

1 **Transportation Alternatives Board**
2 **February 13, 2009**
3 **Minutes**
4

5 **Members Present:** Beverly Bavaro, William Freudenburg, Bernie Kirtman, Todd Oakley, Kyle
6 Richards and Ashley Day

7 **Members Absent:** Laura Crownover, Diana Dyste and Charlie Arreola

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

9 **I. Roll Call**

10 The meeting was called to order at 1:05pm.

11 **II. Introduction of Guests**

12 The following guests were in attendance:

13
14 Bob Stevenson, Department of Electrical and Computer Engineering, Vanpool Driver
15 Ralph Fertig, Santa Barbara Bicycle Coalition

16 **III. Welcome new Board Members: Todd Oakley and Ashley Day**

17 The two new Board members introduced themselves to the Board.

18 Todd Oakley is the new faculty representative from the Department of Ecology, Evolution &
19 Marine Biology and Ashley Day is the new undergraduate representative of Associated
20 Students replacing J.P. Primeau on the Board.

21 **IV. Approval of Minutes from December and January Meetings**

22 The minutes from December 12, 2008 were approved unanimously.

23 The minutes from January 16, 2009 were approved unanimously with one correction.

24 **V. Message from the Chair**

25 Chair Bavaro expressed her concerns regarding member participation on the Transportation
26 Alternatives Board and stressed the importance of Board member's attendance and
27 participation at every meeting. Beverly reiterated the importance of TAB and that if the efforts of
28 the Board are to be realized, there must be a quorum at meetings and the Board members must
29 be interested in transportation alternatives.

30 Chair Bavaro reported that Laura Crownover has stepped down from the Transportation
31 Alternatives Board via email earlier in the day. Beverly requested that a new staff representative
32 to the Board be found as soon as possible and inquired about finding a Graduate Student
33 Representative who has interest in Transportation Alternatives.

34 The acting graduate student representative is the Vice President of the Graduate Student
35 Association (GSA) and was appointed by default because the GSA was unable to find another
36 graduate student representative.

37 James Wagner will follow up with the Chancellor's Staff Advisory Committee (CSAC) and the
38 GSA to find a new staff and graduate student representative.

39 The Board recommended that TAP members are specifically targeted in the efforts to find new
40 Board members so that there is more representation of transportation alternatives users on the
41 Board.

42 Chair Bavaro also addressed that while looking over minutes and recommendations from past
43 Transportation Alternatives Boards there are a number of topics that come to light year after
44 year, such as the Ocean Road redevelopment plan. Recommendations are made to the
45 Chancellor and it is unclear if action was taken after recommendations were made in the past.

46 Bernie Kirtman suggested that when recommendations are made it is explicit that a response is
47 expected and that it may be effective to make recommendations to Marc Fisher as a conduit to
48 the Chancellor.

49 William Freudenburg pointed out that the TAB has high turn over and that it is the Boards'
50 responsibility to follow up on the recommendations that are made. At meetings it should be a
51 regular item on the agenda to not only approve the minutes from the previous meeting and to
52 follow up on any action items.

53 **VI. More aggressive advertising and promotion of TAP programs (pros and cons) –**
54 **James Wagner**

55 James Wagner first noted that approximately 25% of faculty and staff and 50% of graduate
56 students on campus are enrolled in TAP and that undergraduate students tend to not qualify for
57 the program because many live within 2 miles of campus which excludes them from TAP
58 membership. One of the ways that TAP is currently marketed is a short presentation in the new
59 employee orientation about the program. Another marketing effort that was made at permit
60 renewal time was when the reminders went out to parking permit holders to renew their parking
61 permits; there was a note in the message about TAP. Another marketing effort involved looking
62 up the email addresses of parking permit holders in areas serviced by vanpools with available
63 seats then sending out an email advertising the vanpool program and inviting participation.

64 It has been discussed in the past to create a link to the TAP webpage from the page that
65 describes all of the parking permit models so that the option to "purchase a Staff Annual Permit"
66 and "Sign up for TAP" would be on the same page. The vendor that Transportation and Parking
67 Services currently uses for online permit sales historically has not allowed this and
68 Transportation and Parking Services is currently seeking a new, more cooperative vendor to
69 use for parking permit sales.

70 One cost of advertising TAP more aggressively is that the program is already heading towards a
71 huge budget deficit meeting the needs of current members and adding members to the program
72 will increase the program cost.

