

# Transit Service Design for the UC Davis West Village Neighborhood

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Unitrans  
Davis, CA

# ASUCD Unitrans Background

- ❑ Formed by UC Davis student government as "University Transport System"
- ❑ Began service in 1968 with two vintage London doubledeck buses
- ❑ Opened to general public in 1972 with funding from City of Davis



# Unitrans Background (cont.)

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- ❑ 1990 referendum:  
undergrads ratify fee  
for unlimited access
- ❑ 1990 census: Davis  
qualifies for FTA  
urbanized area funds
- ❑ 1995-present:  
Purchase of new &  
modern buses, using  
alternative fuel

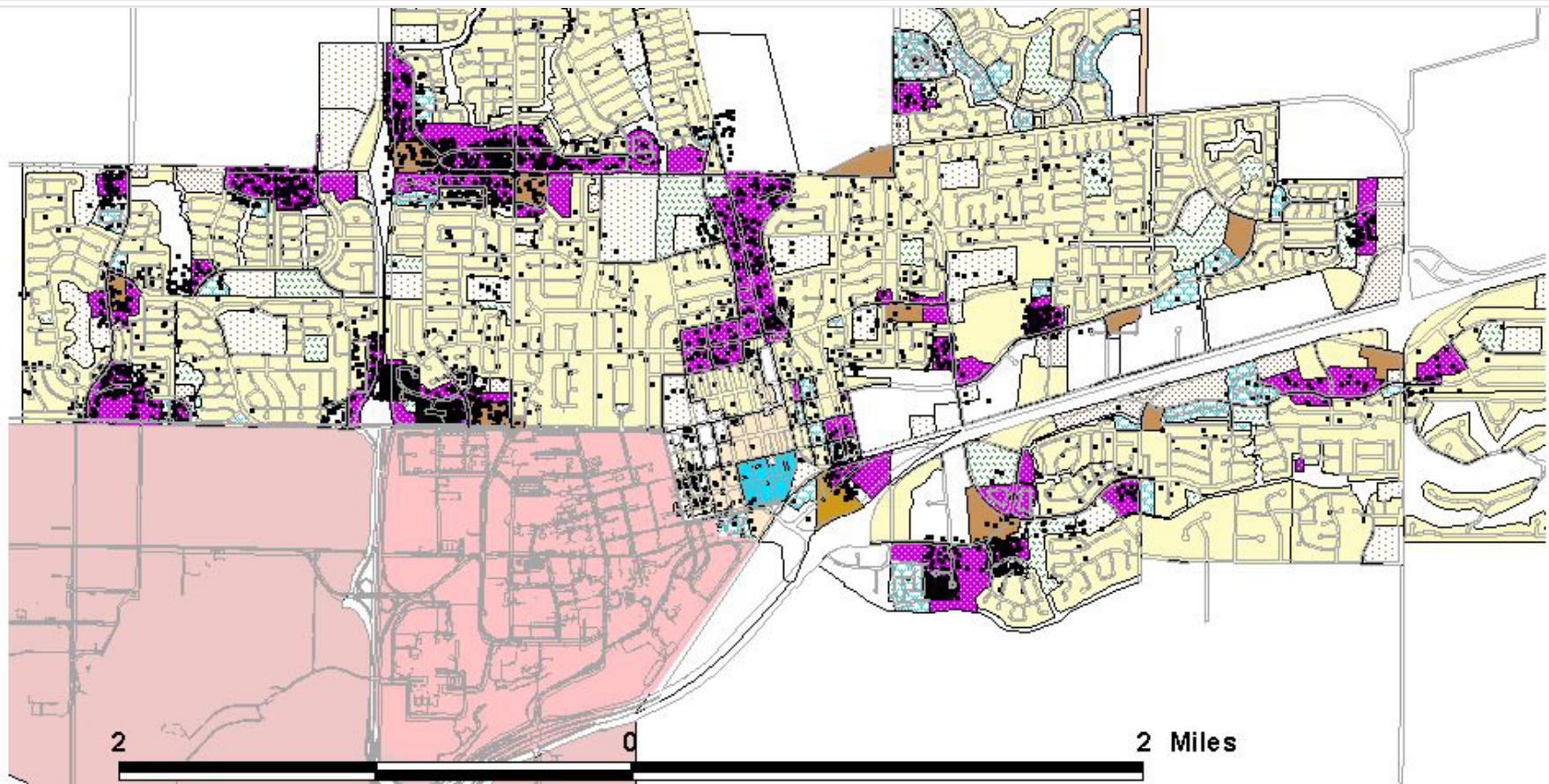
# Governing Structure

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- ❑ Housed as unit of UC Davis student government (ASUCD)
  - Over 225 student employees and 13 career staff
- ❑ Close relationship with City as recipient of federal and state funds
  - General MOU and annual contract
- ❑ Constituencies (“student” & “community”)
  - Different market demands (some in conflict)
  - Positive element in City/University relationship

