

The State of University Sponsored Transportation

Findings from the 2021 Campus
Transportation Survey

Agenda:	Introduction	Impact on Student life	(3,4)
		Current Transportation Network	(5)
Survey findings		Ridership - Information problem	(9-17)
		What has been done already	(18,19)
		Safety, Car usage, Accessibility	(20-23)
Additional solutions		Accessibility Passes	(24)
		Riverside Shuttle	(25)
Conclusion		Service Improvements	
		Next Steps	

Shuttles Currently Offered

Shuttles	Days	Hours	Where it goes	Notes
Campus BranVan	All week	12pm-2:30am	Campus Loop	
Campus Joseph's	Mon-Fri	7am-4pm	Campus Loop	Does not go down to Gosman
Waltham BranVan	All week	4pm-2:45am	South St, Main St, Moody St	Does not stop at all listed stops
Joseph's Daytime Waltham	Mon-Fri	7am-4pm	Moody St, Main St, South St	40 min route
Joseph's Evening Waltham	Mon-Fri	4pm-12am	Abridged BranVan Route	30 min route, follows BranVan route, stops at every listed stop
Market Basket	Mon-Fri	12pm-4pm	Market Basket only	Added Fall 2020
Boston/ Cambridge	Thurs-Sun	6:30-3am Thurs 12:30 -3am Fri 12:30 -3am Sat 9am – 11pm Sun	Harvard Square, Marlborough/ Mass Ave	Service every hour on Fri + Sat

The Impact of Transportation on Student Life

The less a student thinks about how they are going to get somewhere the more time they can devote to their campus lives and involvement.

“The late-night Waltham shuttles allow me to balance being a off campus student and working ...”

“I didn’t expect there to be any transportation offered ... I thought I would have to walk until I could buy a car.”

“I really appreciated that the Waltham shuttle was in service this winter as someone who worked on campus”

“I am able to participate in campus life because I have a way of getting home”

“The Boston/Cambridge Shuttle is vital! My friends and I use it every weekend!”

The Impact of Transportation on student life (cont.)

“Transportation is the biggest barrier to my education right now as an international PhD student”

“It was a mission to get to school every day ... For international students to access a car and driver’s license they have to know going into the program that they will need to commute by car ... I feel that there wasn’t enough information available to me to make a better decision.”

“I couldn't use the Waltham shuttle after work in the winter because I couldn't stand outside in the cold to wait and see if it was running or not and tracking was not available.”

“I have had to miss meetings with professors and mealtimes because of the unreliability of the shuttles.”

Additional
Impacts of
transportation
on

Sustainability

Parking crunch on campus

Optimizing spending on
transportation

Improving the experience of mobility
impaired students

Findings from the 2021 Campus Transportation Survey

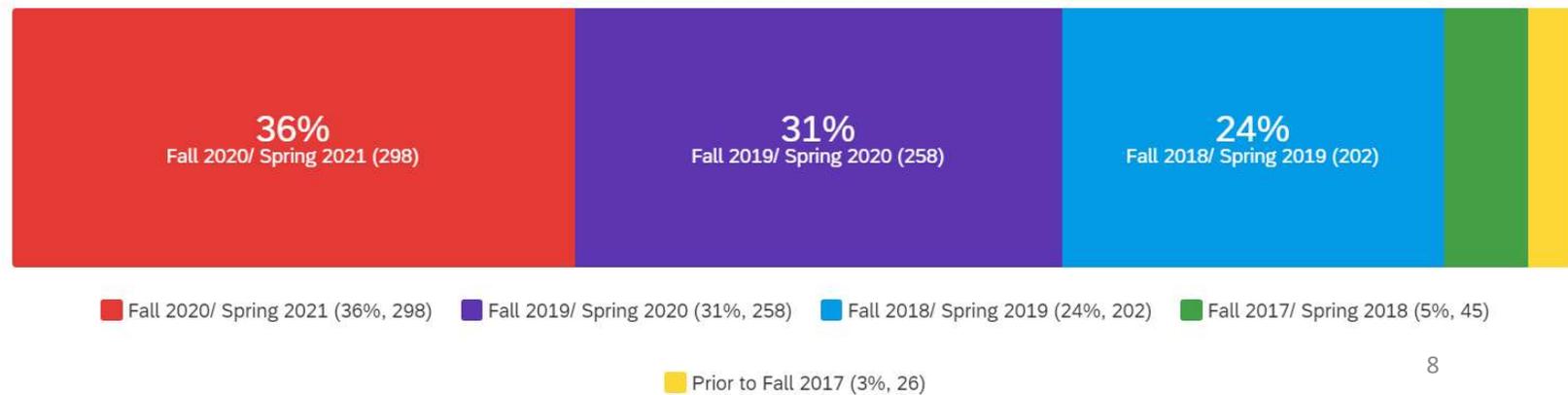
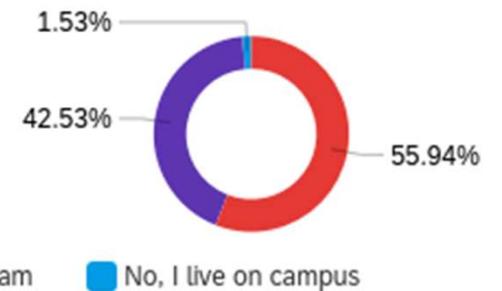
Response rate

