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”

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<tr>
<td></td>
<td>5,660</td>
<td>5,943</td>
<td>6,240</td>
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<td>7,585</td>
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<td>8,781</td>
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<td>11,206</td>
<td>11,767</td>
<td>12,355</td>
<td>12,973</td>
<td>13,621</td>
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FTE

Target
Parking Occupancy (All Study Area)

Excess Capacity

<table>
<thead>
<tr>
<th></th>
<th>Wednesday</th>
<th>Thursday</th>
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<tbody>
<tr>
<td>9 a.m. – 10 a.m.</td>
<td>154</td>
<td>66</td>
</tr>
<tr>
<td>1 p.m. – 2 p.m.</td>
<td>-110</td>
<td>35</td>
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<tr>
<td>5 p.m. – 6 p.m.</td>
<td>292</td>
<td>607</td>
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Strategy and Implementation Framework

PTDM Plan

PTDM Goals + Objectives

Administration / Policy
Traffic & Circulation
Parking
Transit
Bike and Pedestrian
Communication
TDM Program

Phased Implementation

Immediate
Short-term
Long-term
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

<table>
<thead>
<tr>
<th>Pricing Tier</th>
<th>Facilities</th>
<th>Rates (for students, visitors)</th>
<th>Spaces Affected</th>
<th>Current Revenue</th>
<th>Future Revenue</th>
</tr>
</thead>
</table>
| Tier 1: Platinum (Core)      | A1, A5, A6, AE, BRO, CY37, R             | • $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) | • $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) | • $195 / semester  
• Daily: $6 / day  
• (Collective bargaining employee permits work in this Tier) | 974 spaces      | 183,885         | 183,885        |
| Student Housing             | SH1, SH2 | • $250 / semester  
• (goal: slightly higher than commuters, at least similar to Tier 1 rates) | 575 spaces      | 103,935         | 121,975        |
## Strategy Costs

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

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, validate your card, ride the bus and save some money, time and the environment. Visit the SMC website for more info.
- New Students 101: ID cards are ready to use.
- Returning students 101: Re-activate cards at the campus card office at East 100.
- Remember, you will need your student staff ID number!

CARPOOL & VANPOOL
Carpool - Sign up at www.santa-monica.com, enter your commute and ride preferences to be matched with other people with the same commute.

vanpool - Free first ride for Vanpool users up to 120. Use code vanpool2016.
[more info about vanpool]
- Rideshare pickup/dropoff zones at all campuses. All pickup dropoffs on main campus should be on Hocks just past 16th Street. Please do not use 16th Street.

Vanpool - [more info about vanpool]

Nelson\Nygaard Consulting Associates, Inc.
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 website and social media presence
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 & Stanford incentive program websites
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.
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!