

## Program Overview

Program:	Transportation & Parking
Academic Year:	2015/2016
Review Period:	6 Year

## A. Description and Goals

1. Describe the program and/or service area under review and how the program supports the mission of Santa Monica College.

Transportation and Parking at Santa Monica College is a large and complex area that spans across many departments at the college. Coordination of this area has been a challenge due to the many areas involved in the administration. For example, Transportation Planning and initiatives is coordinated by Denny Zane & Don Girard in Government Relations, Transportation Contracts are coordinated by Bob Isomoto in Business Services, and Transportation & Parking Services which includes Shuttle Services, Parking and Safety, and Sustainable Transportation is coordinated by Mike Tuitasi in Student Affairs.

The current program review will focus on Transportation and Parking Services within three Administrative Units on campus.

1. Auxillary Services oversees the scheduling and staffing for shuttle services;
2. Campus Police oversee Parking enforcement and traffic management; and the
3. Center for Environmental & Urban Studies (CEUS) works closely with sustainable transportation such as Big Blue Bus, bike share and ride share programs, as well as the implementation of the Air Quality Management District Program (AQMD).

### **AUXILIARY SERVICES**

The Office of Auxiliary Services oversees a variety of services for the Santa Monica College District. Duties related to Shuttle Services include:

- Prepare Auxiliary Budget for Shuttle Service
- Serves as main location for transportation requests
- Approve all Department, Administration, and Associated Student requests that use the shuttles
- Supervise SMC shuttle service to include Main campus to Madison and Bundy campus to Airport Arts
- Reviews routes, time schedules in collaboration with Administration & Faculty class times
- Collaborates with the Big Blue Bus for shuttle services under current contract

Shuttle Services currently has the following Employees one Transportation assistant, three shuttle drivers, and two emergency drivers.

To meet compliance for Shuttle Services, the following measures have been implemented:

- Mandatory drug and alcohol testing program (attachment B)

- Review compliance in conjunction with California Highway Patrol
- Review annual vehicle inspection
- Review compliance with (DMV)
- Review driver medical card expiration dates
- Review Class B license with passenger endorsement expiration dates
- Ensure licenses are renewed before expiration date
- Review all vehicle maintenance records in collaboration with Transportation Assistant
- Schedule approved service requests through Transportation Assistant
- Review and approve invoices to be paid for scheduled services
- Review and approve invoice for all operation expenses
- Budget for vehicle replacement
- Purchase vehicle replacement through CMAS contract when possible
- Review and approve vehicle replacement invoices
- Apply for exempt plates through DMV
- Prepare Board of Trustee request to authorize surplus vehicle disposal

## **PARKING**

The Santa Monica College Parking program is run as a duty of the College Police Department. Our primary services, designed to support the mission of the College by providing safe and efficient access to our properties, are:

- Monitor assigned areas and advise police and maintenance staff of potential problems or issues related to parking, security, or emergencies.
- Act as initial “ambassadors” of the college and treat everyone with respect and dignity to ensure a safe and successful visit to the college.
- Provide detailed traffic operations plans, staffing and operational supervision for major events such as the opening of school.
- Provide a safe driving and parking environment for all students, staff, and visitors to Santa Monica College properties.

## **TRANSPORTATION**

Santa Monica College is a signatory of the American College and University President’s Climate Commitment program (ACUPCC) which requires College’s to perform a Greenhouse Gas (GHG) Inventory and use the results to develop a Climate Action Plan. Through the Climate Action Plan, three main areas of focus were identified as the primary contributors of Greenhouse Gases: Energy Use, Transportation Initiatives, and Educational Programs.

The GHG Inventory indicated that the majority of SMC’s greenhouse gas contributions can be attributed to the commuting behavior of the faculty, staff and students. Based on this report SMC developed a comprehensive transportation demand management plan that was consistent with the Final Facilities Master Plan EIR mitigation methods, and includes incentives, legislative recommendations, and a robust bicycle support system, public transit, vanpool, carpool programs, and other alternative modes of transit.

The SMC Climate Action Plan implementation is the sole responsibility of the Center for Environmental & Urban Studies (CEUS). Therefore, much of the CEUS services focus on those areas. As a result, recently the CEUS has taken a more instrumental role in transportation management at SMC, including Co-chairing the Transportation Task Force, facilitating the development of a Sustainable Transportation Plan, assuming responsibility for the AQMD Employee Trip Reduction Plan, promoting alternative modes of transportation for students and employees, and administering the Sustainable Transportation Incentive Program for employees.

Furthermore, the Sustainable Transportation Management Plan adopted in 2011-2012 fulfills institutional object #4 of the 2011-2012 Master Education Plan which states: *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.*

2. Identify the overarching goal(s) or charge/responsibilities of the program or service area. If appropriate, include ensuring/monitoring compliance with state, federal or other mandates.

### **AUXILIARY SERVICES**

In line with the overall transportation goals, Auxiliary aims to maintain excellent customer service for students, staff, and faculty. Addressing their needs if possible and not directing them elsewhere without an answer or the proper destination to meet their needs. Taking time to listen is one of the top priorities.

