



Seattle Pacific UNIVERSITY

Office of Facility and Project Management

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January 31, 2019

To: Gordon Clowers, Seattle Dept. of Construction and Inspections (SDCI)
Ann Sutphin, Seattle Dept. of Transportation (SDOT)
Maureen Sheehan, Seattle Dept. of Neighborhoods (DON)

Re: November 9, 2018 Letter Regarding Follow-up from Review of Seattle Pacific University's 2017-18 Annual Report

I am writing in response to the November 9, 2018 letter that Melanie Whitehead received on behalf of the University following the City's review of the University's 2017-18 MIMP Annual Report and to respond to the issues raised in the letter.

1. According to our records, Seattle Pacific University has successfully achieved its 50% employee single-occupant vehicle (SOV) goal only once in the last six survey cycles (2013-2014: 48.7% SOV). In 2017, the achieved SOV rate was 54.1%. SDOT needs to hear from you regarding the specific actions, such as updates in transportation management strategies, you will take to improve the institution's performance going forward.

In preparing to respond to this question we reviewed the two most recent CTR surveys and discovered that the "mode split" information we had provided in our TMP report was incorrect. While the title of the table in our report said "Commute Trips by Mode – Affected Employees" the University inadvertently used the data from the table found on page 3 of the CTR Employer Survey Report for "All Employees" rather than using the data for "Affected Employees" found on page 4. Using the "CTR Affected Employees" is consistent with the University's TMP goal shown on page 50 of the Adopted MIMP which states, "*As with the previous TMP, the goal of the new TMP will be to reduce the number of employee commuter SOV trips to fifty percent (50%) of the total number of weekday commuter trips excluding employees whose work requires the use of a private automobile during working hours. Program participants will include all SPU employees meeting the following criteria:*

- *Arrive on weekdays between 6:00 a.m. and 8:00 a.m.*
- *Leave on weekdays between 4:00 p.m. and 6:00 p.m.*
- *Do not require private vehicle to conduct their work assignments*

While we still are not quite achieving our 50% SOV goal, the difference between our goal and our actual achieved rate is less what was shown on the table in our previous report. In 2017, the DAR for "CTR Affected Employees" was actually 51.8% as opposed to 54.1% so we are only 1.8% off of meeting our goal. Based on

the number of CTR Affected Employees at the University, and considering typical work schedules for that staff, this equates to changing the commute patterns of approximately 10 employees.

Vanpools and carpools are a successful element of the TMP. The survey results show that the employee usage of vanpools/carpools totaled approximately 14 percent in 2015. This decreased in 2017 to approximately 10.5 percent. Given the historical usage of this category, we feel additional effort can be made to increase this percentage to historical levels, thereby making up the difference in the SOV target and actual performance. The University plans to analyze employee zip codes with the goal of encouraging additional employees to join one of the existing vanpools or carpools as well as forming additional vanpools in targeted areas if our analysis shows that there are areas that are currently underserved. On-campus incentives such as priority parking will be reviewed to confirm that sufficient parking exists for vanpool/carpool users.

Since the CTR survey is on a two-year cycle, the University will also commit to doing an intercept survey on "off years" to track performance and make revisions in real time.

- 2. The 2000 MIMP document contains 15 supplemental implementation requirements (page 51) in the TMP section. The annual report should address each of these individually regardless of whether actions have been taken or progress made. Descriptive updates should be provided in responding to each program element and ideally the impact each has had on TMP performance. Currently, the information provided in the report does not cover all the elements in the MIMP document.**

Attached is an updated TMP Report which now addresses all fifteen of the supplemental implementation requirements listed on page 51 of the TMP section of the Adopted MIMP as well as updating the incorrect data mentioned in our response to question #1.

- 3. Seattle City Council originally imposed a condition (#32) on Seattle Pacific University to establish a SOV goal for commuter students in partnership with SDOT (MIMP, page 50). This goal has not yet been set and SDOT would like to move forward on establishing the goal and the procedures for surveying to assess the goal, in time for the next survey cycle. Based on Seattle Pacific University's location and compared to similar higher education institutions around Seattle, SDOT's proposes a 40% SOV goal as a reasonable and fair rate for commuter students. We would like to keep this discussion active and**

request that you contact Ann Sutphin at ann.sutphin@seattle.gov or 206-684-8374 to continue the process to establish a goal for commuter students.

