

Transportation Demand Management Plan

Table of Contents

Executive Summary	2
Introduction	4
Current Campus Conditions	5
Who is on campus?	5
Where do they live?	6
How do they access campus?	7
Goals of the 2014 TDMP	12
Transportation Demand Management Strategies	18
On-going Long-Term Strategies	22
Continuation of Prior TDMP Strategies	24
Summary	24

Executive Summary

The 2016 Transportation Demand Management Plan (TDMP) serves as an update to the 2014 TDMP. This report documents the history of the TDMP process since its inception in 2000; the current travel conditions on SBCC's main campus; the goals of the 2014-2016 TDMP; short-term, long-term, and ongoing Transportation Demand Management (TDM) strategies; and funding and implementation considerations.

This report evaluates SBCC's progress against previously identified TDMP performance measures. Many of the strategies have been successful, and the demand for parking is at 94% occupancy as measured in October of 2016, a decrease from 98% occupancy in 2009.

An analysis of additional data from 2016, compared to the data presented in the 2014 TDMP, shows that bus ridership and carpooling has grown. Since 2014, enrollment in off-campus and distance learning classes has increased as the online and hybrid course offering has increased. This TDMP recognizes that the parking supply on the main campus will remain at its current level in the future, the on-campus student body population will not increase significantly and the 2015/16 SBCC transportation incentive program has shown an increase of campus commuters utilizing sustainable transportation.

Given these conditions, the 2016 TDMP focuses on demand-based strategies to improve access, using a multi-modal approach, which includes strategies targeted to bicyclists, public transit riders, pedestrians and drivers. These strategies were developed through continued discussions and input from the **Transportation Alternatives Group (TAG)**, a group of **Santa Barbara City College (SBCC) stakeholders, community members, MTD and Santa Barbara City representatives, organized by the Vice President of Business Services**. A comprehensive matrix of TDM strategies was developed and the SBCC Commute program was formed. For more information visit sbcccommute.com.

In January of 2015, SBCC implemented a pilot sustainable transportation incentive program with the goal of reducing parking demand, reducing congestion on adjacent roadways, promoting a healthier community, cleaner planet, and identifying best practices and deficiencies in sustainable transportation. A group of 140 SBCC stakeholders, comprised of staff, faculty and students, signed up for the pilot program. Staff/Faculty were rewarded with a monthly financial incentive (\$40 per month) and students received monthly raffle prizes and quarterly catered events when switching from driving alone (Single Occupant Vehicle (SOV)) to sustainable modes of

transportation including bike, walk, bus, carpool/vanpool, train, motorcycle, or skate. This program, entitled SBCC Commute, is in its second year of implementation and includes increased secured bike parking (533 spaces to be exact), an on-campus Do-It-Yourself (DYI) bike shop, emergency ride home program, carpool matching services along with preferred parking for carpooling, and other supporting infrastructure to encourage use of sustainable modes of transportation.

Introduction

Santa Barbara City College (SBCC) has demonstrated a longstanding commitment to maintaining a high quality of life in the community, particularly for those who study, work, or live in the Santa Barbara Harbor area. As part of these efforts, SBCC has worked with the community to evolve its Long-Range Development Plan (LRDP), which guides development on the SBCC campus. Since 2000, SBCC has produced a Transportation Demand Management Plan (TDMP) for the California Coastal Commission, as a condition of the development ideas presented in the LRDP. For a full history of the LRDP and the previous TDMPs, see the 2009 and 2014 TDMP.

Overall, previous elements of the 2009 and 2014 TDMP have been successful, resulting in an increase in public transit ridership, and a stable but extremely constrained demand for parking. SBCC provides educational opportunities for over 13,000 students on its main campus alone. Accompanying this high level of educational access, SBCC experiences a high demand for transportation access to the campus. Fundamentally, SBCC is a commuter campus – some students and staff may live nearby, but there is no organized student housing on or near campus.

Furthermore, most students attend classes part-time, holding full-time or part-time jobs and fulfilling other obligations off campus often on the same day that they might attend a lecture or meet with a study group on campus. Recently, SBCC has experienced an extreme and unprecedented drop in enrollment; it dropped 7.8% in 2016 and the following year is projected to drop at an even greater rate. In order to continue to improve access to educational opportunities, SBCC is exploring transportation options that are varied and flexible to support students in their academic and personal lives.

Currently, there are 2,466 parking spaces available on SBCC's campus. The previously noted 13,000 students, as well as over 1,200 full-time and part-time employees use the parking spaces. Opportunities for expanding the number of parking spaces are limited, costly, and at best, would not be available for many years into the future. These limitations are unlikely to change; therefore, reducing demand is the only way to ease pressure on parking resources. While the continued growth of off-site and online courses provides additional and accessible educational opportunities reducing overall parking demand, the pressure on the campus' parking resources will remain an obstacle for students. The College has and will continue to take action to improve transportation access to campus. The 2015/16 reduction of enrollment has resulted in reduced overall parking demand, **but the peak parking demand still exists.**

Section 2 of this TDMP discusses the current conditions of travel demand on SBCC's campus. Section 3 outlines the goals for the 2014 TDMP and reviews the status of the TDMP strategies proposed in the 2009 TDMP. Section 4 of this report presents the

TDM strategies included in *Improving Student Access from 2013*, organized into short-term actions generating a reduction in the demand for on-campus parking. Long-term strategies are in process and require more resources and a substantive change to land use or policy to be implemented. Section 5 contains funding and implementation recommendations for TDM strategies, some of which were implemented in 2015/16. Finally, Section 6 summarizes and concludes the 2016 TDMP.

