

# **Student Transportation Program - November 2017**

Researching Improved Student Late Night Shuttle service

The formal language of the Transportation Fee mandates a late night shuttle service for students. Students vote on this fee every 5 years, most recently spring of 2017, in the affirmative. The current late night service was first implemented in fall of 2007.

There is a need to assess improvement possibilities for the next decade.

Benefits - Improved and continued safe ride for students, positive marketing for WWU student life

## **Questions**

- o What makes this a meaningful research project for Graduate students?
- o What information and/or support is needed from Transportation staff?
- o What research and reporting will be most useful to the Transportation program?

## **Quality Information from Users**

User survey, student residential density identification

- o Identify campus partners (Psychology/Economics/MBA? With AS and Graduate Council input)
- o Develop relevant questions
  - What type of late night transportation service is most aligned with student needs?
- o Identify/target a representative demographic for a meaningful sample.
- o Choose incentives to encourage high response rate.

## **Service format research, and application logistics assessment**

- What type of late night transportation service can be provided, taking into account resources and challenges specific to our university and surrounding area?
  - o Options?
    - Fixed route (current); dial a ride; Uber/Lyft credits for students; or combination.
    - What are other universities doing?
  - o Site/roadway logistics
  - o Distance
  - o Technology
  - o Safety
  - o Waterfront Expansion (or other future university development)
  - o Cost limitations
    - Consideration of service improvements on Transportation Fee (\$26.25 per quarter)
      - Other funding; collaboration with university? (Current program supported 100% by student paid Transportation Fee).

## **Stakeholders, representatives, resources**

- Students
  - o Student body
  - o Associated Students
  - o Graduate Student Council
- Collaboration for survey/research
  - o College of Humanities & Social Sciences
  - o College of Business & Economics
  - o Huxley College of the Environment
    - GIS
    - Urban Planning
- WWU Business & Financial Affairs
  - o University Police
  - o Facilities Management (fuel, some maintenance)
  - o Parking Services (Current shuttle program reserves 5 spaces outside the Facilities Management yard)
  - o Environmental Health and Safety
- Enrollment & Student Services Administration
  - o Campus Community Coalition
  - o University Residences
  - o Equal Opportunity Office
- City of Bellingham (Police, Neighborhoods)
- Bellair-Airporter (current contracted vendor for drivers and maintenance)
- WTA
- Ride Systems (real-time app service provider)