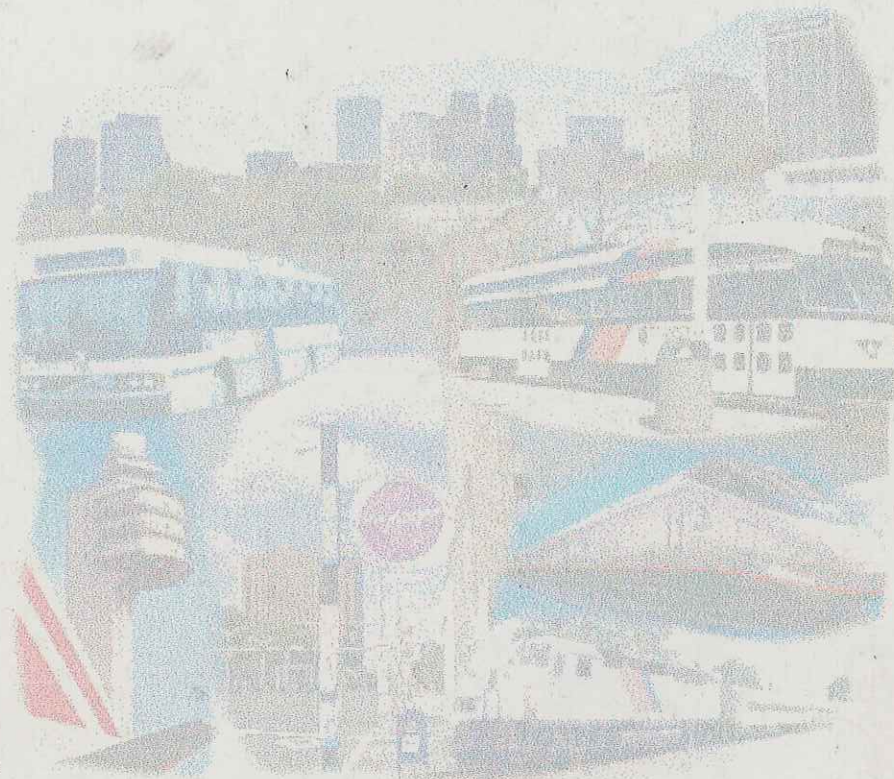


Sustainable Transportation At HSU



Fall 2002

By

**Diana Fred
Angie Frerichs
Josh McAndrews
Erika Morris
Amy Preuit**

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Phase I

Humboldt State University (HSU) is on the forefront of environmental technology education. Through campus organizations such as, the Schatz Energy Research Center, Campus Center for Appropriate Technology, and the Campus Recycling Program, HSU's staff and students have been designing and implementing many of the appropriate technologies that are educated each day

Problem Statement:

There are a number of transportation resources currently available on campus, yet there are also many alternatives which have not been explored. The students, faculty, and staff have many opportunities to take better advantage of resources both on and off of campus, but there is a lack of motivation and awareness.

Problem Background:

Humboldt State University (HSU) is undergoing the transformation to a more sustainable campus. Transportation is a large source of energy consumption in our society, as well as at HSU. For example, of the reported 19.4 billion barrels of oil that is used in the U.S. daily, nearly two thirds of that is consumed by transportation¹. Due the pollution associated with utilizing cars as the primary transportation resource, our air and water quality are being jeopardized. It was reported in the congressional record that; an estimated 1.5 billion gallons of automobile fuel is saved by the use of mass transit in our larger urban areas each year. This amount represents the prevention of 126 million pounds of hydrocarbons, and 156 million pounds of nitrogen oxides that would have been

¹ Press Release (PR) http://www.wri.org/press/oil_anwr.html (15 Feb 2001):

released into the air². While this problem is not unique to HSU, it must be addressed locally. This is not an easy problem to address. Lifestyles are affected by a number of factors, many of which we have no control over. We value freedom of choice, and as such all we can do is inform the public of their options, the effects of their actions, and hope that they will take advantage of the incentives offered to them.

When looking for solutions, we examined transportation at other campuses to find out what kind of programs they were implementing to address transportation issues. Universities around the United States have taken up the challenge to address and find solutions to the ever-increasing pollution problem on scholastic campuses. Western Washington University has based its sustainable transportation plan around the idea of maintaining a central pedestrian corridor connecting all campus activities. With this idea they encourage bicycle and mass transit use and concentrate private vehicle parking on the periphery of the campus in high-density structures so not to limit use of land. University of Colorado at Boulder looks at the problem with the idea of environmentally friendly transportation, this meaning the best use of land, minimizing air pollutants and maximizing safety. The campus is a pedestrian oriented campus, but is situated such that it can utilize the extensive mass transit system of the area. Their vision in the long term is to create a "car-free" campus with emphasis on pedestrian and low-fossil fuel modes of transportation. Brown University in Providence Rhode Island is another campus dedicated to cleaning up transportation on their campus. They are creating travel programs in which they utilize mass transit and rideshare programs to alleviate parking pressures and automobile emissions impacts. The University of Oregon located in Eugene has focused on making the campus a bicycle friend setting. The city has built an extensive bicycle route throughout the area, which is considered one the most sophisticated in the country. To utilize this extensive network of bicycle routes the Bicycle User Committee at

² Bryan, Richard H. *Congressional Record Daily ed.* v.146 no.74 (14 Jun 2000):

the University made a University of Oregon bicycle plan to establish policies, circulation, parking facilities, educational information, and enforcement guidelines to encourage bicycle use.

Taking on the plight of our own campus, we first examined the current state of transportation at HSU. Sean Kinghorn, a graduate student of the Humboldt State University Natural Resources Planning and Interpretation Program conducted a university transportation study of the HSU campus³. This study was used by our group to establish a baseline for implementation of our transportation program at HSU. Sean's study started with a survey that was administered during the spring semester of 2002 to all HSU email accounts. The survey consisted of 28 questions. A total of 593 students, 55 faculty, and 84 staff members answered the survey. The surveyed was analyzed then calculated to represent the total population of the HSU campus. The study concluded that 47% of the campus used single occupancy vehicles as the preferred transportation method, 11.7% utilized rideshare, 11.3% rode the bus, 12% biked or skateboarded, and 18% walked to campus. The question was then asked, what kind of changes could encourage a lowering of single occupancy vehicles and increase ridesharing transportation to and from the HSU campus? The majority of the surveyed people said that better coordination with family and friends. Next was reduced cost of parking passes for ridesharing and then improved university system for ridesharing communication. When asked about possible incentives that would increase mass transit transportation use of the HSU community, the respondents answered in order; increased frequency in buses, more extensive bus routes, subsidized HTA bus passes, and then better coordination between Humboldt Transit Authority (HTA) and Arcata and Mad River Transit Service (A&MRTS). In the end, a majority of the surveyed said that more affordable housing closer to campus would change their routine from driving to biking and walking, along with improved bicycle lanes, more secure bicycle lockers and then improved road crossings. The HSU

³ Kinghorn, Sean *Humboldt State University Transportation Study 2002*

transportation study in which the statistics were generated can be found in the **Appendix A**. From these statistics we have generated a goal and several objectives to address the transportation issues on the HSU campus.

Phase II

Goal & Objectives

The transportation group has looked at the problem of lack of motivation and awareness of the Humboldt State University campus in concerns to alternative transportation.

Goal: Encourage the use of sustainable transportation to, from, and within the HSU campus.

Objective 1: To increase awareness of available transportation resources by 50%, to be accomplished by the spring semester of 2004.

- Posters: Develop posters informing students and faculty about transportation options, and where further information can be obtained.
- Web Notices: University weekly web notices informing students and faculty about transportation options, and where further information can be found.
- Lumberjack newspaper ads: Rideshare program awareness advertisements will be placed in the Lumberjack school newspaper.
- HOP announcements: All useful alternative transportation information will be given to new HSU students during campus orientation.

Objective 2: To increase usage of the rideshare program by 10%, to be accomplished by the spring semester 2004.

- Website development: Update web page and links to make accessibility easier, and to allow for collection of up-to-date rideshare information.
- Publicizing rideshare program: Methods to be utilized are outlined in Objective 1.
- Rideshare incentives: Implement an incentive-based parking permit program for rideshare, designated rideshare parking areas, and business discounts for ride-share participants.

Objective 3: To increase bicycle use on campus by 5%, to be accomplished by the spring semester of 2004.

- Organize Transportation Club: Start a Transportation Club to continue the goal that is stated above . To view Transportation Club information and Constitution, see **Appendix C.**
- Bicycle incentive program: Competitions, drawings, etc to encourage greater bicycle ridership.
- Bicycle table in quad: Information and bicycle registration table during events in the quad.
- Bicycle lockers: Transportation Club raises money or initiates a grant to acquire lockers for the use of bicyclists.
- Bicycle rack maps: Post a map showing the locations of all bike racks on campus at each bicycle locking location.

Objective 4: To decrease automobile traffic through utilizing available mass transit methods of transportation by 10%, to be accomplished by the spring semester of 2004.

- Increase A&MRTS Shuttle Bus Route: Increase frequency of the shuttle bus to include stops at HSU every half-hour.
- “Satellite” parking areas: Incorporate donated parking area to allow commuters from out of the area to access the extended Arcata bus service from off campus locations.
- Increase subsidy for HTA rural bus route: Develop a grant to obtain funds to further subsidize local bus programs.

Phase III

Alternative Solutions

To find alternative solutions for our goal we sat down as a group and brainstormed solutions to our objectives. A copy of this session can be found in **Appendix H**. From those solutions we rated each alternative based on the criteria found below and narrowed them down to the preferred alternatives found in **Appendix I**.

Criteria

1. Feasibility

- a. Legality
- b. Cost
- c. Cooperation from the powers that be
- d. Ease of inception / operation

2. Effectiveness

- a. Does it meet the goal?

i. Motorized vehicle traffic reduction

ii. Increased bicycle use

iii. Increase rideshare usage

b. User-friendly?

3. Sustainability

a. Longevity (Can be used for a long period of time with minimal maintenance)

b. Reproducibility (can be easily implemented at other campus locations)

From our alternative analysis, we have identified components in each category that are common to several subgroups (i.e. lockers, awareness). We have decided to try and implement these jointly in order to maximize efficiency while simultaneously reducing resource expenditure. There are many facets to each component that are yet to be fully developed. This will be accomplished in the next phase of the project.

Phase IV

Implementation:

Objective 1: To increase awareness of available transportation resources by 50%, to be accomplished by the spring semester of 2004

The 1st objective, to increase awareness is integrated within all of our other goals as an implementation strategy. We have identified a number of methods to increase awareness, which are effective within our feasibility and cost analysis.

Posters.

Posters are a common way to spread information on campus. Posters must be approved at the information desk in the University Center prior to posting. Posters can be photocopied for free through the Transportation Club by taking the posters to the clubs office. Posters will be posted in areas near parking lots, bus stations, eating areas, and other common gathering areas where the posters will be seen. There are 55 general bulletin boards on campus where posters may be posted by on-campus organizations such as the Transportation Club. See **Appendix B** for a list of the possible bulletin board sites. Posters, once approved and stamped, can be posted for a maximum of 14 calendar days at the bulletin board sites mentioned earlier. The posters will convey information on transportation alternatives such as ridesharing, bike use, the joys of being a pedestrian, and bus use. Each poster will also contain information on the meetings times and places of the Transportation Club, as well as contact information. The purpose of the posters is to inform and educate the Humboldt State University population of their alternatives and obtain our goals and objectives. Examples of potential posters are included and can be found in the **Appendix D**.

Weekly Web Notices

Users of the Humboldt State University web mail system, and those staff and students who have registered emails with the school receive a weekly bulk email containing news and information on campus events. The university is very particular about the content of bulk emails and they must conform to the following criteria:

- It must pertain to official university business
- It must pertain to the majority of the student body.
- It must be a campus wide event.

- It cannot be used for fundraising or solicitation.
- Each bulk email can be three lines in length with only 50 characters (including spacing) per line.

Originally we thought that an informative weekly bulk mailing would be possible, but per campus policy the number of messages will be limited. We will have one announcement for the Transportation Club inception, and other notices will be to advertise events. The clubs office was hesitant to offer information on the bulk email process, but offered suggestions of other forms of reaching the HSU community. The club office secretary mentioned that a club has access to a free website and email account, and that these are places where information could be presented

Weekly notices will be included in the HSU Weekly University Notices web announcements. The notices will be e-mailed by the Transportation Club to the notice/server manager for submission each week. Included in the in the announcements will be upcoming events of the Transportation Club and club contact information.

Lumberjack Newspaper.

Placing ads in the local school paper provides an additional way to reach students on campus. The Lumberjack distributes 6,500 copies of the paper per week. The paper is distributed freely at over 40 campus locations, 100 locations in the local communities, and more than 600 copies are mailed each week. On campus the non-profit rate for Lumberjack ads is \$4.20/column inch. By placing an ad in every issue of the year, at a size of 1 column inch, it would cost \$117.60. This cost could be covered by the Transportation Clubs fundraising activities. As this is a small size for an ad, it is essential to have a catchy phrase. Some possible advertisements and their rates can be found in **Appendix D**.

Another way of educating travelers is to garner editorial assistance and have stories written by journalists about transportation issues on campus. For example, in the April 4th, 2001 issue, an article on Hybrid Cars was in the science section.⁴ In the November 20th, 2002 issue, the article "Can Arcata live by the Kyoto Protocol?"⁵, addresses the issue of fossil fuel usage, including transportation patterns in the local area. The article "Task force addresses the lack of parking on campus" by Jennifer Eisenman⁶ in the May 8th, 2002 issue addressed transportation alternatives. Opinion pieces, science articles, or even headlines are all possible ways to address the issue and spread information. Attention of the Lumberjack staff can be accessed either by direct contact, or notifying them of Transportation Club events.

