

A red USC Trojan bus is shown from a side-front perspective. The bus has a white stripe along the top and a yellow stripe along the bottom. The words "GO TROJANS!" are written in yellow on the side window. The bus is parked on a paved surface, and a building with a white lattice structure is visible in the background.

Scale Up: Strategies for Large Employers

By: Shawn A. Chavira

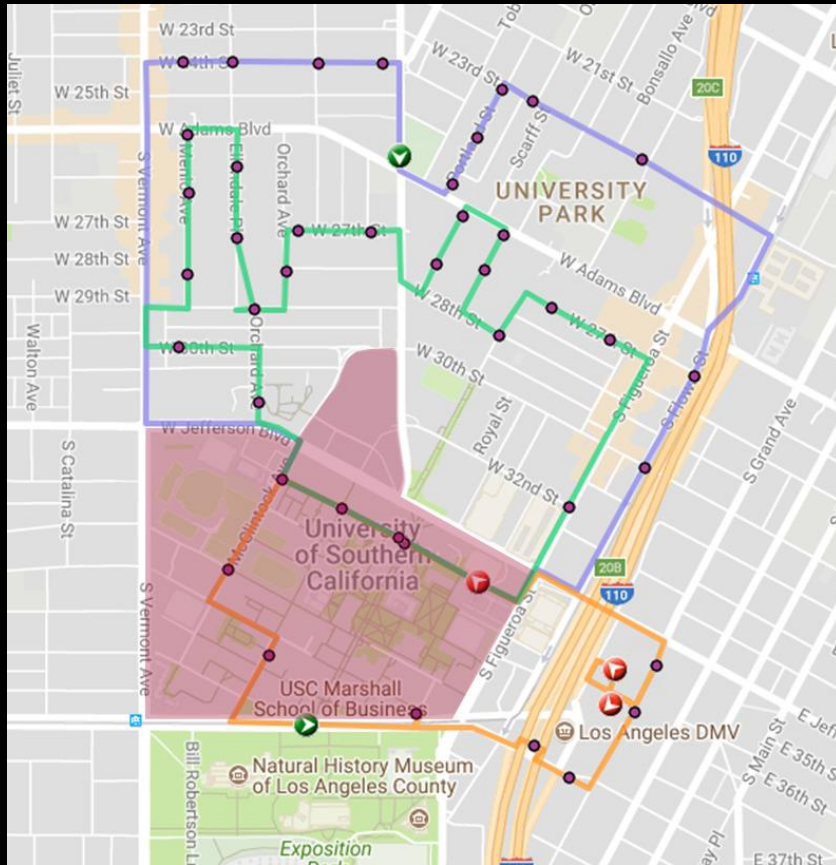
USCTransportation

Mobility Management Program

Mode	Operations	# of Employees
Fixed Route Bus System	38 Buses, 5000 daily passengers, 26 sq. mile service area	45 Employees
Campus Cruiser	25 Vehicles, 3000 weekly passengers, 2 sq. mile service area of UPC/HSC	108 Employees/Students
Safe Ride Program	25,000 rides performed by LyftLine (supplement to SafeRide Program)	Sub-Contracted Service
RideShare and Parking Services	Car/Van Pool, Metro, Metrolink, Discounts, Enforcement	125+ Employees

Bus 26-Mile Service Area

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



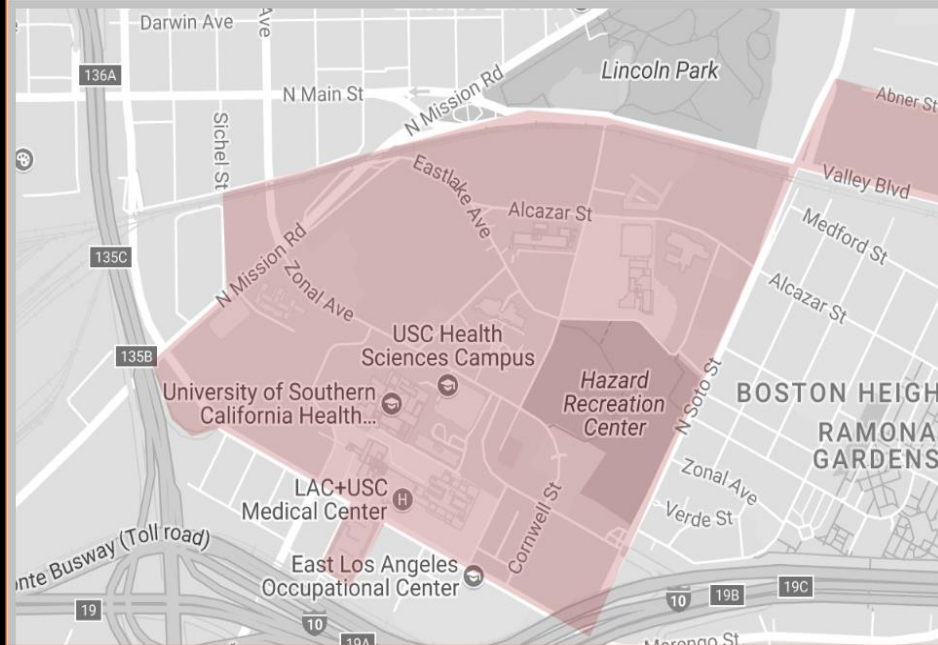
26 Mile Service Area	Route	Daily Miles	Frequency
	US-HSC	21.5	12 Min
	US-UPC	186.2	12 Min
	HSC-UPC	260.4	30 Min
	ICS UPC-HSC	238.7	30 Min
	SOTO	86.4	15 Min
	SOTO-HSC	78.8	25 Min
	PC	198	15 Min
	A	87.4	30 Min
	B	84	30 Min
	C	67.5	30 Min
	UPC-CTY CTR	68.2	50 Min
	BUSWAY	14.4	20 Min
	CIRCUIT TRAM	74.4	20 Min
	CAL-JEP	9.9	20 Min
	ALHAMBRA	40.5	25 Min
	MDR	147.6	40 Min
1661.8 Daily Miles			

