University Transportation Committee
September 26, 2011
11:30 a.m., Gerberding Hall Room 142

1. **Call to Order (Kavanagh) 11:32 a.m.**
   a. Josh Kavanagh introduced Michelle Rhoads, the new Deputy Director of Transportation Services.

2. **October Awareness Campaign (Amiton)**
   a. David Amiton is joining the UTC to discuss modal conflicts adjacent to campus and how the University can help to manage this issue.
      i. Modal conflicts: bikes and pedestrians interacting, transit and automobiles interacting with that.
      ii. Unfortunately, within recent months, the community has been challenged by the deaths of three cyclists, one happened adjacent to campus.
         1. Transportation Services thinks that something needs to be done in order to help re-engage people with their surroundings and to help restore a civility among the various modes. This way, there can be more collaboration, rather than conflict.
         2. David Amiton and Josh Kavanagh had a conversation about bicycle programs on campus and saw the need for a behavioral campaign that could help facilitate a campus dialogue on this issue.
   b. David Amiton thinks that infrastructure can play a large part in facilitating this discussion.
      i. Collisions are the most impactful issue.
         1. What can the University do, on campus, to make people more visible regardless of the mode they are in. Essentially, how can the UW make the campus a more comfortable place to be and travel around?
      ii. Transportation Action Strategy – what are some of the obstacles or opportunities identified on that program that haven’t been acted on as aggressively as they could be (by either the University or the City)
   c. A discussion of behaviors can also help in this conversation.
      i. The Mayor has expressed interest in creating a new program to discuss behaviors.
      ii. Campus has been, for the most part, without a serious incident for some time, but it doesn’t want to be put in that position to begin with.
      iii. A positive and encouraging campaign that doesn’t reprimand or point the finger, but rather encourages and informs people would be the most effective.
iv. The program would reinforce the rules of the road as well as common courtesy and civility.
   1. The model TS is looking at is the campaign used for the Thursday night football last year. An online pledge to not drive to campus that day – from TS’ perspective, it was very successful.

v. David would like to see a kickoff throughout the month of November – coinciding with Ride in the Rain – with tabling forms, pledging at the table and online.
   1. Materials at the table would talk about transportation safety for a variety of modes, not just biking.
   2. This is an evolving conversation about how to best identify opportunities to connect with the campus population.
   3. There might be organizations the group could partner with, such as the Mayor’s office, Cascade Bicycle Club, and UWPD.

   d. Question (Aaron Naumann): Is there any more information about the Mayor’s commuter/transit summit that he’s planning? Are they planning public engagement meetings associated with their transit master plan?

   e. PSO is willing to send out emails via its listserv.
      i. Josh Kavanagh encourages UTC members to talk with “transportation experts” in their respective departments to find out more about their various communities and how this might be best promoted.
      ii. The campaign’s elements remain in flux as TS looks at what is possible with the month or so remaining. There might be volunteer opportunities available.

         1. Steve Kennard really likes the idea and suggested including some sort of tag, pin, or sticker for cyclists, pedestrians, and drivers to use, such as “I took the pledge.”

         2. Question (Bill Dow): Are there other communication plans, beyond tabling and internet pledges?
            a. David Amiton says the group was originally planning some sort of street-team plan that would work with the table on campus.
            b. Michelle Rhoads suggested there could be statements from government bodies or statements of support in the public.

3. ORCA Update (Josh Kavanagh, Stephanie Parks)
   a. Student program launch
      i. Passes are on but not necessarily being heavily utilized yet. So far, everything is going along quite well.
b. F/S Non-ID Eligible
   i. Transportation Services does have some transportation-only cards. These are temporary until they are replaced in January, likely with a FlexPass. These cards will appear in many ways to be an ID card, with a name and photo, but they will not be eligible for any university services other than transportation.
   ii. These cards will be first and foremost a means of delivering U-PASS.
   iii. Beyond that, TS hopes to have future functionality for parking products. One of the university’s nursing populations had a very difficult time utilizing parking service at the Portage Bay garage. These nurses were agency employees, not university employees.
      1. The next task is figuring out how to get these folks into some of the parking products. TS is looking forward to this transportation card as a solution to a couple of the problems they’ve had out there.
      2. There are some technical issues with issuing the card in this capacity. TS is finding that it is more complex than anyone thought it would be. There will be more updates at the next few UTC meetings.