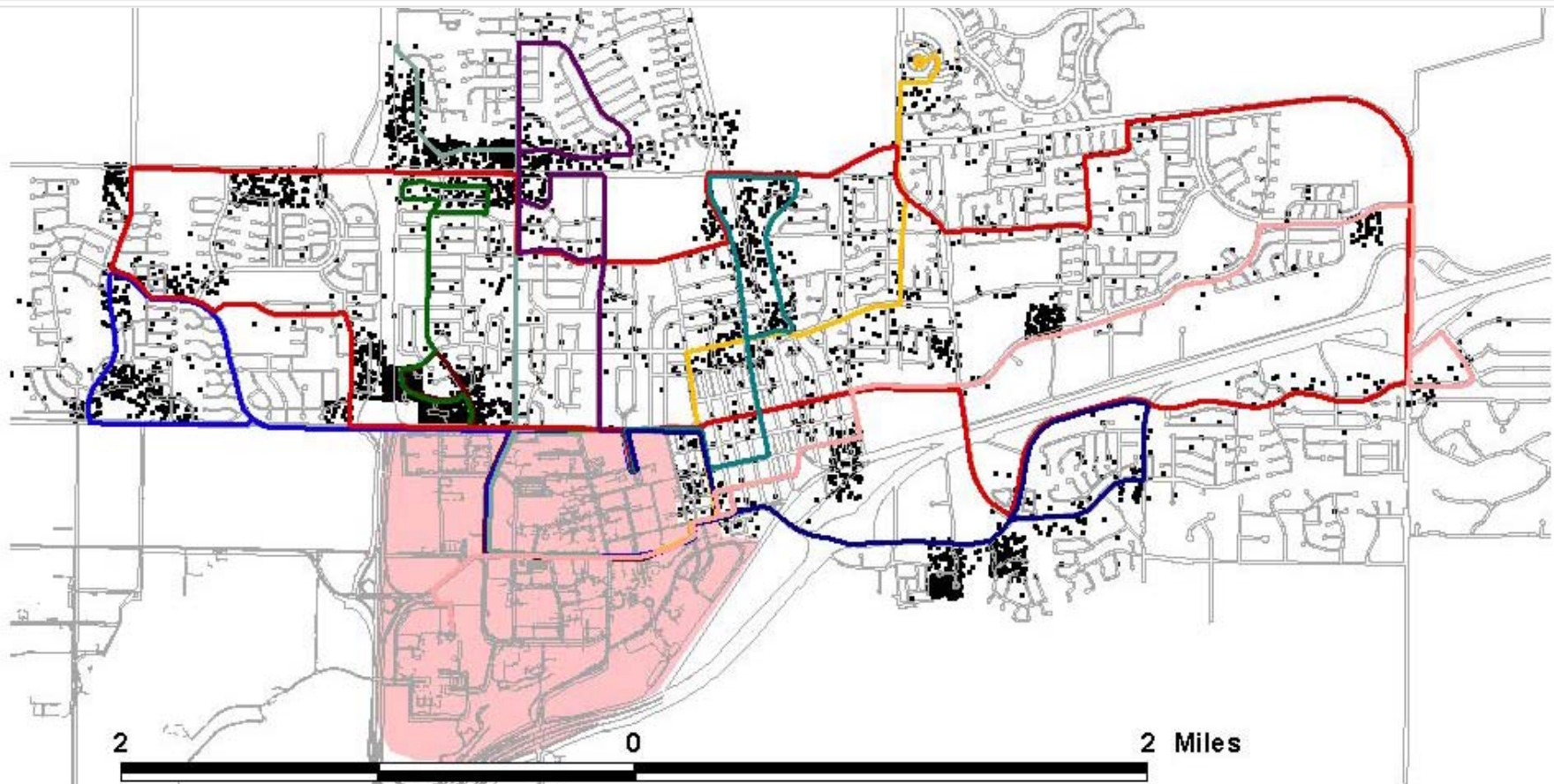


# Land Use and Student Density



# Unitrans Route Structure

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# Transit Ridership

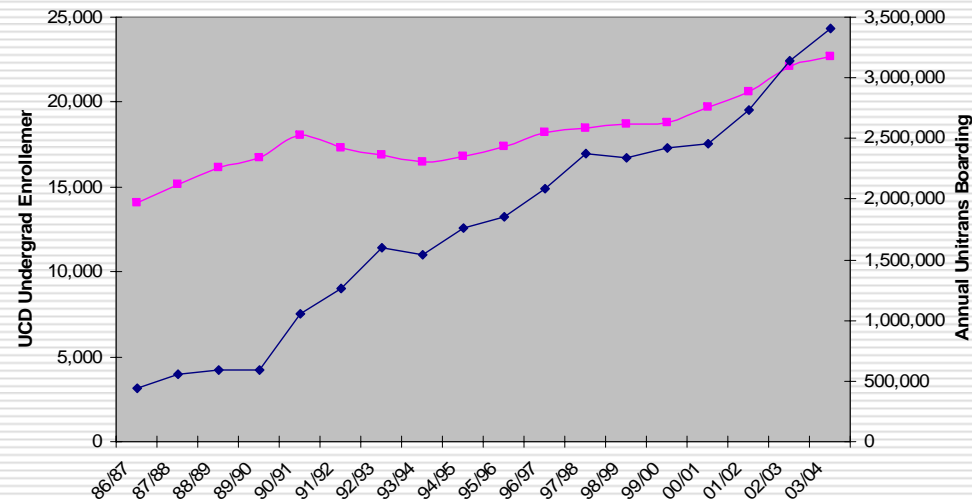
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- ❑ Surge in 1991 with start of unlimited access program (.5M to over 1M)
- ❑ Continued rapid growth in 1990's (to 2M in 1997)
  - Linear development patterns, dense corridors
  - Ridership/frequency/convenience
  - New equipment



# Current Ridership

- ❑ 33% increase 2001-04 (now 3.4M/yr)
- ❑ Over 21,000 avg. day; max 27,000
- ❑ Population 64,400; enrollment 22,270





