



Sustainable Transportation Plan 2011-2012

FINAL

SMC Board of Trustees

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I. Purpose

According to a recent Santa Monica College (SMC) Student Transportation Survey, on average SMC students live about 8 miles from the Main Campus. However, they spend an average of 46 minutes commuting to campus each way and an additional 13 minutes finding parking on campus. Transportation and parking issues can create a significant barrier to accessing the high quality education offered at SMC. This also means SMC students are spending valuable resources, such as time and money, commuting to and from school. In addition to these negative impacts, significant public health issues have also been associated with Southern California traffic. The Environmental Health peer reviewed journal, indicates that for 2005, nationwide estimates of traffic emissions attributable to time spent in congestion include approximately 1.2 million tons of NO_x, 34,000 tons of SO₂, and 23,000 tons of PM_{2.5}. These emissions are associated with approximately 3,300 premature deaths in 2005 with an economic valuation of \$24 billion (in 2007 dollars).

Although transportation to and from campus has long been regarded as an important issue, it was traditionally viewed through the narrow lens of a parking shortage. The main obligation of the college was seen as providing adequate parking for the single-occupancy cars that brought commuters to and from campus. However, a more comprehensive and sustainable view of transportation is needed. Such an approach was recommended in the 2010 update to the SMC Career and Educational Facilities Master Plan¹, which recommends that the college adopt a comprehensive transportation demand management (TDM) program. All of the recommended actions detailed in the Facilities Master Plan have been incorporated into the SMC Sustainable Transportation Plan.

The SMC Sustainable Transportation Plan sets forth an integrated and comprehensive approach to transportation management that substantially reduces the environmental impacts of single-occupancy automobile trips to and from Santa Monica College (SMC) and its satellite campuses. The solutions presented will save students time, money, and improve access to education. Furthermore, adoption of this plan will fulfill institutional objective #4 of the 2011-12 Master Plan for Education:

OBJECTIVE 4: To develop a comprehensive transportation plan that builds upon the “Any Line, Any Time” public transportation initiative and includes other public transportation initiatives, bicycle support, vanpool and carpool programs, and other alternative modes of transportation.

In addition to impacting students, College-bound traffic and parking demands also affect neighboring residents and businesses. SMC intends, by this plan, to act as a good neighbor and responsible global citizen by managing transportation demand in order to encourage the use of

¹ Linscott, Law, & Greenspan, Engineers, Traffic and Parking Study, Santa Monica College Career & Educational Facilities Master Plan 2010 Update, Appendix F, March 22, 2010, http://www2.smc.edu/facilities_masterplan/pdfs/Appendices_to_the_Draft_EIR/Appendix_F_Traffic_and_Parking_Study.pdf

sustainable transit modes such as the Big Blue Bus, bicycles, walking, and care and ride sharing, as well as the Expo light rail line when completed.

Sustainable Transportation Demand Management (TDM) will significantly reduce the College's greenhouse gas emissions. In 2008, SMC became a signatory to the American College and University Presidents' Climate Commitment, which while voluntary, obligates the campus to "demonstrate leadership ... by modeling ways to minimize global warming emissions, and by providing the knowledge and educated graduates to achieve climate neutrality."² This transportation plan also serves as the transportation component of the Campus Climate Action Plan.

II. Background

In response to the Master Plan for Education Institutional Objective a joint Transportation Task Force was formed including members from the DPAC College Services Committee and the ACUPCC Sustainability Task Force. The Transportation Task Force, which included students, faculty, staff, staff and community members with expertise in transportation planning, met twice monthly to compile a comprehensive list of recommendations on how SMC could address transportation and parking issues. The plan draft was circulated to community groups and City of Santa Monica transportation planning department for input.

Information for the 2012 Transportation Management Plan came from the following sources.

- **SMC Career and Education Facilities Master Plan**

As noted the SMC Facilities Master Plan included several important commitments to mitigate traffic impacts of College bound vehicle traffic. This study also noted that the main campus, AET campus, and PAC campuses are listed in the Santa Monica Land Use and Circulation Element as areas with some of the highest goals for vehicle trip reduction in the city.

- **South Coast Air Quality Management District (AQMD) Employee Trip Reduction Plan**

The Southern California Air Quality Management District (AQMD) requires institutional employers to survey employees annually and develop a trip reduction plan based on the results (along with other logistical details). The AQMD requires that SMC implement an employee trip reduction plan (ERTP) to promote sustainable alternative transportation modes such as a ridesharing bulletin board, new employee orientation, and so on. In 2011, SMC had an average vehicle ridership of 1.42 passengers per trip (target is 1.5), and implemented basic support strategies.³

² ACUPCC, Text of the American College & University Presidents' Climate Commitment, <http://www.presidentsclimatecommitment.org/about/commitment>.

