

## **UCSC Sustainable Transportation Working Group Running Meeting Notes**

January 7, 2014

Attendees: Teresa Buika (TAPS), Larry Pageler (TAPS), Cathy Crowe (TAPS), Theo Diamantopoulos (Fleet), Jessica Pearson (TAPS PSI Intern)

### **1. CSP Goals and Priorities – Continued Discussion**

#### **a. Presentation to Executive Committee on Sustainability February 25<sup>th</sup>**

Teresa mentioned that in late February, the Transportation topic group will report its strategies for the year to the Executive Committee on Sustainability and wanted to continue this discussion. The target areas are mentioned below, but this discussion focused on what message or “ask” does this committee have for the ECS? This is an opportunity to reach higher level administrators with information about challenges or wish lists this area is experiencing. Much of the discussion focused on educating the ECS about the financial challenges that TAPS is facing. TAPS is primarily funded by parking fees and has not been able to raise parking rates since July, 2006. Besides operating the parking management program itself, these funds have been the primary funding source for many sustainable transportation projects and programs, incl. carpool and vanpool programs, the bike shuttle, Zimride, traffic control, etc. As TAPS has been successful in promoting sustainable transportation and reducing the number of parking permits sold, the funding source is also reduced significantly, especially without any increases in parking rates. In order to fully sustain all of these valuable programs to continue to meet various mandates to keep transportation costs down, reduce GHGs, reduce trips made to campus, a serious look at supporting TAPS revenue stream is required. Three main avenues to do this have been identified: an influx of central funds to support these programs could be added, an increase in user fees (for the programs), an increase in parking permit fees, and/or a combination of these measures. TAPS has been very successful over the years as well in garnering external grants to support programs and projects but these are inconsistent and varied over time and do not support ongoing maintenance of programs.

Some programs are fully supported by parking fees: The Bike Shuttle is 100% subsidized by parking fees at about \$150 - \$170,000 per year (\$4-\$5 per ride). Traffic Control is also 100% subsidized.

These programs all provide varying levels of benefit to different goals the department and campus are trying to reach: parking reduction benefit (to avoid significant costs in constructing new parking which costs will be borne by the users); carbon benefit; traffic reduction benefit to maintain levels below the

standard in the Comprehensive Settlement Agreement); traditional air pollution criteria reductions and to support equitable access to the campus.

On the Fleet side, Theo also mentioned that one new program Fleet would like to seek support for is in terms of covering the incremental cost difference for departments and units that would like to purchase electric vehicles rather than gas vehicles. Theo will provide an estimate of the number of vehicles that might be ready soon for replacement as well as what an estimate of the cost differential might be to propose something to the ECS. Of course, electric charging infrastructure will also need to be looked at to support use of EVs. Fleet also has ongoing needs for vehicle parking, maintenance facilities, and fueling/charging needs.

See below re: survey – but the group would want Chancellor messaging to the campus to participate in the survey so we have a high response rate and accurate information to work from.

#### **b. Reminder of Target Areas**

Teresa will start working up a ppt. for the presentation on the main goals we will be working on outside of the ongoing work to reduce SOVs and fleet fuel use on campus (goals 1&2).

Goal 3 – Promotion of Human Powered modes on campus

Baseline survey for on-campus modes

Pedestrian Plan work

Jessica's Walk to Class Challenge Day April 2014

Goal 5 – Developing internships and academic links

Blueprint connections

PSI Intern this year

Melissa's ST class through Common Ground/Kresge

IDEASS -MBEVA intern research group

Chrissy Tomure – Air Travel data research team?

Cathy – possible Spring intern for Bike Friendly Award application

## **2. Next Steps in On Campus Travel Survey**

Teresa reminded the group where the discussion left off last time. The group discussed that TAPS can rework its semi-annual transportation survey so that it is simplified and focuses on questions that will provide data on the regular mode split/AVR questions of how people travel to campus for one week, but then also have questions specific to on-campus travel. Subsurveys can be optional and focus on different modes of travel, etc. with no more than 5 questions for each.

**Larry and Teresa will meet with Susan Willats, TAPS, regarding survey development.** The group also discussed that in order for this survey to be successful and get a high response rate, we would need high level messaging

from the Chancellor to encourage everyone's participation so we can further reach our sustainability goals.

We discussed that the survey can also be an educational tool to reach the campus. After each short segment of the survey, there might be some quick "Did you know..." types of bullet point educational messages that can be shared with those responding to the survey. Discussion focused on developing some tool that might also show a respondent's ranking in terms of sustainable transportation choice compared to the general population and other UCSC members.

