

Transportation & Parking Services

Ratepayer Board

November 30, 2004

2:00PM

5123 Cheadle Hall

AGENDA

Time Estimate

- | | | |
|------|---|--------|
| I. | Roll Call | 2:00PM |
| II. | Introduction of Guests | 2:03PM |
| III. | Approval of Minutes | 2:05PM |
| IV. | Public Comment
(Any member of the public may address the Committee for up to 5 minutes on a parking related item <i>not scheduled elsewhere on the agenda.</i>) | 2:10PM |
| V. | Update from the Director | 2:15PM |
| VI. | Update from the Transportation Alternatives Board | 2:20PM |

ACTION ITEMS

None Scheduled

DISCUSSION ITEMS

- | | | |
|------|--|--------|
| VII. | Overview of 2004/2005 Transportation Alternatives Programs | 2:30PM |
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MISCELLANEOUS

- | | | |
|-------|---|--------|
| VIII. | Setting a Meeting Schedule for Winter Quarter | 3:30PM |
| IX. | Other Comments | 3:45PM |
| X. | Adjournment | 4:00PM |

1 **Ratepayer Board Meeting**
2 **November 30, 2004**
3 **Minutes**

4
5
6 **Members Present:** Sharon Conley, Hal Drake, Greg Foltz, Dan Givens, Logan Green,
7 Marti Lopez, Ian Rhodes, Richard Schmidt and Jin Zhang
8
9 **Staff Present:** Donna Carpenter, Laura Condon, Vic Cox, Tana Lucido and Jan Ricketts

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12 **I. Roll Call**

13 The meeting was called to order at 2:07PM with all members present.

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15 **II. Introduction of Guests**

16 None

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18 **III. Approval of the Minutes**

19 The minutes were approved as written.

20
21 **IV. Public Comment**

22 None

23
24 **V. Update from the Director**

- 25 • Bids open today (11-30-04) for Campus Parking Structure 3.
- 26 • Campus Parking Structure 2 is on target for opening late 2005/early 2006.

27
28 **VI. Update from the Transportation Alternatives Board**

- 29 • TPS and the Registrar's office are working with the pay station vendor to eliminate registration
30 stickers from student Access cards by allowing the pay stations to validate registered students
31 for bus rider-ship.
- 32 • TPS staff is working on the new Transportation Alternatives Program (TAP) initiatives for
33 winter quarter.

34
35 **DISCUSSION ITEMS**

36 **VII. Overview of 2004/2005 Transportation Alternatives Programs**

37 TPS Director Roberts provided an overview of TAP past, present and future including finances and
38 the new programs scheduled for winter quarter implementation to the Board. Please refer to
39 attachment "A".

40
41 In 2002, TAP at UCSB had a vanpool program, a guaranteed ride home program, half price bus
42 passes for faculty and staff, free bike maps, 6 free days of parking per quarter and a carpool match
43 list. In order to attract more commuters to TAP, offerings had to increase and improve.

44
45 Over the past two years TAP has created a carpool discount program, added bike racks to the
46 Vanpool vans, identified a 30% Vanpool subsidy and converted faculty and staff from TAP cards
47 (punch cards with 6 days of free parking) to In Vehicle Parking Meters (IVPM). The IVPMs have been
48 well received because they represent 57 hours of parking that will decrement by the minute and any
49 unused allocation will be added to the new quarter's allocation (for up to a year).

50
51 Future offerings will include a bike locker program, a faculty and staff Metropolitan Transit District
52 (MTD) bus pass program, a car share program, IVPMs for graduate students and access to "A" and
53 "S" stalls for faculty and staff TAP members during daytime hours (Monday-Friday) via the pay

54 stations. TPS is developing a smart card ("TAP Passport") that will allow TAP members access to the
55 following programs using one card:

- 56 • The Car Share Program
- 57 • "A" and "S" parking stalls Monday-Friday 7:30AM-5:00PM
- 58 • In Vehicle Parking Meters
- 59 • MTD Busses for free rider-ship

60
61 Board discussion focused on the proposed bus pass program for faculty and staff, how the
62 compensation agreement with MTD would be structured and how TPS plans to promote the new
63 program to university employees.

