

Housing and Transportation Demand Management Guideline

California State University, Monterey Bay

Institutional Official: Vice President for Administration and Finance

Effective Date: October 8, 2019

Introduction

The primary goals of this California State University, Monterey Bay (CSUMB) Housing and Transportation Demand Management (TDM) Guideline (Guideline) are to:

1. Insure that at least 60% of the student population lives on campus; and
2. Reduce vehicle traffic both on and off campus.

These goals will be met by implementing elements identified in the 2007 Campus Master Plan and TDM aspects of the associated Environmental Impact Report 2009 settlement agreement, the 2020 (draft) Campus Master Plan Guidelines, and an International Programs housing goal.

This Housing and TDM Requirement Guideline requires the following:

1. Freshman and sophomore students¹ are to live in on-campus housing.
2. 90% of International Program students² are to live in on-campus housing.
3. All freshman and sophomore on-campus residents³ are prohibited from parking or maintaining personal automobiles⁴ on campus, and purchasing parking permits.⁵

These measures will be implemented at a time determined by the President, based upon key milestones,⁶ and before 12,700 Full Time Equivalent Students are enrolled.

¹ **On-campus residency requirement exemptions** from this policy may include: living in the tri-county area prior to acceptance, marital, parental, military and health status. Exemption/waiver requests are reviewed on a case-by-case basis.

² **International Students** are full time undergraduate semester, year or degree seeking students. Not included within this directive are upper-division, graduate or students enrolled in extended education language programs.

³ **Parking permit exception** - The following reasons will be considered for a parking waiver exception: 1) Economic need - when a student must rely on income from a job not served by public transportation; 2) Academic need - including off-campus service Learning, classes, research, or field study not served by public transportation; 3) Family need - i.e. continuing care of a sick or disabled immediate family member; 4) Frequent medical/dental appointments - whose location is not served by public transportation.

⁴ **Automobile** – Includes two in-line (motorcycle) or four-wheeled (car) automotive vehicle designed for passenger transportation.

⁵ **Parking permits** - Include all permit types

⁶ **Milestones** – Will be determined based on data indicating the campus' progress toward meeting its transportation and housing goals.

Directives and Rationale

1. Freshman and sophomore students will live on campus.

Rationale:

- **Precedent:** CSUMB has required full-time freshmen and sophomores to live on-campus since its inception in 1994 when the CSU acquired 1,253 East Campus Housing apartment style units and 1,811 beds on the Main Campus. This is consistent with research indicating that on-campus students are significantly more likely than their off-campus peers to succeed academically, to be involved in campus activities, to graduate, and to feel positive about their college experience. Furthermore, in 2018, the Monterey Bay Corporation passed a Student Housing policy⁷ which required full time freshmen and sophomores to live on-campus.
- **Master Plan goal to house 60% of students:** The last three versions of the campus Master Plan (2004, 2007, current draft) have included goals to house 60% of students on campus. The requirement takes advantage of a large housing stock, and adopted good planning practices to co-locate housing and jobs and school. As of the fall 2016 semester, approximately 60% of the enrolled 6,634 Full Time Equivalent Students resided in on-campus housing. As the campus continues to grow, this directive will maintain this percentage and will require commitment to ensure students remain a primary focus of future housing development.
- **Response to the housing crisis:** Providing on-campus housing reduces competition between students and residents for limited affordable housing. Furthermore, students coming to the Monterey Area from outside the area often have trouble finding off campus affordable housing.
- **TDM programs address transportation challenges** – Attending class while living on campus does not require car ownership. The campus currently provides, and is in the process of expanding, TDM programs (ex. car-share, scooter-share, universal transit access pass), which increasingly meet the mobility needs of those who cannot, or do not have the financial means or desire to own a car. Therefore, living on campus is a car-free option with alternative transportation programs that allow students to access off campus commitments and resources such as Service Learning or employment.

⁷ University Corporation at Monterey Bay Student Housing Policy 410-001-A
https://gallery.mailchimp.com/3a9bc2d0b4b7b35594002815a/files/5d12d933-02a5-4666-b3d8-7f8a22c6f50c/410_001A_Student_Housing_Policy2_draft_1_.pdf

2. 90% of International Program students will live on-campus

Rationale:

- **Precedent** – International Students (IS) have generally been guaranteed on-campus housing if they apply by posted deadlines. As of the fall of 2017, approximately 87%⁸ of IS enrolled at CSUMB already lived on campus.
- **International Programs housing goal:** International Programs has a goal to house 90% of full time undergraduate IS on campus.
- **Response to the housing crisis:** Acquiring off-campus housing can be especially challenging for IS living abroad, due to limited financial resources, language or cultural barriers, and lack of knowledge of the Monterey area.
- **Community:** Living on campus provides a built-in community with target resources close at hand, which help IS start their CSUMB career off on the right footing.
- **TDM programs address transportation challenges:** IS typically do not have access to an automobile once they arrive in the area. Living on campus provides access to campus TDM programs to meet their needs.

3. All freshman and sophomore student residents will be prohibited from bringing personal automobiles and motor vehicles to campus, and from purchasing parking permits.

Rationale:

- **TDM definition:** Managing demand is about providing travelers, regardless of whether they drive alone, with travel choices, such as work location, route, time of travel and mode. In the broadest sense, demand management is defined as providing travelers with effective choices to improve travel reliability.⁹
TDM requirement: The City of Marina versus the Board of Trustees of the California State University Stipulation to Discharge Preemptory Writ of Mandate, (9/14/09) requires CSUMB to implement TDM programs to reduce campus generated offsite vehicle trips.
- **Cost effectiveness:** TDM programs can be more cost effective¹⁰ than increasing parking facilities.

⁸ Email from Brian Childs, Director of International Student and Scholar Services on 07/16/2018

⁹ US Department of Transportation – Organizing and Planning for Operations - https://ops.fhwa.dot.gov/plan4ops/trans_demand.htm

¹⁰ Innovative Parking Management Strategies for Universities: Accommodating Multiple Objectives in a Constrained Environment
https://www.researchgate.net/publication/305720913_Innovative_Parking_Management_Strategies_for_Universities_Accommodating_Multiple_Objectives_in_a_Constrained_Environment

- **Parking permit TDM strategy:** Parking permits encourage driving and do not incentivize sustainable travel modes. Parking management (restrictions, locations and pricing) is a TDM strategy that can reduce on- and off-campus traffic by requiring or encouraging people to choose other transportation modes (ride-share, car-share, bike-share, scooter-share, etc.). As the presence and visibility of sustainable transportation modes increase, so will the adoption of these programs as the primary modes of transportation.
- **Equity:** Resident students do not require a car to fulfill their academic commitments. Parking spaces should be made available to commuter students, staff and faculty, those with a disability or documented exemption/waiver from the parking permit guidelines requirements.
- **Land use, transportation and safety strategy:** The draft 2020 Master Plan places new buildings on existing centrally located parking lots reallocating space previously meant for car storage, to use by people in support of their academic success (academic buildings, pathways, gathering spaces areas etc.). Utilizing existing parking quantities efficiently throughout the buildout of the campus Master Plan will allow the campus to develop a car-free and safer central campus for walking and biking and protect our natural open spaces from being developed.