University Transportation Committee  
February 13, 2012

Present:
• John Vincent, UWPD
• Bob Ennes, Health Sciences Academic Services & Facilities
• Sean Wilson, ASUW
• Melanie Mayock, GPSS
• Nate Jones, Commuter Services
• Alicia Halberg, Commuter Services (guest)
• Patricia Riley, UWMC
• Scott Baebler, ICA
• Miranda Leidich, SLU
• Josh Kavanagh, Transportation Services
• Michelle Rhoads, Transportation Services
• Steve Kennard, Real Estate Office
• Elliott Nutt, Disability Services Office
• Chuck Treser - Faculty Representative
• Scot Rastelli, GPSS

Not Present:
• William Dow, ASUW
• Colin Morgan-Cross, GPSS
• John Schaufelberger, Faculty Representative
• Luther Martin, WFSE
• April Millar, WSNA
• Matt Weatherford, PSO
• Peter Dewey, TIP
• Rebecca Barnes, Planning & Budgeting
• Celeste Gilman, Commuter Services
• Charles Kennedy, Facilities Services
• Daniel Kraus, Labor Relations
• Jean Garber, Dentistry

1. Meeting called to order
   a. Change in the order of items on the agenda

2. Transportation to CenturyLink field while Husky Stadium is renovated
   a. There are a number of transportation options to get down to the stadium area. These options will be posted on the GoHuskies.com website within the next few weeks.
      i. Plenty of lots and parking available near the stadium area
         1. Those who received Tyee Club parking while be taken care of in the CenturyLink Field and Safeco Field garages.
         2. There is enough room in the north lot as well as another lot for most RVs.
            a. Last year 85 RV permits were sold.
3. Additional staff will be provided at a number of garages, including union station and one about a block away from the stadium.
   ○ There are 12 garages and 20-30 surface lots within the area that ICA currently does not use.
   ○ Some of the garages will have websites where people can go and purchase permits in advance.

ii. Light rail service directly to the stadium
1. Sound Transit Link runs on every game day
   a. This will be cash fare or ORCA/U-PASS only, such as it is with regular Link rides. There is no scrip agreement, as there has been with Metro, and no free transportation with game tickets, like there has been to Husky Stadium in the past.

iii. Sounder trains
1. Running from Everett to the stadium as well as Tacoma to the stadium.
2. Sounder trains will run on Saturdays as a special service from ST for large special events at the stadium.
   a. There will be no Sounder trains available anytime after 7 p.m.
      i. The rails are shared with Burlington Northern and they have scheduled freight trains on the tracks at those times.

iv. Sound Transit regional bus service
v. King County Metro bus service
1. 15 routes have stops within three blocks of CenturyLink Field.
2. There will be “enhanced service” - ICA hesitates to call this extra buses, or put a number on how many that will be.
   a. For example: buses will arrive at stops every four to seven minutes, rather than every 15.
   b. Enhanced service will begin at least three hours prior to kickoff.
3. Feedback from Apple Cup
   a. Enhanced service began two hours prior to kickoff, resulting in large crowds already at bus stops.
   b. Buses passed by stops when full, resulting in negative customer feedback.
   c. Students would appreciate consistency in service--making sure that buses are stopping at their regular locations and coming in predictable intervals.
   d. There will be more security and staff available, the Apple Cup saw a need for staff managing crowd control at some bus stops.
   e. Signage will be posted downtown to help students and fans find their way to the stadium from the stops.

vi. Park and Ride service
1. Park and Ride service has been scaled back from what is usually offered at Husky Stadium -- that’s usually 14,000 passengers from eight different park-and-rides.
2. ICA has modeled their service off of what is done for Seahawks games. Seahawks only provide three locations, ICA will provide four.
3. Service is not free - it will cost $6 round trip and will not accept fare media such as U-PASS or ORCA.
4. These buses will travel strictly between the park-and-ride and the stadium, there will be no stops in-between.
5. Buses will drop passengers about three blocks from the stadium, on the other side of the train tracks.
   a. There are large stairs and terrain changes, which may prove difficult for elderly or mobility impaired populations.
      i. ICA is looking at multiple solutions for this, including the possibility for shuttle service to take those specific fans to the stadium entrance.
      ii. This will also be important for commencement, which tends to have more parents and grandparents in attendance who could have mobility impairment.
   b. Service might be impacted by Seattle eliminating the free ride service area downtown. This is slated to be eliminated sometime in the fall.
   c. September 27 is a Thursday night game, therefore park-and-ride service as well as additional Metro service will not be available.
      i. Currently, ICA is deciding on whether or not to provide some sort of shuttle service down to the stadium for this game.
      1. They do not believe they will need shuttle service in the downtown-area, but are looking at additional shuttle service from the University District.
      ii. ICA will not use Seahawks games as a comparable example as the customer base is different between the two groups. Many Seahawks customers are already working downtown and would not need additional service to downtown, but will need that additional service leaving the stadium. Husky Football customers will be coming from different areas, particularly the University District.
   d. Question: What percentage of ticket holders are season ticket holders?
      i. There are roughly 42,000 season ticket holders out of 67,000 tickets, which is roughly two-thirds.
      ii. Question: Has there been any surveying or zip-code data explored in regards to transportation issues?
        1. No, this has not occurred.

