

**Measure #: 70**

**Referendum Title:** Career Center Platforms and Programs Fee

**Ballot Type:** Enact a new fee

**Ballot Author:** Barbara Silverthorne

**Contact:** Barbara Silverthorne

**Question:**

Shall the undergraduate and graduate students of UCSC provide funding for the Career Center to support platforms and student directed programming by enacting a \$10.89 per student, per quarter (fall, winter, spring) Career Center Platforms and Programs Fee, beginning Fall 2019? This fee will sunset in 12 years (through Spring 2031).

**Summary Points:**

- Enact a new fee of \$10.89 per student, per quarter. The fee will generate \$613,052 in 2019-20.<sup>1</sup>
- Fee will be assessed to all undergraduate and graduate students enrolled in Fall, Winter, and Spring quarters. The Fee will not be assessed in the Summer quarter.
- Fee begins Fall Quarter 2019 with an end date of Spring 2031
- The funds will be used for:
  - **Programs** (fairs, conferences, panels, networking events, job shadowing and other events with high interest employers)
  - **Platforms** (new technologies for job search, resume, interviews, and video/communication delivery systems that are easy to use and available 24 hours a day, 7 days a week)
  - **(33.00%) Return-to-Aid** will generate an estimated \$202,307 in 2019-20 *to support financial aid for undergraduate and graduate students.*
- This fee would replace Career Center user fees for assessments for current students, as those services will be supported by this fee and available to all students.
- The Career Center Student Advisory Committee of 15 representatives will be established to provide ongoing oversight of the fee, as well as input regarding future platforms and programming. The committee will be comprised of 10 undergraduate students, one graduate student, two faculty members, one alumni representative, and one Graduate Division representative.
- Both undergraduate and graduate students were consulted through the following mechanisms:
  - Opinion Poll on the 2017 Campus Election Ballot
  - Presentations and conversations with all 10 college student governments,
  - Student Union Assembly,
  - Graduate Student Assembly,
  - Six focus groups, and
  - Conversations with 10 additional student groupsThese conversations revealed that students want more specific programming than is presently offered, engagement with high interest employers in all industries, state of the art technologies for job search, career development, and increased visibility of services.
- Student Fee Advisory Committee Opinion Statement: The Student Fee Advisory Committee (SFAC) was not able to reach a consensus in supporting or opposing this referendum. The SFAC recognizes the importance of the career center but has reservations on whether the new proposed programs will be effective and if increased funding is necessary to strengthen existing programs.
- Fee is sponsored for placement on the ballot for *undergraduate students* by
  - resolution of eight of the ten officially established student councils or governing associations of the college, and
  - resolution of the Student Union Assembly.
- Fee is sponsored for placement on the ballot for *graduate students* by resolution of the Graduate Student Association.

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<sup>1</sup> Based on the 2017-2018 three-quarter undergraduate and graduate student average enrollment of 18,765.

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## Background:

The Career Center has prepared to become the cutting-edge resource students need in this new labor market by conducting an External Review and developing a Strategic Plan ([careers.ucsc.edu/about/strategicplan.html](https://careers.ucsc.edu/about/strategicplan.html)).

Student input has been a big part of the planning process. A 2017 Opinion Poll and subsequent focus groups and listening tour revealed that students want more programming, more interactions with high interest employers, and more user-friendly online access to career information and services. The Career Center is committed to continuing this conversation with students by creating a Career Center Student Advisory Board. Students will have a voice in how the revenue from this referendum is spent.

The Career Center currently offers several programs and platforms to aid students in job searches and career path choices. Programming includes: career fairs, workshops, alumni or employer panels, and resume labs. Platforms that provide online access to career services include: Handshake (job board), Going Global (international job board and resource for international students seeking employment in the U.S.), and Focus2 (assessments that lead to major and career selection).

This referendum would provide resources to purchase new cutting-edge online resources and fund new student driven programming. New online platforms could provide 24-hour access to the latest applications of artificial intelligence for resume critiques, mock interviews, and career development learning modules plus additional video content specific to UCSC. More events and services could be tailored to particular student populations (majors, career interests, and intersecting identities). These events would be co-sponsored and located within those communities making them easy for students to access.

