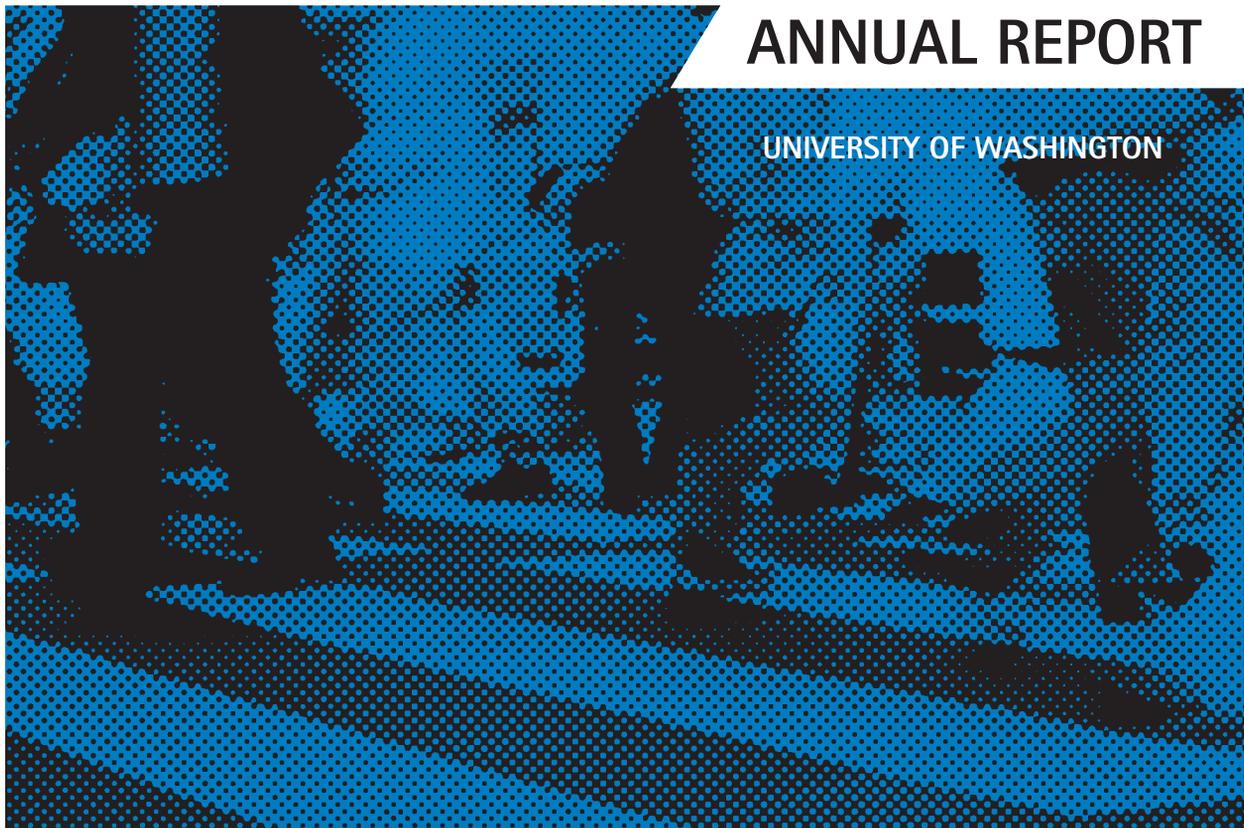




TRANSPORTATION OFFICE

2004 U-PASS ANNUAL REPORT



UNIVERSITY OF WASHINGTON

Each year the UW Transportation Office publishes an annual report about the U-PASS program. This publication provides information for measuring the office's performance during the year as well as highlighting its activities, initiatives and achievements and outlining its direction for the coming year.

Access to facilities is critical to the University's mission to provide educational, research, medical and other services to the people of the state and region. The University is committed to providing this access while limiting the impact of traffic on our neighbors. As the cornerstone of the transportation system, the U-PASS program continues to meet its objectives of providing easier access to campus and mitigating the adverse environmental impact of cars on the surrounding community.

U-PASS is successful in reducing the number of faculty, staff and students driving alone and has helped maintain vehicle trips to the University below 1990 levels. The award-winning program continues to be recognized as a leading transportation management program.

