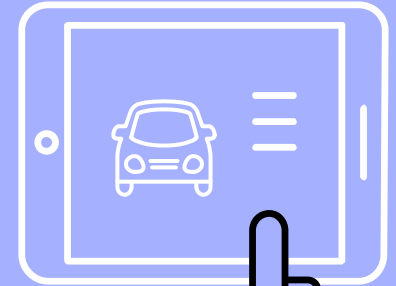
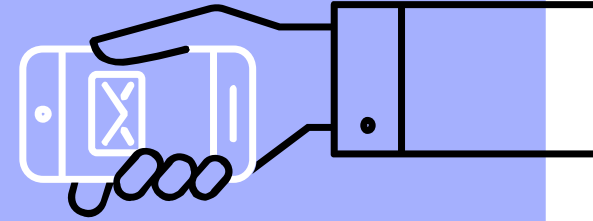
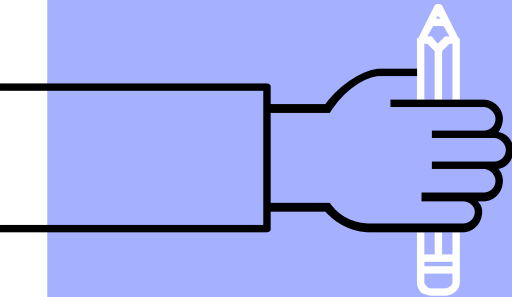
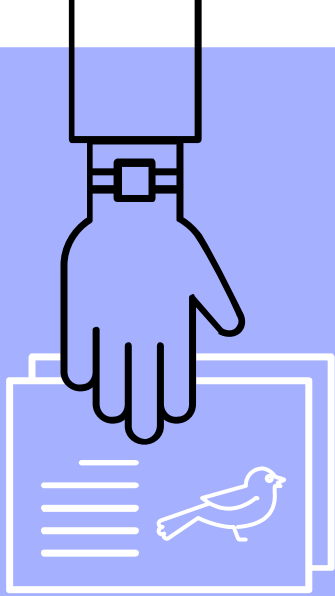


Assessing Emerging Active Transportation Options at UCLA

