SUSTAINABILITY 2028

USC Transportation

By: Shawn A. Chavira
# Mobility Management Program

<table>
<thead>
<tr>
<th>Mode</th>
<th>Operations</th>
<th># of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route Bus System</td>
<td>32 Buses, 5000 daily passengers, 26 sq. mile service area</td>
<td>45 Employees</td>
</tr>
<tr>
<td>Campus Cruiser</td>
<td>25 Vehicles, 3000 weekly passengers, 2.5 sq. mile service area of UPC/HSC</td>
<td>108 Employees/Students</td>
</tr>
<tr>
<td>Safe Ride Program</td>
<td>30,000 weekly rides performed by LyftLine (supplement to SafeRide Program)</td>
<td>Sub-Contracted Service</td>
</tr>
<tr>
<td>RideShare and Parking Services</td>
<td>Car/Van Pool, Metro, Metrolink Discounts, Enforcement</td>
<td>125+ Employees</td>
</tr>
</tbody>
</table>
Bus 26-Mile Service Area

Closed Community, ADA accessible Vehicles, CalOSHA and SCAQMD Compliant,
In-house Police/Security, Subcontracted Maintenance of vehicles

<table>
<thead>
<tr>
<th>26 Mile Service Area</th>
<th>Route</th>
<th>Daily Miles</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>US-HSC</td>
<td>21.5</td>
<td>12 Min</td>
</tr>
<tr>
<td></td>
<td>US-UPC</td>
<td>186.2</td>
<td>12 Min</td>
</tr>
<tr>
<td></td>
<td>HSC-UPC</td>
<td>260.4</td>
<td>30 Min</td>
</tr>
<tr>
<td></td>
<td>ICS UPC-HSC</td>
<td>238.7</td>
<td>30 Min</td>
</tr>
<tr>
<td></td>
<td>SOTO</td>
<td>86.4</td>
<td>15 Min</td>
</tr>
<tr>
<td></td>
<td>SOTO-HSC</td>
<td>78.8</td>
<td>25 Min</td>
</tr>
<tr>
<td></td>
<td>PC</td>
<td>198</td>
<td>15 Min</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>87.4</td>
<td>30 Min</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>84</td>
<td>30 Min</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>67.5</td>
<td>30 Min</td>
</tr>
<tr>
<td></td>
<td>UPC-CTY CTR</td>
<td>68.2</td>
<td>50 Min</td>
</tr>
<tr>
<td></td>
<td>BUSWAY</td>
<td>14.4</td>
<td>20 Min</td>
</tr>
<tr>
<td></td>
<td>CIRCUIT TRAM</td>
<td>74.4</td>
<td>20 Min</td>
</tr>
<tr>
<td></td>
<td>CAL-JEP</td>
<td>9.9</td>
<td>20 Min</td>
</tr>
<tr>
<td></td>
<td>ALHAMBRA</td>
<td>40.5</td>
<td>25 Min</td>
</tr>
<tr>
<td></td>
<td>MDR</td>
<td>147.6</td>
<td>40 Min</td>
</tr>
</tbody>
</table>

1661.8 Daily Miles
Campus Cruiser 2-Mile Service Area

- Student run organization that provides point to point transportation during overnight hours (6pm to 3am/7 days/week).
- Supplemental Service provided by **LYFT** at UPC only.
CAMPUS MOBILITY MANAGEMENT

Walking • Bike Sharing • Transit • Drive • Car Sharing
Car Pooling • Campus Cruiser • Lyft • Autonomous Vehicle Project
AQMD Survey Results

- Drive Alone 49%
- Motorcycle .42%
- 2 or more persons in a vehicle 10%
- Bus 7%
- Rail/Plane 9%
- Walk 12%
- Bicycle 5%
- Zero Emission Vehicle (no Hybrids) 1%
- Telecommute (reduction of more than 50% of trip) 2%
- Noncommuting 4%
### USC - Shifting the Transportation Paradigm

The Evolution and Impact of Ridesharing on our Culture and Economies

- Premiere Commuter Management & Ridesharing Software in the world.
- The most comprehensive platform that is available to the Transportation industry.
- By implementing this new software, USC will now join the ranks of GOOGLE and FACEBOOK.
- The goal is to communicate with our local community of Faculty, Staff, and Employees regarding the importance of individual mobility management.
- Basic features are: Multi-modal Trip planning, Intelligent Rideshare Matching, automatic trip logging, incentives and competitions through gamification campaigns, Transportation Surveys, biking, Car Rentals, etc.
- It will help Transportation staff create a new way to look at current commuter behavior patterns, while helping reduce traffic from Single-occupancy vehicles, save money on employee parking, and increase health and wellness outreach programs that help maintain sustainability goals.
## Green California

- Green Buildings – Governors 2012 Executive Order
- Decrease department Water and Energy Usage by 20%
- Green Fleets - 2020 Sustainability goal to use 10% less petroleum (Goal Met in 2017 20% reduction)
- 2019 Requirement for all City bus fleets to be Electric
- Increased toll roads

## Green Los Angeles

- The Sustainability plan of Los Angeles
  - 2025 50% reduction Imported Water
  - 2025 Energy Storage goal 1654-1750MW
  - 2025 100% divestment from coal fired energy
  - 2025 150k housing units
  - 500k new residents in 20 yrs (Mobility Focused)
GREEN USC TRANSPORTATION 2028 GOALS

1. Fully Electric Fleet of Trams and Campus Cruisers
   - Proterra/DWP project (planning phase Ets $5.5 MM)
2. Increase renewable energy infrastructure in appropriate locations (Est. $2.5MM)
3. Increase EV charging infrastructure
4. Create an e-scooter and /or bicycle-share program
   - “Scootergeddon – SharkTank style”
   - 2012 and 2014 study = USC has highest concentration of bikes in Los Angeles County 8-10k bikes in a 1 mile radius around campus
5. Offer incentives to decrease SOVs travelling to campuses (e.g. transit passes and ride-share programs) to decrease parking demand – HSC review (New Parking Structure?)
6. Increase Tram service frequency for increased populations to satellite campuses (Est. $2MM annually)
“With traffic at an all time high and public transportation readily available but not always accessible, USC’s Mobility Hub at USC will help us connect our campus with the entire city.”

– Tony Mazza, Director of Transportation at USC
Over Communicate

QUESTIONS