

**TRANSPORTATION OFFICE**

**2003 U-PASS ANNUAL REPORT**

**UNIVERSITY OF WASHINGTON**

**THE CLEAR  
DIRECTION**

**EACH YEAR THE TRANSPORTATION OFFICE** publishes an annual report about the U-PASS transportation program. The annual report for the year 2003 provides details of activities, initiatives and achievements of the UW Transportation Office, as well as information about the UW Transportation Office's direction for the coming year.

The University's primary mission is the preservation, advancement and dissemination of knowledge. Excellent access to its facilities is critical to this mission. U-PASS accomplishments provide easier access to campus; allow land to be devoted to University programs, classrooms and research facilities; and lessen the adverse environmental impact of cars on the surrounding community and region. The University remains committed to providing this access while limiting the impact of traffic on our neighbors. The U-PASS program is, and will remain, the cornerstone of our transportation system.

The program has remained successful in reducing the number of faculty, staff and students driving alone and maintaining vehicle trips to the University below 1990 levels. The program continues to be recognized as a leading transportation management program. In 2003, we received the "Vision 2020 Award" for our "Pay-Per-Use-Parking" program (see page 5 for more details about this program).

We appreciate your interest in the U-PASS program. Should you have any questions that can't be answered from the information in the 2003 U-PASS Annual Report, visit our web site at [www.washington.edu/upass/](http://www.washington.edu/upass/), call (206) 543-0450 or e-mail [upass@u.washington.edu](mailto:upass@u.washington.edu).

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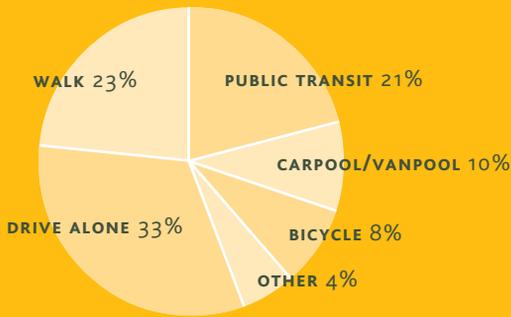
**MAPPING  
OUR  
COURSE**

**SINCE 1991 THE U-PASS PROGRAM** has provided the campus community with an array of flexible, low cost transportation choices. Despite 12 years of population growth, University related peak hour traffic levels today remain below 1990 levels. Over three-fourths of the campus population commutes using an alternative to driving alone. Because the U-PASS program reduces vehicle trips, the university has saved over \$100 million in avoided construction costs of new parking spaces. The U-PASS program prevents roughly 8.2 million vehicle miles traveled and 3,300 tons of carbon dioxide from being emitted annually.

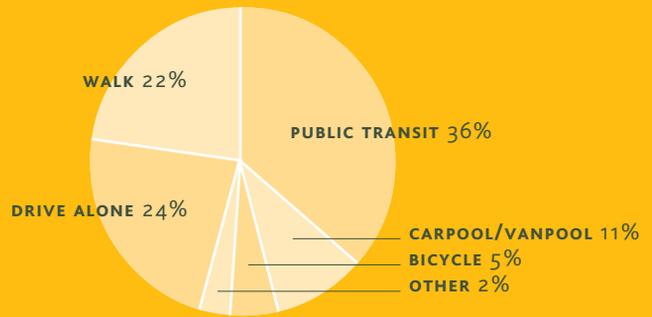
The U-PASS program is a valued benefit for faculty, staff and students and the community, as it increases the health and well being of transportation in the neighborhood. The U-PASS program has been a model for other regional pass programs and has become a standard for how the region views transportation.

## COMMUTING MODE CHOICES

1989 WEIGHTED AVERAGE



2002 WEIGHTED AVERAGE



	FACULTY		STAFF		STUDENTS	
	1989	2002	1989	2002	1989*	2002*
WALK	7%	6%	6%	4%	31%	31%
PUBLIC TRANSIT	11%	24%	25%	36%	21%	39%
CARPOOL/VANPOOL	11%	16%	15%	15%	9%	9%
BICYCLE	9%	9%	6%	5%	9%	4%
OTHER	2%	2%	4%	2%	4%	2%
DRIVE ALONE	60%	43%	44%	38%	25%	16%

\* Columns do not add up to a 100 percent due to rounding.

## DRIVE ALONE COMMUTING

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

The biennial U-PASS Survey results represent a sampling of faculty, staff and students. The next U-PASS Survey will be conducted in the Fall of 2004.



