

1 **Transportation Alternatives Board**
2 **December 5, 2008**
3 **Minutes**
4

5 **Members Present:** Beverly Bavaro, Laura Crownover, Diana Dyste, William Freudenburg,
6 Bernie Kirtman and Kyle Richards
7 **Ex-Officio:** Rick Church, Chair of the Parking Ratepayer's Board
8 **Members Absent:** J.P Primeau, Charlie Arreola
9 **Staff Present:** Marc Fisher, Bob Silsbee, James Wagner and Leslie Mancebo

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11 **I. Roll Call**
12

13 The meeting was called to order at 10:0am, student Board members J.P. Primeau and Charlie
14 Arreola were unable to attend.
15

16 **II. Introduction of Guests**
17

18 The following guests were in attendance:
19

20 Bob Pinto, Facilities Management
21

22 **III. Update on Chancellor's Response to Past Board Recommendations – Marc Fisher**
23

24 Throughout the course of last year, Bruce Kendall made a number of recommendations to the
25 Chancellor. One recommendation specifically addressed the need for funding for the
26 Transportation Alternatives Program. The Chancellor drafted a note back to Bruce Kendall who
27 is currently out of the country. Since the TAB does not have a chair, and Bruce Kendall is out of
28 the country, there was not a person to direct the response to until now.
29

30 Marc shared parts of the note aloud from Chancellor Yang in response to the recommendations
31 of Bruce Kendall as the Chair of the Transportation Alternatives Board. At this time the response
32 from the Chancellor has not been finalized and Marc verbally summarized the latest draft of the
33 note.
34

35 First, the Chancellor supports the formulation of the Transportation Blue Ribbon Committee and
36 has tasked Marc Fisher with forming that committee. The Transportation Blue Ribbon
37 Committee will have representation from both the Transportation Alternatives Board as well as
38 the Parking Ratepayer's Board. Professor Kostas Goulias agreed to co-chair the committee with
39 Marc Fisher and at this time Marc Fisher is forming a committee of 13 members representing
40 staff students and faculty to look at transportation on campus and to make recommendations to
41 the chancellor.
42

43 Marc Fisher also noted that William Freudenburg sent a note to the Chancellor regarding the
44 need to fund the Transportation Alternatives Program that will be discussed at the Senior
45 Officers meeting on Tuesday, December 9. Bob Silsbee is providing the Senior Officers with
46 the latest version of the Transportation Alternatives Program Budget for the December 9th
47 meeting.
48

49 The Transportation Blue Ribbon Committee will likely address long term structural changes that
50 will effect alternative transportation on campus and the funding of the Transportation
51 Alternatives Program. The Draft Long Range Development Plan extends out to the year 2025

52 and the Transportation Blue Ribbon Committee will address all aspects of campus-wide
53 transportation needs including alternatives. It is likely that the Chancellor will address the
54 Transportation Alternatives Program's immediate funding needs through this fiscal year to
55 create a "bridge" in order to alleviate some immediate pressure on the Transportation Blue
56 Ribbon Committee and to allow them to focus on long-term planning.

57
58 William Freudenburg briefly summarized the note that he sent to Chancellor Yang, from Bill
59 personally, not speaking for the entire board. He noted that the need for funding for the
60 Transportation Alternatives Program is no longer abstract and that the time is here that the
61 Transportation Alternatives Board is working with a 6 figure deficit. Something must be done in
62 light of the draft long range development plan and the campus's commitment to reducing carbon
63 emissions. Based on his own calculations from the information gathered by the Office of
64 Institutional Research, Bill found that commuters to the UCSB Campus create approximately 22
65 million pounds of carbon per year. In his note to the Chancellor, William Freudenburg also
66 mentioned that UCSB is the only UC campus that prefers to withhold parking revenue from
67 those who use alternative transportation.

68
69 Marc Fisher noted that the Chancellor's response to Bruce Kendall's recommendations will be
70 finalized soon after the Transportation Alternatives Board has a chair to which the response
71 letter can be addressed.

