Texas State University Master Plan Update

Transportation Symposium
February 1st – 3rd, 2011
Agenda

Welcome – Nancy Nusbaum
- Master Plan Update
- Schedule

Introduction of Specialists – Nancy
- Shawn Turner - Texas Transportation Institute
- Rod Weis – Texas A&M University
- Bill Martin – Martin/Alexiou/Bryson

Broaddus Planning
- Symposium Agenda
- Master Plan Guiding Principles
- Mobility
- What Comprises a Transportation System
- Transportation and Parking Philosophy

Question & Answer Session
- Cars/Parking
- Bus
- Pedestrian / Bicycle
2010 Master Plan Update
Master Plan Update Schedule

Texas State University - San Marcos
Master Plan Update - Process Flow Chart
1/31/2011

<table>
<thead>
<tr>
<th>Task Activity</th>
<th>2010 Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>2011 Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<tbody>
<tr>
<td>Academic Calendar</td>
<td>Fall 2010</td>
<td></td>
<td></td>
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<td>Spring 2011</td>
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**Phase 1**
ANALYSIS & ASSESSMENT
(kick-off, analysis, assessment, symposia planning)

**Phase 2**
Symposia
(further analysis, internal and external user outreach)
- Transportation System
- Athletics, Campus Recreation & Department of Health & Human Performance
- Infrastructure & Information Technology
- Sustainability
- Student Housing

**Phase 3**
Recommendations & Reporting
(key observations, symposia results, ROM cost, recommendations)

**Legend**
- Yellow: Web-Conference
- Orange: Symposia/Meeting
- Green: Texas State University System Board of Regents/Staff Meeting

**Symposia Process**
- Web-Orientations
- Symposia Preparation
- Symposia Visit
- Reporting

Each symposia "cycle" will last approximately 4-6 weeks in duration, consisting of four steps: 2 hour web-orientation, 2-3 weeks preparation, 2-3 day event, and a 1-2 week report generation.

**Meeting Process**
- Meeting/Work-session
- Reporting

Each meeting "cycle" will be approximately 2-3 weeks in duration, consisting of two steps: 1/2-day or 1 day work session/meeting, and 2-3 weeks of report generation.
Broaddus Planning

- Arizona State University *
  - Tempe Campus
  - Downtown Phoenix Campus
  - Polytechnic Campus
  - West Campus
- Austin Community College - Round Rock
- Baldwin-Wallace College *
- University Health System
- Case Western Reserve University *
- City of San Marcos Downtown Plan
- Cooperative Oxford Laboratory
- Duke University Central Campus *
- Emory University *
- Emory Univ. Woodruff Health Science Ctr.
- Emory Crawford Long Hospital *
- Franklin and Marshall College *
- Hays County Government Complex *
- Henderson County Government
- MedCentral College of Nursing
- Millsaps College *
- Mount Saint Mary’s University *
- Oglethorpe University *
- Old Dominion University
- Rice University *
- Rincon Medical Hospital *
- Texas A&M Univ - Corpus Christi
- Texas A&M University – Kingsville
- Texas Medical Center *
- Texas State Technical College-Harlingen
- Texas State University-San Marcos
- Tucson Medical Hospital *
- Tradition Town Center
- Travis County Downtown Plan
- University of Arizona *
- University of Maryland *
- University of Southern Mississippi
- University of North Carolina at Chapel Hill *
- University of Texas at Austin *
  - J.J. Pickle Research Campus
  - Main Campus
  - Athletic Complex
- University of Texas at Brownsville
  - Village at Fort Brown
  - Los Tomates de Banco / Athletics
  - International Technology Education Center
- University of Texas M.D. Anderson Cancer Ctr.
  - Mid Campus Plan
  - South Campus Plan
- University of Wisconsin - Madison *
- William Carey University - Gulf Coast
- Williamson County Events Complex

* Denotes individual experience
Transportation System

- CARS/PARKING
- SHUTTLE BUSES
- BICYCLES
- PEDESTRIANS
- COMMUTER RAIL (FUTURE)
Introduction of Transportation Specialists