# THE JOURNEY

**AS A PART OF THE UNIVERSITY'S MASTER PLAN 2002-2012**, the University Transportation Management Plan (TMP) encourages faculty, staff and students to use modes of transportation other than driving alone.

The U-PASS program helps meet 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 transportation choices, including unlimited access to public transit. The parking management program subsidizes all alternatives to driving alone. These programs maximize the usefulness of available parking while reducing traffic in the University District and the region.

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. For faculty, transit use has increased from 11 percent in 1989 to 24 percent in 2002. Student SOV driving 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 has grown by 22 percent since 1989 (pre-U-PASS), the number who commute daily to the UW campus has risen by only 19 percent. This is primarily because of fewer on-campus work days per week due to teleworking and compressed work weeks. Without the shift in travel behavior resulting from the U-PASS program and changes in commute frequency, approximately 6,000 more vehicle trips would have been taken each day by faculty, staff and students in 2003.





**THE PATH  
WE TOOK**

**PARKING**

Managing the demand for single-occupant-vehicle (SOV) travel through product 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. At the inception of the U-PASS program the cost of SOV permit parking increased 50 percent. Since 2000, a series of price increases have raised parking costs by an additional 22 percent.

<b>PARKING RATES</b>	PRE U-PASS	<b>1991</b>	<b>2000</b>	<b>2001</b>	<b>CURRENT</b>
	<b>1990</b>				
QUARTERLY PERMITS	\$72	\$108	\$160.74	\$177.66	\$196.32
GATE ISSUED DAILY PARKING	\$4	\$4	\$7	\$7	\$8
MONTLAKE LOT	\$.75	\$1.25	\$2.25	\$2.50	\$2.75

<b>U-PASS RATES (QUARTERLY)</b>	<b>1991</b>	<b>2000</b>	<b>2001</b>	<b>CURRENT</b>
STUDENTS	\$20	\$32	\$33	\$35
FACULTY AND STAFF	\$27	\$44.22	\$46.50	\$48.96

**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 campus. Paying for parking only when it is needed is economical and helps people accommodate their variable transportation needs.

**PAY-PER-USE-PARKING**

The Pay-Per-Use-Parking (PPUP) program provides variably priced parking for staff and faculty in the West Campus Garage. Drivers are charged via payroll deduction by swiping their employee ID card using the

card reader each time they park. Rather than receiving a volume discount as they would if they were to buy a quarterly parking permit, if PPUP participants park fewer days they are rewarded for leaving their vehicles at home. This financial incentive encourages them to walk, bicycle and use public transit.

The number of PPUP participants totaled 1,456 in October 2003, up from 980 in October 2002.

**“The Pay-Per-Use-Parking card entry system is easier, faster and more flexible than individual commuter tickets and the pricing structure provides an incentive to drive less often.”**

TERRIE KLINGER, ASSISTANT PROFESSOR MARINE AFFAIRS, PAY-PER-USE-PARKING PARTICIPANT

### INDIVIDUAL COMMUTER TICKETS

Faculty and staff can purchase Individual Commuter Tickets (ICTs) for days when they need to drive alone and use a commute alternative the rest of the time.

ICTs provide 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 park on campus up to twice a week without having to pay daily parking rates (\$8.00 per day) and on the other three days use a commute mode other than driving alone. 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 13 weeks. In 2003, 126,183 U-PASS ICTs and 41,385 non-U-PASS ICTs were sold, averaging approximately 670 tickets used per business day. This number is well below the twice per week average allowed per user.

### INDIVIDUAL COMMUTER TICKETS ISSUED

	PRE U-PASS 1990-1991	1991-1992	1999-2000	2001-2002	2002-2003
REGULAR TICKETS	65,470	27,120	44,518	47,306	41,385
U-PASS TICKETS	—	81,560	120,692	140,582	126,183
<b>TOTAL</b>	<b>65,470</b>	<b>108,680</b>	<b>165,210</b>	<b>187,888</b>	<b>167,568</b>

### MONTLAKE E1 (NORTH OF THE HUSKY STADIUM)

Instead of purchasing a parking permit, faculty, staff and students may use their Husky Card™ to debit their account (\$2.35), or they can pay \$2.75 in quarters and park in the Montlake parking lot.

### 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 program feature allows a person the opportunity to try a commute alternative without risk of losing his or her parking lot assignment.