# UC Davis Growth

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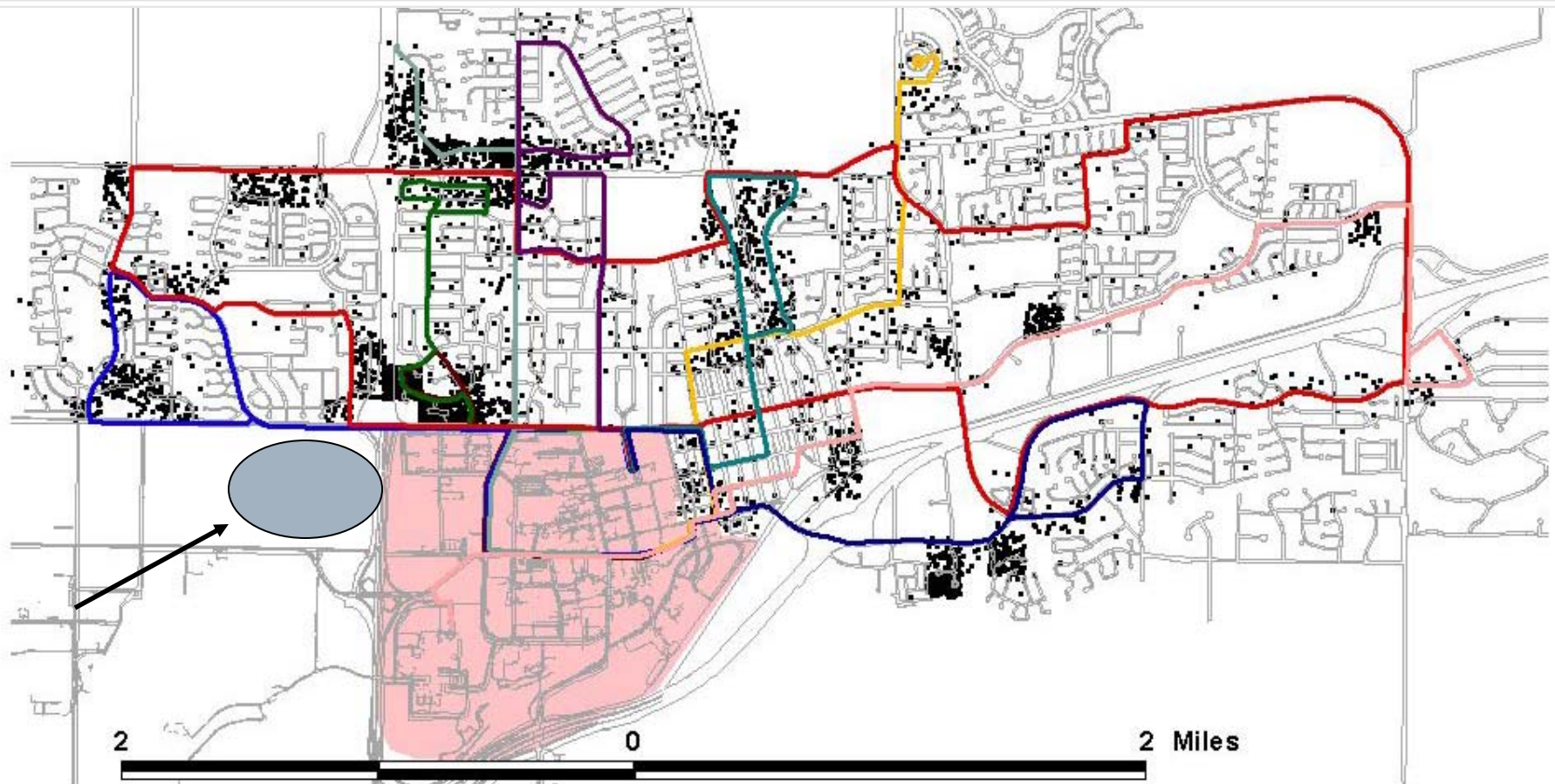
- ❑ Long-Range Development Plan (LRDP)
  - 15-year plan assuming large increase in campus population (students, workers)
- ❑ Limited growth in City General Plan
  - Growth in 1990s suburban design and oriented to non-university destinations
- ❑ Campus faced with question:  
*Encourage community or commuting?*

# West Village Neighborhood

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- ☐ Use campus land to build a new neighborhood (~5,000 residents)
  - Relatively close for walk and bike
  - Restrict to UCD affiliates
  - Neighborhood cost as substitute for parking structures
- ☐ Do not permit residents to purchase on-campus parking passes
  - Provide high level of transit service

