

**Transportation Alternatives Board**  
**April 24, 2009**  
**Minutes**

**Members Present:** Beverly Bavaro, Bernie Kirtman, Todd Oakley, Kyle Richards, Ashley Day and Karan Gogri as a proxy for Charlie Arreola

**Members Absent:** William Freudenburg, Anna Sorensen

**Staff Present:** Bob Silsbee, James Wagner and Leslie Mancebo

**I. Roll Call**

The meeting was called to order at 10:05am

**II. Introduction of Guests**

The following guests were in attendance:

Ralph Fertig, Santa Barbara Bicycle Coalition

**III. Approval of Minutes from meeting on March 13, 2009**

Minutes were approved unanimously.

**IV. Message from the Chair**

Chair Bavaro called into the meeting by phone and thanked the Board for allowing her to serve as Chair from afar. Chair Bavaro clarified that her appointment at UCSB officially ends on June 10, 2009, at which time she will no longer participate on the Transportation Alternatives Board. Before June 10<sup>th</sup> Beverly Bavaro and William Freudenburg will draft a year-end message to the Chancellor.

**V. Update on finding new staff and student TAB members**

James Wagner explained that the Staff nominations for the Transportation Alternatives Board come from the Chancellor's Staff Advisory Council (CSAC). Six nominees have been names and the Chancellor's office has yet to appoint the two new staff members to the Board. James Wagner noted that there will likely be two new staff TAB members by the next meeting. James added that student TAB members are appointed by Associated Students, the Residence Hall Association and the Graduate Student Association (GSA) each year.

**VI. TAP and planned deficit spending**

James Wagner explained that the Transportation Alternatives Program is funded from the Fines and Forfeitures budget of Parking Services. The Parking Enforcement unit brings in revenue through citations, then pays for its own operating costs, such as wages, uniforms and equipment and the revenue that remains funds the Transportation Alternatives Program. This year, campus parking fines were increased by \$5 which normally would have increased the revenue to the TAP program. Shortly after the fine increase, the County of Santa Barbara increased the court fee that is placed on each paid citation which nearly cancelled out the additional revenue generated by the fine increase.

Earlier this year, there were a number of factors that contributed to a lack of revenue to fund TAP such as an understaffed enforcement unit and a new, citation warning policy for first time parking citation recipients. The staffing issue has since been addressed and the hours and locations of enforcement by Parking Services have been expanded so there is an expected increase in revenue. Once the new staff enforcement representatives are fully trained the increase in revenue may not show on the budget for 2 or 3 months due to the adjudication process and allowable time for citations to be paid. When the income produced by the Fines and Forfeitures budget is up to expected levels there will be some additional money flowing to TAP from the Fines and Forfeitures Budget.

Bernie Kirtman pointed out that the additional money coming in to TAP from Fines and Forfeitures will likely only be enough to continue operating in the red, and not fix the budget problem. He pointed out that a new revenue source must be found in order to get TAP out of debt and expand the program. Chair Bavaro agreed with Professor Kirtman and added that she is very concerned with continuing to operate TAP with a deficit because it is not a smart way for any organization to function and especially dangerous in light of current University budget cuts.

Todd Oakley asked for clarification about what expenses are on the current budget and Leslie Mancebo handed out copies of the Fines and Forfeitures budget that was updated in January 2009 (Attachment A). James Wagner gave an overview of the budget and the items that are specifically related to TAP. James also noted that the bus passes are one of the biggest TAP expenses on the budget. The revenue source listed as "Chancellor and VC allocation" is a portion of the Chancellor's funds earmarked for Parking Operations and TAP by the Chancellor's Special Advisory Committee on Parking. This money was initially all given to Parking Operations until the Transportation Alternatives Board and the Parking Ratepayers Board worked out a deal in which the money would be split in half and the TAP would then "pay" Parking Operations for the parking hours used by TAP members using their In Vehicle Parking Meters and coupon codes as calculated using the prior years usage. This year (2008-09) TAP is expected to receive \$74,000 of the \$250,000 allocated to Parking Services.

