

Transportation & Parking Services

Transportation Alternatives Board

February 9, 2007

2:00-3:00PM

HR Learning Center, SAASB 3101DD

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|-------|---|--------|
| I. | Roll Call | 2:00PM |
| II. | Introduction of Guests | 2:01PM |
| III. | Approval of the Minutes | 2:02PM |
| IV. | Update from the Chair | 2:03PM |
| V. | Fines & Forfeitures 2006-07 Budget Update | 2:18PM |
| VI. | Public Comment
(Any member of the public may address the Board for up to 2 minutes on an alternative transportation related item not scheduled elsewhere on the agenda). | 2:48PM |
| VII. | Other Comments | 2:58PM |
| VIII. | Adjournment | 3:00PM |

1 **Transportation Alternatives Board**
2 **February 9, 2007**
3 **Minutes**

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5 **Members Present:** Bruce Kendall, Barbara Hirsch, Cyril Johnson, Bernie Kirtman, William
6 Freudenburg, Laura Crownover, and Brent Miller

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8 **Staff Present:** Bob Sundberg, Jamey Wagner, Bob Silsbee, Marc Fisher, and Dolly Smith

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10 **I. Roll Call**

11 The meeting commenced at 2:05PM with Jared Goldschen and Stephanie Brower unable to attend.

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13 **II. Introduction of Guests**

14 Scott Spaulding, SBCAG; and Bob Stevenson, vanpool driver, Electrical & Computer Engineering
15 (ECE); attended.

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17 **III. Approval of the Minutes**

18 The minutes from the January 29, 2007 meeting were approved unanimously.

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20 **IV. Update from the Chair**

21 Ratepayer Board

22 Chair Kendall reported he attended the last Ratepayer Board meeting on February 7, 2007, where the
23 Ratepayer Board discussed and agreed on the following:

- 24 • The Board wants parking rates be as low as possible.
- 25 • The Board's guiding principle is that parking ratepayers pay only for the expense of parking
26 and nothing else
- 27 • The Board has financial incentive to sell more parking permits to Single Occupant Vehicles to
28 pay off the parking structures debt and keep parking rates lower
- 29 • The Board requests TPS and Marc Fisher to come up with other revenue options such as
30 storage parking

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32 Campus Sustainability Committee

- 33 • Chair Kendall reported the Campus Sustainability Committee released a draft Campus
34 Sustainability Plan in December 2006 (available for download at:
35 <http://sustainability.ucsb.edu/plan/>) which has their mission statement related to transportation:
36 "Transportation at UC Santa Barbara shall evolve to meet the needs of the campus culture
37 and actively address environmental issues relevant to transportation to ensure the quality and
38 long-term survival of all life on Earth" (page 48).
- 39 • Chair Kendall also reported the Campus Sustainability Committee was committed to promoting
40 sustainable transportation to and around campus.
- 41 • In their draft plan, Campus Sustainability stated their long-term goal was: "The Campus will
42 work toward no net growth in parking spaces beyond 2006 levels." That is in the face of
43 proposed campus population growth of 5,000 students plus associated faculty and staff at
44 UCSB over the next fifteen years. Expansion of TAP will be needed to accommodate the extra
45 people commuting to campus.

46
47 Funding for Transportation Alternatives Program (TAP)

- 48 • Chair Kendall also studied a TAB resource provided by TPS which includes the following
49 quote from the Final Report of the CSACOP by Gene Lucas related to funding TAP: "...a
50 portion of the additional core funding from the campus to Parking Services...should be used
51 for TAP; the amount should be in proportion to the demonstrable reduction in use of single
52 occupancy vehicles to access the campus." (Lucas p. 16)

- There is a core funding for Parking Services of \$250,000 from the Chancellor which does not yet go to TAP
- The Chair reported he would investigate this funding issue more in depth and see how a model of increased funding for TAP based on its success in reducing single occupant vehicle trips to campus could be actualized.

