



# Measuring and Encouraging Sustainable Transportation Behavior Among Employees

CSU Parking and Transportation Services & CSU College of Business

# Sustainability Idea

Partnership between  
Transportation & the College of  
Business to:

1. Understand barriers to sustainable transportation for a targeted population
2. Test the efficacy of various interventions



# Why?

## 4%

of CSU's carbon footprint comes from transportation emissions

## 76%

Employees drive personal vehicles as primary mode of transportation



# The Survey

111

CoB employees

37%

Of reported trips  
were non-personal

+

High interest in  
increasing use of  
bus, bike, carpool,  
and vanpool

# Quick Actions

- Communicated results and next steps
- Integrated information into the Transportation Demand Management Master Plan Update
- Contacted CSU Police about abandoned bicycles taking up space on the bike racks
- Contacted Transfort about bus safety concerns
- Communicated plans about enforcement of the 4-hour EV charger charge time





# Launched Programs!

## Mini Get Back on the Bike Program

- 9 COB employees participating
- Each participant receives 5 in-depth trainings
- Participants received helmets, convertible backpack/panniers, bike lights, U-lock and cable



# Launched Programs!

## Replace a Ride Program

- \$50 gift card for employees who complete 16 active transportation or transit trips between April 17- May 28
- ~40 employees registered