Campus Cruiser 2-Mile Service Area

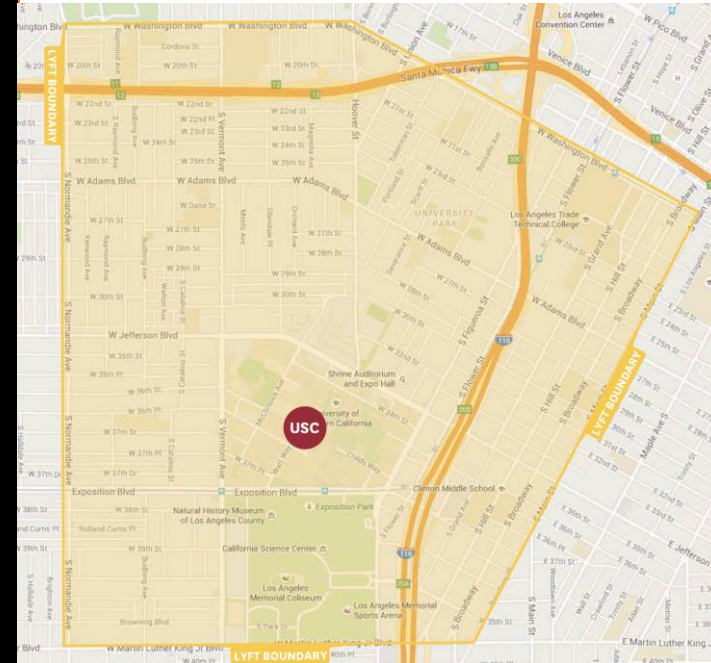
- Student run organization that provides point to point transportation during overnight hours (6pm to 3am/7days/week).
- Supplemental Service provided by LYFT at UPC only.



Health Sciences Campus



University Park Campus



CAMPUS MOBILITY MANAGEMENT



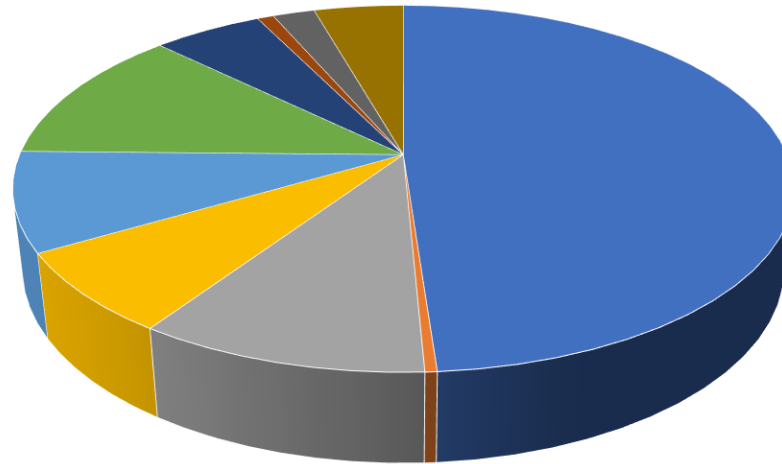
rideamigos

Shifting the Transportation Paradigm

The Evolution and Impact of Ridesharing on Cultures 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, LINKEDIN, and other tech giants
- 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 Management 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.

