

## Alternative Transportation Committee Meeting March 30, 2022

- Call to order 10:03am
- Attendance Members: Brenda Amaral, Paul Wingco, Pamela Baird, Eduina Escobar and Guest Tony Marks-Block

### ACTION ITEM - Approval of Agenda

- Brenda Amaral Motions
  - Pamela Baird and Paul Wingco Seconds
  - Approved.
- Open issues
    - Lyft Shuttle Service at Concord Campus (Eduina)
      - Overview of this [pilot program](#) at the Concord campus
      - We wanted to provide a service since the previous service was canceled due to pandemic and cost.
      - This pilot program replaces the Concord Shuttle service previously offered with County Connection. It begins January 18, 2022 for the CSUEB Concord Campus only. The program offers current CSUEB students, faculty and staff rides to/from Concord BART and the Concord Campus during pre-determined time windows. Rides are restricted to/from Concord BART and Concord Campus only, rides must start/end at those locations.
      - Up to 50 rides a month, \$12 cap (if over rider pays difference)
      - So far 8 people currently using, opt in program
      - Paul-Does subsidy of \$12 cover the ride? Are riders paying more if the ride costs more (gas prices, etc.)? Eduina – From Jan & Feb most rides are at or under the \$12 cap. If they are over it is nominal or the rider went to an additional location not included in our service area.
      - Paul- We need to market it more to increase usage
      - Pamela- How are you marketing? Eduina- Cecilia from Concord sent to students and posted fliers as well.
      - Brenda – Yes once we see ridership increase we can look at promoting a small shuttle bus from SP+ for Concord. In the end this will be more cost efficient.
      - Paul – Good option for those students.
      - Brenda – We are even thinking in the future about doing a late night Lyft program for Hayward campus. This would be for rides after midnight, after we return to a full shuttle schedule.
    - Results from Transportation Survey 2022 (Brenda)
      - Results [presentation](#)
      - **Introduction:**
      - The Parking & Alternative Transportation Department at Cal State East Bay conducted an annual transportation survey for Academic Year

2021/2022 to learn about student, faculty and staffs' experience with the shuttle service, parking system and daily commute to Cal State East Bay.

- 3,000 randomly selected students and faculty were notified via mass email, also distributed widely across campus using various communication channels in the AY-21/22 transportation survey, out of which 1431 people responded to the survey compared to 1072 previous year (359 additional responses AY 21/22).
  - These analyses provide a summary of survey responses and comparison with AY-20/21 survey results to see how shelter in place might have affected some of the transportation habits.
  - **Summary:**
  - Between AY 20/21 and 21/22 transportation patterns to the Cal State East Bay Hayward campus have not changed much.
  - In 2022, commute time for 27% of people was between 16-30 minutes, which is up from 23% in 2021.
  - In 2022, the number of people commuting to Cal State East Bay 2 days a week increased to 24% vs. 17% in 2021. Possibly due to more on-campus classes.
  - In 2022, the number of people who used to commute to Cal State East Bay only once per day will decrease to 17% compared to 28% in 2021.
  - Percent of people using the shuttle service has not changed much, even though last year's survey indicated that 70% of people are willing to use shuttle service in Spring 2022.
  - Amount of people who want to drive alone if BART shuttles are not provided by the university has increased from 21% to 27%.
  - The biggest change in type of vehicle used to drive to campus is Electric Vehicle/Hybrid. It is up in 2022 at 14%, from 10% in 2021.
  - Over half would still drive alone even if permit costs increased. No significant change from last year.
  - Tony- You should add a survey question about if campus wants bike share or scooter share.
  - Brenda- Great idea, yes we had a bike program that ended when the vendor Zagster went out of business in 2020. We want to bring it back especially when housing is full again- we noticed they are the ones primarily using it on campus.
  - Paul- Contact the COH to see if we can partner with them on a program.
  - Tony- Look for grants that might help fund the program.
- MTC Grant & Ride Amigos Platform - how it applies to TDM (Brenda)
    - Shift pilot program, grant to help universities and big businesses in the Bay Area to use a commuter platform. This will encourage students and employees to use alternate transportation and reduce emissions/traffic.
    - We applied and were awarded the 3 year grant. We will begin in Fall 2022. It covers 75% of the Ride Amigos cost (135k), we will pay the remainder.

- We choose [Ride Amigos](#) as they had the most experience working with higher ed and had the easiest to use interface. (They already work with Berkeley, we spoke with them on their experience)
    - With this program we will be able to market/contact directly with individuals.
    - We can utilize promotions, contests and incentives for carpool, vanpool, public transportation, micro mobility, and shuttle use. (Incentives like free bike rental once our bike program is back, etc.)
- New Business
  - Updating the campus STARS Report - Transportation section (Paul)
    - STARS is the de facto standard to report progress on sustainability on campus.
    - We will begin updating the transportation section. It is different from last year, now version 2.2. Changes include distance learning, telework and zero emissions added. Commute Modal Split now includes students & employees together.
    - Last year Bronze level, highest is Platinum. We have lots of room for improvement. Transportation max points is 7, we are at 3
    - There is a manual on how to calculate points based on reports and programs. This can be a future agenda item
    - Eduina- When is the report due?
    - Paul – no firm date, current report expires in April. Typically takes 6-12 months to complete. Soft deadline by end of the year. We need to show we are updating the new report.
    - Pamela- Any other CSU's that scored high we can look at?
    - Paul – Yes all reports are public and posted online. We can look at specific campuses that scored high in transportation and see what they have done to achieve that.
  - Earth Week activity - Transportation focus Week of April 18, 2022. (Brenda)
    - In the past we have done EV car show, car fresheners and EV incentives webinars. We have a student that is brainstorming ideas.
    - Paul- Can we put together an Alternative Transportation webinar or presentation that we can present or record/post to promote alt. Transpo.
    - Brenda – I like that idea, we already have a powerpoint we use for new employee orientation – maybe we can update that?
    - Paul- Sounds good, the Committee on Sustainability is coming up with a calendar of events- we can promote it on that.
  - Recommendations for next meeting
    - STARS report
    - Bike Share Program - update
- Comments and Announcements
  - Brenda- Next meeting after commencement. Mid to last week of May. Week of 23<sup>rd</sup> or 30<sup>th</sup>. Eduina will send out a few options via a doodle poll.
- Adjournment at 11:05am