

**UC SANTA CRUZ  
TRANSPORTATION ADVISORY COMMITTEE  
(TAC)**

**2009-10  
MEETING MINUTES**

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UCSC  
TRANSPORTATION ADVISORY COMMITTEE (TAC)

MEETING MINUTES

November 18, 2009

Baskin Engineering, Room 330

**Transportation Advisory Committee:**

Larry Pageler, TAPS, Chair  
Bill Zahner, Graduate Student  
Heather Mietz-Egli, Staff  
Bruce Horn, Staff  
Harneel Lally, Undergraduate

Cindy Pease-Alvarez, Faculty  
Lynn Westerkamp, Faculty  
Robert Kemp, Staff  
Melissa Gwyn, Faculty  
Free Moini, Planning and Budget

**TAC Members Absent:**

Connie Croker, Staff

Augie Zigon, University Police

**TAPS Staff:** Cathy Crowe

Eric Kraus  
Andrew Klein

Susan Willats  
Candice Ward

**Visiting Non-Members:**

Tony Grant, Humanities

(TAC actions appear in **bold** print)

1. Introductions

Introductions were made.

2. Additions/Deletions to the Agenda

None

3. Minutes of June 10, 2009 Meeting

The minutes were accepted by consensus.

4. Announcements

Mr. Pageler noted that protests were anticipated on several UC campuses, including UCSC, and that this would probably impact transportation during some part of the day.

## 5. Charge of the TAC

Mr. Pageler gave a brief report on the TAC mandate. He provided a brief budget context, noting that TAPS is almost completely fee funded—and does not issue parking citations. He said that TAPS is attempting to address the present budget situation by reducing costs rather than raising fees, and that there will be an attempt to complete the 2010-11 budget process in a timely manner.

Ms. Willats suggested removing from the TAC roster the non-voting staff resource members who have not attended a TAC meeting for years.

Mr. Kraus said that he would do so.

Mr. Pageler noted that Sustainability Coordinator Aurora Winslade has expressed interest in attending TAC meetings.

Ms. Mietz-Egli stated that it is important for new members to understand that the TAC is an advisory committee, not a decision making body. Its recommendations are presented to the Campus Welfare Committee.

Mr. Pageler concurred. He also noted that the TAPS funding model is fifty years old and probably not sustainable. He has been working with Mr. Moini and Assistant Chancellor Sahni on brainstorming a better model, and is expanding that discussion to include TAPS directors across the UC system.

## 6. TAPS Status Report

Mr. Pageler reported that the TAPS programs and parking budget has a reserve approaching \$1.3 million, but that the transit budget is in deficit by about \$1.84 million.

Mr. Moini pointed out that last year was the final year that the student transit fee would increase under the fee initiative approved Spring 2006.

Mr. Horn asked regarding total budget size.

Mr. Moini replied that the transit budget is almost \$5 million, with parking coming in a little over \$4 million.

Mr. Pageler added that billings to the transit district total about \$3 million annually. He also noted that decreases in enrollment affect the TAPS budget. For every 1,000 fewer students, TAPS loses \$350,000 in student transit fees per year.

Mr. Kemp asked about the cost of transit billings per student per year.

Mr. Pageler replied that this would be covered during his presentation.

Mr. Pageler reported that last year's traffic volumes on campus were the lowest in many years, as was parking demand. Enrollment, and fuel and commuting costs are all factors, as is the overall economic situation. If the Regents approve the proposed fee increase, enrollment could be driven down further.

Mr. Pageler reported that TAPS has undergone furloughs and staff time reductions that will result in service reductions. The kiosk and sales office, for instance, will probably be closing at certain times of the week during winter or spring quarters. TAPS is attempting to acquire an exemption from work reductions for campus transit, the reason being that transit is always a necessity for the proper functioning of the campus.

Mr. Klein reported that parking permit sales and revenue were down during July and August, but swung back up in September and October. He reported that sales of undergrad and remote permits were up. Temporary permit revenue, which includes scratch-off permits, is up. There has been a strain on the capacity of the remote lots, particularly on Tuesdays and Thursdays.

Mr. Pageler said that it was thought that attendant parking might need to be resumed, but so far that has not been the case.

Mr. Zahner asked how numbers of staff impact the budget.

Mr. Pageler said that time reductions could have an effect on both revenue and demand for services. The numbers are not available. Staff relocations to off-campus locations also impact the TAPS budget.

Mr. Pageler gave a transit cost-per-rider analysis for 2008-09. Santa Cruz Metro costs about \$1.25 per ride. We are in the sixth of seven years of rate increases from Metro. Next year's calculation, for this year, will probably come to \$1.28 or \$1.29 per ride.

Mr. Pageler reported that the per ride cost for TAPS shuttles was \$1.39. This per ride cost declines as more people ride. The biggest expenses are for maintenance, fuel, labor, and buying new buses. Overtime is being limited; extra buses may not be able to be deployed when needed to the extent that they have been in the past.

Ms. Willats noted the requirement for Disability Van Service, as transit service must be accessible to disabled riders.

Mr. Horn asked about on-line tracking of shuttle locations.

Mr. Pageler replied that this is a student project through the School of Engineering. As awareness of its existence grows, it will presumably get more use. Whether it increases shuttle ridership is another question.

Ms. Mietz-Egli said that the system seems to have some bugs in it.

Mr. Grant commented that some of the problems are caused by the campus terrain.

Mr. Pageler said that there have been discussions with Metro about their possible implementation of a bus locator system.

Mr. Zahner asked about the possibility of transit billings charged to individual riders based on actual use.

Ms. Mietz-Egli said that this also relates to the issue of getting off campus via Metro bus at the end of the work day.

Mr. Pageler gave some details of the history of overcrowding on Metro buses at the end of the day that is caused by cross campus riders not waiting for TAPS shuttles. He noted the existence of the new bus etiquette pamphlet. He noted that Metro is considering new electronic fare-box systems that may provide more effective ridership tracking.

Ms. Willats said that if Metro goes to a “prox” card system, individual billings may become possible.

Mr. Pageler noted the idea of reduced fare, rather than “fare-free,” Metro ridership with presentation of a student ID.

Ms. Westerkamp asked about the result of last year’s discussion about reducing the number of on-campus bus stops.

Ms. Willats said that this would have a detrimental effect on disabled students. TAPS could ask Metro to not pick up riders at the East Remote, but has not as yet done so.

Mr. Pageler asked that the bus etiquette brochure be sent to the TAC distribution list along with the minutes of the current meeting.

Ms. Ward noted that the bus etiquette piece was included in the student orientation packet.

Mr. Horn asked if bus tracking could also indicate when buses are full.

Mr. Pageler said that this is not presently possible, but could be addressed in the future.

Mr. Pageler said that way-finding and safety would be discussed at the next TAC meeting.

Mr. Zahner asked if safety walking on campus, particularly at night, would be discussed.

Mr. Pageler replied that this could be pursued with University Police via Mr. Zigon if he is at the next meeting.

Mr. Pageler said that campus transit service has been redesigned to provide “pulsed service” to facilitate moving students during class changes. Operating costs are down, ridership is up for the “pulsed” routes, and service has been improved. Metro billings for October also seem to be down, suggesting that the new “pulsed” service has drawn some cross-campus riders away from SCMTD buses.

Mr. Pageler reported that the campus transit fleet is old, expensive to maintain, and that a significant percentage of its vehicles are about to go out of compliance with CARB requirements. TAPS must complete the retrofit of nine buses by December 31, 2009, and is investigating the possibility of short term rentals. There is also an ongoing search for buses to purchase. He said that TAPS may be testing a compressed natural gas (CNG) shuttle on campus before Thanksgiving. TAPS wishes it could afford to buy new buses, which are very expensive. Old style buses cost between \$350,000-\$400,000 apiece, and green buses cost between \$50,000-\$100,000 more than that. TAPS is required to find a way to make the jump to clean buses.

Mr. Pageler reported on the vanpool program. He invited Program Coordinator Cathy Crowe to weigh in.

Ms. Crowe briefly explained the workings of the vanpool program. She noted that there are waiting lists for many of the routes, with many people waiting to join the San Lorenzo Valley and Los Gatos vanpools. Cost savings are significant for commuters riding the over the hill vanpools.