³ Santa Monica College, Employee Trip Reduction Plan: July 1, 2011 – June 30, 2012, internal document, accessed 3/14/2012.

- **2012 Student Transportation Survey**

Beginning in 2011, SMC has conducted an annual student transportation survey. While not precise, results of these surveys provide an indication of student commute and transportation patterns. It also provides valuable data points that can be tracked over time to monitor SMC's success at managing traffic and congestion. This year the survey indicated a majority of respondents use at least one sustainable mode of transportation to commute to campus: 62 percent reported using public transportation on some days, 44 percent reported driving alone on some days, and 20 percent reported carpooling on some days.

- **U.C. Irvine Tour**

On January 13, 2012, members of the Transportation Task Force toured the facilities managed by the U.C. Irvine (UCI) Sustainable Transportation office. UCI has a comprehensive transportation demand management program that includes priority parking programs, support for alternative fuel vehicles and carpools, bike sharing, car sharing, shuttle operation and bus connection. Their programs and facilities are self funded through parking fees and citations.

III. Recent Accomplishments

Cooperative efforts between the SMC Center for Environmental and Urban Studies, Facilities and Planning department, the Associated Students, and the District to improve the use of sustainable transportation modes have already produced the many accomplishments that have yielded significant improvements, including the following:

- **Any Line, Any Time**

SMC has achieved great success in improving access to high quality instruction through the Big Blue Bus Any Line, Any Time program. This partnership with the Santa Monica Big Blue Bus provides all faculty, staff and registered students with an Associated Student membership, with free access to the entire network of bus services. The newly introduced swipe program will assist in identifying increase in services, easier boarding, accurate ridership counts specific to the SMC population. Santa Monica College accounts for 15% of current ridership, with over 2 million trips in fiscal year 2010-2011 and over 2.1 million in 2011-2012.

- **Transportation Surveys**

Each year, the SMC faculty and staff are required to complete a transportation survey to monitor the impact of the college on local air quality. Additionally, in Fall 2011, SMC began administering an annual student transportation survey to assess the impact of student travel, the modes students use to commute, and their awareness of sustainable alternatives to single-passenger car trips.

- **ACUPCC Signatory and Committee**

SMC became a signatory to the American College and University Presidents' Climate Commitment in 2008. This commitment required the formation of the SMC Sustainability Task Force, which reports directly to SMC's shared governance committee, the District Planning and Advisory Council (DPAC). In 2010, the SMC Sustainability Task Force produced a Greenhouse Gas Inventory, which identified transportation as SMC's primary contributor of greenhouse gas, by a considerable 75 percent.

- **Participation in the development of the City of Santa Monica's Land Use and Circulation Element and of Bike Action Plan.**

Throughout the development of the City's Land Use and Circulation Element, SMC attended various public meetings, met with the City's Transportation Planning Department and internally reviewed and discussed SMC's impact on transportation management within the City of Santa Monica. In the Fall of 2011, SMC provided commentary on the Santa Monica City Bicycle Plan and advocated for improved connectivity between SMC campuses and the anticipated Expo light rail line.

- **Expo Light Rail Advocacy**

Santa Monica College, in partnership with the City of Santa Monica and Move LA, successfully advocated for an Expo Light Rail stop at 17th and Colorado Blvd. The college also partnered with the City to successfully advocate for an additional entrance to enhance connectivity and access to those riding with bikes. This stop includes the termination of a Class 1 (separated) regional bike path.

- **Carpool Matching Services with Zimride**

In 2011, the SMC Associated Students contracted with Zimride to provide carpool coordination services for students, faculty and staff. This on-line matching program is private to the SMC community and provides personal profiles on faculty, staff, and students that are willing to share the costs and time associated with transportation and parking.

- **New Bike Racks and Bicycle Parking Master Plan**

In 2011 and 2012, SMC installed new bike racks to help encourage increased bike ridership and approved a comprehensive bicycle parking master plan that will more than double existing parking and provide riders with access to on-campus repair and education services. The new bicycle facilities will be provided as part of the Measure A bond.

- **Traffic and Parking Study for the Facilities Master Plan 2010 Update**

The Parking and Traffic Study measured traffic counts for the main campus, with a total of 18,634 weekday trips—1,833 during the morning peak hours and 1,370 during evening peak hours, with a weekday daily trip rate of 23.31 trips per 1,000 gross square

feet of building area.⁴ The study also measured arrivals and departures at bus stops adjacent to the SMC main campus. Approximately 2,900 arrivals and 1,700 departures were counted during peak commute hours of 7am – 10am and 4pm – 7pm.

