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