72 73 **IV. Nominate and elect Committee Chair or Co-Chairs**

74
75 William Freudenburg nominated Beverly Bavaro as the Chair of the Transportation Alternatives
76 Board. William Freudenburg offered to be "vice chair."

77
78 Beverly Bavaro accepted the nomination and Kyle Richards seconded the motion to elect
79 Beverly Bavaro as chair of the Transportation Alternatives Board.

80
81 Beverly Bavaro was elected chair by a unanimous vote, with William Freudenburg serving as
82 vice-chair.

83 84 **V. Approval of the Minutes from 5/22/08, 10/27/08 and 11/21/08**

85
86 The committee decided that when minutes are on the table for approval, those members who
87 were not in attendance for the meeting from which the minutes were taken will abstain from
88 voting for their approval and their vote will count towards the majority vote for a quorum.

89
90 The minutes were approved as follows:

91
92 May 22, 2008: Kyle Richards moved to approve the minutes, Bernie Kirtman seconded and all
93 other members abstained. The minutes were approved by unanimous vote.

94
95 October 27, 2008: Beverly Bavaro moved to approve the minutes, Kyle Richards seconded and
96 the group voted unanimously for approved with Laura Crownover and Diana Dyste abstaining.
97 November 21, 2008: William Freudenburg moved to approve the minutes, Kyle Richards
98 seconded, and the minutes were passed by unanimous vote with Kyle Richards and Laura
99 Crownover abstaining.

100
101 William Freudenburg noted that the data that Leslie Mancebo forwarded to him from Office of
102 Institutional Research was exceptional and requested that the information be distributed to the

103 entire Transportation Alternatives Board. Leslie agreed to do so. William Freudenburg also
104 asked that the Office of Institutional Research be commended for the exceptional efforts put into
105 their report.

106
107 **VI. Nominate and elect a representative to the Transportation Blue Ribbon Committee**
108

109 Marc Fisher asked TAB Chair Beverly Bavaro to represent the Transportation Alternatives
110 Board on the Transportation Blue Ribbon Committee. Beverly agreed to do so and William
111 Freudenburg agreed to serve as a back-up representative to the Blue Ribbon Committee as
112 needed.

113
114 The Transportation Alternative Board unanimously approved Beverly Bavaro as the TAB's
115 representative on the Transportation Blue Ribbon Committee.
116

117 **VII. Overview of the charter and charge of the UCOP Sustainable Transportation working**
118 **group**
119

120 James Wagner reported that the UC Office of the President has a number of Sustainability
121 subgroups. James Wagner and Arjun Sarkar are currently UCSB's representatives on the
122 monthly Sustainable Transportation working group conference calls. The conference calls are
123 informal and the group does not have a chair. Two staff members of the Office of the President
124 formulate agendas and take minutes, Alicia Jenson and Charlotte Strem. The calls serve mostly
125 as information exchange between campuses. Each year the group forms an annual report and
126 has made recommendations to the UC Systemwide Sustainability Steering Committee.
127

128 There is a new sustainability committee at UCSB called the Chancellor's Campus Sustainability
129 Committee (CCSC), meeting today for the first time. In the past there has been a group referred
130 to as "sustainability change agents" representing various parts of UCSB's sustainability efforts.
131 The 10 change agent groups will report to the Chancellor's advisory committee on sustainability
132 starting in January 2009. In addition to Transportation the agents will present on topics such as
133 food, energy, water, waste, communication, etc.
134

135 Marc added that the sustainable transportation working group that James and Arjun are a part
136 of reports the Systemwide Sustainability Steering Committee. The steering committee advises
137 the UC President on sustainability issues. Sustainable transportation is an especially difficult
138 topic to address because each campus handles sustainable transportation differently and have
139 populations with unique needs making it challenging to recommend a blanket policy change that
140 will affect all of the campuses. For other topics such as green building more policy changes can
141 be recommended, for example the new policy effective summer of 2009 states that all new
142 buildings on UC campuses will be LEED-EB certified silver or higher as ranked by the US Green
143 Building Council.
144