Ms. Lally asked if students are welcome to ride in vanpools.

Ms. Crowe replied that undergrads have the lowest priority, but that there have been undergrad members of the Live Oak, Watsonville and Aptos routes.

Mr. Klein noted that undergrad schedules frequently change, making their membership in vanpools problematic.

Ms. Crowe reported on campus bike programs, including the bike helmet and bike headlight giveaways. She said that both of these were popular, and will hopefully be repeated in the future.

Ms. Mietz-Egli said that she attended the giveaway. She suggested that, in future, attendees' bicycles be kept off the bike path.

Mr. Horn commented that more and more pedestrians seem to be using the bike path.

Ms. Crowe said that this issue would be discussed shortly. She reported on the bike safety classes that are being conducted with the assistance of Ecology Action. Six of these were scheduled for this year, three of which have already taken place.

Mr. Zahner asked if there could be coordination with University Police such that cyclists cited for running a stop sign could be given the option of either paying a fine or attending a safety class.

Mr. Pageler asked if Mr. Zahner wished to include the Santa Cruz Police as well.

Ms. Crowe noted that bike licenses are required to ride on campus.

Ms. Willats talked about the bike path intersection with Ranch View Terrace Road. She recounted the history of the "forest of signs" that had been installed last year, and the difficulties involved in removing many of them. She reported that an electronic warning sign would be installed on the bike path above the intersection; an attempt to locate the best place to install its solar panels is now underway.

Ms. Mietz-Egli said that it is almost dangerous to stop at that part of the downhill bike path because of speeding cyclists coming from behind.

Mr. Zahner said that the detour during construction forced bikes to slow down and perhaps similar rerouting should be made permanent.

Mr. Pageler gave a brief disquisition regarding why such rerouting would be problematic.

Ms. Willats noted that many cars and other vehicles are now crossing the bike path. TAPS has asked the farm to move its CSA operations down to the cart, and perhaps ask farm visitors to park behind the hay barn. There have also been many solo crashes on the bike path over the years. Ms. Willats projected photos of some of the temporary warning signs that were set up on the bike path as part of a bike safety education campaign.

Ms. Willats said that grant funding is being sought both to resurface and possibly reconfigure the bike path, and to create a separate pedestrian path.

Ms. Mietz-Egli said that pedestrians walking in the downhill bike lane above the main entrance create a hazardous situation.

Mr. Horn asked if the bike path could emerge above Ranch View Terrace and be routed toward Empire Grade.

Mr. Pageler replied that crossing Empire Grade could be difficult. There has also been opposition to this idea from residents of Western Drive during the early planning of Ranch View Terrace.

There was brief discussion about rerouting the bike path so that it emerged onto Empire Grade.

Mr. Pageler stated that the west entrance signalization project would happen in the summer.

Ms. Crowe noted that about 1,100 people have registered for Zimride.

Ms. Mietz-Egli asked about the future of Zipcar vehicles located in downtown Santa Cruz.

Mr. Pageler replied that vehicles would probably be added downtown. And other campuses in the UC system are adopting Zipcar, based in part on the success of the program at UCSC.

#### 7. Suggestions for 2009-10 TAC

Mr. Horn said that many UCSC affiliates take a dim view of TAPS based on the high cost of transportation and parking. Educating them about the TAPS funding process would be a good public relations move.

Ms. Lally noted that the Regents were set to approve a 32% fee increase for students. She suggested implementation of an individual “pay as you go” system on buses—charging transit riders for their use—in the interests of efficiency and fairness.

Mr. Klein mentioned a meeting he attended for “OneCard,” a system whereby payment for a wide variety of goods and services are handled via a single prox card. TAPS is working with SCMTD to integrate this same technology into their fare-box upgrades.

Mr. Zahner suggested a system whereby a certain number of rides are included in the transit fee, with an extra charge for rides above that limit.

Ms. Lally suggested that riders could pay less for on-campus rides.

Mr. Pageler said that this idea could be considered.

Mr. Kemp asked if functioning “lot full” signs could be installed at the campus parking lots. There is such a sign at Core West, but it has never worked.

Ms. Mietz-Egli asked that bike and pedestrian safety be addressed at the next meeting, along with Metro Route 20 issues. She also noted that skateboarders run stop signs at high speeds.

Ms. Willats suggested bringing the skateboarder concern to University Police.

Ms. Ward asked Ms. Mietz-Egli to send any suggestions regarding timing of the Route 20 to Mr. Pageler and to her.

Ms. Mietz-Egli noted that it was agreed at the June meeting that TAPS would work with Metro on improvements to the Route 20 service, and asked if that had happened.

Ms. Ward replied that it did happen.

Ms. Mietz-Egli requested that information be distributed in a timely manner to allow TAC members to bring it to their constituents for discussion.

Mr. Pageler said that an attempt would be made to comply with this request.

Ms. Pease-Alvarez asked if TAC would be addressing the budget deficit.

Mr. Pageler said that it would. David Marriott was one of the members of last year’s sub-committee that was attempting to brainstorm a new funding model. Mr. Pageler said that Ms. Pease-Alvarez would be included in these discussions as they continue.

Ms. Lally said that during the protests on the first day of classes, it was easier to travel between the base of campus and the core than it is during a normal, protest-free day. She suggested that perhaps the Core shuttle could be replaced by a shuttle that serves the base. She also asked about the possibility that the bike shuttles could pick up riders along their route when they have available seats.

Mr. Pageler said that this could be discussed at a future meeting.

Ms. Lally asked about plans for the Jordan Gulch bridge to the library. She also suggested building a coffee shop at the East Remote.

The meeting was adjourned at 12:15 pm.

UCSC  
TRANSPORTATION ADVISORY COMMITTEE (TAC)

MEETING MINUTES

December 9, 2009

Baskin Engineering, Room 330

**Transportation Advisory Committee:**

Larry Pageler, TAPS, Chair  
Bill Zahner, Graduate Student  
Heather Mietz-Egli, Staff  
Bruce Horn, Staff  
Connie Croker, Staff

Cindy Pease-Alvarez, Faculty  
Lynn Westerkamp, Faculty  
Robert Kemp, Staff  
Melissa Gwyn, Faculty  
Free Moini, Planning and Budget

**TAC Members Absent:**

Harneel Lally, Undergraduate

Augie Zigon, University Police

**TAPS Staff:** Cathy Crowe  
Eric Kraus

Susan Willats  
Teresa Buika

**Visiting Non-Members:**

Tony Grant, Humanities  
Aurora Winslade, Sustainability

(TAC actions appear in **bold** print)

1. Introductions

Introductions were made.

2. Additions/Deletions to the Agenda

Mr. Pageler noted that the Safety Issues discussion originally scheduled for this meeting would be moved to the January meeting, at which University Police Captain Augie Zigon would be present. This will allow more time for Aurora Winslade and Teresa Buika to report on the Campus Sustainability Plan, and for Mr. Pageler to explain some details of the TAPS budget.

3. Minutes of November 18, 2009 Meeting

The minutes were accepted by consensus.

4. Announcements

Mr. Pageler reported that, contrary to expectations, Fall enrollment is actually up by about 150 students. But freshman are down by about 750. This means there are more upperclassmen than last year, which probably explains the upswing in sales of student permits. Fee increases begin going into effect during winter quarter; it remains to be seen how that will impact enrollment numbers. He reiterated that enrollment directly affects the student transit fee dollars collected by TAPS.

Mr. Pageler reported that two vanpool vans were vandalized in Aptos at the park and ride lot where they are kept overnight. TAPS got replacement vans, but insurance did not cover the entire cost.

Ms. Westerkamp asked if vanpool vans generally stay in parking lots overnight.

Ms. Crowe replied that most go home with their drivers, but that circumstances require that some use parking lots.

Mr. Pageler noted that this was the first major case of vandalism during the 17 years that the vanpool program has been in existence.

Ms. Willats clarified the points that had caused some confusion in the campuswide press release regarding pay station changes, noting that the only pay station lot that is enforced on weekends is the Performing Arts lot.

Mr. Pageler noted that the per ride cost info for Metro and TAPS shuttles was distributed electronically.

Ms. Mietz-Egli noted that she was easily able to board a Route 20 Metro bus at 5:15 pm, so she suspects that the schedule rearrangement may have solved the overcrowding problem.