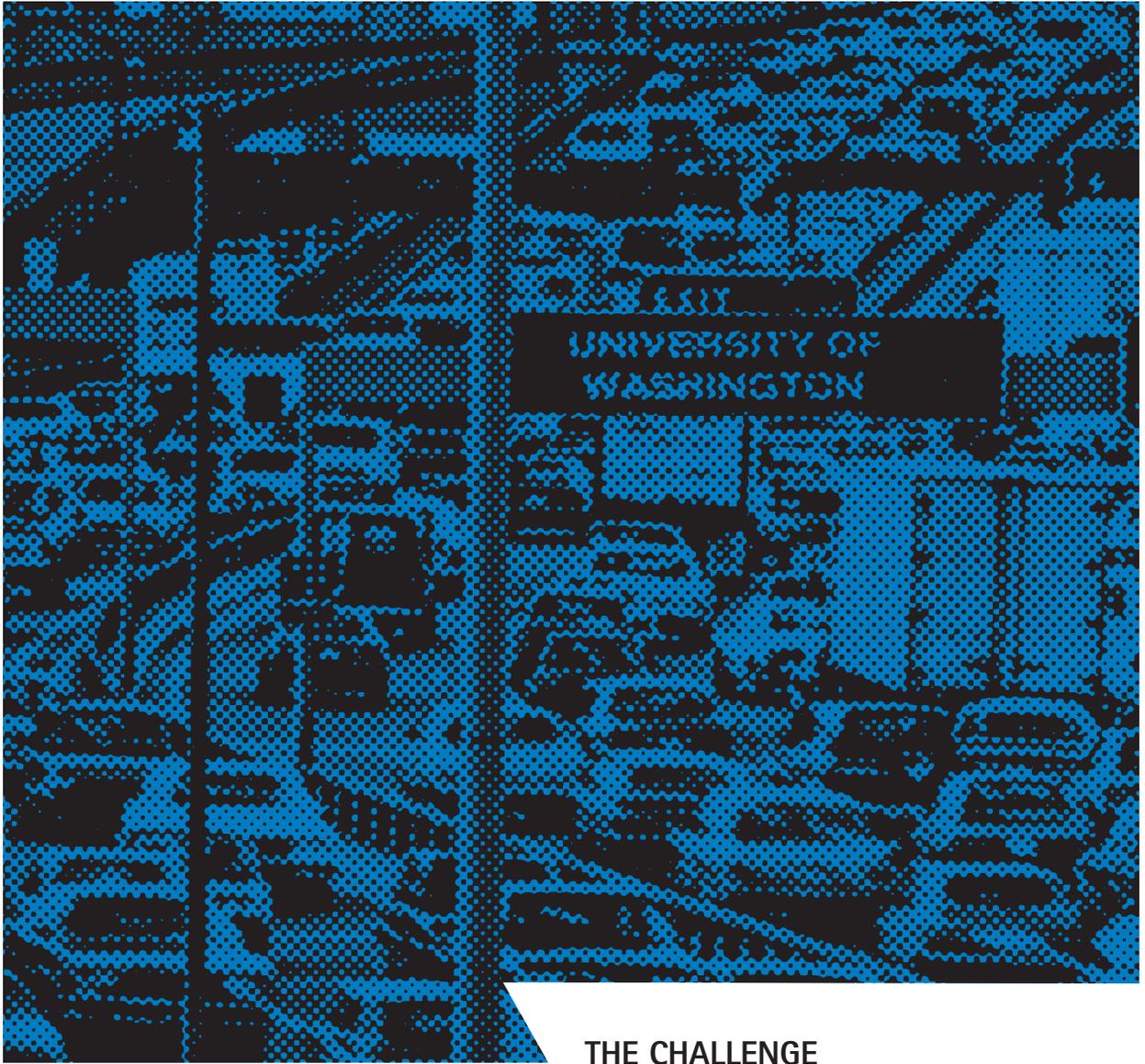
We appreciate your interest in the U-PASS program. Should you have any questions regarding the U-PASS that can't be answered from the information in this report, visit our web site at www.washington.edu/upass/, call me at (206) 616-2049 or send me an e-mail at proybal@u.washington.edu.

Sincerely,

Paul Roybal
Transportation Systems Manager

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THE CHALLENGE

In 1989, planned University development threatened to test the limits of existing campus parking resources and raised concerns about increased traffic congestion and air pollution. These concerns drove the development of a new Transportation Management Plan (TMP). Today's TMP (part of the University's Campus Master Plan 2002-2012) is still charged with encouraging faculty, staff and students to adopt alternatives to driving to campus alone.



CHALLENGE > RESPONSE

THE U-PASS PROGRAM

The U-PASS program is the response to that challenge. It was designed to lure employees and students away from driving to campus alone by providing an array of flexible, low cost transportation choices. And it has been successful. Today's University-related peak hour traffic levels remain below 1990 levels. More than three quarters of the campus population now commutes using an alternative to driving alone.