- 841 Student responded to the Transportation Survey
 - 578 Undergraduate
 - 261 Graduate
- 66% female
- 30% male

Undergraduate Student



Graduate Student



Campus Shuttle Ridership

- Students value the convenience of the campus shuttles
 - **19%** of undergraduate students said they used the Campus BranVan daily,
 - **19%** said they rode the Campus BranVan 1-2 times a week
 - **18.5%** said they rode the Campus BranVan a couple times a month.
- Joseph's Campus Shuttle had slightly smaller ridership rates for daily or weekly travel among undergraduate students, yet higher ridership among graduate students.



Waltham Shuttles Ridership

- **80%** of undergraduate respondents have used the Waltham BranVan
- Daily and weekly ridership is highest among graduate students, specifically graduate students who live off campus.
 - **61%** of graduate students living off campus in Waltham who started in 2019 reported that in a typical semester they used the Waltham shuttles every day
- The further graduate students are in their studies the less they use the Waltham shuttles.
- Undergraduate students the more time at Brandeis the more frequent ridership.
- Most students learnt about transportation on campus through word of mouth.

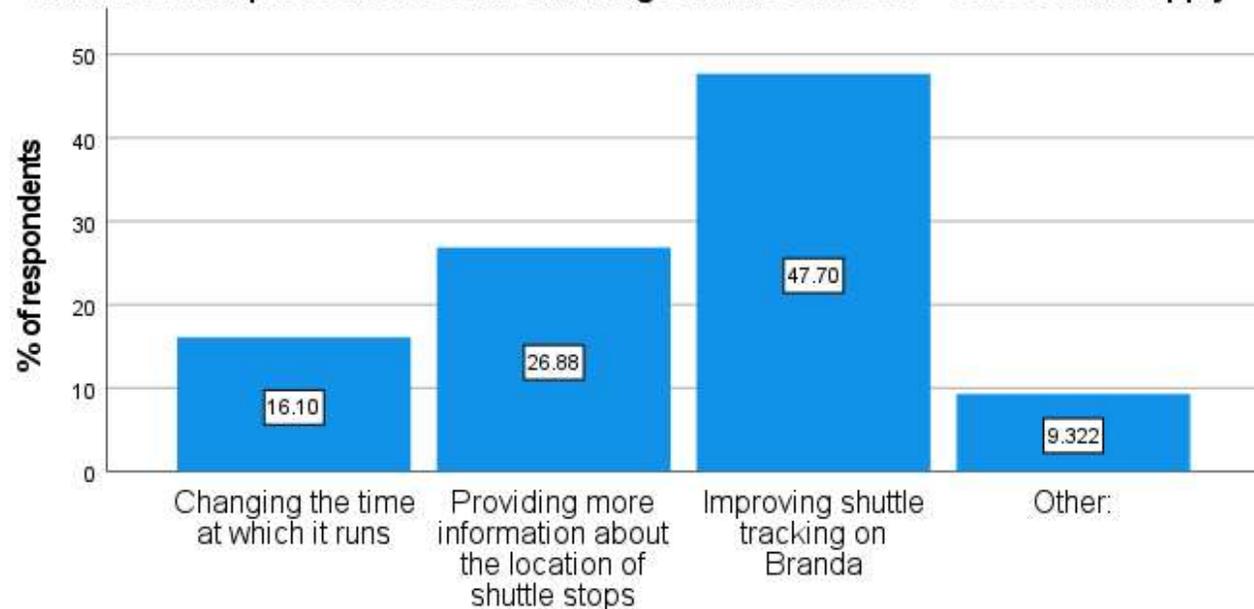
Boston/Cambridge Ridership

- **96%** of undergraduate students who were here before covid used the Boston/Cambridge Shuttle
