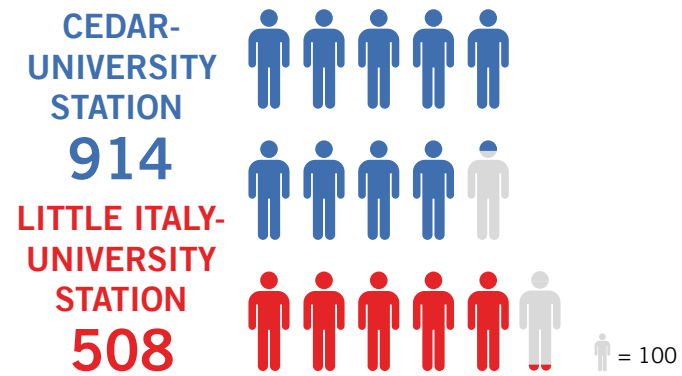
"I drive to work, but I would like to walk. I need my car during the day to go to off-site meetings."

- CWRU Employee

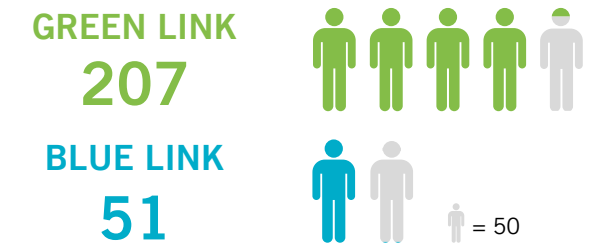
SERVICE




AVERAGE WEEKDAY DAILY RIDERSHIP (ARRIVALS)



AVERAGE DAILY RIDERSHIP (BOARDINGS)



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. Sections 1-5 show usage data of these transportation services in FY 17.

