

University & College Focus Group Notes

Friday, June 23rd, MSU Wiecking Center, Conference Room 221, 10:00-11:00am

Barriers to Riding the Bus

- ◆ Routes don't go where they need to go
 - Walking might be faster than the bus if the routes aren't direct
- ◆ Schedule
- ◆ People don't know how to ride the bus
- ◆ People are dependent on their cars
- ◆ Accessibility of the schedule
 - Where to find it
 - How to read it
 - Some routes aren't very direct, so it's challenging to understand where they go
- ◆ Intimidating
- ◆ Overcrowded buses
 - Especially at 8:30am

Issues or Challenges with the Current Bus System

- ◆ The white buses are very loud
- ◆ International students don't have ID before semester starts
- ◆ There aren't enough service hours between Mankato and North Mankato
 - South Central College had to cancel its international student program due to the poor transit service
 - The current gaps in service between Mankato and North Mankato are an issue
- ◆ Campus Express doesn't run late enough on Fridays
- ◆ Sunday service would be very beneficial
 - Walmart and River Hills Mall
 - Late morning to early evening
- ◆ Route 4 no longer operating on Sherman Street is an issue
- ◆ There are not enough shelters
- ◆ There is a lack of service to the industrial park
- ◆ North Mankato service would open housing options for students
 - Improved service between Mankato and North Mankato would also open housing options in Mankato for SCC students
- ◆ There currently isn't service to the Hubbard Building
- ◆ Service lacking a couple weeks before the semester starts

Opportunities for New or Improved Service

- ◆ Service to New Ulm
- ◆ Service to the new dining center at MSU
- ◆ Wifi on buses would be appreciated by many students
- ◆ Add charging stations on buses
- ◆ Service to Sibley Park
- ◆ Service to other recreational opportunities
 - Hiniker Park
 - Spring Lake Park

- ◆ Improved frequency on Saturday would be much appreciated by students
- ◆ Seats on the blue buses could be cleaned more or replaced with vinyl seats
- ◆ Providing rides on campus even without Mav card available
 - Mav card could be integrated in a mobile app
- ◆ Add different colors/wraps on buses & something to look at inside the bus
- ◆ Show photos of students on buses

Transit Information Availability and Accessibility

- ◆ People have trouble finding the transit website
- ◆ It would be nice to have information for all routes on one map
- ◆ It is challenging to print the maps on the transit website
- ◆ Mobile app would be very beneficial
 - Can update information
- ◆ Bus map complicated to read
 - DC Metro map is easy to read
 - Straight, simple, streamlined route lines would be very beneficial
- ◆ Confusing regarding where the bus stops
- ◆ Visual map on the bus would be helpful
- ◆ Create a video for how to read schedule & ride the bus
- ◆ Create video news & updates (short 2-3 minutes)

How to Engage Students, Staff, and Faculty Regarding the Transit System

- ◆ Surveys
 - Electronic
 - Send out through smaller channels
- ◆ Go to South Central College
- ◆ Engage the Student Senate
- ◆ Host an open house bus day
 - Learn how to ride
 - Free to ride
 - Get stamps along route
 - Coincide with a big event
- ◆ Rotating images or screens with updates on the buses