



Case Study: San Jose State University OVERVIEW OF A UNIVERSITY PROGRAM

San Jose State University (SJSU) is a public university located in San Jose, California.

SJSU is the founding campus of the California State University (CSU) system, and holds the distinction of being the oldest public institution of higher education on the West Coast. It is ranked in the top 15 master's-level public universities in the West by U.S. News & World Report in its annual survey of "America's Best Colleges."

The Transportation Solutions Center, located on SJSU's campus, provides customer service for commute consulting, transit trip plans, carpool requests and bicycle programs.



SAN JOSÉ STATE
UNIVERSITY

ASSOCIATED STUDENTS
Transportation Solutions

Background

Located in downtown San Jose, the main campus of San Jose State University is situated on 154 acres, or roughly 19 square blocks, enrolls approximately 28,000 students and has 3,500 employees. A total of 14.4 percent of the student population and 22 percent of the employees live on or near the campus. One third of the students ride Santa Clara Valley Transportation Authority (VTA) transit, 3.9 percent bike to campus, 5.3 percent take regional transit from outside Santa Clara, 6.8 percent carpool or get dropped off, 34.9 percent drive alone to campus, and .7 percent use other commute modes. Parking spaces for both students and employees are limited to 6,534 spots. To increase the use of alternative transportation, SJSU established Transportation Solutions, a transportation demand management program, in 2000 to serve the commute needs of students and employees.

SJSU's Transportation Solutions Program

Transportation Solutions' goals are to reduce the single occupant vehicle trips to SJSU and the downtown San Jose area, improve the students' educational experience and reduce greenhouse gases. The program offers incentives for using alternative transportation and provides commute information and services to the SJSU community. The program employs two full-time staff and three student staff from various disciplines.

The Transportation Solutions program offers the following services to both the students and employees at SJSU:

Customer Service

Commute coordinators provide one-on-one commute consulting to students and employees of the university and help them build individualized and thorough trip plans including transit, carpooling and bicycle options to and from campus. They also provide access keys to six secure bicycle enclosures and sell discounted regional transit passes.



VTA Eco Pass Program Management

Eco Pass provides unlimited rides on all of Santa Clara County's transit buses and light rail. Transportation Solutions distributes thousands of Eco Passes to students and employees every semester.

Commuter Check Program Administration

SJSU employees use pre-tax dollars from their wages to purchase transit passes. Transportation Solutions provides registration and customer service, and works with the State Controller and Commuter Check Direct to process payroll deductions and monitor the status of every participant.

Marketing and Outreach

Each year Transportation Solutions launches marketing campaigns to promote alternative transportation and participates in numerous outreach events throughout the year such as orientations, fairs, special events and workshops to attract new transit riders and carpool riders.

Transportation Website & GIS Operation

Transportation Solutions maintains a comprehensive website that provides information on all local and regional transportation options to and from SJSU. Using Geographic Information System (GIS) technology, Transportation Solutions completes an analysis of each student's address related to transit routes, and then emails specific routes to students.

Research and Analysis

Transportation Solutions conducts an annual survey to collect data on all transportation modes to SJSU. The web-based survey measures the changes in the students' commute behavior and provides valuable data to evaluate and improve transportation services.



Bicycle Program

Transportation Solutions currently operates six bicycle enclosures located throughout the SJSU campus. Transportation Solutions surveyed the students and employees of SJSU in the spring of 2012 to measure their interest and support of a proposed VTA bike share program around the university's campus. Overall the proposed program was well received, with 76 percent of the students and 80 percent of the employees strongly supporting the idea and saying they would use the program. The bike share program will be implemented in the near future and is funded by the Bay Area Air Quality Management District and VTA.

Grant Development

Transportation Solutions received \$120,000 from the Bay Area Air Quality Management District in 2012 to fund part of its staffing, marketing and outreach operation. Since 2001, the program has received \$1.3 million in grant funds from the district. The program also receives an annual grant of \$95,000 from University Police Department Parking Services alternative transportation funds. The program's operating costs are about \$1.2 million per year. Campus fees fund most of the remaining budget.

Conclusion

According to Transportation Solutions' annual survey, the use of alternative transportation among the university population has increased by over 300 percent since 2000. A student commute survey conducted in 2012 showed a 1.5 percent increase in the overall usage of alternative transportation from the previous year. Findings also showed that since 2001 the drive alone rate to campus has decreased steadily from 59.8 percent to 32.9 percent in 2013. Bicycle ridership has also increased steadily from 1.3 percent in 2004 to 3.8 percent in 2013. As a result of Transportation Solutions efforts, there has been a reduction of 7,700 daily vehicle trips to campus. Additionally, 51.5 percent of new students use alternative transportation to get to campus.

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.