



Award Category

Sustainability Innovations

Green Initiatives

Free service on all Monterey-Salinas Transit buses

Comprehensive web portal for alternative transportation information

Rideshare board allows students to cut down on solo car trips

Two electric vehicle charging stations, free and open to public

3.8 miles of specially signed bike lanes

“Bike Bunker” indoor secure bicycle storage parking

Bike and pedestrian safe zone on campus

Cost

\$100,000 grant received for bicycle storage construction

Completion Date

Ongoing since 2010

CSU Monterey Bay TRIPwise and Campus Transportation Projects

The CSUMB TRIPwise alternative transportation information campaign and associated projects spearheaded by a campus transportation planner has brought greater awareness of, and multiple service enhancements to biking, public transit, and ride-sharing for the entire campus community.

California State University, Monterey Bay (CSUMB) is home to an innovative and comprehensive alternative transportation campaign that has largely been developed over the last three years. An alternative transportation portal, TRIPwise, was created to be a one-stop shop for consolidated information including resources for trip planning, ride sharing, bicycling, public transit and more. Alternative transportation capital projects and service improvements

An early step in the TRIPwise campaign was to design a logo and create a recognizable brand for the campus community with T-shirts, reflective safety stickers, informational flyers, posters and a cohesive online presence. Creating a brand identity was useful in creating a broader awareness of transportation alternatives on campus, and for creating a comprehensive source for information, questions, concerns, ideas and advocacy.

The bus lines serving campus have been expanded from one to five, and students, faculty and staff are now eligible for free service on Monterey-Salinas buses.



Ribbon cutting ceremony of the Bike Bunker secure bicycle storage facility opened in 2013. Image: Flickr/CSUMB

One of the highest impact projects accomplished to date has been the expansion of bus service and reducing service-gaps on campus. Tolbert was able to negotiate free access for students, staff and faculty on Monterey-Salinas Transit buses, with the campus contributing an hourly service rate that is far below

on campus have also been linked under the TRIPwise portal, making transportation options significantly easier and more accessible for students, faculty and staff.

the bus pass value for an individual. While this is undoubtedly a benefit to campus riders, Tolbert says it has also been beneficial for the transit agency due to the boost in ridership. The funding structure for this program is unique, with very low total and per student cost when compared to similar programs elsewhere.

TRIPwise and its associated projects have largely been due to the vision and effort of campus transportation planner Megan Tolbert, who has actively sought coalition-building opportunities within the campus community and beyond. When Tolbert joined the campus in 2010, she found that CSUMB was poorly served by transit with few connections to the surrounding area. With a sprawling campus plan built on a former military base, and the nearest grocery store nearly five miles away, people on campus had adopted a car-centric culture out of necessity, something that Tolbert resolved to change.

Another area of focus has been in fostering better conditions for bicycling on campus and connecting riders to the broader community. Although the area is popular for recreational cycling (Monterey hosts the annual Sea Otter Classic, an international cycling festival) Tolbert found the lack of secure bicycle storage and a reluctance to leave bicycles exposed to the salty marine air were barriers to potential riders. By working with student focus groups,

Additional Awards

2010 Transportation Excellence Award from the Transportation Agency for Monterey County

Contacts

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More Information

<http://transportation.csumb.edu/>

<http://news.csumb.edu/news/2012/jan/12/csumb-bikes-buses-and-carpools-victory>

<http://news.csumb.edu/news/2013/apr/15/charge-your-ride>

<http://news.csumb.edu/news/2011/jan/9/got-otter-id-card-ride-bus-free>

sharing information and creating a Bicycle Infrastructure Proposal, she garnered support for several campus cycling improvements.

For example, in 2011 the campus received a \$100,000 grant from the Monterey Bay Unified Air Pollution Control District to build the “Bike Bunker” bicycle storage, opened in February 2013. The new structure, located behind the Student Center, has secure card-key access and offers parking at modest cost to students including plans for summer, a semester, or a full year. Additional bike improvements include 3.8 miles of new campus bike lanes with special signage to create a system identity, and a community bike map that identifies over thirty popular destinations that can be reached by bicycle. A bike and pedestrian safety zone was also created, and is identified at campus entry points with specially designed signage.

The TRIPWise platform has also been useful in creating momentum for alternative transportation by bringing resources together, sharing information and engaging students. For example, students created the graphic design for the Bike Bunker and contributed mapping expertise for the bike map project. Also, the TRIPWise initiative filled another transportation gap by setting up a ride-sharing board in a campus student center, based on student initiatives.

A \$100,000 grant provided indoor bike storage with video monitoring and secure key-card entry to provide an attractive amenity to cyclists.

As with the ride-sharing board, cars have not been left entirely behind. Tolbert served on the Steering Committee for the Monterey Bay Regional Electric Vehicle (EV) Association and worked with faculty and students to identify appropriate locations for electric bike and vehicle charging locations. The study pinpointed at least 70 existing outdoor outlets that could be used for these purposes without

added development costs. Through this effort she negotiated the installation of two EV charging stations on campus that are free and available to the public, that were financed as part of a larger, regional grant to establish electric vehicle infrastructure in central California.

Tolbert has been recognized for her work by the Transportation Agency for Monterey County (TAMC) by a 2010 Transportation Excellence Award.



The TRIPWise logo was created to build an alternative transportation identity, unifying informational materials and the web portal. Image: CSUMB

LESSONS LEARNED

With no dedicated funding from campus, relying largely on grants and direct fundraising, Tolbert has created the TRIPWise initiative and associated campus transportation improvements in a remarkably short period of time. The campus is has established a baseline for the number of daily car trips and emissions, and will monitor these metrics to quantify the results of these transportation initiatives.

Tolbert credits these accomplishments to building coalitions among students, staff and administrators, by leveraging relationships in the wider community, and by rallying people around common interests. She also notes that it is important to be patient at times and to prioritize between projects. By allowing students to work on highly visible campus projects, they gain experience that will “come back to them ten-fold” as they start their careers, she notes.

Best Practices case studies are coordinated by the Green Building Research Center, at the University of California, Berkeley.

The Best Practices Competition showcases successful projects on UC and CSU campuses to assist campuses in achieving energy efficiency and sustainability goals. Funding for *Best Practices* is provided by the UC/CSU/IOU Energy Efficiency Partnership.