Current Campus Conditions

Who is on campus?

Students represent the vast majority of the on-campus population. On-campus classroom population peaks around noon with 3,500 to 4,000 students Monday through Thursday, with a second, smaller evening peak of 2,500 students at 7:00 PM. Friday enrollment peaks at 1,600 students around 10:00 AM and tapers for the rest of the day. Historically, enrollment increased steadily until Fall 2009, when the 2009 TDMP was adopted. Since then, both on-campus and total enrollment have declined.

Table 1 (below) shows the on-campus population by type of commuter.

TABLE 1: ON-CAMPUS POPULATION – FALL 2016		
Category	Headcount	Percent of Total
On-Campus Students	13,165	91.69%
Full-Time Faculty	259	1.80%
Part-Time Faculty	555	3.87%
Full-Time Admin and Staff	345	2.40%
Part-Time Admin and Staff	34	0.23%
Total	14,358	100.00%
Source: Santa Barbara City College Institutional Research, 2016.		

Where do they live?

The majority of both students and employees live close to campus. Overall, nearly 60% of students and employees live in Santa Barbara and Goleta. This is a conservative estimate, as many students likely report their permanent address instead of their local address. Based on bus ridership data, many more students appear to live in Isla Vista, for example, than have reported Isla Vista as their permanent address. Of those who reported a local address, over 80% live in Santa Barbara and Goleta, and 20% live in nearby communities such as Carpinteria, Ventura, Oxnard, Lompoc, and Ojai. With the elimination of Tropicana in Isla Vista as designated SBCC housing, SBCC students have been further dispersed to surrounding locations. The apartment complex adjacent to SBCC, Beach City, has increased the number of beds from 330 to 500 and has a proposal to further increase to 1,500 beds. This will benefit the community by reducing the number of commuter trips to campus and improving overall access for the students to campus. In addition, local developers have proposed additional housing options on or near campus consisting of 230 to 300 beds. This proposal is currently being evaluated.

Table 2 (below) shows the proportions of commuters coming from each nearby city.

TABLE 2: STUDENT AND EMPLOYEE ADDRESSES					
City	Students	Employees	All Users	% of Total	% of Local Subtotal
Santa Barbara	9,219	691	9,910	49%	63%
Goleta	2,889	216	3,105	15%	20%
Carpinteria	1,014	66	1,080	5%	7%
Ventura	426	54	480	2%	3%
Other Local Cities and unincorporated areas*	1,119	84	1,203	6%	8%

Local Subtotal	14,667	1,111	15,778	78%	100%
Other California Subtotal	4,241	82	4,323	22%	
Total	18,908	1,193	20,101	100%	
Source: Santa Barbara City College Institutional Research, Fall 2015. *Includes Isla Vista.					

How do they access campus?

In order to develop a more comprehensive understanding of transportation modes to and from campus, SBCC Commute performed a transportation mode count in March of 2016, expanding counts to all nine (9) campus access points and revealing the campus access patterns identified below. Table 3 (below) summarizes the mode share to SBCC's campus for the 2015/16 school year.

TABLE 3: MARCH 2016 MODE SHARE	
Mode	Percent of Total
Walk/Skate	17%
Bus	18%
Carpool	8%
Bike	1.25%
Moto	0.25%
Auto	55.5%
Total	100.00%

In 2014, 68% of campus stakeholders were commuting to campus in a single occupied vehicle. **In 2016, it has reduced to 55.5% - a 12% decrease since implementation of the SBCC Commute program.**

Figure 2 shows the on campus enrollment head count for credit students on the main campus from 2007-2016.

