



OKLAHOMA STATE UNIVERSITY  
Multimodal Transportation Terminal

# Departmental Sustainability Plan

Oklahoma State University, Stillwater

November 2020

# Parking and Transportation Services

## MISSION

*OSU PTS supports the campus community by providing for safe, efficient access and mobility in an environmentally responsible manner.*

## VISION

*To be a premier transportation and parking organization, providing an innovative, sustainable program which supports excellence in education, research, and public service.*

## BUSINESS

OSU PTS is a self-supporting Auxiliary Enterprise of Oklahoma State University, Stillwater. All capital improvements and transportation operations are funded via parking revenue.

# High-Level View

## Departmental Sustainability PLAN

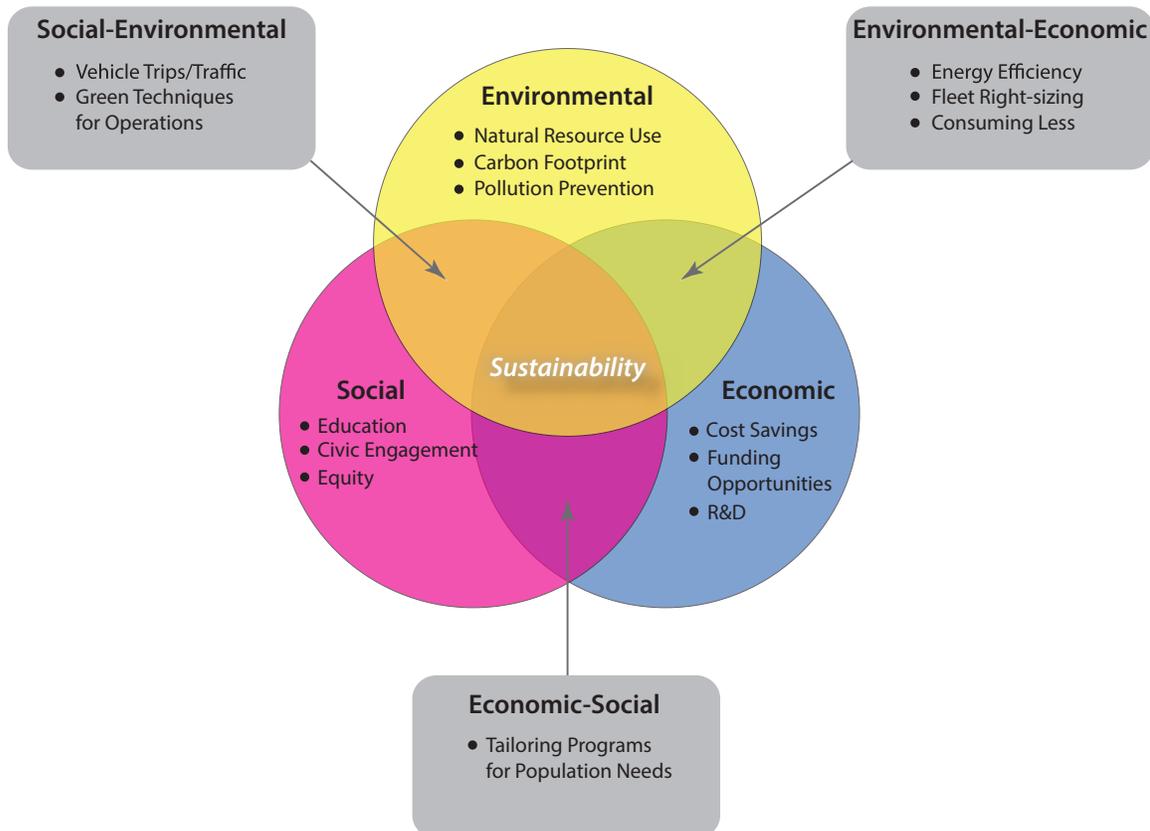
# PRIMARY GOAL



*Support the University by balancing the provision of access and mobility between the social needs of the campus community, the fiscal constraints of the department, and the imperatives of environmental sustainability.*

Balance is key to the effort to provide sustainable transportation programs. OSU’s mission of research, education, and extension means that resources will be consumed, energy used, and waste produced. This is part of the human experience. However, the pursuit of the University’s mission is done with an eye towards balance; with some forethought as to how to intelligently mix the pursuit of this mission with the tenets of sustainability. OSU

Transportation’s efforts involve making the travel options that employees, students, and visitors choose be the best ones—the ones that impact the climate less and the ones that look to protect our future, yet benefit and provide convenience to commuters today. Below, a Venn diagram illustrates the typical balanced view of sustainability, with OSU Transportation specific verbiage embedded within it.