### PUBLIC TRANSIT

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

Between 2002 and 2003, King County Metro estimated that total UW ridership grew to 8.9 million trips annually, an increase from 8.2 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 are approximately 530,000 trips annually. Sound Transit provided approximately 300,000 trips for UW faculty, staff and students, which are approximately four percent of all Sound Transit trips. Since 1991, faculty, staff and students have eliminated more than 89 million car trips to and from campus by riding the bus. The price of a U-PASS today is less than half the cost of a monthly transit agency issued bus pass in 1990.

**"I kept questioning why we needed two cars. The bus is an easy, low-risk option. I got used to it [the bus] with an urban lifestyle."** WELDON IHRIG, EXECUTIVE VICE PRESIDENT, RIDES THE BUS FROM DOWNTOWN

The UW Transportation Office in cooperation with the UW Parking Services Office provides departments a Ticket to Ride program. This program provides departments the ability to offer their visitors Metro Transit bus tickets to get to and from campus as an alternative to subsidizing parking. Campus departments have purchased a total of 4,580 tickets, which were available as part of an incentive program in booklets of 20, for a discounted price of \$20.

## TRAIN

Sound Transit's Sounder Commuter trains serve faculty, staff and students traveling between Tacoma and Everett, stopping in downtown Seattle. The U-PASS provides full fare coverage — a value of up to \$9.00 roundtrip per day.

**"I just plain wouldn't work here if I had to drive every day."**

JUDY ROBERTSON, LEAD PUBLICATIONS COORDINATOR, PUBLICATIONS SERVICES, TAKES THE SOUNDER COMMUTER TRAIN FROM SUMNER

## WALKING



Six percent of faculty, four percent of staff and 31 percent of students walk to campus. In 2003, the UW Transportation Office launched its first walking campaign, Walk In. In coordination with the development and distribution of the UWALK Map produced by Feet First, the campaign was intended to reach staff and faculty who live within a two mile radius and who drive alone to campus. The week-long event was followed by a team challenge that continued the momentum of the program into the months that followed.

According to a study conducted by the Transportation Office, 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 continues to work with the City of Seattle to re-time crosswalk signals to give priority to pedestrians.

**"My walk to classes isn't far, but when the weather is nice, my roommate and I go for walks around the U-District."**

CHARITY RANGER, SENIOR, COMMUNICATIONS MAJOR, A WHEELCHAIR USER WHO WALKS FROM STEVEN'S COURT (CAMPUS HOUSING)

## BICYCLING

**"I saw the bicycle improvements the University was making and I looked at the U-PASS as my contribution."**

EDWARD D. LAZOWSKA, BILL & MELINDA GATES CHAIR, COMPUTER SCIENCE & ENGINEERING, BIKES TO CAMPUS FROM BALLARD

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. Nine percent of faculty, five percent of staff, and four percent of students commute to the UW by bicycle. The UW accommodates bicyclists by providing more than 720 bicycle racks with a capacity for approximately 5,600 bikes. Additionally, the University has 534 bicycle locker rentals in 28 campus locations.

The UW Transportation Office partners with Hall Health to provide discounted helmets and bicycle lights to U-PASS holders. The UW Transportation Office also works with the Property and Transport Services department, which sells over 100 abandoned bikes each year 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 Bike Shop repairs bicycles and sells

accessories at the Husky Union Building.



The UW Transportation Office is actively involved in the Bike to Work Month program organized by the Cascade Bicycle Club Education Foundation. This year's campaign featured bike rallies and a month-long team and individual bicycle commuting competition. The UW Transportation Office hosted the UW HUB BUB, a rally which included music, food and vendors along the Burke-Gilman trail on campus. The Transportation Office

organized the second annual Bike Breakfast. Participants in the month-long event were provided a breakfast, and top teams received awards for most miles, most trips and most new commuters.

## 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 parking.

### RIDEMATCH

The University of Washington promotes the regional Ridematch system, Rideshareonline. This system matches 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

Two or more U-PASS holders can receive a permit to park a vehicle on campus anytime if they certify they commute to the University of Washington three or more days per week and meet other program

requirements. U-PASS holders can also form carpools on a daily basis if all carpool members present a valid U-PASS to the traffic guide when they arrive at a campus gate house.

Since 1990, the number of permit carpools is up over 130 percent. Daily carpools are up nearly 50 percent. The total number of carpool participants has increased from 3,597 in 1990 to 5,749 in 2003, a 60 percent increase.

