

LOOKING BOTH WAYS:

THE PAST AND THE FUTURE.



UPASS

ANNUAL REPORT 2001 - 2002

# WHERE WE HAVE BEEN



**By reducing car trips to campus, the University has been able to support learning and education instead of investing in structures for cars.**

**This efficient use of state resources has allowed us to avoid building 3,600 new parking spaces, saving as much as \$100 million in construction costs.**

Since 1991, the U-PASS program has provided the campus community with an array of flexible, low cost transportation choices. Despite eleven years of population growth, University related peak hour traffic levels today remain below 1990 levels. Seventy-six percent of the campus population now commute using an alternative to driving alone.

Because the U-PASS program reduces vehicle trips, it has lowered fuel consumption, improved air quality by reducing toxins released into the air, and helped reduce congestion in the region. The U-PASS program is a valued benefit that builds a stronger campus and neighboring communities.





# WE HAVE ACHIEVED WHAT

## Transportation choices support the commuting demands of an ever-changing group of students and employees while keeping drive alone rates low.

The U-PASS offers faculty, staff and students an assortment of commuting choices, and the parking management program subsidizes carpool and vanpool parking, not single-occupant-vehicles (SOVs). The U-PASS provides unlimited access to transit plus an array of other transportation choices. The University Transportation Management Plan (TMP) encourages faculty, staff and

students to use other modes of transportation besides driving alone. These programs maximize available parking while reducing traffic in Seattle's University District and across the region.

Faculty and staff purchase their U-PASSes at one of the three staffed Commuter Centers. Students automatically receive a U-PASS sticker in the mail prior to the beginning of each quarter. If the student chooses to be a part of the U-PASS program, he or she simply puts the sticker on his or her student ID and pays for the U-PASS when paying the tuition bill.

With the U-PASS, thousands of people find other ways of getting to campus besides driving alone. The U-PASS has been successful in changing how people get to campus.

Among staff, single-occupant-vehicle (SOV) use has decreased from 44 percent in 1989 (pre-U-PASS) to 38 percent. Transit mode share has increased from 25 percent in 1989 to 36 percent in 2002.

Faculty and students have also shifted away from driving alone to using other modes. Transit use by faculty has increased

from 11 percent in 1989 to 24 percent in 2002. Student SOV use has decreased from 25 percent in 1989 to only 16 percent, while transit use has increased from 21 to 39 percent.

Although the total population of faculty, staff and students who work or attend classes has grown by 24 percent since 1989 (pre-U-PASS), the daily population level has risen by only 21 percent. This is primarily because of fewer on-campus work days per week due to teleworking, compressed work weeks and an increasing number of off-campus and part-time offices. Without the shift in travel behavior resulting from the U-PASS program and changes in commute frequency, approximately 5,100 more vehicle trips would have been taken each day by faculty, staff and students.

### COMMUTING MODE CHOICES

	(PERCENTAGES)				WEIGHTED AVERAGE
	FACULTY	STAFF	STUDENTS		
	'89 '02	'89 '02	'89 '02	'89 '02	
<b>TRANSIT</b>	11 24	25 36	21 39	21 36	
<b>CARPOOL/VANPOOL</b>	11 16	15 15	9 9	10 11	
<b>BICYCLE</b>	9 9	6 5	9 4	8 5	
<b>WALK</b>	7 6	6 4	31 31	23 22	
<b>OTHER</b>	2 2	4 2	4 2	4 2	
<b>DRIVE ALONE</b>	60 43	44 38	25 16	33 24	

### DRIVE ALONE COMMUTING

	(PERCENTAGES)				WEIGHTED AVERAGE
	FACULTY	STAFF	STUDENTS		
<b>PRE U-PASS INTRODUCTION</b>					
1989	60	44	25	33	
<b>POST U-PASS INTRODUCTION</b>					
1992	50	37	13	23	
1994	52	38	13	22	
1996	57	40	15	26	
1998	55	40	16	25	
2000	54	39	16	25	
2002	43	38	16	24	

(The biennial U-PASS Survey results represent a sampling of faculty, staff and students.)

# WE HOW GET THERE

## PARKING PRICING

Managing the demand for single-occupant-vehicle (SOV) travel through pricing is a key component of the U-PASS program. By adjusting the relative price of parking and alternatives to driving alone, the University has aligned policy with incentives. The inception of the U-PASS program was accompanied by a 50 percent increase in the cost of SOV permit parking. In the last three years, a series of price increases raised parking costs by 35 percent.

