

Promoting Sustainable Transportation: Campus Car Policies and Public Outreach

CSUMB | Sustainable City Year Project | Salinas, CA
Fall 2016

Michelle dela Cruz
Stephanie Samos
Kelcey Tern
Nathaniel Todd

Focused on Two Projects this Semester

California State
University Monterey Bay
(CSUMB)



Salinas:
Monterey-Salinas Transit
(MST)



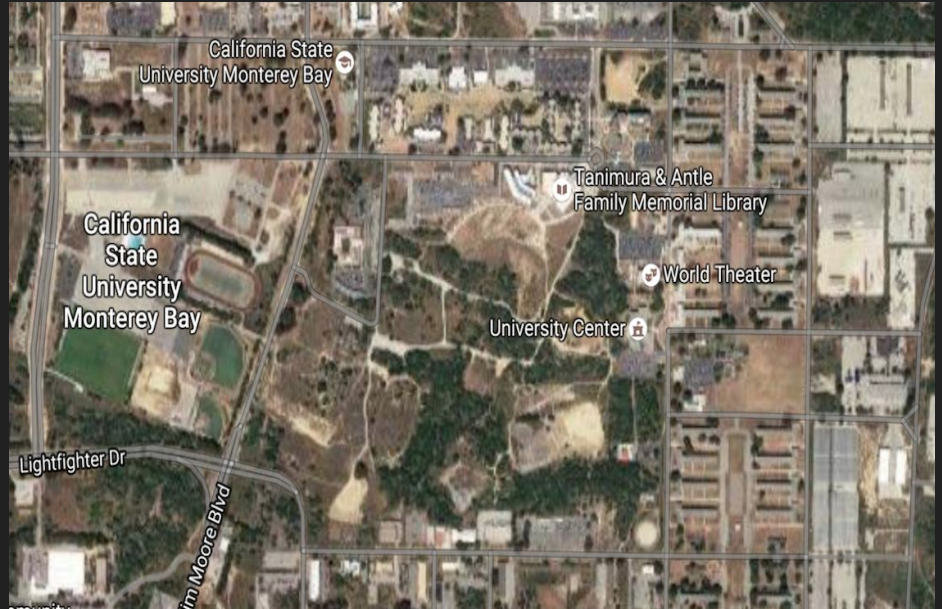
CSUMB Campus Policy Proposal:

No first year students may be permitted to register a personal vehicle to campus.

*Exceptions will be made on a case by case circumstance with proof of vehicle requirement.

CSUMB: Background and Issues

- Founded in 1994
- Projected total students
 - Past: 25,000
 - Present: 12,700
- Current student population: 7,600
- Current traffic conditions are not sustainable
 - Campus Policies
 - Free access to MST
 - Funding for other transportation projects



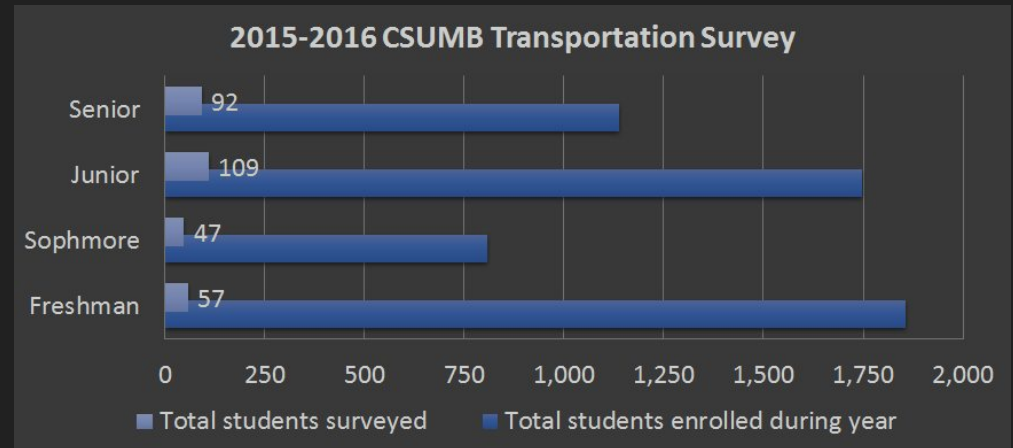
Goal

Promote campus-wide sustainability and build a sense of community for CSUMB students by prohibiting freshmen from registering a personal vehicle on campus.

