

1 **Transportation Alternative Board**
2 **June 12, 2008**
3 **Minutes**

4
5 **Members Present:** Kyle Richards, Laura Crownover, Bruce Kendall, Barbara
6 Hirsch

7
8 **Staff Present:** Jamey Wagner and David Ruiz

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10 **I. Roll Call**

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12 **II. Introduction of Guests**

13 The following guests attended:

- 14 • Cyril Johnson

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16 **III. Approval of Minutes**

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18 Minutes could not be approved because there was no quorum present at once on
19 this day.

20
21 **IV. Update of Items from the Chair**

22 Chair Kendall reported:

- 23 • The Chancellor reappointed Kendall as chair for the 2008-2009 school
24 year without approval of the board. Chair Kendall will be on sabbatical
25 next year, and recommends that a faculty member be selected as the next
26 chairperson. The current faculty members on the board are William
27 Freudenberg and Bernie Kirtman.

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29 **Discussion Items**

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31 **V. Proposed increases in parking citations**

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33 Warning Policy

34 Chair Kendall stated:

- 35 • Robert Defendini asked at the last meeting to get TAB approval to raise
36 the fines for parking citations. We said we would consult with our
37 constituencies (such as Ratepayer's Board), who thought that it was not a
38 bad idea.
39 • The impact of the citation fee change from \$40-\$45 is mitigated, in part, by
40 the first-time warning policy undertaken by Transportation and Parking
41 Services.

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43 Board Member Hirsch reported that:

- 44 • Everyone thinks it's ridiculous that TAP funding comes from citations.
45 • Are there any figures for the percentage of citations given to visitors vs
46 faculty/staff/students?

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James Wagner stated:

- He would inquire about that number.

Director Defendini stated:

- The warning system is in place to be friendlier to those who are not aware of current policies.
- The hand-held citation devices do a poor job of tracking previous citations. Some individuals might be getting more than one warning citation. We should have this matter fixed by our vendors, and will be working over the summer to get this flaw taken care of.

Donor Concerns

Chair Kendall stated:

- Historically, Arts and Lectures and the development office have been unhappy that their clients were being ticketed the first time they came to campus.

James Wagner stated:

- Those who donate generously have been given complimentary parking perks.
- Arts and Lectures offers discounted night and weekend parking permits along with their ticket sales.

Potential Conflict of Interest for TAP

- Chair Kendall inquired:
Is there a conflict of interest in supporting an increase of fines?

Kyle Richards stated:

- He would like to abstain from the citation funding vote all together. He does not feel the model of the revenue source is appropriate.

Barbara Hirsch agreed that it is a conflict of interest.

Chair Kendall stated:

- Funding through citations is a conflict of interest. Other sources of funding (i.e. infrastructure tax on development) must be found, and some of the infrastructure funds should go to TAP to reduce the number of single occupant vehicles (SOV) trips to campus.

Kyle Richards stated:

- By approving the rate increase, TAB would be going along with the system as it stands, and accepting citations as their source of funding. TAB should take a stand to say that this is not appropriate.

93 Chair Kendall inquired:
94 • Should we not get any funding from citations?
95

96 Guest Cyril Johnson stated:
97 • Funding alternative transportation through citations demonstrates a lack of
98 commitment from the university.
99

100 Chair Kendall stated:
101 • The fine money has restrictions on what it can be used for; it can only be
102 used to fund the parking citations unit and alternative transportation.
103

104 James Wagner stated:
105 • Some campuses use revenue from citations to pay the people who write
106 them; on other campuses, police enforce parking laws, and there's no
107 money left over, so alternative transportation is funded entirely by parking
108 ratepayer fees. In some campuses, such UC San Diego, all the money
109 goes in one pot, and then the funds are allocated depending on campus
110 priorities.
111

112 Board Member Laura Crownover inquired:
113 • Who makes the final decision on the citation rates going up?
114

115 Chair Kendall answered:
116 • Robert (Defendini) must have it approved by several levels. Our approval
117 would just be one factor to help his cause.
118 • Would TAB be willing to say it was not opposed to the increase?
119