A yes vote will enable the Career Center to provide students with cutting edge technology, connections to high interest employers, and customized programming for the sixty-four majors and multiple intersecting identities<sup>2</sup> on campus.

A no vote would make UCSC students less competitive in the job market. The resulting lack of funding would translate to:

- limiting student access to emerging career preparation technology available at other campuses;
- offering less opportunities to connect students with high interest employers; and
- restricting student offerings to general career fairs and workshops instead of programs targeted to majors and identities.

## The Goal:

- Create more job and career opportunities for undergraduate and graduate students by developing and managing a greater variety of career engagement programming opportunities with high-interest employers.
- Provide cutting edge platforms that deliver services to students 24 hours a day and 7 days a week.

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<sup>2</sup> Intersecting identities that would particularly benefit from customized and targeted programming include students of color, LGBTQIA+, undocumented, veteran, EOP, first generation, international, DRC, women, and graduate students.

**Measure #:** 71

**Referendum Title:** Amendment to College Student Government Fee

**Ballot Type:** Amendment to an existing fee

**Ballot Author:** College Programs Coordinators

**Contact:** [eadavis@ucsc.edu](mailto:eadavis@ucsc.edu)

**Question:**

Shall the undergraduate students of UCSC increase the College Student Government Fee from \$10/per undergraduate student/per quarter to \$20/per undergraduate student/per quarter over a four (4) year period to be allocated by separate student governments at each college? Under the advisement of the College Programs Coordinators, fee increase would go to support student events, student salaries, stipends for orientation staff, and funding allocations for student orgs. Effective fall quarter 2019 with an increase of \$7, increasing \$1 each fall until the total fee is \$20.

	Fall Qtr	Winter Otr	Spring Qtr	Annual Total
2019-2020	\$17	\$17	\$17	\$51
2020-2021	\$18	\$18	\$18	\$54
2021-2022	\$19	\$19	\$19	\$57
2022-2023	\$20	\$20	\$20	\$60

**Summary Points:**

- This fee was enacted in 1965 when the UCSC opened at \$8. It was increased in 1982 to \$10 per undergraduate student. No increase has been enacted in 37 years.
- When the fee was enacted the minimum wage in CA was \$1.25. In 1982 when the fee was increased, the CA minimum wage was \$3.35. In Santa Cruz minimum wage is increasing \$1 a year until 2022 when it will be \$15.00. This is an increase of 348%.
- Inflation has increased 162% (average rate of 2.7% each year), since the last time the fee was increased. Such as operating expenses like the cost of producing events has increased (i.e. Goods and service valued at \$100.00 in 1982 now cost \$260.00.)
- Fee will generate approximately \$355,992<sup>1</sup> (inclusive of return-to-aid) in the first year. Funding will be provided to the ten colleges and it will be the sole responsibility of the student governments to allocate and administer these funds.
- 33% of the fee increases will be subject to return-to-aid. The return-to-aid component will generate approximately \$117,477 in the first year.
- Fee will be assessed to all undergraduate students enrolled in the Fall, Winter, and Spring quarters.

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<sup>1</sup> Based on the 2017-2018 three-quarter undergraduate student enrollment of 16,952.

- Revenue from the increase will continue to “carry out diverse programs and activities such as, but not limited to, orientation programs, college nights, support for college student organizations, college newsletters, concerts, lectures, films, dances, and college graduation ceremonies:
  - Stipends for fall orientation leaders
  - Funding requests for student governments
  - Student events
  - Student labor
  - Commencement
- Student Fee Advisory Committee Opinion Statement: The Student Fee Advisory Committee (SFAC) supports this fee as it will allow colleges to pay students for leadership positions during welcome week and will result in increased funding for student run organizations.
- The fee is sponsored for undergraduates on the ballot by:
  - resolution of all ten officially established student councils or governing associations of the colleges, and
  - resolution of the Student Union Assembly.