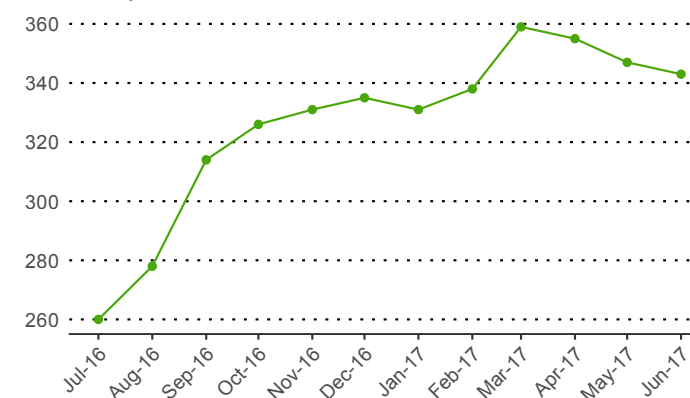
3

Zipcar

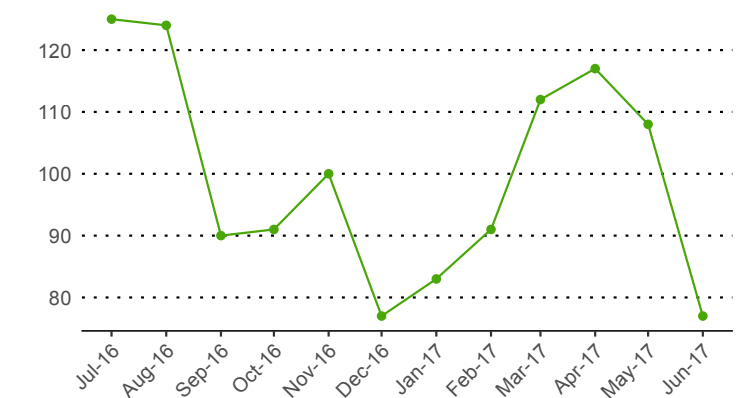


343 TOTAL Zipcar MEMBERS at the end of June 2017

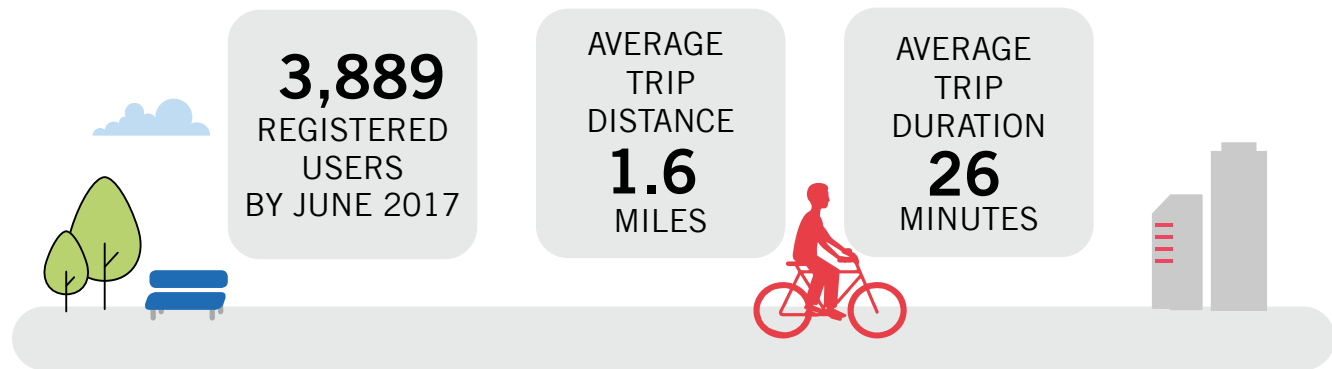
Zipcar, Number of Registered Users by Month, 2016 Jul – 2017 Jun



Zipcar, Number of Reservations by Month, 2016 Jul – 2017 Jun

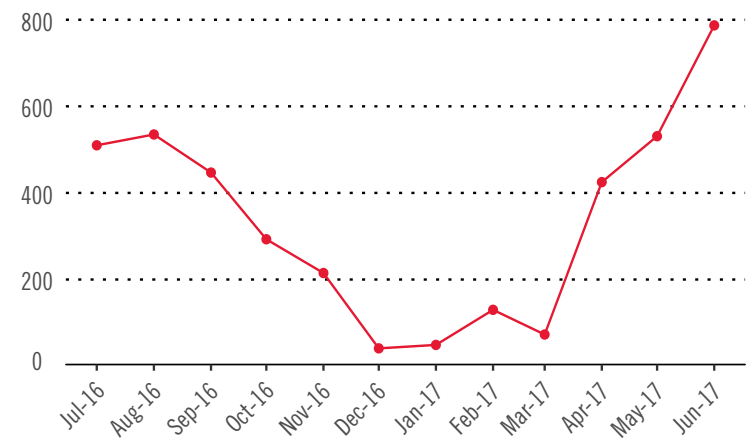


4 UH Bikes



15

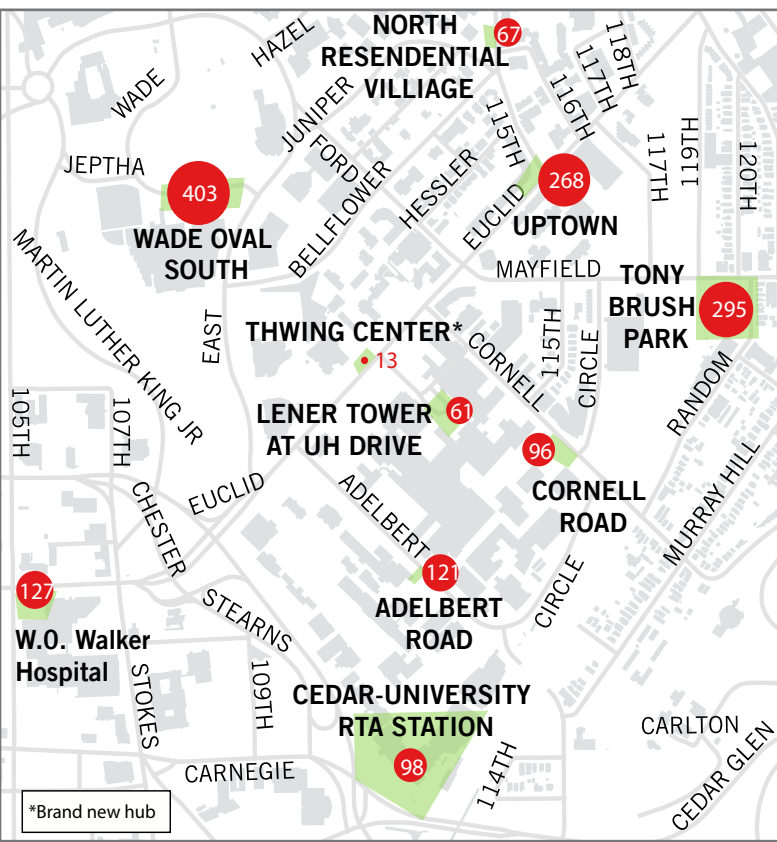
Figure: UH bikes, Number of New Registered Users