- **49%** of undergraduate respondents said that they used the Boston/Cambridge shuttle at least once a weekend
 - **23%** use it twice or more per weekend
- **26%** of graduate respondents said that they used the B/C shuttle at least once a weekend



What would improve the Boston/Cambridge Shuttle?

What would improve the Boston/Cambridge shuttle service? - Select all that apply



75 student chose to give written answers to this question.

- 76% mentioned expanding service in some way
 - Weekday service
 - More shuttles (crowding concerns)
 - Adding stops

Market Basket Shuttle Ridership

13.4% of undergraduates used the shuttle approx. once a month
8.5% of graduates use the shuttle approx. once a month

Please indicate why you never (or almost never) utilized the Market Basket Shuttle:	Market Basket Shuttle
I haven't needed it	40.5%
I don't know the schedule	15.5%
I don't know the locations of stops	15.0%
I did not know the shuttle was offered or where it goes	22.0%
The timing is not convenient	6.9%

- **63.8%** of undergraduate students said they never used the Market Basket Shuttle
- **71.7%** of graduate students said they never used the Market Basket Shuttle

The Market Basket Shuttle was added last year and it was launched without much information being sent out to the students

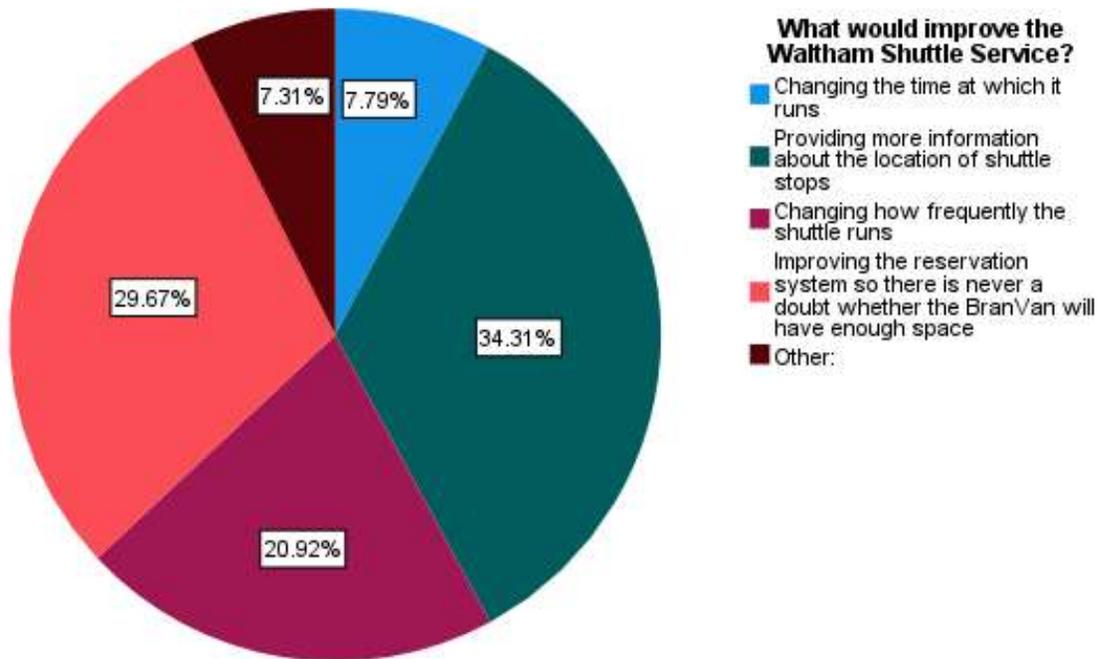
Why did respondents rarely use the Waltham shuttles?