Goals and Institutional Learning Outcomes of the college are integrated into the unit as follows:

- Students will gain self-confidence by pursuing personal, professional, and academic goals without being challenged by raising transportation costs, traffic, and frustrations via the school sponsored transportation programs including the Big Blue Bus Any Line, Any Time program.
- Students will demonstrate the ability to balance class schedules with the transportation schedules further refining their problem solving skills as applicable to real world issues.
- Students will demonstrate respect for interrelated global human environments by experiencing continued variable interaction between multi-cultural populations while taking school sponsored transit. This is a time when students are not limited by class room rules of conduct and can engage freely without reservation or concern.
- When utilizing school sponsored transit, students will demonstrate understanding of environmental impacts and engage in a sustainable and ethical lifestyle by reducing Greenhouse Gas Emissions that contribute to global climate change, regional air quality, and water quality.
- Students will participate in and observe shuttle service which guarantees access to all students, regardless of their physical challenges.

### **PARKING**

The primary responsibilities of the Santa Monica College parking program are to promote safe and efficient use of all parking area and roadways on College properties and, during special events and the beginning of the Fall and Spring semesters, provide traffic control on the streets immediately surrounding our campuses and impacted by our students, staff and faculty in order to facilitate the movement of all traffic in the area.

These responsibilities are accomplished by educating and directing drivers first and foremost, but also by enforcement activity when necessary.

### **TRANSPORTATION**

The goals are to allow students and employees to get to work and class as efficiently as possible while meeting the local and state regulations to reduce pollution and congestion.

Supporting and promoting alternatives to the single occupancy vehicle will help the college achieve the required Average Vehicle Ridership (AVR) which is currently 1.5. That means for every car in the parking lot there must be 1.5 employees on campus. Alternative transportation options include but are not limited to carpool, vanpool, bicycles, walking, bus and rail.

3. If applicable, describe how the Institutional Learning Outcomes (ILOs), Supporting Goals, and/or Strategic Initiatives of the institution are integrated into the goals of the program or service area.

### **TRANSPORTATION**

Goals and Institutional Learning Outcomes of the college are integrated into the unit as follows:

1. Students will gain self-confidence by pursuing personal, professional, and academic goals without being challenged by raising transportation costs, traffic, and frustrations via the school sponsored transportation programs including the BBB Any Line, Any Time program.
2. Students will demonstrate the ability to balance class schedules with the transportation schedules further refining their problem solving skills as applicable to real world issues.
3. Students will demonstrate respect for interrelated global human environments by experiencing continued variable interaction between multi-cultural populations while taking school sponsored transit. This is a time when students are not limited by class room rules of conduct and can engage freely without reservation or concern.
4. When utilizing school sponsored transit, students will demonstrate understanding of environmental impacts and engage in a sustainable and ethical lifestyle by reducing Greenhouse Gas Emissions that contribute to global climate change, regional air quality, and water quality.

4. If your program receives operating funding from any source other than District funds identify the funding source. If applicable, note the start and end dates of the funding (generally a grant),

the percentage of the program budget supported by non-District funding, and list any staff positions funded wholly or in part by non-District funds. Do not include awards for non-operational items such as equipment (ex. VTEA) or value added activities (ex Margin of Excellence).

## **PARKING**

The parking function is supported solely from unrestricted general funds.

## **TRANSPORTATION**

Auxiliary Services provides \$500 to support the Sustainable Transportation Incentive Program (STIP). Each quarter employees who commute to work using alternative transportation modes, and log their rides, get a chance to win one of four \$25 gift cards. In addition, each year we reward employees for taking the AQMD Commuter Survey by drawing four names that each win a \$25 gift certificate.

The CEUS receives funding from the Associated Students (AS) for annual events that promote alternative transportation modes such as Bike Month (apx. \$4,000), and to a lesser extent, Earth Week (apx. \$200), Sustainability Week (apx. \$200).

The AS funds the \$3,780 contract with Bikerowave, a non-profit bike repair shop that allows current AS members to use their stands to repair their own bikes at no charge while providing expert guidance.

The AS also funds the Any Line, Any Time program that allows all current AS members and staff to ride any Big Blue Bus at no charge. This program started in 2007-2008 and costs \$1.2 million per year with an annual increase of 3% until 2017. The AS funds 50% and the other 50% comes from the General Fund.

Each semester approximately 4-6 student workers that contribute to Bike Month or are part of Bike Club are partially or fully funded through Federal Work Study or Cal Works.

The new Bike Parking Lot on Pearl Street that can house 400 bicycles and provides DIY bike repair station, hydration station and pumps was funded by Measure AA bond funds for \$639,000.

Over the past 6 years the total non-District funds add up to \$1,252,180. This is 268% more than the 6 years of cumulative transportation related budget the CEUS spent (\$468,000).

## **B. Populations Served**

### **Transportation & Parking**

### **Student & Instructional Services**

1. Describe the students your program serves in terms of ethnicity, race, gender, age, residency status, citizenship, educational goal, enrollment status, and full/part-time status. Note any changes in student or enrollment data since the last program review.

Administrative Services

1. Describe who your area serves (students, staff, etc.) both directly and indirectly. If pertinent, indicate variables such as ethnicity, race, gender, age of your client base.

**PARKING**

The parking program serves all students, staff, faculty and visitors to all College properties. On an average day when classes are in session, our parking lots and structures remain over ninety (90) percent full between the hours of 7 AM and 6 PM and approximately seventy (70) percent full during the hours of 6 PM to 10:30 PM.

As our staff works to move so many vehicles on and off of our properties, we both directly and indirectly impact traffic in the areas around our campuses due to the sheer number of vehicle trips of those coming to, or leaving, our properties.

Additionally, during special events and during the first two weeks of the Fall and Spring semesters, we conduct additional traffic control activities including directing traffic, posting message boards and updating them with current information and tips and posting updates about traffic and parking conditions to the College's Twitter feed.