Reducing Parking Demand and Promoting Alternative Transportation

- Chair Kendall stated there are a few main incentives that encourage people to use alternative transportation:
 1. Financial
 2. Travel Time
 3. Convenience and flexibility
- Financial reasons are the main focus for those with lower incomes
- People with higher incomes will choose travel time, convenience and flexibility as their priorities. Single Occupant Vehicles are usually the best for travel time and convenience unless there is a way for the alternative transport mode to avoid traffic congestion such as using High Occupancy Vehicle (HOV) lanes
- So far in TAP, financial incentives have been the main focus. However, the Carshare and Emergency Ride Home programs endeavor to address the convenience issue. Chair Kendall stated the Board should use some funding for alternative transportation to make it more convenient. The Board should focus on the bigger picture of promoting all the different factors of how people choose to commute to UCSB.

Board Goals

Chair Kendall proposed short-term and long-term goals for the Board this year.

Short-term goals:

- Keep TAP solvent; the budget is not sustainable
- Enhance funding
- Cost neutral ways of enhancing TAP such as reducing costs
- Develop guiding principals/ core philosophy

Long-term goals:

- Review budget implications of new policies
- Work with Campus Sustainability Committee to identify opportunities for TAP growth and improving alternative transportation infrastructure
- Provide a way to accommodate employees that need to drive to UCSB 2 days per week

Draft of the Chancellor's Letter

Marc Fisher, Associate Vice Chancellor (AVC) of Campus Design & Facilities, distributed a draft letter to Chair Kendall from Chancellor, Henry Yang, to the Chairs of the Ratepayer and Transportation Alternatives Board. AVC Fisher summarized information in the Chancellor's letter regarding TAP/TAB:

- No mandatory fees for parking to go to TAP presently, however, "permit fees for TAB might become appropriate in the future under several circumstances. These would be circumstances under which TAB fees would result in clear benefits to those who pay for campus parking. Benefits might include, for example, lower parking rates in the long term through reduction of the need for new parking facilities, improvements of campus transportation that would constitute a clear benefit to parkers, and improved availability of parking in convenient locations through reduction of demand for campus parking."

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- “It is important that the [Parking Ratepayer Board] and TAB work together on any issues that involve both groups to avoid forwarding any directly conflicting recommendations...”
 - The Chancellor approves the bus passes be sold at a reduced fee
 - Carshare service is to be outsourced and two vehicles be made available for the service
 - Half-priced taxi rail shuttle for permit holders is not approved
 - Vanpool riders will not pay a flat fare fee. The vanpool program fares will be distance-based

114 Board discussion and queries focused on the implementation of changes for TAP benefits, Carshare,
115 the relationship between the Ratepayer and Transportation Alternatives Boards, and distribution of the
116 Chancellor’s letter.

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118 Implementation of TAP Benefits Changes

119 TPS must work with Human Resources –Labor Relations to provide notice to unions about changes in
120 TAP benefits prior to implementing program changes. This notification process will take approximately
121 60 days. It is uncertain whether the unions will chose to bargain the proposed changes and what the
122 Board will decide to do in the case the unions decide to bargain.

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124 Carshare

125 The following items are the current results of the UCSB negotiations (still in progress) with Flexcar:

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- TAP will outsource with Flexcar for two carshare vehicles, and reservation and telematics service
 - Any person who signs up with the Flexcar service may use the carshare vehicles at UCSB and in any other area with Flexcar service.
 - Flexcar members may use the UCSB vehicles for any amount of time, pending availability, at the rate of \$5.50 per hour.
 - The City of Santa Barbara and the County also plan to work with Flexcar to provide the carshare service in Santa Barbara and Isla Vista at a consistent rate with the one set by UCSB.