The U-PASS program offers a valuable package of benefits for faculty, staff and students, and it contributes significantly to the health and well-being of neighboring communities by reducing traffic congestion and improving the transportation system. The U-PASS has served as a model for other regional pass programs, including the FlexPass that has been widely adopted by other regional employers, and is becoming a standard for how the region approaches transportation.

The U-PASS responds to the commuting demands of an ever-changing group of students and employees while reducing the numbers of people who drive alone. The program offers faculty, staff and students an assortment of transportation choices. The U-PASS provides unlimited access to public transit. And the parking management component subsidizes carpool and vanpool parking rather than single-occupant vehicles (SOVs). These programs maximize available parking while reducing traffic in Seattle's University District and the region.

THE FUNDING CHALLENGE

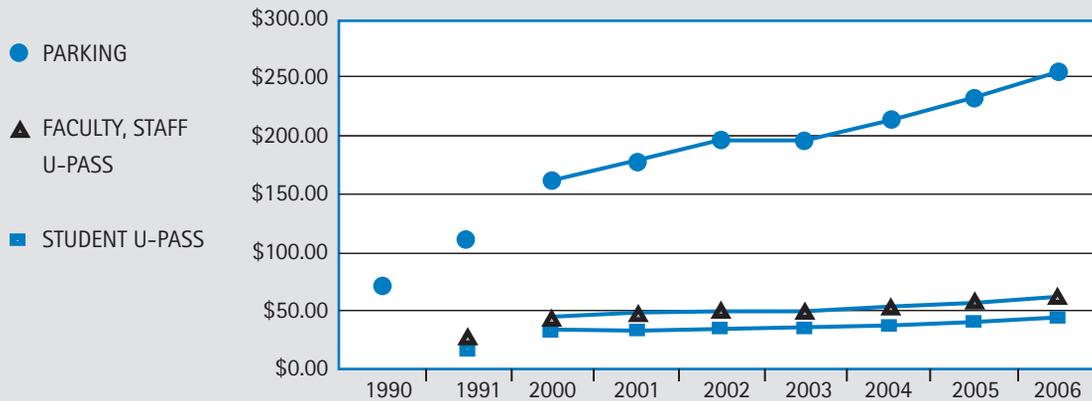
Charged with providing economical transportation options to the University's students and employees, the U-PASS program has had to adapt each year to a changing financial climate. Fees for U-PASS participation have climbed along with rising costs for transit services. In the face of this escalating fee structure, the University has maintained a policy of controlling the rise in U-PASS fees and keeping them significantly lower than the cost of parking permits.

In July 2004, in response to projected transit cost increases through the end of 2007, the U-PASS program was forced to initiate a carefully considered increase in fees for U-PASS services. The Board of Regents approved an increase in U-PASS fees of 8 percent each year for three years, compared to a parking fee increase of 9 percent each year. For the first time a small fee was instituted for carpool parking. Customer reaction to the higher fees, in the form of participation rates and product sales, will be monitored closely to evaluate the effects of these fee increases.

PARKING AND U-PASS RATES

	(PRE U-PASS)					
	1990	1991	2000	2001	2003	2004
PARKING RATES						
QUARTERLY PERMITS	\$72	\$108	\$160.74	\$177.66	\$196.32	\$212.82
GATE ISSUED DAILY PARKING	\$4	\$4	\$7	\$7	\$8	\$9
MONTLAKE LOT (DAILY PARKING)	\$.75	\$1.25	\$2.25	\$2.50	\$2.75	\$4
U-PASS RATES (QUARTERLY)						
STUDENTS		\$20	\$32	\$33	\$35	\$37
FACULTY AND STAFF		\$27	\$44.22	\$46.50	\$48.96	\$52.62
CARPOL PERMITS (MONTHLY)						
					0	\$12

COST PER QUARTER



2003-2004 OPERATING FUNDING AND REVENUE

The U-PASS annual budget is approximately \$12.5 million, which covers a variety of expenses. At over \$11 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 47 percent of program costs. The University's contribution to the program, which comes from parking fines and other UW sources, is \$1.3 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.

