

CSU Channel Islands Parking and Transportation Demand Management Study

June 2016

N NELSON
NYGAARD

Today's Meeting

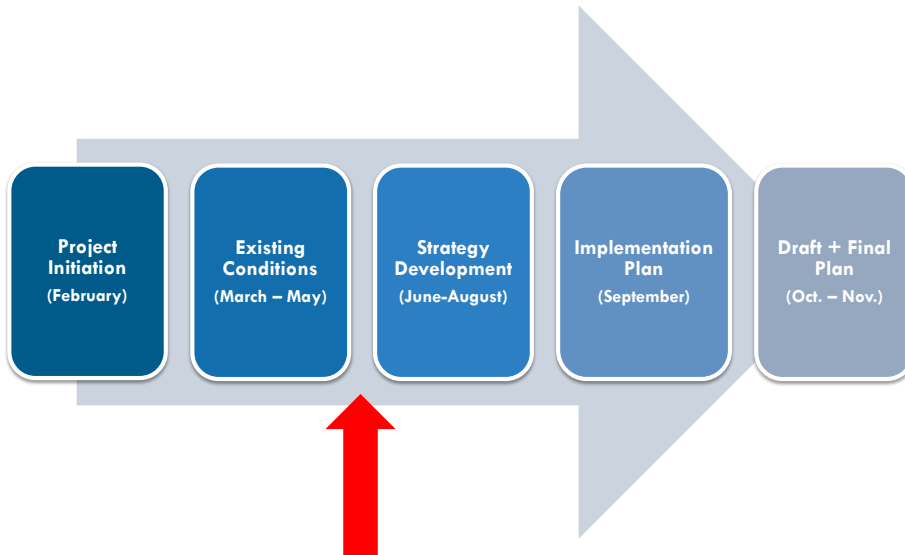
Goals:

1. Review and confirm existing conditions.
2. Brainstorm initial strategies. Confirm strategy framework.

Agenda:

1. Overview and schedule (11-11:15)
2. Existing conditions (11:15-12:15)
3. Quick break and start lunch (12:15-12:30)
4. Strategy brainstorm session (12:30-3)

Project Overview



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Fall Outreach

- **Meet with key groups to:**
 - Review major findings
 - Present draft recommendations
 - Solicit feedback

- **Who should we meet with?**
 - Staff
 - Leadership
 - Student/Faculty groups

- **What is best time?**



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Context

Campus Master Plan (2004)

- Provided a **blueprint** for organization of campus facilities, programs, and systems

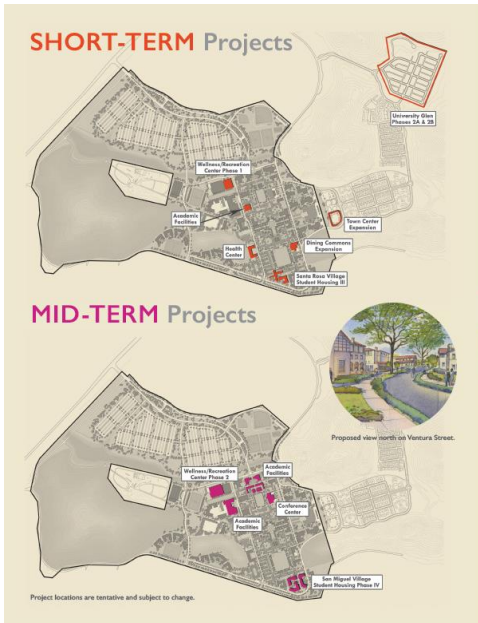
- **Key Goals**
 - Promote Environmental Sustainability
 - Uniqueness of Place
 - Sense of Community
 - Growth to 15,000 FTE

“Identify Opportunities for Creating a Sustainable Campus”

Sustainable Vision



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Proposed view looking south from campus entry.

2025 VISION PLAN

KEEPING PACE WITH STUDENT AND COMMUNITY NEEDS

As the only four-year public university in Ventura County between Northridge and Santa Barbara, CSU Channel Islands (CI) plays a major role in the success and well-being of our community. We provide qualified applicants for the workforce. Our students serve as interns in local businesses and participate in service learning programs that benefit more than 60 schools, governmental agencies and charitable organizations. We expand opportunities for underserved populations. And, we support economic growth by providing jobs and stimulating our local economy.

OUTPACING EXPECTATIONS

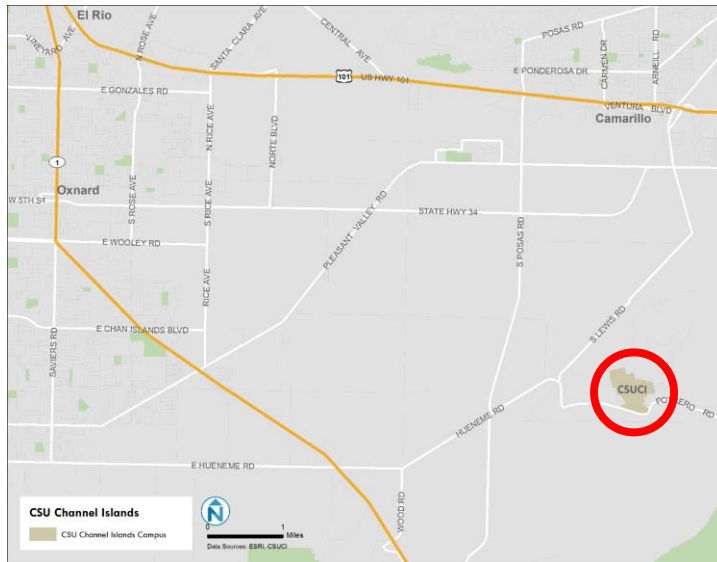
We've accomplished great things since CI's inception in 2002, and much of it is due to you. CI is the newest campus in the CSU system and has been hit hard by state budget cuts for most of our history. Without support from our friends in the private sector and local government, we couldn't have expanded our offerings and wouldn't have achieved our current level success and traction. We've surpassed expectations in the higher education community, and the future is bright. CSU Chancellor Timothy White has stated that CI will be "one of the jewels of the Cal State system."