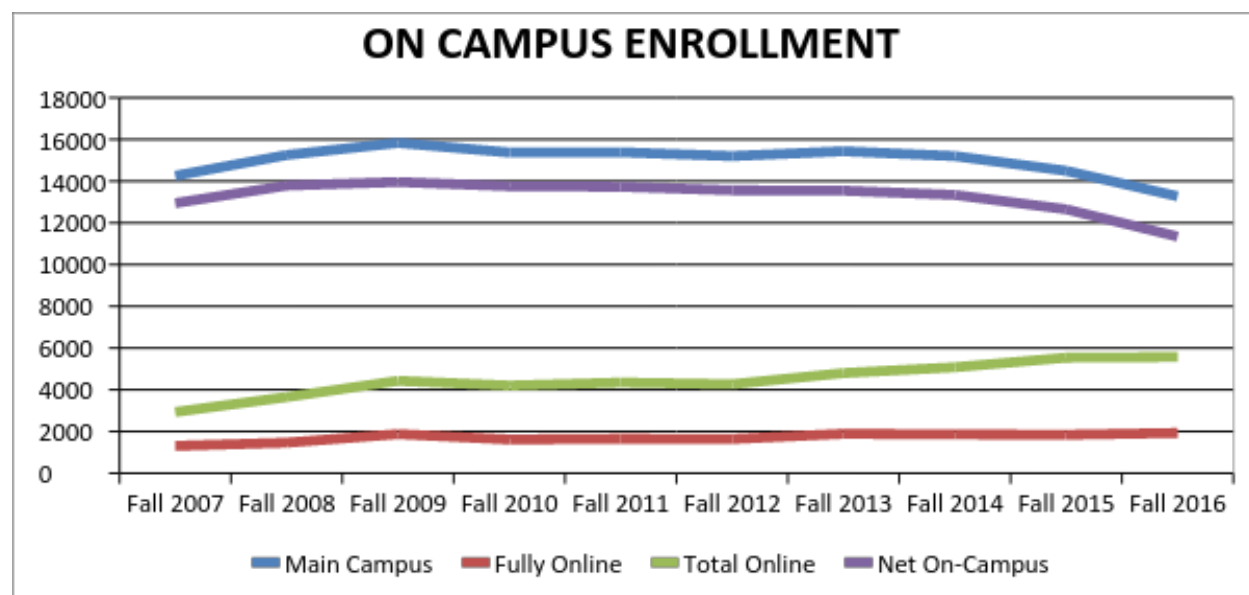


Figure 2: On-Campus Enrollment

Based on the 2013 count data, approximately 16% of commuters arrive or depart by bus. In 2016, 18% of commuters utilize the bus for commuting to main campus, which is a 2% **increase**. This is somewhat unusual as the nation has seen a decrease in overall bus ridership, possibly attributed to lower gas prices. Figure 3 (below) shows alighting's by line and hour during the count day. MTD implemented two high-capacity articulated buses in Fall 2015 for the Goleta to SBCC routes. MTD, Business Services and Student Senate meets regularly to discuss bus schedules and changes needed to accommodate students and class schedules.

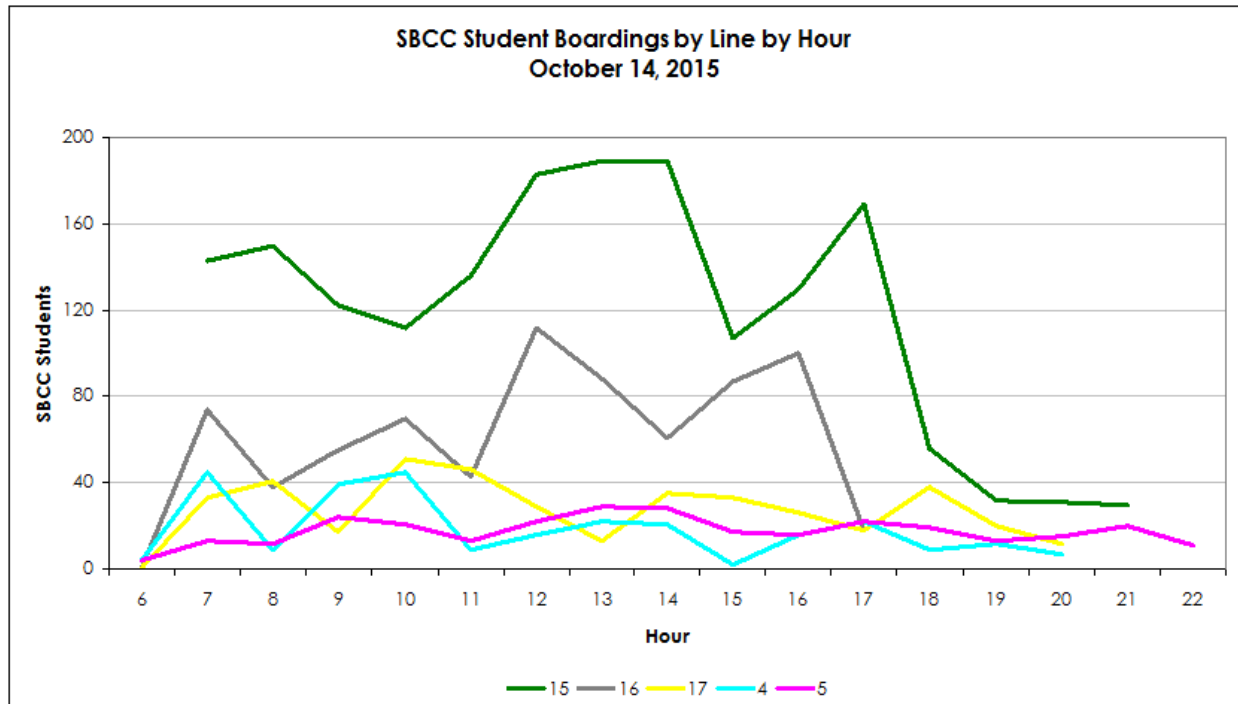


Figure 3: 2015 Bus Alightings by Line and Hour

Routes are updated annually by MTD. Although campus population can fluctuate from year to year, over time, bus ridership has increased significantly. Since 2002, the number of commuters arriving by bus has more than doubled from 1,171 to 2,905. Figure 4 (below) shows the ridership trends over time between 2008 and 2016. In 2013, bus ridership was the highest noted through data collection and reporting. The notable drop in bus ridership between 2015 – 2016 can be attributed to a decreases in student population, as mode calculations and data collection note an increase in bus ridership and sustainable transportation use. Overall, there is great potential for continued increase in future ridership.