- Shawn Turner - Texas Transportation Institute (TTI)
- Rod Weis – Texas A&M University
- Bill Martin – Martin/Alexiou/Bryson
Day 1: Tuesday, February 1, 2011

• Kickoff Meeting with Steering Committee (8:00AM to 9:00AM)

• Walking Campus Tour with AVP for Finance & Support Services Planning (9:15AM to 10:15AM)

• Work Session and Tour with Transit Staff (10:30AM – Noon)

• Lunch (Noon to 1:30PM)

• Work Session and Tour with Parking Staff (1:30PM – 3:00PM)

• Discussion of Future CMP Project Impacts on Traffic Flow with Facilities Planning, Design and Construction staff and Chief of University Police (3:15PM – 4:15PM)

• Transportation Consultants meet with Project Sponsors on discussions from earlier sessions and dinner (5:00PM – 6:30PM)

• Open Session with Students (7:00PM – 8:30PM)
Day 2: Wednesday, February 2, 2011

- Work Session with Transportation Consultants, Broaddus Planning and AVPFSSP (8:00AM – 9:30AM)
- Open Session with Faculty and Staff (10:00AM – 11:30AM)
- Lunch (11:45AM – 1:00PM)
- Open Session with Faculty and Staff (1:30PM – 3:00PM)
- Open Session with City of San Marcos and Transit Staff (3:30PM to 5:00PM)
- Dinner (5:15PM – 6:30PM)
- Open Session with Students (7:00PM – 8:30PM)
Day 3: Thursday, February 3, 2011

• Transportation Consultants debrief with Project Sponsors (8:00AM – 9:00AM)

• Work Session and Lunch with Transportation Consultants, Broaddus Planning and AVPFSSP (9:00AM – 2:00PM)

• Debrief with Steering Committee and Transportation System Group (2:30PM – 4:00PM)
Campus Wide Guiding Principles

IDENTITY
- Unified, aesthetically pleasing, preserve character of academic quad, sense of arrival

COMMUNITY
- Amenities for residential student and non-resident student population, areas to congregate, enhance relationship between University and San Marcos community by responsible land use

NATURAL ENVIRONMENT
- Landscape design guidelines, preserve and protect existing natural areas, identify potential green spaces, visibility and accessibility for secure environment

ARCHITECTURE
- Architecture design guidelines, infrastructure requirements, energy efficiency

MOBILITY
- Pedestrian friendly, manage motorized and pedestrian traffic flow, consider impact on neighbors and access to campus, accommodating for persons with disabilities, eliminate difficulties for guests and first time visitors
MOBILITY

Creating an efficient and safe campus network of thoroughfares and pathways for pedestrians, bicycles, buses, and cars is of paramount concern.
Reallocating core surface parking to conveniently located parking garages will free-up space for new buildings and open spaces.
Thoughtful separation of the pedestrian and automobile enriches the campus experience and creates meaningful large scale and intimate gathering spaces.
Transportation and Parking Philosophy

- Provide adequate, convenient and safe access;
- Emphasize safe, efficient, pedestrian movement;
- Minimize vehicles into core of campus;
- Keep vehicular circulation to periphery;
- Accommodate for persons with disabilities;
- Eliminate surface lots and building parking garages;
- Transportation and parking systems are self supporting;
- Develop a clear and equitable transportation & parking policies;
- Address the impact of emissions on the environment;
- Give priority to bicycles and buses over automobiles;
- Promote a pedestrian-oriented campus;
- Reduce parking demand on campus;
- Work with the City of San Marcos.
Question & Answer Session

• Where do you live? SM, AUS, SA, other?
• How do you get to campus?
  – Ride bikes? Take shuttle bus? Drive? Walk?
• Have you changed how you come to campus? Why?
• Who was here when Concho St. was still in place?
• Would you like more spaces like Concho Green?
• If you were given unlimited funds, what would you do to the campus related to parking and transportation?
Question & Answer Session

• How many of you live on campus?
  – How many of you are Freshman, Soph, Jr., Sr.?
• How do you get to campus?
  – Ride bikes? Take shuttle bus? Drive? Walk?
• Have you changed how you come to campus? Why?
• Who was here when Concho St. was still in place?
• Would you like more spaces like Concho Green?
• If you were given unlimited funds, what would you do to the campus related to parking and transportation?
Observations and Recommendations

Transportation Symposium
Listening
Student Quotes

“I’d rather walk the mile because buses are packed.”