### **Background:**

The College Student Government Fee (originally the College Membership Fee) was enacted in 1965 at the founding of UCSC, and originally approved by the Regents at \$8 per undergraduate student per quarter. The increase from \$8 per student per quarter to \$10 per student per quarter was approved in the 1982 elections due to increased operational expenses. The 1995 elections established that the fee shall be allocated by separate student governments organized at each college rather than by existing college procedures. In 1989, an agreement was made to contribute funding to the Committee on Ethnic Programming (CEP) out of the College Student Government funds. As of 2018, this contribution totals \$10,985 annually.

These fees shall continue to be the principal source of funds to carry out diverse programs and activities such as, but not limited to, orientation programs, college nights, support for college student organizations, college newsletters, concerts, lectures, films, dances, and college graduation ceremonies in each of the colleges. In compliance with University and campus policies, new funding will support stipends for fall orientation leaders, funding requests for student governments, student events, student labor, and commencement. Allocation for fall quarter college programs must be approved for expenditure during the preceding spring quarter to allow sufficient time for college program planning and preparation.

If this measure does not pass, the College Student Government Fees shall continue to be allocated, as is currently the case within the separate college structures at \$10 per quarter per student.

### **Why is an increase being proposed?**

The intent of this measure is to bring the funds generated by the student government fee in alignment with current costs for materials, services (performances, non-student technical support, etc.) and (student) salaries. In response to increasingly impacted budgets, student governments have needed to make difficult funding decisions. Due to increasing minimum wage, inflation, and a variety of other impacts outlined below, revenue from the increases is being proposed for purposes such as:

- *Stipends for fall orientation leaders:*  
Each college recruits and trains a group of student volunteers to help welcome new students in the fall. In some cases these students volunteer over 100 hours and give up 2-3 weeks of their summers to do so. Due to the nature of this being an unpaid position, it is difficult to recruit and retain a diverse and representative pool of student leaders. As the position requires students to donate a significant amount of unpaid labor to fill a crucial role in orienting incoming students to our college, College Programs Coordinators advocate for moving this from a volunteer, to a paid stipend position.

- *Funding Requests for Student Organizations:*

Our college governments have the power to support student-driven programs in a variety of ways, one of which includes funding student organizations across campus include those affiliated with SOMeCA, OPERS, and academic departments. With increasing costs across the entire of the college government fee, funding allocations are often first to be hit as part of the college student government's discretionary funding.

There is a strong culture of student organizations requesting for funding from student governments. Currently, many student governments are only to fund 30-50% of what is requested of them. Increasing the budget for student organization funding allocations allows student governments to continue empower student initiatives across campus that align with their mission, values, and theme. Overall, an increase to this line item helps to further develop a culture of student empowerment: Students supporting other students through financial support and programs.

- *Student Events:*

Funds generated by the Student Government Fee, even with allowance for increased enrollments, are not keeping pace with the cost of doing programs and events. Costs for virtually all aspects of programs and events have increased since the Student Government Fee was last amended (1982). Due the increased costs relative to the funds generated by the current \$10.00 / quarter student government fee, the quantity, type, scale and quality of programs produced and supported by both College Programs/Activities Offices and College Senates -- is negatively impacted. An increase in this fee would support higher quality, more frequent and a greater variety of student programming in the colleges.

- *Student Labor:*

College Programs/Activities Offices pay current minimum wage (\$12.00 in 2019, increasing to \$15.00 by 2022), which is significantly higher than 1982 minimum of \$3.35 per hour when this fee was last raised. As student labor costs have increased, it can reduce options for student government discretionary fee. Student governments are forced to choose between decreasing student job opportunities or decreasing other areas of their budget such as programming, funding allocations, etc. This fee increase reduces that tension and/or creates the potential for more employment, leadership opportunities, and professional development for students.

- *Commencement:*

Primarily, the cost of creating the 2 major venue sites for commencement have been borne by the college student governments funds. The costs of holding commencement have grown significantly. For example, from 2013 to 2017 alone, costs for the 2 main venues on campus have increased dramatically. The campus saw a 64% between 2014 and 2017, and a 41% increase a 1 year period alone from 2016-2017.

