University Transportation Committee
May 24, 2010

Present:
David Amiton, Guest, Commuter Services
Sara Brydges, Commuter Services
Deborah Costar, HFS Director
Laura Davenport, SEIU 925 Representative
Peter Dewey, Facilities Services Representative
Bob Ennes, Health Sciences Representative
Celeste Gilman, Commuter Services
Josh Kavanagh, Transportation Services Representative
Reed Keeney, Guest, Commuter Services
Steve Kennard, Real Estate Office Representative
Miranda Leidich, South Lake Union Representative
Luther Martin, WFSE Union Representative
April R. Millar, WSNA Representative
Colin Morgan-Cross, GPSS Representative
Patty Riley, UWMC Representative
John Schaufelberger, Faculty Senate Representative
Eric Shellan, ASUW Representative, Ex Officio
Eric Spishak, ASUW Representative
Lauren Tarte, ASUW Representative
Chuck Tresser, Faculty Council on Univ. Facilities & Services
Matt Weatherford, PSO Representative
Jean-Paul Willynck, Guest, Commuter Services
EnvirolIssues Representatives

Absent:
Jim Angelosante, Facilities Services Representative
Scott Baebler, Intercollegiate Athletics Representative
Maiana Canan, GPSS Representative
Jean Garber, Member-At-Large
GPSS Representative (Vacant)
Pamela Jordan, Faculty Senate Representative
Charles Kennedy, Associate Vice President of Facilities Services
Daniel Kraus, Member-At-Large
Madeleine McKenna, ASUW Representative, Ex Officio
Chris Paredes, ASUW Representative
Anneke Szyperski, Disability Services Office Representative

Minutes accepted, not approved by the UTC
John Vinson, UW Police Representative

45th Street Viaduct

EnviroIssues passed out a handout detailing the construction project of replacing the west approach of the 45th street viaduct. The viaduct will be fixed using a mechanically stabilized solid-park, dirt-filled wall. During that time EnviroIssues is asking people to follow proposed detour routes (The published detour route is in handout). Currently, they are also working on improving signage at the intersection of Ravenna and NE 55th so that trucks do not become lost, consequentially becoming a hazard to bikers and pedestrians. EnviroIssues is also painting arrows and posting “local access only” signs to keep folks away from construction zones. Traffic signals along the detour route will have timers reprogrammed so that all intersections work well together and avoid back-ups.

The City of Seattle is giving UW funds to help with traffic projects that will help circulation move through campus more efficiently, specifically at the Meany Hall bus stop. The City will also help by paving an area near Pend Oreille Rd. and posting signs at the entrances to campus saying, “UW Traffic Only” in an effort to detour folks who like to cut through campus. Because this construction is taking place over the summer, having a few additional cars cutting through campus should not severely impact traffic levels. Mr. Willynck asked if there will be any warning signs placed on or near I-5 or Hwy. 520. The City has worked with WSDOT, but they are hesitant to provide long-term signage on the freeway. Signs will likely only be posted just off of the freeway exits a few days prior to closure and a few days after the project begins.

Only one bus route, KC Metro route 25, will be impacted by the construction. It will be rerouted through campus during construction.

Mr. Dewey asked if the UW provided any input about the new structure’s design. They did have input; the UW asked for the project to include a fractured bend. This is a textured wall and will have a positive impact by reducing the amount of graffiti and tagging (tagging textured surfaces is difficult to do). The City will be responsible for maintaining the wall.

Student Transportation Task Force - U-PASS Survey Results

The Student Transportation Task Force (STTF) received a total of 14,144 responses from a U-PASS survey that it had sent out with the help of a grant from Transportation Services. The survey included three U-PASS models that respondents were asked to vote on in the survey. The STTF is working with graduate students with expertise in statistics to help sift through and make summaries of the survey results. The task force will present their findings to the UW Board of Regents. They would like to see more institutional support in order to help decrease the
U-PASS cost for students. The survey produced an overwhelming amount of data, and STTF would like to hear specific questions from the UTC about this data in order to help write the survey summary and report.

