

TRANSPORTATION OFFICE

2005 U-PASS ANNUAL REPORT

UNIVERSITY OF WASHINGTON

Contributing to the health and well-being of the University of Washington and neighboring communities by reducing traffic congestion and improving the regional transportation system



IMPROVING

Improving how we get around begins with providing alternatives to driving alone. The University of Washington's Transportation Management Plan (TMP) identifies strategies that enhance access to campus by all transportation modes. The U-PASS alternative transportation program is the cornerstone of the TMP, and our focus is on limiting the number of vehicle trips made to the University.

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

MEETING OUR GOALS

In 2005, the U-PASS program continued to meet the goal of encouraging faculty, staff, and students to adopt alternatives to driving to campus. The U-PASS program contributes significantly to the health and well-being of neighboring communities by reducing traffic congestion and improving the regional transportation system. This award-winning program continues to be recognized as a model for other employer transportation programs, both locally and nationally.

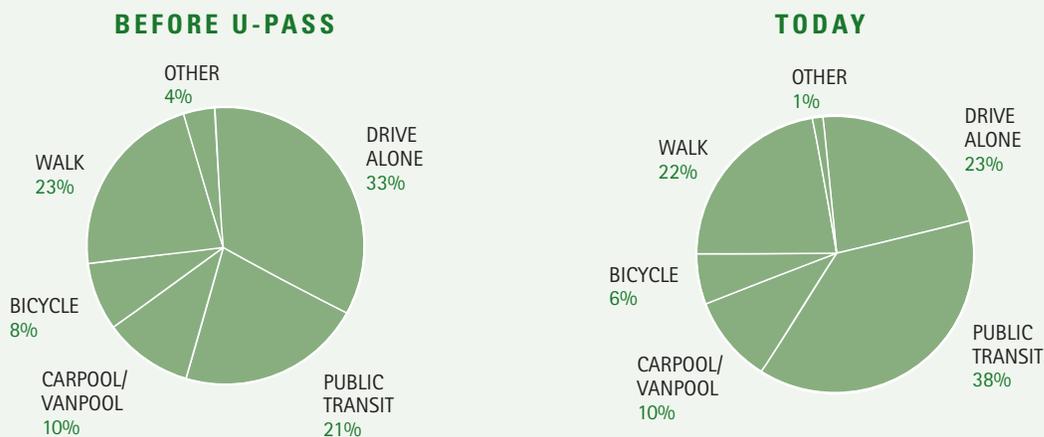
Top Five Transportation Management Strategies

1. Manage transportation demand by increasing the price of parking faster 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.

TRAVEL TO THE UNIVERSITY DISTRICT

Despite a 22 percent growth in employee and student population, today's University-related peak hour traffic remains below 1990 levels, and more than three-quarters of the campus population commutes using an alternative to driving alone.

Commuting Mode Choices



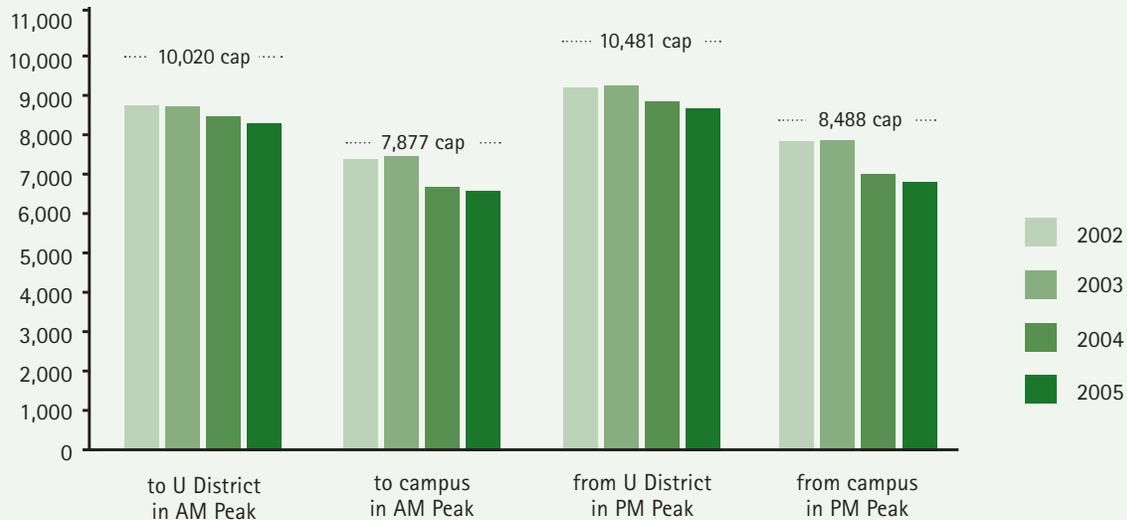
Travel patterns of University faculty, staff, and students are measured through a biennial survey, last conducted in fall 2004. A full report on this survey is available on the U-PASS web site at http://www.washington.edu/upass/news_and_reports/reports.html. The U-PASS program was implemented in 1991; the most recent mode split information for the University prior to program implementation was obtained in 1989.