120 Board member Barbara Hirsch stated:
121 • The increase would make the rate higher than the city.
122 • It would be understandable for us to not approve such a high increase.
123 • Raising the citations by a dollar wouldn't accomplish anything significant.
124

125 James Wagner stated:
126 • Each dollar of citation increase equates to 10,000 dollars if the volume of
127 citations is the same as in 2007-2008.
128

129 Barbara Hirsch stated:
130 • She like Kyle's stance and TAB can use it as leverage to obtain different
131 funding sources.
132 • It's an inherent conflict of interest to vote on an increase in fines.
133 • We could make a statement that says we are fundamentally against that
134 funding source so we should not endorse the increase.
135

136 Kyle Richards stated:
137 • He's not opposed to the increase, but TAB should not take a position on it
138 either way
139

140 Barbara Hirsch stated:

- 141 • Since we are all fundamentally opposed to citation revenue as TAP's
142 primary source of funding we should refuse to endorse an increase in
143 fines, and should say that it is a conflict of interest.
- 144 • We need more funding and don't think our funding should come from that
145 source; how should we word it?
146

147 James Wagner responded:

- 148 • Maybe a declaration that there is an inherent conflict of interest, and that
149 while TAB would benefit, it shouldn't get its funding from this source at all.
150

151 Kyle Richards stated:

- 152 • It should not be the sole source. TAB should not say that it shouldn't get
153 any money from citations.
154

155 Barbara Hirsch stated:

- 156 • "Sole source" is a good way of putting it.
- 157 • TAB should say it abstains rather than that it is not endorsing it.
158

159 Chair Kendall stated:

- 160 • The chancellor has asked the board to find ways to fund TAP.
- 161 • This does not mean we should decide the rates for parking citations.
162

163 Barbara Hirsch stated:

- 164 • TAB needs to do what it can to push TAP to a new phase, using this issue
165 as leverage.
- 166 • There must be different funding in order to bring it into a new level, rather
167 than existing on \$100,000/year in citation funds, and always in debt.
168

169 Laura Crownover inquired:

- 170 • What are other campuses doing to fund their Transportation Alternatives
171 Programs?
172

173 James Wagner stated:

- 174 • Mainly parking.
- 175 • Some places with air quality issues get subsidies on their alternative
176 transportation; in other places with high traffic density, there are strong
177 governmental incentives to get cars off roads.
178

179 Chair Kendall stated:

- 180 • All other UC campuses have one budget for transportation and parking,
181 not split into 2 halves like UCSB's.

182 Barbara Hirsch stated:
183 • There is an inherent structural conflict of interest between the Ratepayers'
184 and Transportation Alternatives boards.

185
186 James Wagner stated:
187 • The original concept behind the two boards was that they would both be
188 able to advance their causes. The current challenge is that the two boards
189 often have polarized views on how to best serve the campus community.

190
191 Guest Cyril Johnson inquired:
192 • When the van pool started, was there a separate funding source?

193
194 James Wagner stated:
195 • The vanpool started with a few vans and a part time coordinator as a
196 governmental mandate with funding from parking citations.

197
198 Guest Cyril Johnson inquired:
199 • Was there a board?

200
201 James Wagner stated:
202 • No, it was just done by Parking Services to comply with local air quality
203 regulations.

204
205 Chair Kendall stated:
206 • There was a lot of funding when the Transportation Alternatives Board
207 started, nearly 400,000 in reserves from fines and forfeitures. Both the
208 reorganization at TPS and citation warning initiative have increased costs
209 and decreased revenue.
210 • The Transportation Alternatives Board is opposed to fines being the sole
211 source of funding. Our goal is to identify funding sources, not set fine
212 rates.
213 • He hopes this discussion can be a preamble to finding new funding
214 sources for TAP.
215 • He will draft something up and circulate it before sending it to the
216 Chancellor.

217 218 **VI: Funding for MTD Routes 6 & 11**

219
220 Chair Kendall reported:
221 • He had issued a recommendation that the campus should continue
222 subsidy, and that none of this funding should come from TAP budget in
223 2008-2009.
224 • It looks like it will pass for this year, but met the resistance from Todd
225 Lead in the Office of Budget and Planning, who is reportedly opposed to
226 spending campus money on transportation subsidies.