As noted above, per Council Condition #32 the University committed to work with the City's TMP Coordinator to establish a "reasonable and fair percentage goal" for commuter student SOV trips. As suggested in your letter, we are happy to schedule a meeting with Ann to continue that process. Before agreeing to a specific percentage we believe we first need to reach consensus on which students should be included in the count.

Under the TMP Goal section on page 50 of the Adopted MIMP, it states that "*The adopted program also maintains the goal of reducing student SOV rates.*" On page 3 of the Adopted MIMP it further states that "*...it is the vision of the University that the majority of undergraduate growth will occur through additional resident students, to be made possible through the expansion and improvement of on-campus student housing facilities.*"

One of the primary ways that SPU has worked to reduce the number of student commute trips is by housing more students in on-campus housing facilities. Since adoption of the MIMP the University has added 177 new student beds to our on-campus student housing inventory and now houses approximately 54% of our undergraduate students on-campus. By housing more students on campus we are thereby reducing the number of students who are commuting to and from campus. To that end, we would suggest that we consider the undergraduate student population as a whole when establishing the goal since we have made the intentional decision to house a considerable percentage of our students. Excluding the on-campus student housing population would ignore actions taken by the University that reduce student SOV rates. We have not yet contacted Ann Sutphin to continue this process but plan to do so soon. We look forward to meeting together to discuss this further.

- 4. According to the 2000 MIMP document, Seattle Pacific University agreed to raise the transit subsidy it provides to employees to 100%. In this year's report, you indicate the transit subsidy for employees is 95%. SDOT requests that you provide more information to explain this discrepancy.**

In the early years of our master plan the University provided a free 100% transit subsidy for all employees. But we discovered that when the ORCA cards were completely free, employees were more likely to get a card and give it a friend or family member, which resulted in SPU financing a non-SPU person's commute and/or leisure use of an ORCA card that increased demand on public transportation without decreasing peak-hour commuting to and from the University. So the decision was made to charge a nominal fee to pick up a 100%

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subsidized ORCA card. We believe that instituting the fee has significantly decreased abuse of the card and we are more confident that the employees who pick up a card are using it for their own personal commuting needs and, thereby, reducing the SOV rate to and from the SPU campus. The \$25 fee is still nominal when compared to the value of the ORCA card and is also considerably less than what we understand other major educational institutions (i.e. UW and Seattle University) charge their employees for transit passes.

Please feel free to contact me if you would like to discuss any of these topics in more detail. I will have my assistant, Julia Weir, contact Ann to schedule a meeting to discuss the student SOV goal and initial plans to survey the student population.

Sincerely,



David B. Church
Assistant Vice President for Facility Management

Enc: Updated 2017-18 TMP Report

cc: Steve Gillespie, Foster Pepper
Mike Swenson, The Transpo Group
Melanie Whitehead, SPU
Heather Eide, Transportation Coordinator, SPU
SPU Standing Advisory Committee
Colin Vasquez, SDCI



Transportation Management Plan Report

July 1, 2017 to June 30, 2018

Updated – January 30, 2019

Overview & Goals

The University’s Transportation Management Plan (TMP) includes programs and strategies designed to reduce parking and traffic demands associated with projected growth at Seattle Pacific University. It is intended to encourage faculty, staff and students, through incentives and disincentives, to reduce the number of vehicle trips to campus.

Seattle Pacific University offers alternative transportation methods such as the ORCA Pass, a 100% subsidized transit pass offered to all employees for a \$25 annual usage fee, that includes Metro, Community, Everett, Kitsap, Pierce and Sound Transit travel, in any zone and any time of day; Van Pool, where the University subsidizes the monthly fare; Van Share through Metro Van Share at no cost to eligible SPU employees; Ferry Subsidies which are available to employees who combine transit, biking, walking or pooling with their Ferry rides; Car-pool where carpools containing more than three people receive a reserved parking space for free; Bicycling/walking, the University offers free lockers and access to showers for those who walk or bike to work at least three days a week; and finally Zipcar, which allows alternative transportation commuters to run errands or get to appointments free of charge.

