

*Client: Clemson University*

*Location: Clemson, SC*

In late 2006 through 2007, CTG was part of the consultant team responsible for Clemson University's first Parking and Transportation Master Plan (PTMP). The plan consisted of a supply/demand analysis and transportation system analysis; a parking and transportation master plan; and a financial model for implementing future programs addressing parking, transit, and transportation demand management needs.

CTG was responsible for the transit analysis and recommendations in the PTMP, with work tasks that included:

- Collection of detailed ridership data by performing a Ridecheck survey of weekday, Saturday, and Sunday trips, including route-level boardings and alightings and vehicle loads;
- Profiles of the existing community and campus transit routes, documenting operating characteristics, ridership, and findings from the ridecheck survey;
- Recommendations regarding routes, including span of service adjustments, route revisions, and new campus circulator options to complement the parking options under consideration;
- Packaging of route recommendations into seven scenarios and preparation of 10-year cash flow projections for input into the plan's overall financial model; and
- A revenue allocation analysis to provide the University with a clear understanding of how the dollars it pays for transit translates into the service it receives.



In 2009, the consultant team responsible for the 2007 PTMP was again retained to assist the university with an update of the plan, in an effort to develop a more constituency-based plan that meets the needs of the campus stakeholders in 2009 and beyond. The consultant team facilitated a series of visioning sessions to ensure the goals/objectives and priorities of the campus leadership and stakeholders were clearly established. CTG also provided guidance to Campus Planning staff in the conduct of a ridecheck survey of the existing on-campus circulator route.

In early 2010, CTG initiated the development of on-campus transit service scenarios. Representatives from two committees participated in a series of meetings to develop a range of transit alternatives, for which CTG developed operating statistics with various peak bus requirements and associated frequencies. The various alternatives were then vetted through a consensus building process to identify a preferred alternative. CTG recommended minor modifications to the two fixed routes in the alternative and developed an operations plan, including schedules. Clemson University has moved forward with implementation of demand response evening service operated by the University, and is currently working with Clemson Area Transit towards the implementation of the on-campus fixed routes.