Data Collection

2015-2016 Transportation Survey CSUMB Campus Planning and Development Department

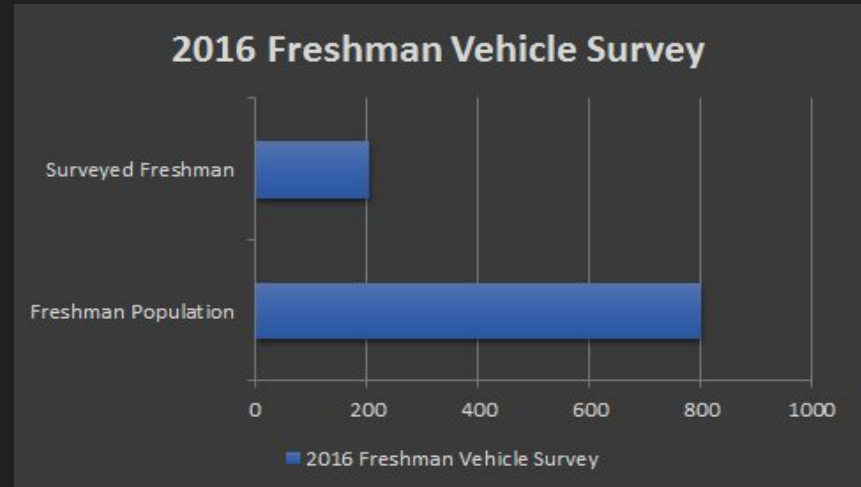
- 6,646 total student population
- 503 total participants
 - 305 students participated
 - Freshman: 57
 - Sophomore: 47
 - Junior: 109
 - Senior: 92



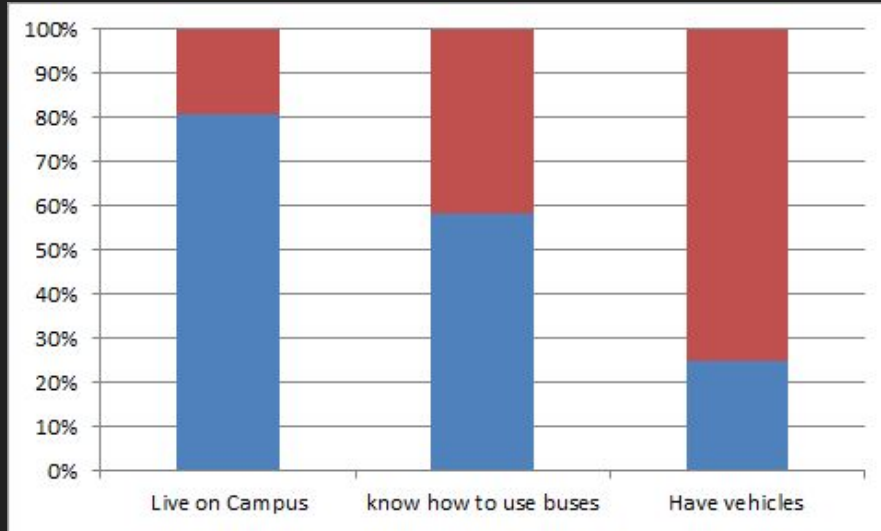
Data Collection cont.

2016-2017 Campus Freshman Survey
CSUMB Concurrent Data from Fall 2016

- 802 Total First Time Freshmen
- 205 Freshman participants
 - FYS courses
 - Residential Advisors
 - Facebook Class of 2020



Survey Results



- 25% of the population in this sample
- 30 out of 49 students who have cars but don't know how to use the buses
- Reasons for cars on campus
 - Commute home 22
 - Work 13
 - Dislike public transit 10
 - Suggestion 4

Case Study: University of NC at Asheville

- Freshman Vehicle Policy 2004
 - First time freshmen
 - Voids future parking permission
 - Shuttles, Emergency Rides to Campus, Med Cab, U-Haul Carshare, Zimride, Enterprise Rent-A-Car
- Founded in 1927
- Pop. 3,800 students
- 37% undergraduate student live on campus
- \$15,000 per year



Pros

- Environmentally Responsible
- Parental Comfort
- Saves Money



Cons

- Loss in Parking Pass Revenue
- May Deter Prospective Students
- Parental Unrest



Exceptions

Academic



Employment



Medical



Other

Legitimacy of all cases will be left to the discretion of the campus transportation department.