c. Intercity Update
   i. Most Intercity users are on the Tacoma campus, and therefore out of scope from UTC. (Though many members may find themselves in Olympia for various reasons.) Intercity Transit is not a part of the U-PASS program, though their Olympia express trips operated by Pierce Transit are covered. Pierce Transit has now discontinued its Olympia Express trips.
      1. The option to ride between Tacoma and Olympia on a U-PASS has now gone away. TS is in discussions about including just that route as a part of U-PASS, but nothing is currently in place.
      2. At present, Intercity is honoring FlexPass but not U-PASS for Olympia Express trips because there is no funding agreement that has dollars flowing from Pierce Transit to Intercity Transit. Additionally, Intercity Transit does not have ORCA readers.
   a. Question (Bill Dow): Are there ridership numbers for people coming to UW Seattle via that route?
      i. Intercity transit wasn’t a part of the biennial U-PASS survey.
         1. Peter Dewey estimates that this number was extremely small, if existent at all.
         2. Josh Kavanagh said that the number is likely very small for
UW-Seattle U-PASS, but it will have a larger impact on UW-Tacoma. He estimates it might be a few dozen for UW-Tacoma.

d. King County Ferry District
   i. There are ongoing discussions about whether or not to bring KCFD into the U-PASS program. They have been absorbed by King County Metro and may come into the U-PASS program by riding on Metro’s coattails.
   ii. There are ORCA readers on these small ferries.
   iii. There has been no financial agreement to date between UW and KCFD.
   iv. The good news for W. Seattle and Vashon riders, Beginning Oct. 1, KCFD service to Vashon Island and West Seattle, via the water taxi, will be a part of the U-PASS program.
      1. This will continue on a trial basis.
   v. Ferries can be a slippery slope; TS has no intention of bringing Washington State Ferries into the program because of the extremely high costs associated with that.

4. Universal U-PASS Update (Kavanagh, Halberg)
   a. Student Advisory Board Update
      i. Online degree programs have expressed concern about being included in the universal program.
         1. They are particularly vocal, even though they are a small population compared to the overall size of the universal group.
         a. This might have to do with the presentation of the fee. It is listed as a separate line item on tuition statements, rather than being rolled in with tuition like the other fees.
         2. They pay SAF, IMA, and other mandatory fees associated with tuition already.
         3. Question (Laura Davenport): Has the Advisory Board considered revamping the tuition statement page and how the fee is presented?
            a. The Advisory Board does not want to hide the fee from student, but this fee doesn’t deserve to be called out more than the other fees.
            b. Josh Kavanagh is hopeful that we the tuition statement can be reformatted so it won’t stand out as much as other fees and be presented equitably.

5. U-PASS Transit Contract Update (Kavanagh)
a. There is a material agreement with all of the agencies on transit contracts. One number still being validated for one of the six agencies. TS and the agencies were able to resolve a laundry list of policy issues that had been ongoing throughout the negotiation.

b. Most importantly, TS came a long way in terms of working through the financial implications of the universal student U-PASS with the transit agencies.

c. Students have been well recognized by the transit agencies for their leadership for putting the universal program forward. The contract reflects terms that are quite favorable and respect the intention of the student U-PASS.

d. For our largest agencies, we have received two-year ride projection fixes and for King County Metro we have done two year pricing (for student universal U-PASS only) we have the level of certainty that we are delivering that program on budget.
   i. Question (Peter Dewey): How did TS do compared to budget?
      1. Josh Kavanagh said that the contract is very close to budget with all transit agencies combined—within a couple hundred thousand dollars—which is very good news.

6. New Shuttle contract (Kavanagh)
   a. TS has a new shuttle contract with SP+. Those who take the South Lake Union shuttle might have already seen this change. SP+ will also do NightRide service when the school year begins. The contract is currently set for three years with options to renew for a total of seven or nine years.
      i. There are great scalability terms in the contract which allows the University to drop routes or add routes without penalty.
   b. SP+ is a great company to work with. The contract including brand new buses with GPS functionality. They are well-staffed and incredibly responsive. The new buses have GPS functionality.
      i. With this GPS functionality, TS is working on a locating service for smartphones and desktops. They also hope to have Wi-Fi aboard the buses.
      ii. SP+ is also better available for event services at reduced rates.

