Beta Annual Program Review Questions 2019

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, copy and paste from last year's review.
If it exists, feel free to copy the brief description of your program from the college catalog:
http://www.smc.edu/CollegeCatalog/Pages/default.aspx

AUXILLARY SERVICES

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

PARKING

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

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

TRANSPORTATION

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

Supporting and promoting alternatives to the single occupancy vehicle will help the college achieve the required Average Vehicle Ridership (AVR) which is now 1.75.

II. PARTNERSHIPS:

(CTE only):

Part 1:

Industry advisory meeting dates and attendance for 2018-2019. Insert additional rows as needed:

Date of meeting	# of SMC attendees	# of non-SMC attendees

Part 2:

Employer partnerships/collaborations in 2018-2019 (insert additional rows as needed):

Employer Name	Type of partnership or collaboration: • Advisory attendance • Internship site • Donations • Job placement • Other	Optional: Additional information about partnership or collaboration

III. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES):

Identify the original objectives from your last review as well as any new objectives that have emerged since then (if applicable).

For each objective, determine status and explanation for status.

Objective	Status (Completed, in progress, not started, no longer pursuing)	Status Explanation
New Parking System	In Progress – expected Fall 2019	On schedule
Roll out TAP	In Progress	Part of new Student ID card
Increase Employee Average Vehicle Ridership to 1.75 and student AVR to 2.65	Completed. Employee AVR = 17.6 Student AVR = 2.64	
Provide alternative methods of access to SMC	Completed. Promoted free rides on Waze Carpool and new electric scooters and electric bikes share programs.	

IV. ACHIEVEMENTS:

(Optional) List any notable achievements your program accomplished in the last year.

Initiated LYFT service between campuses at night; replaced expensive Tour Coach. After a few burps, the system has run smoothly, and we were able to expand service to the Metro station at 17th Street. Also working to provide LYFT service to accommodate needs of SMC Health Service.

Re-applied for League of American Bicyclists, *Bicycle Friendly University* status. We moved from Bronze level to Silver.

Promoted Lyft $5 per month discounted pass for unlimited 30 minute rides to students receiving financial aid.

Assessed adding Metro Bike Share to campus. Declined.

Added salvaged shed to stores bikes that are being worked on for donation to students in the Pearl Street Bike Lot.

Updated Back to School transportation information on website, with Esau Tovar, FAQs, phone message and mailer.

Promoted new TAP cards for $.50 transfers from bookstore (handed flyers at Expo and bus stops, TV Bulletins, social media)

Promoted new Lyft Shared Codes for each semester in 2018/2019.

Convinced three out of four e-scooter companies to restrict scooters from operating on campus.
Invited Lyft to distribute over 300 helmets to students and talk safety and etiquette.

Administered AQMD survey to employees and updated Student Transportation survey to include new questions about Lyft Shared experience and electric scooters.

Developed a Transportation page for the Emeritus website focused only on their population and location.

Developed e-scooter safety campaign.

SMC Bike Club hosted Bike Swap and Bike Repair station at Climate Fest, Santa Monica 2018.

Over 120 students used Bikerowave to have repairs done to their bicycles.

Placed Metro signs on sidewalks on 17th from Pico to Colorado to raise awareness about safety when catching the train.

Promoted free rides on Waze Carpool to students and employees in 2018/2019

Hosted six events for Bike Month which included film screenings, Pit Stop for Bike-to-Work day, maintenance workshops, bike registrations, group rides, and safety talk.

V. ASSESSMENT AND EVALUATION

Part 1: Outcomes and Evaluation Results

A. Reflect on the outcome assessment (PLO, SLO, UO) data that your program reviewed in the current year (2018-2019) that have yielded *notable* or *actionable* findings. Insert additional rows as needed.

Note: It is not required that you mention every outcome assessed in your program.

What outcome were you assessing?	How was the outcome assessed?	What were the results of the assessments?	Describe any changes that are planned or in progress to address the results

B. Reflect on other effectiveness data you collected and analyzed for the program this year.

1a: Course Success and Retention (Instructional Depts Only)

After reviewing the course success and retention rates for your program, describe how these rates reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). *Access data in Tableau (http://tableau.smc.edu)*

1b: Racial and Other Equity Gaps for Course Success (Instructional Depts Only)
After reviewing the course success rates by ethnicity/race and other demographic variables, identify any equity gaps, and discuss any planned changes or actions your program plans to take to address the gaps (if applicable). *Access data in Tableau (http://tableau.smc.edu)*

2: Degrees and Certificates (Instructional Depts Only)
After reviewing the numbers of degrees and certificates awarded by your program, describe how the data reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). *Access data in Tableau (http://tableau.smc.edu)*

3: Additional Data Demonstrating Effectiveness (If applicable)
If available, describe the results of other data indicating the effectiveness of the program and discuss any planned changes or actions your program plans to take to address the results.

