

Assessing Emerging Active Transportation Options at UCLA

Sustainability Action Research - Transportation Team



Leaders: Maddie Jordan, Brooke Shimasaki

Members: Natalie Gonzalez, Anna Weir, Kyle Willenborg

Stakeholder: Jimmy Tran - Active Transportation Planner



“I hate [e-scooters] and everything they stand for.”

Our Goal

Promote transportation modes on and around UCLA campus that are safe, efficient, and both environmentally and socially sustainable.

How do we encourage community members to embrace electric scooters as a new sustainable mode of transportation?

Methods

Spot-Count

- Observe e-scooter parking habits
- Safety and accessibility implications

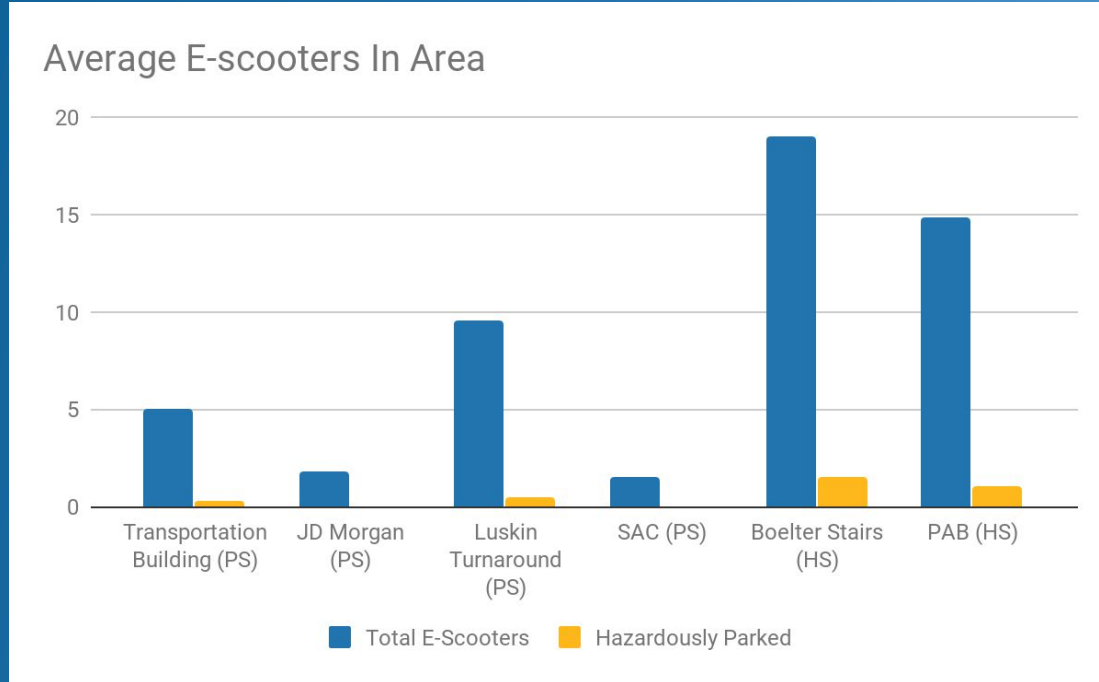
Attitude Survey

- Understand e-scooter motivations and concerns
- Gauge transportation modes



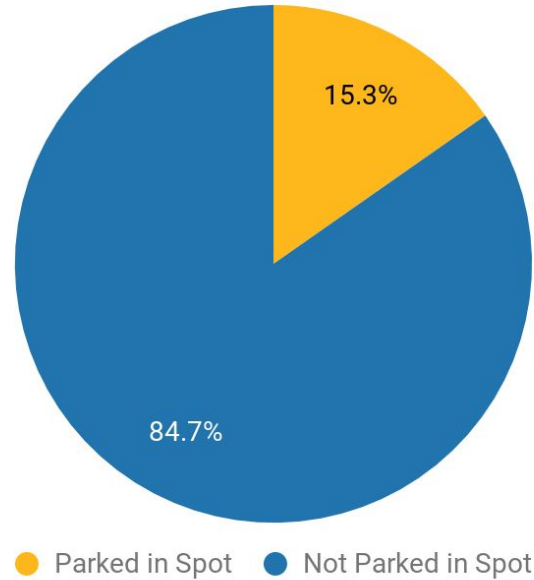
**Recommendations
for Public Outreach**

Spot-Count Results





E-Scooter Spot Count Data

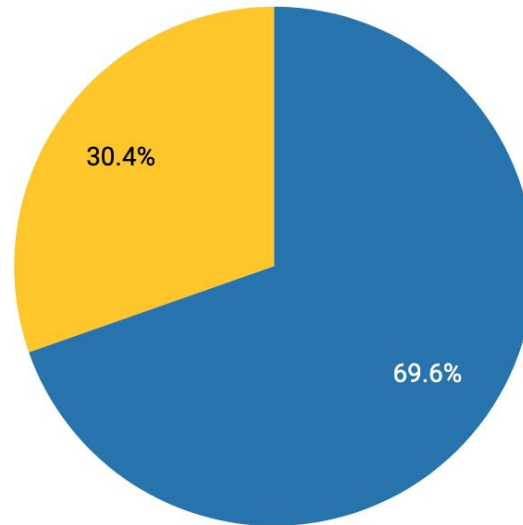


E-Scooter Attitude Survey



Have you ever used an e-scooter on campus OR as a way to get to/from campus?

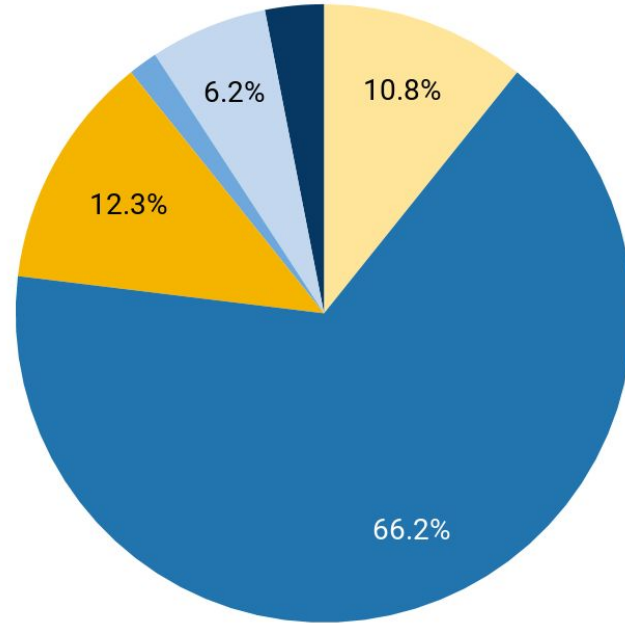