3. **Universal Student U-PASS Advisory Board**
a. The board received requests from certain groups asking to be exempted from the universal program. Most of these requests are from students or programs that operate online or rarely visit campus.
   i. The board is not granting any exemptions at this time, believe the program to be a public good for all students, not just those who ride the bus.
   ii. The board is looking into taking some sort of formal action to say that they don’t recommend that there should be any exemptions.
      1. It is one of the primary issues that the board has worked on this year.

b. The name of the fee that appears on tuition statements might be changed.
   i. Currently, there is a strong connection between the fee being designated as a “fee for service” when it is a more broad-based society fee.
   ii. The fee, as it currently stands, has created a misperception and hard feelings by those who don’t use the program as heavily.
   iii. Other universities have followed this course of action.
      1. Typically calling it a transportation fee, TMP fee (transportation management plan), CTR fee (commute trip reduction), or access fee.
      2. The process:
         a. Recommendation from the Advisory Board
         b. Enabling motions from the GPSS exec committee and from ASUW BOD.
         c. Student Life, Transportation Services, and both student governments would work together to create an addendum to the MOU.
            i. This would not require re-opening the MOU.
         d. It would be approved by the Board of Regents as a brief action item that would authorize the fee’s collection under this new name.

c. The board will receive branch-level ridership data for Autumn Quarter 2011 at the meeting on Friday, February 17.
   i. Currently, TS is unable to separate out faculty/staff rides from student rides.
   ii. They are mostly curious to see if the universal program increased ridership.
   iii. The UTC would also be interested in receiving a similar presentation.

4. Parking system values and priorities discussion.
a. The recommendations from the previous meeting were immediately synthesized into a counter-proposal; TS has started pushing back a little. TS has assumed this new set of variables and values and thus far, opinions have come back with favorable solutions. This includes more cost savings realized, better customer services, and more responsiveness to the issues raised by the UTC. There are still three issues that have come up as sticking points as TS continues to work through these prospective models:

b. Cash as a parking medium
   i. The trend in the industry is to reduce but not eliminate cash.
1. There is a significant transient population, coming to campus just once, that TS cannot count on having credit cards with them.
2. Cash is sometimes more intuitive.
3. Cash can be slower; it comes with administrative burns in terms of back-office functions as well as audit risks with cash handling.

ii. Daily Parking

Cash as a parking medium:

Daily Parking

<table>
<thead>
<tr>
<th>All Cash</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>No cash</th>
</tr>
</thead>
</table>

1.

a. All UTC members agreed that “4” was an appropriate balance between cash and non-cash payment.
   i. Society is trending towards cash-free, more and more people are carrying cards on them at all times.
   ii. It isn’t lean to have a bunch of money and a bunch of people counting money. It’s better to have the system be as efficient as possible.
   iii. Cash slows down the process at the gatehouse as well; nobody likes long lines.
   iv. Some people will always want to use cash, particularly when machines fail in some way.
      1. Some machines currently fail at reading bills.
      2. Some customers value spending money out of their wallet as a mechanism for budgeting.
   v. Reducing cash would also be in the best interest of increasing safety for staff members at say, gatehouses.

iii. Event Parking

Cash as a parking medium:

Event Parking

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</thead>
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1.

a. Those in favor of “3”
   i. Sometimes wireless credit card machines can be slow; nobody likes lines.
   ii. Cash is a fail-safe option.
   iii. Different populations visit during events; those in older generations are less accustomed to using cards, or prefer not to use cards.
1. Perhaps consider having a “cash-only” and a “card-only” line.
   iv. Paying by card can delay the refund process that is offered by gatehouses.

1. For many students, and some families, this $10-15 transaction could impact their budgets.
   a. There’s a strong case for eliminating the refund process, but that is a different discussion.

b. Those in favor of “3.5”
   i. Some people bring cash to events, expecting that there will not be the capability to use cards.

c. Those in favor of “4”
   i. The values do not change for event parking compared to daily parking -- society is still trending towards cash-free.
   ii. The concerns for audits or cash-handling safety are increased for event parking, where staff members provide mobile service.
   iii. Technology is changing enough that in the next ten years cash might be eliminated altogether.

1. There adaptable card-reading mechanisms for mobile phones and tablets that can be used as a mobile “cash register” of sorts.

iv. Large events are switching to a pay-in-advance system so parking tickets are sold ahead of time, eliminating lines and in-person transactions.