134 Relationship between Ratepayer & Transportation Alternatives Boards

135 The Board discussed:

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- If a significant percentage of people use alternative transportation, this potentially reduces parking expenses while increasing the amount of available parking due by reducing single occupant vehicle (SOV) trips
 - The Ratepayer and Transportation Alternatives Boards should make a long term plan to help fund TAP in order to eliminate the need for new parking structures and reduce parking expenses
 - The best plan for both Boards is for people to buy parking permits but not use them
 - One option to reduce SOV trips and reduce parking demand would be to allow permit holders to use the taxi rail shuttle but request the Ratepayer Board to help fund it
 - AVC Fisher reported the long range development plan indicates 4,000 gross parking spaces will be added as structured parking on campus; parking costs between \$20,000-30,000 per space in a structure (between \$80-120 million total for 4,000 spaces). The Board could endeavor to reduce about half of these parking spaces proposed
 - Chair Kendall reported he received an e-mail from Bruce Tiffney, (former TAB Chair from 2004-05) who stated one obstacle the Board faced in the past is to accommodate people who need to park two days a week. Chair Kendall stated TAB could work with the Ratepayer Board on this issue

153 Distribution of the Chancellor's letter

154 The Board inquired when the Chancellor's response letter to the recommendations would be finalized
155 and released. AVC Fisher stated the letter should be finalized and sent to the Board by the following
156 week.

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158 **V. Fines & Forfeitures 2006-07 Budget Update**

159 TPS distributed the 2006-07 Fines & Forfeitures budget 6 Month Statement which shows the
160 projected revenue and expenses for 2006-07 and the 6 month actuals (please refer to Attachment
161 "A"). TPS also distributed the summary of TAP costs entitled "2006-07 Transportation Alternatives
162 Program Incentives" (please refer to Attachment "B").

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164 TPS reported:

- 165 • "In-House budget" line item refers to the citation revenue paid directly to Parking
166 Services
- 167 • "DMV collections" line item refers to the citations revenue paid through the DMV when
168 someone must clear their DMV record before registering a vehicle
- 169 • "Transportation Services" line item is for maintenance of enforcement vehicles,
170 vanpools, Carshare vehicles; and Emergency Ride Home program
- 171 • "Police recharge" is paying the police to patrol, cite, and provide Level II citation
172 hearings
- 173 • IS&C charges for e-mail storage and web services does not include the TPS website,
174 which is being maintained in-house
- 175 • Common fund – UCOP mandated charge
- 176 • Cost recover – includes services such as Accounting and Human Resources that are
177 provided to self-supporting departments
- 178 • Utilities, FM janitorial – split 50% with ratepayer-side
- 179 • IPARQ – online citation processing and data storage
- 180 • Travel – travel necessary in order to research enforcement, citation adjudication, and
181 alternative transportation programs. For example, in the recent past (2-8-07 to 2-9-07),
182 three TPS employees were in UC Irvine to evaluate the citations system and
183 enforcement. UCSB might switch to the same system as UC Irvine if proven more cost
184 effective and efficient
- 185 • Data ticket – pull of registered vehicle owner information to collect citation fees
- 186 • IVPM – this shows a BARC credit of \$8000 for the replacement fee balances billed by
187 BARC to inactive TAP participants for unreturned In-Vehicle Parking Meters (IVPM)
188 and smartcards. This is a credit of the total amount billed, however, it will change if
189 people return equipment or if BARC is unable to collect the balances due.
- 190 • Uniforms – the budgeted amount should have been \$3850

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192 The Board discussed the 6 month budget statement (please refer to Attachment "A"). Discussion and
193 queries focused on the following:

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195 **Bike locker rentals**

196 TAP currently rents 20 bike lockers around campus at \$50 per year to those who primarily commute
197 by bike, do not own a parking permit, and live at least two miles from campus. For locations of these
198 bike lockers, please refer to the following map online at:
199 <http://tap.tps.ucsb.edu/images/bikepathandlockerlocations.pdf>

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201 **MTD Bus Pass**

202 TAP pays \$1.25 per ride for TAP Staff & Faculty bus riders. The Board suggested permit holders may
203 buy bus passes at full price on a pre-tax payroll deduction basis. TPS responded the approximate
204 20% discount provided by pre-tax payroll deduction of \$41 per month would save a monthly bus pass

205 holder approximately \$8 per month. However, providing pre-tax payroll deduction (PRD) for non-TAP
206 members would add an unknown additional administrative load to TAP staff related to reconciliation
207 and distribution of Bus Passes. Initially, TPS would like to offer PRD to TAP members only and
208 consider expanding pre-tax PRD once the subsidized 30-day pass program has successfully been
209 administered. Jamey Wagner, TAP Manager, reported he has requested MTD sell 10-ride discounted
210 passes at the UCSB Bookstore to make it more convenient for staff and faculty to readily acquire
211 these discounted passes. MTD is still considering selling the 10-ride discounted passes at the UCSB
212 Bookstore.