“I have to be at the bus stop on Aquarena by 8:00 to make a 9:30 class. I bail by 9:00 because I need time to walk back to my apartment to get my car to drive to campus.”

“I don’t have a car. I bike. I don’t want to cram onto a bus.”

“Riding a bike only takes 10 minutes – but it’s scary.”

“We recommend that Freshman don’t bring cars unless you have a job off campus.”

“University needs to be in the education business not a law enforcement agency.” [on banning bikes & skateboards]

“What’s C.A.R.T.S.?”

“People will cross Aquarena to catch an out-going bus to ensure a seat.”

“Most of my Freshmen friends’ parents don’t let them bring their cars to campus.”

“I didn’t know [ _____ ].”
“It’s about options and convenience; it’s about having choices.”

“I buy a permit as a matter of convenience.”

“I sometimes ride the shuttle, but I also have a parking permit.”

“I drive from [ _____ ] everyday by myself.”

“I could park my car once, if I knew there was a convenient, direct internal circulator.”

“If you get on the Austin shuttle at the south [Slaughter Ln] stop, you’re standing. You cannot read the paper, work, etc.”

“There’s no signage to tell folks where the bus goes.”

“I get off work at 5:00, but the shuttle leaves at 5:00.”

“Students with disabilities are using the buses more, but it’s a problem because the buses are full.”

“I walk to campus from north LBJ because the bus isn’t convenient, but the sidewalks are uneven.

“I didn’t know [ _____ ].”
"We [City] have had a lot of multi-family permits."

"70% of San Marcos residents live in rental properties."

"We anticipate a 2013 construction start for the Aquarena overpass."

"We are trying to move forward with the Aquarena bike trail."

"We can re-time the signals; let’s coordinate."
Preface

• 2 days of anecdotal data
• 60+ separate documents prior to visit

• What part of the elephant am I touching?

• Initial impressions of campus
  – Observations and opportunities (best practices)

• Elephant in the room
Infrastructure

- Street system – skeleton for other modes
  - Bus/Transit
  - Bicycles
  - Vehicles
  - Access to parking
Observations

- Capacity constraints – street system
  - Incomplete street system on south side of campus
  - One-way streets
  - Sessom serves both campus and thru traffic
  - Railroad crossings and access from I-35
  - Critical intersections
  - Traffic signals
Two-Way Vs One-Way
Observations

• Capacity constraints – street system
  – Incomplete street system on south side of campus
  – One-way streets
  – Sessom serves both campus and thru traffic
  – Railroad crossings and access from I-35
  – Critical intersections
  – Traffic signals
Observations

• Capacity constraints - Transit service
  – Peak demand exceeds capacity (buses full with standees leaving passengers at stops)
  – Single bus terminal (N LBJ)
  – Congested streets and intersections
  – Railroad crossings
Opportunities

• Parking not fully utilized (spaces in Stadium and Bobcat Village lots remain underutilized)
• Grade separation project of Aquarena Springs Road and RR schedule for construction letting in 2013 and open for traffic in 2015
• Timing of traffic signals
• Complete streets standards
Opportunities

• New transit terminal on south side of campus (Woods)
• Performing Arts Center area plan
• Increase transit service
• Revise transit routes
• Relocation of commuter lot (C-6) to east side of campus
• Contract renewal for transit operations in 2013
• Potential for consolidation with local transit agency?
## Balancing Supply & Demand

