

Transportation Advisory Committee (TAC) Meeting Minutes

Spring 2025 - 4/17/25, 11 am-12 pm

Via Zoom

The meeting was called to order at 11:05 am.

Agenda: JD noted that Silvia will be going out on leave and will return in September. He reviewed the agenda:

- Approval of Meeting February Meeting Minutes
- April Newsletter Results / Lot Closure Notices
- Zipcar Promo Code & Employee Transit Pass Pilot
- Car Lite Living Infographic
- Transportation Survey Results
- Parking Maintenance Updates (P15, P14, P1)
- TDM Plan
- EV Charging
- Potential Name Change
- Changing to Monthly TAC Meetings

Attendance:

Anne Dodge-Schwanz, Ariel Kroll, Bruce Appleyard, Erika Saari, Guthrie Leonard, JD Weidman, Kaplan, Hank, Kristin Larson, Rebecca de Souza, Megan Honey, Olivia Devito, Wesley Cooksy, Madison Cranford, Charlotte Roberts, Katie Crist, Stephen Greenwood

Meeting Notes:

Approval of Meeting Minutes (2/24/25) - No comments, no abstentions. The minutes were approved. Meeting Minutes will be posted on the [PATs website](#).

April Newsletter Results: JD reviewed the following results for the most recent newsletter, which went out 2 days prior to the meeting.

- 62.84% open rate in the last 24 hours, which is a little lower than usual (usually 65-70%), but likely due to being sent out recently. The most clicked was the 25/26 transportation update. It was delivered to 9,600 opted-in subscribers.

Zipcar Promo Code Pilot: JD reviewed the results of issuing \$25 promo codes to join as a new member or \$25 in driving credit.

- SDSU decided to run a pilot program to see if membership goes up if the \$25 member fee is removed..
- JD noted that UCSD terminated its contract with Zipcar. They have shifted to Enterprise, and their program does not have a membership fee.

- Based on data from the annual transportation survey, PATS knows that most students do not know about the Zipcar program. PATS will review the survey results for this year to see if the Zipcar promo code pilot has increased awareness of car sharing.
- Results from the pilot so far include:
 - 111 codes issued
 - 49 requested a membership code
 - 61 requested driving credits
 - JD expects that the numbers will flip in the fall to spring transition, as there will be a new cohort of first-year students. The promo code will be offered during new student orientations.
- JD noted that PATS is not collecting any personal data about those who claim the codes. It is being promoted through social media and email. If the program is extended or made permanent, PATS could gather more information to understand how many members are first-year residential students. JD clarified that PATS does check that all sign-ups are affiliated with SDSU.
- The pilot has been promoted through tabling as well as social media. Sonia estimated, based on her interactions, 90% of the distribution is to first year students.
- PATS will continue to monitor the \$25 promo code pilot and gather data on UCSD's program as part of the TDM Plan.

Employee 3-month Transit Pass Pilot: JD reviewed the 3-month trial transit pass program that PATS has been testing to see if it leads employees to enroll in payroll deduction (\$42/month pre-tax). JD shared that it is important to identify intervention points for transportation behavior change, and new employees are a good audience since they are likely to change their commuting patterns when they change jobs. PATS provides a day of complimentary parking on the first day so that employees can hear about the 3-month trial transit pass.

- There is limited data since it started in September. So far:
 - 59 faculty/staff enrolled in the 3-month trial transit
 - 23 converted to MTS payroll deduction
 - 39% conversion rate
- Potential points to track
 - Departmental trends
 - Geographic location (N/S of I-15)
 - Ariel noted that if there was a desire to track trip information, we would need each participant to agree to data usage and sign an individual agreement when participating in the PRONTO Partners program.

Car Lite Living Infographic: JD shared an infographic that Emily Fisher (student assistant) has been working on. JD noted that it was still in progress, and PATS is seeking feedback from the TAC.

- Promoting the “adventure” of not having a personal vehicle at SDSU through carpooling, car sharing, transit, regional rail, etc.

- The goal is to help students think through the cost of car ownership as part of their budgets and the cost of attendance.
- Results- having a car is significantly more expensive than using transit supplemented with Uber/Lyft/Zipcar.
- Charlotte provided feedback that it would help to have the infographic adapted to an Instagram reel format, as well as a 5-7 minute presentation "walk-around" format that could be shared in classes, student club meetings, and staff team meetings. JD confirmed that PATS will develop a longer-term plan to adapt infographic in different forms.
- The committee provided grammatical, stylistic, and other recommendations to enhance the message.
- The committee recommended highlighting that buying a semester pass is more affordable than buying monthly passes.

