



GOALS, OBJECTIVES, AND RECOMMENDATIONS

GOALS, OBJECTIVES, AND RECOMMENDATIONS		ASSESSMENT CRITERIA	Notes	Status
BIKES				
Goal 1: Increase the use of bikes as a clean and healthy method of transportation by making biking a safe, secure and convenient option at SMC.				
Objective 1A	Increase amount of approved bike parking by 50%			
1A.1	Create "bike islands" that are secure and clearly marked via signage and on the SMC map. Recommended locations for islands per the Bike Parking Master Plan of February, 2012 (BPMP).		Depends on BPMP schedule.	Highly Ranked , In Progress, Combines with 8C.5
1A.3	Work with City of Santa Monica to install "bike corrals" in red zones on Pearl during construction of south bike lot.	# of bikes/ locations added	Requires cooperation of city.	In Progress
Objective 1B	Increase security of bike parking (reduce theft).	% reduction		
1B.1	Locate all future bike parking closer to areas already under supervision. When possible, consider moving existing bike parking.		Depends on BPMP schedule.	In Progress
1B.2	Exclusively purchase and install bike racks that have been approved by the LAPD Cyclist Task Force.		Depends on BPMP schedule.	In progress; need documented policy
1B.3	Set up bike islands with surveillance via cameras or kiosks (staffed by PEO officers, student workers, police cadets, or volunteers).		Depends on BPMP schedule.	In Progress
1B.4	Work with AS and SMC Police to increase bike registration through tabling, marketing, and info at bike parking sites.	% increase	Then ongoing	
1B.5	Purchase (or borrow) and deploy a "bait bike" with GPS (Lojack).		Then ongoing annually.	In Progress
1B.6	Add permanent signs at bike islands that show proper locking.		Continue for all new bike lots.	Highly Ranked , Combines with 8C.5
Objective 1C	Increase safety of biking to SMC (reduce bike-involved accidents).	% reduction		

1C.1	Route bicycle traffic around the perimeter of campus and away from pedestrian walkways.		Signage, striping.	Combines with 8C.5
1C.2	Establish and promote clear biking rules on campus.		Signage.	Combines with 8C.5
1C.3	Partner with cities of Santa Monica and Los Angeles to increase the amount of clearly marked, safe, bike routes to and between all SMC campuses.	% increase	Requires co-operation with city.	
1C.4	Offer at least 2 bike safety workshops per year.			High Priority, Combines with 8B.3
1C.5	Mitigate the safety risks of anticipated bike traffic increases on the confluence of bike, car, bus, shuttle, and pedestrian traffic at the corner of Pico Blvd. and 17th Street.	planned mitigations for each mode	Requires traffic engineering study, design, & construction.	Major Safety Issue
1C.6	Increase enforcement of automobile driving rules and regulations that protect the safety of bicyclists and pedestrians on or near campus.		Signage, enforcement personnel, co-operation with SMPD.	Combines with 8C.5
Objective 1D	Improve access to bike maintenance.	survey results		
1D.1	Offer at least 2 repair workshops per year.		Signage, workshops.	Combines with 8C.5
1D.2	Promote SMC Bikerowave program more broadly and increase service and usage.	survey results	Depends on FMP project schedule.	
1D.3	Install self-serve bike maintenance stations and vending machines.		Funding source?	In Progress
1D.4	Provide a comprehensive Bike Center as part of the "Pico Promenade" and seek partnership with the Associated Students to provide discounted maintenance for SMC students.			
Objective 1E	Create incentives for students and staff to ride their bikes.			
1E.1	Partner with AS to provide recognition programs for student bike riders, such as photo wall of bikers, safety gear giveaway at bike racks, ads in the Corsair, awards, etc.		Depends on AS.	
Objective 1F	Increase convenience of biking to SMC.	survey results		
1F.1	Develop a plan for bike sharing in conjunction with the Cities of Santa Monica and Los Angeles.		Requires co-operation with city.	

