

**A RAIL LINE RUNS THROUGH IT:
MAKING TRANSIT WORK IN THE
CITY OF SAN MARCOS**

**GRANT-FUNDED COMPASS CARD PILOT
PROJECT WITH NORTH COUNTY TRANSIT
DISTRICT AND CALIFORNIA STATE
UNIVERSITY AT SAN MARCOS**



**Funded by a
Caltrans Technical Assistance Planning Grant
for a Rural Coordinated Transit Project**

FINAL REPORT, AUGUST 2011

TITLE: A Rail Line Runs Through It: Making Transit Work in the City of San Marcos

AUTHOR: San Diego Association of Governments

PROJECT MANAGERS: Anne Steinberger, Marketing Manager
Karin Ross, Senior Marketing Analyst

OWP #: 3320700

DATE: August 31, 2011

SOURCE OF COPIES: San Diego Association of Governments
401 B Street, Suite 800
San Diego, CA 92101
(619) 699-1900

NUMBER OF PAGES: 90

TABLE OF CONTENTS

EXECUTIVE SUMMARY 1-1

OVERVIEW OF PROJECT 2-1

 Project Description 2-1

 Project Objectives..... 2-2

 Project Schedule and Funding 2-3

PROJECT OUTCOMES & RECOMMENDATIONS 3-1

 Project Outcomes 3-1

 Recommendations: Program Operations 3-2

 Recommendations: Public Transit/Transportation Operations 3-3

 Recommendations: Marketing 3-3

DELIVERABLES 4-1

 List of Deliverables 4-1

 Outreach Table - Deliverable 1 4-2

 Outreach Meeting List - Deliverable 2..... 4-3

 Pilot Project Outline - Deliverable 3 4-4

 CSUSM Marketing Campaign and Marketing Plan and Toolkit - Deliverable 4..... 4-9

 Survey Summaries and Aggregate Survey Results - Deliverable 5 and 6 4-43

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY: A RAIL LINE RUNS THROUGH IT

The San Diego Association of Governments (SANDAG) coordinated with North County Transit District (NCTD) and California State University San Marcos (CSUSM) staff to develop and implement a pilot project to introduce semester transit passes on Compass Card to CSUSM students, faculty, and staff. The project was funded through a Caltrans Technical Assistance Planning Grant for a Rural Coordinated Transit Project (in a city with a population under 100,000). SANDAG focused the effort in the City of San Marcos, a city with 79,000 residents, to develop a marketing program to identify the best strategies to promote transit to a variety of audiences including local college students, employees, commuters, and transit users. The goals of this project were to increase transit ridership to CSUSM, introduce a transit pass on Compass Card, and expand the use of 511. The new SPRINTER rail line opened in 2008 with a stop at CSUSM. The Compass Card was launched in 2009 with the SPRINTER pass added in 2010. This provided an ideal opportunity to develop a program with CSUSM to promote transit ridership, a semester pass, and the new Compass Card technology.

During the 2011 spring semester at CSUSM, discounted Compass Cards (San Diego's reusable-reloadable transit pass) were made available to students, faculty, and staff at CSUSM to introduce a new semester transit pass, increase public transit ridership, reduce traffic congestion, and help create sustainable communities. A discounted pass at CSUSM initially kicked off in the fall of 2010. The majority of the funding for the discounted pass was made available from NCTD (\$10 reduction on all passes sold) and from CSUSM (\$20 reduction on up to 270 CSUSM transit passes). In order to further extend the availability of the \$29 discounted pass and market a semester pass for the first time during the spring 2011 semester, SANDAG provided \$11,440 in local match funds identified in the grant for this purpose. The spring semester was chosen for the pilot project due to a lower influx of new students during the spring semester, which made operation of a new program more manageable for campus staff. Both a pre-pilot survey and a post-pilot survey were sent electronically to participants to gain their feedback on how and why they use transit, and to .

The discounted rate and semester transit pass resulted in significant increases in transit pass sales at CSUSM, as well as a very positive reception of a semester transit pass and the desire by both campus staff and transit users to see the program continue and expand. From the 2010 spring semester to the 2011 spring semester, sales of CSUSM transit passes soared 280 percent, from 376 passes to 1,427 passes. For the 2010-11 fiscal year, CSUSM exceeded its sales commitment to NCTD by 59 percent. The addition of semester transit passes eliminated 540 visits to the CSUSM Parking and Commuter office during the 2011 spring semester, helping to reduce trips and create more sustainable communities. CSUSM was eager to continue the program. An agreement to extend the use of Compass Cards at the campus has been executed. CSUSM is unable to continue the semester transit pass for the 2011 fall semester due to lack of funding. CSUSM has indicated the response for the semester transit pass was so overwhelming that the campus could not continue to offer it without a guaranteed rate. So, for the 2011 fall semester, CSUSM is only offering \$29 monthly transit passes (while supplies last). This is contrary to the results of the pilot project, but necessary at this time to ensure equal access to the discounted rate because if CSUSM uses all of the funding for the

discounted rate to those who can afford to purchase for the whole semester it disadvantages those who need to buy it monthly.

The pilot project results are strong evidence that this program can be replicated at campuses throughout San Diego County (and beyond), and that a discounted education classification for Compass Card would be favorably received.

ACKNOWLEDGEMENTS

California State University at San Marcos

Caltrans District 11

North County Transit District

San Diego Association of Governments

- Administration Department
- Communications Department
- Finance Department
- Mobility Management and Project Implementation Department
- Technical Services Department

OVERVIEW OF PROJECT

OVERVIEW OF PROJECT

PROJECT DESCRIPTION

Working with the City of San Marcos, a city with 79,000 residents, the San Diego Association of Governments (SANDAG) would develop and evaluate marketing, advertising, and promotion options for expanding transit use in the heavily traveled State Route 78 (SR 78) corridor. A marketing plan and toolkit would be created by SANDAG identifying the best strategies to promote transit to a variety of audiences including local college students, employees, commuters, and transit users. The plan would be developed in consultation with the City of San Marcos, North County Transit District (NCTD), Caltrans District 11, California State University San Marcos (CSUSM) staff and students, Palomar Community College staff and students, and major employers. This project will promote new transit services, 511, and Compass Card. A variety of marketing and advertising messages will be developed and evaluated to determine what works best with different audiences and to use this information to launch similar programs throughout the region to promote transit. The goals of this project are to increase transit ridership, Compass Card users, and the use of 511. The communications manager and senior marketing analyst from the SANDAG Communications Department will manage the project.

Two electronic surveys were sent to all those who participated in the pilot project and took advantage of the discounted Compass Cards: one at the beginning of the semester (pre-pilot survey) and one at the end of the semester (post-pilot survey). The pre-pilot survey asked questions pertaining to transit riders past use of public transit during the previous semester, as well as their past experience and awareness of Compass Card and 511. It also asked the respondents questions regarding the reasons for choosing public transit, marketing tactics, and desirable transportation strategies and service enhancements to encourage the use of public transit and reduce traffic congestion in the City of San Marcos and along SR 78. The post-pilot survey asked questions about public transit usage, Compass Card satisfaction, and 511 services. The results will be used to improve Compass Card services, enhance transportation services, and lead to more effective campus marketing strategies. The survey response rate was 41 percent for the pre-pilot survey and 30 percent for the post-pilot survey.

In general, the majority of respondents who took advantage of the CSUSM Compass Cards were female, 26 years old or younger, either White or Hispanic, and commuting from Oceanside, Vista, or Escondido. Most respondents said that they lived 11 to 15 miles away, with a one-way commute time between 31 and 60 minutes.

In the pre-pilot survey, most respondents indicated that although they had heard of the Compass Card transit pass, most had not used it prior to the pilot project. During the pilot project, a majority of participants used the Compass Card four or more days a week. Overall, most respondents reported favorable experiences when using the Compass Card. Respondents indicated that they liked the ease of the Compass Card, the ability to reload the card, and its durability. Responses from

the pre-pilot survey also indicated that the majority of respondents were not familiar with 511 (San Diego's one-stop transportation information resource) and felt that awareness of 511 would increase if an e-mail blast was sent to students, staff, and faculty or an increased sign presence was made around campus. While few of the participants used 511 services during the pilot project, most of those who did reported having a positive experience as well.

Participants provided very candid and mostly positive remarks to the open-ended questions contained in the pre-pilot and post-pilot surveys. As indicated by the additional information captured in the open-ended responses, the availability of a special semester transit pass price on Compass Cards seems to have been a success for those who participated in the survey. Many indicated that they would like to see the program continue and possibly expand.

In looking toward improving the program and increasing ridership, respondents indicated that they would like to see more discounts for purchasing a semester pass, prizes for pass holders, and later trains in the evening. Furthermore, respondents also showed a preference for purchasing the CSUSM Compass Card online and incentives for using the Compass Card. These results correspond with those from the first survey that revealed the number one reason for riding transit this semester was to save money. It is interesting to note that about half of the respondents said they had access to a vehicle, but chose public transit instead. Those results also suggested that more transit services and more discounts would increase ridership. Project outcomes, as well as operational and marketing recommendations, may be found on pages 9-11 of this report.

This pilot project may serve as a model to launch Compass Card programs at universities and colleges throughout San Diego County. It is evident that significant opportunities exist to expand the use of public transit by students, staff, and faculty of educational institutions; reduce traffic congestion in and around educational institutions; and increase awareness and utilization of 511. Potentially, this target market represents a new ridership classification for Compass Card, with an established discounted rate and monthly, biannual (every six months), and/or annual purchase plans. Replication of this program would help to eliminate lost and damaged paper passes, varying discounts and prices offered by campuses for transit passes, various length of service of transit passes for campuses (semester versus quarter), and loss of transit ridership during school breaks. It also will help streamline commuter operations and staffing for campuses, increase mobility and monetary savings of target audiences during school breaks, and help to create more sustainable communities and campuses.

PROJECT OBJECTIVES

The objectives for this project are four-fold:

- The project is a public or intermodal transportation planning study in rural and small urban transit service areas (defined as transit areas up to 100,000 population per the last census)
- The project should identify the mobility and access needs of a community and provide an assessment of its transit system's continuity within regions

- The project should demonstrate how it considers and/or affects jobs housing balance, land use, population growth and distribution, development, and the conservation of natural resources
- Results in public involvement/consensus building in the transportation planning process

In addition, the project addressed one or more of the following Caltrans Transportation Planning Grant Goals:

- Congestion relief
- Efficient movement of people, goods, and services
- Safe and healthy communities
- Pedestrian, bicycle, and transit mobility and access
- Public and stakeholder participation
- Measures to reduce air pollution and greenhouse gas emissions
- Conservation of energy and other natural resources

PROJECT SCHEDULE AND FUNDING

Caltrans awarded this grant for \$88,728 to SANDAG in September 2008, with a final report scheduled for June 30, 2011. As the project developed, the scope of work was modified in order to work on a pilot project with CSUSM to introduce Compass Card and a semester transit pass to the university for the 2011 spring semester. An extension to the grant through August 2011 was approved in June 2011 in order to provide SANDAG with additional time to process the post-pilot survey results and prepare the final report for the grant following the end of the 2011 spring semester at CSUSM. The project schedule and funding chart is shown below.

PROJECT SCHEDULE AND FUNDING CHART (Revised May 2011)

PROJECT SCHEDULE AND FUNDING CHART - Revised May 2011

Project Title	Fund Source					Fiscal Year												Deliverable								
A Rail Line Runs Through It: Making Transit Work in the City of San Marcos						Grantee: SANDAG																				
Task	Responsible Party	Total Cost	Grant \$	Local \$	In-Kind \$	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	Deliverable
Task 1 - Coordinate with key stakeholders, and promote outreach.	SANDAG	\$35,000	\$35,000																							Outreach Table
Task 2 - Hold meetings and employer outreach to discuss how 511 and Compass Card can improve transit options.	SANDAG	\$10,000	\$8,504																							Meeting List
Task 3 - Develop and implement pilot Compass Card program for CSUSM students, faculty, and staff.	SANDAG	\$10,000																								Pilot Program Outline
Task 4 - Develop and implement marketing campaign for CSUSM Compass Card Pilot Program.	SANDAG	\$19,000	\$15,000		\$11,496																					Marketing Campaign
Task 5 - Develop and perform pre- and post-pilot surveys on CSUSM faculty/staff/students	SANDAG	\$15,000	\$10,000																							Pre/Post Pilot Surveys
Task 6 - Compile survey results, feedback, and other information into a report documenting the needs and concerns of residents, employees, and transit riders in San Marcos.	SANDAG	\$5,000	\$10,000																							Survey Results
Task 7 - Analyze data and compile survey results.	SANDAG	\$5,000	\$5,000																							Survey Analysis and Draft Report
Task 8 - Develop final report	SANDAG	\$1,000	\$5,000																							Final Report
TOTALS		\$100,000	\$88,504	\$0	\$11,496																					

PROJECT OUTCOMES AND RECOMMENDATIONS

PROJECT OUTCOMES AND RECOMMENDATIONS

PROJECT OUTCOMES

- For the 2011 spring semester (four-month period), CSUSM sold 1,427 transit passes. In contrast to the previous spring semester in 2010, CSUSM sold 376 transit passes. CSUSM sold 1,051 more transit passes in the spring 2011 semester than in the previous spring semester, accounting for a 280 percent increase in sales. This dramatic increase was due in large part to the discounted transit rate pass of \$29 per month that was implemented with the start of the 2010 fall semester, as well as the addition of the Compass Card pilot project for the 2011 spring semester which extended the availability of the discounted rate and for the first time offered semester transit passes.
- The addition of semester transit passes eliminated 540 visits to the CSUSM Parking and Commuter Office during the 2011 spring semester, creating a savings of time, resources, and money for university commuters and campus operations.
- Parking for the 2011 spring semester at CSUSM was \$293. The CSUSM Compass Card four-month semester pass could be purchased for \$116. For the 2011 fall semester, a parking pass for CSUSM is projected to increase to \$338. This represents just one portion of a significant monetary savings for commuters (not including savings in gasoline expenses, etc.). Pilot project participants cited monetary savings as the number one reason they chose public transit.
- For the fiscal year 2010-11, CSUSM far exceeded its NCTD Memorandum of Understanding obligation of selling a minimum 1,828 transit passes. CSUSM sold 2,911 transit passes for the fiscal year, exceeding the target goal by 59 percent.
- A significant reduction in the carbon footprint of students, staff, and faculty was realized due to the dramatic rise in the purchase and use of transit passes at CSUSM.
- Program contributed to the further enhancement of CSUSM as an environmentally-aware and responsible campus.
- CSUSM was very pleased with the pilot program and is excited about continuing the use of the Compass Card and semester transit passes at the campus. An agreement to extend the use of the CSUSM Compass Card has been executed.

RECOMMENDATIONS

Program Operations

These recommendations were drawn from pre-pilot and post-pilot survey responses.

- Recommend six to eight months lead time to launch program at a campus.
- Pre-activation of Compass Cards created problems. Earlier lead time for launch of program at campus will eliminate this issue. For invoices and billing, it is important to have cardholder names. Pre-activation does not work so well because it is done without cardholder names.
- Attach small signs (maybe 3" x 5") on Validator and Reader explaining what the Validator does and what the Reader does. It is not clear and confusing to users. Validator needs a small sign that reads "Tap Your Card Here."
- At the San Marcos train station depot, there are two different machines (Validator and Scheduler) with no instructions on them. It is not so easy for a new user to figure out what to do. There should be some instructions on the machines that point out their differences.
- During the first few days of the semester, provide ambassadors at the campus train/bus station depots to assist riders. This is primarily needed at the campus train stations, as the bus drivers are pretty good at providing assistance. A campus student group could be trained and serve as ambassadors.
- When a Compass Card transit user receives a new or replacement pass, there appears to be a two- to three-day communications gap between when the Compass Card is activated and when the buses, and therefore the bus operators, are able to verify activation. This appears to be a timing issue between the Compass Card system and buses as the buses are out on routes and have to download the new data. Please work on customer service or campus solutions for Compass Card users so they are not confronted with an invalid Compass Card that was activated or a potentially negative situation.
- Campuses should be prepared for occasional glitches in the system that need to be worked out and have a small supply of daily passes on hand that Commuter Office staff may provide to a user for temporary use.
- Only seven Compass Cards were lost by users during the 2011 spring semester. Commuter staff should keep a list of lost cards (as first replacement is free). It also is helpful if Commuter Office staff can give the user a daily pass to use until their replacement Compass Card arrives (usually 2-3 days).
- For campus operations, recommend cutting off sales by the 15th of the month. After the 15th of the month, they will need to go to a transit store to buy a monthly pass and they will end up paying the regular rate.

- To manage the ingress and egress of student, faculty, and staff to campus employer accounts, which is more substantial than a typical employer account, a new employer account for campuses will be set up for each semester/quarter (or for a future defined period, i.e., every six months or year).