# Neighborhood Location



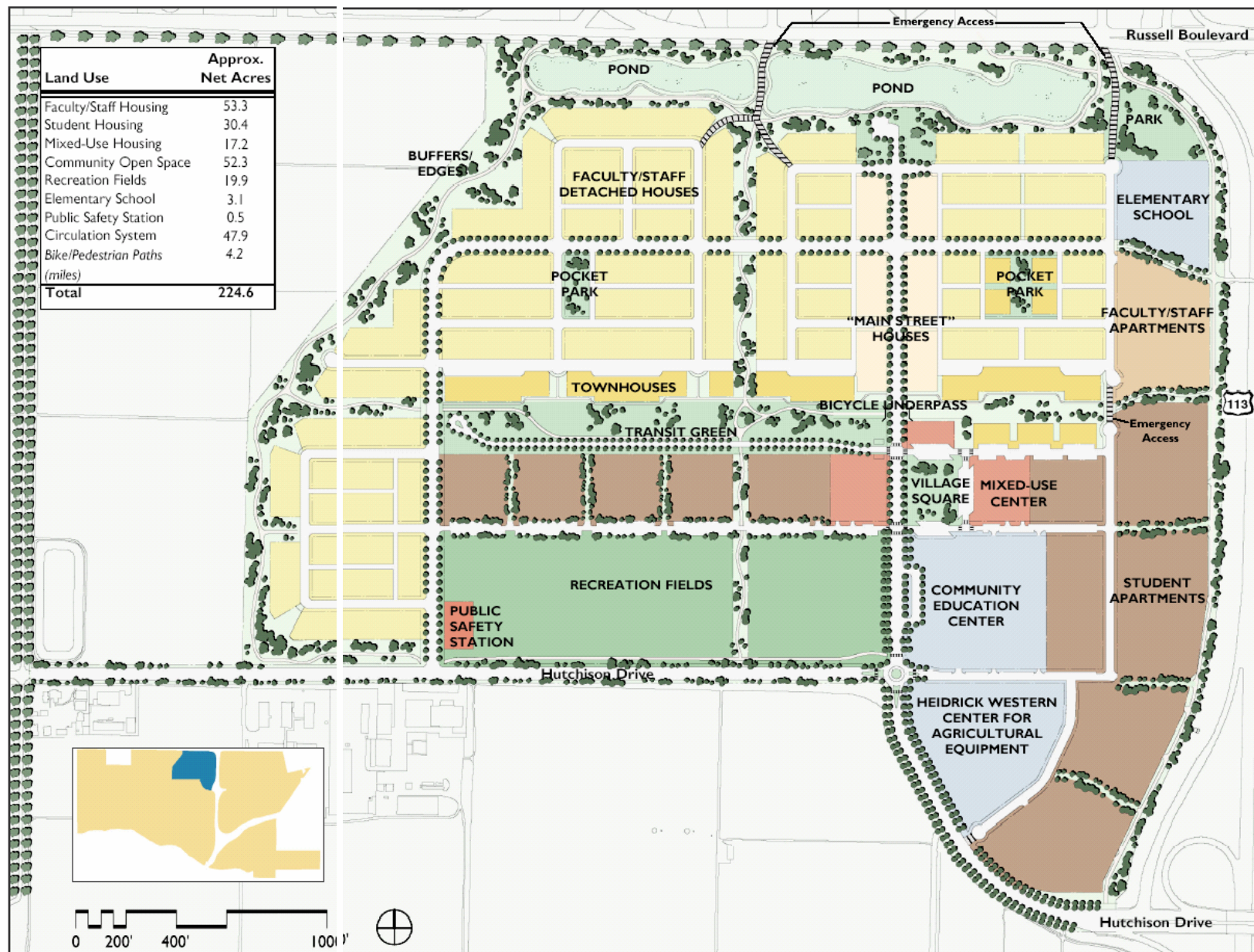
# Smart Growth Design

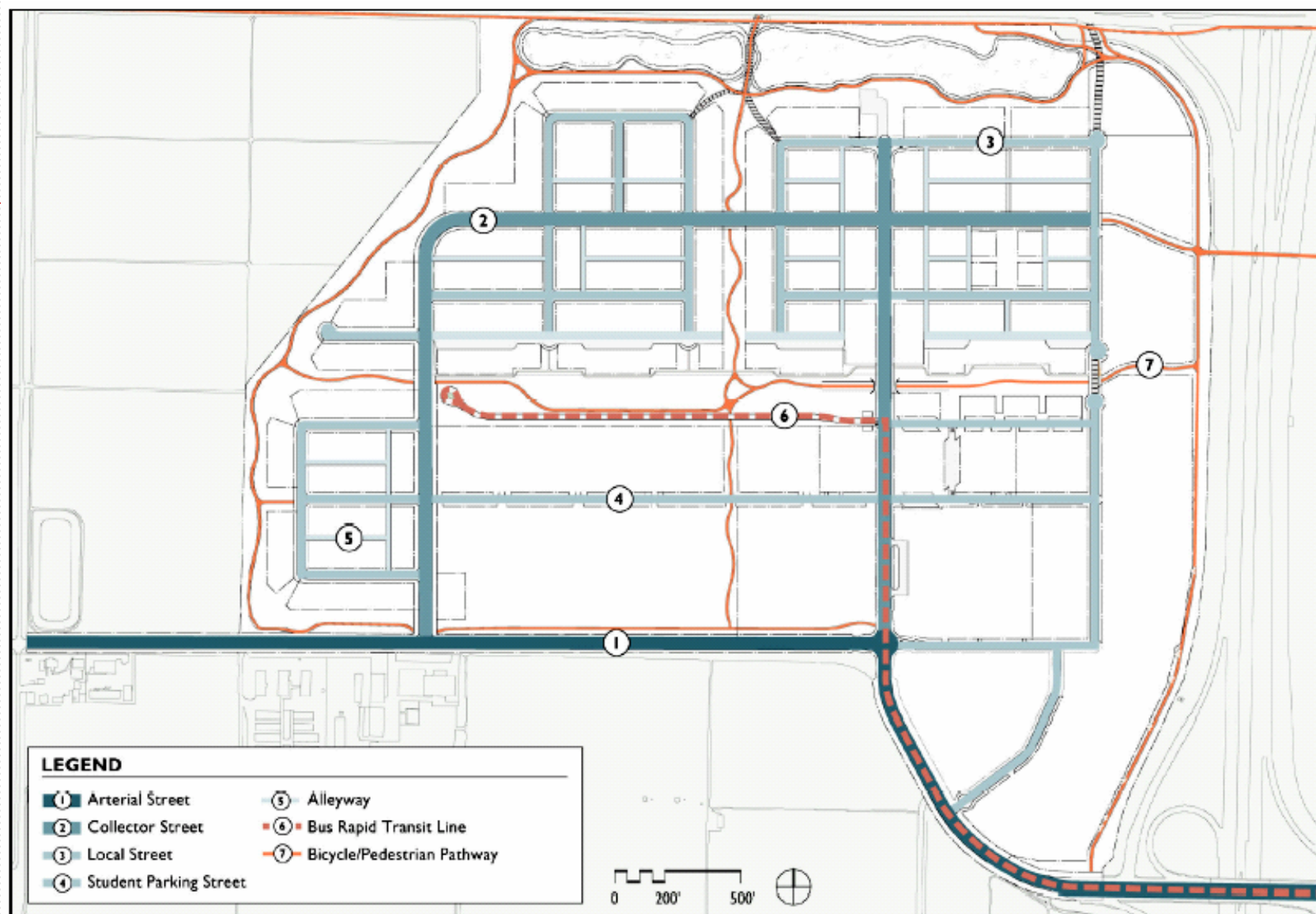
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- ☐ Housing and Transportation Choices
- ☐ Community Center
- ☐ Mixed Use
- ☐ High Density
- ☐ Affordable









