

GreenLink

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GREENLINK

What is Greenlink?

Greenlink Mobile App Overview:

- Greenlink is a mobile app integrated with students' My ASU accounts.
- The app tracks students' transportation choices on their daily commutes to campus.

Purpose

- Encourages cleaner transportation options over individual car commutes.
- Offers incentives for students achieving a certain number of clean transportation days in a semester.

Features

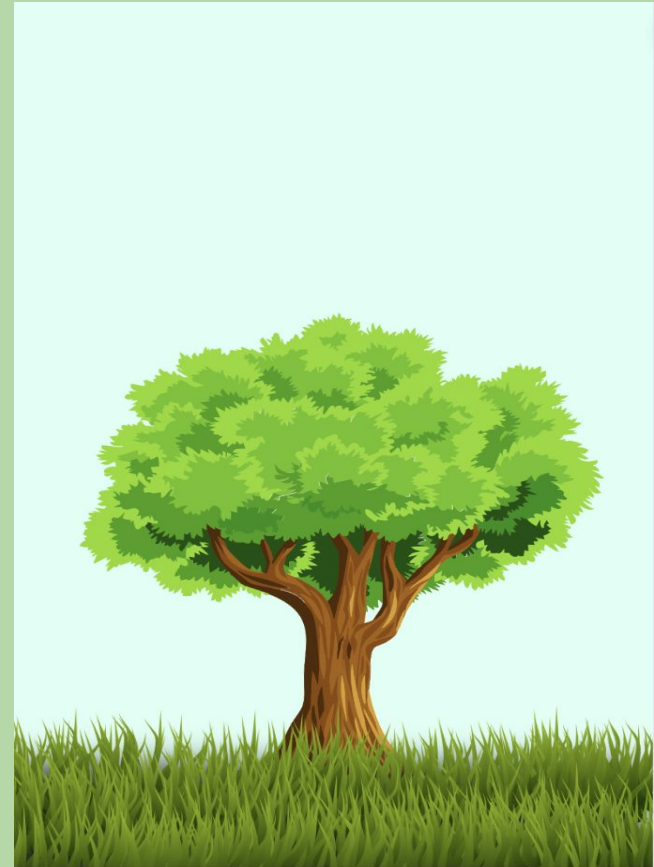
- Utilizes camera check-ins and location services for accurate logging of clean transportation days.

Development

- Aims for funding from the school, with an estimated development cost of a few thousand dollars.

Promotion and Awareness

- Featured on the My ASU homepage for easy visibility among students.

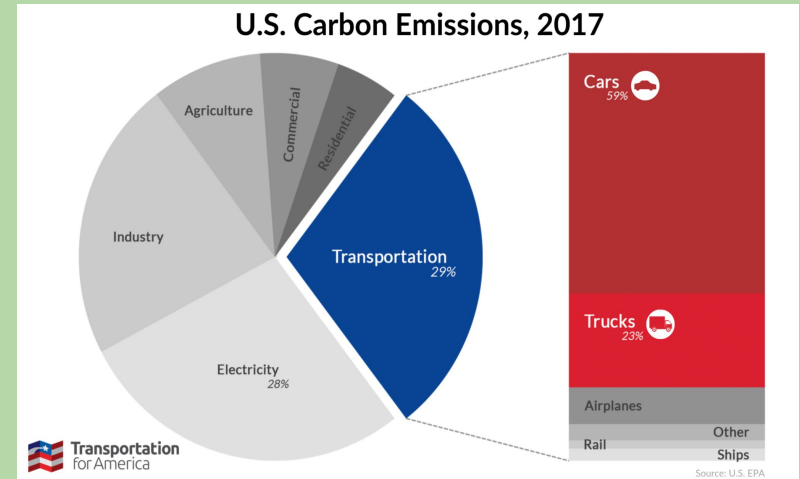


Why the need for Greenlink?

We are a group of young college students who have observed the constant overcrowding of the campus and want to make a change. Not only does this constant clutter of vehicles harm the environment, but it makes it unbearable to walk around campus with all of the traffic, reckless driving, and noise. There is often nowhere for students to park as well, causing them to park in front of nearby business which creates a dilemma there, because our greedy ASU parking services are looking for every opportunity they can get to take more money from the student body.

How much does emissions from cars contribute to global warming?

- Transportation is the leading contributor to carbon emissions in the U.S. at 29%
- Federal policies and funding promote the expansion of highways, leading to people living farther from their destinations.
- Increased distance traveled is observed as people drive more each year.
- Emissions have increased despite advancements in fuel efficiency standards and the adoption of electric vehicles.
- The overall fuel efficiency of the vehicle fleet increased by 35% from 1990-2016, but emissions still rose by 21%.
- The key factor contributing to this paradox is a 50% increase in the total miles traveled during the same period.