U-PASS OPERATING BUDGET (FOR FISCAL YEAR 2003-2004)

	\$	PERCENTAGE
ADMINISTRATION/MONITORING/Miscellaneous Programs	380,746	3%
MARKETING AND PUBLIC RELATIONS	282,535	2%
TRANSIT SERVICE CONTRACTS	11,261,095	90%
CARPOL, VANPOOL, RIDEMATCH	110,994	1%
NIGHT RIDE SHUTTLE	198,709	2%
PEDESTRIAN AND BICYCLE/IMPROVEMENTS/OTHER	290,525	2%
TOTAL OPERATING EXPENSES	12,524,604	100

OPERATING FUNDING AND REVENUE (FOR FISCAL YEAR 2003-2004)

	\$	PERCENTAGE
USER FEES	5,925,604	47%
PARKING FINE REVENUE	440,000	4%
PARKING FEES	5,284,000	42%
OTHER UW SOURCES	875,000	7%
TOTAL OPERATING FUNDING REVENUE	12,524,604	100%



CHALLENGE > SOLUTIONS

The U-PASS package of programs includes services such as an emergency ride home program for employees as well as discounts on carpool parking, transit passes, and bicycle safety equipment. Each element is important in helping University employees and students overcome barriers to alternate commute modes by expanding the options available to them.

PARKING

Managing the demand for SOV travel through product pricing is a key component of the U-PASS program. The inception of the U-PASS program was accompanied by a 50 percent increase in the cost of parking. Between 2000 and 2003, a series of price increases raised parking costs by an additional 35 percent. In response to the projected increase in transit costs, the cost of the entire range of parking options on the University Campus was increased by 9 percent per year through 2007.

FLEXIBLE PARKING FEATURES

One of the strategies of the University's TMP is to increase the percentage of commuters who pay to park each time they drive to campus, rather than providing a bulk discount for unlimited parking using a permit. 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 in the West Campus Garage. Drivers are charged each time they park, rather than receiving a volume discount as they would with a quarterly parking permit. By parking fewer days they pay less. Program participants receive messages about their parking use each pay period, reminding them that each additional day they park incurs an additional fee. The PPUP incentive-based pricing program encourages participants to 'mix-up' their commute by walking, bicycling and using public transit when they can. Between October 2003 and October 2004, staff and employee participation in the PPUP programs grew from 1,456 to 1,876, while the average use per participant declined from 9.4 to 8.0 per month.

INDIVIDUAL COMMUTER TICKETS

Faculty and staff can purchase Individual Commuter Tickets (ICTs) for days when they need to drive alone, while using their U-PASS the rest of the time. This flexibility provides an incentive for employees to turn in their parking permits and take advantage of the features of the U-PASS program. ICTs allow faculty and staff who use an alternative mode to get to work most days to park on campus up to twice a week without paying the full daily parking rate. Reflecting the fare increase in July, the cost of ICTs purchased by faculty and staff U-PASS participants went from \$2.36 to \$2.56 each. ICTs are also sold to faculty and staff who don't purchase a U-PASS at a higher cost (\$4.34 each in 2004, up from \$4.00). Up to 26 ICTs may be purchased every 13 weeks. In 2003-2004, 129,438 U-PASS ICTs were sold, averaging approximately 518 tickets used per business day.

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 \$2.47 (up from \$2.35) to park in the Montlake parking lot (located on the east side of campus, a fifteen minute walk to the Student Union Building). The parking fee is \$4.00 per day if cash is used. By having to pay for only the days they drive, commuters are encouraged to find other ways to commute when driving is not necessary.

HOLD THAT LOT

Faculty and staff who decide to give up their SOV parking permit and use a commute alternative can have their lot assignments held for up to six months. This program feature affords employees the opportunity to try a commute alternative while retaining the ability to return to their preferred parking location.

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. Sixty-two routes throughout King and Snohomish counties serve the University District, with more than half coming directly to campus.

King County Metro estimated that total Seattle Campus ridership was 8,938,000 trips in 2003-4, an increase from 8,902,000 trips the previous year. U-PASS holders took approximately 9 percent of all Metro

I think any effort we collectively make to shave off even one or two days a week driving to campus really does make a difference." —Mary Parker-Hale, Assistant to the Director, Web Specialist, Benefits Office, mixes up her commute between busing, telecommuting, and driving from Lake Forest Park.

Transit trips. Community Transit estimates that U-PASS holders took about 556,000 trips in 2003-4, an increase from 540,000. U-PASS holders took about 7 percent of all Community Transit trips. Sound Transit provided approximately 304,000 trips during the year, up from 281,000. Since 1991, faculty, staff and students have eliminated more than 108 million car trips by riding public transit.

The UW Transportation Office in cooperation with the UW Parking Services Office provides a Ticket to Ride program for departments. The program offers departments an alternative to subsidizing their visitors' parking by provid-

ing booklets of 20 bus tickets for \$20, half the normal cost. Campus departments have purchased a total of 5500 tickets.

TRAIN

Sound Transit's Sounder commuter trains serve faculty, staff and students traveling between Tacoma and downtown Seattle and between Everett and downtown Seattle. A U-PASS provides full fare coverage; this is a value of up to \$8.00 roundtrip per day.

