

TO: CHANCELLOR HENRY YANG
FROM: BRUCE KENDALL, CHAIR, TRANSPORTATION ALTERNATIVES BOARD
SUBJECT: TRANSPORTATION ALTERNATIVES RECOMMENDATIONS
DATE: JUNE 26, 2007
CC: DONNA CARPENTER, MARC FISHER, BOB DEFENDINI, BOB SUNDBERG, JAMIE WAGNER

The Transportation Alternatives Board (TAB) met 7 times during 2006-07. In addition to the recommendation regarding a subsidy for the MTD lines 6 & 11, forwarded to you on March 28, the Board makes the following recommendations (except as noted, all recommendations are based on a unanimous vote):

TRANSPORTATION ALTERNATIVES AND CAMPUS SUSTAINABILITY

TAB recognizes that the CO₂ emissions from vehicles coming to the UCSB campus are a substantial part of the campus carbon footprint. In order to quantify this impact, and to ensure that an appropriate level of sustainability resources are devoted to transit, TAB recommends

1. The campus sustainability plan should include explicit accounting of the carbon emissions associated with commuting and deliveries to the UCSB campus.
2. The campus sustainability plan should vigorously address the carbon impacts of commuting and deliveries to the UCSB campus.
3. The campus should target transportation as a major focus area when seeking external sustainability funds.

VANPOOL PROGRAM

The vanpool program is the oldest part of UCSB's transportation alternatives program, and serves many of our lower income employees. TAB is committed to maintaining this program as a viable transportation alternative, despite the fiscal impacts of the April 2004 UCOP directive to use smaller vans. TAB notes that public transit rarely recovers more than 70% of their operating costs from fares, and does not expect to see the program fully supported by fares. To maintain the financial viability of the program, TAB recommends

4. Transportation and Parking Services should work with the Office of Development to establish sponsorships for the vanpool vans. Income from these sponsorships should directly benefit the vanpool program.
5. To accommodate rising costs associated with inflation and increasing gasoline costs, TPS should establish a procedure for regular modest fare increases, with the percentage increases being linked to the average rate of salary increase across UCSB in the preceding year.

BUS TRANSIT

As of July 1, 2007, TAP members are eligible to receive a discount of up to \$21 on monthly bus passes to ride MTD buses. This covers all the local buses, and the long-distance buses operated by MTD (such as the Valley Express). Other commuters to UCSB use buses run by Traffic Solutions,

an agency of the Santa Barbara County Association of Governments (SBCAG), and VISTA, part of the Ventura County Transportation Commission. To encourage the use of commuter buses by employees who live outside of Santa Barbara and Goleta, and to signal UCSB's institutional commitment to the agencies that subsidize these services, TAB recommends

6. The Transportation Alternatives Program should provide up to \$21 per month to support the fares of all riders of publicly accessible buses who are faculty/staff TAP members and commute 20 miles or more to UCSB.

The Board reiterates its recommendation from the March 28 memo that

7. Who work with MTD to identify opportunities to establish new express bus service between UCSB and neighborhoods in which high concentrations of faculty, staff and students live.

To facilitate potential future expansion of bus service to UCSB, both locally and long distance, TAB recommends

8. TAP staff should identify concentrations of faculty, staff and students within the Santa Barbara/Goleta area, and should identify how many faculty and staff commute farther than 20 miles to campus.

FUNDING FOR TRANSPORTATION ALTERNATIVES

In the past, funding for the Transportation Alternatives Program has come from surplus revenues in the Fines and Forfeitures budget (income from parking citations that exceed the costs associated with writing and enforcing the citations). However, this surplus has declined, at least in part because of a reorganization of how staff time is credited to the various departments within Transportation and Parking Services. In the 2007-08 budget, the surplus is barely enough to fund the two staff positions associated with the Transportation Alternatives Program, with little left over to support actual programs. To address the declining surplus, TAB recommends

9. TPS should work aggressively to trim unnecessary administrative and other costs from the fines and forfeitures department.
10. The average fine for a parking ticket should be increased from \$40 to \$45 (one board member opposed this recommendation, feeling that it was outside the purview of the board).

The 2002 "Final Report of the Chancellor's Special Advisory Committee on Parking" recommended a \$200,000 per year supplement to the TPS budget to support parking operations and transportation alternatives. This "Chancellor's allocation" was implemented at \$250,000 per year, but to date, all of the money has gone into the parking operations budget. At the same time, the ratepayers have been providing a subsidy to TAP, in the form of up to 57 hours per quarter of complimentary parking that TAP members receive. Based on the hourly equivalent of the monthly parking permits, this has a value of about \$50,000 per year. In consultation with the Parking Ratepayers Board, TAB recommends

11. Half of the Chancellor's allocation should be directed to the TAP budget.
12. From these funds, TAP should reimburse the Parking Operations budget for the value of the free parking provided to TAP members. For FY 07-08, this should be the estimated

amount of \$51,000; in future years, this should be based upon an accounting of the actual hours of parking used.

TAX REFORM

The US Internal Revenue Service allows a certain amount of employee money to be spent on transit or on parking on a pre-tax basis via payroll deduction. The current limit on the eligible amount for transit is \$110 per month; our van pool riders and many of our long-distance bus riders (presently about 150 employees overall) exceed this amount, and have to pay the balance with after-tax dollars. In contrast, the limit for parking expenses is \$200 per month, creating a perverse incentive that promotes commuting via single-occupant vehicles. The solution to this problem lies with the US Congress, where sustainability-enhancing reform is opposed by the auto and construction industries. Recognizing that the University of California has substantial national influence, TAB recommends

13. The Chancellor should work with the chancellors of the other campuses and the University of California President to lobby Congress to reverse this unsustainable tax incentive, and increase the amount that can be deducted for transit at least to the level allowed for parking.

TRANSPORTATION ALTERNATIVES BOARD MEMBERS 2006-07:

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