
Alternative Transportation Programs Assessment

6 Month Update

- Increased marketing / awareness campaigns promoting various alternative transportation programs.
 - Launched the new CSUSB Commuter Rideshare portal on September 27th 2019. This portal provides information regarding alternative transportation options, carpool matching and registered users can log their daily commute in order to receive their monthly incentives.
 - Rideshare Week October 7th -11th 2019.
 - Tabling at the University Parkway Turnabout where information rideshare was provided to students, staff, faculty and campus visitors.
 - Invited IE Commuter to table to promote various Rideshare options available in the Inland Empire. Promotional materials related to carpooling, vanpooling, biking, bus and train was issued.
 - Marketing outreach programs for the Sunline Haul Pass program.
 - Sunline outreach event at PDC Campus on the first week of school, middle of quarter and finals week
 - Social media advertisements targeted to PDC students e.g. Instagram digital ads.
 - Omnitrans advertisements on Coyote Chronical Kiosks and campus bulletin boards located in the SU, SH, UH & PL Wedge.
 - Tabling at various campus events e.g. CSUSB Benefits Fair and CSUSB Vendor Fair
- The formation of an Alternative Transportation Committee is underway – draft documentation outlining members of the committee, mission & vision, role of the committee in promoting alternative transportation programs, frequency of meetings; is currently being finalized and will be submitted to the VP of Administration & Finance for review and approval.