

HOP ON BOARD SAN DIEGO

A SOCIAL IMPACT CAMPAIGN

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About Our Campaign

Our goal is to advocate, educate, and inspire younger generations to improve the public transportation system. We believe in an accessible, efficient, and affordable means of transportation for all San Diego citizens.



Our Theory of Change

Change starts with the individual, then with many, comes the collective. The collective can make on-the-ground changes that are necessary in improving public transit.

The collective then, can inspire the structures and institutions responsible to carry out and implement necessary changes.

We are Hop on Board San Diego, a group passionate about improving San Diego's public transit system through advocating, educating, and inspiring younger generations. We believe that accessible, efficient, and affordable public transportation is a human right, and critical to the sustainable development of San Diego. We've all experienced the difficulties of getting around in this car-centric city, and the frustrations are only growing as the population continues to grow and as public transportation becomes more unreliable.

Thankfully, we aren't the only ones who see this as an issue. Government organizations like SANDAG are at work to make public transit accessible, efficient, and affordable in the near future. They've introduced the 2021 Regional Plan which details San Diego's public transportation transformation. From light-rail extensions, to complete corridors, and mobility hubs. These are wonderful things that make us excited about the future.

However, we believe that it's our responsibility to keep county and city decision makers accountable to the promises and plans they make. If we want our public transportation system to change for the better, it starts with the individual. An informed and passionate individual will inspire and communicate their desires for change to those around them, we call this the collective.

A collective group of individuals can make larger strides for change when they subscribe to a uniform thought process and share the same values. The collective's voice and votes can influence the institutions responsible for carrying out these promised changes. Keeping our generation informed about the importance of keeping the government accountable is the most realistic way change will occur.

Most people won't be politicians or work for the government, but most of us have the ability to voice our opinions at the polls and online. That's why we maintain a high social media presence, it's highly accessible to the younger generations and one of the easiest ways to communicate to the masses. We share information intentionally and desire that our posts are relatable and easy to understand. Our social media presence also allows us to communicate with other social issue campaigns focused on public transportation here in San Diego and government institutions and leaders.

All together Hop Board San Diego desires that young people care about the sustainable development of public transportation in San Diego. There's lots of work to be done, so we are excited to see it through.

Our Values

Human Rights

Everyone deserves accessible, reliable transportation in the city of San Diego.

Reformation

The structure of public transportation needs to be fixed, as well the experience of transportation as a whole.

Unity

We should be united for the rights for the common person, even if you may not totally relate to that person.

Objective 1: Event

Race to the Trolley & Tabling Event



For our event, Hop on Board San Diego leaders organized a run on the UCSD campus that emphasized the importance of accessible public transportation. According to the 2021 Regional Plan, currently 12% of low-income residents currently live within a half mile of a commuter rail, light rail, or Rapid transit stop. This statistic is especially alarming considering the largest employment centers in the county (Downtown, Kearny Mesa and Sorrento Valley) remain largely inaccessible by those who need it most.

This event on June 2, 2023 started at RIMAC and ended at the UCSD Central Campus Station. The half-mile run is representative of what it was like for most people to deal with on a daily basis just to make a living. Just as our campaign targeted people in our generation, the run was specifically targeted to UCSD students, but was available to anyone who was interested. We shared our plans on social media two weeks prior to the event to build excitement and posted reminders on a regular basis. Even though we didn't get as many people as we desired to participate in this part of our event (original goal was 50), the group that came out was excited to run and to learn about public transportation issues in San Diego.

In addition to the race to the trolley, our event included tabling for our campaign at the UCSD trolley stop. During this portion of our event, we handed out our informational pamphlet to people who were interested in learning more about our campaign. Snacks were offered to those who stopped by our event table.

This portion of our event allowed us to connect with many individuals of all backgrounds and get them informed about public transportation in San Diego. As this was a generally high traffic area and other events were taking place on campus, we were able to have meaningful conversations with not just UCSD students, but also with students from different schools across the state and country, as well as people who were not students and happened to just be passing by. This event allowed us to reach even more people and get us closer to our goal.

Additionally, the organization Ride SD, which has a similar mission to our campaign, joined us for our event and spoke with passerbys as well.

