

Transportation & Parking Services

# Transportation Alternatives Board

February 4, 2005  
3-5PM  
Webb Hall, Room 1006C

## AGENDA

- |                   |  |        |
|-------------------|--|--------|
| I.                | Roll Call  | 3:00PM |
| II.               | Introduction of Guests   | 3:03PM |
| III.              | Approval of Minutes  | 3:05PM |
| IV.               | Public Comment<br>(Any member of the public may address the Committee for up to 5 minutes<br>on an alternative transportation related item not scheduled elsewhere on the agenda.) | 3:10PM |
| INFORMATION ITEMS |  |        |
| V.                | Update from the Director on TAP Initiatives<br>Tom Roberts   | 3:25PM |
| VI.               | Review TAP Statistics on Commute Destinations<br>Tom Roberts   | 3:55PM |
| DISCUSSION ITEMS  |  |        |
| VII.              | Review Bike Locker Lottery Terms<br>Bruce Tiffney  | 4:15PM |
| VIII.             | Clean Air Express Request for Subsidy<br>Tom Roberts   | 4:35PM |
| IX.               | Adjournment  | 5:00PM |

1 **Transportation Alternatives Board**  
2 **February 4, 2005**  
3 **Minutes**  
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6 **Members Present:** Greg Foltz, Art Gilbert, Steven Gross, David Pierce and Bruce Tiffney  
7

8 **Staff Present:** Laura Condon, David Gonzales, Tana Lucido, Tom Roberts and Jamey Wagner  
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10 **I. Roll Call**

11 The meeting was called to order at 3:01PM with Marguerite Bouraad-Nash, Mark Frickle,  
12 Logan Green and Patrice Summers unable to attend.  
13

14 **II. Introduction of Guests**

15 Cyril Johnson  
16

17 **III. Approval of the Minutes**

18 The minutes from the January 7, 2005 meeting were approved as written.  
19

20 **IV. Public Comment**

21 Cyril Johnson attended as long-standing bicycle commuter and alternative transportation advocate  
22 with a special interest in commuter rail.  
23

24 **INFORMATION ITEMS**

25 **V. Update from the Director on TAP Initiatives**

- 26 • The Metropolitan Transit District (MTD) Board has approved the faculty/staff bus rider ship  
27 agreement and they have also agreed to encode the smart cards that will be used to facilitate  
28 the program. AWID readers will be affixed to the cards by Transportation & Parking Services  
29 (TPS) and then encoded to allow staff and faculty Transportation Alternative Program (TAP)  
30 members to purchase "A" and "S" parking via the pay stations M-F, 7:30AM-5:00PM.
- 31 • Business Services is now reviewing the MTD agreement.
- 32 • The logos were selected for the Car Share program and the vehicles are being painted with  
33 the approved colors and images.
- 34 • A new TAP website is scheduled for launch March 2005.
- 35 • Dialog with The California Department of Transportation (Cal Trans) has begun regarding a  
36 possible discount program for students using commuter rail.
- 37 • Monday February 7, 2005 Michael Dukakis will speak to a wide based community audience  
38 about commuter rail at the Santa Barbara Public Library's Faulkner Gallery.
- 39 • Transportation & Parking Services is hosting this year's annual UC Parking Conference. It will  
40 be held at the El Encanto Hotel from March 21-24, 2005. Chancellor Yang will provide the  
41 keynote address and TAB members are welcome to attend sessions of interest to them.  
42

43 **VI. Review Tap Statistics on Commute Destinations**

44 At the previous Transportation Alternatives Board (TAB) meeting, the Board saw a demonstration of  
45 Dynamic Carpooling by JITPool. In response to that presentation the Board asked for statistical  
46 information about where UCSB commuters reside. Please refer to attachment "A".  
47

48 Jamey Wagner, from the TPS Transportation Alternatives Program (TAP), explained that the  
49 information was gleaned from Human Resources' employee database. It reflects the mailing  
50 addresses of UCSB employees and how they get to campus is not fully known from these numbers.  
51

52 Out of 788 remote mailing addresses, 402 are south of campus and 386 are north of campus. TAP  
53 Vanpools currently serve 66 riders coming from south (Thousand Oaks, Camarillo, Oxnard, Ventura,  
54 Santa Paula, etc) and 86 riders coming from the north (Santa Ynez, Lompoc, Santa Maria, etc).  
55