C. Presale v. Onsite (at events)

   

   ![Diagram showing presale and on-site periods with numbers indicating frequency of events]

   i. Those in favor of “2”
   1. Getting passes out there ahead of time will help with congestion, lines, and customer frustrations. It simplifies the process.

   iii. Those in favor of “3”
   1. **Question:** How would a “2” be staffed?
2. One member had concerns about parking pre-sale harming transit use; Transportation Services did not think that pre-sale would dis-incentivize transit use.

d. Annual parking permits and gratis U-PASS: Free v. Full price
   i. Question: What sort of data does Transportation Services have on SOV permit holders using their U-PASSes on a regular basis?
      1. There is very little to no data about this specific group.
   ii. Question: Is it possible for “cheaters” out there to give their free U-PASS to someone else (ex: a friend or spouse)?
      1. There are a few reports from fare inspectors, particularly on Link light rail, catching friends, often spouses, with cards.

iii. Question
   iv. Steve Kennard suggested putting a very small fee on the additional U-PASS, such as $10. He said that people do not tend to value things that they do not pay for. Laura Davenport agreed with Steve.
      1. Others suggested that drivers would not take this deal, as they could pay for individual bus trips for less.
   v. Michelle Rhoads suggested that people who drive regularly might like the idea of having a bus pass and that the UTC ought to look at different ways to incentivize drivers getting out of their cars to take the bus even once a week.
   vi. Nate Jones suggested that offering the gratis U-PASS may be a critical portion to the University’s TMP in the view of the city; the city might see value in it.

e. Out of area permits
   i. These allow a permit holder from one area to receive a temporary permit for another area. It is not the same as the U-Designator, a yellow laminated card that many departments use.
   ii. There are opposing TDM factors here:
      1. When out-of-area permits are offered, people will drive on campus more -- this is a negative thing.
      2. When out-of-area permits are offered, people will use trip-chaining more -- this is a good thing.
         a. Rather than using a fleet car to drive from the office to the meeting and back, then driving home, an employee can use their car to drive from the office to the meeting, and then home straight from there.
   iii. Currently, out-of-area permits are free, both for those who hold annual permits, or even those who have a day pass.
   iv. The more friction that is introduced into the system, the less predictability there will be.
      1. The out-of-area permits will either cost the University’s parking system in predictability or in cost revenue, as TS would have to intentional
under-subscribe lots in order to handle the extra traffic on an unpredictable schedule.

v. The current out-of-area system is abused often, with some using it every day.
vi. There are some lots where out-of-area permits are not allowed.
vii. UTC member comments:
1. Chuck Treser suggested making them available only to departments, rather than individuals.
2. Patricia Riley suggested selling passes with out-of-area enabled at a higher price than those without; a premium charge.
3. Laura Davenport suggested finding a way to limit the number of times one can use an out-of-area permit; making HuskyCards only work for it three times, for example—or only allowing three punches on a hanging permit.
   a. This might complicate things administratively.
4. Question: Is it possible to get a parking permit with two lots on it?
   a. Yes, but not for different systems (such as UW-Seattle and Harborview Medical Center).
viii. The discussion about out-of-area permits will lead to more conversations about the individual’s responsibility for a commute trip versus a specific department’s responsibility for that same trip.

1. Burke-Gilman Trail study
   a. Transportation Services is ramping up for a grant for CMAC and STP funding, both of which are federal dollars. This application will go out in March or April.
   b. There has been a very touch-and-go partnering with WSDOT on this and TS is uncertain if all details will pull together in time, or a deal with them would be logical at that point.

2. Bike designs at the new Husky Stadium
   a. ICA has no design yet, but says that it is very important for the athletic department and the university to provide enough bike parking and pedestrian flow in the area.
   i. Additionally, bike parking is a requirement for the new stadium’s occupancy permits.
   ii. They are using the SoundTransit bike parking profile as a part of their plan.
   iii. They are also making plans around their highest-attended events, football games.
      1. Many developers plan capacity for event venues for the frequent peak, rather than the absolute peak.
         a. This could include implementing a bike valet or other such programs.
         b. ICA has had bike valet on their agenda through the past few years but has not implemented it.
         c. This could come into play as conversations of the stadium’s transportation management program begin to take shape.
b. Scott Baebler estimates that it will be three-to-four months before there is any sort of design related to this.
   i. A new bike parking area will be permanently built into the system and have considerably more capacity than it had before construction.

c. Not many customers tend to walk to the football games
   i. Question: Is there a lack of bike commuters to the stadium because bicycle parking is difficult? or for another reason?
      1. The UTC seemed to agree that implementing more bicycle parking was still the way to go; “if you build it, they will come”
   ii. TS would like to see stadium capacity and other relevant data in order to help ICA scale up its current bike ridership data.

d. ICA is committed to create a wholly green building, not just in utilities and building materials, but in design and everything related to the building— including transportation to and from the stadium.