ROADMAP

- Transportation Innovations
- Campus Advantages & Limitations
- Case Studies
- Parallel Impacts
- Learning from Campuses
CAMPUS ADVANTAGES & LIMITATIONS

ADVANTAGES

• Active & adaptable population
• Residents live under contractual regulations
• University mission supports innovation and sustainability
• Simpler bureaucracy

LIMITATIONS

• Funding shortfalls for public systems
• Fast student turnover
• Off-site infrastructure
CASE STUDIES

Dedicated programs & culture
- CA Lighting Technology Center
- Bicycle infrastructure & culture

Extensive suite of services
- Commute Club with incentives
- Marguerite Shuttles on <-> off campus

Testing Driverless Shuttle
- Supports campus circulation
- Research collects rider responses
CAMPUS ORIGINS

Presidio of Monterey, 1917
Fort Ord, 1940
Base CLOSED & Campus OPENED, 1994

- ~50,000 troops in ‘50s
- BRAC & FOR A
- ~5% of base became California State University Monterey Bay, UCMBEST & MPC
- UCSC <-> Cal Poly, marine sanctuary, DLI/NPS
Inherited infrastructure
Undeveloped urban interface
Extensive land
~7,200 students, ~1,000 staff
12,700 FTE Students by 2035
Housing 60% students
Doubling GSF with density
How it all works together…

**LAND USE**
- Master Plan building density
- Periphery parking lots

**INFRASTRUCTURE**
- Pedestrian/Bike/Transit-only Roads

**PROGRAMS**
- Transit Upass, Zipcar, E-Scooter Share
- Limit parking growth

Source: CUSMB Staff
PARALLEL IMPACTS

• **Student Housing**
  Increasing % of students housed on campus reduces commuting impact, but requires different mobility options (work, shopping, fun…)

• **Online Courses**
  Full or partial online programs reduce commuting capacity needs

• **Internet of Things**
  Inter-connected systems, i.e. smart networked technologies, link infrastructure with owner and user; greatly improving efficiencies

• **Data Analytics**
  Tracking usage and behavior improves planning and right-sizing systems and programs
Professional Conferences & Publications
Learning from Campuses
• Mimic programs or infrastructure done on campuses
• Extend programs or infrastructure from campuses into communities

Partnerships
Connect University programs with outside resources
• Identify research opportunities that support off-campus projects
• Bring outside organizations to support University services

Alumni Promotion
Build upon behavior established during college years
• Alumni as knowledgeable advocates for innovation and sustainability
• Alumni personally model sustainable transportation use
LEARNING FROM CAMPUS: UNIVERSITIES AS TRANSPORTATION LABORATORIES

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