



# Community Transit Service at the University of Nevada, Las Vegas



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MNTRC Project 1251

June 2017

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Many universities face a parking challenge – not enough parking to meet demand and a lack of available alternatives to driving.

This often places an undue burden on surrounding neighborhoods as students, faculty, and visitors seek available parking around campus and simply building more on-campus parking is not necessarily a desirable option. The University of Nevada, Las Vegas (UNLV) provides parking at various locations on campus, but demand has outpaced supply. This research, conducted in partnership with the Regional Transportation Commission of Southern Nevada (RTC), explores how bus service could be improved at UNLV to meet the needs of patrons, while reducing pressure on campus parking infrastructure. Key research questions include:

***The main reasons for not taking public buses include inconvenience, inflexible bus schedules, and safety.***

- Where should new transit stations be located to provide convenient access for UNLV students, staff, and faculty?
- What should bus headways be for various routes connecting to the UNLV campus?
- What transit station amenities would motivate riders to take the bus service?
- What is the willingness to pay (cost per trip or per semester) by UNLV students, staff, and faculty for improved bus services?

## Study Methods

An online survey using Qualtrics software was administered to UNLV students, staff, and faculty. A total of 1,329 survey responses were received.

## Findings

Responses to the survey revealed several key findings.

- The majority of UNLV students, staff, and faculty use single-occupant vehicles to travel to the campus while 28% use public bus services.
- The main reasons for not taking public buses include inconvenience, inflexible bus schedules, and safety.
- Nearly half of respondents (48%) stated that they would be willing to take the bus if service improved.
- Forty-two percent of respondents stated that they are willing to pay between \$10 to \$15 per semester for bus services, however, half of respondents did not support a per semester fee.
- To sustain the improved bus service proposed in this study, students would have to pay three times more than what they are willing to pay based on survey results.



Source: University of Nevada, Las Vegas.

### Policy Recommendations

The authors recommend the following policy and service changes to increase bus ridership among UNLV students, staff, and faculty:

- Reroute existing buses to reduce walking distances between bus stops and desired campus destinations.
- Introduce new bus routes in areas where a large number of students reside.
- Work with UNLV's student government to develop a campaign to encourage student support for a fee increase to pay for improved bus service.

### About the Authors

Pramen P. Shrestha is an Associate Professor of Civil Environmental Engineering and Construction (CEEC) Department of UNLV. Kabindra Shrestha was a Ph.D. student of Civil Environmental and is now working as a project engineer in Gunda Corporation, which is a Houston based traffic, transportation and civil engineering consulting company. Daniel Gerrity is an Assistant Professor of CEEC Department.

### To Learn More

For more details about the study, download the full report at [transweb.sjsu.edu/project/1251.html](https://transweb.sjsu.edu/project/1251.html)

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