

**Santa Monica College
Campus Sustainable Transportation Update
Annual Report
2014-2015**



Santa Monica College as a signatory of the American College and University President’s Climate Commitment program (ACUPCC) requires the College to perform a Greenhouse Gas (GHG) Inventory and use the results to develop a Climate Action Plan. For the past 10 years, the District has led the way in sustainable transportation efforts in the California Community System.

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 it includes incentives, legislative recommendations, 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 this area. As a result, 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 Employee’s Sustainable Transportation Incentive Program.

Transportation Task Force

Formed in 2010, the Transportation Task Force identifies strategies to increase the usage of sustainable transportation modes among staff and students. The Taskforce continues to be an important part of SMC’s efforts to reduce its carbon footprint and provide open and easy access to high quality education.

The Transportation Task Force members include faculty, administrators, staff, and students who meet bi-monthly to discuss issues related to improving transportation options for SMC. They analyze data provided by the annual Student Transportation Survey which is administered by Institutional Research to determine what modes of transportation are used to get to campus and to gauge satisfaction with alternative transportation options (*Alternative transportation options include but are not limited to carpool, vanpool, bicycles, walking, bus and rail*).

Even though the goal has been met over the past 6 years, there was a dip in all modes of alternative transportation this past year. 62.6% of students used alternative modes of transportation in 2014 vs 67.3% in 2013.

The Task Force also monitors SMC’s Average Vehicle Ridership as calculated by the AQMD Commuter survey given to all staff each year by the Center for Environmental and Urban Studies. The City of Santa Monica requires SMC to maintain an Average Vehicle Ridership (AVR) of 1.5. That means for every car in the parking lot, there must be 1.5 employees on campus. We determine this calculation each year by surveying all SMC employees on their commute practices during a one week period that is randomly chosen each year. We are currently meeting this required goal and it has helped save the college 50% on annual transportation filing fees paid to the City. Below is the AVR for staff and student populations for 2014-2015:

Fall 2014	
Employee AVR	Student AVR
1.5	2.47

AQMD Employee Trip Reduction Plan

A revised Employee Trip Reduction Plan (ETRP), which outlined how the college planned to achieve its 1.5 AVR goal, was submitted and approved by the City of Santa Monica again this year. The plan included the following strategies to incentivize the use of sustainable transportation options:

- \$25 quarterly prize drawings for carpoolers, transit riders, pedestrians, cyclists, and vanpool riders
- Cash subsidies (\$15, \$25, or \$30) per month for commuters using alternatives between 30% and 100% of the time
- Rideshare matching service through RideAmigos
- Flexible work hours
- Personalized commute assistance
- Transit information center
- Guaranteed ride home for personal emergencies
- A compressed work week for selected employees
- Support for telecommuting
- Parking fees as a disincentive

Sustainable Transportation Plan

The Sustainable Transportation Plan which was completed by the Transportation Task Force, and reviewed by the District Planning and Advisory Council (DPAC) in 2011-2012, outlines the priority issues that need to be addressed. They include:

- Provide strong connectivity to the upcoming Expo Line extension.
- Maintain the Big Blue Bus “Any Line Any Time” program.
- Focus the transportation responsibilities in one department with the proper support staff.
- Generate revenue to implement Sustainable Transportation Plan goals.
- Increase bike parking and support services, including bike safety workshops and bike safety giveaways (helmets, lights, vest, etc.).
- Improve utilization of car sharing programs.
- Increase incentives for sustainable transportation such as promotional drawings, discounts, and giveaways for cyclists.
- Advance existing relationships with community organizations including the Cities of Santa Monica and Los Angeles to implement transportation and parking.
- Implement a comprehensive awareness and education program to support sustainable transportation choices

Sustainable Transportation Incentive Plan (STIP)

No matter what mode of alternative transportation used, any employee is able to earn \$15, \$25, or \$30 a month depending on the frequency of use divided by days worked.

Sustainable Commuter Cash Level I: Any employee that uses sustainable transportation 30%-49% of the time is eligible to receive a \$15 monthly subsidy.

Sustainable Commuter Cash Level II: Any employee that uses sustainable transportation 50%-74% of the time is eligible to receive a \$25 monthly subsidy.

Sustainable Commuter Cash Level III: Any employee that uses sustainable transportation 75%-100% of the time is eligible to receive a \$30 monthly subsidy.

Quarterly Prize Drawing: Employees who qualify for a Sustainable Transportation Incentive for three consecutive months within the fiscal year quarter will be entered in a Quarterly Prize Drawing for that quarter. The prize drawing will be a total of \$200.00 in gift certificates, distributed among four prize winners (\$50 each). Winners will be selected at random. The Center for Environmental and Urban Studies will facilitate and distribute the gift certificates.

Student Incentives – In Fall 2015, cash prize opportunity drawings were introduced to students to incentivize the use of the new transportation portal, www.corsaircommute.com, and to encourage bike and carpool options to campus.

Alternative Modes of Transportation

The following modes of transportation are available to students and staff to make commuting without their own car more convenient, safe, expeditious, and economical.