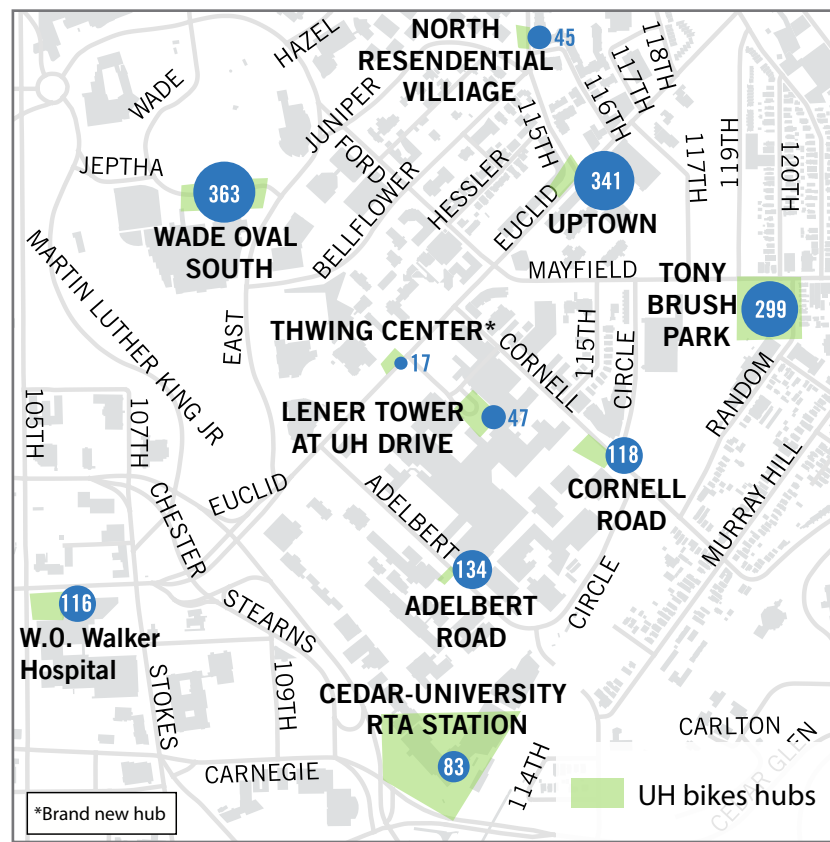
In Summer 2016, Cleveland launched a new bike share program. The system uses smart bikes, which are equipped with solar panels, GPS units and a key panel. Users enter their 6-digit code to unlock the bikes and can ride for rates as low as \$0.10 per minute.

In the last year, University Circle has installed 10 new stations. The first stations landed in October 2016 and the most recent station was installed at CWRU's Thwing Center in June 2017. The images below show the locations of our bike share stations by the total number of bikes checked out (red) and checked in (blue).

