

# MSU Mobility

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**Conversation with EVPAS - November 28, 2018**

# Mobility Points of Emphasis

## Objectives:

- Safety, convenience, enhancing research and entrepreneurship opportunities in mobility

## Approach:

- Develop MSU as a testbed for autonomous connected transportation

## Focus Areas

- Parking improvements
- Sharing the road
  - Mopeds
  - E-scooters
  - Shared mobility
- Autonomous vehicle research, testing, and development

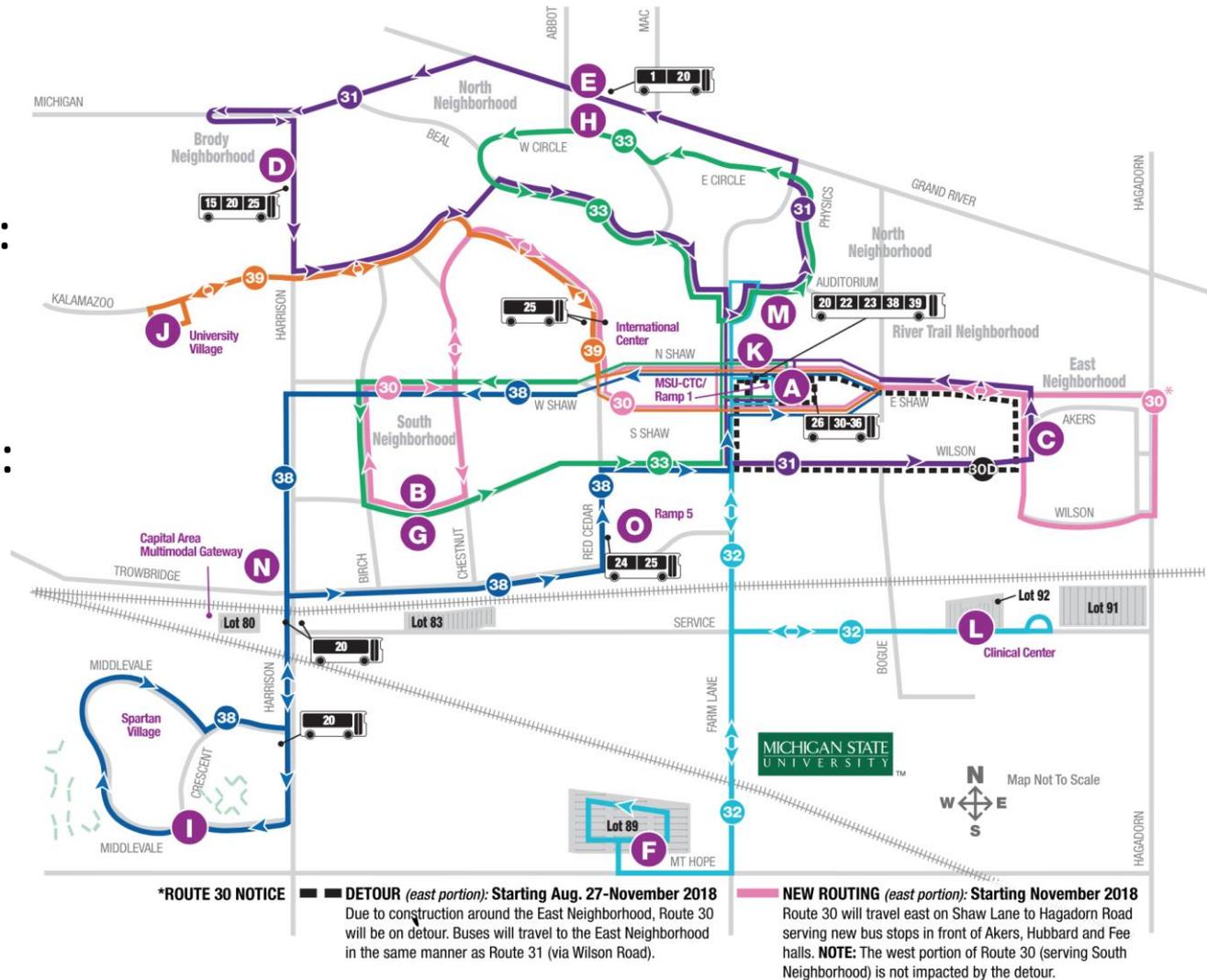
# MSU = a city of 65,000 extremely mobile citizens