HOP Information

All incoming students to Humboldt State University are required to attend the Humboldt Orientation Program (HOP). A plethora of information is given to the incoming students, including a calendar of events and local services. Currently there is transportation information included in the packet. We will word choice conglomerate the information into a useful comprehensive packet. By combining information on the variety of transportation options, we can increase the use of these services. This in collaboration with campus awareness will educate the HSU population from a variety of angles.

⁴ <http://www.thejack.org/spr01/science/04-04-01/hybrid.html>

⁵ <http://www.thejack.org/fall02/11-20-02/science/protocol.html>

⁶ <http://www.thejack.org/spr02/05-08-02/campus/parking.html>

Objective 2: To increase usage of the rideshare program by 10%, to be accomplished by the spring semester of 2004.

Website development:

A website will be designed to improve the collection of rideshare information, including address, work, and school schedules, which will make the rideshare pass system more user friendly. The confidential information collected from each participant and would be categorized using a computer-based, online format. Contact information could then be given to all program participants in each general geographic region with matching travel times. This would allow commuters access to a database of information, and would aid in allowing communication to arrange ride exchange information. A virtual message board will also be created to aid in the exchange of daily ride times and location information. This website will be created in cooperation with parking services, and will be designed and completed in a Web Design class at HSU.

How large would these be? How determined?

Publicizing rideshare program:

Methods for this objective to be utilized outlined in Objective 1. Flyers, handouts, posters, weekly web notices, HOP information, and tabling will all be used to publicize the rideshare incentive program.

Rideshare incentives:

The rideshare pass will be offered as an additional parking permit that may only be obtained at the parking center located on Harpst St. This pass will be given to all vehicles with a current HSU parking permit, and at least 3 total riders per vehicle. This permit will be offered to all students, and staff, including faculty, as an alternative method of commuting To/from School. Pass

holders will be allowed to park in preferred areas designated by parking services for rideshare use only. Each desirable parking lot on campus will have a portion designated for use by rideshare pass holders only. These unavailable sections will create an incentive to seek transportation other than single occupant vehicles. Participants will receive local business discounts on goods and services in the form of coupons printed on the back of each pass. The HSU Transportation Club contracting with participating local businesses will obtain these coupons.

Objective 3: To increase bicycle use on campus by 5%, to be accomplished by the spring semester of 2004.

Organize Transportation Club:

The Transportation Club will be starting in January of 2003. It will carry out our objectives of this project and any new ideas that club members will have. The club will meet the second Tuesday of every month at a time that will work with everyone's schedules

Bicycle incentive program:

The bicycle incentive program will be in effect in January of 2003. Students, staff, and faculty that ride their bicycles to campus can get on to the transportation website and email the Transportation Club with the amount of times they rode their bike to and from campus that week. Those people will be entered in to a weekly drawing and can win prizes that have been donated from local businesses for this cause. If the person rode their bike three times that week, then they will be entered in the drawing three times

This is self-reporting. Will people cheat?

Bicycle table in quad:

The Transportation Club will get a table for the quad ready in the spring of 2004. The table will be used to educate the students of sustainable ways to get to and from campus. It will have pamphlets about the ridesharing program. People will also be able to register their bikes at the table, as well as learn how to properly lock up their bikes at the bike rack. The table can let people know of fundraisers that the Transportation Club will be having.

Bicycle lockers:

The Transportation Club will start fundraisers in January of 2003 for bicycle lockers on campus. The bicycle lockers are long skinny lockers that provide students with just enough room to put their bicycles in. They would be rented on a semester basis through the cashier's office. As of now we don't know of a good location, due to the fact that these lockers take up so much space. We are hoping that The Transportation Club, along with the help of Associated Students, can come up with a good location for these lockers.

Bicycle rack maps:

Steve Sullivan has come up with a map to show all bicycle parking areas on campus (see **Appendix E**). These maps will be posted at every bicycle rack, so that if one rack is full, the bicyclist will know where the next closest rack is located.

Objective 4: To decrease automobile traffic through utilizing available mass transit methods of transportation by 10% by the spring semester of 2004.

Expand A&MRTS Shuttle Bus Route:

This objective features the usage of a newly purchased shuttle bus that will incorporate limited stops in order to maintain stops at the University every half-hour. The shuttle bus will be used during times of heavy student usage between the hours of 8:00 am to 12:00 noon and 2:00 pm to 6:00 pm. The A&MRTS routes will be extended and connect the existing route to include a “butterfly”, or closed looping pattern that will include stops at the proposed “satellite” parking areas located near Valley West and Bayside parking areas. The Butterfly loop will result in an increased frequency of stops at each area, reducing times between busses from 1 hour to a half of an hour.

“Satellite” parking areas:

These “Satellite” parking areas will be used for out of the area users to access the Arcata bus service. The parking areas will be donated for students and staff to park vehicles in order to access the Arcata bus service to HSU. Users will be allowed to park in these off campus areas during the times that the proposed bus routes frequent these areas. Parking in these areas will not be allowed during times school is not in session. The first of these Satellite parking areas will be located on Old Arcata Road near Bayside cutoff (see **map 1 in Appendix F**), at the Bayside Grange Hall. The other proposed parking area is near Guintolli lane and Valley West Boulevard (see **map 2 in Appendix F**) near the existing bus stop.

Increase subsidy for HTA rural bus route:

A reduction in the ride price by for HSU student to \$0.70/ride will create an incentive to use this available transportation resource for out of town commuters. A grant is being developed for

Parking Services and will be submitted to California Department of Transportation in November 2003. This grant is designed to raise the \$2,112 requested to implement this objective as well as additional not outlined in this project. This amount is based on an increase of 440 riders per week, which is 20% of the amount reported in the transportation survey. A copy of the grant can be found in **Appendix G**.

Phase V

Evaluation and Monitoring:

The monitoring and evaluation steps set out in this section will allow measurable gains in the projects success to be analyzed and weighed against the original objectives and goal.

Objectives 1 through 4 will be monitored once a semester and in some cases twice as necessary.

The Transportation Club will then compile the information to see if the objectives are advancing towards the goal.

Goal: Encourage the use of sustainable transportation to, from, and within the Humboldt State University Campus.

Objective 1: Increase awareness of available transportation resources by 50%.

In order to determine the percent increase of awareness has been met, the Transportation Club will administer a survey or poll at the time of class registration. The survey or poll will be given at the beginning and end of the semester to evaluate if there has been marked improvement toward the 50% increase in awareness. This survey will be on going and distributed by the transportation club until the goal has been met or exceeded.

Objective 2: To increase usage of the rideshare program by a minimum of 10%.

The Transportation Club will use the Humboldt State University Parking Service's data of rideshare registration each semester to determine if there has been an increase from the program implementation date. This will be done each semester until the 10% increase usage has been met or exceeded.

Objective 3: To increase bicycle use on campus by 5%.

The Transportation Club will gather information from the Humboldt State University Parking Service's registration of bicycles for each semester to evaluate if there has been an increase in bike ridership. The registration information will be compiled until the 5% increase has been met or exceeded.

Objective 4: To decrease automobile traffic through utilizing available mass transit methods of transportation by 10% by the year 2004

The Transportation Club will keep records of the fluctuation of parking passes administered from Humboldt State University each semester to monitor the level decrease in automobile traffic on campus. The records will be kept until the 10% decrease has been met or exceeded.

Appendices

Humboldt State University Transportation Study

Summary

- Most trips by HSU students, faculty, and staff are by solo occupancy vehicle (SOV).
- Walking and biking/skating are the two most frequently used alternatives.
- Carpooling and riding the bus are the least used transportation mode.
- Sunset Avenue and 14th Street are the most frequently used exits from Highway 101, while Sunset Avenue, LK Wood, 14th Street, and Bayside/Union are the most frequently used arterial streets by non-Highway 101 commuters.
- Approximately 15% of commuters use Old Arcata Road, with the majority of people not utilizing either cutoff access road.
- The neighborhood south of 14th is the most frequently utilized parking area by survey respondents.
- Better coordination with family and friends may encourage more carpooling.
- Increased frequency of buses may encourage more bus ridership.
- More affordable housing in Arcata may encourage more bicycling and walking.
- Transportation has a major environmental impact on the university and City of Arcata and is responsible for the second largest amount of greenhouse gas emissions by HSU.

Introduction:

Humboldt State University has a long tradition of environmental awareness and conservation efforts. Programs include energy conservation, waste reduction, non-toxic chemical use, composting, environmental education, and alternative transportation. Transportation has been found to be a difficult component of university life to address. While there has been a gradual increase in bus ridership over the last decade (in large part to HSU providing free bus passes for students through parking ticket revenues), there is no baseline data regarding commuter habits, vehicle miles traveled, or parking impacts on and off campus. In an effort to better understand these transportation factors, a commuter survey was administered in the spring of 2002. Results of the survey combined with other sources of information have been used to develop a hypothetical transportation management plan and provide baselines with which to evaluate trip reduction strategies.

UNIVERSITY CENTER
HUMBOLDT STATE UNIVERSITY ARCATA, CA 95521

UNIVERSITY CENTER BULLETIN BOARD POLICY

REGULATIONS

The following are the guidelines for all flyers to be posted on General Bulletin Boards:

1. Only one(1) poster/sign will be allowed per bulletin board. The number of bulletin boards available is as follows:
 - On-campus organizations: 55 (see list on reverse side)
 - Off-campus organizations: 20 (any 20 from the list on reverse)
(KIOSKS are limited to on-campus organizations and events)
2. All publicity must be approved, stamped, and dated at the University Center Information Desk prior to posting
3. Posters and signs are to be placed only on designated bulletin boards and **only with thumbtacks**. These boards are marked "General" and are located in various buildings throughout the campus. See attached list for locations.
4. All other bulletin boards, unmarked or identified as departmental, are under the control of the Facility Coordinator and/or the department located in the area of the board. This policy does not include the use of those boards.
5. Publicity may be posted for a maximum of 14 calendar days.
6. Any poster or sign that has not been stamped, has exceeded its expiration date, or has been improperly posted will be removed.
7. No publicity will be permitted that might deface or damage university property (i.e. posted using staples, taped onto painted surfaces, painted, etc.)
8. No authorized and current publicity may be removed from bulletin boards or covered to make room for additional publicity.
9. **THIS POLICY APPLIES TO PUBLICITY POSTED AT HUMBOLDT STATE UNIVERSITY. FOR INFORMATION REGARDING POSTING OFF-CAMPUS, CONTACT THE APPROPRIATE GOVERNMENT AGENCY (i.e. City Hall, etc.).**

ENFORCEMENT

Violations of the Bulletin Board Policy shall be reported to the Clubs/Activities Coordinator. Organizations in violation shall be informed and their publicity materials will be removed from the campus bulletin boards. Any additional violations shall be sent to the Department of Public Safety for further action. Publicity privileges may be suspended or revoked by the University at any time for violations.

DESIGNATED GENERAL BULLETIN BOARDS

**POSTING IS ALLOWED ONLY ON THE "GENERAL BULLETIN BOARDS" LISTED BELOW
FLYERS POSTED ELSEWHERE WILL BE REMOVED
PLEASE USE THUMBSTACKS, AND POST ONLY ONE FLYER PER BOARD**

Art Building

2 Basement: Across from Rm 25
1st Floor: Btwn Rms. 120 & 122

Art Complex

2 1st Floor: Across from Rm 102
2nd Floor: Btwn Rms. 206 & 208

Forbes Complex

3 1st Floor: Right of Pool Entrance; inside locker rooms ♀ ≠ ♀

Forestry

2 1st Floor: Across from Rm. 102
2nd Floor: Across from Rm. 208

Founders Hall

9 1st Floor: 2 in hallway across from Rm. 109; by Rm. 117; in lobby; Across from south stairwell; by Rm. 180, Across from Rm. 179
2nd Floor: Across from Rm. 234, Across from Rm. 202, 205, & 206; At top of north stairwell

Gist Hall

5 1st Floor: next to Rm. 110 & across from Rm. 110
2nd Floor: left of Rm. 203; across from Rm. 214; right of Rm. 227

Harry Griffith Hall

4 1st Floor: lobby (near stairwell); between Rms 118 & 119
2nd Floor: btwn Rms. 225 & 226; by Rm 229

Jolly Giant Commons

8 You may take up to 8 fliers to the Residential Life Office. They will post them for you.

Library

1 Take 1 flyer to Rm. 112. They will post it for you.

Music Building

1 1st Floor: north end of lobby across from men's room

Natural Resources

1 1st Floor: lobby

Nelson Hall East

1 1st Floor: by south entrance in middle of building

Science A

6 3rd Floor: Across from Rm. 370; to the right of Rm. 362; 2 in hallway across from Rm. 367
4th Floor: Across from Rm. 453; next to Rm. 465
5th Floor: By Rm. 564; across from Rm. 552

Science B

5 1st Floor: west end of lobby; btwn Rms. 121 & 123; next to north door of Rm. 135
3rd Floor: right of Rm. 235; across from Rm. 338

Science D

2 1st Floor: btwn Rms. 7 & 9
2nd Floor: btwn Rm. 141 & 143

Siemens Hall

5 1st Floor: across from Rm. 110; across from Rm. 116 & 117; in btwn Rm. 119
2nd Floor: next to Rm. 210; btwn Rms. 211 & 212

Student Business Services Building

2 1st Floor: across from UPD window
2nd Floor: next to Financial Aid

Theatre Arts

2 Basement: right of Rm. 12, across from Rm. 13
1st Floor: left of Rm. 111

Wildlife

? Special approval necessary from Wildlife Dept. located on 2nd floor (usually wildlife related only)