Public Transit/Transportation Operations

These recommendations were drawn from pre-pilot and post-pilot survey responses

- To reduce traffic congestion on SR 78, provide incentives to ride public transit and to carpool, enhance services to North County, and offer bus services later in the day.
- Later train and bus departure times in the evenings. Need departure times that are 20 to 30 minutes after the last classes let out at CSUSM.
- Better information at train stations regarding on time, early, or late train arrivals.
- Better connections between BREEZE routes and the SPRINTER.
- More frequent train service or another car on the train, especially during rush hours.
- Inclusion of COASTER on CSUSM Compass Card transit pass.
- Increased shuttle service and reliability in the evenings.
- More frequent bus service for route 347 (every 30 minutes instead of every hour).
- Faster SPRINTER service. It takes 50 minutes to get to CSUSM from El Camino Real Drive in Oceanside.
- Train service that runs north to south.
- From Southwest Riverside County or North County Coastal cities, more direct routes, more trip departure times, and more schedule reliability.
- More lighting by the CSUSM SPRINTER station for security.

Marketing

- Recommend six to eight months lead time to launch program at a campus. This will help to provide sufficient lead time to communicate with and market the program to potential system users.
- Continue to utilize e-mail blasts as an effective means of communications with students, staff, and faculty. Use e-mail addresses assigned by college/university (not personal e-mail addresses).

- Students, staff, and faculty love the pocket schedules. Please add one more rectangle or area that explains, "How to Use Compass Card." It also would be helpful to add iCommute, 511, and bike lockers to the pocket schedules.
- Continue to provide banners to college campuses to promote the program. This is very helpful and an effective means of communications on or near the campus, as well as at train, bus, and trolley stations. Durability of banners is a plus.
- Continue to provide posters to place on A-frames around campus. This provides additional places to promote the program around campus, many of which have high foot traffic but no place to hang a banner. It also is relatively inexpensive and easy to update or replace as needed.
- Check to see if campuses can use iCommute Employer Network and the benefits of doing so. CSUSM is interested in knowing if this would enable them to process online payments now (at their discounted rate), while they develop their own online payment system.
- Be sure to inform and educate bus drivers early on and prior to campus transition to Compass Card system.
- Recommend a marketing plan and toolkit that will enable the launch of Compass Card at college/university campuses throughout San Diego County.
- Establish an educational classification (students, staff, and faculty) for Compass Card that results in at least a 50 percent monetary savings over average campus parking costs for a six-month time period. These passes will only be available at campuses with identification that shows current student, staff, or faculty status.
- Implement a process whereby transit users provide their typical one-way mileage information upon purchase of the pass at the college/university campus and agree to have their Compass Card data transferred to the iCommute TripTracker system in order to capture the savings generated by using public transit. CSUSM said it could easily implement this process on their paperwork on their end. This also could assist with the implementation of an incentive program.

A similar process also may be put into place for CSUSM commuters who use bicycles to travel to and from the campus and utilize campus bike lockers.

DELIVERABLES

DELIVERABLES

LIST OF DELIVERABLES

Deliverable 1 Outreach Table
Deliverable 2 Outreach Meeting List
Deliverable 3 Pilot Project Outline
Deliverable 4 CSUSM Marketing Campaign and Marketing Plan & Toolkit
Deliverables 5 and 6 Survey Summaries and Aggregate Survey Results
Deliverable 7 Survey Instruments

A RAIL LINE RUNS THROUGH IT TRANSIT GRANT

OUTREACH TABLE - DELIVERABLE 1

TARGET AUDIENCES

LOCAL MUNICIPALITY AND GOVERNMENTS
AREA TRANSIT OPERATORS
MAJOR EMPLOYERS AND EMPLOYEES
HIGHER EDUCATION INSTITUTIONS
LOCAL COMMUTERS
LOCAL TRANSIT RIDERS

A RAIL LINE RUNS THROUGH IT TRANSIT GRANT

OUTREACH AND MEETINGS - DELIVERABLE 2

During the initial planning and development stages of this project, a number of discussions and meetings were held with organizations and agencies identified as target audiences within the City of San Marcos. These audiences are listed in the Outreach Table in Deliverable 1 of this report. A primary audience was major employers. According to the City of San Marcos Web site, the top five employers located within the city are San Marcos Unified Schools (1,286 employees), CSUSM (656 employees), Palomar Community College (650 employees), United Parcel Service (431 employees), and Signet Armolite (425 employees). Upon discovery that three of the top five major employers in the City of San Marcos were educational institutions, a desirable path for the implementation of this transit grant began to emerge.

The table below shows the list of organizations and agencies that were involved in outreach discussions and meetings during the initial phases of the project in order to identify the best possible use and approach to implementing a transit project within the City of San Marcos.

CITY OF SAN MARCOS
NORTH COUNTY TRANSIT DISTRICT
POMERADO HOSPITAL
SAN MARCOS UNIFIED SCHOOLS
CALIFORNIA STATE UNIVERSITY AT SAN MARCOS
PALOMAR COMMUNITY COLLEGE

Although contacted and a good match for this project, Palomar Community College did not have the resources or staffing to participate in the pilot project. However, inquiries from Palomar students at CSUSM during the pilot project demonstrated the interest and need for this program at other area campuses.

A RAIL LINE RUNS THROUGH IT

GRANT-FUNDED COMPASS CARD PILOT PROJECT WITH CALIFORNIA STATE UNIVERSITY SAN MARCOS

PROJECT OUTLINE - DELIVERABLE 3

Working within the City of San Marcos, a city with 79,000 residents, the San Diego Association of Governments (SANDAG) will apply grant funding to market, advertise and promote options for expanding transit use in the heavily traveled State Route 78 (SR 78) corridor. The goals of this project are increasing transit ridership, expanding the use of 511, and securing additional Compass Card users – all of which contribute to the overarching goals of reducing traffic congestion and creating sustainable communities.

Implementation Date

Spring 2011 Semester – Classes Start January 24, 2011

Compass Cards initially roll out to all current student and staff transit riders for use beginning February 1. CSUSM orientation dates are January 11, 17, and 19. “University Hour” will be on January 27 as part of Welcome Week activities.

Compass Card Pilot Period

February, March, April, and May of 2011 (4 months)

Pilot Project completed and report submitted by June 30, 2011.

Why Now?

This is the ideal time to implement this pilot project at CSUSM. The spring semester is less hectic with only half as many new students entering the university (400 in spring versus 900 in fall). At this time, the students tend to be community college transfer students rather than high school graduates, so they have a greater degree of comfort with college processes. Additionally, the recession continues to affect student, parent, and consumer expenditures, which has increased interest in transit options. The desire for monetary savings is strong and is coupled with a continued interest in environmental sensitivities. The grant funding specifically available during this time period will enable CSUSM to extend the exceptional price point of \$29 per month to all of its existing ridership, plus increase capacity. CSUSM will be a hero to these riders, while further enhancing its image as an environmentally-aware and responsible campus. The grant also provides us with funds to market the program.

Pilot Project Transit Riders

Open to all current CSUSM students, staff, and faculty.

There are currently 353 CSUSM transit riders, representing 350 students and 13 staff (no faculty). Of the 353 riders, 270 riders are paying a new discounted rate of \$29 per month. The new rate is discounted off the regular rate of \$59 per month by a \$20 offset in price from CSUSM and \$10 offset in price from NCTD. The discount from CSUSM is limited to the first 270 students. There is no limit on the number of CSUSM riders eligible for the \$10 NCTD discount. So the remaining 83 riders

pay \$49 per month for their transit pass. The \$29 per month rate has proven to be a great price point for CSUSM and has triggered an initial increase in ridership from 120 to 353. An interesting statistic that has emerged from discussions with CSUSM is up to 20 percent of CSUSM students are estimated to be currently traveling from the Temecula/Murrieta/Lake Elsinore region. This represents an opportunity to promote a variety of transit options for these commuters, such as vanpools or carpools that also could be combined with a Park N' Ride and a SPRINTER connection.

Proposed Benefits of Compass Card Pilot Project at CSUSM

- Extension of \$29 discounted monthly rate to all existing CSUSM transit riders with additional ridership capacity at this rate as an incentive to maintain and increase transit ridership.
- Automatic registration of CSUSM transit riders so no worries or additional costs for users who lose or damage their passes (except for \$5 replacement cost per card if lost more than once).
- Eliminates University's risk of losing fare media every month (paper passes), as well as the ongoing need to request and pick up paper passes and return unused paper passes.
- Decreases use of Transportation staff time to distribute, request, and return stickers monthly.
- Provides new payment opportunities, including phone and online payments via credit cards and debit cards, and the option to purchase semester or monthly passes. These options will reduce the amount of Parking and Commuter Services staff time spent on processing transit passes, reduce foot traffic to the Parking and Commuter Services Office, and reduce travel time and inconvenience for CSUSM transit riders. These options may be implemented at the discretion and desire of CSUSM.
- Reduces traffic on heavily traveled SR 78 and arterial routes leading to the campus.
- Travel time of transit rider may be spent on studying, sleeping, eating, online surfing, chatting by phone, texting, visiting with friends who are sharing the ride, or other daily activities.
- Decreases the carbon footprint of the transit rider in the community, helps to create sustainable communities, and further enhances CSUSM as an environmentally-aware campus.

Key Steps and Opportunities

Type of Program and Information Needs

The pilot project will be set up as a Compass Card pre-paid benefit system, in line with a successful program that is currently operating at UCSD for staff and faculty with plans to include students in the near future. The only student information needed to set up the program is the student's first name, last name, and e-mail address. Student e-mail addresses will be those issued to the student by the University, so there will not be a privacy issue. CSUSM staff and faculty will use their work e-mail addresses. All of this data already exists in a database maintained by the CSUSM Parking and Commuter Services Office.

Operations

An easy-to-use Excel spreadsheet will be used to track program participation. Electronic transfer of the spreadsheet increases delivery of data to SANDAG and creates a more efficient operating process. CSUSM transit rider status can be Active (A), Hold (H), or Waive (W). University would be billed monthly around the first of the month based on the total number of active riders submitted on the spreadsheet. Transit riders must tap or use cards by the 15th of month to activate card.

Marketing and Promotion

Advertise and promote Compass Cards, along with other travel options and information, to CSUSM students, faculty, and staff. CSUSM communication avenues include A-frame sandwich boards on campus grounds, bulletin boards, CSUSM Transportation Web page, CSUSM Facebook page, E-news (weekly electronic student newsletter), banners, post cards for student orientation, etc. A variety of external communication avenues also exist to market the program, but need to take into account the size and demographics of this defined target market. Options include bus shelters, online advertising, student or employee publications, radio, etc.

Pilot Project Timeline

Dec 01, 2010	Initial meeting with Deb Schmidt, CSUSM
Dec 10, 2010	Follow-up meeting with Deb Schmidt, CSUSM
Dec 13-30, 2010	Contract development and execution
(Time Period TBD)	E-mail to existing CSUSM transit riders about Compass Card Pilot Project
(Time Period TBD)	E-mail of pre-pilot survey to existing CSUSM transit riders; send to new riders after they register and pick up Compass Card
Dec 24-Jan 02, 2011	CSUSM campus closed and staff furlough for holidays
Jan 03-Apr 15, 2011	Promotional period for Compass Card pilot project
1 Day after Contract (target 01/04 or sooner)	CSUSM Compass Cards delivered to Deb Schmidt in agreed upon quantity; requires pilot approval. Cards are initialized but no product is loaded. Cards should be kept secure until paid for by student, assigned to rider, and card's unique identification number logged in on spreadsheet next to purchaser/owner's name and e-mail address
Jan 03-04, 2011	One day of training provided by SANDAG staff to Transportation staff
Jan 05-07, 2011	CSUSM staff to input existing transit riders data into Compass Card Excel spreadsheet
Jan 07, 2011	Decision on CPOS unit for fall 2011 or later; requires power and analog phone line
Jan 10-21, 2011	First sales period for Compass Cards under pilot project for February 2011 (monthly, \$29) or spring 2011 semester (Feb-May, \$116). When a CSUSM student, staff, or faculty member purchases a Compass Card for the first time they must visit the Transportation Office to register, pay, and pick up Compass Card. Subsequent visits will depend on the payment options implemented by CSUSM or the duration of pass purchased
Jan 24, 2011	Initial Compass Card spreadsheet sent to SANDAG for February sales
Jan 28, 2011	Final Compass Card spreadsheet sent to SANDAG for February sales (includes any sales made at "University Hour" on Jan. 27). Due by 12 p.m. on Jan. 28
Jan 28-31, 2011	Compass Cards are activated for use at the first of the month (Feb. 1)
Feb 01-May 30, 2011	Compass Card Pilot Period (spring 2011 semester)
May 09, 2011	First e-mail of post-pilot survey to CSUSM transit riders
May 23, 2011	Second e-mail of post-pilot survey to CSUSM transit riders
May 31, 2011	Pilot period ends
Jun 6-10, 2011	Pilot Project wrap-up meeting with CSUSM
Jun 21, 2011	Draft of grant report completed
Jun 21-28, 2011	Final grant report completed and sent to funder
Jun 30, 2011	Grant period ends

Routine Processing Dates After First Month

- Typical monthly sales period on 15th of Month to 15th of Next Month for 1st of Following Month
- Transmittal of spreadsheet to SANDAG on 20th of the month
(one business day prior if 20th falls on a holiday or weekend)
- Invoice from SANDAG on or about the 1st of the month

After the Pilot Project

Implementation of this pilot project at CSUSM may serve as a launching pad for replication within other educational institutions located within the City of San Marcos, such as Palomar Community College and the San Marcos Unified School District. These three entities represent the top three employers in the City of San Marcos. In addition, the pilot project could be used as a model to launch Compass Card programs at other universities or colleges within San Diego County.

At the conclusion of the pilot project, CSUSM will have several options:

- Continue with the existing Compass Card program.
- Return to the use of transit paper passes instead of Compass Cards.
- Proceed with a second phase of the Compass Card program during which time CSUSM implements further enhancements to the program, such as installation of a CPOS unit, payment options not implemented in pilot phase, increased online presence, etc.

Confirm Grant Funds for these Expenditures

-Extend Price Point of \$29 per Month to All Existing CSUSM Transit Riders and Expand Capacity

Options:

- a) 13% increase in capacity or a total of 400 CSUSM Compass Cards (353 existing, 47 new)
\$10,400 in grant funds
- b) 27% increase in capacity or a total of 450 CSUSM Compass Cards (353 existing, 97 new)
\$14,400 in grant funds

-Initial Cost of Compass Cards

\$800 to \$1,000 (\$2 each; actual cost will depend on pilot project ridership capacity)

Note: This is not an all-inclusive list of grant expenditures, but represents expenditures we want to confirm can be paid with grant funds.

CSUSM MARKETING CAMPAIGN AND MARKETING PLAN AND TOOLKIT

DELIVERABLE 4

Advertise and promote Compass Cards, along with other travel options and information, to CSUSM students, faculty, and staff. Marketing and communication avenues:

- New student/parent orientation and orientation packets
- A-frame sandwich boards on campus grounds
- E-mail blasts from CSUSM Parking and Commuter Office to transit pass e-mail list
- Booth on campus during registration, first two weeks of school, and other on-campus events
- Campus bulletin boards
- CSUSM Transportation Web page
- CSUSM Facebook page
- CSUSM E-news (weekly electronic student newsletter)
- Banners for display on and near campus, as well as at campus train and bus stations
- Informational post cards (large size, 8.5" x 5.5") for use as handouts
- A variety of external communication avenues also exist to market the program but need to take into account the size and demographics of this defined target market. Options include bus shelters, online advertising, student or employee publications, radio, nearby outdoor poster boards, cross-advertising with on-campus stores/vendors, etc.

Samples of some of these marketing and communication efforts follow.

Sizes of materials varied:

Poster sizes: 8.5"x11," 24"x24," 24"x30," 24"x36"

Banner sizes: 72"x24," 105"x34"



It's here!

CSUSM compass card

Transit Pass:

- **Good on SPRINTER / BREEZE**
- **Only \$116 Feb-May or \$29 monthly**
(while supplies last)

Info: (760) 750-7500

CSUSM Students, Staff, and Faculty



Poster sizes: 8.5"x11," 24"x24," 24"x30," 24"x36"



It's here! CSUSM compass card

Transit Pass: \$116 Feb - May or \$29 monthly *(while supplies last)*
Good on **SPRINTER / BREEZE**

Info: (760) 750-7500

CSUSM Students, Staff, and Faculty



Banner sizes: 72"x24", 105"x34"



CSUSM compass card is here!



Go ahead ... go green. Use transit.

New transit payment options

Now you can buy a semester transit pass on a Compass Card (Feb - May) for \$116 or reload monthly for \$29... while supplies last. First purchase in CSUSM Parking and Commuter Services Office; monthly reload available as needed.

No worries over lost passes

No more lost, torn, or washed paper passes! Your durable, plastic Compass Card is registered with CSUSM. First replacement is free; \$5 per card thereafter.

CSUSM students, staff and faculty

Available only through CSUSM Parking and Commuter Services with CSUSM valid ID. And we've expanded this offer so more of you can get this low price.

Reusable and reloadable

Your Compass Card can be used again and again. Just reload, tap, and ride.

Good on SPRINTER/BREEZE

The SPRINTER train features an elevated station on the northeast corner of the campus and runs every 30 minutes. BREEZE bus route 340 also serves the area.

Need traffic information? Visit 511sd.com

For more information: (760) 750-7500 | www.csusm.edu/parking



Special promotion for spring 2011 semester, while supplies last.




turn a solo into a duet.
i carpool. i save. iCommute.

