SDSU | Parking & Transportation Services

Transportation Advisory Committee (TAC) Meeting Minutes
Spring 2025 -February 24, 2025: 1 pm - 2 pm
Via Zoom

Agenda
- Approval of Meeting Minutes
- Feb Newsletter Results / Lot Closure Notices
- Transit Pass Updates / Zipcar Promo Code Pilot
- Planned Parking Impacts
- Parking Policy & Rate Changes
- Major Parking Maintenance Project Updates
- MTS Funding / New Services Updates
- Transportation Demand Management (TDM) Plan
- PATS Subdomain / Name Change
- Transportation Survey
- Schedule Next Meeting

Attendance:

Anne Dodge-Schwanz, Ariel Kroll, Bruce Appleyard, Chris Sumner, Erika Saari, Guthre Leonard, JD Weidman, Kaplan, Hank, Kristin Larson, Rebecca de Souza, Silvia Croft, Megan Honey, Olivia Devito, Wesley Cooksy

Meeting Minutes will be posted on the [PATS website](#).

Meeting Notes:

- The committee approved the meeting minutes for the meeting on 11/24/24, and JD reminded everyone of the need to publish them on the website to comply with CSU policies.

- **Newsletter Updates and Lot Closure Notifications**
  - Silvia provided updates on the newsletter and its open rate of 70%, and the newsletter now has over 9,000 subscribers.
  - Silvia discussed the new lot closure notification emails and the 80% open rate so far. Folks are now able to sign up for email notifications.

- **Transit Options**
  - Silvia discussed the employee 3-month trial transit pass pilot program, which has seen 50 people enroll since its start. Once it is launched, PATS will promote this program through the transportation liaison program, which is a volunteer position.

- ○ Silvia provided an update on transit options for students, faculty, and staff.
  - ■ Students can purchase discounted monthly passes for $42 through the transportation portal, and semester passes are also available.
- ○ PATS plans to advertise the program in the SDSU Transit Center and to share flyers. Silvia encouraged everyone to share this information with their groups.
  - ■ Guthre mentioned promoting through the AS Union and ARC center screens as well
  - ■ Wesley suggests advertising these options in more visible locations on campus.

- **Zipcar Pilot**
  - ○ Silvia also introduced a new Zipcar pilot program offering a $25 membership or driving credit to students, faculty, and staff, but notes low engagement despite high social media interactions.

- **Evolve Project Parking Impacts Discussed**
  - ○ JD discussed the planned parking impacts due to the Evolve project, a student housing project that will add approximately 4,600 new beds on SDSU's campus.
  - ○ JD shared that about 569 parking spaces will be lost, which is about 4% of the total capacity.

- **Parking Rates and Fleet Vehicle Management**
  - ○ JD also outlined that 13 rate and policy changes were approved by the President of SDSU, including a 6% increase in long-term parking fees and a shift in overnight permits to the East Side. He noted that the changes would be communicated to students through a campus-wide email and a dedicated webpage.
    - ■ Guthre asked about the notification process, to which JD responded that a high-level message would be sent to all students, including the 6% fee increase and the overnight permit change.
  - ○ He highlighted the approval for charging up to $50 for major events, the introduction of a new car and fleet vehicle fee for new procurements, and the need to manage the growing number of fleet vehicles.
  - ○ JD also mentioned the revamping of the procurement form to include the use of Zipcars for short-term vehicle needs.
    - ■ Hank raised a point about the need for electric fleet vehicles, which JD acknowledged and mentioned that the University is considering this in their procurement process.

- **Survey Launch and Testing Feedback**
  - ○ JD discussed the upcoming survey launch on March 4th, which is being funded by OES & PATS. The survey is run by Dr. Appleyard, Megan Honey, and Madison Cranford.

- ○ The survey was shortened to under 5 minutes, and JD encouraged everyone to promote it within their departments.
    - ■ Megan clarified that the preview links sent out were for testing purposes and wouldn't affect the results.
    - ■ JD also asked for feedback on any typos or unclear wording in the survey.
- ○ The group discusses potential changes to a transportation survey, including how to handle occasional or secondary modes of transportation.
- ○ JD suggests adding an optional question for secondary or occasional modes, while Megan expresses concern about making the survey too complex.
- ○
- ○ Guthre suggested combining bike and e-bike, and scooter and e-scooter categories in the transportation survey to avoid overwhelming respondents.
    - ■ Megan agreed to condense these categories to improve survey completion rates.
- ○ Hank proposed adding "drop off/pick up" to the carpool option, which could be considered as an alternative.
- ○

- ● **Parking Garage Maintenance Update**
    - ○ JD provided an update on the major maintenance projects for the parking organization. The projects include an $82,000 repair in the P14 garage and a $4.5 million project to rebuild the P15 lot, which is expected to go out to bid soon.
    - ○ PATS has about $10.9 million in reserves for the main campus now, which will go down to about $7.9 million after the P15 and P14 projects are completed. JD also mentioned that PATS is spending reserves faster than they are putting them back in. He explained that this is possible in the short term, but reserves will need to be maintained for the long term, which will require rate and/or policy changes.JD offered to meet offline for any in-depth questions.

