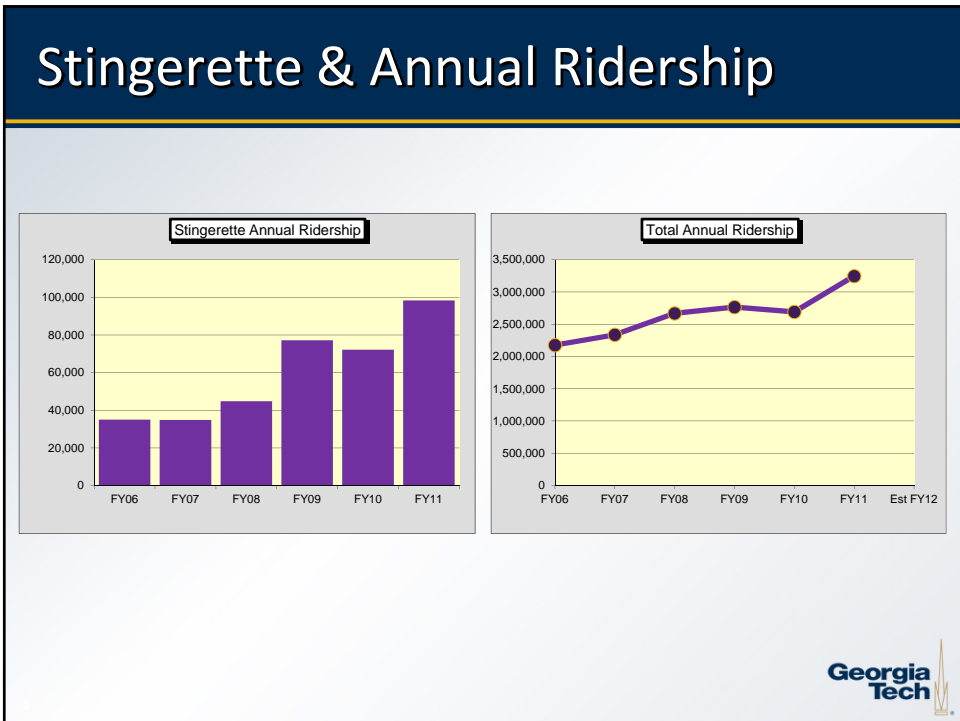
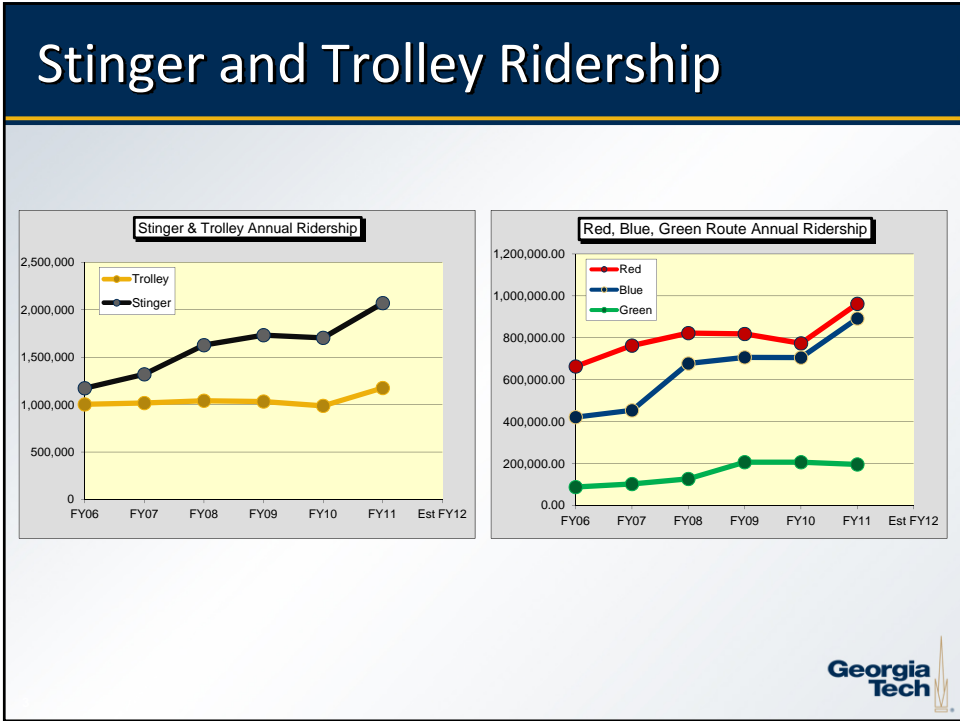