- 227 • Chair Kendall is working with Marc Fisher to come up with concrete
228 proposals to generate sustainable funding streams for TAP and this has
229 not happened yet.

230

231 Funding Streams

232

233

Chair Kendall stated:

234

- The most effective thing is to go on the record as recommending serious investigation of these funding streams.

235

236

- Examples: Various funding associated with buildings on campus, such as ground rent on non-state funded buildings or a per square foot or percent of cost infrastructure tax.

237

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- Research institutes are a grey area and the Ucen, parking and housing are examples of non state funded buildings.

240

241

Ground Rent

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243

Chair Kendall stated:

244

- That is correct: any non-state-funded buildings. This is a potential annual revenue stream, but without much precedent on UC campuses.

245

246

- Existing faculty housing already has a nominal ground rent associated with it: 600 dollars a month, which could be extended to all housing on campus.

247

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New Construction Fee

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Chair Kendall stated:

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- A new construction fee could either be based on square footage and/or a percentage of the total project cost.

254

255

- The way to mitigate the impacts of construction is to impose fees.

256

- The mitigation money associated to the Long Range Development Plan (LRDP) can go to TAP rather than projects that only support increased traffic flows, such as new intersections.

257

258

259

- It is a benefit to the community. Funding TAP this way should be couched as a way of mitigating the traffic increases caused by the campus population growth laid out in the LRDP.

260

261

262

263

Raising Permit Fees

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265

Chair Kendall stated:

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- Bob Silbee worked out the potential cost of new parking structures. If the LRDP goes forward several surface lots will become parking structures.

267

268

- To cover the cost of the new structures, parking rates would increase.

269

270

- Covering the cost of the 4 parking structures described in the LRDP, would require raising the monthly rate from \$36 to \$85 in today's dollars.

271

272

- 273 ○ TAB should include raising permit fees by adding a parking
274 mitigation fee, as a way of decreasing demand, in the
275 recommendation for expanded funding sources for alternative
276 transportation.
277

278 Current Funding Problem
279

280 Barbara Hirsch stated:

- 281 • New funding sources coming from new buildings to fund TAP refers to the
282 future, which looks positive. Current funding, though, is still a problem.
283

284 Chair Kendall stated:

- 285 • There will be a serious funding gap for the next year or two.
286 • If ground rent goes into effect, can it apply to current buildings?
287

288 Marc Fisher stated:

- 289 • That will meet with resistance; it's easier to start with new buildings, or to
290 raise rent very slowly.
291 • The UCLA model charges ground rent to parking and housing.
292 • The money for their Transportation Alternatives Program comes from
293 parking permit revenue.
294 • What would help in the short term is a politically strong alternative
295 transportation program – TAB should increase education to increase
296 funding. It will cost money, but be worth it in the long run.
297

298 Chair Kendall stated:

- 299 • The downside is that grant funding sources are a lot easier to get for
300 something new than for an established, strong program.
301

302 Chair Kendall summarized for Marc Fischer, who entered late:

- 303 • The sense of the room is that TAB should abstain from endorsing specific
304 parking fine rate increases.
305 • The board is opposed to fines for being the sole form of funding for TAP.
306 • The role of the board is to identify major revenue streams rather than
307 setting specific rate policies
308

309 Marc Fisher stated:

- 310 • He agrees, otherwise it looks like TAB is only raising fees to make money.
311 • The City was going to raise its rates to \$45 last year, but met resistance
312 and didn't.
313

314 Barbara Hirsch inquired:

- 315 • Do people who park at UCSB really know that the rates on campus could
316 be different than in the city? The City raises its rates more often than we
317 do.
318

319 Chair Kendall stated:
320 • TAB can't vote now because there is not a quorum, but he will draft a
321 recommendation and circulate it so TAB can vote and send their decision
322 to the Chancellor.

323

324 **VII: New Committee**

325

326 Marc Fisher reported:

- 327 • The Ratepayers Board asked the Chancellor to set up a Blue Ribbon
328 Transportation Committee to look at campus wide transportation issues
329 globally.
330 • Conceptually, the committee would be composed of members from the
331 two boards and several other individuals from campus.
332 • It would deal with all transportation issues, not just Alternative
333 Transportation.