**TRANSPORTATION**

We serve students and staff, however, only staff commuter trips are regulated by the City of Santa Monica.

2. Compare your student population with the college demographic. Are the students in your program different from the college population? Reflect on whether your program is serving the targeted student population.

3. Discuss any significant change(s) in the population(s) served since the last full program review and the possible reasons for the change(s).

**PARKING**

No change in student population. Demographics mirror the District's populations.

**TRANSPORTATION**

This is the first full 6 year review. No significant population change has been measured in either staff or students.

## C. Program Evaluation

### Transportation & Parking

1. List your student or instructional support service SLOs or UOs.

*SLOs are specific, measurable statements of what a student should know, be able to do, or value when they complete a program/course or sequence of activities. An SLO focuses on specific knowledge, attitudes, or behaviors that students will demonstrate or possess as a result of instruction or program activity.*

*UO statements focus on service or operational outcomes such as:*

- *Volume of unit activity*
- *Efficiency (responsiveness, timeliness, number of requests processed, etc.)*
- *Effectiveness of service in accomplishing intended outcomes (accuracy, completeness, etc.)*
- *Compliance with external standards/regulations*
- *Client/customer satisfaction with services*

2. Describe when and how the program assesses these SLOs and UOs and uses the results to inform program planning including:

- how outcomes are assessed and how often
- the assessment tool(s) used
- the sample (who gets assessed)
- how and when the program reviews the results and who is engaged in the process

3. What other evaluation measures does your student or instructional support service use to inform planning? (For example, surveys, longitudinal data, support service use etc.) Note trends, differences in performance by group (ethnicity, gender, age), and any unusual patterns in student success and retention.

4. List your administrative unit UOs.

*UO statements focus on service or operational outcomes such as:*

- *Volume of unit activity*

- *Efficiency (responsiveness, timeliness, number of requests processed, etc.)*
- *Effectiveness of service in accomplishing intended outcomes (accuracy, completeness, etc.)*
- *Compliance with external standards/regulations*
- *Client/customer satisfaction with services*

### **AUXILIARY SERVICE**

- Shuttles provide on-time and efficient service
- Shuttles provide access to all – addressing all physical needs of our clients
- Shuttle service compliments – and in some cases extends service provided by BBB.
- Strict supervision of drivers, and zero-tolerance compliance with drug testing rules.
- Drivers provide safe, friendly service.
- Vehicles are well maintained, using alternative, zero-emission energy.
- Update all websites and literature on the ever changing shuttle times and routes.
- Update all websites and literature of the changing times and pickup points of the BBB.
- To inform all riders of the BBB and shuttles of the effort SMC is making to lower our carbon footprint.
- To support the BA program by providing shuttle access to the Malibu site.
- Assist the Performing Arts Center and Broad Stage with the opening of the east wing transportation needs.
- Develop a VIP shuttle service for the donors and performers at the Broad Stage.
- Work with Emeritus College to identify and fulfill their growing needs.

### **PARKING**

Our unit objectives are to maintain a safe and efficient flow of traffic on and off of College properties and while within our lots and structures. Many times this is accomplished by the mere presence of uniformed personnel monitoring traffic and directing vehicles as needed, making it difficult to quantify our efforts as much is accomplished by pro-active service. In addition, State law, do not allow for a numbers driven or "quota" system and we try to focus on education over citation.

### **TRANSPORTATION**

This is the first time we are doing this survey so there are no previous UOs.

**Goal:** Upward trend in the number of students and faculty / staff utilizing alternative modes of transportation.

**Outcome:** An increased use of alternative modes of transportation.



5. Describe when and how the program assesses these UOs and uses the results to inform program planning including:

- how outcomes are assessed and how often
- the assessment tool(s) used
- the sample (who gets assessed)
- how and when the program reviews the results and who is engaged in the process

### **TRANSPORTATION**

**Assessment:** The Transportation Task Force is made up of faculty, administrators, staff and students who meet bi-monthly to discuss issues related to improving transportation options for SMC. They analyze data provided by the annual Student Transportation Survey. Since 2011 Institutional Research has conducted a survey of students to determine what modes of transportation are used to get to campus and to gauge satisfaction with alternative transportation options. The target goal is to increase use of alternative transportation among students. The goal has been met over the past 6 years, however, there was a dip in all modes of alternative transportation this past year. 62.6% of students used alternative modes of transportation in 2014 vs 67.3% in 2013.

They also monitor SMC's Average Vehicle Ridership as calculated by the Commuter survey given to all staff each year. The City of Santa Monica requires SMC to maintain an Average Vehicle Ridership (AVR) of 1.5. That means for every car in the parking lot, there must be 1.5 employees on campus. We determine this calculation each year by surveying all SMC employees on their commute practices during a one week period that is randomly chosen each year. Yes, we are currently meeting this required goal and it has helped save the college 50% on annual transportation fees paid to the City.

An Employee Trip Reduction Plan (ETRP) which outlines how the college plans to achieve its 1.5 AVR goal is revised and submitted to the City of Santa Monica annually for approval. The City again approved this year's plan. The target goal is to increase use of alternative transportation among employees. Based on the plan approvals from the City and meeting our AVR goals, it has been achieved.

6. What other evaluation measures does your administrative unit use to inform planning? (For example, completion of program goals, program activity, content review, opinions of clients, etc.) Note your target goals and whether your unit is meeting them.