73 The Board discussed that increasing the visibility of TAP on campus will help the program.
74 William Freudenburg added that, especially with the University carbon neutrality goals and the
75 call for trip reduction to and from campus as mitigation generated from the Long Range
76 Development Plan the Transportation Alternatives Program will need to grow. James Wagner
77 noted that in the past, in response to the Long Range Development plan mitigation money has

78 flowed from the University to the County and that in the future some growth-related mitigation
79 funding will likely flow to UCSB's trip reduction efforts in the future.

80 **VII. Update on progress of TAP Informational Website improvements – James Wagner**

81 James Wagner passed around a draft Word document that had previously been sent to the
82 board electronically. He noted the web page is being created and will go live within the next few
83 weeks. There can be links to this informational page from both the TAB and TAP web pages.
84 Unless there are edits from the Board, this content will go "live" and more information may be
85 added in the future.

86 **VIII. Vanpool Sponsorship Program update, "Brown bag" lunch with Victoria Wing –
87 James Wagner/Bob Silsbee**

88 Bob Silsbee worked with Victoria Wing to set up a date for the vanpool sponsorship "brown bag"
89 lunch meeting to inform vanpool riders about approaching potential sponsors. The meeting will
90 be held on Thursday, February 26 from 12:00-1:00pm in the Chancellor's Conference Room.
91 The materials provided in the January 16th meeting created by Bob Silsbee will be put online as
92 a resource for Vanpool riders as well.

93 James Wagner will draft an invitation to all vanpool riders to attend the lunch meeting and pass
94 it along to Beverly Bavaro for any edits before sending it out.

95 **IX. Proposed Ocean Road development described in the Draft Long Range Development
96 Plan and how it will affect transportation alternatives users – Past recommendations and
97 next steps.**

98 Two past recommendations of the 2004-2005 Transportation Alternatives Board regarding the
99 proposed Ocean Road development and how it will affect transportation alternatives users,
100 specifically the safety concerns of the removal or the Pardall tunnel increasing bicycle and
101 vehicle interface on Ocean Road. It is clear to the Board the 2004-2005 TAB had strong
102 concerns regarding the project and former chair, Bruce Tiffney, wrote a very clear and concise
103 letter to the Chancellor and Marc Fisher voicing the Board's concerns.

104 The second Environmental Impact Report (EIR) for the draft Long Range Development Plan
105 was recently completed and there are various mitigation measures noted in the EIR that Ralph
106 Fertig read aloud. In summary, the EIR noted that the increased traffic volume created by the
107 proposed development on Ocean Road will cause a significant environmental impact and one
108 suggested mitigation measure is to decrease single occupancy vehicle usage by 10% in the first
109 year following the approval of the Long Range Development Plan and closely monitor the
110 impact in the years to follow.

111 The next step is to invite Marc Fisher to the next TAB meeting to present the current information
112 regarding the Ocean Road development illustrated in the draft Long Range Development Plan
113 and to answer questions and address unanswered recommendations by the Transportation
114 Alternatives Board in the past. Chair Bavaro also asked Ralph Fertig to present the concerns of
115 the Santa Barbara Bicycle Coalition and asked James Wagner to contact a representative or
116 representatives from the AS BIKES committee who may be able to attend to present their
117 concerns as well.

118 **X. How and when to communicate current and future TAB recommendations to the**
119 **Chancellor**

120 This item was discussed briefly at the January 16th meeting and again at the beginning of this
121 meeting and the Board agreed that two letters to the Chancellor each year will be adequate with
122 follow-up from the Committee after each set of recommendations. If an issue arises that
123 requires immediate attention, additional recommendations will be made.

124 **XI. Joint PRB and TAB meetings: suggestions for initial agenda**

125 Chair Bavaro passed around meeting minutes from the Parking Ratepayer Board meeting from
126 December 8th and gave a brief update that at this time, it looks like the TAB and the Parking
127 Ratepayer Board are moving toward a joint meeting, at a later date to be announced. Chair
128 Bavaro and the PRB Chair, Rick Church will meet ahead of time to create an agenda for the
129 joint meeting. The PRB minutes were distributed for the TAB's review to give a glimpse of the
130 content of the PRB meetings, specifically that the Transportation Alternatives Board has been
131 discussed by the PRB. Chair Bavaro asked the Board to review the PRB minutes and possibly
132 generate agenda items for the joint meeting. Beverly also expressed her interest in meeting with
133 the Parking Ratepayer Board to foster good will between the two groups.

134 **XII. Public Comment**

135 No guests had comments.

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Meeting Adjourned at 2:40