

# Comments about BruinGO from UCLA Students, Staff, and Faculty

April 22, 2003

The Institute of Transportation Studies is evaluating BruinGO, UCLA's program with the Santa Monica Blue Bus to provide fare-free rides for all students, staff, and faculty. In response to our request for comments on BruinGO, the Institute has received more than 1,600 e-mail messages.

The comments have suggested several issues to examine in evaluating BruinGO. Users say that BruinGO: (1) reduces the demand for campus parking, (2) provides financial aid to students, (3) makes public transit more convenient, (4) improves students' access to the community, (5) provides environmental benefits, (6) increases housing options for students, and (7) serves university business trips. To illustrate these issues we will consider in evaluating BruinGO, we have extracted the attached comments from the e-mail messages sent to us by many members of the UCLA community.

This request for comments was distributed on the Blue Bus and by e-mail:

## ***BruinGO!***

Soon UCLA will have to decide whether or not to continue the fare-free program with the Blue Bus.

The UCLA Institute of Transportation Studies is evaluating BruinGO,  
and we want to know what you think.

How has BruinGO affected you? Does it ...

reduce your need for a car?

improve your access to campus?

reduce your cost of attending college?

improve your college experience?

increase your access to cultural opportunities?

Do you think UCLA should continue BruinGO?

Please email your comments and suggestions to

UCLA Institute of Transportation Studies **its@sppsr.ucla.edu**

with a cc: to Transportation Services **bruingo@ts.ucla.edu**

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## Support for BruinGO

### STUDENTS

“This year, when I found out that UCLA had made it free for students to ride the Big Blue Bus, I had a change of opinion of a school that charges for everything, from Web Pages to Van Rides, and I thought that UCLA was really thinking about the STUDENT for once. But upon reading of the extreme possibility that Stocki will shut the program down I feel nothing but anger and frustration. If this program is withdrawn, then it not only rejects the student, but it tarnishes a school that IS great, but seemingly only caters to the wealthy. Make me believe it doesn't.” (1)<sup>1</sup>

“I thought it was a noble idea for UCLA to fund student bus fares because it indicated a concern on behalf of the campus parking/transportation services to accommodate those students who are either unfortunate enough to not receive a parking permit, or those who cannot afford quarterly parking fees.” (24)

“Of my entire five years at this school, this is REALLY the most influential program that has had any effect on my academic career at UCLA.” (69)

“I think this is UCLA's first real effort at showing that they care about students and the environment more than automobiles and unsightly parking lots.” (126)

“Overall, [BruinGO] has made our college experiences much more fulfilling by allowing us to live more affordably, conveniently, and comfortably.” (146)

“I think that [BruinGO] is a great service that UCLA is providing to its students and faculty and it is much appreciated.” (154)

“The BruinGO program is one of the smartest things UCLA has done in years. With this program, I feel UCLA is finally showing it cares for students.” (159)

“I feel [BruinGO] is a great system befitting a university of such reputation as UCLA, and should be continued.” (163)

“As a 4<sup>th</sup> year student, [BruinGO] has been one of the best commute-related programs I've seen, even better than building new parking structures.” (201)

“I completed my undergrad degree at UC Santa Barbara. Because of their agreements with the local bus company, I was able to live fairly car-free during my four years there. I was very pleased to discover that UCLA was starting something similar when I first began attending in September 2000.” (214)

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1. The number in parentheses following each quotation identifies the e-mail message from which it is taken. The e-mail messages are numbered sequentially in the order received.

“I strongly believe that UCLA should continue the BruinGO program. I personally know many students who rely on the program and would have decreased opportunities to see parts of this city if the program was canceled next year.” (239)

“I believe BruinGO is a wise and efficient program that helps UCLA to accommodate its students’ transportation needs while promoting public mass-transit solutions for an increasing populous LA community.” (241)

“[BruinGO] is the best policy introduced at UCLA in the 2.5 years I’ve been here.” (253)

“[BruinGO] has made a huge, positive difference in my education, and I don’t know what I’d do without it.” (256)

“I like the idea that I won’t be stranded somewhere without my car or change for the bus.” (262)

“I barely drive my car anymore! It’s great!” (281)

“. . .the program has had other merits beyond reducing the numbers of people wanting parking permits: it’s environmentally-friendly and student-friendly, and I hope Parking Services can manage to look beyond the tyranny of permit-demand numbers.” (281)

“Most big schools have a similar arrangement. I think it is only fitting that UCLA continue with the BruinGO program: it is extremely convenient and speaks volumes of the social consciousness of those making decisions on campus.” (283)

“I think it would be a big mistake NOT to continue with the students’ ride free program. . .I use the bus every day and I find it to be a huge advantage to getting to campus. It saves me a ton of money, not only in gas, parking, and maintenance of my car but in time. While riding the bus, I can study and relax and not waste my time searching for parking or battling traffic.” (305)

“Keep UCLA at the forefront of correct urban living. Keep BruinGO!” (308)

“After attending and visiting other universities with progressive bus systems (Kent State University, University of Virginia), I am now proud that UCLA is finally catching up.” (324)

“The BruinGO program does not encourage commuters to not apply for parking, it merely offers them an alternative to when parking is denied. Success should be based on the number of users actually taking advantage of the service.” (329)

“The Bruin Blue Bus ‘free’ rides is the best thing that has happened to UCLA transportation in a long time, and I sincerely hope it will continue.” (336)

“Please don’t discontinue [BruinGO]! Give it a chance. Parking here will NEVER improve. This is the ONLY viable alternative.” (378)

“I’ve only recently started using the system to get around Westwood, and I really regret that I didn’t use it sooner.” (379)

“Since the program started, I have felt that the university is concerned with the transportation problems of all its students—it promotes a sense of community. These are important benefits that should be taken into consideration.” (380)

“Please do not give up on this worthwhile program. I have talked to so many students who have discovered what a great resource the bus is as a means of getting to school, and it is also an important statement from the University of California to promote use of public transportation to alleviate the negative environmental impact of single-driver commuting.” (397)

“Free bus programs educate students—many of whom would never otherwise have considered exiting their beloved automobiles outside of a parking structure or valet stand, it benefits the surrounding community by bringing those students into its shops and restaurants, and it is simply a responsible thing to do in a city where smog and traffic congestion are defining ills.” (411)

“This program has allowed our family to save money, alleviate our need for parking, decreased the amount of traffic around UCLA, and given us access to cultural areas throughout the greater Los Angeles area.” (414)

“I used to drive to school everyday, but now I take the bus. I also take it to and from the airport, and other places as well. Not everyone around here has a car, and I can’t believe how long its taken for UCLA to institute a program like this.” (447)

“Hell yes, I ride the bus. With the complete lack of parking, it is often the only way for me to get to school.” (530)

“I do have a parking permit but since I share one car with my spouse, free rides on the bus are important to me on days that I cannot drive.” (536)

“Having the Big Blue Bus shows that UCLA is committed to their students and understands how difficult and expensive parking is in Westwood. Public schools are often seen as big and uncaring, where every student is simply a number. UCLA is making a statement that this generalization is not true by instituting the bus service.” (555)

“[BruinGO] makes me feel proud to be a Bruin because it is great to know the school is making an effort to save energy, help the student, and solve the horrendous parking problems on campus.” (614)

“[BruinGO] saved my life. I really appreciate all of your work to improve students’ lives.” (625)

“Look at it this way . . . by subsidizing parking, UCLA is providing a benefit to a handful of students . . . by subsidizing the BruinGO program and expanding it to include other transit systems, UCLA is providing a benefit to the entire campus community.” (646)

“I use [BruinGO] everyday I come to campus and I have been very pleased that UCLA had the vision to pilot this program.” (665)

“UCLA should be vocal and innovative in bringing an end to the horrific transportation problems here. Congratulations on BruinGO.” (718)

“I find myself more willing to study on campus and experience campus life since I don’t have to worry about the expense or the availability of parking.” (727)

“BruinGO is great! It’s the best thing this school has done for students since . . . this is the only thing this school has done for students!” (777)

“[BruinGO] has not only reduced the expense of attending college but has also improved the entire experience of being a student at UCLA as one gets to meet more people from different departments.” (787)

“If there was no bus service I would be screwed.” (799)

“I would like to commend UCLA Transportation on starting the BruinGO programs. It has made access to campus cheaper and transportation within West Los Angeles altogether much easier.” (819)

“Having moved closer to school this year, my decision to not apply for parking was primarily based upon the BruinGO program.” (822)

“My friends at other local colleges are jealous of [BruinGO].” (823)

“BruinGO have me the incentive to try the bus lines (which I should have been using anyway) to campus from Santa Monica.” (827)

“Although I do have a car and since I am in my 8<sup>th</sup> (and last!) year of graduate school, would ostensibly get a parking permit, I did not apply for one because I knew about the Big Blue Bus project and do not believe in driving when public transport is readily available.” (869)

“UCLA should do as much as possible to support the use of public transportation. Subsidies for those who use the bus are excellent.” (870)

“I definitely see that the BruinGO program fits into the long-term objectives of the Parking and Transportation Services. This fact cannot be understated.” (878)

“BruinGO has been a wonderful way to meet and connect with other students during the ride.” (886)

“[BruinGO] saves me money, shortens my commute, and keeps me from fuming when I see the ‘Lot Full’ sign up at the parking kiosks. Keep it up. BruinGO is helping me a lot.” (893)

“The BruinGO program has definitely made coming to UCLA more rewarding.” (896)

“Using the Big Blue Bus to travel to campus everyday has definitely improved my college experience. I don’t have to tax UCLA’s limited parking situation by being one more person to ask for a space. I hope students’ opinions and experiences are being weighted. After all, we are the travelers and the ones using the campus and paying tuition.” (900)

“[BruinGO] has made living in L.A. a lot more flexible for me . . . in a larger sense this program enhances the well-being of the west side community. Adding more cars only increases congestion.” (903)

“I started out trying to ride my bike to campus and nearly got hit several times. And bike parking is not everywhere that you need it. When I heard about the program, I started using the Santa Monica bus. I wouldn’t take the bus if it weren’t for BruinGO.” (926)

“I am a big fan of BruinGO! It has enabled me to spend more time on campus, save some very needed money and have more free time to read, rest, and generally relax on the bus.” (928)

“BruinGO is one of the things that will make me sad to graduate!” (929)

“I utilize [BruinGO] daily. It makes my early morning commute much easier, and my experience at UCLA much more hassle-free.” (939)

“The availability of blue buses has made my life easier and I sold my car.” (940)

“BruinGO is one of the most beneficial programs at UCLA. I probably only fill up with gas about once a month! I am living proof that [BruinGO] works, and I personally know lots of students who are thankful every day for free bus rides!!!” (941)

“I ride [BruinGO] to and from school when the weather is too bad for me to ride a scooter.” (947)

“On my daily trips to and from campus, I often hear people say what a blessing the BruinGO program has been.” (1013)

“If UCLA decides to end [BruinGO], the University must come up with some alternative ways for students to get to campus.” (1017)

“I think UCLA is out of its mind if it thinks that a few million dollars is too much in subsidizing the future health of the campus and community by keeping people out of their cars and onto the more ultimately efficient means of transport.” (1023)

“Considering the parking problem at UCLA and the fact that a permit is also needed to park at night and on the weekends, this program is the best option they can provide.” (1025)

“I can only say that for me it just doesn’t make sense that UCLA is considering removing one of the few things that really works regarding traffic and parking problems - and no, more parking lots won’t improve the situation.” (1033)

“I’ve never driven to campus since the BruinGO program started.” (1038)

“I don’t have to take out my car until Friday nights.” (1039)

“I was delighted to use the bus service over Christmas break - in fact it was essential for me because I had torn my ACL in a skiing accident.” (1042)

“Since [BruinGO] began, I only drive to campus in emergencies, once every two or three months.” (1044)

“Whenever I ride the bus it is full of other students making me feel safe.” (1051)

“My car broke down twice, and it got stolen (I have a police report for proof.) I had to take the Blue Bus to get home.” (1052)

“I can meet a lot of friends on the bus. That’s really fun.” (1056)

“I am a first year graduate student and I do not have the words to adequately describe how wonderful it is to have a free transportation system available to me. I’ve convinced my new roommate to do the same.” (1057)

“Believe it or not, friendships begin to develop when I see the same people taking the bus with me every single day.” (1079)

“As an international student at UCLA, I have found it extremely reassuring and welcoming to be able to negotiate the landscape of Los Angeles with the help of BruinGO. I arrived in L.A. in September and -- not having a car, nor the means with which to get around the city -- BruinGO facilitated the process of getting to know the city and the UCLA campus.” (1101)