WALKING

Seven percent of faculty, 5 percent of staff and 31 percent of students walk to campus. For short trips walking is the most reliable commute mode, as it is unaffected by traffic conditions. In some cases it is faster than transit.

In the spring of 2004 the UW Transportation Office launched its second annual Walk In campaign. In coordination with distribution of the UWALK Map produced by Feet First and timed to complement the Seattle Orienteering Club's University District Street Scramble, the campaign was aimed at faculty and staff who live within a two mile radius and who normally drive alone to campus. A team challenge continued the program through the summer months, and was accompanied by a series of seminars on the benefits of walking.



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 2004 U-PASS Survey, 12 percent of faculty, 5 percent of staff, and 5 percent of students commute to the UW by bicycle. The UW accommodates bicyclists by providing more than 720 bicycle racks with a capacity for over 5,200 bikes. Additionally, the University has 534 bicycle locker rentals in 26 campus locations.

The UW Transportation Office partners with the Hall Health Center to offer a selection of discounted bicycle lights to U-PASS holders for \$12-\$25 and to non-U-PASS holders for \$14-\$27, as well as offering discounted helmets (\$12 with U-PASS and \$14 without). The UW Transportation Office also works with the Property and Transport Services department to sell about 100 abandoned bikes back to faculty, staff, students and the community each year.

Bicycling information is provided at the University's nine Commuter Information Kiosks. 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 through the U-PASS Merchant Discounts Program.

In 2004, U-PASS sponsored the first Ride in the Rain Bicycle Challenge, a campaign to encourage faculty, staff and students to adopt bicycling as a year-round commute alternative. The response was overwhelming. A total of 786 participants joined 97 teams to ride 9,348 roundtrips between their homes and campus during the month of January. Included among the participants were 104 new bike commuters. At an awards luncheon, prizes were given to the teams reporting the most miles, most trips and most new bicycle commuters. A special "Soaked to the Gills" traveling trophy was awarded to the team reporting the most trips made in the rain.

RIDESHARING

The U-PASS program also includes incentives to carpool and vanpool and promotes Ridematch. Ridesharing provides an alternative to driving alone, and is a particularly good choice for people living in remote parts of the Puget Sound region.

RIDEMATCH

The University of Washington promotes the regional Ridematch system, supported by King County Metro Transit. 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

Prior to July 2004 U-PASS holders who carpooled received free preferential parking. Following the fare increase, nominal fees were established for carpools. The University recognizes two types of carpools—carpools holding permits and occasional carpools. Permitted carpools agree to travel together to campus three or more days a week and can park in an assigned campus lot. In July, 2004, a fee of \$12 per month, per carpool, was assigned. A second type of carpool is occasional carpooling. These carpools are provided discounted parking upon presenting the required number of U-PASSes together with current Husky Card™ Accounts at designated campus locations. The fee for occasional carpools is \$0.20 to \$0.30 per rider per day, depending on the number of people in the vehicle and the location where the vehicle is parked on campus.

Carpool participants, while still up by since the inception of the U-PASS program in 1990, dropped in 2004 from 5,749 to 3,963, a 24 percent decrease. However, the carpool mode share (page 12) declined much less, from 11 percent in 2002 to 10 percent in 2004. This indicates that the change in the cost of carpooling did not have an adverse affect on commute behavior.

CARPOOLS	1990	1991	2001	2003	2004
PERMIT CARPOOLS	698	827	1,330	1,614	1,222
DAILY CARPOOLS	760	810	987	1,104	674
TOTAL CARPOOLS	1,458	1,637	2,317	2,718	1,896
TOTAL DAILY PARTICIPANTS	3,597	4,075	4,962	5,749	3,963

VANPOOLS

Vanpools have more than tripled since the U-PASS program began. During the calendar year, an average of 26 vanpools were in operation with a total of 196 U-PASS holder participants. Prior to the U-PASS, only eight vanpools with a total of 79 participants commuted to campus. U-PASS holders who commute to campus from ten or more miles away receive up to \$40 a month toward the cost of their Metro, Community Transit, Kitsap Transit or Island Transit vanpool fare. Vanpool fares are determined by the distance traveled, number of riders, and the size of the van.

EMERGENCY RIDE HOME

The Emergency Ride Home program allows faculty and staff 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 helps assure people who leave their cars at home that they will have transportation if an emergency arises. In 2004, an average of 11.4 faculty and staff U-PASS holders used the program each month.

"I have been riding my bike to UW for years from the Montlake neighborhood. It is actually faster than commuting by car. Although my commute is short enough that I don't get a major physical workout, just those small doses of exercise are a good way to limber up for the day." — Mark W. Oberle, Associate Dean for Public Health Practice, School of Public Health and Community Medicine, bikes to work from Montlake.

