

Promoting Sustainable Transportation: Campus Car Policies and Public Outreach

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CSU Monterey Bay Campus Vehicle Policy

Goal:
Increase campus-wide sustainability and build a sense of community for CSUMB students by prohibiting freshmen from registering a personal vehicles on campus.

Policy Recommendation:
No first year students may be permitted to register a personal vehicle to campus.
**With exceptions listed below.

Current Percentile of Vehicles on Campus:
A survey collected concurrent data surveying 205 of the freshmen population of 802 who brought vehicles to campus (Fig. 1). A campus survey collected data representing the number of students who participated with and without vehicles (Fig. 2).

Characteristics	CSU Monterey Bay	UNC Asheville
Founded Year	1994	1927
Student Population	7,000	3,800
% students on campus	50%	37%
Estimated Cost/Year	\$16,500	\$15,000
Projected Student Pop.	12,700	TBA
Freshmen Vehicle Ban Implementation	TBA	2004

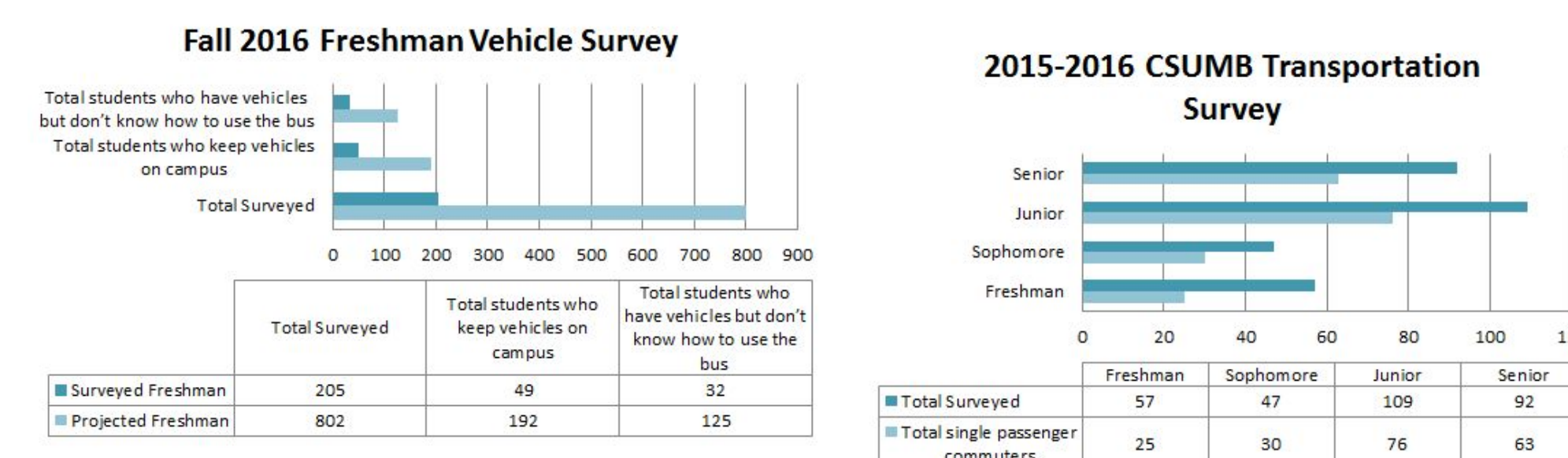


Figure 1: A chart representing the amount of First-Time Freshman students surveyed with representative vehicle counts.

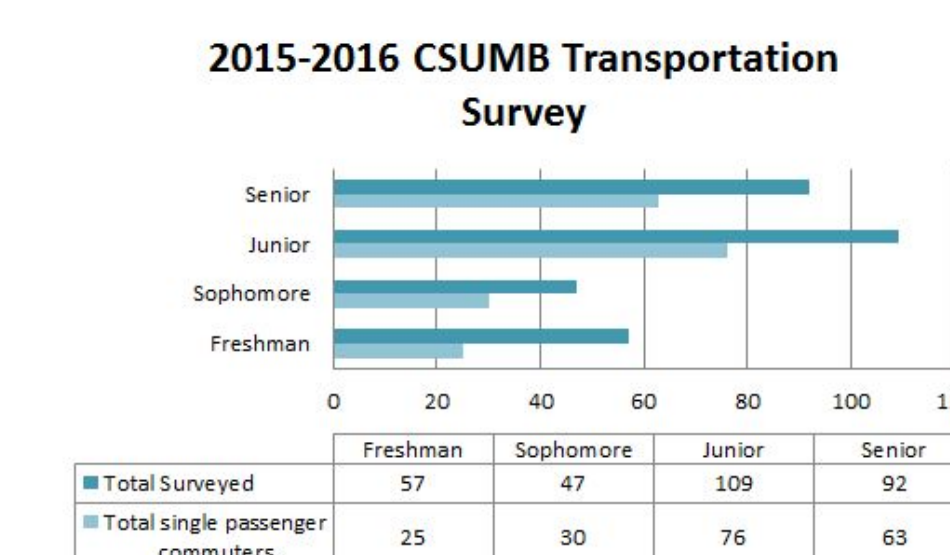


Figure 2: A chart representing the total of students who participated in the survey.

Case Study:
An example of a comparable college campus which has implemented a freshman vehicle policy is the University of North Carolina (UNC) at Asheville.
Accommodations:
Emergency Rides to Campus, Med Cab, Uhaul Carshare, Zimride, Enterprise Rent-A-Car
Enforcement:
If students purchase parking permits from upper classmen or use falsified information, future parking permits will be revoked.