+ RideMatcher Coming to CSUSM!
Share a ride to campus. Save money on parking and gas.
Sign-ups start January 24th | iCommuteSD.com



Double-sided informational post card for handouts, 8.5"x5.5"

welcome to your CSUSM compass card!



During the 2011 spring semester, California State University San Marcos (CSUSM) is participating in a pilot project with the San Diego Association of Governments (SANDAG) to increase transit ridership, expand the use of 511, and test market the Compass Card. Monthly paper transit passes are converting to the new Compass Card, the latest in smart card technology for transit. With the Compass Card, you will continue to enjoy the same riding privileges offered by your paper pass. And the Compass Card offers several advantages over paper:

- **Reusable and reloadable.** Your plastic Compass Card will last for years. Just reload, tap, and ride.
- **Secure.** Registration protects your pass on the card if it is lost, damaged, or stolen.
- **Convenient.** Now you can buy a semester transit pass on a CSUSM Compass Card (Feb-May) for \$116 or reload monthly for \$29, while supplies last.

What passes are available on the CSUSM Compass Card?

Currently, SPRINTER rail and BREEZE bus passes are available on the CSUSM Compass Card.

At the conclusion of the pilot project, CSUSM may decide whether or not to add other transit services or passes to the CSUSM Compass Card.

Enforcement

Visualize the Compass Card as the transit system's virtual fare gate or an invisible turnstile. You must tap your card on a validator before boarding. Otherwise, your transit pass is not verified as valid and enforcement officers may issue you a warning or a ticket.

Using your CSUSM Compass Card: Just Tap & Ride

BREEZE Bus



BREEZE bus route 340 serves the area. Each time you board your bus, tap the card flat on the Compass Card validator. Look for the Compass Card symbol on or near the fare box. Tapping your Compass Card confirms that you have a valid transit pass loaded.



SPRINTER train

The SPRINTER train features an elevated station on the northeast corner of the campus and runs every 30 minutes. SPRINTER train stations have a designated validator for your Compass Card located on the station platform. Before

boarding, find the validator for the rail service you will be using and tap your Compass Card flat on the Compass Card symbol. Tapping your Compass Card on a station platform validator verifies that you have a valid transit pass loaded. In addition, tapping before you board:

- Keeps your card active in the system.
- Activates an automatic reload on your Compass Card.
- Ensures your next month's pass is loaded on the card in plenty of time before the current pass expires.

Reloading your CSUSM Compass Card

Available only to CSUSM students, staff and faculty through the CSUSM Parking and Commuter Services Office with a CSUSM valid ID.

Load your transit pass early

CSUSM transit passes for February 2011 or the 2011 spring semester (Feb-May) are on sale now. March transit passes will be sold from Feb. 1-10th. Remember, you can eliminate returning to the CSUSM Parking and Commuter Services Office every month by buying a semester pass.

Registering your CSUSM Compass Card

Your Compass Card is automatically registered by CSUSM Parking and Commuter Services. If your card is lost, damaged, or stolen, report it to the CSUSM Parking and Commuter Services Office immediately and SANDAG will issue you a replacement card. First replacement card is free; \$5 per card thereafter. Your replacement card will be mailed to the CSUSM Parking and Commuter Services Office. Allow up to 10 business days for your new card to arrive. In the interim, you will need to pay for a daily transit pass as needed.

Tell us what you think

As part of this pilot project, we will be asking CSUSM transit riders to complete online pre-pilot and post-pilot surveys to help us find out how and why you use transit so that we can better meet your needs.

For more information

(760) 750-7500 csusm.edu/parking



Introductory e-mail blast sent to CSUSM students, faculty, and staff

There are a few new changes for this semester if you are planning on taking transit.

Extended hours for the SPRINTER

Reduced fare on the BREEZE

No more monthly paper passes for CSUSM – plastic Compass Card is now available

Starting January 20, 2011, the SPRINTER will have extended hours. On Monday through Thursday, new westbound weekday trains leave Escondido at 8:03 and 8:33 p.m. (No change to eastbound service from Oceanside.) On Fridays, new weekday trains will run eastbound from Oceanside at half-hour increments between 9:03 and 11:33 p.m. New westbound weekday trains leave Escondido at half-hour increments between 8:03 and 10:33 p.m. Saturday eastbound trains will leave Oceanside hourly at 9:33, 10:33 and 11:33 p.m. Saturday westbound trains leave Escondido at 8:33, 9:33 and 10:33 p.m. A westbound Sunday train has been added leaving Escondido at 8:33 p.m. One-way fare for the BREEZE bus will be reduced from \$2.00 to \$1.75 – also starts January 20, 2011.

Starting in February, the monthly College Transit Pass will be on the Compass Card – sales begin today, January 18, 2011.

The Compass Card is a plastic card that is reloadable and reusable. CSUSM transit riders will still come to the Parking and Commuter Office to pay for their pass, but now the Compass Card will automatically download the monthly fare at the transit station or on the bus when you “tap” the card on the card readers. With the Compass Card, you will have the option to purchase semester pass in advance (February through May) for \$116 (four months at \$29 per month). Limited quantity available at this discounted price. The passes are NOW on sale.

For more details on this program, contact Deb Schmidt, Commuter Coordinator, at 760-750-7520.

Deb Schmidt

Commuter Coordinator

dschmidt@csusm.edu

760-750-7520



"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer." Union of Concerned Scientists

First e-mail blast for pre-pilot survey

CSUSM Transit Riders,

During the 2011 spring semester, California State University San Marcos is participating in a pilot project to increase transit ridership, expand the use of 511, and test market the Compass Card transit pass on a university campus. As part of this pilot project, we would appreciate you taking a few minutes to fill out an online survey at the start of the project and, again, at the end of the project.

Please click the link below to complete the initial survey, which will help us find out how and why you use transit so that we can better meet your needs.

<https://www.surveymonkey.com/s/8HVRKCY>

Please complete this initial survey by Friday, Feb. 18, 2011.

Thank you for choosing public transportation for your commute to campus!

Deb Schmidt

Commuter Coordinator

dschmidt@csusm.edu

760-750-7520



*"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer."
Union of Concerned Scientists*

Reminder e-mail blast for pre-pilot survey

CSUSM Transit Riders,

Don't forget to complete the survey by Feb. 18!

During the 2011 spring semester, California State University San Marcos is participating in a pilot project to increase transit ridership, expand the use of 511, and test market the Compass Card transit pass on a university campus. As part of this pilot project, we would appreciate you taking a few minutes to fill out an online survey at the start of the project and, again, at the end of the project.

Please click the link below to complete the initial survey, which will help us find out how and why you use transit so that we can better meet your needs.

<https://www.surveymonkey.com/s/8HVRKCY>

Please complete this initial survey by Friday, Feb. 18, 2011.

Thank you for choosing public transportation for your commute to campus!

Deb Schmidt

Commuter Coordinator
dschmidt@csusm.edu
760-750-7520



*"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer."
Union of Concerned Scientists*

First e-mail blast for post-pilot survey

Thank you for participating in the CSUSM Compass Card Pilot Project! This pilot project is nearing completion. Your input and feedback regarding your experience as part of this pilot project are very important. We would like to receive your comments by May 9 or before the final exam period arrives. Please take a few minutes and answer this short online survey.

<https://www.surveymonkey.com/s/8HVRKCY>

The information you provide will be helpful in improving efforts by CSUSM, SANDAG, and NCTD to reduce traffic congestion and create sustainable communities.

Again, thank you for your participation!

Deb Schmidt

Commuter Coordinator

dschmidt@csusm.edu

760-750-7520



"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer."

Union of Concerned Scientists

Reminder e-mail blast for post-pilot survey

We really want to hear from you! So if you haven't completed the CSUSM transit rider post-pilot survey yet, we are providing a few more days to do so. I'd really appreciate it if you could find some time over the weekend or after finals to complete this brief survey.

Please click the link below to complete the post-pilot survey, which will help us to continue to enhance your CSUSM commute.

<https://www.surveymonkey.com/s/CSUSM>

Thank you for choosing public transportation for your commute to campus!

Have a wonderful summer!

Deb Schmidt

Commuter Coordinator

dschmidt@csusm.edu

760-750-7520



*"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer."
Union of Concerned Scientists*

MARKETING PLAN AND TOOLKIT

The following Marketing Plan and Toolkit provides a complete package for implementing a semester transit pass program. While the marketing items reflect the Compass Card program, the materials are customizable with the name, logo, and program-specific details of your program.

The Compass Card program is based on a successful pilot program initiated at CSUSM during the 2011 spring semester. Funded through a Caltrans Technical Assistance Planning Grant for a Rural Coordinated Transit Project, SANDAG worked with the North County Transit District (NCTD) and CSUSM to develop a marketing program to introduce Compass Cards to CSUSM students, faculty, and staff. The reusable, reloadable transit pass was offered at a discount to increase public transportation ridership, reduce traffic congestion, and create more sustainable communities. The discounts passed along to card-buyers were made possible by funding from SANDAG, NCTD, and CSUSM. Through this combination of funding alliances and a localized marketing campaign, the Compass Card program was met with great success:

- Pass sales soared 280 percent, from 376 passes to 1,427 passes
- CSUSM exceeded its sales commitment to NCTD by 59 percent
- Semester-long passes eliminated 540 visits to the CSUSM Parking and Commuter office

The pilot project results are strong evidence the Compass Card program can be replicated on campuses throughout the state. This Marketing Toolkit has been designed to help you launch a successful Compass Card campaign on your campus. The kit includes guidelines to create a plan to market the Compass Card yourself: how to identify the tools and tactics that will meet your campus' unique requirements for public transportation; create materials to publicize your program using customizable templates; plan ahead using a suggested timeline to launch and sustain an effective campaign; develop a strawman budget to avoid financial disasters.

DIY Marketing

Every marketing plan has to fit the need and situation. Even so, there are standard components you just cannot do without. A marketing plan should always have a situation analysis, marketing strategy and tactics, milestone timelines, and expense budget. The following text provides an overview of the proposed plan development process.

Situation Analysis

Start your situation analysis by examining your stakeholders — students, faculty, and staff. List what you know about their perspectives (how they perceive campus transportation and parking services, for example); what strategies and actions can be developed and executed to address or mitigate those perceptions; list the communications vehicles that can get the message out (posters, e-mail, events, etc.); list the messages that will resonate with this group of stakeholders; identify any potential crises (demand is greater than supply). Here is a template to help you organize stakeholder analyses. Repeat the process for each stakeholder.

Campus Stakeholders Analysis Example

Stakeholder	Campus Students
Department Staff Responsible	Director of Transportation Services
Key Contacts	Joe Transit
Support Resources	Campus Graphics Department; Student Services
Perspective	<ul style="list-style-type: none"> • Drive on SRXX is always congested • Fears arriving late to class due to congestion • Worries about finding a parking place • Concerned over the price of a parking pass • Strapped by the cost of fuel
Strategy/Actions	<ul style="list-style-type: none"> • Introduce the Compass Card, which allows students to: <ul style="list-style-type: none"> ○ Zip past traffic ○ Depart and arrive on schedule ○ Eliminates parking worries and expenses ○ Discounted for students ○ Save on personal gas and wear and tear expenses
Communication Vehicles	<ul style="list-style-type: none"> • Campus newspaper • E-mail blast to student body • Posters around campus • Information booth in front of bookstore the week before semester start <ul style="list-style-type: none"> ○ Purchase and enter to win promotion ○ Flyers in every bookstore purchase bag ○ Compass Card coupon on back of receipt (free cup of coffee with purchase) • Banner ads on Student Services Web page <ul style="list-style-type: none"> ○ Facebook page and promo contest (photos from my commute, for example)
Messages	<ul style="list-style-type: none"> • The Compass Card makes life a breeze • The Compass Card is saving the planet • The Compass Card is saving my savings account
Potential Crises	<ul style="list-style-type: none"> • Demand is greater than supply

Campus Stakeholders Analysis Worksheet

Stakeholder	Campus Students
Department Staff Responsible	
Key Contacts	
Support Resources	
Perspective	
Strategy/Actions	
Communication Vehicles	
Messages	
Potential Crises	

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Assessing your transportation program's strengths, weaknesses, market opportunities, and threats through a SWOT analysis is another simple process that can offer powerful insight into the potential and critical issues affecting your campaign.

The SWOT analysis begins by conducting an inventory of internal strengths and weaknesses in your organization. You will then note the external opportunities and threats that may affect the organization, based on your market and the overall environment. Do not be concerned about elaborating on these topics at this stage; bullet points may be the best way to begin. Capture the factors you believe are relevant in each of the four areas. You will want to review what you have noted here as you work through your marketing plan. The primary purpose of the SWOT analysis is to identify and assign each significant factor, positive and negative, to one of the four categories, allowing you to take an objective look at your transportation program. The SWOT analysis will be a useful tool in developing and confirming your goals and your marketing strategy.

- **Strengths:** Strengths describe the positive attributes, tangible and intangible, internal to your organization. They are within your control. What do you do well? What resources do you have? What advantages do you have over your competition – cars?
- **Weaknesses:** Note the weaknesses within your organization. Weaknesses are factors that are within your control that detract from your ability to obtain or maintain a competitive edge. Which areas might you improve?
- **Opportunities:** Opportunities assess the external attractive factors that represent the reason for your organization to exist and prosper. These are external to your operation. What opportunities exist in your market, or in the environment, from which you hope to benefit?
- **Threats:** What factors are potential threats to your organization? Threats include factors beyond your control that could place your marketing strategy, or the program itself, at risk. These are also external – you have no control over them, but you may benefit by having contingency plans to address them if they should occur.

The true value of the SWOT analysis is in bringing this information together, to assess the most promising opportunities, and the most crucial issues.

Tools and Tactics

Now that you know the lay of the land, so to speak, you can define the tools and tactics to be used to launch and grow your Compass Card program.

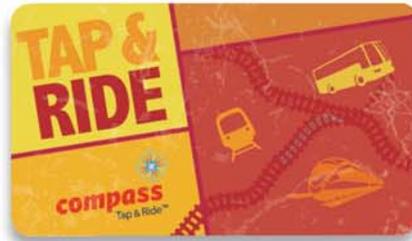
To effectively reach the widest target audience – university students, faculty, and staff – with an effective frequency, we recommend that the following tactics be used together in a comprehensive package. Given varying restrictions on budgets, unique media opportunities, and differences in promotional resources, these tactics may also be selected a-la carte, as appropriate.

All materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.

- **Compass Card**
The design of the card itself is fun and eye-catching. As the central component of the student campaign, the card imagery is instantly recognizable and featured prominently on all promotional materials.
- **Indoor/Outdoor Banner**
For campus and community outreach, vinyl banners (6' x 3') with complementary full-color graphics can be used on a table display or inside a booth for indoor/outdoor campus and community events.
- **A-Frame or Retractable Banner Stand**
Flexible, moveable, full-color, stand-alone sidewalk/street signs can be used in conjunction with booth and/or table display to capture the attention of passers-by.
- **Counter Card**
Easel-backed, table-top displays (11" x 14") for use during staffed promotional events or as stand-alone displays at point-of-sale locations, student centers, bookstores, etc. May also feature a tear-off coupon pad with student discount offer.
- **Posters**
Full-color posters (17" x 22") posted in strategic locations around campus, in bookstores, student unions, etc. and sized for display inside trains, busses, and trolleys, as available.
- **Outdoor Signage**
Outdoor signs are highly visible and an effective way to target those who are already using the transit system or those that may be inclined to use it. Full-color signage may include bus tails, bus kings, transit shelter posters, and street-pole banners in select areas. Outdoor promotion is a cost-effective medium, with a low cost-per-thousand (CPM).
- **Print Ad**
Design complementary quarter- and half-page print ads to run in 4-color, 2-color, or B/W in campus newspapers, newsletters, and community newspapers in surrounding areas.
- **Web Ads**
Leaderboard (728x90), Big Box (300x250), and/or Monster (300x600) ads to run on college and university Web sites and sites frequented by students and faculty. Consider geo-targeting larger sites by IP address.
- **eBlast**
Direct market to students, faculty, and staff via campus e-mail list offering special discount at the beginning of each semester.
- **Fact Sheet/FAQ**
One-sheet (5.5" x 11") with Compass Card quick facts and frequently asked questions. Distribute at campus and community events.

- **Discount Coupon**
Compass Card discount coupon offered to students and included with orientation and/or registration materials. May also be attached to the counter card on a tear-off pad.
- **Branded Promotional Giveaway**
During specific promotional periods, offer branded giveaway item (such as beach towel, workout bottle, thumb drive, etc.) as a free gift with the purchase of a compass card.