FLEXCAR

The University partners with Flexcar, a private membership-based car sharing program, to help reduce SOV commute trips to campus. People who would otherwise drive to campus for personal or work-related errands may use one of 11 Flexcars on or near campus instead. 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 2004, 1900 U-PASS holders were active members (up

from 1300 in the previous year). The U District cars were used approximately 4 hours per day, both by U-PASS holders and other Flexcar members. A total of 29 departments have signed up for department Flexcar memberships in response to a targeted marketing effort directed to department heads.



MERCHANT DISCOUNTS

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

In December 2004, 54 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, listing in the U-PASS User's Guide and U-PASS web site and are invited to participate in seasonal promotions. They also are offered U-PASS stickers to display in their windows and on 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, winter, and spring quarters), from 8 p.m. to 12:15 a.m. Sunday through Thursday and is operated by a private vendor under contract with the University.

More than 22,818 rides were taken on Night Ride in 2004, an average of 145 rides per day the service was operated. The average cost per ride to operate Night Ride was \$8.48.

FLEXIBLE WORK ARRANGEMENTS

WORKING AND STUDYING FROM HOME

Teleworking completely eliminates commute trips. The UW Telework Policy recognizes this as an important option to addressing space concerns, decreasing absenteeism and retaining quality employees. Telework also can provide a virtual or mobile workforce in the event of a regional emergency. Approximately 23 percent of faculty and 8 percent of staff eliminate traveling to the UW at least once every other week by working from home or an alternate site. The 2004 U-PASS survey also found that 18 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 Human Resources department to support compressed work weeks schedules as a means of eliminating commute trips.



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 Information Kiosks. 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 SOV permit holders are provided information about alternatives to driving alone.

According to the latest Transportation Survey, 84 percent of faculty, staff and students indicated a web site would be a useful method to receive commuting information. Awareness of the U-PASS web site is up, from 35 percent in 2002 to 45 percent in 2004. During 2004, 72,406 hits were made to the U-PASS homepage, up from 49,317 in 2003. A feedback option was added to the homepage and almost 2000 users responded with comments.

The Transportation Office 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. 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.

To enhance its targeted-marketing abilities, the Transportation Office entered into a contract with Socialdata America to implement a marketing and evaluation program that tests the effectiveness of providing intensive assistance to people wishing to adopt alternatives to driving alone. This two-year project was implemented in partnership with King County and began with base-line data collection in the Fall 2004 to measure how the target population currently travels. In 2005 the study will continue with target marketing activities in Spring 2005 and further measurement of the effects of the program in the Fall 2005.

"Commuting by vanpool is an E-ticket: easy, economical, entertaining, educational, and enlightening. This is the best commute I've ever had." —Chelé Shepard, Public Information Specialist, School of Public Health, commutes from Bainbridge Island in a Metro Vanpool.



CHALLENGE > RESULTS

MONITORING AND EVALUATION

A monitoring and evaluation system tracks the effectiveness of the U-PASS program. This system includes a biennial Transportation Survey (last conducted in October 2004), parking utilization reports, annual vehicle trip surveys and sales of the U-PASS and various parking products

U-PASS SALES

During 2004 the average number of U-PASSES in use was 45,133, an increase of 24 percent from 1991. Eighty-four percent of students participated in the U-PASS program in 2004.

U-PASS SALES	1991	2002	2003	2004	% CHANGE SINCE 1991
STUDENTS					
SALES	24,289	31,367	31,811	30,467	25%
COMPLIMENTARY*	884	788	742	641	-27%
FACULTY AND STAFF					
SALES	6,062	9,800	10,606	10,726	77%
COMPLIMENTARY*	5,283	4,782	3,716	3,299	-38%
TOTAL	36,518	45,454	46,737	45,133	24%

*SOV permit holders may 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 SOV parking permits in use declined by 31 percent from October 1990 to October 2004.

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 and time of day, commuter parking lot utilization overall has decreased from 87 percent in 1990 to 77 percent in 2004.

SINGLE OCCUPANCY VEHICLE AND COMMUTER PARKING

(PRE U-PASS)

	1990	1991	2002	2003	2004
SINGLE OCCUPANCY VEHICLE PERMITS					
FACULTY AND STAFF PERMITS	6,440	5,507	4,392	4,156	4,043
STUDENT PERMITS	1,027	840	633	537	557
COMMUTER PARKING UTILIZATION					
SPACES AVAILABLE	11,525	11,368	11,400	11,431	11,551
AVERAGE VACANT	1,446	2,429	1,720	2,279	2,697
SPACES USED	10,079	8,939	9,680	9,152	8,854
PARKING UTILIZATION	87%	79%	85%	80%	77%

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.