BIKES CHECKED OUT



BIKES CHECKED IN



5

VanShare

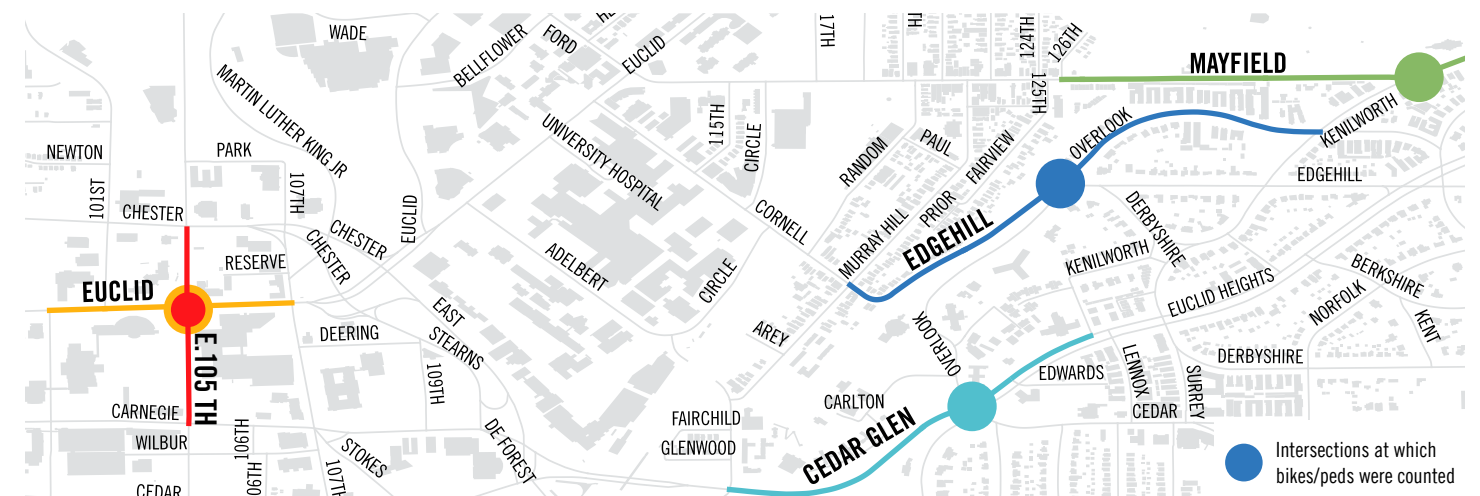


In June 2017, GCRTA launched a new VanShare program to accommodate people who live or work in Cuyahoga County who don't live near a bus or rail line. RTA subsidizes vanpools \$0.30 per mile. A vanpool is a group of five or more people who live and work nearby and choose to share their ride. Currently, there are 6 active vanpools in Cleveland. In FY 17, the vanship program provided an average of 333 work trips per month removing an average 333 cars from our roads monthly.

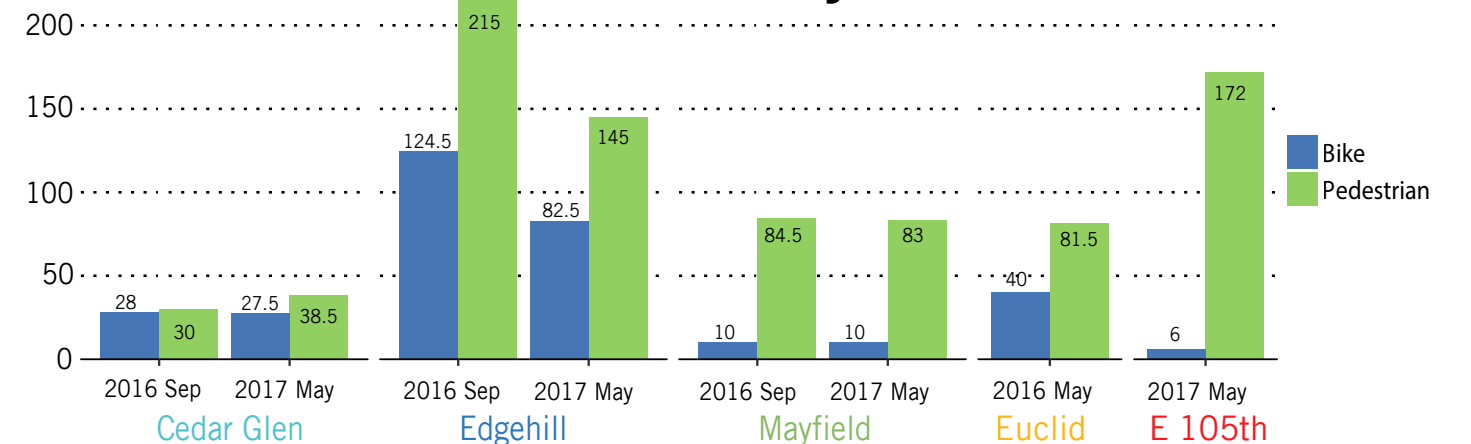
6

Walking & Cycling

Vibrant urban neighborhoods have streets and sidewalks with a high amount of bike and pedestrian activity. NOACA conducts bike and pedestrian counts twice per year. This report will track the counts in and around University Circle annually. Encouraging mixed-use development, active storefronts and public spaces, calming traffic and adding protected bike infrastructure all have positive impacts on walking and cycling.