- Continuous experiments at the cutting edge of mobility
  - Students
  - Faculty & Staff
  - Administrators
  - Outside corporate partners



# Bus Rides

- New in Fall 2018: Free Rides on MSU routes
- September 2018: 28% increase in ridership
- Lot Link
- Night Owl
- Special bus routes for athletic events



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East Lansing

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MSU Museum

Sanford Natural Area

Spartan Stadium

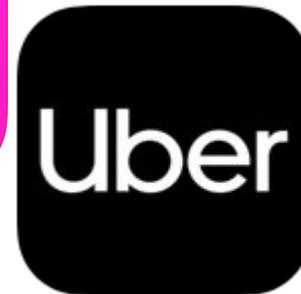
Potter Park Zoo

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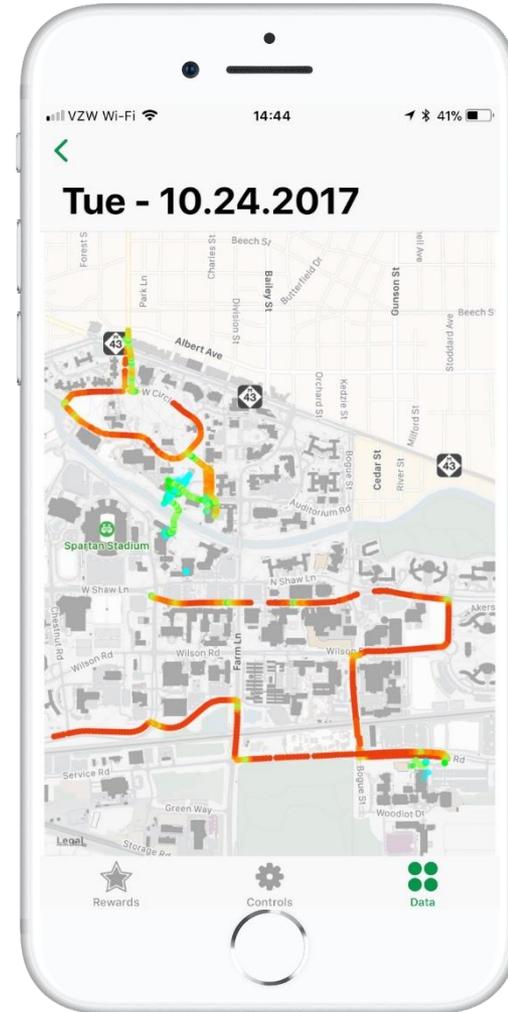
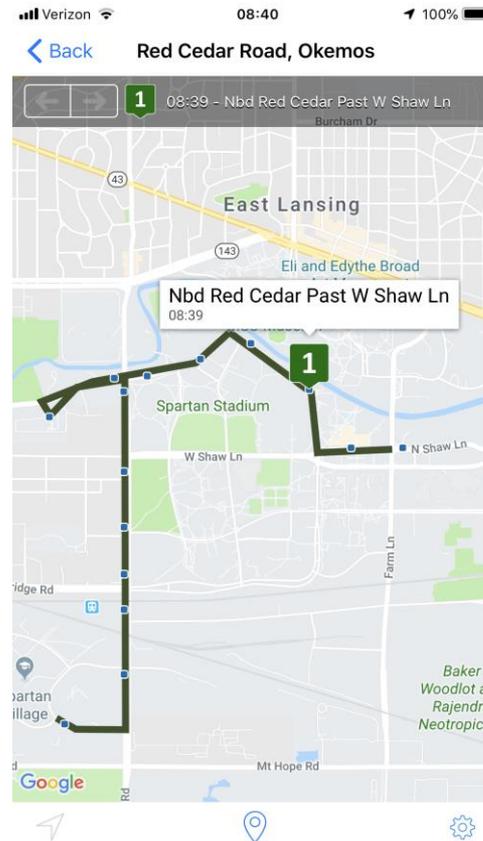
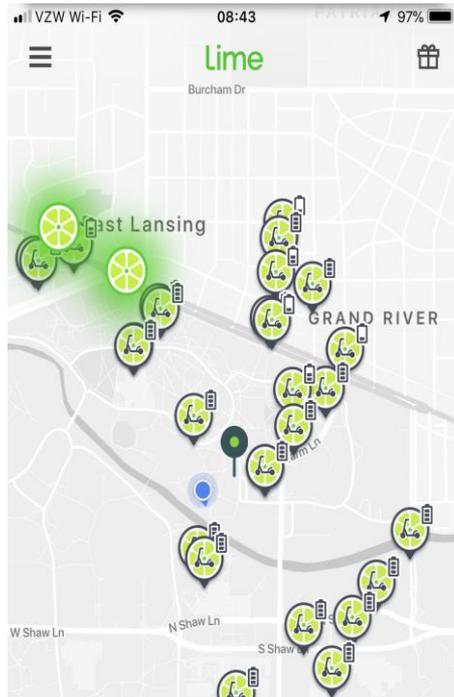
# MSU's Testbed for Entrepreneurship Opportunities