334

335 Guest Cyril Johnson inquired:

- 336 • How many members would they like from each board?

337

338 Marc Fisher stated:

- 339 • He still needs to meet with both boards and see what ideas they have,
340 probably a total of 10-15 individuals.
341 • There is no charge for the new Transportation Committee yet and he will
342 write one up soon.

343

344 Chair Kendall stated:

- 345 • Maybe it will be helpful if we frame it from a perspective to look at ways to
346 effectively bring students, faculty, and staff to campus, as opposed to
347 focusing on parking vs. buses.

348

349 Marc Fisher stated:

- 350 • UCSB doesn't have as much parking built into its proposed housing plan
351 as a normal suburban development. A normal suburban development has
352 2.5 cars per unit; we proposed 1.5 units per household, so we really need
353 a comprehensive transportation plan.
354 • Many cities "under-park" to encourage alternative transportation.

355

356 Chair Kendall stated:

- 357 • A huge factor would be to bring a full-scale grocery store much closer to
358 campus

359

360 Laura Crownover stated:

- 361 • Gas prices may be the tipping point for many individuals to turn to
362 alternative transportation.

363

364 **VIII: Improving Local Bus Service**

365

366 Marc Fischer stated:

- 367 • The campus is like a small city, and MTD is like a suburban transportation
368 provider. How do we get MTD to recognize and meet our needs locally?
369 There is a need for subsidies.

370

371 Barbara Hirsch stated:

- 372 • The bus system in Boulder is at least twice as good as MTD, and Boulder
373 is roughly the same size, with its campus closer to downtown.

374

375 Marc Fisher stated:

- 376 • When buses are providing good service, they must be subsidized by
377 either the city or state.
378 • UCSB should provide subsidies to MTD to help the community; we don't
379 need to create our own bus company.

380

381 Chair Kendall stated:

- 382 • TAB should work creatively with the MTD.
383 • Maybe UCSB can buy busses for MTD in exchange for expanding service
384 to campus.
385 • It is probably easier to get grant funds to buy a bus than to get funds to
386 operate a bus.

387

388 Marc Fischer inquired:

- 389 • Whose grant pays for the bus that goes to Isla Vista?

390

391 Jamey responded:

- 392 • Operational costs are covered by Measure D funds for the next couple of
393 years and when Measure A passes in November the bus line in Isla Vista
394 may get additional funding.

395

396 **IX: TAB and Measure A**

397

398 Marc Fisher stated:

- 399 • TAB should endorse the vote for Measure A.

400

401 Guest Cyril Johnson inquired:

- 402 • Can the University endorse a political agenda?

403

404 Marc Fisher stated in response:

- 405 • No, but he doesn't see why this board couldn't.

406

407 Kyle Richards stated:

- 408 • There is a difference in supporting a proposition such as Measure A and a
409 candidate.

- 410 • MTD stated they would cut bus service by 20% if Measure D is not
411 continued via Measure A.

412

413 Marc Fisher proposed:

- 414 • TAB should place ads in campus papers and speak with student
415 committees.

416

417 Chair Kendall proposed:

- 418 • If there are any advocacy groups already working on this, TAB could email
419 all TAP members and let them know how they can get involved.

420

421 Marc Fisher stated:

- 422 • This is a presidential election with a lot of students getting behind the
423 candidates. TAB should encourage them to vote as long as they are
424 registered locally.

425

426 Kyle Richards stated:

- 427 • He believes UCSB has one of the highest percentage rates of registered
428 voters.

429

430 **X: Van pool sponsorship**

431

432 Barbara Hirsch reported:

- 433 • She met with Victoria Wing from the Development office and did not feel
434 that she received much guidance from her.
435 • She has been researching a companies that do “wraps” around vans and
436 envisions nature images, a catchy little phrase such as “Van Poolers for a
437 cooler planet,” plus the name of the business in a way that is compatible
438 with University Policy allowing sponsorship and prohibiting advertising.