### **3. Upcoming Dates**

Transportation Blueprint Breakout – January 15 5:30pm  
CSS Transportation Presentation – February 25  
Walk to Class Challenge Day – April (22?)

## **November 25, 2013**

Attendees: Teresa Buika (TAPS), Larry Pageler (TAPS), Cathy Crowe (TAPS), Theo Diamantopoulos (Fleet), Jessica Pearson (TAPS PSI Intern), Melissa Ott (SEC/SO intern)

### **4. Introductions**

### **5. Student Initiatives:**

Sustainability Office Poster Series: Melissa discussed that the Sustainability Office is hoping to create a series of sustainability educational posters, one per working group topic, to better educate the campus community on the various sustainability initiatives. Melissa is spearheading the transportation poster and discussed the early concepts for the poster. It will serve as a resource poster to orient students to the different transportation resources available to them along with some GHG or other environmental information as well. The poster may also be made interactive online with links to more detailed information. She will work with the working group and the TAPS Marketing Team as the poster concept is developed.

PSI Internship and Walk to Class Day: Jessica gave a brief introduction to her PSI Internship with TAPS focused on marketing and outreach. She discussed that her main focus for the next two quarters will be implementing a Walk to Class Challenge in late April to coincide with Earth Week.

### **6. Upcoming Dates**

Transportation Blueprint Breakout – January 15 5:30pm

Teresa encouraged everyone to attend as educational outreach on this topic is one of our main goals for the year.

#### Transportation Working Group Presentation to Executive Committee on Sustainability- February 25

Teresa reminded the group that this working group will be presenting our goals and priorities for the year to the Executive Committee on Sustainability. We have started our discussion last meeting and will continue it later. Teresa will plan to start a draft of the presentation format for the next meeting for discussion at the working group.

### **7. CSP Goals and Priorities – Continued Discussion**

#### Goal 3 – Promotion of Human Powered modes on campus

At the last meeting, we talked about the need to set a baseline of how people do currently travel across campus to get to class, meetings, etc. Larry mentioned that when TAPS does its periodic commuter survey, that typically occurs in May. He suggested that it would make sense to extend the survey to include a series of questions regarding how people travel ON campus during the day as well. He also suggested that we can have some optional short surveys on particular modes (biking, transit, etc.) for those who wish to participate. The benefit of linking the two surveys (commuter and on campus travel) is that users will identify themselves as students, staff or faculty. This information is regularly required for many reporting programs such as STARS, Green School rankings, etc. and is not information we gain from our annual Mode Split survey. The target is to conduct this survey in late April or early May, before the Mode Split Count in early May, before Bike to Work Day and after the Walk to Class Challenge in mid-April. TAPS will need to start an internal work plan to be sure this survey can get created and implemented in time. The working group will be kept in the loop.

Larry also discussed that one way to hopefully increase use of walking as a means of on-campus travel is to better educate students earlier in the year, through Welcome Week or Fall quarter activities. Is there a way to better integrate wayfinding into orientation activities early on? He mentioned a program called Urban Dare as a fun, wayfinding, scavenger hunt activity that might be translatable to a campus orientation program. Jessica mentioned her conversation with David Shaw of Kresge's Common Ground about piloting a program of student commute counselors at Kresge. Melissa, who also serves as a Resident Assistant, suggested TAPS creating a wayfinding or campus tour program that RAs can plug their students into rather than them having to create more activities on their own. For the month of September, all RAs are in their training and plan their programs for Fall Quarter. She suggested that we contact

the CREs at each college to talk about such an idea. Jessica also mentioned that Kyoko Freeman (staff at College 9/10?) might also be a good resource.

#### Goal 5 – Developing internships and academic links

Teresa again mentioned the Blueprint as a great way to connect with a group of interested students and that staff are welcome to attend and participate. She is working with Lily Urmann, the CUIP Intern in charge of the Blueprint process this year, to provide input in the write-up of the Blueprint for the Transportation section.

A variety of internships related to transportation are underway: Jessica's PSI internship with TAPS, Melissa is an IDEASS intern on Bike/Transit planning team working to study bicycle route choices and possibly get funding for the purchase of three bike counters for the City of Santa Cruz. Teresa mentioned being contacted by students working with IDEASS on analyzing electric vehicle charging usage throughout the County through MBEVA. Melissa will also be teaching a Kresge Common Ground class this Winter on transportation internships mainly through People Power and Green Ways to Schools, but will also be providing education and discussion on broader sustainable transportation topics. Teresa mentioned that Chrissy Tomure, from the SO, will be possibly working with a student on air travel data and GHG calculations. Theo will consider future internship opportunities in Fleet as well.