VEHICLE TRIPS

The University is committed to limiting the number of vehicle trips made by faculty, staff, and students to minimize adverse effects on our neighbors and on the region.

The current Campus Master Plan (CMP) places limits on the number of vehicle trips that can be made by faculty, staff, and students. In 2005, these vehicle trips remained under the CMP limits by 17 percent or more. The CMP does not limit vehicle trips made by visitors to the University or by patients to its medical facilities.

Estimated Vehicle Trips vs. Campus Master Plan Trip Caps



Estimated Vehicle Trips

Estimates are based on findings from the biennial Transportation Survey last conducted in 2004 and the current campus population.

U-PASS PARTICIPATION

During 2005 the average number of U-PASSes in use was 44,156, an increase of 21 percent from 1991. Eighty-six percent of students and about 54 percent of employees participated in the U-PASS program in 2005.

PARTICIPANTS	1991	2005	% CHANGE SINCE 1991
Students	25,173	30,940	23%
Faculty and Staff	11,345	13,216	16%
Total	36,518	44,156	21%

SOV permit holders may receive a complimentary U-PASS with their parking permit. In 2005, 722 students and 2,603 faculty and staff received these complimentary U-PASSes, and these complimentary U-PASSes are included in the figures above. Data for 2005 represent averages for the fall, winter, and spring quarters of the 2004–05 academic year.

U-PASS PROGRAM

FUNDING

The 2005 U-PASS annual budget was approximately \$13 million, with more than 90 percent of that cost attributed to service contracts with local public transportation providers. User fees covered about half of the program costs, while revenue received from the sales of parking permits covered about 41 percent. Revenue from parking fines and other UW sources accounted for the remainder.

U-PASS OPERATING BUDGET	\$	%
Administration/Monitoring/Miscellaneous Programs	\$433,900	3%
Marketing and Public Relations	253,900	2%
Transit Service Contracts	11,862,700	92%
Carpool/Vanpool/Ridematch	125,300	1%
Night Ride Shuttle	203,600	2%
Pedestrian and Bicycle Improvements/Other	76,100	1%
TOTAL OPERATING EXPENSES	\$12,955,500	100%

OPERATING FUNDING AND REVENUE

User Fees	6,337,100	49%
Parking Fine Revenue	440,000	3%
Parking Fees	5,258,400	41%
Other UW Sources	920,000	7%
TOTAL OPERATING FUNDING REVENUE	12,955,500	100%

PROGRAM ELEMENTS

The U-PASS program provides a valuable package of flexible, low-cost transportation choices for faculty, staff, and students. It includes unlimited access to public transit, and a parking management component that subsidizes carpool and vanpool parking rather than single occupant vehicles (SOVs). The U-PASS program recognizes that many people must drive to campus from time to time, so discounted parking is made available to people who commute by alternatives most of the time. U-PASS also rewards bicycling and walking through programs that challenge students and employees to adopt these modes whenever possible. The U-PASS program also includes discounts on bicycle and pedestrian safety equipment, an emergency ride home program for employees, the Night Ride shuttle, discounts on Flexcar, and the Merchant Discounts program. Each element is important in helping University employees and students overcome barriers to alternate commute modes by expanding the options available to them.

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

Public Transit

The most frequently used benefit of U-PASS is free, unlimited rides on King County Metro, Community Transit, and Sound Transit buses. Over 60 routes throughout King and Snohomish counties serve the University District, with more than half of these coming directly to campus.

King County Metro estimates that UW Seattle campus U-PASS holders took about 8,800,000 trips in 2004-05, approximately 9 percent of all Metro Transit trips. U-PASS holders also took about 535,000 Community Transit trips (an estimated 7 percent of that transit agency's total) and approximately 380,000 trips on Sound Transit during the year.

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. In some cases it is faster than transit, as it is unaffected by traffic conditions.

The UW Transportation Office held the third annual Walk In campaign in 2005, with team challenges in the months of May, June, and September. The 2005 challenges rewarded 432 participants for their walking trips,

and included noontime activities for walkers and 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 total capacity for more than 5,200 bikes. Additionally, the University has 562 bicycle locker rentals in 27 campus locations.