America, S. G. (2019, September 16). *Federal transportation policy is undermining any progress on climate - Smart Growth America*. Smart Growth America.

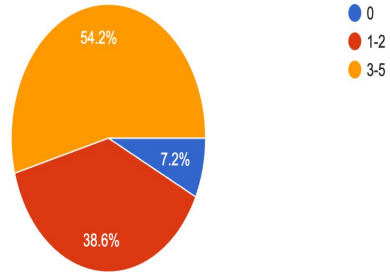
<https://smartgrowthamerica.org/federal-transportation-policy-is-undermining-any-progress-on-climate/>

Field Survey

Data gathered through online survey sent to our peers here at ASU - 83 total responses

How many days a week do you have in person classes?

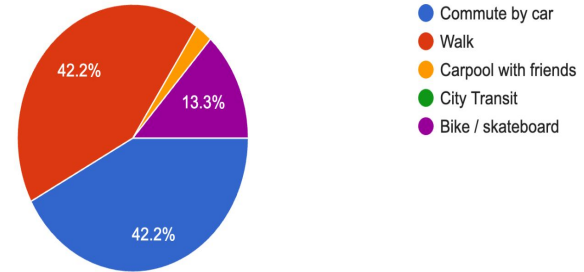
83 responses



54.2% of our peers grades freshman - senior reported having 3-5 days of in person classes a week, 38.6% reported having at least 1-2 days of in person classes a week

How do you typically get to campus?

83 responses



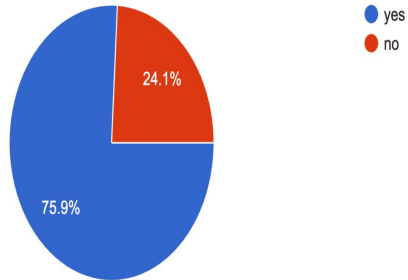
42% of our peers said they commute by car, 0% said they use city transit

Would students be interested in something like this?

What the data says:

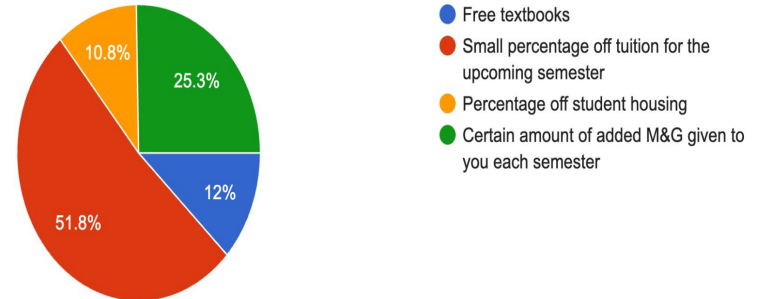
If the school offered you incentives for choosing eco friendly means of transportation would you do it?

83 responses



Which incentive would encourage you the most to commute to school in a way that is Eco-Friendly?

83 responses



App Layout

- **Easy to use app design**
- **Integrates right into MYASU account**
- **Works on IOS and Android**



How it works

- **Enable location services while using the app.**
- **Allows for more accurate logging of clean transportation days**



Enabling Location Services on GreenLink:

Once you've logged into GreenLink using your ASURITE ID, be sure to allow location services while using the app.



Logging your transportation

- **GreenLink will assign students a number of days per semester to choose clean means of transportation**
- **This could mean carpooling, walking, biking, or taking city transit oppose to commuting by car.**
- **Using the apps interface and location services, students will accurately log the number of days they chose eco friendly means of commuting.**



Accurately Log Your Clean Days

GreenLink sets a semester goal for choosing clean transportation based on a student's year, last name, and class schedule.



How do you earn

- **At the end of the semester ASU in partnership with GreenLink will review your clean transportation goals**
- **Students who achieve over 80% completion rate of their goals will be rewarded.**
- **Options for rewards will be: Percentage off tuition for upcoming semester, Refund on textbooks, or Extra amount of M&G for your account.**



Earn Rewards For Making a Change

ASU rewards students who achieve over 80% completion rate of their GreenLink clean transportation goals.

[Get Started](#)

<https://www.smc.edu/about/campuses/parking-transportation/sustainable-transportation-incentive-programs.php> santa monica college incentives students for commuting clean

<https://www.uvm.edu/transportation/green-your-commute-incentive-program>