Zipcar



**Bike
Share**

Monterey-Salinas Transit



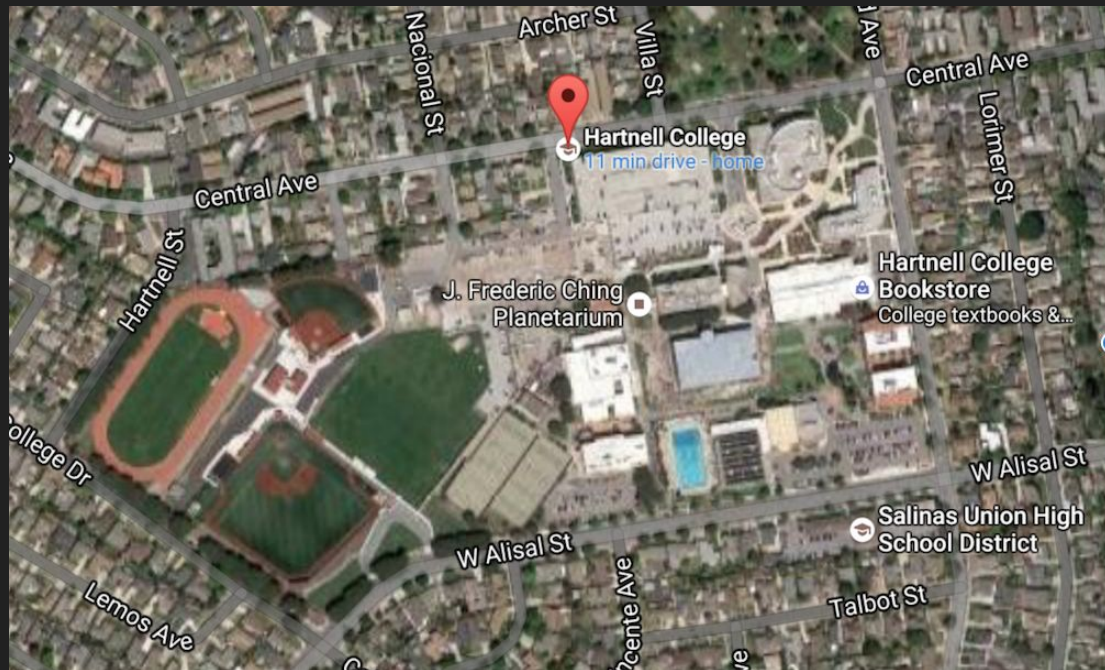
Salinas: Survey and Public Outreach

Partnered with MST

- Assist with public outreach
- Illustrated How-to-Ride booklet for public transit

Hartnell College

- 10 question survey:
 - Services
 - Knowledge
 - Inconveniences
 - Useful resources



Survey Results

- 160 students know how to ride the bus

- 56 travel by bus
- More travel by car solo
(73 responses)

- Helpful resources by desire
(210 responses)

- Website 97
- Person 88
- Booklet 79
- Brochure 67
- Video 64

- Most confusing aspects
(131 responses)

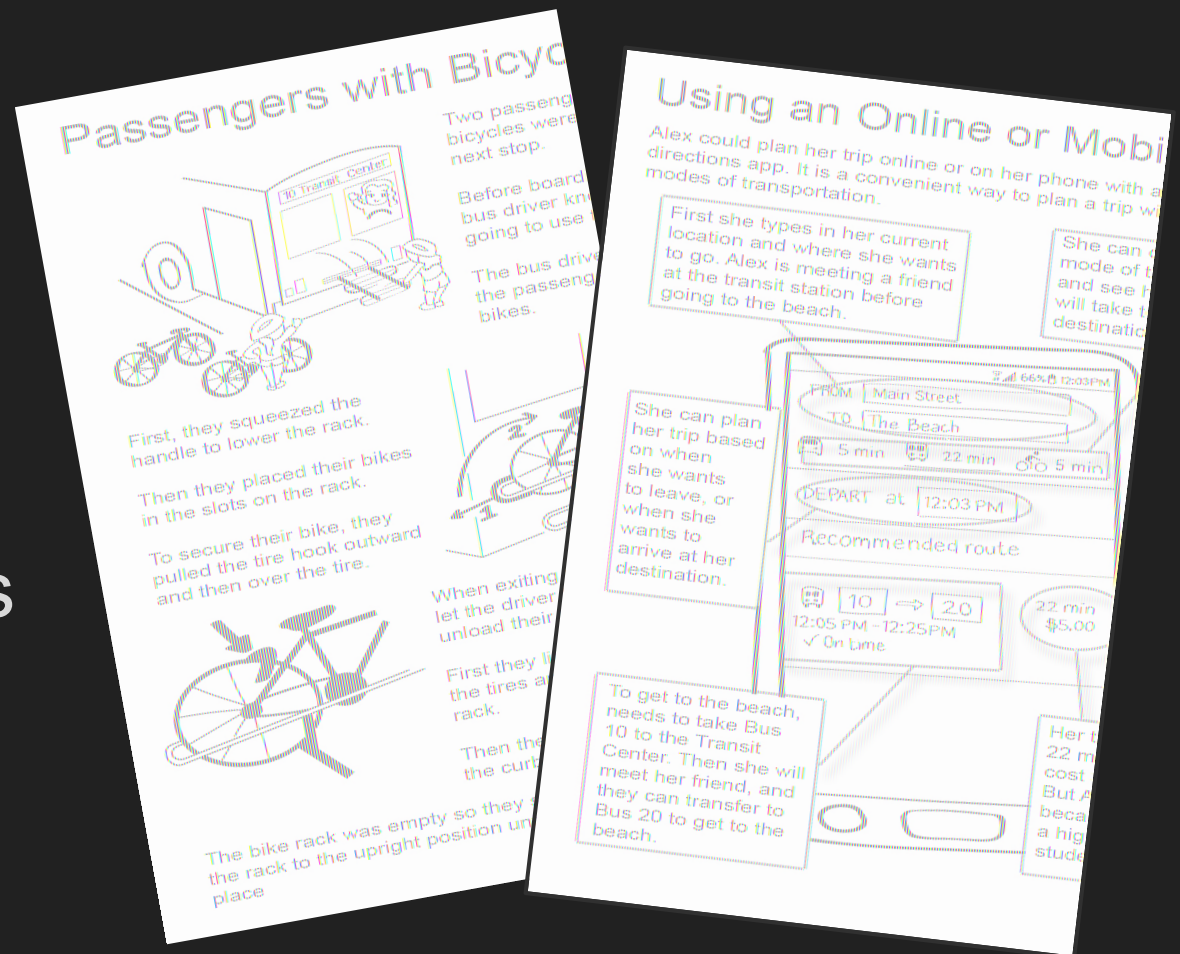
- Schedule 82
- Locations 61
- Transferring 61
- Fares 38