	(PRE U-PASS) 1990	1991	2000	2001	2002
<b>PARKING RATES</b>					
QUARTERLY PERMITS	\$72	\$108	\$160.74	\$177.66	<b>\$196.32</b>
GATE ISSUED DAILY PARKING	\$4	\$4	\$7	\$7	<b>\$8</b>
MONTLAKE LOT (DAILY PARKING)	\$.75	\$1.25	\$2.25	\$2.50	<b>\$2.75</b>
<b>U-PASS RATES (QUARTERLY)</b>					
STUDENTS		\$20	\$32	\$33	<b>\$35</b>
FACULTY AND STAFF		\$27	\$44.22	\$46.50	<b>\$48.96</b>

## FLEXIBLE PARKING FEATURES

One of the strategies of the University's Transportation Management Plan (TMP) is to increase the percentage of commuters who only pay to park each time they drive to work and park on campus.

### PAY-PER-USE-PARKING

The Pay-Per-Use-Parking (PPUP) program was introduced in the summer of 2002 and provides variable priced parking in the West Campus Garage. Participants are charged each time they park, rather

than receiving a volume discount as they would if they were to buy a quarterly parking permit. By parking fewer days they pay a smaller amount, ultimately being rewarded for leaving their vehicles at home. The PPUP incentive-based pricing program encourages participants to find opportunities to walk, bicycle and use public transit. In the fall of 2002, use of the garage was calculated and compared with a baseline calculated before PPUP was implemented. This analysis showed trips per person declined from 4.73 trips per week to 3.87 trips per week, an 18 percent reduction in SOV trips. There are 1,010 staff and employees who participate in this program.

## INDIVIDUAL COMMUTER TICKETS

Individual Commuter Tickets (ICTs) are an important incentive for employees to turn in their parking permits and use the flexible features of the U-PASS program. ICTs allow users to supplement an alternate commute mode by parking on campus up to twice a week without having to pay full parking rates (\$8.00 per day).

Faculty, staff and students have the flexibility, on days when they need to drive alone, to purchase Individual Commuter Tickets and use their U-PASS the rest of the time.

ICTs are available to faculty and staff U-PASS participants for \$2.36 each. Faculty and staff without a U-PASS can also purchase the tickets for \$4.00 each. Up to 26 ICTs may be purchased every 12 weeks.

In 2001-2002, 140,582 U-PASS ICTs and 47,306 non-U-PASS ICTs were sold, averaging approximately 751 tickets used per business

day. This number is well below the twice per week average allowed per user.

	(PRE U-PASS)				
	'90-'91	'91-'92	'99-'00	'00-'01	'01-'02
REGULAR TICKETS	65,470	27,120	44,518	46,769	<b>47,306</b>
U-PASS TICKETS	—	81,560	120,692	120,104	<b>140,582</b>
TOTAL	65,470	108,680	165,210	166,873	<b>187,888</b>

## MONTLAKE E1

Instead of purchasing a parking permit, faculty, staff and students may use their Husky Card™ to debit their account (\$2.35), or they may pay \$2.75 in quarters and park in the Montlake parking lot (located on the east side of campus—a fifteen minute walk to the center of campus). By paying for only the days one needs to drive, there is an incentive to find other ways to commute when driving is not necessary.

## HOLD THAT LOT

Staff and faculty who decide to give up their single-occupant vehicle parking permit and use a commute alternative can have their lot assignments held for up to six months. This provides a chance to try a commute alternative without risk and means a person can change his or her mind and get a parking permit back without being sent to the bottom of the waiting list.

## TRANSIT

The U-PASS is most frequently used for riding the bus. King County Metro, Community Transit and Sound Transit operate transit services throughout the region. More than 35 routes throughout King and Snohomish counties serve the University District, with many of them coming directly to campus.

Comparing the Spring 2002 to Spring 2001, King County Metro increased the number of transit seats to the University District by one percent, to 105,000 seats daily.

In the Fall of 2002, several areas received additional bus service. Sound Transit started a demonstration route between downtown Tacoma and the UW Seattle campus. Sound Transit also expanded service from downtown Kirkland. Metro Transit expanded service from Woodinville.

Between 2001 and 2002, King County Metro estimates that total UW ridership grew to 8.2 million trips annually, an increase from 7.9 million. U-PASS holders took approximately seven percent of all Metro Transit trips. About 10 percent of Community Transit trips were taken by U-PASS holders, which is approximately 515,000 trips annually. Sound Transit provided approximately 110,000 trips for UW faculty, staff and students.

