

## **Parking and Transportation Demand Management (PTDM) Five-Year Strategic Plan**

In an effort to understand the parking and transportation demands of our growing institution, CSUCI commissioned a Parking and Transportation Demand Management (PTDM) Study in 2015. Based on the results of the PTDM Study and in an effort to manage growth and the increased parking demand, Transportation and Parking Services has developed this Five-Year Strategic Plan. The plan is intended to reorient the campus transportation system into an effective, future-looking system, with a multimodal and environmentally-sustainable focus.

The fiscal years listed throughout the plan are as follows:

Year 1 – fiscal year 2018/2019

Year 2 – fiscal year 2019/2020

Year 3 – fiscal year 2020/2021

Year 4 – fiscal year 2021/2022

Year 5 – fiscal year 2022/2023

### **Program Goals and Objectives**

Transportation and Parking Services' (TPS) goal is to continue the implementation of the PTDM Plan in order to achieve the University's Strategic Initiatives for 2018-2023 and the CI 2025 Vision Plan. A major component is to provide a multimodal approach and to invest in cost-effective strategies for improving the alternative modes of transportation to and from the campus, while developing the infrastructure and increasing the resources to support and encourage bicycling and walking on campus. It is our intent to manage growth and the increased demand for parking by reducing single vehicle trips through incentivizing ridesharing, transit use, biking, and walking. Therefore, over the next five years the core focus of TPS can be summarized into the following seven Key Goals and their associated objectives:

1. Establish ADMINISTRATION AND POLICY strategies to serve as a framework for the broader PTDM recommendation portfolio.
  - 1.1. Establish a Parking & Transportation working group (Year 1)
  - 1.2. Adopt formal program goals and objectives (Year 1)
  - 1.3. Adopt formal policy and metrics for system tracking and reporting (Year 1)
  - 1.4. Conduct an annual review and approval of rules and regulations (Years 1-5)
  - 1.5. Establish parking and transportation design standards (Year 1)
  - 1.6. Revise organizational chart to align parking and TDM (Year 1)
  - 1.7. Strategically identify and plan for transportation funding (Years 1-5)
2. Establish a CIRCULATION network based on the following principles: the pedestrian network should be safe, accessible to all, easy to use, and contribute to the health and quality of life of those using it, with a focused eye on the most vulnerable users, such as those traveling on foot, bike, wheelchair, or skateboard.
  - 2.1. Adopt formal campus circulation hierarchy which prioritizes a walkable and bikeable campus core (Year 2)

- 2.2. Identify opportunities for an enhanced pedestrian network which provides key legible cross-campus access (Year 2)
- 2.3. Design and complete two-way to one-way vehicle traffic conversion with buffered two-way bicycle lanes (Year 5)
- 2.4. Transition to limited vehicle access in campus core (Years 3-5)
- 2.5. Add traffic calming features to Ventura Street and Camarillo Street (Year 3)
3. Establish PARKING strategies to allow for a more efficient use of parking resources, while ensuring that CSUCI can accommodate its desired growth in a sustainable manner.
  - 3.1. Adopt formal policy of performance-based management (Year 1)
  - 3.2. Adopt official policy to allocate “net” parking revenue to mobility and TDM programs (Year 1)
  - 3.3. Conduct ongoing parking inventory and occupancy counts by facility and regulation (Years 1-5)
  - 3.4. Upgrade parking communications, payment, and enforcement systems (Years 1-5)
  - 3.5. Provide priority and discounted parking for carpool and vanpool customers (Year 1)
  - 3.6. Collaborate with Town Center and University Glen to improve parking management (Years 1-5)
  - 3.7. Expand and improve EV parking infrastructure (Years 2-3)
  - 3.8. Transition parking to outside of campus core as campus develops and strategically add new parking supply as campus grows (Years 3-5)
4. Further enhance TRANSIT connectivity and access.
  - 4.1. Work with VCTC to improve service frequency on Intercity Bus routes to the campus (Years 1-5)
  - 4.2. Improve passenger amenities at transit stop on Santa Barbara Avenue (Year 2)
  - 4.3. Provide real-time transit information via website and mobile applications (Year 1)
  - 4.4. As the campus grows, evaluate implementation of a campus circulation shuttle (Years 1-5)
5. Reduce driving within campus by investing in BICYCLE AND PEDESTRIAN improvements.
  - 5.1. Partner with County and local jurisdictions to improve regional bicycle routing (Years 1-5)
  - 5.2. Upgrade bicycle routing on campus (Year 5)
  - 5.3. Upgrade and expand bicycle parking on campus (Years 2-3)
  - 5.4. Conduct ongoing occupancy counts and maintenance assessments of campus bicycle parking (Years 1-5)
  - 5.5. Develop a fully-staffed bicycle center on campus (Year 5)
  - 5.6. Implement a phased campus-wide bike share system (Year 2)
  - 5.7. Provide do-it-yourself bicycle fix-it stations on campus (Year 2)
  - 5.8. Establish standards for short- and long-term bicycle parking with new development (Year 2)
  - 5.9. Prioritize pedestrian safety upgrades, with a focus on high-volume corridors, crossings, and parking lots (Year 2-5)
6. Expand and enhance COMMUNICATIONS efforts to ensure affiliates are aware of existing and future programs, and continually make the case for transit, biking, walking, and other TDM programs to help CSUCI meet its sustainability goals.
  - 6.1. Adopt and implement a formal brand for transportation and TDM programs (Year 2)
  - 6.2. Create a prominent and user-friendly transportation-specific website (Year 2)
  - 6.3. Expand goCI and make it a one-stop for all transportation information (Year 2)
  - 6.4. Establish social media presence for transportation and TDM programs (Year 2)

- 6.5. Design and implement a comprehensive signage and wayfinding program, including real-time parking information (Years 4-5)
- 6.6. Expand and diversify promotional activities for transportation (Year 2)
- 7. Formalize a PARKING & TRANSPORTATION DEMAND MANAGEMENT (PTDM) program, bringing all the pieces under one system, and building upon them.
  - 7.1. Create and hire a PTDM specialist (Year 1)
  - 7.2. Create a formal rewards or incentive program for all affiliates (Year 1)
  - 7.3. Evaluate fully subsidized transit passes for students and staff (Year 1)
  - 7.4. Expand and diversify the car sharing program (Years 2-5)
  - 7.5. Provide bicycle safety and education classes (Year 2)
  - 7.6. Conduct an annual travel survey and monitoring (Years 1-5)

CSUCI Transportation and Parking Services are committed to transparency and are willing to listen to any community member's comments or suggestions. We welcome members of the campus community to submit other innovative ideas for how CSUCI can help address the parking and transportation needs of the University. You may send your ideas to [parking@csuci.edu](mailto:parking@csuci.edu).