<b>CARPOOLS</b>	PRE U-PASS 1990	1991	2001	2002	2003
CARPOOL PERMITS	698	827	1,330	1,505	<b>1,614</b>
DAILY CARPOOLS	760	810	987	1,129	<b>1,104</b>
TOTAL CARPOOLS	1,458	1,637	2,317	2,634	<b>2,718</b>
TOTAL DAILY PARTICIPANTS	3,597	4,075	4,962	5,634	<b>5,749</b>

## VANPOOLS

The number of vanpools has more than quadrupled since the program began. During 2003 there was an average of 34 vanpools in operation with a total of 229 U-PASS participants. Prior to the U-PASS, only eight vanpools were in operation, with a total of 79 participants. U-PASS holders receive up to \$40 a month toward the cost of their Metro, Community Transit, Island Transit or Kitsap Transit vanpool fare. Vanpool fares are determined by the distance traveled, number of riders, and the size of the van. In 2003, Kitsap Transit was added to the list of agencies the Transportation Office contracts with to provide vanpool services.

**"I don't have to worry about where I park. Vanpooling takes all the worry of driving out of the equation."** CINDI WEIST, RECORDS COORDINATOR, UNIVERSITY POLICE DEPARTMENT, VANPOOLS FROM MARYSVILLE

The Transportation Office offered a Vanpool Incentive Program (V.I.P.) from May 2002 to September 2003. Participants received \$100 toward their fare. If they entered the Ridematch system, they received a \$20 Commuter Bonus Plus voucher. Participants who agreed to become a vanpool driver and people who formed a new vanpool received \$200 in Commuter Bonus Plus vouchers. 15 participants received the subsidy.

## EMERGENCY RIDE HOME

The Emergency 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 insures that people who leave their cars at home will have a transportation option if an emergency arises. In 2003, an average of eleven faculty and staff U-PASS holders used the program each month, the same amount as the previous year.

<b>EMERGENCY RIDES</b>	1991	2001	2002	2003
AVERAGE TRIP PER MONTH	15	8	11	<b>11</b>
AVERAGE TRIP LENGTH (MILES)	8	13	11	<b>11.5</b>
AVERAGE FARE PAID	\$12.40	\$24.47	\$20.69	<b>\$22.45</b>

## FLEXCAR



The University of Washington partners with Flexcar, a private membership-based car sharing program, to help reduce single-occupant-vehicle (SOV) commute trips to campus. People who would otherwise drive to campus for personal or work-related errands may use Flexcar, allowing them to leave their car at home or not own one all together. 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 2003, 1000 U-PASS holders enrolled as members. The 10 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. To date, 26 UW departments have signed up for Department Flexcar memberships, up from four in 2001–2002.

## MERCHANT DISCOUNTS

The Merchant Discount 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 2003, 58 local and national merchants partnered with the University to provide substantial discounts to U-PASS holders.

Participating merchants receive free publicity in U-PASS marketing materials including advertisements, listings in the U-PASS User's Guide and a separate Merchant Discount brochure and invitations to participate in seasonal promotions. They also are offered promotional materials to display in their windows and on their cash registers.

## NIGHT RIDE

The Night Ride is an evening transportation 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, Winter, and Spring Quarters), from 8pm to 12:15am, Sunday through Thursday, and is operated by a private vendor under contract with the University.

With a U-PASS, the Night Ride service is free. For added security, the UW CARES Escort Program is available to escort students, staff and faculty to Night Ride stops or other areas on campus. More than 26,707 rides were taken on the Night Ride in 2003, an average of 166 rides per day the service is operated. The average cost per ride to operate the Night Ride is \$7.50.

## **FLEXIBLE WORK ARRANGEMENTS**

### **WORKING AND STUDYING FROM HOME**

Teleworking completely eliminates commute trips. 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. Approximately 19 percent of faculty and seven percent of staff regularly arrange to work from home or an alternative site and five percent of all potential commute trips to campus are eliminated through teleworking. The U-PASS Survey also found that 19 percent of students eliminate trips to campus by studying at home

### **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. For example, an employee might work nine, 9-hour days in a two-week period and take the tenth day off. The Transportation Office partners with the Work/Life Office in the UW Human Resources department to support compressed work week schedules as a means of eliminating commute trips.

### **FLEXTIME**

Flexitime schedules permit employees to choose their starting and quitting times within limits set by management. Flexitime addresses transportation schedules by allowing an employee to meet their transit, carpool or vanpool schedule.

