



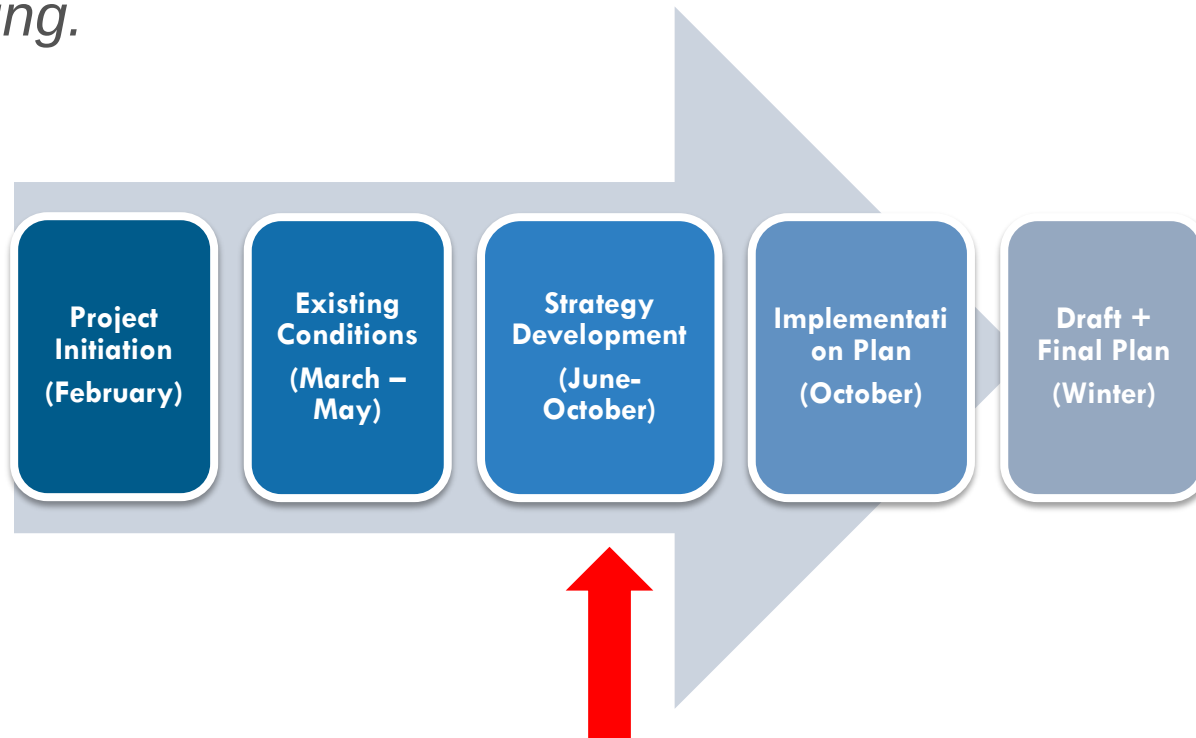
# CSU Channel Islands Parking and Transportation Demand Management Study

October 2016

# Project Overview

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*Provide a Parking and Transportation Demand Management (PTDM) plan to offer a phased, cost-effective, multi-modal approach to transportation that ensures efficient use of resources for motorists, and manages growth by reducing vehicle trips, incentivizing walking, biking, transit use, and ridesharing.*



# Tailor to Vision Plan, Master Plan, expected growth

*“Identify Opportunities for Creating a Sustainable Campus”*

|            | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 | 2025-26 | 2026-27 | 2027-28 | 2028-29 | 2029-30 | 2030-31 | 2031-32 | 2032-33 | 2033-34 | 2034-35 |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| FTE Target | 5,660   | 5,943   | 6,240   | 6,552   | 6,880   | 7,224   | 7,585   | 7,964   | 8,362   | 8,781   | 9,220   | 9,681   | 10,165  | 10,673  | 11,206  | 11,767  | 12,355  | 12,973  | 13,621  |



# Travel Survey

**TELL US  
WHAT YOU  
THINK.**

Plan for future  
**TRANSPORTATION  
AND PARKING  
IMPROVEMENTS**  
for all dolphins!