Students and College staff have had little to no control over these rising costs. In January 2018, AVC Matthews proposed an agreement that established a fixed contribution for the 2018 ceremonies, with the intent of decreasing this amount in future years. We are in the first year of this arrangement and it is unknown what the model will be for funding commencement moving forward.

Currently, the average cost for commencement activities amounts to about 20% of the entire student government budget at each college (\$10,605 on average). This amount includes venue and college specific costs including: renting, building, and running the main venues, security, traffic and parking, receptions, print programs, staffing and myriad miscellaneous costs. The College Program Coordinators and student leaders are already strongly advocating to stabilize or reduce overall commencement costs. The fee increase will not be used to cover additional Commencement costs, rather it would allow student governments to reduce the overall percentage of the budget that is allocated to a single annual event.

**Note on Carry-Forward Account:**

As of February 1, 2019, there is \$492,638.40 in a carry-forward account for this fee (97% of an annual budget). College governments know this account as “Prior” and, like the current year’s budget, have sole discretion over spending out of this account. There are over 20 projects those college student governments are currently working on utilizing money in this account, with projected costs totaling \$404,593.78.

**Endorsements:**

Stevenson Student Council  
Merrill Student Government  
Rachel Carson College Council  
Cowell Student Senate  
College Nine Senate  
College Ten Senate  
Ten Colleges Debate Union  
Korean American Student Association  
Porter College Senate  
Game Design & Arts Collaboration

**Measure #:** 72

**Referendum Title:** Student Success Facility Hub Fee

**Ballot Type:** Enact a new fee

**Ballot Author:** Counseling and Psychological Services, Slug Support, Student Health Outreach and Promotion

**Contact:** Division of Student Success, [studentsuccess@ucsc.edu](mailto:studentsuccess@ucsc.edu)

### QUESTION

Shall the undergraduate and graduate students of UCSC approve the Student Success Services Hub Fee to be assessed to all students as part of the Kresge College Renewal Project? This compulsory \$23.90 quarterly fee will be assessed in the fall, winter, and spring quarters, and a reduced fee will be charged in the summer quarter based on the level of services available and consultation with the Student Fee Advisory Committee. The fee would allow the Division of Student Success to secure permanent space as part of the Kresge College Renewal Project for the following critical student services and programs: Slug Support, Counseling and Psychological Services (CAPS) and the COVE - UC Santa Cruz's resource center for students in recovery.

### SUMMARY POINTS

- New undergraduate and graduate mandatory fee.
- Fee will be assessed to all undergraduate and graduate students enrolled in the Fall, Winter, and Spring quarters. A reduced fee will be charged in summer quarter based on the level of services available and consultation with the Student Fee Advisory Committee.
- Fee will generate approximately \$1,536,000<sup>1</sup> per year. Of this total, the annual revenue would be distributed to debt service, return-to-aid, and operating expenses.
- 33% of the fees collected will go to Return-to-Aid to help students who receive financial pay for fees.
- Collection of the fee would begin only when the building is complete and ready for occupancy, estimated to be Fall 2024. The fee will be assessed until debt service is paid off (expected around fiscal year 2054-55), upon which the fee level will be reduced to \$8.20 per student, per quarter to address ongoing maintenance issues.
- Students were consulted about this fee via an opinion poll on the 2018 Campus Elections ballot.
- Student Fee Advisory Committee Opinion Statement: The Student Fee Advisory Committee supports the Student Success Hub because we feel it is important for these student resources to have a permanent, centralized space on campus. However, the committee does have some reservations in supporting this fee: (a) the fee will not be in place until 2024 and the committee is hesitant to approve a fee now, that will burden students in the future and (b) the

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<sup>1</sup> Based on the 2024-2025 projected three-quarter undergraduate and graduate student enrollment of 20,560.

fee does not go directly to support the programs of these resources, but rather the physical space they will occupy.

