

Campus Planning & Development
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Re: Innovation, CSUMB TRIPwise Program

To Whom It May Concern:

Since 2010 CSUMB has been excelling in the area of transportation demand management through creation of the TRIPwise program. Innovation has been demonstrated in several areas, with notable efforts in the:

- collaborative creation and usage of the TRIPwise brand and outreach materials,
- transportation focused radio program with DJ TRIP, interviews with transportation aficionados and experts, community updates, and great music,
- bicycle boulevard charrette process and creative application of traffic calming to address multiple campus issues, and creation of quality, universal signage customizable for any jurisdiction to hopefully one day create an integrated network of bicycle boulevards in the region, but CSUMB's bicycle boulevards will be the first in our County,
- use of artistic messaging to promote non-vehicle transportation and ridesharing and non-motorized safety, which will undergo significant development in the coming year,
- collaboration with students on meaningful and fun projects such as the bicycle garage green building design contest - making it collaborative, public, and celebratory; and the public service announcement video project where University students worked directly with a team of high school students to create messaging that is upbeat, memorable, and popularizes car-free living,
- educational outreach of the TRIPwise Thursdays series to keep campus updated on current transportation issues affecting campus, as well as the bike-to-bbq events intended to bring people together to teach them about biking safety and getting around the region via the best bikeways, engaging participants in a way that is fun.

Based on my experience with TDM consulting firms, transportation agencies, and public agency and corporate alternative transportation programs, it is apparent that TRIPwise is innovative. In fact, agencies and organizations that provide professional transportation demand management efforts regularly provide positive feedback and express amazement with the quality, creativity, and breadth of innovative TDM efforts CSUMB has accomplished under the TRIPwise program.

At CSUMB we look forward to continued reductions in greenhouse gas emissions with development of the TRIPwise program, and support from the student population.

Best regards,



Megan Tolbert
Transportation Planner