... a small sample

# The Apps of Transportation: Big Data

- Rapidly moving landscape
- (Mostly) student-driven
- Entrepreneurship
- **Dec. 7: iOS Design Lab showcase**



# Mobility Question Submitted In Advance

- MSU says it is "bike friendly" yet lags behind cities in Europe with respect to bicycle lanes. Standing on the Farm Lane bridge in the middle of a nice day will convince even the most casual observer that cyclists are fearful of our bike lanes. There are easily 50 bikes crossing the bridge via sidewalks for every one cyclist using the designated street lanes on the bridge. Contributing to the fear is cars being directed to cross bike lanes for turns at intersections. Bike lanes in some streets are situated on the left side of parallel-parked cars, so when drivers open the door to exit their cars, they may hit a cyclist. We are now experiencing electric bikes and scooters that tend to go much faster than ordinary bikes, and are still using sidewalks, presenting threats to pedestrians. When will MSU get serious about bike lanes in its campus facility planning?

# Take the Campus Mobility Challenge

Let's keep the conversation going:

## CHALLENGE ZONE



Subscribed

### Campus Mobility

📍 27 👍 269 💬 66 👤 106

What thoughts, feedback, and reactions do you have related to MSU mobility and/or the mobility report?

**UPDATE 11/12/18 - THIS CHALLENGE HAS PAUSED FOR REVIEW AND EVALUATION - FEEDBACK IS PENDING. NEW IDEAS AND COMMENTS WILL BE FORMALLY REVIEWED AGAIN IN THE SPRING.**

The MSU Mobility teams have been working on these key areas below, requesting input and feedback over the past year (some ideas already posted):

- ◆ Autonomous vehicles, technology, and infrastructure Improvements
- ◆ Reducing congestion on campus
- ◆ Making student lives easier, class scheduling, and commute time

The report summarizes the work and suggested improvements for campus. *A link to the report can be found here:*  
<https://adminsv.msu.edu/mobility/index.html>

Expectations: This challenge will pause for review on Wednesday, October 31, 2018 and remain open indefinitely. Ambassadors for this challenge are Wolfgang Bauer (EVPAS), Scott Witter (SPDC), John Verboncoeur (Engr), John Gaboury (Provost), Brian Pentand (AIS), Shelia Cotten (CAS). They will review ideas and provide an update to the community on next steps shortly thereafter.

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