With adoption of the Campus Master Plan (CMP) in 2003, new limits were established. The new CMP now only limits the trips of faculty, staff and students and does not limit trips made by visitors and patients. The traditional traffic counting methods, while useful in describing the trend in traffic volumes associated with the entire University population, does not distinguish trips made by faculty, staff and students from trips made by visitors and patients. A new method for measuring the vehicle trips made only by faculty, staff and students has been established. It is based on findings from the biennial Transportation Survey and the campus population.

COMPARISON OF CAMPUS MASTER PLAN CAPS WITH 2004 ESTIMATES OF VEHICLE TRIPS

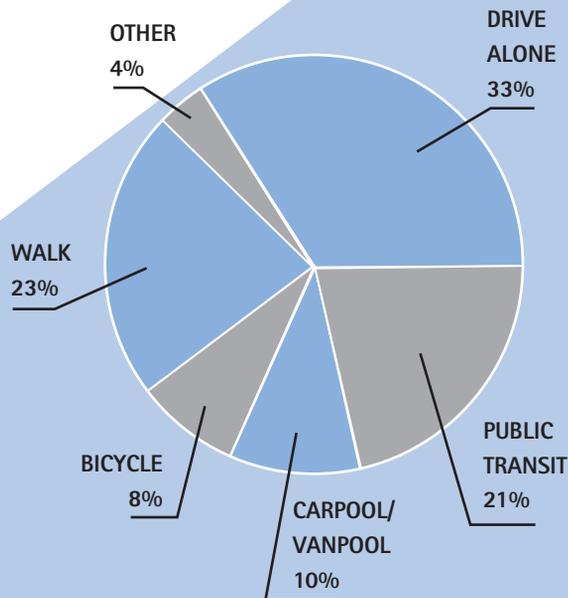
	AM PEAK INBOUND		PM PEAK OUTBOUND	
	TO U DISTRICT	TO CAMPUS	FROM U DISTRICT	FROM CAMPUS
CAMPUS MASTER PLAN CAP	10,020	7,87	10,481	8,488
2004 VEHICLE TRIP ESTIMATES	8,486	6,699	8,880	6,976
PERCENTAGE (UNDER) OVER CAP	-15%	-15%	-15%	-18%

This year's survey data show that, although the employee and student population grew in Fall 2004 by 1 percent to 61,655, the number of vehicles they used to come to and leave campus and the U District declined. Lower SOV and carpool mode shares led to these declines. Student and employee vehicle trips remain below the campus trip caps established in the CMP by 15 percent or more.

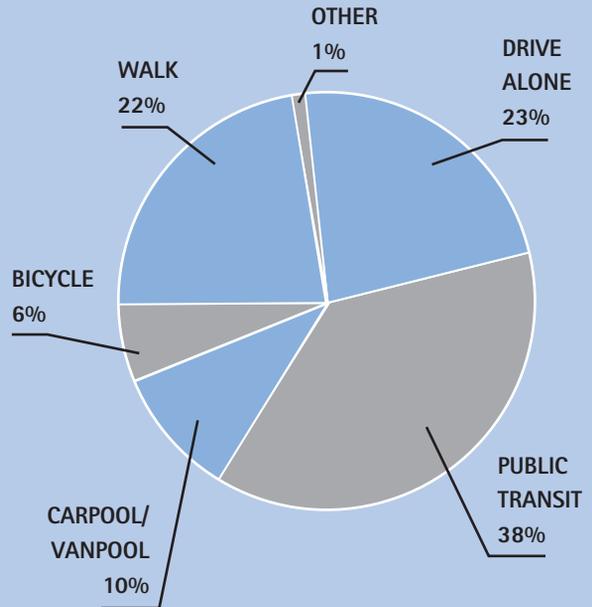
TRANSPORTATION SURVEY

The 2004 U-PASS Survey indicated that 94 percent of U-PASS holders were very satisfied or somewhat satisfied with the program, up from 86 percent in 1993.

