



BUS BUDDIES

What is Bus Buddies?

Bus Buddies is a bus ridership community established to

- **Celebrate** employees that choose to take the bus to work, or other sustainable methods
- **Educate** UC San Diego employees about alternative modes of transportation
- **Debunk** negative stereotypes about riding the bus



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STAFF SUSTAINABILITY NETWORK

A UC San Diego Staff Association

Things Bus Buddies Hate

- Global warming/
Climate Change
- Wasting Time
- Stressing out
- Bad Drivers



Bus Buddies love to...

- Meet up with co-workers
- Listen to podcast/music
- Read
- Save money
- Meditate



Those that care about us... (clap)



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be the
FIRST to
KNOW
about changes



Staff Celebration “Common Ground”

- Soft Promotion
- Tabled with Transportation
- Takeaways
 - Enthusiasm among current riders
 - All types of employees ride the bus



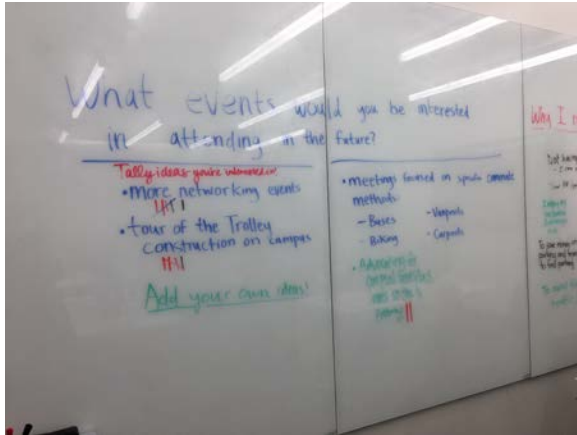
Welcome Event (Sept 13)

- Transportation connected us to iCommuter to table/sponsor light refreshments
- About 40 people came
- Informal conversations about riding the bus and carpool
- Learned about iCommuter resources
- Takeaways
 - We need to do better marketing



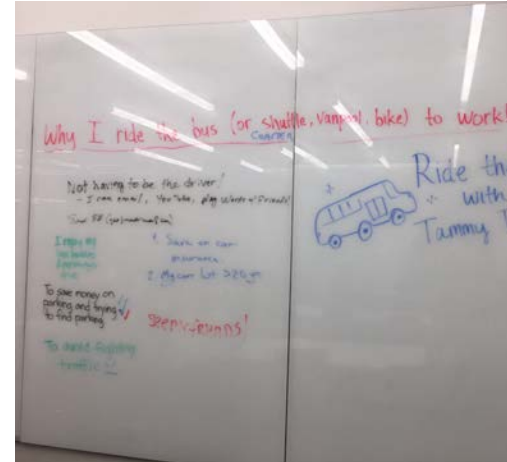
What events would you be interested in attending in the future?

- Networking
- Tours of the Trolley Construction
- Advocating for Carpool



Why do I ride the bus?

- Save \$\$
- Don't have to drive
- Peace of mind
- Limit carbon footprint
- Time alone





MTS Zero Emissions Bus Project

- \$12.5 million pilot program
- 8 buses, none to UCSD
- Potential event with MTS



The Numbers....

Nearly 16,000 staff members at UC San Diego

For FY18/19 EcoPasses Sale during Promo

(Does not include long time bus pass holders)

- 649 EcoPasses sold
- But only 326 of those are active

About 60 people on Bus Buddies Listserv

Coming Next...

- New Year New Ride Resolution Campaign (December)
- Trolley Adventures + Sustainability Lesson (January)
- CALTRANS Trolley Construction Tour (February/March)
- MTS Meet/Greet Zero Emission Bus Project (Maybe)
- Commute Diaries (Spring)

How you can get involved or partner with us!

- Please take a Bus Buddy Card Holder
- Share this information with your co workers
- Give a sustainability lesson
- Participate
- Reach out!