“As someone who supports the university’s efforts to be connected to the city in a substantive way, I believe that this shared dependence on the public transportation system contributes to good relations with the local community - in particular to the working class population of the city that UCLA makes every other effort to recruit.” (1102)

“I understand that the BruinGO system actually saves money for the school as well in that it is much cheaper to underwrite free bus transportation than it is to construct more parking structures.” (1110)

“You who decide whether to allocate funds to the \$23,000 parking spaces or to much more cost-efficient programs like BruinGO will be instrumental in shaping the attitudes of UCLA citizens toward commuting --- shaping those attitudes FOR LIFE, because once people realize that the alternatives can



work for them in a convenient and inexpensive way, they will continue to look for alternatives after leaving UCLA.” (1114)

“A public institution of the significance and world-wide stature of UCLA has the responsibility to take a leading role in making responsible decisions concerning our collective future.” (1139)

“Giving students free bus rides is probably the best idea UCLA has ever come up with. Any rational human being would make the right choice, unless the decision maker is someone who does not care at all about the plight of the students or the air in Westwood.” (1146)

#### FACULTY AND STAFF

“Please give this program more time for the UCLA community to adjust their lifestyle.” (58)

“I plead for UCLA to give the program at least a full year before deciding whether to cancel it.” (110)

“Please continue this service next year, and hopefully for many years, because many people are taking advantage of the service and leaving their cars at home.” (147)

“This is one of the few really useful perks we receive and it should be continued.” (178)

“Because of incredible demands on such few spaces, the university should continue to offer sound and attractive on-campus parking alternatives such as BruinGO.” (353)

“I have been a campus employee for almost 19 years and think BruinGO is one of the best perks I’ve ever received while working here.” (429)

“I am a new UCLA employee and have been very impressed with the support of public transportation and alternative means of transport at UCLA.” (421)

“I personally think this program is one of the best that this university offers..I have been using the bus since the very first day of [my] employment. . .Before I started working here at UCLA, I had never ridden the bus, now I can’t imagine not riding it.” (426)

“As both a UCLA alumna and now a staff member, I want to express that the BruinGO project is one of the best things UCLA has had to offer in all my years here.” (428)

“Since the beginning of October I have canceled my parking permit and I rely on the Blue Bus. I am relieved not to have to worry about driving and parking, and the convenience of not searching for the right change when getting on the bus is appreciated.” (545)

“BruinGO is the perfect idea all the way around. I believe BruinGO is a fabulous idea and I certainly hope it will stay in place and even be expanded beyond the Big Blue Bus.” (685)

“I applaud UCLA’s move to think of alternative solutions to private transportation and more parking structures. I highly encourage UCLA to continue to pursue strategies for solving parking and traffic congestion problems that help students make the right choice of public transportation over private transportation.” (712)

“I am highly dependent on [BruinGO] and could not continue if it was not provided.” (918)

“I take the bus 2 days a week (to my office building on Sepulveda and Santa Monica) when parking is restricted because of street cleaning. I believe that taking the bus enhances my productivity, and it definitely improves my frame of mind and quality of life. This privilege makes me feel like UCLA cares. It is a great employee benefit.” (945)

“The BruinGO has been one of the best things that UCLA implemented and I do hope this system continues!!! Having gone to school and worked at UCLA for almost 13 years, this is the one thing that I highly commend UCLA for having done.” (975)

“I was somewhat in disbelief when I first heard of the program - it sounded too good to be true. In this day and age, with the cost of everything increasing higher than the cost of our raises, I thought this was a wonderful program to institute because it helps students and alleviates congestion in Westwood. I also like the fact that this is a small program that benefits so many. This is a great service for the community and I cannot say enough good things about it. Its also amazing how many uses the BruinCard has.” (1000)

“I am a UCLA staff member who has commuted to UCLA using buses for more than twenty years. I think that the BruinGO program is terrific.” (1007)

“I am a UCLA staff member who does not drive. I cannot begin to tell you how very convenient this program has been for me during this trial year . . . no fumbling for tokens . . . and the fact that UCLA is paying for it is a REAL BONUS. I have been a member of the UCLA community since 1984 (first as a student and then as an employee) and this is the FIRST time that UCLA has ‘done something nice’ for its employees. What a great ‘pat-on-the-back’ and ‘bonus’. UCLA really doesn’t do anything like a ‘Christmas bonus’ or ‘profit sharing’ like most of my friends receive each year - so I look at this as mine for this year!” (1012)

“YES, [BruinGO] has reduced my need for driving to work!!! PLEASE don’t eliminate this program!!!! As a UCLA student I lived in Pasadena and had to commute. Ever since I got a job at UCLA, I have moved to the westside and love the fact that I can just ride the bus to UCLA!!!! Please don’t eliminate this program!!!! AUGHHH!!! Please, please, please . . . It has reduced my costs, it has increased my love of UCLA, it has been nothing but wonderful for me . . . please, don’t eliminate the program . . . PPPPLLLLLLEEEEEAAAAASSSSSEEEEE!” (1058)

“I believe that [BruinGO] enhances the diversity of the UCLA community. UCLA, as an equal-opportunity employer, strives to employ people from a wide variety of socioeconomic backgrounds. UCLA is located in West Los Angeles and is surrounded by affluent communities such as Westwood,

Brentwood, Beverly Hills and Bel Air. Many of UCLA's staff and students cannot afford housing in these exclusive neighborhoods, and therefore must commute from areas such as Mid-Wilshire, Koreatown, Culver City, Palms, Santa Monica, and Venice. The BruinGO program allows the residents of these lower socioeconomic areas increased access to the UCLA campus, and consequently it increases the overall diversity of the campus." (1314)

"I have commuted to the campus since 1946 on a bicycle. I applaud your efforts to get our overweight and indolent faculty and students out of their one-occupant autos!" (1369)

"I am the parking coordinator for the department of nursing and I think [BruinGO] is a great program. We tell staff about it and they seem excited. I think if you added Culver City that would make it even better." (1374)

"I don't come in as stressed out in the morning because I don't have to deal with traffic in the morning or the afternoon." (1379)

"BruinGO is the best thing that ever happened to facilitate better access to UCLA campus and clinics." (1397)

"The implementation of [BruinGO] this year makes me much more satisfied that UCLA is trying to solve or at least ameliorate the parking situation on campus." (1414)

"Those responsible for the program should be congratulated." (1533)

"I don't use the bus system. I don't live in the area of the Blue Bus. [BruinGO] has affected me in one area - parking is more accessible because I don't have to compete with other employees needing parking." (1534)

"I applaud any chance to reduce the parking crunch around here. I simply detest stack parking." (1553)

"I think [BruinGO] is a great idea, a terrific goodwill generator." (1567)

"Congratulations for such great ideas on improving life at UCLA." (1582)

"I grew up on the West Side, and the Big Blue Bus system has always been the best run, most convenient and best value of the area bus systems." (1587)

"I did not really want to come to UCLA because of dealing with traffic (it's a nightmare around 5pm) and when I was offered BruinGO and encouraged to take the bus I said GREAT! This saves me expense and time and plenty of stress relief!" (1598)

"In my eight years here (as student and staff) [BruinGO] is one of the best ideas UCLA has implemented." (1611)

“This program is a very smart and positive alternative to many of the problems we as staff, students, and faculty experience with the parking, traffic congestion, and all the other transportation situations here on Campus and Westwood.” (1659)

“I think the program is really positive (reminds me of the program that UC Santa Cruz had when I was there as an undergrad) and I hope it continues!” (1665)

“BruinGO is one of the more enlightened programs that UCLA has ever instituted. UCLA tends to solve problems by building something. Its nice that an alternative to that was considered for a change.” (1675)

“Southern Californians need as much encouragement as possible to use public transportation - BruinGO is exactly is that. Since the BruinGO program started, I have encouraged several other staff members and even my student workers to try it.” (1686)

## **Parking Demand**

### STUDENTS

“I leave my car parked on the street near where I live and use it infrequently.” (10)

“Not only does the program improve my overall student experience, without it I will most likely apply for parking again.” (19)

“I personally did not even try to apply for parking once I heard that my bus fare would be paid for.” (24)

“If the bus is not free anymore, then I will have to buy a parking permit.” (30)

“I now never drive to Westwood, and only use my car on weekends.” (42)

“I truly support this program, which has decreased my stress of finding a vacant parking spot when coming to school.” (115)

“Having access to the Big Blue Bus has greatly increased my access to campus. I started riding the bus when my car was in the shop. After two days I realized how much better it was than dealing with the hassle of on-campus parking.” (118)

“Last year, I had to drive every day and pay hefty fees for parking. Taking the bus is so much more convenient.” (120)

“I applied for a parking permit for Fall 2000 and didn’t get one, but I didn’t even bother to apply for a Winter 2001 permit because of the program.” (124)

“Please keep the program. If you don’t, maybe you’ll see my old Honda through the smog in the Westwood Blvd. line for parking (or in the line to get to the line.)” (126)

“As far as I know, a lot of students didn’t buy parking permits just because of BruinGO.” (129)

“[BruinGO] is convenient and I rarely use my car.” (130)

“I take the bus three time per week to campus, and would otherwise drive and park on the streets relatively nearby.” (150)

“Had the bus not been free, I would likely have renewed by parking permit for winter quarter.” (154)

“My roommate and I have been riding the bus since the beginning of the semester and have found it to be convenient, cheap, and easy — so much so that we sold our carpool parking pass back to the school. We do not intend to apply for parking in the future because of BruinGO.” (161)

“This year with the start of BruinGO I always ride the bus and am so pleased with the free, convenient, and stress free service that I will never consider driving to campus again.” (166)

“I had a choice between parking on campus or taking the Big Blue Bus this year, and since it was free for me to take the bus, I chose the latter option.” (168)

“The free bus rides, coupled with the fact that the price of parking went up last year, makes the bus too good to pass up.” (174)

“I LOVE the BruinGO system. I gave up my parking permit because of it. (187)

“When I had to pay to take the Blue Bus there would be times that I would drive in to school instead. I don’t do that anymore.” (198)

“I know at least 20 other law students who are in the same position as I am– people who had carpool permits and have now switched to using the bus. I do not plan to apply for a parking permit for the next quarter because the bus is so convenient. (240)

“The free-ride program is the sole reason why I didn’t apply for parking second semester.” (250)

“PLEASE keep the free Big Blue Bus Program for UCLA students! I no longer drive to school and look desperately for parking. Instead, I get reading done on the bus, and every time I get on the bus I feel grateful to UCLA for helping in this way.” (311)

“I did receive a parking permit, but I did not purchase it only because of the free bus service.” (356)

“Without [BruinGO], I would be driving five days a week. I currently drive twice a month.”(375)

“I am not even going to apply for a parking permit, in part because BruinGO is an alternative solution that saves me money.” (376)

“I don’t need a parking pass because of BruinGO.” (393)

[BruinGo] is a fantastic program that has allowed me to reduce miles driven, enabled me to completely avoid buying a parking permit this year, and get around town when I was going to places where parking would be a hassle.” (404)

“I take the bus 3-5 times a week and would certainly have bought a parking pass (or tried to buy one) if the bus wasn’t free and convenient.” (406)

“Because of UCLA’s free ride program on the Big Blue Bus, this semester I did not apply of on-campus parking.” (422)

“Because of BruinGO, I have mothballed my car and take the bus to school everyday, so BruinGO has been a tremendous benefit to me (and has stopped me from applying for a parking permit.)” (460)

“I was going to buy a car this quarter after coming back from an international exchange, but I will not now thanks to the ease-of-use of the Blue Bus.” (465)

“If I have to pay for the bus, I will be requesting a parking permit.” (487)

“I used to drive to school once or twice a week, but since the program began I almost never do so. I have really appreciated the program as means to get to school in a hassle-free fashion.” (493)

“People apply [for parking permits] even if they intend to take the bus on the off chance that they can score a permit and sell it to others or share with friend. Raise the rates of parking if you want demand to go down and bus ridership to improve.” (461)

“Before it was more economical to take my car to school with a carpool parking permit. Now it is more economical to take the bus and I do so more often than before.” (506)

“Using the BruinGO pilot program I have saved money on gas, and I did not have to apply for a parking permit, which I doubt I would get because of the high demand.” (510)

“Free bus rides on the Santa Monica Blue Bus were a big part of my decision not to get parking this semester.” (516)

“Because of [BruinGO], I don’t need to apply for parking, and the whole hassle has been circumvented.” (537)

“As a graduate student, I have guaranteed parking, but its not cost effective unless I’m on campus three or more times a week, so I ride the bus to save money.” (541)