Beverly noted that she understands that the TAB will not be solely responsible for balancing the Fines and Forfeitures Budget. She added that she is concerned that the Board will not be consulted before things are cut from the TAP budget and she would like to make it clear to the administration that the board is concerned about the budget and knows that it is not fiscally responsible to run the program in the red. Chair Bavaro added that the TAP budget deficit has been a problem for a long time and if the Transportation Alternatives Board has not yet been able to find additional sources of revenue then it may be time to ask for help from others to find enough funding to continue the TAP program and grow the program in the future.

## **VII. Vanpool sponsorship incentives**

James Wagner gave some background information that at the Vanpool Sponsorship "Brownbag" meeting on February 26, 2009 there was discussion about how the successful solicitors of donations will be rewarded for their efforts. At the TAB meeting on March 13, 2009 the Board discussed the possibility of offering an incentive for the individual that successfully solicits a vanpool donation rather than offering a discount for the entire region.

James Wagner reported that he followed up with the Campus Policy and Records Management Coordinator, and she reported that there is no way to offer individual incentives because such incentives are too similar to a commission structure that is not allowed for vanpool riders under UC policy.

Bernie Kirtman suggested that Jamey follow up with other representatives from Administrative Services and find the policy that addresses this type of incentive/commission so that the Board can be sure if there is or is not a possibility of working out an individual incentives system for the vanpool sponsorship program.

### **VIII. Discussion - Distribution of vanpool donations**

James Wagner reported that at the Vanpool Sponsorship “Brownbag” meeting on February 26, 2009 the group that was present was torn over this topic, because if a vanpool rider solicits a donation for the vanpool program and the incoming money is spread throughout the entire vanpool program, the individual that solicited the donation will see less of a direct benefit, so some vanpool riders would like to see the donations that they solicit flow directly to their vanpool region. The opposing opinion is that some regions have fewer opportunities to bring in sponsors assuming that some regions are less economically healthy as others.

Beverly Bavaro stressed the importance that the TAB make a decision on the distribution of vanpool donations and noted that the Vanpool Sponsorship Program is one way in which the TAB can show that they are trying to find alternative sources of revenue for the Transportation Alternatives Program.

Kyle Richards motioned that a policy be made that donations made to the vanpool program will be divided so that half of the donation money will be given to a specific region from which the vanpool rider who solicited the donation rides. The other half of the donation will be divided equally throughout the vanpool program. The Board passed the motion unanimously with the notation that this policy can change over time as the Board sees fit.

### **IX. Report from Kyle Richards about the Parking Ratepayers Board meeting on Monday April 13**

Kyle Richards attended the Parking Ratepayers Board (PRB) meeting on Monday, April 13 and reported that one item of business that he found the TAB and the PRB have in common is that the PRB spent some time discussing following up on their past recommendations to the Chancellor, just as the TAB discussed recently.

Kyle also reported that throughout the meeting the overriding message was to cut costs so that the use of Permit Sales revenue is used only to maintain parking spaces on campus. The PRB scrutinized the Parking Operations Budget and it was clear that the Board is interested in keeping close watch on every project to be sure that each is necessary and an appropriate use of Parking Operations money.

Beverly Bavaro added that at the PRB meeting that she attended she found out that historically a number of programs and projects were reportedly funded using parking operations money that were not appropriate uses of permit sales revenue which created the necessity for a Board to oversee the Parking Operations budget. Beverly reported that she left the PRB meeting on February 23, 2009 with the impression that the PRB could be convinced that sharing some Parking Operations revenue to help fund the Transportation Alternatives Program is of value to the parking ratepayers on campus.

Kyle Richards added that his impression of the April 13, 2009 PRB meeting was that the PRB will likely not be immediately open to sharing revenue to help fund TAP.

## **X. Review of the Fines and Forfeitures budget in preparation for the joint meeting with the Parking Ratepayers Board**

The budget was distributed and discussed while the Board was discussing Item number VI above.