**SURVEY OPENS  
MARCH 28 2016**

Submit for your  
chance to win!

When you provide insight  
by filling out a short survey,  
you are also entered in  
a raffle to win a \$50 gift  
certificate!

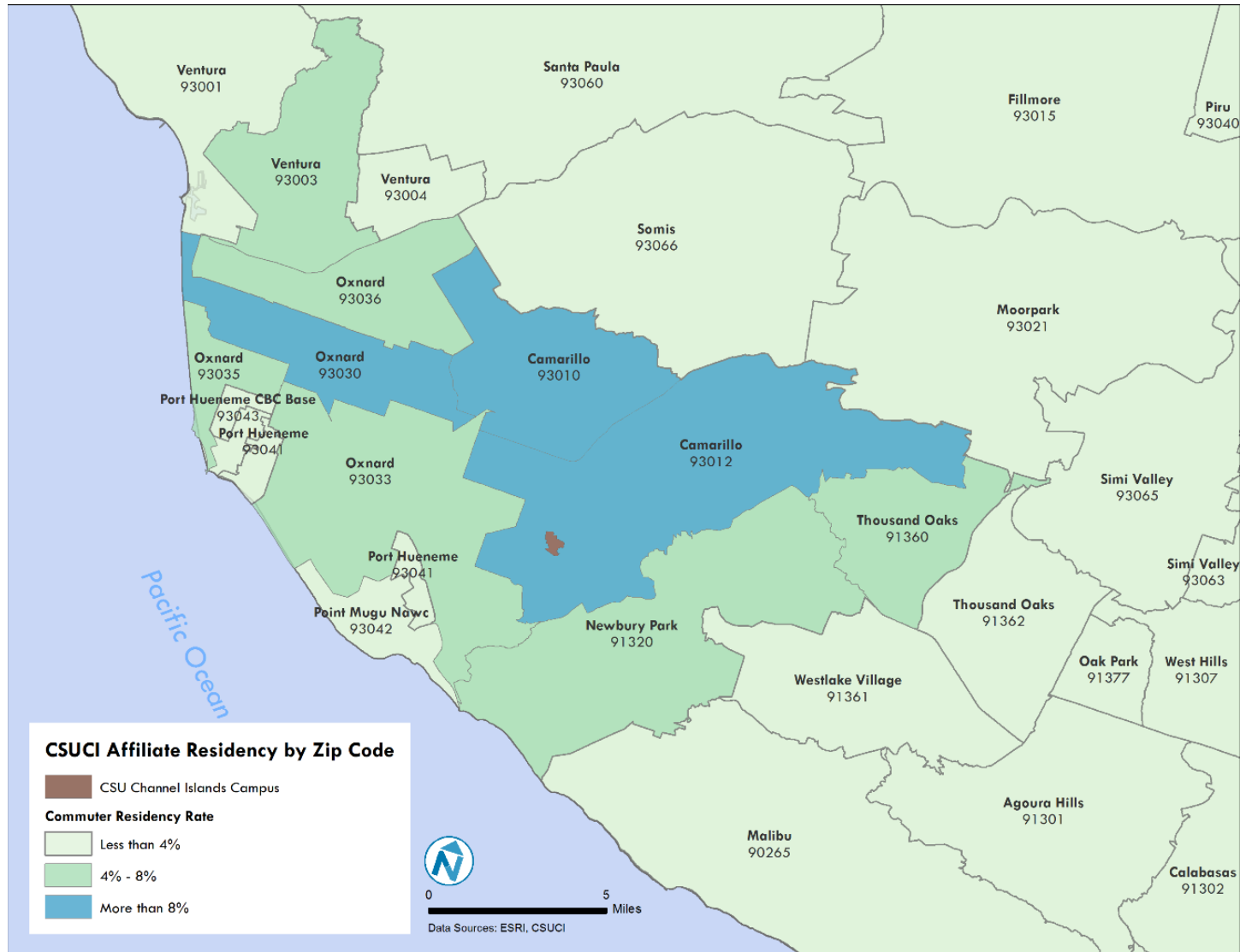


The **short 8 minute survey** can be accessed  
at [www.surveymonkey.com/r/CSUCI2016](http://www.surveymonkey.com/r/CSUCI2016)