Please indicate why you never (or almost never) utilized the follow shuttles: - (Check all that apply)	Joseph's Waltham shuttle (Daytime)	Waltham BranVan (Student Driven Evening)
I haven't needed it	35.6%	38%
I don't know the schedule	16.7%	16.5%
I don't know the locations of stops	16.0%	18.4%
I did not know the shuttle was offered or where it goes	25.9%	20.6%
The timing is not convenient	5.9%	6.5%

- **42%** of respondents said they never used the Waltham Joseph's shuttle (38.1% undergrads, 50.8% grads)
- **31%** of respondents said they never used the Waltham BranVan (21.7% undergrads and 50.8% grads)

What would improve Waltham service?

What would improve the Waltham Shuttle service? (Check all that apply) - Multiple Response Frequencies

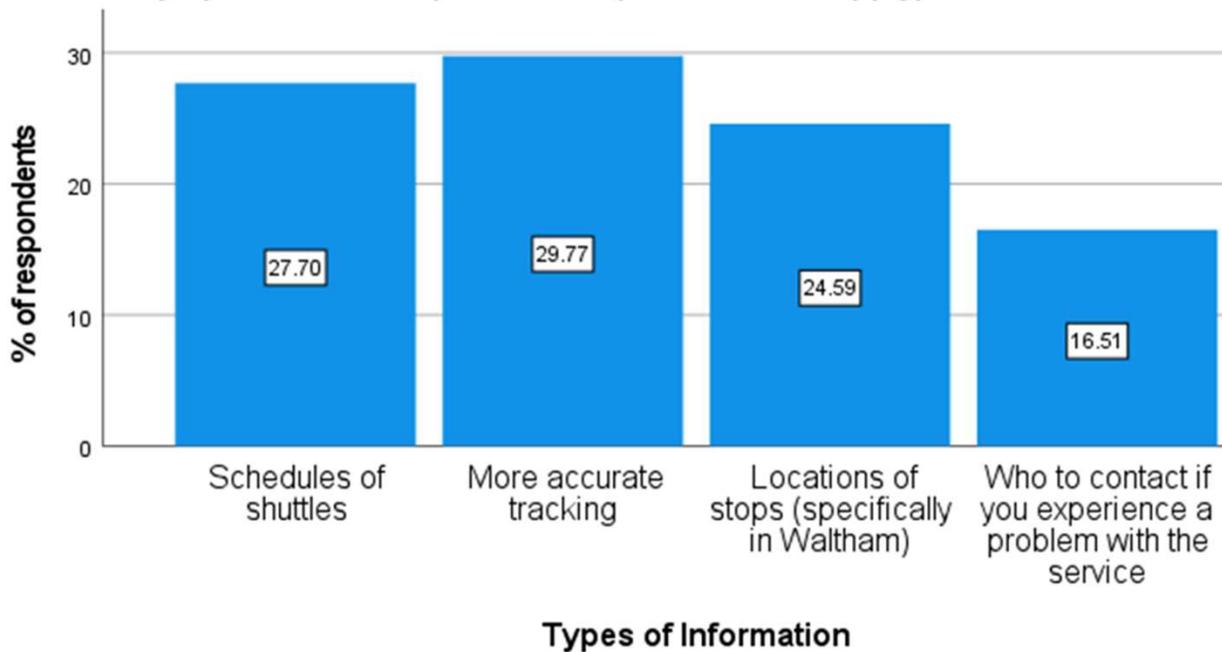


105 student chose to give written answers to this question.

- **47%** mentioned Branda and/or Tracking
- **17%** mentioned punctuality
- **20%** mentioned the service being inconsistent

How to solve the Information Problem?

