



U-Pass Review

Final Report

May 4, 2005
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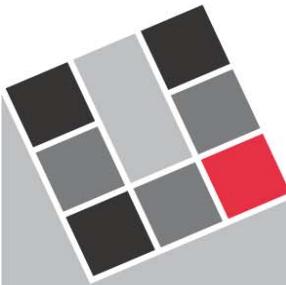


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SUMMARY

Student U-Pass programs were implemented in September 2003 at the University of British Columbia (UBC) and Simon Fraser University (SFU). Each of these U-Pass programs was implemented under agreements between TransLink and the respective student societies — the Simon Fraser Student Society (SFSS) and the Alma Mater Society (AMS) at UBC — and university administrations. Parties to these agreements committed to undertake a review of the U-Pass programs within 18 months. The primary purpose of this U-Pass Review is to identify how the U-Pass programs can be enhanced to better meet the needs of students, the universities and TransLink. A secondary purpose is to inform the development of potential future U-Pass programs.

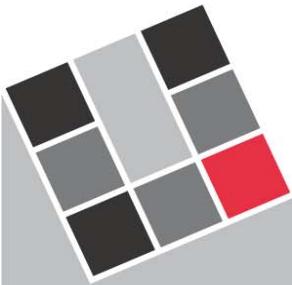
Participants in the U-Pass program identified several objectives for the U-Pass program to achieve, as summarized below.

- Increase transit ridership.
- Reduce automobile traffic.
- Reduce greenhouse gas emissions.
- Provide a cost savings for students who choose to use transit.
- Develop a transit culture among post-secondary students.
- Defer or avoid capital expenditures for transportation infrastructure on campus.
- Establish and enhance partnerships between TransLink and agencies and organizations throughout the region.

Information used in the U-Pass Review was obtained from a variety of sources, including transit ridership and service data and other transportation data, random sample market research and focus group sessions, and qualitative feedback from U-Pass users and non-users.

It is intended that the results of this U-Pass Review will provide the basis for improvements to the U-Pass programs at UBC and SFU, and at other post-secondary institutions which join the program. As well, it is anticipated that TransLink, CMBC and others will undertake planning work related to the service improvements identified in this review. Specifically, the results of this U-Pass Review will be considered by:

- The U-Pass Service Review Committee.
- The team preparing the Vancouver/UBC Transit Plan.



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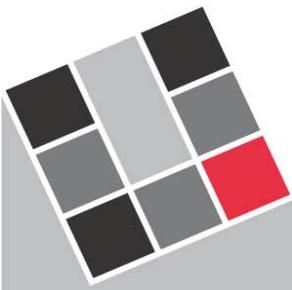
- TransLink and CMBC staff, in undertaking on-going transit service planning activities.
- UBC and SFU staff, in preparing and updating university plans.
- Staff and students involved in negotiating U-Pass agreements at other post-secondary institutions.

Findings

The U-Pass programs at SFU and UBC have been a resounding success. Key findings from the review of the U-Pass program are highlighted below.

Program Success

- **The majority of students support the U-Pass program.** Recent referendum results indicate strong support among students for the U-Pass program. In a referendum held in early February 2005, 93% of UBC students who voted in the referendum supported continuing the U-Pass program with a \$2 per month price increase, and 92% voted in favour of extending the U-Pass program to the summer term starting in summer of 2005. In a referendum held in March 2005, 83% of SFU students who voted in the referendum supported continuing the U-Pass program with a \$1.50/month price increase.
- **Most students use their U-Passes.** Eighty-six percent of students at UBC and 81% of students at SFU had used their U-Passes as of November 2004, and a further 4% of students at both universities planned to use their U-Passes.
- **Transit ridership increased more than expected.** Transit ridership at UBC and SFU has increased by 63% since the U-Pass program was introduced, exceeding expectations. The experience at other post-secondary institutions suggests that transit ridership at SFU and UBC will continue to increase by approximately 10% per year for at least three more years, as more and more students switch to transit from other modes. As a direct result of increased transit ridership, vehicle traffic to and from UBC and SFU has decreased by 10%.
- **U-Pass users report significant benefits,** including transportation cost savings (ranging from \$160 to more than \$800 per four-month term), increased choice of where to shop, work and live, and greater convenience.
- **Other benefits** of the U-Pass program include benefits to SFU and UBC of reduced demand for parking on campus, reduced traffic on campus, and support for residential development on campus. Benefits to TransLink include a relatively low



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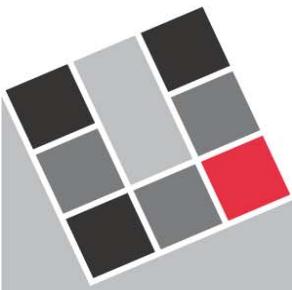
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cost per new transit ride as compared with conventional transit service improvement projects, a more predictable revenue stream, and reduced costs for cash-handling. Other benefits include improved transit services for other transit users, reduced growth in regional traffic and a corresponding reduction in greenhouse gas and air pollutant emissions.