| Affiliate           | #            | %           |
|---------------------|--------------|-------------|
| Student, on-campus  | 281          | 16%         |
| Student, off-campus | 1,011        | 59%         |
| Faculty, on-campus  | 19           | 1%          |
| Faculty, off-campus | 113          | 7%          |
| Staff, on-campus    | 43           | 2%          |
| Staff, off-campus   | 244          | 14%         |
| Visitor             | 10           | 1%          |
| <b>TOTAL</b>        | <b>1,721</b> | <b>100%</b> |

# Where do CI affiliates live?



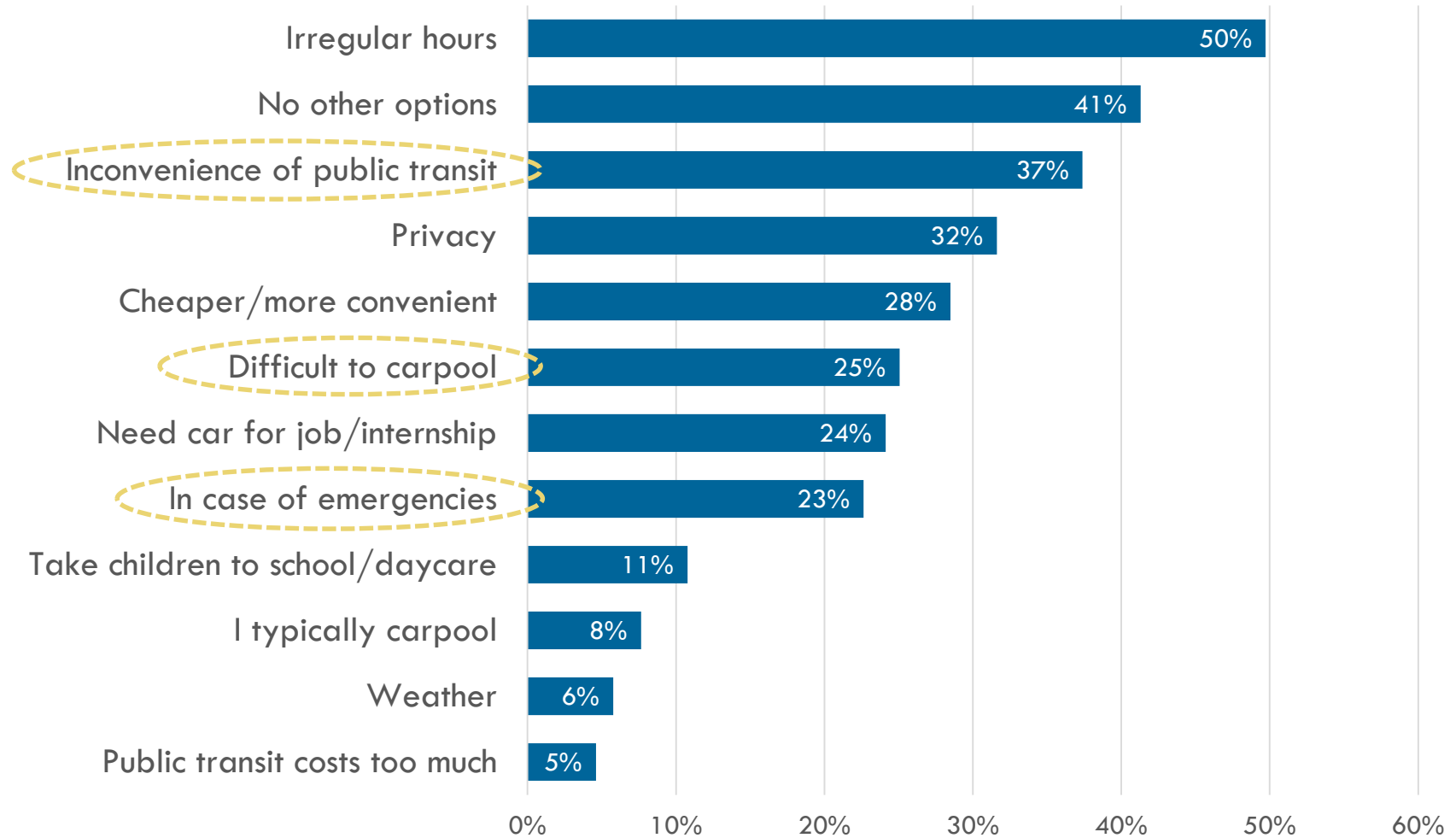
# How do people get to CI?