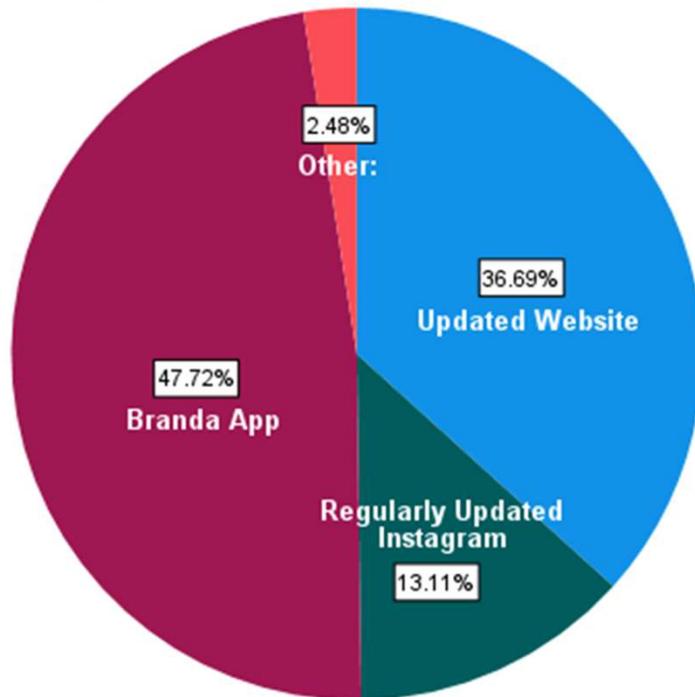
What type of information would you like to be made more available about university-sponsored transportation? - (Check all that apply)



- 60% of those who wrote their own responses said they would appreciate having real time updates about whether busses are delayed or if for some reason a bus isn't running.
- Many students expressed confusion about the public safety number

Information Distribution

How would you like to receive information about university-sponsored transportation? - (Check all that apply)



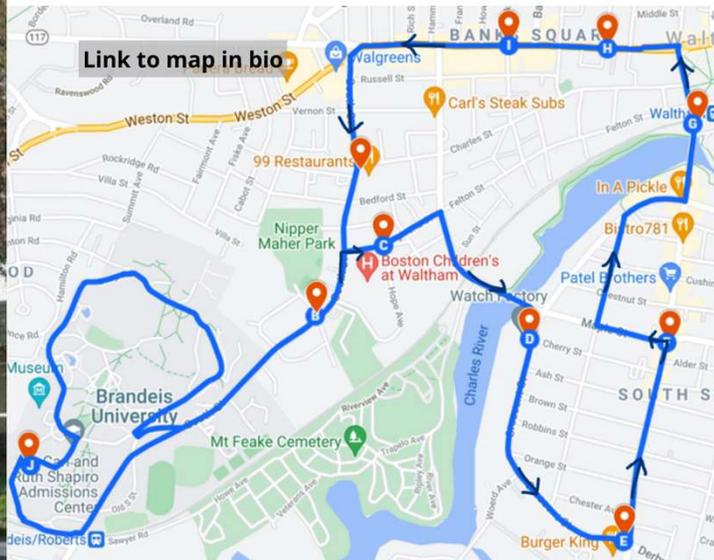
- Several students wrote that they would like transportation updates in their email once a semester
- Students wrote that they wished transportation was a part of new student orientation
- Many students emphasized that lack of Information is a safety concern!

What has been done already...

Joseph's Campus and Waltham shuttles run from 7AM - 4PM

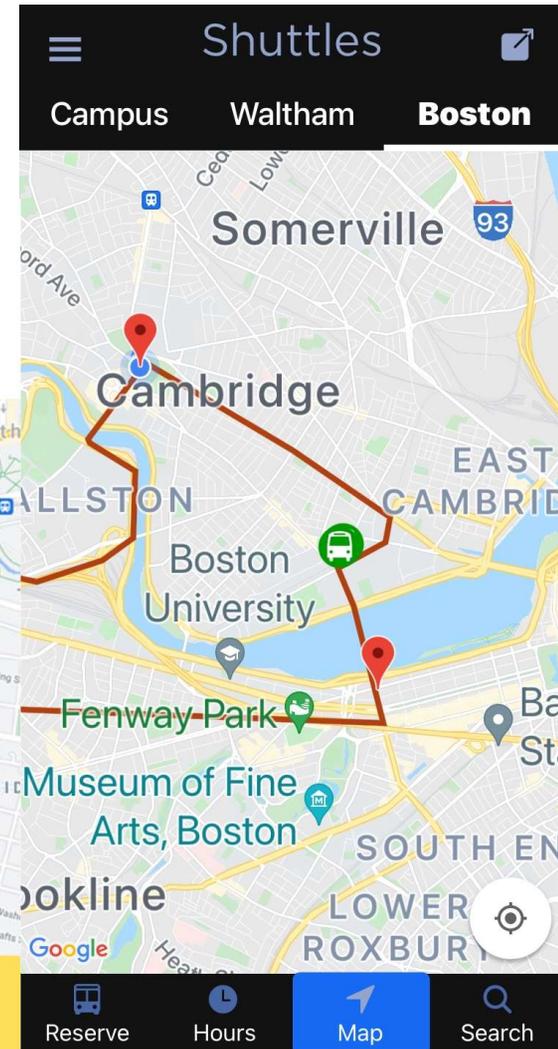
Campus and Waltham BranVans run after 4PM!