SAR Transportation Team

Maddie Jordan, Brooke Shimasaki

Natalie Gonzalez, Anna Weir, Kyle Willenborg
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

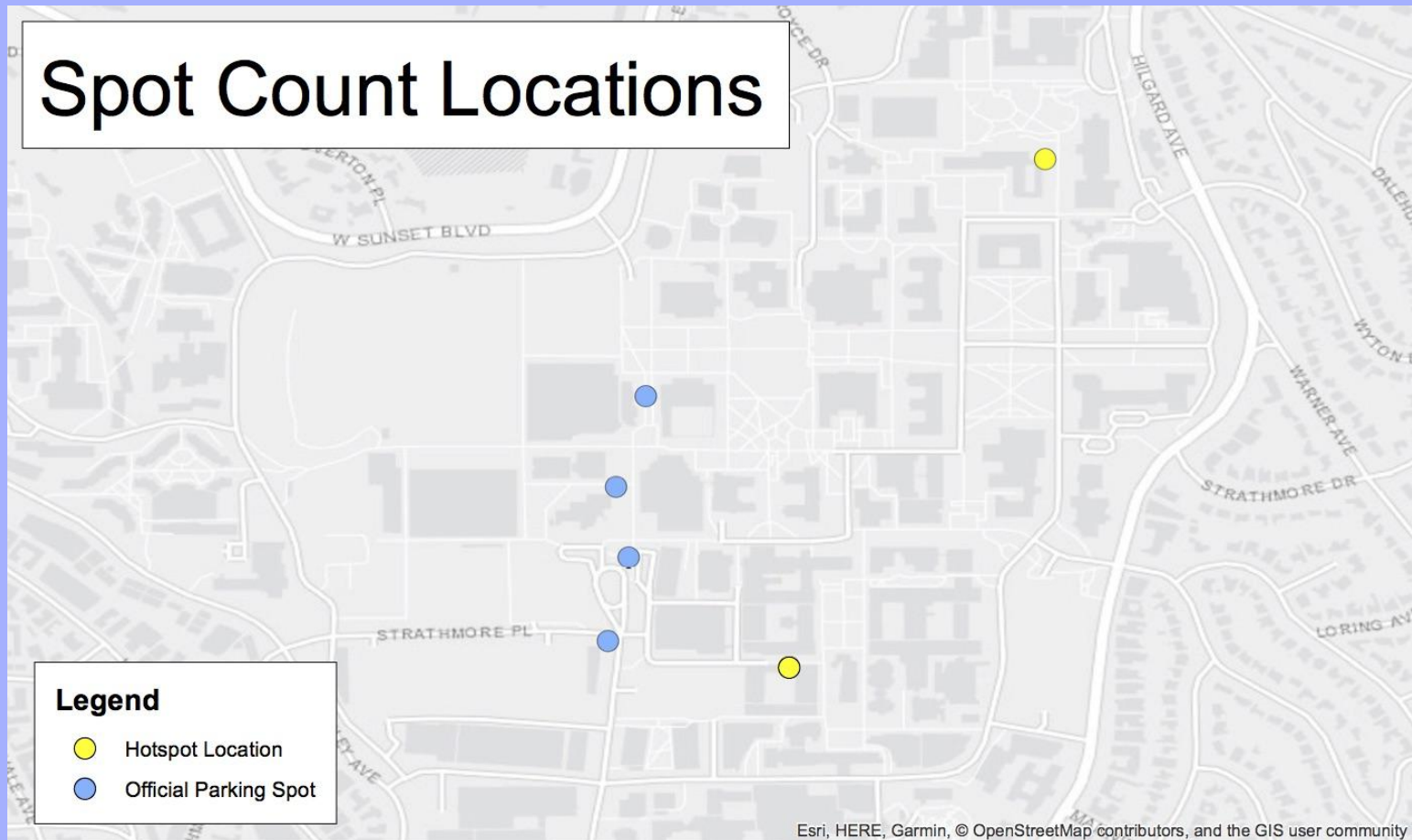
Project Goals:

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)

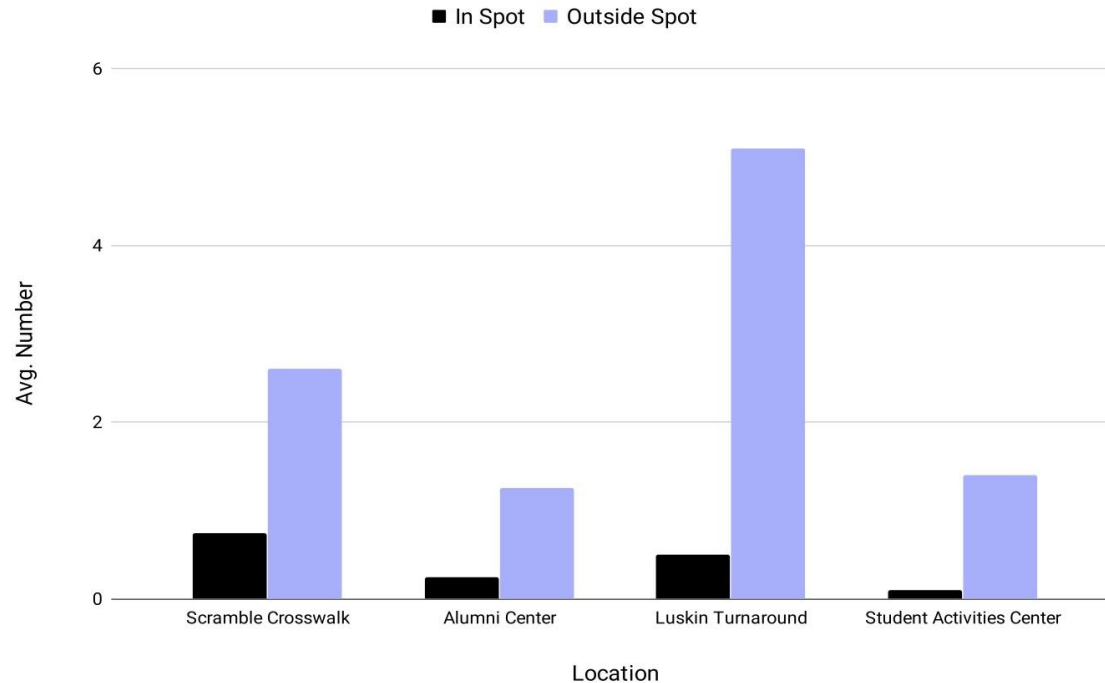


Spot Count Locations



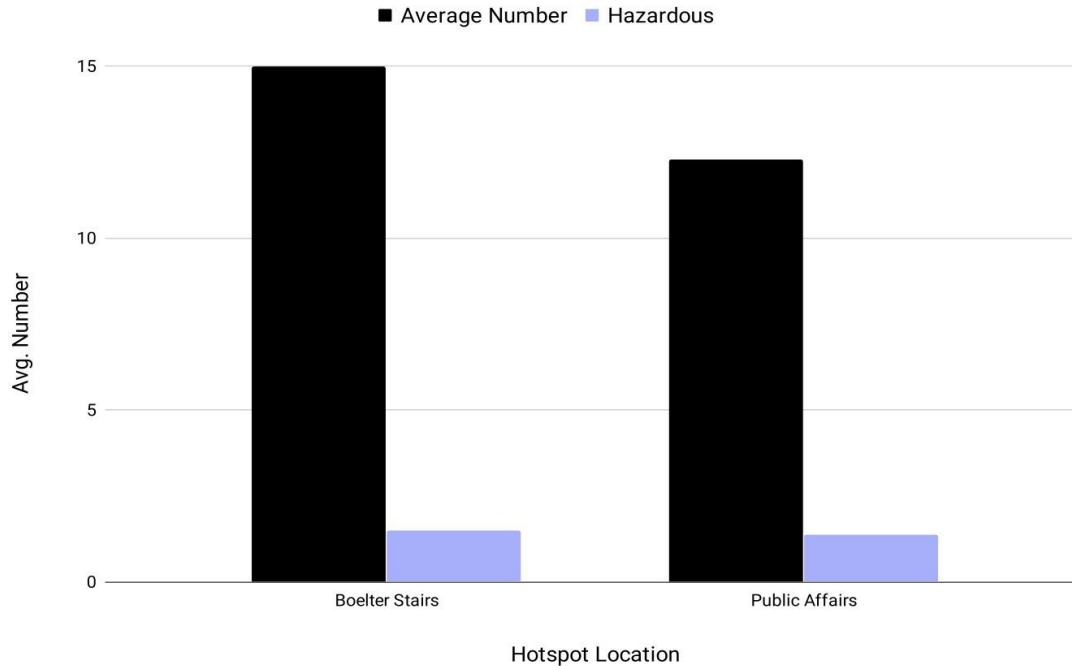
Parking Spot Data

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



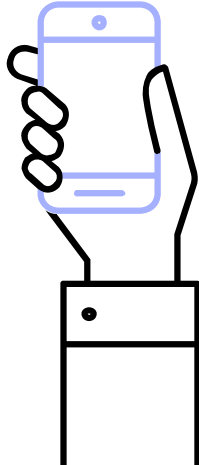
Hotspot Data

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



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

A black smartphone with a white screen displaying a survey. The survey is titled "UCLA Transportation Survey" and is from the "Sustainable Action Research Transportation Team". It includes an introductory paragraph, a required question "Which best describes you?", and a list of radio button options: Undergraduate student, Graduate student, Faculty, UCLA staff, and Other. The "Other" option has a blank line for text entry.

SUSTAINABLE ACTION
RESEARCH
TRANSPORTATION TEAM.

UCLA Transportation Survey

We are the UCLA Sustainability Action Research Transportation Team! There are various ways of getting around campus and e-scooters have become the most recent sustainable mode. Through our project, we are trying to better understand trends and attitudes associated with e-scooter and other modes of transit here on campus. For those apart of the UCLA community, we would appreciate your support in taking this short survey about your own transportation preferences. Thanks!

