



*The Office of  
Environmental Affairs  
at Tulane University*

## ***Unlimited Access At Tulane and Other Universities***

Report by Renee Gardner



What is an Unlimited Access program?  
Benefits shown at other universities  
Could Unlimited Access work at Tulane?

# Table of Contents

Executive Summary	Page 3
What is an Unlimited Access Program?	Page 4
Benefits Shown at Other Universities	Page 4
Looking at CU Boulder: A Success Story	Page 5
Could Unlimited Access Work at Tulane?	Page 7
A Statistical Glance at Tulane	Page 7
Programs at Other High-ranking Universities	Page 9
A Possible Budget for a Tulane Unlimited Access Program	Page 10
Student Proposed Budget	Page 12
Undergraduate Positions Created	Page 13
Accounting	Page 14
Price Flexibility	Page 15
Concerns and Benefits	Page 15
Concerns Specific to Downtown Students	Page 17
Marketing and Education at Tulane	Page 18

## Executive Summary

Unlimited Access programs, in which a university gives a lump sum to a transit authority in exchange for mass ridership, have shown to be highly beneficial at other universities and would be highly feasible for Tulane University.

The benefits shown at other universities:

- A. Demand for parking is greatly reduced.
- B. Student access to housing and employment is greatly increased.
- C. Unlimited Access programs are used to recruit and retain students.
- D. Unlimited Access programs reduce to overall cost of attending college.
- E. Transportation equity is increased.
- F. University costs are decreased.
- G. Overflow parking into neighborhoods is decreased.
- H. Overall emissions of the university community decrease.

Using data from a transportation habits survey of Tulane, I have found that Tulane statistically matches other universities using these programs. Many other schools in the Top 50 tier as ranked by the U.S. News and World Report have similar programs, as do many in the South. Also, the proposed price for the program, \$27 per student, is slightly under the national average cost of \$30 per student. This price would give access for an academic school year and the revenue generated would be used in the following manner:

<i>Function</i>	<i>Cost per student</i>	<i>Cost as Percentage</i>	<i>Cost in Dollars</i>
<i>RTA revenue</i>	\$25.45	94.3%	\$315,096.45
<i>Marketing and Administration</i>	\$1.00	3.7%	\$12,381
<i>Sticker and ID Costs</i>	\$0.55	2%	\$6,809.55

The cost of \$30 per student is well worth the benefits that Tulane would see. This means that a person would only have to take 12 trips a year to make their personal pass worthwhile. Even if a person is not able to find the use for 12 trips in a year, they are still benefiting from the pass because campus parking and traffic congestion will be reduced.

Faculty and staff, under a separate contract, could have the bus pass as an optional benefit, though this does raise the cost considerably per individual. The cost, however, will still be well under \$55 a month now charged by RTA for an unlimited pass.

Marketing and education would play a large roll in the success of such a program at Tulane, but many of these programs are already in the works for the Office of Environmental Affairs. Transportation guides and RTA schedules and maps are now available in the UC near the information desk.

## What is an Unlimited Access program?

An Unlimited Access program is a program which enables students at a university to use their student ID as a transit pass. The university pays an annual lump sum to a local transit authority, oftentimes paid through an addition to the student fee or less often out of the parking budget on campus. The national average cost is \$30 per student.<sup>1</sup>

The best description of these programs and their benefits is the Brown, Hess, and Shoup article on the subject, available online: <http://www.spsr.ucla.edu/its/ua/>

A brief outline of the benefits for both universities and transit authorities is given below.

## Benefits Shown at Other Universities

The Brown, Hess, and Shoup research found that universities found Unlimited Access Programs useful in the following five ways:

- 1) Unlimited Access programs reduce demand for parking.  
While it is difficult to quantify the exact effects of the Unlimited Access program, most schools saw a drop in demand for parking. Many schools estimate that the drop in demand after the institution of such a program is between 250 to 1,000 parking places (depending on the size of the school). Some schools have even eliminated parking spaces after beginning Unlimited Access. (239)  
Liz Davey said in a letter to Tony Lorino, "Education and incentive programs could reduce the need for many spaces...and would most likely be much less expensive than building new facilities (especially temporary parking lots). The success of other programs suggest that we could reduce the need for parking spaces by 500-1000 on the uptown campus alone."<sup>2</sup>
- 2) Unlimited Access increases students' access to housing and employment.  
Increased mobility has led to increased opportunities in many areas.
- 3) Many universities use Unlimited Access to recruit and retain students.  
Students are attracted by such programs and their benefits, and the programs are often advertised as a benefit at student information sessions. (240)
- 4) Unlimited Access programs reduce the cost of attending college.  
Brown, Hess, and Shoup found that the average cost of transportation is \$2,392 for off campus students, mainly due to car use and maintenance. (241) A study at the University of Colorado at Boulder found that the average cost of maintaining a single-occupancy car is \$0.542 per mile, but that the cost of using bus transportation is significantly less expensive (\$0.134 per mile).<sup>3</sup> By eliminating the need for a car, or by reducing trips by car, Unlimited Access programs reduce the cost of college.
- 5) Increases Transportation Equity  
These programs reduce the need to provide parking areas for faculty, staff, and students specifically and thus reduces the resentment among students