213 214 **Clean Air Express**

215 Scott Spaulding, Clean Air Express Coordinator, reported the Clean Air Express is a pass-through of
216 funds collected from UCSB payroll deduction and sent directly to SBCAG. Mr. Spaulding stated the
217 Clean Air Express should not be under Contractual Services, under the same section as MTD bus
218 pass, since there is no contractual agreement related to Clean Air Express. Some members of the
219 Board suggested that TPS should move the Clean Air Express line item to the budget section titled
220 "Other."

221 222 **Capital Expenses**

223 \$25,000 was paid for pay & display permit machine programming and signage. TPS reported the
224 reason Fines & Forfeitures would pay for some of this capital expense was for enforcement and
225 adjudication purposes: cites would be better and upheld if appealed. Previously, many cites would be
226 dismissed at the Level I or II appeal process due to improper/non-enforceable signage, permits, or
227 cites. UCSB Police consulted with TPS on the signage and permits on this to ensure better cites.

228 229 **Planned Deficit**

230 The planned deficit for this fiscal year is currently projected at \$146,547. This deficit will be taken out
231 of the carry forward (reserves) of \$389,901.

232 233 **TPS Director**

234 The TPS Director (yet to be hired) is budgeted in this fiscal year's budget and is approximately 40% of
235 the Fines & Forfeitures budget.

236 237 **Updated Actual Expenses and Revenue**

- 238 • Members of the Board requested TPS provide the Board the final fiscal year 2005-06 Fines &
239 Forfeitures budget. Members of the Board inquired if it was possible to get updated actuals on
240 a monthly basis. TPS responded this can be done at the Board's request.

241 242 **Vanpool**

243 At the end of academic year 2005-06, the Board recommended raising the vanpool fare rate to \$125.
244 Vanpool rates have yet to be raised after this recommendation. TAP will have to work on distance-
245 based rates as per the Chancellor's directive. Board member Crownover reported the previously
246 proposed 15% increase in rates would be a large increase per month to vanpool riders. Board
247 member Crownover inquired if TAP could raise the rates incrementally such a partial increase one
248 year and another part the next year? AVC Fisher responded this would require a higher subsidy level
249 and will be at the Board's discretion. Board member Crownover stated the vanpool riders would like
250 more detailed and accurate information on the vanpool program expenses. TPS responded they will
251 be prepared to provide the vanpool program expenses to vanpool riders prior to future rate increases.

252 253 **VI. Public Comment**

254 None.

255 **VII. Other Comments**

256 **Tax Deductible Fund for TAP**

257 The Chancellor approved the Ratepayer Board recommendation of a tax deductible fund to support
258 alternative transportation initiatives (please refer to Attachment "A" of the Ratepayer Board minutes
259 from the November 29, 2006 meeting). The Chancellor appointed Vice Chancellor John Wiemann to
260 implement this tax deductible fund.

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262 **Additional Funding for Vanpools, Buses**

- 263 • AVC Fisher encouraged TPS/TAB look into grants for additional funding
- 264 • Scott Spaulding stated SBCAG's planned 101 In Motion project may have some future funding
265 available for additional and new alternative transportation. The funding would be for vanpools,
266 buses, and carpools traveling on the section between Santa Barbara and Ventura on the
267 highway 101. TPS suggested this future funding could be used for expanding the UCSB
268 Vanpool program.
- 269 • Bob Stevenson reported Santa Barbara City College (SBCC) had sponsors who contracted
270 with local artists to paint murals on their vans and provided funding to the SBCC vanpool
271 program.
- 272 • Another possibility proposed by AVC Fisher is to allow sponsors to advertise on the outside of
273 the UCSB vanpools