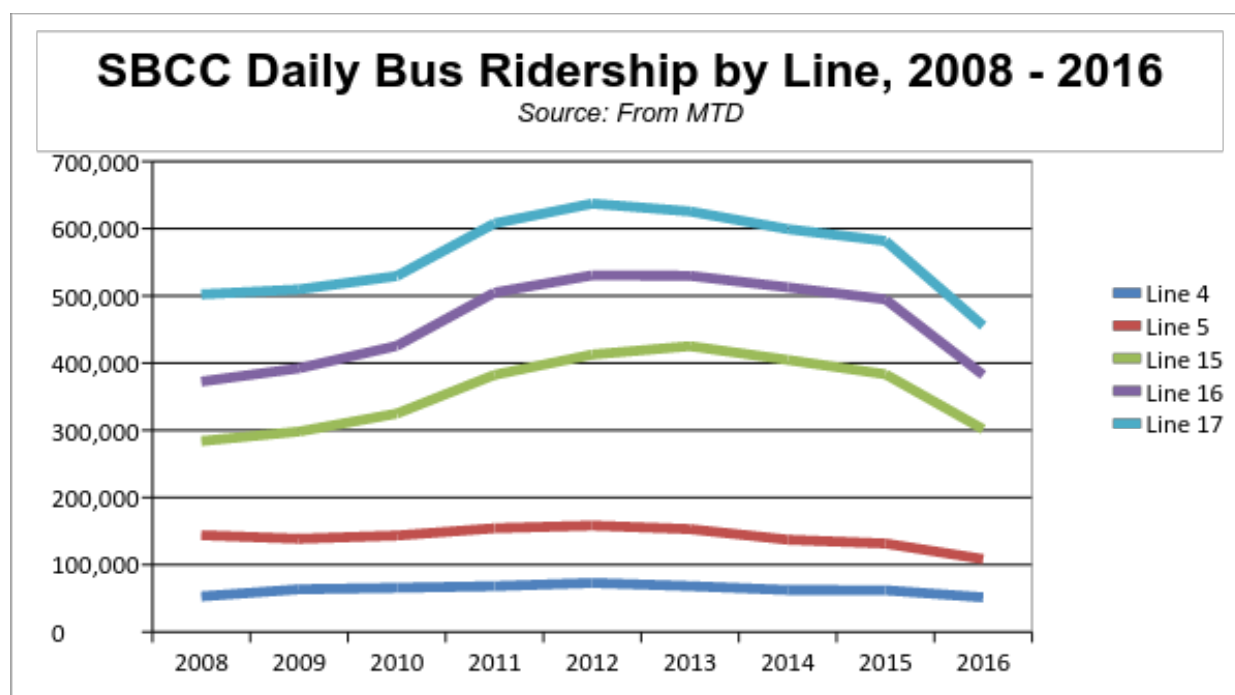


Figure 4: Daily Bus Ridership Over Time

Approximately 17% of commuters arrive or depart by foot, with slightly more people entering through the West entrance than the East entrance. When accounting for people who ride the bus and then use pedestrian facilities to access campus, the East entrance is more heavily used than the West entrance. Additionally, those who park in the lots to the south of campus use pedestrian facilities, such as the pedestrian path, to access campus.

Approximately 1.25% of commuters arrive or depart by bicycle. The majority of bicyclists enter campus through the East entrance. The Mesa neighborhood directly west of campus includes a high percentage of SBCC students, as does apartments adjacent and north of Cliff Drive and the Rancheria Street bike path. SBCC has expanded the campus' designated bike paths during winter break 2015/16, as well as improved bike parking facilities with secured bike storage areas and lockers. Bicycle infrastructure and support also includes a DIY campus bike shop, free bike safety courses, information on biking to campus, and electric bikes for employees for off campus errands and commuting. In addition, SBCC Commute is partnering with SBBike on a bike share study that will provide more insight on how to increase SBCC stakeholders who bike to campus. The quantity of stakeholders biking to main campus has increased by 0.25% since 2014.

From Fall 2007 to Fall 2016, the percentage of fully online sections has risen

steadily **from 6% to 14% of all sections**, and the percentage of hybrid sections (primarily online but with some face-to-face meetings) has risen steadily **from 1% to 3%**. Over the same period, the percentage of face-to-face sections has dropped **from 93% to 83%**.

Goals of the 2014 TDMP

The 2009 TDMP established specific performance criteria for strategies designed to reduce demand for on-campus transportation facilities such as parking. Table 4, below, lists the strategies and performance criteria established in prior TDMPs and by the Transportation Alternatives Group, and how SBCC measures up against them in 2014. Some of the strategies remain in the 2014 TDMP, while others have been completed. The parking capacity was at 96% as of October 2013 and the College will update the parking capacity in fall of 2016.

TABLE 4: 2009 TO 2014 TDMP PROGRESS		
2006 - 2009 TDMP Strategy	Performance Criteria	2016 Status
Bus transit	Increase daily transit riders to/from campus.	2,833 daily riders in March 2016, as compared to 2,752 riders in 2013 is still an increase of 32% when compared to 2,088 riders in 2009. The 2 new articulated buses added by MTD in Fall 2015 improved the daily transit bus commute for Isla Vista commuters, reducing the number of passengers left behind. The 7% reduction in enrollment for Fall 2015 indicates a proportionate increase in ridership. MTD did increase rates for riders.
	Cooperate and coordinate with MTD on the five routes that serve SBCC campus.	MTD has introduced 2 articulated busses that hold 40% more passengers as a standard bus. Two of these busses have been assigned to 15X servicing Isla Vista, the most populous route.
	Implement a "SmartCard" payment option to track use by students, staff, and faculty.	MTD is still assessing the SmartCard technology. Once MTD decides on technology they will pursue grant funding. Timeline on