- No, I don't use e-scooters.
- Yes, I use e-scooters on campus.





What is your greatest motivator for using e-scooters?

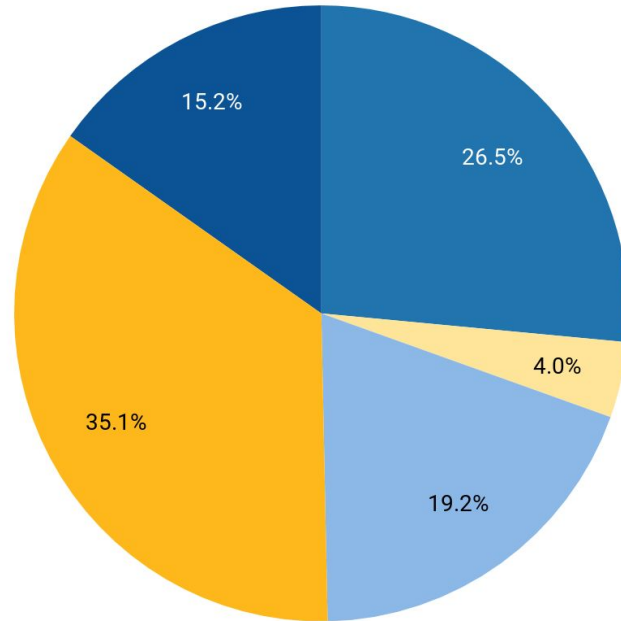
- Pleasure (It's enjoyable; I want to look around the area.)
- Speed/Time (I need to get to a location quickly.)
- Distance (I need to get to get to a location that is "far away".)
- Personal reasons
- Cost (E-scooter is cheaper than alternative modes of transport.)
- To avoid hills on campus





What is the main reasons that you do NOT use e-scooters?

- Safety Concerns
- Accessibility reasons
- Free Response
- Cost
- Campus Infrastructure (too many stairs, not enough scooter-friendly roads, etc.)



***“They are horribly
annoying and
unsafe.”***

***“Don’t want someone
to catch me wiping out
on video and have it go
viral.”***

- **Issues with companies**
- **Driver’s license**
- **Prefer other modes**
- **Fear of being ticketed**
- **Social connotations of e-scooter use**

Moving Forward



As UCLA considers making an official partnership with an e-scooter company, it is important to reconsider the way we address the presence of dockless devices on our campus.



