

U-DASH Shuttle Service to be discontinued after March 15

U-DASH, a lunch-time shuttle service between UC Davis and downtown Davis, will be discontinued due to low ridership. The last day of service will be March 15, coinciding with the end of UC Davis winter quarter classes.

U-DASH was introduced to provide convenient transportation between the central campus and the city's core to boost downtown business.

The service, begun on June 15, 2009, did not draw the some 200 boardings a day that had been suggested by survey to gauge demand. With a round-trip fare of \$1, ridership averaged about 12 boardings per day in the fall quarter.

Even after U-DASH eliminated the fare and extended its route to the Health Sciences District on the west side of campus, ridership in the winter quarter increased to only about 40 boardings per day; half of those boardings were for trips between points on campus.

U-DASH was a partnership of the Davis Downtown Business Association, the city of Davis and the Unitrans bus service, with additional grant funds provided by the Yolo Solano Air Quality Management District.

It used clean natural gas minibuses already in the service of the Topsy Taxi, the late-night weekend transportation service offered to undergraduates by the Associated Students of UC Davis.