Swipe to see maps of Joseph's Waltham Routes



7AM - 4PM Daytime Joseph's Shuttle

- 40 minute loop leaving from Theater Lot
- Goes **in the opposite direction** of the BranVan!
- Detailed schedule and list of stops available online (Link in Bio)



Information Distribution: What we hope to accomplish

- Adding signage to campus stops
- Adding some sort of signs in Waltham
- List of stops at campus bus stops
- New Student Hire:
 - Weekly posts spreading information about our transportation system



Do students feel safe while using campus transportation?

Percent of respondents who answered “Yes”	Male	Female	Non-Binary
Have you ever been concerned for your safety while waiting for university-sponsored transportation?	8.2%	26.8%	13%
Have you ever been concerned for your safety while riding university-sponsored transportation?	6.8%	9.3%	3%

Major Takeaways:

- Evaluate lighting at campus stops
- Improve tracking and information about shuttle ETA
- Provide more information about who to contact

95 students elaborated on why they felt unsafe:

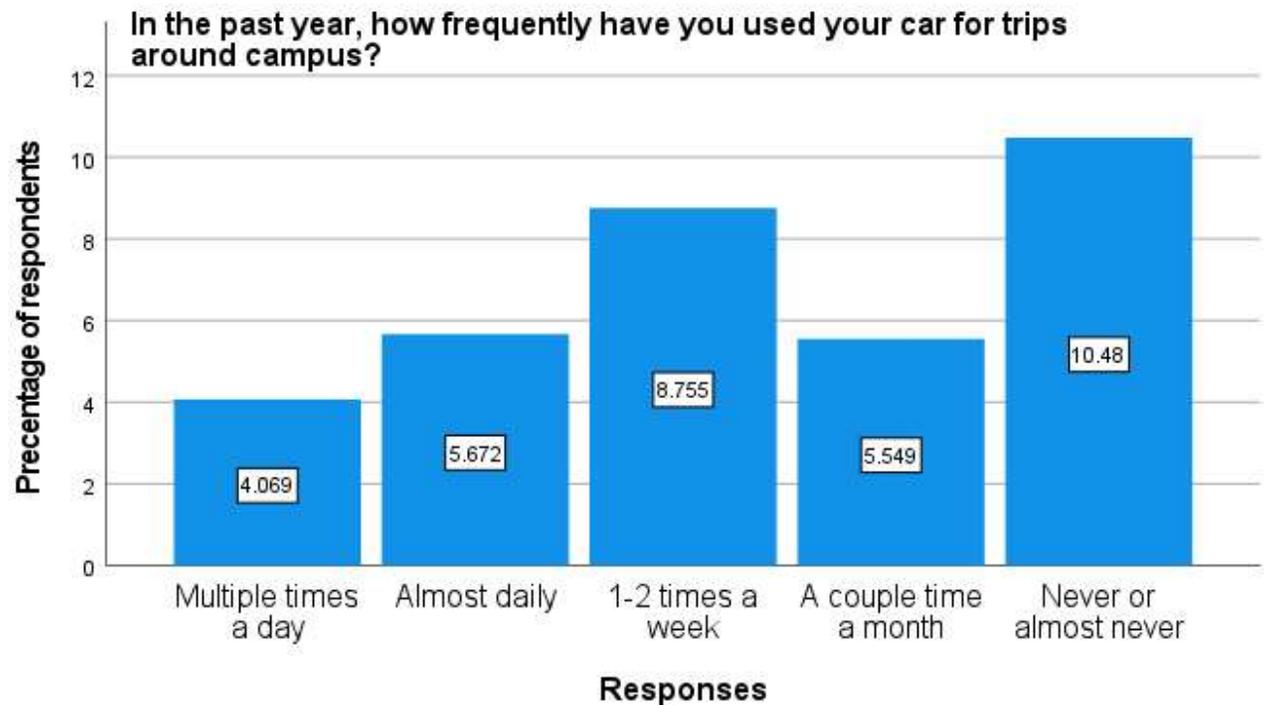
- About half of all written responses detailed waiting for shuttles at night
- **30%** of students mentioned that the unreliability of the service made them more afraid
- There is confusion about Public Safety’s involvement in transportation

Car Usage around Campus

66% of respondents did not use a car on campus

When asked to elaborate on why students used their cars on campus...

