

San Marcos, California

## CSU San Marcos Campus Transportation Plan



California State University San Marcos is facing a classic problem encountered by many growing campuses. The University is planning to expand its student population to 25,000 full-time equivalent students by 2030, while maintaining the same geographic boundaries of 304 acres. Nelson\Nygaard was tasked with developing a campus transportation plan that would effectively cope with projected future growth.

The CSU San Marcos Transportation Plan determined when and where it would be cost-effective for the University to make additional investments in transportation demand management programs, as opposed to parking construction. The plan assessed which transportation and parking strategies possessed the greatest potential to reduce traffic and parking demand at CSU San Marcos. The study then quantified the likely costs of the strategies, in order to identify the most cost-effective combination of new parking construction and improved alternatives to driving alone.

Overall, the plan provided a coherent long-range campus transportation plan for CSU San Marcos, to meet both the University's immediate, practical goal of providing an excellent parking and transportation system and the University's broader goals for environmental stewardship and completion of the campus Master Plan. Nelson\Nygaard undertook this study in consultation with University staff, and working in partnership with an advisory group of representatives from the San Diego Association of Governments (SANDAG), North County Transit District (NCTD) and the City of San Marcos.



**Project Duration:** 2007

**Total Budget:** \$70,000

**For more information:**

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