The UW Transportation Office partners with the Hall Health Center to offer a selection of discounted bicycle lights and helmets to U-PASS holders, and with the Property and Transport Services department to sell about 100 abandoned bikes back to faculty, staff, students and the community each year. 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 2005, U-PASS sponsored the second annual Ride in the Rain Bicycle Challenge, a campaign to encourage faculty, staff, and students to adopt bicycling as a year-round commute alternative. A total of 596 participants joined 72 teams to ride 7,863 roundtrips between their homes and campus during the month of January. Included among the participants were 60 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 University of Washington promotes RideshareOnline, the regional ridematch system that matches drivers and riders within King, Snohomish, and Pierce counties. In 2005 the University contracted with Alternetrides to provide an additional ridematching service.

Vanpools

During the 2005 calendar year, an average of 33 vanpools were in operation with a total of 220 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 per month toward the cost of their Metro, Community Transit, Kitsap Transit, or Island Transit vanpool fare.

Emergency Ride Home

The Emergency Ride Home program allows faculty and staff U-PASS holders who experience an emergency at work 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 2005, an average of nine faculty and staff U-PASS holders used the program each month.

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. U-PASS holders receive a waiver of the application fee and a discount

on hourly rates. In 2005, about 1,200 U-PASS holders were active members. A total of 29 departments have signed up for departmental Flexcar memberships.

Merchant Discounts

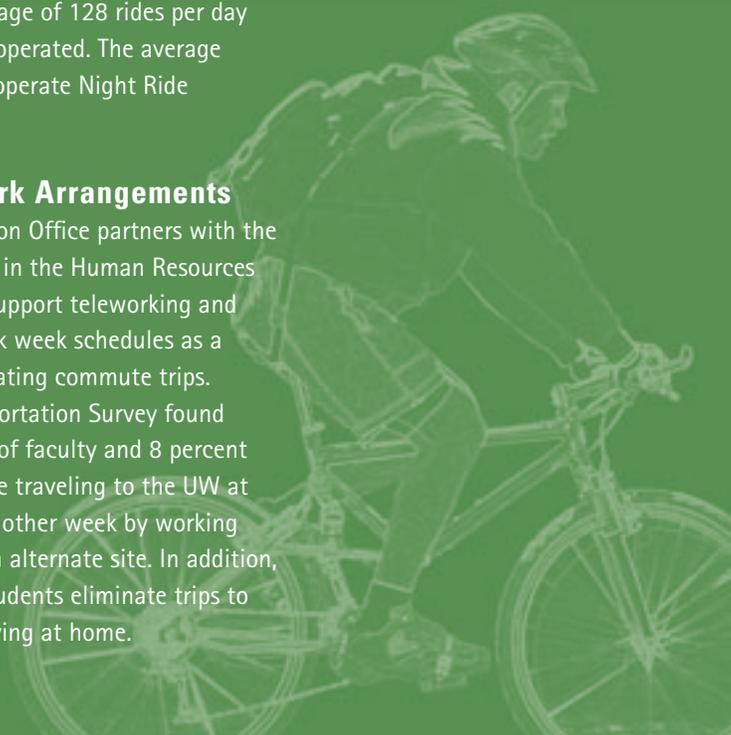
In 2005, 60 local and national merchants participated in this program to provide discounts to U-PASS holders. Merchants receive free publicity in U-PASS marketing materials including advertisements, listing in the U-PASS User's Guide and U-PASS web site, and seasonal promotions.

Night Ride

Night Ride is an evening van service that picks up riders 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 8:00 pm to 12:15 am Sunday through Thursday, and is operated by a private vendor under contract with the University. More than 20,000 rides were taken on Night Ride in 2005, an average of 128 rides per day the service was operated. The average cost per ride to operate Night Ride was \$9.18.

Flexible Work Arrangements

The Transportation Office partners with the Work/Life Office in the Human Resources department to support teleworking and compressed work week schedules as a means of eliminating commute trips. The 2004 Transportation Survey found that 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. In addition, 18 percent of students eliminate trips to campus by studying at home.



POOL TRAIN VANPOOL

MANAGING THE DEMAND FOR 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.

The University has maintained a policy of controlling the rise in U-PASS fees and keeping them significantly lower than the cost of parking. Today, the cost of a U-PASS for employees is about one-fourth the cost of a parking permit. To maintain this relationship that favors alternatives to driving, parking fees have been raised faster than U-PASS fees.