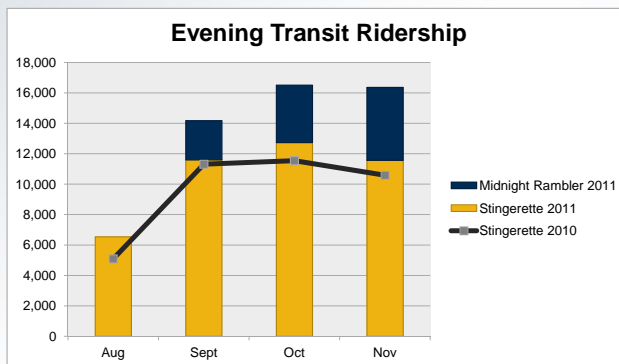
## Transportation Ridership Highlights

- How many rides were provided in FY2011 and how has ridership grown year over year?
  - **Tech Trolley** – 1,175,225 rides (4% average annual increase since FY2008)
  - **Stinger Bus Routes:**
    - Red - 962,440 (5.2% average annual increase since FY2008)
    - Blue – 892,440 (9.2% average annual increase since FY2008)
    - Green – 196,000
    - Grocery – 19,575
  - **Stingerette Service** - 98,350 rides (15.7% average annual increase since FY2008)





## Stingerette & Midnight Rambler



## 2011 Transportation Success Stories



**Vertically Integrated Project – Trolley Headway “Bunching”**  
 The teams are multidisciplinary (ISyE, CS), vertically-integrated - maintaining a mix of sophomores through PhD students, and long-term.



**GDOT– Transportation Enhancement Grant**  
 Successfully applied for a **\$250,000** grant to make pedestrian and streetscape improvements along North Avenue.



**Zimride – Launched New Carpool Matching Service**  
 Partnered with Zimride to offer dynamic carpool matches. Over 1,600 new users, and 200 active ride posts.



**viaCycle – New Bike-share!**  
 Introducing our new campus bike-share pilot program. Partnered with viaCycle, an innovative ATDC start-up company that we helped launch.

## 2011 Transportation Success Stories



**National Association of College Auxiliary Services – Award**  
RideCell and Georgia Tech were recognized for our technological ingenuity in creating the Stingerette automated dispatch system.



**Bikes Belong –Bicycle Safety Grant**  
Successfully applied for **\$10,000** grant to improve the safety for cyclists at the intersection of 5<sup>th</sup> Street & West Peachtree Street.



**Zipcar – Additional Vehicles on Campus**  
Added four Zipcar vehicles to campus at North Ave and at Hemphill Ave. We now have 12 Zipcars on campus, a 50% increase.



**Midnight Rambler Trolley and Transit Hub**  
Using data collected from Stingerette ridership, PTS drafted a new Trolley route for the evening hours that provide transit service to the most frequented locations on campus during

## 2011 Transportation Success Stories



### GT1000 Student Essay about using Zimride for Thanksgiving

“Ever since I came to Georgia Tech, I was looking forward to Thanksgiving holiday. Before coming to Tech, I went to travel with a teacher in my high school. During the trip, the teacher invited me to his house for Thanksgiving. I was glad that I had an invitation because in thanksgiving holiday almost everything closed in Georgia Tech...

My teacher’s house was in Birmingham, Alabama. Few days before the holiday, I had no clue how to get there. However, all of sudden, an email came about a website called Zimride, in which people requests and share rides. Thankfully, I found one matching ride from the forum, and I was able to get a ride to Birmingham, Alabama. While driving to Birmingham, the driver and I got to know more about each other. She was a 4th year graduate student in Georgia Tech, an electrical and computer engineering major working on Ph. D. degree. We also talked about school life: how is it feels like to be a graduate student. After spending four days in my teacher’s house, she and I met at the same place to go back to Georgia Tech. She was very kind and sweet. Though she lived off-campus, she took me all the way to in front of my dorm. This was my first American thanksgiving holiday. It was very meaningful because I saw people back from high school. I got to catch up with people I met in high school.

## FY2013 Proposed Fee

- Transportation requires a \$2 fee increase for FY13 to maintain the existing level of services for faculty/staff and students – to be used for day-to-day operation of the Tech Trolley (including the Midnight Rambler), the Stinger Bus service and Stingerette services.
- This budget approach was developed to maintain services, while keeping the fee required to cover these services at the lowest possible level; and with great attention to keeping our obligation expense increases to a minimum, while cutting our discretionary spending in Direct Operating Expenses by 14%.