Transit Services

- **Transit service capacity has increased 27%** on routes serving UBC and SFU to accommodate U-Pass ridership. Coast Mountain Bus Company (which delivers bus transit services on behalf of TransLink) has added 61,400 annual hours of service on routes serving the UBC and SFU main campuses. Service improvements include increased frequencies of service, extended hours of service, conversion of routes to larger articulated buses, new routes, and existing routes extended to UBC.
- **Transit service improvements elsewhere in the region have been delayed.** Providing additional transit service on routes serving UBC and SFU has meant that some of the service improvements planned for other routes throughout the region have had to be deferred. As well, some other routes have been affected as a result of reallocating articulated buses from these routes to routes serving SFU and UBC, which has resulted in crowding and other service issues on some of these routes.
- **Transit services are not sufficient to fully accommodate U-Pass ridership.** Despite the significant increases in transit service levels, average maximum bus loads on all routes serving UBC exceed service design guidelines during at least one time period. Although data are not available regarding loads on routes serving SFU, observations indicate that a similar situation exists on SFU routes.
- **Most transit service issues are short-term problems** that have been exacerbated by a combination of unique factors. TransLink and CMBC have been limited in their ability to provide additional transit service as the result of a number of factors which unfortunately occurred all at the same time. These include a system-wide shortage of buses, strong ridership growth through the transit system during the past two years, and a need for more buses to offset the effects of increased congestion on regional roads. TransLink is currently ordering new buses for delivery in 2006 and is reallocating other buses from areas where community shuttle services are being implemented. As additional buses are introduced, it is expected that existing transit service problems will be improved.
- **Other transit service challenges.** Separately from problems caused or exacerbated by a shortage of buses, there are a number of other service planning and service delivery challenges, including:



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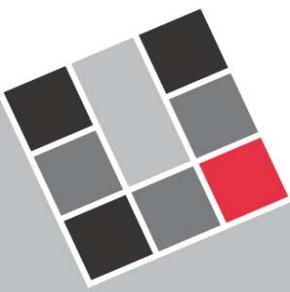
- Demand for more direct bus service to SFU from the Northeast Sector.
- A demand for more express services to SFU, particularly along Hastings Street.
- Long boarding times resulting from students inserting their U-Passes into fareboxes, and an opportunity to consider other fare media such as proximity cards, as well as means of providing all-door boarding at more locations.

Program Design

- **Program policies are not understood by all students.** Policies regarding eligibility, exemptions, replacement passes and conditions of use are not universally understood by U-Pass users and non-users alike. In particular, many students do not appear to understand that the mandatory aspect of the U-Pass program is necessary in order to offer a significant price discount.
- **Program policies are not adequately communicated to bus operators and other transit staff.** Students reported that operators and staff provide inconsistent answers to questions, some operators require students to insert U-Passes whereas others discourage it, and some staff are not aware of all policies regarding the U-Pass program.
- **U-Pass Management System.** SFU's development of a U-Pass Management System — as well as a full time U-Pass program manager — has streamlined reporting and management activities, and minimized on-going administrative effort.
- **Passes continue to be prone to wear.** Despite recent changes to U-Pass printing techniques, wearing of printing on passes has remained a problem. Recent changes in farebox maintenance procedures are expected to alleviate this problem.
- **Corporate sponsorship and merchant discounts.** Less than 15% of students are aware that VanCity provides funding to support the U-Pass program. Similarly, less than 25% of UBC students are aware of the merchant discount program, and 75% of those who are aware of the program cannot name any of the participating merchants.

Financial

- **The U-Pass program is “revenue neutral.”** This means that TransLink does not lose any revenue as a result of the U-Pass program, as compared with the revenue it received from UBC and SFU students prior to introduction of the program. It also means, however, that TransLink does not gain any additional revenue from the increase in transit usage due to the U-Pass program (increases in revenue as a result of increased student enrolment are equivalent to increases in revenue which



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would have occurred without a U-Pass program). Essentially, TransLink is receiving the same total revenue from the U-Pass program as it would have received from students' fares had the program not been implemented.