AQMD Survey Results



■ Drive Alone 49%

■ 2 or more persons in a vehicle 10%

■ Rail/Plane 9%

■ Bicycle 5%

■ Telecommute (reduction of more than 50% of trip) 2%

■ Motorcycle .42%

■ Bus 7%

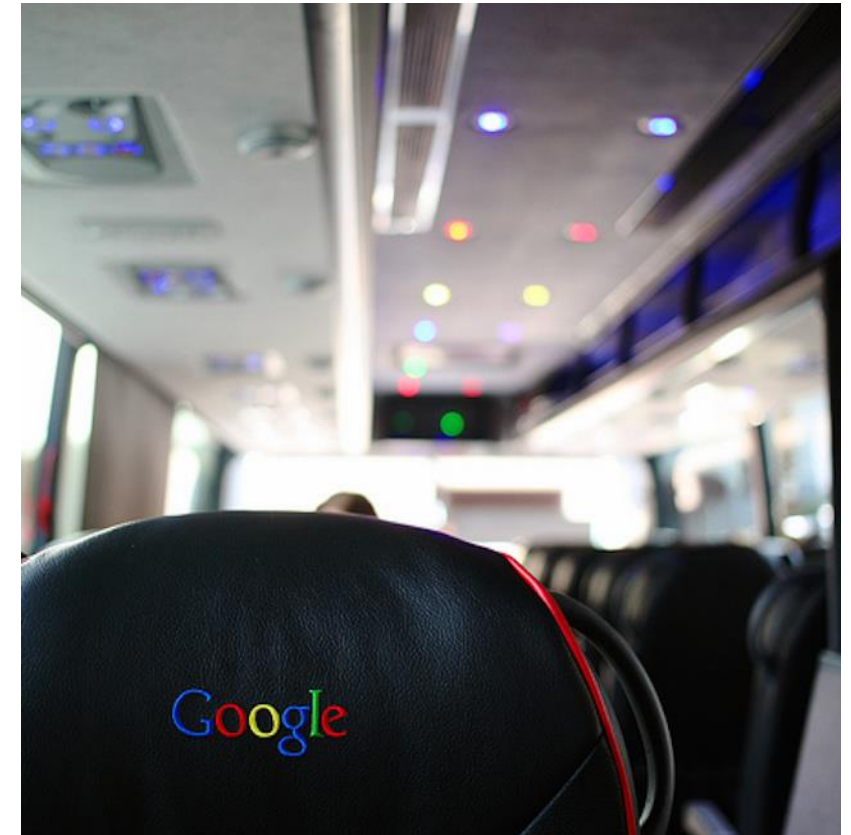
■ Walk 12%

■ Zero Emission Vehicle (no Hybrids) 1%

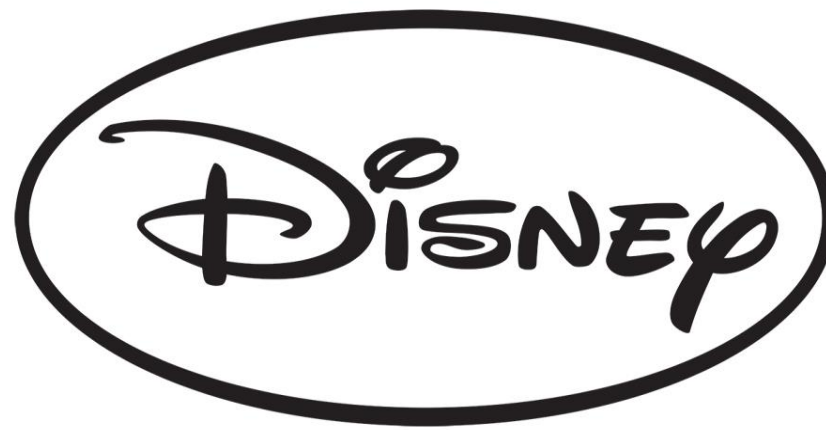
■ Noncommuting 4%

The Google Way

"Having fast, free, and accessible transportation five days a week is game-changing, especially since California's public transport system is subpar, to say the least. All the shuttles are air-conditioned, and wi-fi enabled. Not only does it make commuting back and forth to work flexible, but I can even take the bus to [San Francisco] (instead of the one home) in the evening if I want to go to the city, or the bus to Berkeley to visit friends."



The

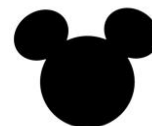


Way



“We create happiness.”

—Disney Cast Member Motto



The Way

- Valet parking for the Menlo Park headquarters, along with a free charging station for electric cars
- A bike repair shop for Menlo Park employees
- 40% of employees commute by alternative modes (transit, carpool, bicycle and walk)
- Enhanced PPP with local City



The **USC** Way

“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



Questions?