

# 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)



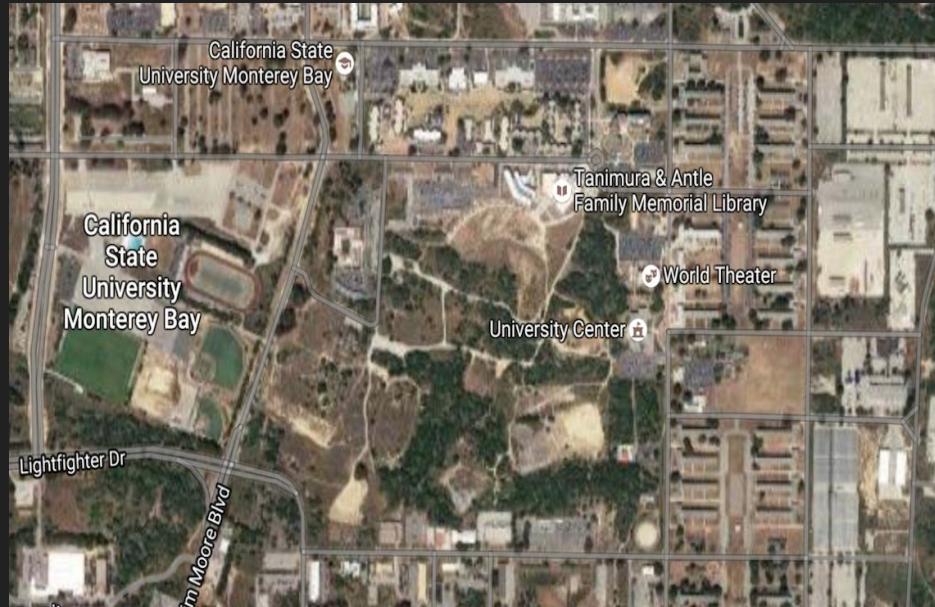
# CSUMB Campus Policy Proposal:

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



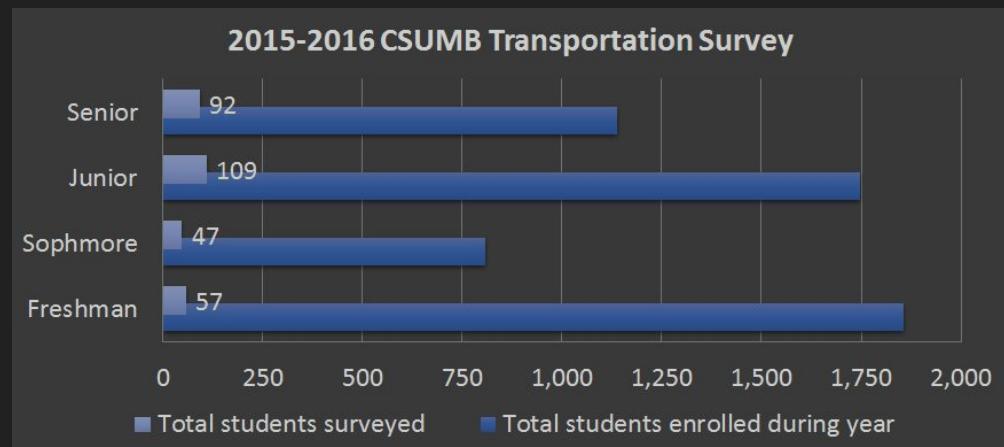
# Goal

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

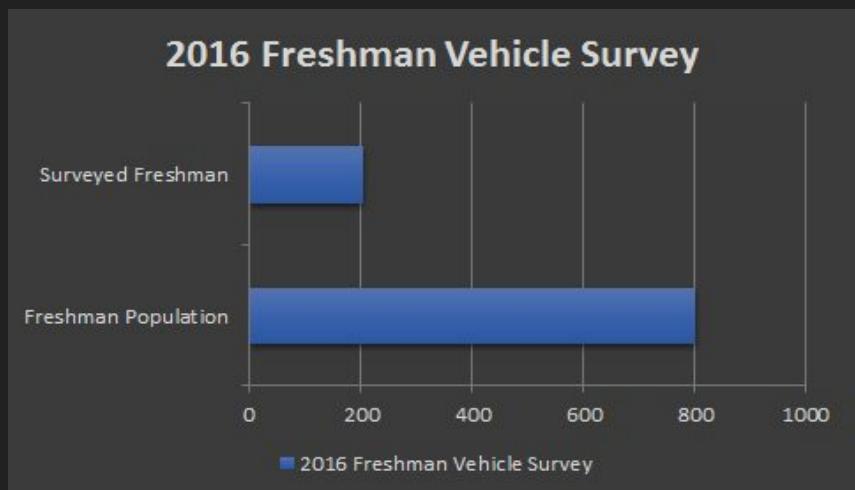
- 6,646 total student population
- 503 total participants
  - 305 students participated
    - Freshman: 57
    - Sophomore: 47
    - Junior: 109
    - Senior: 92



