Transportation Demand Management Plan (TDMP)

March 26, 2015
Board of Trustees Presentation

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Goals of the 2014 TDMP

* **Bus Transit**
  * Increase daily transit riders to/from campus.
  * Cooperate and coordinate with MTD on the five routes that serve SBCC campus.
  * Implement a “SmartCard” payment option to track use by students, staff, and faculty.
  * Upgrade East Campus MTD bus stop to a “Transit SuperStop”.
  * Work with Coastal Express and Clean Air Express to include SBCC as a stop on their routes.

Goals of the 2014 TDMP

* **Carpooling/Vanpooling**
  * Increase the percent of parking spaces designated for carpools from 18.66% to 25%.
  * Implement vanpool options through Traffic Solutions.
  * Traffic Solutions provides carpool match service.
Goals of the 2014 TDMP

* Bicycle Use
  * Increase share of trips arriving on campus by bicycle.
  * Develop Class I bike path with City of Santa Barbara along Cliff Drive from Meigs Road to Rancheria Street.
  * Establish Class III bike routes (signed but not striped) on all internal campus roads.
  * Develop shower and locker facilities, bicycle lockers and/or bicycle library.

Goals of the 2014 TDMP

* Bicycle Use (continued)
  * Campus bike shop.
  * Increased bike parking.

* Increase Motorcycle and Scooter use
  * Improve motorcycle and scooter parking.
Goals of the 2014 TDMP

- Providing information on alternative modes
  - Online questionnaire to collect data about awareness of alternative modes.
  - Explore a Commuter Alternatives Rewards program.
  - Promote bike ridership on campus.

Goals of the 2014 TDMP

- Distance learning and scheduling
  - Stabilize on-campus enrollment.
  - Grow off-campus enrollment and course options.
  - Transition registration to online Banner System.
  - Redistribute course offerings (sections) from 10:00 AM to 2:00 PM Monday thru Thursday to Friday and Saturday.
Goals of the 2014 TDMP

* Consolidation of TDMP duties/responsibility
  * Vice president of Business Services appointed TDMP Administrator.
  * Hire a Commuter Programs Coordinator.
  * Decrease peak parking demand.

* Surface parking
  * Continue to lease spaces in the City of Santa Barbara waterfront lots.
  * No additional surface parking constructed on campus.

Goals of the 2014 TDMP

* Increased parking and transit fees
  * Work with MTD to take proposal to legislature. Fees for students limited by Education Code Section 76360.

* Provide all permanent employees with options and incentives
  * Comprehensive pilot incentive program initiated in January 2015.
  * Reexamine free MTD pass options for SBCC staff
**Transportation Demand Management Strategies**

* **On-going Short-Term Strategies**
  - Hire a Commuter Options Coordinator.
  - Identify off-site parking locations and address the “last mile.”
  - Install secure bike storage.
  - Additional Bicycle Strategies.
    - Showers and changing facilities, increase safety by improving bike lanes, Castillo underpass.
    - Distribute class sections more evenly across the week.

* **On-going Long-Term Strategies**
  - Continue to develop the pilot incentive program.
  - Student housing, pursue partnerships for off-campus student housing.
  - Provide retail and banking services on campus.
  - Collaborate with the City of Santa Barbara to improve bicycle access to campus.
  - Collaborate with MTD to bring legislation addressing the law which caps parking prices for students and employees.
QUESTIONS?

Transportation Demand Management Plan