	1990	1991	2003	2004	2005
PARKING RATES					
Quarterly permits	\$72.00	\$108.00	\$196.32	\$212.82	\$232.86
Gate-issued daily parking	\$4.00	\$4.00	\$8.00	\$9.00	\$10.00
Montlake lot (daily parking)	\$.75	\$1.25	\$2.75	\$4.00	\$4.00
U-PASS RATES (QUARTERLY)					
Faculty & Staff U-PASS		\$27.00	\$48.96	\$52.62	\$57.00
Student U-PASS		\$20.00	\$35.00	\$37.00	\$41.00

The effect of this pricing strategy has been a reduction of 41 percent in the number of SOV parking permits since the program's inception. In addition, the number of parking spaces used has declined as faculty, staff, and students have shifted away from driving alone. 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 72 percent in 2005.

Single Occupancy Vehicle and Commuter Parking

	1990	2005
SINGLE OCCUPANCY VEHICLE PERMITS		
Faculty and Staff Permits	6,440	3,905
Student Permits	1,027	478
COMMUTER PARKING UTILIZATION		
Spaces Available	11,525	11,485
Average Spaces Used	10,079	8,294
Parking Utilization	87%	72%

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 provide a bulk discount for unlimited parking using a permit. A variety of programs encourage commuters to turn in their SOV parking permits by providing discounts for parking on campus less often.

Pay-Per-Use Parking

The Pay-Per-Use-Parking (PPUP) program charges drivers, through payroll deduction, each time they park. 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. A total of 2,165 individuals participated in the PPUP program in October 2005 (compared to 1,876 in 2004), and each participant parked, on average, 7.2 days per month (compared to 8.0 days in 2004).

Individual Commuter Tickets

Individual Commuter Tickets (ICTs) allow faculty and staff to park on campus at a discounted rate if they drive on average two days per week or less. The rest of the time their U-PASS allows them to use an alternative mode to get

to campus. In 2005, the cost of ICTs for individuals who hold a U-PASS was \$2.80 (faculty and staff who don't purchase a U-PASS can also buy ICTs at the cost of \$4.75 each). In 2005, 180,919 ICTs were sold, averaging approximately 724 tickets used per business day. Three-quarters (75%) of ICTs were bought by U-PASS holders.

Montlake E1 Parking Lot

Instead of purchasing a parking permit, faculty, staff, and students may use their Husky Card™ to debit their account \$2.62 to park in the Montlake E1 parking lot (or \$4.00 if they use cash). By having to pay for only the days they drive, commuters are encouraged to find other ways to commute when driving is not necessary.

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 2005, a fee of \$15 per month per carpool was charged for permit carpools. Occasional 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 was \$0.26 to \$0.39 per rider per day, depending on the number of people in the vehicle and the location where the vehicle was parked on campus.

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.

CARPOOLS	1990	2005
Permit Carpools	698	1,160
Daily Carpools	760	501
TOTAL CARPOOLS	1,458	1,661
TOTAL DAILY PARTICIPANTS	3,597	3,035

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. While the Transportation Office uses a variety of channels to reach its constituents, in 2005 a concerted effort was made to provide more of its materials electronically. 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. A survey conducted in 2005 revealed that two-thirds of readers of the U-Commute Newsletter would prefer to receive their transportation information electronically.

As a result, the Transportation Office produced its first online version of the U-Commute Newsletter for faculty and staff. Also, in place of mailing the U-PASS User's Guide to all faculty, staff, and students, email messages were used to direct constituents to the U-PASS web site for their transportation information. Finally, email messages were targeted to specific user groups throughout the year, such as informing SOV parking permit holders during the permit renewal period about alternatives to driving alone.

The Transportation Office produced its first multi-modal map to encourage travel by bus, bicycle, and walking in neighborhoods surrounding the University District. The Get Around Map includes bus routes, bicycle routes, and walking paths in the University District and North Capitol Hill, and highlights places of interest that can be reached easily by means other than driving.

Together with Parking Services, a UW Commuter Guru program was launched in 2005 with the goal of establishing a means of communicating with staff in departments that are dispersed throughout campus. Nearly 100 representatives identified themselves as parties interested in becoming experts on transportation issues and agreed to serve as liaisons to staff in their departments. Throughout the year, the Gurus were kept up to date on transportation issues through presentations hosted by Transportation Services staff, email messages, and other communications.

The Transportation Office greatly expanded its outreach with new employees by providing, for the first time, printed information about the U-PASS program in the New Employee's Benefits Package, and by delivering promotional email messages to new employees in their first month of employment. In this way, the Transportation Office hopes to influence commute decisions early in employees' tenure at the University and encourage the adoption of alternative means of travel.



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Copies are provided to state and local governments, neighborhood and business associations, faculty, staff, students, and other interested parties.

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

www.washington.edu/upass/news_and_reports/upass_reports/annualreport2005

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