Breeze Bike Share Program

An agreement has been reached with the City of Santa Monica's Bike Share program to place dozens of rental bikes on SMC's main, Bundy, and Performing Arts campuses. The program, launching November 15th, 2015, will include a special rate for students to rent the bikes for 6 months at a time (instead of a year). The program will have 500 bicycles at 75 locations around Santa Monica. The objective is to provide another tool to make commuters feel comfortable about leaving their car at home and using an alternative mode to get to campus. It can be used to complete the last mile of transit for those taking the new Expo line or buses from Wilshire or Santa Monica Blvd. it can also be utilized to ride between campuses or to ride off campus for lunch or errands.

Shuttle Services

SMC provides a free shuttle service that runs from the Bundy campus and the Performing Arts Center (PAC). This shuttle service compliments and, in some cases, extends the BBB service so it is constantly adjusting and reacting to services changes by the BBB to ensure the most efficient use of resources and service levels for students. Drivers are encouraged to park at one of SMC's many satellite or shuttle lots to avoid the traffic congestion around the main campus. Shuttles typically operate weekdays between 7:40am and 5:30pm to the PAC and 5:30am and 10:10pm to the Bundy Campus. Expanded service is being considered to the new Expo Line station at 17th and Colorado, between the PAC and Bundy campuses, between PAC and a local parking lot, and between Emeritus and the main campus. In August 2015, a new van that runs on compressed natural gas was purchased and put into service.

Big Blue Bus

SMC students and staff can still ride the Big Blue Bus...Any line, Any time! thanks to SMC and the Associated Students. According to the latest Student Transportation Survey, approximately 45% of SMC students regularly use the bus to get to campus. Big Blue Bus maps and information are updated on an annual basis to reflect system changes. Large format maps, flyers, and website information are all reviewed and replaced on the website and campus. Students and staff are still able to ride any of their buses at no charge. For the first two weeks of the semester, Big Blue Bus ambassadors were stationed on Pico and 18th to help students navigate how to use the bus system. In addition, swiping stations were located around on the main campus and satellite locations to allow students to activate their student ID cards.

Metro

The Expo line is anticipated to start running Spring of 2016 with a stop conveniently located at 17th Street and Colorado. This station has been named 17th Street / SMC. Breeze bikeshare racks will be stationed at this intersection and at locations on three SMC campuses. It is a 10 to 15 minute walk to campus, and there is a striped bike lane leading directly up 17th street to the main campus. Arrangements have been made with Big Blue Bus to offer service from the metro station to and from the SMC main campus.

VRide

Currently there are four employee vanpools that service SMC. Vanpools are allowed free designated parking spaces on the main campus and a complimentary parking permit.

Zip Car

The City of Santa Monica recently made ZipCar the official car share service for the City. There will be 20+ Zip Cars located around the City with one stationed on or close to the main campus, which would allow staff and students the opportunity to take advantage of their program. The program requires that the driver is 21 years of age or older. By providing a rental car near campus, staff and students will have, yet another reason to leave their own car at home and have access to a local vehicle if the need arises.

Rideshare services

Uber, Lyft, Sidecar and other comparable “taxi” services have been offering similar benefits to staff and students who want to travel to and from campus without using their own car. Although these services have been criticized for creating additional traffic congestion and some unsafe driving maneuvers, they offer the potential for providing benefits when drivers observe the laws and when the “carpool” option is utilized. Discussions are under way with Uber to explore their Uberpool option.

Bike Club

The Bike Club continues to develop the biking culture on campus. It also provides a repair station on campus every Tuesday & Thursday for anyone needing help with minor bicycle repairs. They hold regular group rides, safety and repair workshops, participate in Metro's Bike to Work Day pit stops, and educate students about the rules of riding. They will also host the Transportation Fair on November 4, 2015 and Bike Month each May.

Promotional Campaigns and Events

SMC Bike Month

Bike Club annually hosts Bike Month, which include 11 events promoting cycling culture, safety, repair skills, group rides, light and lock giveaways, and other resources.

VIP Welcome Day

A presentation was made to all incoming students from Out-of-State. Flyers were given to students promoting www.corsaircommute.com; Metro and Big Blue Bus were invited to promote bus and rail services, and the Bike Club offered their repair services.

Transportation Fair

During this year's Sustainability Week, the SMC Bike Club is hosting a fair on November 4 to highlight all the sustainable transportation options available to both students and employees.

Different modes of transportation will be represented along with staff members who actually use that mode to explain how they make it work.

Website

The Transportation portion of the SMC website is updated with current information about transit options and incentives. A new portal, www.corsaircommute.com, was launched in October 2015 to help students and staff find ways of getting to campus without driving alone, and it tracks the commuting habits for the employee incentive program. This website finds all the modes of transportation available to anyone who signs up and inputs their address. It gives up-to-date, customized information on bus, rail, carpool, bike or walking options along with the respective time, cost, CO2 emissions and calories burned.

Flyers

Flyers promoting the website portal www.corsaircommute.com have been given out at events, are posted around campus, and can be picked up at racks around campus.

Video

A video is being produced featuring current SMC staff members, who use the various modes of sustainable transportation to demonstrate how easy and convenient it is.