64
65 TPS is negotiating with MTD for a "Bill for Use" agreement for faculty and staff bus rider ship.
66 University faculty and staff will be able to ride to and from their work site at no charge to them and
67 TPS will be billed for actual rides only. TPS will also receive a monthly print out detailing every rider,
68 their monthly MTD usage and will be billed the actual fare box rate for trips taken. MTD is also
69 starting a new service that will accommodate the Santa Ynez Valley and the fare box rate is \$4 each
70 way. TAP/TPS will pay \$1.25 of that \$4 for anyone wishing to commute to and from Santa Ynez via
71 MTD.

72
73 As a promotional incentive, TPS will distribute 4,000 short-term MTD 10-ride bus passes to every
74 faculty and staff member within the MTD service area that will allow them to try bus commuting before
75 the offer expires June 2005. If they choose to continue riding the bus they will be required to
76 surrender their parking permit and join TAP to receive their "TAP Passport". Current TAP members
77 will convert automatically to the "TAP Passport".

78
79 The Board requested that TPS provide:

- 80 • MTD information on their web page regarding bus schedule, stops and general information.
- 81 • Information mailed to each employee's home address indicating what bus routes and
82 schedules best serve their commute needs.

83
84 Roberts assured the Board that TPS would undertake a major promotional effort to inform staff of their
85 commute options.

86
87 Logan Green, Ratepayer Board Member, Transportation Alternatives Board Member and car share
88 proponent provided the group an explanation of how the Car Share Program will work at UCSB, a live
89 demonstration of the TAP website that will allow users access to the program and an interactive car
90 share demonstration.

91
92 The Car Share Program, as proposed by TPS, will be open to faculty and staff TAP members and will
93 not charge for the use of vehicles. Typically car share vehicles are clustered in pods, TAP members
94 call an 800 number, or they may use the Internet (the new TAP web page will be interactive allowing
95 users to join TAP, select the programs of interest to them, and access program features all via the
96 web) to reserve a vehicle by date and time. They access a vehicle in the pod closest to their location,
97 unlock the doors and start the engine via the "TAP Passport". Once the user has completed their trip
98 they return the vehicle to the pod, lock the door and it is ready for the next reservation.

99
100 Transportation Services has equipped 3 hybrid vehicles with the electronic components necessary for
101 car sharing, pending grant approval for additional hybrid vehicles. Car share vehicles will be
102 equipped with transponders, allowing TPS to know where they are at all times. The Car Share
103 Program differs from emergency ride home program in that car sharing is designed for personal use,
104 unlike the emergency ride home. Since car sharing will launch with only 3 vehicles and TAP will
105 ration availability until more vehicles are available.

106

107 The program will screen applicants via the Department of Motor Vehicles (DMV) for driving history
108 before they are allowed to participate in car sharing. Our vendors (Vetronix and Flex Car) report few
109 problems with users returning cars late because their satisfaction with the program ensures their
110 continued cooperation.

111

112 **VIII. Setting a Meeting Schedule for Winter Quarter**

113 The Board agreed to meet the second Thursday in January, February and March from 9:30-11:00AM
114 for winter quarter. Meetings will be scheduled for January 13, 2005; February 10, 2005 and March
115 10, 2005.