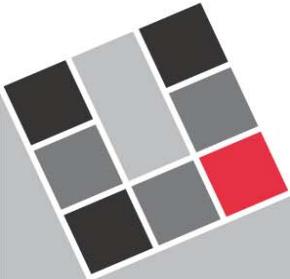
- **TransLink incurs additional service costs of \$4.6 million per year** as a result of increased transit services to UBC and SFU to support the U-Pass program. TransLink also incurred implementation costs of \$900,000 plus 1,000 hours of staff time. On an on-going basis, TransLink expects to incur additional annual costs of \$450,000 plus 750 hours of staff time, plus an estimated 11,000 hours per year for operators supervising all-door boarding.
- **UBC incurs costs of \$1.3 million per year** to support the U-Pass program, as well as 4,000 hours of staff time. \$1.15 million of this cost reflects subsidies for the U-Pass program to reduce the price that students pay, and to provide for hardship rebates. UBC also incurred implementation costs of \$550,000 plus 4,400 hours of staff time.
- **SFU incurs costs of \$617,000 per year** to support the U-Pass program, as well as 4,900 hours of staff time. \$515,000 of this cost reflects subsidies for the U-Pass program to reduce the price that students pay. SFU also incurred implementation costs of \$141,000 plus 3,450 hours of staff time.

Opportunities

Although the U-Pass program has been a success overall, there are a number of opportunities to improve the program through actions on the part of TransLink, SFU, UBC, the student societies and others. Key opportunities to improve the program are highlighted below.

What TransLink and CMBC Should Consider

- **Improve bus services.** TransLink and Coast Mountain Bus Company should continue to improve bus service on routes serving UBC and SFU, in order to reduce passenger loads to meet service design guidelines and minimize problems such as pass-ups. Service improvements which should be considered include:
 - Additional B-Line services to UBC and SFU.
 - Reduced travel times and transfers, such as with improved and new direct bus routes to SFU from the Northeast Sector.
 - Additional park-and-ride opportunities at rapid transit stations, transit exchanges and other locations in suburban areas.
 - Increased frequencies of service and extended service hours. Increased frequencies during the midday and early evening would shift some trips from



peak periods to off-peak periods, thereby reducing the need for additional buses.

- **Fare media.** TransLink should consider moving to a different type of media for U-Passes and other transit passes — one which does not require that the pass be inserted into the farebox and which is not prone to wearing and damage, yet provides the same or better levels of fare security. TransLink is currently investigating implementation of a proximity card — implementation of such a card should involve the universities early in the planning process.
- **All-door boarding.** TransLink and Coast Mountain Bus Company should investigate ways to implement all door boarding at additional locations on routes serving SFU and UBC, including the SFU Transportation Centre and at key stops along Broadway. As well, means of providing all-door boarding without requiring supervision should be considered, so as to minimize on-going staff costs associated with all-door boarding, while at the same time avoiding potential fare loss issues.
- **Transit priority.** TransLink should continue to work with municipalities and other transportation agencies to implement transit priority measures on bus routes serving UBC and SFU. This would reduce service costs, improve service reliability and enable TransLink to increase service levels using the existing fleet. The demonstrated support of the universities and student societies would assist TransLink in achieving implementation of transit priority measures.
- **Communications.** TransLink and Coast Mountain Bus Company should consider ways to improve the communication to transit staff of information regarding the U-Pass program, particularly program policies and procedures regarding fare media. For example, TransLink could add U-Pass “frequently asked questions” to the TransLink website, with links to UBC and SFU U-Pass web sites. CMBC could increase coverage of U-Pass policies in operator training programs and operator bulletins.

What UBC and SFU Should Consider

- **Management system.** UBC should consider developing a U-Pass Management System with a full time program manager, similar to the program developed at SFU. This would streamline reporting and management activities at UBC, and minimize on-going administrative effort.
- **Data collection.** SFU, in partnership with the City of Burnaby and TransLink, should implement a similar level of transportation data collection as at UBC, where annual counts are undertaken of all modes of travel to and from UBC.



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- **Communication.** SFU, UBC, the SFSS and AMS should consider ways to improve the communication to students of information regarding U-Pass policies and procedures. In particular, communication of information should explain why a mandatory program is necessary in order to offer a significant price discount, who funds the program, and what eligibility and exemption polices are.
- **Indexed price increases.** All participants — SFU, UBC, the SFSS and AMS, and TransLink — should consider indexing U-Pass prices to a transparent and suitable cost measure so as to avoid the need for repeated referenda to approve price increases. This would alleviate service planning uncertainties for TransLink and CMBC, as well as eliminate the time and effort involved in conducting the referenda. Examples of suitable indexes would be the transportation component of the Consumer Price Index, or a cost index reflecting major transit operating cost components such as labour and energy.