“I never plan to apply for a parking permit again.” (548)

“I have had parking every quarter since fall of 1996. I can tell you that I was really excited about this program for the very reason that it meant I no longer needed to apply for campus parking. I have been put through so many loopholes and have been audited twice. I don’t need or want this hassle.” (556)

“Although I could possibly drive to campus, and was even offered to purchase a parking pass through my graduate department, I prefer to take public transportation whenever possible as long as it compares reasonable with driving (which it does in the case of the Blue Bus).” (558)

“I am a graduate student and have always purchased a permit. But beginning Winter 2001, I have not. If the free Blue Bus program ends, I will purchase on-campus parking again. While the bus is free, it is worth the slight inconvenience of not being able to drive to campus whenever I want. But if the bus is not free, I would want a permit.” (563)

“If BruinGO is discontinued, I would need to request a permit from my department (since I’m a graduate student researcher) and would end up taking another parking spot on campus and forcing more people to be on the already lengthy waiting list.” (567)

“[BruinGO] precludes even thoughts of a second car for our family.” (652)

“I have no intention of applying for parking since the BruinGO program meets all of my transportation needs.” (665)

“I no longer have to borrow my roommate’s car to get to and from campus - its definitely made a difference in my UCLA experience.” (671)

“[BruinGO] shows that UCLA is finally doing something to alleviate the parking nightmare on campus.” (679)

“Because of [BruinGO] I have decided not to purchase a parking permit this entire academic year, whereas I did have one last year.” (680)

“I haven’t purchased a day pass on a single occasion all this academic year.” (688)

“Without [BruinGO], I would have applied for a parking permit.” (689)

“If I had to pay the bus fare, I would drive myself to school. Now I take the Big Blue Bus everyday.” (694)

“I have a car and thought about applying for a parking permit, but the program made me decide not to do so because taking a bus costs MUCH less than getting the permit.” (698)

“I love the No. 1 line and used it the last two quarters instead of buying a pass as I did the year earlier.” (703)

“I know some students who have a permit and still ride the bus some days out of the week (especially when they want to use their commute time to study for midterms and finals).” (714)

“UCLA will never be able to satisfy the DEMAND for parking. People will always request parking. The point is that UCLA can offer viable alternatives that reduce the NEED for parking.” (734)

“I have used the Santa Monica bus far more often than I normally would because of [BruinGO] and have not brought my car to campus at all this quarter.” (749)

“I never drive to campus anymore, and I have actually had some nice conversations with others who ride the bus to UCLA regularly.” (750)

“[BruinGO] now forces me to leave my car at home - I have no reason NOT to ride the Santa Monica bus for free.” (772)

“I planned to apply for campus parking, but canceled because of BruinGO.” (773)

“I stopped applying for parking permits since last fall. [BruinGO] could have saved me at least \$200 last quarter. If this project is canceled, I would have to get a parking permit on campus.” (775)

“As a teaching assistant, I am guaranteed a parking permit from UCLA. However, with the ability to ride the Santa Monica Blue Bus for free with my Bruin Card, I am able to get to school in the same amount of time without having to fork over the ridiculous amount of money for a UCLA parking permit. Some other rich fool can now have my guaranteed permit.” (782)

“[BruinGO] has reduced my need to get me car on campus as the Blue Bus provides good access to the campus, even later in the evenings.” (787)

“If BruinGO is discontinued, then I’ll be obliged to drive to school everyday, just like last year.” (795)

“I never drive to campus because it is such a hassle to park and I do not want to have to drive there.” (803)

“I have not driven to campus since the program was implemented! I have no need for campus parking with BruinGO.” (804)

“BruinGO is awesome. It saves me money, otherwise I would probably drive and park.” (809)

“I use the bus regularly because of the BruinGO system. That’s one less car to occupy a space on campus.” (813)



“[BruinGO] helps me get to school when I miss the shuttle from university apartments and keeps me from purchasing a parking permit for campus.” (820)

“I thought of buying a car before I got to UCLA and because of BruinGO I decided not to do so.” (825)

“If [BruinGO] is canceled then I will apply for parking next year, if it continues then I have absolutely no inclination to drive to school on my own next year.” (826)

“I didn’t bring my car to L.A. specifically because of [BruinGO].” (850)

“Now that the bus is free, there is no way that I could justify to myself the expense of a parking permit.” (854)

“Many of my classmates who would have driven are now taking the buses because of [BruinGO].” (876)

“Getting to ride for free was the determining factor in my not applying for a parking permit.” (911)

“I plan to forego my parking permit next quarter and try using BruinGO.” (917)

“BruinGO has dramatically reduced the number of times during the quarter that I drive to school.” (922)

“[BruinGO] allows me to leave my car at home and catch the bus, thus saving money and leaving a parking space for someone who really needs it.” (923)

“I had been planning on getting a parking permit this year; I have long been almost at the point of getting a permit, and it was BruinGO that kept me from doing that his year.” (933)

“I ride the Blue Bus several times a day, and [BruinGO] significantly reduces my need for a car and gives me all the access to campus I need. I do not park at all on campus.” (937)

“BruinGO has reduced the number of days I drive my car to campus (paying \$6 for parking) to nearly zero.” (971)

“I like living in Santa Monica and this pilot program this year has been very beneficial to me. I have a car but no permit. If the program continues, I won’t be applying for a permit!” (977)

“I depend on the Blue Bus for transportation. I was denied a parking permit, which at first seemed a major inconvenience until I found that I could easily take the bus to school. I’ve found that not only do I depend on my car much less, but that I actually get to school faster than my roommates who drive to school (and who are too lazy to consider taking the bus.)” (978)

“My best guess is that by taking the bus, I drive to campus (at most) 4 times a month (including for weekend and evening concerts when the bus doesn’t run) depending on the weather. I’m afraid that, should the BruinGO program be abandoned, I will reinstate my parking permit.” (1001)

“I think BruinGO is a great program. I have given up my parking permit because I can ride the bus instead.” (1003)

“I rarely used the bus before but do so frequently now.” (1005)

“The free transportation and convenience factored into my decision not to apply for a permit this year and if the program is discontinued I will probably apply for a permit next year.” (1008)

“I came to L.A. thinking I needed to get a car, and was happy to know that there were alternatives. I have definitely used the bus a lot more because of BruinGO.” (1018)

“I have used the Big Blue Bus many many more times than ever before and have been able to leave my car at home.” (1020)

“I would definitely be driving to campus on a regular basis if it weren’t for BruinGO. But as it is, I am taking the bus regularly now.” (1028)

“Many students have spent years being socialized into silently swallowing the cost of cars. All this simply means that they are still likely to continue applying for parking permits; a decreased demand for parking will not immediately be manifest as a decreased demand for parking permits.” (1030)

“Taking the Blue Bus to work allows my wife and I to own only one car.” (1053)

“I did not apply for parking just because of our free BruinGO. BruinGO lets us get around L.A. for free, which really enriches our lives.” (1099)

“I ride the Santa Monica bus frequently and even am able to do schoolwork on the bus. While riding the bus is generally a pleasant experience and removes the stress inherent in driving oneself to school, it is also ecologically responsible. By reducing the number of cars on the road, it reduces vehicle emissions and traffic congestion. I also understand that the BruinGO system actually saves money for the school as well in that it is much cheaper to underwrite free bus transportation than it is to construct more parking structures.” (1110)

“I use BruinGO everyday to and from campus. This is the only economical means of commuting to campus since I have been denied a parking permit. The crowds that consistently pack into the Santa Monica Blue Buses on a daily basis are a testament to the demand and need for the BruinGO program to continue. I for one have no intention of applying for parking if the BruinGO program continues.” (1120)

“I have found the BruinGO program a fantastic and easy way to get to UCLA. I am a graduate student and I do not have to go to campus on a regular basis this year. I have a car, but paying for parking at UCLA is much too expensive, and will become even more expensive as the price rises to cover the costs of the new parking structure. Taking the bus is convenient and much less stressful, even more so now that I don’t have to worry about looking for change or buying tokens. In addition to taking the bus to

UCLA, I am now more likely to take the Blue Bus to meet friends in Westwood or to go into Santa Monica.” (1121)

“I recently moved away from the Westwood/UCLA area and was faced with the daunting prospect of finding a parking permit. At this same time, the BruinGO plan had just begun and it quickly became my sole method of transportation between my home and the UCLA campus.” (1130)

#### FACULTY AND STAFF

“Both my husband and I work on the UCLA campus. Although we have a parking permit, we ‘walk and swipe’ to work several times a week. While we have the parking space, we use it less because of the ability to use the bus.” (29)

“My quality of life would definitely decrease without the free bus program and I may be pushed to drive again by a cost/convenience analysis without the savings of this program.” (52)

“I have a car, but the campus permit was too expensive and I didn’t want to add yet another car to L.A.’s already-congested roads, so the free fare program was all the persuasion I needed.” (74)

“If this program doesn’t exist, I’ll probably drive.” (95)

“My husband and I (both UCLA employees) now take the bus to work, and have canceled our parking permits. With the influx of additional students to all UC campuses, I would imagine that the parking situation can only get worse and that every vacated permit is helpful to UCLA.” (102)

“I pay a lot for a parking pass and often can’t get a place to park in the lot I am assigned. It is expensive and frustrating.” (104)

“I do hope that you keep the pass program. It has reduced my need for a car and parking on campus. I have had parking for the last 5 years or so and when I learned last quarter that I could catch the bus for ‘free’ with my BruinCard, I decided not to get parking for Winter 2001.” (113)

“I didn’t renew my parking permit this past fall quarter because of the convenience of the Big Blue Bus. I can get to campus without traffic hassles, and without waiting for the shuttle at Lot 32 which often comes full from Wilshire Center.” (118)

“I own a car and could buy a permit to park, but I choose to take the bus or ride my bike.” (119)

“If [BruinGO] is discontinued, there is no doubt that I will stop riding the bus and start driving to school.” (121)

“You have one extra parking space on campus because of me — I had a parking permit and a car and got rid of both.” (147)

“I used to drive to work and had a terrible time finding parking which was frustrating.” (190)

“I actually gave up my parking permit because of [BruinGO]. I would hate to see this arrangement end because that will significantly increase my costs of commuting to/from campus.” (191)

“[BruinGO] has alleviated my need for a costly parking permit since its inception in the Fall.” (195)

“I gave up my parking pass and started taking the bus full time. I don’t think the program could be any more successful, because most of the buses I have taken are so full that they couldn’t take any more people unless they strapped them to the roof of the bus.” (209)

“I am a UCLA staff, live nearby, and use the bus frequently. I did not have a parking permit, but was a frequent user of the Ride Card. I have not used the Ride Card since the BruinGO program started.” (326)

“In fact I have a fully paid Blue Permit but still don’t use my car to come to campus anymore and instead ride the Blue Bus.” (336)

“When the carpool is not working, I generally prefer to use the Blue Bus over taking advantage of the Ride Card, except perhaps for an evening event that I might come up for.” (348)

“I have not used my car to go to campus this academic year. I am able to travel to campus more frequently (regardless of whether I have change in my pocket!) And I also go to doctor’s and dentist’s appointments for my son.” (424)

“Since being hired this past September I have used my Bruin Card to commute to work everyday. Despite owning a car, I have decided to continue using the Blue Bus because it is more economical, convenient, and better for the city and the environment to use public transit.” (538)

“Before BruinGO took effect I was seriously considering applying for a parking permit on campus, yet after the implementation of BruinGO I realized the benefits of using the bus once again: I arrive at school much less stressed than when I’d be driving, I don’t contribute to the already congested traffic in L.A., I am not out \$140 per quarter, and I can also reach other points of interests, e.g. the Getty without additional costs.” (685)

“I no longer drive to UCLA and I will not be applying for campus parking as I had planned to for next year.” (732)

“I used to drive to UCLA everyday prior to the induction of the Blue Bus BruinGO program. I would like to continue taking the bus, but if this program is discontinued I will once again drive to UCLA and take up a parking space.” (963)

“The free bus rides to campus have decreased my desire to apply for a parking permit.” (962)

“I canceled my own staff parking permit for Lot 2 in November 2000 because I drove so infrequently.” (1015)

“I do not plan to get a parking permit as long as there is a BruinGO program.” (1104)

“Because of the BruinGO program we are getting by just fine on one car. I have driven to work and used University parking exactly twice since September. I ride the Big Blue Bus every day. It is dependable and pleasant. I calculate that by not buying a car, and paying for gas, parking, insurance and repairs, we are saving, at absolute minimum, \$6,000 - \$7,000 . . . I figure (since I often get a ride home) that I am subsidized about \$250-\$275 by the university. That has saved me \$7,000. That has kept another car off the roads of L.A. and off campus.” (1122)

