

Creating a Transit Culture at GVSU:

- Creating a culture of transit begins with campus tours. Students and parents see the bus on campus and are informed that you do not need to bring a car to campus.
- At orientations parents and students are told again that bus ridership is free and there is not a need to bring a car to campus.
- To encourage people to ride the bus, riders were given incentives – coupons, treats, etc.
- Student senate placed flyers in mailboxes to encourage bus ridership.
- Set up an email account for the bus to effectively route bus questions directly.
- Implemented a “Frequently Asked Questions” page on GVSU bus website to share commonly-asked questions.
- Generated a “How to Get There from Here” form on the bus website to submit a question on bus route planning. Operations staff takes the addresses submitted and creates a custom step-by-step route to send to the rider.
- GVSU catalog has entire section dedicated to shuttle service and alternative transportation options.
- GVSU Graduate Programs guidebook has entire section on shuttle service and transportation.
- Transportation feature in GVSU Student Life’s publication, “Do Something Guide”.
- Transit advertisements placed annually in the “Lanthorn,” the GVSU on-campus newspaper.
- Produced exterior bus signage to encourage people to ride the bus.
- Have promoted the bus by having “Louie the Laker” mascot ride the bus.
- In 2003, the only way you could tour the new building was by riding a bus to the tour.
- Annual email sent to each student, faculty, and staff member each August encouraging people to leave cars at home.
- Students were required to ride the bus as part of a freshman seminar class.
- We regard transportation as a benefit and present at orientations, including new-staff orientation and for academic programs holding classes on the hill.
- We work with student senate to hold dialogue on transportation issues and promote transportation.
- We use social media to create awareness of the bus service and other transportation options. GVSU bus program has Facebook, Twitter, and Instagram accounts, as well as the website.
- We conduct annual surveys sent out to entire GVSU community. This helps us look for ways to better enhance service and gives our riders a chance to tell us how we’re doing.
- During the second week of Fall classes, we staff a table at Campus Life Night to promote the bus. We give away multiple imprinted items - typically some type of drawstring backpack and collectible buttons. We hand out 4,000-5,000 bags per year at this student event.
- We commission and post bus ridership videos to encourage and instruct students to use the bus. These videos are usually meant to appeal to the student population and to stay relevant.