7. Faculty/Staff U-PASS Brainstorm (Kavanagh, Jones)
   a. Student Transportation Task Force (STTF) Survey Results
      i. 77% of respondents owned a U-PASS. Only 55% of employees owned a U-PASS at the time, so this data is heavily skewed towards those who have own a pass.
      ii. Survey excerpts:
28% (2090) Oppose
37% (2776) Undecided
15% (1134) Support
5% (396) Strongly Support

Universal Transportation Fee
5070/68.3% In favor
2349/31.7% Against

Universal Transportation Fee: A "head tax" on employing department
35% First choice
9% Second choice
38% Third choice
19% Fourth choice

Universal Transportation Fee: fully covered by employee
29% First choice
15% Second choice
40% Third choice
12% Fourth choice

Universal Transportation Fee: shared between employee and department
20% First choice
42% Second choice
17% Third choice
16% Fourth choice

Maintain Current Funding Model
16% First choice
33% Second choice
4% Third choice
53% Fourth choice

b. Transportation Services is also working on contact other PAC-12 institutions to find out what type of funding model they use for their employee transportation programs.
   i. So far, it has only heard back from one of the twelve institutions.
   ii. The questions on the survey include funding information, how it is implemented, and utilization.
       1. Nate Jones will continue to research this and report his findings back to the UTC.

c. Josh Kavanagh said that the charge of the UTC committee is to be advisory to the administration. As such, the administration will look to the UTC for counsel and it will need to provide something.
Decisions about what exactly will be done occur at a higher pay grade than anyone in the UTC.

i. There are some trade-offs and factors that will not be considered in the UTC’s own debate.

d. Question (Laura Davenport): How do other state/city/county programs handle transportation issues for their employees?
   i. More information about this could be provided at a later meeting.

e. Transportation Services will begin to provide the UTC with more varied options and will begin to work on a survey concept.
   i. There is a history of compulsory fees for faculty and staff, such as insurance and retirement. Employees are able to negotiate the rates and bargain, but they still pay into it.
      1. Laura Davenport is hesitant to close the door on any sort of mandatory sort of buy-in for faculty and staff members, particularly knowing that they have a large bargaining power and that it is an equitable solution. She thinks it is too early to close the door on any choices at this point.
      2. Josh Kavanagh thinks it is important to have a conversation with folks at human resources about how they would envision participating in this dialogue. He would like their participation to be meaningful to this board’s advisory role.
      3. The PSO would be interested in including the U-PASS as a part of their benefits.

f. Question (Josh Kavanagh): Do others have ideas of how to approach the conversation on long-term financial stability of the faculty and staff U-PASS program?
   i. There’s a fundamental difference between the intent of the student universal U-PASS and the faculty and staff level.
      1. Students’ intent: “We’re one student body we want to make sure everyone shares access to these amenities”
   ii. From an employment perspective, the average employee does not have the same sense of collective body as the students do. The issue comes to more of a fiscal sense of what employees might want to have and their transportation options. Universal U-PASS is essentially just buying power.
      1. Shifting towards a universal faculty and staff program would only work it if it makes sense financially.
      2. Some UTC members expressed concerns about the political ability to mandate a group of employees to make that kind of a financial commitment.
   iii. Aaron Naumann brought up that the program isn’t solely about financial costs to those participating, it’s also about lowering the carbon footprint of the university.
1. Laura Davenport said that this is somewhat true, but pointed out that the drive to create the universal student program wasn’t created until the price was driven too high.
   a. She acknowledged that other costs have increased, such as healthcare and retirement, yet the real rates of paychecks have actually declined over time. Thusly, this is a financial issue first and foremost.

   iv. Patricia Riley agrees that the University ought to incentivize people to take the bus. But, with budget cuts, many routes are being cut, which will put some people back in cars on nights and weekends. These people cannot really afford to bring cars.

   1. She would like to know how TS will incentivize routes and services, considering this situation.
      a. TS will look at the prices of off-peak parking and whether or not they can provide some additional flexibility into its product management structure to mitigate the impacts of reduced transit service.

   g. The ORCA pass gives the University a new degree of flexibility and may be able to provide new, more flexible products, in the future.
      i. TS will continue to have those conversation with its transit agency partners and explore those options.
      ii. Although the technology allows for a new degree of flexibility, there is a great deal of complex programming behind integrating seven different transit agency bureaucracies with their own boards to report to.

     1. Additionally, the transit agencies might see less value in the University population is TS begins to peel it off to just what it uses. This might decrease the discounting that the University receives.

8. **Time and date for this meeting in the future**
   a. Sara Brydges will send out a poll for the group.
   b. Josh Kavanagh and Michelle Rhoads sit on a national board which has a meeting that overlaps these UTC meetings.
   c. Hopefully the group will be able to find a new time that works for everybody. If not, Josh Kavanagh and Michelle Rhoads will work their schedules out accordingly.

9. **Adjournment (Kavanagh)**