



**OHIO**  
UNIVERSITY

**OFFICE OF SUSTAINABILITY**

## Increase Public Transportation

**Possible Academic Connections:** Marketing, Urban Planning and Sustainability

**Recommended project length:** Semester

**Experiential Learning?** Likely

**Community Engagement?** Likely

**Remote learning possible?** Likely

**Connection to OHIO Sustainability & Climate Action Plan:** Transportation

**Brief description:** Develop marketing materials to promote the use of public transportation on campus.

### **Project description:**

Develop a campaign to increase public transit, low carbon vehicles and human transportation to encourage a healthy lifestyle for students/ faculty and reduce gas emissions. Create marketing materials (marketing plan, signs, maps, etc) to encourage incoming students not to bring cars into Athens and promote use of biking, walking, skateboarding, carpooling, electric vehicles, GoBus, Athens Public Transit, and Ohio University public transit to reduce emissions.

### **Resources available to students/faculty to complete project:**

- Meeting/communications with Tia Hysell and/or Sam Crowl
- Ohio University [public transportation information](#).
- Athens Public Transit [information](#)

### **Project alignment to OHIO Sustainability & Climate Action Plan:**

- [Transportation](#) (goal #1 and #2)

Please send final project deliverables to [sustainability@ohio.edu](mailto:sustainability@ohio.edu) for tracking and reporting purposes.