- 25% of students said they used their cars out of convenience
- 23% of students said that they did not trust the reliability of the shuttles enough to use them instead of their cars
- 13.2% of students were commuting students



Car Usage among mobility impaired students

Solutions evident from interviews and survey data:

- Rethink structure of parking on campus
- Investing resources into optimizing the AT Van

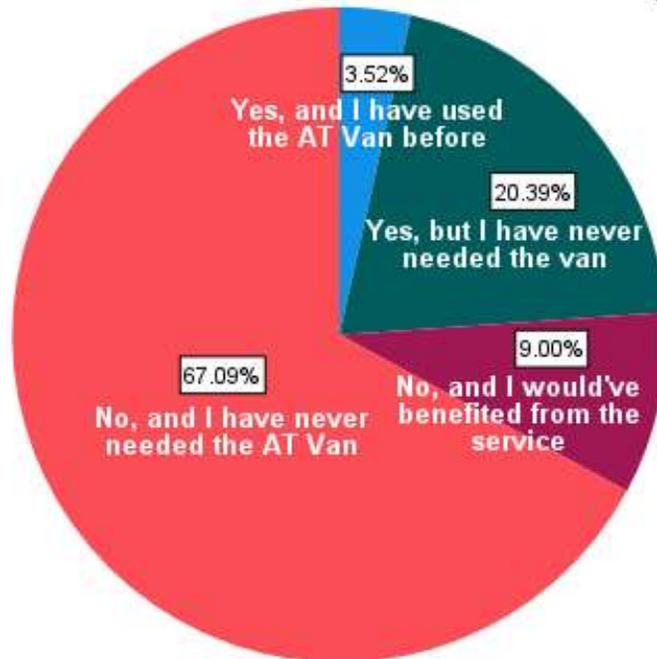
“AT Van only helps if you have a set schedule and ample time to wait. It was not an accessible form of accommodation. I simply had to use my own car and pay a lot of parking tickets.”

“Shuttles should be prioritizing the people who need them... if the shuttles can not be improved some sort of parking pass from SAS would be helpful”

“I thought having a car might be able to allow for easier transport and aid in this department, but it is not very feasible based on parking lot access.”

Accessible Transport Van

Were you aware that Brandeis offers an Accessible Transport (AT) van?



Of the people who elaborated on their experience with the AT Van...

- Majority expressed that the AT Van was helpful and were happy that the service existed.

Limitations of the service

- Not every building on Campus has roadway access
- Scheduling inconveniences

Accessibility

Within the text responses were a multitude of solutions;

- Parking Passes
- Prioritized Seating
- Restructuring of the AT Van

Working with the office of Student Accessibility Support transportation for mobility impaired students can be improved!

“I was unable to get up campus to class and getting to the BranVan stops was extremely difficult. I was often late to classes, and I could not get assistance for accessibility. It was an extremely frustrating experience.”

“Having to rely on an unreliable accommodation has made my daily life at Brandeis incredibly frustrating.”

“There was no way to ensure who got to the stop first when waiting, leading to a need to rush to the shuttle when it stopped, making it inaccessible and unfair for students with disabilities.”

Additional solutions: Restore the Riverside Shuttle

- Riverside shuttle (2016)
 - Meets sustainability aims
 - A form of financial aid

“A shuttle to Riverside would be more useful since the green line is more frequent compared to the Boston/Cambridge shuttle. The shuttle only running on the weekends and at nights makes it hard to have a job in Boston. Having a more frequent shuttle to Riverside with shorter headways (ie 15 min) would improve campus accessibility a lot more.”

“It was impossible to navigate the process of getting subsidized passes from Hiatt ... Connections to Boston during the week is vital to my education and career development”

Thank you all for coming!

I am more than happy to work with any department or student group who is interested in improving campus transportation!

Reach out to me: elechtchiner@brandeis.edu