because faculty and staff are given the choice parking spaces. It also levels the ground between students with cars and students without cars, so that the extra planning that is required to have a car (like having to show up on campus before 9:00 AM to find a parking space) might be eliminated or reduced. Also, a parking spot is a subsidy of students who can afford to bring a car to campus, while a transit pass is a benefit shared equally by all students.

A study at CU Boulder also points out three more benefits to these programs:

- 1) Reducing parking significantly reduces university costs because it is much cheaper to switch one person to another method of transportation than it is to build a new parking spot.
- 2) These programs lead to less overflow parking in nearby neighborhoods and thus better public relations with the university neighbors.
- 3) Because single-occupancy vehicle trips are reduced, the overall emissions of a university community are also reduced.

Brown, Hess, and Shoup found three ways in which an Unlimited Access program benefits transit agencies:

- 1) Unlimited Access Programs increases transit ridership.  
At the universities studied that kept records of student ridership before the implementation of the programs, student ridership rose between 70% to 200%.
- 2) Unlimited Access Programs provide guaranteed revenue.
- 3) Unlimited Access improves overall service.  
Service can be improved by adding more overall ridership. Filling empty bus seats is good PR, prompting more people to ride the bus. Revenue from the programs enables better service, for which many others will pay the full fare, generating even more revenue.

### **Looking at CU Boulder: A Success Story<sup>4</sup>**

The CU Boulder Bus Pass program began in 1991 as the result of a student initiative. The initial price was determined by a baseline survey of ridership at the university, and the program initially cost \$10 a student, paid through student fees. RTD is extremely similar to RTA in that RTD was a company that had never run a large-scale pass program before the CU program and ran similar bus lines to RTA throughout several counties in Colorado. In a sense, they were (and sometimes still are) a company that was mapping lines and writing schedules for people who had to take the bus, as opposed to people who could choose to take the bus. Very few people in the Denver area (including Boulder) chose to take the bus, as very few people in New Orleans choose to take the bus.

In the first year of the program ridership amongst students tripled. In six years, student ridership increased fivefold from the original baseline ridership survey. In the first few years, very few services were added or needed because the new student riders

were essentially filling seats on buses that were already running. The boost in ridership provided RTD with enough revenue (brought about by an agreement that new services in the town of Boulder related to the college would be paid for originally 50% by the bus pass program and 50% by the RTD) that the city of Boulder has since added 8 buses in a high frequency community transportation network. These buses bring in extra revenue for the RTD because they are highly popular among other citizens in Boulder paying the full fare, not just the students. The 50:50 ratio has recently been adjusted for this extra income.

The student fee has increased over the past 10 years to about \$40 currently. This increase has included an expansion of services to cover the entire Denver area (instead of simply the city of Boulder), regional trips, and recreational buses to special events.

The college has seen all of the benefits outlined by the Brown, Hess, and Shoup. Parking demand reduced by 750 spaces, with 350 of those coming since the institution of the employee transit pass program, the EcoPass. Students were able to move out farther from the campus into better, quieter neighborhoods instead of feeling obligated to live in the area of "The Hill" (an area easily likened to Broadway and the surrounding blocks at Tulane) and were influenced to move along bus routes. As parking became less of an issue, the campus lost much of its stigma shared by other large universities on the impossibility of finding parking spaces. The university was also pleased with the number of people who were encouraged to ride the bus, who might not have ridden otherwise because of the idea that the bus is normally seen as being for the poor people who could not otherwise afford a car. Bus riding has become a form of transportation acceptable to all in the community.

RTD has seen immense benefits. Since beginning its program with Boulder, it has added at least three new colleges and universities with pass programs. It has also begun the EcoPass project, which is available to all employers wishing to purchase passes for their employees to save money on parking (popular in a city like Denver, where parking is minimal and expensive in the areas where most of the people are employed, such as the downtown area). The RTD has recently put in the first few lines of a light rail system through Denver and is enjoying the further expansion of their services while dealing with the new balance of resources these new services demand.

The program at CU Boulder created no new positions at RTD and has created two paid student positions at the Environmental Center to manage the program. Every year these two students and the director of the Environmental Center submit a budget for the bus pass program to be reviewed by the student government and the vice chancellor of student affairs, though no budget to date has been turned down.