Since 1991, faculty, staff and students have eliminated more than 91 million car trips to and from campus by riding the bus. The price of a U-PASS for University bus commuters today is less than half the cost of a bus pass in 1990.

In 2002, the Transportation Office in cooperation with the Parking Services Office implemented a "Ticket to Ride" program. This new product provides departments the ability to offer their visitors a bus ticket to get to campus as an alternative to subsidizing visitors' parking. Campus departments have purchased a total of 3,100 tickets, which are available in booklets of 20 for an introductory price of \$20 (regularly \$40).

## TRAIN

Sound Transit's Sounder commuter trains serve faculty, staff and students traveling between Tacoma and downtown Seattle. In the summer of 2002 U-PASS became valid for full fare coverage, a change from the discounted \$1.25 per trip previously provided.

## WALKING

Six percent of faculty, four percent of staff and 31 percent of students walk to campus.

As a part of the Pedestrian Improvement Plan (PIP), the UW conducted a Travel Study to determine the reliability of the different modes within a 1-1/2 mile distance from a central point on the University of Washington campus to five points around campus. For short trips walking was found to be the most reliable commute mode, as it is unaffected by traffic conditions. In some cases it is faster than transit. In another effort to enhance walking as a viable commute mode, the Transportation Office has been working with the City of Seattle to retime crosswalk signals giving priority to pedestrians.

## BICYCLING

For people who live within a mile and a half of campus, door to door biking is as fast as driving and travel times are more predictable. According to the 2002 U-PASS Survey, nine percent of faculty, five percent of staff, and four percent of students commute to the UW by bicycle. The UW accommodates bicyclists with more than 760 bicycle racks with a capacity for approximately 7,000 bikes. Additionally, the University has a system of 428 bicycle locker rentals in 22 campus locations.

In 2002 to promote bicycle safety, the Transportation Office partnered with Hall Health to provide discounted bicycle lights to U-PASS holders for \$10 and to non-U-PASS holders for \$14, as well as continuing the discounted helmets program started in 2001. The Transportation Office also worked with the Property and Transport Services department to sell approximately 100 abandoned bikes back to faculty, staff, students and the community.

Bicycling information is provided at the University's nine Commuter Centers. Additionally, the on-campus Associated Students of the University of Washington (ASUW) Bike Shop repairs bicycles and sells accessories at the Husky Union Building (HUB). U-PASS holders can also receive discounts on bicycle parts and accessories at four area bike shops.

## RIDESHARING

The U-PASS program also includes carpooling and vanpooling and promotes Ridematch. Ridesharing provides an alternative to driving alone, a particularly good choice for people living in remote parts of the Puget Sound region. U-PASS holders who carpool or vanpool receive free, preferential parking.

## RIDEMATCH

The University of Washington promotes the regional Ridematch system, which helps match drivers and riders within King, Snohomish, and Pierce counties. A match list is sent to those who register. The match list includes a map and other information for people who would like to drive or share the ride.

## CARPOOLS

There are two types of carpool situations. One is the carpool permit. Permit carpools are those that are precertified and agree to travel together three or more days a week. This type of carpool arrangement receives complimentary parking. The second type of carpool is occasional carpooling. These carpools are provided free parking



upon presenting the required number of U-PASSes at any of the eight campus locations.

Carpool permits are up by 116 percent since 1990 (pre-U-PASS). The total number of carpool participants has increased from 3,597 in October 1990 to 5,634, a 57 percent increase.

	1990	1991	2000	2001	2002
<b>PERMIT CARPOOLS</b>	698	827	1,219	1,330	1,505
<b>DAILY CARPOOLS</b>	760	810	913	987	1,129
<b>TOTAL CARPOOLS</b>	1,458	1,637	2,132	2,317	2,634
<b>TOTAL DAILY PARTICIPANTS</b>	3,597	4,075	4,875	4,962	5,634

## VANPOOLS

Vanpools have tripled since the program began. In October 2002, 31 vanpools were in operation, with a total of 231 U-PASS holder participants. Prior to the U-PASS, only eight vanpools were in operation, with a total of 79 participants.

U-PASS holders who commute to campus and live ten or more miles away receive up to \$40 a month towards the cost of their Metro, Community Transit or Island Transit vanpool fare. Vanpool fares are determined by the distance traveled, number of riders, and the size of the van.