- What deters ridership
(213 responses)

- Too slow 80
- Long wait time 75
- Crowded 61
- Inconvenient 54
- Late 54

Goal

Help increase ridership on Monterey-Salinas Transit through public outreach.



Sample pages from our illustrated booklet

Special Thanks to the Following

Survey Participants

California State University Monterey Bay

Daniel Fernandez	Matthew McCluney
Meg Pearson	John Provost
Thomas Burns	Swarup Wood
Chip Lenno	Lorenzo Covarrubias
Rick Boggs	
Leah Sadoian	
Veronica O. Chukwuemeka	

Transportation Agency For Monterey County

Bernard Green

University of North Carolina at Asheville

Monterey-Salinas Transit

Erin Heatley	Hunter Harvath
Tom Hicks	Lisa Rheinheimer

Hartnell College

Pimol Moth	Jeffery Hughey
Melissa Hornstein	Laura Miles

The City of Salinas

James Serrano	Gary Petersen
Jose Saucedo	Don Reynolds
Victor Gutierrez	

References

- Campus Car Bans. Campus Car Bans. [accessed 2016 Oct 12]. Available from <http://www.aashe.org/resources/campus-car-bans>
- Calculating Sample Size | Qualtrics. Qualtrics. 2016 May [accessed 2016 Nov 29]. <https://www.qualtrics.com/blog/calculating-sample-size/>
- Community Profile. 2016. City of Salinas [Internet]. [cited 2016 Oct 7]. Available from:
<http://www.cityofsalinas.org/visitors/community-profile>
- [CSU] California State University. 2012 Nov. Transportation demand management manual: Final report [Internet]. [cited 2016 October 05]. Available from:
<https://www.calstate.edu/cpdc/Suam/CSU-Systemwide-TDM-Manual-November-2012.pdf>
- CSUMB History. [date unknown]. [Internet]. [cited 2015 December 11]. Available from:
<http://www.csumb.edu/history>
- [FORA] Fort Ord Reuse Authority. 1997 Jun. Fort Ord reuse plan volume I: Context and framework [Internet]. [cited 2016 August 30]. Available from:
http://www.fora.org/Reports/BRP/BRP_v1_ContextAndFramework_1997.pdf
- [FWS] U.S. Fish & Wildlife Service. 2008 May. Salinas River national wildlife refuge brochure [Internet]. [cited 2016 October 07]. Available from:
<https://www.fws.gov/uploadedFiles/generalbrochure.pdf>
- [IAR] Institutional Assessment & Research, CSUMB. 2012. Fall 2012 enrollment fast facts [Internet]. [cited 2016 October 05]. Available from:
<http://csumb.edu/sites/default/files/images/st-block-20-1410992635473-raw-fa%2012.pdf>
- [MST] Monterey-Salinas Transit. 2012 Aug. Salinas area service analysis - II [Internet]. [cited 2016 September 07]. Available from:
<http://mst.org/wp-content/media/SASA-II-Final-Report-080112-300dpi.pdf>
- Seavey K. 2010. Monterey County Historical Society: A short history of Salinas, California [Internet]. [cited 2016 October 07]. Available from:
<http://www.mchsmuseum.com/salinasbrief.html>