Ms. Croker pointed out that the morning Route 16 bus is generally full by the time it reaches Laurel Street on its way to the campus.

Mr. Pageler said that he would talk to Metro about the possibility of adding a morning High Street bus that would have the effect of freeing up space on the bus in question as it makes its way to and up Bay Street. He said that we might end up having to pay Metro for supplemental service.

Mr. Horn said that one of his colleagues requested that he ask about the possibility of a Scotts Valley-UCSC express bus.

Mr. Pageler said that this would be possible if a time could be found when such a bus would fill up.

Ms. Crowe asked Mr. Horn what time his colleague would like this bus to run.

Mr. Horn replied that he envisioned morning buses leaving Scotts Valley at 7:00 and 7:30 am, and evening buses leaving the campus at 5:00 and 5:30 pm.

Mr. Pageler said that he would look at current ridership figures.

Ms. Croker asked if Metro tracks pass-bys.

Mr. Pageler said that he doubts it. But they have a general idea about when and where problems arise.

5. Campus Traffic Volume Trends

Mr. Pageler reported, noting that the trend is towards less traffic generated per campus affiliate.

6. Campus Sustainability Plan

Ms. Winslade gave a report about the Campus Sustainability Plan, noting that its purpose is to effectively coordinate campuswide sustainability goals. She said that the plan is the culmination of many years of efforts, initially led by students.

Ms. Winslade reported on the committee and working group structure that has been put in place. There are presently seven working groups, with additional ones possibly coming on line. Members are students and staff, but it is hoped that faculty involvement will increase.

The draft Campus Sustainability Plan will be reviewed by the Chancellor and Executive Vice Chancellor, after which it will be released for public comment. It is a three-year plan, covering the period from 2010 to 2013. The hope is that a finalized version will exist by June.

Mr. Pageler said that this plan could help TAPS in its search for other funding sources. He said that it will help tie together related campus issues, and gave transportation and energy as an example.

Ms. Buika reported on the transportation section of the Sustainability Plan, which had been distributed electronically to the TAC. She noted the main goals: reduce UCSC related transportation impacts; reduce greenhouse gasses associated with UCSC related transportation; develop a new funding model and sources to support sustainable transportation efforts; reduce campus transportation's reliance on fossil fuels; and continue to promote and increase reliance on human powered and non SOV transportation modes.

Ms. Buika noted that the transportation working group has been holding meetings. She reported on some of the measurable objectives, metrics, and collaborators.

She mentioned the possibility of a change in class schedules to help with sustainable transportation issues.

Ms. Buika noted that the plan is ambitious but doable. She solicited questions and comments.

Mr. Horn asked how the various initiatives would be funded.

Ms. Buika replied that Vice Chancellor Vani encouraged quick development of the plan so that a few priorities could be selected and funding for them could be sought.

Referring to the idea of a change in class schedules, Ms. Westerkamp noted that building use on campus is maxed out, a situation that would make adding time between classes difficult if not impossible.

Mr. Pageler agreed that this is a complex issue, and that the Registrar would have to be very much involved.

Mr. Zahner noted that there are many interrelated issues. For example, if students are going to conduct research on campus on weekends, there is limited availability of food, which could necessitate lunchtime trips off campus.

Mr. Pageler invited TAC comment and input on the Campus Sustainability Plan.

Ms. Winslade said that the committee would be analyzing the costs, benefits and funding availability for various projects.

Ms. Buika noted that no faculty have as yet been involved in the transportation working group, and invited faculty participation.

Ms. Winslade said that a Campus Sustainability Clinic is being designed, and that sustainability courses will be taught.

Ms. Westerkamp asked if the Committee on Sustainability has official faculty slots.

Ms. Winslade replied that she needs to talk with the Committee on Committees, and is open to suggestions.

#### 7. Transit Ridership Trends

Mr. Pageler said that TAPS has been rearranging its shuttle schedules in an attempt to transport travelers around campus who had in the past been riding Metro buses. Shuttle ridership this year is up 14%, while Metro ridership on its routes serving UCSC is down 8%. Metro billings for this October were down \$28,000 compared to October 2008.

Ms. Westerkamp said that the revised shuttle schedules are working better for her, with greater availability of space and no pass-bys.

Mr. Pageler said that the new schedules offer more service at busy times, but longer waits at other times.

Mr. Zahner asked about the possibility of electronic signs at bus stops indicating when the next bus could be expected.

Mr. Pageler said that TAPS does not have funding for this. Metro supposedly has received federal money for a bus locator system. Many on-campus bus stops don't have electrical power adequate to run the type of system Mr. Zahner asked about.

Ms. Westerkamp asked that the shuttle schedules posted at bus stops be brought up to date.

Mr. Pageler said that he could email the PDF files showing the updated shuttle schedules.

8. Spring 2009 AVR Survey

Mr. Pageler noted that it is a UCOP requirement for each campus to show the success of its alternative transportation programs through Average Vehicle Ridership (AVR) measurements. Mr. Pageler reported on the AVR for different transportation modalities. He explained how TAPS compiles AVR data via surveys. There were about 2,800 respondents to last spring's survey. The campus AVR compares favorably to the rest of Santa Cruz. Ms. Willats will be analysing the written comments from the survey and presenting them to TAC at a later meeting.

9. TAPS Budget

Mr. Pageler projected the TAPS budget diagram, and explained various details.

Mr. Zahner asked how the \$1.8 million transit budget deficit functions.

Mr. Pageler replied that it remains as a negative balance.

Ms. Westerkamp asked where the money comes from to continue operating in the red.

Mr. Moini said that TAPS gets it from the University via an "implicit loan."

Mr. Horn said that this diagram would be helpful in explaining to the campus community where their transportation and parking fees go. He suggested

expanding the Administration, Parking Operations, and Debt Service sections to provide greater detail.

Ms. Willats asked for suggestions on disseminating this information.

Ms. Mietz-Egli suggested creation of an informational piece about where transportation fees go.

Ms. Gwyn said that the sustainability aspect should be emphasized.

Mr. Kraus suggested that the completed piece could be posted on the TAPS website, under an appropriate heading.

Mr. Horn suggested getting the information out in print and on the website before presenting it to any campus groups.

Ms. Westerkamp said that most campus affiliates have no idea about how expensive parking lots and structures are to build, and suggested that this information also be included.

Mr. Zahner recommended leaving the completed pieces in the TAPS Sales Office lobby.

Ms. Mietz-Egli said that it could also appear where online permit purchasing occurs.

Mr. Pageler said that TAPS would like to distribute this information to new employees.

Ms. Westerkamp said that inadequate transit from local outlying areas drives people into their cars and other alternatives.

Mr. Horn said that part of the educational campaign should include an indication of what parking on campus would be like without parking enforcement.

Mr. Pageler noted that safety issues would be discussed at the next meeting, at which the University Police representative would be present.

Ms. Willats will bring a draft of the informational piece to the next TAC meeting.

The meeting was adjourned at 12:00 pm.

UCSC  
TRANSPORTATION ADVISORY COMMITTEE (TAC)

MEETING MINUTES

February 10, 2010

Baskin Engineering, Room 330

**Transportation Advisory Committee:**

Larry Pageler, TAPS, Chair  
Bill Zahner, Graduate Student  
Connie Croker, Staff  
Heather Mietz-Egli, Staff

Cindy Pease-Alvarez, Faculty  
Lynn Westerkamp, Faculty  
Robert Kemp, Staff  
Free Moini, Planning and Budget

**TAC Members Absent:**

Bruce Horn, Staff  
Harneel Lally, Undergraduate

Melissa Gwyn, Faculty  
Augie Zigon, University Police

**TAPS Staff:** Cathy Crowe  
Eric Kraus  
Andrew Klein

Susan Willats  
Allison Johnson

**Visiting Non-Members:**

Gillian Greensite, Rape Prevention Education

(TAC actions appear in **bold** print)

1. Introductions

Introductions were made.

2. Additions/Deletions to the Agenda

Ms. Willats reported briefly on disruptions to campus operations expected during the March 4 Occupy California event.

3. Minutes of January 13, 2010 Meeting

The minutes were accepted by consensus.

