Using Car Sharing Applications as part of a Sustainable Campus Safe Ride Program

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USC SAFE RIDES: Campus Cruiser

Fall 2013/Spring 2014

- Safe ride program within the campus patrol zone (approximately 1 mile)
- Operates 7 days/week, 5 pm-2:45 am
- 30 vehicles, 100 students
- Wait times 30-40 minutes during peak times
- 2 fixed routes
- Partnership with Yellowcab
SAFETY INITIATIVE

Summer of 2014-Tragedy strikes campus

• University wide safety initiative implemented.

• Funding given to Department of Public Safety for overall safety improvement plan.

• USC Transportation to improve safe ride programs.
USC SAFE RIDES: Campus Cruiser

Fall 2014: USC Safety Initiative
• Increased program to 43 vehicles and 154 students

Campus Cruiser Ride Volumes

<table>
<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
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</thead>
<tbody>
<tr>
<td>Riders</td>
<td>72,495</td>
<td>102,585</td>
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</tbody>
</table>

0 20,000 40,000 60,000 80,000 100,000 120,000
Demand continued to increase, quickly outgrowing our resources. We were facing challenges:

- **Funding**
- **Staffing resources**
  - Reliable staffing
  - Quick training program
- **Infrastructure**
  - Parking
  - Offices
SUPPLEMENTAL UBER PROGRAM

• Nightly from 7:00 pm – 2:00 am
• Unique UBER code created for students to access FREE rides within the campus patrol zone
• Code requires USC email address and can only be accessed within USC boundaries
• Ride costs are billed to USC
## RESULTS

<table>
<thead>
<tr>
<th>Service</th>
<th>Total Rides</th>
<th>Average Wait Times</th>
<th>Average Cost per Ride</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Cruiser</td>
<td>193,072</td>
<td>5 min</td>
<td>$9.23</td>
</tr>
<tr>
<td>UBER</td>
<td>751,928</td>
<td>2 min</td>
<td>$4.46</td>
</tr>
</tbody>
</table>
• Response is overwhelmingly positive
• First week of Fall demand was 10,742 rides
• Last full week of Spring demand was 29,805 rides
• On average, 47% of our rides our UberPOOL, with a peak match of 58%.
SURPRISES

We had students take a survey regarding the supplemental Uber program. Some surprise results:

• **48%** of students who live on and around campus find they need their car less.

• **31%** of students responded they are less likely to bring a car to campus next year.
MORE SURPRISES

• 37% of students responded they are more likely to use UberPOOL after their experience.

• Uber has reported a 244% increase in UberPOOL use within our geofence outside of our program hours.

• 9% of students responded they use the program to connect to/from train stations (ExpoLine)
CHALLENGES

• Budgeting for continued increase of demand
  – This year program is being communicated at summer orientation and parent communications.
  – Anticipating a faster adoption rate.

• Future of Campus Cruiser program
Thank you!