The CU Boulder program has an overall budget of \$1.55 million, brought by the student fees of the 25,500 students paying the current fee of about \$40. 91.8% of this budget goes to RTD as agreed to in the contract, 4.9% goes to administration and marketing, 0.5% goes into stickers to show a valid bus pass ID, and 2.7% goes into an overall account which currently pays for reduced price student recreation buses to events like Rockies and Broncos games and activities like weekend skiing.

No new fees were needed in order to record the number of students riding the bus. The RTD buses are equipped with a key panel similar to that in RTA buses. The drivers are instructed to push the number five button every time a student boards using their ID as a pass, and the numbers are recorded at RTD.

Marketing for the CU bus pass program is simple, but extensive. Regular ads are put into the student newspaper, there is a mailing to the parents of new students explaining and promoting the program at the beginning of each academic year, and there is an RTD mailing to each student to explain the uses of the bus pass. E-mail bulletins are sent out throughout the year as a promotion and the Environmental Center holds a Transportation Fair in the fall, often involving the showing of one of the specially painted buses from the high frequency network (which are color-coded and specifically named, “The Hop”, “The Skip”, “The Dash”, etc.). The receptionists at the Information Desk in the University Center are trained to be able to answer questions about the bus pass, and the University Center has an information center about the local bus network, including maps, schedules, and a phone hard-wired to the RTD Rideline. Environmental Center employees also speak at orientation events about the bus pass, along with other issues like campus recycling.

The bus pass program that has been created pays for itself and is relatively simple to upkeep. Yearly contracts are signed with the RTD to adjust for the increase in ridership and inflation, currently about a 2% per year increase. New dimensions are regularly added to the program, including most recently a small rent raise for those in family housing so that anyone living with a students there could receive a family pass. The bus pass program has a high approval amongst students, who voted 18 to 1 to raise the price of the bus pass to its current level, the highest voter approval ever seen at CU. Some in the financing department at RTD are still skeptical of bus pass programs in general, but CU Boulder maintains ridership and revenue enough to quiet their fears. Overall, the program has been a dramatic success and the basis of programs at many other schools.

### **Could Unlimited Access work at Tulane?**

In a word, yes. Tulane and RTA exhibit similar traits to schools that have offered these programs in the past and the conditions are favorable to creating a successful program here. Brown, Hess, and Shoup note, “The diversity of locations where universities offer Unlimited Access—from small towns to large cities—indicates that it can work almost anywhere. The universities range in size from 4,500 students (Edmonds Community College) to 49,000 students (University of Texas).” (235)

In short, RTA has bus lines servicing the university and New Orleans area, the need for an overall increase in ridership<sup>5</sup>, and the need for greater revenue. Tulane has many potential riders, a dedicated Office of Environmental Affairs, and the need for parking solutions. Because Tulane students would be occupying seats that are already empty on the buses and streetcar at times off-peak times, cost could be kept low as at other universities and all could reap the benefits of this program.

#### *A Statistical Glance at Tulane*

##### The People<sup>6</sup>

Total Student Population 2001/2002	<b>12,381</b>
Undergraduate Population	<b>7,522</b>
Graduate Population	<b>4,859</b>

On-Campus Population (both graduate and undergraduate)	<b>3,156</b>
Number of Tulane Employees <sup>7</sup>	<b>6,271</b>
Faculty	<b>1,172</b>
Full-time Staff	<b>4,162</b>
Part-time Staff	<b>937</b>

#### The Current Fees

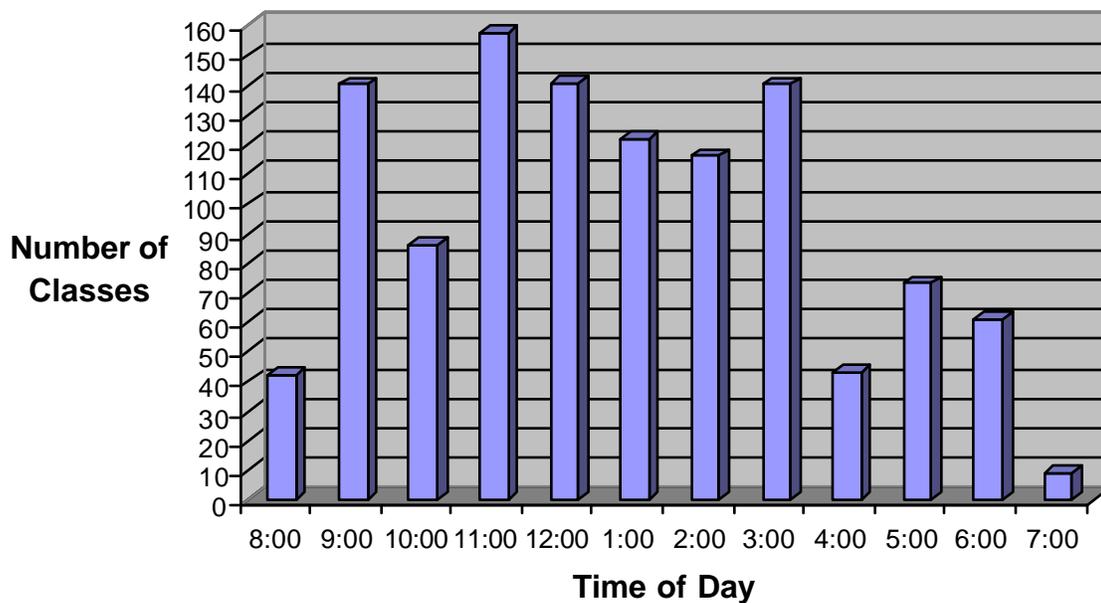
Total Student Fee 2001/2002	<b>\$2,210</b>
Academic Services Fee	<b>\$1500</b>
Student Health Fee	<b>\$370</b>
Student Activity Fee	<b>\$340</b>