In the Transportation Management Program section of the University’s Adopted Major Institution Master Plan (MIMP) it states that the goal of the new TMP will be to reduce the number of employee commuter SOV trips to fifty percent (50%) of the total number of weekday commuter trips excluding employees whose work requires the use of a private automobile during working hours. Program participants will include all fulltime (.8 FTE and above) employees meeting the following criteria:

- Arrive on weekdays between 6 a.m. and 9 a.m.
- Leave on weekdays between 4 p.m. and 6 p.m.
- Do not require private vehicle to conduct their work assignments.

The Commute Trip Reduction Survey is administered periodically in accordance with the commute trip reduction law and the next survey will occur in October 2019. The results of the 2015 and 2017 Commute Trip Reduction Surveys for affected employees (those who fit the criteria shown above) shows the following:

Commute Trips by Mode – Affected Employees

Commute Type	# of Trips Reported During Survey Week		% of Trips Reported During Survey Week	
	2015	2017	2015	2017
Drive Alone	988	1,027	51.2%	51.8%
Carpool	206	160	10.7%	8.1%
Vanpool	56	52	2.9%	2.6%
Bus	244	362	12.6%	18.3%
Rail	55	59	2.8%	3.0%
Bike	93	89	4.8%	4.5%
Walk	159	128	8.2%	6.5%
Telework	87	81	4.5%	4.1%
Compressed Work Week	4	8	0.2%	4.0%
Boarded Ferry w/vehicle	3	0	0.2%	0%
Walked on Ferry	13	12	0.7%	0.6%
Other	23	5	1.2%	0.3%
Total Trips Recorded	1931	1983		

Program Elements

Transportation Coordinator (TC). Heather Eide is the University's Transportation Coordinator (TC). She regularly distributes transportation and Commute Trip Reduction information to students and employees of the University.

Periodic Promotional Events. The TC organizes several promotional events in coordination with King County Metro and local networking groups. Information is provided to all new employees and students during welcome orientations. Commute alternatives and incentives are highlighted during the annual Human Resources Benefits Fair and other events such as Bike to Work Month (May of each year).

Commuter Information Center. This Center is located in the Office of Safety and Security. In addition, the University distributes information to employees via a virtual information center on the Safety and Security website (www.spu.edu/security/). Information is also distributed to new employees at welcome orientation and through the weekly online Faculty Staff Bulletin.

Ridematch Opportunities. Employees and students are encouraged to contact the University TC who provides customized ride match options that allows employees to locate SPU commute partners. The TC uses a targeted marketing technique to email employees living within a 5-15 mile radius of each other to encourage them to create vanpools or carpools.

Supplemental TMP Requirements

1. **Parking Fees and Residential Park Zones:** Any vehicle owned or operated by an SPU student or employee must be registered with Safety and Security whether it is parked on campus or on adjacent city streets. Registration is free. Parking permits are sold for campus residential parking as well as commuter parking for employees and students. Parking fees are reviewed annually to encourage non-SOV use while still minimizing spillover parking on neighborhood streets.

The University continues to support the existing adjacent RPZs by paying for all costs associated with program administration and signage as well as the cost of all permits issued. The University is further committed to supporting and paying for the creation of new RPZs in the surrounding neighborhood if initiated by the property owners. In the past year no interest has been expressed about creating any new RPZs on the streets adjacent to campus.

2. **On-line Program Information.** Parking information is available at the Safety and Security website, www.spu.edu/security/parking.asp.
3. **Transit Subsidies:** The University offers all employees a 100% subsidized transit pass with a \$25 usage fee to utilize Metro's ORCA Pass program. Transit subsidies now support Metro vanpool rides, full regional transit services and guaranteed ride home. Over 250 employees sign up for this program annually. Students receive transit subsidies of 30% against a monthly ORCA Pass. In addition, temporary loan passes are available free of charge for one half day and made available to residential students.
4. **Carpool/Vanpool Subsidy:** There are three north end van pools and three Seattle based van shares operating with approximately 40 participants. Employees utilize their SPU ORCA Pass which subsidizes the monthly ridership fee. The University has on average 120 students and employees utilizing carpools. A two-person carpool receives a reserved carpool parking space at half the cost of the annual parking fee. A reserved parking space is free to carpools of three or more people.
5. **Transit Service Improvements:** In March of 2017 Metro Transit extended routes 3 and 4 to West Nickerson Street, providing additional transit service to campus. Prior to the reroute, the University worked cooperatively with Metro to find new layover locations for these two extended routes on streets within the Major Institution Overlay (MIO). The University also provides "comfort station" access to operators, including after-hour access, in two campus buildings.
6. **Carpool/Vanpool Preferential Parking:** As an incentive, all vanpools and carpools are assigned reserved preferential parking.
7. **Bicycle Parking & Amenities.** Many University employees live within easy bicycling and walking distance of campus. To encourage this type of commuting, the University offers free lockers and access to showers at Royal Brougham Pavilion for those full-time employees who will be biking or walking to work at least three days per week. In 2016 we launched a specific bike theft and safety program which