Recent Accomplishments

- a. Achieved Bronze level award for Bike Friendly University from the League of American Cyclists.
- b. Attained the target AVR of 1.5 for the second consecutive year and earned a 50% discount on fees paid to the City. This translated to a savings of \$6,576.75 for the year.
- c. Seven EV charging stations have been installed in parking structure #3 and on the Bundy Campus.
- d. Continued to meet all of the ACUPCC requirements and is currently in good standing.
- e. Supported the renewal of an AS sponsorship that allows its members to use the non-profit Bikerowave bike shop at no charge to repair their bicycles.
- f. In 2013, installed a 400-rack bike lot on Pearl St. complete with two DIY pumps, stands, and tool sets.
- g. Developed a Bike Parking Plan in 2012 to gradually increase the amount of bike parking to match demand.
- h. For three years, Zimride, a carpool matching system, was utilized by staff and students. This service was replaced by CorsairCommute.

Coordination with outside agencies

Santa Monica College works closely with regional transportation agencies, such as the City of Santa Monica Transportation, Planning and Sustainability offices, Metro Transportation Authority, Big Blue Bus and Move LA, to improve regional sustainable transportation infrastructure through bike path connectivity between campuses, bus stop improvements, Expo Light Rail stops, and multiple neighborhood improvement plans facilitated by the City of Santa Monica. We also collaborate with SPOKE, LA Bike Coalition, and Sustainable Streets on events and safety outreach.

Campus Police meets with the Friends of Sunset Park neighborhood group at the beginning of each semester to inform them of any new plans and to address any needs. This collaboration and planning has resulted in reduced congestion during peak periods and improved neighbor relations and student access.

Obstacles and Opportunities

Radio Frequency ID Card

SMC will need to transition to the Radio Frequency ID Card system to meet the changes in transit organizations' systems.

Increased AVR in 2017

The City of Santa Monica will be increasing the SMC's AVR from 1.5 to 1.75. This means SMC's employees will need to increase the use of sustainable modes of transportation by approximately 200 participants or 10%.

BBB Service Changes

As the BBB continues to change its system routes, the SMC Shuttle must try to make up for gaps in service. This can cause confusion and can increase costs depending on the adjustments that need to be made each semester.

Shuttle Drivers

New shuttle drivers will need to replace retiring drivers and to handle increased demand because of possible reductions in BBB service.

Future Initiatives

Denny Zane has worked with the District on numerous sustainable transportation initiatives. His current project is to seek funding sources for subsidy of the "Any Line, Any Time" student transit pass program and seek to expand the program to include LA Metro and Exposition LRT.

Strategic judgment: Getting Metro or state funding for a particular college transit pass program like that at SMC is not possible outside of a larger program that includes similar funding for transit pass programs at other campuses as well.

Progress:

1. LA Metro board unanimously approved Supervisor Ridley-Thomas motion to direct staff to assess opportunities for Universal Student Transit Pass program. Report and discussion at Metro Board scheduled for December 3, 2015.

- At its September 24 meeting, the LA Metro Board unanimously approved a motion offered by the Chair, Supervisor Mark Ridley Thomas to direct Metro staff to perform "an assessment of the feasibility of piloting a Universal Community College Student Transit Pass Program" and report the results in 60 days. Several board members, including Mayor Eric Garcetti, spoke strongly in support of the motion.
- Denny has met with Metro staff preparing the report and has established a positive working relationship. He has begun to send them information about programs operating at multiple campuses around the state and country and suggested approaches to structuring and funding a pilot program. In addition, he has suggested inclusion of campuses with existing programs as a means of modeling a program at campuses served by more than one transit operator.
- The motion noted funding opportunities such as the Greenhouse Gas Reduction Fund/Low Carbon Transit Operations Program (LCTOP) from the Mobile Source Air Pollution Reduction Review Committee (MSRC) as well as from student registration fees. The motion also suggests "the costs of such a program could be subsidized by the college, as it will reduce parking demand." We should seek to remedy the

misperception that colleges have spare funding available; though some campuses like Cal State Long Beach use parking permit revenue for this purpose.

- Last year Metro received \$7 million from the LCTOP funds. Cap and Trade revenues have increased, and Metro should receive about \$28 million this year. This sum should double over the next three years.
- Based upon SMC's per student cost for the Any Line, Any Time program of about \$45 per student per year, it would cost about \$30 million per year to cover the cost for a similar program for all community colleges and CSU students in LA County. We should expect about half of that cost to be covered by student registration fees and about half from subsidy sources like the LCTOP funds.

2. Status of additional funding from the Greenhouse Gas Reduction Fund (GGRF) earmarked for student transit passes for transit operations.

Last July, legislative approval of a GGRF set aside \$25 million for student transit passes looked likely. The funds had been approved in the State Assembly in a budget clean-up bill and were headed for conference committee with several Senate members affirming support. Funds would come out of the 40% of Cap & Trade funds that had not been allocated in the June 30 budget. However, prior to the convening of the conference committee, Governor Brown called a Special Session of the Legislature on Transportation Funding, and the conference committee on the budget clean-up bill was not convened.