## FY2013 Transportation Request

Priorities for Transportation Services			
	Existing Situation	Proposed Change for FY2013	FY 2013 Fee Incr.
A.	Maintain the existing level of transportation services for FY2013		\$ 2
B.	The Midnight Rambler began the Fall semester operating 5 days/week (Sunday through Thursday) between 9pm and 3am. In December 2011 Resident Instruction monies were provided to add Friday and Saturday service until June 2012.	Add Friday and Saturday service to the existing route during the Fall and Spring semesters.	\$ 1
C.	Both the Red and Blue routes continue to experience substantial growth in ridership with frequent passenger overloads and delays in service. Passenger boardings in FY2011 for the Red and Blue routes show an average annual increase of 5.2% and 9.2%, respectively, since FY2008).	Add 1 Stinger bus to both the Red and Blue routes for the fall and spring semesters in FY2013. This would add an estimated 7 hours of service during the peak travel periods on each route, or 2,324 vehicle hours for the year.	\$ 3
D.	Stingerette Dispatch - Currently drivers are having to fill in on dispatcher off days, creating a shortage of operations on the street.	Contract with staff from Groome Transportation to fill the open dispatch work.	\$ 1



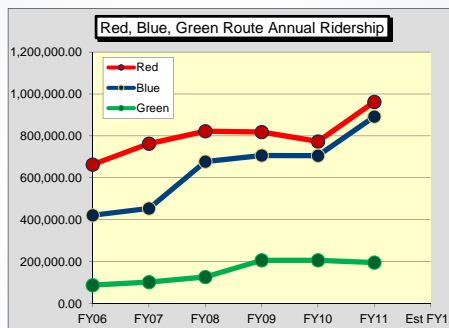
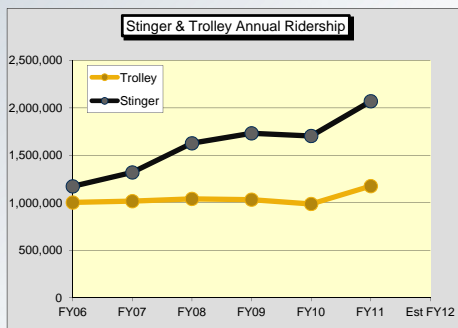
# FY2013 Transportation Request

## Priorities for Transportation Services

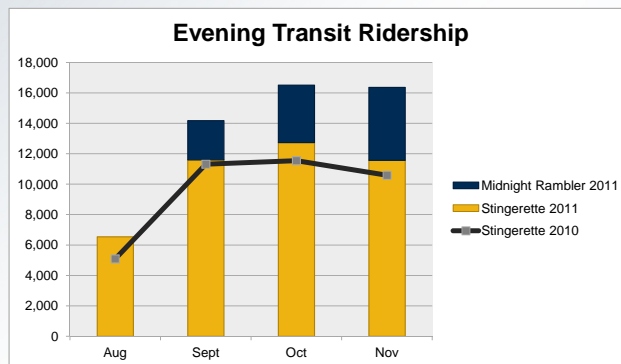
	Existing Situation	Proposed Change for FY2013	FY 2013 Fee Incr.
E.	Usage of the Tech Trolley system continues to increase with the route carrying 1.175 million trips in FY2011 (a 4% average annual increase since FY2008). These increases have led to frequent overloads, delays to the route, and rider inconvenience.	To improve passenger overcrowding, and provide more efficient service, add 1 trolley to the daytime service during the Fall and Spring semesters in FY2013. This will add 10 hours/day of service	\$ 3
F.	The Midnight Rambler operates with 1 trolley, providing a 30 minute frequency of service.	Add 1 trolley to the route, improving the service frequency from 30 min. to 15 min. Route operates 7 days/week.	\$ 2
G.	Shortage of Stingerette drivers on the 6pm to 2:30am shift.	Add 1 driver on the 6pm to 2:30am shift. Service to be contracted through Groome.	\$ 1
H.	Shortage of Stingerette drivers on the 11pm to 7:30am shift.	Add 1 driver on the 11pm to 7:30am shift. Service would be contracted through Groome.	\$ 1



## Recap: Stinger and Trolley Ridership



## Recap: Stingerette & Midnight Rambler



## Questions???

- Maintain current level of service = \$2 fee increase
- 2 nights added (Fri & Sat) to current Midnight Rambler = \$1 fee increase
- 2 daytime buses (blue and red routes) = \$3 fee increase
- 1 Stingerette dispatcher = \$1 fee increase
- 1 daytime trolley = \$3 fee increase
- 1 night-time Midnight Rambler trolley = \$2 fee increase
- 2 additional Stingerette drivers = \$2 fee increase

