Assessing Emerging Active Transportation Options at UCLA

Sustainability Action Research - Transportation Team

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“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

Average E-scooters In Area

- Transportation Building (PS)
- JD Morgan (PS)
- Luskin Turnaround (PS)
- SAC (PS)
- Boelter Stairs (HS)
- PAB (HS)

- Total E-Scooters
- Hazardously Parked
E-Scooter Spot Count Data

- 84.7% Not Parked in Spot
- 15.3% Parked in Spot
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.

69.6%
30.4%
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 a location that is “far away”.)
- Personal reasons
- Cost (E-scooter is cheaper than alternative modes of transport.)
- To avoid hills on campus

- 66.2%
- 12.3%
- 10.8%
- 6.2%
What is the main reason that you do NOT use e-scooters?

- Safety Concerns: 26.5%
- Accessibility reasons: 4.0%
- Free Response: 15.2%
- Cost: 19.2%
- Campus Infrastructure (too many stairs, not enough scooter-friendly roads, etc.): 35.1%
“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
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.
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 undereused throughout our research. We assume this might have been an e-scooter “dump” by people who charge the devices nightly.
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