To date, the Special Session has not yielded any agreements to raise new transportation funds. While it is technically still "in session," few expect any breakthroughs from the Special Session. Therefore, the legislature's deliberation on budgeting the unbudgeted 40% of the GGRF is expected to re-commence in January. At that time, the budget clean-up bill that would allocate the 40% of GGRF not allocated in the budget would be back on the table, and so would the proposed \$25 million set aside funding for student transit passes.

3. Mobile Source Air Pollution Reduction Review Committee (MSRC)

This is a specialized 5-county Southern California agency that receives approximately \$17 million per year in motor vehicle registration fees that can be used in grants to reduce air pollution from mobile sources. MSRC staff and board have long been interested in student transit pass programs. This makes this source a good supplemental source that can effectively leverage GGRF funds.

MSRC staff has informed me that they have granted \$2.5 million to LA Metro pending the identification of an eligible program. Innovative student transit passes would be an eligible use of the money. Therefore, we are discussing this with Metro staff.

4. Funds from a possible Measure R2 in 2016

As stated before, LA Metro is expected to place a sales tax measure before LA County voters in November 2016 (probably a new ½ cent sales tax). This measure is likely to include funding to support a countywide student transit pass program to supplement other sources and give Metro flexibility. Approval of the measure will require a 2/3 vote.

Conclusion

As population and urban density continues to increase, sustainable modes of transportation will become critical in maintaining open access to education. Programs such as the Any Line, Any Time allow students to travel greater distances to access the high quality education offered at SMC.

Sustainable Transportation programs will also help SMC maintain positive relations with local authorities and neighborhood groups, while meeting the increased demands of air quality and land use regulations. Improving and expanding a sustainable transportation program is an important objective for the Santa Monica Community College District, the City of Santa Monica, and Los Angeles County.

Fall 2014 Student Transportation Survey Findings

Background

Since 2011, Santa Monica College (SMC) has administered a yearly survey during the fall term to document the modes of transportations of students who travel to campus. The survey is administered, in part, to respond to the campus-wide greenhouse gas inventory in continued compliance with the American College & University Presidents Climate Commitment made in the 2010-11 academic year.

For the 2013 and 2014 fall terms, a sample of the student population enrolled in courses (both credit and non-credit) at SMC was invited to participate in the survey. This sample was constructed by randomly selecting 10% of all of the college's course sections in each term. The representativeness of the samples was verified by ensuring that the proportions of sections in the samples did not differ significantly from the population of all sections at SMC. This was done by examining the proportions of basic skills and non-basic skills, distance and non-distance, day and evening, and credit for transfer, credit for degree, and non-credit sections. In fall 2014, 8,021 students who were enrolled in these randomly selected classroom sections were emailed and invited to participate in the survey. An incentive was offered: participants were entered in a drawing for a \$50 gift card and 3 such cards were available. A total of 804 students responded. The response rate, calculated by dividing the number of students who responded by the number invited to participate, is 10.0%.

The report is structured to follow the order and structure of the administered web-survey. Broader questions are highlighted in blue organizing the report by topic areas; each question is followed by a summary of the relevant data collected through the survey instrument. As a reference, data from the 2013 survey, which collected 975 student responses in the same manner, is included in all relevant tables.

Survey Findings

How far do students travel to and from campus?

Survey respondents were asked to report their zip code. The distances between the Santa Monica College main campus and the center-point of the students' zip codes were calculated. Table 1 summarizes these approximate distances of students' residences from the main campus. While some students reported residing in zip codes up to 90 miles from SMC, these students were rare; the majority of survey respondents (64.5%) were within 10 miles of campus and nearly all of the respondents (97.2%) were within 30 miles.

Table 1. Distance of students' residence from SMC.

Radius	2013 Percent	2013 Cumulative	2014 Percent	2014 Cumulative
Within 2 miles	12.3%	12.3%	10.1%	10.1%
2.1 to 5 miles	25.3%	37.6%	24.6%	34.6%
5.1 to 10 miles	27.2%	64.8%	29.9%	64.5%
10.1 to 20 miles	31.5%	96.3%	22.6%	87.2%
20.1 to 30 miles	2.1%	98.4%	10.1%	97.2%
30.1 to 40+ miles	1.6%	100%	2.8%	100%
Total	100%	-	100%	--

When and how do students travel to campus?

Students were asked to report the time of arrival to and departure from campus, as well as the mode of transportation used for the trip, for each day of the week (M-F). Students were given the option to specify that they did not travel to the campus on any given day and Table 2 contains, inversely, the proportions of the sample reporting to have traveled to campus daily. If respondents reported carpooling, they were asked to provide the number of passengers in the vehicle. This data was used to categorize the arrival and departure times as either peak or non-peak times and then to compute Average Vehicle Ridership during peak times (summarized in Table 4).

At least 70% of all respondents reported traveling to campus between Monday and Thursday. Most students (73.4%) did not travel to campus on Friday, which is consistent with the fewer number of classroom sections which meet on Fridays.

Table 2. Proportions of students traveling to campus by weekday.