#### 4. Nighttime Safety Issues

Ms. Greensite noted that she has been performing her rape prevention and education function at UCSC since September 1979. During that time, she has coordinated well with campus transportation staff. She noted that rapes on campus do not usually occur outdoors or in the woods during the night. Occurrences are most frequently in the context of parties and alcohol use.

Nationally, rapes are generally committed by people known to the victims, but in downtown Santa Cruz most rapes are committed by strangers.

UCSC averages between zero and six rapes per year, which is a far lower rate than that at most campuses its size throughout the United States. Part of this difference might be attributed to the fact that UCSC does not have a large fraternity or athletic team culture, both of which provide the milieu in which many campus rapes occur nationally.

Ms. Greensite said it is her opinion that bright lights in bus shelters might create increased risk, by casting a spotlight on potential victims. She said that it is sufficient to maintain path lighting that is adequate to see by.

Ms. Greensite said that she and former University Police Chief Tepper felt that a nighttime escort service would not respond to the reality of rape on campus. A better resource is a good nighttime transportation system. University Police are available to provide rides when requested, as are CSOs at each college.

Dispatch needs to know nighttime bus schedules in order to dispense accurate information when asked.

Mr. Klein noted that he is sometimes contacted on behalf of students desiring exemptions from some parking prohibitions based on harassment they are receiving, often from ex-boyfriends.

Following brief discussion, it was noted that such calls should be brought to the attention of the Campus Sexual Harassment Office, but that Ms. Greensite would be happy to field them if they were forwarded to her.

Ms. Mietz-Egli noted that some of her female student workers complained of “creepy” people lurking and staring.

Ms. Greensite said that these incidents should be reported, and that the means to effectively deal with these complaints is in place.

Mr. Pageler said that TAPS could do outreach to new students, faculty and staff. He also offered to have a paragraph about these issues added to the TAPS website, including a link to Ms. Greensite’s website.

Mr. Pageler said that he would try to ensure that Dispatch has accurate bus schedule information. He also noted that TAPS shuttle drivers are in direct contact with Dispatch.

Ms. Greensite said that in the past she conducted training with night shuttle drivers. She offered to do so again, free of charge.

Mr. Pageler said he would take her up on her offer.

Mr. Zahner asked about available travel modes after the Night Owl stops running.

Mr. Pageler replied that the Night Owl service runs until 2:00am Monday through Friday nights, and until 3:00am on Saturday and Sunday nights.

Ms. Greensite said that students are on their own after that time.

Mr. Pageler noted the importance of being aware of one's surroundings, and that extensive use of headphones cuts down on this awareness.

Mr. Pageler thanked Ms. Greensite and invited further cooperation.

5. Announcements

Mr. Pageler reported on the repairs to the campus Zipcar fleet.

Ms. Willats reported that the "lot full" sign at Core West is now operational. TAPS staff are working out some glitches with its functioning.

6. Updates from the January Meeting

Ms. Willats reported on pedestrian issues at the campus of the University of Colorado, Boulder. They have a pedestrian committee and an education campaign. They have created GEM-car electric vehicle parking areas, so that these vehicles do not end up blocking pedestrian byways. They have established pedestrian safety zones. Their transportation department handles parking enforcement, while their campus police handle pedestrian enforcement issues.

Ms. Willats reported on a Pilot Project for Traffic Control that will start in Spring Quarter. Three students will be stationed at each intersection in the program; one on each side of the street for pedestrian traffic control, and one in the middle for vehicular traffic. They will facilitate turn-taking between pedestrian and vehicular traffic during the three class breaks each weekday. The four projected venues are Porter/College 8, College 9/10, Hagar/McLaughlin, and Hagar at the bookstore. Before and after measurements will be taken to compare how quickly vehicles are able to drive across campus. Start up costs will be \$1,500 [note: this estimate

should be corrected to reflect a phased rollout costing between \$7,000 and \$10,500 for Spring 2010. This includes equipment costs that could benefit other TAPS operations should the Traffic Control program not advance beyond the pilot stage].

Ms. Mietz-Egli said that in the not too distant past the late afternoon class break at College 9/10 created a tremendous traffic back-up.

Ms. Pease-Alvarez asked about total costs.

Ms. Willats replied that it will cost \$1,500 per quarter to pay the students.

Mr. Zahner asked if this would be publicized prior to rollout.

Mr. Pageler said that it would.

Ms. Willats noted that she is working on revising the “Where Does Your Money Go?” information piece, and would send it to the group prior to the next meeting.

Mr. Pageler said that staff is attempting to clarify the details of the pie chart in a way that would be meaningful to readers.

Mr. Pageler reported that TAPS is going ahead with plans to create six 90 minute A spaces at the OPERS lot. He also noted that, in response to a request from staff at Digital Arts, TAPS has decreased the number of pay station spaces in the Performing Arts lot.

#### 7. Transit Services Update

Mr. Pageler reported that Metro billings continue to be significantly less than they were last year.

Mr. Pageler noted that TAPS has dropped some shuttle routes because of staffing and vehicle issues.

Ms. Johnson reported that yesterday a TAPS shuttle lost its transmission on a campus road.

Mr. Pageler said that TAPS is in the process of acquiring new buses. It has been test driving higher capacity vehicles. Within twelve months, the entire campus diesel shuttle fleet might be replaced with buses from SamTrans. These may be purchased via an interagency exchange offering a very favorable purchase price. These buses are in compliance with regulations, inexpensive, and easy to find replacement parts for. If all goes well, TAPS will take delivery of the 40 foot buses in April, the 35 foot buses in August.

Ms. Pease-Alvarez asked how much cheaper these buses would be than the usual cost.

Mr. Pageler replied that the last used buses purchased by TAPS cost \$110,000 each; these might cost as little as \$5,000 each.

Mr. Pageler said that he might ask the TAC to agree to a contribution from parking reserves to purchase the new buses.

Ms. Pease-Alvarez asked for an explanation.

Mr. Pageler said that this would be part of the budget discussion beginning at the next meeting, but elaborated briefly by noting that holders of R permits make frequent use of shuttles to travel between their cars and campus destinations, so this would justify use of parking reserve funds.

Mr. Pageler reported that Metro is planning for service reductions in the Fall. One route they wish to eliminate is the 27X, which is a route for which UCSC pays the full amount. If this route is in fact slated for elimination, TAPS staff is considering cancelling the route in Spring quarter to derive further money savings.

Mr. Zahner asked about ridership numbers for the 27X.

Mr. Pageler said that these could be provided.

#### 8. Preliminary Parking Fee Discussion

Mr. Pageler reported that he is hoping to be able to recommend no adjustment to vanpool rates. The math still needs to be done.

Mr. Pageler said that it would feel awkward to raise bus pass rates, given the probability of service reductions.

Regarding carpool permit rates, Mr. Pageler noted that the plan was to eventually reduce the subsidy to zero. TAPS wished to do this quickly, but the Campus Welfare Committee said that rates should not be increased by more than 10% per year. So it will take five to seven years to phase out the subsidy.

Mr. Pageler said that he would be seeking TAC guidance during budget discussion concerning their desires regarding reduction of subsidies.

There was brief discussion about how easy it is to make fraudulent claims in order to obtain a carpool permit at the reduced rate, when one is in fact not a carpooler.

Mr. Kemp asked if the Campus Welfare Committee has offered any guidance on parking enforcement at Delaware or Long Marine Lab.

Mr. Pageler said that this has been pushed to the back burner due to lack of staff time. There is a need to comply with a Coastal Commission parking mandate for Long Marine Lab within the next six months.

Mr. Pageler stated his desire to increase the carpool permit fee by another 10%.

Mr. Pageler said that it has come to staff's attention that reserved space fees have not been increased as they should have been during the past few years.

Ms. Westerkamp asked who uses reserved spaces.

Ms. Johnson replied that they are used by the Colleges, ITS, OPERS, and Lick Observatory, among others.

Mr. Pageler raised the issue of recharge rates for Charter transit services and the BART Connector. Since the BART Connector rate was raised to \$19 each way, ridership has decreased significantly. Users are taking advantage of other options. The BART Connector service might be discontinued.

Mr. Pageler noted that TAPS is attempting to make its Event Parking unit more self-sufficient; he hopes to bring a draft rate packet to next month's meeting.

