

P&T Mobility & Equity Advisory Committee Charter

Introduction

The Parking & Transportation Sustainable Transportation and Transportation Demand Management (TDM) Unit has been developing robust alternative and active transportation options with our strategic plan and Long Range Development Plan goals. Furthermore, due to the City of Berkeley's newly released scooter/bikeshare RFP, P&T has launched a new transportation focused committee that will focus on: public transit (beyond the scope of the existing student-focused AC Transit EasyPass Committee, shared (micro)mobility, and improving mobility justice and inclusion in program and scope to our committee, in order to ensure that existing and proposed shared mobility operations are further advanced for our community.

Purpose

The mission of the UC Berkeley P&T Transportation and Mobility & Equity Advisory Committee (MEC) is to identify and recommend policies, practices and strategies that elevate stronger awareness regarding campus alternate transportation and micromobility initiatives. This committee will be **internally focused**, centered on representing a diverse set of perspectives from the UC Berkeley undergraduate, graduate and professional students, faculty, and staff populations. We will discuss project proposals and local & regional programmatic updates to gauge stakeholder input, identify operational gaps for further improvement, and develop recommendations to help facilitate smooth execution of transit & micromobility programs in and around the UC Berkeley campus. In addition, concerns addressed during the committee meetings may be shared with third-party mobility providers and partners, including the City of Berkeley, to improve their service for the UC Berkeley community.

Responsibilities

MEC is responsible for the following:

1. Representing viewpoints and concerns regarding any shared mobility program from various UC Berkeley communities and populations

2. Facilitating two-way communication between P&T department and the greater UC Berkeley community
3. Providing stakeholder input and recommendations on policies and proposed projects
4. Advocating and educating greater UC Berkeley community on programs, existing policies, and available subsidies
5. Ensuring justice in equity, diversity, and inclusion (JEDI) lenses be applied to new programs.

Accountability

The MEC is overseen and conducted by the P&T department, which is an auxiliary UCB unit. The TDM Administrator will help facilitate the MEC with assistance with campus partners. At least one senior TDM Intern will help facilitate and lead the committee with the TDM Administrator's guidance

Membership

Membership in MEC is voluntary and dependent on the member's level of interest and participatory capabilities. Any existing UC Berkeley undergraduate, graduate and professional student, faculty, and staff is eligible to be a member. Members are recommended to have some familiarity and/or experience with shared mobility and regional & local transit programs to help contribute to discussions.

Terms of Service

Membership in MEC will renew at the beginning of every academic year. Although attendance at every meeting is not mandatory, we do require members to attend if possible, a majority of the meetings.

Meeting Schedule

MEC will meet once a month unless otherwise notified. The final date and time for MEC meetings will be finalized after the preliminary meeting on January 21, 2022. Attendance will be taken at every meeting to track participation, however participation is not mandatory.

Overview of Key Topics for FY2022

Item	Category	Priority	Description	Cost (annually)
Shared Mobility: Scooters	Program	Critical	<p>Create policies for UCB around the proposed City of Berkeley scooter program</p> <p>Work in tandem with City of Berkeley Transportation department to source/approve vendor requests</p> <p>Allocate funding for subsidized scooter memberships based on a need-based qualification (collaboration with the EOP Student Office)</p>	\$40,000
Shared Mobility: Carshare	Program	Medium	Continue supporting the GIG carshare program by providing UCB community with 200 \$60 carshare credits	\$12,000
Mobility & Equity Advisory Committee	Operations	High	<p>(Launch in January 2022) Monthly committee focused on mobility discussions: scooters, shared bikes (personal bikes fall under an existing committee), carshare etc.</p> <p>Currently recruiting a diverse panel of voices representing different organizations on campus.</p>	None

Emergency Bike Share Memberships	Program	High	Students who would qualify for the Bike Share for All memberships (but are not Pell or DREAM eligible) would not qualify for the program. This would provide each student with a full year membership (\$100 each) for all trips within the five member cities.	\$25,000
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Description of Programs