		this is unknown, but SBCC continues on-going communication with MTD and SBCC service.
	Upgrade East Campus MTD bus stop to a “Transit SuperStop” with information kiosks, real time arrival information, ATMs, ticket vending machines and snack vending machines.	Transit stop upgrades in shelter including seating, lighting, and Wi-Fi have been completed. Working with the City of Santa Barbara to redesign Cliff Drive incorporating expanded entrances for better bus circulation.
	Work with Coastal Express and Clean Air Express to include SBCC as a stop on their routes.	Due to low ridership and high cost, the shuttle drop off at SBCC was cut after Fall 2015 semester.
Carpooling/ Vanpooling	Increase the percent of parking spaces designated for carpools from 18.66% to 25%.	<ul style="list-style-type: none"> In Fall 2016 another 67 carpool spaces were added, 18.66% of spaces remain designated for carpools. The implementation of the SBCC Commute incentive plan and the release of Traffic Solutions’ new website (that has a platform for carpool matching, smartride.org) will allow the applicability and use of carpool spaces to increase in demand.
	Implement vanpool options serving Santa Maria and Ventura.	Transitioned the vanpool program to Traffic Solutions. Traffic Solutions has the ability to offer better options for customizing the vanpools and increasing ridership. For more information go to smartride.org
	Traffic Solutions provides carpool match service, operated through Campus Pipeline.	The College promotes carpool-matching services through Smartride.org. This tool also tracks SBCC Commute members’ (employees) modes of travel for incentive money.
Bicycle use	Increase share of trips arriving on campus by bicycle.	In 2013 1.2% of stakeholders commuted via bike, and in 2016 it was 1.25%. The campus partnered with SBBike and placed a DIY bike shop on campus for stakeholders to have the ability to fix their bike, buy equipment, and determine the best

		way to travel to and from campus via bike. SBBike also provides bike safety courses quarterly for campus stakeholders.
	Develop Class I bike path with City of Santa Barbara along Cliff Drive from Meigs Road to Rancheria Street.	Class I bike path completed down to the East Campus entrance. The College is working with the City of SB to complete the bike path to Rancheria Street.
	Work with City of Santa Barbara to improve safety on Cliff Drive.*	Bike lanes implemented on Cliff Drive to the west of campus, improving safety to west campus entrance. Ongoing efforts with City of Santa Barbara to improve bicycle access between Castillo Street and the east campus entrance.
	Establish Class III bike routes (signed but not striped) on all internal campus roads.	This project was completed in Winter 2015/16.
	Develop shower and locker facilities for bicycle commuters in the existing gymnasium, install bike lockers at MTD bus stops, and/or bicycle library at Security Offices on East Campus.*	Gymnasium shower and locker facilities made available to stakeholders who commute by bike. Bike sheds and lockers have been installed on campus. The four bike sheds have card-access and are free to all employees.
1.	Bike Share Trek, SBCAG	SBCC, in partnership with UCSB and SBBike, is participating in the Bike Share program feasibility study. SBCC hosted a charrette in July 2016 with over 30 attendees. Study will be complete in Winter 2017.
2.	Campus Bike Shop	As of Winter 2014, SBCC has a Do-It-Yourself (DIY) bike shop located on campus that has staff to assist anyone on campus with bike supplies and repairs, safety, and advisement on routes to take on your commute. There were over 200 users of the Campus bike shop during the Fall 2015 semester.
	Increased Bike Parking	SBCC has more than doubled their secured bike parking on the main campus. Three motorcycle parking

		<p>areas were converted to bicycle parking in January 2015. Total bike parking spaces on campus is 533. SBCC Commute and SBCC Security monitor bike lots for usage to ensure there is ample bike parking.</p>
Increase motorcycle and scooter use	Improve motorcycle and scooter parking	<p>The motorcycle lot on east campus is designed to hold approximately 180 two wheel vehicles. The College improved the lot by adding lighting and motion-censor security cameras for safety and theft protection.</p>
Providing information on alternative modes	Online questionnaire to collect data about awareness of alternative modes.*	<p>SBCC Commute will be performing a survey in Fall of and spring of each year moving forward. Feedback will be assessed and improvements will be made based on results.</p>
	Explore a Commuter Alternatives Rewards program.*	<p>In January of 2015, SBCC started a transportation incentive program providing financial incentives for commuters (employees and students) utilizing non-SOV methods. There are over 140 participants in the current program. Visit sbcccommute.com website for details of pilot program.</p> <ul style="list-style-type: none"> • In January 2015, students can also participate by posting to Instagram a photo of how they commute to campus sustainably. Students are eligible for raffle prizes, free food and on campus events.
	Promote bike ridership on campus.	<p>SBCC has improved bike infrastructure through:</p> <ul style="list-style-type: none"> • Improved bike storage, • bike sharing, • Electric bike sharing,