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| Mode            | All | Student | Faculty | Staff |
|-----------------|-----|---------|---------|-------|
| Drive Alone     | 82% | 80%     | 94%     | 88%   |
| Carpool/Vanpool | 8%  | 9%      | 2%      | 6%    |
| Transit         | 7%  | 8%      | 2%      | 2%    |
| Walk            | 1%  | 1%      | 0%      | 2%    |
| Bike            | 0%  | 0%      | 0%      | 1%    |
| Dropped off     | 1%  | 1%      | 0%      | 1%    |
| Other           | 1%  | 1%      | 1%      | 1%    |

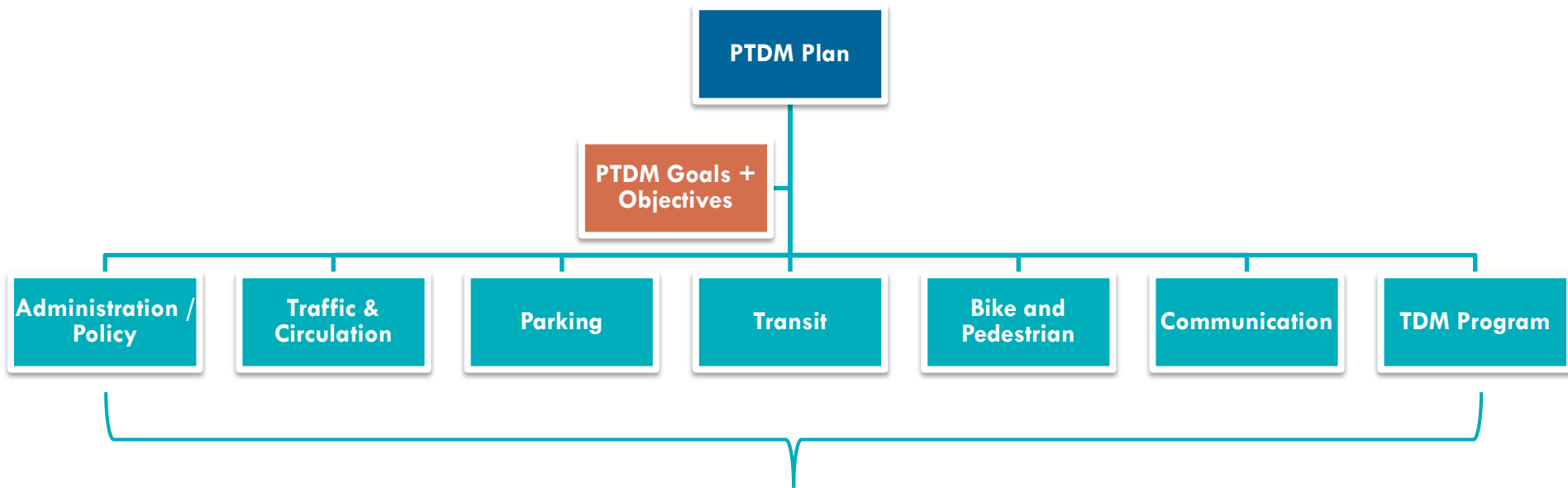
1 of every 5 commuter students does not drive alone.