1. Shared Mobility Devices - Lyft Bikeshare and Proposed Electric Bikes & Scooters

Costs: (Based on historic memberships) \$40,000 Annually, but subject to change due to vendor proposals not yet identified. The University has partnered with [Lyft \(BayWheels\)](#) for programming free or reduced-cost memberships for different affiliate levels since launch in Summer 2017. P&T has offered one of the first campus wide programs in the country, where BayWheels has offered a successful Educational Opportunity Program (EOP) for Pell and DREAM recipients who qualify for BikeShare for All (BS4A) \$5 Annual memberships. P&T has also included full subsidy programs for students regardless of economic status (\$100 each), as well as general memberships for students (at \$13/Month with P&T subsidizing the first month). Funds can support a program for the students who may need to address short trips but without personal vehicle dependence.

The landscape surrounding shared mobility devices has changed drastically over the past four years, other programs have launched throughout the Bay Area, including scooters (running within Oakland, San Francisco, and San Jose) and e-bikes (Richmond, Fremont, San Francisco). P&T has worked with internal stakeholders in developing a framework that promotes equity (for program offerings and the workforce) but also ensures that the programs achieve the sustainability objectives of the University. We also are aggressively working with local governments (Albany, Oakland, Richmond, El Cerrito) to offer a regional model

where users can connect with other cities for seamless cross-county micromobility travel.

At present, the City of Berkeley has approved a program (with P&T assistance) that would allow for an additional three vendors that offer a bikeshare or scooter share program that would complement and compete with the existing Lyft system. Anticipated launch of this program will be in Spring 2022. There are **no plans to have these operate within the campus immediately upon launch**, but this should not preclude the ability to provide a partnership in the form of memberships. The expectation of the P&T department is to continue working with the vendors and the City to ensure a launch can be done.

Furthermore, the P&T department is currently working on the initial policy draft regarding micromobility usage on campus, which will pave the way for future shared scooter program integration on the UC Berkeley campus. Mobility & Equity Advisory Committee (MEC) will work alongside P&T to review and edit the draft prior to finalization.

2. Shared Mobility Devices - GIG Carshare

Over the course of the pandemic, UC Berkeley P&T provided students on campus with a \$45 credit (covered under the TGIF grant) to use on either Zipcar or GIG Carshare, to promote social distancing for students without a safe and consistent personal vehicle accessibility, especially when running errands/emergency uses. UCB P&T purchased around \$7000 in GIG carshare credits, for 150 students, which were all redeemed within 2 weeks of its announcement to the general campus community. Given the success of this program, we want to increase both the credit to \$60 credit per student and the number of credits to 200. Although these credits will be initially limited to students with an identified need, we will continue to evaluate the merit of the program, and if necessary, increase eligibility to accommodate all UC Berkeley students.

3. Mobility and Equity Committee (MEC)

Given the launch of new shared mobility initiatives, the Berkeley P&T department aims to engage key stakeholders on campus from different organizations and levels of affiliation to participate in monthly discussions on mobility topics. As aforementioned, these topics include scooters (both shared and personal), **shared**

bikes (personal bikes fall under the Bikeshare Committee, an existing committee), carshare etc. At present, the goals of MEC are threefold during Q1 of FY 2022: extensive recruitment of MEC members, marketing and championing shared mobility programs to the general UC Berkeley community, and providing feedback on the campus shared scooter policy draft and any other programs that MEC members have engaged with.

Depending on the level of interest and participation, these committee discussions will most likely be open throughout the year to all interested participants on a sign-up basis. However, this does not preclude existing MEC members and P&T to launch a recruitment initiative at the start of the semester to garner interest.

4. Emergency Bike Share Memberships

Additional funding allocated from the Basic Needs grant will be used towards providing students who are not Pell or DREAM grant recipients, but eligible for Bike Share for All with a full year of bikeshare memberships. MEC members who are connected to this population will work with P&T to raise awareness about this offering.