Day of the Week	2013 Percent traveling	2014 Percent traveling to campus
Monday	74.8%	76.6%
Tuesday	73.5%	74.0%
Wednesday	77.9%	76.0%
Thursday	71.6%	73.4%
Friday	27.7%	26.6%

To examine the mode of transportation used by students to travel to and from campus, the data regarding all reported trips (a potential of 10 for each student) was compiled. Altogether, respondents reported a mode of transportation for a total of 4,845 trips and table 3 summarizes this data is summarized in Table 3. Students reported using public transportation for about 45% of the reported trips to/from campus. The next most commonly reported mode of transportation was driving alone which accounted for about 37% of the trips. This is about 5% higher than the 32% that was reported in the 2013 version of the survey.

Table 3. Trips to campus by mode of transportation

Mode of transportation	2013 Percent	2014 Percent
Public Transportation	45.0%	44.8%
Drive alone	31.8%	36.6%
Carpool	14.4%	12.4%
Bicycle	4.1%	2.2%
Walk, skateboard, etc.	3.8%	3.2%
Motorcycle	0.8%	0.9%
Total	100%	100.0%

On average, about half (53.7%) of the reported trips to/from SMC occurred during “Peak” times, which were defined by two windows of time: between 6AM and 10AM and between 3PM and 7PM. Average Vehicle Ridership (AVR) describes the number of persons per vehicle during peak times only and is computed by dividing the total number of students reporting commuting to and from SMC during peak hours by the total number of vehicles driven to SMC during peak hours. Averaged across the days of the week, the AVR was 2.47 persons per vehicle. For comparison, the AVR based on the responses to the 2013 survey was 2.59 persons per vehicle.

Table 4. Commute times and Average Vehicle Ridership (AVR)

	Monday	Tuesday	Wednesday	Thursday	Friday	M-F Weekdays
Peak	53.2%	54.4%	52.0%	56.3%	51.5%	53.7%
Non-Peak	46.8%	45.6%	48.0%	43.8%	48.5%	46.3%
Total	100%	100%	100%	100%	100%	100%
AVR	2.45	2.42	2.53	2.39	2.74	2.47

What form(s) of alternative transportation would students who reported driving to campus most likely to use?

Survey respondents were asked “if you are currently driving, what form of alternative transportation would you be most likely to use?” and asked to select as many forms as apply. Among those students that responded (681), the most popularly reported likely mode of alternate mode of transportation was by bus, which was selected by about 65% of the respondents.

Table 5. Alternative forms of transportation, in order of frequency of selection.

Mode of transportation	% Selecting
Riding the bus	65.4%
Carpool	35.7%
Biking	18.1%
Paid Transportation (Taxi, Uber, Lyft etc.)	17.6%
Riding the Expo Line	15.3%
Walking	13.5%
None	10.9%
Rideshare	8.7%
Motorcycle	4.9%
Vanpool	2.6%

Do students feel safe walking/biking to campus?

Students were asked about whether they felt safe walking and biking to SMC and were also given the option to indicate that they do not walk or bike to campus (see Tables 6-7). Among students who walk to campus, 73.5% said s/he “strongly agreed” or “agreed” that s/he feels safe while walking to campus. Among students who bike to campus, 48.4% “strongly agreed” or “agreed” that s/he feels safe while biking to campus.

Table 6. Student feelings of safety while walking to campus.

“I feel safe while walking to campus.”	I do not travel to campus by	18.8%
	Strongly Agree	30.4%
	Agree	43.1%
	Somewhat Agree	20.6%
	Somewhat Disagree	3.1%
	Disagree	1.8%
	Strongly Disagree	0.9%
	Total	100%

Table 7. Student feelings of safety while biking to campus.

“I feel safe while biking to campus.”	I do not travel to campus by biking.	48.1%
	Strongly Agree	13.1%
	Agree	35.4%
	Somewhat Agree	31.7%
	Somewhat Disagree	9.0%
	Disagree	7.3%
	Strongly Disagree	3.6%
	Total	100%

Students who selected “somewhat disagree,” “disagree,” or “strongly disagree” answers to either question were given an opportunity to specify in an open-ended comment, the reason(s) they feel unsafe.

Nineteen students wrote comments regarding walking to campus. Seventeen of those comments were related to safety concerns, and four of those responses were specifically related to concerns from female students about strangers on campus.

Forty-two student respondents wrote comments regarding the safety of biking to campus. The comments were analyzed to summarize the content thematically (see Table 8). The most commonly mentioned reasons for feeling unsafe were poor drivers, traffic congestion, inadequate bike lanes, and an unspecified general belief that biking is inherently unsafe.

Table 8. Thematic summary of student reasons for feeling unsafe while biking to campus by frequency of mention.

“Please explain why you feel unsafe.”	# of mention
Poor drivers (inattentive, inexperienced, reckless, unfriendly to bicyclists)	14
General fear (e.g. “I feel like I would get hit,” “cars can be dangerous”, “the streets are not safe for bike riders”)	14
Traffic congestion	9
Inadequate bike lanes (none, too few, too narrow, not respected, etc.)	5

Do students leave the SMC campus for personal errands?

Table 9 summarizes how frequently students reported leaving campus for personal errands. Slightly fewer than half (45.8%) of students reported leaving campus at least “sometimes” (sum of “every time”, “frequently” and “sometimes” responses) and about a quarter (23.7%) reported never leaving campus for any personal errands.

Table 9. Frequency that students travel off campus for personal errands.