Estimated Growth (DRAFT/INTERNAL)

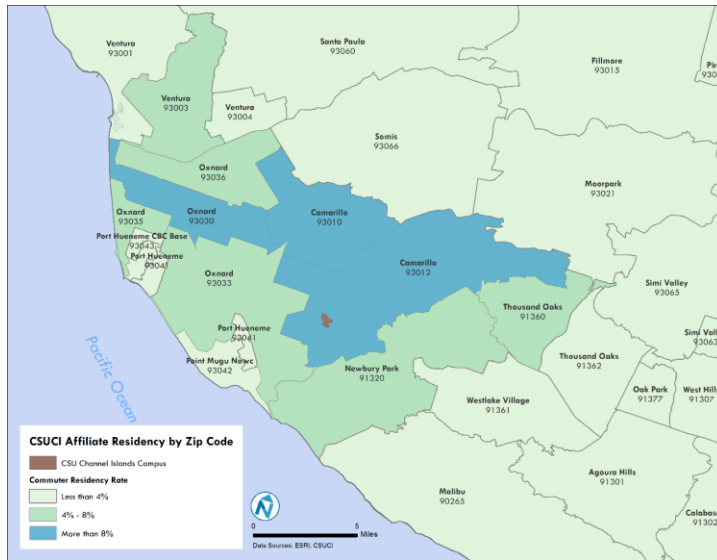
	2016 -17	2017 -18	2018 -19	2019 -20	2020 -21	2021 -22	2022 -23	2023 -24	2024 -25	2025 -26	2026 -27	2027 -28	2028 -29	2029 -30
FTEs	5,660	5,773	5,889	6,006	6,127	6,249	6,374	6,502	6,632	6,764	6,900	7,037	7,178	7,322
% FTE Change	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
# of Beds	1,450	➔												2,250

Are these the correct inputs for growth?



Why is CI's location so important?

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Where do CI affiliates live?

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Travel Survey

TELL US WHAT YOU THINK.
Plan for future
TRANSPORTATION AND PARKING IMPROVEMENTS
for all dolphins!

SURVEY OPENS MARCH 28 2016 Submit for your chance to win!

When you provide insight by filling out a short survey, you are also entered in a raffle to win a \$50 gift certificate!

The short 8 minute survey can be accessed at www.surveymonkey.com/r/CSUCI2016

Affiliate	#	%
Student, on-campus	281	16%
Student, off-campus	1,011	59%
Faculty, on-campus	19	1%
Faculty, off-campus	113	7%
Staff, on-campus	43	2%
Staff, off-campus	244	14%
Visitor	10	1%
TOTAL	1,721	100%

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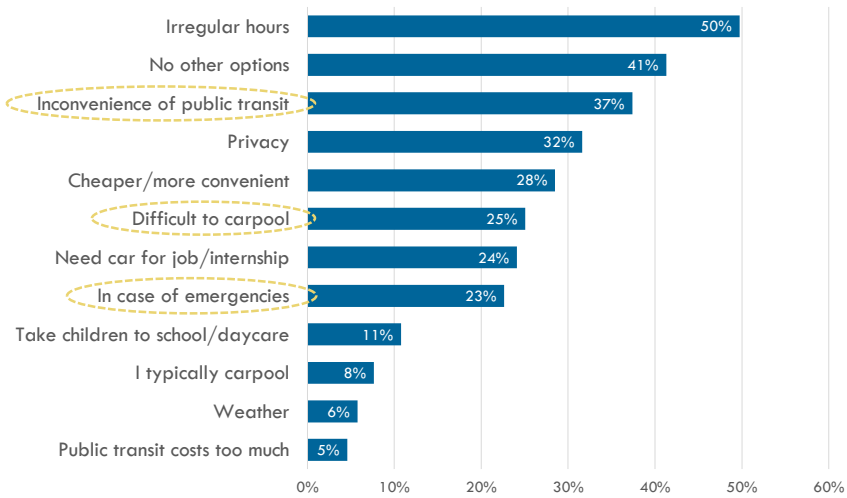
How do people get to CI?

Mode	All	Student	Faculty	Staff
Drive Alone	82%	80%	94%	88%
Carpool/Vanpool	8%	9%	2%	6%
Transit	7%	8%	2%	2%
Walk	1%	1%	0%	2%
Bike	0%	0%	0%	1%
Dropped off	1%	1%	0%	1%
Other	1%	1%	1%	1%

1 of every 5 commuter students does not drive alone.

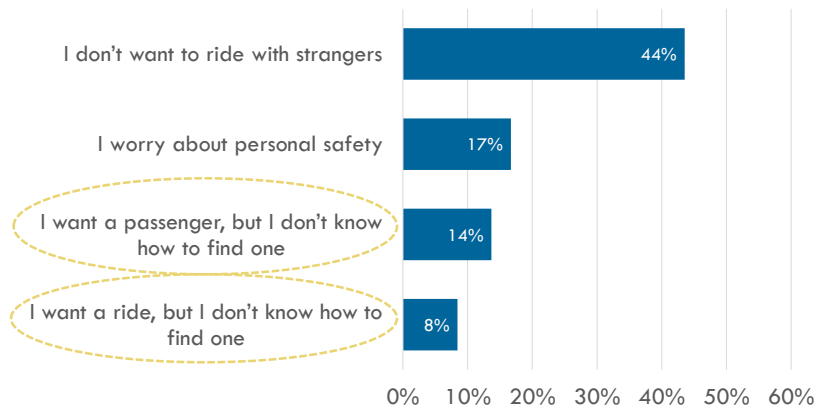
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Why do people drive alone?



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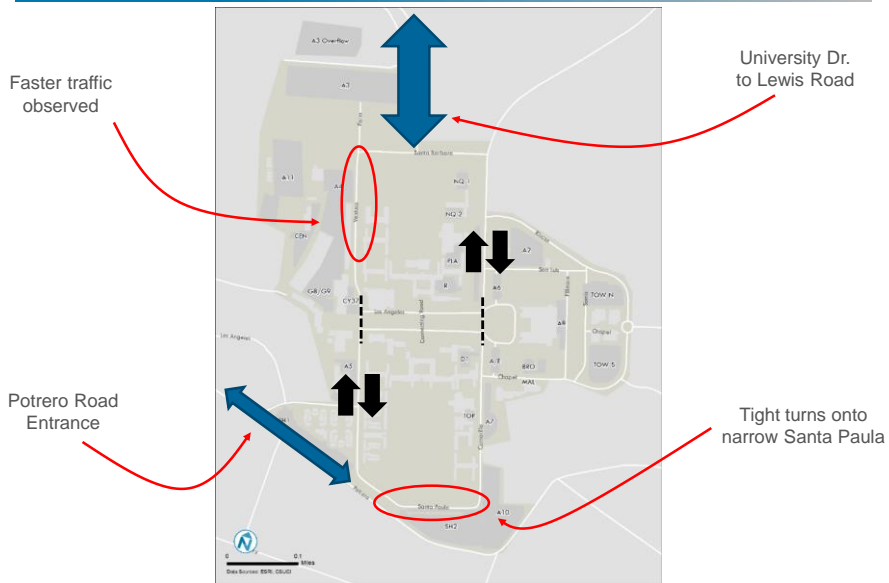
What are the barriers to carpooling?



