



University of Houston  
Division of Administration and Finance  
University Services

## **Press Release**

### **January 16, 2009**

FOR IMMEDIATE RELEASE

Chelsea Lee  
Communications Coordinator  
832-842-5550

#### **Cougar Line Re-vamped to Enhance Service**

Students, faculty and staff beginning the new semester will notice something new about the Cougar Line – route names, locations and times have been changed to enhance convenience to all types of commuters.

“In talking to the students last semester, we found that many of them felt that they were unable to use the existing Cougar Line service because they were uncertain of the wait time for busses,” said Bob Browand, director of Parking & Transportation Services. “We’ve put the busses on a timed schedule, which will assist students, faculty, staff and guests in planning their trips to campus.”

To make the service easier to use and understand, Browand kept the color coding system that has been in place for years and added a location name, which would help identify the routes. For example, the former Red Line will become the Robertson Line, which will tie the UH landmark with the shuttle service.

“Think about your experience at a place like Disney World,” said Browand. “They use public transportation to shuttle you to and from your car to the park. They use colors, names and pictures to help you with orientation. We’d like to make the UH experience as easy and accessible as possible because it can feel very big to someone on the campus for the first time.”

In addition to the new Cougar Line names and schedules, Browand added an East Side Express that will service Parking Lots 8A and 9C. This service will take students directly to the Law Center and Melcher Hall. This service is in the pilot stages for the first two weeks of classes and will provide Browand an opportunity to determine the ridership need this route.

“We wanted to add a convenient service for students who may have been displaced to the construction of the East Parking Garage,” said Browand. “We would like lots of feedback as we begin this new service so that we can tweak it to match demand. Students can blog about this and any other services in our parking blog. We’d like to generate discussion so that we can make all our experiences with parking positive ones.”

Students, faculty and staff can blog about all parking issues in the Parking Blogspot at <http://uhparking.blogspot.com/>.

To see the new Cougar Line Schedules, please visit <http://www.uh.edu/parking>.

#### About the University of Houston

The University of Houston, Texas’ premier metropolitan research and teaching institution, is home to more than 40 research centers and institutes and sponsors more than 300 partnerships with corporate, civic and governmental entities. UH, the most diverse research university in the country stands at the forefront of education, research and service with more than 35,000 students.