Assessing Emerging Active Transportation Options at UCLA

SAR Transportation Team
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Stakeholder: Jimmy Tran, Active Transportation Planner
“UCLA students call about 11,000 Uber and Lyft rides that never leave campus every week...”

Manya Kidambi, Daily Bruin
Project Goals:

Better Understand the Use of E-scooters Across Campus Through...

▸ Attitude survey
▸ Spot-Counts: 4 current parking locations and 2 hot-spot areas
▸ Campaign encouraging safe e-scooter use as a sustainable mode of transportation (informed by attitude survey)
Parking Spot Data

Average Number of E-Scooters Inside and Outside of Official Parking Spots

![Bar Chart]

- **Scramble Crosswalk**
  - In Spot: 1
  - Outside Spot: 3

- **Alumni Center**
  - In Spot: 0
  - Outside Spot: 1

- **Luskin Turnaround**
  - In Spot: 0
  - Outside Spot: 5

- **Student Activities Center**
  - In Spot: 0
  - Outside Spot: 1
Hotspot Data

Average Number of E-scooters Parked in Hotspot Zone and Average Number of E-Scooters Parked Hazardously

- **Boelter Stairs**: Average Number
- **Public Affairs**: Average Number, Hazardous

![Bar Chart](chart.png)
Attitude Survey

First page
- Demographic questions and e-scooter use

Second page
- If yes, habitats and motivations for e-scooter use
- If no, preferred mode of transportation
Have you ever used an e-scooter on campus?

- Yes, I use e-scooters on campus.
- No, I don’t use e-scooters on campus.

75.6% 24.4%
Challenges and Difficulties

Working out our scope
Interest in a long term campaign vs. time constraints

Coordination with other departmental projects
Transportation department has additional projects
Temporary a-frame parking signage

Similar research group
Sustainable LA Grand Challenge
Transportation Team
SPRING QUARTER GOALS

CONTINUE COLLECTING DATA

▷ Spot counts (until week 5)
▷ Surveys (for 4 weeks)

DEVELOPING CAMPAIGN AND FLYER

▷ Using data to inform campaign focus
▷ Creating infographics
▷ Flyering at ride hailing locations
Survey Informing Campaign

What factors do you take into consideration when choosing a transportation mode?

- Speed/Time
- Cost
- Health Incentives/Exercise
- Environmental Impact
- Accessibility

Percentage of Participants Who Consider This Factor
Thank you!