Mr. Pageler noted that, to comply with safety regulations, the Vanpool Program has replaced its fifteen passenger vans with twelve passenger ones. These new vans are very cramped, seemingly better suited to seat nine passengers than twelve. An idea being considered was to in fact limit ridership to nine passengers.

Ms. Crowe noted that the loss of three paying passengers per van would represent significant loss of income for the Vanpool Program.

Mr. Pageler said that it is possible that passengers would be willing to pay extra for the comfort of riding in less cramped conditions. TAPS is brainstorming this matter.

Mr. Kemp asked if riders have been complaining about cramping.

Ms. Crowe said that riders are asking about the possibility of installation of captain's chairs, which could only be done while reducing van capacity.

Mr. Pageler said that membership could possibly be priced according to ridership per van.

Mr. Klein said that some other UC campuses contract out, and riders divide the cost of van use among themselves. Therefore, the fewer the riders, the higher the per rider fee.

Ms. Mietz-Egli asked about the longevity of vanpool riders in vanpools.

Ms. Crowe replied that this varies by route. Watsonville routes are very stable. Los Gatos routes have more change. There are waiting lists for Boulder Creek and Palo Alto; new vanpools will be added to each of those routes.

Mr. Zahner asked how riders pay for vanpool membership.

Ms. Crowe said that most pay by monthly payroll deduction. Some, including students, pay by quarter.

Mr. Zahner said that we could end up with a program divided between luxury and non-luxury vans.

Mr. Zahner asked if we could set up a service whereby students could buy tickets entitling them to ride the various connecting conveyances between Santa Cruz and the Fremont BART station.

Mr. Pageler replied that the logistics would be very difficult for Santa Cruz Metro and the Valley Transit Authority.

Mr. Zahner pointed out that on Sunday evenings, it's very hard to get a place on the Highway 17 bus in San Jose to return to Santa Cruz.

Mr. Pageler noted that he and Ms. Johnson had spoken to the Student Fee Advisory Committee about the student transit fee. He said that he would not ask the students to approve an increase to that fee at this time.

9. Pilot Shuttle Advertising Program

Ms. Willats reported that Campus University Housing Services would like to advertise on TAPS shuttles. She noted the guidelines for such postings that had been created and distributed to the TAC several years ago, but TAPS hasn't proceeded due to the staff time involved.

Ms. Mietz-Egli asked if dealing with defacement of ads had been considered.

Ms. Willats said that this had not been thus far considered, but that it would be.

Mr. Zahner expressed skepticism regarding the effectiveness of advertising inside transit vehicles.

Ms. Pease-Alvarez asked if TAPS had spoken to other campuses about how they do this.

Ms. Willats said that this had been done, and that there is a great variety of approaches.

Mr. Pageler said that this would be a good way to run free advertisements regarding sustainability.

Ms. Willats said that it might be a good way to disseminate myth-busting information regarding TAPS as well.

The meeting was adjourned at 11:50 am.

UCSC  
TRANSPORTATION ADVISORY COMMITTEE (TAC)

MEETING MINUTES

March 31, 2010

Baskin Engineering, Room 330

**Transportation Advisory Committee:**

Larry Pageler, TAPS, Chair  
Bill Zahner, Graduate Student  
Connie Croker, Staff  
Justin Riordan, Undergraduate

Bruce Horn, Staff  
Joel Kubby, Faculty  
Robert Kemp, Staff  
Free Moini, Planning and Budget

**TAC Members Absent:**

Cindy Pease-Alvarez, Faculty  
Harneel Lally, Undergraduate  
Augie Zigon, University Police

Melissa Gwyn, Faculty  
Heather Mietz-Egli, Staff

**TAPS Staff:** Cathy Crowe  
Eric Kraus  
Andrew Klein

Susan Willats  
Allison Johnson

**Visiting Non-Members:**

Silas Snyder, CUHS

(TAC actions appear in **bold** print)

1. **Introductions**

Introductions were made.

2. **Additions/Deletions to the Agenda**

None.

3. **Minutes of February 10, 2010 Meeting**

The minutes were accepted by consensus.

#### 4. Announcements

Mr. Pageler and Ms. Crowe announced that Bike to Work Week would happen during the second week in May, the 9<sup>th</sup> through the 15<sup>th</sup>, with Bike to Work Day on May 13.

Ms. Croker reported that last month there was a helpful and informative meeting between several library staff and Ms. Crowe regarding bicycle safety and parking issues. She encouraged other departments to contact Ms. Crowe.

Mr. Kubby noted that he is receiving campus bike accident reports from University Police, and that the area where the bike path crosses the road to the entrance of the farm is a “hot spot.”

Mr. Pageler said that TAPS is also receiving the University Police bike accident reports and Ms. Crowe is currently entering the information into a database. He announced that several TAPS staff will be participating in a one-day Geographic Information System (GIS) class in June. Ms. Crowe will be taking that class, after which she will be able to use GIS to plot locations of bike accidents on campus in order to better identify areas of concern.

Ms. Willats noted that Ms. Crowe has gone into the field to observe the problems at the Farm Road/Bike Path intersection. Three possible fixes have been identified: 1) Paint a crosswalk or demarcation on the bike path at the farm; 2) Position an electronic sensor activated sign to point up the path, with lights that flash a warning to cyclists when there is an obstruction on the path; and 3) Acquisition of external grants to repave or realign the bike path. The grant sources being considered could also address pedestrian access and rerouting pedestrians from the bike path.

Mr. Kubby suggested that the best, albeit costly, fix would be to reroute the bike path around Ranch View Terrace so that it emerges at the Barn Theater.

Ms. Willats agreed that would be costly but said that staff would look into it.

Mr. Pageler showed the suggested reroute on Google Earth.

Ms. Croker said that she likes the crosswalk idea.

Mr. Zahner asked if the dirt road from Empire Grade could be used by cars to access the farm.

Ms. Willats replied that Farm visitors are supposed to park in lot 116 across from Barn G (Physical Plant) and walk to the farm. Moving the pick-up site of CSA shares to the Barn Theater parking lot is under discussion.

Ms. Willats noted that a survey was done of pedestrians walking on the bike path. They were asked why they were walking there, and which route a potential pedestrian pathway should follow. A summary of their responses will be presented at the next meeting.

Ms. Croker said that pedestrians like to walk the downhill bike path for the view.

Ms. Croker recommended that a survey of cyclists be done.

## 5. Parking Fee Discussion

Mr. Pageler said that he is not recommending any increase to parking fees for 2010-2011 with the exception of A, B, and C carpool permits. He showed comparative parking rates for all ten UC campuses and two UC medical centers. He noted that at \$66, UCSC parking fees were half the cost of those from UC San Francisco and UC Berkeley. Carpool parking rates between the campuses were even more varied. He discussed the A and B carpool permit rate at UCSC and noted they were currently at a 40% subsidy level. Mr. Pageler recommended that the A, B and C carpool permit rate increase from \$43.25/month to \$47.50/month—representing a 29% subsidy in 10-11.

Ms. Willats noted that, in 2008-09 the TAC proposed reducing subsidy levels for all TAPS programs to improve their fiscal sustainability, and had recommended complete elimination of the carpool permit subsidy. The Campus Welfare Committee disagreed with this recommendation, limiting the fee increase to 10% per year.

Mr. Kubby asked about carpool permit trends.

Mr. Klein replied that the number of carpools has not changed significantly during the past three years.

Mr. Pageler said that as the subsidy is reduced, TAPS is creating more Reserved carpool spaces in high-demand areas around the campus as another incentive to carpool.

Mr. Kubby asked if the C carpool permits (available to eligible students) are subsidized.

Mr. Klein said that they are, but the subsidy was at approximately 25%—already less than that for A and B permits. The recommendation is to raise C carpool permit fees until it is equivalent to the regular C permit rate, analogous to the plan for elimination of the A, and B carpool permit subsidies.

Mr. Pageler discussed parking revenue trends during the last three years. He noted that there are approximately 750 fewer freshman this year and, therefore, there is a larger population of upper class undergrads who are eligible to buy parking permits. He estimated there were approximately 900 more juniors and seniors eligible for parking permits this year.

Mr. Pageler asked for a TAC recommendation on the A, B and C carpool permit rate increase.

Ms. Croker made a motion to approve the rate increase for carpool permits as recommended by staff. Mr. Kemp seconded.