145 Marc noted the importance of transportation in developing Long Range Development Plans
146 throughout the UC system and the mitigation of the effects that growing a UC campus has on
147 the surrounding community. The County of Santa Barbara recently asked UCSB for \$90 million
148 to mitigate transportation impacts in response to the Vision 2025 Draft Long Range
149 Development Plan. UCSB has not agreed to pay \$90 million to mitigate transportation impacts
150 believed to be caused by the LRDP nor has any other campus agreed to pay such a high
151 amount. The most any UC has paid for the impacts of their LRDP is at UC Santa Cruz for a total
152 amount of \$50 million. Marc Fisher foresees that transportation will be an ongoing topic for the
153 Systemwide Steering Committee.

154 Bernie Kirtman added that he would find it helpful to have an overview of other campus
155 transportation and parking policies and parking rates in order to explore the options that UCSB
156 has.

157
158 William Freudenburg specifically requested to see the current parking rates on the other UC
159 campuses as well as whether parking and citation revenue are separate and what money is
160 used for alternative transportation programs.

161
162 James Wagner reported that at this time he can tentatively report that all of the other UC
163 Campuses, with the possible exception of UC Merced fund alternative transportation programs
164 with parking revenues from permit sales and use parking citation money as a supplement when
165 it is available. Some of these alternatives programs have intercampus bus and shuttle service to
166 fund in addition to resources for alternative transportation commuters.

167
168 Marc Fisher mentioned that outside the UC system there are other models of funding alternative
169 transportation programs such as at Stanford University there is a building infrastructure
170 improvement tax that pays for alternative transportation programs. Also at West Virginia
171 University student fees pay for a monorail on and around campus.

172
173 William Freudenburg mentioned Donald Shoup's book "The High Cost of Free Parking," in
174 which Shoup calculates the value of one's parking space at work between \$1-3,000 per year
175 and at the TAB meeting on February 21, 2008 Robert Defendini provided the Transportation
176 Alternatives Board with an estimated worth of an above ground parking space in a parking
177 structure at \$17,000-23,000 at UCSB. William Freudenburg calculated that with a 5.75% interest
178 rate and a 30 year amortization the real worth of a parking space on UCSB campus comes to
179 approx \$1500 per year in today's dollars. There is a high cost associated with building new
180 parking structures and the use of alternatives eliminates some of these costs in addition to
181 lowering CO₂ emissions.

182
183 Professor Rick Church added a few points regarding the use of parking money (the
184 Transportation and Parking Service Operations Budget) to support the alternative transportation
185 programs:

- 186
- 187 • Although he agrees that there is a need for accessible alternatives, Professor Church
188 sees large gaps in service by the Santa Barbara MTD, making public transit less
189 accessible, to some, and leaving them with few alternatives to driving. It would not be
190 fair to raise their parking costs to encourage these people to use alternatives if there are
191 not viable alternatives for them to use, especially in light of the hard economic times and
192 lack of university salary increases.
 - 193 • Professor Church encouraged the Transportation Alternatives Board to look into other
194 ways to address traffic management at no cost to the Transportation Alternatives
195 Program such as adjusted class times and flexible schedules to lower peak time trips.
 - 196 • Parking structures are built and must be paid for over time, currently the parking
197 ratepayers are paying for 3 parking structures and the demand for parking at this time is
198 not great enough to consistently fill all of the parking lots. If more people are diverted
199 from parking on campus with attractive alternatives there will be a need to increase
200 parking rates to pay for the current supply of structure parking.
 - 201 • Professor Church also warned of the potential backlash against raising parking rates,
202 especially if some of the additional income were to be spent to support alternative
203 transportation, because in the past and at other universities without separated funding

204 sources for parking operations and alternatives programs parking money has been used
205 on a number of other projects deemed unfair by some parking ratepayers.