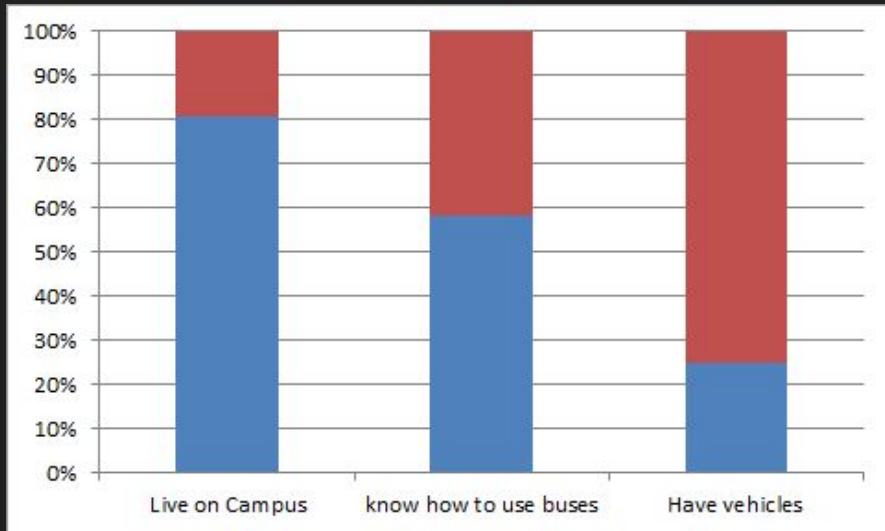
# Data Collection cont.

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



A row of blue bike share bicycles is parked along a city street. The bicycles are lined up in a row, facing the same direction. They are parked in front of a brick building with large windows. A white arrow points upwards on the sidewalk. The text "Bike Share" is overlaid on the image.