## **XI. Discussion – Possible agenda items for the joint meeting with the Parking Ratepayers Board**

James Wagner gave a brief summary that Gene Lucas, now the Executive Vice Chancellor, was Chair of the Chancellor's Special Advisory Committee on Parking that made the recommendation for the creation of the TAB and the PRB. When the Chancellor's Special Advisory Committee on Parking recommended that two committees form, it was likely unforeseen that the two would have mutually exclusive agendas.

Beverly Bavaro requested that a short presentation from Gene Lucas or Marc Fisher at the PRB/TAB joint meeting would give some historical context for both the TAB and the PRB.

Other items that were discussed as possible agenda items for the PRB/TAB joint meeting were:

- Historical perspective and the charge of each board
- Common goals between the boards, such as efficient parking enforcement and the campus wide sustainability goals
- Posing the question of what would the PRB like to see TAP accomplish
- The Long Range Development Plan and the effects that the new capital projects will have on both Boards and transportation and traffic throughout the University

Beverly Bavaro invited the Board to send additional agenda items to her by email.

## **XII. Review the TAB's charge in preparation for an end of the year summary of TAB recommendations to the Chancellor**

This item was tabled for the next meeting or to be handled over email due to time constraints.

## **XIII. Future Agenda Items and Scheduling**

This item will be handled over email due to time constraints. The next TAB meeting is scheduled for Tuesday, May 12, 2009, followed by the joint meeting on Monday, May 18, 2009.

## **XIV. Public Comment**

Ralph Fertig from the Santa Barbara Bicycle Coalition distributed the latest edition of the Bicycle Coalition news letter and notified the Board of upcoming events and meeting that may be of interest to the Board, such as UCSB Bike to Work Day on May 14th. Ralph also presented a new diagram that show projected traffic impact of the development on Ocean Road as it is proposed in the Draft LRDP (Attachment B) and read an excerpt from the Bicycle Coalition's comments that were submitted in response to the latest Draft LRDP Environmental Impact Report (Attachment C).

