

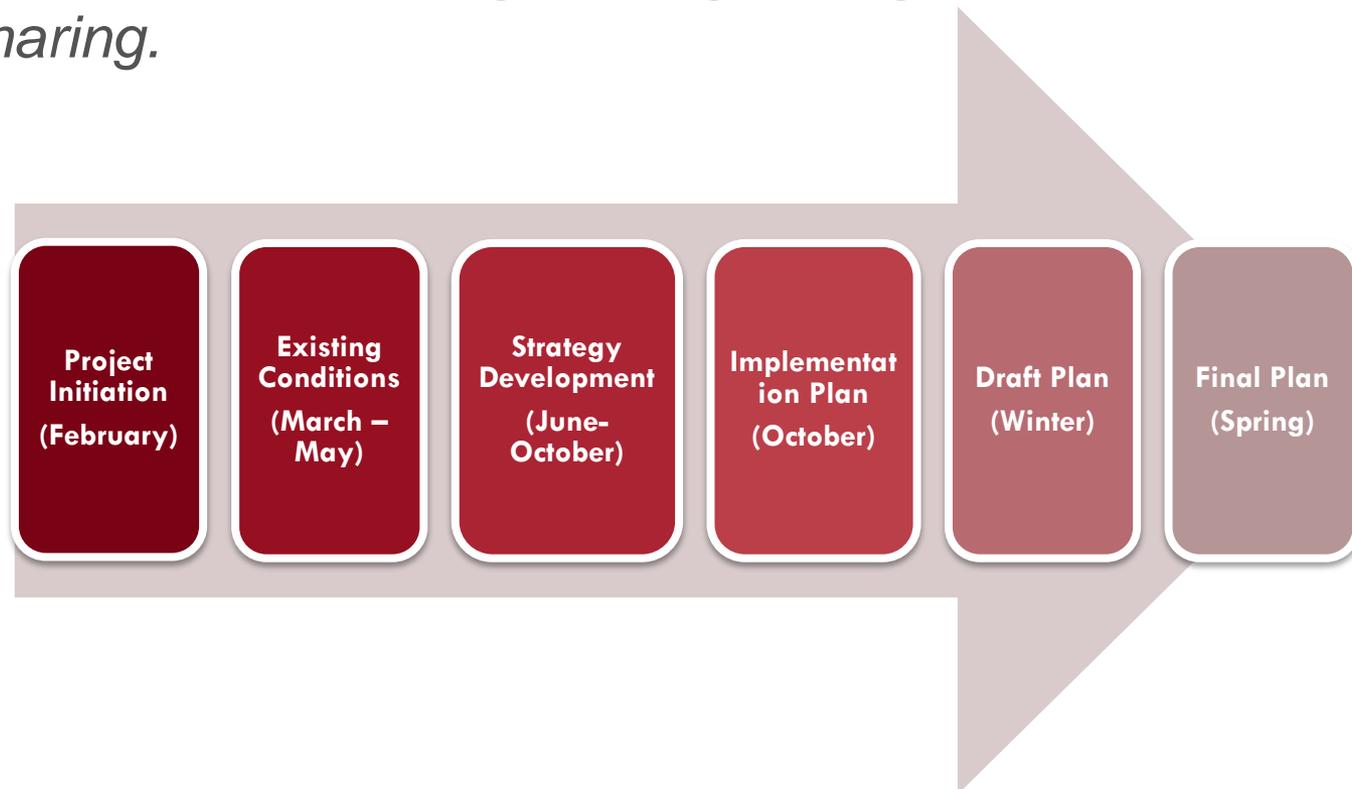


CSU Channel Islands Parking and Transportation Demand Management Study Final Report