In 2002, the Transportation Office launched the Vanpool Incentive Program (V.I.P.) promotion. V.I.P. provides an incentive to new vanpools. Participants receive \$100 towards their fare. If they enter the Ridematch system, they receive a \$20 Commuter Bonus Plus voucher. Participants who agree to become a vanpool driver and people who form a new vanpool receive \$200 in Commuter Bonus Plus vouchers.

## MARKETING

The University community stays informed about their transportation choices through efforts that market the benefits of using a mode other than driving alone.

Information channels include direct mail, a comprehensive web site, email notices, announcements in campus newspapers, newsletters, a voice mail audio library, and printed information distributed at nine Commuter Centers. The annual marketing effort includes a major fall quarter campaign when all students, faculty and staff receive the U-PASS User's Guide and other useful transportation information. A transportation fair also is held on campus. The Transportation Office participates in the Benefits Fair, which reaches faculty and staff, and Dawg Days, a welcome back to campus event for students. Additionally, faculty and staff SOV parking permit holders are targeted during annual permit renewal.

In recent years, the Transportation Office has introduced a geographically-driven marketing approach. This marketing strategy targets individual students, faculty and staff with information about specific modes in the areas in which they live; e-mail and web site links are used to communicate this information.

## MERCHANT DISCOUNTS

The Merchant Discounts program is a value-added element designed to encourage U-PASS participation, particularly among individuals living on or near campus who may not need a U-PASS to commute.

During the 2001-2002 academic year, more than 44 local and national merchants partnered with the University to provide substantial discounts to U-PASS holders. Three of the participating merchants were part of King County Metro's FlexPerks program, which allows U-PASS holders to receive additional discounts.

By partnering with the U-PASS program, merchants receive free publicity in U-PASS marketing materials and are invited to participate in seasonal promotions and the annual transportation fair. They also are offered promotional materials to display in their windows and near their cash registers.

## NIGHT RIDE

Night Ride is an evening van service that picks up faculty, staff and students at five locations on campus and drops them off at destinations in nearby neighborhoods. The service is provided nine months of the year (fall through spring quarters) and is operated by a private vendor under contract with the University. With a U-PASS, Night Ride service is free. For added security, the UWCARES Escort Program is available to escort students, staff and faculty to shuttle stops or other areas on campus.

More than 37,419 rides were taken on Night Ride in 2001-2002, an increase of more than 58 percent from the first year it was implemented. The average cost per rider to operate Night Ride has decreased by 21 percent since the inception of the program. Ridership has increased 15 percent from 2000-2001.

	'91-'92	'98-'99	'99-'00	'00-'01	'01-'02
TOTAL RIDERS	23,629	38,131	33,498	32,408	<b>37,419</b>
AVERAGE RIDERS PER DAY	145	238	212	205	<b>232</b>
AVERAGE COST PER RIDER	\$10.88	\$7.41	\$8.52	\$9.92	<b>\$8.57</b>

## REIMBURSED RIDE HOME

The Reimbursed Ride Home program allows staff and faculty U-PASS holders who experience an emergency at work, and whose usual transportation is unavailable, to call any taxicab and be reimbursed for 90 percent of the fare, up to 50 miles per quarter. The program provides “insurance” that people who leave their cars at home will have a form of transportation if an emergency arises.

In 2001-2002, an average of eleven faculty and staff U-PASS holders used the program each month, a slight increase from the previous year.

	1991	1999	2000	2001	2002
AVERAGE TRIP PER MONTH	15	10	7	8	11
AVERAGE TRIP LENGTH (MILES)	8	11.2	11.3	13	11
AVERAGE FARE PAID	\$12.40	\$21.89	\$20.44	\$24.47	\$20.69

## FLEXIBLE WORK ARRANGEMENTS

### WORKING FROM HOME

Teleworking completely eliminates commute trips. According to the 2002 U-PASS Survey, 19 percent of faculty and seven percent of staff regularly arrange to work from home or an alternative site. The UW Telework Policy recognizes this as an important option to address space concerns, decrease absenteeism, and retain quality employees. Telework also can provide a virtual or mobile workforce in the event of a regional emergency. The survey found that five percent of all potential commute trips to campus are eliminated through telecommuting. Students can also avoid trips to campus by studying

from home. The U-PASS survey found that 19 percent of students eliminate trips to campus.

### COMPRESSED WORK WEEK

Compressed work week schedules allow employees to work longer hours on most days so they can have an additional day off every week or two. An example of a compressed work week schedule is an employee working nine, 9-hour days in a two-week period and taking the tenth day off. 15 percent of faculty and 15 percent of staff indicate they have a flexible work schedule.