Annual Transportation Survey: Megan Honey provided the following initial results from the annual transportation survey:

- The survey was open between Mar 3- Apr 1
- It was advertised through a campus-wide email. It was also added to Canvas for the first time, which produced an extra 400-500 more responses.
- The survey was shortened so that most participants were taking it in 3.5 - 5 minutes, depending on their speed and how many optional questions they answered.
- Response rates:
 - Student rate: 6.1%
 - Faculty/ staff: 14.8%
- Added U-PASS question for the first time, which had the following results:
 - Over half of the students are interested/ would support (53%)
 - $\frac{1}{3}$ would like to know more/ have an info session
 - Once we have a price point, we can include that in the next survey
- Promoted to the Imperial Valley Campus
 - 87 responded (about <10% response)
- Spring 2025 student mode share is broken into two categories:
 1. Further than $\frac{1}{4}$ off campus
 - Drive alone 61%
 - Transit 22%
 - Carpool 8%
 - Did not commute 5%
 - Active transport 4%
 - mostly walking, very few ride bikes, and very few report skating as their primary mode of transportation.
 - The average one-way commute is 16 miles / 32 minutes
 2. On-campus/near (on or within $\frac{1}{4}$ mile based on zip code)
 - Active transportation 56% (most walking, small proportion biking)
 - Transit 14%

- Did not commute 15%
 - Drive alone 11%
 - Carpool 4%
- The committee recommended that the mode share data be shared with the City of San Diego for the College Area Community Plan update.
- The drive-alone rate went down by 2%.
 - The committee discussed why 11% of residential students are reporting driving alone as their primary mode if they live on/near campus. While speculative, the committee discussed that it could be due to driving to class, or it could be driving to off-campus employment.
- Spring 2025 mode share for faculty/staff
 - Faculty generally live closer than staff and are slightly more likely to carpool, take transit, or use active transportation modes.
 - The average one-way for F/S is 12 miles/ 26 minutes
 - The drive-alone rate is 79%, and the transit rate is 11%.
- F/S report that the largest barriers to taking transit are:
 - #1 it takes too long
 - #2 safety concerns
 - #3 accessibility

Parking Facilities Maintenance and Repair: JD provided the following update:

- P15 rehab: A \$3.9M budget for rehabilitation has been approved and is expected to start construction on May 12th
- P1 lighting: \$790,000 budget expected to be completed during summer 2025
- P14 columns: The opinion of probable cost is \$883,000. This has not been approved yet. Repairs could take place during the summer 2026.
- Zura Way: A study is underway to examine the cost of repair/replacement, and it includes an arborist looking at the adjacent trees to determine if they should be removed/replaced in order to keep the roadway in a good state of repair.

TDM Plan Update: JD provided the following update:

- Fehr & Peers is planning to provide the committee with an update in September in preparation to release the 1st draft of the plan.
- JD noted that F&P and PATS are working with SDSU-IV on parking and transportation needs, and they will be included in the TDM Plan.
- JD stated that F&P will have a 1st draft of the plan by early November and plans to conclude with a final draft by March 2026.
- JD shared a Competition of Ideas document to ask the committee for their TDM strategies. He noted that PATS is intentionally not sharing with F&P at this time. He encouraged the TAC to through any/all ideas out and to put their name, heading, and ideas so it is clear who entered each one.

EV Charging Update: JD provided the following update:



Parking & Transportation Services

- SDSU has implemented a price increase from \$0.24/kWh to \$0.37/kWh, which is still well below market rates based on SDSU's data gathering and analysis.
- New chargers are online in SCP and P7
- P3 is pending final inspection and is expected to be available in the coming weeks.
- P14 and P12 installations are underway
- P15 is in the planning phases and is expected to be "EV-ready" after the P15 rehabilitation project over the summer.

Next Meeting

- The committee agreed that a monthly meeting would be helpful.
- JD stated that it would be better for PATS to have a standing meeting, and new ideas/changes can be socialized and discussed over several months to account for voting members who may not be able to attend every month.
- JD shared that the next meeting will be May 15th at 10 am based on everyone's calendar availability. JD will send out monthly meeting invites for the summer, and we will set a recurring meeting for the fall once everyone knows their schedules.

Dr. Appleyard noted that this is the 10th year of the travel survey. He recommended that we work on a retrospective. [post meeting note: PATS has drafted a news center story about the survey and recent mode shift achievements.]

The meeting was adjourned at 12:01 pm.