Bike + Ped Counts by Location



16

P ROGRAM

Programming

In addition to providing transportation services that encourage multi-modal travel, another important part of **Transportation Demand Management (TDM)** is programming. Employer-led transportation programming:

- increases employee **knowledge** of transportation options
- reduces the **cost** of sustainable transportation
- makes sustainable transportation more **accessible**
- increases transportation **equity** for those without car access

The chart on page 19 shows the programs available to University Circle employees by workplace. The goal is to expand programming so all employees in University Circle have access to programs that make healthy, sustainable travel options more feasible.



TRANSIT DISCOUNT

Discounts transit passes an incremental 10% each year up to 100% at year 10.

FLEX PARKING

Employees participating in the RTA Commuter Advantage program may park for free up to 2x per month in a flex parking lot

Cleveland Museum of
NATURAL HISTORY



PARKING CASH-OUT

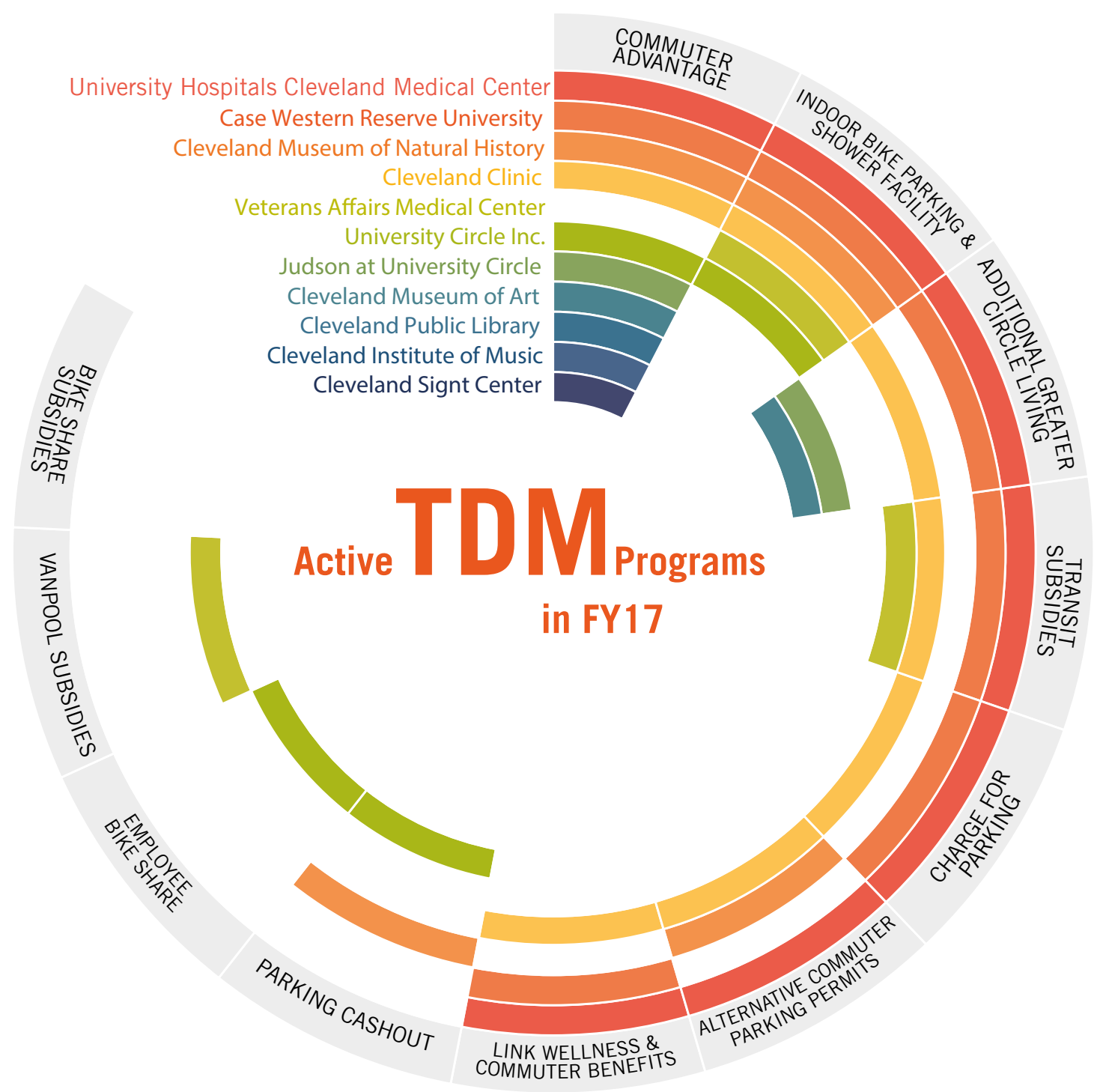
Employees who take transit, bike, carpool, walk or vanpool get up to \$50 per month in 25% increments. Employees who report sustainable commutes half of all work days in a month get \$25, 75% of work days get \$37.50, etc.