provides information to bikers on how to register their bike with bikeindex.org which creates a searchable database of registered bikes. Users can register their bikes at no cost. It is open-source, so anyone can search the entire database if they encounter a bike they think may be stolen, or want to ensure that they're not buying stolen property when they purchase a bike from an online or local seller.

8. **Motorcycle Parking:** The University allows all employees and commuter students who commute to campus using motorcycles to park for free in SPU commuter parking lots.
9. **Guaranteed Ride Home (GRH).** GRH allows employees who cannot drive themselves home due to family emergency, illness, or an unexpected change in scheduling a way to get home, to the hospital, or to the site of a family emergency. GRH is offered to any University employee that uses alternative transportation and needs a ride in case of an emergency. The University, through King County Metro Transit, pays for the price of a taxi ride up to 60 miles one way from the University.
10. **Telecommuting and Distance Learning:** SPU supports flexible scheduling options that are mutually agreed upon by both SPU and the employee, including telecommuting and working from home. In the most recent CTR survey, 52 (12.8%) of the CTR Affected Employees indicated that they telecommuted at least once during the survey week.

While some classes are offered exclusively online or "blended" (combination of classroom and online), this past year the University delivered 94.92% of its undergraduate classes in a traditional classroom setting. This is in accordance with our identity and mission and consistent with what was stated under "Decentralization Plans" on page 35 of the Adopted MIMP, which reads "However, face-to-face interaction in a campus setting is expected to continue to be the major means by which the University delivers its education and maintains a strong community of learners."

11. **Health Sciences Shuttle Service:** The Health Sciences Shuttle was discontinued over a decade ago due to Health Sciences program changes and substantially reduced ridership as students began using Metro Transit due to the greater flexibility in schedules.
12. **Pedestrian Access:** Pedestrian improvements, including enhanced exterior lighting, have been a primary focus with each new project that has been developed since our master plan was adopted. The University has worked routinely with SDOT to ensure that marked crosswalks are clearly visible for pedestrian safety. There were no new projects this past year so no changes to pedestrian access were made this past fiscal year.
13. **Pedestrian & Transit Safety Escort.** The Office of Safety and Security provides safety escorts to employees and students within ten blocks of campus upon request.
14. **Areawide Coordination:** Area network group meetings were canceled by Metro several years ago. SPU employees are encouraged to use Rideshare Online to connect with other interested commuters.
15. **Flextime:** SPU supports flexible scheduling options that are mutually agreed upon by both SPU and the employee. Flexible schedules include variations in daily start time or a compressed workweek provided those schedules comply with state and federal wage and hour laws.

In addition to the required and supplemental implementation requirements, the University has implemented several other CTR program incentives, which include:

Zipcar: Zipcar, a car sharing company which rents cars by the hour, is free to qualifying SPU faculty and staff that regularly use alternative methods of transportation for their commute to work. Employees that routinely bicycle, walk, bus, carpool, or vanpool to work can use the Zipcar for occasional errands or appointments during their workday for free. The University currently has 74 employees who are utilizing this program. There are 4 cars located on campus at this time. Zipcar offers SPU students age 18 and older a reduced student rate of \$15/year, as opposed to the normal \$70/year, since the University provides dedicated parking spaces on campus for Zipcar. 62 students are enrolled as of the date of this report. Locating Zipcars on campus also offers the Queen Anne neighborhood a benefit in that anyone can become a Zipcar member and use the vehicles.

Ferry Subsidy: The University provides a subsidy of up to \$35 per month for employees who carpool, walk, or bike onto the ferry.