- 5 people participated in race
- approx. 20-30 people reached from tabling
- reached people of various backgrounds and various opinions



Objective 2: Educational Resource Tri-fold Pamphlet Brochure

We constructed 50 pamphlets to be handed out during our campaign event on June 2, 2023. It included an introduction to our campaign with our mission statement, alongside the promotion of other like-minded organizations/groups. In addition, we included details from the SANDAG Regional Plan to improve public transportation and statistics relevant to the public transit system.

After our race, we continued to hand out our pamphlets to those who stopped by our event table. We handed out approximately 25-30 pamphlets.

We believe this helped educate and inspire the youth of UCSD to gain insight of the complex problem and solutions of transportation in San Diego.

During our event, racers for the race portion of our event were given this pamphlet to read and keep with them as their "ticket" to the trolley.

Hop on board, San Diego...

- 41%** of greenhouse gas emissions come from passenger cars and trucks
- 79%** of commuters drive alone to and from work worsening traffic congestion during peak commute hours
- only **12%** of low-income residents live within a half mile of a commuter rail, light rail, or Rapid transit stop
- sea levels are estimated to rise **2.5 ft** above 2000 levels by 2050. Wildfires, heat waves, and droughts will grow in frequency and intensity.

WHAT IS THE SANDAG REGIONAL PLAN?

The SANDAG Regional plan is a **30-year plan** to ensure San Diego's transportation system is **faster, fairer, efficient, and cleaner**.

It was adopted on December 10th, 2021, by the SANDAG board of directors. It can **cut traffic flow and reduce carbon emissions into the atmosphere**.

In addition, it will ensure that historically marginalized communities can **access and afford an efficient transportation system**.

A revitalized **transport system can open up economic opportunities to people who rely on these services and those who can't afford to drive in cars**.

The plan's foundation will follow data about population and financial forecasts, laws, and technology trends.

SANDAG 2021 Regional Plan TRANSIT LEAP

The 2021 Regional Plan includes the following improvements to SD's public transportation system by 2050...

- Commuter Rail** every 5-10 min
 - high-speed trains operating 22 hrs/day
 - connect major residential areas with employment centers, commercial areas, & other popular destinations
- Light Rail** every 7.5 to 10 min
 - new tram services & improved light rail services
 - all day service operating up to 22 hours per day
- Next Gen Rapid Bus Service** every 10 min
 - faster & more reliable Rapid bus service
 - more comfortable, high-tech vehicles operating in priority lanes
 - better signal technology
 - all day service operating 20 hrs/day
- California High-Speed Rail**
 - Potential alignments for the San Diego segment are shown in the 2021 Regional Plan, as reflected in the 2018 California State Rail Plan. The project would be implemented and funded by the California High Speed Rail Authority.

Hop On Board SD: OUR MISSION

Our goal is to educate our generation, as well as future generations, on the shortcomings of public transportation and bring awareness to the importance of efficient, easily accessible public transportation.

We aim to get people on board the SANDAG 2021 Regional Plan to improve San Diego's public transit system.



Other organizations & groups that have a similar mission:

RideSD Public transport advocacy org that rents transit

RACE TO THE TROLLEY

JUNE 2 2023

THIS IS YOUR "TICKET"

START: BETWEEN UCSD'S RIMAC GYM & SHAKE SMART

CHECKPOINT: ALONG PATH BY SUN GOD LAWN (YOU'LL SEE IT!)

FINISH LINE: TABLES AT THE UCSD TROLLEY STOP

See the route map here:



Satellite version of the route:



HOP ON BOARD

SAN DIEGO

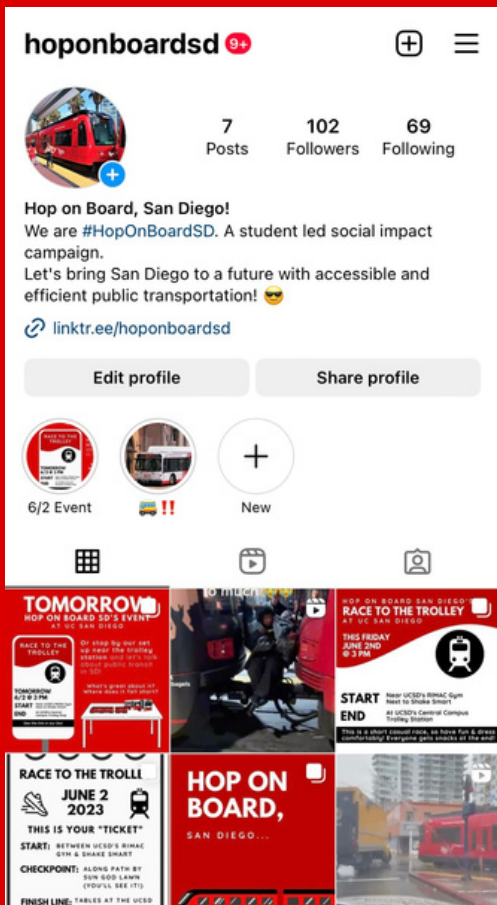
@HopOnBoardSD

@SanDiegoPublicTransit

Objective 3: Social Media Instagram and TikTok

For our social media, we utilized TikTok and Instagram. Our Instagram was one of great successes in our campaign. Our initial goal was 50 followers. We ultimately accumulated 102 followers and 515 total likes on our posts. We had SANDAG view and like our story on more than one occasion, alongside other organizations like RideSD, Environmental Health Coalition, and Circulate SD. Most notably, the San Diego mayor government account started following us early on in our campaign efforts. Our posts included information about SANDAG and relevant statistics about accessibility and efficiency of public transportation.

Because our primary target audience was the youth, we also included posts related to public transportation that were humorous and fun, rather than purely informational, to draw attention to our campaign and our goals. We believe this curated a following in the start of our campaign to grab the attention of the youth. We focused less on our TikTok since our Instagram was more successful and we were able to communicate our message more effectively, alongside getting in contact with other like-minded organizations. We still did decently and had 176 likes and 1341 views on our one tik tok post. Overall, we believe we exceeded our expectations in the social media realm and constructed a platform where we can perform our mission effectively.



Objective 4: Creative Option

Change.org Petition

For our campaign's creative option, we chose to create a petition on the website Change.org which called for efficient and accessible public transportation in San Diego. As our campaign focused primarily on the individual and shifting people's attention to the importance of public transportation, we believed a petition would be a good place to start bridging together the individual/collective and the policymakers who ultimately make important decisions for our city.

During our event, people who stopped by our table to share their feelings about public transportation also had the opportunity to sign this petition. As mentioned previously, snacks were offered to those who stopped by our event table, including those who signed our petition, and it is through this event that we got the most of our signatures. We reached 20 signatures (11 shares, 59 views, 1 comment) at the end of our event; however, this did fall short of the initial goal of 50 signatures.



Have an accessible and efficient public transportation system in San Diego.

20 have signed. Let's get to 25!



Leif Gensert signed this petition



Sherlyn Hernandez signed this petition



Jason Vance · 5 days ago

Driving is expensive and parking sucks! The bus is way better than driving (or at least it could be, if MTS stepped it up a notch)

Why this petition matters



Started by [Ismael Ramos](#)

San Diego is a beautiful city with a lot to offer, but it's time for us to address the lack of an accessible and efficient public transportation system. It's not just about convenience; it's about equity and sustainability.

According to the American Public Transportation Association, every \$1 invested in public transportation generates \$4 in economic returns. This means that investing in our public transportation system could significantly impact our local economy.

Furthermore, the lack of reliable public transportation disproportionately affects low-income communities and people with disabilities who may not have access to cars. According to a report by the San Diego Association of Governments (SANDAG), 25% of households in San Diego County do not have access to a car. In addition, only 12% of low income residents live within a half mile of a commuter rail, light rail, or rapid transit site. Meanwhile, 92% of San Diegans are only willing to walk about half a mile to a bus or trolley stop.

Improving our public transportation system would also help reduce traffic congestion and air pollution, which are major issues facing our city. The Environmental Protection Agency reports that transportation accounts for over half of nitrogen oxide emissions in urban areas.