“The BruinGO program should be regarded as an enticement to take public transportation or a reward for having done so. It can offer consolation to the losers in the parking lottery, and it can improve the University’s relationship with its Westwood neighbors. It will never stop the fierce competition for parking spaces, nor should it be obliged to. But it can stop the foolish and self-defeating attempt by the University to build such spaces for every applicant at immense cost and great destructiveness to the environment and the peace of the neighborhood. No matter how many parking space UCLA builds, we will always have more applicants than we have spaces. As the poet A.E. Housman pointed out: ‘It rains into the sea/And still the sea is salt.’” (1133)

“I am a UCLA staff member working in the Wilshire Center building. The BruinGO program was the primary reason for my not obtaining a parking permit this year.” (1151)

“I am staff member (Librarian at the UCLA Biomedical Library) for whom this program really works. When my car died, I gave up my Lot 2 yellow permit. Partly because of the BruinGO incentive with the Santa Monica bus (and hoping for a similar program with Culver City Bus) I have not reinstated my parking permit.” (1169)

“Many members of our support staff here at UCLA Medical Center Computing Services use this program as their main source of transportation to and from work, even for those that own a car.” (1303)

“BruinGO is a great program, as it releases me from driving my car to campus.” (1331)

“BruinGO has solved my parking problem.” (1366)

“Because I have the Blue Bus as a back-up, I am able to ride my bike (5 miles) to UCLA every day. I have given up my parking pass and others are considering doing the same.” (1390)

“Ever since I found out about BruinGO I have relinquished my staff parking and opted for leaving my car in the garage and taking the Blue Bus instead.” (1401)

“My brother uses the bus to go to school since he has such a problem finding parking at UCLA. This makes things easier for UCLA and for himself.” (1416)

“BruinGO has deterred me from purchasing a car for this moment.” (1439)

“If [BruinGO] is discontinued, I would have to apply for a parking permit and add to the congestion.” (1454)

“My need for campus parking is now minimal.” (1547)

“Since I discovered the BruinGO program I have taken the bus to and from work everyday.” (1549)

“At my suggestion, one of my employees gave up her UCLA parking space because she lives on the Blue Bus line that runs on Sepulveda.” (1617)

“I find [BruinGO] useful in minimizing my need to drive to and park at UCLA.” (1622)

“I have no need nor desire to bring my car to campus/Westwood anymore. The buses have actually made it easier to get to work because they go all through campus and have many stops. When parking, you still have to walk several blocks or more to get to your destination.” (1659)

“I definitely have been taking advantage of BruinGO. I used to drive to work and had a terrible time finding parking which was very frustrating.” (1666)

## **Financial Aid**

### STUDENTS

“. . . it has been a tremendous help to me to be able to ride for free, especially during the penny-counting days that always precede payday, when otherwise it would have often been a choice between food or transportation, that’s how low my funds have been.” (21)

“It not only makes my commute to school much easier, but us also helps me save about \$300 per quarter.” (32)

“This bus system really helps me cut the cost of my attending this college.” (54)

“I am very grateful for the opportunity to ride the Blue Bus for free because it saves me about \$20 a month.” (56)

“[BruinGO] reduces the cost of college by supplementing my use of public transportation and gives me a wider variety of work/internship opportunities since I would not need to figure the cost of taking the bus from school to a job and back again.” (65)

“As a result [of BruinGO], I have noticed a reduction in the cost of my monthly parking and gasoline expenditures, therefore reducing the cost of attending college.” (70)

“It reduces my cost of attending college and is extremely convenient for me, not just for attending school but also traveling to other places around the city!” (88)

“[BruinGO] not only reduces my need for a car, but it also reduces my cost of attending college. It saves me \$144/term in parking fees, as well as money for gasoline; this is a considerable amount in my budget.” (120)

“I have saved \$168 per quarter because I didn’t have to purchase a parking permit. I also save \$1 because of the free bus ride. This is almost \$25 per month.” (124)

“I don’t drive because I respect the effort UCLA is making to curb auto use. More than that though, I don’t want to pay the \$6 to park.” (126)

“Not only am I saving up to \$30 per month by not parking in the outrageously (and shamefully) expensive lots, I am saving \$6 every time I don’t drive — which can really add up!” (131)

“Thanks to BruinGO, the total cost of attending school has become more affordable for myself and my roommate.” (146)

“The Big Blue Bus reduces our need to drive and makes it cheaper for us to attend school.” (161)

“Graduate school has made me appreciate every tiny expense more than ever, and [BruinGO] actually makes a difference for me.” (200)

“As a student and single mother, I appreciate the cost of riding the bus is not one more expense that I have to worry about.” (205)

“I must have spent over a couple thousand dollars on parking permits, tickets, etc, during my four years here. Now as a law student, I ride the bus every day to and from campus, and it is so convenient. I’d estimate that I’m saving about \$500-\$600 per year. . .” (227)

“I was able to cancel my parking permit for the semester. The \$200 refund for parking was spent on a large executive desk and executive swivel chair from Office Max.” (235)

“Frankly, I love [BruinGO!]. It has saved me from buying a parking pass this semester and put an extra (much needed) \$100 in my pocket.” (242)

“I love the BruinGO program. I have like 700 bucks total. . .no kidding, and the BruinGO program is like my lifeline.” (275)

“I will have saved almost \$300 by the end of this school year due to the BruinGO Program.” (279)

“. . .I save approximately \$10 weekly, getting back and forth from school. \$40 a month buys a lot of groceries!” (283)

“With the high price of gas the past 18 months, [BruinGO] is a welcome relief.” (324)

“I don’t have to pay \$4 or bother looking for parking in a packed parking lot.” (335)

“I love Big Blue. I would love it less if I had to pay for it.” (354)

“Having the free rides is economical and a part of my budget planning.” (368)

“Ending the Big Blue Bus program would add further financial burden upon me and other students I am sure.” (369)

“I know \$1 a day doesn’t seem like a lot, but being able to ride free means I can put the \$25 I save per month by having free access to other things. . .like school books.” (406)

“Since I am on campus 5 days a week, 17 weeks a semester — and since I often leave campus during the day and then return — the UCLA subsidy saved me more than \$100 during the fall semester. This sum is significant to someone like myself living on a financial aid budget.” (422)

“I save so much money, not only from saving money for the bus rides but money I would have spent on getting daily parking permits.” (427)

“[BruinGO] is a wonderful program that personally saves me about \$200 a year in bus riding costs. That is money that I am happy to say is not contributing to any school debt that I may accrue over the three years I am in law school.” (524)

“Having the BruinGO program has been a pleasant surprise, helping me to save money that would otherwise go towards transportation. As a student with limited income, I find this extremely helpful.” (558)

“It is really nice to reduce school expenses when I am living off of student loans.” (552)

“I don’t know if I will be lucky enough next year to receive as much in fellowships as I did this year. If that is the case, I will be even more strapped for cash than I am this year. I would rather spend my quarters on keeping my clothes clean than paying to ride the bus in dirty clothes - and having to watch how often I ride to boot!” (647)

“My costs to get to campus are - with the BruinGO program - zero.” (817)

“[BruinGO] is reducing the cost of college appreciably.” (837)

“I’m a first-year law student and have been depending on the Blue Bus to get to and from school every single day of the week, including weekends when I go to the library to study. I can’t afford daily parking or meter parking, and hence depend on the Blue Bus for transportation. The BruinGO program has saved me money and stress.” (905)



“I cannot afford a parking permit of \$6 per day to park on campus and I’m not a cheater so I won’t use a handicap placard like everyone else still does.” (909)

“The \$1 a day that [BruinGO] saves me in bus fare made the difference. I know that sounds sort of silly, but \$1 each day adds up pretty quickly, especially for a starving student.” (933)

“Its nice to have my spare change for laundry rather than transportation!” (966)

“When faced with the prospect of paying a daily \$6 for parking versus a free bus ride, I am thrilled that I have the opportunity to ride the bus.” (968)

“All of my friends who take the Blue Bus agree with me that BruinGO saves us a lot of money and makes transportation to school and work very convenient.” (970)

“[BruinGO] has allowed me to save that fare money and put it back into my college education. It has made living close to campus more affordable.” (1038)

“[BruinGO] saves around \$200 per quarter, that is a lot of money since I am an international student, therefore my tuition fee is very high and I need to save money as much as I can.” (1041)

“BruinGO helps me because I do not have money and will not be able to save up money because my parents cannot help me so it would be hard for me to save up money to buy a car.” (1054)

“I now only use my car to go grocery shopping or run errands. I’ve saved tons of money on gas!” (1194)

“Now that campus parking is \$6 per day and \$144 per quarter, I can barely afford it on a graduate student’s stipend.” (1667)

“I take the bus every time I go to campus. It has definitely reduced the cost of my education because I don’t have to pay for a parking permit and I save on gas and wear and tear on my car.” (1669)

“I honestly can’t afford to drive my car to school so this program is a lifesaver.” (1683)

#### FACULTY AND STAFF

“I am cost-conscious and would love to not spend \$40 per month on parking, plus the costs of gas and wear-and-tear on my car.” (46)

“Personally, the BruinGO program will save me hundreds of dollars in a year, both in parking fees and gasoline use.” (353)

“I use the Blue Bus every day to and from work. I have given up my parking, which saves money.” (1158)

“BruinGO not only improves our access to campus, but gives a big savings for our family (at least 50¢ x 8 times a day x 22 days per month = \$88 (more than \$100 including weekends). We do not even need a car.” (1333)

“I just started working at UCLA and I live on the Santa Monica #1 bus line. The easy access to public transportation is one of the reasons I chose to work at UCLA for less salary.” (1454)

“[BruinGO] reduces my need for a car and increases my paycheck because I don’t have to pay for parking 40 bucks a month and I don’t have to deal with the heavy traffic that is created on the 405 freeway.” (1579)

“I use the Blue Bus for transportation to and from UCLA. It is free and it is convenient. Parking would have been \$48 to park at Lot 34. I would have had to catch a bus from there to get to the hospital. The price and the convenience of the bus can’t be beat.” (1654)

“I am a full-time employee at UCLA NPI. I have a car, but I can’t afford to pay \$50-plus a month for a parking permit. The BruinGO program has been incredibly helpful. I really wish this program had existed when I was a grad student, because I didn’t have a car then and had very little money.” (1665)

“[BruinGO] saves us money on parking fees and car expenses. I believe the program benefits students, especially those on a tight budget and it also alleviates campus traffic and problems associated with parking space shortages.” (1666)

## **Convenience**

### **STUDENTS**

“[BruinGO] not only saves me money, it is very convenient not to have to fumble for change and gets people on the bus faster. There are very few card misreads to delay the boarding process.” (10)

“I’d like to avoid the stress of driving in L.A. traffic as much as possible (not to mention hunting for a parking spot on campus.” (36)

“As a grad student and TA, I take care of quite a bit of reading and quiz grading on the bus. Were I in a car, I would not be able to do so. Thus, while my travel time is a bit longer, I actually save time with the bus.” (117)

“Taking the bus is easy, and usually not much more time-consuming than taking a car. The buses are clean and safe. Swiping my card is incredibly quick.” (120)

“It makes things SO much more convenient — I can do my work on the bus, arrive calm instead of frazzled and angry from driving, don’t have to look for a parking place, etc.” (160)

“I love sitting on the bus and catching up on some of my class reading assignments, sleeping, or just checking out the scenery.” (184)

“I ride the Blue Bus whenever possible. It enables me to get to and from campus quickly and without stress (I really dislike driving in traffic).” (214)

“Now in live in 90025 and I ride the bus all the time, both commuting to school and for shopping in Santa Monica (such as the Co-Op on Broadway and 16<sup>th</sup>, Santa Monica Place, etc.)” (324)

“I have many interviews on campus. I often wear a suit to the interviews. By taking the bus, I avoid arriving to the interview hot and sweating through my suit.” (475)

“I use the Blue Bus for running my errands, as I can get on and off the bus along the way without having to re-pay the fare.” (515)

“There is never an issue about having the right change or not, I just have to swipe my Bruin ID and find a seat.” (689)

“I think that if I had to drive to campus each day, I would probably die of a stroke or a heart attack, considering how we all drive in the morning and after work.” (702)

“The bus drivers are also very cordial, generous and very dedicated to their jobs. As I have taken the transportation, they have been very helpful to me in terms of finding my way throughout the city. They have also helped me plan my routes in order to save time getting to my seminars.” (729)

“It is also faster when boarding the bus and I do not have to fumble around for change.” (741)

