

2020 Annual Program Review

Program Name: Transportation and Parking

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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, feel free to copy and paste from your last 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>

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 1.76.

The SMC Shuttle system was used in the Fall for Athletics and for events. It was a great addition of safety and cost effective. This was made possible because of the expanding service by the Big Blue Bus between SMC campuses, and the expansion of LYFT night time service between campuses and to Expo stations. Usage of LYFT increased substantially from the previous (initial) year.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Implement New Parking System	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	iParq was implemented August 2019. The sales of permits went smoothly, but we had a steeper learning curve for enforcement. By December, enforcement was fully trained and operating as

		expected.
Roll Out TAP	<input checked="" type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	This has not yet happened as there have been contract issues between BankMobile and TAP. Working with the Big Blue Bus we will roll out Tap by June 30, 2021.
Achieve or exceed Employee Average Vehicle Ridership of 1.75 again	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	SMC achieved and exceeded its target AVR by hitting 1.76 the past two years. This has earned us a 30% discount of the fees we pay to the City.
Provide alternative methods of access to SMC.	<input type="checkbox"/> Not Completed <input checked="" type="checkbox"/> In Progress <input type="checkbox"/> Completed	No new modes of transportation were introduced this year but all methods were successfully promoted as evidenced by AVRs.
Achieve or exceed student AVR of 2.65	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed	Student AVR increased to 3.28, a new record high

III. ACHIEVEMENTS

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

Successfully implemented iParq – the District-wide permit sales and enforcement system in August 2019 (on time). The permit sales part was smooth, but the enforcement took a little longer to master because of equipment and staff-training/learning issues. By December enforcement was operating successfully.

Refined and increased usage of nighttime LYFT service between campuses. Added service between campus and Expo line stations.

Developed an EV Charging policy and activated 18 charging ports in the SSC building. Promoted the new chargers to all employees and to students. Printed new parking signs and publicized rules for parking and charging. Replaced two units which were not working at no cost to the college.

Recreated 10 transportation-related TV bulletins to match new format needed to display properly

Produced a six-minute video introducing new employees to their transportation options and benefits. This video will be played for every new hire as they go through on-boarding process with HR.

Worked with the City of Santa Monica to develop a website of cycling resources, in lieu of events for Bike Month. Promoted the website to employees and students using email, Target X and SMC Go.

Raised \$800 from the Associated Students to purchase parts to repair 40 donated bicycles.

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

We want to add on Pay for Park to handle Special Events parking. (Little or no cost to District) We were about to acquire and test it and then COVID happened. We will revisit, I hope, in 2021.

We plan to continue the Any Line Any Time agreement with BBB.

Part 2: List of Resources Needed

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

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

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	Click or tap here to enter text.	Click or tap here to enter text.
Facilities (<i>info inputted here will be given to DPAC Facilitates Comm.</i>)	Additional level II EV charging stations will need to be added to all parking garages. Old level II stations at Bundy and CMD will need to be replaced. Additional 120 volt outlets will need to be added in parking garages. All may require a campus electrician to do some or all of the work. Ongoing maintenance will also be required of our electricians.	As employees, students, and guests adopt electric vehicles at an ever-increasing rate, more charging options will be required to keep pace. EV drivers will need the peace of mind they can commute to campus and find a spot to charge for their return trip. SMCs goals of a Sustainable Campus support this need.
Equipment, Technology, Supplies (<i>tech inputted here will be given to Technology Planning Committee</i>)	We will need to upgrade electrical panels to support the new outlets and charging stations for level I and II chargers.	The electric panels in most of our parking garages are outdated and not designed to support the plug load needed to charge multiple vehicles. To expand the charging capacity will require upgrades to these panels.
Professional Development	Click or tap here to enter text.	Click or tap here to enter text.

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also include your responses and solutions to this crisis.

The big challenge for parking is that we decided to refund student parking, on a pro-rated basis, for Spring 2020. This was about 2,000 transactions and about \$120,000. This was handled through the Cashier’s office. And enforcement stopped as well, so we were not able to continue training and monitoring policies. We expect to extend parking privileges to faculty and staff who purchased annual or spring 2020 passes until December 2020.

The SMC Shuttle vehicles, dormant through the pandemic, are attended to by staff on a weekly basis to maintain running condition.

The Big Blue Bus (BBB) and Metro had to reduce service on some lines and cut service on other lines which serve the campus population. The changes in service were messaged to all employees and students. As people begin to come back to work it is questionable if they will feel comfortable using public transit. BBB will restore service gradually over the next year.

If employees and students shun public transit and, instead, opt for their personal vehicles, the congestion created by the additional vehicles on the roads and in the parking garages will be overwhelming. Our challenge will be to communicate the safety and cleaning protocols BBB and Metro are using to address the Covid crisis. We will also need to increase the emphasis on finding a carpool match as an alternative to transit.

Bike Month, usually held throughout May, is a time when events and promotions focus on biking to campus by students and employees. This year staff instead worked with the City of Santa Monica to design and resource page for cycling to

encourage people to take advantage of the quiet, safe streets to try biking again for exercise and essential errands.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.

Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration <ul style="list-style-type: none"> • Advisory attendance • Internship site • Donations • Job placement • Other 	Optional: Additional information about partnership or collaboration
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review.

The following section will be completed by your program’s area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program’s annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_eric@smc.edu). If you have any questions, please contact us!

Thank you for your input!