University Center

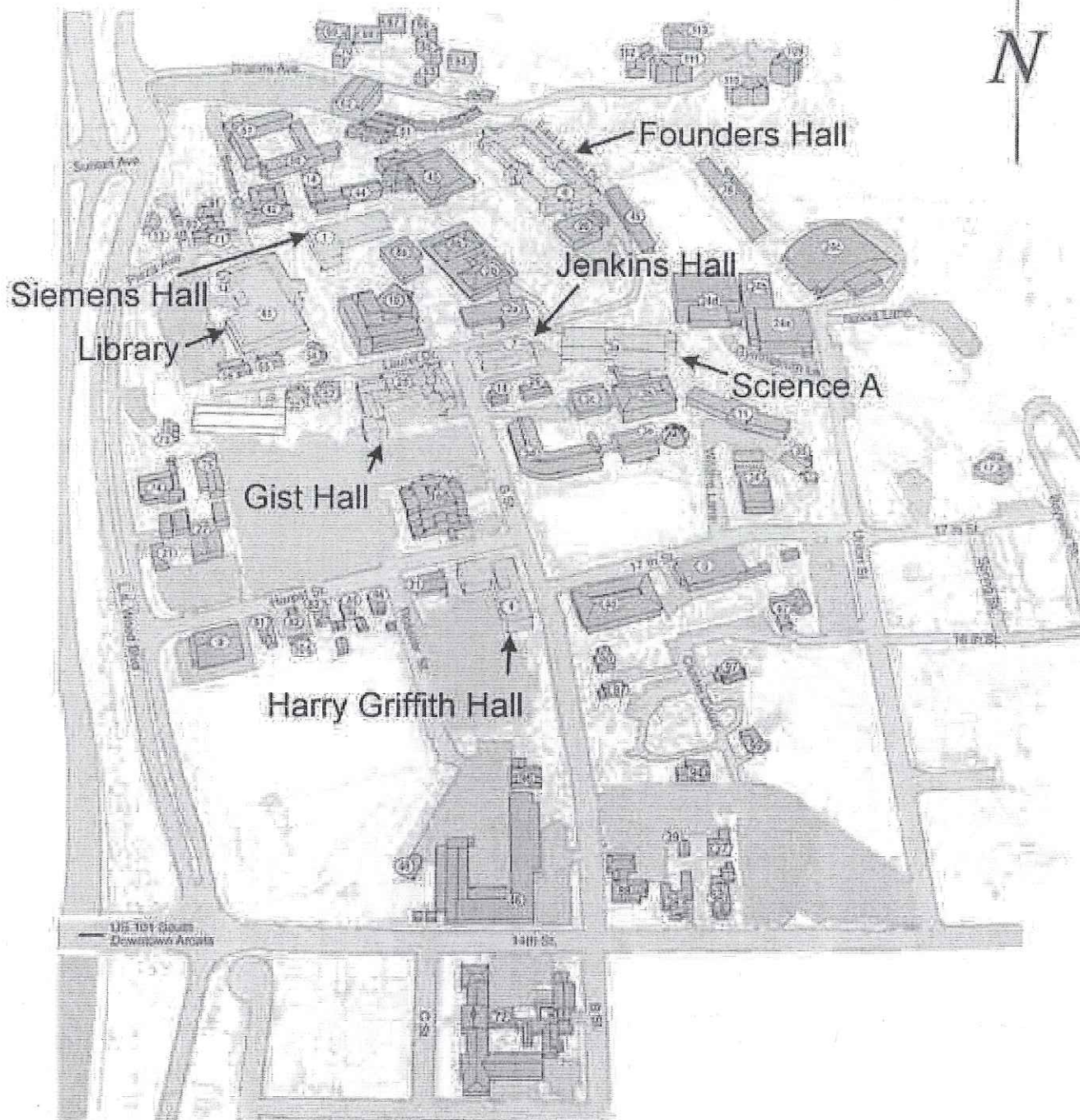
2 1st Floor: in Depot by Muddy Waters
2nd Floor: South end of South Lounge

Van Matre Hall

1 next to Rm. 103

Humboldt State University

Interdisciplinary Computer Facilities



Humboldt State University - Clubs & Activities Office Bulk E-mail Policy

Due to student, faculty, and staff concerns about "junk mail," the University is extremely selective in its process for approving bulk e-mail. Your request must comply with the following criteria in order to be approved:

- It must pertain to official university business.
- It must pertain to the *majority of the student body*.
- It must be a campus wide event.
- It cannot be used for fundraising or solicitation.

Attached is the form to submit a bulk e-mail request. Your request can only be three lines in length with only 50 characters per line (including spacing). You may also include the address to your club/organization's web site (URL) to provide more information regarding your event.

The Clubs Office encourages your club/organization to also utilize our new on-line student calendar for submission of events, workshops and/or conferences. The web site address is www.humboldt.edu/~studcal.

The University reserves the right to refuse bulk e-mail requests if they do not comply with the above stated criteria. For more information on the university's Appropriate Use Policy, please refer to www.humboldt.edu/~cats/policy/aup.

bulk email

Use this form to request a Bulk eMail message be sent to all faculty, staff and/or students with validated HSU eMail accounts. Fill out the form and indicate the recipient group(s), your name, your department, and your eMail address. Type in the three lines of your message and, if necessary, indicate the URL of the web page to which you wish to direct recipients for additional information regarding your message.

Your message request will be reviewed for compliance - i.e., it must pertain to official university business and be in keeping with the University's Appropriate Use Policy. You will be contacted via eMail if there is any problem or question regarding your request. Typically, bulk eMail will be distributed within five business days of receipt of your request.

Most messages are distributed through the Weekly News and Announcements Bulletin that is distributed out on Thursday nights. To meet the distribution deadline, please submit your requests by noon on Thursdays. Critical messages can be sent out on an as-needed basis.

Recipient(s): Students Staff Faculty (Choose at least one)

Name: _____ (CLUB NAME)

Department: **CLUBS & ACTIVITIES**

eMail addr: _____ @ axe.humboldt.edu

Message:

Subject: _____

Line 1: _____

Line 2: _____

Line 3: _____

URL: http:// _____

or

Contact Name: _____ Phone: _____

STATEMENT OF INTENT TO ORGANIZE
HUMBOLDT STATE UNIVERSITY
GENERAL CLUB

We/I hereby petition the Clubs and Activities Office of Humboldt State University for permission to initiate the following organization:

Proposed Name of Organization: Transportation Club

Purposes and Objectives of Proposed Organization: To aware students of alternative ways of transportation.

Proposed Membership Qualifications: To be a student at Hsu.

We/I guarantee that this proposed organization will strictly adhere to the regulations established by the State Code as follows:

This organization will not have not have membership rules which require discrimination based on race, creed, national origin or gender.

No member of this club shall conspire to engage in, or participate in, any form of hazing, including all acts that injure, degrade, or disgrace any member or prospective member of this organization.

Student Name (print) Angie Frerichs SS# 547-63-1531
Student Signature Angie Frerichs Date 12-2-02
Address 1177 Ridgewood DR Phone 707-442-6069
Eureka, CA 95503

Faculty Advisor (print) Richard Haasis Phone 4148
Faculty Advisor Signature Richard Haasis Date 12/2/02
Dept. ENRS

| NAME (Please Print) | SIGNATURE | SS# |
|---------------------------|------------------------|--------------------|
| 1. <u>Angie Frerichs</u> | <u>Angie Frerichs</u> | <u>547-63-1531</u> |
| 2. <u>Josh McAndrews</u> | <u>Josh McAndrews</u> | <u>560-63-1186</u> |
| 3. <u>ERIKA MORRIS</u> | <u>Erika Morris</u> | <u>543-17-8641</u> |
| 4. <u>DIANA FRED</u> | <u>Diana Fred</u> | <u>605648390</u> |
| 5. <u>Amy PREUIT</u> | <u>Amy Preuit</u> | <u>548-37-4034</u> |
| 6. <u>Phyllis Kellogg</u> | <u>Phyllis Kellogg</u> | <u>524-02-1170</u> |
| 7. <u>Kirk Gamman</u> | <u>Kirk Gamman</u> | <u>518-21-6230</u> |
| 8. <u>Joe Black</u> | <u>Joe Black</u> | <u>521-64-2513</u> |

APPROVAL SECTION
(For Office Use Only)

Action by Club Coordinating Council
 Approved Disapproved

Chair of Club Coordinating Council _____ Date _____

Action by Club and Activities Office
 Approved Disapproved
 Constitution Club Contact

Clubs and Activities Coordinator _____ Date _____

This form should be returned to the Clubs Office and must be accompanied by your club's proposed Constitution and Contact Card.

RIGHTS, PRIVILEGES, AND RESPONSIBILITIES

An approved petition of Intent to Organize gives the organization the following rights and privileges:

- May schedule facilities for the purpose of meetings.
- May solicit members through campus policy mediums.
- May solicit funds from the Club Coordinating Council, the Activities Coordinating Board, and the Multicultural Center, given the criteria are met and the correct procedures for solicitation are followed, as specified by the above entities.

An approved petition of Intent to Organize gives the organization the following responsibilities:

- Must schedule an orientation with the Clubs Office, having at least one representative from the organization attend.
- Must notify the Clubs and Activities Office if there is a change of advisor while organization has "active" status.
- Must submit amendments to the organization's Constitution when appropriate.
- Must adhere to campus policies, rules of regulation adopted by Student Legislative Council, and guidelines as outlined in the Club Manual.
- Must complete a Club Registration Form ("Contact Card") at the beginning of each fall semester to retain "active" status.

Constitution

Article 1.

- **Section 1.** The name of this organization shall be The Transportation Club.

Article 2.

- **Section 1.** There are a number of transportation resources currently available on campus, yet there are also many alternatives which have not been explored. The students, faculty, and staff have many opportunities to take better advantage of resources both on and off of campus, but there is a lack of motivation and awareness.

Article 3.

- **Section 1.** This club has no affiliation with a local, state, or national organization.

Article 4.

- **Section 1.** You must be a student at Humboldt State University to be a member of The Transportation Club. Any class level or major will be accepted. You must have an interest or concern with making our campus more sustainable through alternative transportation to and from campus.
- **Section 2.** There are no procedures in selecting members. All students and faculty on campus are welcome.

- **Section 3.** Voting membership is restricted to matriculated, currently enrolled students, faculty, and staff at Humboldt state University.
- **Section 4.** Voting membership and all officers must be matriculated, currently enrolled students, faculty, and staff at Humboldt State University.
- **Section 5.** Membership in this organization will not be denied to anyone on the basis of race, religion, national origin, age, sex, disability, veteran's status, or sexual orientation, except as sanctioned by law (California Administrative Code, Title 5, Section 41500; Education Amendments of 1972, Title 9).
- **Section 6.** There shall be no hazing.

Article 5.

- **Section 1.** Josh McAndrews will be the President. The Vice President will be Xxxxx. Xxxxx will be the Secretary, and Xxxxx will be the Treasurer. The term of the office shall be a fall and spring semester.
- **Section 2.** The Transportation Club will fill vacancies by appointment. When filling vacancies, the nominee must commit to being an officer for the entire term.
- **Section 3.** All officers of this organization are matriculated, currently enrolled students at Humboldt State University.
- **Section 4.** The Transportation Club will not have an Executive Committee.

Article 6.

- **Section 1.** The President shall reside at all meetings, have the floor at the meetings, name all special committees, and appoint all committee chairs.
- **Section 2.** The Vice-President shall assume the duties of the President in his/her absence.
- **Section 3.** The Secretary shall record the minutes of each meeting, maintain accurate records of all business pertaining to the organization, and receive and respond to all official correspondence.
- **Section 4.** The Treasurer shall collect and disburse funds as directed by the organization, deposit and withdrawal money from our bank account, and make monthly financial reports to the general membership.

Article 7.

- **Section 1.** Students will be nominated for office from the floor at the meeting, one month prior to elections. Members will cast their nominations orally. The President will write the nomination on the board, if the person accepts the nomination.
- **Section 2.** Elections will take place at the last meeting in May. The nominations will occur at the April meeting.
- **Section 3.** Members will cast their vote on a secret ballot at the last meeting of the school year.
- **Section 4.** You have to have attended at least two of the meetings to be able to vote.
- **Section 5.** The officers will be elected by a majority vote.

Article 8.

- **Section 1.** The officers will have an installation ceremony on the second Saturday of May at Tomo's Restaurant.

Article 9.

- **Section 1.** The club will meet the second Tuesday of each month in xxxx.
- **Section 2.** Any officer has the authority to call a special meeting.
- **Section 3.** Members will be notified of special meetings by email. The Secretary will notify the members.
- **Section 4.** There must be at least fifty percent of the members present at the meeting for the business to be conducted and to reflect the entire voice of the club.
- **Section 5.** The parliamentary authority of this organization shall be Josh's Rules of Order.
- **Section 6.** There are no special attendance rules.

Article 10

- **Section 1.** The President has the authority to name committees and committee chairpersons.
- **Section 2.** There will be no continuous standing committee for the club.

Article 11

- **Section 1.** An individual can originate an amendment.
- **Section 2.** The amendment must be typed and read to the group one month prior to voting for the amendment.
- **Section 3.** There must be a majority vote for the amendment to be adopted.
- **Section 4.** The amendment will be adopted immediately after it is voted for.

Article 12.

- This constitution shall become the official governing document of the Transportation Club of Humboldt State University, upon ratification by two-thirds majority vote of the membership, approval and acceptance by the Club and Activities Coordinator and Club Coordinating Council of Humboldt State University.

www.thejack.org



AD RATES

NOTICE: Advertising rates may go up over the course of the summer.

