



BUILDING BRIDGES...WITH BUSES

As the bus operator for the City of Lawrence, Kansas (the City) since 2000, MV knew it could offer significant transit benefits to nearby University of Kansas (KU). When hired to operate KU's transit services from its Lawrence location, MV proved the benefits of shared resources were not just financial.

Challenge

After seven years as the City of Lawrence's transit operator, MV was awarded a contract with KU to operate its campus bus services, leveraging resources from its Lawrence location. Although this meant adding 60 more vehicles to its operating fleet and 2.8M passengers to its annual ridership, MV was determined to demonstrate a positive result in bridging the two services.

Solution

MV's first six months operating both services gave the City and KU confidence that further coordination between their services would work. After a joint RFP was released for the option of combining both services, MV was retained to continue what it had started.

MV assisted both clients in spearheading proactive collaboration between its management team, the City and KU. Together, all three stakeholders worked to realize a true coordinated transportation service throughout the City of Lawrence. Each service retained their brand identity, and areas of optimal coordination were identified. These included a joint mission statement, a coordinated route and pass program, and a shared an operating facility.

MV has remained active in executing the shared vision of the City and KU. The company has worked with the City's consultants by providing solid input as the service operator, and MV's manager served as a member of the design team for KU's new facility. The success of these services has been widely celebrated; in 2010 the system was honored with Ridership and Sustainability Leadership Awards for having the largest increase in ridership (138%) among all urban transit providers in the state and for its new energy efficient combined facility.