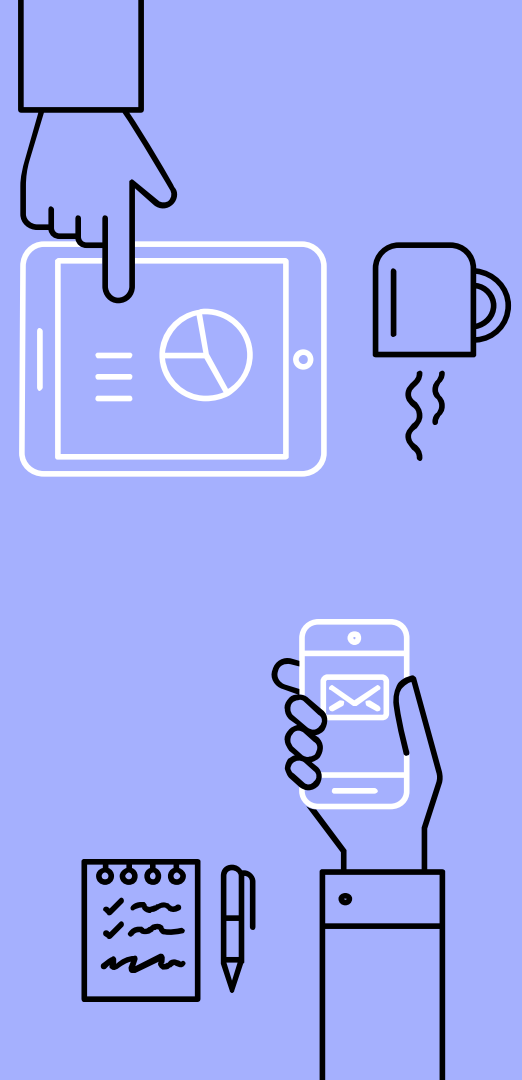
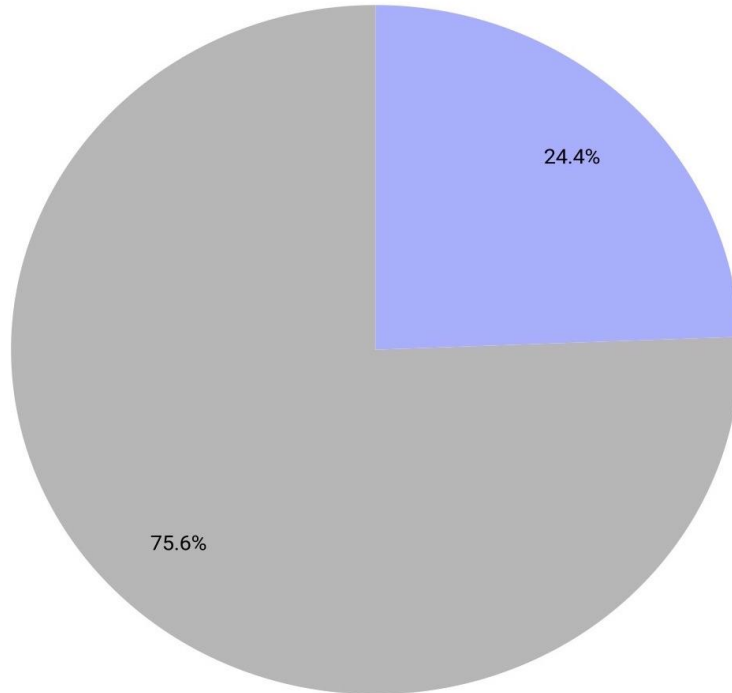
* Required

Which best describes you? *

- ☐ Undergraduate student
- ☐ Graduate student
- ☐ Faculty
- ☐ UCLA staff
- ☐ Other: _____

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.



Challenges and Difficulties

Working out our scope

Interest in a long term campaign vs. time constraints

Coordination with other departmental projects

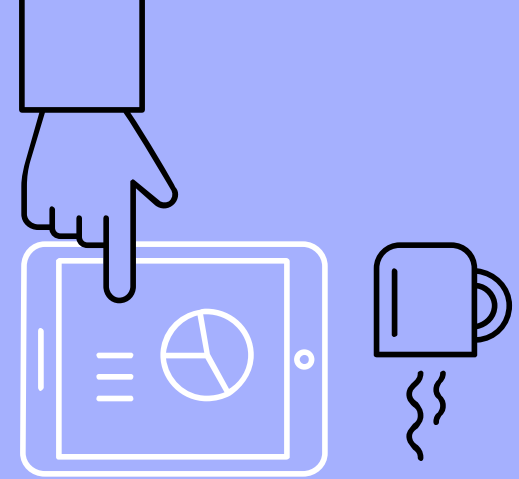
Transportation department has additional projects