- ● **Addressing MTS Structural Deficit**
    - ○ JD discussed the structural deficit projected by MTS, which was shared by MTS is a recent Community Advisory Committee meeting. The expected problem starts in fiscal year 2028, with expenses exceeding revenues by more than 100 million dollars.
        - ■ He also mentioned potential solutions such as shifting capital funds, raising fares, and exploring new funding sources like a statewide sales tax increase.
    - ○ Additionally, he highlighted the possibility of extending State Senate Bill 125, which provides temporary funding to transit agencies. Lastly, he mentioned that MTS will conduct a comprehensive operations analysis (COA) to restructure operations in line with the new post-Covid world.
        - ■ Ariel outlined the upcoming comprehensive operations analysis, which will involve community engagement and public forums in April and May. The analysis will gather data and sentiment from various communities, including students at SDSU, to inform decision-making. By spring next

year, the full operations analysis will be completed and presented to the public.
- Wesley requested a dialogue with MTS in the coming months to inform the next commissioner.
  - Ariel agreed to initiate outreach to partners in March, followed by public forums in April and May.
  - JD shared the implementation of 15-minute service on the green line every day and the introduction of a new route operating between 12:30 and 5 AM.
    - He also reminded attendees about fare enforcement and the TDM plan.
- **JD mentioned the possibility of a name change for PATS and requested feedback on future topics for future meetings.**
- **Silvia set the next meeting for April 17th at 11 AM.**

The meeting adjourned at 2:01 PM

ZOOM Chats:
12:58:40 From read.ai meeting notes to Everyone:
   Rebecca added read.ai meeting notes to the meeting.

   Read provides AI-generated meeting summaries to make meetings more effective and efficient. View our Privacy Policy at https://www.read.ai/pp

   Type "read stop" to disable, or "opt out" to delete meeting data.

12:58:38 From Anne Dodge-Schwanz to Everyone:
   Hello

13:06:08 From JD Weidman, SDSU to Everyone:
   You can sign up here: https://parking.sdsu.edu/special-events?#lotclosurealerts
   Hank Kaplan | CSU Chancellor's Office:❤️

13:06:31 From JD Weidman, SDSU to Everyone:
   Route Rundown: https://parking.sdsu.edu/patsnewsletter

13:08:32 From JD Weidman, SDSU to Everyone:
   If you want to be a liaison, please sign up here - time commitment is 30-60 mins per month maximum:
   https://docs.google.com/forms/d/e/1FAIpQLSdg534z1kdKp_myWV0y2oROSvVC-GdgBYEsUpF
   kldrtwobf3A/viewform?usp=sf_link
   Hank Kaplan | CSU Chancellor's Office:❤️

13:09:12 From Rebecca de Souza to Everyone:
   JD, could you offer some language for how we can promote the closure notification alert and newsletter. I want to send something out to my college PSFA. Want to make sure I get it right.
   JD Weidman, SDSU:❤️

13:09:55 From JD Weidman, SDSU to Everyone:
     Replying to "JD, could you offer some language for how we can p...":
     Stay Informed on Lot Closures!
     Subscribe to receive updates on upcoming parking closures. Get the latest information delivered straight to your inbox to help you plan ahead and avoid parking disruptions!
     Rebecca de Souza: 👍

13:10:33 From Kristin Larson to Everyone:
     Metro/Trolley sign looks great!
     JD Weidman, SDSU: ❤️

13:10:39 From Hank Kaplan | CSU Chancellor's Office to Everyone:
     if we're updating the survey, can we include info about the program there too?

13:11:39 From JD Weidman, SDSU to Everyone:
     Replying to "if we're updating the survey, can we include info ...":
     good idea, we have a question that asks fac/staff if they're aware of SDSU transit passes
     Hank Kaplan | CSU Chancellor's Office: 👍

13:12:30 From Hank Kaplan | CSU Chancellor's Office to Everyone:
     Replying to "if we're updating the survey, can we include info ...":
     not sure if you have much faculty/staff housing on or around campus but if so, that might be a good approach too

13:13:44 From Wesley Cooksy to Everyone:
     Good call, Guthre.

13:14:22 From Olivia DeVito to Everyone:
     Sorry all, I had a meeting that ran long so I just joined.
     Hank Kaplan | CSU Chancellor's Office, Wesley Cooksy: 👍

13:14:35 From JD Weidman, SDSU to Everyone:
     In the Fall we had 920 student semester pass sales, and for the Spring we have sold 712 so far

13:16:04 From Wesley Cooksy to Everyone:
     Replying to "Sorry all, I had a meeting that ran long so I just...":
     Here are some MTS transit updates, Olivia: Looks like the subsidized transit pass for faculty and staff is going well. There is a plan to better promote the subsidized transit passes using posters in the station, but we would like other locations to post the flyer in as well.

