MavRide Executive Summary

MavRide Facts

- 400 UNO students participated in MavRide between February 8, 2011 and May 6, 2011. Participation was open to any UNO student enrolled in one or more credit hour during the Spring 2011 semester. Because only 400 passes were available, students were served on a first-come, first-served basis.
- 11,037 trips to or from campus were taken on Metro between February 8, 2011 and May 6, 2011, costing $0.47 per ride and an average of $14.75 per student for the entire semester.
- Student Government’s total cost to administer the program was approximately $5,900. An additional $5,900 was funded by Metro for a program cost of $11,800.

Participant Survey

Between April 20, 2011 and April 29, 2011, participants in the MavRide program were invited via e-mail to participate in an online survey of their experience in the program (IRB #155-11-EX). Eighty-one students (20% of MavRide participants) responded to the survey and their responses were anonymous to ensure student confidentiality. Only participating students in the MavRide program were sent the link to the survey.

Students overwhelmingly approved of their experience on Metro during the program: 96% of MavRiders rated their experience on Metro during MavRide as “extremely positive” or “mostly positive.” The majority of students (55%), however, noted that MavRide should be expanded to include weekends to make it most useful.

Parking on Campus

Of all respondents, 57% reported driving alone to UNO’s campus as a “usual mode of transportation” prior to receiving their MavRide pass. Of all respondents, 54% reported driving to campus 4 times per week or more prior to receiving their MavRide pass.

Of those who reported they drove to campus four times per week or more prior to receiving their MavRide card, 93% reported they decreased the number of times they drove to campus after receiving their MavRide card. Only 7% of respondents maintained their frequency of driving to campus after MavRide began.

During the MavRide program, 63% of all respondents reported driving to campus once per week or less while only 9% reported driving more than 4 times per week. Participants reported that 96% of all trips on MavRide were between students’ homes and the UNO campus.

70% of respondents who reported they drove to campus 4-5 times per week prior to MavRide consider it unlikely they will drive to campus if the MavRide program is extended for the 2011-12 academic year. If the program is not extended, 88% of those who drove to campus 4-5 times per week prior to MavRide will resume driving at that rate during the 2011-12 school year.
19% of MavRiders utilized the bike racks on buses. Of those, 37% used them five times or more during MavRide. Those who used the bike racks were 14% less likely to own a car. Those who used the bike racks 10 times or more during MavRide were not daily riders of the bus before the program. Seventy two percent of those used the bike racks reported using the bus “a few times per week” or less prior to MavRide.

Over 77% of respondents answered that is “extremely important” that Student Government encourage students to use travel modes other than personal automobiles to arrive on UNO’s campus; an additional 14% responded that this is “mostly important.”

Expansion Feedback
79% of all respondents considered it unlikely they will drive and park on campus if MavRide is extended for the 2011-12 academic year. This compares to 33% who considered it unlikely they will drive and park on campus if MavRide is not extended for the 2011-12 academic year.

Participating students indicated they would most appreciate expanding the program to include weekends. A few of the written comments included, “I would like to see it extended for use on the weekend. I take night and weekend classes and would use it more if I could use it on the weekends,” and, “I would definitely participate in the program again, however the lack of weekends on the card was extremely troublesome. With added weekends I think the MavRide program would be a complete success.”

Discussion
For $5,200, Student Government provided 11,037 trips to or from campus for participating students, representing an average cost of $0.47 per ride on Metro. Extrapolating on data provided by students in the survey, it can be estimated that prior to MavRide, the 400 participating students collectively drove and parked on campus 1,238 times each week, occupying 248 parking spots per day. After MavRide, the participating students collectively drove and parked on campus 595 times each week, occupying 119 parking spots per day, representing a 52% decrease in trips taken to campus by automobile by MavRiders. Thus, the MavRide program can be seen as alleviating traffic and parking congestion by providing alternatives which students are enabled to use, and at a cost far lower than providing parking stalls. Additionally, the program also helps to alleviate some of the financial burden students encounter in driving to and parking on campus.

UNO’s Student Government allocated $34,000 for the continuation and expansion of MavRide for the 2011-2012 academic year. Student Government expressed their desire to grow the program and expanded it to 600 participants, including Saturday service for the Fall 2011 semester.