### **AUXILIARY SERVICES**

Shuttle service adapts to the changing needs of the District, including working with and complementing service of Big Blue Bus, providing service to all those who need it, with schedules that allow easy access to class schedules.

While we try to be proactive and plan for traffic, congestion, crowds and the like, much of our service is also reactive – we need to react to changing needs and expansion of the college. So we evaluate the program on customer satisfaction (or number of complaints) as well as ridership levels. The goal should be zero complaints – and we have very few.

## **PARKING**

As we have a fixed inventory of parking spaces and the roadways within and leading into and out of our campuses have not changed for many years, we have little input into the College planning function for parking usage other than offering input and guidance as we try to develop a new parking permit system that uses the vehicle license plate as the permit for parking on campus.

Our main goal when we perform operations planning is to use the available physical and personnel resources in the most efficient manner possible.

## **TRANSPORTATION**

A Sustainable Transportation Matrix was created in 2011-2012 to prioritize the variety of tools for sustainable transportation. It lists goals, objectives and recommendations that are reviewed and revised annually. The target goal is to increase the use of alternative transportation incentives and options. The goals are being met by adding and expanding programs each year.

Finally, the Sustainable Transportation Plan which was completed by the Transportation Task Force in 2011-2012, outlines the priority issues it believes need to be addressed in the matrix. They include:

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

- Implement a comprehensive awareness and education program to support sustainable transportation choices.

## **D1. Objectives**

### **PARKING**

Promote safe driving practices throughout, and on the immediate perimeter, of the campuses of the district.

Status: Completed

Comments:

Through our efforts in high visibility patrol and traffic direction, along with education and enforcement, the driving habits of those using our properties remains reasonably safe with few reported accidents on our properties. Most of the reported accidents involve students hitting parked vehicles and fixed objects, which can be attributed to have large numbers of inexperienced drivers on our properties.

### **PARKING**

Monitor traffic patterns and make recommendations for safer routes.

Status: Completed

Comments:

Due to the fixed layouts of our roadways, lots and parking structures, we do not change traffic patterns or routes unless there is an unusual occurrence that directly impacts vehicle traffic.

Doing otherwise tends to create additional traffic congestion as the users of our parking areas are used to set patterns and attempting to change that behavior results in large amounts of confusion and anger.

### **PARKING**

Develop a cadre of PEO's (Parking Enforcement Officers) who are C-CERT trained for emergency/disaster situations.

Status: Completed

Comments:

All Parking Enforcement Officers are (Campus-Community Emergency Response Training) C-CERT certified and equipped. They participate in exercises, such as the California Shake-out to keep their skills fresh.

### **PARKING**

Provide safety information to the larger school community related to traffic and parking issues.

Status: Completed

Comments:

Campus Police Officers participate in student orientations and other functions, such as the resource fairs that occur before each Fall Semester opening and answer questions about parking and traffic safety.

Additional information is also posted on the College's website for interested parties to read at their leisure.

### **PARKING**

Issue verbal warnings and written citations to offending operators and vehicles.

Status: Completed

Comments:

This is an on-going process that was completed on a daily basis during the rating period.

Our staff tries hard to mix education of violators with enforcement to ensure that those on our campuses are well aware of the laws regarding use of the District roadways and lots and understand the District's expectation that they comply with those regulations.

## **D1. Looking Back**

1. Describe any accomplishments, achievements, activities, initiatives undertaken, and any other positives the program wishes to note and document.

### **AUXILIARY SERVICES**

- Purchased and put into service a new, zero-emissions van August 2015
- Supplemented the BBB route 44 service, when BBB cut evening service
- Provided unfettered access to individuals with disabilities (physically challenged).
- Administered the drug and alcohol program as the District Drug and Alcohol Program Manager
- Maintained strict compliance with random drug and alcohol testing requirements,
- Passed the CHP vehicle inspection for last 6 years.
- Have addressed the Anywhere Anytime BBB Id card issues and are investigating the use of the TAP card for the future.

### **PARKING**

As a result of our efforts in traffic control and enforcement during peak traffic periods (especially during the first two weeks of the Fall and Spring semesters) we have continued to have minimal negative comments from the neighborhoods surrounding the campuses, the City of

Santa Monica and the Big Blue Bus. This has been accomplished by both the efforts of staff in the field and better utilizing available roadway space via signage, taking parking meters out of service temporarily to make turning lanes, and via message boards on Pico boulevard. and emails sent to te District to inform them of best practices, such as using shuttle lots and public transportation.

As our Parking enforcement staff have already become C-Cert certified, we have continued to have them take part in training exercises to maintain the skills they learned during certification.

## **TRANSPORTATION**

This is the first year Sustainable Transportation has been asked to do a review. However, the accomplishments over the past year include:

1. Achieved Bronze Level Certificate for Bicycle Friendly University from the League of American Cyclists.
2. Bikerowave contract was renewed with the AS to provide access to students to get bikes repaired at little-to-no charge.
3. The Bike Club continues to provide a repair station on campus every Tuesday & Thursday for anyone needing helping with minor bicycle repairs.
4. Bike Club annually hosts Bike Month which included a whopping 11 events promoting cycling culture, safety, repair skills, group rides, light and lock giveaways, and other resources.
5. The two pumps at the Bike Park on Pearl Street were repaired.
6. An agreement has been reached with the City of Santa Monica's Bike Share program (Breeze) to place dozens of rental bikes on SMC's campuses and offer special rates for students and staff to use them.
7. The Vanpool page has been updated to reflect current rides in the LA region.
8. Big Blue Bus information is updated on an annual basis to reflect system changes. Large format maps, flyers, and website information are all reviewed and replaced.
9. Metro was invited to VIP Welcome Day to promote the new Expo line coming in 2016.
10. Seven EV charging stations have been installed in two parking structures.
11. The Transportation portion of the website is updated with current information about transit options and incentives.