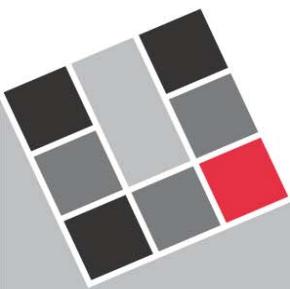
1.0 INTRODUCTION

Student U-Pass programs were implemented in September 2003 at the University of British Columbia (UBC) and Simon Fraser University (SFU). Each of these U-Pass programs was implemented under agreements between TransLink and the respective student societies — the Simon Fraser Student Society (SFSS) and the Alma Mater Society (AMS) at UBC — and university administrations. Parties to these agreements committed to undertake a review of the costs and benefits of U-Pass programs within 18 months. The primary purpose of this U-Pass Review is to determine how the U-Pass programs can be enhanced to better meet the needs of students, the universities and TransLink. A secondary purpose is to inform the development of potential future U-Pass programs.

1.1 Information Sources

The material presented in this U-Pass Review was obtained through several sources of information:

- Transportation data collected by TransLink, Coast Mountain Bus Company, UBC and SFU. These data include screenline counts of trips to and from both universities, including transit ridership, automobile traffic and vehicle occupancy, bicycle trips and pedestrian trips. TransLink and Coast Mountain Bus Company also provided transit service data and operational data.
- Market research data collected by TransLink in November 2004. A random sample telephone survey was conducted with a cross-section of SFU and UBC students who pay for the U-Pass, including full-time and part-time, undergraduate and graduate students, and students who use their U-Passes as well as students who do not. A total of 703 SFU students and 702 UBC students were interviewed. The survey provided information on students' U-Pass usage patterns, program awareness, perceived benefits and drawbacks of the program, and satisfaction with transit services.
- Qualitative input from U-Pass users and non-users, including students who do not use transit even though they are eligible to receive U-Passes, as well as staff and faculty. This input was obtained in several ways:
 - Three focus group sessions held at SFU in November 2004. One focus group session was held at each of the campuses — Burnaby (main) campus, Harbour Centre campus in downtown Vancouver and Surrey Centre campus. The session at the Burnaby campus included students who use transit as well as students who do not use transit, whereas the sessions at the other



two campuses included only students who use transit. More than 30 persons attended the SFU focus group sessions.

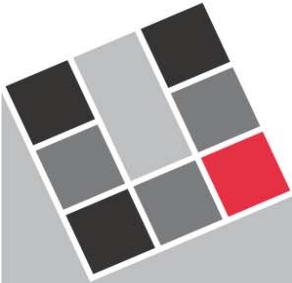
- Two focus group sessions at UBC in November 2004 — one session with students who use transit, and one session with students who do not use transit. More than a dozen persons attended the UBC focus group sessions.
- A public feedback session at UBC on November 30, 2004. Approximately 40 students, staff, faculty and residents attended the feedback session, and half of these persons provided feedback.
- Feedback received by SFU, SFSS, UBC, AMS, TransLink and Coast Mountain Bus Company since the U-Pass program was implemented in September 2003.

Reports summarizing the market research findings and feedback from the focus group sessions are included in the appendices, as is a summary of the feedback from the UBC public session.

1.2 Next Steps

It is intended that the results of this U-Pass Review will provide the basis for improvements to the U-Pass programs at UBC and SFU, and at other post-secondary institutions which join the program. As well, it is anticipated that TransLink, CMBC and others will undertake planning work related to the service improvements identified in this review. Specifically, the results of this U-Pass Review will be considered by:

- The U-Pass Service Review Committee.
- The team preparing the Vancouver/UBC Transit Plan.
- TransLink and CMBC staff, in undertaking on-going transit service planning activities.
- UBC and SFU staff, in preparing and updating university plans.
- Staff and students involved in negotiating U-Pass agreements at other post-secondary institutions.



2.0 PROGRAM SUCCESS

This section describes the overall success of the U-Pass program, as evidenced by the significant shift in travel patterns from automobiles to transit, as well as student support for the U-Pass program. Benefits which participants in the U-Pass program have realized are also identified.

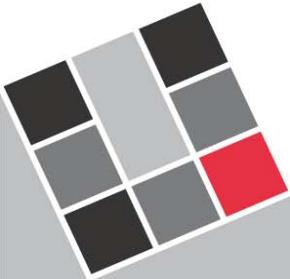
2.1 Program Objectives

Participants in the U-Pass program identified several objectives for the program to achieve, as summarized below.