## **XII. Adjournment**

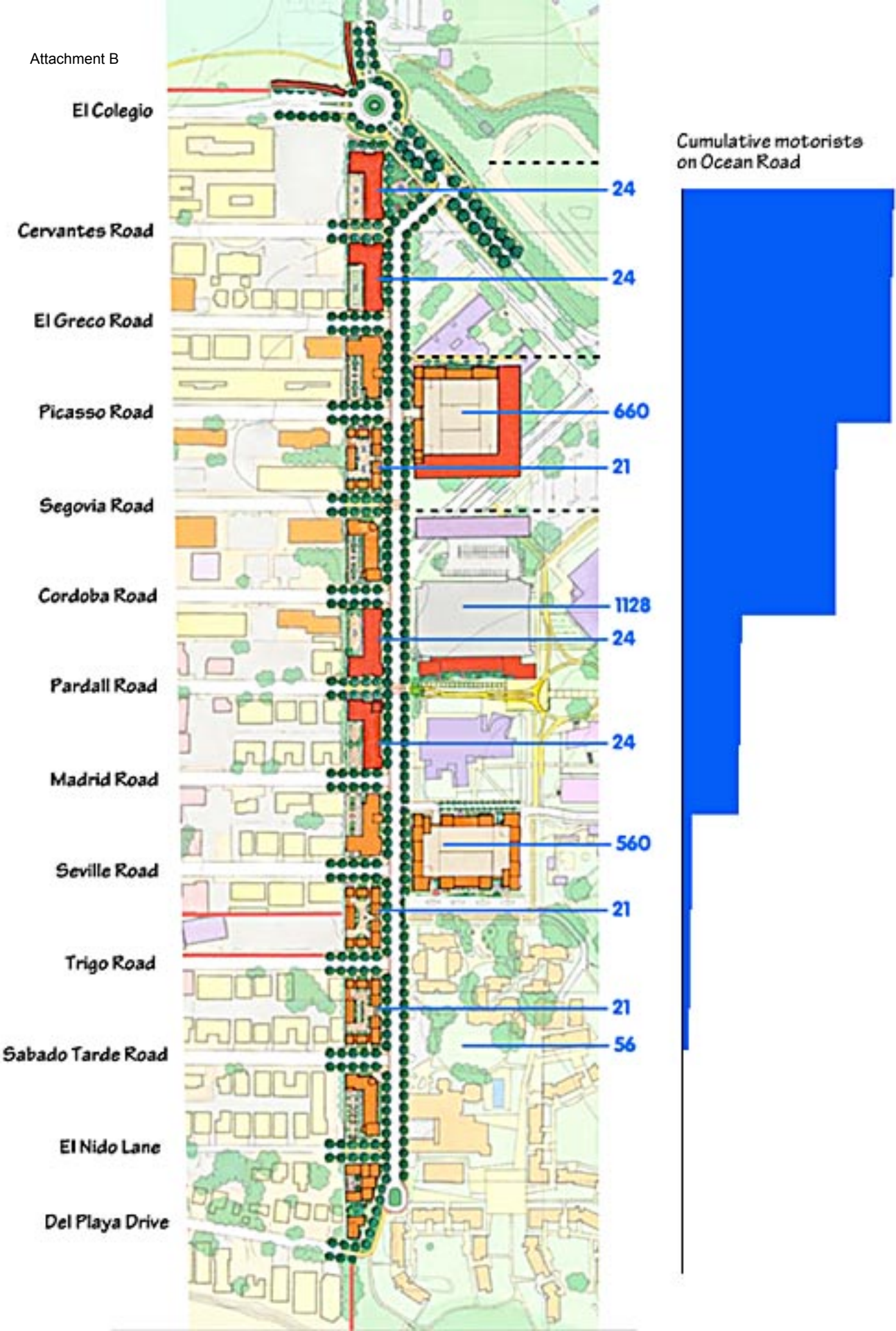
*Meeting Adjourned at 12:15*

03/24/09

Fiscal Year 08-09

**TAPBOARD**

	12	7	58.33%	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Shared
	Month	Month	% of	Enforce	Citations	TAP	TAP	TAP	TAP	Van	Van	Costs
Revenue	Budget	Total Actual	Budget			Subsidy	Self-Supt	General	Other	Subsidy	Self-Supt	
In House Collections	\$150,000	\$86,424	57.62%		\$86,424							
DMV Collections	\$255,000	\$134,082	52.58%		\$134,082							
Contractual Collections	\$1,058,392	\$345,069	32.60%		\$345,069							
Recharges to Department*	\$36,300											
Recharge to Housing Enforcement	\$73,440	\$61,980	84.40%	\$61,980								
Chancellor & V C Allocation	\$74,000											
Vanpool Riders	\$172,000	\$118,622	68.97%								\$118,622	
MTD Riders	\$60,300	\$39,843	66.07%				\$39,843					
Clean Air/Coastal	\$36,000	\$33,515	93.10%				\$33,515					
MTD Line Enhancements	\$19,164	\$19,165	100.01%					\$19,165				
Grants	\$9,547	\$9,547	100.00%						\$9,547			
Gifts	\$5,000											
Bikelocker-Rent / Misc.	\$2,800	\$2,108	75.29%				\$2,108					
<b>Total Citations Revenue:</b>	<b>\$1,951,943</b>	<b>\$850,355</b>	<b>43.56%</b>	<b>\$61,980</b>	<b>\$565,575</b>		<b>\$75,466</b>	<b>\$19,165</b>	<b>\$9,547</b>		<b>\$118,622</b>	
*Excludes Housing Enforcement												
<b>Expenses</b>												
<b>Salaries/Wages/Benefits</b>	<b>\$1,021,231</b>	<b>\$395,925</b>	<b>38.77%</b>	<b>\$219,746</b>	<b>\$112,664</b>	<b>\$60,696</b>				<b>\$2,818</b>		
<b>Campus Services</b>												
Transportation Services	\$240,000	\$130,445	54.35%	\$22,897		\$421				\$3,878	\$103,249	
Police Services	\$35,000											
Comm. Services / Phones & Radios	\$10,275	\$6,215	60.49%	\$4,842	\$825	\$548						
IS&C	\$14,850	\$8,670	58.38%		\$8,670							
Common Fund/Cost Recover/Ins/Mail	\$19,840	\$2,680	13.51%	\$1,157	\$683	\$360	\$66			\$14	\$102	299
Utilities	\$7,950	\$3,563	44.82%	\$1,188	\$1,188	\$1,188						
FM Janitorial /Bldg Maint.	\$6,450	\$3,594	55.71%			\$53						3,541
FM Admin Support	\$2,000											
Central Stores / Furniture Services	\$5,995	\$1,548	25.81%	\$324	\$121	\$373					\$7	722
Student Health / DMV Physicals	\$2,000	\$3,099	154.95%							\$3,099		
Commencement P.of Pie (Reimbursed)	\$2,200											
Other Campus Recharges	\$475	\$2,656	559.13%	\$2,567	\$66							23
<b>Total Campus Recharges</b>	<b>\$347,035</b>	<b>\$162,469</b>	<b>46.82%</b>	<b>\$32,975</b>	<b>\$11,553</b>	<b>\$2,941</b>	<b>\$66</b>			<b>\$6,991</b>	<b>\$103,359</b>	<b>\$4,584</b>