- **Electric Vehicle Charging Stations**

SMC has installed eight Level 1 (110 volt) charging stations at the Bundy campus, plans to install one or two Level 2 stations at the main campus, within the year, under an AQMD grant, and to install an addition eight Level 2 stations each in the new Student Services building and the upgraded AET parking structure when those facilities are built.

- **Increased collaboration between the District, City of Santa Monica, Santa Monica Unified School District and community members**

In effort to address peak period congestion, such as that experienced regularly during the first two weeks of the semester the SMC police department actively collaborated with the City of Santa Monica and the SMMUSD to find solutions that would mutually benefit all parties and significantly reduce the negative impacts to neighbors and students.

- **Improved marketing of sustainable alternatives to faculty, staff and students**

Outreach to students regarding the various sustainable alternatives such as the Any Line Any Time ridership subsidy for the Big Blue Bus has expanded to include:

- Electronic mail blast and phone calls
- Printed flyers and other materials
- Improvements to the SMC website
- Creation of alternative transportation logos
- Participation in SMC VIP welcome day and other outreach programs

IV. Anticipated Changes

The following changes to the transportation infrastructure that supports student access are anticipated in the near future.

- **Expo Light Rail Completion and Station Openings**

On March 18, 2012, the Los Angeles Metropolitan Transportation Authority approved a design-build contract to extend the Exposition light rail line to the terminus in Santa Monica. Service along this portion of the line is scheduled to begin in 2015. Planned stations at 26th at Olympic (Bergamot Station) and 17th at Colorado will bring riders close to campus. Existing campus shuttle services can be adjusted to accommodate these stations. At-grade crossings along Colorado between 20th and 14th streets could impact car traffic destined for the main campus.

⁴ Linscott, Law, and Greenspan, pgs. 24-51, passim.

- **Santa Monica and Los Angeles Bike Plans**

The Cities of Santa Monica and Los Angeles have published comprehensive bike plans that include support for bike sharing. Santa Monica College has an opportunity to work with both cities to participate in their programs and help to ensure that these plans are implemented in ways that provide maximum support for students and staff.

- **Continued development of SMC facilities as outlined in the SMC Facilities Master Plan**

The study projected the traffic and circulation impacts of approved upgrades to the main campus and parking structures at three satellite campuses. These projects would add 1,432 parking spaces to the existing inventory. **Note:** Additional parking spaces constitute an incentive for increased single-passenger trips to and from SMC.

V. Priorities

Appendix A provides a detailed list of the goals and objectives put forth by the Transportation Task Force. Both the task force and the EAC have endorsed these recommendations. The following recommendations have been identified as high priority items for the near term. The Transportation Task Force requests a continuation of quarterly meetings (twice per semester) to support the implementation of the Plan goals, objectives, and recommendations, including identifying barriers and potential solutions, tracking and promoting success, and meeting with external community groups to ensure SMC is building on existing efforts and involving community experts. Highlights include:

- **Provide strong connectivity to the upcoming Expo Line extension.** (Goal 3)
- **Maintain the Big Blue Bus Any Line Any Time program.** (Objective 5A)
- **Focus the transportation responsibilities in one department with the proper support staff.** (Objective 1A)
- **Generate revenue to implement Sustainable Transportation Plan goals.** (Objective 3A)
- **Increase bike parking and support services, including bike safety workshops and bike safety giveaways (helmets, lights, vest, etc.).** (Objective 2C)
- **Improve utilization of car sharing programs.** (Objective 3D)
- **Increase incentives for sustainable transportation such as promotional drawings, discounts, and give-aways for cyclists.** (Multiple objectives)
- **Advance existing relationships with community organizations including the Cities of Santa Monica and Los Angeles to implement transportation and parking.** (Multiple objectives)

- **Implement a comprehensive awareness and education program to support sustainable transportation choices.** (Objective 1C)

VI. Conclusion and Next Steps

As an institution that values environmental sustainability, student success, and global citizenship SMC must continue on its path towards a more sustainable transportation system, one that incentivizes alternatives to single passenger vehicles and views transportation solutions with a holistic and systemic approach. This plan addresses all modes of transportation, builds on best practices from similar institutions, and provides a road map towards a transportation system that is more equitable, sustainable, and economically viable.