- **Increase transit ridership.** UBC, SFU and TransLink all wish to increase the transit mode share of trips to and from the universities.
- **Reduce automobile traffic.** As the regional transportation agency, one of TransLink's primary objectives is to reduce the rate of growth of automobile traffic in the region. The universities similarly wish to reduce vehicle traffic volumes to, from and within their campuses.
- **Reduce vehicle emissions.** A reduction in automobile traffic corresponds to a reduction in greenhouse gas emissions as well as air pollutant emissions.
- **Provide a cost savings for students** who choose to use transit. An important objective for the AMS and SFSS is to reduce costs for students by providing a lower-cost transportation option.
- **Develop a transit culture** among post-secondary students. TransLink wishes to use the U-Pass program as a means of introducing transit services to students who have not previously used transit, and of creating long-term transit travel habits.
- **Defer or avoid capital expenditures** for transportation infrastructure on campus, such as additional parking facilities, increased road capacity and other transportation infrastructure needed to accommodate automobile travel.
- **Establish and enhance partnerships** between TransLink and agencies and organizations throughout the region.

2.2 Changes in Travel Patterns

In terms of changing travel patterns, the U-Pass program has been an overwhelming success, exceeded expectations in shifting trips to transit. This



section describes the changes in transit ridership and travel by other modes at UBC and SFU since the U-Pass program was implemented.

Transit Ridership

During the first year of the U-Pass program, transit ridership to and from the UBC and SFU main campuses increased 49% overall, as summarized in Table 2.1. During the second year of the program, transit ridership increased by a further 9% overall, for a net increase of 63% since the U-Pass program began.

Table 2.1
Weekday Transit Ridership at UBC and SFU Main Campuses

	UBC	SFU	Totals
Fall 2002	29,700	10,200	39,900
Fall 2003	45,400	14,100	59,500
<i>Increase from Fall 2002</i>	<i>53%</i>	<i>39%</i>	<i>49%</i>
Fall 2004	49,900	15,100	65,000
<i>Increase from Fall 2002</i>	<i>68%</i>	<i>48%</i>	<i>63%</i>
<i>Increase from Fall 2003</i>	<i>10%</i>	<i>7%</i>	<i>9%</i>

Sources: TransLink, CMBC, UBC and SFU

Transit service improvements were planned for an anticipated 30% ridership increase during the first year of the U-Pass program. The actual ridership increase was 53% — considerably higher than expected.

The experience at other post-secondary institutions with U-Pass programs suggests that transit ridership will continue to increase by approximately 10% per year for at least three more years, as more and more students switch to transit from other modes.

Other Modes

Table 2.2 and Figure 2.1 provide a comparison of mode shares for trips to and from UBC, before and after implementation of the U-Pass program. Table 2.3 provides a summary of most-often used modes of travel reported by students at UBC (it is important to note that reported modes of travel for students do not match observed mode shares of travel, which also include trips by staff, faculty and visitors).

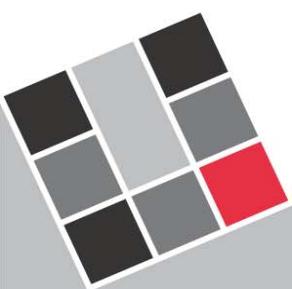
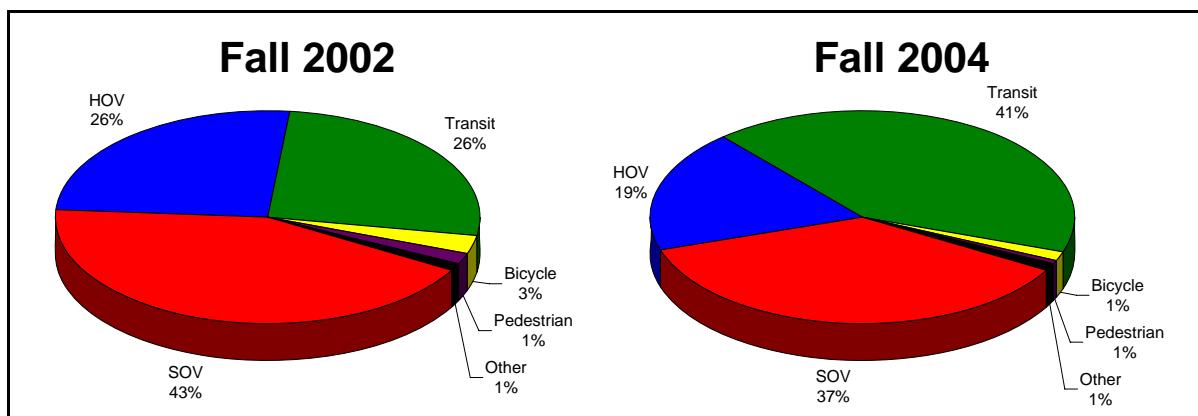


Table 2.2
Travel Patterns at UBC (weekday person trips across UBC/UEL)

