Parking and Transportation Services

MSFAC 2010
Historical System Ridership

- Ridership in 2005: 975,700
- Ridership in 2006: 1,002,600
- Ridership in 2008: 1,525,600
- Ridership in 2009: 1,732,300

The chart illustrates the increase in ridership from 2005 to 2009, with ridership increasing from around 975,700 to 1,732,300. The ridership is shown for both Tech Trolley and Stinger Buses.
Fall Semester Ridership Comparison

- Trolley
- Red
- Blue
- Green

Daily Ridership

- 2009:
  - Trolley: 2000
  - Red: 1207
  - Blue: 3865
  - Green: 1207

- 2010:
  - Trolley: 6500
  - Red: 6299
  - Blue: 5605
  - Green: 1089
Ridership Comparison - Stingerette

<table>
<thead>
<tr>
<th>Month</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug</td>
<td>5,673</td>
<td>5,091</td>
</tr>
<tr>
<td>Sep</td>
<td>7,938</td>
<td>11,312</td>
</tr>
<tr>
<td>Oct</td>
<td>9,139</td>
<td>11,550</td>
</tr>
<tr>
<td>Total</td>
<td>22,750</td>
<td>27,953</td>
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</table>
New Initiatives

ridecell

- Automated Stingerette Ride Request System
- Online Ride Requests
- Smart Phone Enabled Requests

zimride

- Online Ride-matching Service for carpooling
- Exclusive to Georgia Tech Community
- Interacts with Facebook and other social media
- Provides discounts for Zipcar
Hourly Ridership - Tech Trolley

*Fall 2010
*Fall 2010

Hourly Ridership - Green Route

Boardings

6am  7  8  9  10  11  12pm  1  2  3  4  5  6  7  8  9

*Fall 2010
Hourly Ridership - Red Route

*Fall 2010
Hourly Ridership - Blue Route

*Fall 2010