- Fee is sponsored for placement on the ballot for *undergraduate students* by
  - resolution of seven of the ten officially established student councils or governing associations of the college, and
  - resolution of the Student Union Assembly.
- Fee is sponsored for placement on the ballot for *graduate students* by resolution of the Graduate Student Association.

## **Ballot Statement**

The Division of Student Success has the opportunity to be a part of the Kresge College renovation project: <https://reports.news.ucsc.edu/kresge/>. The Division is excited at the prospect of securing permanent space for students whose personal, academic or financial circumstances are barriers to academic success at UC Santa Cruz. The Student Success Services Hub at Kresge College would secure permanent space for the following critical student services and programs: Slug Support, Counseling and Psychological Services (CAPS) and the COVE.

The \$23.90 Student Success Hub Fee @ Kresge College would create 5,500 square feet of newly renovated, permanent space for these programs:

- Slug Support: Permanent and expanded home for Slug Support, which serves 17% (and growing yearly) of the student population every year. The Slug Support Program promotes early intervention for students experiencing personal, academic or financial circumstances that often escalate into a crisis; the services offered through Slug Support mitigate the impacts of crisis when it occurs.

Currently, Slug Support is located at Hahn Student Services within the Dean of Students Office. Slug Support requires both space and privacy. The Dean of Students Hahn Suite does not currently have adequate space or privacy for the case management that is part of Slug Support. Students who meet with Slug Support case managers are often sharing highly sensitive information about themselves (e.g. depression, suicidal ideation). It is important students feel safe and secure when they meet with Slug Support team members. The Kresge space gives the Dean of Students office the opportunity to develop a space with intentionality so that students can meet with team members in an environment that is more suitable for sensitive work of this kind. The numbers of students Slug Support serves has grown exponentially over the last few years. Slug Support has a goal to have 4 permanent case managers to address this moving forward, and needs more office space to do this. Without this the Kresge Hub, students will not get the kind of one on one care that they need to address issues of food insecurity, housing and homelessness, mental health and other urgent challenges they are facing.

The Student Success Hub at Kresge would include a permanent food pantry; a demonstration kitchen that can be used by students; private offices for case managers to meet with students; and workspace for student interns who lead efforts such as CalFresh



enrollment, basic needs awareness programs, and year-round programming for the greater student body.

- Counseling and Psychological Services (CAPS): A CAPS Hub on the West side of campus would secure permanent space for offices that are now in temporary spaces throughout campus, including temporary trailers located at Cowell College and Porter College. These temporary locations will not be available for counseling services on a permanent basis, nor are they optimal to ensure the highest level of confidentiality and to ensure sufficient privacy for students as well ease of access for students. The passing of this fee would result in 8 new permanent offices for CAPS therapists to serve students in a highly functional, problem-free environment which is specially designed for counseling services. CAPS offers a wide array of free mental health services including brief individual therapy, psychiatry, crisis services, group counseling, workshops, self-help, referrals, case management, and peer support. The new CAPS Hub would have space for group counseling and student wellness, in addition to individual therapy offices.
- Cove: The Cove provides community and support for students that are committed to their recovery from alcohol and/or other drugs, are the loved one of someone with an addiction, who want to support those in recovery, are interested in recovery, or just want to meet other students who are substance-free and looking for community. Services at the Cove include support meetings, counseling and coaching resources, health and wellness services, social activities, networking, and mentoring.

Currently, the Cove, our resource center for students in recovery - to be in community with other students that are committed to their recovery; are the loved one of someone with an addiction, or are interested in recovery or just want to meet other students who are substance free and looking for community - is in a temporary trailer in the Cowell College area. This trailer was never meant to be permanent at Cowell and has been used for over eight years. It is important to students in recovery or considering a change in their relationship to alcohol and/or drugs to feel safe and secure. The Kresge space would allow the COVE to continue to develop programs and services to adequately support this growing demographic of students at UCSC. The ability to provide the Cove program and services for our students in recovery and their allies will be hampered and at risk without this permanent space at the Kresge Hub.