Get On Board_samples A



New Student Compass Card



Horizontal Indoor/Outdoor Banner: 6' x 2'
Bus Kings signage

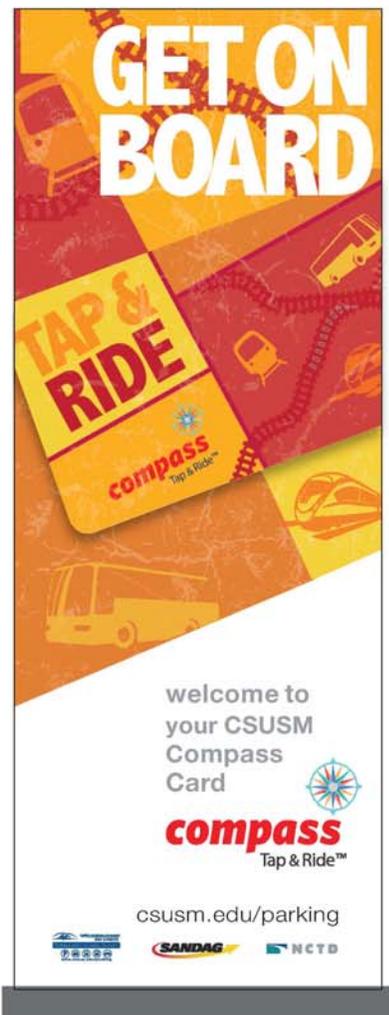


Web Banner_Leaderboard size



Outdoor/ Street Billboard

All materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.

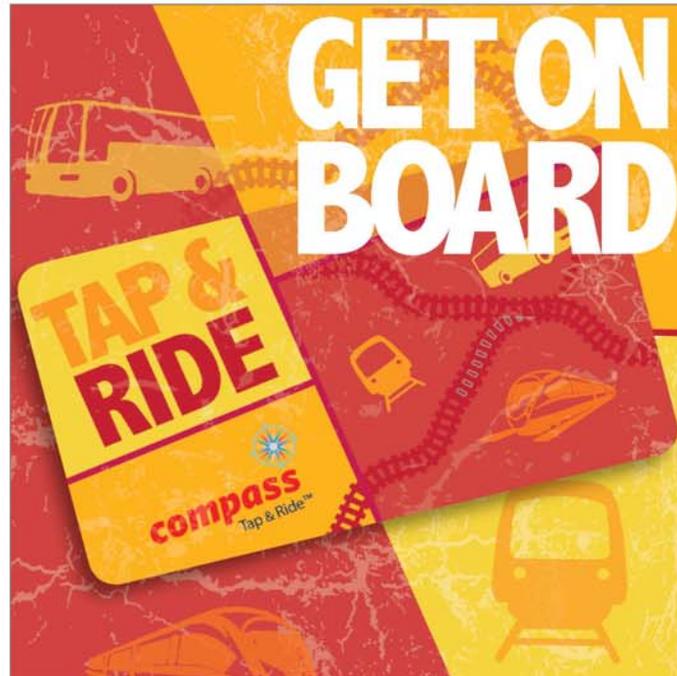


Vertical Roll-up Banner



Street Pole Banners

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.



GET ON BOARD

TAP & RIDE
compass
Tap & Ride™

GET A CSUSM COMPASS CARD

- Good on Sprinter and Breeze
- Only \$29 / per month
- Call 760.750.7500 for more information



compass
Tap & Ride™
csusm.edu/parking

Poster: 17" x 22"

GET ON BOARD

TAP & RIDE WITH YOUR COMPASS CARD TODAY

GET ON BOARD & SAVE 25%

- Take the Sprinter or Breeze?
- Now you can ride and save 25% off fares with a CSUSM Compass Card.
- Semester Compass Card (Feb-May) \$116
- Monthly Compass Card \$29
- Discount available while supply lasts.

760.750.7500 csusm.edu/parking

compass
Tap & Ride™

compass
Tap & Ride™
csusm.edu/parking

Counter Card with easel back and coupon pad: 11" x 14"

GET ON BOARD & SAVE 25%

- Take the Sprinter or Breeze?
- Now you can ride and save 25% off fares with a CSUSM Compass Card.
- Semester Compass Card (Feb-May) \$116
- Monthly Compass Card \$29
- Discount available while supply lasts.

760.750.7500 csusm.edu/parking

compass
Tap & Ride™

GET ON BOARD & SAVE 25%

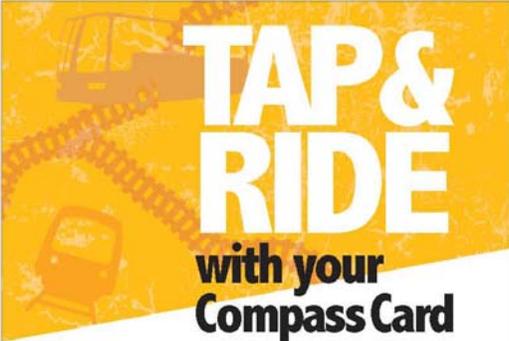
- Take the Sprinter or Breeze?
- Now you can ride and save 25% off fares with a CSUSM Compass Card.
- Semester Compass Card (Feb-May) \$116
- Monthly Compass Card \$29
- Discount available while supply lasts.

760.750.7500 csusm.edu/parking

compass
Tap & Ride™

Student Discount Coupons

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.



TAP & RIDE

with your Compass Card

New transit payment options



Now you can buy a semester transit pass on a Compass Card (Feb-May) for \$116 or reload monthly for \$29. Get your card at the CSUSM Parking and Commuter Services Office. This offer is good while supplies last.

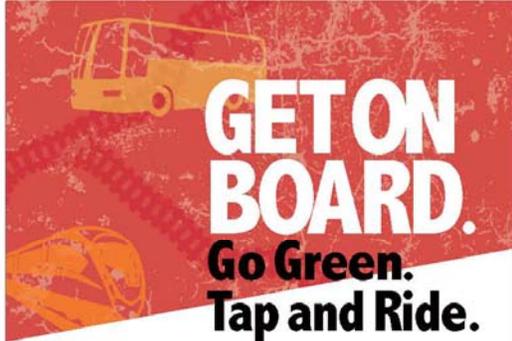
Here is what you get with the Compass Card

- No more lost, torn or washed paper passes. Your durable plastic Compass Card is registered with CSUSM. First replacement fee is free; \$5 per card thereafter.
- Available only through CSUSM Parking and Commuter Services with CSUSM valid ID for students, faculty and staff.
- Compass Cards are reusable. Just reload, tap and ride.
- Good on SPRINTER/BREEZE. The SPRINTER train features an elevated station on the northeast corner of the campus and runs every 30 minutes. BREEZE bus route 340 also serves the area.



compass
Tap & Ride™

For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.



GET ON BOARD.

Go Green. Tap and Ride.

Thank you for choosing the Compass Card as your transportation choice to and from campus. This transit program works on many levels with cost-saving benefits for you as well as for the campus and community through reduced auto emissions and traffic congestion.

How to Tap and Ride with your Compass Card

The Compass Card is the transit system's virtual fare turnstile. You must tap your card on a validator before boarding. Not tapping will leave your pass unvalidated and enforcement officers may issue you a warning or a ticket.

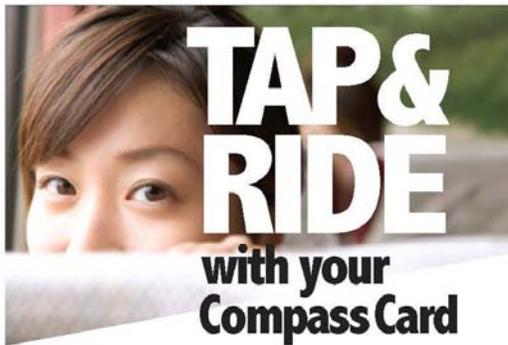
In addition, tapping before you board:

- Keeps your card active in the system
- Activates an automatic reload on your Compass Card
- Ensures your next month's pass is loaded on the card in plenty of time before the current pass expires

compass
Tap & Ride™

For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.

2 Sided Fact Sheet: 5.5"x 11"



TAP & RIDE

with your
Compass Card

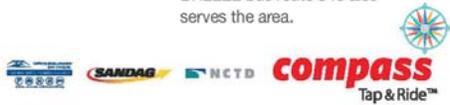
New transit payment options



Now you can buy a semester transit pass on a Compass Card (Feb-May) for \$116 or reload monthly for \$29. Get your card at the CSUSM Parking and Commuter Services Office. This offer is good while supplies last.

Here is what you get with the Compass Card

- No more lost, torn or washed paper passes. Your durable plastic Compass Card is registered with CSUSM. First replacement fee is free; \$5 per card thereafter.
- Available only through CSUSM Parking and Commuter Services with CSUSM valid ID for students, faculty and staff.
- Compass Cards are reusable. Just reload, tap and ride.
- Good on SPRINTER/BREEZE. The SPRINTER train features an elevated station on the northeast corner of the campus and runs every 30 minutes. BREEZE bus route 340 also serves the area.

For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.



GET ON BOARD.

Go Green.
Tap and Ride.

Thank you for choosing the Compass Card as your transportation choice to and from campus. This transit program works on many levels with cost-saving benefits for you as well as for the campus and community through reduced auto emissions and traffic congestion.

How to Tap and Ride with your Compass Card

The Compass Card is the transit system's virtual fare turnstile. You must tap your card on a validator before boarding. Not tapping will leave your pass unvalidated and enforcement officers may issue you a warning or a ticket.

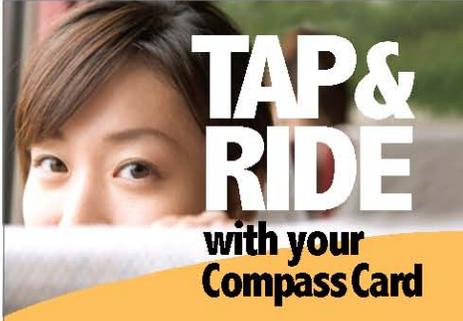
In addition, tapping before you board:

- Keeps your card active in the system
- Activates an automatic reload on your Compass Card
- Ensures your next month's pass is loaded on the card in plenty of time before the current pass expires



For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.

2 Sided Fact Sheet: 5.5"x 11"



TAP & RIDE

with your
Compass Card

New transit payment options



Now you can buy a semester transit pass on a Compass Card (Feb-May) for \$116 or reload monthly for \$29. Get your card at the CSUSM Parking and Commuter Services Office. This offer is good while supplies last.

Here is what you get with the Compass Card

- No more lost, torn or washed paper passes. Your durable plastic Compass Card is registered with CSUSM. First replacement fee is free; \$5 per card thereafter.
- Available only through CSUSM Parking and Commuter Services with CSUSM valid ID for students, faculty and staff.
- Compass Cards are reusable. Just reload, tap and ride.
- Good on SPRINTER/BREEZE. The SPRINTER train features an elevated station on the northeast corner of the campus and runs every 30 minutes. BREEZE bus route 340 also serves the area.




For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.



GET ON BOARD.

Go Green.
Tap and Ride.

Thank you for choosing the Compass Card as your transportation choice to and from campus. This transit program works on many levels with cost-saving benefits for you as well as for the campus and community through reduced auto emissions and traffic congestion.

How to Tap and Ride with your Compass Card

The Compass Card is the transit system's virtual fare turnstile. You must tap your card on a validator before boarding. Not tapping will leave your pass unvalidated and enforcement officers may issue you a warning or a ticket.

In addition, tapping before you board:

- Keeps your card active in the system
- Activates an automatic reload on your Compass Card
- Ensures your next month's pass is loaded on the card in plenty of time before the current pass expires



For more information visit csusm.edu/parking or call 760.750.7500. Follow us on Facebook.

2 Sided Fact Sheet: 5.5"x 11"

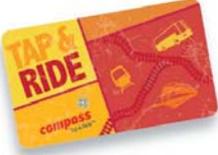


No more paper transit passes for CSUSM- plastic Compass Card is now available

Starting in February, the monthly College Transit Pass will be on the **Compass Card**. Sales begin today, January 18, 2011.

The Compass Card is a plastic card that is reloadable and reusable. CSUSM transit riders will still come to the Parking and Commuter Office to pay for their pass, but now the Compass Card will automatically download the monthly fare at the transit station or on the bus when you "tap" the card on the card readers. With the Compass Card, you will have the option to purchase a semester pass in advance (February through May) for \$116. Limited quantity available at this discounted price. The passes are NOW on sale.

For more details on this program, contact Deb Schmidt, Commuter Coordinator, at 760-750-7520 or visit csusm.edu/parking.




California State University
SAN MARCOS
Parking and Commuter Services

www.csusm.edu/parking

Deb Schmidt
Commuter Coordinator
dschmidt@csusm.edu
760-750-7520

  **compass**
Tap & Ride™

"The mode of transportation that you choose has a greater effect on the environment than any other decision you make as a consumer." Union of Concerned Scientists

Introductory e Blast



GET ON BOARD

with your Compass Card

Take the Sprinter or Breeze? Now you can ride and save off regular fares with a new CSUSM Compass Card- the transit system's new virtual fare turnstile. Compass Cards are fast, reusable and easy to use. Just reload, tap and ride.

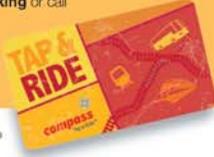
Buy a semester transit pass on a Compass Card (Feb-May) for \$116 or reload monthly for \$29. Get your card at the CSUSM Parking and Commuter Services Office. For more information visit csusm.edu/parking or call 760.750.7500.



TAP & RIDE

with your Compass Card

Take the Sprinter or Breeze? Now you can ride and save off regular fares with a new CSUSM Compass Card- the transit system's new virtual fare turnstile. Compass Cards are fast, reusable and easy to use. Just reload, tap and ride. Buy a monthly transit pass on a Compass Card for \$29. For more information visit csusm.edu/parking or call 760.750.7500



Print Ads: Quarter-page and half-page sizes

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.



GET ON BOARD

with your Compass Card

Take the Sprinter or Breeze? Now you can ride and save off regular fares with a new CSUSM Compass Card - the transit system's new virtual fare turnstile. Compass Cards are fast, reusable and easy to use. Just reload, tap and ride.

Buy a semester transit pass on a Compass Card (Feb-May) for \$116 or reload monthly for \$29. Get your card at the CSUSM Parking and Commuter Services Office. For more information visit csusm.edu/parking or call 760.750.7500.



TAP & RIDE

with your Compass Card

Take the Sprinter or Breeze? Now you can ride and save off regular fares with a new CSUSM Compass Card - the transit system's new virtual fare turnstile. Compass Cards are fast, reusable and easy to use. Just reload, tap and ride.

Buy a full monthly transit pass on a Compass Card for as little as \$29. For more information visit csusm.edu/parking or call 760.750.7500



Print Ads: Quarter-page and half-page sizes

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.

Get On Board_samples K



Marketing Tool Kit Folder: 9"x 12"



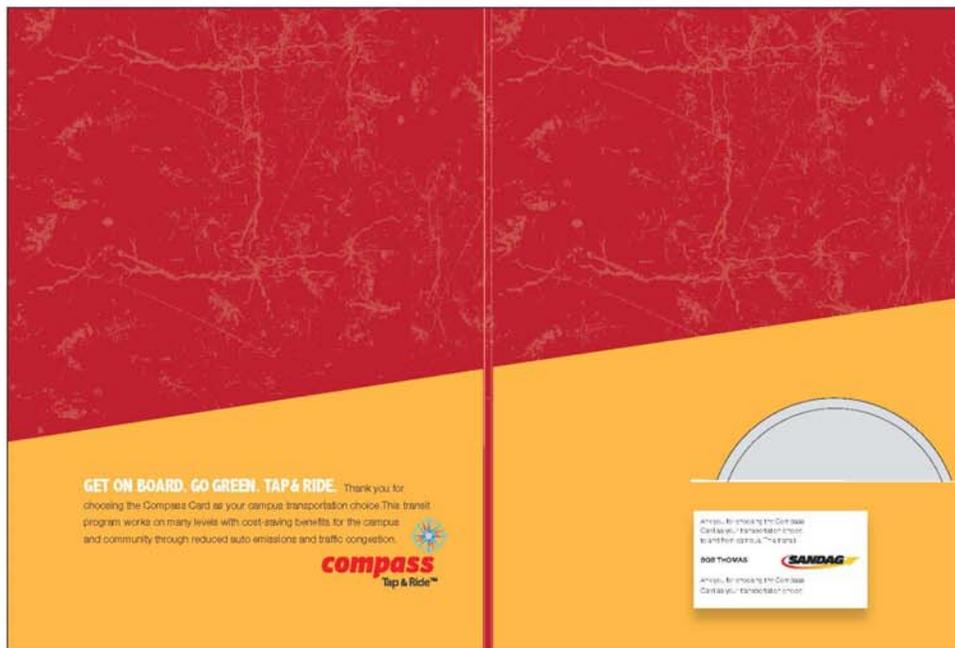
Marketing Tool Kit Folder: 9"x 12"

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.