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275 **VIII. Adjournment**

276 The meeting adjourned at 3:40PM.

**2006/07
Enforcement Citation Tap Vanpool
6 Month Statement**

Attachment "A"

	12 Month Budget	6 Month Total Actual	50.00% % of Budget
Revenue			
In House Collections	\$472,000	\$107,028	22.68%
DMV Collections	\$303,000	\$132,028	43.57%
Contractual Collections	\$621,000	\$325,549	52.42%
MTD Bus Riders	\$0	\$0	n/a
Van Pool Riders	\$134,783	\$71,746	53.23%
Clean Air Express Riders	\$30,680	\$16,391	53.43%
Bike Locker	\$1,570	\$980	62.42%
Recharges to Department	\$81,000	\$173,250	213.89%
Total Citations Revenue:	\$1,644,033	\$826,972	50.30%
Expenses			
Salaries/Wages/Benefits	\$902,000	\$466,410	51.71%
Campus Services			
Transportation Services	\$312,000	\$142,297	45.61%
Police Recharge	\$35,000	\$3,766	10.76%
Comm. Services / Phones & Radios	\$9,500	\$5,600	58.95%
IS&C	\$5,400	\$8,873	164.31%
Common Fund/Cost Recover/Ins/Mail	\$15,000	\$2,972	19.81%
Utilities	\$4,500	\$2,781	61.80%
FM Janitorial /Bldg Maint.	\$4,500	\$2,928	65.07%
FM Admin Support	\$3,000	\$0	0.00%
HR / Fingerprinting	\$0	\$214	N/A
Student Health / DMV Physicals	\$1,700	\$1,048	61.65%
Central Stores / Furniture Services	\$8,000	\$2,659	33.24%
Other Campus Recharges	\$0	\$3,486	N/A
Total Campus Recharges	\$398,600	\$176,624	44.31%
Contractual Services			
Wireless Phone Hardware & Contract	\$7,000	\$3,187	45.53%
IPARQ Services	\$85,000	\$35,309	41.54%
Data Ticket	\$0	\$2,144	N/A
MTD Bus Passes	\$120,000	\$61,163	50.97%
Promo & Special Printing	\$5,000	\$0	0.00%
In Vehicle Parking Meters	\$1,000	(\$8,134)	-813.40%
Clean Air Express Riders	\$30,680	\$16,391	53.43%
Flexcar	\$0	\$2,015	N/A
Temporary Services	\$0	\$640	N/A
Other	\$0	\$40	N/A
Total Contractual Services	\$248,680	\$112,755	45.34%
Other			
Court Costs	\$200,000	\$64,920	32.46%
Uniforms	\$1,400	\$3,850	275.00%
General Supplies	\$5,500	\$2,530	46.00%
Training	\$1,000	\$70	7.00%
Computer & Related Supplies	\$6,000	\$2,108	35.13%
Travel	\$1,000	\$574	57.40%
Signs &/ Graphics	\$0	\$20,556	n/a
Subscription	\$0	\$10	n/a
In-House Assistance	\$0	\$10,473	n/a
Bike Grant	\$0	\$258	n/a
Other	\$1,400	\$269	19.21%
Total Other	\$216,300	\$105,618	48.83%
Total Materials	\$863,580	\$394,997	45.74%
Capital Expenses	\$25,000	\$23,442	93.77%
Total Operating Expenses	\$1,790,580	\$884,849	49.42%
Profit/Loss	(\$146,547)	(\$57,877)	
Carry Forward (Reserves fr Prior Yr)		\$389,901	
MTD Advance		(\$15,000)	
Balance		\$317,024	

2006-07 Transportation Alternatives Program Incentives
with funding from 2006-07 Fines and Forfeitures Budget

Attachment "B"

	2006-2007	2006-2007	Budget
MTD Bus Passes	\$120,000	\$61,163	51%
Vanpool	\$66,200	\$14,294	22%
CarShare (includes costs from Transportation, Flexcar & In-House Assistance)	\$45,000	\$22,574	50%
Rail Shuttle	\$6,240	\$310	5%
Emergency Ride Home Program	\$4,000	\$2,737	68%
	\$241,440	\$101,078	42%