Temporary a-frame parking signage

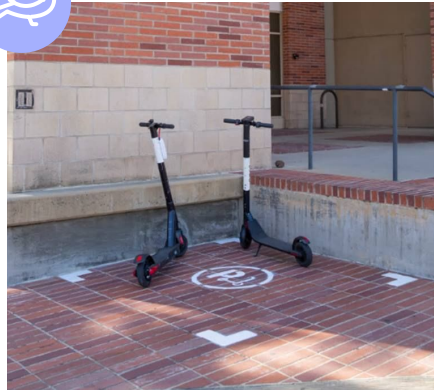
Similar research group

Sustainable LA Grand Challenge

Transportation Team



9



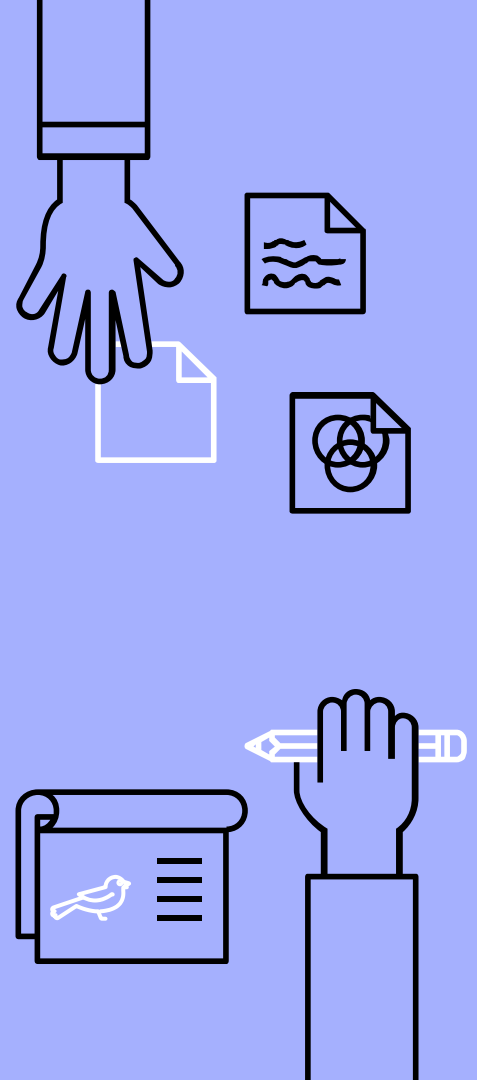
SPRING QUARTER GOALS

CONTINUE COLLECTING DATA

- ▶ Spot counts (until week 5)
- ▶ Surveys (for 4 weeks)

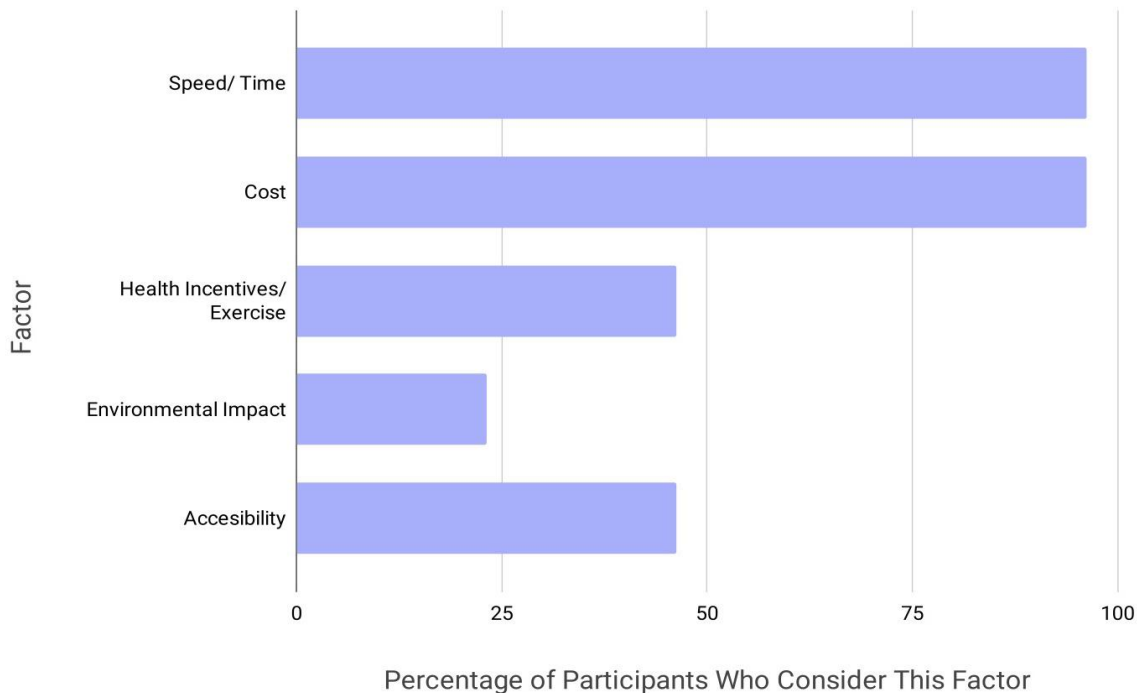
DEVELOPING CAMPAIGN AND FLYER

- ▶ 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?





Thank you!