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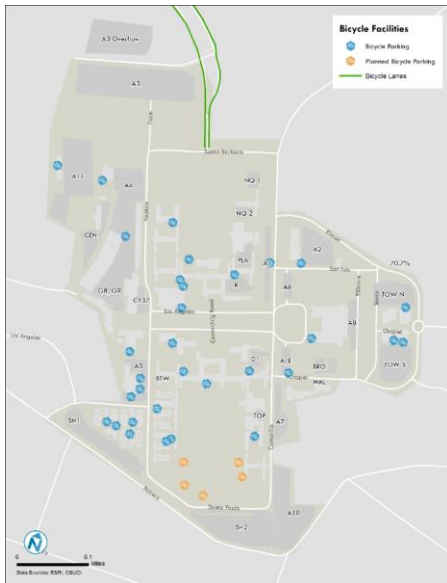
Transportation Assessment

Roadway Network and Access to Campus

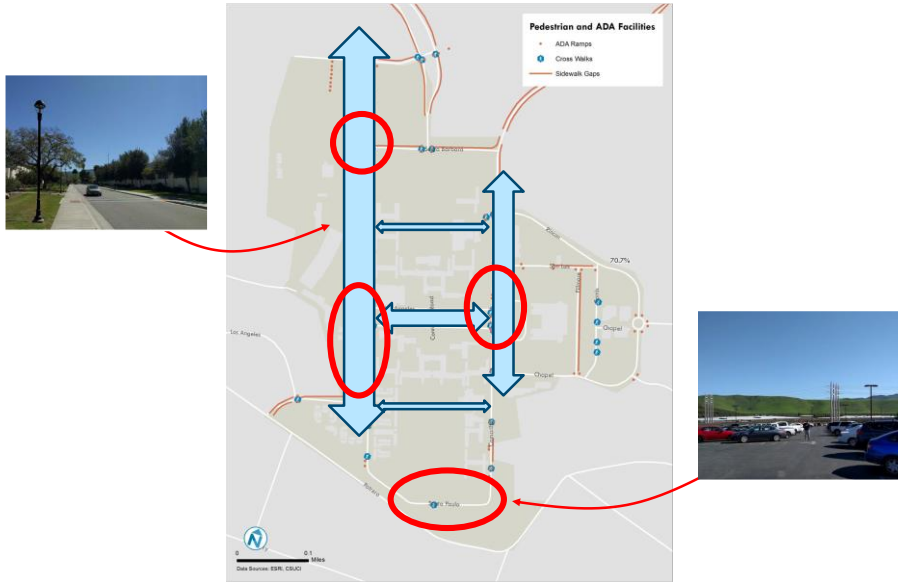




Bicycle Network



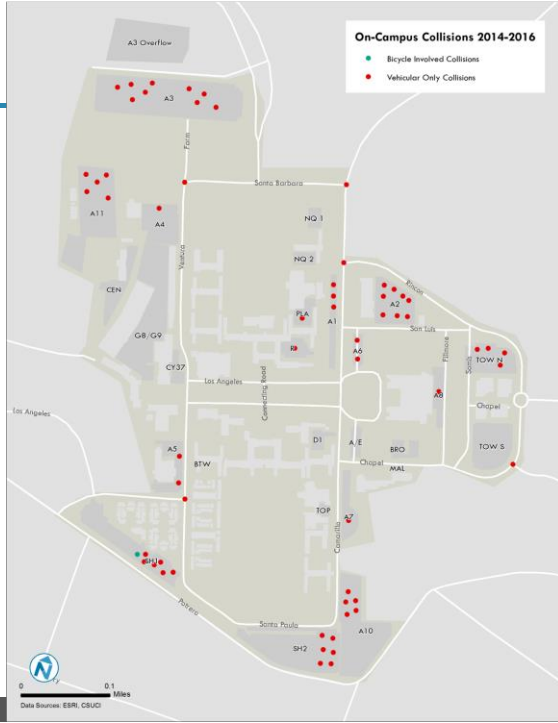
Pedestrian Network



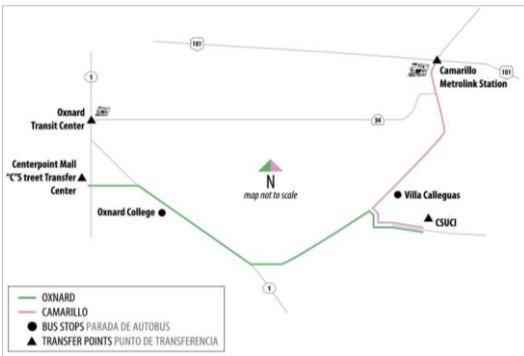
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Collisions

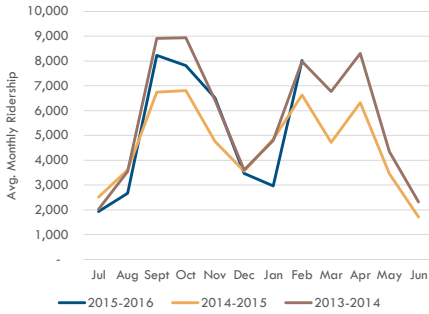


Transit

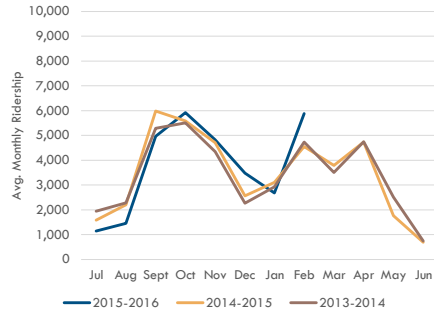


Transit Ridership

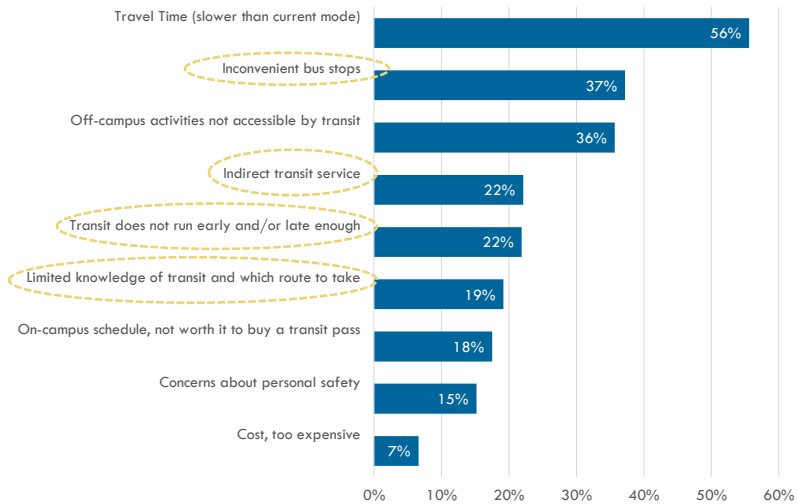
CI – Camarillo (every 30 mins)



CI – Oxnard (every 60 mins)



Why don't more people take transit?