For accurate rates, e-mail the business manager.

ONLINE ADS

Rates:

Banner (486 468 x 60 pixels) -- \$5 per issue (week), or \$60 per semester (14 issues)

Example:



Small Banner (243 x 60 pixels) -- \$2.50 per issue (week), or \$30 per semester (14 issues)

Example:



Minibox banner (90 x 112 pixels) -- \$3.50 per issue (week), or \$45 per semester (14 issues)

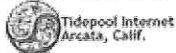
Example:



HSU's award-winning
news magazine



This Site Hosted By:



©The Lumberjack
Newspaper,
Humboldt State University,
2002



Placement:

Online ads are placed randomly throughout pages covering paid issue(s). For specific placement, a \$10 charge per issue (in addition to regular rate) will be charged.

In-house ad design is available at no extra charge.

To place an online ad, you may:

- Submit your banner art on disk (GIF or JPG format).
- Provide a URL where the graphic is available.
- Send it via e-mail as an attachment to the address below.

All online ad e-mail correspondence should be directed to the Pam Yagotin, business manager, at: ply7001@humboldt.edu.

Please include your full name, your company or organization's full address, and a phone number where you may be reached. If applicable, please include the URL that the banner should link to from our site.

PRINT ADS

Display Ads

Advertising space is sold in column inches (c.i.).

Ad size is determined by multiplying the width, in columns, by the height, in inches.

Ad price is determined by multiplying the total column inches by the contract rate.

Open Rate

\$5.15/c.i.

Agreement Rates

1-49 column inches \$5.15/c.i.
50-69 column inches \$4.90/c.i.
70-99 column inches \$4.65/c.i.
100 or more column inches \$4.40/c.i.

Agreement rates are determined by the total number of display inches run per semester.

Local Agency Rate

\$5.00 gross/c.i.
Agreement rates not applicable.

National Rate

\$9.25 gross/c.i.
Agreement rates not applicable.

Campus and Non-profit Rate

\$4.20/c.i.
Agreement rates not applicable.

Color Rate

Make your ad stand out above the rest!

One color (plus black) is available for \$60 + rate.

Two colors (plus black) for \$120 + rate

Full/three colors (plus black) for \$170 + rate.

Art Work

All rates include design and typesetting.

Special Placements

Guaranteed section placement requires a payment of an additional 10 percent beyond the standard rate. Guaranteed page placement requires a payment of an additional 15 percent beyond the standard rate.

Classified Ads

All classified advertising must be prepaid and automatically appear online. The classified rate is \$6 for 25 words, 20¢ for each additional word. The rate for students and non-profits is \$3 for 25 words, 10¢ for each additional word. Information for classified ads, along with the prepayment amount, are to be taken or sent to:

The Lumberjack Advertising Office
Nelson Hall East 6
Arcata, Calif., 95521-8299
(707) 826-3259

**Note: Classified display ads are placed for the same rate as regular display ads.*

Circulation

6,500 copies are published weekly on Wednesdays and are distributed freely at more than 40 locations around campus and more than 100 locations in surrounding communities including Arcata, Eureka, and McKinleyville.

More than 600 copies are mailed weekly.

Subscriptions

Subscriptions to The Lumberjack are \$14 per year and \$7 per semester.

Payment and Billing

The Lumberjack bills monthly for the previous month's advertising. Terms are net 25 days. *Prepayment is required on all new accounts.*