Get On Board_samples L

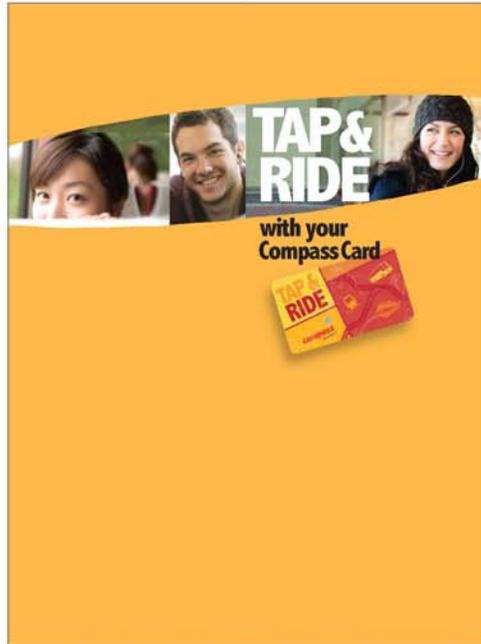


Marketing Tool Kit Folder: 9"x 12"

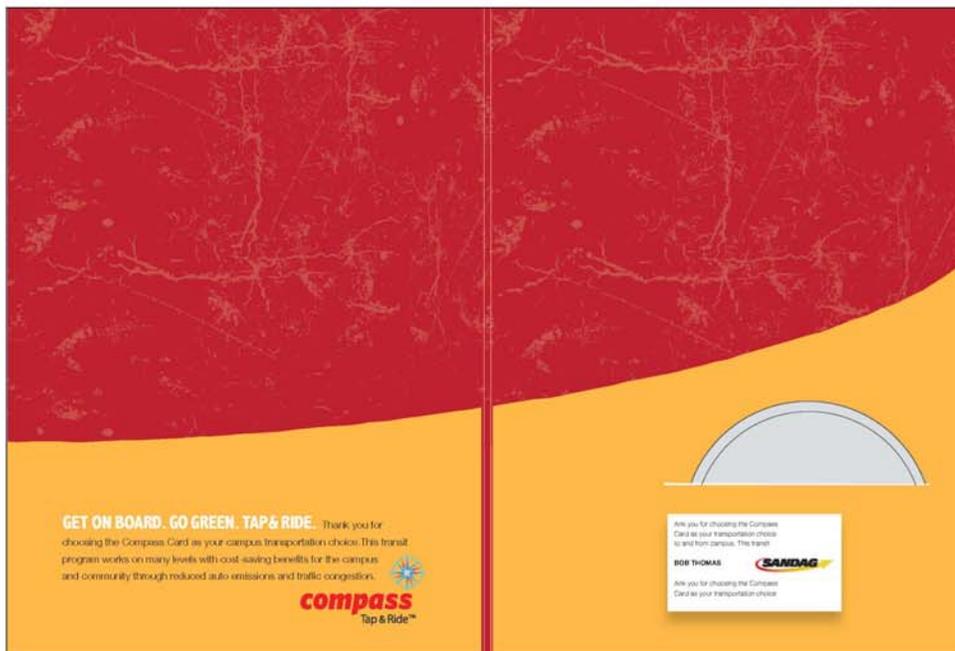


Marketing Tool Kit Folder: 9"x 12"

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.



Marketing Tool Kit Folder: 9"x 12"



Marketing Tool Kit Folder: 9"x 12"

All Materials are customizable with the name, logo, and program-specific details of the host institution. Art files are available.

Other Tactics

Define a plan to develop social media tools: Facebook, Twitter, YouTube accounts. Cost should not be an object, especially if you can maintain the sites with internal staff. Does your campus have regulations concerning social media?

- Get creative with your social media campaigns. Ask Compass Card riders to send in photos of their commute; e.g., a great scenery shot, the traffic that they are avoiding, etc. Award a prize for the best photo. Do the same for video and post it on YouTube.
- Your student riders are Tweeting all the time. Engage them with Tweets on the Compass Card program – remind them of the money and emissions that they are saving. Invite them to enter a contest (“Tweet us your favorite Compass Card moment and win a prize”).
- Since Twitter happens in real-time, post Tweets and news updates on a daily basis or more, if needed
- Tweets will be synched with Facebook postings using the HootSuite dashboard for online management (HootSuite is a social media communications dashboard that publishes content to Web sites such as Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress)

Tools to Sell the Compass Card Marketing Toolkit

- Marketing Tool Kit Folder: Include marketing plan, samples, and images of all promotional materials in a presentation kit for marketing program to prospective colleges and universities.
- Marketing Tool Kit CD and Label: CD to include art files (templates and logos) for each of the promotional elements that can be customized with school identity (name, logo, contact information, and call to action).

Timeline

Creating a Compass Card marketing timeline is a key element of your overall campaign. You may already know how long it takes to get things done on campus (e.g., three weeks to get posters customized and printed; another five days to get the posters put into bulletin boards). Each campus is different. Planning ahead and around all the variables will ensure your materials are ready to support a Compass Card campaign launch.

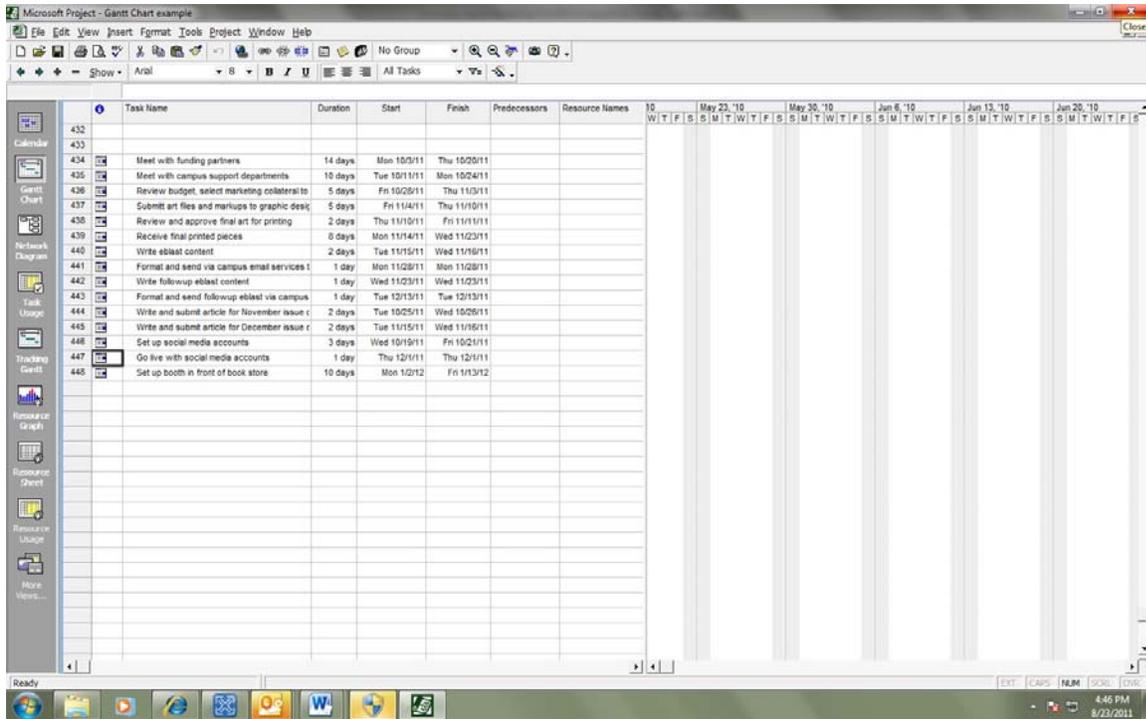
With that in mind, set your launch date.

Now, work backward to create realistic due dates to support your grand opening milestones.

Here are some action items to consider in developing a timeline:

- Set meetings with key support groups (graphic design, printing, etc.) to look over art and discuss customization needs. Get estimates of the cost of services and turnaround times. If you are launching your campaign on January 1, count back the days needed to accomplish these tasks. Be sure to include holidays. So if graphic design takes five working days and printing takes three working days and both shops are closed five working days for the holidays, you need to begin customizing your graphics on December 13.
 - Can all of the work be done on campus? If you are making a pop-up display or large vinyl banners, you may need to use outside vendors. Find out what the campus policy is on working with vendors and build in the appropriate amount of time to your schedule.
- Early on in the planning process, meet with other organizations with which you would like to partner for Compass Card promotions: student union, bookstore, etc. Discuss opportunities to co-market the program. Is the student union willing to donate a cup of coffee for each card purchased? Will the bookstore add the coupon for a free cup of coffee with purchase on the back of each receipt? Set the boundaries and timeframe. This can be a win-win for all.
- Meet with your sponsors/funders to determine messaging and logo recognition requirements on all collateral materials. Be sure to get high-resolution versions of their logos.
- What advertising opportunities exist through campus media outlets? Check into newspapers, Web sites, bulletin boards, special event program ads, and banner placement opportunities for cost, sizes, and deadlines.

Draft the Compass Plan campaign timeline to include a chronological list of marketing plan tasks, individuals or teams responsible for completing each task, and target due dates. Microsoft Project is a popular tool for tracking timelines.



Using the information you gathered from vendors and internal staff, add extra days as a cushion.

Meet with your Compass Plan team to review the tasks and associated due dates to ensure you have realistically captured the timeline.

With an accurate timeline, you can manage the marketing plan's day-to-day activities. Stay on top of those assigned to complete tasks to ensure they are hitting target dates. Adjust the plan as necessary if you encounter unexpected delays. Inform Compass Card sponsors if the plan's timeline may experience significant changes.

Budget

This Compass Card Marketing Toolkit budget has been designed to give you an approximate idea of what the various marketing tools cost to produce (reproduce). The costs cited below are based on quotes from a variety of sources: name brand copy centers, small business signage shop, medium-size print shops, etc. Your budget will be influenced by the campus guidelines for graphic and printing, whether you are bound to keep the work internal or go out for competitive bids.

If your budget is tight and you have to pick and choose from the a-la-carte tactics, do a quick analysis of which advertising investment will have the greatest return. Which piece(s) — print ad, Web banner, posters, outdoor banners, social media, etc. — will be seen by the largest number of students, faculty, and staff? That is where you want to invest.

Marketing Tool	Unit Price	Total Cost
Compass Card	Provided	
Indoor/Outdoor Vinyl Banner: 4 color, 6" w x 3" h	\$100.00	
A-Frame Display Board: 4 color, 24" w x 36" h	\$93.00	
Retractable Banner Stand: 4 color, 33" w x 80" h	\$245.00 plus graphics prep charge	
Counter Card/Table-Top Display: 4 color, 11" w x 14" h, with tri-pod back	\$14.50	
Posters: 4 color, 17" x 22"	\$13.75	
Outdoor Signage: <ul style="list-style-type: none"> • Bus Kings • Bus Tails • Transit Shelters • Street Poles 	Cost of Materials Prep (Approx. \$900.00) plus Cost of Space	
Print Ad: <ul style="list-style-type: none"> • Art • Space 	Included in Kit Need Quote from Publication	
Web Ads: <ul style="list-style-type: none"> • Art • Space: 	Included in Kit Need Quote from Publication	
eBlast: ConstantContact, per Thousand E-mail Addresses	Varies based on the number of e-mail addresses	
Fact Sheet/FAQ Output: 4 color, no bleed, printed 2 up	\$.45 per sheet	
Discount Coupon Output: Full color, 5.5" w x 4" h, pads of 50	\$10.00	
Branded Promotional Giveaway: Various	\$.50 on up	
Social Media Campaign	Labor/Hourly Rate	

Cost will vary based on quantity and vendor.

PRE-PILOT SURVEY



PRE-PILOT SURVEY SUMMARY AND AGGREGATE SURVEY RESULTS

DELIVERABLES 5 AND 6

INTRODUCTION

In order to reduce traffic congestion and create sustainable communities, the California State University at San Marcos (CSUSM), the San Diego Association of Governments (SANDAG), and North County Transit District (NCTD), came together and began a pilot project at CSUSM. To reach the overall goal, CSUSM, SANDAG, and NCTD identified that increasing public transit ridership, expanding the use of 511, and securing additional Compass Card users were the key ingredients in reducing traffic congestion and creating sustainable communities. In order to accomplish these objectives and the overall goal, discounted monthly Compass Cards were made available to students, faculty, and staff at CSUSM. The project was started earlier this year and is currently in full effect. To measure the effectiveness of the program and to improve efforts CSUSM, SANDAG, NCTD, decided to administer a survey.

The survey was conducted electronically and was made available to all those who took advantage of the project and purchased discounted Compass Cards. In total, 490 participants were contacted and 199 completed the survey, a 41 percent response rate. The results of the survey are highlighted with an emphasis on the most prevalent answers and comments made by the participants. This summary should serve to identify who took advantage of the Compass Card discounts, how often public transit was utilized by the participants, what entices participants to use public transportation, what strategies can reduce traffic congestion, and what improvements can be made.

RESPONDENT CHARACTERISTICS

Who were the primary users of the discounted Compass Cards and what areas did they come from?

Interestingly, 7 out of 10 (72%) respondents were female and about 3 out of 10 (28%) were male. Additionally, almost half (47%) were between the ages of 17 and 21 and slightly less than one-third (32%) were between the ages of 22 and 26. All other age groups had a participation rate of less than 8 percent each. Consisting of about two-fifths each, the majority of participants were either Hispanic (41%) or White (38%). Asians made up the third largest group with 8 percent. Other groups had a 6 percent rate or less (not shown).

Although the respondents lived in various areas, the largest portions were residents of Oceanside (34%), Escondido (25%), and Vista (22%). With the exception of San Marcos (7%) and Fallbrook (4%), all other cities were reported at a rate of 2 percent or less (Table 1).

Table 1
Where do you live?

Residence	Number	Percent
Oceanside	60	34%
Escondido	44	25%
Vista	39	22%
San Marcos	13	7%
Fallbrook	7	4%
Carlsbad	3	2%
Temecula	3	2%
Solana Beach	2	1%
San Diego	1	1%
Encinitas	1	1%
Rancho Santa Fe	1	1%
Pala	1	1%
Pauma Valley	1	1%
Ramona	1	1%
Capistrano Beach	1	1%
Chino	1	1%
Total	179	105%

NOTES: Cases with missing information not included. Percentages do not equal 100 due to rounding.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Not surprisingly, as shown in Table 2, more than one in three (37%) respondents said that they lived 0 to 10 miles away from campus, almost half (49%) said that that they lived 11 to 20 miles away, and only 14 percent said they lived 20 or more miles from campus.

Table 2
Approximately how many miles do you live from the CSUSM campus?

Miles Away From Campus	Number	Percent
0-10 miles	73	37%
11-20 miles	98	49%
20 miles or more	27	14%
Total	198	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

In addition, about (51%) reported having access to a vehicle available to drive to CSUSM, over one-third (35%) said they did not, and more than one-tenth (14%) said that they sometimes did. None of the participants responded positively to having a disability that affected their mobility.

COMMUTING BEHAVIOR

What form of transportation was used most often, how often was it utilized, and how often do participants expect to utilize public transportation this semester?

When participants were asked what form of transportation they utilized most often last semester, the majority (86%) reported having used public transit. Less than one-tenth (8%) said they “drove alone” to campus and an even lower percentage (2% or less) reported using other methods of transportation, such as carpooling or walking (Table 3).

Table 3
During last semester (fall 2010), what form of transportation did you use most often when traveling to CSUSM?

Method of Transportation Used	Number	Percent
Public transit	164	86%
Drive alone	15	8%
Carpool	4	2%
Walk	3	2%
Combination of driving alone and public transit	2	1%
Bicycle	1	1%
Combination of carpooling and public transit	1	1%
Total	190	101%

NOTES: Cases with missing information not included. Percentages do not equal 100 due to rounding.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Tables 5 through 7 show that out of the SPRINTER Train, COASTER Train, and BREEZE Bus, the SPRINTER was the most commonly used form of public transit with the majority of respondents (95%) reporting having used it at least one day or more. With 8 out of 10 (80%) respondents noting having used the BREEZE one day or more, the BREEZE was the second most utilized form of public transit. The COASTER was the least commonly used with only 17 percent of respondents reporting using it one day or more. Additionally, of those who reported having used the SPRINTER and or the BREEZE, around half (60% for SPRINTER and 40% for BREEZE) reported using the option 31 days or more. Only 6 percent reported using the COASTER on 31 days or more.

Table 5
During last semester (fall 2010, 16 weeks), how many days did you ride the SPRINTER Train as part of your commute to CSUSM?

Number of Days SPRINTER Used	Number	Percent
0 days	9	5%
1-5 days	42	22%
6-15 days	5	3%
16-30 days	19	10%
31 days or more	113	60%
Total	188	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Table 6

During last semester (fall 2010, 16 weeks), how many days did you ride the BREEZE Bus as part of your commute to CSUSM?

Number of Days BREEZE Used	Number	Percent
0 days	37	20%
1-5 days	39	21%
6-15 days	14	7%
16-30 days	23	12%
31 days or more	75	40%
Total	188	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Table 7

During last semester (fall 2010, 16 weeks), how many days did you ride the COASTER Train as part of your commute to CSUSM?

Number of Days COASTER Used	Number	Percent
0 days	156	83%
1-5 days	11	6%
6-15 days	5	3%
16-30 days	4	2%
31 days or more	11	6%
Total	187	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Moreover, almost all (98%) participants said they expected to use public transit at least one day or more during the current semester, with the majority (70%) saying they expected to use it "4 or more days a week." It is apparent that public transit is the most common method respondents use to travel to CSUSM (Table 3) and that they plan to continue to use it (Table 8).

Table 8

On average, how many days a week do you expect to ride public transit (SPRINTER, COASTER, BREEZE, etc.) as part of your commute to CSUSM this semester (spring 2011)?