#### The Current Transportation Habits<sup>8</sup>

<i>Percentage that would characterize the parking situation on the Uptown Campus as a major problem:</i>	
On-campus students	52%
Off-Campus students	72.1%
Faculty	59.7%
Staff	75.6%
<i>How do off campus students get to the Uptown Campus?</i>	
Walk/Bike	50%
Drive	46.7%
Carpool	0%
Streetcar	1.7%
Bus	1.7%
<i>How do faculty get to the Uptown Campus?</i>	
Walk/Bike	23.2%
Drive	62.5%
Carpool	7.2%
Streetcar	1.8%
Bus	3.6%
Other	1.8%
<i>How do staff get to the Uptown Campus?</i>	
Walk/Bike	7%
Drive	82.6%
Carpool	5.9%
Streetcar	0%

	Bus	4.7%
<i>Percentage that would ride more public transit if Tulane provided a free pass:</i>		
	On-Campus students	66.7%
	Off-Campus students	37.7%
	Faculty	24.6%
	Staff	23.3%

### Class Times at Tulane



The majority of classes at Tulane (60%) are offered between 11:00 AM and 3:00 PM. 16% of classes at Tulane are held before 10:00 AM and only 12% are held after 5:00 PM<sup>9</sup>. Few students would be required to commute during peak transit hours.

*Compared to Other High Ranking and Southern Universities*

#### Schools Ranked on the U.S. News Top 50 for 2003<sup>10</sup>

Northwestern (Business, Journalism, Law Schools), Chicago (#11)  
 University of Chicago (#12)  
 Cornell University, Ithaca (#14)  
 Rice University, Houston (#15)  
 University of California, Berkeley (#20)  
 University of California, Los Angeles (#25)  
 University of California, San Diego (#32)

University of Wisconsin, Madison (#34)  
 University of Illinois, Urbana-Champaign (#39)  
 University of California, Davis (#44)  
 University of Texas, Austin (#50)  
 University of California, Irvine (#46)

(Tulane is ranked #43 by U.S. News.)

### **Schools in the South**

University of Georgia, Athens  
 University of Tennessee, Knoxville  
 Virginia Polytechnic Institute, Blacksburg  
 University of South Florida, Tampa  
 University of North Carolina, Wilmington  
 University of Florida, Gainesville  
 Clemson University, Clemson, SC  
 Texas Tech, Lubbock  
 Rice University, and all universities, colleges, and tech schools in Houston

Houston is a unique but exciting case in which Unlimited Access programs are currently being funded by a grant to the METRO (Houston's transit authority). Any university student in Houston can have a U-PASS for free. This is the last year out of three years that this program will be in place and METRO is hoping to establish programs with the schools after the grant terminates, similar to the program Tulane is considering.

#### *A Possible Budget for a Tulane Unlimited Access Program*

In order to estimate the number of rides RTA currently gives Tulane students, staff and faculty, I used the transport habits reported in Dr. Jim Elliot's 2000 survey<sup>11</sup>. This was a survey undertaken by Dr. Elliot's Urban Sociology class, composed of members of the Urban Village, to study the transportation and parking habits at Tulane. I applied these findings to the 2001/2002 school year enrollment numbers to find the estimated number of rides given by RTA in a recent school year. For faculty and students, I used 37 weeks to make up an average academic school year (52 weeks – 2 weeks winter break – 12 week summer break – 1 week spring break = 37 weeks). For staff, who are more often employed year-round, I used a 48 week work year (52 weeks – 4 weeks of vacation time = 48 weeks). I multiplied the estimated number of rides by 1.375, the average cost of ride without transfer and a ride with transfer, to off-set the fact that the survey did not report if transfers were used in riding to and from campus. This final number is the estimated amount of income that RTA would need to be reimbursed if a program were to be in place at Tulane. The details are below:

Of students, 314 off-campus students (3.4%) currently regularly use public transportation to get on and off campus and 439 on-campus students (13.9%) do the same.