DEADLINES

Space Reservations: by 4 p.m. Friday prior to publication

Copy: by 4 p.m. Friday prior to publication

Camera-ready: by 4 p.m. Monday prior to publication

PUBLICATION SCHEDULE

Spring 2002

January 23

February 6, 13, 20, 27

March 6, 13, 27

April 3, 10, 17, 24

May 1, 8

Fall 2002

August 28

September 11, 18, 25

October 2, 9, 16, 23, 30

November 6, 13, 20

December 4, 11

CONTACT INFORMATION

The Lumberjack

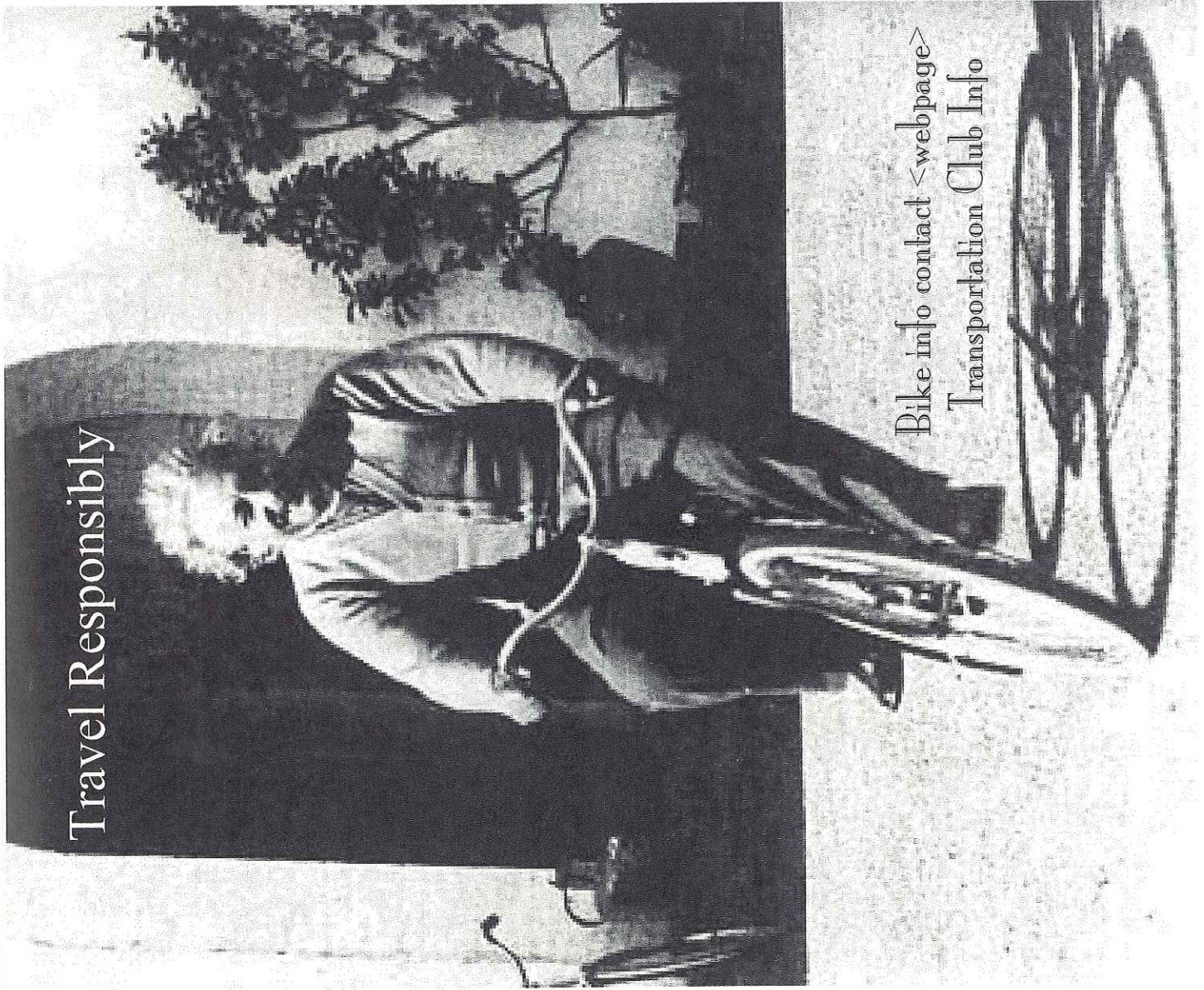
Advertising: (707) 826-3259

Newsroom: (707) 826-3271

Fax: (707) 826-5921

E-mail: thejack@humboldt.edu

Travel Responsibly



Bike info contact <webpage>
Transportation Club Info

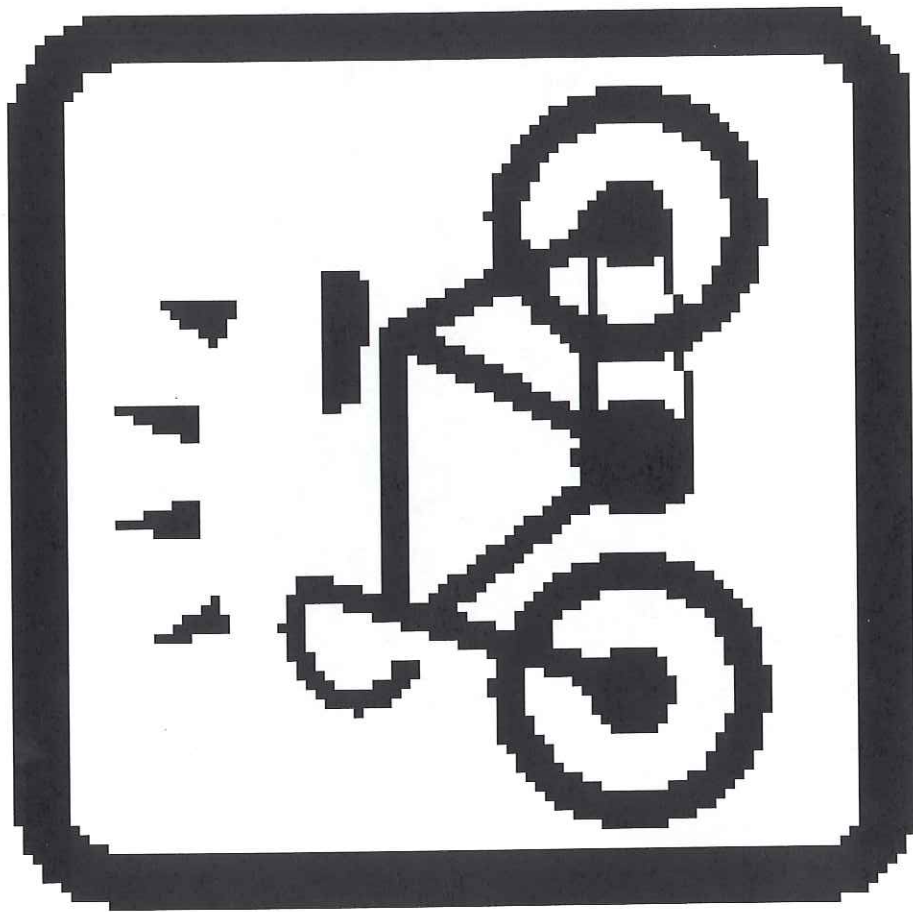
Travel Responsibly



Bike info contact <webpage>

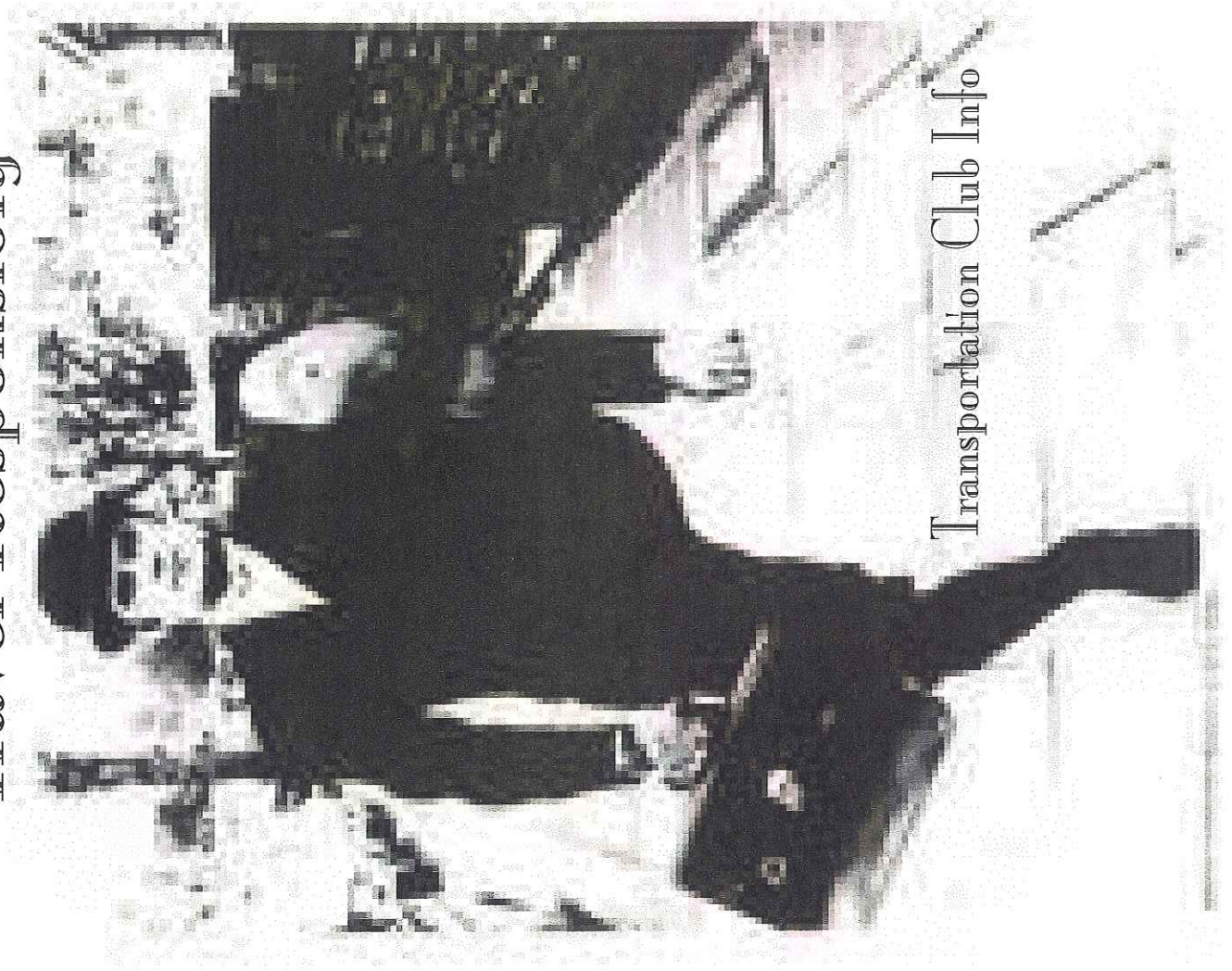
Transportation Club Info

Travel Responsibly



**Bike info contact <webpage>
Transportation Club Info**

Travel Responsibly

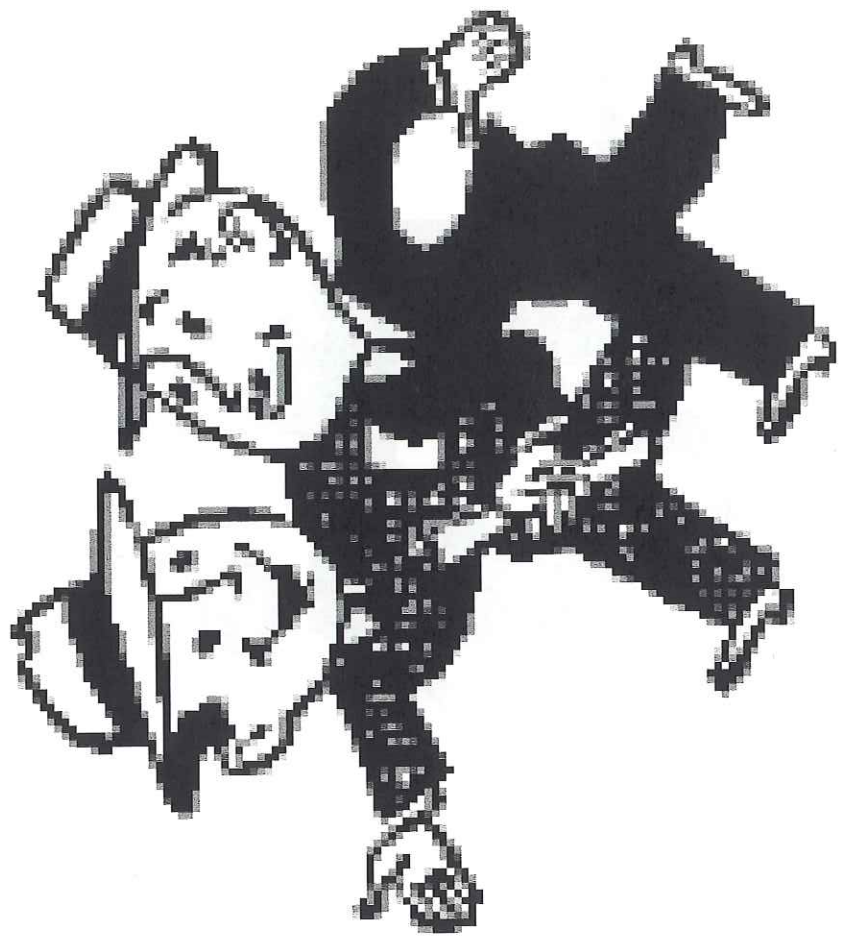


Transportation Club Info



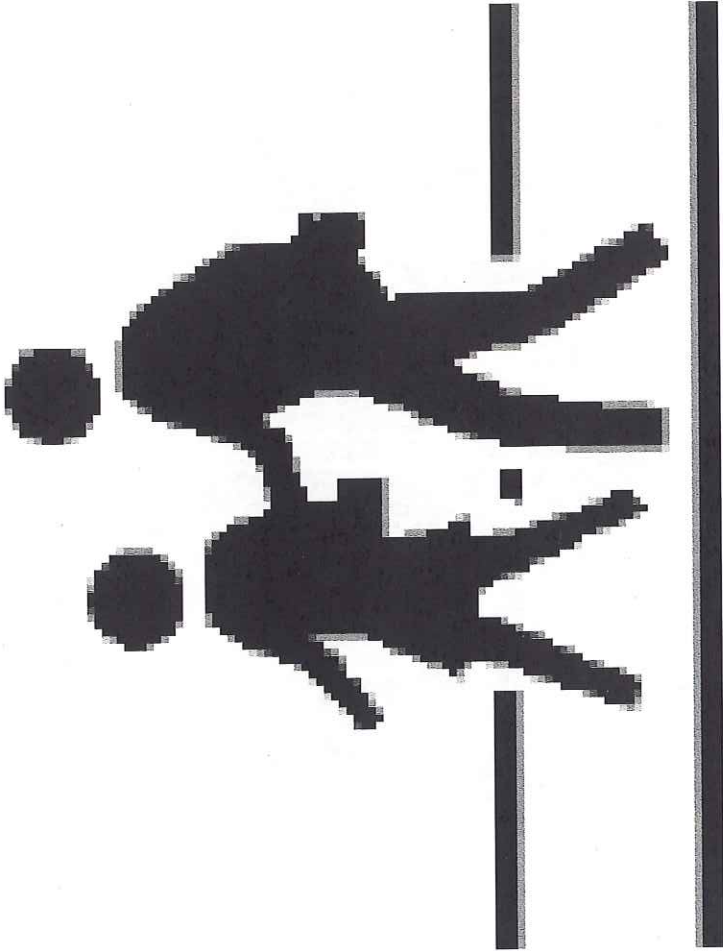
**Please Travel Responsibly
Transportation Club Info**