Expected Days Per Use	Number	Percent
0 days	4	2%
1 day a week	6	3%
2 days a week	25	13%
3 days a week	22	12%
4 or more days a week	134	70%
Total	191	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

REASONS FOR USING PUBLIC TRANSPORTATION

Why did participants decide to use public transit over other forms of transportation and what do they think can increase use of it?

When respondents were asked the primary reason why they chose to use public transit, over two-thirds (68%) said to “save money.” Not having access to a car or not having a license was the second most noted reason for using public transit (13%) as opposed to driving or using other forms of transportation. In addition, 9 percent felt using public transit was “less stressful than driving” and 7 percent liked having the ability to work or study. All other reasons were noted by 2 percent or less of respondents (not shown).

Although 8 out of 10 (80%) respondents believed that public transit was better for the environment, over half (58%) reported that the environment was a “somewhat important” or “not important” factor in choosing to use public transit, which was not a surprise considering that only 2 percent reported the environment as their main reason for choosing to use to public transit. Clearly, the respondents were motivated to use public transit more by need than environmental consciousness, which should not be overlooked in efforts to increase public transit ridership.

When asked if they had any ideas to increase public transit use, two-fifths (40%) of respondents replied that more trip departure times were needed, especially services later in the day. About one-fifth (21%) reported that more marketing describing the cost benefits of using public transit and the discounts available would increase ridership. One-fifth (20%) also said that ridership would increase if more discounts were offered or continued to be made available. Other ideas also were mentioned, such as enhancing Compass Card features and increasing the number of public transit connections, but had lower reported percentages (1% to 13%) (Table 9).

Table 9

Do you have any ideas for increasing public transit ridership to CSUSM? If so, please tell us your ideas?

Ideas	Number	Percent
More trip departure times	30	40%
Increase marketing	16	21%
Less expensive fares/discounts	15	20%
Enhancements to bus pass/Compass Card options	10	13%
More connections/better coordination	8	11%
Increase schedule reliability	5	7%
Routes with stops at more locations	3	4%
Enhance features on public transit	3	4%
Increase safety at stops	2	3%
Vanpool or carpool	2	3%
Increase parking prices	2	3%
More direct routes	1	1%
New routes	1	1%
Total	75	131%

NOTES: Cases with missing information not included. Percentages based on multiple responses.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

KNOWLEDGE OF COMPASS CARD AND 511

How familiar were participants with Compass Card and 511 prior to the project? How have they used 511 and what do they think can increase the use of it?

A majority (85%) of participants had heard of the Compass Card prior to receiving their current card. The majority (77%), however, said that prior to receiving their current card, they had never used a Compass Card, which serves to indicate a new, untapped market for the Compass Card (Tables 10 and 11).

Table 10

Before receiving your current Compass Card transit pass, had you ever heard of the Compass Card transit pass before?

Have You Ever Heard of Compass Card?	Number	Percent
Yes	162	85%
No	27	14%
Not Sure	1	1%
Total	190	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Table 11

Before receiving your current Compass Card transit pass, had you ever used the Compass Card transit pass before?

Have You Ever Used the Compass Card?	Number	Percent
Yes	43	23%
No	147	77%
Total	190	100%

NOTE: Cases with missing information not included.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

When asked how familiar they were with 511, only 14 percent of respondents said they were very familiar or familiar with it and 62 percent said they were not familiar with it all. Moreover, only 13 percent reported actually having used 511 and more than two-thirds (62%) said they never had. One-fourth (25%) said that they were not sure if they had ever used it. Of those who had used it (23 respondents), more than three-fourths (78%) reported having used it to get "transit information" and about one-tenth (9%) used it for obtaining bicycle locker information (not shown). Among survey respondents, knowledge of 511 and use of it was uncommon. To increase knowledge and use of 511, nearly two-thirds (62%) of participants proposed having a "CSUSM e-mail blast" and about one-fourth (26%) said that on-campus signs would increase student, staff, and faculty awareness of it.

STRATEGIES AND IMPROVEMENTS

What strategies could be most effective in reducing traffic congestion? What public transportation improvements or freeway enhancements would participants take most advantage of?

From all the strategies proposed by the respondents that could be effective in decreasing traffic congestion on State Route (SR) 78, three-fourths (75%) said that providing incentives to ride public transit would work and about two-fifths (41%) said that providing incentives to carpool would. All other strategies garnered support from about one-third of respondents or less, which was not surprising considering that most participants had chosen to use public transportation to “save money.” Nevertheless, about one-third also said that better services to North County (32%) and bus services later in the day (31%) would be effective strategies in reducing traffic congestion (Table 12).

Table 12
What strategies would be most effective at reducing traffic congestion on SR 78?

Improvements	Number	Percent
Provide incentives to ride public transit	150	75%
Provide incentives to carpool	82	41%
Better services to North County	64	32%
Bus service later in the day	62	31%
Better services to Southwest Riverside County	49	25%
Bus service earlier in the day	38	19%
More trip departure times	4	2%
Increase marketing	2	1%
More direct routes	2	1%
More shuttle visibility	1	1%
Freeway enhancements	1	1%
Total	199	229%

NOTES: Cases with missing information not included. Percentages based on multiple responses.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

Respondents also were asked specifically what improvements or freeway enhancements they would take advantage of if coming from Southwest Riverside County or North County Coastal cities. Of those who responded, more than two-thirds (67%) said they would take advantage of improvements to reach CSUSM from Southwest Riverside County. Specifically, 43 percent reporting they would take advantage of “more trip departures,” 36 percent reported “more direct routes,” and 35 percent an “increase of schedule reliability.” Only 8 percent said they would take advantage of freeway enhancements such as more carpool and more express bus services. All other improvements for Southwest Riverside County were noted by about 20 percent of respondents or less (Table 13).

Table 13***What service improvements would you take advantage of to reach CSUSM from Southwest Riverside County?***

Improvements	Number	Percent
More trip departure times	57	43%
More direct routes	48	36%
Increase schedule reliability	47	35%
Routes with stops at more locations	31	23%
Routes with fewer stops	25	19%
Additional parking at transit stations and stops	20	15%
New routes	19	14%
Vanpool or carpool	16	12%
Freeway enhancements (more lanes/more exits)	11	8%
Increase safety at stops	10	7%
Other	3	2%
Total	134	214%

NOTES: Cases with missing information not included. Percentages based on multiple responses.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

About three-fourths (76%), reported that they would take advantage of improvements to reach CSUSM from North County Coastal cities. Of those, 44 percent stated that they would take advantage of "more trip departures," 38 percent "more direct routes," and 37 percent an "increase in schedule reliability." All other improvements were noted by about 20 percent of respondents or less, including freeway enhancements, which only garnered support from 5 percent. Still, of those who noted freeway enhancements (8 respondents), an equal proportion (20% each) reported that more lanes, more exits, and more express buses could work to reduce traffic congestion on SR 78 (Table 14).

Table 14**What service improvements would you take advantage of to reach CSUSM from North County Coastal cities?**

Improvements	Number	Percent
More trip departure times	67	44%
More direct routes	58	38%
Increase schedule reliability	56	37%
Routes with fewer stops	34	23%
New routes	28	19%
Routes with stops at more locations	26	17%
Additional parking at transit stations and stops	19	13%
Vanpool or carpool	12	8%
Increase safety at stops	12	8%
Freeway enhancements	8	5%
Other	2	1%
Total	151	213%

NOTES: Cases with missing information not included. Percentages based on multiple responses.

SOURCE: CSUSM Compass Card Pre-pilot Survey 2011

CONCLUSION

Overall, respondents to the survey were receptive to and anticipated continuing to take advantage of the Compass Card discounts. As efforts to increase public transit ridership continue, discounts and increasing awareness of the project show great prospect. Other improvements, especially more trip departure times, also may prove beneficial to increasing ridership. Although, the majority of survey respondents were females age 26 years and younger and their responses may not be representative of all possible target groups, these data are still valuable for planning and implementing new strategies to increase public transit ridership in the future.

CSUSM Compass Card Pre-Pilot Survey

QUESTION AND RESPONSE	# OF CASES	PERCENTAGE
1.** Approximately how many miles do you live from the CSUSM campus?		
0-5 miles	19	10%
6-10 miles	54	27%
11-15 miles	55	28%
16-20 miles	43	22%
More than 20 miles	27	14%
TOTAL	198	100%
2.** During last semester (fall 2010), what form of transportation did you use most often when traveling to CSUSM?		
Drove alone	15	8%
Carpool	4	2%
Public transit	164	86%
Bicycle	1	1%
Walk	3	2%
Combination of driving alone and public transit	2	1%
Combination of carpooling and public transit	1	1%
TOTAL	190	101%
3. During last semester (fall 2010), how many days did you ride the SPRINTER Train as part of your commute to CSUSM?		
0 days	9	5%
1-5 days	42	22%
6-15 days	5	3%
16-30 days	19	10%
31 days or more	113	60%
TOTAL	188	100%
4. During last semester (fall 2010), how many days did you ride the COASTER Train as part of your commute to CSUSM?		
0 days	156	83%
1-5 days	11	6%
6-15 days	5	3%
16-30 days	4	2%
31 days or more	11	6%
TOTAL	187	100%
5. During last semester (fall 2010), how many days did you ride the BREEZE Bus as part of your commute to CSUSM?		
0 days	37	20%
1-5 days	39	21%
6-15 days	14	7%
16-30 days	23	12%
31 days or more	75	40%
TOTAL	188	100%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
6.** Approximately how long does it take you to travel one way to CSUSM? (Please provide your answer in minutes.)		
0-10 minutes	15	8%
11-20 minutes	30	16%
21-30 minutes	45	23%
31-60 minutes	85	44%
61+ minutes	19	10%
TOTAL	194	101%
7. On average, how many days a week do you expect to ride public transit (SPRINTER, COASTER, BREEZE, etc.) as part of your commute to CSUSM this semester (spring 2011)?		
0 days	4	2%
1 day a week	6	3%
2 days a week	25	13%
3 days a week	22	12%
4 or more days a week	134	70%
TOTAL	191	100%
8.**What is the number one reason you have decided to ride public transit to CSUSM this semester (spring 2011)? Please only select one.		
Faster than driving	2	1%
Save money	126	68%
Better for the environment than driving	4	2%
Less stressful than driving	16	9%
Can work/study while riding public transit	12	7%
No access to car/no license	24	13%
Carpool doesn't have the same schedule	1	1%
TOTAL	185	101%
9. Do you believe that riding public transit is better for the environment than driving?		
Yes	153	80%
No	5	3%
Not sure	33	17%
TOTAL	191	100%
10. How important of a factor was helping the environment in your decision to use public transit?		
Very important	29	19%
Important	36	23%
Somewhat important	67	43%
Not important at all	23	15%
TOTAL	155	100%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
11.**Do you have any ideas for increasing public transit ridership to CSUSM? If so, please tell us your ideas.		
More trip departure times	30	40%
Increase marketing	16	21%
Less expensive fares/discounts	15	20%
Enhancements to bus pass/Compass Card options	10	13%
More connections/better coordination	8	11%
Increase schedule reliability	5	7%
Routes with stops at more locations	3	4%
Enhance features on public transit	3	4%
Increase safety at stops	2	3%
Vanpool or carpool	2	3%
Increase parking prices to encourage public transit use	2	3%
More direct routes	1	1%
New routes	1	1%
TOTAL	75	131%
12. Before receiving your current Compass Card transit pass, had you ever heard of the Compass Card transit pass before?		
Yes	162	85%
No	27	14%
Not sure	1	1%
TOTAL	190	100%
13. Before receiving your current Compass Card transit pass, had you ever used the Compass Card transit pass before?		
Yes	43	23%
No	147	77%
TOTAL	190	100%
14. How familiar are you with 511?		
Very familiar	9	5%
Familiar	18	9%
Somewhat familiar	45	24%
Not at all familiar	119	62%
TOTAL	191	100%
15. Have you ever used 511?		
Yes	25	13%
No	119	62%
Not sure	47	25%
TOTAL	191	100%
16.**If yes, what information did you get from 511?		
Traffic information	1	4%
Transit information	18	78%
Bicycle lockers	2	9%
Complaints about late services/bad drivers	1	4%
To report lost items	1	4%
TOTAL	23	99%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
17.**What is the best way to inform students, staff, and faculty at CSUSM about 511 services and other transit announcements?		
CSUSM e-mail blast	113	62%
Local billboards	2	1%
Campus signs	48	26%
Campus newspapers	3	2%
Facebook	15	8%
Text messaging service	1	0%
On-campus representatives during peak student dates	1	0%
TOTAL	183	99%
18.* What strategies would be most effective at reducing traffic congestion on SR 78?		
Provide incentives to ride public transit	150	75%
Provide incentives to carpool	82	41%
Bus service earlier in the day	38	19%
Bus service later in the day	62	31%
Better services from Southwest Riverside County (Temecula, Murrieta region, etc.)	49	25%
Better services from North County Coastal cities (Carlsbad, Encinitas, Solana Beach, etc.)	64	32%
More shuttle service visibility	1	1%
Increase marketing	2	1%
Freeway enhancements	1	1%
More trip departure times	4	2%
More direct routes	2	1%
TOTAL	199	229%
19. Would you take advantage of service improvements to reach CSUSM from Southwest Riverside County (Temecula, Murrieta region)?		
Yes	134	67%
No	65	33%
TOTAL	199	100%
20.* What service improvements would you take advantage of to reach CSUSM from Southwest Riverside County (Temecula, Murrieta region)?		
More trip departure times	57	43%
Routes with fewer stops	25	19%
Routes with stops at more locations	31	23%
More direct routes	48	36%
New routes	19	14%
Increased schedule reliability	47	35%
Increased safety at stops	10	7%
Additional parking at transit stations and stops	20	15%
Vanpool or carpool	16	12%
Freeway enhancements	11	7%
Other	3	2%
TOTAL	134	214%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
21. If you responded that you would take advantage of freeway enhancements to CSUSM from Southwest Riverside County (Temecula, Murrieta region), specify the type of freeway enhancements.		
More carpool services	2	50%
More express bus services	1	25%
More lanes	1	25%
TOTAL	4	100%
22. Would you take advantage of service improvements to reach CSUSM from North County Coastal Cities (Carlsbad, Encinitas, Solana Beach, etc.)?		
Yes	151	76%
No	48	24%
TOTAL	199	100%
23.* What service improvements would you take advantage of to reach CSUSM from North County Coastal cities (Carlsbad, Encinitas, Solana Beach, etc.)?		
More trip departure times	67	44%
Routes with fewer stops	34	23%
Routes with stops at more locations	26	17%
More direct routes	58	38%
New routes	28	19%
Increased schedule reliability	56	37%
Increased safety at stops	12	8%
Additional parking at transit stations and stops	19	13%
Vanpool or carpool	12	8%
Freeway enhancements	8	5%
Other	2	1%
TOTAL	151	213%
24. If you responded that you would take advantage of freeway enhancements to CSUSM from North County Coastal cities (Carlsbad, Encinitas, Solana Beach, etc.), please specify the type of freeway enhancements.		
More carpool services	1	20%
More lanes	1	20%
More exit options	1	20%
More express bus service	1	20%
Fix streets for smoother drives	1	20%
TOTAL	5	100%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
25.**What is your home ZIP code?		
92057 (Oceanside)	26	15%
92027 (Escondido)	21	12%
92084 (Vista)	19	11%
92054 (Oceanside)	16	9%
92025 (Escondido)	13	7%
92058 (Oceanside)	13	7%
92083 (Vista)	12	7%
92069 (San Marcos)	11	6%
92028 (Fallbrook)	7	4%
92081 (Vista)	7	4%
92029 (Escondido)	5	3%
92026 (Escondido)	5	3%
92056 (Oceanside)	5	3%
92078 (San Marcos)	2	1%
92008 (Carlsbad)	2	1%
92075 (Solana Beach)	2	1%
92592 (Temecula)	2	1%
92085 (Vista)	1	1%
92023 (Encinitas)	1	1%
92059 (Pala)	1	1%
92010 (Carlsbad)	1	1%
92067 (Rancho Santa Fe)	1	1%
92061 (Pauma Valley)	1	1%
92065 (Ramona)	1	1%
92624 (Capistrano Beach)	1	1%
92591 (Temecula)	1	1%
92101 (San Diego)	1	1%
91710 (Chino)	1	1%
TOTAL	179	105%
26. Are you...?		
Male	50	28%
Female	131	72%
TOTAL	181	100%
27.**What year were you born?		
1994-90 (17-21)	83	47%
1989-85 (22-26)	56	32%
1984-80 (27-31)	14	8%
1979-75 (32-36)	5	3%
1974-70 (37-41)	1	1%
1969-65 (42-46)	6	3%
1964-60 (47-51)	10	6%
1959-55 (52-56)	1	1%
1954-50 (57-61)	2	1%
TOTAL	178	102%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
28. Do you consider yourself...?		
White/Caucasian	69	39%
Hispanic	73	41%
Black or African American	7	4%
American Indian or Alaskan Native	2	1%
Asian	14	8%
Hawaiian or Pacific Islander	2	1%
Mixed Heritage	11	6%
TOTAL	178	100%
29. Do you have a vehicle available that you could use to drive to CSUSM?		
Yes	93	51%
No	64	35%
Sometimes	25	14%
TOTAL	182	100%
30. Do you have a disability that affects your mobility?		
No	182	100%
TOTAL	182	100%