Ms. Davenport asked about the specific questions on the survey as well as what the trends were in faculty and staff responses.

Ms. Costar asked if it would be possible to break out the percentage of students living on-campus and see those specific results and statistics.

Mr. Kavanagh said that he would like to see two things in the STTF’s final analysis:
1. Solutions suggested by folks other than current U-PASS members
2. How folks use their U-PASSes other than just for their commute. The U-PASS is more than just commute ticket, from a student life perspective.
   a. Ms. Leidich asked if students were asked if they own a car and if they still have a U-PASS. She thought that the question about how much car owners who still have a U-PASS would be willing to pay for a U-PASS was interesting.
   b. Ms. Davenport asked if it was true that employees had been discouraged from using their U-PASS for non-commute related trips on transit. Mr. Kavanagh said he was not certain because that policy may have predated his arrival to TS. Mr. Dewey said that the UW did discourage employees from using the cards for personal trips because the UW is paying for all U-PASS trips.
      i. Mr. Kavanagh thought it might be interesting to survey staff, faculty and students about what non-work or commute activities they use their U-PASS for.
      ii. Ms. Costar agreed and said that some of the data could be used to promote the program, to show that it is used for a variety of reasons.

U-PASS Advocacy

Ms. Gilman updated the committee on the current push for U-PASS advocacy. TS has met with almost all of the Seattle City Council and talked with them about the U-PASS program and the negative impact the commercial parking tax is having on the U-PASS program’s funding. Roughly $3.2m of revenue that could go towards funding the program is going to the city because of that tax. Additionally, it’s very likely that this rate could increase. Meetings with the city have gone reasonably well, but it is a difficult time to go to anyone in government to look for financial assistance. The City currently has its own fiscal woes. TS will continue its work with the city so that if tax is increased, they can find a way to ensure that the fee increase isn’t applied to the UW. Currently, TS is proposing a grant back program. This way, every $1 paid in the parking tax would result in $2 back to the institution, to be invested in the UW’s
transportation program. This rule would apply to any nonprofit institutions who exceed their transportation demand management plan, such as the University.

Additionally, in working with the U-PASS program’s transit agency partners, King County Metro is very concerned about the decline in U-PASS participation. TS is close to receiving a revision in our U-PASS contracted rates to account for youth and senior fares because these groups have lower fares. TS is also working on getting a cap on the amount of trips the UW would pay per individual U-PASS holder. Right now, since we pay per trip, the people who are taking so many trips are driving up the cost of a U-PASS for everyone else. In turn, this pushes some people out of the program because they are no longer able to afford a U-PASS. TS will continue working with KC Metro as well as other transit agency partners on these issues. They will send a proposal to the UTC once negotiations are near completion.

**Business Plan**

Currently, Transportation Services’ subsidies don’t cover its operating costs.

Mr. Kavanagh explained that Recycling and Solid Waste department will now be controlled by Custodial Services. Surplus will also be paired off to another department. TS now needs to focus on its own personal mobility.

Mr. Kavanagh directed UTC members toward the key revenue strategy page, highlighting one key revenue strategy: mitigating TS’ tax burden. A Transportation Demand Management (TDM) fee and a parking tax exemption would help TS’ business plan. Mr. Kavanagh believes that the TDM fee will be easily acquired as it will be rolled in with the rest of the fees sent down to Olympia for approval. However, there is some risk with the increased parking tax.

Next, he discussed the key cost strategies, the key of which is reducing transit costs. As Ms. Gilman mentioned earlier, getting a cap on the trips-per-pass as well as demographic credits would help to reduce transit costs. He believes that the demographic credit should be easy to get. The conversation about caps is ongoing. Mr. Kavanagh also cited the great working relationship that TS has with KC Metro and how they are committed to acting in a meaningful way to get the U-PASS program back on solid footing. The U-PASS program has been a point of pride for KC Metro both regionally and nationally. It has been used as a point of sales because there is a large portion of the agency’s regular ridership that was trained to ride the bus by the U-PASS program; this is a huge selling point.