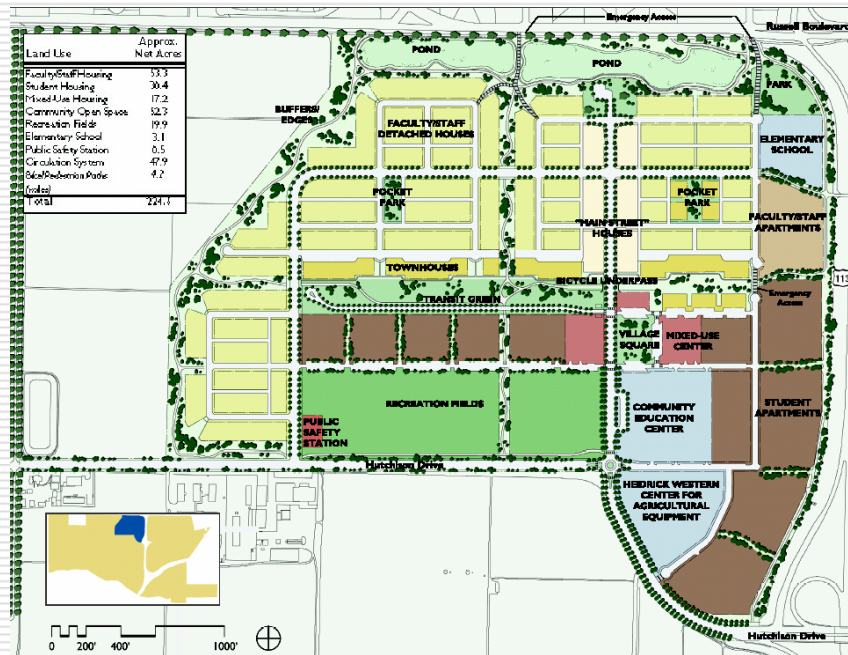


# Transit Green

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# Next Steps – Vision to Reality



- ❑ Lawsuit by adjacent homeowners
- ❑ Infrastructure costs / design issues
- ❑ Phasing with multi-modal elements



# Lessons Learned

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- ❑ Transit / Land Use Connection
  - Density = Ridership
  - Relationship well-established in Davis
- ❑ Good transit service allows for access options and innovation
- ❑ End result is a more attractive and livable community

# West Village Location

