

# Moving America

## HOW SHUTTLES ACCELERATE TDM STRATEGIES for Workplaces, Campuses and Communities



Shuttles are an invaluable part of the mobility ecosystem, supporting transportation demand management (TDM) goals outlined by the Association for Commuter Transportation for “trip reduction, increased mobility, improved access, and environmental benefits.” They’re fantastic alternatives to driving alone, complementing other benefits such as: transit passes, vanpool, carpool, scooters, bike programs, electric vehicles and hybrid/telework programs. Here’s what we learned from the Shuttle Council’s 2023 Survey and case studies from the ACT community.

### Driving Economies

Shuttles facilitate effective TDM strategies by offering safe, reliable, sustainable access to employment, education, services, and more, while improving public transit access with first-/last-mile connections.

### Cultivating Public/Private Partnerships

Behind these systems is a diverse network of innovators leading the way: transportation operators, tech firms, service providers, OEMs, employers, universities, consultants, and public entities, such as transportation management associations (TMAs), DOTs, RTAs, MPOs, and transit agencies.

Find the Shuttle Council’s 2023 Shuttle Survey presentation on ACT Member Connect at [www.actweb.org](http://www.actweb.org)

**50-60**

### Solo Cars Replaced by 1 Shuttle



1 commuter shuttle removes 50 or more cars from the road (as many as 80 for a double decker bus!)

**70%**

### Cited Sustainability as the #1 Reason for Shuttles



Other reasons survey respondents implemented shuttles: #2 attract & retain workforce, #3 compliance (tied with productivity), #4 tenant services, #5 parking restrictions

**>60%**

### of Shuttle Programs are Self-Funded



In addition to private sponsorship, creative funding solutions also include contributions from other organizations, government/military and riders

**>70%**

### Outsource Shuttle Driving or Maintenance (tied)



Organizations also outsource shuttle management (30%), while some run shuttles in-house (no outsourcing) (<20%)

**24%**

### of Shuttle Fleets are EV...and Climbing



Share of fleet is up from 17% in the 2022 survey

**80%**

### Offer Riders Real-Time Departure/Arrival Info



Plus a wide range of digital services enhancing the rider experience, including mobile apps, online trip schedules, alerts, wi-fi and shuttle location tracking.

Case studies on back



# SHUTTLES IN ACTION

## Washington University in St. Louis

Washington University in St. Louis, a speaker at ACT's 2023 conference, outsourced its campus shuttle operations to enhance reliability and efficiency of transportation services for students, faculty, staff and visitors. The project, which serves its Danforth campus and School of Medicine, involved transitioning to an EV shuttle fleet. The program has generated praise for supporting the university's sustainability goals and serving as an electrification success story featured at university events and community Earth Day festivals.

The university adopted a new suite of technology tools to provide riders with a more seamless and convenient experience for shuttle location tracking, real-time shuttle updates and arrival times, ability to set custom notifications for arrivals and delays, trip planning and more. Learn more at <https://parking.wustl.edu/campus-shuttle-system/>



## Mission Bay Transportation Management Asso. San Francisco

Mission Bay Transportation Management Association (MBTMA) in San Francisco, California, provides free local shuttle services connecting BART, SFMTA and CalTrain transit services to local companies and institutions. They operate ten shuttles on four routes during commute hours Monday - Friday, with over 20,000 trips taken per month.

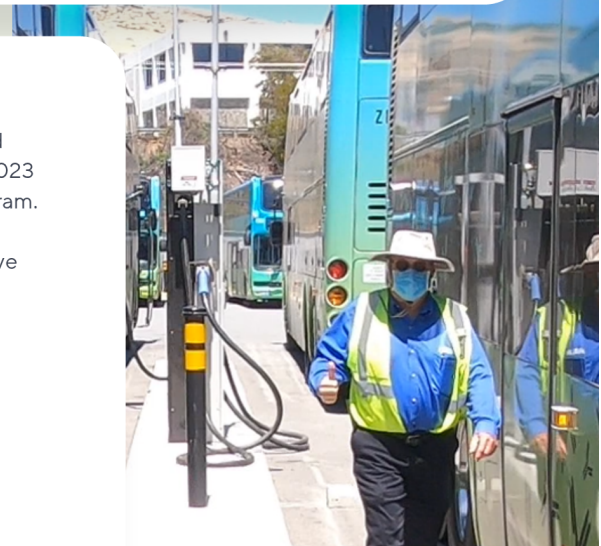
The MBTMA is funded by private commercial and residential property owners. Services are open to all, but MBTMA need detailed ridership data for reporting and service optimization, and real-time shuttle location services for riders. They also needed to integrate with the SF Municipal Transportation Agency's [Commuter Shuttle Program](#), requiring integration with the SFMTA API to provide real-time information such as operator number, shuttle placard number, vehicle location, stop ID, and vehicle occupancy. Adopting new technology has achieved these ambitions. Learn more at <https://www.missionbaytma.org/>.

## Genentech Oyster Point/South San Francisco

Awarded ACT's *Best Overall Commuting Program* in 2021, Genentech's electrified gRide employee shuttles and other commuter programs were featured at ACT's 2023 Conference and numerous webinars as one of the most successful employer program.

Traffic congestion and a lack of direct transit service created an opportunity to serve thousands of people traveling to and from the campus each week. Programs addressed three goals: sustainability, employee productivity and well-being.

- Shuttles to and from public transit stations and ferry terminals
- Long-haul motorcoaches
- Vanpools and private ferry service
- Carpooling, biking, walking, and transit reimbursements
- Innovative shared shuttle program with neighboring businesses
- Strong support for community programs



ACT's Shuttle Council provides a forum for members to build alignment on shared issues, expand awareness, discuss future trends, and advance policies that support shuttle operations as a mode of commuter transportation and an impactful TDM strategy. <https://www.actweb.org/shuttle>