Existing TDM Resources

Stay Connected with goCI



goCI, CI's official mobile app for iOS and Android devices, helps you get access to the campus directory, map, events calendar, and much more!

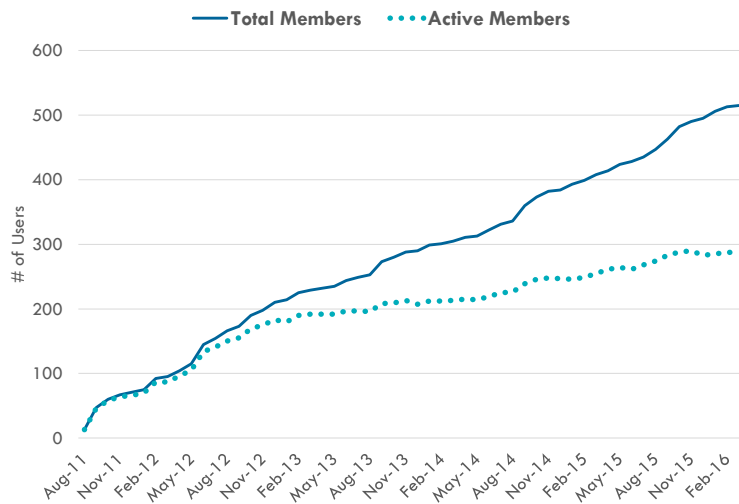
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Get goCI for Google/Android

or visit m.csuci.edu



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Zipcar Usage



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Parking

Parking Supply

Public Lots:

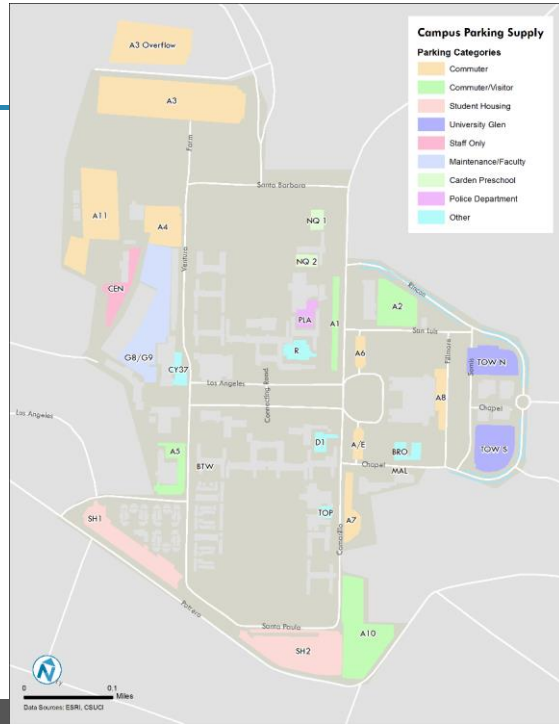
- All A lots
- R lot
- BRO
- CEN
- D1
- Street Parking (Rincon)

Space Type	Commuter / Public	Student Housing	Other Restricted	University Glen	Total
Handicapped	63	10	7	7	87
Unmarked	2,132	553	132	135	2,952
Electric Car	7	0	42	0	49
Metered (45 min)	14	0	2	0	16
Visitor	8	0	3	0	11
Enroll (45 mins)	4	0	4	0	8
Permit Rest.	3	0	3	0	6
Faculty	24	0	13	0	37
Loading	0	0	10	0	10
GSC Permit	5	0	0	0	5
Motorcycle	22	6	3	1	32
Permit	11	0	8	0	19
30 Min Lim	4	2	0	0	6
Maintenance	0	2	46	0	48
ZIP Car	0	0	1	1	2
Reserved	7	0	0	0	7
Trash Pick-up	0	0	5	0	5
Mail Van Only	0	0	1	0	1
Event	0	0	1	0	1
Tenant	0	0	7	0	7
Restricted	4	16	0	0	20
President	0	0	0	0	0
Retail (90 mins)	0	0	0	27	27
60 min limit	0	0	0	30	30
Employee	0	0	0	34	34
Total	2,308	589	288	235	3,420

Parking Supply

Public Lots:

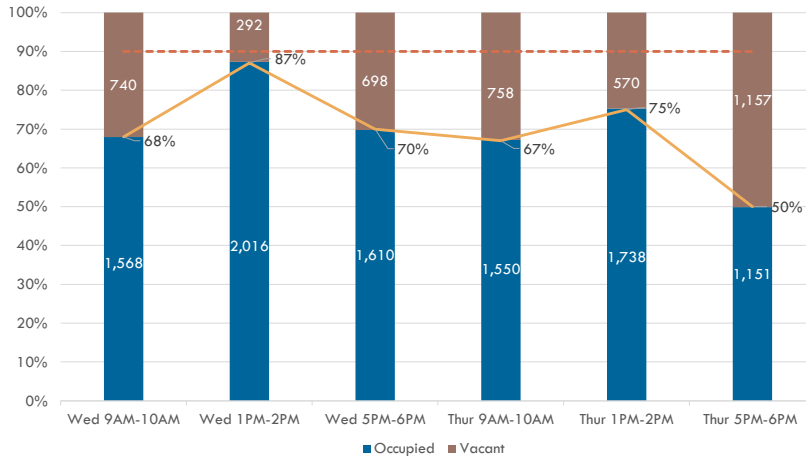
- All A lots
- R lot
- BRO
- CEN
- D1
- Street Parking (Rincon)



Permit Sales

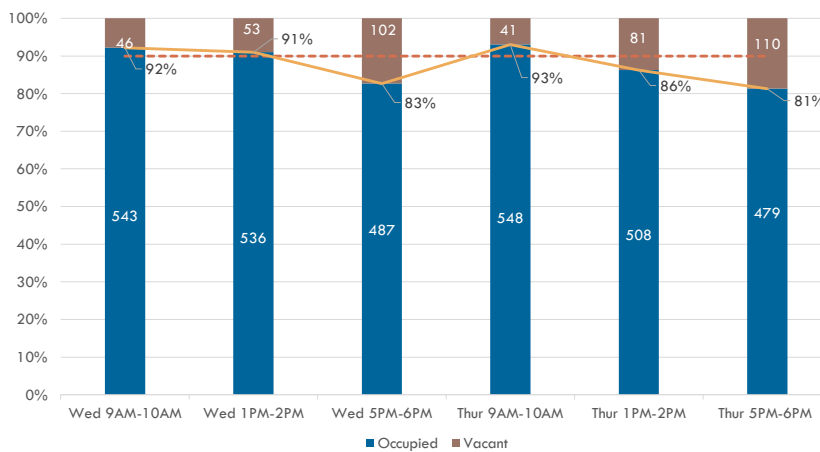
Permit Type	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	FY 14-15
Student	4,588	4,826	5,340	5,986	6,120	6,968
Student Housing	1,107	1,015	1,114	1,080	1,160	1,283
Faculty Semester	222	318	257	286	261	208
Motorcycle	19	23	31	54	55	42
Motorcycle Faculty	4	3	4	3	2	1
Daily	15,992	21,292	28,601	35,292	47,240	53,881