We need an accessible and efficient public transportation system that includes more frequent buses and trains, expanded routes, improved accessibility for people with disabilities, and affordable fares. We call on local leaders to prioritize investment in our public transportation infrastructure so that all residents can benefit from this essential service.

Lessons Learned

1. Have a real life presence as much as a social media presence.
2. Improve outreach methods.
3. Plan early and collaborate with many groups as possible.
4. Have fun with it!

Overall, these past ten weeks have been a learning experience for all of us. We have learned to effectively communicate as a team and work together to reach a common goal of educating and advocating for better public transit here in San Diego. These are skills that will apply to our future endeavors, whether that's in academia or in the professional world. Most importantly it's made us better citizens, as we've learned about issues that are important to San Diego and how to address them not only now, but in the future. In regards to San Diego's public transit system, it's on its way to improving, but we need public policy makers to continue working to make sure their plans come to fruition.

Our campaign taught us that our social issue is something that people need to hear about continuously, because it's easy to ignore and forget. By continuing to stay in the loop about what San Diego is doing to reform our public transit system, we are being responsible citizens. And responsible citizens vote and speak out against issues that we see. We will continue to inform friends and family about the importance of public transit and maintain a positive attitude as change will inevitably happen.

Call to Action

1. We must inspire individuals to take progress into their own hands. Never stop learning and advocating in creative ways.
2. Challenge previous held notions on what modern transportation means in society as a whole.
3. Support policies to improve public transportation in San Diego.

Appendix

IG page
(@hophonboardsd)



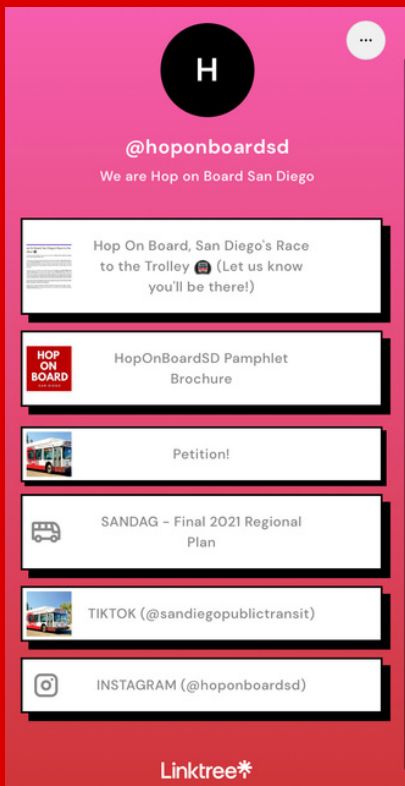
TikTok Page
(@sandiegopublictransit)



Petition
(on change.org)



Our linktree



Social media flyer



One of our Instagram posts:

HOP ON BOARD, SAN DIEGO...

41% of greenhouse gas emissions come from passenger cars and trucks

79% of commuters drive alone to and from work, worsening traffic congestion during peak hours

only **12%** of low-income residents live within a half mile of a commuter rail, light rail, or Rapid transit stop

Meanwhile, **92%** of San Diegans are only willing to walk about half a mile to a bus or trolley stop.

Creating more stops, expanding routes, and improving the overall quality of SD's public transit system would increase ridership and improve the lives of many San Diegans.

The SANDAG 2021 Regional Plan is a 30-year plan to improve San Diego's communities and tackle the issues our city faces, including the accessibility & efficiency of public transportation...

SANDAG 2021 Regional Plan TRANSIT LEAP

The 2021 Regional Plan includes the following improvements to SD's public transportation system by 2050.

- Commuter Rail** every 5-10 minutes
 - high-speed trains operating 22 hrs/day
 - connect major residential areas with employment centers, commercial areas, & other popular destinations
- Light Rail** every 7.5 to 10 minutes
 - new tram services & improved light rail services
 - all day service operating up to 22 hours per day
- Next Gen Rapid Bus Service** every 10 minutes
 - faster & more reliable Rapid bus service
 - more comfortable, high-tech vehicles operating in priority lanes
 - latest signal technology
 - all day service operating 30 hours per day
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