13:21:50 From Olivia DeVito to Everyone:
     Replying to "Sorry all, I had a meeting that ran long so I just...":
     Great, thanks for the updates Wesley. I have a list of public poster boards at the SDSU campus which I would be happy to share if needed or help post those in myself.
     Wesley Cooksy: 👍

13:23:18 From Guthre Leonard to Silvia Croft (direct message):
Would it be possible to send the recording of this meeting to Stephen?

13:23:59 From Silvia Croft to Guthre Leonard (direct message):
Yes, I will be sure to include these in the email

13:30:26 From JD Weidman, SDSU to Everyone:

https://sdsu.co1.qualtrics.com/jfe/preview/previewId/57ad4fd3-9224-4227-9a12-b8ba4cbda73c/
SV_a2Eu3wQbBXBgpZs?Q_CHL=preview&Q_SurveyVersionID=current

13:30:40 From JD Weidman, SDSU to Everyone:
Faculty/Staff:
https://sdsu.co1.qualtrics.com/jfe/preview/previewId/450fbc65-ab08-4c2e-bd00-c4cf0850f24d/S
V_5jUG4aNyzfZaSlE?Q_CHL=preview&Q_SurveyVersionID=current

13:31:39 From Hank Kaplan | CSU Chancellor's Office to Everyone:
the email address didn't require me to have a domain. not sure if that was intentional but
may be worth validating that they provide an email address

13:32:03 From Hank Kaplan | CSU Chancellor's Office to Everyone:
makes sense, Megan. thanks 🙂

13:32:30 From Megan Honey to Everyone:
mehoney@sdsu.edu

13:32:43 From Ariel Kroll (SDMTS) to Everyone:
You may want to validate the email address, to make sure that folks are typing in an
actual address and not random values.
Wesley Cooksy: 👍

13:32:48 From Ariel Kroll (SDMTS) to Everyone:
On the staff survey

13:33:29 From Ariel Kroll (SDMTS) to Everyone:
Same thing with zip codes, to validate to a numerical value

13:34:28 From Kristin Larson to Everyone:
I had the same thought

13:34:41 From Kristin Larson to Everyone:
I walk and take bus occasionally

13:34:59 From Kristin Larson to Everyone:
less than once a week but a few times a month

13:35:26 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    survey asks for "primary affiliation" then when it asks for "classification"... seems a little duplicative or could be improved with logic

13:36:06 From Olivia DeVito to Everyone:
    I know a lot of students take their apartment owned shuttle to campus. Would this classify as a rideshare for survey purposes?

13:37:37 From Wesley Cooksy to Everyone:
    I see a progress bar building as I continue working on the survey, but it keeps saying 0% complete. Is it possible to adjust that so its actually showing my progress numerically as well as visually?

13:38:40 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    consider adding "drop off/pick up" to the carpool option

13:45:07 From Kristin Larson to Everyone:
    3-4 minutes for timing

13:45:09 From Anne Dodge-Schwanz to Everyone:
    less than 5 mins

13:45:18 From Ariel Kroll (SDMTS) to Everyone:
    About 3 minutes for the survey.

13:45:24 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    I agree with the group's suggestions, but I do think it's worth gathering data on e-bikes and e-scooters at some point. perhaps we can condense the mode options and then have a logic-based question later (e.g. "is your bike or scooter electric?")

13:45:35 From Erika Saari - Consultant to SANDAG STS to Everyone:
    about 4-5 min

13:46:08 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    thanks Megan and Bruce!

13:47:43 From Guthre Leonard to Everyone:
    4-5 min for me

13:51:59 From Wesley Cooksy to Everyone:
    2028? I thought the fallout would come sooner than that.

13:57:18 From Megan Honey to Everyone:
    I have to run to another meeting, but thank you all for the survey feedback!

13:58:34 From Olivia DeVito to Everyone:
    I have a class starting in a few minutes so I'm going to have to head out as well

13:58:48 From Silvia Croft to Everyone:
    Replying to "I have a class starting in a few minutes so I'm go...":
    Thanks Olivia!

13:59:31 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    trying not to laugh at "pheenix"
    Wesley Cooksy, JD Weidman, SDSU:😂

14:00:23 From Anne Dodge-Schwanz to Everyone:
    Both are good for me.

14:00:27 From Hank Kaplan | CSU Chancellor's Office to Everyone:
    I prefer the 17th but please consider me low priority!

14:00:35 From Ariel Kroll (SDMTS) to Everyone:
    Both work for me

14:00:38 From Wesley Cooksy to Everyone:
    Both work for me given that they are earlier.

14:00:43 From Rebecca de Souza to Everyone:
    17th works

14:01:09 From Rebecca de Souza to Everyone:
    I have to run thank you!