Parking Occupancy (Commuter/Public Only)



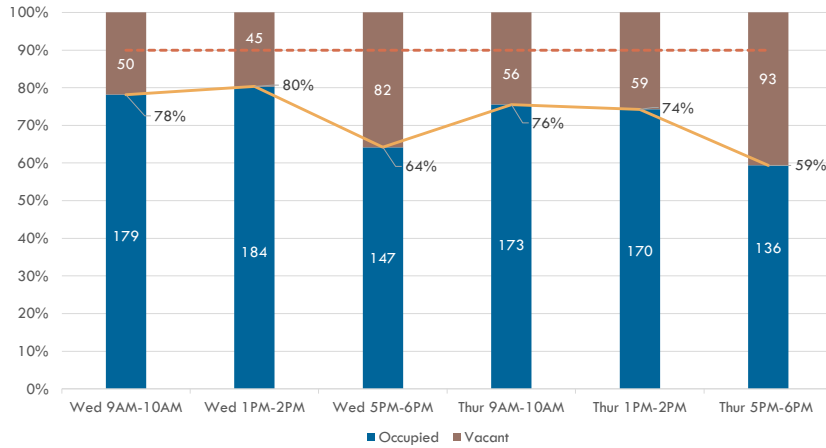
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Parking Occupancy (Student Housing)



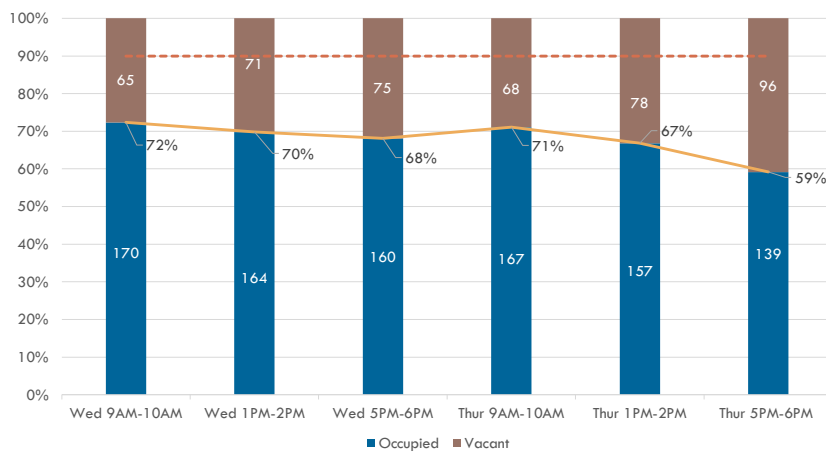
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Parking Occupancy (Other)



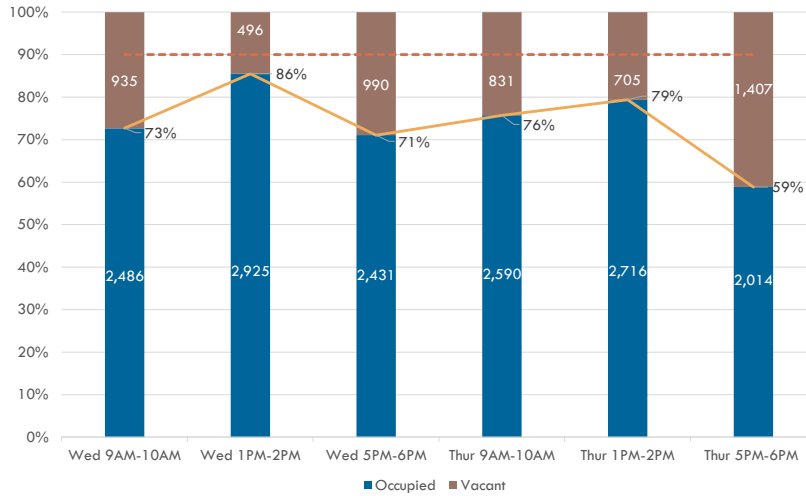
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Parking Occupancy (University Glen)



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Parking Occupancy (All Study Area)



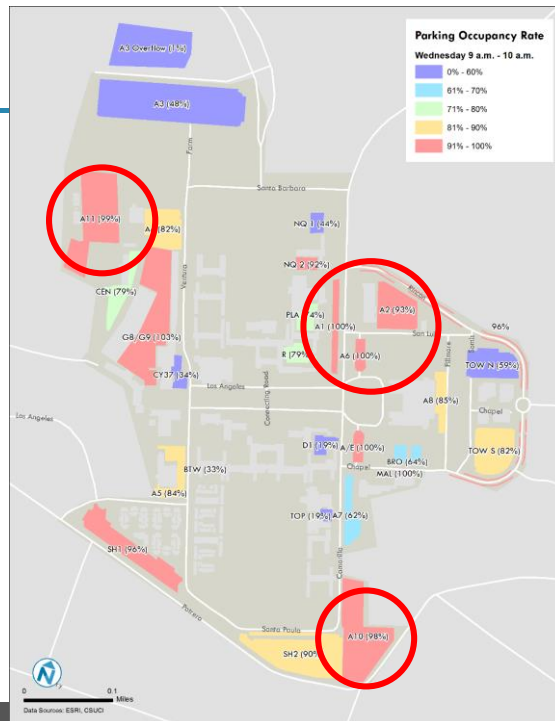
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Parking Occupancy (9 a.m. – 10 a.m.)

Parking in core fills up early.

Rincon Dr. is fully occupied by 9 a.m.

A3 lot begins to fill.

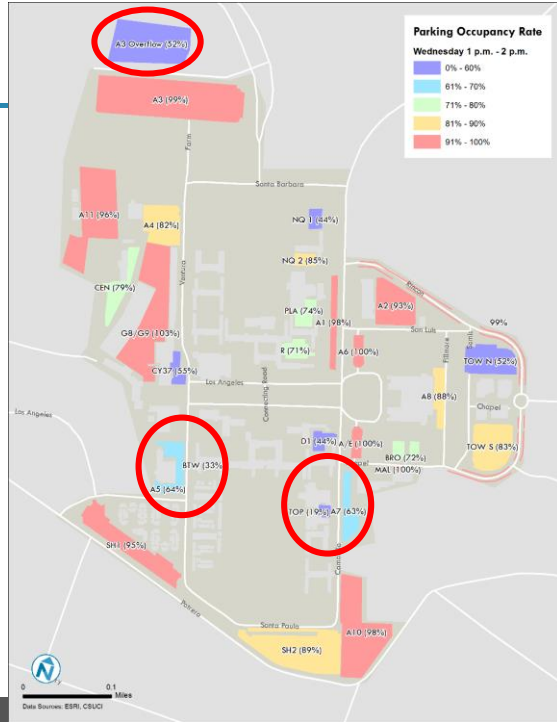


Parking Occupancy (1 p.m. – 2 p.m.)