#### Estimated Rides from RTA for Off-Campus Students

Number of days of transit per week	Percentage of Population riding this number days	Number of People riding this number days	Number of Rides given by RTA
One	5%	16	32
Two	5%	16	64
Three	3.3%	11	66
Four	13.3%	42	336
Five	46.7%	147	1470
Six	15%	48	576
Seven	11.7%	37	518

Total Number of Rides Given per Week: 3,062

Total Number of Rides Given per Academic Year: 113,294

Total Revenue by RTA: \$155,779.25

#### Estimated Rides from RTA for On-Campus Students

Number of days of transit per week	Percentage of Population riding this number days	Number of People riding this number days	Number of rides given by RTA
One	18%	79	158
Two	17.2%	76	304
Three	33.6%	148	888
Four	7.4%	33	264
Five	13.9%	62	620
Six	5.7%	25	300
Seven	1.6%	8	112

Total Number of Rides Given per Week: 2,646

Total Number of Rides Given per Academic Year: 97,902

Total Revenue by RTA: \$134,615.25

Combined revenue from students is \$290,394.50.

In order to pay lost revenue, Tulane would need to pay \$23.45 per student.

Of faculty and staff, 63 faculty (5.4%) regularly use public transit and 239 staff (4.7%) regularly use public transit to get to campus.

#### Estimated Rides from RTA for Faculty

Number of days of transit per	Percentage of Population riding	Number of People riding	Number of rides given by RTA
-------------------------------	---------------------------------	-------------------------	------------------------------

week	this number days	this number days	
One	5.3%	4	8
Two	3.5%	2	8
Three	17.5%	11	66
Four	10.5%	7	56
Five	49.1%	31	310
Six	7%	5	60
Seven	7%	5	70

Total Number of Rides Given per Week: 578

Total Number of Rides Given per Academic Year: 21,386

Total Revenue by RTA: \$29,405.75

#### Estimated Rides from RTA for Staff

Number of days of transit per week	Percentage of Population riding this number days	Number of People riding this number days	Number of rides given by RTA
One	1.2%	3	6
Two	4.7%	11	44
Three	4.7%	11	66
Four	3.5%	8	64
Five	76.7%	183	1830
Six	7%	17	204
Seven	2.3%	6	84

Total Number of Rides Given per Week: 2,298

Total Number of Rides Given per Work Year: 110,304

Total Revenue by RTA: \$151,668

Combined revenue from faculty and staff is \$181,073.75.

In order to pay lost revenue, Tulane would have to pay \$28.87 per faculty/staff member.

There are several options in instituting an Unlimited Access Program. Faculty and Staff could be included in the same contract as students, have an additional contract, or be excluded. We have received several inquiries from staff and faculty member and are currently investigating the options for applying the benefits to them.

A proposed budget has been provided for the situation in which employees and students are contracted separately by RTA with different programs.

#### *Student Proposed Budget*

In order to provide the lost revenue plus incentive for RTA as well as marketing and administrative costs, Tulane could pay \$27 per student for the program. This would generate \$334,287 to be used in roughly the following manner:

\$25.45 per student could go to RTA for a total of \$315,096.45 or 94.3% of the total sum.

\$1.00 per person could go to marketing and administrative costs. The Office of Environmental Affairs could use the \$12,381 (or 3.5%) to create student positions and to use for advertising and marketing (see section below for proposed marketing tasks). The student positions could include a paid student workers to function as the bus pass coordinator and marketing managers. The job descriptions for these students are found in the following section.

\$0.55 per person could go to stickers and ID costs, costing \$6,809.55 or 2%.

<i>Function</i>	<i>Cost per student</i>	<i>Cost as Percentage</i>	<i>Cost in Dollars</i>
<i>RTA revenue</i>	\$25.45	94.3%	\$315,096.45
<i>Marketing and Administration</i>	\$1.00	3.7%	\$12,381
<i>Sticker and ID Costs</i>	\$0.55	2%	\$6,809.55

To address a common concern, no money should be needed in order to install card swipe machines on all the buses and streetcars. This program could work under the same system that many others use: when a student boards using his or her ID, the bus or streetcar driver enters a specific number on the fare box key pad. (CU Boulder, for instance, uses a “Key-5” system.)