## Goal Areas

GOAL AREA:

# COMMUTES & TRIPS

How people travel to, from, and around campus

### **Goal: Decrease the carbon footprint resulting from mobile source emissions**

- **Objective:** Achieve a 50% mode split for alternative transportation modes for OSU employees no later than 2026 and maintain that split through 2030
  - *Strategy:* Provide a comprehensive and effective transportation demand management (TDM) program that utilizes a variety of modes, serves diverse populations, and covers many geographic areas
  - *Strategy:* Educate new hires about the value and convenience of TDM to encourage them to commute to campus via an alternative mode
- *Strategy:* Maintain strong customer service within the TDM programs in order to retain alternative mode commuters
- *Strategy:* Identify, incentivize, and promote the most effective TDM measures for particular demographic groups and geographic areas
- *Strategy:* Represent the University as a Participating Agency for all transportation projects that impact the University
- *Strategy:* Work with transit agencies on honing and increasing service to campus
- *Strategy:* Work with local municipalities to improve bicycle and pedestrian infrastructure proximate to campus

## Goal Areas

- **Objective:** Reduce or offset greenhouse gas emissions associated with OSU-sponsored travel

- *Strategy:* Educate University departments and employees on the environmental impacts of potential travel modes
- *Strategy:* Promote rideshare, video, and teleconferencing, as well as other alternatives to air travel
- *Strategy:* Promote the bus connections to the Stillwater airport

parking on campus to aid control of parking demand

- *Strategy:* Encourage compressed work week schedules, telecommuting, and scheduling policies that promote commute trips outside of peak travel hours
- *Strategy:* Work with campus departments in their efforts regarding remote work sites, including residential distribution analysis of their employees

- **Objective:** Reduce midday vehicle trips below 0.2 trips/person/day

- *Strategy:* Create a park-once environment that limits midday trips and intra-campus vehicle miles traveled

- *Strategy:* Maximize the potential of TheBus to capture midday trips

- *Strategy:* Encourage bicycle usage for intra-campus and commute trips through the OrangeRide Program, by improving bicycle infrastructure and expanding a bike share system on and near campus

- *Strategy:* Promote walking, particularly related to personal health, as the primary means to travel on-campus by ensuring pedestrian safety and convenient access to campus destinations

- *Strategy:* Improve parking wayfinding on campus in order to reduce vehicle miles traveled (VMT)

- *Strategy:* Optimize shuttle deployment across campus routes and encourage people to use the shuttle via the provision of real-time bus location information

### Goal: Minimize vehicle trips to and around campus for quality of life purposes

- **Objective:** Maintain the campus' vehicle trip count.
- *Strategy:* Provide discounted, occasional parking to TDM program participants so that they do not feel compelled to obtain a parking permit for when they must drive to campus
- *Strategy:* Encourage carpooling via policy, price setting, and matching services
- *Strategy:* Maintain market-priced permit

*Our America's Healthiest Campus Initiative perfectly dovetails with efforts to reduce vehicle trips on campus, and connects seamlessly to our current Transportation Plan.*

## Goal Areas

### GOAL AREA:

# OPERATIONS

Direct, internal Transportation activities and practices

**Goal: Reduce, right-size, and conserve the resources associated with University business activity**

- **Objective:** Right-size the fleet and reduce vehicle miles traveled associated with fleet activities
  - *Strategy:* Provide current vehicle lessees with alternatives to dedicated vehicles leases
  - *Strategy:* Provide OSU community members with viable alternatives to vehicle use
  - *Strategy:* Reduce vanpool mileage by limiting non-commute use of the vans
- **Objective:** Conserve land and financial resources by limiting the construction of new parking structures
  - *Strategy:* Limit mobility between parking areas/structures to maximize structure occupancy, thereby reducing the need to construct additional parking
  - *Strategy:* Complete a business case analysis for any proposed parking structure construction, including a fiscal comparison of providing access via TDM programs versus the provision of additional parking spaces on campus



OSU TheBus

- **Objective:** Deploy alternative mode resources to match commuter needs
  - *Strategy:* Effectively collect and manage data concerning travel by all modes
  - *Strategy:* Develop a centralized TDM program management system
  - *Strategy:* Seek funding from external sources for alternative transportation projects in order to reduce impact on university resources
  - *Strategy:* Determine and maintain the most cost-effective TDM mix to serve commuter needs

**Goal: Provide, promote, and support green options for vehicles**

- **Objective:** Increase the use of alternative fuel vehicles
  - *Strategy:* Educate customers on the environmental benefits of green vehicles
  - *Strategy:* Incentivize alternative fuel vehicle use

## Goal Areas

- *Strategy:* Expand the Fleet Alternative Fueled Vehicle Program
- **Objective:** Provide the necessary infrastructure for the fueling of alternative fuel vehicles, including fleet, permit holder, and visitor vehicles
  - *Strategy:* Deploy campus electric vehicle charging infrastructure for both fleet vehicles and parking customers/visitors
- *Strategy:* Evaluate and implement effective clean energy generation such as solar trees, carport solar panels where feasible, and solar power for parking pay stations

### **Goal: Practice green techniques and implement sustainable policies for all operational activities**

- **Objective:** Green daily departmental operations by conserving resources, implementing environmentally preferable practices, and increasing conservation and recycling efforts
  - *Strategy:* Maintain a Green Shop for Fleet Maintenance
  - *Strategy:* Limit water usage in cleaning practices and control runoff when used
  - *Strategy:* Improve the sustainability of office operations by reducing waste and promoting the use of green office equipment and supplies
  - *Strategy:* Specify the use of green building materials in rehab of structures
  - *Strategy:* Provide energy efficient lighting within parking structures