May 2017

Project Overview

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



SHORT-TERM Projects

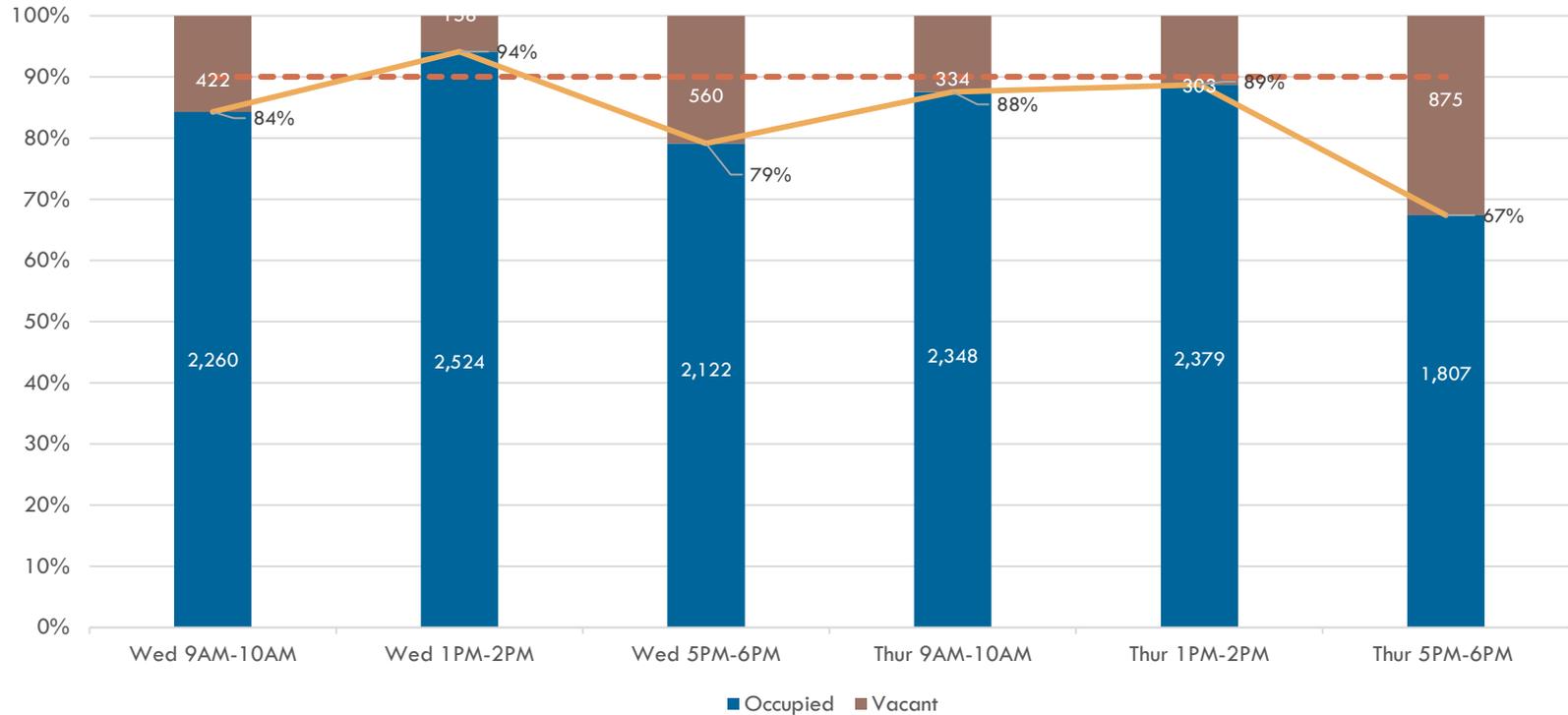
MID-TERM Projects

2025 VISION PLAN

KEEPING PACE WITH STUDENT AND COMMUNITY NEEDS

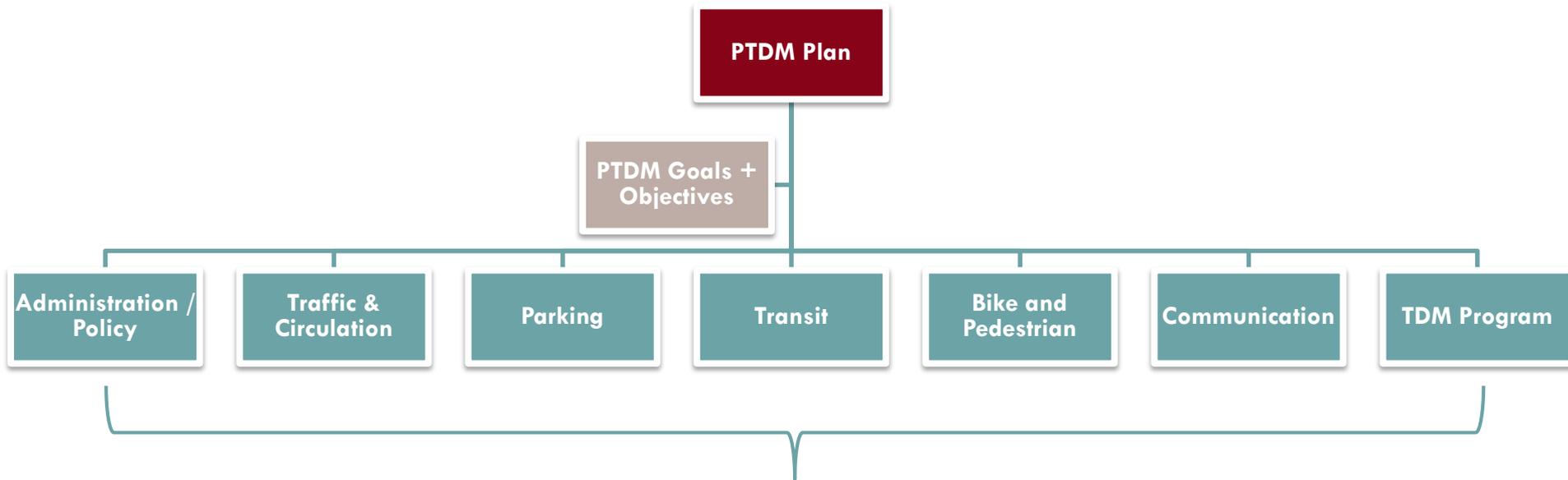
OUTPACING EXPECTATIONS

Parking Occupancy (All Study Area)



	Wednesday			Thursday		
	9 a.m. – 10 a.m.	1 p.m. – 2 p.m.	5 p.m. – 6 p.m.	9 a.m. – 10 a.m.	1 p.m. – 2 p.m.	5 p.m. – 6 p.m.
Excess Capacity	154	-110	292	66	35	607