“How often do you leave SMC (any campus) for personal errands such as shopping, meals, appointments, etc.?”		2013	2014
	Every time I am on campus		6.0%
Frequently		16.5%	17.0%
Sometimes		23.3%	27.0%
Rarely		24.5%	24.8%
Never		23.7%	24.1%
Total		100%	100%

When students leave the SMC campus for personal errands, which parts of town do they visit?

Students were provided with a list and corresponding map (see Figure 1) of locations near campus. Respondents were asked to mark any areas that they visit when they leave campus, therefore the percentages will not sum to 100 (see Table 10). Percentages reflect the proportion who selected each location from the total number of students who leave campus “rarely” or more frequently. Approximately half of the respondents reported visiting Pico Blvd. (52.8%) and the 3rd Street Promenade/Santa Monica Place area (44.9%).

Figure 1. Map identifying areas near SMC campus.

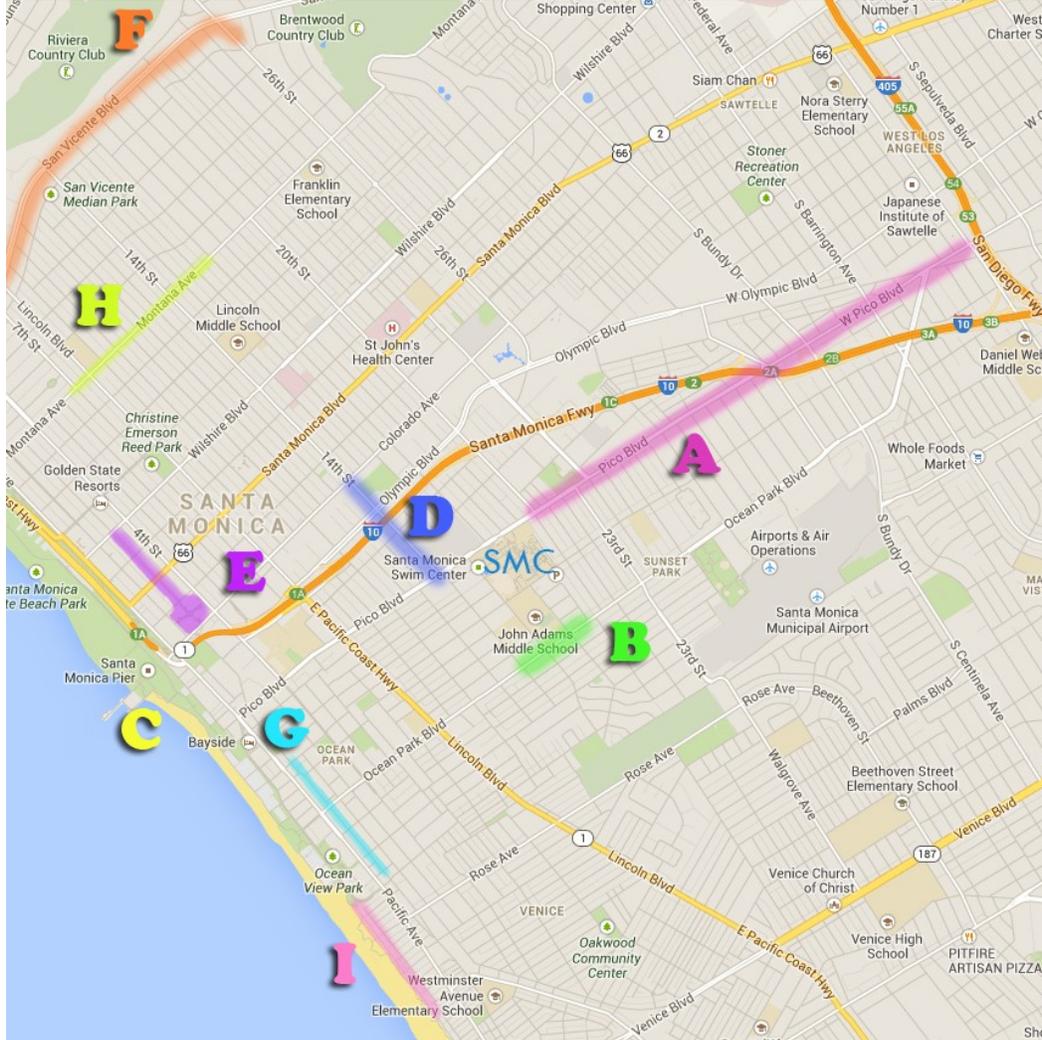


Table 10. Parts of town students visit when traveling off campus for personal errands.

		2013	2014
When you leave campus for personal errands, what part of town do you visit? (select all that apply)	A - Pico Blvd. between SMC main campus and the	50.3%	52.8%
	E - Third Street Promenade or Santa Monica Place	45.5%	44.9%
	D - 14th St. near SMC main campus	18.4%	22.9%
	C - Beach or pier area	25.8%	22.4%
	B - Ocean Park Blvd. Business Park area	21.8%	22.2%
	Other	16.3%	16.5%
	G - Main St. area	11.3%	13.9%
	I - Venice area	14.2%	10.1%
	H - Montana Ave. commercial area	5.5%	7.2%
	F - San Vicente Blvd. area	3.7%	3.4%

When students leave the SMC campus for personal errands, what mode of transportation do they use?