		<ul style="list-style-type: none"> • New bike racks, • Lockers for personal storage, • Access to shower and changing facilities • DIY bike shop where stakeholders can purchase used bikes and supplies. • Bike safety classes and assistance with determining safest commute to and from campus.
Distance learning and scheduling	Stabilize on-campus enrollment.	From Fall 2007 to Fall 2016, the percentage of fully online sections has risen steadily from 6% to 14% of all sections, and the percentage of hybrid sections (primarily online but with some on-campus meetings) has risen steadily from 1% to 3%.
	Grow off-campus enrollment and course options.	From Fall 2007 to Fall 2016, the percentage of fully online sections has risen steadily from 6% to 14% of all sections, and the percentage of hybrid sections (primarily online but with some on-campus meetings) has risen steadily from 1% to 3%.
	Transition registration to online Banner System.	Complete. Registration now occurs via Banner System.
	Redistribute course offerings (sections) from 10:00 AM to 2:00 PM Monday thru Thursday to Friday and Saturday.	Ongoing, Educational Programs is working with scheduling and department chairs to redistribute the scheduling of classes to include meeting times on Fridays, totally online, in a hybrid format that meets on campus one instead of two days a week, off-campus at the Schott and Wake campuses, or on Saturdays. 3.
Consolidation of TDMP duties /responsibility	Commuter Programs Coordinator hired.*	There is no funding for this position. Currently have consultant assisting with program implementation and

		execution.
	Vice president of Business Services appointed TDMP Administrator.	Ongoing
	Decrease peak parking demand.*	To be determined in Fall 2015 when count is performed.
Surface parking	Continue to lease spaces in the City of Santa Barbara waterfront lots.	Ongoing. This is through a joint use agreement through 2036.
	No additional surface parking constructed on campus.*	There is restricted use of most of the open land and there is no support on campus for additional surface lots.
	4.	5.
Increased parking and transit fees	Work with MTD to take proposal to legislature. Fees for students limited by Education Code Section 76360.*	MTD fees increase in Fall 2016.
Provide all permanent employees with options and incentives	Comprehensive pilot incentive program initiated in January 2015.	Transportation Incentive plan was fully executed in January 2016. For more details go to: http://sbcccommute.com/ Incentive plan includes staff, students and faculty.
	Reexamine free MTD pass options for SBCC staff as part of a Commuter Alternative Rewards program.*	Ongoing, under consideration for inclusion into incentive plan.
	6.	7.

Finally, single-occupancy vehicles (SOVs) pose additional costs to commuters, including purchase or lease, maintenance, gasoline, and insurance. By providing more options to get to SBCC besides SOV, students will have the chance to reduce their overall cost of living while maintaining the same or better access to the educational opportunities on campus.

The primary goal of the SBCC TDMP is to improve commuter access to SBCC. The Overall Goals for SBCC Commute during the 2016-2017 Academic Year are as follows and can be reviewed in further detail in the Appendix.

- Reduce the overall parking impact at SBCC
- Reduce the use of SOV's
- Promote SBCC Commute Incentive Plan
 - Engage 10% more employees to participate by 2020
- Promote SBCC Commute Student Incentive Plan

- o Host 4 events per year to market program resources and awards to students including low cost bike purchasing, DIY bike shop, raffle prizes, and more
- o Increase social media participation in 2020 by 10%
- Shift the campus commute culture to utilizing sustainable modes of transportation
- Increase electrical car charging stations, as needed, for staff and students

Transportation Demand Management Strategies

Transportation Demand Management Program (TDMP) Components: The TDMP, initiated in 2000, continues to evolve and implement strategies to increase student, faculty, and staff use of transportation to and from the Main Campus other than single occupancy cars. Major TDMP components include the following:

On-going Short-Term Actions

Based upon the existing conditions and the ongoing need for ways to reduce the pressure for on-campus parking, four short-term actions are discussed in this section with the goal of achieving an immediate decrease in the demand for parking.

1. **Hire a Commute Options Coordinator.** A full-time Commute Options Coordinator can help implement programs and projects to reduce dependence on single-occupancy auto trips. Creating a dedicated position is critically important to ensuring the ongoing success of transportation demand management projects and programs.

In addition, this position could leverage resources to implement additional efforts, as the Commute Options Coordinator could hire and manage interns or student workers. These student workers could help with ongoing, time-intensive projects such as survey and data collection

2015-16: There has been no budget for this position. Instead SBCC has hired a consultant to assist with the SBCC Commute program development and implementation.

2. **Identify off-site parking locations and address the “last mile.”** Off-site parking options can help ease the immediate pressure for on-campus parking spaces, provided there are last-mile options that help people reach their final destinations quickly and reliably. Parking on these lots would be free, as an additional incentive to encourage people to switch parking locations. Last-mile options the campus has

already implemented include two campus shuttles servicing the main campus, electric bike check-out, a bike share system, a carpooling or ride-sharing app, secure bike parking and bike lockers.

In January of 2015, SBCC began two shuttle programs for commuters - one at the Wake Campus and one at the City of Santa Barbara Garden Street lot. The Wake Shuttle transports SBCC commuters to and from the SBCC main campus. To implement the Garden Street Shuttle, SBCC and the City of Santa Barbara signed a Memorandum of Understanding allowing SBCC commuters to park in the Garden Street lot without having to pay for a Waterfront Permit. The Waterfront staff will not ticket vehicles with a valid SBCC permit and SBCC commuters can park in this lot for free Monday – Friday during working hours.

2015-16: SBCC piloted the shuttle services in fall of 2015. The Shuttle had very low ridership and required too high of costs to keep this service going during the Spring 2016 semester.