## FLEXIBLE FEATURES

### FLEX CAR

The University of Washington partners with Flexcar, a private membership-based car sharing program, to help reduce traffic congestion. People who would otherwise drive their personal vehicles to campus for personal or work-related errands may use Flexcar, allowing them to leave their cars at home.

Flexcar provides vehicles for occasional use on a per-hour basis. U-PASS holders receive a substantial discount on their membership fee and hourly rates. In 2001-2002, 490 U-PASS holders enrolled as members. The ten cars located in the University District, up from three the previous year, are used approximately five hours per day, both by U-PASS holders and other Flexcar members. However, the majority of the users are U-PASS holders. To date, four departments have signed up for Department Flexcar memberships.

# TRACKING OUR PROGRESS

## U-PASS EFFECTIVENESS

The effectiveness of the U-PASS program is measured by sales, changes in vehicle trip volumes, and shifts in transportation modes.

### SALES

During autumn quarter 2002, there was an all-time high of 46,737 U-PASSes in circulation, an increase of 28 percent from 1991. Eighty-six percent of students participated in the U-PASS program in Fall 2002.

	1991	2000	2001	2002	CHANGE SINCE 1991 (IN PERCENTAGES)
<b>STUDENTS</b>					
SALES	24,289	29,316	30,824	<b>31,367</b>	<b>29</b>
COMPLIMENTARY*	884	949	714	<b>788</b>	<b>[11]</b>
<b>FACULTY AND STAFF</b>					
SALES	6,062	9,025	9,208	<b>9,800</b>	<b>62</b>
COMPLIMENTARY*	5,283	4,538	4,708	<b>4,782</b>	<b>[9]</b>
<b>TOTAL</b>	<b>36,518</b>	<b>43,828</b>	<b>45,454</b>	<b>46,737</b>	<b>27</b>



## MONITORING AND EVALUATION

A monitoring and evaluation system tracks the effectiveness of the U-PASS program. This system includes a biennial U-PASS Survey (last conducted in October 2002), parking utilization reports, annual vehicle trip surveys, and monthly monitoring of each U-PASS element through hits on the web site.

### U-PASS SURVEY

The U-PASS Survey indicated that 86 percent of U-PASS holders were very satisfied or somewhat satisfied\*\* with the program, up from 79 percent in 1992.

\* SOV permit holders may receive a complimentary U-PASS with their parking permit.

\*\* 59 percent were very satisfied.

## SOV PERMIT AND PARKING UTILIZATION

In another measure of program success, the number of faculty, staff and student single-occupant-vehicle (SOV) parking permits in circulation declined by 33 percent from October 1990 to October 2002. Some people who previously had a parking permit are now part of the PPUP program (see page 6).

A campus-wide reduction of SOV permit sales has also resulted in the reduction of the percentage of parking spaces used on campus. Commuter parking lot utilization was 87 percent prior to the U-PASS and the number of available parking spaces was 11,525. By October 2002, parking lot utilization was down to 85 percent. The number of available parking spaces on campus decreased to 11,400 in 2002.

	(PRE U-PASS) 1990	1991	2000	2001	2002
<b>SINGLE OCCUPANCY PERMITS</b>					
FACULTY AND STAFF PERMITS	6,440	5,507	5,170	4,923	<b>4,392</b>
STUDENT PERMITS	1,027	840	858	670	<b>633</b>
<b>COMMUTER PARKING UTILIZATION</b>					
SPACES AVAILABLE	11,525	11,368	11,958	11,238	<b>11,400</b>
AVERAGE VACANT	1,446	2,429	1,852	1,700	<b>1,720</b>
SPACES USED	10,079	8,939	10,106	9,538	<b>9,680</b>
PARKING UTILIZATION (IN PERCENTAGES)	87	79	85	85	<b>85</b>

## VEHICLE TRIPS

The University measures vehicle trips to campus and the University District in order to monitor traffic and the effectiveness of the transportation program.

The 2002 Annual Campus Traffic Count showed that the number of vehicles coming to campus during the morning peak period was 18 percent below the maximum allowed in the agreement between the University and the City of Seattle. The afternoon count was 8 percent less than the maximum allowed, and the 24 hour count was five percent less than the maximum allowed.

In 2002, total traffic to the University declined by four percent from 2001 levels.