Strategy and Implementation Framework



Phased Implementation



Administration and Policy Strategies

- Formalize goals so progress can be tracked over time
- **Create Parking & Transportation Working Group**
- Conduct an annual review and approval of rules and regulations
- Create parking and transportation design standards
- Ensure enhanced coordination between parking and other transportation services/programs
- Strategically identify transportation funding

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



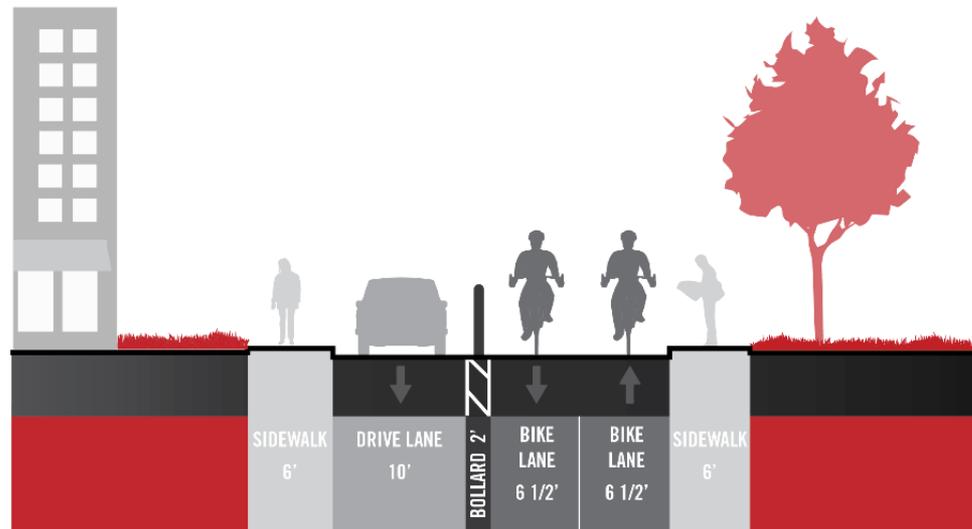
Adaptive, ensuring the ability to quickly evolve as the campus changes



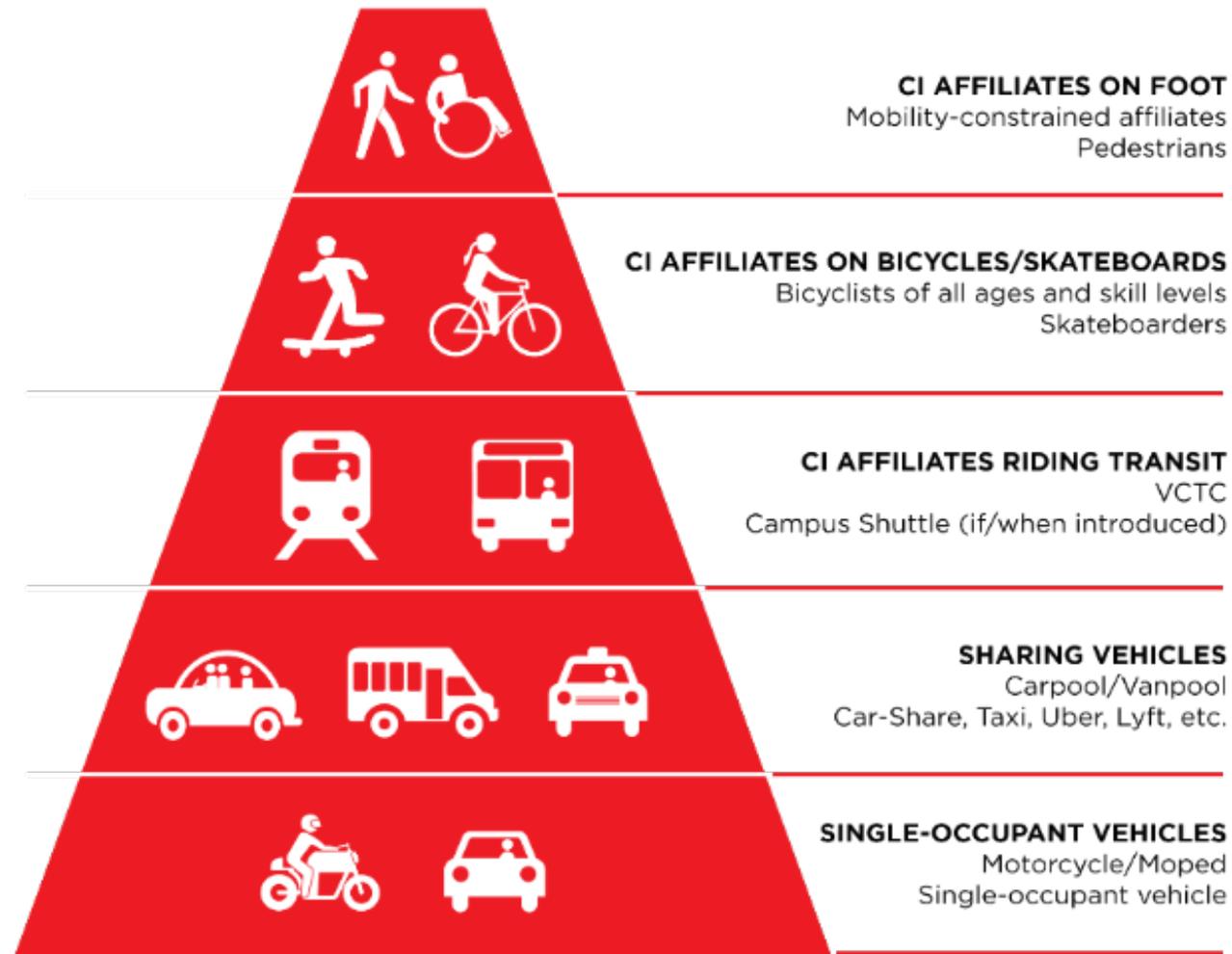
Efficient, maximizing utilization of existing resources