At the time of this report, operational responsibilities regarding transportation and parking are scattered among various administrative departments throughout the college. Committee members noted confusion among faculty, administrators, and the public when seeking information about the various transportation modes that serve SMC and the policies and procedures that govern them. Without a more centralized and coordinated approach implementing the solutions presented here will continue to be challenging. The Transportation Task Force should continue to provide coordination and oversight, and facilitate collaboration with the City of Santa Monica and other sustainable transportation advocacy groups.

We have already experienced the tremendous positive impact that sustainable transportation programs can have in increasing access to education, reducing greenhouse gas emissions, saving time and money, reducing stress, and improving community relations. This success, in partnership with the Sustainable Transportation Plan, provides a strong foundation for SMC to take the next step and join leaders in sustainable campus transportation. Together, we can address barriers and find sustainable solutions that will improve quality of life for our students, our community, and our planet.

Appendix A: Goals & Objectives

Sustainable Transportation Plan	
GOALS, OBJECTIVES AND RECOMMENDATIONS	
INSTITUTIONAL SUPPORT	
Goal 1: Improve communications and accountability, both internally and externally, with regard to sustainable	
Objective 1A	Restructure the transportation related responsibilities and ensure there is proper support staff.
Objective 1B	Maintain or increase subsidies for alternative transportation.
Objective 1C	Develop and implement a comprehensive public education campaign to promote sustainable transportation.
Objective 1D	Work with academic and administrative departments to increase participation in sustainable transportation in their area.
Objective 1E	Identify and promote tie-ins between transportation demand management and curriculum.
Objective 1F	Increase Associated Student involvement in supporting sustainable transportation programs.
BIKES	
Goal 2: Increase the use of bikes as a clean and healthy method of transportation by making biking a safe, secure and convenient option at SMC.	
Objective 2A	Increase amount of approved bike parking by 50 percent.
Objective 2B	Increase security of bike parking (reduce theft).
Objective 2C	Increase safety of biking to SMC (reduce bike-involved accidents).
Objective 2D	Improve access to bike maintenance .
Objective 2E	Create incentives for students and staff to ride their bikes.
Objective 2F	Increase convenience of biking to SMC.
Objective 2G	Increase community awareness and involvement with biking.
CARS	
Goal 3: Increase SMC's average vehicle ridership to 1.5 to qualify for reduced filing fee with the City of Santa Monica.	
Objective 3A	Create incentives for alternatives to single-occupancy vehicles commuting to and from campus.
Objective 3B	Provide carpooling incentives .
Objective 3C	Provide incentives for alternative fuel vehicle (AFV) use.
Objective 3D	Increase participation in ridesharing program.
Objective 3E	Prohibit idling in parking areas and on streets adjacent to campuses.
Objective 3G	Create a more sophisticated system for administering parking permits , including site-specific parking

	permits for cars parked primarily at other-than-main campus lots.
Objective 3H	Promote the guaranteed ride home service for sustainable transportation users.
BUS	
Goal 4: Increase SMC commuter use of bus transit.	
Objective 4A	Maintain the Big Blue Bus Any Line Any Time program.
Objective 4B	Explore contract options with Metro and other bus services.
EXPO LINE	
Goal 5: Influence the Expo Line planning process to ensure that the needs of the SMC Community are being included in facilities, service and marketing.	
Objective 5A	Work with City of Santa Monica and Metro to ensure planned stations serve the SMC Community.
SHUTTLE	
Goal 6: Plan for shuttle services to connect with the new Expo line and resulting commercial/retail development.	
Objective 6A	Maintain current service levels between satellite and main campuses.
Objective 6B	Adjust shuttle routes and schedules to coordinate with new Expo line.
PEDESTRIAN	
Goal 7: Increase pedestrian accessibility to and from campus.	
Objective 7A	Partner with cities of Santa Monica and Los Angeles to provide safe pedestrian access.
Objective 7B	Promote walking culture at SMC.
SMC FLEET	
Goal 8: Increase the use of sustainable transportation programs, including use of alternative fuels, in the SMC vehicle fleet.	
Objective 8A	Establish policy that all new vehicles run on sustainable fuels .
Objective 8B	Develop programs that reduce the number of vehicle miles traveled by SMC fleet.
MOTORCYCLES	
Goal 9: Continue to provide incentives for motorcycle use.	
Objective 9A	Maintain free motorcycle parking policy.
Objective 9B	Offer motorcycle safety workshops (include scooters).

Bicycle Parking Plan

 Bike Center

↓
Entry Point to Campus

- 32 For-Pay Lockers in Bike Ctr.

Currently there are 470 permanent and temporary bike parking spaces on campus.

