

goDCgo EMPLOYER SERVICES SUCCESS STORY

Supporting Campus Travel Through Creative Mobility Solutions



American University (AU), a student-centered research institute and highly ranked college based in Washington DC, has a vision for sustainability, including a goal to reduce transportation emissions through the adoption of greener commuting options. The AU community is comprised of faculty, staff, and over 13,000 students who travel to the campus daily. AU strives to be creative and forward-thinking to adapt to the transportation needs of the campus.

WHY U-PASS ?

To support the institution's goal to eliminate all greenhouse gas emissions by 2020, various alternative transportation programs have been implemented to reduce vehicle trips to campus. AU promotes walking, biking, carpooling, ridesharing, and public transit by rewarding those who commute sustainably. The U-Pass transit program provides students with low-cost transportation to campus, work, internships, cultural events and entertainment - saving students an estimated \$1,000 a year!

GETTING STARTED

The U-Pass program was implemented after an overwhelming student vote in Fall 2016. Since then, AU has built and expanded the U-Pass program which provides unlimited rides throughout the semester on Metrorail and Metrobus (including express and airport shuttle buses) for all full-time undergraduate, graduate, and law students.



INDUSTRY

Education

COMPANY SIZE

2,500+ employees

13,000+ Students

BENEFITS

Provide students with affordable alternative transportation options.

American University, the first university in the region to implement the University Pass (U-Pass) program, partnered with the Washington Metropolitan Area Transit Authority (WMATA).

COMMUNITY IMPACT

The U-Pass program has increased ecomobility options for students, reduced carbon emissions, and decreased traffic congestion in and around the campus. In just the first year, U-Pass has provided students with more than 1.5 million Metro rides with over 60 percent of trips occurring during off-peak hours. The program has also led to a 10 percent increase in ridership in the Tenleytown corridor where students can hop on the M4 Metro bus to Ward Circle or take the Red Line to anywhere in the city.



LOOKING AHEAD

Transportation demand management is continuously evolving and the need to adapt to emerging technologies are key in managing travel demand. AU sees this as an opportunity to embrace the next generation of mobility, and build innovative programs to provide efficient transportation services to their community members. Moving ahead, AU will be looking for opportunities to improve and expand the U-Pass program. They will increase the number of electric vehicle charging stations on campus, and launch a new carpool platform with bundle incentives including a Guaranteed Ride Home program and designated carpooling spaces. AU is also very excited for the months ahead as it gears up to announce its partnership with a bike-share company that will help its community members get around campus easily.

"We've been able to achieve success for three reasons: flexibility - we offer viable commuting alternatives for our community members; partnerships - we have strong relationships with transportation partners for service delivery; and engagement - we created a strong marketing plan that engages the community." - Dan Nichols, Assistant Vice President, Risk, Safety and Transportation Programs.



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KEYS TO SUCCESS

TRANSPORTATION & SUSTAINABILITY FAIRS

Every year, WMATA brings a Metrobus on campus for students to practice boarding a bus. The fair has served as an excellent introduction for students to engage with public transit for the first time.

U-PASS SCAVENGER HUNT

AU students journeyed across D.C. using Metrobus and rail to find clues and solve transit riddles. Winners received prizes, appraisal from their peers, and experienced various ways to get around the city.

COMMUTE VIDEO

WMATA documented a day in the life of an American University student during their daily commute. The video served as a creative way to advertise the U-Pass program and the cost savings for students.

EASY TRIP PLANNING

Students can plan their trips using the TransitScreenGo app to compare and conjoin with other modes including ZipCar, Metro rail/bus, Capital Bikeshare, and shuttle.