The fee is subject to the following costs and conditions:

- Collection of the fee would begin only when the building is complete and ready for occupancy, estimated to be Fall 2024. The fee will be assessed until debt service is paid off (expected around fiscal year 2054-55), upon which the fee level will be reduced to \$8.20 amount to address ongoing maintenance issues.
- The Division of Student Success will establish a Student Success Building Advisory Committee, which will include students representing the programmatic areas that are housed in the facility, to help advise on oversight of the facilities, major maintenance improvements, etc.

- Future net revenues that may be in excess of the projected debt service and yearly maintenance will be reserved for major maintenance and improvements for the stated buildings.
- Should the Division of Student Success need to reallocate the Kresge space in the future, given evolving programmatic needs and future growth, the Vice Provost would consult with the Student Success Building Reserve Advisory Committee to determine an appropriate course of action that is in alignment with the principles set forth in this referendum.

**Measure #: 73**

**Referendum Title:** Student Transportation Fee - Amendment to Measure 24

**Ballot Type:** Increase to an Existing Fee

**Ballot Author:** Transportation and Parking Services

**Contact:** Jean Marie Scott

**QUESTION**

Shall the undergraduates and graduate students of UCSC increase the current quarterly Transportation Fee of \$111.66 per student by \$10.34 in Fall 2019, an additional \$14.00 in Fall 2020, an additional \$15.00 in Fall 2021, an additional \$12.00 in Fall 2022, an additional \$8.00 in Fall 2023, an additional \$3.00 each Fall Quarter from 2024 through 2027, and an additional \$4.00 in Fall 2028 and Fall 2029 (\$191 quarterly total) which will provide additional funding to sustain transit services provided through Campus Transit Operations and the service contract with Santa Cruz Metro Transit District?

**SUMMARY POINTS**

- Increases current undergraduate and graduate mandatory fee as detailed in the table below.
- Provides 33% Return-to-Aid on the increase amount only (see table below) to support financial aid for undergraduate and graduate students.
- Fee increases begin Fall Quarter 2019 and will continue as scheduled in the fee table below each Fall Quarter thereafter through Fall Quarter 2029.
- The fee increases will sunset at the end of Summer Quarter 2030, unless a future referendum is held to continue the fee. Otherwise, the fee will revert to its current fee level of \$111.66 per student per quarter in Fall 2030 and transit service levels may be reduced.
- Fees will be assessed to all undergraduate and graduate students enrolled in the Fall, Winter, Spring, and Summer Quarters.
- The Summer Quarter fees are equivalent to the preceding Spring Quarter fee, with no reduction in cost.
- Fee increases will raise the current Transportation Fee to \$122.00 Fall Quarter 2019, to \$136.00 Fall Quarter 2020, and to \$151.00 Fall Quarter 2021. See table below for full fee schedule.
- The higher initial fees are designed to build reserve capacity which may be used to support the replacement of the aging bus fleet, including transition to electric vehicles and development of infrastructure to support those vehicles.
- The proposed fee increases will generate approximately \$895,856 in 2019-20, \$1,032,400 in 2020- 21, and \$837,372 in 2021-22, inclusive of the 33% Return-to-Aid amounts of approximately \$237,436, \$310,665, and \$296,953 in each of these three years, respectively.<sup>1</sup>
- The revenues generated by these fee increases will:
  - Continue the service agreement with the Santa Cruz Metropolitan Transit District (SCMTD) providing UCSC students fare-free Metro rides within Santa Cruz County;

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<sup>1</sup> Based on projected Fall/Winter/Spring undergraduate and graduate student enrollments of 18,810, 19,340, and 19,500 and estimated Summer Session enrollments of 4,771, 4,908 and 4,950 in 2019-20, 2020-21, and 2021-22, respectively. Includes students enrolled in programs away from campus (i.e. EAP, UCDC, etc.). Source: “Revised worksheet with 33 percent.xlsx”, provided by the Budget and Planning Office via email 1/22/18.