12. A new staff member was trained and certified as AQMD Employee Transportation Coordinator (ETC)

13. AQMD's annual commuter survey was administered to all employees and results showed we met the City's required 1.5 AVR. A 90% response rate allowed SMC to not factor the final 10% of non-responders into our AVR as "non-commute".

14. Attained the target AVR of 1.5 for a second consecutive year earned a 50% discount on fees paid to the City. This translates to a saving of \$6,576.75.

15. Institutional Research conducted its annual Student Transportation Survey in Spring 2015.

16. The ETRP included the following incentives for employees to use sustainable transportation:

- Guaranteed ride home for personal emergencies
- Rideshare matching service through RideAmigos
- Flexible work hours
- Personalized commute assistance
- Transit information center
- Prize drawings for carpoolers, transit riders, pedestrians, cyclists, and vanpool riders
- Cash subsidies (\$15, \$25, or \$30) per month for commuters using alternatives between 30% and 100% of the time.
- A compressed work week for selected employees
- Support for telecommuting
- Parking fees as a disincentive

2. Summarize how the program or service area addressed the recommendations for program strengthening from the executive summary of the previous six-year program review.

N/A

3. Describe any changes or activities your program or service area has made that are not addressed in the objectives, identify the factors (e.g., licensure requirements, state or federal requirements, CCCO mandates, regulations, etc.) that triggered the changes, and indicate the expected or anticipated outcomes.

## **AUXILIARY SERVICES**

We have put into place new shuttle lines and times to replace the cancellation of the BBB services.

## **PARKING**

There have been no mandated changes and our parking program continues to run based upon the patterns and practices we have learned over the last six years under Chief Albert Vasquez (Ret).

4. If your program received one time funding of any kind indicate the source, how the funds were spent and the impact on the program (benefits or challenges).

## **TRANSPORTATION**

Sustainable Transportation Incentive Program (STIP) receives \$500 per year from Auxiliary Services to allow us to incentivize employees with \$25 gift cards to use alternative modes of transportation and to complete the annual AQMD survey. The incentives are in addition to the \$30, \$25, and \$15 monthly payments employees earn by not driving alone. The gift cards are used to entice additional employees to the program that have not tried it before. The incentive would be more effective if it were a larger amount (\$100).

AS funds Bike Month with approximately \$4,000 per year. This month-long event reaches hundreds of students and employees and capitalizes on the National Bike Week that happens in May. Funds are spent on giving away bike lights, helmets, locks, Police bike registrations, professional speakers to discuss bike safety and rules of the road issues, food, and a bike give-away.

The AS funds the \$3,780 contract with Bikerowave, a non-profit bike repair shop that allows current AS members to use their stands to repair their bikes at no charge while providing expert guidance. Each year approximately 200 students use this service. One of the most cited reasons for not biking is that there is something that has gone wrong with the mechanics of the bicycle. Having a no-cost option to get the problem fixed and learn how to do it yourself is very useful to not only get the bike back on the road but to teach self-sufficiency skills to riders which will give them added confidence to keep riding.

The Any Line, Any Time program that allows all current AS members and staff to ride any Big Blue Bus at no charge is extremely successful. 44.8% of students use the system. This alleviates traffic congestion, pollution, time lost, tardiness, parking issues.

## **D2: Moving Forward**

Discuss and summarize conclusions drawn from data, assessments (SLO, UO) or other evaluation measures identified in Section C and indicate responses or programmatic changes planned for the coming year(s) including:

- how the assessment results are informing program goals and objectives, program planning, and decision-making
- specific changes planned or made to the program based on the assessment results

### **AUXILLARY**

Axillary Services will continue to transportation meet the needs of the District by providing Shuttle Services to and from the main campus and satellite locations. Changes to service will be made based on student demand and reduction in BBB service.

### **PARKING**

At this time, our assessments of parking and traffic show that Santa Monica College parking facilities and roadways are operating at or near maximum during a large part of the Fall and Spring semesters and during certain events on the Main Campus (Celebrate America & Graduation). Our goal remain the same through all these times of peak traffic congestion, by staffing key intersections and locations on the campuses we are able to move the maximum number of vehicles by having control of locations where drivers tend to create gridlock.

Due to the unchanging nature of our parking facilities and lots, there are no plans for changing our program as far as the physical part of the parking operation is concerned.

The District has had discussions about a new permit system using the vehicle license plate, as opposed to a paper or adhesive permit, as the new parking "permit". This is an ongoing discussion, as are the parking plans for the AET (to be re-named) campus and we stand ready to carry out whatever direction and policy we are given.

### **TRANSPORTATION**

Results of the Student Transportation Survey show that 34.6% of students live within 5 miles of campus, 62% of students use an alternative form of transportation to get to campus (bus, bike, walk, skate, carpool), the AVR for students sampled was 2.47 persons per vehicle, 61% of students who ride the bus reported being passed by a BBB due to overcrowding while traveling to and from campus. 73% agree or strongly agree that they feel safe walking to campus, 48.5% agree or strongly agree they feel safe biking to campus. The most cited reason for feeling unsafe while bike were poor drivers, traffic congestion, inadequate bike lanes, and unspecified general belief that biking is inherently unsafe. 50% said they were either likely or very likely to use the Expo Line if it were complete.