1F.2	Provide a bike valet service for special events; purchase temporary equipment (racks/enclosures/tickets).			
1F.3	Work with AS and ICC to establish bulk purchase and distribution of bike safety, security, and maintenance accessories (helmets, locks, etc.).			Supplements 1D.
1F.4	Create bike safety and maintenance sales section in the SMC bookstore.			Combines with 1E.1, Supplements 1D.
1F.5	Develop a plan to provide access to showers and changing facilities for bicycle riders affiliated with or visiting SMC.		Requires modification to FMP, facility access.	
Objective 1G	Increase community awareness and involvement with biking.	survey results		Combines with 8C
1G.1	Post signage promoting safer bike and skateboard usage on campus.			Highly Ranked, Combines with 8C.5
1G.2	Institute Bike to School days quarterly promotions.			Supplements 1C.4.
1G.3	Provide promotional drawings, discounts, and give-aways for cyclists.		AS activity?	High Priority
1G.4	Post signage reminding drivers that they share campus entrances with bikes, buses, and pedestrians.			Combines with 8C.5
1G.5	Expand scope and frequency of PSAs regarding sustainable transportation on KCRW.			
1G.6	Pursue certifications and affiliations with national organizations such as the League of American Bicyclists.			
CARS				
Goal 2: Increase SMC's average vehicle ridership to 1.5 to qualify for AQMD subsidy.				
Objective 2A	Create disincentives for driving cars to campus.			
2A.1	Apply to state for parking-fee increase to offset projected parking revenue losses and pay for existing and future transportation and parking infrastructure.		Will require justification for authority.	
2A.2	Charge a fee for parking at satellite lots.			
2A.3	Clearly explain the challenges of arriving to SMC as a single-passenger vehicle and promote alternatives to driving cars.			Combines with 8C
Objective 2B	Provide carpooling incentives .			

2B.1	Provide preferred parking for qualified and registered carpools.		Requires tracking and verification system.	
2B.2	Provide parking fee discounts for registered and verified carpools.		Requires tracking and verification system.	
Objective 2C	Provide incentives for alternative fuel vehicle (AFV) use.			
2C.1	Provide preferred parking for AFVs.			
2C.2	Provide parking fee discounts for registered AFVs.			
2C.3	Provide accessible charging stations for electric vehicles.		Depends on FMP schedule.	In progress
Objective 2D	Increase participation in ridesharing program (Zimride).	% increase		
2D.1	Institute ride share fairs each semester.			
2D.2	Increase marketing of ridesharing via flyers, tabling, banners, events.			Combines with 8C.5
2D.3	Include ridsharing application in parking pass application packet.			Low Cost, Quick Results
2D.4	Review ridesharing impact each semester and make recommendations for improvement.			
Objective 2E	Prohibit idling in parking areas and on streets adjacent to campuses.			
2E.1	Post "no-idling" signage in parking areas and along streets.			Combines with 8C.5
2E.2	Ask SMC PD for assistance with enforcement of idling prohibition.	# of citations	Requires co-operation of SMPD.	Combines with 8C.5
2E.3	Work with Santa Monica City Police and Parking to enforce idling prohibition along streets.		Requires co-operation of SMPD.	
Objective 2F	Institute a limited number of free-parking days for sustainable transportation commuters who do not have long-term parking permits.		Requires coordination/verification.	Combines with 2E.3.
Objective 2G	Create a more sophisticated system for administering parking permits , including site-specific parking permits for cars parked primarily at other-than-man campus lots.		Requires authority to charge variable rates.	
Objective 2H	Promote the guaranteed ride home service for sustainable transportation users.	# of uses		
2H.1	Explore options for student participants in guaranteed ride home programs.			Highly Ranked

SHUTTLE				
Goal 3: Plan for shuttle services to connect with the new Expo line and resulting commercial/retail development.				
Objective 3A	Maintain current service levels between satellite and main campuses.	ridership counts		Highly Ranked
Objective 3B	Adjust shuttle routes and schedules to coordinate with new Expo line.		Depends on Expo line opening.	High Priority, Highly Ranked
3B.1	Add stop at 17th and Colorado Expo station.		Depends on Expo line opening.	Highly Ranked
3B.2	Add stop at Bergamot Transit Village Expo station (26th and Olympic).		Depends on Expo line opening.	Highly Ranked
3B.4	Work with cities of Santa Monica and Los Angeles to ensure that SMC shuttle stops have secure and convenient bike racks and surveillance.	survey results	Requires co-operation with SM city.	
3B.5	Promote shuttle use.			Combines with 8C
PEDESTRIAN				
Goal 4: Increase pedestrian accessibility to and from campus.				
Objective 4A	Partner with cities of Santa Monica and Los Angeles to provide safe pedestrian access.	survey results		
4A.1	Converge more safe walking paths to SMC.	survey results	Requires co-operation of SM and LA.	
4A.2	Connect SMC campuses with convenient paths that the community can also use.		Requires co-operation of SM and LA.	
4A.3	Provide educational programs and incentives for skaters and skateboard riders.	# of workshops	Low population of skaters on campus.	
4A.4	Provide designated safe paths for skaters and skateboard riders on campus.		Low population of skaters on campus.	Combines with 8C.5
4A.5	Promote SMC Police Cadet safe-walk night-time services.			Highly Ranked, Combines with 8C

