



# 2021-22 UNIVERSITY TRANSIT PASS

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**ALL** Wayne State students and employees ride **FREE** on DDOT and SMART buses, the QLINE streetcar and MoGo bikes





## IMPROVED SERVICE

We have seen big advances in mobility since 2016—including the **QLINE**, **MoGo** and SMART's limited-stop **FAST** routes. In 2019, DDOT and SMART launched a unified payment system, **Dart**, which represented another huge step forward. Dart passes can be used interchangeably on DDOT (city) and SMART (suburban) buses, and the QLINE streetcar.





## OUR ROLE



Wayne State has been an active contributor and partner in expanding mobility options including Zipcar, MoGo and the QLINE. These partnerships are part of the University's ongoing efforts to create a **24/7 campus**. They also help **advance success** by giving students an affordable way to access campus and opportunities across our region.

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A 31-DAY DART PASS IS \$70. THE AVERAGE MONTHLY COST OF OWNING A CAR IS JUST UNDER \$800 (AAA).





# PILOT PROGRAMS

2014-2017	2018-2019	2019-2020
DDOT	DDOT & SMART	DDOT, SMART & THE QLINE
3,000 SEPT. PASSES	1,000 OCT. & FEB. PASSES	250 31-DAY PASSES PER MONTH
ON-CAMPUS RESIDENTS	ALL STUDENTS	ALL STUDENTS
DISTRIBUTED BY HOUSING	DISTRIBUTED BY DOSO & THE W	DISTRIBUTED BY THE W
FUNDED BY DDOT	FUNDED BY DDOT & SMART	FUNDED BY THE PROVOST

DDOT AND SMART GIFTED WAYNE STATE 14,000 PASSES, 2014-19—A \$750,000 VALUE.





# 2019-20 FEEDBACK



I was paying so much for bus passes and living expenses each month that I was ready to take a gap semester just to have enough money to finish [my] clinical experience. When my friend told me about the bus pass program at The W, I was over the moon. I really owe it to you all that I'm able to finish getting my teaching certificate this Winter semester, for helping me with food, and now with the transportation I so critically needed. Thank you so much for this incredible program.

- Anonymous , Dec. 2019



THE W DISTRIBUTED AN AVERAGE OF 234 PASSES PER MONTH, NOV. 2019 - MARCH 2020.  
THE INITIAL FEEDBACK WAS OVERWHELMINGLY POSITIVE.





# 2021-22 PROPOSAL



## A TRUE UNIVERSITY TRANSIT PASS

ALL Wayne State students and employees ride FREE on DDOT and SMART buses, the QLINE streetcar and MoGo bikes





# PROPOSAL OVERVIEW



ESTIMATED MAXIMUM COST: \$600,000

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## ELEMENTS:

- Unlimited DDOT, SMART & QLINE rides (\$550,000)
  - Unlimited annual MOGO passes (\$10,000)
  - A new MoGo station outside MISB (\$30,000)
  - Marketing (\$10,000)
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FUNDED BY A PORTION OF THE STUDENT SERVICES FEE AND A REDUCTION IN SHUTTLE SERVICE.  
PRE COVID-19, WAYNE STATE SPENT APPROXIMATELY \$500,000 A YEAR ON SHUTTLES.





# PROPOSAL DETAILS



## ELEMENT: UNLIMITED DDOT, SMART & QLINE RIDES

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### DETAILS:

- A single fare is \$2.00. A 31-Day Pass is \$70.
- We are exploring flat fee and pay-as-you-go pricing models with providers.
- Pre-pandemic, we estimated students and employees would take 375,000 trips in an academic year at a cost of \$750,000. This estimate is likely not an accurate indicator of ridership in 2021-22, so, we will use next year to establish a new baseline.







# PROPOSAL DETAILS

## ELEMENT: MOGO ACCESS

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### DETAILS:

- A 10-minute ride is \$3.50. An Annual Pass is \$90.
- For \$10,000, MoGo will provide Wayne State with unlimited Annual Passes.
- For \$30,000, MoGo will install a Standard Station with 11 docks outside MISB.
- The ride from main campus to MISB on a MoGo bike is 10-minutes.





# PROPOSAL DETAILS

## ELEMENT: MARKETING

### DETAILS:

- Possibilities include:
  - Digital and printed pieces distributed across campus;
  - Partnership advertising on DDOT buses; and
  - Informational bus stop ground clings (pictured) near DDOT, SMART and QLINE stops.





## FINAL THOUGHTS

- DDOT, SMART, the QLINE and MoGo are a good alternative to our campus shuttles.
- This is a logical extension of our 24/7 campus and student success efforts.
- Nearly 140 colleges and universities, including UM and MSU, already offer u-passes.
- By investing now, Wayne State can help ease pandemic-induced financial stress on students and employees and be a leader in our region's recovery.