The annual AQMD Commuter survey showed that, for the one week surveyed, there were 8,786 trips made to and from campus and 5,762.4 of those trips were in a single occupancy vehicle. Although this ratio satisfies 2015's AVR requirement, it will need to improve by 2017.



The Sustainable Transportation Planning Matrix lists goals, objectives and recommendations to increase the use of alternative transportation incentives and options. Some conclusions include:

- Maintain or increase subsidies for alternative transportation
- Work with academic and administrative departments to reduce single-passenger car trips in their area.
- Identify and promote tie-ins between transportation demand management and curriculum.
- Create additional incentives for students and staff to ride their bikes.
- Create disincentives for single-passenger cars arriving to campus.
- Provide designated parking for qualified and registered carpools.
- Provide parking fee discounts for registered and verified carpools.
- Make ridesharing application automatic when applying for parking pass, provide opt-out.
- Prohibit idling in parking areas and on streets adjacent to campuses.
- Explore contract options with Metro and other bus services.
- Adjust shuttle routes and schedules to coordinate with new Expo line.
- Promote SMC Police Cadet safe-walk night-time services for pedestrians.
- Explore parking cash-out for faculty and staff who forego parking permits.
- Implement preferential parking programs to discourage commuters who live close to campus (especially less than one mile) from driving.
- Institute a limited number of free-parking days for sustainable transportation commuters who do not have long-term parking permits.
- Schedule class earlier, later and on Fridays to even out parking flow.
- Expand Any Line, Any Time to Expo line (fund through increased parking fees).

## **D2: Objectives**

*No Objective have been entered.*

## **E. Curriculum Review**

1. Discuss how the department reviews, revises, and creates new curriculum. Include the following information:

- The process by which department members participate in the review and revision of curriculum.
- How program goals and SLOS are integrated into course design and curriculum planning.
- The relationship of program courses to other college programs (cross-listing, overlapping content)
- The rationale for any changes to pre-requisites, co-requisites and advisories.
- How the department ensures course syllabi are aligned with the course outline of record.

2. Discuss the role of the advisory board and other industry bodies or input in updating curriculum to meet industry standards and the needs of students.

## **F. Community Engagement**

1. If applicable, describe how your department staff members engage in institutional efforts such as committees and presentations, and departmental activities.

### **AUXILIARY SERVICES**

Dean of Education Enterprise and Interim Director of Auxiliary are members of various committees, and through this have frequent exposure to faculty and students, especially the Associated Students governing board. We solicit their input regularly and use this feedback in planning.

We participate in the Back to School meetings to coordinate our efforts with the college and campus police.

We have a presents at the VIP Welcome Day where we try and provide and update all incoming students id cards to the BBB Anywhere Anytime program.

### **PARKING**

The parking function is a part of the Campus Police Department and we sit on several committees including the Back to School committee, the Parking and Transportation Committee, and the Emergency Preparedness Committee.

We also conduct presentations for International Students and other groups (as requested) about traffic and parking.

### **TRANSPORTATION**

The following individuals, departments and groups are regularly consulted: Transportation Task Force has been meeting since fall 2010, AS Sustainability Director, SMC Bike Club, Don

Girard, Shuttle Service through Auxiliary Services, Greg Brown, Campus Police, and DPAC's ACUPCC report.

Outreach includes presentations at new employee and new student orientations, bike repair and bike safety workshops during Bike Month, weekly bike repair tent with info, Any Line, Any Time banners, flyers, web link and posters around campus, Big Blue Bus large format system maps, bike maps, system maps printed on the back of the campus map, Transportation section on the SMC website, and a Transportation Fair highlighting all transportation options and resources.

2. If applicable, discuss the engagement of program members with the local community, industry, professional groups, etc.)

### **AUXILIARY SERVICES**

We are in regular contact with BBB, and monitor their schedules (and schedule changes) so that we can step in with additional service if necessary.

We meet with the neighborhood group Friends of Sunset Park at the start of every semester to inform them of our plan to handle the increase in traffic and to address the needs of the surrounding neighborhoods.

### **PARKING**

Members of the Police Department interact with the Friends of Sunset Park and the Mar Vista Neighborhood Council (Neighborhood Groups) to both disseminate information about upcoming traffic issues and to receive feedback on our efforts and any concerns the residents may have.

We also work with the Police Departments and the Traffic Services Bureaus of both the City of Santa Monica and the City of Los Angeles in order to plan for heavy traffic periods and special events, obtain resources and to keep current with issues that might affect our campuses.

### **TRANSPORTATION**

There are many local transportation industry and organizations that are consulted and coordinated with to support our programs including: The City of Santa Monica's Transportation and Planning Department, Breeze Bike Share program, Metro, BBB, Denny Zane consultancy, Paradise transportation consulting, RideAmigos commute option and incentive website, Bikerowave non-profit bike shop, SPOKE urban cycling education, VRide Vanpool, and the Chamber of Commerce Environmental Affairs Committee meetings. In addition we have participated in the development of Santa Monica's Land Use and Circulation Element and the City's Bike Action Plan. Worked with Metro to ensure 17<sup>th</sup> street was named SMC and included a bike lane to campus.

Student & Instructional Services

3. Discuss the relationship among program faculty and staff, between program faculty, staff and students, and the involvement of program faculty and staff with other programs or areas.