At peak demand, parking in the core is not readily available.

Some smaller and/or restricted lots have availability.

A3 Overflow has ~150 open spaces.

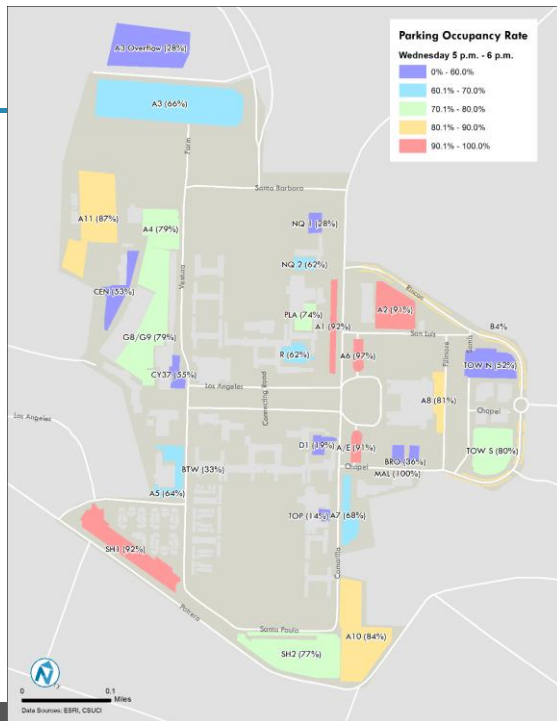


Parking Occupancy (5 p.m. – 6 p.m.)

By 5 p.m., most lots have a large number of available spaces.

Lots A1, A2, A6, and SH1 still have high demand.

Rincon Dr. has some availability.

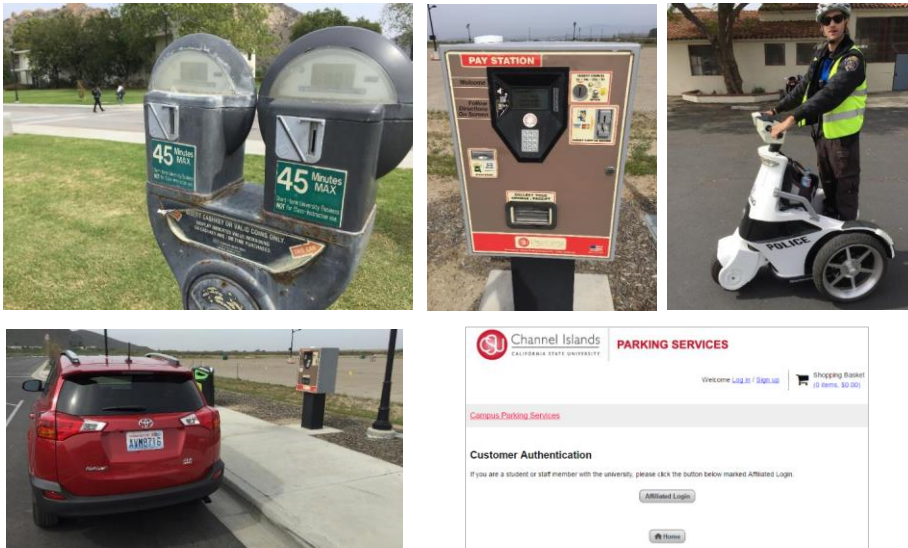


What is the CI parking experience?



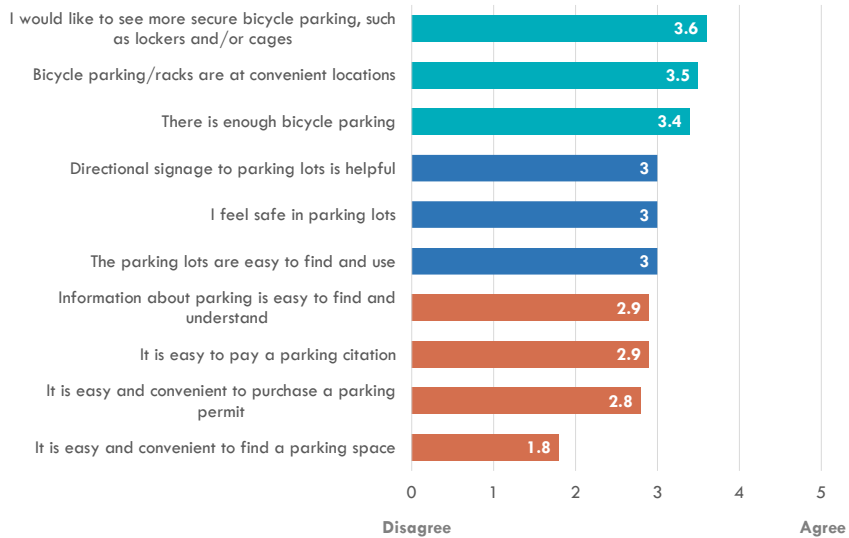
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What is the CI parking experience?



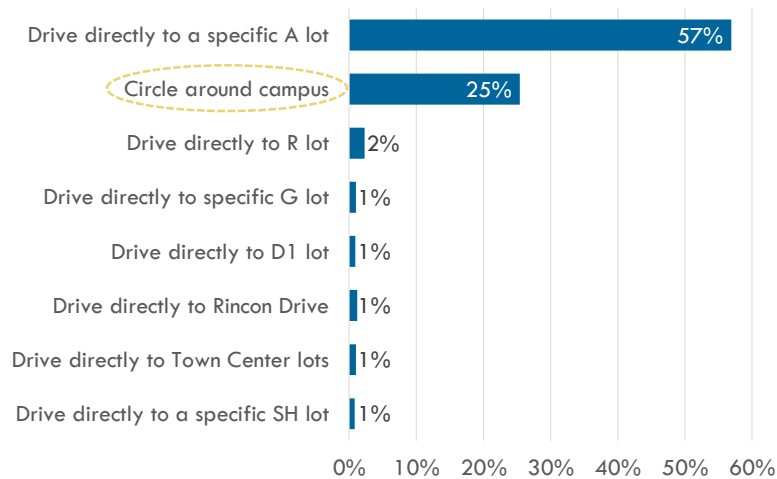
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Perceptions of Parking



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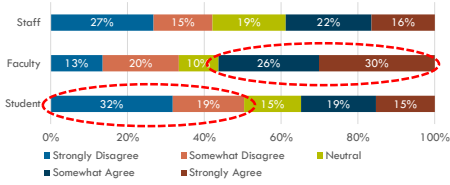
What do you do when you arrive on campus?