#### *Undergraduate Positions*

The work required to sustain the program could be done by three to four undergraduate student workers, supervised by the Office of Environmental Affairs Program Manager. The tasks and costs are outlined below:

#### **Marketing and Education (1 person)**

##### *Costs:*

Summer position, paid \$2812.50 (\$7.50 per hour, 37.5 hours a week, for ten weeks)

Academic year position, paid \$2025 (\$7.50 per hour, 7.5 hours a week, for 36 weeks)

##### *Duties:*

Creating informational materials for incoming freshmen

Creating advertisements

Refilling route map racks

Revising and fact checking transit guide

#### **Distribution and statistics (1 person)**

##### *Costs:*

Academic year position, paid \$2700 (\$7.50 per hour, 10 hours a week, for 36 weeks)

*Duties:*

- Distributing passes or pass stickers
- Reviewing ridership data
- Preparing annual budget
- Liaison to USG, GAPSA and RTA
- Preparing semi-annual reports for student government

**Office acolyte (1 or 2 people, depending on availability of work study students)**

*Costs:*

Academic year position, paid \$1,890 (\$7.50 per hour, 7 hours a week, for 36 weeks)

*Duties:*

- Staff information tables
- Staff office--answer phones, replacement passes, etc.
- Assist with preparation of reports and budget

**OEA Program Manager/Environmental Coordinator**

*Costs:*

This position is already in place as a paid position at Tulane. Cost is \$0 to this program.

*Duties:*

- Supervise student staff
- Review drafts of all reports and documents
- Train student staff in paperwork and administration

The total base cost for employing these student workers is \$9,427.50. With fringe benefits of 4.2% per student, the cost is \$9823.50. This money would come from the marketing and administration budget. Any money not paid due to work-study students taking the positions could further be used for advertising or improvements to education program.

*Accounting*<sup>12</sup>

From the experience of the Reily Center, transfer and distribution of the funds would be a fairly simple process. An account for the program would be set up for the Office of Environmental Affairs (which is located administratively in the Center for Bioenvironmental Research) by the Accounting office. At the beginning of each semester, the Registrar's Office determines the number of full and part-time students, and the accounting office would automatically transfer this fee to the account. Assessed fees

are not refunded, though in the Reily Center's case they are changed as a small number of students shift between part time and full time status. These adjustments are made automatically by the Registrar's Office and accounting, which subtract or add small amounts of money. (Not many students drop out, though many don't register for the second semester.)

The Reily Center receives an electronic transfer of a database of currently registered students at the beginning of each semester (from the Registrar's office via TIS), and places the data in their membership database. We would need to work closely with the Registrar's office, TIS, and Card Services to access gain to the database of currently registered students.

From this account, payments would be made to the RTA. It would also be used to pay students wages, marketing costs, and costs of any verification stickers or passes to be used with the ID. Spending will be tracked and reported through Tulane's TAMS accounting system. Budget reports will be presented annually to student government.

### *Price Flexibility*

Any transit pass program would need to have a built-in mechanism for price flexibility within a certain range over a certain number of years. This is because the price has not yet been negotiated with RTA (and cannot be without the approval of the University government bodies), and it must take into account certain factors that vary annually. The actual price will be negotiated with RTA in a contract that can be renewed and revised each year.

The pass may start off at the price proposed by Tulane of \$27. The price to be negotiated for the next academic year may need to take into account inflation, new services, or dramatic fluctuations in ridership by students. For instance, the next year may take into account 5% inflation and a dramatic increase in ridership, warranting an increase of \$1 per student. The pass for that year would then be \$29.35.

The proposed price range for the pass is \$25 to \$35, covering a span of four years. During the fourth year of the program, the ridership data for the past three years (collected by RTA and analyzed by the student workers of the Office of Environmental Affairs) would be presented to the university government bodies. If ridership, benefits, and satisfaction with program were high, a new price range and proposal for continuing the program beyond the fourth year would then be proposed to the USG, GAPSA, and the University Senate for approval.

A cycle to this effect would be set up for frequent checking and approving of prices. The student workers of Office of Environmental Affairs would also report to the university governments on a semi-annual basis.

### *Concerns and Benefits at Tulane*

A cost up to \$30 a year would be worthwhile to pay because of the benefits. It is not hard to use \$30 worth of public transportation in year, so it would be easy for anyone to get their money's worth from this increase in student fees. Only 12 trips in a year, to the French Quarter, downtown, City Park, Magazine Street, or any other place in the city,

would be needed to fully cover the cost of the pass. Also, the pass is convenient in that students would no longer have to worry about having a dollar and a quarter every time they wished to ride the bus or streetcar.

There are other benefits beyond the obvious use of the pass. Even if people are not using the pass frequently, then they are probably benefiting from the reduced traffic congestion on Tulane's campus. There are 2,001 parking spaces on the uptown campus. There were 4,014 parking permits sold for the 2000-01 school year. As has already been mentioned, parking demand could decrease significantly. This means that finding a spot could be made much easier. Even those with cars and parking permits could choose their method of transportation more freely, depending on the weather, their schedule, and what they have to carry that day. Instead of refusing to ride the bus or streetcar because they have purchased a parking permit, people might be inclined to take the easier route to campus because a bus fare would not be an additional \$1.25 on top of the parking permit cost. The cost would already be taken care of. Many people will realize situations in which it is more convenient to use the bus or streetcar instead of driving when they have the convenience of a prepaid pass. Even those who cannot find the time to take twelve trips in a year will benefit from this pass because the parking congestion on campus and in nearby areas will decrease with the implementation of this program; they are still benefiting from the program.