- 206 • Individuals who use personal vehicles as their primary mode of transportation are
207 already taxed to pay for alternatives through the SAFETEA-LU Act that gives a portion of
208 funds to the Santa Barbara County Association of Governments (SBCAG) that this body
209 can use at their discretion for programs such as Traffic Solutions.

210
211 William Freudenburg asked that Chair Bavaro brings to the attention of the Transportation Blue
212 Ribbon Committee a recommendation for UCSB to work with MTD to increase service to UCSB
213 from currently underserved parts of Santa Barbara.

214
215 Laura Crownover noted that there are many employees of UCSB that cannot afford to live in
216 Santa Barbara and these people must commute farther. Driving from greater distances can be
217 very costly so those that are paid less and live farther depend more on alternatives.

218
219 Beverly Bavaro noted that it seems as though there are many committees (on the UCSB
220 Campus and system-wide) with similar goals and interests and asked if there is a clear way that
221 the Transportation Alternatives Board can utilize the work done by other groups and
222 committees.

223
224 James Wagner reminded the committee that the initial charge of the Transportation Alternatives
225 Program was to reduce vehicle trips to campus to mitigate traffic impacts and sustainability is a
226 byproduct of those efforts. Sustainability is now a topic generating a lot of discussion potentially
227 relevant to the Transportation Alternatives Board. James also offered to pass along to the chair
228 the sustainable transportation portion of the annual report presented to the Systemwide
229 Sustainability Steering Committee and/or the minutes from past and present Sustainable
230 Transportation Working Group meetings.

231
232 William Freudenburg recommended that staff creates an online resource with accessible
233 information from many sources presented in a “tiered” arrangement. He requested that the
234 following be some of the information included:

- 235
236 • TAP Overview PowerPoint that James Wagner presented at the October 27, 2008
237 meeting
- 238 • Carbon from Commuters data from the Office of Institutional Information
- 239 • Annual Report from the Systemwide Sustainable Transportation Working group and
240 other relevant groups and committees.
- 241 • Campus demographics profile
- 242 • Possibly electronic footnotes that lead to more in depth sources of information

243
244 The readily available information will help the Transportation Alternatives Board reference the
245 facts and figures and evaluate the groups’ goals, whether that is reduction of CO₂ emissions,
246 quality of life improvements, social equity, trip reduction, etc.

247
248 William Freudenburg moved that the Transportation Alternatives Board recommend to the
249 Chancellor that it becomes a requirement for any new buildings on campus to include adequate
250 bicycle parking and bike path improvements or construction if necessary in their plans.

251 Professor Freudenburg added that the Board should also recommend to the Chancellor that it
252 be a guideline to also include shower facilities for cyclists in any new building plans. Diana

253 Dyste seconded Professor Freudenburg's motion. The motion was approved unanimously by
254 the board.

255

256 **VIII. Schedule Future agenda items**

257

258 Bernie Kirtman recommended that the Transportation Alternatives Board look at where
259 transportation to and from campus fits into the campus-wide sustainability plan because if the
260 campus is truly pursuing carbon neutrality, transportation is a big piece of the picture.

261

262 Create a timeline for moving forth with the vanpool sponsorship project with a goal of marketing
263 the plan by February 2009. Some of the next steps include: forming a pricing scheme for
264 sponsors, generating a draft sponsorship agreement (Contracts and Business Services),
265 creating a marketing plan (Development Office).

266

267 **Public Comment**

268

269 Bob Pinto spoke on behalf of many service workers on campus that are interested in a possible
270 vanpool for overnight workers that commute from the North County. James Wagner responded
271 to him that each van accommodates 11 commuters and that it is possible to create another
272 vanpool route if there are at least 8 or 9 people committed to joining the new vanpool from the
273 same city who want to be on campus for the same work hours. It is then assumed that vanpool
274 ridership would grow from there.