Students were asked to specify all modes of transportation that they utilize to travel off campus for personal errands and the responses are summarized in Table 11 below. Respondents were asked to mark all modes of transportation that they use, therefore the percentages will not sum to 100. The most reported mode of transportation utilized by students for such trips was SMC shuttles or Big Blue Bus (53.7%).

Table 11. Modes of transportation utilized by students when traveling off campus for personal errands.

When you leave campus for personal errands, what mode(s) of transportation do you use? (select all that apply)		2013	2014
	SMC shuttle or Big Blue Bus	48.4%	53.7%
	Walk, skateboard, etc. (non-fuel)	33.4%	38.4%
	Drive alone (car)	36.8%	31.0%
	Carpool (2+ passengers per car)	17.3%	17.1%
	Other public transportation (bus, train, etc.)	16.8%	13.7%
	Bicycle	8.9%	8.4%
	Motorcycle, moped, motorized scooter	1.6%	1.5%

From which sources do students receive information about transportation options at SMC?

The sources most successfully reaching students with information about transportation options (see Table 12) were word-of-mouth (49.4%), followed by the Corsair Connect student portal (43.1%) and print materials (40.1%). Respondents were asked to mark all sources, which they use, so the percentages do not sum to 100. Students who selected “website,” “other,” and “student club” were asked to further specify their answer in an open-ended comment.

Open-ended answers specifying which website is used to find information about transportation were provided by 64 respondents and the websites mentioned were *Google* (21), *Big Blue Bus* (20), *Santa Monica College* (15), *Metro* (7), *Facebook* (1).

“Other” sources of information were provided by 16 respondents, with the most popular being *Google* or *Google Maps* (8), friends and/or family (6), and unspecified phone and internet apps (2).

Student clubs were identified as a source of information about transportation by 12 respondents (one whom identified two clubs) who specified the following clubs: *Associated Students* (3), *Sustainability/Sustainable Works* (2), *Honors Society* (2), *Adelante* (2), *Bike Club*(1), *First Year Experience*(1), *Chabad*(1),and *Eco Action*(1).

Table 12. Sources of transportation-related information at SMC.

	2013	2014	
How do you find out information about transportation options at SMC? (Select all that apply)	Word of mouth	35.4%	49.4%
	Corsair Connect	35.7%	43.1%
	Print materials (brochures, posters, etc.)	30.1%	40.1%
	E-mail messages	21.9%	26.3%
	New student orientation/VIP Welcome Day	13.2%	17.8%
	In class discussion	6.2%	11.5%
	Website: Which one(s)?	14.8%	8.5%
	Other	2.5%	4.8%
	Student club: Which one(s)?	1.4%	2.0%

Bike Services

Students were asked whether they feel that Santa Monica College is a bike-friendly campus and about

86% of respondents answered yes. This is slightly below the rate from 2013, when 89.1% of respondents answered yes. Students were also asked to specify any areas in which they would like the college to improve bike services (see Table 13).

Table 13. Bicycle-related services in need of improvement.

In what area(s) would you like SMC to improve bike services? (Check all that apply)	Bike lanes	54.8%
	Bike security (theft reduction)	45.7%
	Bike parking	33.9%
	Education and awareness (e.g. workshops and events)	27.2%
	Bike maintenance	19.2%
	Increased access to Bikerowave	11.4%

Are students being passed by Big Blue Buses during their commutes to and from the SMC campus due to overcrowding?

Survey respondents were asked whether they had been passed by a Big Blue Bus during the fall 2014 semester because it was full or overcrowded. After excluding those who reported that they don't ride the Big Blue Bus (30.7%), 61.1% of qualified respondents had reported being passed during the fall 2014 term. In 2013, 64.8% of students reported being passed. Students who reported being passed were further asked to specify on which bus line they had been passed as well as the approximate time (in 30 minute increments) at which they were passed; students were asked to do this for trips "coming to SMC" as well as "leaving SMC" (see Table 14 and Figure 2).

The bus line most frequently reported to pass student riders due to overcrowding on both trips coming to and leaving SMC was Route 7, the Pico Blvd. route that was selected by about 8 in 10 students. The next most frequently reported route on both trips was Route 3, Lincoln Blvd. & Montana Ave., with about 6% of students reporting having been passed by a Big Blue Bus on this route.

Table 14. Routes on which students reported being passed by an overcrowded Big Blue Bus.

Coming to		Leaving	
Route	%	Route	%
Route 7 - Pico Blvd.	78.8%	Route 7 - Pico Blvd.	82.7%
Route 3 - Lincoln Blvd & Montana	6.3%	Route 3 - Lincoln Blvd & Montana	5.9%
Route 8 - Ocean Park Blvd.	3.6%	Sunset Ride	3.1%
Sunset Ride	2.6%	Route 8 - Ocean Park Blvd.	2.4%
Route 1 - Santa Monica Blvd	2.3%	Route 2 - Wilshire Blvd	2.0%
Route 2 - Wilshire Blvd	2.0%	Route 1 - Santa Monica Blvd	1.6%
Route 14 - Bundy Dr. & Centinela	1.3%	Route 14 - Bundy Dr. & Centinela	1.2%
Crosstown Ride	1.0%	Crosstown Ride	0.4%
Route 6 - SMC Commuter	1.0%	Route 20 - Expo Culver City	0.4%
Route 20 - Expo Culver City	0.3%	Route 6 - SMC Commuter	0.4%
Route 5 - Olympic Blvd	0.3%	Grand Total	100.0%
Route 9 - Pacific Palisades	0.3%		
Grand Total	100.0%		

The times at which the largest numbers of students reported being passed by an overcrowded bus were between 7-8:30AM in the morning and 2-5PM in the afternoon, times, which overlap peak, commute windows.