<b>Contractual Services</b>												
Verizon Wireless Phone	\$3,350	\$890	26.57%	\$329	\$272	\$289						
IPARQ Citation Processing	\$75,000	\$37,822	50.43%	\$6,713	\$31,109							
Data Ticket	\$2,850	\$579	20.31%		\$579							
Carshare	\$20,500	\$12,991	63.37%			\$12,991						
Other			N/A									
<b>Total Contractual Services</b>	<b>\$101,700</b>	<b>\$52,282</b>	<b>51.41%</b>	<b>\$7,042</b>	<b>\$31,960</b>	<b>\$13,280</b>						
<b>Other</b>												
Court Costs	\$200,000	\$85,433	42.72%		\$85,433							
MTD Bus Passes	\$123,643	\$90,534	73.22%			\$43,487	\$47,047					
MTD Line Enhance	\$19,164	\$9,583	50.00%					\$9,583				
Clean Air Express	\$45,820	\$35,200	76.82%			\$5,047	\$30,153					
VISTA Coastal Express	\$2,300	\$6,510	283.04%			\$1,764	\$4,746					
Promo & Special Printing	\$1,300											
In Vehicle Parking Meters	\$6,250	\$3,095	49.52%			\$3,095						
Uniforms	\$5,300	\$3,142	59.28%	\$3,142								
General Supplies	\$3,790	\$804	21.21%	\$164							\$115	525
Training	\$3,000	\$548	18.27%			\$548						
Computer & Related Supplies	\$7,500	\$842	11.23%			\$842						
Travel												
Signs &/ Graphics												
Memberships / Subscriptions	\$575	\$575				\$575						
Temporary Services	\$7,922	\$9,400	118.66%			\$9,400						
In-House Assistance	\$18,576	\$9,611		\$3,204	\$3,204	\$3,204						
Bike Racks	\$5,000	\$150				\$150						
Other (Taxi Fees; Shuttle Service)	\$3,837	\$1,060	27.6%			\$1,060						
<b>Total Other</b>	<b>\$453,977</b>	<b>\$256,487</b>	<b>56.50%</b>	<b>\$6,509</b>	<b>\$88,636</b>	<b>\$69,172</b>	<b>\$81,946</b>	<b>\$9,583</b>			<b>\$115</b>	<b>\$525</b>
<b>Total Materials</b>	<b>\$902,712</b>	<b>\$471,237</b>	<b>52.20%</b>	<b>\$46,527</b>	<b>\$132,149</b>	<b>\$85,393</b>	<b>\$82,012</b>	<b>\$9,583</b>		<b>\$6,991</b>	<b>\$103,474</b>	<b>\$5,109</b>
<b>Capital Expenses</b>	<b>\$28,000</b>											
<b>Total Operating Expenses</b>	<b>\$1,951,943</b>	<b>\$867,161</b>	<b>44.43%</b>	<b>\$266,273</b>	<b>\$244,813</b>	<b>\$146,090</b>	<b>\$82,012</b>	<b>\$9,583</b>		<b>\$9,809</b>	<b>\$103,474</b>	<b>\$5,109</b>
<b>Profit/(Loss)</b>	<b>(\$0)</b>	<b>(\$16,807)</b>									<b>Pending</b>	<b>(\$5,109)</b>
<b>Prior Carry Forward TAP</b>				NOT FOR REDISTRIBUTION. FOR INTERNAL USE ONLY.							ban/ban	
<b>Prior Carry Forward Fines</b>		<b>\$15,453</b>		PLEASE ADDRESS QUESTIONS TO R. DEFENDINI. 893-7032.								
<b>New Deficit</b>		<b>(\$1,354)</b>										