* Percentages based on multiple responses

** Percent does not equal 100 percent due to rounding

Comments
Your Welcome
Yeah, why does north county always have their transit meetings on a Thursday around noon? People work and go to school. They should have them on a Friday. That's why no one goes to those meetings. It's not fair for passengers of the busses to miss work just to point out the negatives on changing bus routes and times.
The transit company needs to offer more Breeze/Sprinter departures, as well as, more reliable scheduling. I cannot rely on the schedule, so I end up leaving 45 minutes earlier than what I already have to. Lastly, better connection amongst Breeze routes and Sprinter.
The Sprinter makes it easier for students who attend the colleges and universities in the surrounding areas. The SPRINTER has relieved a lot of stress for students who might not otherwise be able to attend college due to transportation issues. My family has three cars, but we choose to ride the SPRINTER to the places that are along the SPRINTER route. Thank you for your services.
The reduced transit passes are great, especially with rising tuition costs and other expenses related to going to school.
Thank you for working on providing discounts for our staff.
Please put a bus stop on the lower level of the campus.
Please keep promoting public transportation in North County. I think it could catch on and hopefully improve. I think targeting students is where it's at. We don't have a lot of money and if you tell us we can save like 200 bucks we will listen, plus being green and cutting gas costs by half and getting extra study time, nap time, and or relax time.
PLEASE DO NOT FORGET TO PICK US UP. We definitely count on the shuttle to pick us up at night and it's not fun to have to sit and wait in the cold weather!
Please consider extending at least an hour for the Sprinter (going Westbound Escondido to Oceanside).
Please add more times to the schedules and add new faster routes.
Need a 347/340 bus to go later than 7:18. After all, classes end at 9.
More frequent bus trips for the 347 bus, and later hours would be nice.
MAKE PARKING CHEAPER!!!!!!
It was very useful to know that I can help out the environment and not have to waste too much money for gas. Thank you.
I would love it if there could be a way to offer monthly school parking passes. Maybe there is a month I would rather park on campus, but don't want to pay for the entire semester. Also, those who do want to park on campus could spread out the payment for parking instead of only having the option of paying one (big!) lump sum.
I wish there was more service to my area - the 332 only runs until 5:30pm and not at all on weekends.
I think that the state and city governments should commit more funds to improve public transportation.
I think that showing the average cost of parking and gas compared to a Sprinter pass might be effective for many CSUSM commuters.
I really like the ability to purchase the entire semester's compass card at once, reducing trips.

Comments (Cont'd)

I originally chose to ride the Sprinter to school because it cost less money than driving (gas+parking permit on campus). I now find I hate days when I have to drive to class because I'm not accustomed to the horrible traffic. Saving money is a great way to get people on to the train. But really, there's no direct route from where I live to the Sprinter station. It takes me 15 minutes to ride my bicycle and 5 minutes in the car, but I could WALK more quickly than I could get there on a bus...and the buses only run 1/hour in the morning, so it's not an option. I'm not typical of the people going to CSUSM. Mostly it's students who were recently attending high school. Get the buses to shuttle between the high schools and the Sprinter stations in the morning and evening and I honestly think you will SIGNIFICANTLY increase ridership.

I like the Sprinter, but it's pretty sketchy walking in the very dark in the mornings. I'd like more light there or more of a sense of security around that area.

I don't like that the touch screen for the Compass Cards (at CSUSM) are downstairs. They should be upstairs by where you enter the Sprinter. I also don't like that there are not restrooms available near the CSUSM SPRINTER station. We need restrooms near there.

I do appreciate the fact that we even have public transportation that comes directly to CSUSM. Without it, I probably wouldn't even be able to come here. There are some changes in my opinion that could be made but do realize this is fairly new and changes will come in time. Thank you for sending out this survey :)

I already like the convenience of the Compass Card more than the monthly passes. I don't have to worry about them selling out every month and it's good knowing that they can be replaced if lost.

Helps save money.

Have more double Sprinters during lunch time, and between 8-9am and 3-5 p.m.

Great appreciation for the \$29 student discount! Last semester utilization of the student pass brought economic and scheduling benefits to my student and work schedule.

Go back to the old printed cards please!

Fix the system.

We work together as a team w/north county buses and main office. Provide schedule so no problems for student (example; presidents day late bus).

At first, I didn't like the Compass Card because of the fact that you have to "tap" it every time, but I've gotten used to it. I like the fact that I can buy multiple month passes and have them stored on the card, that's pretty convenient.



POST-PILOT SURVEY SUMMARY AND AGGREGATE SURVEY RESULTS

INTRODUCTION

In order to reduce traffic congestion and create sustainable communities, California State University at San Marcos (CSUSM), San Diego Association of Governments (SANDAG), and North County Transit District (NCTD), came together and began a pilot project at CSUSM. CSUSM, SANDAG, and NCTD identified that increasing public transit ridership, expanding the use of 511, and securing additional Compass Card users were central to reducing traffic congestion and creating sustainable communities. In order to accomplish these objectives, discounted monthly and semester Compass Cards were offered to students, faculty, and staff at CSUSM. The project was started earlier this year and ended at the conclusion of the spring 2011 semester. Compass Card holders were asked to complete two surveys, one at the beginning of the semester (pre-pilot survey) and one at the end (post-pilot survey), in order to learn more about transit ridership, customer satisfaction, and ways to increase pass usage.

The post-pilot survey was conducted electronically. In total, 467 participants were contacted and 138 completed the survey, a return rate of (30%). The results of the survey are highlighted with an emphasis on the most prevalent answers and comments made by the participants. This summary describes who took advantage of the Compass Card discounts, how often they rode public transit, their overall experience with the Compass Card and 511 services, as well as what improvements participants believe should be made.

RESPONDENT CHARACTERISTICS

Who were the primary users of the discounted Compass Cards and what areas did they come from?

Similar to the first survey, 70 percent of respondents were female and 30 percent were male. Additionally, almost half (44%) were between the ages of 17 and 21 and slightly less than one-quarter (24%) were between the ages of 22 and 26. All other age groups had a participation rate of less than 9 percent. The racial/ethnic breakdown of participants included mostly White/Caucasians (44%) and Hispanics (36%). Asians made up the third largest group with 9 percent.

Participants commuted from a wide range of locations. The largest portions were residents of Oceanside (38%), Vista (26%), and Escondido (18%). With the exception of San Marcos (7%) and Carlsbad (3%), all other cities were reported at a rate of 2 percent or less (Table 1). Please note that this distribution is slightly different than the first survey where Escondido had more respondents than Vista.

Table 3
Where do you live?

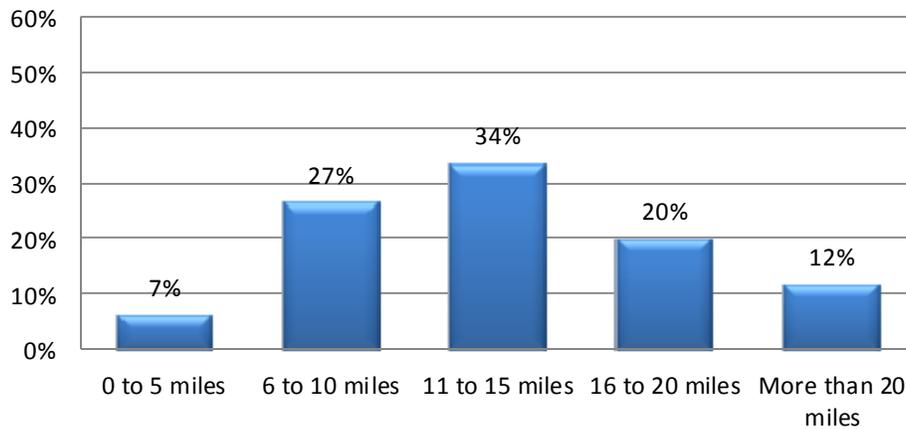
Residence	Number	Percent
Oceanside	51	38%
Vista	35	26%
Escondido	24	18%
San Marcos	10	7%
Carlsbad	4	3%
Fallbrook	3	2%
Rancho Penasquitos	1	1%
Ramona	1	1%
Rancho Bernardo	1	1%
Solana Beach	1	1%
Temecula	1	1%
Capistrano Beach	1	1%
Chino	1	1%
Total	134	100%

NOTES: A full description of participants' residence, including Zip Codes is included.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

As shown in Figure 1, 33 percent of respondents said that they lived 0 to 10 miles away from campus, 34 percent said that that they lived 11 to 15 miles away, and 20 percent said they lived 16 to 20 miles away. Only 12 percent said they lived more than 20 miles from campus.

FIGURE 1
APPROXIMATELY HOW MANY MILES DO YOU LIVE FROM THE CSUSM CAMPUS?



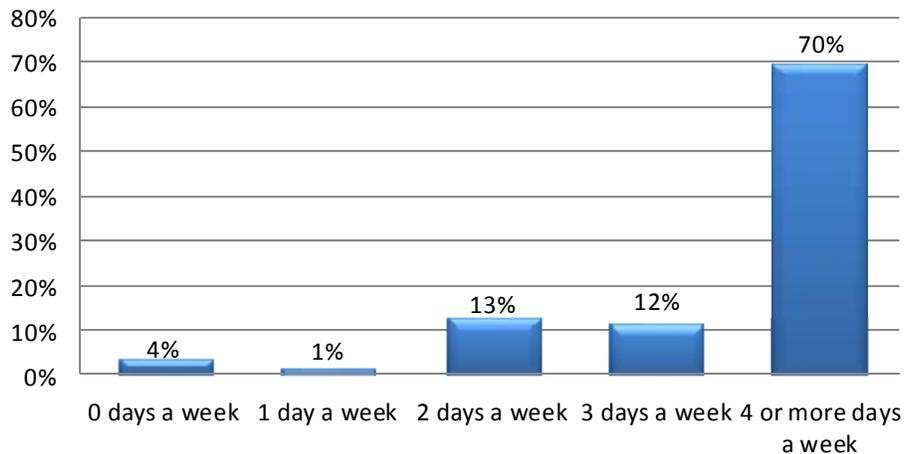
Slightly more than half of the respondents (52%) reported having access to a vehicle available to drive to CSUSM. Thirty percent said they did not and 18 percent said that they sometimes did. None of the participants reported having a disability that affected their mobility.

COMMUTING BEHAVIOR

How often do they ride transit to campus and how long does their commute take?

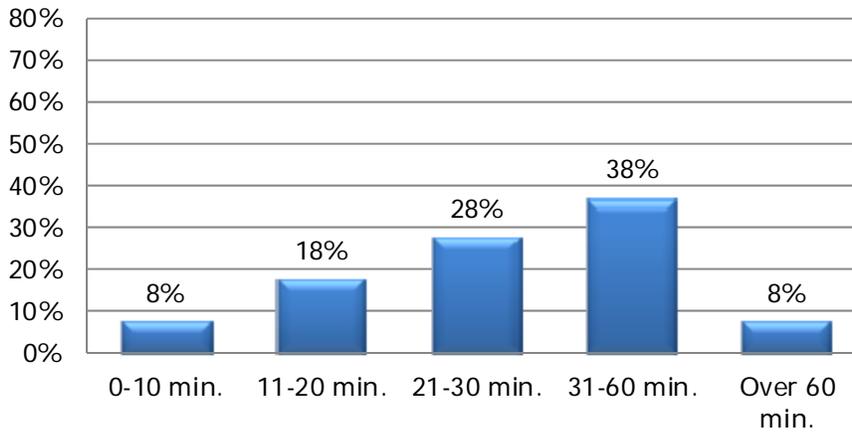
When asked about the frequency of use of public transit (SPRINTER, COASTER, BREEZE) as part of their commute to CSUSM, a majority stated that they used public transit four or more days a week (70%). Five percent reported using public transit fewer than two times per week (Figure 2). These results are consistent with the information respondents provided concerning their anticipated ridership in the first survey. Seventy percent of respondents indicated that they planned to use public transit four or more days a week and five percent anticipated using transit less than two days per week.

FIGURE 2
ON AVERAGE, HOW MANY DAYS A WEEK DID YOU RIDE PUBLIC TRANSIT (SPRINTER, COASTER, BREEZE) AS PART OF YOUR COMMUTE TO CSUSM THIS SEMESTER (SPRING 2011)?



When asked about their travel time to CSUSM, the largest proportion of respondents (38%) indicated their commute was between 31 and 60 minutes one way. Twenty-eight percent reported their commute time was between 21 and 30 minutes and 26 percent reported commutes that were less than 20 minutes. Eight percent had commute times over 60 minutes (Figure 3).

FIGURE 3
ON AVERAGE, APPROXIMATELY HOW LONG DOES IT TAKE YOU TO TRAVEL
ONE WAY TO CSUSM?



EXPERIENCE AND USE OF THE COMPASS CARD AND 511 SERVICES

How would you describe the benefits and your experience using the Compass Card and 511 services?

A slightly larger percentage of respondents purchased monthly passes (54%) than semester passes (45%). Most of the respondents who purchased a monthly pass got them all at the \$29 discounted rate (72%). Looking forward, 56 percent plan to buy a semester pass for the fall 2011 term, while 22 percent plan to buy a monthly pass (Table 2).

Participants were given the option to purchase monthly passes or semester passes. This pilot project was the first time that CSUSM semester passes were offered. The semester passes were well received by CSUSM Commuter Services Office staff and CSUSM commuters. The semester passes guaranteed participants the \$29 discounted rate every month for four months over the course of the semester (for a total purchase price of \$116.00). Monthly passes were only available at the \$29 rate on a first-come first-serve basis and only if funds for the program were available.

Table 2

For your next semester at CSUSM (fall 2011), what type of CSUSM Compass Card transit pass do you plan on buying?

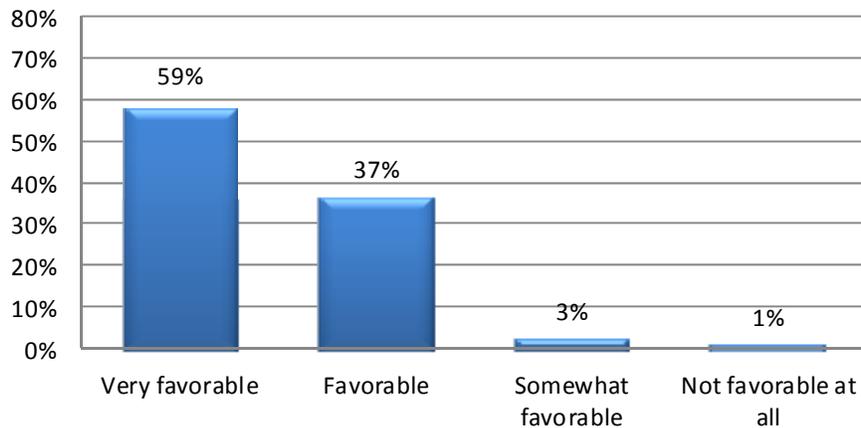
What type of Compass Card do you plan to buy?	Number	Percent
Semester	76	56%
Monthly	30	22%
Don't know yet	17	12%
I don't plan on buying one, I will not be attending CSUSM.	10	7%
I don't plan on buying one, but I will be attending CSUSM	4	3%
Total	137	100%

NOTES: Cases with missing information are not included.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

While this survey did not specifically ask, the results of the first survey suggest many of these respondents may be first time Compass Card pass holders. Most participants had a very favorable (59%) or favorable (37%) experience with the CSUSM Compass Card (Figure 4). Four percent rated their experience as only somewhat favorable (3%) or not favorable at all (1%).

FIGURE 4
HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE WITH THE CSUSM COMPASS CARD TRANSIT PASS DURING THE SEMESTER?



Respondents indicated that their favorite benefits of the Compass Card were its ease of use (22%), followed by the fact that it is reloadable (20%). The next most commonly reported benefits were durability (14%), single stop purchasing (14%), replaceability (13%), and the availability of both monthly and semester passes (13%) (Table 3).

Table 3***What is your favorite benefit of the CSUSM Compass Card?***

What is your favorite benefit of the CSUSM Compass Card?	Number	Percent
Easy to use	30	22%
Reloadable – Can reuse same Compass Card again and again	27	20%
Durable – Not easily torn or destroyed like paper transit passes	19	14%
Only one trip to commuter office to buy semester transit pass	19	14%
Replaceable if lost or stolen	17	13%
Ability to purchase either semester or month-to-month	17	13%
Other	6	4%
Nothing	1	1%
Total	136	100%

NOTES: Cases with missing information are not included.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

Ten percent of respondents (14 people) reported using 511 services. The most frequent mode of communication for 511 services was via telephone (50%) followed by 29 percent who used the Internet (not shown). Of those, 57 percent called for transit information, 29 percent called for lost items, and 21 percent called for service complaints (Table 4). Of those who used 511 services, the majority (64%) of respondents had a very favorable or favorable experience while using 511. Twenty-nine percent reported having a somewhat favorable experience and seven percent (one person) reported their experience was not favorable at all. In the follow-up open-ended question, one participant suggested that there was a need for better response time when calling 511 (see detailed response).