Cleveland Clinic

CARPPOOL DISCOUNT

Carpools with less than four people receive discounted parking. Carpools with four members or more park for free.



Did you know?

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 Your Work assistance through the Greater Circle Living Program. 5 workplaces offer an extra incentive in addition to the baseline \$10,000 for downpayment assistance. Living near work reduces your carbon footprint and increases transportation choice.

5 employers add extra GCL incentive



"I chose my home for its proximity to my work—only a 4-block commute. I usually walk, but I bike if I have other places to go—grocery store, gigs, dinner etc."

Adam Whiting
Cleveland School of the Arts
Walks or bikes to work

COMMUTER ADVANTAGE

RTA'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. So if the unexpected happens (ie. kid gets sick or you stay late to meet a deadline), RTA will reimburse your taxi, Lyft or Uber ride up to four times per year. 16 University Circle workplaces currently offer this benefit.

16 participating workplaces

1,447 participating employees



"RTA is the most convenient way for me to get to work. If I drove with traffic, it would take the same amount of time. It also gives me 24 minutes of walking per day, and I know that walking is important."

Grant Goodrich
CWRU
Takes RTA to work

VANPOOL

For people who don't live near a transit line, RTA is now subsidizing vanpool. In Fall 2016, RTA started offering people who live OR work in Cuyahoga County \$0.30 per mile for ridesharing in a vanpool work. There are currently 6 active vanpools in University Circle. The Cleveland VA Medical Center subsidizes vanpool 100% so there is no cost to employees who participate. Both vanpool subsidies and priority vanpool parking are options to incentivize participation.

6 active vanpools



In FY17, there were 471 motor vehicle crashes in University Circle, and 19 of those involved a cyclist or pedestrian. There were zero traffic fatalities.*

Safety is a critical component of the Transportation Action Plan. In Spring 2017, the Sustainable Transportation Advisory Committee and University Circle's Transportation & Infrastructure Task Force confirmed Objective 2.5 of the Transportation Action Plan Goals & Objectives:

To eliminate all transportation fatalities and reduce the number of traffic crashes in University Circle by improving roadway design, growing public awareness and targeting enforcement in key locations.

The following pages explain capital projects underway in FY17 that increase safety and access for all road users.