Traffic & Circulation Strategies

- Core campus circulation hierarchy
- Enhanced cross-campus pedestrian and bicycle connections
- Ventura and Camarillo Streets traffic calming and street design improvements
- Two-way to one-way conversion with protected bike lanes
- Long-term, when transitioned to limited vehicle access in core, can consider transition of campus loop to a “shared street”



Adopt a formal campus circulation hierarchy which prioritizes a walkable and bikeable campus core



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
- Meters on Rincon Drive
- 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
- Expand EV parking, prioritize carpool and vanpool customers

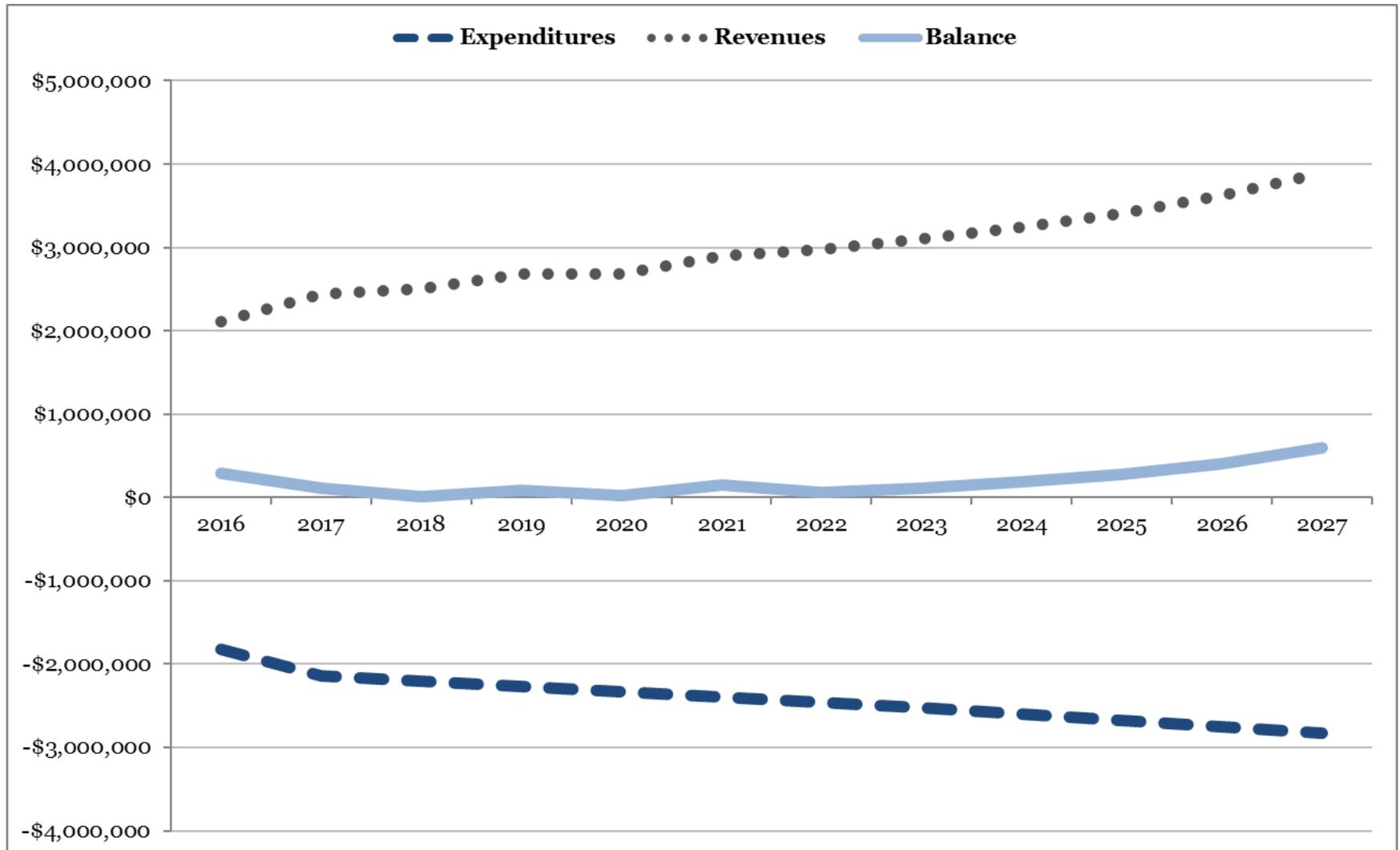
Performance Based Management

Pricing Tier	Facilities	Rates (for students, visitors)	Spaces Affected	Current Revenue	Future Revenue
Tier 1: Platinum (Core)	A1, A5, A6, AE, BRO, CY37, R	<ul style="list-style-type: none"> \$275 / semester Daily: \$9 / day Metered: \$2 / hr (A1) 	252 spaces	\$41,145	\$50,833