“For me it takes the same amount of time as it does to drive, but I don’t have to find parking or spend money on gas. Being an architecture student, I am here long hours and the bus is a much safer way for me to get home than driving tired.” (1025)

At the beginning of the academic year, I decided that it was worth the money to pay for a parking permit so that I could gain 20 minutes each way on my commute. Right before purchasing my parking permit, I learned about the BruinGO project. I decided to give it a try during the 1<sup>st</sup> semester rather than pay for a parking permit – after all, it was free – what did I stand to lose? I soon learned that it actually saved me time to take the bus, since I could read and grade papers (I am a teaching assistant) in the bus.” (1073)

“I did not have a car fall quarter and relied on the bus. I was able to run errands, spend time at the beach, as well as go to the Getty riding the Blue Bus.” (1095)

“I currently live in graduate student housing and catch the shuttle, but there are a lot of times when I would have to wait for over an hour for the shuttle so I catch the Blue Bus home. Also, I sometimes

catch the Blue Bus in the morning because the shuttle will get me to the campus an hour early but 20 minutes late for class.” (1683)

## FACULTY AND STAFF

“Ever since I got a job at UCLA, I have moved to the Westside and love the fact that I can just ride the bus to UCLA.” (133)

“By reducing the use of my car, I not only saved money for fuel, but gained peace of mind. What a pleasure it was to be able to peruse the newspaper in the morning and arrived at work refreshed.” (140)

“I’m now able to use the time on the bus to do extra work, an extra 45 minutes a day.” (174)

“[BruinGO] saves me money, but the convenience of using the card instead of dealing with change and tokens is also a major plus.” (331)

“I live close enough to UCLA to commute to campus by bicycle. However, on cold and/or rainy days the BruinGO program is a lifesaver. I have a car, and if it were not for the BruinGO program, I would most likely drive to campus on those cold/rainy days instead of taking the bus.” (501)

“I use BruinGO to commute to UCLA, run errands to Santa Monica, and knowing that I can depend on this service 7 days a week and hasslefree is marvelous, so please continue to fund this worthy project.” (1072)

“Other benefits include ‘gaining’ an hour or so a day to read, relax, and NOT have to deal with the traffic signals and erratic drivers; reducing my gas bill; possibly reducing my parking fees; and hopefully helping the university and environment by becoming one less lone driver.” (1318)

“By riding the bus I avoid the stress of driving and finding parking, which in turn has helped my work performance. I get to work and home in a much better mood because I took a nap on the bus and didn’t have to deal with L.A. traffic.” (1448)

“I have the option to drive but prefer the bus due to the congestion of traffic in the evenings, particularly Friday when you’re ‘really’ ready to go home.” (1596)

“I usually carpool but many days our schedules conflict. I never worry because I know that I can always take the Blue Bus home. It picks me up and drops me off in front of my apartment complex on Wilshire. It is one of the best reasons for working here!” (1610)

“Using [BruinGO] is quick and safe and I don’t worry about finding a parking space after returning to the campus like the ‘old’ days. My only regret is that it didn’t happen sooner.” (1616)

“BruinGO has certainly affected me and my husband (both of us work for UCLA.) We stay at the Keystone University Apartments, and it is very convenient for us to take the Santa Monica Blue Bus to the Campus, especially on weekends, when the university shuttle doesn’t work.” (1649)

“I recently found myself between car ownership and found the free fare for the Blue Bus to be very helpful and convenient. Instead of having to get transfers on my way into work in the afternoon I was able to get on and off the bus whenever I wanted. I saw many students waiting with me at 11:30pm using their cards to pay for the bus for the ride from UCLA toward Venice.” (1652)

“I have completely enjoyed using the Blue Bus to get to UCLA. It has cut my commute time in half!” (1681)

## **Access to the Community**

### STUDENTS

“Tonight I am going to a concert of Middle Eastern music in Santa Monica, a concert I probably wouldn’t attend if I had to worry about driving there and finding a place to park.” (16)

“It is especially great when professors require students to go to museums or other cultural events. I use the bus to go to the Getty and to Santa Monica.” (55)

“Since I don’t own a car myself [BruinGO] helps me access places that I otherwise would not go to.” (65)

“If a foreign student, who might have traveled from the other side of the planet, was to spend their whole time in UCLA just on their studies and not get to know the area and the local people around them, then it would really be a pity.” (67)

“As a result of this program I have used the Big Blue Bus to go the Getty Museum, Santa Monica 3<sup>rd</sup> Street Promenade, and the Century City Plaza. There are all destinations I would normally not visit, or that I would have to take my car to.” (70)

“It has made it easier to come to campus in the evening for shows or other events.” (118)

“Since the ride on the Big Blue Bus has become free, I have ventured out and seen many parts of the city that, without a car, I never would have gone to.” (163)

“I go experience new culture on a weekly basis because of the freedom resulting from the BruinGO program.” (202)

“The easy, cost-free transportation helps me attend cultural events both on and off campus.” (257)

“I have started [using] UCLA libraries on weekends because the transportation does not cost me. . . I have also started volunteering on the weekends at the UCLA hospital because I don’t have to worry about parking or getting a ride to school.” (299)

“Since I’ve become so used to using the bus—to go to places other than school ( I take the bus to the 3<sup>rd</sup> Street Promenade, to the beach, to movies on Wilshire and Santa Monica) I find that I am more willing to consider taking public transportation to other parts of the city.” (411)

“I can hop on the bus to the beach, or up to the Getty, and I can imagine that this is even more important to undergrads who may come to campus without cars that it is for graduate students who live off campus.” (422)

“ . . . I am able to attend guitar lessons in Santa Monica which I would not have been able to reach without free bus service.” (475)

“I have had the opportunity to use the Santa Monica bus while on jury duty and it worked out so well.” (520)

“Increasing transportation access would help to keep UCLA from becoming a total ‘commuter’ school, where students show up to class then jump in their cars to go home, work, etc., and would, in my view, contribute to an enriching campus environment.” (558)

“I mostly use MTA to get to school, but I often have to use the Blue Bus to get to the airport or to Santa Monica from Pacific Palisades and its just nice.” (626)

“I feel like the whole city is laid out before me. I use my Bruin Card to go to my internship at Loyola Marymount University, to shop in Santa Monica, and to go to and from school.” (628)

“I can afford to go to more events in the Los Angeles area, whether it be festivals, museums, or other cultural events.” (678)

“I meet friends on the bus everyday, and get to know all kinds of people.” (682)

“BruinGO has affected me in that I go to more places in L.A., including the supermarket and the Getty (where I do research).” (704)

“I use my ID to go to church, and to go to lots of places that are within a few miles of campus.” (784)

“It is great to be able to get down to the beach without worrying about parking.” (801)

“[BruinGO] is great on the weekends when the graduate shuttles don’t run.” (808)

“[BruinGO] also allows me to attend weekend campus events that I am not able to get to with the current campus-apartment bus schedule.” (820)

“[BruinGO] has encouraged me to explore more of Los Angeles - I am far more likely to hop on a bus to go to a cultural event than I used to be.” (823)

“I am now more likely to take the Blue Bus to meet friends in Westwood or to go into Santa Monica.” (836)

“As a teaching assistant and summer instructor, expanding learning outside the classroom (to museums) has always been a worthwhile experience. One difficulty is convincing my students to get there. Another is justifying the extra financial cost to students. Now, with BruinGO, it is a great deal easier for students to expand their horizons beyond campus and Westwood. It would be fantastic in the future the program could be expanded to offer access to the L.A. County Museum of Art and Downtown by way of the MTA system.” (836)

“I have a car and live in Westwood, but this program has opened up so many opportunities for me. It allows me to travel outside my world without the hassles of parking.” (857)

“As a student who moved to California without a car from out of state to go to law school, the free rides have helped me immensely in getting around. I frequently ride the Blue Bus to friends’ houses, places where I volunteer after school, and to other off-campus locations. I have taken the Blue Bus to job interviews and was hoping to be able to ride it to my summer employment.” (866)

“I use the Big Blue Bus everyday that I go to school and when I go downtown to work at the Japanese American National Museum.” (882)

“I am also more likely to attend cultural events, concerts, and club meetings since I know that transportation will be so easy. [BruinGO] allows me to get much more out of my education besides simply taking classes.” (1002)

“I’ve ended up spending more time on campus and being more involved with the university community because of [BruinGO].” (1021)

“I stress less about getting off somewhere to buy vitamins or shoes; I am more likely to go to a cultural event or to come onto campus just to meet with a student. I have explored L.A. far more than I would have.” (1030)

“I can say that I have experienced something new. I have never taken public transportation until Fall 2000 so it is a new experience.” (1039)

“Since BruinGO started, I have used it and considered it more in planning my outings in L.A. I’ve used it to go to Santa Monica City College, Pacific Palisades, Third Street, Venice, to get to my friend’s apartment, and even to get to practice diagnostics tests for the Princeton Review.” (1074)

“[BruinGO] provides me transportation to get from school to the Getty and other cultural and entertaining places and back.” (1113)

“I’ve also used [BruinGO] on weekends to save from using my car (needlessly) on a local basis to visit events and to do shopping.” (1662)

## **Environment**

### STUDENTS

“I think that encouraging the use of public transport, both by making it easily available and by making it harder to, say, get a parking permit, sends an important signal, namely that using the car should be avoided where possible, because it constitutes an irresponsible way of managing natural resources, and because it pollutes the environment.” (27)

“With the growth of UCLA’s campus, it cannot afford to drop any program that will help the traffic congestion in the neighboring areas.” (77)

“Students contribute to a healthier Los Angeles and we aid the community around us with this simple innovation that reduces pollution.” (108)

“[BruinGO] also helps me not waste natural resources by driving my car to campus, which I feel good about.” (115)

“UCLA is also helping the Los Angeles area keep pollution levels down, because while parking permits are still up, many students who park off campus have not decided to take the bus.” (136)

“If UCLA sells itself as a leader in ecological and environmental urban living and development, then the community WILL follow. If UCLA sets the norm of the use of public transportation, then people will be more likely to use the buses instead of driving.” (138)

“Building another parking lot under the IM field is not leading the way in sustainable development. What happens when we need yet another parking structure? Building another parking structure will only encourage more students to use their cars, increasing the effects of pollution, traffic, and adding to the parking problem exponentially over time.” (138)

“It feels great to use public transportation, especially in L.A.!” (158)

“No program like the BruinGO program should ever be discontinued. L.A. is abysmally polluted, and pollution and population will only increase in the future. Why discontinue it?” (160)

“I own a car and even like to drive it, but between the traffic, parking, and pollution in L.A., I think it is absolutely imperative that we continue to make public transportation convenient, affordable, and attractive to less-enthusiastic users.” (171)



“I think it is about time Los Angeles and the colleges and universities in this area start taking an active role in the city’s car-dependence.” (214)

“I don’t drive as much, which is better for the environment.” (333)

“This program is a great service to the academic community and is a great model for reducing pollution. We should be expanding services like these, not reducing them.” (406)

“UCLA should be doing EVERYTHING possible looking for ways to reduce parking and pollution problems.” (409)

“ . . . Los Angeles needs help from every sector in order to improve its environment, and if everyone gives up instituting these programs so easily, what kind of message does that send to Angelenos - and the rest of the country for that matter?” (447)

“We need a practical, cost-efficient, and earth-friendly way to reduce people’s need to drive to UCLA.” (514)

“I think that the positive effects on the environment and on the traffic on the streets that have resulted from [BruinGO] are enough to merit its continuance.” (524)

“My car now sits in my driveway for weeks on end because I don’t need it. [BruinGO] should not only be promoted as a cheap and easier alternative to permit parking, but as an environmentally sound one as well.” (610)

“Although I had to purchase a parking permit because of my job, the days I take the bus and more relaxing and I feel better about myself not adding to the congestion on the L.A. streets.” (751)

“I actually have better access to campus through the BruinGO program and I feel much better knowing that I’m helping to protect the environment and reduce the need for campus parking.” (776)

“Taking the bus to school makes me feel good because it helps the environment and helps traffic congestion.” (801)

“In addition to access, there is less waiting in traffic, less travel stress, a better standard of living for all students due to the time and stress savings, environmental benefits, and fewer cars to interfere with bicycles and pedestrians.” (817)

“I believe UCLA’s endorsement of the public transportation system, apart from being a great of great assistance to students, promotes the sort of environmentally-conscious attitude that this city desperately needs.” (866)

“It’s about time that LA and its universities started taking some responsibility for the horrendous traffic problems.” (890)

“I believe there are real benefits from an injury prevention and physical activity promotion standpoint.” (929)