Mode	Before U-Pass Fall 2002	After U-Pass		Change 2002→2004
		Fall 2003	Fall 2004	
Single-occupant vehicles	48,400	45,000	43,800	-10%
Carpools and vanpools	29,100	21,700	22,400	-23%
Transit	29,700	45,400	49,900	+68%
Bicycles	3,300	2,800	1,600	-52%
Pedestrians	1,600	1,500	600	-63%
Motorcycles, trucks	1,400	1,400	1,400	0%
Totals	113,500	117,800	119,700	+5%

Source: UBC

Figure 2.1
Travel Patterns at UBC (weekday person trips across UBC/UEL screenline)

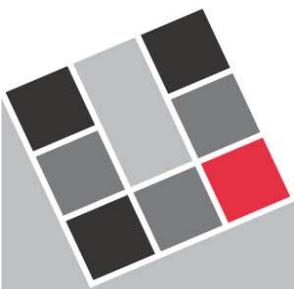


Source: UBC

Table 2.3
Reported Most-Often Used Modes of Travel by UBC Students

Mode	Before U-Pass	After U-Pass
Single-occupant vehicles	29%	17%
Carpools and vanpools	16%	7%
Transit	44%	69%
Bicycles	3%	2%
Multi-modal (SOV + carpool or transit)	4%	2%
Other	3%	3%
Totals	99%	100%

Source: TransLink



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Table 2.4 provides a comparison of traffic volumes to and from UBC, before and after implementation of the U-Pass program.

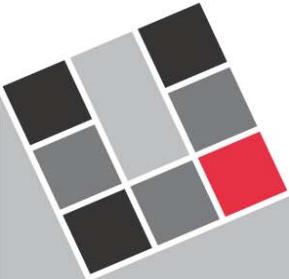
Table 2.4
Traffic at UBC (weekday motor vehicles across UBC/UEL screenline)

Mode	Before U-Pass Fall 2002	After U-Pass		Change 2002→2004
		Fall 2003	Fall 2004	
Single-occupant vehicles	48,400	45,000	43,800	-10%
Carpools and vanpools	13,700	9,900	10,600	-23%
Buses, motorcycles, trucks	3,100	4,900	4,300	+39%
Totals	65,200	59,800	58,700	-10%

Source: UBC

Key observations regarding the changes in travel patterns at UBC include:

- **Transit.** The transit mode share at UBC in fall 2004 was 41%, more than any other mode, including single-occupant vehicles. Transit is now the most-used mode of travel to and from UBC. The 49,900 weekday transit trips to and from UBC amount to approximately 9% of total transit system ridership in the region on a weekday.
- **Carpools.** The number of carpool trips at UBC has been steadily declining since 1997, as transit service levels have increased. In fall 2004, carpool trips decreased 23% as compared with fall 2002, the year before U-Pass was implemented. Research conducted previously by UBC found that carpoolers were the group most likely to shift to transit. One focus group participant summed up the relative attraction of transit by saying that the bus is essentially a big carpool that leaves every few minutes, all day long.
- **Automobile traffic.** Following implementation of the U-Pass program, automobile traffic to and from UBC (single-occupant vehicles plus carpools and vanpools) decreased 13%.
- **Bicycles.** The number of bicycle trips to and from UBC decreased 15% in the first year following implementation of the U-Pass program. In the second year, weekday bicycle trips decreased to half of the number in the year before U-Pass was implemented. It was expected that some cyclists would switch to transit, based on reports from other universities where U-Pass programs were



implemented. For example, at the University of Victoria, bicycle trips decreased 37% following introduction of U-Pass.

- **Parking.** The overall demand for parking at UBC decreased 10% in fall 2003, as compared with fall 2002. The demand for parking in the B-lots (predominantly used by students) decreased 12%, and the demand for parking permits decreased by 8%. It is important to note that the supply of parking on campus also decreased by several hundred parking stalls during the same period.

Table 2.5 provides a summary of the change in transit ridership at SFU as a result of the U-Pass program. Transit ridership has increased by 48% since the U-Pass program was implemented.

Table 2.5
Transit Ridership at SFU Burnaby Campus (weekday person trips)

Time Period	2002	2003	2004	Change*	
				2002→2003	2002→2004
AM Peak	1,400	1,900	2,100	+32%	+45%
Midday	5,100	7,000	7,800	+36%	+53%
PM Peak	2,600	3,600	3,700	+43%	+44%
Evening/Night	1,100	1,200	1,500	+16%	+44%
Weekday Totals	10,200	14,100	15,100	+39%	+48%

* Change percentages based on actual figures not rounded to nearest 100 trips

Source: CMBC

It is not possible to compare changes in travel patterns to and from SFU by non-transit modes (single occupant vehicles, carpools, bicycles and other non-automobile modes) as a result of the U-Pass program, as complete screenline traffic counts are not available. However, other sources of information provide an indication of changes in travel modes, as described below.

