

SHUTTLE SERVICES

Mission

Shuttle Services provides safe, convenient and affordable commuter services to OSU students, faculty and staff.

Vision

Shuttle Services unit will:

- Be recognized as a premier provider of transportation services with a positive attitude, unparalleled speed and uncommon efficiency; and
- Capitalize on new technologies and service applications to meet the evolving transportation needs of our customers.

Core Values

Excellence - We seek excellence in all our endeavors and we are committed to continuous improvement.

Intellectual Freedom - We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity - We are committed to the principles of truth and honesty and we will be equitable, ethical, and professional.

Service - We believe that serving others is a noble and worthy endeavor.

Diversity - We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of our resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Increase student access among the OSU campuses through an enhanced transportation system.

Critical Success Factors:

- Maintain at least 4 fifty-six-passenger buses to accommodate Tulsa and Stillwater growth
- Focus on increasing the number of riders between the midday hours
- Identify number of students commuting from Oklahoma City and Edmond to Stillwater
- Identify number of students commuting from Okmulgee and Tulsa
- Conduct survey of commuting students to determine interest in and need for expanded shuttle runs
- Establish a bus schedule to address existing traffic patterns
- A shuttle run will be initiated between Oklahoma City and Stillwater
- Annual number of riders will exceed 50,000 passengers
- Charter revenue will increase by 50% over the 5-year period

Objectives:

Objective 1.1: Through a collaborative partnership among OSU agencies, we will expand the number of riders between the OSU campuses.

Strategies:

- The fleet will be expanded through federal grant opportunities to accommodate Tulsa and Stillwater growth.
- We will focus on increasing the number of riders between the midday hours.

Objective 1.2: We will determine the feasibility of the expansion of the shuttle service to include a run between Stillwater and Oklahoma City.

Strategies:

- We will identify the number of students commuting from Oklahoma City and Edmond to Stillwater.
- We will identify the number of students commuting Okmulgee to Tulsa.
- A survey of commuting students will be conducted to determine interest in and need for expanded shuttle runs.
- A bus schedule will be established to address existing traffic patterns.

Objective 1.3: Special charter opportunities with OSU agency and affiliate partnerships will be expanded.

Strategies:

- Charter opportunities will be identified for the system and actively marketed to charter groups.
- Alumni groups will be targeted for game day charters.

Objective 1.4: Existing institutional resources will be leveraged among campuses to become the carrier of choice for the OSU athletic department.

Strategies:

- A business plan will be developed to identify the current revenue and expense for all chartered trips.
- We will demonstrate the fiscal advantages of maintaining charter revenue within the OSU family.
- We will determine the feasibility of acquiring specific buses for the athletic program in a long-term strategic partnership.
- A long-term contract will be formulated as exclusive provider.

Goal Two. We will increase student access to OSU by removing economic and transportation barriers to enrollment.

Critical Success Factors:

- A passenger terminal will be constructed prior to 2009
- The shuttle fleet will expand to 7 buses

Objectives:

Objective 2.1: A facility will be developed to serve as a bus terminal for park and ride students.

Strategies:

- We will develop a federal grant proposal to the Department of Transportation for the construction of a terminal facility.
- We will develop a design combining a bus terminal and parking facility.

Objective 2.2: Potential drivers will recognize us as the employer of choice.

Strategies:

- We will develop a recruiting plan for full and part-time drivers.
- We will provide incentive pay for drivers on athletic and other charters.

Objective 2.3: A capitalization plan will be developed for the replacement of existing and new fleet.

Strategies:

- We will identify the useful life on the entire bus fleet.
- A reserve for replacement financing strategy will be developed to provide for adequate recapitalization of the fleet.
- Long-range capital needs will be determined for the expansion of the fleet.