Tier 2: Premium (Outer Core)	A2, A7, A4, A8, A10, Rincon Dr./Chapel Dr. (123 spaces)	<ul style="list-style-type: none"> \$230 / semester Daily: \$7 / day \$1 / hr (Rincon Dr./Chapel Dr.) 	785 spaces	146,640	163,647
Tier 3: Value (Periphery)	A3, A11, CEN, G8/G9, D (currently ADA only)	<ul style="list-style-type: none"> \$195 / semester Daily: \$6 / day (Collective bargaining employee permits work in this Tier) 	974 spaces	183,885	183,885
Student Housing	SH1, SH2	<ul style="list-style-type: none"> \$250 / semester (goal: slightly higher than commuters, at least similar to Tier 1 rates) 	575 spaces	103,935	121,975

Strategy Costs

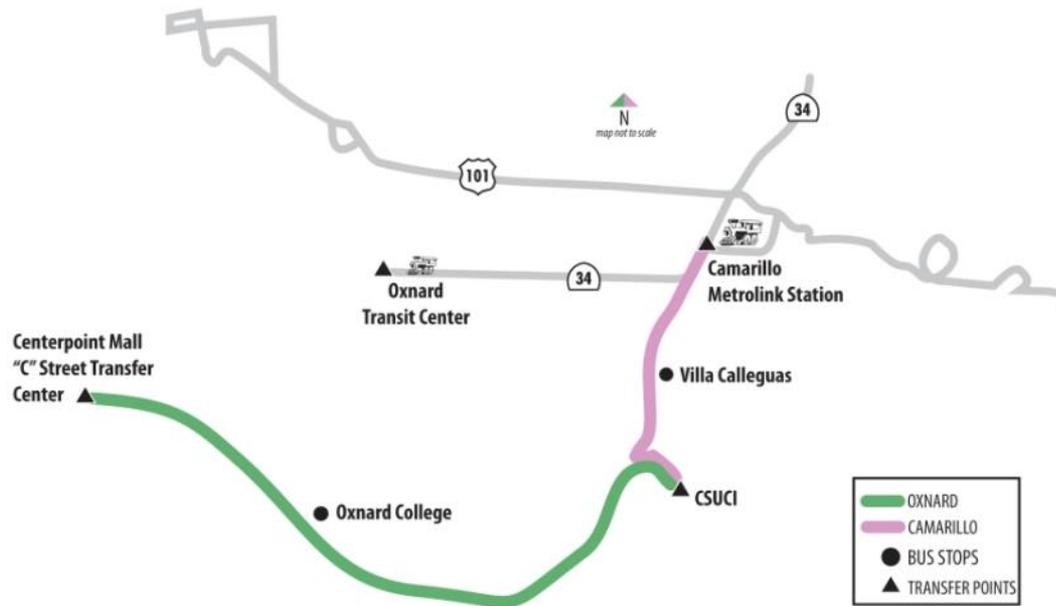
Strategy Type	Year 3	Year 10
Administrative & Policy	\$15,000	\$0
Circulation	9,634	84,319
Parking	44,049	42,107
Transit	7,000	5,000
Bike & Pedestrian	10,125	29,653
Communications	10,817	10,817
TDM <i>(\$150-180k is staff)</i>	242,060	275,264