Examples of other data include: surveys, document reviews, observations, performance indicators, focus groups/interviews, advisory committees, labor market demand, license exam pass rates

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Part 2: Analyses of Results

This question is designed to bridge the results of your evaluation and outcomes assessment with next year's objectives (VI).

In one or two paragraphs, describe what you have learned about your program and how this knowledge will inform your plans for next year.

VI. NEXT YEAR'S OBJECTIVES:

Itemize any specific strategies or projects you plan to accomplish next year to improve the effectiveness of your program. *Limit 3 objectives.*

Objective	Rationale for Setting Objective *Link to data, if applicable.*
Achieve or exceed the new employee AVR of 1.75 again	Required by City ordinance.
Achieve or exceed student AVR of 2.65	Important to manage traffic and parking congestion
Implement new parking system	WE NEED IT
Develop parking policies and document processes	WE NEED THEM
Revamp main campus parking allocations to optimize usage	Clearer direction for students and staff

VII. CURRENT PLANNING AND RESOURCE NEEDS:

Part 1: Narrative

Broadly discuss issue or needs impacting program effectiveness for which institutional support or resources will be needed for the coming year.

Transportation needs the full support of Human Resources to influence new employees to build good habits by not driving themselves to work. To be effective, this message needs to be introduced during the on-boarding process but Sustainability only has access to employees after the first day of work…when bad habits are already being formed.

The new Student Services Center will open with 400 + new parking spaces. These new spaces will alleviate pressure on employees and students to find alternative methods of getting to campus which will impact negatively on our AVRs.

Part 2: List of Resources Needed

Itemize the specific resources you will to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives.

While this information will be reviewed and considered in institutional planning, this information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resources Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	Being granted access to new employees during the on-boarding process to provide personalized transportation coaching.	Before new employees start work they are open to new suggestions and are willing to try new things. It's easier to build a new habit from the beginning rather than change an old bad habit.
Facilities *(information inputted here will be provided to DPAC Facilitates)*	EV charging infrastructure installation	Many new EV charging stations will need to be installed to keep up with demand (despite 18 new in SSC)
Equipment, Technology, Supplies *(information inputted here will be provided to TPC)*	EV chargers will need to be purchased	Drivers are adopting EVs very quickly. Not only staff but students as well. Our current chargers will not suffice.
Professional Development		

VII. CHALLENGES:

(Optional) List significant challenges your program faced in the past year (optional)

Appendix: Program Description

1. Auxillary Services oversees the scheduling and staffing for shuttle services;
2. Campus Police oversee Parking enforcement and traffic management; and the
3. Center for Environmental & Urban Studies (CEUS) works to minimize the number of trips made by single occupancy vehicles. The work closely with all the sustainable transportation options such as Big Blue Bus, bike share and ride share programs, they manage the employee commuter incentive program, and they implement the Air Quality Management District Program (AQMD) survey.

PARKING

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

- Monitor assigned areas and advise police and maintenance staff of potential problems or issues related to parking, security, or emergencies.
- Act as initial "ambassadors" of the college and treat everyone with respect and dignity to ensure a safe and successful visit to the college.
- Provide detailed traffic operations plans, staffing and operational supervision for major events such as the opening of school.
- Provide a safe driving and parking environment for all students, staff, and visitors to Santa Monica College properties.
- Auxiliary Services (including Bursar's Office) is responsible for the sales and distribution of parking permits.

TRANSPORTATION

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

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

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

Furthermore, the Sustainable Transportation Management Plan adopted in 2011-2012 fulfills institutional object #4 of the 2011-2012 Master Education Plan which states: *To develop a comprehensive transportation plan that builds upon the "Any Line, Any Time" public transportation initiative and includes other public transportation initiatives, bicycle support, vanpool and carpool programs, and other alternative modes of transportation.*

Auxiliary Services operates the SMC Shuttles, which provide inter-campus transportation for students, staff and faculty. The shuttles also provide transportation services to events off campus upon request.