Administrative Services

3. Discuss the relationship among program staff and unit engagement with other units or areas of the college.

**TRANSPORTATION**

Program staff appreciate the assistance given to them by other units such as Police, Auxiliary Services, Outreach, VIP Welcome Day committee, AS, and Facilities. There is open support when it's requested.

**G1: Current Planning and Recommendations**

1. Identify any issues or needs impacting program effectiveness or efficiency for which institutional support or resources will be requested in the coming year. [This information will be reviewed and considered in institutional planning processes but does not supplant the need to request support or resources through established channels and processes].

**AUXILIARY SERVICES**

Transportation program exists to serve the student body with their transportation needs. With the College opening new buildings and improving its existing facilities transportation will have to adapt to accommodate the growing needs of the staff and student body.

**PARKING**

Based upon conversations with our Parking Enforcement Officers (PEO's), we anticipate 2 or more retirements by the end of the 15-16 fiscal year. If both leave as planned, we will be down to 13 PEO's of which two are part-time employees. Based upon our staffing needs, we will not be able to staff to minimum levels as we will be 2 or more PEO's short per shift, assuming that the rest of the PEO corps report for duty that day.

As part of upgrading our capabilities and to ensure adequate staffing levels, we have created the Campus Safety Officer position and are still working through the parking and transportation committee to adopt a new parking permit system where the vehicle's license plate will be the permit and we can check permits on a much less labor intensive means by scanning license plates to determine whether a "permit" was paid for or issued.

**TRANSPORTATION**

The college will have to meet the new AVR target of 1.75 by 2017

New Expo line at 17<sup>th</sup> street may have a large number of students needing to complete the last mile of their journey to campus. Bike share and shuttle service may be adequate but weigh finding signs may be needed.

Increasing budget from Auxiliary Services to incentivize students and employees to try alternative modes of transportation.

The City's new Transportation Management Authority will provide many useful tools to help achieve our goals but it will mean SMC loses its 25% discount it pays on City fees. This amounts to approximately \$2,500 per year.

Continued development of SMC facilities on main campus and at three satellite campuses will add 1,432 new parking spaces, which will act as disincentives to our efforts and make it more difficult to achieve our AVR.

The Big Blue Bus and other transportation systems like Metro have all switched to the TAP card. SMC will need to migrate to the TAP system within a year or so.

2. If applicable, list additional capital resources (facilities, technology, equipment) that are needed to support the program as it currently exists. [This information will be reviewed and considered in institutional planning processes but does not supplant the need to request resources through established channels and processes].

## **PARKING**

There are two areas where we anticipate needed training and equipment:

1. If we receive permission to go forward with the CSO position, we will need funds to obtain their initial uniform and equipment supplies and to send them to the mandated classes for all personnel working security on a college campus.
2. If we are able to get the authority to implement the new license as permit parking permit system, we will need to contract with the company selected to host the process and to outfit two parking enforcement vehicles with the necessary license plate reader equipment.

## **TRANSPORTATION**

The TAP card system may require the replacement of all ID cards. The cost of new cards and technology to print new cards with the TAP chip, photo, and information strip is estimated to be as much as \$1,000,000.

3. If applicable, list additional human resources (staffing, professional development, staff training) needed to support the program as it currently exists. [This information will be

reviewed and considered in institutional planning processes but does not supplant the need to request resources through established channels and processes].

**AUXILIARY SERVICES**

We need to identify and hire additional drivers now, and in anticipation of imminent retirement of current drivers. We need a roster that includes a few more qualified drivers on call, who can work when regularly scheduled drivers call in sick or take vacation days.

**PARKING**

As part of upgrading our capabilities and to ensure adequate staffing levels, we have created the Campus Safety Officer (CSO) position and are still working through the parking and transportation committee to adopt a new parking permit system where the vehicle's license plate will be the permit and we can check permits on a much less labor intensive means by scanning license plates to determine whether a "permit" was paid for or issued.

While final approval has not been given by the Personnel Commission and the Board of Trustees, we anticipate the position being approved and receiving authority to hire six (6) CSO's.

It should also be noted that this does not take staffing the former AET site when it reopens as both a campus and as the home of KCRW and will be running 24 hours a day. Those discussions are still in progress.

**TRANSPORTATION**

Additional staff hours dedicated to managing Breeze Bike Share application requests submitted through the City, transportation studies, and commuter data research. The new TAP card system may require additional training.

The funding of a Bike Coordinator position would help maintain an even level of attention to this underutilized mode of transportation.

**OVERALL**

Hire a Transportation Coordinator or Director of Transportation to oversee all Transportation and Parking Services at the District.

4. List all current positions assigned to the program.

**G2: Future Planning and Recommendations**

1. Projecting toward the future, what trends could potentially impact the program? What changes does the program anticipate in 5 years; 10 years? Where does the program want to be? How is the program planning for these changes?

### **AUXILIARY SERVICES**

The opening of the light rail line, with a stop at 17<sup>th</sup> street will affect the shuttle service. Once we can determine the service that BBB and/or Metro will provide, we can schedule supplemental shuttle service to complement the city-provided service. This could include shuttles to PAC and Bundy, as well as main campus. We will also explore service from the terminus to Emeritus, if warranted.

We also will explore new service for The Broad Stage performances. This could include shuttle service between PAC and a local parking lot for patrons who cannot find parking.

The shuttle program needs to continue to provide easy access to all areas of SMC, with clean, efficient vehicles and courteous drivers who are trained and reliable.

We need to offer these services cost-efficiently, and this may require some market research and data collection (including ridership from BBB).