- Continue operation of Campus Transit services, including the Day and Night Shuttles based on ridership/demand;
- Support the expanded use of technology and service delivery methods that enhance efficiency and adjust to ridership trends and utilization;
- Support the delivery of transit services in relation to growth of campus enrollment, campus residential population, and serve UC Santa Cruz sites beyond the main campus in Santa Cruz County.
- Each Winter Quarter, the Student Fee Advisory Committee (SFAC) will review a) the end-of-year operating budget for the Transit program for the previous fiscal year, b) demonstrated service delivery and ridership demand during the previous Fall quarter, and c) plans for possible transit service adjustments for the next academic year. Based on this annual review, in compliance with campus regulations the SFAC can recommend to the Chancellor a decrease in the fee for a specific interval.
- Should this fee referendum fail, TAPS would need to implement significant transit service reductions which may include:
  - Reductions to or suspension of the service agreement with SCMTD;
  - Reductions to or suspension of Day Shuttle services; and
  - Reductions to or suspension of Night Shuttle services.
- The fee income will go to the office of Transportation and Parking Services (TAPS) less the Return- To-Aid portion that goes to Student Aid.
- Student Fee Advisory Committee Opinion Statement: The Student Fee Advisory Committee supports the TAPS referenda as we believe maintaining current transportation services will better accommodate the increasing student population and is important for student well-being.
- Fee is sponsored for placement on the ballot for undergraduate students by resolution of the Student Union Assembly, and for graduate students by resolution of the Graduate Student Association.

## **BALLOT STATEMENT:**

### ***Background Information***

In 1972 the UCSC student body approved the first Student Transit Fee of \$3.50 per student per quarter to fund a service agreement with the Santa Cruz Metropolitan Transit District (SCMTD) “Metro” to allow fare-free rides throughout Santa Cruz County for registered students. Since that first election, UCSC students have voted to approve increases to the Student Transit Fee ten times—most recently in Spring 2006, when Measure 24 proposed raising the Fee to \$111.66 by Fall Quarter 2008.

In Spring 2018, the Student Ballot included Measure 69, which proposed increasing the Student Transit Fee by \$146 over twenty years. Despite receiving a 55.5% favorable vote from those who voted, Measure 69 failed due to low voter turnout of 21.78% when 25% or greater was required for approval.

Over the last decade, the costs of Campus Transit operations and the SCMTD service contract have increased while the Student Transit Fee has remained at the 2008 level. Escalation in operational costs were primarily derived from increased staffing costs (wages and benefits), fuel price escalation, increased ridership needs based on enrollment growth, and rising equipment and maintenance expenses. Additionally, SCMTD implemented service reductions county-wide in 2008 and 2016, but allowed UCSC to “buy-back” critical service on select routes serving the campus. Sustaining these services, combined with the general operating cost escalation enumerated previously, resulted in a cumulative deficit of approximately \$3 million. In Fall 2018, the Campus Provost/Executive Vice

Chancellor approved one time funding in the amount of \$3.3 million to eliminate this deficit, and to provide \$200,000 annually to support a portion of the Disability Van Service costs.

During Fall Quarter 2017, SCMTD moved an average of 14,200 UCSC riders each weekday while Campus Transit shuttles moved another 12,200 passengers around the campus. Studies conducted in Spring Quarter 2018 found that Metro buses accommodated more than 26% of all weekday trips made to and from the campus—UCSC’s single-most effective “sustainable transportation” mode.

TAPS budgets—including Transit, Parking and Programs—are managed generally by the Business and Administrative Services (BAS) Division and directly by TAPS with input provided by the Advisory Committee on Campus Transportation and Parking (ACCTP). This Committee is co-chaired by the Vice Chancellors of BAS and Planning & Budget (P&B). ACCTP includes representation by undergraduate and graduate students, as well as multiple staff and faculty members appointed by the Staff Advisory Board and several committees of the Academic Senate.

### ***How will the fee be used?***

The overarching goal for the transit fee is to provide the right mix of transit services for students that move on and off the main campus—sometimes throughout Santa Cruz County—and who move throughout the main campus. Achieving this goal directly supports student academic success. Additionally, an efficient and accessible on- and off-campus transit system reduces car trips to the campus which directly benefits the campus sustainability goals.