439

440 Prices to sponsors

441

442 Barbara Hirsch stated:

- 443 • 1 year would be \$4,000, which would cover the graphics unless TAB
444 applies for funding elsewhere for that. Otherwise the money, less the
445 graphics, goes directly to the vanpool program.
446 • If they sign a 5 year agreement, each additional year could cost less.

447 Administering the Vanpool Sponsor Program

448

449 Barbara Hirsch stated:

- 450 • We should approach the vanpoolers to help sell these ads to business in
451 their communities.
452 • After we create a mockup, we should come up with a proposal and
453 contract.

454

455 James Wagner proposed:

- 456 • We could use MTD's advertising agreement as a draft template of an
457 agreement that we could use.

458

459 In response to an inquiry from Chair Kendall, Marc Fischer stated:

- 460 • This agreement would go through Business Services, as opposed to
461 Development.

462

463 Marc Fisher proposed:

- 464 • TAB should approach businesses to see who is interested in purchasing
465 advertisement space.

466

467 Barbara Hirsch and Kyle Richards will meet to discuss costs.

468

469 Kyle Richards would like to meet with Barbara Hirsch, Robert Defendini, and
470 James Wagner to discuss who in TPS will manage the business side over the
471 summer.

472

473 Barbara Hirsch stated:

- 474 • The images on the van will be very simple, beautiful nature photographs.
475 They should not distract attention from the names on the advertisement.
476 • Monster Media in Riverside, CA are willing to do the vehicle wraps for
477 under the windows on 3 sides for \$1200-1800 a van. This could happen
478 by mid-fall.

479

480 James Wagner stated:

- 481 • October is the estimated time of delivery for TAP's newest vans, so
482 decorating these cans would need to wait until then.

483

484 Barbara Hirsch stated:

- 485 • She will set up a meeting with Robert Defendini and Laura Crownover to
486 discuss marketing.
487 • A few Bren School grad students could market this to businesses.

488

489 Marc Fisher stated:

- 490 • Marcia Marcoe, who works for the dean of the Bren School of
491 Environmental Science and Management, specializes in corporate
492 sponsorships and it might be wise to consult with her.

- 493 Chair Kendall stated:
494 • There are many companies that have good relationships with UCSB and
495 environmental sustainability who might be willing to sponsor a van.
496 • TAB needs to be careful that van sponsors do not tarnish university
497 image.

498

499 **XI: Vanpool Rate Increases**

500

501 Barbara Hirsch stated:

- 502 • The proposed van pool fare increase is 20-30 dollars a month.
503

504

504 Laura Crownover stated:

- 505 • She is concerned what it will look like in October when the vans are
506 delivered, with the increase in gas prices and other factors
507 • She believes that the proposed rates that were supposed to go into effect
508 upon July delivery will not be sufficient.
509 • Perhaps the rates should increase in July instead.

510

511 James Wagner stated:

- 512 • To comply with labor relations rules there needs to be at least a 6-week
513 period before an increase can take effect.
514

515

515 Marc Fisher stated:

- 516 • He thinks TAP should go ahead with the rate increase for the vanpool as
517 soon as possible.
518

519

519 **XII: Nomination of new chair**

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521 James Wagner stated:

522 The board can nominate the new chair electronically.
523

524

524 Marc Fischer asked Chair Kendall to create a list of recommended board
525 members.
526

527

527 **XIII: Next Year for TAB**

528

529 Chair Kendall stated:

- 530 • Several board members have been consistently absent. Is there anything
531 we can do to make sure next year there is improved attendance?
532 • Regarding students representing student government, can they have
533 designated alternates?
534

535

535 Marc Fisher stated in response:

- 536 • Yes.

537 **XIV: Public Comment**

538

539 None

540

541 **XV: Final Comments**

542

543 Barbara Hirsch stated:

- 544 • She will not be on the board next year and will work over the summer with
545 anyone who wishes on TAB vanpool sponsorship project. She has
546 finished her third year and will soon retire from UCSB.

547

548 Chair Kendall stated:

- 549 • He will draft recommendations and circulate them to the board for
550 comment before they are sent to the Chancellor.

551

552 Meeting adjourned at 10:36 AM