Mr. Riordan stated that the Sustainability Council would have a problem with this recommendation as it might discourage people from carpooling to campus. He asked that incentives for carpooling be offered. He suggested that the rate for the C carpool permits not be raised this year, or that other incentives be offered.

Ms. Crowe asked if he had specific suggestions regarding incentives.

Mr. Riordan replied that perhaps Reserved carpool spaces in the remote lot could be moved closer to the bus stop. and similar preferred parking could be offered campuswide.

Mr. Klein said that conversion of an adequate number of spaces to accommodate C carpool needs in the remote lot near the bus stop could be accomplished.

Mr. Moini asked with the proposed increase in carpool parking fees if TAPS would have enough money to fund its Parking and Sustainable Transportation programs next year.

Mr. Pageler answered in the affirmative, stating that trends through February indicate TAPS is just about breaking even.

Mr. Horn asked that more carpool spaces be created in the Core West parking structure as well.

Mr. Kubby said that the subsidy levels for faculty/staff and for students should be kept in alignment with each other. Further discussion suggested that the C carpool permit rate remain at 2009-10 levels during 2010-11 since subsidy levels among A, B and C carpool permit rates will be equalizing.

**The motion was amended such that the rates of A, and B carpool permits would be raised 9.83% from the 2009-10 rate, with the exclusion of C carpool permits, rates of which would remain the same. The motion (Croker/Kemp) passed unanimously.**

Mr. Pageler said that staff recommends maintaining the current reserved space fees. These spaces are mostly used by College and University Housing Services (for their Coordinators for Residential Education), individual departments, and eligible individuals.

**The TAC unanimously approved the motion (Zahner/Kubby) to maintain reserved space fees at their current rate.**

Mr. Pageler reported that when the faculty/staff bus pass rate was raised from \$6.00 to \$8.50 per month, there was a substantial decline in bus pass sales among occasional transit users. Metro ridership among staff and faculty is down 13% this year. The subsidy rate for the bus pass is now around 51%. The staff recommendation is to maintain the current subsidy rate and maintaining the fee of \$8.50 per month.

Mr. Pageler also noted that relatives of faculty and staff living on campus have been paying \$111.66 quarterly for bus passes, as this is equal to the amount of the Student Transit Fee. But the fact that a certain amount of the Student Transit Fee went into the "Return To Aid" fund had never been taken into account. As this does not apply to the Quarterly Bus Pass for relatives of faculty and staff living on campus, staff recommends reducing the fee to \$102 per quarter. This is part of the staff recommendation.

Mr. Zahner asked if graduate student family members living on campus receive the same deal, and was told that they do.

Mr. Pageler said that the SCMTD monthly bus pass for adults is currently \$50 for the general public.

**The TAC unanimously approved the motion (Riordan/Kubby) to maintain the faculty/staff bus pass fee at \$8.50 per month, and to reduce the quarterly bus pass fee for relatives of faculty, staff and graduate students living on campus from \$111.66 to \$102 to bring it into line with the equivalent amount of the Student Transit Fee that goes towards transit.**

Mr. Pageler reported that the staff recommendation on vanpool rates is to maintain them at their current levels but consider mid-year adjustments should operating costs rise. He said that for the first half of FY 2009-10, the subsidy rate is approximately 52% from Parking funds, a decrease from 2008-09 levels. Fuel prices are the biggest variable to the vanpool program budget, and any market changes over the next nine months could impact TAPS's subsidy level.

Mr. Kubby asked if TAPS has received new requests to reduce the standard number of passengers on vanpools to allow for more spacious seating accommodations.

Mr. Pageler explained. He said that TAPS has not at this time pursued acquisition of “premium” vans equipped with captain’s chairs in place of bench seating—an option providing greater comfort but less capacity. Any reduction in the number of riders would result in an increase of monthly fares.

Ms. Crowe said that, currently, staff is working with vanpool participants to keep vanpool rates down rather than establishing premium vanpools with the subsequent higher rates.

Mr. Riordan asked if the switch from 15 to 12 passenger vans causes a revenue loss for TAPS.

Ms. Crowe said that it does, but that adjustments to the rates during the past few years have accommodated for that.

Mr. Horn asked if a change in fares would affect the number of vans that could be added in the future.

Mr. Pageler said that it wouldn’t. He noted that acquisition of new vans have been funded by external grants and TAPS vehicle depreciation accounts. He said that the highest fare is for the van from Palo Alto, which costs \$75 per month to ride. The members of that vanpool are not recommending any changes at this time.

Ms. Crowe said that gradual increases to vanpool programs are considered as the UCSC community indicates a need for new service from a specific location or area.

Ms. Buika asked if there are many half-empty vans.

Ms. Crowe replied that there are a couple of vans that need passengers but they are not typical. She said currently most vanpools are at capacity.

Mr. Pageler discussed the concept of conditional riders; this allows vans that are fully subscribed to take additional riders when space is available due to participants’ irregular schedules. The conditional riders pay a fee but are not guaranteed a seat on any particular day. This practice helps keep the subsidy level down and allows the vanpool program to run more efficiently.

(Mr. Riordan left the meeting.)

There was a question about raising vanpool rates for represented employees. Mr. Pageler said that he would check with Staff Human Resources.

Ms. Willats raised the possibility of advertising underutilized vanpools on Zimride, an on-line ridematching program available exclusively to UCSC community members.

Ms. Croker said that she would like to lock in the vanpool fees for a full year.

**The TAC unanimously approved a motion (Croker/Kubby) to maintain current vanpool fees during 2010-11.**

Mr. Pageler reported that for many years retirees and emeriti faculty have been offered a free annual A permit. When this program first started in the 1970s, the cash value of the permit was under \$100. "A" permits are now worth almost \$800. UC policy and IRS tax guidelines determine a legal limit of \$400 for gifts given to employees or ex-employees. If the free A permits are officially considered as benefits or "perks" rather than gifts, this discussion may be moot.

Currently, TAPS has issued about 325 A permits in this category and also about 75 bus passes. They are indistinguishable from the regular ones. TAPS thought of creating an "RT" designation to distinguish one from the other, in order to determine their actual use during parking utilization surveys. Other UC campuses were asked how they handle the matter of retiree permits. All of them charge reduced rates, generally subsidized from parking. The one exception is Davis, where the subsidy comes from the Provost's office.

TAPS has considered keeping the program free but distributing a packet of scratch off permits rather than an A permit, or creating a 20% reduced fee for the A permit.

Mr. Kubby said that staff should find out if this is a benefit that the Chancellor supports.

Mr. Pageler noted that a similar situation arose a few years back that involved OPERS passes.

Mr. Moini noted that retirees are now being charged for their OPERS passes.

Mr. Zahner raised the issue of how those taking early retirement might fit into and impact this policy.

Mr. Horn pointed out that 325 A permits at \$800 each is more than a quarter million dollars. Scratchers are \$198 per packet. So substituting scratchers would save 75%.

Mr. Kemp asked if there is a benefit to departments in having retirees continue to come to campus.

Mr. Pageler said that the University considers the contributions of returning retirees and emeriti a benefit to the campus and TAPS supports providing them convenient access to the campus. He also said that TAPS does not currently monitor the frequency of free A permit use during the annual Parking Utilization Surveys, as the emeriti/retiree permit is currently indistinguishable from a regular A permit.

6. Transit Services Update

Mr. Pageler reported that the fare for the BART Connector currently is \$19 one way. Ridership declined by half when the fare rose to this level in September 2009. It is possible to take the Highway 17 Express Bus to San Jose, then catch a VTA bus to the Fremont BART station for \$8.00; moreover, these other transit services are available more than twenty times per day seven days a week. This fiscal year there is a \$30,000 deficit for the BART Connector service. Staff is proposing decreasing service from two trips to one on the two days per week that the service operates, but asks whether the TAC would prefer that the service be discontinued entirely.

Ms. Croker said that it should be discontinued but that TAPS should promote the public transportation alternatives.

Mr. Zahner said that the subsidy is too large, and the service should be discontinued. He asked if Metro and the VTA would agree to a \$6.00 ticket for those using their buses to travel between Santa Cruz and the Fremont BART station.

Mr. Pageler said that he is not hearing any TAC support for continuing the service.

Mr. Pageler reported that the acquisition of shuttle buses from SamTrans is proceeding well. TAPS hopes to meet future shuttle needs in this way.