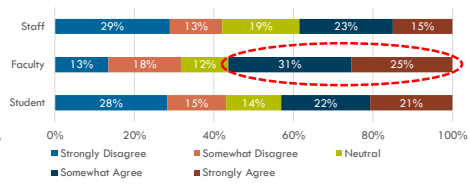
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Willingness to Change Behaviors

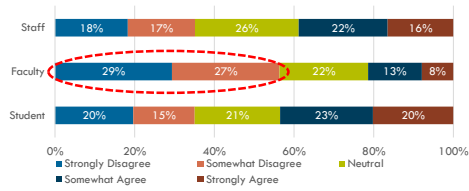
Willingness to Pay More for a Guaranteed Space



Willingness to Pay More for Parking Near Destination



Willingness to Walk Farther to Pay Less



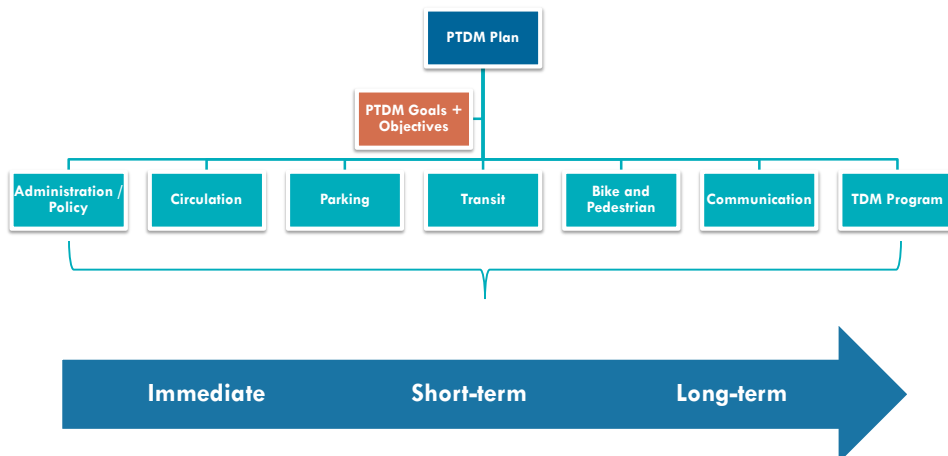
Strategy Brainstorm

Brainstorm Session

1. Goals/performance metrics
2. Strategy categories
3. Campus site visits to review ideas (as needed)

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Strategy and Implementation Framework



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Brainstorm: Policy and Administration

- What is the campus long-term vision?
- **What are CI's transportation goals and policies? How do they support the vision?**
- How does CI measure and track progress?
- Do CI staff have the appropriate resources?
- Are existing local/regional partnerships working? How can they be improved?
- How does CI allocate its mobility resources? Are there opportunities to improve efficiency?
- Can CI expand the "mobility" slice of the pie?

Sample Transportation Goals

- Provide transportation choices for all users
- Reduce number of single-occupant vehicle trips
- Make travel options, and their costs, clear to users
- Balance cost and convenience between travel modes
- Strategically accommodate growth
- Reduce environmental impact
- Support positive health outcomes for all affiliates
- Make campus a safe place to travel to, from, and within

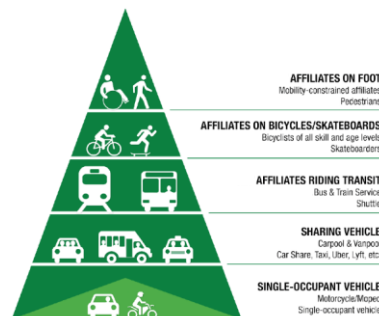
Brainstorm: Sample Goals and Metrics

Area	Sample Goal	Sample Metrics
Bike	Provide more safe and attractive bicycling facilities	<ul style="list-style-type: none"> Increase bike mode share by X% Reduce bike collisions # of miles of bike lanes # of parking facilities
Pedestrian	Ensure campus pedestrian facilities are attractive, clearly marked, and encourage walking.	<ul style="list-style-type: none"> Increase pedestrian mode share by X% Reduce pedestrian collisions
Transit	Transit is an attractive, efficient, and convenient option	<ul style="list-style-type: none"> Increase transit mode share by X% Increase avg. ridership Increase # of passes sold Increase % of affiliates with access Reduce cost per rider/trip
Parking	Parking is consistently available, easy to find, and convenient to use.	<ul style="list-style-type: none"> Meet % availability targets Reduce overall parking demand
Communications	Communications and branding is consistent, clear, user-friendly, and supportive of transportation goals.	<ul style="list-style-type: none"> Improve awareness of transportation options Increase website / app use Increase user satisfaction metrics Increase # of events
TDM	Students, faculty, and staff have strong transportation options that are easily understood and accessed.	<ul style="list-style-type: none"> Reduce SOV campus mode split Increase enrollment in TDM programs Increase user satisfaction metrics

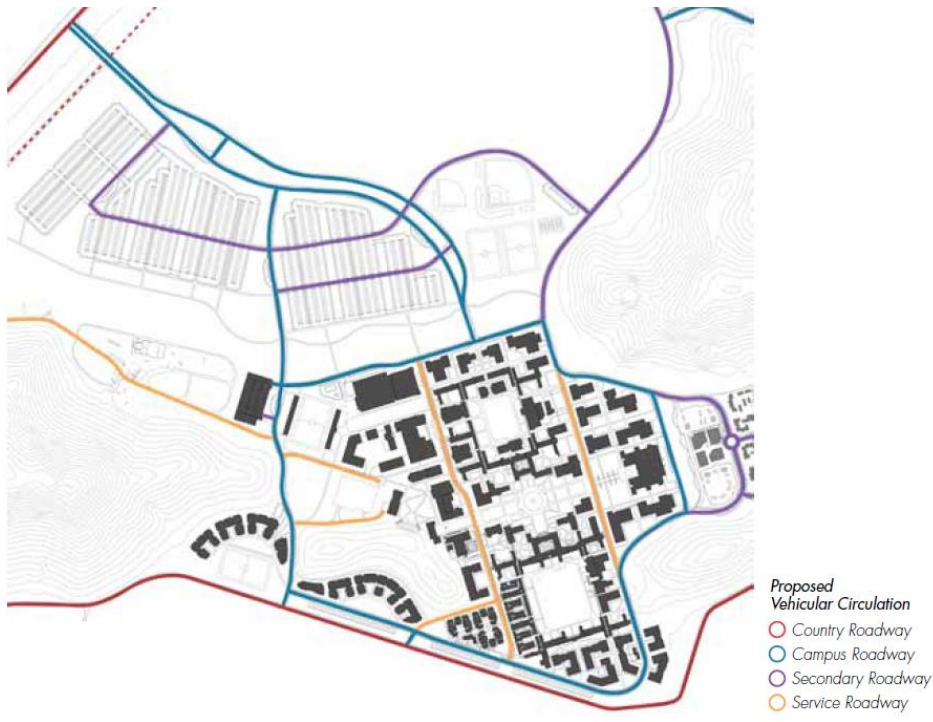
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Brainstorm: Circulation

- **Once on campus, how should people travel?**
- Should there be a defined modal hierarchy?
- What should be the primary function of:
 - Santa Barbara Ave.?
 - Ventura St.?
 - Santa Paula St.?
 - Camarillo St.?
- What infrastructure investments should CI prioritize?