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### **September 25, 2013**

Attendees: Teresa Buika (TAPS), Larry Pageler (TAPS), Cathy Crowe (TAPS), Theo Diamantopoulos (Fleet)

Melissa Ott could not attend due to illness.

#### **1. 2013-14 Priority Campus Sustainability Plan Goals and Objectives** **a. Focus for the year, Why, Resources Needed, Strategies Identified**

The group discussed the 2013-2016 Campus Sustainability Plan (CSP) goals and objectives to determine what the focus areas will be. It was agreed that Goals 1 and 2 (reducing overall GHGs associated with transportation and promotion of non-SOV travel for commutes) is work that is ongoing in both TAPS and Fleet

through a variety of ongoing programs and work. Instead it was agreed that the working group would focus on Goal 3 regarding the promotion of human powered modes for on-campus travel. The main objective is to determine a baseline for on-campus travel modes through a campus transportation survey so that a target can be set for future actions and programs to work towards that target. In addition, the working group will also focus on Goal/Objective 5 – developing internships/educational links to academic interests related to transportation.

In terms of the on-campus travel survey, we will need to identify what resources will be needed such as effective outreach methods to the campus; if any prize or incentives will be awarded; and what examples might already exist from other campuses. While it appears that an online survey would work best, we would need to develop an effective survey tool, know when it is best to survey (what season), who are we casting it to, and if there are specific sub-modules to survey particular groups (ie. Family Student Housing, Faculty/staff housing trip making, bicyclists, walkers, commuters v. residential, etc.) This survey is multi-modal in nature as we expect many people use a variety of modes each day for different trips on campus and we will need to craft it carefully.

TAPS and PP&C staff are also currently working on a Campus Pedestrian Plan and this will add to work on Goal 3.

Larry will also be meeting with Ronnie Lipschutz, faculty member, regarding other academic link ideas he may have as well.

## **2. Review of 2013 Blueprint Transportation Section**

Teresa showed everyone the 2013 Blueprint Transportation Section for discussion and review. This was the first time most members had seen this information. While some ideas are well received, it was noted that this document could be better informed and is not the easiest to follow. For instance, the first Vision statement is focused on improving sustainability of campus and Metro transit, yet the text and many actions listed do not support the vision statement. The bike section is probably the most cohesive section, but that likely is attributed to cyclists are the subgroup that has had the most interaction with TAPS and the broader programs TAPS provides. The group was not very clear on the intention of the final vision of encourage more sustainable “on-campus” car usage. Reading through this made the working group realize that more efforts need to be made to provide more education to the broader campus community about the sustainable transportation goals of the campus, why some measures listed are not actions TAPS or Fleet might take because research shows they are not really sustainable options (E-15 diesel/ethanol fuel for instance), and what opportunities might lie to cross-educate with other working

groups on such issues. The group did note many great action ideas listed like the Walking Challenge Day and expansion of bike and transit programs and would love to connect more with students to continue to work and implement these ideas.

Ideas about personal safety in sustainable transportation was also raised. Bike safety education will continue, especially with student help and involvement. Maybe we can work with the Police Academy students on other safety issues. Also, how do we expand the bike library program as mentioned? Adding e-bikes, cargo bikes and/or bike trailers? -- along with adding more bikes in general.

Teresa will meet with Lilly the new CUIP intern working on the Blueprint for the year to discuss how we can better work with the Transportation Breakout group for a more informed Blueprint document in this year and to see how we can work more closely with the working group to move forward CSP goals as well.

### **3. Ideas for More Student Involvement**

Many of the ideas were mentioned above - working through the blueprint and finding more educational opportunities.

The last item discussed affects both the Blueprint and the CSP – where do the implications of air travel get monitored and discussed? This is a huge generator of GHGs for all campuses, yet we have not quite fit it into either the Transportation or Energy sections of the CSP and it has not really hit the radar screen of students for the Blueprint.

One idea for better general education about the complexities and interconnections of sustainable transportation options with other areas might be to start looking into creating a Sustainable Transportation Speaker series, something like the ESLP speaker series. This can be something we can work on with students and would also help move us towards further reaching all of our sustainable transportation CSP goals.