

REWARDS FOR TAKING PUBLIC TRANSPORT TO VILLANOVA EVENTS



PROJECT DESCRIPTION

Encourage people coming to sporting and theatrical events to take SEPTA by giving either a discount on tickets or a free voucher for food and drinks at the game. People will be incentivized to choose sustainable transportation and support Villanova activities. Public transportation lowers carbon emissions and creates a social opportunity in which fans can travel together. This will help create a united community that supports sustainable transportation.

PROJECT UPDATES

No events due to COVID. However, Ashwin has brainstormed ideas for allocating rewards and tracking success.

PROJECT OUTCOMES

- Reduce commuting miles to sports games
- Reduce Scope 3 carbon emissions
- Reduce parking load on campus during events

AFFECTED METRICS



Metric	Metric Description	2021 Key Results
9.1	Net carbon emissions emitted by student, faculty, and staff commuters.	Develop comprehensive plan to reduce commuting related carbon emissions.
11.5	Proportion of commuter miles traveled using low carbon transportation (public transit, carpooling, walking, biking, and electric vehicles).	Develop a plan to reduce commuting miles by car.
13.2	Scope 3 net greenhouse gas emissions.	Conduct a comprehensive Scope 3 emissions inventory.