Transportation Demand Management (TDM) Plan

WELCOME TO COMMUNITY MEETING #1

AGENDA

5:00 – 5:30 PM     Open House
5:30 – 5:45 PM     Presentation
5:45 – 6:30 PM     Open House Continues
6:30 PM           Meeting Adjourns

Please sign in and fill out a comment card. Thank you!
Community Meeting #1: Presentation Outline

- Purpose of Community Meeting #1
- What is TDM?
- TDM Plan Process
- TDM Best Practices
- Next Steps
Community Meeting #1: Purpose

- Community forum to obtain perspectives on campus transportation issues
- Share information regarding TDM and the Plan process
- Opportunity to provide early input and guide TDM Plan development
- First of two community meetings and one component of the project’s public outreach approach
What is TDM?

• A combination of strategies used to influence \textit{travel behavior} and encourage the use of alternative travel modes to the single-occupancy vehicle (SOV).

• TDM improves the \textit{efficiency} of the existing transportation system by addressing how, when and where people travel.
TDM Plan:
Goal and Objectives

- **GOAL:** Increase use of alternate modes of transportation
  - Promote walking, biking and public transit as convenient and practical means for campus trips
  - Address campus transportation impacts in adjacent neighborhoods
  - Maximize functionality of current and future parking supply
  - Facilitate a coordinated transportation approach with the City of Chico
  - Support Campus sustainability practices
TDM Plan: Process

- Data Collection TDM Best Practices
- Community Meeting #1 Stakeholder Interviews
- TDM Administrative Committee

Draft TDM Plan

Community Meeting #2

Final TDM Plan
Background Information:
A Case for Context-Sensitive TDM

- Enrollment: 15,820 FTE
- Faculty / staff: 2,050 FTE
- On campus housing: 1,230 beds
- Disproportionate class schedules (day and time)

- Vehicle parking spaces: 2,200
- Parking ratio: 0.15 spaces per FTE student
- Off-campus on-street parking utilized

- Free B-line transit pass
- Pedestrian only campus core
- Bicycle parking spaces: 4,050
- Bike Cart
- TAPS Web site

FTE = Full Time Equivalent
CSU, Chico: Where You Live (Students)

- 98% within 5 miles
- 79% within 2 miles
- 52% within 1 mile
- 24% within ½ mile

Source: CSU, Chico Admissions Office, 2004
CSU, Chico: How You Travel

Transportation Mode Split

- Drive Alone
- Walk/Bike/Skate
- Carpool
- Transit

<table>
<thead>
<tr>
<th>Year</th>
<th>Drive Alone</th>
<th>Walk/Bike/Skate</th>
<th>Carpool</th>
<th>Transit</th>
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<td>6.6</td>
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Source: CSU, Chico Parking Survey 2008
What is TDM?
A Menu of Transportation Options

- Bicycle paths and support services
- Pedestrian walkways
- Transit passes or discounted fares
- Incentive programs – cash back, gifts, prizes
- Parking management – fees, remote parking, restrictions
- Carpools, rideshare service, preferential parking
- Carsharing, hourly car rentals, motorpool allowance
- Marketing – branding, internet, commute trip planning
- Promotions and events
- Policies
Campus TDM Best Practices:
Five “Peer” Schools

- Cal Poly, San Luis Obispo
- Oregon State University
- University of California, Davis
- University of California, Santa Barbara
- University of Colorado at Boulder
Campus TDM Best Practices: “Peer” School Highlights

- Cal Poly, San Luis Obispo
  - Faculty / staff rideshare cash back
  - 1 staff person dedicated to alternate modes program
  - Goal: Maintain current parking demand levels
Campus TDM Best Practices: “Peer” School Highlights

- UC, Santa Barbara
  - Transportation Alternatives Program (TAP) – *Membership requires faculty/staff give up parking pass*
  - Student parking restrictions within 2 miles of campus
  - Personal “in-vehicle” parking meters
  - Walk Club for faculty and staff
  - Vanpools
  - Carsharing = 3 Zipcars ©
  - Inadequate path width is seen as one of the main challenges regarding cycling
## Project Schedule: Next Steps

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<thead>
<tr>
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<th>Date</th>
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<tr>
<td>Data Collection</td>
<td>On-going</td>
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<tr>
<td>TDM Best Practices Review</td>
<td>August – October 2008</td>
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<td>Stakeholder Interviews</td>
<td>October – November 2008</td>
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<td><strong>Community Meeting #1</strong></td>
<td>October 2008</td>
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<td>Draft TDM Plan</td>
<td>December 2008</td>
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<tr>
<td><strong>Community Meeting #2</strong></td>
<td>January 2009</td>
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<td>Final TDM Plan</td>
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