116

117 **IX. Other Comments**

118 None

119

120 **X. Adjournment**

121 The meeting adjourned at 3:12PM.

Attachment "A"



Presentation

- TAP Past, Present, and Future
- TAP Finances
- Program Implementation

TAP Programs 2002

- Bike Maps
- Guaranteed Ride Home
- Vanpool – No subsidy
- Carpool – No subsidy
- Ride Match
- Half-price MTD Passes
- 6 Free Parking Days Per Quarter

TAP Programs Today

- Bike Maps
- Guaranteed Ride Home
- Vanpool – No subsidy
- Half-price MTD Passes
- Ride Match
- Carpool – 50% Discount
- Bike Racks on Vanpool Vans
- Faculty/Staff In-vehicle Parking Meters
- 57 Free Parking Hours Per Quarter

TAP Programs 2005

- Bike Maps
- Guaranteed Ride Home
- Ride Match
- Bike Racks on Vanpool Vans
- Carpool – 50% Discount
- Faculty/Staff In-vehicle Parking Meters / 57 hours
- Vanpool – 30% subsidy
- Bike Lockers
- Faculty & Staff Bus Pass Program
- Carshare
- Graduate Students (VPM's)
- Access to Pay-stations
- TAP Passport

Faculty and Staff Bus Pass

- Billed only for use
- To and from UCSB worksite only
- Initial 4,000, 10 trip cards to Faculty & Staff
- Cost \$0 - \$50,000
- For more rides, user must convert to TAP
- Surrender Parking Permit, receive permanent bus pass
- Existing TAP Bus riders converted to new system
- Includes new Santa Ynez Service

Faculty and Staff Carshare

- Critical Mobility Link
- Only for TAP members
- Three used hybrid vehicles
- Grant pending for hybrid replacements/expansion
- Reserve car on-line
- High tech tracking/monitoring
- First year cost approximately \$43,000
- Jointly Funded by TAP & Tran

TAP Passport

Your access to the world of transportation alternatives!

- One Card:
 - Operates as your In-vehicle Parking Meter
 - Swipes on the MTD Bus
 - Unlocks the doors on Carshare vehicles
 - Allows Paystations to vend in Faculty & Staff lots



Your New and Improved TAP

Join and become eligible for....

- Your TAP Passport
- Your In-vehicle Parking Meter
- Carpool - 50% Discount
- Vanpool - 30% Discount
- Bike Lockers
- Faculty & Staff Bus Pass Program
- Carshare
- Access to Pay-stations
- Guaranteed Ride Home
- Free Bike Maps, Ride Match, prizes, and more....

Membership has its privileges!

Who Pays for All This?

- 57 Hours of Free Parking Time (*in-kind from Parking*)
- Carpool Discount (*in-kind from Parking*)
- Carshare (*Tran Funds, TAP Funds - Citations*)
- TAP Passport (*Grant & TAP Funds - Citations*)
- Bike Lockers (*TAP Funds - Citations, User fees*)
- Vanpool Subsidy (*TAP Funds - Citations*)
- Bus Pass Program (*TAP Funds - Citations*)
- TAP Staffing, etc. (*TAP Funds - Citations*)
- Guaranteed Ride Home (*TAP Funds - Citations*)
- Grad Student IVPM's (*Citation Reserves*)

TAP Budget 2004/05

REVENUE*	
Citations	\$274,500
EXPENSES	
Salaries/Wages/Benefits (2 FTE)	\$105,000
Campus Recharges (IS&C, etc.)	2,500
General Supplies, Promotions	5,000
MTD Bus Pass	112,000
Carshare	14,000
Vanpool Subsidy	30,000
Unappropriated Reserves	6,000
TOTAL	\$274,500*

*Does not include Bike Locker Revenue

Next Steps

Target Date: January 2005

Key Implementation Elements:

- Secure Carshare Contract
- Retrofit Carshare Vehicles
- Secure MTD Contract
- Paystation Programming
- Secure / distribute promotional bus passes
- Produce / distribute TAP Passport
- Produce TAP Membership Agreement
- Outreach and Promotion

Highlights

The New TAP:

- Offers a more complete menu of benefits
- Breaks the long standing deadlock with MTD
- Provides Carshare as a critical mobility linkage
- Brings together a variety of funding sources
- Features cost containment
- Takes advantage of new technologies
- Provides a new "membership oriented" promotional opportunity

On the Horizon:

- Expansion of Carshare
- Campus - Rail Depot Link
- On-Campus Shuttle
- Telecommuting