56 The Board noted that commuters coming from the north are nearly equal those traveling from the  
57 south indicating that commuter rail should consider the northern Amtrak route as important as the  
58 southern Amtrak route and rail planning should concentrate equally on both commutes.  
59

60 The Board expressed their support for the JITPool program and asked that TPS forward the statistics  
61 presented to the Board to JITPool and encourage their continued information exchange with us.  
62

## 63 **DISCUSSION ITEMS**

### 64 **VII. Review Bike Locker Lottery Terms**

65 TPS was asked to develop a lottery to distribute bike lockers to program participants. Please refer to  
66 attachment "B".  
67

68 A total of 52 bike lockers will be placed at five campus locations, applicants will indicate their preferred  
69 locations (1-5) when entering the lottery, names will be selected using a random number generator  
70 and lockers will be allocated according to the applicant's preference and the distribution formula.  
71

72 Board members were concerned that some applicants will receive their 5<sup>th</sup> (last) preference for  
73 placement and what could be done to mitigate an inconvenient placement? Will there be any  
74 mechanism that will allow "swapping" lottery assignments?  
75

76 With program demand and placement preference unknown, TPS/TAP recommended proceeding with  
77 the lottery terms as presented so that the program can launch and user feedback can be gathered  
78 that will help to improve the lottery process if deemed necessary.  
79

80 The Board approved TPS moving forward with the lottery as is but asked that the final agreement  
81 contain the following language: "Successful candidates will be notified and will then need to sign a  
82 Bike Locker Agreement, pay their **annual** fee, and collect their locker key."  
83

84 The Board further stipulated that the Bike Locker Program is intended to grow until it achieves  
85 "carrying capacity" and that needs to be spelled out within the Bike Locker Program documentation.  
86 All program documentation needs to appear in a final draft that will bring all the program elements  
87 together in one document.  
88

89 TPS agreed to provide the Board with a final Bike Locker Program document (at the next TAB  
90 meeting) that will reflect the changes stipulated by the Board including:  
91

- 92 • The Memorandum Of Understanding between AS BIKES and TPS/TAP;
- 93 • The revised Bike Lottery Terms document, and
- 94 • The Bike Locker Agreement that will be signed by the participant and TPS/TAP.  
95

### 96 **VIII. Clean Air Express Request for Subsidy**

97 UCSB has been negotiating for over a decade with MTD to create bus service to and from the Santa  
98 Ynez valley. MTD plans to start this service and TPS/TAP agreed to include this in the new  
99 staff/faculty bus rider ship program, thereby allowing those commuters using MTD service to the  
100 Santa Ynez valley and back to apply \$1.25 to each fare. Clean Air Express, when they learned of  
101 this, asked UCSB to subsidize Clean Air Express \$50/month, per UCSB commuter.  
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103 Facts to Consider:

- 104 • It would cost TAP ~\$14,000 yearly to subsidize the Clean Air Express as per their request.

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- Until the new MTD faculty/staff bus rider ship program begins, TPS does not know what the actual costs of the new faculty/staff MTD program will be.
  - All alternative transportation programs are subject to efficacy review. TAB will review existing programs and available funding and make their recommendations to TPS spring 2005.
  - The existing Vanpool program is subject to change. UCOP has mandated Class “B” License training for all 15-passenger van drivers (on all UC campuses) to mitigate increased liability risk because of rollovers associated with 15 passenger vans. To replace 15 passenger vans with smaller vehicles will have a significant cost impact on the program. Transportation Services is looking at alternatives to 15 passenger vans and analyzing costs to determine if program is feasible without 15 passenger vans.
  - In 2003 UCSB gave the Clean Air Express \$10,000 towards the purchase of a bus to serve the Lompoc Valley.
  - TAP membership and benefits are not an employee entitlement. Tax funds do not support these programs and they are subject to change over time as funding and program(s) efficacy changes.

120

121 The Board questioned why Vanpool vehicles and the Clean Air Express all serve Lompoc when the  
122 Clean Air Express is having difficulty filling their bus and collecting the revenue needed to operate  
123 efficiently. TAP replied that UCSB Vanpools have better drop off arrangements than the Clean Air  
124 Express and while the Clean Air Express does not operate at capacity, the elimination of UCSB  
125 Vanpools serving Lompoc would create more demand for the Clean Air Express than they can  
126 accommodate.