“I am doing my part for the community by taking a 1 hour and 15 minute bus ride to campus everyday from my apartment in Santa Monica. While BruinGO has been a very important transportation development at UCLA, I feel that it is the very least that the University can do.” (1017)

“I am a big believer in finding more environmentally and economically sound means of travel, and would be very disappointed if cars ruled yet once again, especially if more money goes to build parking garages on campus.” (1018)

“I am currently taking a Conservation Biology class and have gotten the chance to look at the interaction of humans and nature in detail. By building a parking structure, who knows what sort of ecosystems that may exist might be put at risk or even destroyed. Environmentalists will not be happy about that.” (1074)

“I believe that UCLA should and can make an important statement about air pollution and traffic congestion in and around the campus by maintaining its commitment to public transportation rather than encouraging additional drivers to an already very congested area.” (1076)

“Public transportation is the ONLY way to a better environment, and a new parking structure will only encourage more cars, more greenhouse gases emission and more traffic jams and accidents.” (1079)

“As a center of advanced learning, I believe that it is particularly important for UCLA to take the lead in issues of environmental protection and responsible planning. The University’s policy of continually constructing more -- and more costly -- parking structures does not adequately address the underlying problems. It is not possible for the University to construct sufficient parking for everyone who would like to have convenient parking. Instead, I believe the University should support alternatives such as the BruinGO program, which seek to reduce the demand for additional parking.” (1080)

“I am definitely in favor of any program that reduces the number of cars coming to campus and produces a favorable impact on the environment. I strongly urge this campus to forego constructing another parking lot in favor of a more aggressive campaign for BruinGO.” (1083)

“It really makes earth-sense to let the people of UCLA make use of the almost-empty Blue Buses. Through BruinGO we are protecting the community we live in by encouraging more people to ride the bus and thereby reducing harmful emissions.” (1094)

“Aside from the fact that [BruinGO] assists thousands of UCLA students and staff in getting back and forth from school every day, as well as the fact that it cuts down on the amount of cars on campus, it crucially helps save our environment! There are three VERY compelling and important reasons why you should consider permanent funding for BruinGO. It is an essential alternative to building more parking spaces, and it cuts down on vehicle emissions.” (1101)

“[BruinGO] acts as a key UCLA public relations tool: the volume of students using the service clearly demonstrates - publicly - that UCLA is committed to environmentally-sound mass transit in a city that is known worldwide for its poor air quality and its disabling traffic. Isn't it time that UCLA took a leading role in this city in promoting environmentally-sound transit?” (1106)

“The traffic around campus is already a mess and by encouraging public transportation you can help alleviate the congestion. By funding BruinGO you can help MANY more people get to campus in a more environmentally friendly way and at the same time save everyone time and money. Don't waste your money adding to the congestion and pollution problems associated with building a new parking structure, fund BruinGO and help more people while saving money.” (1108)

“As some of tomorrow's leaders, we at UCLA must set a responsible example to the greater community by taking public transportation. This is the only sustainable option in an area as populous as ours. By getting our generation accustomed to public transportation we can help pave the way for its much needed wider acceptance in the near future.” (1116)

“BruinGO is vastly more cost effective than building more parking. It is environmentally friendly. It avoids the disruption of a major construction project on campus. It also takes advantage of the university's leadership position in the local community to redirect urban planning and development away from a model based on private automobile transport and towards a model based on high density housing and public transportation.” (1118)

“UCLA now has the opportunity to become an example to the city of Los Angeles by promoting the use of public transportation as a mitigation for vehicle emissions and traffic congestion in Westwood increased by the addition of new parking structures. Any program which facilitates the use of public transportation is desperately needed in Los Angeles.” (1121)

“The UCLA community must reject the current unsustainable paradigm of private transportation. We must not muss a critical opportunity to behave responsibly and effect positive change in California and the world. This would be a wanton waste. I personally hope and expect us to rise to the challenge by supporting BruinGO and new, more extensive public transportation plans and rejecting the proposed IM parking structure and all it represents.” (1128)

#### FACULTY AND STAFF

“It has been a wonderful program full of possibilities — from cutting down on congestion and pollution to offering a great service for carless and differently-abled individuals.” (110)

“I have a car, but the campus permit was too expensive and I didn't want to add yet another car to L.A.'s already-congested roads, so the free fare program was all the persuasion I needed.” (74)

“In a city as congested, polluted, and car-dependent as Los Angeles, it is imperative that UCLA—as an academic and cultural institution committed to the improvement of its surrounding communities—develop and promote low-cost, environmentally-responsible transportation options.” (82)

“The existence of the program has helped me maintain my commitment to bus riding—not because it has reduced my travel expenses, but rather because it is a concrete reminder that we need to reduce the number of cars on L.A. streets.” (60)

“[BruinGO] is a great service and I feel good about alleviating congestion on campus and not polluting.” (181)

“I believe [BruinGO] is much better for environmental reasons — less cars on the road, cleaner air.” (351)

“Having the university advocate the use of public transportation is invaluable and supports the social and environmental goals and mission of UCLA.” (421)

“If we love more noise and bad air, we should build more parking. Otherwise, we should consider permanent funding for BruinGO as an alternative to building more parking spaces, and we should consider permanent funding for BruinGO as a mitigation for the vehicle emissions created by use of the parking structure.” (1086)

“UCLA has a responsibility to mitigate the air pollution it creates. The BruinGO program, at \$673,000 a year, seems a very good value for the result. If you could expand the program to the MTA, you would entice many more drivers out of their cars, And it would only be fair to expand the program to the Culver City lines, too.” (1112)

“The obvious changes in global weather patterns, something which we in Southern California have been forced to reckon with over the past couple of months suggest that we really ought to shift our high energy consumption patterns and our rates of vehicular emissions. Not only do vehicular emissions affect us over our lifetimes, but they will add to the environmental damage in the long-term although we may not be able to trace the impact easily.” (1126)

“This is an excellent program not only for UCLA but for all of Los Angeles and the environmental and traffic problems it faces.” (1153)

“I think it is more cost effective to ride the bus than to build another parking lot.” (1171)

“UCLA should continue BruinGO because the campus should serve as an example of an employer doing everything possible to conserve energy and resources.” (1368)

“I firmly believe that [BruinGO] reduces pollution and traffic congestion near campus - which can be considerable - especially in the early morning and late afternoon.” (1323)

“Let everyone know that UCLA does care about the pollution and congestion its campus contributes to this part of Los Angeles! For shame if all that is a concern is money! Keep this program and in the long run people will start to demand less parking.” (1401)

“There is a huge need to reduce the traffic on the West Side, and [BruinGO] is a great opportunity to keep the quality of life decent here. UCLA brings 50,000 people here Monday to Friday and really needs to be sensitive to the negative impact this has on West L.A.” (1552)

“Not only does [BruinGO] free up parking space, it reduces traffic congestion on campus/Westwood, pollution, traffic accidents, and benefits everyone involved in this program.” (1659)

## **Housing Opportunities**

### STUDENTS

“I’ve been considering moving and my most important consideration is to be on a Big Blue Bus line.” (33)

“I will be living in an apartment next year, probably in the West L.A. area. I will be deciding on exactly where to live partly based on proximity to the Blue Bus (or other bus lines) because I don’t want to pay for a parking permit.” (36)

“I was also using the fact that travel on the Big Blue Bus is free as a major consideration in my housing plans for next year.” (55)

“Living on the bus route was one major reason for moving to Santa Monica from the Valley.” (120)

“When looking for a place to live I took into account access to the Big Blue Bus.” (136)

“We were able to move to Venice where housing was much cheaper than the Westwood area, and still be able to get to school at no cost.” (146)

“I plan on moving next year in accordance with the Blue Bus lines.” (149)

“I do not have a car and this program has made it possible to live farther away from campus, thereby reducing my housing costs.” (163)

“It seems pertinent to ask people whether free Blue Bus service would affect where people might choose to live during the next academic year. I will be needing to move in the next 6 months or so, and because the Blue Bus is so convenient and free, I will only be willing to live in areas where I can still access routes that go directly to campus.” (166)

“[BruinGO] has greatly helped me in my commute life and made education affordable by giving me the ability to live out of Westwood.” (201)

“Because I so abhor the traffic between the Valley and the rest of L.A., I am considering moving down to the West Side. The fact that the Big Blue Bus would be available to me at not cost makes that consideration even sweeter!” (214)

“I think it will take about 2 years for students to start making noticeable housing location changes, because many are still finding out about BruinGO, and many students signed 1-year leases before learning about it.” (324)

“I vowed I would not return to Los Angeles unless I was able to find an alternative to using my car to get to school. I have been very impressed with the Big Blue Bus system, and when UCLA announced its plan to subsidize UCLA community riders on the bus I was thrilled!” (397)

“I’m a grad student at UCLA and free bus service was a big part of my decision to live further away from campus in a cheaper part of West LA (Palms).” (406)

“[BruinGO] may enable students to select housing options farther away from campus which may be more financially viable than the Westwood area.” (466)

“When I moved last summer, I chose an apartment that would allow me to commute to school by bus because I knew of the parking challenges UCLA has been facing. If BruinGO continues into next year, other students will be able to better plan their housing options to more fully utilize BruinGO.” (512)

“I only started using BruinGO when my car broke down this quarter, but am so impressed with the service that I am actually considering moving someplace that is serviced by the Big Blue Bus.” (624)

“If the BruinGO program continues, I will probably move near a bus line where I can take advantage of it because then I wouldn’t have to drive and park on campus everyday.” (754)

“I have just moved in order to be close to a bus line, and am just beginning to take advantage of [BruinGO].” (845)

“I was lucky to find an apartment that has the #1 bus running less than a block away.” (908)

“I hope [BruinGO] will be around next year since one of the criteria for moving into a certain neighborhood will be if there is BruinGO access (I have to move by the end of the school year.) If the BruinGO pass is not available I will be applying for parking.” (1009)

“I presently know three people who are looking for a new apartment closer to a bus line so they can take advantage of the program.” (1081)

## University Business

### STUDENTS

“I am a PhD student and I collect data down at the Third Street Promenade. [BruinGO] allows me to get there with a minimum of fuss.” (601)

“BruinGO is great for workstudy students who have to work offsite, such as the VA campus.” (1605)

### FACULTY AND STAFF

“I work in Murphy Hall and we have to go to the Wilshire Center for meetings on a regular basis. Instead of driving or using the shuttle we will use the Blue Bus.” (93)

“Some of us who work in North Campus now take the bus down to Westwood for lunch. We all have parking permits yet we use the bus for free.” (101)

“I utilize the program not only to explore those regions outside UCLA and Westwood Village, but also occasionally to get to North Campus (via Le Conte/Hilgard).” (110)

“Because of BruinGO, I do not use my car during the day and am able to take care of most business using the shuttle or BruinGO.” (110)

“I use [BruinGO] to run errands at lunchtime and sometimes over the weekend.” (178)

“I often use the Blue Bus to travel from North Campus to Westwood at lunch time. Previously I would drive for these excursions.” (331)

“As a staff member who works in Murphy Hall, I find the Blue Bus very convenient for trips into Westwood not directly serviced by the Campus Shuttle. [BruinGO] has reduced the need to drive my own car to get around Westwood and therefore saves me money in gas, time, and possible parking fees.” (332)

“I use BruinGO to take the Big Blue Bus to UCLA offices at 10920 Wilshire — a quicker way of getting there than the Campus Shuttle. I also use BruinGO for office lunch trips and personal errands in Westwood Village.” (350)

“I would imagine that parking in Westwood Village is much easier these days as we can bus down instead of driving.” (355)

“I find [BruinGO] very convenient to use for travel to various areas surroundings the campus. It is much faster and more direct than Campus Express.” (389)

“BruinGO is also good for non-commute trips. I frequently need to make a trip to campus (since I work at the Wilshire Center) and the Blue Bus is a lot more convenient than the campus shuttle.” (1087)

“[BruinGO] is great for trips back and forth between Santa Monica - UCLA Medical Center and Westwood. Especially since parking is such a problem at SMH.” (1145)

“I work for MCSS located in Oppenheimer Tower at the corner of Wilshire and Westwood. When I have to go to CHS, taking the Blue Bus for free saves me time and the company’s time.” (1155)

“I use the Blue Bus when traveling to the Wilshire building from the main hospital. It is very helpful.” (1178)

“[BruinGO] has become a great way for [UCLA Medical Center Comuting Services] Desktop Support department to travel between the locations that they support, like Santa Monica Hospital, CHS, Oppenheimer and the various clinics, sort of like a ‘park and ride’ system. This reduces traffic in our area and is a great deal more convenient than retrieving a car from one of the crowded parking lots and driving a few miles, only to have to search for a new parking sport when they return.” (1303)