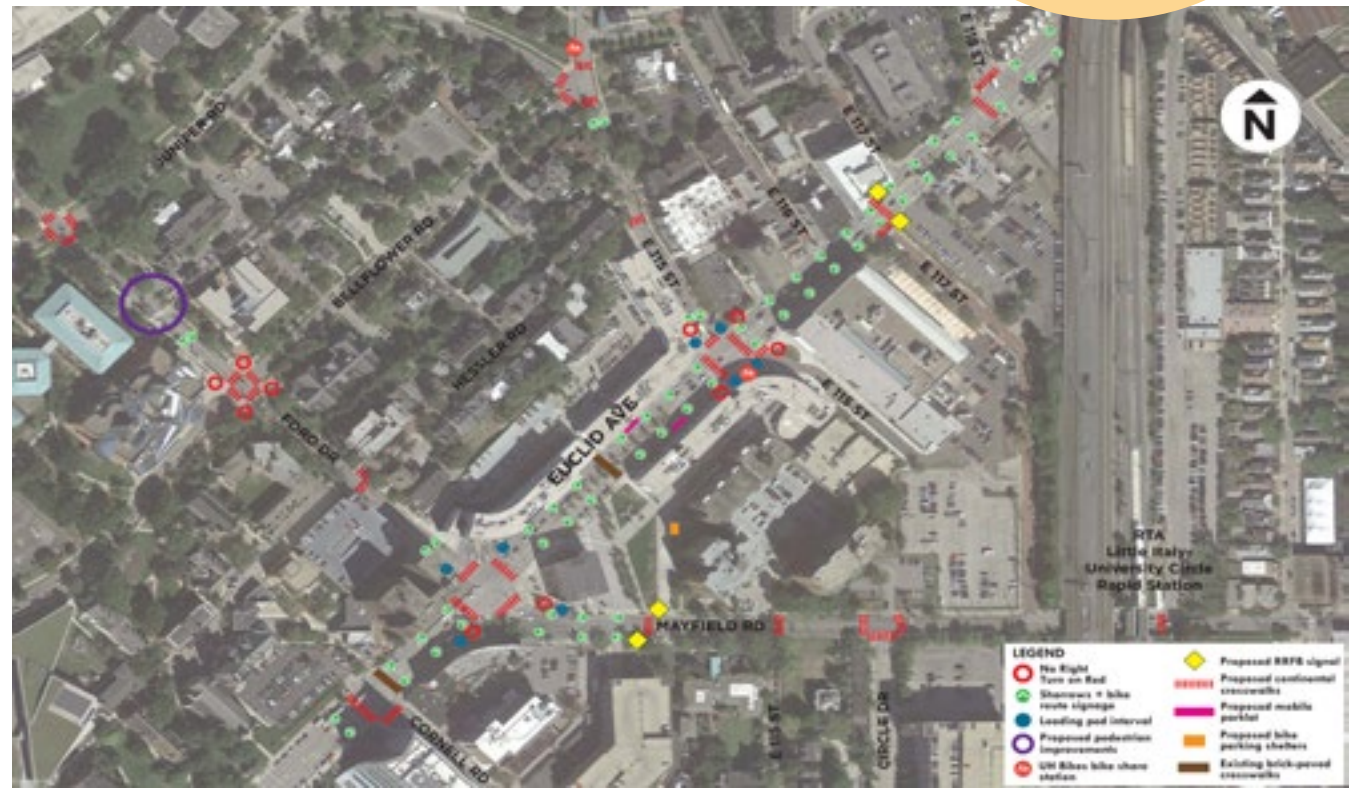


*All safety data is collected from the Ohio Department of Transportation's GCAT tool.

Uptown Mobility Enhancements

In Spring 2017, NOACA awarded UCI and the City of Cleveland \$229,660 through the Transportation for Livable Communities Initiative. The project will improve conditions for pedestrian and cyclists in Uptown. Project elements include bike signage, sharrows, new crosswalks, rectangular rapid flashing beacons (RRFBs), ADA ramps, no right on red signage, lead pedestrian intervals and covered bike parking. Project implementation is scheduled for Spring 2018.

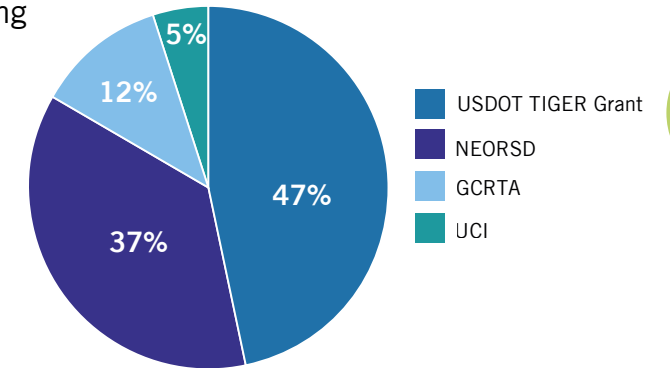
UCI and The City of Cleveland awarded
\$229,660
 in federal funding to improve walking and biking conditions.