# Why do people drive alone?



# Strategy and Implementation Framework

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## Phased Implementation



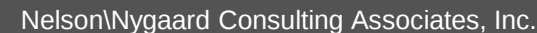
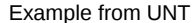
# Administration and Policy Strategies

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- Formalize goals, objectives → system tracking and reporting → regularly review and adjust rules
- Establish Parking & Transportation Working Group
- Establish parking and transportation design standards
- Align parking and TDM in org chart
- Strategically identify and plan for transportation funding, in alignment with goals

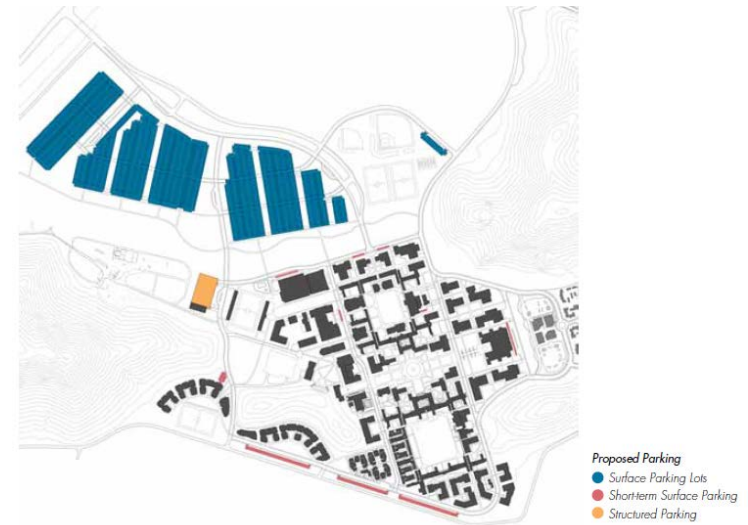
## Goals for Mobility, Parking, and TDM Programs at CI

- **Supportive**, allowing CI to achieve broader campus goals
- **Safe and Healthy**, prioritizing the safety of all users
- **Multimodal**, reducing single occupant vehicle trips
- **Cost-effective**, prioritizing fiscally sustainable investments
- **Intuitive**, facilitating easy travel for regular and occasional users
- **Accessible**, providing all users a diversity of travel options
- **Adaptive**, ensuring the ability to quickly evolve as the campus changes
- **Efficient**, maximizing utilization of existing resources



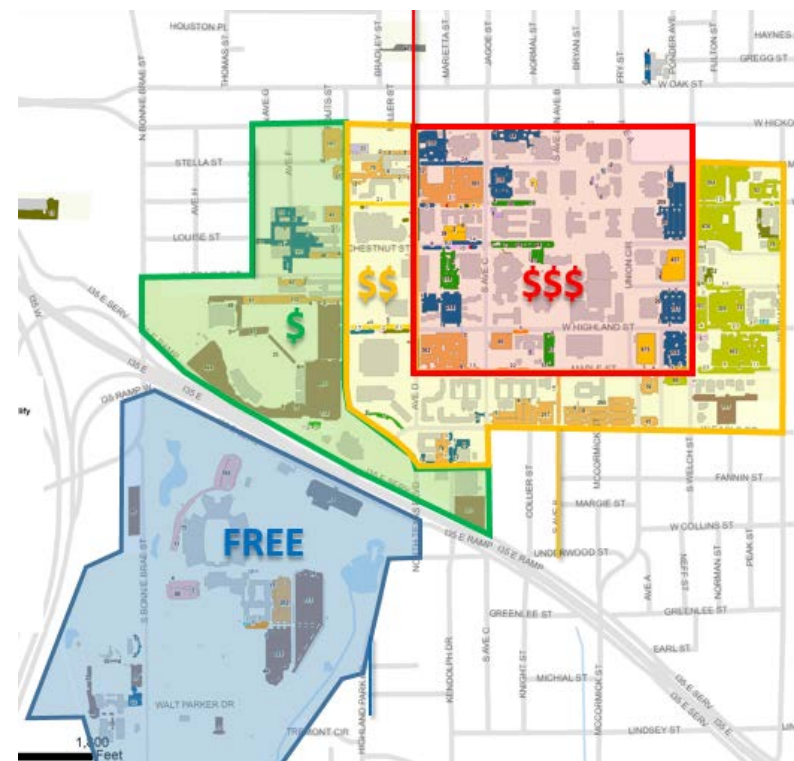
# Campus core access and main loop transition over time