4A.6	Work with the City of Santa Monica to improve safety of walking path from SMC to the Expo Line stop on 17th street.			
Objective 4B	Promote walking culture at SMC.			Combines with 1G.5.
4B.1	Establish Walk to Lunch club for faculty / staff and students.			
4B.2	Encourage eateries within walking distance to provide discounts for patrons who walk in groups.			
4B.3	Install skateboard docks.		Depends on FMP project schedule.	In Progress
4B.4	Host an annual pedometer giveaway and promote the benefits of walking.			
BUS				
Goal 5: Increase SMC commuter use of bus transit.				
Objective 5A	Maintain the Big Blue Bus Any Line Any Time program.			High Priority, Highly Ranked
5A.1	Maintain current BBB contracts.		Ongoing.	
5A.2	Continue and increase current BBB promotional program.			
5A.3	Develop method for real-time monitoring and service adjustment based on actual BBB ridership. Involve the Associated Students in identifying service improvements.		Requires co-operation of BBB.	
Objective 5B	Explore contract options with Metro and other bus services.			
5B.1	Sell Metro and/or LADOT monthly student discount passes at the SMC bookstore.		Requires application by AS.	Highly Ranked
5B.2	Research opportunities for further discounts on Metro, Culver City, and other regional transit lines.			Highly Ranked
SMC FLEET				
Goal 6: Increase the use of alternative fuel vehicles in the SMC vehicle fleet.				
Objective 6A	Establish requirement that all new vehicles run on sustainable fuels .		Ongoing.	
6A.1	Identify local suppliers of E85 fuel for campus E85 flex-fuel vehicles.			Supplements 2D
MOTORCYCLES				
Goal 7: Continue to provide incentives for motorcycle use.				
Objective 7A	Maintain free motorcycle parking policy.		Ongoing.	Highly Ranked
Objective 7B	Offer motorcycle safety workshops (include scooters).		Ongoing.	Combines with 1C.4

INSTITUTIONAL SUPPORT				
Goal 8: Improve communications and accountability, both internally and externally, with regard to sustainable transportation.				
Objective 8A	Focus the transportation responsibilities in one department with the proper support staff.			High Priority
8A.1	Advance relationships with Santa Monica and L.A. city staff to implement transportation and parking solutions (via quarterly meetings).		Requires co-operation of SM and LA.	High Priority
8A.2	Take AQMD survey consulting functions in house (e.g., filing transportation mgt. plan with the city of Santa Monica).		Requires co-operation of IR and consultants.	
8A.3	Ensure that compliance with all governmental regulations at city, regional, state and federal levels is tracked by the same office (e.g., qualifications for Santa Monica 25% filing fee discount for online surveys, etc.).			
8A.4	Maintain Sustainable Transportation Task Force for implementation oversight and coordination.			High Priority
Objective 8B	Maintain or increase subsidies for alternative transportation.	\$ amounts		
8B.1	Work with IR to include all faculty in AQMD annual surveys.			High Priority, Highly Ranked
8B.2	Pursue additional grants and funding for sustainable transportation and coordination.	\$ amounts received	Requires research.	
8B.3	Pursue sponsorships for educational and promotional events for all alternative modes of transportation.	\$ amounts received	Requires research.	High Priority, Combines with 8C, 1C.4, 1G, and 5A.2
Objective 8C	Develop and implement a comprehensive public education campaign to promote sustainable transportation.	survey results		
8C.1	Partner with the Center for Environmental and Urban Studies and the SMC Marketing Department to develop and distribute educational materials.		Ongoing.	
8C.2	Conduct annual transportation surveys among students and employees and publicize results.		Ongoing.	
8C.3	Fully utilize AQMD survey and Santa Monica TDM incentives for participants with raffles of gift cards (e.g., to eating establishments that offer discounts for group walkers, etc.)		Ongoing.	

8C.4	Work with AS on marketing and implementation to add educational value and ensure effectiveness of campaigns.		Ongoing.	Combines with 8B.3
8C.5	Implement comprehensive signage program for sustainable transportation use and options including bikes (safety, security, routes, dismount zones, etc.), pedestrian (skates, skateboards, etc.), cars (share the road), etc.			High Priority
Objective 8D	Develop and implement a comprehensive transportation demand management (TDM) program to reduce single-passenger car trips.		Report progress & revise objectives annually.	
8D.1	Explore use of teleconferencing hubs at satellite campuses and other regional centers.			
Objective 8E	Identify and promote tie-ins between transportation demand management and curriculum.		Requires research.	
FUTURE CONSIDERATIONS				
	Explore parking cash-out for faculty and staff who forego parking permits.			
	Allow parking discounts for financial aid students, satellite lots, special events.		Requires system for verification.	
	Implement preferential parking programs to discourage commuters who live close to campus (especially less than one mile) from driving.		Will depend on authority to charge varying parking fees.	
	Establish a vanpool program.		Requires	