Figure 2. Times at which students were passed by an overcrowded Big Blue Bus.

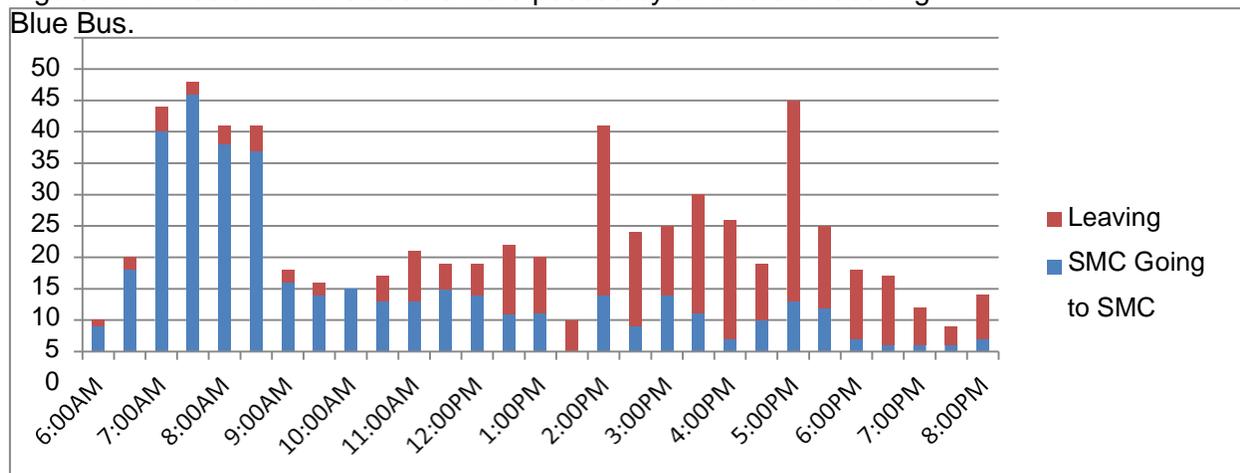


Table 15 summarizes the stops, which were mentioned by students who identified Route 7 as a route on which they were passed in order of frequency of mention.

Table 15. Route 7 stops at which students reported being passed by a Big Blue Bus.

Coming to		Leaving	
Stops	Count	Stops	Count
Bundy	21	Bundy	23
Westwood	17	Westwood	16
18 th (SMC)	13	18 th (SMC)	10
Crenshaw	11	Crenshaw	10
Robertson	10	Robertson	10
Wilshire	10	Wilshire	10
La Brea	8	Sepulveda	8
La Cienega	7	La Brea	7
Lincoln	7	La Cienega	7
Sepulveda	7	Faifax	6
Faifax	6	Lincoln	6
Sawtelle	3	20th	2
28th	2	28th	2
Beverly	2	Rimpau	2
Rimpau	2	Sawtelle	2
Total (Including 1)	137	Grand Total	138

Students were asked about the likelihood that they would use the Expo Line, which is currently being constructed to connect Downtown LA to the Westside, if it was complete and currently operational (see Table 16). Almost half of the student respondents reported that they would be “very likely” or “likely” to use the Expo line if it were in operation.

Table 16. Likelihood of using Expo Line if currently complete.

		2013	2014
“If the MTA Expo Line was completed and currently in operation, what is the likelihood that you would be using it to commute to/from	Very likely	30.9%	29.5%
	Likely	19.1%	18.2%
	Somewhat likely	16.2%	18.8%
	Somewhat unlikely	6.6%	6.7%
	Unlikely	12.0%	12.4%
	Very unlikely	15.2%	14.3%
	Total	100%	100%

Lastly, students were given an opportunity to provide any additional comments or suggestions related to transportation in an open-ended question. The comments, as written by the respondents, are reproduced in the appendix.

Summary

The following bullet points summarize the major findings of the study:

- Nearly 2/3^{rds} of students reside within 10 miles of SMC.
- Half of the trips to and from SMC occurred during peak commute hours.
- Students reported utilizing alternative modes of transportation for nearly half of all trips to and from SMC.
- Average vehicle ridership (AVR) for the week sampled was 2.47 persons per vehicle.
- About half of students reported at least sometimes leaving campus for personal errands.
 - The most popular modes of transportation used were public transportation and walking.
- Corsair Connect, word-of-mouth, and print materials were the most frequently cited sources of information regarding available modes of transportation.
- About 61% of students who ride the bus reported being passed by a Big Blue Bus due to overcrowding while traveling to or from campus during the fall term.