## **MARKETING AND PUBLIC RELATIONS**

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, e-mail notices, e-mail lists, announcements in campus newspapers, newsletters, a voice mail audio library and printed information distributed at nine Commuter Centers. The annual U-PASS marketing effort includes a major fall quarter campaign when all faculty, staff and students receive the U-PASS User's Guide and other useful transportation information. During the annual parking permit renewal period, faculty and staff single-occupant-vehicle permit holders are provided information about their commute choices besides driving alone.

According to the latest U-PASS Survey a majority of faculty, staff and students indicated a web site would be a useful method to receive information. In 2003, an average of 5,358 hits was made to the U-PASS homepage each month. Comparing September 2002 to September 2003, there was a 13 percent increase in the number of hits to the U-PASS homepage. This increase is attributed to the significant web site changes, including creating a more individualized interface between the user and his or her commute options, and a navigational structure that made it easier to find elements that were considered important features by faculty, staff and students in the U-PASS Survey.

In the Fall 2003, the Transportation Office contracted with a marketing research firm to conduct four focus groups consisting of faculty, staff and student U-PASS and non-U-PASS holders. The focus groups provided valuable information to evaluate current marketing tools used to communicate information about the U-PASS program. This information will be used in the 2004-2005 marketing and public relations communication plan.

The Transportation Office also partners with other departments' events including, the Benefits Fair, which reaches faculty and staff, and Dawg Days, a welcome back to campus event for students and the Housing Fair, targeted at students moving from on-campus to off-campus housing. Additionally, throughout the year the Transportation Office provides information at new employee coffee hours and gives presentations to new students, transfer students and Resident Advisors.

# TRACKING OUR RESULTS

## U-PASS EFFECTIVENESS

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

## SALES

During 2003 the average number of U-PASSes in use was 46,875, an increase of 28 percent from 1991. Eighty-five percent of students participated in the U-PASS program in 2003.

## 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 aspect 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. The next U-PASS Survey will be conducted in Fall 2004.

### U-PASS SALES

	1991	2001	2002	2003	CHANGE SINCE 1991
<b>STUDENTS</b>					
SALES	24,289	30,824	31,367	31,811	31%
COMPLIMENTARY**	884	714	788	742	-16%
<b>FACULTY AND STAFF</b>					
SALES	6,062	9,208	9,800	10,606	75%
COMPLIMENTARY**	5,283	4,708	4,782	3,716	-30%
<b>TOTAL</b>	<b>36,518</b>	<b>45,454</b>	<b>46,737</b>	<b>46,875</b>	<b>28%</b>

\* 59 percent were very satisfied.

\*\* Currently, SOV permit holders can receive a complimentary U-PASS with their parking permit.

### 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 use declined by 37 percent from October 1990 to October 2003.

The reduction in SOV permit sales has also resulted in the reduction of the percentage of parking spaces used at some campus locations. Although demand for parking varies depending on the area of campus, commuter parking lot utilization overall has decreased from 87 percent in 1990 to 80 percent in 2003. The total number of available parking spaces on campus has also declined slightly, and now stands at 11,431 spaces.

### VEHICLE TRIPS

The University of Washington measures vehicle trips to campus and the University District in order to monitor traffic and the effectiveness of the U-PASS program.

Since 1983, the number of vehicles entering and exiting campus has been monitored for one week in October each year. Historically, this was done to determine the University's adherence to the 1983 agreement with the City of Seattle, which placed limits on the total number of vehicles that could enter campus during the morning peak period, and exit campus during the afternoon peak period. The total number of trips in a 24-hour period were also limited. Beginning in 2003, following the adoption of the Campus Master Plan (CMP), new limits were placed on campus vehicle trips and the old limits were discarded. The new CMP now only limits the trips of faculty, staff and students and does not limit trips made by visitors and patients.