These results are slightly different from the beginning of the semester survey. When asked about the use of 511 services a slightly larger percentage (13%) reported using 511. The reasons for their calls were slightly different as well. Most still used 511 to get information about transit (78%). A smaller percentage used it to report lost items (4%) and complaints (4%).

Table 4
What 511 services did you use? (Please select all that apply)

Use of 511 Services	Number	Percent
Transit information	8	57%
Lost items	4	29%
Service complaints	3	21%
Traffic information	2	14%
Rideshare information	1	5%
Roadside assistance information	1	5%
Bicycle routes/regional bike map/bicycle locker information	1	5%
Total	20	143%

NOTES: Cases with missing information are not included. Percent is greater than 100 due to multiple responses.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

STRATEGIES AND IMPROVEMENTS

***What are the most effective strategies for getting more people to buy semester passes?
 What improvements can be made?***

When asked about the most effective strategies to encourage more CSUSM students, faculty, and staff to purchase a semester transit pass, a majority of respondents (73%) indicated that a discount for purchasing the semester pass over the month-to-month passes would be effective. Fifty-three percent favored offering rewards to pass holders, and 51 percent thought modifying the train schedule to have more trains available in the evening also would be effective in getting more people to purchase Compass Cards (Table 5).

Table 5

Please select the top three tactics that you believe would be most effective in encouraging more CSUSM students/staff/faculty to purchase a semester transit pass?

Encouraging more CSUSM students/staff/faculty to purchase a semester transit pass?	Number	Percent
A discount for purchasing the entire semester pass at one time	101	73%
Contests awarding prizes randomly to semester pass holders each semester	74	53%
Later trains in the evenings	71	51%
More info about transit pass during orientation	60	43%
More signage around campus	22	16%
Occasional informational tables in the quad during lunch hour	22	16%
Other	18	13%
More information about the transit pass online	17	12%
More information in the CSUSM Pride newspaper	4	3%
Total	329	240%

NOTES: Cases with missing information are not included. Percent is greater than 100 due to multiple responses.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

Of the 18 respondents that marked other, a follow up open-ended question provided them with the opportunity to specifically indicate what tactics would be most effective to increase ridership and purchasing a Compass Card. Seven of the 18 participants (39%), wanted to see improvements in scheduling and availability of transit options, including the use of the COASTER. A full description of the open-ended responses is included.

When respondents were asked to provide feedback on ways to improve the CSUSM Compass Card, most responded positively to the idea of paying for the CSUSM Compass Card online (81%) and rider incentives (63%). As noted in Table 6, eliminating the monthly pass was the least favorite option (16%).

Table 6

What, if any, additional CSUSM Compass Card benefits or services would you like to see CSUSM/SANDAG/NCTD implement in the future? (Please select all that apply.)

What CSUSM Compass Card benefits/services would you like to see implemented?	Number	Percent
Ability to pay for CSUSM Compass Card online	109	78%
Rider incentives for using the Compass Card	84	60%
Ability to pay for CSUSM Compass Card by phone	26	19%
Incentives for logging trips in iCommute TripTracker	24	17%
CSUSM to only sell semester Compass Cards	22	16%
Other	6	4%
Total	271	194%

NOTES: Cases with missing information are not included. Percent is greater than 100 due to multiple responses.

SOURCE: CSUSM Compass Card Post-pilot Survey 2011

ADDITIONAL FEEDBACK

Participants who completed the post-pilot survey had the opportunity to provide additional feedback when prompted by the question **“Other Comments?”** Of the 28 participants that did offer additional comments, four themes emerged: a desire to keep the discounted passes available for CSUSM students, faculty and staff; offer discounted passes over the summer term; modifications to transit services; and scheduling issues. All responses are included.

CONCLUSION

Overall, survey respondents were pleased with the ease of use and the cost of the Compass Card. Most respondents reported having a favorable experience when using the Compass Card and 511 services. In looking toward improving the program and increasing ridership, respondents indicated that they would like to see more discounts for purchasing a semester pass and to have the option for purchasing the CSUSM Compass Card online. As efforts to increase public transit ridership continue, discounts and increasing awareness of the program show great potential. Other improvements, especially more trip departure times, also may prove beneficial to increasing ridership.

POST-PILOT SURVEY

CSUSM Compass Card Post-Pilot Survey

QUESTION AND RESPONSE	# OF CASES	PERCENTAGE
1. Approximately how many miles do you live from the CSUSM campus?		
0-5 miles	9	7%
6-10 miles	37	27%
11-15 miles	47	34%
16-20 miles	28	20%
More than 20 miles	17	12%
TOTAL	138	100%
2. On average, approximately how long does it take you to travel ONE WAY to CSUSM?		
0-10 minutes	11	8%
11-20 minutes	25	18%
21-30 minutes	39	28%
31-60 minutes	52	38%
Over 60 minutes	11	8%
TOTAL	138	100%
3. On average, how many days a week did you ride public transit (SPRINTER, COASTER, BREEZE) as part of your commute to CSUSM this semester (spring 2011)?		
0 days a week	5	4%
1 day a week	2	2%
2 days a week	18	13%
3 days a week	16	12%
4 or more days a week	96	70%
TOTAL	137	101%
4. How would you rate your overall experience with the CSUSM Compass Card transit pass during the semester?		
Very favorable	81	59%
Favorable	51	37%
Somewhat favorable	4	3%
Not favorable at all	2	1%
TOTAL	138	100%
5. What type of CSUSM Compass Card transit pass did you buy?		
Semester	62	45%
Monthly	75	54%
Not sure	1	1%
TOTAL	138	100%
6. Were all of your monthly passes purchased at the \$29 discounted rate?		
Yes	54	72%
No	21	28%
TOTAL	75	100%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
7. For your next semester at CSUSM (fall 2011), what type of CSUSM Compass Card transit pass do you plan on buying?		
Semester	76	56%
Monthly	30	22%
I don't plan on buying one at all, but I will still be attending CSUSM	4	3%
I don't plan on buying one because I will no longer be attending CSUSM	10	7%
Don't know yet	17	12%
TOTAL	137	100%
12. (If yes on Question 10...) During the CSUSM Compass Card Pilot Project, what communication mode did you use to reach 511?		
Visited 511sd.com online via Internet	4	29%
Called 511 using a telephone	7	50%
Both telephone and online	1	7%
Not sure/Don't remember	2	14%
TOTAL	14	100%
13. (If yes on Question 10) How would you rate your experience with 511?		
Very favorable	4	29%
Favorable	5	36%
Somewhat favorable	4	29%
Not favorable at all	1	7%
TOTAL	14	100%
14. What, if any, additional CSUSM Compass Card benefits or services would you like to see CSUSM/SANDAG/NCTD implement in the future? (Please select all that apply.)		
Ability to pay for CSUSM Compass Card transit pass online	109	78%
Ability to pay for CSUSM Compass Card transit pass by phone	26	19%
Rider incentives for using the Compass Card transit pass	84	60%
Incentives for logging trips in iCommute TripTracker	24	17%
CSUSM to only sell Compass Card semester passes at a discounted rate	22	16%
Other	6	4%
TOTAL	271	194%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
15. What is your home ZIP code?		
92057 (Oceanside)	22	16%
92084 (Vista)	21	16%
92027 (Escondido)	12	9%
92056 (Oceanside)	11	8%
92054 (Oceanside)	10	7%
92083 (Vista)	9	7%
92069 (San Marcos)	8	6%
92025 (Escondido)	7	5%
92058 (Oceanside)	7	5%
92081 (Vista)	4	3%
92026 (Escondido)	3	2%
92028 (Fallbrook)	3	2%
92008 (Carlsbad)	2	1%
92010 (Carlsbad)	2	1%
92029 (Escondido)	2	1%
92078 (San Marcos)	2	1%
91710 (Chino)	1	1%
92051 (Oceanside)	1	1%
92065 (Ramona)	1	1%
92075 (Solana Beach)	1	1%
92085 (Vista)	1	1%
92127 (Rancho Bernardo)	1	1%
92129 (Rancho Penasquitos)	1	1%
92591 (Temecula)	1	1%
92624 (Capistrano Beach)	1	1%
TOTAL	134	99%
16. Are you...?		
Male	41	30%
Female	94	70%
TOTAL	135	100%

QUESTION AND RESPONSE (Cont'd)	# OF CASES	PERCENTAGE
17. What year were you born?		
1990-92 (19-21)	56	44%
1989-85 (22-26)	31	24%
1984-80 (27-31)	12	9%
1979-75 (32-36)	8	6%
1974-70 (37-41)	3	2%
1969-65 (42-46)	5	4%
1964-60 (47-51)	7	6%
1959-55 (52-56)	4	3%
1954-52 (57-59)	2	2%
TOTAL	128	99%
18. Do you consider yourself...?		
White/Caucasian	59	44%
Hispanic	48	36%
Black or African American	4	3%
American Indian or Alaska Native	2	2%
Asian	12	9%
Hawaiian or Pacific Islander	0	0%
Mixed heritage	7	5%
Other*	1	1%
TOTAL	133	100%
*Specified Mexican.		
19. Do you have a vehicle available that you could use to drive to CSUSM?		
Yes	71	52%
No	41	30%
Sometimes	24	18%
TOTAL	136	100%
20. Do you have a disability that affects your mobility?		
Yes	0	0%
No	135	100%
TOTAL	135	100%

CSUSM Compass Card Post-Pilot Survey Open-Ended Questions and Response, Additional Comments

Follow-up questions for those who do not plan to buy a CSUSM Compass Card in fall 2011.

**Please tell us why you do not plan on buying a Compass Card transit pass next semester.
(n=4)**

- Carpool.
- I'm going to be driving to school.
- I have a large gap in my schedule and will need to return home during the break. It will be too time consuming to take the train 4 times per day!
- Not sure yet, walking in the rain in the fall is not such a great experience.

Additional comments provided after selecting "other."

**Please select the top three tactics that you believe would be most effective in encouraging more CSUSM students/staff/faculty to purchase a semester transit pass?
Please only select up to three options? (n=19)**

- A semester pass that is valid for a minimum of 5 months, given the semester lasts longer than 4 months. The other options are completely undesirable, but later trains would be a convenience.
- Better information on train timings at stations (if train is going to be late, announce over intercom).
- 340 run later with SPRINTER.
- Sell the passes at the same price (\$29) during the whole school year.
- Keep parking prices up, people will surely stop driving there.
- More frequent trains.
- Add the COASTER as an option.
- I find current tactics sufficient (e-mail notice, signage).
- Reduced daily parking fee for transit riders - limited basis.
- Increased shuttles... after p.m., the shuttle is unreliable. Also, more advertising for the shuttles - many students I spoke with know about the SPRINTER, but worry about getting on campus because they are not aware of the shuttle service.
- Continue discounting the rate from what SANDAG charges.
- Signs with exact money savings (in gasoline).
- More 347 bus times (like every 30 minutes instead of every hour).
- Better times, or more trains (every 15-20 minutes rather than 30), more convenient purchase (online, or better dates/hours on campus).
- Shuttle to and from Sprint and Craven Center is the most important thing, and the train to be on time, not late or early, also is most important.
- Later trains and buses, especially Friday/Saturday.
- Encourage students who live near the SPRINTER and have station not too far from their homes to take the SPRINTER.
- Students are not aware of the convenience and cost benefits.

What is your favorite benefit of the CSUSM Compass Card? (n=6)

- I only purchased the Compass Card because it was the only means to get the monthly pass. I have no preference for the card, and was in fact disappointed to learn that I had to buy a full price monthly pass (\$60) when purchasing the card in the first place.
- Reloadable and inexpensive.
- Only one trip, reloadable, and easy to use.
- Easy to find in backpack/purse.
- Can use it to go to Palomar as well, since I'm enrolled in both CSUSM and Palomar.
- All of the above. Don't have a favorite I like everything about it, great idea!

What, if any, additional CSUSM Compass Card benefits or services would you like to see CSUSM/SANDAG/NCTD implement in the future? (n=6)

- Please do NOT drop semester passes, no gain by disallowing them, can be useful depending on plans / changing plans.
- I like the option to purchase month-to-month.
- More trains at the busier hours.
- Ability to buy a discounted Compass passes for summer.
- Being able to also use the COASTER. I'd like to see a 3-5 day grace period where students whose passes have expired are allowed transport on the SPRINTER without being fined.

Open-ended responses:

What suggestions do you have for improving the Compass Card transit pass? (n=6)

- Allow users to buy the Compass Card at machines without being forced to put a monthly pass on the card at the time of purchase. Allow students to ride free from the CSUSM station to the campus. Offer all students monthly passes at the \$29 rate as opposed to only a small amount that sells out early. Allow the monthly pass to be purchased separately from the Compass Card and/or include COASTER usage.
- Don't cancel cards in the middle of the semester when full semester is paid for.
- Explain how to use the Compass Card more exactly.
- Get your computer science majors or software engineer majors to write some code where they can allow Compass Card users to not only purchase a card online and have it sent through mail but also reload their cards online. It is a major hassle to have to ride my bike all the way down to the SPRINTER station in Oceanside from Carlsbad to wait on a 47-minute train ride to CSUSM, to go reload my card. Also, some people, like me, cannot make it to the parking services place until after 5 because of classes being the priority and having work directly prior to school every day. Work something out.
- Lower cost, provide bus to school from transit at more convenient times consisting with SPRINTER arrival.
- More places where I can reload my Compass Card.

What suggestions do you have for improving 511? (n=1)

- We either need security on the trains or someone to answer the 511.

Other comments? (n=28)

- Discounted college transit pass is very useful, both for getting to school and other commuting.
- During the time I rode the SPRINTER to CSUSM, I experimented stopping at stations other than home and school. I noticed that there is no close handicapped parking to the San Marcos Civic Center station. I think this needs to be fixed immediately. The elderly lady at the station was having great difficulty figuring out how to get onto the platform from the parking area provided.
- Extend the date to when you need to pay for the next month's pass.
- Faster SPRINTER service. It takes up to 50 minutes to get to CSUSM from Oceanside (El Camino Real drive).
- I am a staff person. It's too bad that the discount isn't in effect over summer. At full price, it's not worth it for me to ride during summer. When discounted, it's a savings in gas for me and I feel good about taking one more car off the road (environmental impact). It's not the end of the world, but I plan to skip the SPRINTER and drive during the summer months.
- I appreciate the NCTD reaching out to get feedback from the community, but I do not appreciate the constant attempt to push the semester pass upon students.
- I had two classes ending at 9:45 p.m., so I couldn't use the SPRINTER.
- I just want to say I like the Compass Card and would like to continue using it. The only reason I said I might not renew the card for the fall semester is because the BREEZE route 358/359 will likely be canceled, which means that public transportation to my house will be unavailable. I'm not going to renew the card if it only gets me halfway home.
- I love the pass at \$29, I really like it at \$39, I like it ok at \$49 and I wouldn't buy one over that cost. Since I still have to take a car some days, I still have to pay for my school parking pass. So it is not economically worthwhile for me to ride the SPRINTER for more than \$50 a month. There are also other reasons I ride (personal time to read on train, environmental concerns, greater sense of community), so I do take that into account as well. Thanks.
- I really enjoyed being able to purchase the semester pass at a discounted price.
- I think the Compass Card should be marketed more aggressively on campus. Thereby creating more awareness of its advantages. Thanks.
- I want to be able to get the discounted pass next semester whilst still enrolled at CSUSM (taking a semester off) but attending Palomar.
- I wish the SPRINTER was available to ride and Compass Cards would be of more use if it was later on in the evenings because students stay at the library long hours and have to leave early because SPRINTER stops at an early time and trying to go back to Oceanside makes it tough when you can't stay all night, very inconvenient to leave early and go home.
- It has been a great experience using the Compass Card and being a part of the pilot project, I hope we continue to use it because I can tell it has encouraged many more students to use public transportation, and the price is great!
- It was helpful and transit was very useful.
- Keep discounts for pass.
- Keep it going.
- Love the SPRINTER so much. We now need a train that runs N/S.
- Make later buses so that I don't have to take cabs home from work anymore.
- Need more two cart trains to run during busier commuter hours.
- Please keep the \$29 monthly passes!! Being a young college student it's very nice to have a cheap alternative to driving!

- Semester card is great. Saves time and money and is convenient. If more students were aware of the convenience, more would use the service.
- Sometimes I'm running right on the clock and don't have time to tap my card before I board the SPRINTER. And sometimes if I'm at an unfamiliar station I don't know where to tap my card and if it is far I would miss the SPRINTER.
- Sometimes it is a hassle when the Compass passes decide to not work on us before riding the SPRINTER. Also, maybe if you handed out free lanyards, they would not be so easy to lose. If the passes could be discounted all year long (even during summer), that would be awesome too, since a lot of students take summer classes at local community colleges as well.
- Thanks for providing inexpensive passes.
- The activation of the card is not clear at the machines. There is no prompt for card activation or information. Could use another car for the train. The times that I am on the train is mostly standing room only: 7:30 a.m. and 4:16 p.m.
- There should be more \$29 passes available for people who buy monthly.
- This project saves my money and time. It is a very good project.