# Bike Share

# Monterey-Salinas Transit



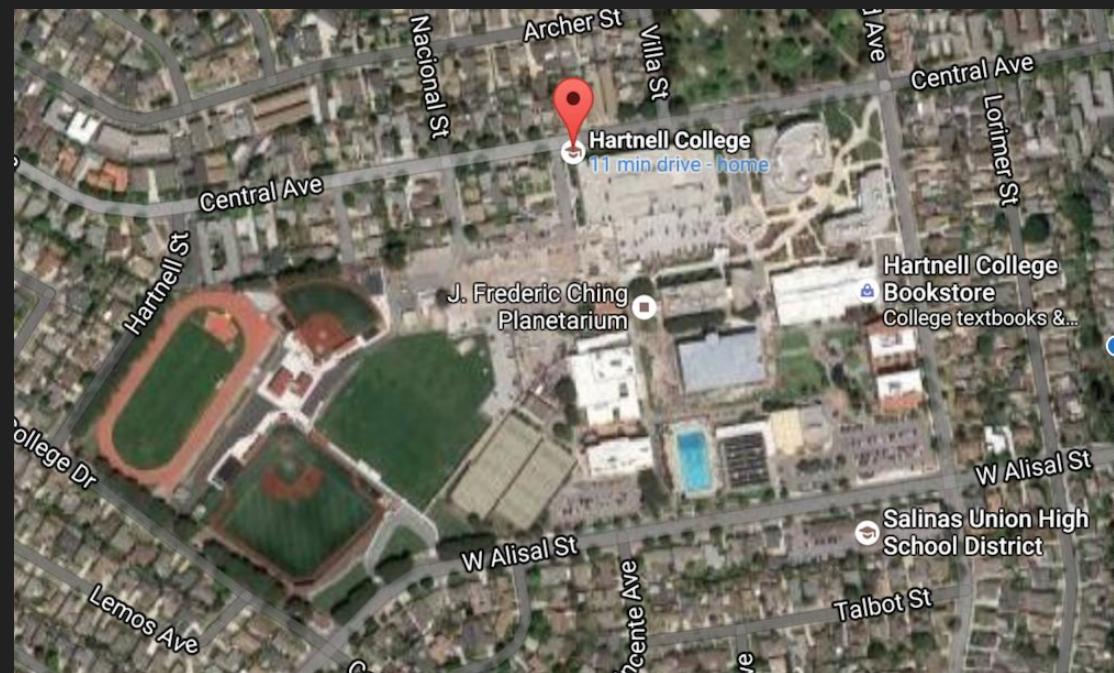
# Salinas: Survey and Public Outreach

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

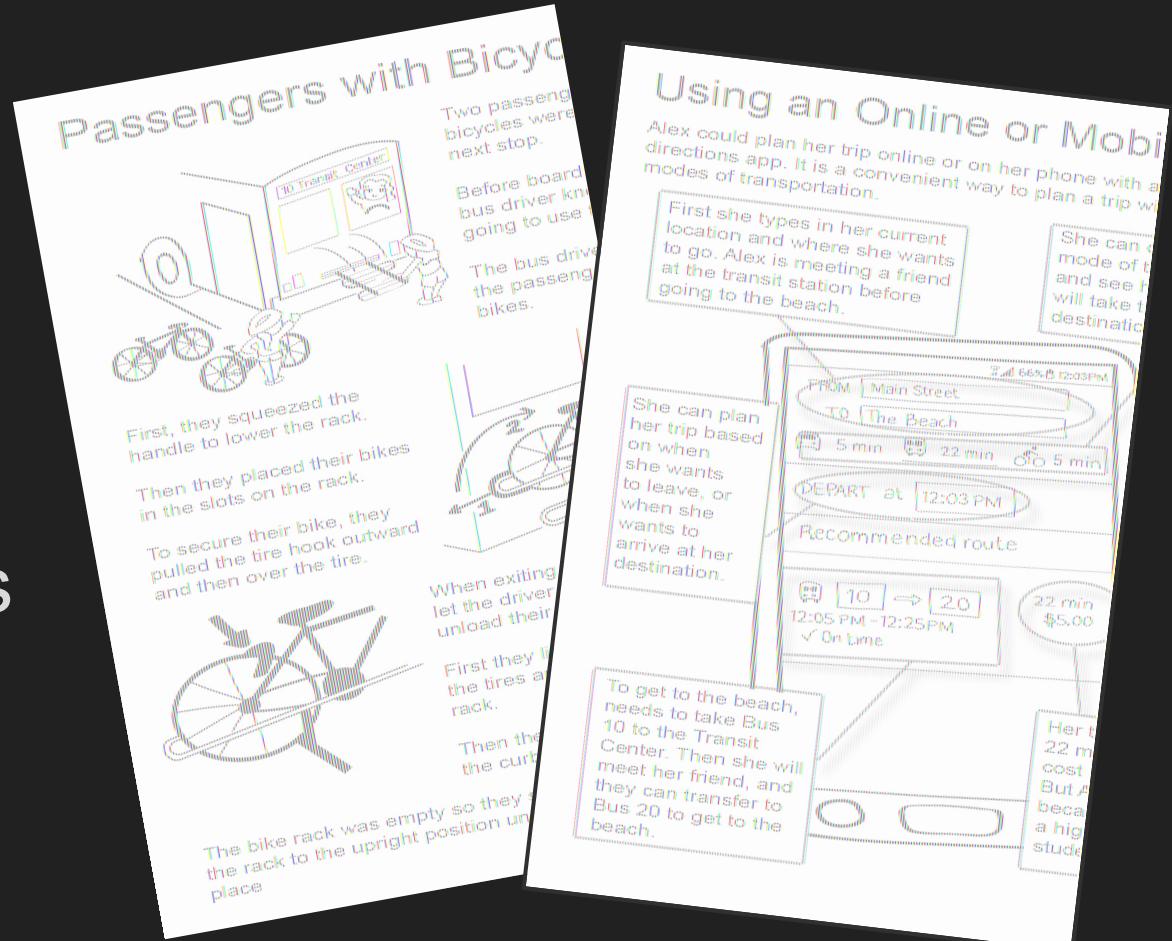


# Survey Results

- 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](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>