One-way w/ protected bike lane → limited access campus core → Shared street



# Parking Strategies

- Primary policy is performance-based management
  - Vary rates based on data and levels of demand
  - Consistent availability across campus
  - Monitoring, small increments, change rates to meet targets
  - Simple, clearly communicated
- Net parking revenue to mobility and TDM programs
- Upgrade parking systems to support performance management
- Add some parking in short and medium term. In long term, prioritize transit, biking, walking to reduce parking demand.
- Coordinate parking among Town Center, University Glen toward shared goals



Example of performance-based pricing

# Bicycle & Pedestrian Strategies

- Prioritize pedestrian safety upgrades, focus on high-volume corridors, crossings, and parking lots
- Partner with cities and County to improve regional bike facilities
- Install new bike facilities on campus
- Replace/expand short- and long-term bike parking
- Provide bike fix-it stations, and staffed bicycle center (long-term)
- Standards for new development



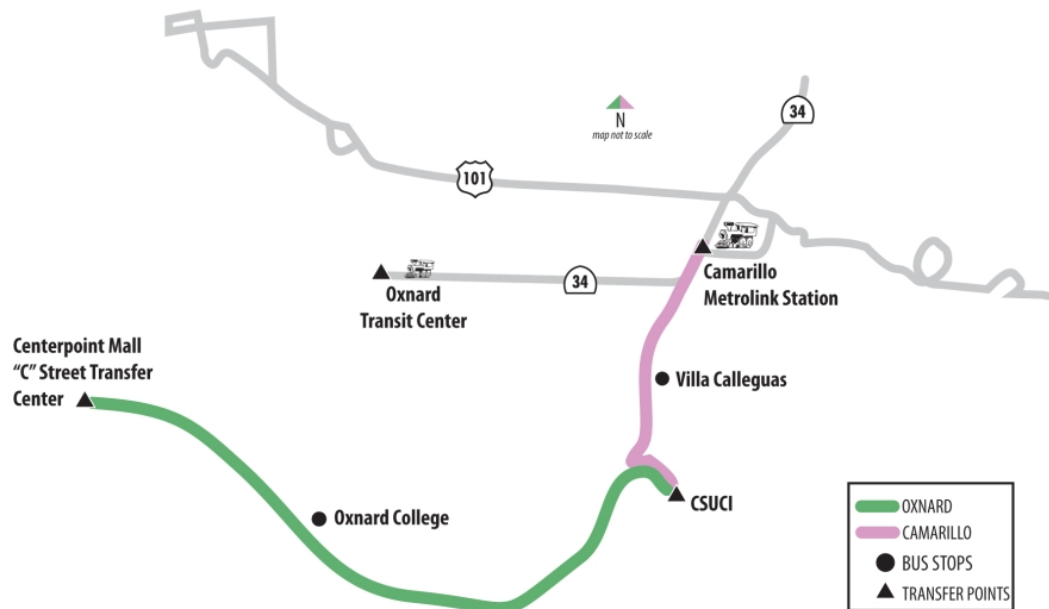
*New bike facilities*



*Evaluate future bike sharing*

# Transit Strategies

- Work with VCTC to improve service frequency on Camarillo service to 15/20 minutes and Oxnard service to 30 minutes
- Improve passenger amenities
- Provide real-time transit information via website and mobile apps
- Partner with VCTC to allow for online transit pass purchases
- As campus grows, evaluate implementation of campus circulator shuttle
- In long-term, explore benefits and disadvantages of a CSUCI-operated shuttle system.