Ms. Johnson said that TAPS could also piggyback on SamTrans' purchase of new buses, should it desire to do so.

Mr. Kubby asked if the newly acquired vehicles meet Air Resource Board requirements.

Ms. Johnson replied that they do.

Mr. Pageler said that eight 40-foot buses would be brought online in April, with ten additional 35-foot buses arriving in August.

Mr. Horn asked if these buses would be serving the campus core.

Mr. Pageler replied that the 40-footers would be running the Loop route, while the 35-footers would be running through the core. The 40-footers have 75-80% more capacity than the largest buses previously in the Campus Transit bus fleet.

Mr. Pageler reported that Santa Cruz Metro is in the process of eliminating 15 driver positions. There will be some reductions to their UCSC service. They are proposing elimination of the 27X Limited Express route.

Mr. Zahner asked if there would be different Metro service on Monday/Wednesday/Friday than on Tuesday/Thursday.

Mr. Pageler said that this is a possibility being proposed by SCMTD planners.

Mr. Kubby asked if elimination of the 27X would create a problem.

Mr. Pageler replied that it would not, and would likely result in a \$40,000 annual savings to TAPS.

Mr. Pageler reported that Metro had proposed elimination of the Night Owl service. He is in discussion with them about increasing UCSC's billing rate to better reflect SCMTD's current operating costs, as well as potential revisions to this service, but total elimination will not happen. The group was in general support of continuing this service.

Mr. Pageler reported that year to date – July to February – Metro billings are down about \$100,000.

## 7. Updates

Ms. Willats provided an update on the pilot traffic control program. Teams of three students have been facilitating turn-taking between pedestrian and vehicular traffic at the Porter/College 8 bus stop during three class breaks each day. Feedback has been good and traffic is flowing more smoothly.

Ms. Willats noted that the original cost projection for the traffic control project was \$1,500 for equipment and \$1,500 to pay students. The equipment projection still seems accurate, but there was a significant error in her student labor cost estimate. The actual costs will be about \$18,000 for this quarter. An additional \$2,000 will need to be added if TAPS decides to buy a GEM electric vehicle for use in the project.

Ms. Willats reported that the project is presently operating for three class breaks per day. If it were continued, it would be possible to add coverage of more class breaks, up to either five or six. Costs for this expanded program are estimated to be about \$76,000 per year. Costs could be brought down by hiring work/study students.

Mr. Kubby asked about the cost of a traffic signal.

Ms. Buika replied that a signal would cost about \$400,000, not including maintenance.

Mr. Pageler said that TAPS is considering seeking external grant funding for continuation of the traffic control project.

Mr. Horn asked how the student employees communicate with their supervisor.

Ms. Willats said that this communication is via radio.

Mr. Horn asked if there are any identifiable cost savings associated with this project.

Mr. Pageler said that improved transit travel times should result in more efficient utilization of shuttles and Metro buses, thereby generating some savings.

Ms. Willats said that air emissions from motor vehicles idling in congested traffic should also be diminished.

Ms. Willats reported on the pilot shuttle advertising project. Initially the program will be limited to TAPS and Colleges and University Housing Services (CUHS). CUHS has a lot of bed spaces to fill next year, and is trying to get the word out to continuing students that on-campus housing is available.. CUHS is not being charged for the pilot program, but are providing ad templates for future use, and are also providing the labor to install the ads. If the program is successful (i.e., if ads aren't vandalized, and there's no negative impact on shuttle drivers), a full program could provide revenues for the Campus Transit Operation. An update on this project, along with projected potential revenues, will be provided at the next TAC meeting.

Ms. Willats reported on the revised TAPS chart showing how parking fees are allocated. She asked if the group thought this should be used as a stand-alone graphic.

Ms. Crowe said that clarification should be given that it is not related to the transit budget and associated Student Transit Fees.

Mr. Pageler suggested doing another one for transit.

Mr. Zahner asked for simplification of the information where possible.

The group liked the idea of two charts, one for parking and one for transit.

Mr. Pageler announced that a decision would be made about whether to hold the scheduled April 14 TAC meeting following the April 6 Campus Welfare Committee meeting.

The meeting was adjourned at noon.

UCSC  
TRANSPORTATION ADVISORY COMMITTEE (TAC)

MEETING MINUTES

May 12, 2010

Baskin Engineering, Room 330

**Transportation Advisory Committee:**

Larry Pageler, TAPS, Chair  
Bill Zahner, Graduate Student  
Robert Kemp, Staff  
Free Moini, Planning and Budget

Bruce Horn, Staff  
Joel Kubby, Faculty  
Augie Zigon, University Police

**TAC Members Absent:**

Cindy Pease-Alvarez, Faculty  
Harneel Lally, Undergraduate  
Justin Riordan, Undergraduate

Melissa Gwyn, Faculty  
Connie Croker, Staff

**TAPS Staff:** Cathy Crowe  
Eric Kraus  
Andrew Klein

Susan Willats  
Allison Johnson  
Teresa Buika

**Visiting Non-Members:**

Tony Grant, Humanities

(TAC actions appear in **bold** print)

1. Introductions

Introductions were foregone.

2. Additions/Deletions to the Agenda

None.

3. Minutes of March 31, 2010 Meeting

The minutes were accepted by consensus.

4. Announcements

Mr. Pageler reported that the 2010-11 TAPS Parking Rate Proposal is with the Executive Vice Chancellor. Minor changes, including an extra signature line, were requested by the Campus Welfare Committee. The changes will be effected this week and submitted to the EVC and Chancellor for approval. The approved rate proposal will then be presented to the bargaining units with a 45-day notification period in time for a July 1 implementation. Mr. Pageler noted that the union cap on fee increases does not apply to vanpool rates or the faculty/staff bus pass. [Note: the rate proposal has not yet been approved by the Chancellor, with resolution anticipated no earlier than June 10.]

Mr. Pageler reported on road closures, and changes to Metro bus and TAPS shuttle routing related to the May 18 Amgen Bike Race. Everything will revert to normal at around 4:30 pm, after the cyclists have passed by.

Mr. Pageler noted that various sorts of demonstrations might occur on May 18, 19 and 20.

Captain Zigon reported that demonstrations intended to close the campus between 5:00am and 5:00pm are planned for May 18 and 19 and possibly May 20. There will be a large police presence, including officers from other agencies, especially the California Highway Patrol. Their mission is to keep the campus open.

Mr. Pageler believes that City officials feel that Santa Cruz' image has been tarnished by the recent downtown riot, and does not want more bad publicity for occurrences surrounding the Amgen race.

Mr. Pageler reported on data collection efforts, including traffic counts and parking utilization surveys. The raw data indicates a substantial drop in drive alone vehicles.

Ms. Crowe announced that Thursday May 13, would be Bike to Work Day, with three breakfast sites on campus.

5. Where Do Your Fees Go Update

Ms. Willats presented the latest iteration of the informational graphics she has created, noting the plan to display it in poster form in the TAPS Sales Office, and possibly at bus stops and on shuttles.

Ms. Buika suggested that "Brought to you by TAPS" be shown on the poster, as well as clarification that the graphic refers to transportation fees, as opposed to any other fees.

Mr. Grant suggested also indicating the year during which the figures were compiled.

Mr. Zahner suggested denoting optional versus mandatory fees.

Discussion ensued regarding modifying phraseology details in order to achieve the greatest possible clarity.

## 6. Defining Sustainable Vanpool Ridership Levels

Mr. Pageler reported that TAPS is revising its guidelines defining healthy vanpools to reflect the program's transition from 15-passenger to 12-passenger vans.

Ms. Crowe reported that 23 vans are presently in operation. There is an overall occupancy rate of about 88%. At rare times, some vans cannot attain the necessary ridership. A 12-passenger vanpool is considered healthy when it has at least ten riders, including the driver and back-up driver. She noted that vans operate on a regular set schedule of five days a week throughout the calendar year, excluding University holidays and closures. She talked about the steps taken when a vanpool becomes unhealthy. A two-month period is allowed to try to bring the ridership to an acceptable level. In certain circumstances, this time period could be extended. If acceptable numbers cannot be attained, a 30-day suspension notice is given to participants. California regulations define a vanpool as consisting of at least seven riders.