Walk



**Please Travel Responsibly
Transportation Club Info**

Walk



**Please Travel Responsibly
Transportation Club Info**

Please Travel Responsibly

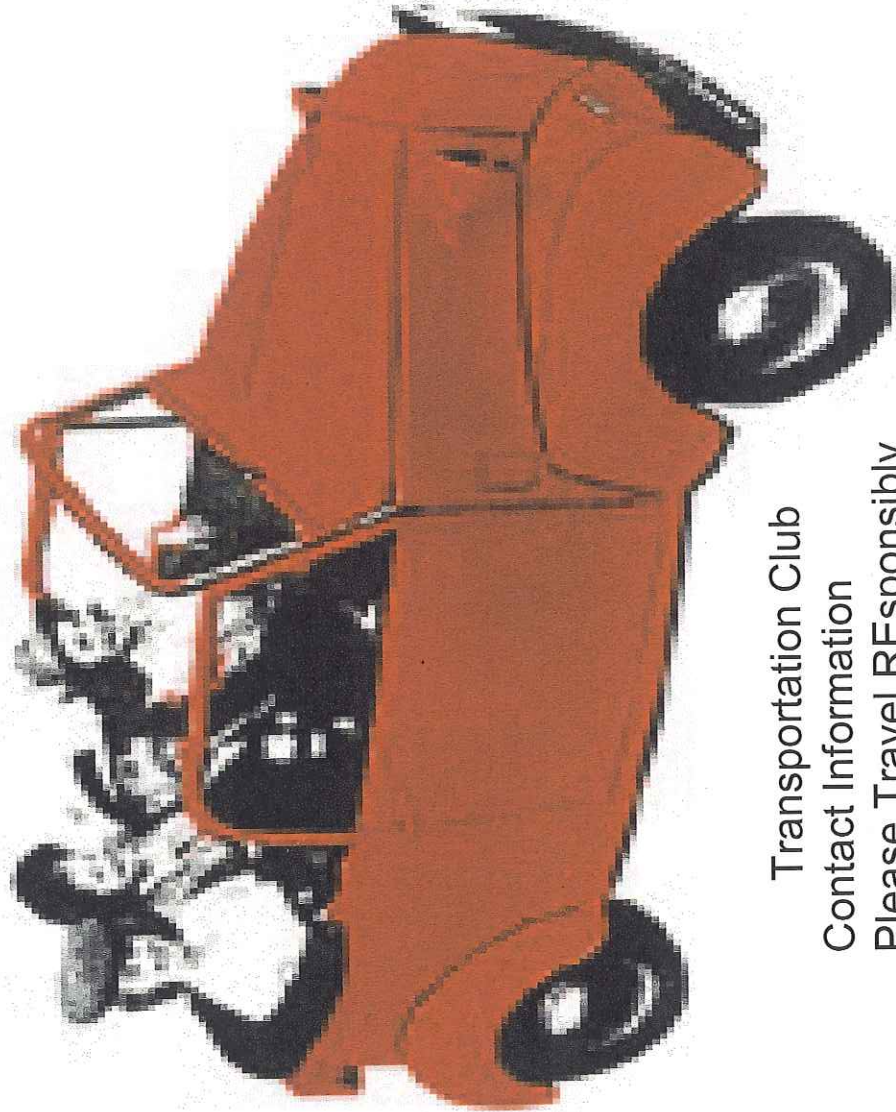


Transportation Club Information
Dcf9 for carpool info

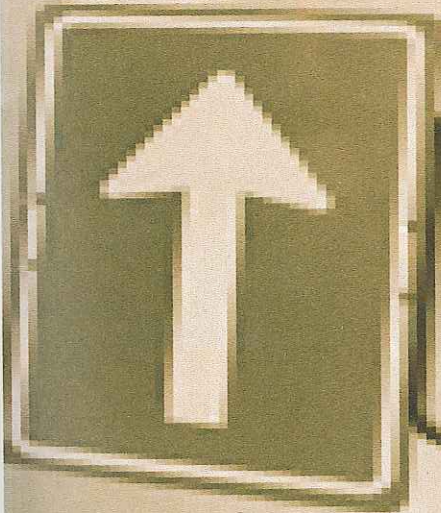


Transportation Club Information
Contact Information

**Share the load and beat
the drive-alone blues!**



Transportation Club
Contact Information
Please Travel Responsibly



**Please Travel
Responsibly**

email for carpool info



Travel Responsibly



Bus info contact <webpage>
Transportation Club Info

NO
SKATEBOARD
12.16.2000

Travel Responsibly



Bus info contact <webpage>
Transportation Club Info

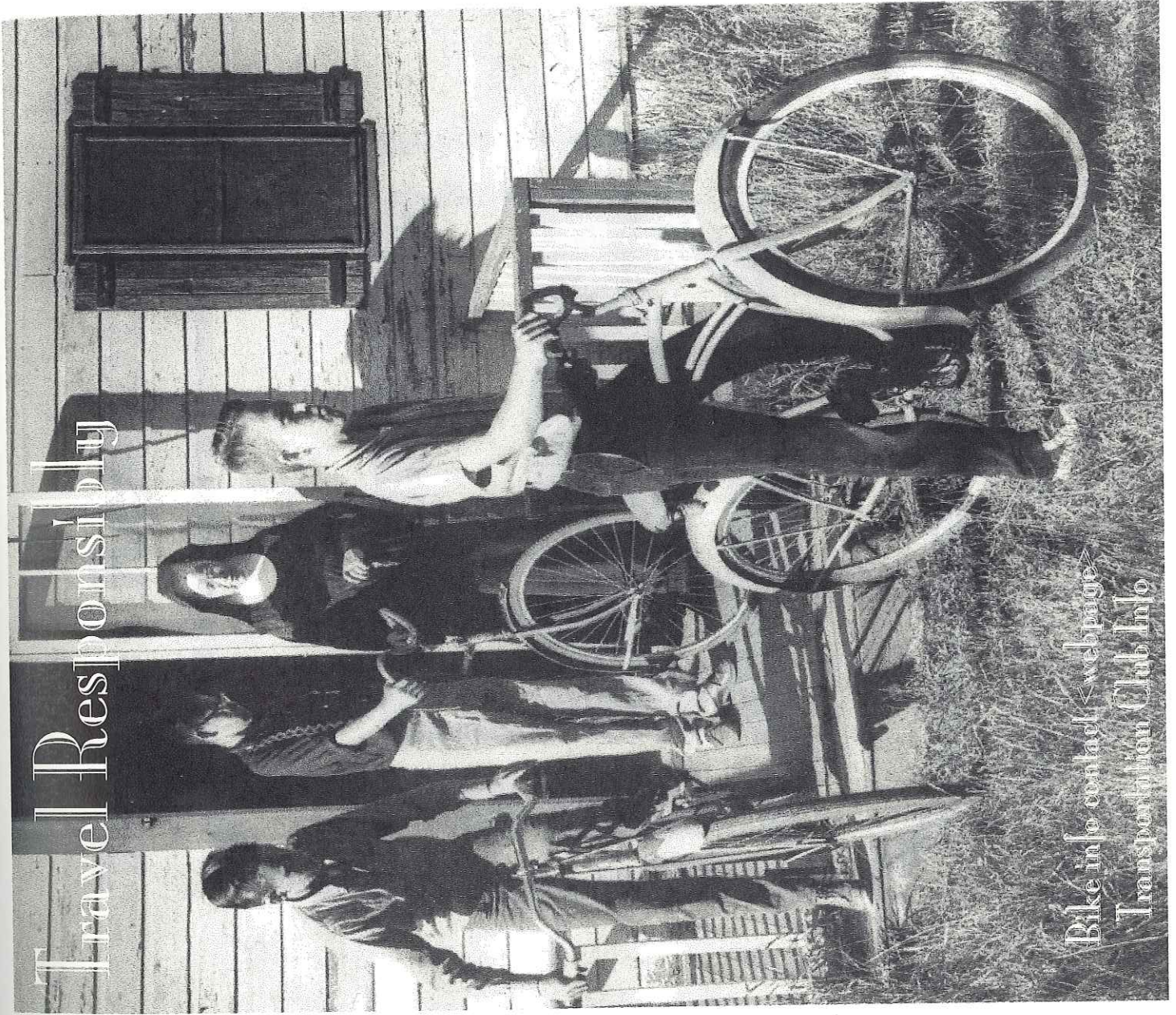
Travel Responsibly



Bus info contact <webpage>
Transportation Club Info

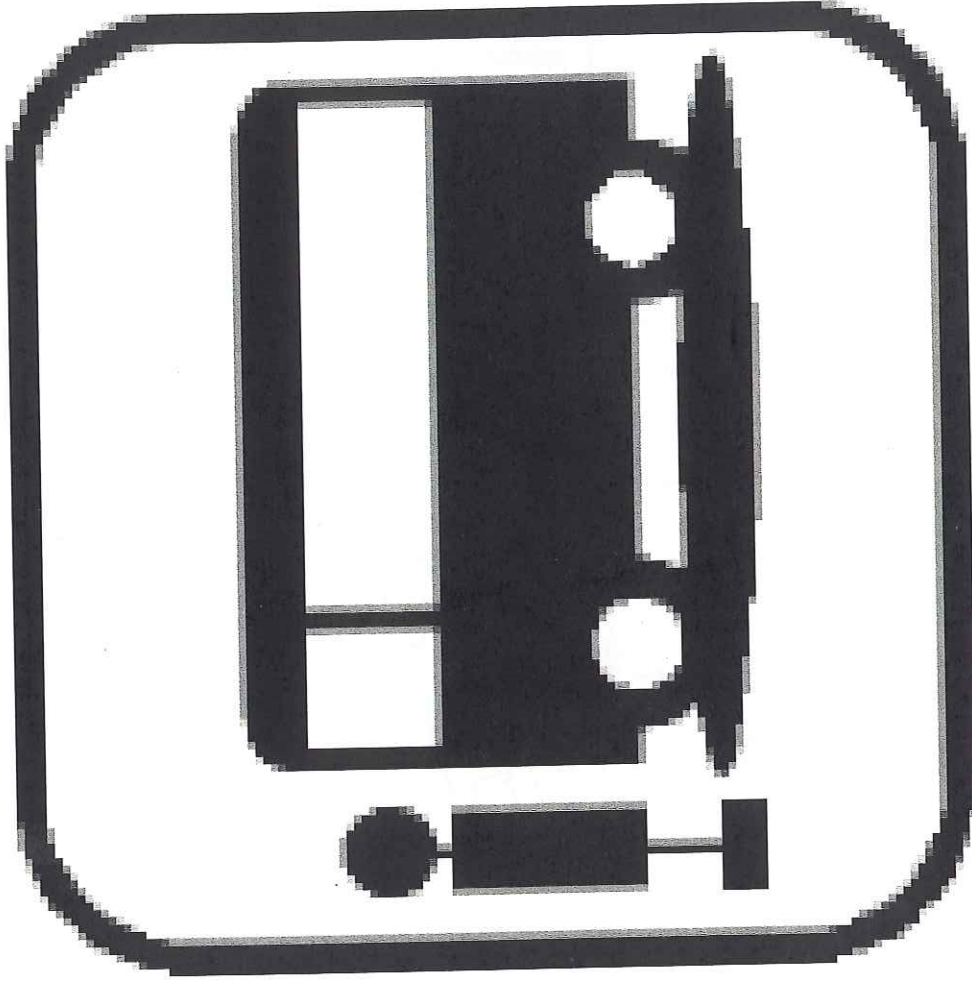
12.16.2000

Travel Responsibility



Bike info contact <webpage>
Transportation Club Info

Travel Responsibly



**Bus info contact <webpage>
Transportation Club Info**

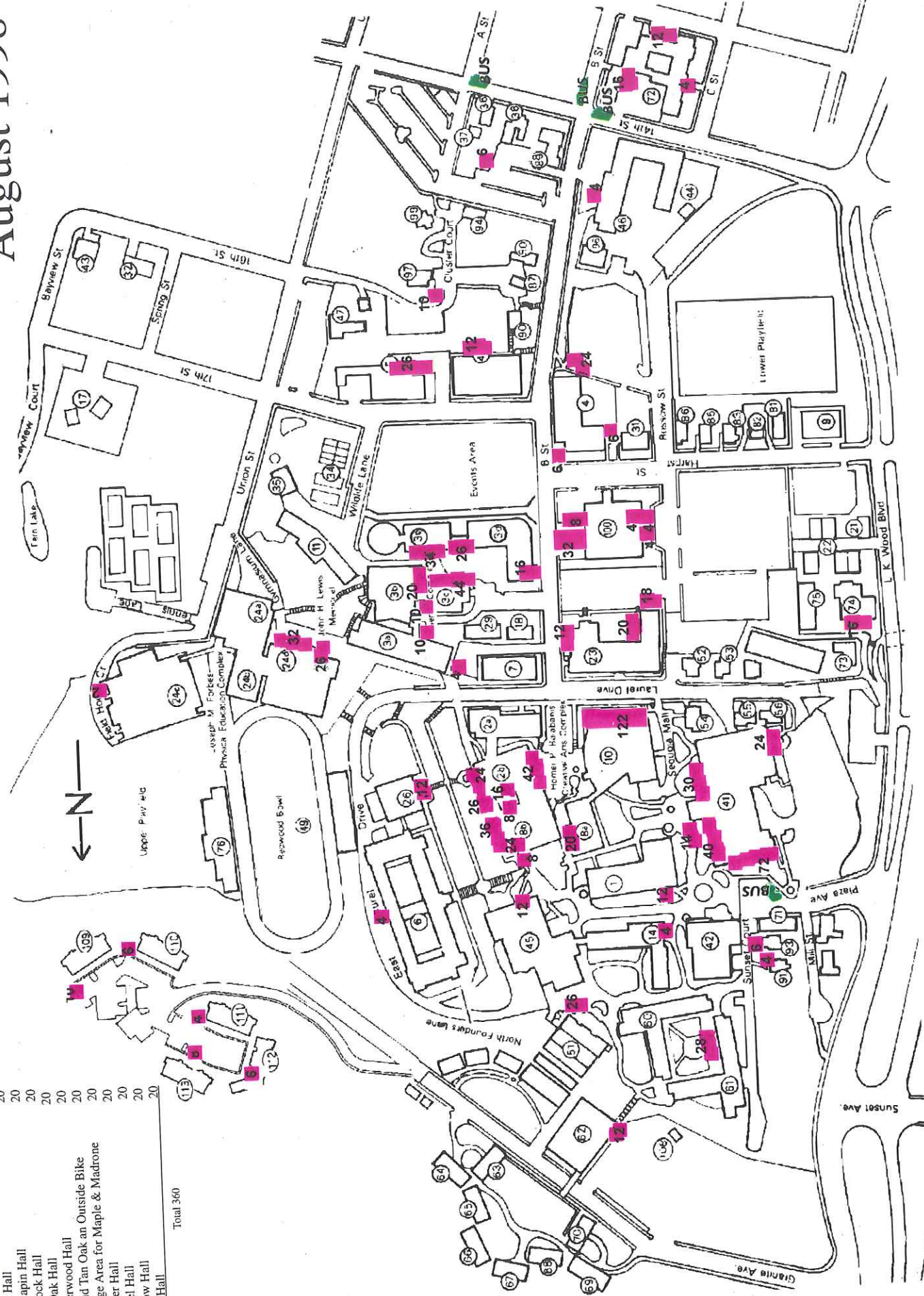
Humboldt State University Public Bicycle Parking and Bus Stops August 1998

Appendix B

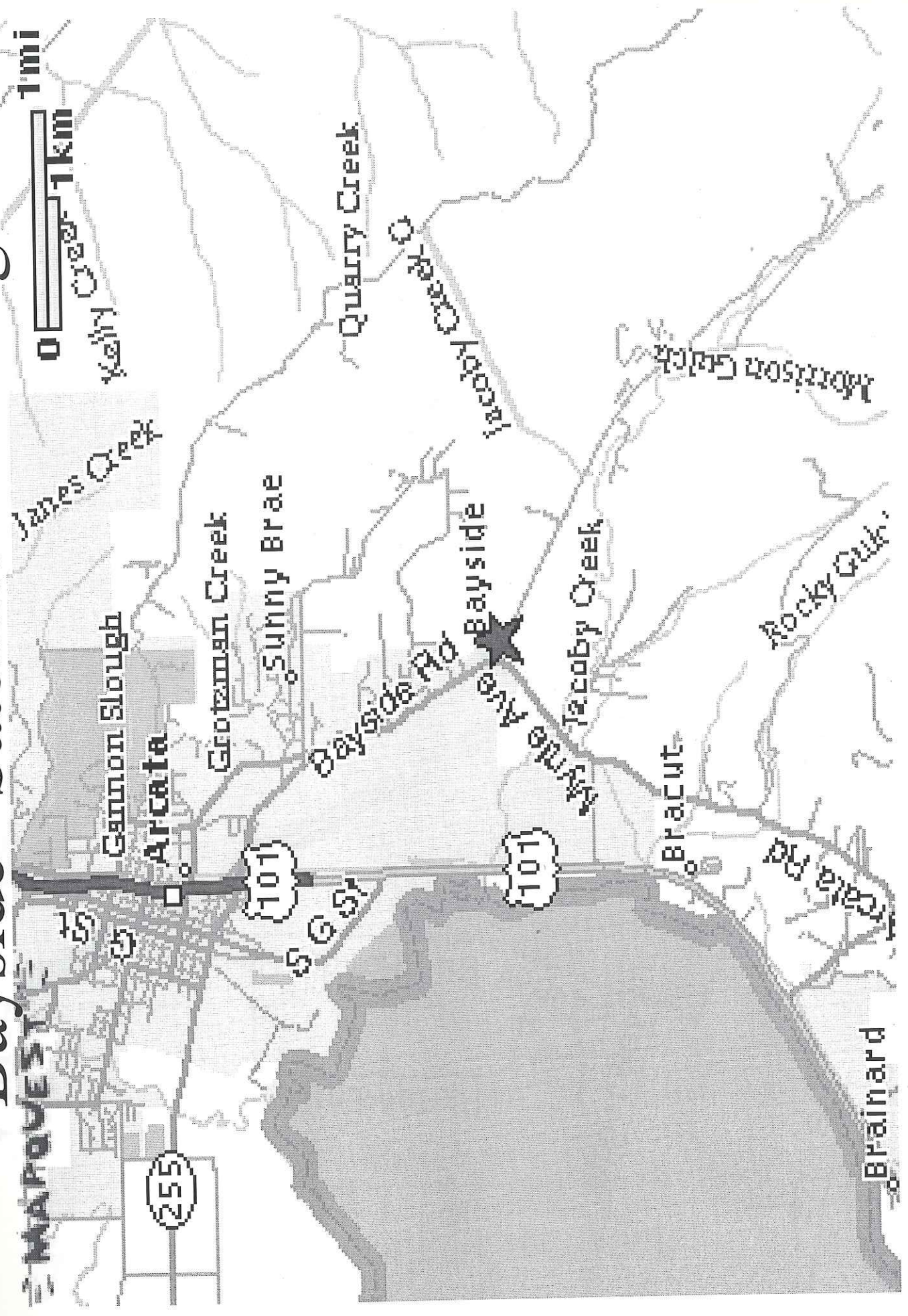
Resident Student (Non Public) Bicycle Storage Spaces

| Location | Number of Bikes |
|---|-----------------|
| Sunset Hall | 50 |
| Redwood Hall | 50 |
| Alder Hall | 20 |
| Cedar Hall | 20 |
| Chiquapiin Hall | 20 |
| Hemlock Hall | 20 |
| Tan Oak Hall | 20 |
| Pepperwood Hall | 20 |
| Behind Tan Oak an Outside Bike Storage Area for Maple & Madrone | 20 |
| Juniper Hall | 20 |
| Laurel Hall | 20 |
| Willow Hall | 20 |
| Fern Hall | 20 |