# Communications Strategies

Information is crucial - make people aware of existing and enhanced programs, making the case for transit, biking, walking, TDM

- Formal brand for transportation
- Streamline transportation information and promote programs
- Social media presence
- Comprehensive signage and wayfinding program
- Real-time information parking system

edu/StudentServices/transportation/Pages/default.aspx

Santa Monica College

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Santa Monica College | Student Services | Transportation

### More reasons than ever to ditch the car!

64% of SMC students get to campus by alternative modes. They know that a bus, train, carpool, bike or walk saves money and reduces the stress of driving and parking. Be like them.

#### Big Blue Bus

Ride Free. Any Line. Any Time, thanks to SMC and the Associated Students. Simply pay your fees, swipe your card, ride the bus and save money, time and the air! Visit the BBB website for more info.

- New students & staff ID cards are ready to use!
- Returning students & staff must re-activate cards at the Bursar's office each semester.
- \* Remember, you will need your student/staff ID number!

#### CARPPOOL & VANPOOL

Carpool - Sign up at [www.corsaircommute.com](http://www.corsaircommute.com) be matched with other people with the same class.

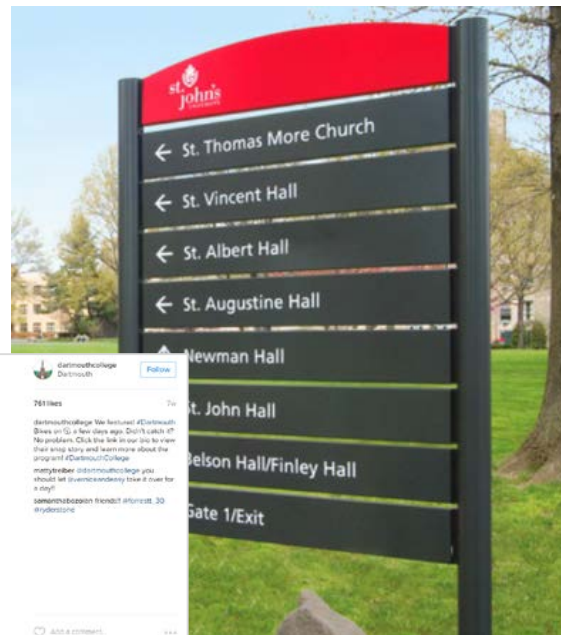
uberPOOL - Free first ride for uberPOOL users (more info about uberPOOL.)

Rideshare pickup/dropoff zones at all campuses be on Pico just past 18th Street. Please do NOT

Vanpool - more info about Vanpool

#### SMC Shuttles

SMC provides a shuttle service that runs from the Center. This shuttle is free and runs frequently to reduce traffic congestion around the main campus, please use it when you can!



# Transportation Demand Management (TDM) Strategies

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Creating a coordination and implementation system for sustainable transportation modes

- Parking and TDM Manager
- Transportation coordinators in residential buildings
- Rewards/incentives program for all campus users
- Ensure access to existing federal payroll deduction programs
- Evaluate free transit passes
- Carpool program
- Internal ride-matching network
- Expand and diversify car sharing
- Guaranteed ride home program
- Bicycle education classes

# Discussion and Feedback

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- Feedback on goals and objectives
- Feedback on policy options
  - Are these headed in right direction?
  - Are these strategies appropriate for CI?
  - What are short-term priorities?



# Thank You!