Specifically, the increased transit fee will be used to sustain current programs and services and to provide financial capacity to address projected operational cost increases for both the SCMTD service contract and the Campus Transit program. While the increased fees will provide improved financial sustainability, TAPS will continue to adjust services and delivery methods to achieve operational efficiencies and cost savings. Efficiencies will be achieved through technology innovations, alternate service delivery models, routing adjustments and potentially utilizing larger capacity vehicles (such as SCMTD’s articulated buses).

### ***Why is the fee needed?***

The Transit budget, which includes both the SCMTD service agreement and Campus Transit services, is not able to operate within the revenue that is currently available. The existing fee, last increased in 2008, is insufficient to fund current levels of transit service. Measure 69’s failure on the Spring 2018 Ballot resulted in a 20% reduction to Day & Night Shuttle services in Fall 2018, achieved by reducing both Upper Campus and Night Core service by half and by suspending the Night Owl shuttle service from downtown Santa Cruz to campus. These service reductions are estimated to reduce Campus Transit operating costs by \$475,000 during 2018-19 to achieve a balanced budget during FY 2019.

In addition, demand for transit services has increased as the student population has grown. This trend is forecasted to continue. Without a fee increase, existing service levels (for both SCMTD and Campus Transit) will need to be significantly reduced or eliminated. Additional service cuts would be addressed through the following:

- Reductions to, or outright suspension of, the service agreement with SCMTD;
- Additional reductions to, or outright suspension of, Day Shuttle services; and
- Additional reductions to, or outright suspension of, Night Shuttle services.

Transit services are a vital part of our Campus Sustainability Plan, in that they reduce the number of motor vehicles coming to the main campus. If SCMTD services are cut due to a lack of funding, more students will attempt to bring their cars and park on the main campus. This reverses the success of trip reduction efforts over the past twenty years, and would add pressure to an already-limited number of parking spaces on campus.

***How will students benefit?***

Students will benefit from continuing to have fare-free access to SCMTD transit services, both from downtown to the main campus, to other UCSC program sites, and throughout Santa Cruz County. The equivalent SCMTD bus pass currently costs \$195 per quarter. Students will also benefit from the continuation of the on-campus shuttle service that operates seven days/week throughout the academic year. Without the fee increase, both Metro service to the campus and the Campus Transit program will be reduced significantly.

Additional benefits allow for student access to off-campus services including shopping, medical, and access to the downtown area. Having a healthy and reliable transit program also enhances student sense of safety when traveling at night and reduces the distance between the main campus and off-campus services, thus increasing the ability of students residing on-campus to feel connected with the greater Santa Cruz community. This, in turn, enhances their overall student experience.

**Proposed Transportation Fee Increases:**

**Total Quarterly Fee with Allocations to TAPS and Return To Aid (RTA), 2018-19 through 2030-31**

<b>Academic Year</b>	<b>Current Fee</b>	<b>Proposed Quarterly Fee Increase</b>	<b>Total New Quarterly Fee</b>	<b>Portion to TAPS</b>	<b>Portion to RTA</b>
2018-19	\$111.66			\$101.00	\$10.66
2019-20		\$10.34	\$122.00	\$107.93	\$14.07
2020-21		\$14.00	\$136.00	\$117.31	\$18.69
2021-22		\$15.00	\$151.00	\$127.36	\$23.64
2022-23		\$12.00	\$163.00	\$135.40	\$27.60
2023-24		\$8.00	\$171.00	\$140.76	\$30.24
2024-25		\$3.00	\$174.00	\$142.77	\$31.23
2025-26		\$3.00	\$177.00	\$144.78	\$32.22
2026-27		\$3.00	\$180.00	\$146.79	\$33.21
2027-28		\$3.00	\$183.00	\$148.80	\$34.20
2028-29		\$4.00	\$187.00	\$151.48	\$35.52
2029-30		\$4.00	\$191.00	\$154.16	\$36.84
Proposed Fee Increases sunset after Summer Quarter 2030					
2030-31		-79.34	\$111.66	\$101.00	\$10.66