Table 2.6 provides a summary of most-often modes of travel reported used by students at SFU. The results indicate there has been a significant shift from automobile use to increased use of transit by SFU students as a result of the U-Pass program.

Table 2.6
Reported Most-Often Used Modes of Travel by SFU Students

Mode	Before U-Pass	After U-Pass
Single-occupant vehicles	33%	25%
Carpools and vanpools	21%	12%
Transit	37%	56%
Bicycles	0%	0%
Multi-modal (SOV + carpool or transit)	8%	6%
Other	0%	0%
Totals	99%	99%

Source: TransLink

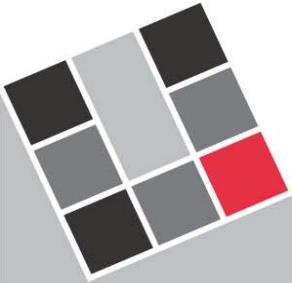
Table 2.7 provides a comparison of traffic volumes to and from SFU main campus, before and after implementation of the U-Pass program. The "2004 Trend" figures represent a forecast of traffic volumes in 2004 had the U-Pass program not been implemented. It is estimated that traffic volumes are 10% lower as a result of the U-Pass program, and are currently at similar levels as they were in 2000.

Table 2.7
Traffic To/From SFU Burnaby Campus (weekday motor vehicles)

Time Period	No U-Pass		With U-Pass	Difference (2004 Actual vs. Trend)	
	2000 Actual	2004 Trend	2004 Actual		
AM Peak Hour	1,700	1,870	1,550	-320	-17%
PM Peak Hour	2,470	2,710	2,580	-130	-5%
Weekday Totals	23,000	25,300	22,800 (est.)	-2,500	-10%

Source: SFU

SFU reports that implementation of U-Pass did not negatively impact parking revenues for reserved and search parking (staff and students with parking permits). In fact, parking revenue for search and reserved parking increased slightly by 1.1% following the introduction of U-Pass. On the other hand, parking revenues for visitor parking (which is also used by students) decreased 15.6% following implementation of U-Pass. Similarly, there was no observed decrease in the usage of reserved and search parking, whereas a significant decrease in the use of visitor parking was observed. There has not been a significant change in the supply of commuter parking on campus in the time since U-pass was implemented.



2.3 Student Support

A total of approximately 59,000 students are eligible to receive U-Passes — 38,000 at UBC and 21,000 at SFU (these numbers reflect the numbers of eligible students during the September-to-April academic year when enrollment is highest). This section describes student support for the U-Pass program, including students who use transit as well as students who choose not to use transit.

Most students use their U-Passes — 86% of students at UBC and 81% of students at SFU used their U-Passes between September and November 2004. Table 2.8 provides a summary of U-Pass usage.

**Table 2.8
U-Pass Usage**

	SFU	UBC	SFU + UBC
Students included in U-Pass program	21,000	38,000	59,000
U-Pass usage (Sept–Nov 2004):			
• Have used	81%	86%	84%
• Intend to use	4%	4%	4%
U-Pass trips per week:			
• To/from university	4.5	6.0	
• To/from other destinations	1.3	1.2	
U-Pass trips per week:			
• 10 or more trips	28%	45%	
• 4–9 trips	30%	26%	
• 1–3 trips	18%	10%	
• 0 trips	24%	19%	

Source: TransLink

Students support the U-Pass program. In a referendum held in early February 2005, UBC students voted overwhelmingly in favour (93%) of continuing the U-Pass program with a \$2 per month price increase. 92% of UBC students who voted also supported extending the U-Pass program to the summer term starting in summer of 2005. In a referendum held in March 2005, 83% of SFU students who voted in the referendum supported continuing the U-Pass program with a \$1.50/month price increase.

Students who use their U-Passes strongly support the program. A survey conducted by UBC in January 2004 found that 72% of U-Pass users are “very satisfied” with the U-Pass program, and a further 19% are “somewhat satisfied. Similar data are not available regarding student satisfaction at SFU.

2.4 Benefits

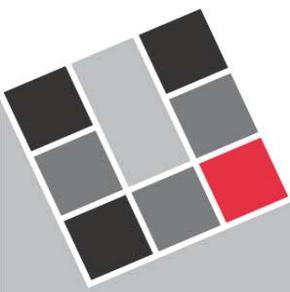
Participants in the U-Pass program have benefited in a variety of ways, as described below. Additionally, others in the region have benefited indirectly from the U-Pass program.

