CSUN / LA Metro Transit Collaboration

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Why a transit collaboration?

The US Department of Transportation estimates:
- There is a 33% decrease in CO2 emissions by using bus transit when compared with private auto use.
- There is a 62% decrease in using light rail when compared to private auto use.

CSUN, with a campus population of 38,000, an average of only 500 students purchase college discount passes each semester – only 1.3% of the population.

To encourage transit use CSUN recently completed a transit center, allowing busses to access the inner campus for the first time.
Existing Challenges

LA Metro - Colleges

Monthly College Vocational Passes

- Difficult qualification standards
- Antiquated application process
- Lengthy approval period
- Students need to reapply each semester
- Students need to purchase each month
Compromise

U-Pass

LA Metro
- Unit qualification reduced
- Paper application process eliminated
- U-Pass sticker on student ID replace TAP card

Colleges
- Verify enrollment eligibility
- Track sticker with student email
- Provide LA Metro with daily reports
Pricing

Students / LA Metro

Full-fare monthly pass $100
*4 monthly purchases total $400

College discount monthly pass $43 (for those who apply and qualify)
*4 month purchases total $172

Semester term U-Pass sells for $95
*5 months
Online Sales

Campus Portal

Students are now able to purchase U-Pass online

Students can also complete the required demographic survey online

Stickers are still required to be picked up in person
Marketing
Associated Students & LA Metro

Multiple channel marketing
- AS Social Media
- New Student Orientation
- AS Fair
- Lawn Signs at Metro stops
Results

U-Pass Year 1

Sales
1,600 U-Passes sold in Fall 2016 - 300% increase
1,500 U-Passes renewed Spring 2017

"Boardings"
Spring Transit boardings 454,908
350% increase over previous year
A heat map was created based on the geographic coordinates for boarding TAPs, provided by LA Metro.
CSUN Sustainability Team

Data from student purchaser survey assists in sustainable transportation reporting