Advantages	Disadvantages
<ul style="list-style-type: none"> Parental Comfort <ul style="list-style-type: none"> Removes pressure from students to have to be designated drivers Eliminates lending vehicles Less distractions Economically Responsible <ul style="list-style-type: none"> Parents do not pay for car insurance Vehicles may be shared with siblings 	<ul style="list-style-type: none"> Loss in Parking Revenue <ul style="list-style-type: none"> 25% of the first-year freshmen bring personal vehicles, revenue would decrease from approximately 200 CSUMB students. The revenue loss only increases as the student population rises each year. May Deter Prospective Students <ul style="list-style-type: none"> Prospective students have been reported to not consider schools with first year students' car bans Parental Unrest <ul style="list-style-type: none"> Parents may not feel comfortable with sending their students off to school without a personal vehicle.

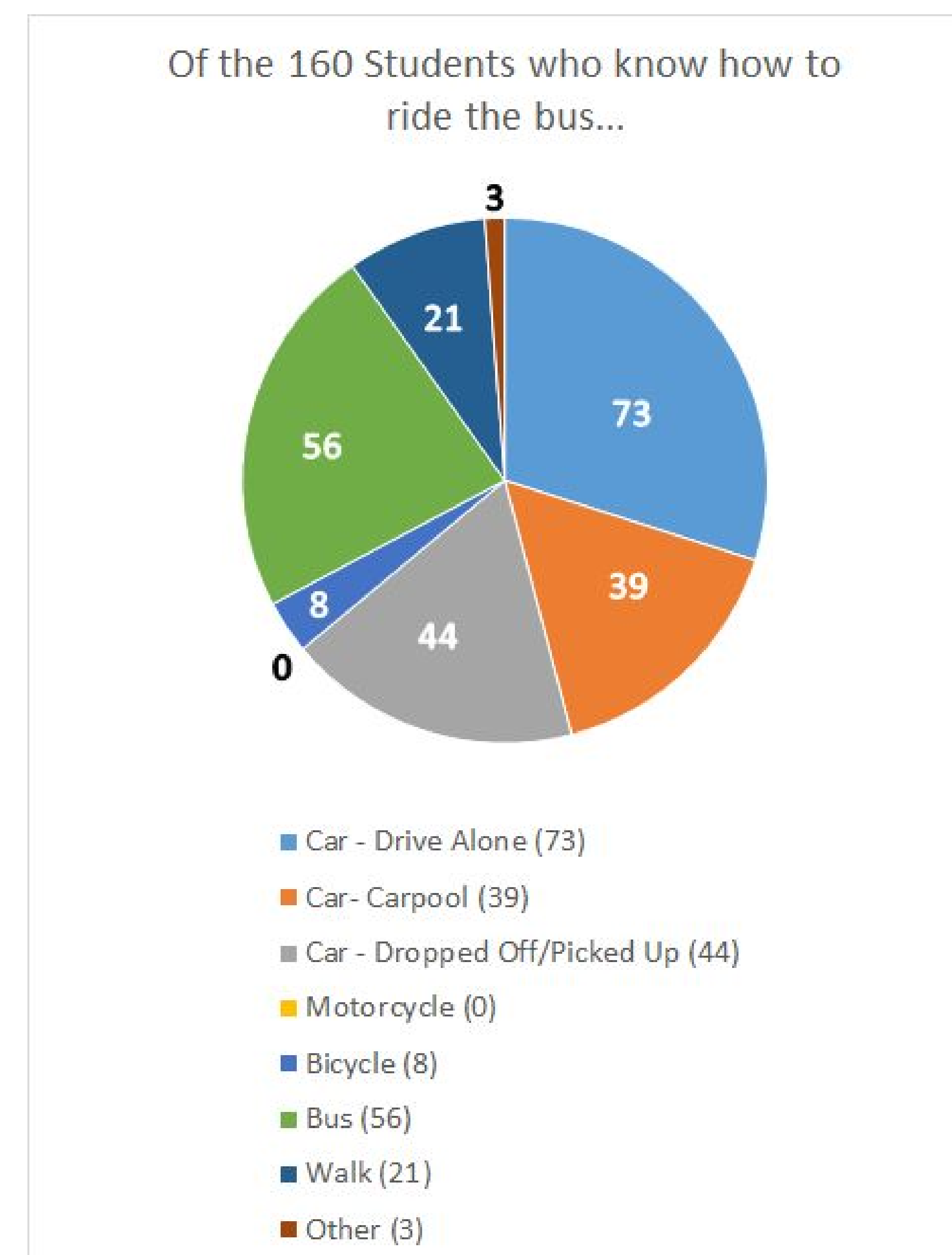
Exceptions:
The Campus Transportation Department can authorize case-by-case exceptions for: Medical-requires licensed physician's note, Academic- requires campus faculty's note, Employment- requires employers note, and Other appropriate reasons.
*Legitimacy of all cases will be left to the discretion of the campus transportation department.

Salinas Transportation Outreach

Goal:
Survey a sample population of young adults in Salinas at Hartnell College and assist Monterey-Salinas Transit with public outreach on how to ride the bus.

Hartnell Transit Survey Results 213 Responses Total

160 Students of the students we surveyed know how to ride the bus



"Other" modes of transportation to campus include running and skateboarding.

Monterey-Salinas Transit's Future Plans

- Plans to make a video for their website in the Spring of 2017
Would be a generic guide on how to use their bus system
- Use of our illustrated brochure to help cover more options of helpful resources
Includes explanations to help explain certain aspects of bus ridership that riders find the most confusing, such as:
Schedules
Locations
Transferring
Fares
Etc.