The last page of the budget plan attachment has a few key health metrics that TS is using to tell the story of U-PASS and the University’s commitment to the environment and climate mitigation.
Ms. Leidich asked if the whole package of graphs was a presentation to another body or a general statement. Mr. Kavanagh said that this is a working document, but that it has been used for presentations. She also asked if the departmental shifts have already taken place. Mr. Kavanagh explained that they will move as of July 1 and be repositioned into different parts of facilities services. As of July 1, TS will be nearly self-sustaining, which can be good and bad.

**Additional Items**

None.

Meeting adjourned.
Motorists are encouraged to use the Snoqualmie River Bridge for the duration of the construction project. The project is expected to improve traffic flow and reduce congestion. The new bridge will be built to accommodate future growth of the area. The project is expected to be completed by the end of 2023.
SDOT's preferred detour routes

How we will keep you safe and moving during the viaduct closure

Early action projects prior to viaduct closure
- Temporary traffic revisions at the intersection of NE 55th St NE Ravenna Blvd, and 22nd Ave NE
- Improve truck signage along NE Ravenna Blvd
- Conduct a warrant and speed study for potential improvements at the intersection of NE 54th St and 20th Ave NE
- Improve visibility and maintenance of lighting along the pedestrian detour route
- Install priority signalization for emergency vehicles

During the viaduct closure
- Uniformed Police Officers at key intersections
- Local Access Only signage near construction zone
- Dynamic Message Signs at key intersections
- Signal timing modifications
- Limited parking restrictions along detour route

Proposed construction schedule and activities

<table>
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<tr>
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<th>Pre-Closure</th>
<th>Closure</th>
<th>Wrap-Up</th>
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<td></td>
<td>Ap - May</td>
<td>June</td>
<td>Sept</td>
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<td></td>
<td></td>
<td>1st Husky Game (Sept 11)</td>
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- Stabilize the slope
- Install drainage
- Construct the foundations for the new structure and install concrete wall panels
- Fill in the new structure with "flowable fill"

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<th>June 14 - Sept 10</th>
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|                  | Remove the existing roadway
|                  | Re-grade the roadway to improve sight distance at the top of the existing viaduct
|                  | Build the new road on top of the new structure

- Install lighting
- Finalize lane striping and pedestrian markings
- Re-plant the area around the new structure
SDOT will close the NE 45th Street viaduct this summer to replace the west approach. The viaduct’s existing west approach is nearing the end of its structural life and needs to be replaced.

For more information

Web site: www.seattle.gov/transportation/45th-bridge.htm
E-mail: NE45thBridgeRehab@Seattle.Gov
Or call Bob Derry on the construction hotline: 206-330-7987
Minutes accepted, not approved by the UTC
Magnuson Court Bike Lockers: South Campus Sites

DRAFT Potential Relocation Sites
David Amiton – Commuter Services
Minutes accepted, not approved by the UTC.
Minutes accepted, not approved by the UTC

Commuter services strategic reserves

Problem statement – Rate of U-PASS cost growth exceeds rate of growth for subsidizing revenue streams

- Increase serialization / decrease price point
- Reduce transit costs
- Mitigate the fare burden
- Focus on core business lines

Unmitigated, this trend would result in program collapse. Mitigation and support would increase the demand for the most intensive users while low-intensity users lose the program.
### Key Organizational Strategy – Focus on the Core Business Lines

**UW Transportation Current Scope:** *Facilitate the Movement of People and Property in support of the UW Mission.*

<table>
<thead>
<tr>
<th>Program</th>
<th>Commuter Services</th>
<th>UW Shuttles</th>
<th>Fleet Services</th>
<th>Transportation Improvement Program</th>
<th>Shared Services</th>
<th>Recycling and Solid Waste</th>
<th>Moving and Surplus Property</th>
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<tbody>
<tr>
<td><strong>FTEs</strong></td>
<td><strong>67 / 80.25</strong></td>
<td>13.32 / 14.32</td>
<td>18.25 / 18.5</td>
<td>1 / 1</td>
<td>6 / 8.4</td>
<td>14 / 17</td>
<td>13.75 / 14.75</td>
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<td><strong>(active FTE / total positions)</strong></td>
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**Scope:** Administer UW Parking, Transit, Rideshare, and Active Transportation offerings, including U-PASS. Minimize carbon impact from commuting and ensure compliance with UW TMP.