127

128 The Board decided to revisit this request at a later date when new program user data is available and  
129 the proper analysis can be conducted to determine what programs they will recommend receive TAP  
130 funding.

131

## 132 **IX. Other Comments**

133 September 2005 MTD will start their shuttle service for the west side of campus and the proximate  
134 business community. UCSB is urging MTD to expand their service to include the east side of campus  
135 and reduce the headways from 15 to 7 minutes.

136

137 Assistant Vice Chancellor Gonzales has been working with various community employers to arrange  
138 a breakfast meeting that will explore the alternative transportation options that are available and that  
139 could be developed to reduce the negative impact employees living remotely have on local business  
140 and government organizations. Santa Barbara City Council Member Helene Curtis and John  
141 Wiemann, Vice Chancellor Institutional Advancement, UCSB have agreed to co-host and co-  
142 moderate the meeting. The housing aspect of the problem will be addressed by Bill Watkins (Director  
143 of UCSB's Economic Forecast Project) and Ron Werft, from Santa Barbara Cottage Hospital will  
144 present the employer perspective of the problem. TPS Director Roberts and Greg Hart from the  
145 Santa Barbara County Association of Governments (SBCAG) will present the existing and proposed  
146 solutions.

147

148 The re-authorization of Measure “D” (half cent sales tax allocation used for transportation) will be on  
149 November 2006 ballot. Dialog with community transportation partners should begin now so that a  
150 convincing argument for retaining can be crafted well before the ballot deadline.

151

## 152 **X. Adjournment**

153 The meeting adjourned at 4:20PM.

<b>Remote Daily Commuters (Employees)</b>	
<b>Commute Embarkation Point</b>	<b>Daily Commuters</b>
Westlake-Thousand Oaks, Moorpark & Newbury Park	30
Simi Valley	3
Camarillo	22
Port Hueneme	10
Oxnard	48
Santa Paula & Fillmore	13
Ventura	134
Ojai & Oakview	23
Carpinteria	119
Buelton, Santa Ynez & Solvang	128
Lompoc	197
Santa Maria	61
<b>Total</b>	<b>788</b>

## Bike Locker Discount Program

Agenda Item VII - February 4, 2005

### BACKGROUND

In July 2003, Transportation and Parking Services purchased ten lockers providing 20 spaces for commuter bicyclists. For a variety of reasons mostly related to placement, implementation was delayed multiple times. As the Fall 2004 quarter approached Associated Students B.I.K.E.S. generously offered to collaborate on merging a biker locker program they were contemplating together with the TPS program. This concept was discussed at several TAB meetings resulting in a Memorandum of Understanding (MOU) between Associated Students B.I.K.E.S. and TPS paving the way for implementation of the program.

### DISCUSSION

Two elements are key to the successful implementation of the bike locker program: A successful locker lottery and program promotion.

### LOTTERY

Lockers are available in 5 locations

- |  |                  |
|--|------------------|
| 1. North of Robertson Gym                                      | 4 spaces         |
| 2. South of Student Affairs & Admin. Services Building (SAASB) | 6 spaces         |
| 3. North of Chemistry  | 4 spaces         |
| 4. East of Bio II  | 6 spaces         |
| 5. East of Davidson Library                                    | <u>32 spaces</u> |

Total 52 spaces

All prospective Bike Locker Tenants will submit an application available from the TPS web site that will need to be returned by a designated date. Applicants will indicate their locker location preference (first through fifth choice).

Names are selected by random number generator and allocated according to the applicant's preference and the distribution formula. The formula divides the lockers between staff/faculty and the student body as described below:

- A. 50% (26) for staff and faculty\*
- B. 50% (26) for the student body\*

\*7 bike spaces from each of A. and B. may be from users within the 2-mile radius.

Successful candidates will be notified and will then need to sign a Bike Locker Agreement, pay their fee, and collect their locker key. The Goal is to implement the program for the start of Spring Quarter 2005.

### PROMOTION

Promotion by TPS will include email notification campus-wide via a variety of email lists. A press release will also be sent to the Daily Nexus and 93106.

### STAFF RECCOMENDATION

Staff recommends proceeding with the program as described.