Of the 4,014 permits sold, 1,745 were student permits. This means that we should look beyond the divide of students with permits and students without permits, as those without constitute a greater number. There are many groups of students across campus that would benefit from this pass.

The most obvious of these are freshmen. Freshmen are not allowed to have cars on campus, and so it is very helpful to have another method of transportation lined up, especially if it is an inexpensive and convenient method. Also, any other student beyond the freshmen level who cannot afford a car or does not have a car in New Orleans would benefit from this pass.

Student couples or students with young families would benefit from this pass, those young couples that can afford one car may need two methods of transportation. One person may need the car for a job or engagement elsewhere while the other person still needs to get to school. Graduate student couple would especially see the benefit here as they are often in this situation of living farther away from campus, but needing to fulfill the transportation needs of two people.

International graduate and undergraduate students would also benefit from this pass because many of these students cannot afford to have a car in the U.S., especially on top of the high cost of living and education. Many of these students are also more accustomed to the use of public transportation and use it frequently anyway.

Many students are also concerned with the welfare of SafeRides if Tulane were to institute this program, but this is unwarranted because the two programs are complimentary. Shuttles like SafeRides are an important part of the overall picture in that the university provides a source of mass transit for places and times when student demand is very high. The SafeRides shuttle currently runs for nightlife activities, but it has been envisioned to run to other useful places such as grocery stores and shopping areas. The bus pass fills an entirely other niche in this the overall program. The bus pass is for student use when the other methods of transportation are inconvenient. Students

may go to a Tuesday or Thursday night performance downtown and need a reliable way to get there, and so they could take the bus. However, that same student would probably take the SafeRides shuttles if they were going out on a Friday or Saturday night. Also, a student may not be able to take a grocery shuttle, like the one offered by the Green Club to Whole Foods, because of a schedule conflict and could then use the bus to get there at another time. SafeRides and the bus pass program would be working together to increase student access to the community, not working against each other.

### *Information and Statistics for Downtown Campus*

The transportation survey that was used to determine our transit habits focused on the uptown campus only. We do not know how many students in the Medical School and School of Public Health and Tropical Medicine currently use public transportation to get to the downtown campus. Because the Health Sciences Center/Downtown campus has a higher cost of parking and is served by more bus routes, we expect that transit use by these students would be equal to, if not higher, than uptown students.

We believe that the bus and streetcar pass would greatly benefit the downtown campus, because of the cost of parking and the high level of bus and streetcar service to the area. During the day, the downtown area is the best serviced area in the city. Nearly all RTA buses have a termination on or near Canal Street. Only about 15 of RTA's 60 routes do not touch Canal Street, Poydras, or Tulane Avenue in the CBD. It is possible to get virtually anywhere in the city in a short amount of time from the CBD. A graduate student living in apartment several blocks from Magazine in the lower Garden District could use the Magazine bus, which runs about every 15 minutes, to get downtown. Somebody instead living closer to St. Charles may choose to take the streetcar, while those living in Mid City could choose to ride the Canal Street Bus (soon to be a Streetcar). A transit pass would also be useful to graduate students living in the Marigny or Bywater.

The cost of parking near the downtown campus during the day can be highly prohibitive to students on a limited budget, and parking permits are not guaranteed to all students.

Parking contracts are monthly, cost \$70, 75, or 80 per month, depending on income. Payments are deducted from paychecks. That is \$840 for a complete year, and at least \$630 for an academic year.

A deeply discounted nighttime pass is sold to Medical Students for \$30/semester. Public Health students have nighttime passes provided courtesy of their dean.

Right now there are about 60 students on the waiting list and about 10 staff.

With the use of a transit pass for day time travel, and free or deeply discounted parking at night, downtown students could have very affordable transit options of at most \$90 per year. These options would allow for flexibility during the day and safety at night, when public transit is not a good option.

This bus and streetcar pass is not meant to supplant the use of shuttles like the Uptown/Downtown shuttle operated by public safety. The shuttle runs during times of high demand for transit between the uptown and downtown campuses. There is a break in service from 11:00 AM to noon, and from 6:30 PM to 7:15 PM, and there is no service on weekends or student holidays. Many students working in labs work hours outside of the typical 5-day work week. While the shuttle is the best option for times of high demand, a transit pass would be the best option for putting in hours on the weekend. Also, if someone were waiting for the shuttle during one of the breaks, that person could take either the Freret bus or the S. Claiborne bus instead (depending on where they were waiting). It would not be hard to take the 12 trips in a year needed to make up for the personal cost of the pass while still using all of Tulane's resources.

We have received some interest from downtown students in the possibility of the program. Much interest has come from the Environment and Medicine Committee (involving both the Medical School students and the School of Public Health students), though we have not had the opportunity to solicit signatures from the downtown students due to scheduling difficulties.