Parking Revenue & Expense Review: Preferred

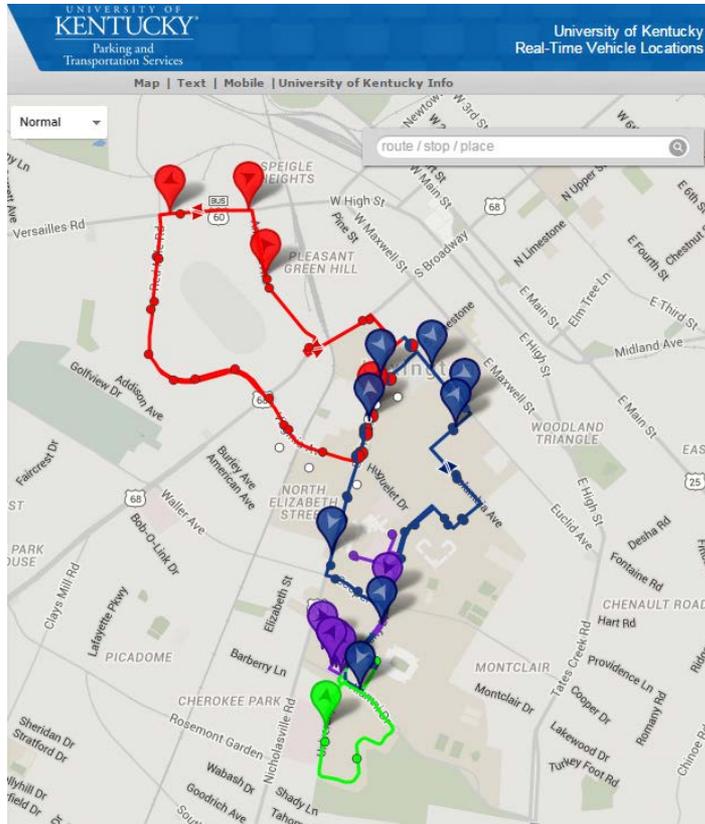


Transit Strategies

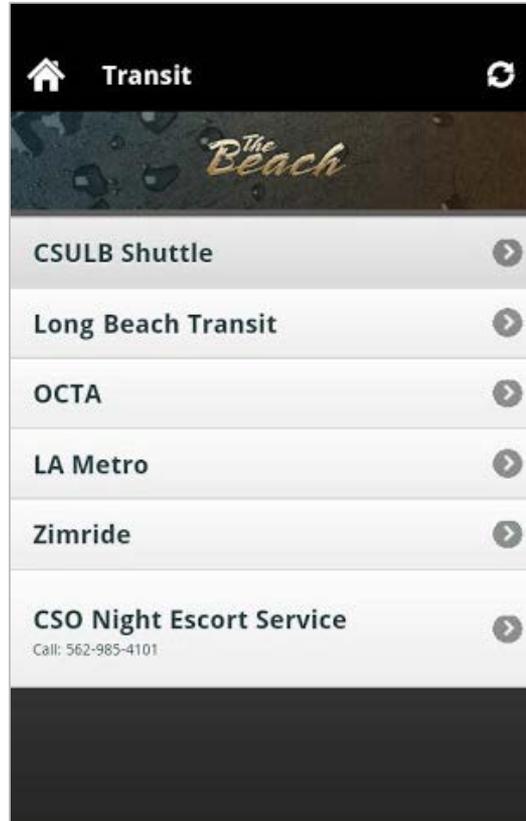
- Improve passenger amenities
- Provide real-time transit information via website and mobile apps
- Partner with VCTC to allow for online transit pass purchases
- Future options: Evaluate campus circulator shuttle, improve service frequency on Camarillo & Oxnard lines: 15/20 min. & to 30 min., explore CSUCI-operated shuttle system