#### SINGLE OCCUPANCY AND COMMUTER PARKING

	1990	1991	2001	2002	2003
<b>SINGLE OCCUPANCY PERMITS</b>					
FACULTY AND STAFF PERMITS	6,440	5,507	4,923	4,392	4,156
STUDENT PERMITS	1,027	840	670	633	537
<b>COMMUTER PARKING UTILIZATION</b>					
SPACES AVAILABLE	11,525	11,368	11,238	11,400	11,431
AVERAGE VACANT	1,446	2,429	1,700	1,720	2,279
SPACES USED	10,079	8,939	9,538	9,680	9,152
PARKING UTILIZATION	87%	79%	85%	85%	80%

#### CAMPUS TRAFFIC COUNT

	1991	2001	2002	2003
TRIPS TO CAMPUS (7-9AM)	6,628	6,868	6,738	7,010
TRIPS FROM CAMPUS (3-6PM)	8,205	8,852	8,951	9,290
24-HOUR VEHICLE TRIPS	56,316	62,344	60,010	63,370



## FUNDING

The U-PASS annual budget is approximately \$11,525,471, which covers a variety of expenses. At \$10 million, the largest single expenditure is for transit service contracts. Funding for the U-PASS comes from user fees, parking permits, parking fines and other University sources. Revenue from U-PASS sales covers 49 percent of program costs. The University's contribution to the program, which comes from parking fine 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 program.

### U-PASS OPERATING BUDGET (FOR FISCAL YEAR 2002-2003)

	AMOUNT	PERCENTAGE
ADMINISTRATION/MONITORING/MISCELLANEOUS PROGRAMS	\$547,719	4%
MARKETING AND PUBLIC RELATIONS	\$312,000	3%
TRANSIT SERVICE CONTRACTS	\$10,278,290	89%
CARPOOL, VANPOOL, RIDEMATCH	140,640	1%
NIGHT RIDE SHUTTLE	\$180,797	2%
PEDESTRIAN AND BICYCLE IMPROVEMENTS / OTHER	\$66,025	1%
<b>TOTAL OPERATING EXPENSES</b>	<b>\$11,525,471</b>	<b>100%</b>

### U-PASS FUNDING AND REVENUE (FOR FISCAL YEAR 2002-2003)

	AMOUNT	PERCENTAGE
OTHER UW SOURCES	\$875,000	7%
PARKING REVENUE	\$4,336,432	38%
PARKING FINES	\$660,023	6%
U-PASS REVENUE	\$5,654,016	49%
<b>TOTAL OPERATING FUNDING REVENUE</b>	<b>\$11,525,471</b>	<b>100%</b>

## AWARDS

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

- Puget Sound Regional Council: Vision 2020 Award (2003, 1996)
- Economic Development Council: Commuter Challenge: Pacesetter Award (2002), Diamond Ring Award (2000), Diamond Award (1994, 1995, 1997)
- EPA and Department of Transportation: The Commuter Choice Leadership Initiative (2001)
- Governor's CommuteSmart Award (1998, 2001)
- EPA's Transportation Partners: Way to Go! Award (1998)
- 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, 1992)
- Association of Commuter Transportation (ACT): Leadership Award (1991)



**THE PATH  
AHEAD**

**IMPROVING HOW WE GET AROUND** begins with providing alternatives to driving alone. The Transportation Management Plan (TMP), a part of the University of Washington’s Master Plan, identifies strategies that enhance access to campus by all transportation modes. The TMP strives to accommodate campus growth without increasing vehicle trips by providing a wide variety of transportation choices. We will achieve our goals by maintaining and building partnerships with King County Metro, Community Transit, Sound Transit, Island Transit, and Kitsap Transit as well as the City of Seattle, King County, Flexcar, Cascade Bicycle Club, Bicycle Alliance of Washington, Feet First, Friends of the Burke-Gilman, neighborhood associations and UW departments.

**TOP FIVE TRANSPORTATION MANAGEMENT STRATEGIES**

1. Manage transportation demand by increasing the price of parking at a faster rate than the price of alternatives.
2. Expand parking pricing incentives, similar to the Pay-Per-Use-Parking (PPUP) program, that give staff and faculty reasons to consider alternatives.
3. Purchase more transit service from providers.
4. Continue to implement a marketing approach that targets geographic areas.
5. Integrate pedestrian and bicycle facilities and programs into the fabric of the campus and neighboring communities.

## CONTACT US

This report is available on the U-PASS web site:

[www.washington.edu/upass/news\\_and\\_reports/upass\\_reports/annualreport2003.pdf](http://www.washington.edu/upass/news_and_reports/upass_reports/annualreport2003.pdf)



To request an additional copy contact our office 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. Copies are provided to state and local governments, neighborhood and business associations, faculty, staff, students and other interested parties.

We welcome your comments.

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**PHOTO CREDITS:** p.1, 3 Lisa Quinn; p.4 Steve Gillman; p.5 Jim Altengarten; p.7 Mary Levin; p.8 Kathy Sauber; p.10 Flexcar; p.14 Mary Levin; p.16 Sound Transit.

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