### **PARKING**

In the next five years, we anticipate several changes. Among them are:

- The retirement/separation of several more PEO's and the addition of 6-12 CSO's, if approved.
- The implementation of a license plate as permit parking system, this will cut down on the cost of printing and handling permits, make parking enforcement more efficient as license plate reader technology will be used to verify "permits" and less personnel will be needed to patrol the lots and structures.
- The opening of two new parking areas; the new structure at the KCRW/"AET" site and the new underground parking at the new administrative building on the northeast corner of the main campus. It is believed that the opening of the underground parking lot on the main campus will ease much of our lack of parking issues.

### **TRANSPORTATION**

The United Nations Climate negotiations in Paris in November 2015 will be discussing a Cap & Trade system which is already in place for the fossil fuel industry in California, or a Carbon Tax system which is a straight tax on fossil fuels, with the intention to internalize the cost of pollution into operating costs. Either system, if applied to institutions like SMC, would count the amount of our greenhouse gas emissions and create a new cost for the college.

As electric vehicles become the norm, charging stations will need to be expanded, and at some point EVs will no longer be given preference once they reach market saturation.

2. If applicable, list additional capital resources (facilities, technology, equipment) that will be needed to support proposed changes. [This information will be reviewed and considered in institutional planning processes but does not supplant the need to request resources through established channels and processes].

**AUXILIARY SERVICES**

We will need to replace 2 shuttles in the next 5 years, and if service requirements increase, there is potential for additional need. The shuttles must be state of the art equipped for safety, wheelchair access, and to some extent comfort of the riders.

**PARKING**

As we transition into the new "permit" system, we will need to contract for the services of the company handling the data, to outfit vehicles with license plate reader technology and to upgrade our ticket issuing process to an electronic system that cuts down on the staffing hours needed to enter data from citations into several databases by hand.

**TRANSPORTATION**

Bike lockers, an enclosed bike parking area, on site bike repair shop, dedicated carpool parking spots, and an increase in vanpool parking spots may all require capital resources.

3. If applicable, list additional human resources (staffing, professional development, staff training) that will be needed to support proposed changes. [This information will be reviewed and considered in institutional planning processes but does not supplant the need to request resources through established channels and processes].

**AUXILIARY SERVICES**

If the need for shuttle service increases dramatically, we may need to consider a supervisor to manage the program. In the meantime we need to develop a good list of ready drivers, and prepare for retirement of some of the existing staff.

We would like to purchase a new CNG shuttle to develop a VIP shuttle line for the Broad Stage donors and performers.

**PARKING**



With the retirement of several more PEO's over the next few years, we will need to hire 6-12 CSO's to replace and upgrade their positions as we will no longer have need for a "parking only" officer.

### **TRANSPORTATION**

A paid attendant at an enclosed, secure bike parking lot would relieve concerns from would-be cyclists.

A bike mechanic to work on student, staff and Police Department bikes.

### **OVERALL**

Hire a Transportation Coordinator or Director of Transportation to oversee all Transportation and Parking services at the District.

4. If applicable, note particular challenges the program faces including those relating to categorical funding, budget, and staffing.

### **AUXILIARY SERVICES**

Our critical challenge is having enough qualified drivers on hand to fill the needs.

### **PARKING**

Our biggest challenge in this area will be staffing, with the retirement of several more PEO's over the next few years, we will need to hire 6-12 CSO's to replace and upgrade their positions as we will no longer have need for a "parking only" officer.

### **TRANSPORTATION**

Increased budget to incentivize students and employees to try alternative modes of transportation must come from Auxiliary Services due to the fact that funds from District cannot be used for "prizes".

5. Summarize any conclusions and long term recommendations for the program resulting from the self evaluation process.

## **PARKING**

Our biggest hurdles come from lack of adequate staffing and lack of use of technology.

If we are able to implement a plate as permit parking system and automate the issue of citations, along with the automation of data collection, we cut down considerably on the amount of time spent repeatedly entering data by hand into various systems.

We are becoming critical in our staffing levels for parking personnel who are able to perform more than a basic level function. If we receive permission to create the position of CSO and are given the authority to hire 6-12 personnel (based on need), we will begin to have a parking function that has the training and ability to perform many vital functions in both the parking and campus police programs.

6. Please use this field to share any information the program feels is not covered under any other questions.

Present any conclusions and recommendations resulting from the self-evaluation process.

## **TRANSPORTATION**

-Promote the palate of new and existing alternatives to complete the last mile (Expo line, car share, bike share).

-Work with new technologies such as Uber, Sidecar and Lyft to promote the carpool options they offer.

-Work with academic and administrative departments to reduce single-passenger car trips in their area.

-Create disincentives for single-passenger cars arriving to campus.

-Provide designated parking for qualified and registered carpools.

-Make ridesharing application automatic when applying for parking pass, provide opt-out.

-Prohibit idling in parking areas and on streets adjacent to campuses.

-Implement preferential parking programs to discourage commuters who live close to campus (especially less than one mile) from driving.

-Expand Any Line, Any Time to Expo line (fund through increased parking fees).

## **H. Evaluation of Process**

Please comment on the effectiveness of the Program Review process in focusing program planning.

The process was helpful. However, gathering information from three separate areas was a bit challenging.

Parking information has always been part of the Campus Police review and Sustainable Transportation has always been part of the Sustainability program review.

Better coordination among all areas of Transportation and Parking is needed.

## **I. Executive Summary**

Narrative

Program Evaluation

Commendations

Recommendations for Program Strengthening

Recommendations for Institutional Support