Designated Dockless Device Parking Spots

Bike Share Hubs

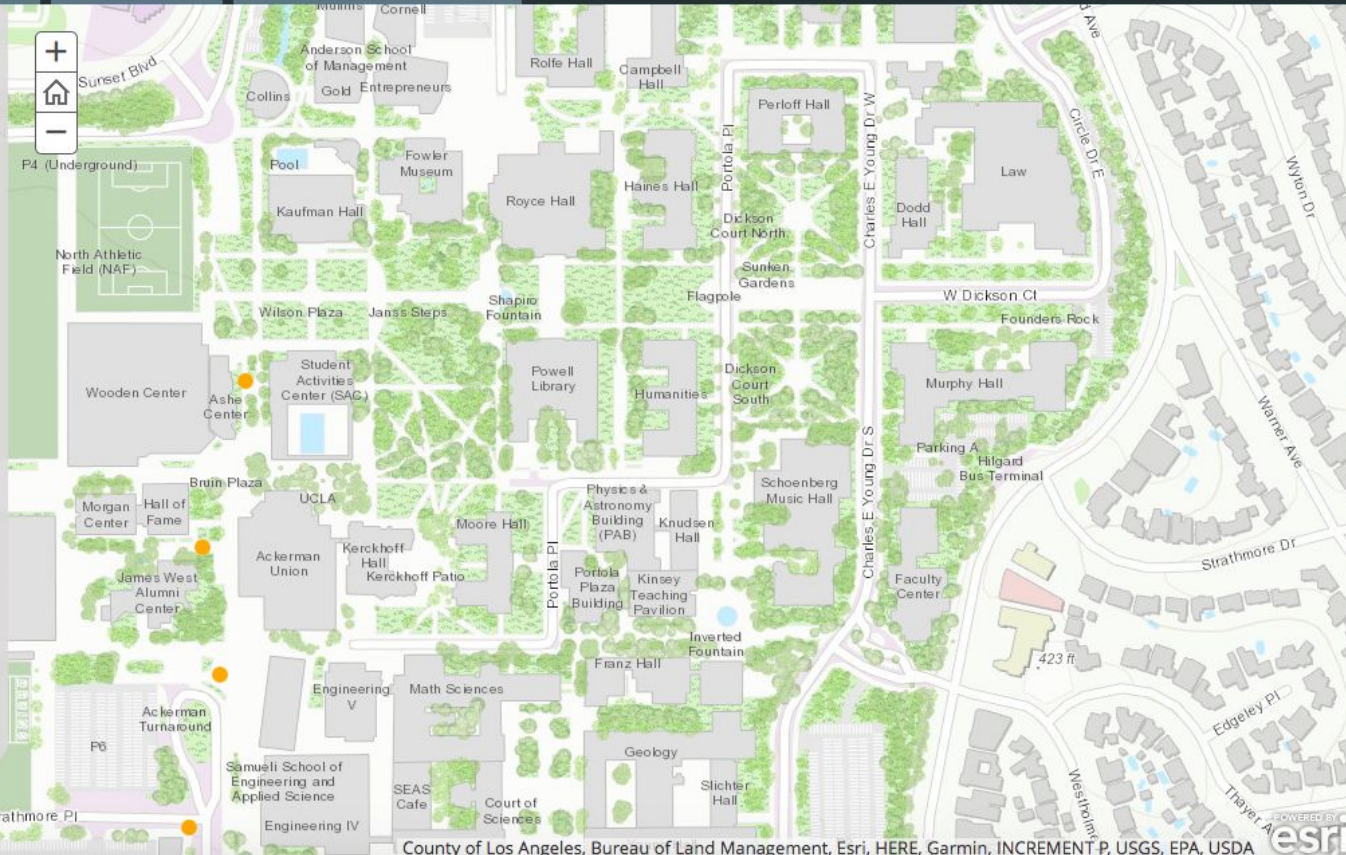
Bruin Bus Stops

Ride-Hailing Pickup Locations

E-scooter parking spots are designated by a white spray-painted square. In the middle of the square, there is also a graphic of an e-scooter painted inside of a small circle. The purpose of these spots is to prevent e-scooters from clustering in front of walkways, doors, and building entrances. When an e-scooter spot is not close to your destination, we recommend parking at the nearest bike rack.



This is the Strathmore Parking Spot on Westwood Blvd. which was significantly underused throughout our research. We assume this might have been an e-scooter "dump" by people who charge the devices nightly.



County of Los Angeles, Bureau of Land Management, Esri, HERE, Garmin, INCREMENT-P, USGS, EPA, USDA 

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