Mr. Kubby asked if vanpools could be opened to non-UCSC affiliates at higher rates.

Ms. Crowe replied that although other campuses allow non-UCSC affiliates to use the vanpool program, Risk Services has discouraged this practice.

Mr. Pageler said that the Marine Sciences campus includes a significant non-UCSC affiliated community. Their possible inclusion in the vanpool program might cause this issue to be revisited as alternative transportation programs are developed and implemented at that location.

Mr. Horn asked about subsidies.

Mr. Pageler replied that TAPS is trying to reduce the vanpool program subsidy level from approximately 65% down to 50%. But that will not happen this year, as there will be no rate increase.

Mr. Horn asked if the vanpool program could be made a cost-recovery program.

Ms. Crowe said that this would require very flexible rates, changing from month to month depending on the number of riders in each vanpool. It might be confusing to participants and difficult to administer.

#### 7. Traffic Control Pilot Program Discussion

Ms. Willats reported that the original plan was to start at Porter and expand to a new intersection each week. But hiring enough student workers has been more difficult than anticipated, and each intersection has presented different problems.

Ms. Willats noted that Porter was a good choice of intersections at which to initiate the program, as traffic control there greatly benefits flow throughout the west side of campus. The Porter intersection requires two workers, as does Science Hill. College 9/10 requires three workers. Bringing Chinguapin into the program might not make sense until Hagar/McLaughlin is staffed. The Crown intersection will require three or four workers, and the bookstore intersection will probably need five workers.

Ms. Willats reported that during the following week TAPS staff would measure the travel time for vehicles during class breaks both with and without the traffic control, in an attempt to quantify the program's effectiveness. This is an expensive program, and TAPS will attempt to get the best bang for the buck. It is possible that just one or two class breaks per day might be focused upon.

Ms. Willats pointed out that KZSC had done an interview about the program, and that an article about it would appear in the next issue of City of a Hill.

Ms. Willats said that the cost of running the program for four class breaks at five intersections would be \$128,000 per year. If more breaks and/or intersections are added, the cost would of course increase. And there will be a one-time cost of \$5,000 for equipment. Ms. Buika is looking for possible grant funding. At this point, the program would be funded from the parking budget.

Mr. Pageler said that the program could be scaled both by number of class breaks and locations.

Mr. Zahner asked if work study students are being used.

Ms. Willats said that the cost estimates are based on non-work study employees, so it represents a "worst case" cost scenario. Student wages represent up to half of overall program costs, so using work study students could provide a significant reduction.

Mr. Klein asked if current student work hours per week are known.

Ms. Willats replied that she does not have that information at hand.

Mr. Zahner asked if the flashing signal at College 9/10 could be repurposed into a traffic signal.

Mr. Kemp suggested that the most possible data should be captured regarding the traffic control program's positive effect on traveler's speed around campus and on safety.

Ms. Willats replied that quantifying the safety data could be difficult.

Mr. Grant asked if Safe Routes to School funding might be available, or if that is limited to grades K-12.

Ms. Buika said that those funds have been limited to K-12, but Caltrans is making inquiries with the Federal government about its extension to colleges.

Captain Zigon asked if the cost estimate takes the various UCSC closures into account.

Ms. Willats replied that it does.

Mr. Horn said he thinks the program is great in terms of convenience, environmentalism and safety. But he asked how it benefits the staff whose parking fees are paying for it. He suggested that greater benefit could be reaped by that population if the program were implemented at the evening commute time.

Ms. Willats suggested conducting a detailed and extensive online survey of campus affiliates. Respondents could be asked if they have parking permits and their preferred program implementation times.

Mr. Grant suggested raising the bus pass rate to help pay for the program, since it benefits transit users.

Captain Zigon asked about the training of the students performing traffic control. He noted that this job becomes harder at the end of the day when people are rushing home.

Mr. Horn pointed out that it is important to know whether someone is in an intersection before waving cars through.

#### 8. Advertisements in Campus Transit Vehicles Update

Ms. Willats reported that she worked with Housing to place their ads in shuttles. The plastic sleeves that cover the ads work well. Determination needs to be made regarding how many ads it would take to bring in enough money to make this

endeavor worthwhile for TAPS. TAPS needs to identify possible users of this service.

Mr. Horn suggested asking Mail Services about which groups send out mass mailings.

Mr. Kemp said that those mass mailings are quite inexpensive. He suggested possibly doubling rates for non-UCSC affiliate advertising. But he thought that TAPS could probably receive an adequate number of on-campus ads to make non-affiliate ads unnecessary.

#### 9. Transit Services Update

Mr. Pageler announced that TAPS is purchasing four cutaway shuttles to serve on the Night Core route. During the day they could be used as bike shuttles, and in the summer and on weekends they could be used for charter services. They cost about \$50,000 apiece.

Mr. Pageler reported that shuttle driver appointments are now organized by percentage time, with driver's working either 100%, 80% or 60%. There will be two changes to service in the Fall: weekend night service will start at 6:30 rather than at 6:00pm; and the bike shuttle will run until noon rather than until 1:00pm.

Mr. Pageler reported that Metro is in the process of finalizing their service reduction plan. It is thought that Night Owl service will run seven nights a week between midnight and 2:00am. The 27X route will be discontinued.

#### 10. Program and Project Update

Ms. Buika noted that UCSC had received a \$400,000 grant for the west entrance traffic signal. Bids came in low, so some of that money might end up being returned. The construction schedule anticipates the signal being operational by Fall.

Ms. Buika reported that UCSC also received \$250,000 in federal transit funds for a Transit Stop Accessibility Improvement Project which will upgrade ten campus bus stops for wheelchair users.

Ms. Willats said that it is possible that shelters would be constructed at the bus stops at the Health Center and on the south side of McLaughlin at Science Hill.

Ms. Buika said that the bus stop upgrades would be phased so that two contiguous stops would never be down at the same time.

Ms. Buika noted receipt of a \$30,000 grant for bike racks on campus. Placement will start within a year.

Ms. Buika reported that TAPS received a \$125,000 grant from federal stimulus funds about a year ago to buy three Disability Van Service vans. The grant specified that the vans had to be made in America, but no suitable minivans fit this requirement. An acceptable vendor has finally been found, and it is thought that the orders will be placed some time during the coming six months.

Ms. Buika reported that a grant proposal has been submitted for bike lane striping on Heller from Meyer Drive to McLaughlin.

Ms. Buika said that TAPS is looking to submit a grant to the Air District for a bike locker pilot program. The City of Santa Cruz has done this, with use based on smart cards. Users are charged three cents per hour. TAPS is considering forty lockers, to be placed on campus and at Long Marine Lab and 2300 Delaware.

Mr. Pageler added that the on-campus sites would be at OPERS and Science Hill.

Ms. Buika said that applying for an emission controls grant to fund the traffic control program is under consideration.

Ms. Buika reported that the possibility of a grant to fund safety improvements on the bike path is being investigated.

Ms. Willats said that interviews were conducted with pedestrians on the bike path, with the data gathered to be used to inform possible construction of a pedestrian path. 60% of those interviewed said they were walking for the purpose of exercise. 20% said that they walk the path five days each week. The overwhelming preference was that a pedestrian path be aligned with the uphill segment of the bike path.

Ms. Buika said that the Zipcar program expanded to eleven vehicles this year. The utilization figures are good at the present vehicle number. She also mentioned that she is working with the County and Ecology Action on a grant for Zipcar to expand its program into the Santa Cruz community.

Mr. Horn asked how it is determined when more cars are needed.

Ms. Buika replied that overall utilization should be around 35%. When it reaches 45%, Zipcar considers adding vehicles.

Ms. Buika reported that there is a possibility that Zipcar and UCSC Fleet Services might embark upon a Fast Fleet partnership, installing Zipcar's technology in UCSC fleet vehicles to maximize their utilization by UCSC departments.

Mr. Zahner asked if closing some campus bus stops to Metro buses is part of the transit reduction discussion.

Mr. Pageler replied that Metro is presently preoccupied with reductions around its system, but that they are interested in possibly deleting the East Remote and Kresge stops from their routes.

11. TAC Issues

Mr. Pageler noted the importance of member continuity to ensure the most effective operation of the TAC. He also said that he would provide members with electronic status reports during the summer.

The meeting was adjourned at noon.