

CSU CHANNEL ISLANDS

STRATEGIC INITIATIVES | NON-FUNDED WORK

Parking and Transportation Management Strategy and Implementation

Strategic Initiative and Action

Capacity and Sustainability

- 4.15 Create a comprehensive transportation strategic plan to decrease the number of single user trips to campus and increase opportunities for alternative means of transportation.

Project Summary

Transportation and Parking Services (TPS) has developed and begun implementing its Five-Year Strategic Plan for parking and transportation demand management. The strategic plan focuses on developing, expanding and incentivizing alternative modes of transportation on campus. The proliferation of these alternatives will help to reduce single occupant vehicle trips to campus and grow a healthy campus culture that encourages more walking and biking. Through this approach, the campus can help to effectively manage demand on limited campus parking spaces, slow demand for costly new parking lot expansion, reduce the campus' transportation-related carbon footprint, and facilitate a vibrant and healthy pedestrian-centered campus culture.

During the first year of implementation, TPS is already achieving measurable outcomes. For example, TPS has established 65 conveniently located, highly visible carpool stalls. With these stalls and through promotion and education, TPS has helped to increase total carpool parking permits from 65 in spring 2018 to 158 in spring 2019, a 143% increase. This translates to 130 fewer vehicles driving to and from campus.

TPS has also helped to increase bus ridership to and from campus. A countywide partnership to provide free transit cards to students, adding a third direct bus route to and from campus, increasing bus service from six to seven days per week, and promotion and education about these programs have all contributed to a 16.1% increase in ridership between fall 2017 to fall 2018; 875 to 1,016 riders, respectively.

The development and implementation of the Parking and Transportation Demand Management (PTDM) program is specifically noted as Strategic Initiative 4.15 under Capacity and Sustainability. The effort ties to the Strategic Initiatives objective "to promote sustainability as an integral part of University planning and operational activities."

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The major components of the Parking Transportation Demand Management Strategy focus on the following:

- Establishing an administration and policy framework for developing and implementing specific efforts, and formalizing the Parking and Transportation Demand Management program to ensure effective management of day-to-day operations and future programmatic planning
- Establishing parking strategies to support the sustainability of the transportation program and alternative transportation incentives
- Further enhancing transit connectivity and access
- Investing in bicycle and pedestrian improvements, including pedestrian-focused "circulation" network and supporting infrastructure
- Promoting awareness of alternative transportation programs and incentives

- By developing and implementing these components of the five-year plan, the campus will help to reduce the demand on limited campus parking spaces, slow demand for costly new parking lot expansion, reduce the campus' transportation-related carbon footprint, and facilitate a vibrant and healthy pedestrian-centered campus culture.

During the first year of implementation, TPS is already achieving measurable outcomes. For example, TPS has established 65 conveniently located, highly visible carpool stalls. With these stalls and through promotion and education, TPS has helped to increase total carpool parking permits from 65 in spring 2018 to 158 in spring 2019, a 143% increase. This translates to 130 fewer vehicles driving to and from campus, wearing our roadways, occupying parking spaces, and emitting carbon dioxide into the atmosphere.

In addition, TPS helped to increase the number of individuals using the bus to come to and from campus. A countywide partnership to provide free transit cards to students, adding a third direct bus route to and from campus, and increasing bus service from six to seven days per week, and promotion and education about these programs have all contributed to increased bus ridership. Bus ridership increased from 875 in fall 2017 to 1,016 in fall 2018, a 16.1% increase.

Baseline Data & Associated Goals

Baseline Data		Associated Goals
Carpool permits issued (by semester): 50 (Fall 2017)/ 65 (Spring 2018); 118 (Fall 2018)/158 (Spring 2019)	➔	Increase carpool permits issued (by semester) by 2% annually by FY2022-23
Bus Ridership: 875 (Fall 2017); 1,016 (Fall 2018); a 16.1% increase.	➔	Increase bus ridership by 3% annually by 2022-23
Parking space utilization/demand rate: 3.08 student headcount vehicles per space (compared to 4.56 system wide average) (FY18-19)	➔	Parking space utilization/demand rate at CSUCI will remain below or equivalent to the system wide average of 4.56 student headcount vehicles per space.
Designated bike lanes on campus (in feet): 7,920 feet.	➔	Increase designated bike lane on campus by 4,804 feet by 2022-23 (a 61% increase).
Number of designated bike paths on campus: 2.	➔	Increase the number designated bike paths on campus by 2 by 2022-23 (a 100% increase).
Number of bicycle parking spaces: 317	➔	Increase the number of bicycle spaces by 5% by 2022-2023 (for a total of 333 campus spaces).
Intercity Bus Service/direct routes to campus: 2 (FY17-18); 3 (FY18-19)	➔	TPS will work with Ventura County Transportation Commission (VCTC) to evaluate the impact of its investment in the additional direct route to determine whether the increased expenditures are generating greater outcomes.
Intercity Bus service operation days: 6 (FY17-18); 7 (FY18-19)	➔	TPS will work with Ventura County Transportation Commission (VCTC) to evaluate the impact of its investment in the additional operation day to determine whether the increased expenditures are generating greater outcomes.

Project Status

Implementing Phase

Key Leaders and Divisions

Lead Division	Business and Financial Affairs
Collaborating Division	Student Affairs
Action Champions	Michael Morris, Chief of Police
Action Project Leads	Ray Porras, Director of Transportation and Parking Services
Action Collaborators	Transportation Subcommittee to the Physical Master Plan Committee (includes representation from all four divisions, plus student representation)