Provide real-time transit information via website and mobile applications



University of Kentucky

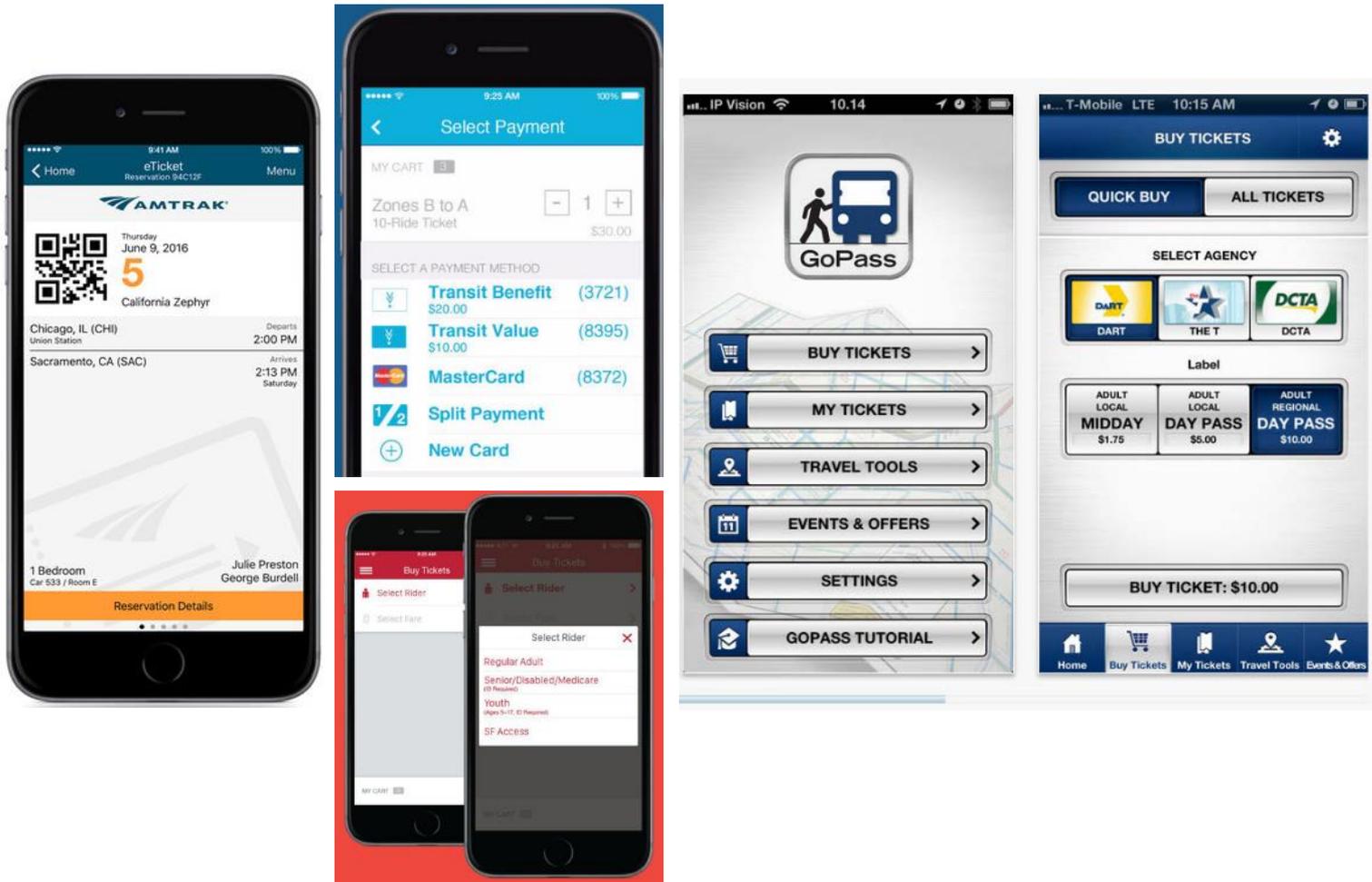


CSU Long Beach



Boston, CA

Partner with VCTC to allow for online transit pass purchases



Communications Strategies

edu/StudentServices/transportation/Pages/default.aspx

Corsair Connect | Library | SMC Online | Class Schedule | College Catalog | District Calendar | Maps | Directory

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, enter your commute and ride preferences to be matched with other people with the same commute.

uberPOOL - Free first ride for uberPOOL users up to \$20. Use code: **uberpoolSMC2016** (more info about uberPOOL)

Rideshare pickup/dropoff zones at all campuses. All pickup/ drop offs on main campus should be on Pico just past 18th Street. Please do NOT use Pearl Street.

Vanpool - more info about Vanpool

Elmington to you by UCLA Transportation

BE A GREEN COMMUTER

BLOG | BIKE | TRANSIT | VANPOOL | CARPOOL | WALK | EVENTS

Bike UCLA

Flockster, Cruiser, Urban, Hybrid. No matter what your ride, you and your wheels will be happy at UCLA. We are a designated Bicycle Friendly University with our very own bike shop, DIY bike repair stations, and LA's first and only bike box.

Enjoying at UCLA? UCLA Bike Shop

2,000+ BRUINS BIKE AT UCLA

Rent A Bike

Don't have your own wheels yet? Rent a classic Path Café & bicycle helmet. U lock and front end near lighter for just \$80/quarter from UCLA's Bike Library. We've also got daily and weekly rentals, too.

Rent a bike from the UCLA Bike Library

dartmouthcollege Dartmouth

761 likes 7w

dartmouthcollege We featured #Dartmouth Bikes on 📷 a few days ago. Didn't catch it? No problem. Click the link in our bio to view their snap story and learn more about the program! #DartmouthCollege

mattytreiber @dartmouthcollege you should let @vernicendeasy take it over for a day!!

samanthabozolan friends!! @forrest_30 @ryderstone

Add a comment...



Communications Strategies

No parking or TDM program can operate effectively without consistent and clear information about policies, programs, and mobility options.

- Adopt and implement a formal brand for transportation and TDM programs
- Create a prominent and user-friendly transportation-specific website
- Expand goCI and make it one-stop location for all transportation information
- Establish social media presence for transportation and TDM programs
- Design and implement a comprehensive signage and wayfinding program, including real-time parking information
- Expand and diversify promotional activities for transportation

Transportation-specific web & social media presence

UCLA
Transportation

GETTING TO UCLA | CAMPUS PARKING

OVERVIEW | CAMPUS MAPS | WALK
PUBLIC TRANSIT | VANPOOL | CARPOOL
TRAVEL OPTIONS | COMMUTE OPTIONS | DIRECTOR

TRANSPORTATION & PARKING

- Visitor/Patient Parking
- Campus Maps
- Staff & Faculty Commute Options
- Student Commute Options

Happenings

UCLA Transportation
@UCLACommute

TWEETS 5,651 | FOLLOWING 553 | FOLLOWERS 2,236 | FAVORITES 660 | LISTS 3

ATTENTION: Expect delays around the Westwood/Strathmore intersection 9am-3pm on Saturday. Check our FB for more info

Don't miss any updates from UCLA Transportation

Full name
Email

facebook

Email or Phone Password **Log In**

Keep me logged in | Forgot your password?

UCLA Transportation is on Facebook.

To connect with UCLA Transportation, sign up for Facebook today.