3. **Install secure bike storage.** In January of 2015, SBCC installed 3 bike sheds around the SBCC campus. Each shed can hold up to 25 bikes and contains lockers for personal belongings. Each shed is locked and has security allowing SBCC commuters to travel to campus via bicycle and not worry about theft or vandalism. Please see the Sustainable Transportation map for locations of the sheds and bike racks:

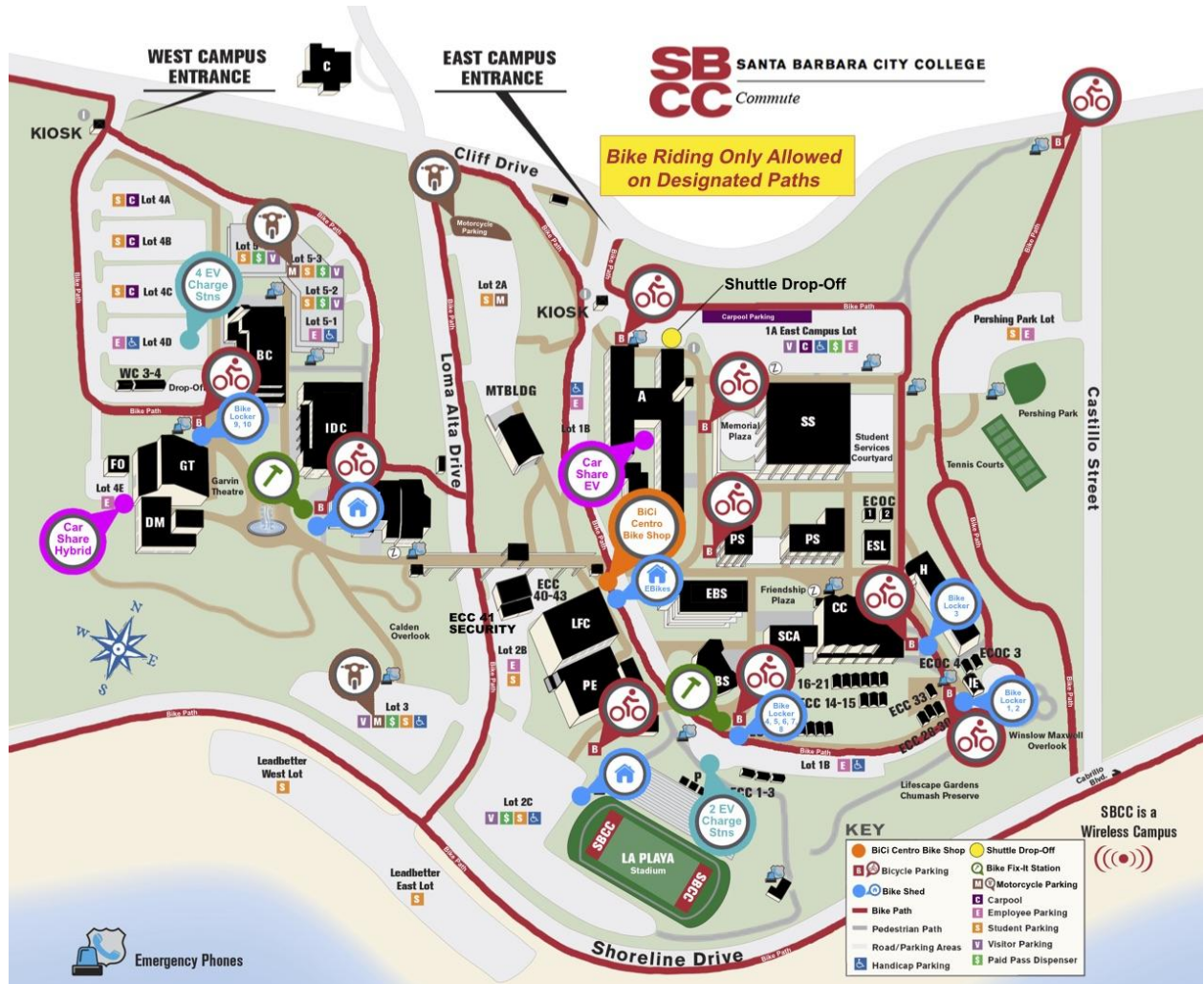


Figure 5: Sustainable Transportation Map



Figure 6: Bike Storage Shed and Bike Shop

As of the 2015/16 school year, the campus currently provides 533 bicycle parking spaces. In addition to the proposed 75 spaces associated with the West Campus Classroom and Office Building, the College has identified 405 additional potential bicycle parking sites that will be developed in the future. Future development throughout the East and West Campus will be identified and implemented as the demand requires through the use of ongoing parking surveys. Currently the demand does not warrant additional bike parking.

4. **Additional Bicycle Strategies.** In addition to providing secure bicycle storage, other short-term actions could be taken to improve bicycle access to campus. With the new campus Transportation Incentive Program, access to the Sports Pavilion showers have been granted to those bicycle commuters that desire shower/changing facilities. In addition, SBCC has been working closely with the City of Santa Barbara to increase bicycle safety around the campus by improving bicycle lanes and strategizing ways to further improve the bicycle network through SBCC.
 - **Campus Bike Shop:** As-built construction of a 128-square foot (16 X 8 feet), 11.5- foot high “Tuff Shed” providing bicycle rentals, used bicycle sales, sale of spare parts (tubes, chain lube, etc.), minor bicycle repair, instruction for Do It Yourself (DIY) repairs, and training on bicycle handling and maintenance. The bike shop, implemented in Winter 2015, is staffed and maintained by Santa Barbara Bicycle Coalition BICI Centro staff.