**Funding:** $34.33M Self-Sustaining

#### UW Transportation Future Scope: *Facilitate Personal Mobility in support of the UW Mission.*

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**Funding:** Recycling and Solid Waste will join Custodial Services, allowing for a single point of contact for waste diversion and disposal and diversifying the resources available to Custodial Services. Moving & Surplus Property will be restructured and joined to FS-Stores. Integrated warehousing, sales, and pickup/delivery service has the potential to increase billable hours and reduce the reliance on state subsidies.
Minutes accepted, not approved by the UTC

Parking operator in the state is authorized the City tax remitted at the state level. By achieving the definition of commercial tax, if we are unsuccessful at the city level, we have the option to seek a successful in incorporating linkage that effectively expands the UW act to be detrimental to the City's interests and we believe that we will be clear that increases bringing the tax is also high as 25% are likely.

Parking Tax Exemption: The City of Seattle's commercial parking tax represents a significant burden today and a significant risk for the future. The parking tax was introduced in July 2007 at

without raising the total price of parking (parking fees + taxes + university fees). this strategy will be easy to implement but must be timed to the planning.

Parking Effective Tax Rate

Tax Revenue Strategy - Mitigate Tax Burden

Key Revenue Strategies
Key Cost Strategy – Reduce Transit Costs

We have two key areas of opportunity for reducing transit costs, **Demographic Credits** and **Trips per Pass Caps**. We have been negotiating on both of these issues with King County Metro, our primary transit provider for some time and have made significant progress. We are now opening similar negotiations with our other transit agency partners.

**Demographic Credits:** Demographic credits consider the makeup of the University's ridership and extend rate reductions for rides taken by populations that would qualify for reduced fares (e.g. Senior, Youth, Disability). We are nearing resolution of this arrangement and expect inclusion in our pricing beginning with the fall quarter. *Savings $1M*

**Trips per Pass Caps:** Trips per Pass Caps reduce the impact of the most intensive transit users on the University's per capita cost to support the U-FASS program. By applying formulae similar to those used by transit agencies in establishing the prices for retail pass products, we can limit expenses for high impact participants by effectively purchasing passes rather than purchasing individual trips and rebundling them as U-PASSes, our current model. *Savings $2.5M*

![Transit Cost Savings](chart.png)

(Reflects KC Metro only)
Minutes accepted, not approved by the UTC.

**Key Participation Strategy – Increase Socialization / Decrease Price Point**

Perhaps the most important measure for the long-term health of U-PASS will be restructuring the broad base of users. This can most effectively be done by: 

1. **Reducing Price Point**
   - Adjust the fee structure to make it more accessible for a broader range of students.
   - Consider offering different pricing tiers based on need, ensuring affordability for all students.

2. **Increasing Socialization**
   - Enhance engagement opportunities through events, workshops, and study sessions.
   - Foster a community atmosphere that encourages peer interactions and support systems.

3. **Introduce Complementary Services**
   - Provide additional resources like career guidance, wellness programs, and academic support.
   - Link students to relevant events and activities that promote a sense of belonging.

By focusing on these strategies, U-PASS can not only increase participation but also improve the overall educational experience for its users.
Projected Results – Key U-PASS Health Metrics

Participation Incentive

Illustrates the degree to which the value proposition of U-PASS is enhanced by using a subsidy to reduce the price point.

Institutional Investment

Illustrates the degree to which non- auxiliary resources are pledged to attainment of institutional obligations (e.g., TMP compliance) and goals (e.g., Climate Action Plan).

U-PASS Parking Dependence

Illustrates the degree to which we are successful in reducing U-PASS dependence on parking revenue.

Transit Price Flux Tolerance

Illustrates the ability of the program to adjust to transit price increases without raising rates.