Parking and Transit Services
2012 Assessment Report

TRANSIT

Expected Outcome: The Tiger Transit system will emerge as one of the nation’s premier University transit systems of the 21st century. The system will be widely recognized for the quality of its service, the effectiveness of its utilization of available resources and its innovative use of on-board technologies. The system will ensure the quality of its service through the careful focusing of its resources in all areas supporting the University’s strategic goals.

Objectives:
1. Within our resources, meet or exceed our customer’s expectations.
2. Effectively utilize available resources.

Assessment Method: Transit Services utilizes several Key Performance Indicators (KPIs) to assess performance. They are: student satisfaction, reliability of service, ridership, cost of operations and the number of requested consultations with Peer institutions. Specifically the measurement and analysis of two KPIs (1. Student Satisfaction and 2. Ridership Trends) revealed an issue with regard to Transit Services needing to resolve or mitigate a demonstrated increase in demand for bus carrying capacity at certain times during the day and certain days of the week without degrading the quality of the transit service during non-peak times?

1. Student Surveys: During the period of SY 10 -11, August 2010 thru July 2011, students riding buses were asked to complete a survey. 912 students completed the survey. The survey was aimed at rating reliability, safety, convenience, and space during the ride. The answers were grouped by student standing and level. Survey respondents were also asked to provide additional comments and suggestions.

Findings: On the rating scale from F—unreliable, unsafe, inconvenient, crowded—to A—reliable, safe, convenient, spacious—the average ratings were B for reliability, A for safety, A for convenience, B for spaciousness.
Additional comments included: “Keep up the good work!”; “We should have more frequent bus services.”; “More room, all the drivers are really nice.”; “The Longleaf route is borderline terrible, I usually have to wait 20 minutes to stand up on a packed bus, something needs to be done.”; “Add another bus on Tuesday-Thursday, really crowded then.”

2. Ridership Trends: Passenger counts are compiled for all buses in service on each route during all hours of operation.

Findings: The analysis of this data resulted in finding several routes (Longleaf, West Campus, South College, Opelika Road) during specific times and days of the week experienced an increase in demonstrated demand. This increased demand would at times create a situation where buses were not capable of adequately servicing this increased demand.
**Use of findings for improvement:** Results of the analysis determined the most cost effective and sustainable course of action which would increase customer satisfaction (COA) would be to only increase the number of buses during peak periods on the highest demand routes. This COA also negated the risk of degrading the quality of service on the other established transit routes.
**Additional Comments:**

**Measurement of Success:** The implementation of Transit Surge Operations began in 2011 and has proven to be successful as measured by the previously mentioned KPIs. Total Ridership has increased from 2,435,071 in calendar year 2011 to 2,642,939 in calendar year 2012. While this increase of 8.5% is not entirely due to the implementation of Transit Surge Operations, this change did play a significant part in the increase in not only ridership but also Passenger satisfaction with the quality of transit services.

![Tiger Transit Yearly Ridership 2002-2013](image)

**PARKING**

**Expected Outcome:** Reduction in the long lines of students picking up their parking permits for Fall Semester.

**Assessment Methods**

**Method:** Analysis of student and parent feedback.

**Findings:** Although no hard copy data was kept on the numerous e-mails and phone calls that Parking Services received concerning the process of picking up parking permits for the Fall Semester, it was made known to management of these concerns. Most of the feedback was made at the time the permit was picked up, but there were a lot of suggestions and concerns made after the process had been completed. The manager of Parking Services and the Director of Parking and Transit met with the employees to discuss suggestions and recommendations from students and parents as to what could be changed to streamline the procedure. Many of
the suggestions centered on the mailing of the permits instead of having to come and pick them up.

**Method:** Analysis of alternate ways to distribute Fall parking permits through mailing.

**Findings:** Management looked at what alternatives were available through the current parking system being used (BOSSCARS) as well as allowing earlier distribution or multiple locations for distribution. The parking system had the ability to allow on-line registration with the mailing of permits to an address entered at the time of registration. In order to implement this method, Auburn University would need to contract with a third party vendor. A list of names and addresses would be sent to the vendor and after the mailing was fulfilled, a file would be sent back to Auburn University to update the information in BOSSCARS with the permit number that was mailed. The vendor who was providing the permits for on-campus distribution also had the ability to mail the permits. This option involved adding an additional module to BOSSCARS as well as a fee to the vendor for the mailing of the permits. The other option to increase the number of days and/or the number of location of the permits was discussed. This option would require more time that the Parking Services staff would be out of the office and would still require the student to come to a location to pick up their permit.

**Use of Findings for Improvement:** After weighing all of the factors relating to the most efficient process of distributing permits, it was determined that the mailing of the permits ordered on-line between July 1st and August 10th was the best solution. This would allow the Parking Services Office staff to be in the office to conduct daily business and answer questions.

**Results:** The lines to pick up permits were greatly reduced. Parking services mailed 5,654 commuter permits and we received numerous e-mails from students commenting on how much they liked the new system. We still have a few problems to work out in that some of the students put the wrong address for the permit to be mailed to. Those permits were returned to us and we simply had the student come to our office to pick up those permits. This accounted for less than 3% of the total number and we will be providing additional information this year regarding the importance of using a correct address.