- **Motorcycle/Scooter Parking Lot.** The motorcycle/scooter parking lot area within the existing East Campus Parking Lot 2A, and is maintained by the College maintenance staff on a regular basis. Additional lighting and a security camera will be added on the east side of the existing parking lot. The motorcycle/Scooter parking lot was **implemented in Winter 2015**
 - **Bike Repair Station Locations.** The College installed two additional do-it-yourself (DIY) bike stations on campus available to students and staff in Winter 2013.. These stations consist of tools attached to a cable and a pump fixed to a metal pole that is screwed in to a concrete foundation; no structures or sheds are provided.
5. **Redistribute class sections across the week.** By redistributing class sections from Monday through Thursday to Monday through Saturday the College will seek to reduce scheduling at peak times. Educational Programs is working with scheduling and department chairs to schedule classes at times when the impact on parking is less.
- A slightly larger percentage of sections are now offered during non-peak days and times – for more detail see <http://tableau.sbcc.local/#/views/ScheduleHeatMap/On-CampusCoursesTaughtbyDayandTime>

On-going Long-Term Strategies

This section discusses four long-term strategies, which require either a greater investment of resources or a more substantive change to land use or policy. These strategies will be most effective when pursued in conjunction with the short-term actions described above.

1. **Continue to develop the pilot incentive program encouraging more campus stakeholders to shift modes of transportation.** This could include components like free daily parking passes for those who give up a long-term parking permit, raffle drawings, discounted transit passes, discounted car rentals, direct monetary payments, or coupons for bicycle purchases.

2015/16: SBCC has fully executed the Transportation Incentive Program known as SBCC Commute. This program provides incentives for staff, faculty and students who do not commute in a single occupied vehicle. For more information, go to sbcccommute.com

2. **Student housing.** SBCC could pursue partnerships for off-campus student housing that incorporate a transportation demand management strategy.

2015/16: SBCC is in conversation with developers on determining the best location

for student housing.

3. **Provide retail and banking services on campus.** On-campus retail opportunities like dry cleaning, grocery stores, a post office and banks would eliminate many commuters' need for a car to complete these additional trips. Instead, people could reach these destinations by walking or biking, without having to go very far from campus.

Services like daycare, in particular, could make an enormous difference in not only the number of single occupancy trips taken by students, faculty and staff, but also in the overall quality of life experienced by working parents and students with children.

2015/16: This has not yet been implemented. When/if student housing begins, discussion and planning of these services will be addressed.

4. **Collaborate with the City of Santa Barbara to improve bicycle access to campus.** In particular, projects that would greatly improve bicycle access to campus include: completing the gap in bicycle lanes on Cliff Drive between Loma Alta Drive and Castillo Drive, installing way-finding signage between downtown Santa Barbara and SBCC, and enhancing bicycle safety at crossings and under overpasses.

2015/16: SBCC and the City of Santa Barbara are working together to improve bike paths near and around the SBCC campus. Some improvements have been made and more are expected to come, such as the Rancheria area and Cliff.

5. **Collaborate with MTD to bring legislation addressing the law which caps parking prices for students and employees.** Long-term, the price of parking should rise as land values rise, as demand increases, and as inflation occurs. Sections 76360 and 76361 of the California Education Code cap the price of parking and the price of combined costs for parking and transit services. This law does not allow for inflation-based adjustments, adjustments based on the demand for services or based on the value of land. It only permits an increase in the cap based on the construction of new parking facilities, but not in order to provide or subsidize other modes of transportation, or to implement transportation demand management strategies.

While reducing the financial burdens of students' access to campus is a goal upon which most people can agree, a more effective and enduring strategy would be to substantially increase students' access to modes that are inherently less expensive than driving a single-occupancy vehicle. Increasing the price of parking can discourage excessive single-occupancy vehicle use, provide more opportunities to find parking for those who truly do need to drive to campus, and provide a revenue

stream to subsidize alternate modes such as providing free transit passes, implementing a bike share system, or expanding the campus-run shuttle system.

The primary purpose of SBCC is to provide educational opportunities, and as such, SBCC should advocate on the state level that inflexibly capping the price of student parking inhibits the school's ability to provide consistent access to those opportunities.

Continuation of Prior TDMP Strategies

Several strategies included in the previous TDMPs have been successfully implemented and may correlate to the slight decrease in demand for parking despite the slight increase in on-campus enrollment. These strategies are effectively integrated into the standard operating procedures at SBCC, but should still be identified as continuing TDM strategies. These include:

- Continue cooperation with MTD on the five routes that serve SBCC campus.
- Continue supporting sustainable transportation options for all commuters.
- Continue to work with Traffic Solutions to provide a carpool match program and an "emergency ride home" service for SBCC employees.
- Continue course registration through the online Banner System.
- Continue to grow off-campus enrollment and course options.

See performance data of SBCC Commute in Appendix A.

Summary

SBCC's success as an educational institution relies on the school's ability to effectively connect students to education opportunities. While enrollment in online and off-campus courses is growing, 13,000 students still arrive on the main campus over the course of each week, in addition to just over 800 faculty and staff. The supply of parking is limited to 2,466 spaces with little opportunity to increase parking spaces. This imbalance in supply and demand requires action to ease the pressure on parking, via programs and policies that will make it easier for commuters to choose alternative modes of transportation. Therefore, in addition to providing an update to the 2014 TDMP, this report offers a feasible set of programs and policies that will result in a visible and enduring shift away from single-occupancy auto use, resulting in better access to education for all SBCC students.