## CAMPUS TRAFFIC COUNT

	1991	1999	2000	2001	2002
TRIPS TO CAMPUS (7-9AM)	6,628	6,878	6,872	6,868	<b>6,738</b>
TRIPS FROM CAMPUS (3-6PM)	8,205	8,634	9,084	8,852	<b>8,951</b>
24-HOUR VEHICLE TRIPS	56,316	59,667	61,879	62,344	<b>60,010</b>

## FUNDING

The U-PASS annual budget is approximately \$11.3 million, which covers a variety of expenses. At \$10.2 million, the largest single expenditure is transit service contracts.

Funding for the U-PASS comes from user fees, parking permits, parking fines, and other University sources. User fees cover 50 percent of program costs. The University's contribution to the program, which comes from parking fines and other UW sources, is \$1.5 million per year. The remainder of the revenue is transferred from the University's parking permit sales in order to help fund the U-PASS.

	\$ THOUSANDS	PERCENTAGE
<b>U-PASS OPERATING BUDGET (FOR FISCAL YEAR 2001-2002)</b>		
ADMINISTRATION/MONITORING	341,286	3
MARKETING & PUBLIC RELATIONS	228,814	2
TRANSIT SERVICE CONTRACTS	10,277,761	91
CARPPOOL, VANPOOL, RIDEMATCH	149,447	1
NIGHT RIDE SHUTTLE	198,755	2
PEDESTRIAN AND BICYCLE IMPROVEMENTS/OTHER	127,160	1
TOTAL OPERATING EXPENSES	11,323,223	100
<b>OPERATING FUNDING &amp; REVENUE (FOR FISCAL YEAR 2001-2002)</b>		
OTHER UW SOURCES	833,490	7
PARKING FINE REVENUE	700,000	6
PARKING FEES	4,128,578	37
USER FEES	5,661,155	50
TOTAL OPERATING FUNDING REVENUE	11,323,223	100

## AWARDS

The U-PASS program has received many awards both locally and nationally:

- Commuter Challenge: Pacesetter (2002)
- EPA and Department of Transportation: The Commuter Choice Leadership Initiative (2001)
- Governor's CommuteSmart Award (1998, 2001)
- Commuter Challenge: Diamond Ring Award (2000)
- Commuter Challenge: Diamond Award (1994, 1995, 1997)
- EPA's Transportation Partners: Way to Go! Award (1998)
- Puget Sound Regional Council: Vision 2020 Award (1996)
- National Association of College and University Business Officers (NACUBO): Higher Education Award (1996)
- American Public Transportation Association: Named Metro best large public transportation system in North America, in part for its work on the U-PASS program. (1992)
- Bullitt Foundation's Oil Smart Award: Best Overall Transportation Program (1991 and 1992)
- Association of Commuter Transportation (ACT): Leadership Award (1991)

# WHERE WE ARE GOING

Improving mobility begins with providing alternatives to cars. The Transportation Management Plan (TMP), a part of the University of Washington's Master Plan, proposes many new and expanded strategies that enhance access to campus by all transportation modes. The enhanced TMP strives to reduce the number of vehicle trips and shape the way we approach transportation by providing a variety of choices. Through continued partnerships with King County Metro, Community Transit and Sound Transit, as well as the City of Seattle, King County, Cascade Bicycle Club, Bicycle Alliance, Friends of the Burke-Gilman, neighborhood associations and other campus departments, we will achieve our goals.

## HIGHLIGHTS

- Manage transportation demand by increasing the price of parking at a faster rate than the price of alternatives
- Enhance the flexible features of the transportation program to encourage fewer people driving every day
- Expand parking pricing incentives to give staff and faculty reasons to consider alternatives
- Purchase more transit service from providers
- Integrate pedestrian and bicycle facilities and programs into the fabric of campus and neighboring communities
- Continue to implement a marketing approach that targets geographic areas
- Develop and implement a plan to reduce vehicle use for employee business uses
- Develop and implement a visitor and guest Transportation Demand Management program



## HOW TO CONTACT US

This annual report provides details of activities, initiatives and achievements of the UW Transportation Office, as well as information about the UW Transportation Office's performance during 2001-2002 and its direction for the coming year. Copies are provided to state and local governments, neighborhood and business associations, faculty, staff, students, and other interested parties.

This report is available on the U-PASS web site [www.washington.edu/upass/news\\_and\\_reports/upass\\_reports/annualreport2002.pdf](http://www.washington.edu/upass/news_and_reports/upass_reports/annualreport2002.pdf) or by request from the UW Transportation Office. Please contact us at [upass@u.washington.edu](mailto:upass@u.washington.edu) or 206.543.0450. Campus mail should be addressed to Box 355212; please address off-campus mail to 1127 NE Boat Street, Seattle WA 98105-6709.

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