## Goal Areas

### GOAL AREA:

# CIVIC ENGAGEMENT

## Moving sustainable transportation from ideas to practice

### Goal: Incorporate sustainable transportation into the fabric of the OSU campus

- **Objective:** Create a culture of sustainable travel on campus and a community of lifelong sustainable commuters and travelers
  - *Strategy:* Elevate awareness of transportation issues, stimulate discussion, and disseminate information throughout the OSU community
  - *Strategy:* Engage the campus community in transportation discussions via the web, blogs, and social media
  - *Strategy:* Promote green travel options via traditional advertising and tabling at campus events
  - *Strategy:* Imbue students with an understanding of sustainable transportation that remains with them throughout their lifetime and sets precedent for their personal travel behavior
- **Objective:** Provide engagement opportunities for students on sustainable transportation projects that both benefit the University and enrich the student's learning experience
  - *Strategy:* Sponsor appropriate graduate student Client Projects
- *Strategy:* Work with the Sustainability office and engage student Action Research Teams to complete sustain-able transportation projects
- *Strategy:* Engage with various other student groups on campus in all things that are transportation-related and encourage advocacy efforts
- **Objective:** Ensure that campus land use and design are coordinated with transportation
  - *Strategy:* Provide consultation to maximize alternative transportation LEED points for both new construction and existing building LEED certification efforts
  - *Strategy:* Provide consultation regarding appropriate transportation and circulation infrastructure design
  - *Strategy:* Review access and mobility facets of construction projects, including maintenance of traffic for both vehicles and pedestrians
- **Objective:** Maintain a leadership role in community and regional transportation issues
  - *Strategy:* Leverage the University's position as a center of knowledge to further sustainable transportation best practices



## Goal Areas

- *Strategy:* Codify and promulgate these best practices at both the local and national level, including conference attendance, disseminating press releases, and article publication
- *Strategy:* Seek grant or partnership opportunities for Fleet alternative fuel vehicle acquisitions

### **Goal: Leverage the funding opportunities and research capabilities at OSU and elsewhere to further sustainable transportation initiatives**

- **Objective:** Work with university administrators and other Oklahoma State University campuses to create a green fund for carbon reduction and mitigation
  - *Strategy:* Determine an accurate system for measuring the travel-related emissions of University departments
  - *Strategy:* Identify requirements and procedures for administering a green fund
- **Objective:** Identify opportunities for partnerships with University departments and external entities
  - *Strategy:* Utilize the talents of OSU faculty and staff to further the sustainable transportation initiatives and goals of the Department
  - *Strategy:* Work with student groups and student funding sources to match their resources with sustainable transportation initiatives
  - *Strategy:* Seek public-private partnerships that further environmental and transportation objectives
  - *Strategy:* Explore non-traditional transportation funding opportunities such as public health grants for bicycle and pedestrian efforts

# KEY INITIATIVES

The Key Initiatives listed below are examples of major program areas where OSU is focusing resources to advance towards the goals within this Plan. While not all-inclusive, these effort synopses highlight the topics that are at the top of the list for the University's transportation efforts.



## Sustainable Transport: *Alternative Fuels & Smart Management*

In the future, while alternative modes will convey many Cowboy commuters, many will still drive to campus. Therefore, alternative fuel vehicles (AFVs) are an area of focus; providing EV chargers, two compressed natural gas stations, and one hydrogen station on campus is key to this initiative. This effort crosses into both the commuter realm and into OSU's own vehicle fleet, which has long had a focus on AFV's. Further, besides deploying as many AFVs in lieu of

traditional vehicles as possible, this program aims to do so intelligently by right-sizing the vehicle fleet. An example is a new program that seeks to blend car-share technology with AFVs in a pool of fleet vehicles, rather than individual departments each owning their own, traditional internal combustion engine vehicle(s).

**COST: LOW (WITH GRANT DEPENDENCY)**

**ROI: MEDIUM**

**TYPE: PROGRAM, INFRASTRUCTURE, SERVICES**

“Annual, incremental improvements to the campus are the primary means to make it a safer, more accessible place.”



## Flexible Parking: Meeting Multimodal Customer Needs

The parking industry is leveraging new technologies to improve customer service and experience. OSU is working to identify which new technologies and parking pricing models give customers greater flexibility in using multiple commute modes, thereby encouraging customers to use sustainable transportation more often while allowing them to drive and park conveniently when needed. Advancements in parking technology have resulted in an oppor-

tunity to design and implement a parking system that better meets the individual demands of our customers, streamlines the parking experience, and reduces greenhouse gas emissions. The existing Cowboy commuter program provides discount parking rates to alternative mode commuters, which helps incentivize alternative mode program use, but additional, flexible parking options will further improve this customer group’s service level.

**COST: MODERATE**

**ROI: HIGH**

**TYPE: PROGRAM, INFRASTRUCTURE, ADMINISTRATIVE EFFICIENCIES**