### *Marketing and Education at Tulane*

This aspect is often identified as critical to the success or failure of a program. Unlimited Access programs are often offered in conjunction with other programs in a combined Transportation Demand Management program. TDM programs include incentives for car-pooling, van-pooling, use of shuttles (like SafeRides), bicycle riding, and bus riding.

Liz Davey notes in her letter to Tony Lorino, "Alternative transportation programs are often dismissed with the observation that driving has become part of our culture. However, we can't accept driving as the inevitable and unchangeable transportation choice of everybody until we ensure that other choices are just as available and convenient... Culture is something that can be changed—and can change quickly—when people are given assistance and benefits."<sup>13</sup>

With such dramatic importance, much emphasis must be given to the area of marketing and education.

Already lined up and in progress for the 2002/2003 school year are several programs to increase awareness of specifically the buses and streetcars in New Orleans (currently under the direction of Renee Gardner, committee chair for Green Living in the Green Club):

- 1) *Guided bus outings.* Students are gathered at a specific meeting place (the U.C. or a dorm on campus) and are led by a Green Club member on an outing to a useful or interesting place. Outings are planned to the grocery stores (Whole Foods included), shopping areas (like Magazine), and special events (like Jazz Fest or French Quarter Festival). Programs run throughout the year and are helpful to build mental maps in students' heads about where the buses run.
- 2) *Active PR campaign.* This will include posters to be hung at specific places on campus, showing the environmental and social impacts of driving versus using alternative transportation methods. Such posters might also advertise bus routes and parking statistics (such as the overwhelming number of parking

permits sold versus spots on campus). This campaign also includes a focus on Car-Free Day in April and more advertising and events (with the Green Club) around Earth Day.

- 3) *A Transportation Guide to Tulane*. This project began as part of a service learning project for Dr. Scott Frickel's environmental sociology class. It began as a pamphlet telling students how to get to a select number of places in the city using public transit. It has since been expanded to include more locations and more alternatives for transportation (such as walking and biking). It functions best as a guide to students new to the area who wish to find both basic necessities (drug stores, grocery stores) as well as other entertainment (restaurants, shops). We published this guide as a special insert with the Tulane *Hullabaloo* on October 11.
- 4) *Transit Information in the UC*. Bus maps and schedules are now available across from the information desk.

With these and other programs, ridership could increase, parking on campus could decrease, and a successful bus pass program could be sustained. These initiatives would be highly effective if they were to be formulated in a Transportation Demand Management program for Tulane that could include use of the above ideas of car-pooling benefits, bus passes, and bicycle education (which is already an ongoing project for Tulane's Office of Environmental Affairs).

---

<sup>1</sup> Brown, Jeffery, Hess, Daniel Baldwin, & Shoup, Donald. "Unlimited Access." Transportation 28 2001:233-267

<sup>2</sup> Davey, Liz. Letter to Tony Lorino. 17 October 2000. Re: University Senate Traffic and Safety Subcommittee report on short-term parking relief.

<sup>3</sup> Poinssatte, Françoise and Toor, Will. Finding a New Way: Campus Transportation for the 21<sup>st</sup> century. Boulder, CO. 1999.

<sup>4</sup> Following information from personal interview with Will Toor, Mayor of Boulder, 7 July, 2002.

<sup>5</sup> Scallan, Matt. "Transit Troubles." The Times-Picayune. 1 July 2002: 1

<sup>6</sup> 2001 Tulane University Profile: Available online:  
www.tulane.edu/~registrar/figs/ensu/013/prfun013.html

<sup>7</sup> IPEDS Report, Tulane University Office of Equal Opportunity, Fall 2001.

<sup>8</sup> Elliot, Jim, et al. Tulane Parking and Transportation Study: Uptown Campus. Fall 2000.

<sup>9</sup> Statistics from counting classes on Uptown campus offered by Newcomb, Tulane, and Graduate schools. Classes were counted for time beginning within the hour (i.e., a 9:30 AM class would be counted for the 9:00 AM hour). Course listing available online: <http://www.tulane.edu/~courses/autumnt/tulane.html>

<sup>10</sup> Available online:

[http://www.usnews.com/usnews/edu/college/rankings/brief/natudoc/tier1/t1natudoc\\_brief.php](http://www.usnews.com/usnews/edu/college/rankings/brief/natudoc/tier1/t1natudoc_brief.php)

<sup>11</sup> Elliot, Jim, et al. Tulane Parking and Transportation Study: Uptown Campus. Fall 2000.

<sup>12</sup> Personal Interview with Kathlyn Broussard, Business Director of Reily Center, 11/10/02.

<sup>13</sup> Davey, Liz. Letter to Tony Lorino. 17 October 2000. Re: University Senate Traffic and Safety Subcommittee report on short-term parking relief.