



# NU Safe Ride

A late-night service to transport students safely around a University campus.

PARTNER

Northwestern University

LOCATION

Evanston, Ill.

LAUNCH

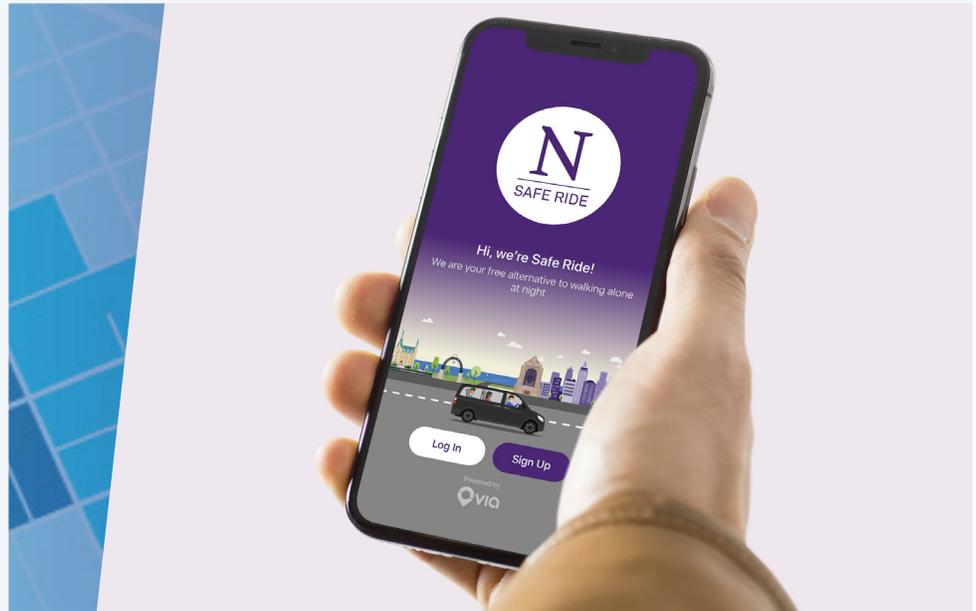
September 2019

USE CASE

Late-night safe rides for students to travel throughout campus.

GOAL

Enhance students' safety by increasing ride availability with better wait times and fewer cancellations.



## Overview

Northwestern University's Safe Ride program was originally run by students. When it became difficult to find sufficient staff to efficiently run the program, the University looked to outsource the project, keeping traveling safely across campus as its top priority. As a result, Northwestern partnered with Via to increase ridership with a late-night service for students, who also played a key role in designing the service to fit their needs and concerns.

# 38%

MORE AVAILABLE DRIVER HOURS

# 65%

INCREASE IN RIDERSHIP IN THE FIRST YEAR

“They customized a service and a user app to specifically meet our unique needs. The effectiveness of the service has been exceptional — doubling the number of student rides while significantly decreasing cancellations and no-shows. Frankly, they have exceeded our expectations.”

– Jim Roberts Sr.  
Executive Director,  
Division Services at  
Northwestern University

“I’m chronically ill so it’s enabled me to be out later and go farther from my dorm because I don’t need to walk.”

– Northwestern  
University Student

## Solution

Partnering with Via, Northwestern launched the company’s third high-profile university deployment in the U.S. operating an on-demand, dynamic in-campus shuttle. With a dedicated app called NU Safe Ride, an increased vehicle fleet, and more available drivers, students can book free rides in-app or by phone (with a dedicated code) during evenings, accessing safe and free transportation exclusively around campus.

 SERVICE ZONE	2.73 SQUARE MILES
 FLEET SIZE	4 VEHICLES
 HOURS OF SERVICE	7PM-3AM MONDAY-SUNDAY
 RIDERS	STUDENTS

## Results

The improved service immediately translated into results. Ridership increased 65% in the first year while canceled rides decreased 15%. Students give NU Safe Ride an average rating of 4.9 out of 5 stars. Increasing driver hours by 38% had a big impact on rider satisfaction, meaning students are enjoying shorter wait times and added peace of mind late at night. Additionally, the service saw a 43% decrease in ride per cost and has “exceeded expectations” according to University officials.