Sign Up **Log In**

UCLA Transportation
Travel & Transportation · College & University

WWW.TAKETRANSIT.LA
UCLA Transportation

Timeline | About | Instagram feed | Events | More +

UCLA transportation website and social media presence

Transportation Demand Management (TDM) Strategies

Creating a coordination and implementation system for sustainable transportation modes

- **** This is the KEY** – hire a Parking and TDM Manager to begin implementation of the below elements
- Transportation coordinators in residential buildings
- Rewards/incentives program for all campus users
- Ensure access to existing federal payroll deductions
- Evaluate free transit passes
- Carpool program
- Internal ride-matching network
- Expand and diversify car sharing
- Guaranteed ride home program
- Bicycle education classes
- Partner with TNC to enhance guaranteed ride home services
- Conduct annual travel survey and monitoring

Create formal rewards/incentive program for all affiliates

UCLA.edu | Login

UCLA Transportation

GETTING TO UCLA | CAMPUS PARKING | GETTING AROUND CAMPUS | CAMPUS VEHICLE SERVICES

BRUIN COMMUTER CLUB

Home | Getting to UCLA | Bruin Commuter Club

The Bruin Commuter Club (BCC) provides access to products, services, information, benefits and incentives to UCLA students, faculty and staff who use alternative transportation.

BCC Membership Benefits

- [Bruin Commuter Park \(BCP\)](#): Discounted parking when you need it
- [Emergency Ride Home](#): Rides home for daytime emergencies (restrictions apply)
- [Metro Rewards](#) (faculty and staff only)
- [Bike benefits](#) (faculty and staff only). Annual monetary incentives
- [Walk benefits](#) (faculty and staff only). Welcome kit + annual monetary incentives
- [Zipcar](#) (faculty and staff only): 4 hours of free Zipcar usage a month

All benefits and incentives are subject to change without notice to program participants.



RELATED INFORMATION

[Register for BCC Online](#)

[Bruin Commuter Club FAQ](#)

[Watch our short film "Be a Smarter Commuter"](#)

UCLA & Stanford incentive program websites

Stanford Parking & Transportation Services

ORDER OR APPLY → | COMMUTE CLUB →

Bicycle ▾ | Marguerite ▾ | Rideshare ▾ | Parking ▾ | Charter Services ▾ | Transit ▾



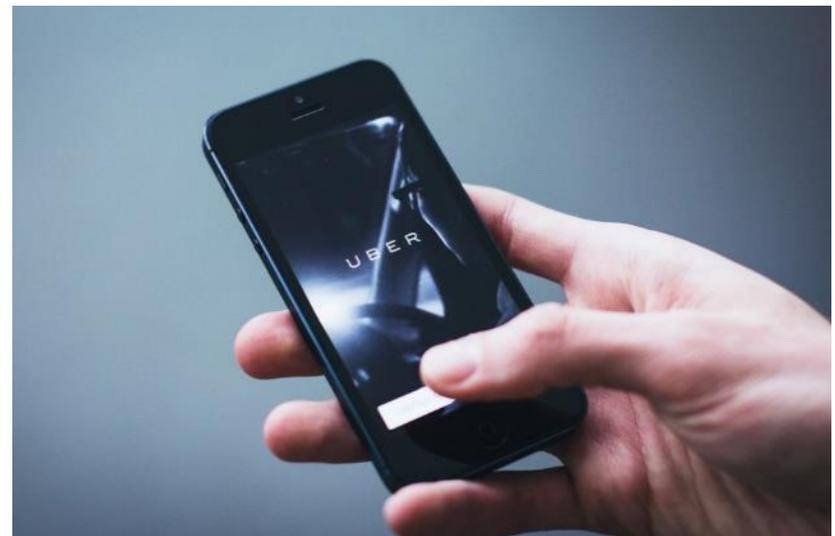
 **Commute Club**

- Join the Commute Club ▾
- About the Commute Club ▾
- Enjoy Membership Rewards ▾
- Contests and Promotions ▾

“
Life was too hectic, and I was often in too bad a mood to talk or cook after reaching home. Since 2010, I have been commuting by bus and I am so happy and relaxed . . . Now, I cook a nice dinner every day, and my family members (especially my kids) are

Partner with a TNC to establish a ride program via the CSUCI campus card

- Use a student campus card to make TNC ride service payments.
- An alternative safe ride when other transportation services may not be available.
- 18 universities across the country have integrated a ride payment program with campus cards through a partnership between Uber and Blackboard Inc.



Lyft, Uber

Phasing

- Short-term: 1-3 years
 - *Strategies such as:*
 - *Introduce administrative framework, reporting, staff lead, communications foundation*
 - *Adopt parking and TDM policies, establish foundational infrastructure upgrades, introduce new parking and TDM programs*
- Mid-term: 4-9 years
 - *Strategies such as:*
 - *Traffic-calming, one-way/bike lane conversion, new bike facilities*
 - *Consider fully subsidized transit pass, install transit amenities and real-time information*
 - *Increased EV parking, transition to pay-by-day*
- Long-term: 10+ years
 - *Strategies such as:*
 - *Limit vehicle access, create 'shared street', transition parking to exterior*
 - *Major transit enhancements, major bike infrastructure improvements*
 - *Add TDM support staff*

Monitor and Adjust

- Annual transportation survey, including mode split
- Parking occupancy and system performance
- Collisions
- Inventory of new or enhance transportation infrastructure
- TDM program utilization and satisfaction
- Transit ridership and pass sales
- Average vehicle ridership
- Transportation-related carbon emissions
- Bicycle counts and facility surveys

Thank You!