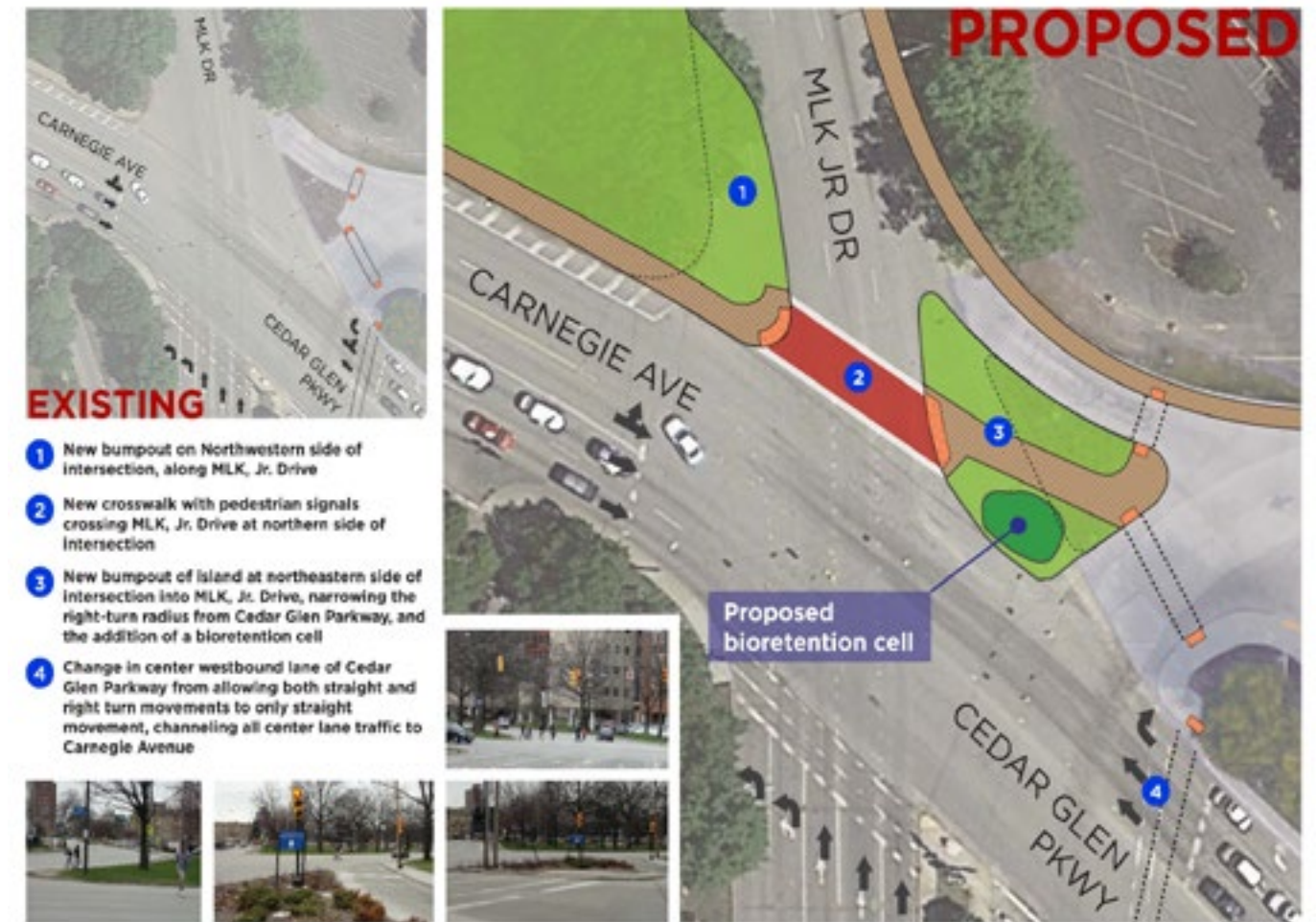
Pedestrian Enhancement at MLK & Carnegie

In FY17, GCRTA and UCI partnered to fund permanent installation of a crosswalk with funding support from the Northeast Ohio Regional Sewer District and USDOT. Prior to the City of Cleveland's installation of a temporary crosswalk in 2015, students at John Hay High School and Cleveland School of the Arts arriving to school by RTA, either crossed five busy roads or jaywalked through northbound commuter traffic on MLK. The new crosswalk reduces the number of crossings and shortens travel time.

TOTAL PROJECT COST
\$349,199



The enhancement includes green infrastructure, including a bioswale, and increased permeable surface. It narrows MLK from four lanes to three at the north leg of the intersection to shorten the total crossing distance.





UNIVERSITY CIRCLE INC.
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For more information
visit www.uGOinthecircle.com
or call (216) 707.5015

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