

Memorandum



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To: Liz Davey
From: Willa Small Kuh
Copy: Nat Grier, Rob McKenna, Amy Nagengast, Bill Talbert, Mike Walters
Date: May 29, 2014
Re: Ideation Meeting Notes – Transportation

Following are our meeting notes from the April 28 meeting with the Transportation Working Group. Please feel welcome to circulate these to working group members.

Working group members present: Amber Beezley, Jon Barnwell, Kelly Venable Carroll, Rob Hailey, Dan Jatres, Brandon MacNeill, and Danny McElmurray.

After introductions, the consulting team made an interactive presentation, summarized below:

1. The presentation introduced climate action planning in general and at Tulane, including the various transportation elements that must be addressed in creating Tulane's Draft CAP.
2. The presentation provided an overview of key transportation-related data for each of the three transportation areas: commuting; fleet; and travel. For each it included a presentation and analysis of key data, particularly any recently-obtained data. Specific to commuting:
 - Student and employee addresses were collected and geocoded on map. The majority of students and employees live within ten mile radius of their respective campus. For the Uptown Campus, the vast majority of students live within 3 miles of campus. For the Downtown Campus, few students live very close to the campus; the majority live within a few miles of campus with many clustered close to the Uptown Campus.
 - Some variation exists between survey and geocoding data for Uptown Campus results. For the Downtown Campus, the survey and geocoding align well.
 - The presentation showed historic mode split for commuter travel. Student commuting mode shows a downward trend for driving and an increase in bicycle travel. Faculty and staff mode split show a downward trend in single occupancy vehicle use.

Working group response:

- The primary transportation related objective for the CAP should be reducing single occupancy vehicle use for students and employees.
- The group recognized that the two campuses represent very different challenges relative to this objective and therefore must be approached in distinct ways.
- Some cautioned to always be careful about use of data for the time period immediately after Katrina.
- Several noted that bus and streetcar use is very low. Danny questioned whether streetcar construction is reducing ridership, but data does not show significant drop in usage associated with construction. There have previously been discussions with RTA about getting a pass. The university will continue to work to improve coordination with the RTA. A specific need is to discuss with the RTA how they can modify their service to improve its appeal to the Tulane University community.
- Rideshare was discussed as an option, but the university had shied away from enabling ridesharing for fear of the liability it might imply.

- There was discussion of vanpools, shuttles or rideshare opportunities, especially for longer distances areas such as Northshore/Covington. The group wanted to advance this. For example, the university could enhance its collaboration with Loyola University and private entities such as Shell.
- The Primate Center has intermittently discussed the possibility of a shuttle to the Uptown and/or Downtown Campuses. This might be coordinated to serve as a remote parking shuttle as well.
- The group expressed hesitation to consider increasing parking costs for employees. Programs need to do something for employees.
- Regarding the university fleet, it was observed that diesel (B10) usage has increased steadily over the past several years, presumably correlating to increased shuttle service. Other fuel usage appears to be inconsistent. It was noted that the source of this data has varied but that a fuel card program was implemented in late 2012 so there is over a year's worth of data that will provide a more accurate baseline.
- The group suggests that the university examine establishing a fleet energy efficiency purchase standard. Consider the fuel source; this desire has been expressed many times, but no direction has been established for transitioning to vehicles with less carbon-intensive fuels
- A no-idling policy is needed.
- It was agreed that the shuttle system should be assessed to potentially identify changes that would represent savings without substantially affecting service
- The group recommends creating equipment purchase and use policies to rationalize use, improve maintenance, and phase out inefficient equipment—a university fleet management policy. A good inventory is needed as a first step in this process.
- It was noted that there was a spike in 2010 study abroad travel. The university will work to confirm or correct this unexplained data.
- Athletics reported that they have a 'no-fly' policy for trips under 400 miles and have reduced non-conference and international competition.
- Similar policies could be extended (either as rules or guideline) to non-athletic travel.
- Campus growth was considered. The presentation included maps of university property holdings and noted that there will likely be increased transportation between at least some of these sites in the coming years for activities including athletics practice and use of the riverfront campus. Relative to this, the group discussed the potential transportation impact of increased on-campus residency. With that, the university should be deliberate about its policy to provide for student parking. There was open ended consideration of how connections between these properties will be served – another consideration that should be pro-actively planned for. Finally, there was discussion of what role the RTA could play in supporting the university need for campus connections, commuting and student transportation needs within the community.

Follow-up and other matters:

1. Liz to revisit some of the data sources and try to clarify amounts, sources and accuracy.
2. Liz to provide 2013 data for travel and confirm fleet fuel is complete.