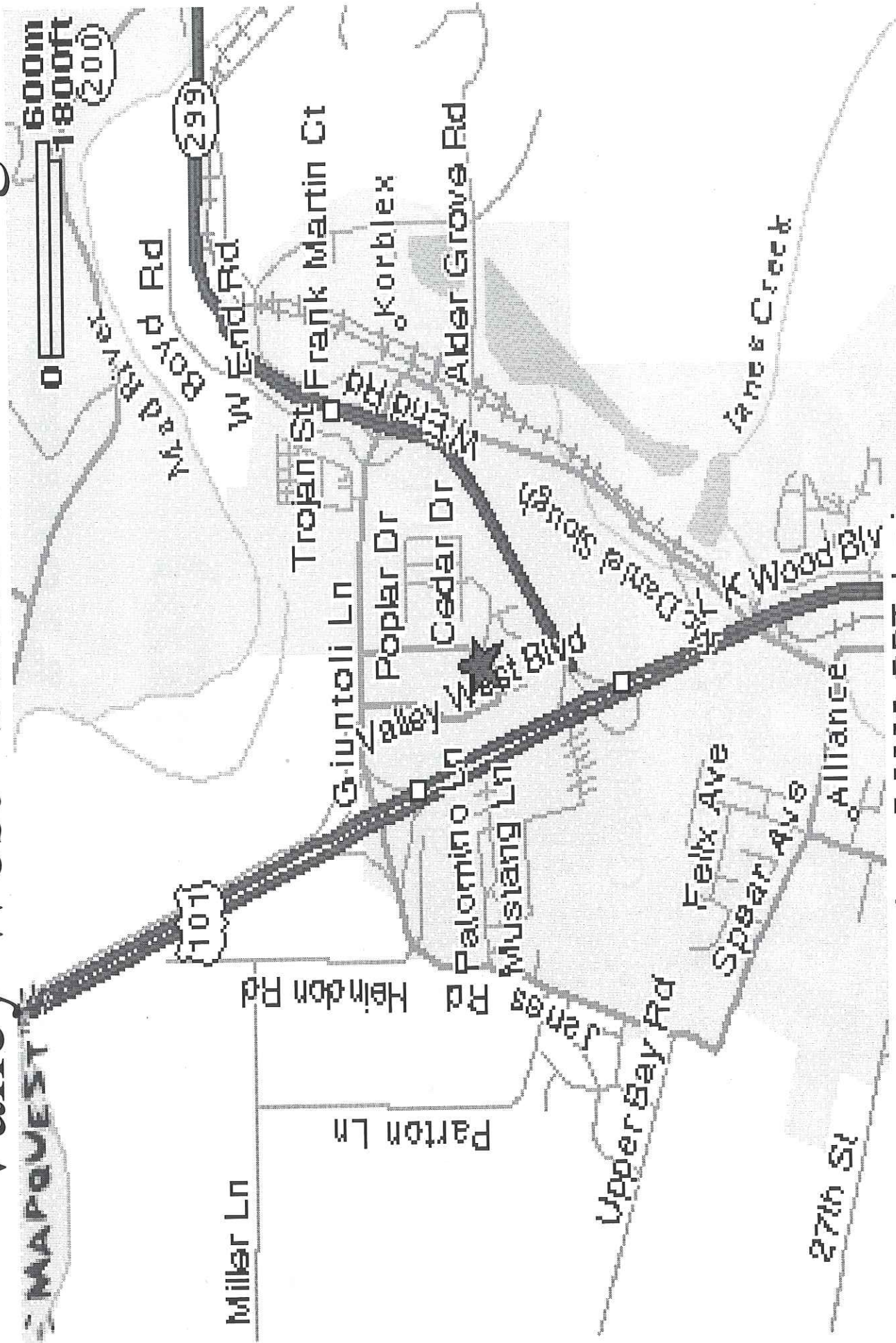
Total 360



Bayside "Satellite" Parking



Valley West "Satellite" Parking



Appendix 2

Transportation/Rideshare Incentive Program

(TRIP)

HSU Parking and Commuter Services

Grant Prepared by

Josh McAndrews



Summary

Humboldt State University (HSU), as an institution, is on the forefront of environmental technology education. Through campus organizations such as, the Schatz Energy Research Center, Campus Center for Appropriate Technology, and the Campus Recycling Program, HSU's staff and students have been designing and implementing many of the appropriate technologies that are educated each day. HSU Parking Services is asking for \$10,570 to continue this ecological trend, and provide a quality parking service for the campus community by designing and implementing the Transportation Rideshare Incentive Program (TRIP). This program will focus on a reduction in the number of single occupant vehicle traffic within the campus community. Through this program, parking services believes that a consistent, sustainable level of traffic can be obtained in a short time, with no additional construction of parking facilities. The proposed project includes aspects that will bring together the campus community, students and staff of the University, and local businesses, to work to reduce the campus reliance on single occupant vehicles as the preferred method of transportation to campus.

Introduction

Humboldt State University's parking services is requesting funds to create a pilot program that will incorporate ecological awareness and community involvement into a transportation program that will benefit a maximum number of users through a reduction in the level of impact that results from the daily commute to school. By increasing the availability of alternate forms of transportation, HSU parking services shall create a community-wide transportation awareness that will lead to consistent and reliable alternate transportation for all users.

Transportation has been found to be a difficult aspect of our waste stream in which to practice conservation techniques. A transportation survey conducted at HSU in the spring of 2002 found that among the many methods of daily transportation, carpooling and riding the bus are the least used transportation modes, and 43% of students, 64% of faculty, and 76% of staff drive alone to the university nearly every day.¹ HSU parking services currently offer programs to encourage the uses of alternate forms of transportation, however these programs need some revising. There is currently a carpool program that allows vehicles with a valid a parking permit, containing three or more passengers, to park at any of the metered parking spaces on campus. These are typically the last spaces to be taken, and are usually in desirable locations, depending on availability. According to Steve Sullivan, Director of Parking Services, there is currently only one group that consistently uses this parking option, despite the incentive given.

In the HSU transportation study, it was also reported that the surveyed individuals believe that the availability of additional, secure bike racks will result in an increased use by these individuals². They just do not believe that the system is secure enough to ride an expensive bike to school. It is my recommendation that the current carpool/rideshare program receive some revision, making students and staff more aware of the program, as

¹ Kinghorn, Sean *Humboldt State University Transportation Study 2002*

² Kinghorn, Sean *Humboldt State University Transportation Study 2002*

well a creating more incentives to encourage the reduction of single occupancy vehicles driving to school each day.

By reducing the amount of vehicles that arrive at the university with a single passenger, traffic congestion on highway 101 will be reduced substantially. It was reported in the Humboldt State Transportation study that in total, students and staff of the university make 40,000 trips to the university each week³. This number represents a large amount of traffic that is being routed into a single location at fairly consistent times. Each student and staff are arriving and departing from campus nearly every hour of the day, every day of the week. If a successful program was implemented, traffic congestion could be significantly reduced, lowering the danger that has been recognized on one of the major access highways to the university.

Need Statement

In today's highly industrialized society one of our most pressing global issues is that of our ever-growing dependence on oil and petroleum products. Due to the amount of pollution that is created when oil and petroleum are processed, the concern of global temperature change has become so great that even OPEC, the Organization of Petroleum Exporting Countries, is discussing what can be done to reduce the amount of emissions that are being pumped into our air each day in the name of energy transformation and consumption.

No matter whom you talk to these days, oil, gasoline, weather, and national security seem to be the topics of choice. In the past thirty years the U.S. has substantially increased its dependence on foreign oil. Thirty years ago oil imports represented 36% of U.S. oil consumption, today the U.S. imports more than 56% of its oil needs. According to the Energy Information Administration (EIA), which is a part of the U.S. Department of Energy, the Persian Gulf accounted for 25% of the U.S. imports⁴. Right now Congress is considering the need to send our friends and family to risk their lives in the name of military control, into areas of high petroleum concentration, just to secure our right to consume oil and petroleum at our present rate.

One of the most cost effective ways to reduce our dependence on oil is conservation. Every day the U.S. consumes 19.4 Million barrels of oil, two-thirds of which is consumed in the transportation of people, and goods that are used in our daily lives. Simply by increasing the efficiency of our passenger vehicles by 2.7 miles per gallon (mpg) would save as much petroleum as we import from the Persian Gulf in one year⁵. An estimated 1.5 billion gallons of automobile fuel is saved by the use of mass transit in our larger urban areas each year. This amount represents the prevention of 126 million pounds of hydrocarbons, and 156 million pounds of nitrogen oxides that would have been released into the air⁶.

One of the quickest ways to increase traffic safety is to reduce the amount of traffic. The roadway that connects Eureka to Arcata has been recognized as one of the deadliest stretches of road in California, and has caused a reduction in the speed limit to

³ Kinghorn, Sean *Humboldt State University Transportation Study* 2002

⁴ Scherer, Ron. *The Christian Science Monitor* v.94 no.91 (4 Apr 2002): p.1,4

⁵ *Press Release* (PR) http://www.wri.org/press/oil_anwr.html (15 Feb 2001):

⁶ Bryan, Richard H. *Congressional Record Daily ed.* v.146 no.74 (14 Jun 2000):

fifty miles per hour to decrease the number of fatal accidents on these seven miles of highway. One solution to the traffic safety problem is to increase the use of public transit while reducing the amount of traffic using this dangerous roadway. The public transit system is already in place, there are just not very many students that use the system each day, or even one day a week. The danger is not in the route, it is the number of vehicle traveling at a high rate of speed, with other vehicles trying desperately to merge across these lanes of high-speed traffic.

Local businesses and residences around Arcata are also affected by overflow campus parking. Nearly ten thousand students and faculty come to campus nearly every day of the week, this represents a substantial amount of traffic that using roadways nearly every hour of the day and into the night. Very few students and staff are utilizing available alternate means of transportation such as carpooling, the local transit system, biking and walking. There are a total of 2300 parking spots available, both for students and staff, and there are 3500 parking permits sold each year⁷. That means that nearly half of the people at HSU require their own parking spot just to get to and from school/ work each day. Too many of us are driving to school alone everyday, ignoring the ever-increasing traffic problem.

The goal of this proposal is to design and create easily accessible, alternate means of transportation for students and staff to reduce the number of vehicles commuting to and from the university each day. This reduction will ease the traffic safety issue already being discussed on the state level, as well as reduce the amount of pollution that is entering our air in the name of daily transportation. This proposal is also designed to increase awareness of the available resources that are offered, but not utilized, and to increase the use of low impact methods to reach our individual destinations each day. HSU is at the forefront of environmental education, and is the best place to implement a community-based program that will focus on the use of the available transportation resources. This proposal will emphasize the utilization of public transit systems and carpool/ rideshare programs by individuals that own their own vehicles, as well as those that do not have access to personal means of transportation. If we can reduce the amount of traffic and pollution while increasing the use of alternate, sustainable forms of transportation, we as Humboldt county residents, can set a precedent for other rural and urban communities, and show them that these systems can be highly beneficial as well as decrease our reliance on oil and petroleum products.

Goal and Objectives

Goal

Through the Transportation/Rideshare Incentive Program (TRIP), Humboldt State University's Parking and Commuter Services will implement a program aimed to decrease the number of single occupancy vehicles (SOV) commuting to HSU campus by encouraging the use of alternative, sustainable modes of transportation in and around the greater Humboldt County area.

Objectives

- 1) Create a "rideshare" parking pass incentive program for use by HSU students and staff on campus of the University by Fall 2003.

⁷ HSU parking information <http://www.humboldt.edu/~hsupd/parking/park.htm> (5 Nov 2002)

- a) Market an incentive based rideshare-parking pass program.
- b) Improve program framework to include an online rideshare information database.
- c) Designate specific parking areas for rideshare pass use only.
- 2) Provide storage lockers available for rent by Fall 2003.
- 3) Install additional bike racks by Fall 2003.
- 4) The creation of "satellite" parking areas allowing commuters from out of the area to access the Arcata bus service from off campus locations by January 2004.
- 5) Increase the frequency and extend routes of Arcata shuttle bus to incorporate addition of "satellite" parking areas by January 2004.
- 6) Subsidize the rate for students and staff to ride Humboldt Transit Authority (HTA) by January 2004.

Methods

Humboldt State University's Parking and Commuter Services will work to decrease the amount of traffic entering campus via Highway 101 through the creation of a Transportation/Rideshare Incentive Program (TRIP) that utilizes local services to encouraging the utilization of alternative sustainable transportation methods.

Objective #1 Create a "rideshare" parking pass incentive program for use by HSU students and staff on campus of the University by Fall 2003

a) Market an incentive based rideshare-parking pass program.

The proposed TRIP pass will be an additional parking permit that may only be obtained at the parking center located on Harpst St. This pass will be given to all vehicles with a current HSU parking permit, and at least 3 total riders per vehicle. This permit will be marketed to all students, and staff, including faculty, as an alternative method of commuting To/from School. Pass holders will be allowed to park in preferred areas designated by parking services for rideshare use only. Each desirable parking lot on campus will have a portion designated for use by rideshare pass holders only. These unavailable sections will create an incentive to seek transportation other than single occupant vehicles. Participants will receive local business discounts on goods and services in the form of coupons printed on the back of each pass. The HSU transportation club contracting with participating local businesses will obtain these coupons.

b) Improve program framework to include online rideshare information database

A website will be designed to improve the collection of rideshare information, including address, work, and school schedules will make the rideshare pass system more users friendly. The confidential information collected from each participant would be categorized using a computer-based, online format. Contact information could then be given to all program participants in each general geographic region with matching travel times. This would allow commuters access to a database of information, and would aid in allowing communication to arrange ride exchange information. A virtual message board will be created to aid in the exchange of daily

ride times and location information. This website will be created in cooperation with parking services, and will be designed and completed in a Web Design class at HSU.

c) Designate specific parking areas for rideshare pass use only.

Rideshare pass holders will have access to designated parking areas that are selected based on their proximity to campus buildings and desirable location. In each of the chosen parking lots a portion of the lot will be designated as "Rideshare Pass Parking Only". All vehicles that are parked in these areas that do not clearly display the TRIP pass will be ticketed as in the current parking ticket program. This will create an incentive for individuals to cooperate with the rideshare program due to the availability of close, accessible parking spots that can be utilized by transporting multiple passengers to campus each day.

Objective #2 Provide storage lockers available for rent by Fall 2003.

Lockers will be purchased and installed to provide additional personal storage available for rent by all students, staff, and faculty, on a first come first serve basis. These lockers will provide additional storage space for items that cannot be transported physically. This incentive is designed to discourage the use of personal vehicles as a means of personal storage. Lockers will be installed by plant operations in predetermined areas.

Objective #3 Install additional bike racks by Fall 2003

Due to new design modifications to frame size, an increasing numbers of bikes do not fit into existing bike rack facilities. The new racks will accommodate additional usage as well as newer style bicycles that will be arriving on campus. These improved bike racks are needed to insure the security needed to convince riders to utilize bicycles as the preferred alternative form of transportation. Additional bike racks will be installed by plant operations in known areas with increasing levels of bicycle traffic on campus.