March 30, 2009

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Office of Campus Planning & Design  
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RE: Recirculated Draft EIR for UCSB's proposed LRDP

The University of California, Santa Barbara has an enviable bicycle commute rate—50% students, and 9% faculty and staff choose to bicycle, using the most energy-efficient means of travel on our planet. It's quiet, doesn't pollute, takes 1/12 the infrastructure space of a car for travel and parking, promotes fitness, and costs little for the owner and our community.

We're pleased that UCSB's LRDP includes housing for all new students, staff and faculty on University land. This means that most trips to campus destinations can be responsibly made on foot or bike. Yet the Draft EIR Transportation section concentrates on how to accommodate more motor vehicles, not only to the exclusion of consideration of the effect on people who wish to bicycle instead, but also to the financial and environmental degradation of everybody.

We believe that the University can offer further cost-effective mitigations that will reduce motor vehicle trips made by new and current students/staff/faculty plus the non-university people who service their needs. In order to encourage more sustainable transportation, we suggest the following mitigation measures:

- Provide increased "individualized marketing" of transportation alternatives through the existing TAP office. (Since 2000, Australia has used it to effectively decrease car use by 4-15%, while increasing trips by foot, bike and bus.)
- Discourage freshmen and sophomore students from bringing cars to school.
- Include car sharing programs at all faculty/staff/student housing projects.
- Coordinate with the City of Goleta to provide safer bicycle access to the shopping and dining destinations of Calle Real, Old Town Goleta, and Camino Real Marketplace. Bike paths can be installed through Girsh Park, and along San Jose Creek via Goleta Beach.
- Improve and maintain existing bike paths on campus. Consider paving paths with a permeable material. Keep paths separated from motor vehicle roads whenever feasible.
- Provide secure, sheltered bicycle parking for overnight storage at faculty and staff units.
- Carefully consider the safe circulation of people on foot, bike and car on the Ocean Road intersections with the Isla Vista street connections.
- If the Pardall tunnel is removed, keep Pardall Road the major access route to campus from Isla Vista by continuing bicyclist priority across Ocean Road. That will support the Isla Vista Master Plan that emphasizes business development on Pardall. This is especially important before the proposed new bike ways running east from Ocean Road are constructed.



- Construct new housing before more students are admitted, and before new staff/faculty are hired.
- Consider construction of more on-campus housing than the LRDP's 6700 proposed increase of students/staff/faculty. This would mitigate pressure on housing for those servicing the new University people.
- For new housing, de-couple the cost of rental/purchase of units from car parking costs. Scale the cost of parking rental for units, increasing the price per vehicle for additional vehicles.
- Provide mechanisms to monitor all transportation mitigations for effectiveness, and either alter them or reduce University growth to keep conditions from deteriorating. Make the results available to the public.

The University is in a position to provide a model sustainable community development that others will emulate in the future. We ask you to consider the above measures that will serve to reduce dependence on motor vehicle use that is contributing to traffic congestion, accelerated resource depletion, inactivity, hardscape water runoff, and global climate change.

Respectfully yours,

A handwritten signature in blue ink, appearing to read "Ralph Fertig". The signature is stylized and fluid.

Ralph Fertig, President  
Santa Barbara Bicycle Coalition