WEIGHTED AVERAGE 1989



WEIGHTED AVERAGE 2004

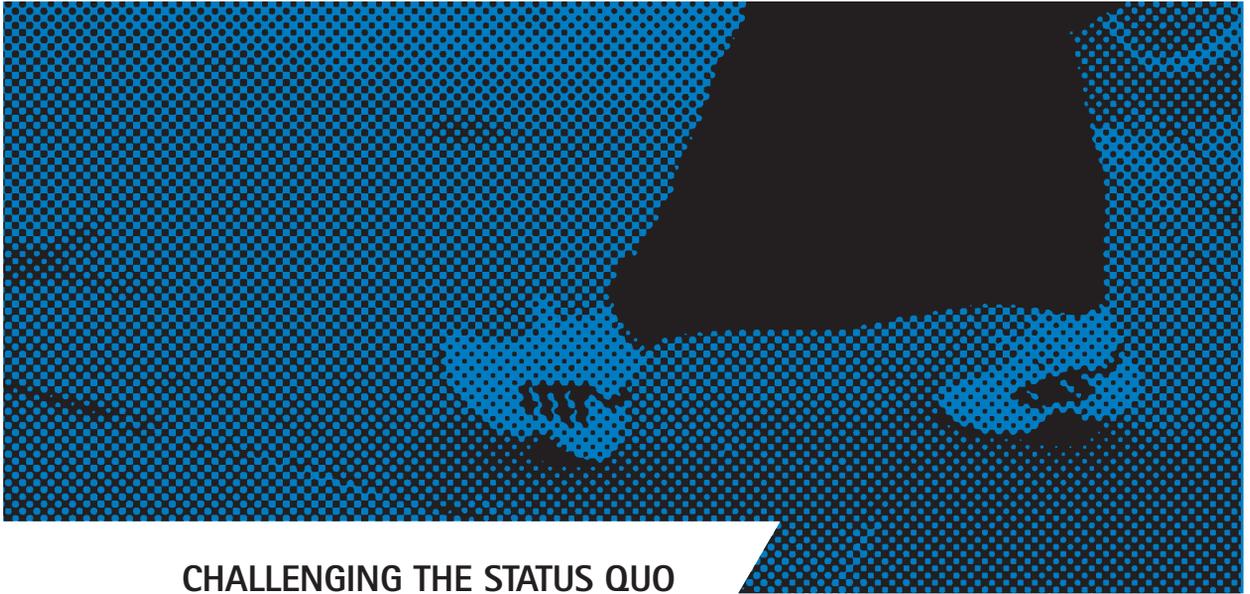


COMMUTING MODE CHOICES

	FACULTY		STAFF		STUDENTS	
	'89	'04	'89	'04	'89	'04
PUBLIC TRANSIT	11%	20%	25%	40%	21%	41%
CARPOOL/VANPOOL	11%	11%	15%	13%	9%	9%
BICYCLE	9%	12%	6%	5%	9%	5%
WALK	7%	7%	6%	5%	31%	31%
OTHER	2%	1%	4%	1%	4%	1%
DRIVE ALONE	60%	48%	44%	38%	25%	13%

DRIVE ALONE COMMUTING

		FACULTY	STAFF	STUDENTS	WEIGHTED AVERAGE
PRE U-PASS	1989	60%	44%	25%	33%
POST U-PASS	1992	50%	37%	13%	23%
	1994	52%	38%	13%	24%
	1996	57%	40%	15%	26%
	1998	55%	40%	16%	25%
	2000	53%	39%	16%	25%
	2002	43%	38%	16%	24%
	2004	48%	38%	13%	23%



CHALLENGING THE STATUS QUO

Improving how we get around begins with providing alternatives to driving alone. The TMP, a part of the University of Washington's Campus Master Plan, identifies strategies that enhance access to campus by all transportation modes. The TMP strives to reduce the number of vehicle trips. Through continued partnerships with King County Metro, Community Transit, Sound Transit, Island Transit, and Kitsap Transit as well as the City of Seattle, King County, Cascade Bicycle Club, Bicycle Alliance of Washington, Feet First, Friends of the Burke-Gilman, neighborhood associations and UW departments, we will achieve our goals.

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 to give faculty and staff 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.

AWARDS

THE U-PASS PROGRAM HAS SERVED AS A MODEL AND HAS RECEIVED MANY AWARDS BOTH LOCALLY AND NATIONALLY:

- DESIGNATED ONE OF THE U.S. EPA'S BEST WORKPLACES FOR COMMUTERSSM (2004)
- PUGET SOUND REGIONAL COUNCIL: VISION 2020 AWARD (2002, 1996)
- ECONOMIC DEVELOPMENT COUNCIL: COMMUTER CHALLENGE: DIAMOND RING AWARD (2000), DIAMOND AWARD (1994, 1995, 1997), PACESETTER (2002, 2004)
- 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)
- BULLITT FOUNDATION'S OIL SMART AWARD: BEST OVERALL TRANSPORTATION PROGRAM (1991 AND 1992)
- ASSOCIATION OF COMMUTER TRANSPORTATION (ACT): LEADERSHIP AWARD (1991)



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We welcome your comments.

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