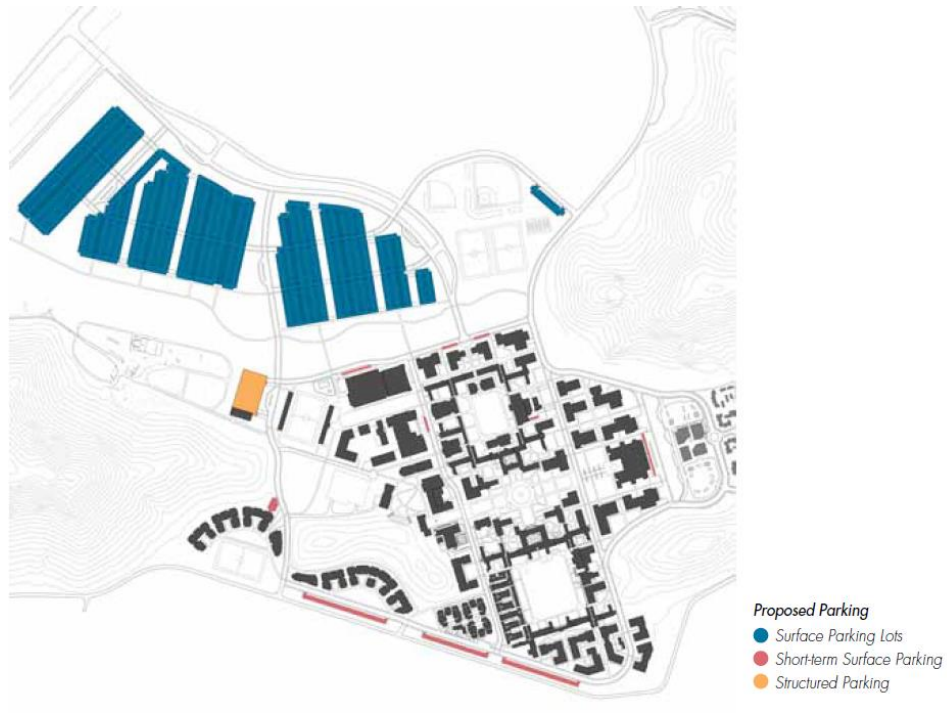


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Brainstorm: Parking

- What are CI's guiding principles or goals for parking management?
- **How can CI maximize use of its existing parking?**
- How much new parking should CI build as campus grows?
- How can CI improve the experience of parking on campus?
- What role should technology play in parking?
- How should CI track and monitor parking on campus?
- What is the goal of parking enforcement?
- How can CI work with its neighbors to improve the parking experience?



Brainstorm: Bikes

- **How can more people safely get to CI by bike?**
- How can people ride bikes more safely around campus?
- Does CI have enough bike parking? In 10 years?
- Is it located in the right places?
- What programs can CI implement to incentivize biking?
- Is a campus bike sharing program appropriate for CI?
- How can CI better monitor bike demand and behavior?



Brainstorm: Pedestrians

- What are the key pedestrian circulation challenges?
- **What infrastructure investments would improve pedestrian safety and access?**
- What programs would improve pedestrian safety and access?

Brainstorm: Transit

- Is there an underserved transit market?
- **Where should transit go that it doesn't?**
- **When should transit run that it doesn't?**
- Should CI run its own transit service?
- Should transit penetrate campus?
- What amenities would improve the passenger experience?

Brainstorm: TDM

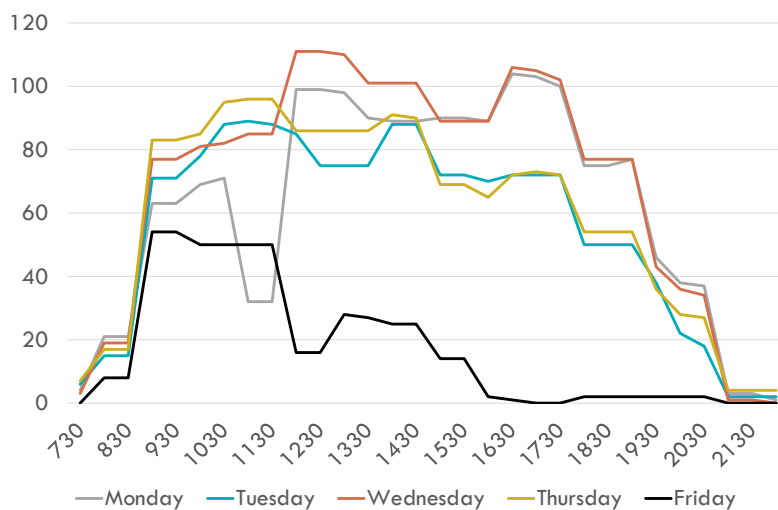
- What incentives do CI affiliates respond to?
- **How can existing programs be improved?**
- **What additional programs should CI provide?**
- What resources do CI staff need?

Brainstorm: Communications

- What and where are the communication gaps?
- **What messages work best with students? Faculty? Staff?**
- What communication tools would staff like to have?
- How do key stakeholders provide meaningful input?

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Class Activity



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Parking Costs

Permit Type	Cost
Vehicle	
Student - Fall/Spring Semester	\$190
On Campus Student Resident - Fall/Spring Semester	\$190
Faculty - Fall/Spring Semester	\$95.45
Student - Summer	\$161.88
Faculty - Summer	\$84.45
Motorcycle	
Student - Fall/Spring Semester	\$34
Faculty - Fall/Spring Semester	\$24.19
Student - Summer	\$29.75
Faculty - Summer	\$20.75
Employee Monthly Permits	
MPP & Non-represented employees/Tenants Only	\$45.82
Employees (Represented Bargaining Unit 4, 6, 8)	\$25.00
Employees (Represented Bargaining Unit 2, 5, 7, 9)	\$26.89
Other	
Parking Meters (45-minute max)	\$.50/15 mins (\$2/hr.)
Daily Permit	\$6