### 5-Year Comparisons

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<th>Fall 2009</th>
<th>Fall 2004</th>
<th>% Change</th>
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<tr>
<td>Revenue Hours/Day</td>
<td>317.78</td>
<td>269</td>
<td>18.1%</td>
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<tr>
<td>Total Daily Quad Count</td>
<td>20440</td>
<td>15968</td>
<td>28.0%</td>
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<tr>
<td>Bus Laps through Quad</td>
<td>603</td>
<td>533</td>
<td>13.1%</td>
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<tr>
<td>Passengers per bus lap</td>
<td>33.9</td>
<td>29.83</td>
<td>13.6%</td>
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<tr>
<td>Passengers per hour</td>
<td>64.3</td>
<td>61.43</td>
<td>4.7%</td>
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<tr>
<td>Fall Enrollment</td>
<td>30816</td>
<td>26783</td>
<td>15.1%</td>
</tr>
<tr>
<td>Annual Ridership</td>
<td>3,154,252</td>
<td>2,424,278</td>
<td>30.1%</td>
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Observations and Opportunities

• Transit system is operating at or above capacity creating reliability and efficiency challenges
  – perform complete route structure analysis
  – develop public timetables to enhance reliability
  – develop a rolling 5 year plan so growth can be better managed

• Develop benchmarks and measure performance
Observations and Opportunities

- Transit system improvements/expansion must be implemented before surface lot spaces are removed so constituents have options.

- Develop comprehensive communications plan so constituents are aware of options.

- Aggressively pursue technology related options to enhance effectiveness, efficiency, reliability and customer awareness.
Observations and Opportunities

• Parking system appears to have sufficient capacity but there are lots that are underutilized
  – develop permit assignment system that moves customers to the underutilized lots

• Customer frustration because “their” lot is full
  – manage customer expectations through education, collaboration and development of system to control demand in specific lots
Observations and Opportunities

- Develop comprehensive communications plan so constituents are aware of options

- Aggressively pursue technology related options to enhance effectiveness, efficiency, reliability and customer awareness
Perception vs. Reality

- Disconnect between student perceptions and manager views of shuttle service
  - Customer satisfaction benchmarking
  - Expectations management ("Arrive at your off-campus bus stop 40-60 minutes before your class begins")
Information and Communication

• Kudos on NextBus and automatic passenger counting, put on all buses
  – Archive and analyze this operational data for better management and planning
• Kudos on TxState iPhone app
• Need better accessibility of transportation and parking information on website
• Need performance reporting
  – “Critics can become your advocates”
Outreach

• Structure (One-stop shop)
• Communication (Education)
• Innovation (Technology)

Parking & Transportation Services

• Parking
• Permits (students, faculty/staff)
• Citations
• Special Events
• Bus Info
• Car Sharing (eco/enviro)
• Car Pool/Van Pool
• Biking
• Orientation
• Access (maps) & Accessibility
• News (construction impact)
Performance Reporting

• “If you want more of my money, tell me specifically what I will get”
• Best practice, emerging in public sector, but just common sense
  – Private companies’ shareholder reports
• Qualitative data – customer satisfaction
• Quantitative data – reliability, schedule adherence, wait time, “left behinds”
Untapped Potential for Biking

• Natural environment (Springs, Hill Country)
• Compact campus development
  – 6,000 students within 10-minute bike ride (~1 mile)
• Environmentally-conscious students
• Public health awareness
• Supportive city staff
• “Captive” student audience who are looking for options
Need for Biking “Nudges”

• Better access to campus underway
• Need bike connectivity outside quad area
  – Provide faster alternatives than crowded sidewalks and plazas
• Complete Streets design policies
• Alternative Transportation / Demand Management Program
  – Dedicated staff person to build on success of Bike Cave
• Encouragement programs
  – Bobcat Bike™ contest for freshman
  – Bike to campus day
  – Kudos on bike parking
  – Helmet fitting/giveaway programs
• Student leadership opportunities in bike club
• Bike route maps/info
• Bike tire channels on steps
• Shuttle to top of hill
• Positive enforcement / redirection
• Self-enforcement
Walking

- Kudos on compact, walkable campus
- Natural setting consistent with area
- More shade(?), green space
- Campus circulator shuttle
  - But very few internal circulating streets
- Public “hangout” green space
  - Penn State: Old Main Lawn
  - Univ. of VA: Quad