“With my office being in Santa Monica, BruinGO is fantastic! I use the Big Blue Bus very often due to meetings in the Wilshire Center, at least 3 days a week. It saves a lot of time since I don’t have to find parking and also saves UCLA money because I don’t need validation. Not to mention the Wilshire traffic!!!” (1305)

“My job requires a lot of travel around campus and Westwood in general. Since the BruinGO program started I have been able to get to campus in a timelier fashion, unlike before where I would have to get in the car and drive around trying to find parking, wasting a lot of time. This program has benefitted my department a great deal.” (1307)

“I use BruinGO almost daily to ferry myself back and forth to CHS from my office building on Wilshire and Westwood. Although I park in Lot 32 and could park on campus if I chose to, it is easier and faster to take the bus.” (1308)

“BruinGO has proven to be beneficial to all of us here on campus in that it eliminates the need to drive to various locations here in the Village and in Santa Monica. [Extending BruinGO to the MTA] would certainly free up parking in the lots and hopefully eliminate stack parking. Having to turn in your keys daily is not only an inconvenience, but requires trusting those attendants who hold your keys. Aside from the fact that when you must go out during the day, you have to track down an attendant and wait for him to locate and then maneuver your car out (this can take upward of 10 minutes or more) which is a long time if you are under time constraints!” (1309)

“One of my boss’s peers uses the Blue Bus to go downtown for various meetings and conferences. This saves time and stiff downtown parking rates. I’m hoping to get my boss to use the bus as well.” (1311)



“I ride the vanpool from Long Beach. When I need to do an errand at lunch, its quite easy to hop a bus using my staff ID. I’m finally learning how to be car-free.” (1312)

“[BruinGO] improves my access to and from campus as well as getting around campus (to and from meetings at Wilshire Center and Faculty Center).” (1315)

“[BruinGO] is excellent for me and my staff (approx. 100 personnel) moving between my building, the Oppenheimer Building on the southeast corner of Wilshire and Westwood, and the Medical Center and also to Santa Monica Hospital. This reduces my need for a car to make these trips.” (1324)

“BruinGO has been great for me whenever I need to get to North Campus or to the Wilshire Center.” (1346)

“I use the bus to get to Santa Monica Hospital on business.” (1350)

“I have to go to our off-site center in Santa Monica and I find it really convenient to take the bus instead of driving and wasting time finding parking. Also, for those of use working at the Medical Center, it has been very convenient to use this means to decrease the time it takes to go between the Center and Westwood Village, especially to other institutional offices at Wilshire.” (1395)

“I use [BruinGO] when attending meetings at Santa Monica Hospital.” (1398)

“[BruinGO] is especially helpful for those of us who must go from the Westwood campus to Santa Monica Hospital during working hours. I’ve also used it for trips between campus and the Wilshire Center.” (1408)

“I find BruinGO useful in getting to parts of campus, i.e. Wilshire Center. It reduces the necessity of a car and it is convenient. I don’t have to get my car and find another parking space.” (1537)

“Since several of our facilities in the Department of Pathology and Laboratory Medicine are on the Blue Bus route, [BruinGO] provides a mechanism for getting to Santa Monica Hospital and/or Brentwood, for those of us who do not have a car at work, but need to get to another laboratory site.” (1583)

“My job requires me to work at both UCLA Westwood and UCLA Santa Monica. Since the introduction of the fare free ride system I have used the Santa Monica Blue Line to commute between the two hospitals.” (1597)

“I can take [BruinGO] to get to the Wilshire Center; it’s faster than the campus bus sometimes.” (1619)

“Since there are more UCLA offices off campus, [BruinGO] seems to be a great way to travel.” (1620)

“I work in the Clinical Labs, Microbiology department located in Brentwood. I use the Blue Bus line #2 which stops on the VA grounds near my building. I am having to go to the medical center for various

meetings and have found the Blue Bus a great asset for transportation. It helps me by not having to drive my car to and from the CHS and having to pay for parking (\$6 per day)." (1637)

"I use BruinGO to travel back and forth between the VA and UCLA which I do regularly." (1646)

## **Advertising BruinGO**

### STUDENTS

"I fully support the program and try to spread the word. I find a lot of commuters do not know about the program or, most importantly, do not know how to use the Big Blue Bus." (13)

"Perhaps when you send out parking applications you should also include a notice informing students of their option with the Blue Bus." (24)

"I suggest if you want more people to take the bus, send out another more widespread notice to let people know it is free." (51)

"First, people don't know about the program or don't know about the bus routes and opportunities. I was totally surprised that I've had to explain it to several people just recently!" (54)

"I think the program will be more successful if more people know about it. Maybe if the program required students living within Blue Bus services not to receive parking then they would be forced to ride the bus, thus reducing the demand for parking." (56)

"Marketing should be targeted toward students who live in all of the communities served by the Blue Bus, including Venice, West L.A., etc." (61)

"To be honest, I didn't know that I could ride the Santa Monica buses for free with my Bruin Card." (67)

"If it were clear to incoming freshmen that the bus program could serve their needs, over time you would probably see a gradual decline in parking permit demand." (111)

"The Daily Bruin article of January 12, 2001 quoted Mark Stocki of Transportation Services as saying that he'd 'gone as far as possible in marketing' the new program. I have to admit that in my experience, TS's marketing was an abject failure. I heard about the new plan through word of mouth, and spread it the same way. I remember telling several people who got on the bus and took out their wallets to find change (thus revealing their Bruin cards) that they could swipe and ride for free." (111)

"Perhaps you could paste fliers in the garages?" (123)

“I think there needs to be better advertising. I am a grad student and I do not often read the Daily Bruin. I only realized I could use my BruinCard after I began noticing other people using it, but I had been paying for an entire quarter.” (130)

“As a third year student here at UCLA, I was first informed about BruinGO yesterday [02/05/01] in my geography 124 lecture. I wish I had known about this program earlier because it could have changed my decision to keep and use my car in L.A.” (138)

“UCLA should make an effort to discourage students to bring their cars, they should promote the BruinGO bus system in brochures that are handed out in high schools, for transfer students, and for commuting students. It should be described as one of the many conveniences of living in Westwood.” (138)

“As to why the numbers don’t show an appreciation of the program—no one really knew about BruinGO until school started—there are many of us living outside of the Blue Bus in MTA zones and have already made other transportation arrangements.” (149)

“Do more marketing, please. I only heard about [BruinGO] once. This is not enough for most people.” (160)

“I encounter people even now that don’t know about the program. The difficulty is that people who know about the program are probably the ones who already ride the bus.” (194)

“I run into UCLA staff/faculty/students on the Big Blue Bus who don’t know they could be riding for free. Since I didn’t know the name of the program and others are still paying to ride, it seems more advertising is indicated.” (204)

“I knew about the BruinGO program way after the annual parking permits were drawn and sold.” (320)

“There hasn’t been much publicity posted at the bus stops on campus, the UCLA campus housing office, or email circulated.” (324)

“A bigger presentation during orientation would help spread the usage.” (360)

“Last week I spoke to two people that were extremely surprised that [BruinGO] even existed. There should be more advertisements around to let students and staff know that it is available.” (423)

“. . . with better advertising, more people at UCLA will become aware of the ‘free’ rides.” (476)

“I believe [BruionGO] needs to be better marketed to the population here at UCLA.” (520)

“I think people who apply for parking permits should be told about the program as an automatic reply or something along those lines.” (673)

“The only way we found out about it was by word of mouth. However the program was originally advertised, it did not get out to everyone. And I still hear of people who are hearing about it for the first time.” (730)

“[BruinGO] is not adequately advertised. I only found out about it by word of mouth a few weeks ago.” (781)

“There are many with whom I have spoken to that were unaware of the program. Maybe a direct marketing of those who apply for parking passes who live on the bus routes would be effective. Or a direct marketing of those who live in university apartments. Mass email works well! Say FREE a lot! Talk about money! Five dollars a week savings is a big deal to poor college students.” (738)

“Students may not even be aware this program exists; maybe better visibility and stronger ad campaigns geared at saving students money (especially grad students)? I didn’t find out about BruinGO until this quarter.” (749)

“UCLA has done a TERRIBLE job of getting the word out about BruinGO. I have never seen any advertisements about BruinGO and I have only heard about it through word of mouth. What is more, I have told a number of friends about it and when I told them, it was the first they had ever heard of the program.” (760)

“I think you need to advertise to program more and get more information out there on the availability and convenience of the bus.” (855)

“Maybe you should market a ‘see the sights’ campaign with new Bruins. I’m looking for all the friends I can make.” (857)

“I suggest better information for students . . . not everyone knows about it.” (870)

“[BruinGO] is a wonderful program. I didn’t hear about it from anybody, just happened to notice students swiping their cards and inquired. Advertising should be increased . . . none of my friends or acquaintances (faculty, staff) had any idea of this, even in recent conversations.” (880)

“Even more publicity throughout the year would help. I had forgotten about [BruinGO].” (910)

“[BruinGO] has had extremely poor publicity.” (911)

“Advertise and educate drivers using easy-to-read flyers about the routes and potential free parking areas near bus stops throughout L.A. These flyers should be mailed to all current holders and should be attached to all parking applications.” (917)

“This is an amazing program and it should not be that news of its existence only trickles around by word of mouth, which seems to be the case. I took an informal poll here at the graduate school of architecture, and only about 15% of the students even knew of its existence.” (919)

“Please continue [BruinGO] and publicize it more. I know from talking to friends that very few were aware of it.” (946)

“I bet a big bus map posted somewhere near the bookstore would really help get students to use the service. Right now the bus info is hidden in a corner. Get it out there! Put up huge signs saying: GET TO CAMPUS FREE!!!” (973)

“I think UCLA should definitely continue BruinGO, especially because it wasn’t advertised very well when it was first implemented, so many people didn’t know about it.” (976)

“I regularly meet students who have never even heard of [BruinGO] and are shocked that they can ride the Blue Bus for free.” (1017)

“I think that if you targeted a large effort at the current freshmen (and next year’s incoming freshmen) who live in the dorms and who may not have a car, you might get them hooked on the system and they might stay with it when they get an off-campus apartment later on. Perhaps a short publication of some simple destinations and a time frame might help, for instance something like” BruinGO! can get you to the Westside Pavilion in 15 minutes and Trader Joe’s, and the Third Street Promenade, and the Pier, and Downtown L.A. Ross and Ralph’s and Pavilions . . . Places to go for lunch. Places to go for a nice view. Place to go for a run or a walk (Temescal Canyon). Maybe it would also help to cite some of the safety statistics, and the award that the Big Blue Bus has received. Perhaps adding up a potential amount saved per year by taking the bus would help too” Amount of Free Bus rides + amount of gasoline saved + amount of parking saved + you don’t have to drive through L.A. traffic yourself! (Unmeasurable benefit!) Perhaps tying it into a health benefit would help. Recent studies show that accumulating little bits of exercise can increase cardiovascular health. In our couch-potato, Internet-surfing new society, we should embrace every chance we get to walk around. Walk to the bus stop, walk from the bus stop. Calculate the calories used in a year! It could be significant!” (1020)

“I understand Transportation Services has done their best in advertising the program, but I know a number of hospital employees who do not have email accounts who are only now becoming aware of the program.” (1044)

“I remember when I was considering my move to UCLA, this would have been really valuable information and I might not have brought a car with me. So your best success might be met through direct advertising with incoming students, especially graduates who will live off campus. Similar approach with incoming staff.” (1065)

“To increase the use of the BruinGO program, I would suggest more effective marketing (some students still don’t know they can ride free.)” (1669)

## FACULTY AND STAFF

“Why does the UCLA Transit Web page still make no mention of BruinGO? I mentioned this to TS months ago, their reply was merely that they would consider making a change. If TS truly wants BruinGO to succeed, why do they get hung up on something so trivial and easy to fix?” (10)

“I think advertising on the medical campus was poor. Most of my colleagues have not heard of the program.” (46)

“As a new employee of UCLA . . . I was not aware about this through any UCLA resource other than the colleague who rides the bus. When I had my meeting with personnel on the first day of the job, she just asked if I needed a parking pass and didn’t mention the option of the bus. If other recent hires on campus aren’t even made aware of the option, I do not see how parking permit requests would decline.” (87)

“I feel that we should do a better job of getting the information out there. I run into a lot of people who don’t even know that we can use our Bruin Cards and swipe on the Santa Monica buses.” (94)

“Your program is not that well advertised. I regularly ask my students if they know that they can ride the Big Blue Bus for free. They invariably answer ‘No’.” (137)

