

Assessing Student Awareness of the Climate Commitment Initiative and the Role of Parking and Transportation Services

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The Commitment to Going Green

In 2007, President Ortiz became a charter signatory of the President's Climate Commitment. The commitment provides a framework for campuses to go climate neutral by the year 2030.

As a commuter campus, the sector that contributes the greatest to greenhouse gas emissions is transportation. Nearly 55% of campus emissions are associated with various transportation activities, including commuting to and from campus by students, faculty and staff, **campus fleet operations**, and air travel on University business.

The goal of Parking and Transportation Services (PTS) is to reduce the carbon footprint in the department and eliminate harmful greenhouse gas emissions from commuters coming to the campus through targeted programs while maintaining a high level of service for the campus community.

Purpose of the Assessment

Through the use of an educational campaign, all students will be able to describe the President's Climate Commitment and how PTS supports these initiatives.

Through the use of an educational campaign, all students will be able to identify three services that PTS provides to help the campus meet its climate commitment.

An assessment study began in Fall 2010 by PTS to find out from students what they know about the President's Climate Commitment pledge and how PTS supports the initiative.



Pre-Test and Post-Test Evaluation

A pre-test was done to gather data on student awareness of the Climate Commitment, their role, and the role of PTS.

Pre-Test Before the Marketing Outreach

Throughout the Fall 2010 and Winter 2011 quarter, PTS staff attended the Rideshare Fair, Bronco Fusion, Health Fair, Orientation sessions and the Foundation Book Buy Back program on campus. A pre-test was administered by PTS staff with four questions relating to the Climate Commitment Initiative and PTS operations.

Post-Test – Assessing the Effectiveness of the Marketing Outreach

In April 2011, PTS staff will administer a post-test to evaluate if the outreach is successful.

Solution or Method

PTS is reviewing the responses from the assessment study. Based on the responses, a marketing program will be tailored to the campus community on how PTS supports the Climate Commitment Initiative. This includes:

- ✓ What the Climate Commitment entails and why it's important for everyone to support it
- ✓ Teaching students that programs and services offered by PTS will continue to support the initiative
- ✓ Teaching students the benefits of ridesharing, riding the shuttles, and applying this practice in the working world after they graduate to reduce their carbon footprint



Response or Results

Students were asked four questions directly related to the Climate Commitment Initiative and PTS operations.

What is your class year?
33% responded Senior
25% responded Junior

What is your class year?
20% responded Sophomore
22% responded Freshman

Can you describe the Climate Commitment Initiative? (Juniors and Seniors only)
23% responded Yes
77% responded No

Are you aware that Cal Poly Pomona has a Climate Commitment initiative for the campus to become carbon neutral by 2030? (Freshmen and Soph only)
30% responded Yes
70% responded No

Can you name three ways that Parking and Transportation Services supports the Climate Commitment Initiative? (all students, top three answers – open ended question)
42% responded "Rideshare Program"
28% responded "I don't know"
10% responded "Bronco Express-bus transportation"

What can you do to support the Climate Commitment Initiative? (all students, top two answers – open ended question)
23% responded "Rideshare"
12% responded "I don't know"



Next Steps or Future Plans

PTS will move forward to communicate the Climate Commitment Initiative to the campus community and PTS' role in supporting the Initiative.

Strategies are being developed to communicate to the students:

- What is the Climate Commitment Initiative
- Why it's important to support the Climate Commitment on and off campus
- How PTS supports the Climate Commitment