Objective #4 The creation of "satellite" parking areas allowing commuters from out of the area to access the Arcata bus service from off campus locations by January 2004.

These "Satellite" parking areas will be used for out of the area users to access the Arcata bus service. The parking areas will be donated for students and staff to park vehicles in order to access the Arcata bus service to HSU. Users will be allowed to park in these off campus areas during the times that the proposed bus routes frequent these areas. Parking in these areas will not be allowed during times school is not in session. The first of these Satellite parking areas will be located on Old Arcata Road near Bayside cutoff, at the Bayside Grange Hall. The other proposed parking area is near Guintolli lane and Valley West Boulevard near the existing bus stop.

Objective #5 Increase the frequency and extend routes of Arcata bus to incorporate addition of "satellite" parking areas by January 2004.

This objective incorporates the usage of a shuttle bus that has limited stops in order to maintain a frequency that stops at the University every half-hour. The shuttle bus will be used during times of heavy usage between the hours of 8:00 am to 12:00 noon and 2:00 pm to 6:00 pm. The A&MRTS routes will be extended and connect the existing route to include a “butterfly”, or closed looping pattern that will include stops at the Valley West and Bayside parking areas. The Butterfly loop will result in an increased frequency of stops at each area, reducing times between busses from 1 hour to a half of an hour. After talking to Larry Pardi, director of transportation, the cost of this objective would be comparable to price that the University normally would pay for this service from the revenue generated by parking fines.

Objective #6 Subsidize the rate for students and staff to ride Humboldt Transit Authority (HTA) by January 2004.

This objective is designed to stimulate an increased use of the available transportation between many rural areas and HSU. Reducing the price of a one-ride coupon for HSU students and staff to \$0.50 per ride will create an incentive to use this transportation resource, without additional hidden vehicle maintenance costs. The total cost for this option is based on the bus rider-ship numbers given by the Campus Transportation Study conducted by Sean Kinghorn.

Timeline

| Objective | Description | Completion Date |
|------------------|---------------------------------------|------------------------|
| 1) | Rideshare Pass Program | Fall 2003 |
| a) | Market rideshare-parking pass | Fall 2003 |
| b) | Online rideshare information database | Fall 2003 |
| c) | Designated parking areas | Fall 2003 |
| 2) | Storage lockers | January 2004 |
| 3) | Additional bike racks | January 2004 |
| 4) | “Satellite” parking areas | January 2004 |
| 5) | A&MRTS frequency extension | January 2004 |
| 6) | Subsidized HTA rates | January 2004 |

Evaluation

Evaluation is an extremely vital part of the Transportation/Rideshare Incentive Program (TRIP). Evaluation allows a thorough examination of the proposed project, showing a vested interest in reducing emissions as well as automobile traffic into the university. In order to evaluate the TRIP thoroughly each objective must be examined individually due to the specific nature of each objective.

Objective #1 Create a “rideshare incentive program”-parking pass for use by HSU students and staff on campus of the University by Fall 2003.

a) Market an incentive-based rideshare parking pass program

This program will be created and marketed as an incentive to encourage the use of the many SOV that commute to school each day and each pass and subsequent ticket for no pass will be given by employees of parking services. By increasing the advertising for the proposed program local supporting business' will be encouraged to donate discounts, as well goods and services. For example an interested business may authorize a "10% off each purchase for choosing an alternate form of transportation". This portion of the proposal will result in an increased awareness of the available alternate transportation here at HSU. The number of users of this objective will be collected and kept by the parking services to monitor levels of compliance. This objective will result in an increase in program users by 50%.

b) Improve program framework to include online rideshare information database

This portion of the proposal results in the creation of a web site designed to collect and distribute information based on geographic region and rides times. The database will ease the process to distribute contact information and times of arrival/departure for all users in each specific region of the county. The website will be created by contracting a student in a web page design class to make this site to the specifications of Parking services. The number of users will be kept on file to keep track of the number of users each semester. These numbers can then be tracked for a percent increase based on these introductory numbers.

c) Designate specific parking areas for rideshare pass use only.

This objective assigns specific areas of selected parking lots to be designated as "Rideshare Pass Parking Only". Each lot will be policed using the current parking enforcement system already in use by parking services. The number of users will be observed by the documenting the number of cars and passengers per car each day. A monthly average will be determined and these average numbers will indicate a percent increase in the level of user ship. The ticketing process will be carried out just as it is currently, all vehicles parked in these designated areas will be cited, towed, ect. at the parking services discretion. The only cost for this objective would be for signage, with additional signs for increased use. This objective will result in a 50% increase based on the one group that currently uses the carpool program.

Objective #2 Provide storage lockers available for rent by Fall 2003.

Storage lockers will be installed by Plant operations for use by all students and staff to hold personal items that are too large to carry each day. These lockers will be available on a rental basis and would be put in prescribed areas of high student use. The number of users will be kept on file and as a base number system to rank usability in the future for this locker program.

Objective #3 Install additional bike racks by Fall 2003.

The additional, improved bike racks will be installed to encourage the use of bicycles as a preferred means of transportation for students and staff that choose to bike to campus. These racks will create a system that will provide a more secure way to house bikes. The increase in the number of users will be calculated by counting the number of bikes using these additional facilities, and then compare those numbers to the current number of users to receive a percent increase. This objective will result in a 10% increase in bike riders on campus.

Objective #4 The creation of "satellite" parking areas allowing commuters from out of the area to access the Arcata bus service from off campus locations by January 2004.

The use of satellite parking areas will be evaluated by determining the number of bus riders picked up from these additional locations. The number of users will be kept on record to compare current use to future use. These numbers will be used to calculate a percentage increase from previous semesters. This objective will result in a 10% increase in bus rider ship based on current levels.

Objective #5 Increase the frequency and extend routes of Arcata bus to incorporate addition of "satellite" parking areas by January 2004.

Increasing the frequency, and extending the projected shuttle bus routes will, by January 2004, increase the amount of users by 10%. This percent increase will be calculated by determining the number users currently using this service, and then comparing those numbers to user levels after the implementation of this additional shuttle bus route. The bus driver will collect the number of passengers utilizing this service at each of the projected parking areas, and then report these findings to parking services for rider ship increase calculations.

Objective #6 Subsidize the rate for students and staff to ride Humboldt Transit Authority (HTA) by January 2004.

This objective increases the amount that the bus fare is subsidized in order to create an incentive to encourage increased use of this rural bus system. The increased use of the subsidized rate on the bus for rideshare users can be calculated by viewing the number of users based on levels of use before and after program implementation. This objective will increase the use of this form of transportation of HSU students by 10% by January 2004. The Bus driver will determine the number of student passes

Timeline

| Objective | Description | Criteria | Method |
|-----------|---------------------------------------|---|---|
| 1) | Rideshare Pass Program | Increased users | Number of additional users calculated each day |
| a) | Market rideshare-parking pass | Increased users | Creation of separate parking area for pass holders |
| b) | Online rideshare information database | Increase | Request of additional vouchers can generate the number of users |
| c) | Designated parking areas | Every rideshare user has access to preferred parking | Determine percent increase from original usage |
| 2) | Storage lockers | Increased use | Determine use |
| 3) | Additional bike racks | Bike racks that allow for newer style bike to fit into rack | Purchase of newer style bike rack |
| 4) | "Satellite" parking areas | Usage of additional off-site parking facilities | Determine number of users at each additional site |
| 5) | A&MRTS frequency extension | Increased ridership | Determine percent increased from original usage |
| 6) | Subsidized HTA rates | Increased ridership | Determine percent increased from original usage |

Dissemination

Humboldt State University Parking and Commuter services recognize that an increase in the number of automobiles at the university will result in the need for additional parking facilities. California Department Of Transportation's contribution will be credited on the pass used to gain local business discounts. The Letterhead on the program paperwork, given to the local businesses will display the funding that Cal-trans has given to this program. The opening slide of the power point presentation will display the logo of Cal-Trans, and describe the contribution that they have made to reduce emissions, as well as the amount of traffic that has been reduced because of this program

Budget

Humboldt State's parking Services is seeking a grant in the amount of \$18,000 for the creation of a campus rideshare program. The following budget tabulation is based on the projected usage of this program by 25 individuals, including students, and/or staff and faculty, per semester. The A&MRTS has already purchased the shuttle bus needed for this program; the value given in the table below represents total operation cost that would be given to A&MRTS by parking services, without taking into account the shared cost

for this program. The funds sought will provide the necessary resources needed for implementation of this program. The budget summary can be found below

Budget summary

| Objective | Description | Total | In-Kind/ shared cost | Funding Source | Requested funds |
|------------------|---|--------------|---------------------------------|-----------------------|------------------------|
| 1 | a) Program Advertisement | \$500 | | | \$500 |
| | b) Web site creation 12hr @ \$10.00/hr | \$120 | \$120 | Web design class | \$0 |
| | c) Designated parking area signs 20 @ \$30 | \$600 | | | \$600 |
| 2 | Rental storage lockers 10 @ \$76/locker | \$760 | \$760 | Plant Operations | \$0 |
| 3 | Bike racks \$30/bike X 25 additional racks | \$750 | | | \$750 |
| 4 | Sattelite parking areas 15 spots @ \$1.50/day X 160 days | \$3,600 | Donated \$3,000 | Bayside Grange | \$600 |
| | 15 spots @ \$1.50/day X 160 days | \$3,600 | \$3,000 | Valley West | \$600 |
| 5 | A&MRTS extension 1) Equipment Shuttle Bus | \$58,000 | Donated \$58,000 | A&MRTS | \$0 |
| | 2) Operation implementation cost | \$12,000 | \$6,000 | HSU Parking | \$6,000 |
| 6 | HTA price subsidy \$0.15/trip X 220 trips/week \$66/week X 32 week | \$2,112 | | | \$2,112 |
| | | Total | In-Kind | | Requested funds |
| | | \$82,042 | \$70,880 | | \$11,162 |

Future Funding

HSU's parking services will request no future funding from this source. The funds requested will be sufficient to implement the projected program. Funding for additional years of operation will be received from revenue generated by parking fines and local business donations.

GOAL

Appendix #

Automobiles - Decrease

- slashtines
- bikes
- flying monkey
- skateboards (community)
- mass transit
- car pooling

- scooter
- wagons
- hovercraft

roller skates blades.

bananas in tailpipes
dynamite in tailpipes



0 bigger fines

train station

① Incentives

- no parking fees
- extended bus routes

Alternative Transportation Days

- car pool parking areas
- no parking passes to Arcaia residents

- torture for driving
- lockers on campus
- beds on campus

day

Increased Bicycle Use

- move bike racks
- library bicycles.

- bike rack map
- lockers for bikers
- sell bike accessories

- extra bike rack security
- Bike center more accessible.
- at bookstore.

- free workshops
- bike safety
- bike maintenance

bike helmet hooks/coat racks.

block off campus roads for bike & ped use only. /re route.

- bike prize
- marked ^{bike} routes through campus
- bike/disabled person hauling
- price break for bicyclists.

RICKSHAWS

coupon books for bicyclists

Increase Usage of Carpool PROGRAM

Awareness
 Cohersion
 Blackmail
 Ride Share Club.
 Designated Driver.

Designated Carpool area
 Wait/Pickup Area
 Carpool Web Reg.

Advertising
 Incentives.
 Business Discounts
 Encourage Buddy Programs.

Lockers.

Increase Awareness

Posters.

Radio KTHUM

T.V.

Web Weekly Notice.

Get Web Banner.

notes on cars.

Advertisus

Newspapers JAC

Tabling

Newcoming Freshman H.O.P.

Update Flyers & Web Page
 Link

In class announcements.

for prom use

enca

Erika's
 To Do
 List

- ① more bike racks
- ② free workshop
- ③ Lockers for bicyc
- ④ Bike rack secur

Josh's To Do
 List

Diana's
 To Do List

Appendix I

ERIKA MORRIS
DIANA FRED
JOSH McANDREWS
ANGIE FRERICHS
AMY PREUIT

Criteria

- ① feasibility
- a) legality
 - b) cost
 - c) cooperation from the powers-that-be
 - d) ease of inception / operation
 - e) feasibility
- ② effectiveness
- a) does it meet the goal?
 - i. motorized vehicle traffic reduction.
 - ii. increase bicycle use.
 - iii. increase carpool usage.
 - b) user-friendly?
- ③ sustainability
- a) longevity (can be used for a long period of time with minimal maintenance)
 - b) reproducibility (can be implemented at other locales easily)

* = cool

// = bad plan

Alternative Analysis

Automobiles - decrease

preferred alternatives

- ① incentives (reward system, fines, etc) *
- ② Lockers on campus *
- ③ No parking passes to Arcata residents. // not feasible for public acceptance + legality reasons.

Increased Bicycle Use

- ① more bike racks *
- ② free workshops (awareness of bike center) *
- ③ lockers for bicyclists *
- ④ Bike rack security. // \$

Increase Usage of Carpool Programs

- ① Awareness (posters, website, etc) *
- ② Designated carpool area // feasibility issues
- ③ carpool web-reg *
- ④ carpool lockers *

Awareness

- ① Posters *
- ② Newspapers *
- ③ Radio // feasibility issues
- ④ update flyers + web page *
- ⑤ web weekly notice *

From our alternative analysis, we have identified components in ^{each one} category that are common to several sub-groups. (ie: lockers, awareness). We have decided to try and implement these jointly in order to maximize efficiency while simultaneously reducing resource expenditure. There are many facets to each component that are yet to be fully developed. This will be accomplished in the next phase of the project.