“I recommend advertising [BruinGO] better before each term. I just heard about it by word of mouth. Flyers, not just emails, should be sent to everyone on campus. I recommend targeting the graduate school people — i.e. law students, film school students etc., BEFORE they arrive, so that they don’t go ahead and put in a parking application.” (174)

“I just spoke to a visiting lecturer at archaeology who has been paying to ride the bus since September and only learned recently that she can use her Bruin Card to ride for free.” (321)

“I am a career employee and I have given up my yellow parking pass for Lot 2. I now take the Blue Bus everyday.” (353)

“One reason why BruinGO may not have had a higher impact on other UCLA students/staff is because of marketing. Although ads were put in the Daily Bruin and elsewhere, I feel that there is still a lack of appeal to the majority of UCLAers who are uninformed about the bus system.” (428)

“Strategically publicize this program with some of the following: (1) signs near or in the parking structures and ticket kiosks to encourage would-be drivers to use [BruinGO]; (2) signs in the permit office (Lot 8?) So people purchasing long term parking may consider the program; (3) email to staff and students.” (1015)

“As a BruinGO user, I do not believe the BruinGO program has been given enough visibility and time for you to make a definitive judgment on its usefulness. The program was underway for several months

before I first heard of it, and as soon as I did, my husband and I (both UCLA employees) gave up our parking permits and began commuting to UCLA exclusively via the Santa Monica Blue Bus.” (1085)

“As with an first-time program or new business venture, it takes more than nine months to a year to establish a solid customer base. BruinGO has gotten word-of-mouth press among our visiting professors as far away as England and Australia and information about the program is shared upon their arrival. I’ve just learned that BruinGO can be used to travel anywhere the Big Blue goes, not just to and from campus. I’m also aware that some of the students in our master’s and doctoral programs take advantage of this wonderful program.” (1147)

“[BruinGO] should get better media coverage especially in the Daily Bruin and it should be publicized in prominent places like parking lots.” (1326)

“We need to readvertise [BruinGO] to staff and what areas are served and where to obtain schedules. Staff often read their email so quickly they don’t ‘see and comprehend’ the information.” (1353)

“I strongly feel that UCLA should continue this program and advertise it more aggressively towards students, postdocs and faculty.” (1402)

“I wish I’d have known about it last week when I had to ride the bus!” (1532)

“Advertise the program at summer orientation for new students.” (1544)

“One of the problems with the program is its lack of advertising. I didn’t find out about the BruinGO program until 2 months after its inception. I’m sure there are still many students who have no idea about it.” (1549)

“BruinGO is a great idea that perhaps needs to be promoted more.” (1551)

“[BruinGO] should be promoted more, a lot more. I heard about it b stealth the second week it was running, and I was even taking the bus everyday.” (1552)

“I work on the Santa Monica Hospital Campus and live in the Marina. I didn’t know anything about BruinGO.” (1560)

“I would recommend high-profile marketing of BruinGO such as posters, flyers, etc. I would also like to suggest focusing efforts on specific areas - the Medical Center, the Medical Plaza, and off-campus sites. There are a number of employees who may not have access to email in the Wilshire Center and at the Community Clinic sites.” (1639)

“I am sending this message on behalf of [a colleague] who works in the Transfusion Service here at UCLA, and does not have access to email. She wished to convey that she would indeed ride the bus to campus if BruinGO included the MTA and Culver City lines.” (1648)

“The program needs to be publicized much more frequently. I find myself informing local car-driving co-workers about it and they are truly surprised to learn about it. Why not email everyone in the university about it? Why not email incoming Fall students who live in each zip code that the Big Blue Bus covers?” (1663)

“I was unaware of this program.” (1672)

“I feel the program needs a little more publicity. I’m not sure everyone knows it is available.” (1686)

## **MTA and Culver City Bus**

### STUDENTS

“What I’d like to see personally is a similar program started with the MTA.” (71)

“If BruinGO were to cover MTA fares, I would definitely use it more.” (90)

“Suggest including the Metro. There area a lot of students/staff who don’t live in West L.A./Santa Monica.” (92)

“It should be expanded to all the buses.” (97)

“UCLA’s inability to create this program with the MTA is transit racism! Poorer students and many students of color live in Eastern Los Angeles, where the SMMBL does not go.” (108)

“What about students who live east of campus? Is there any way of creating a similar/subsidized program with the MTA?” (125)

“I believe that UCLA should continue the BruinGO program, and even boldly expand it to other bus lines in this city. The program has been in effect for only a short time, so don’t be discouraged by a lack of significant results.” (214)

“I’m looking forward to UCLA expanding to include transit pass access to other bus systems (Culver City, MTA) as well.” (324)

“Whatever you do, don’t drop [BruinGO]. Its benefits for UCLA may not show up immediately in large drops in parking permit requests, but it has benefits in many other ways, and should be expanded as soon as possible to the Culver City lines.” (388)

“I hope the program will continue and expand and that slowly people will notice that the L.A. public transportation system is much better than its reputation and that it pays to use it even in the face of the prevailing myth of L.A. as car city U.S.A.” (554)



“I would love it if BruinGO was extended to the MTA; I live in the Valley, so MTA is the only mass transit option. I would take the bus everyday and NEVER drive to campus if MTA was included in the program. I would also choose to take the bus more often just to get around town.” (622)

“It would be great if there were a program that would help us “Valley girls and boys” as well.” (629)

“I don’t think [BruinGO] will have the impact you seek until the other bus lines are included.” (650)

“The problem is that I would need to use the Culver City #6 bus which is not included in the program.” (767)

“I think the program would be more beneficial to other students if MTA and Culver City buses were included although I live on the Blue Bus line.” (803)

“I might use the MTA buses to go to other places in L.A. if BruinGO paid for it.” (804)

“Transportation is definitely an issue that needs continued evaluation and alternate solutions for those who don’t live in the BruinGO service areas and were not fortunate enough to get a parking permit, leaving us to fork out \$6.00 a day.” (805)

“If BruinGO would include the Culver City bus I would take it every day.” (811)

“Increasing the size of the network would greatly improve access by requiring fewer trips to reach more destinations.” (817)

“Since the MTA is actually much more expensive than the Blue Bus system, I would think free MTA travel would be a good incentive to take the bus rather than drive.” (821)

“I would definitely welcome an extension of BruinGO to the MTA and Culver City buses.” (823)

“There is a large population of students in the Hollywood/West Hollywood area who would also benefit from this program.” (910)

“Bus fares on MTA get very expensive depending on the number of transfers. Multiply this by two ways and the cost of using MTA is close to the cost of paying for parking one day. The difference is certainly not enough to prevent someone from driving their car.” (915)

“If BruinGO was extended to the MTA buses which run East-West to and from Westwood, I would definitely take advantage of it.” (916)

“If the program were to expand to other bus lines (MTA Commuter Express or other MTA lines) I would certainly consider giving up some convenience for saving the money and the hassle of driving.” (961)

“Those of us on the Culver City line feel rather discriminated against. I realize that you probably couldn’t pay for everyone . . . but why just Big Blue . . . doesn’t seem fair.” (974)

“I would definitely like to have [BruinGO] extended to other bus lines (for me Culver City Bus). I think I would use the bus more if its free.” (1011)

“If BruinGO included MTA and Culver City it would be very great . . . for students who can’t afford an apartment around UCLA where Big Blue buses cover.” (1041)

“I know several people who live in Century City/Beverly Hills/W. Hollywood area that would take the MTA if it were included in the BruinGO program.” (1053)

“[BruinGO] is a wonderful program that encourages students to use the Santa Monica Blue Bus. This program is well overdue and should be expanded to include all L.A. bus systems. If UCLA would do this, additional parking spaces would be unnecessary. The money could be spent on education . . . which is the appropriate role for a university anyway!” (1096)

“I think the school and the community cannot afford to discontinue BruinGO. Rather, the university should consider expanding it to other bus lines.” (1110)

“[BruinGO] should also include the LADOT’s commuter express buses. A lot of UCLA students and employees use this bus system (and many more could use it) to travel to and from the SF valley.” (1671)

#### FACULTY AND STAFF

“I live in Los Angeles and would greatly benefit if the program were to include MTA.” (346)

“Why limit this program to the Santa Monica Big Blue Bus. Why not include the Culver City and MTA lines?” (371)

“If the MTA was included in BruinGO it would almost eliminate my need for a car completely.” (1179)

“I would like to see more services implemented to support staff who live in the San Fernando Valley, especially within 10-15 minutes of campus. That commute is the worst! And a lot of us work in the same building and leave at the same time!” (1192)

“The addition of other bus systems to this program would make using the bus a great alternative for people living outside the service area of the Big Blue Bus. I would be able to take a Culver City bus from my front door to my office without the need to transfer!” (1303)

“I can’t use the current system, but I would be THRILLED if you could extend it to the RTD Metro system. I currently have to ride the bus from Sherman Oaks because I’ve had seizures and have had my drivers license suspended for 6 months to a year. However, I have to keep paying my parking fees, because I’m afraid to ‘lose’ my spot in Lot 9 if I let my parking permit lapse. I would be much happier

not to be paying \$42 for a bus pass plus my parking fees. I think lots of other employees would use the program as well. What a great idea.” (1313)

“I would happily quit driving to work if BruinGO covered MTA busfare.” (1329)

“If BruinGO were to include the MTA system I would definitely use it. Presently there is no Blue Line bus that goes near my home.” (1356)

“I am a faculty member in Pediatrics. I have frequently used the bus system to and from my home in Culver City, and would likely use it more if the Culver City bus lines were included.” (1545)

“BruinGO would be double terrific if you include Culver City Bus and the MTA.” (1580)

“If [BruinGO] included the Culver City Bus (which is closest to where I live) then I may not have to drive at all.” (1615)

“I would definitely use the other bus services and so would many other staff and students if they were included in the program. I’m always being asked if the other bus lines have this program, unfortunately they do not.” (1659)

## **Transportation Equity**

### **STUDENTS**

“This program is invaluable due to the relative unavailability of parking on campus.” (65)

“Those who use parking should subsidize those who use public transit, since we enable them to have parking, and make their commute faster by our use of mass transportation.” (76)

“I think having the cost [of BruinGO] offset by parking fees is the right thing to do because public transport makes possible on-campus parking for most who have it and eases the traffic through Westwood (making parker’s commute faster.)” (77)

“If you can’t give us more parking options — [BruinGO] is a vital solution to commuting in LA.” (149)

“I have no parking pass, and it seems impossible for me to get one.” (155)

“A recent car accident (and not replacing the car) has made me VERY dependent on the Blue Bus for all my activities.” (180)

“More than finding [BruinGO] personally useful, I think it is in everyone’s interest to assist those without cars, those without on-campus parking permits, and those who want to explore more energy-efficient ways of getting to campus.” (350)

“As long as the regular parking facilities remain in such an appalling state, the bus program should continue.” (367)

“[BruinGO] helps those who cannot apply for parking and don’t have a car.” (385)

“I think that a better solution [than terminating BruinGO] would be to make FEWER PARKING PERMITS available to students living in Santa Monica, Westwood, and West L.A. This approach would reduce the number of cars driven onto campus daily, and encourage people to ride the buses, and make more daily permits available for people who occasionally need to drive to campus.” (422)

“Certainly the parking administration must be aware that a vast majority of students receiving parking passes do so under fraudulent circumstances. This persistent fraud, coupled with a dearth of parking spaces to begin with, leaves many, many students dependent on public transportation to get to and from school. The BruinGO program is just one small step necessary to alleviate the burden of riding the bus.” (500)

“I really hate the fact that I’m ineligible for a parking permit, but the free bus program is a tremendous help.” (534)

“Its only fair to put some transportation money into students who take public transportation and not just use the money for more parking structure that will only further UCLA’s traffic problems.” (547)

“Obviously, campus parking cannot meet the demand for parking spaces, and I think UCLA has an obligation to provide a viable alternative to its students.” (556)

“I was not given a parking permit this year and the bus is often the only way I have to get back and forth to school.” (558)

“Free rides is the very least UCLA can do to make up for its lack of parking available to full-time students like myself with no income.” (568)

“I think [BruinGO] is very important for students who cannot afford other means of transportation. It increases access to campus and other activities.” (931)

“Before BruinGO I used to think that it was quite unfair that residents of other university apartments (Mentone, etc.) had access to free shuttle service to campus, while those at University Village didn’t. Now, with BruinGO, I feel much better about the whole situation.” (1047)

“Currently, UCLA has shuttles that run between Keystone/Mentone and UCLA, but no such program exists for students residing at University Village. BruinGO acts as an important shuttle service linking the University Village students to the university.” (1692)