Benefits which U-Pass users report include:

- **Cost savings.** The primary benefit which students report is cost savings as compared with the cost of purchasing a regular monthly transit pass or tickets, as well as the cost savings as compared with the costs of driving an automobile and parking on campus. One-third of students report that they avoided buying an automobile, and over 60% report reduced reliance on automobiles. Reported cost savings among UBC students range from \$160 to more than \$800 per four-month term, with the majority of students reporting savings of more than \$400 per term.
- **Increased choice.** Approximately one-third of students report that having a U-Pass gives them more choice as to where they shop, where they work and where they live (in that order). 20% of SFU students and 14% of UBC students also report that the U-Pass program increased their choices as to which school to attend.
- **Convenience.** Users appreciate being able to use their U-Passes to travel anywhere in the region, at any time. Not having to carry exact cash or bus tickets was also cited as a convenience. Some users report carrying their U-Passes with them at all times as a "just in case" measure even when driving or traveling by other modes. Users also appreciate the convenience of not having to renew the pass each month.
- **Environmental benefits,** including reduced traffic congestion and reduced vehicle emissions.

Benefits realized by UBC and SFU include:

- **Reduced demand for parking on campus.** The U-Pass program has reduced the demand for commuter parking, which is particularly important at SFU where there is a long waiting list for parking permits. As a result of the U-Pass program, the length of the waiting list for parking at SFU was reduced by 35% in the first year of the program — from 5,500 persons the year prior to U-Pass to 3,600 persons during the first year of U-Pass.



- **Reduced traffic on campus.** At SFU, the U-Pass program has reduced traffic volumes overall, and has particularly reduced traffic volumes during the first few days at the beginning of September. At UBC, the reduction in automobile traffic as a result of the U-Pass program has helped create an opportunity for the university to reduce some roads from four lanes to two lanes, making land within the road right-of-way available for other uses such as bicycle lanes, additional on-street parking and landscaping.
- **Support for residential development.** Improved transit services at UBC and SFU help to increase the attraction of residential development on campus, as well as provide an impetus for community pass programs.
- **Additional opportunity to work with student societies.** At SFU, for example, the U-Pass program is the largest cooperative partnership between SFU and SFSS.

Benefits realized by TransLink include:

- **Cost-effectiveness.** The U-Pass program has a relatively low cost per new transit ride — approximately \$2.30 — compared to the cost per new ride for conventional transit service improvement projects such as new bus routes or rapid transit lines.
- **Revenue** from SFU and UBC students is more predictable, which means more accurate revenue forecasts and more reliable budgeting. In addition, cash handling costs are reduced.
- **Enhanced corporate image.** Through its role in implementing the U-Pass program, TransLink has demonstrated leadership in delivering innovative regional transportation initiatives. TransLink is building on its partnerships with UBC and SFU to improve transit facilities on the university campuses, and to develop community pass programs for campus residents.

Benefits realized by everyone (U-Pass participants and others) include:

- **Improved transit services.** Persons using transit routes serving UBC and SFU in the reverse peak direction of travel have benefited from increases in frequencies of service, extended hours of service and new transit routes as a result of the U-Pass program, without adverse impacts of more crowding.



- **Reduced traffic.** A key benefit to TransLink and the region as a whole is reduced growth in traffic volumes on regional roads. Neighbourhoods adjacent to UBC have also benefited from reduced traffic volumes on arterial roads leading to UBC.
- **Reduced vehicle emissions.** TransLink has estimated that regional greenhouse gas emissions have been reduced by 19,000 tonnes (CO₂ equivalent) annually, reflecting a reduction of 3,000 tonnes as a result of the SFU U-Pass program and 8,000 tonnes as a result of the UBC U-Pass program. In addition, emissions of other air pollutants from motor vehicles have been reduced, such as volatile organic compounds (VOC's) and nitrogen oxides, which form ground level ozone or smog.

2.5 Non-Users

A significant number of students who are eligible to receive a U-Pass do not use transit. Ten percent of UBC students and 14% of SFU students report that they have no plans to use their U-Passes. At UBC, approximately 6,000 of the 38,000 students eligible to receive a U-Pass do not pick up their U-Passes. At SFU, students are mailed their U-Pass automatically unless they do not have a mailing address or digital photograph on file. Approximately 1,000 SFU students per semester do not receive their U-Passes.

In general, there are two categories of non-users — those who choose not to use transit, and those for whom transit is not a practical travel option (generally, these students live in outlying areas with low levels of transit service). Key reasons why students do not use transit include:

- **Travel times** by transit are longer than by automobile for many students, particularly those traveling longer distances. For example, a student in Richmond reports that a 20-minute automobile drive to UBC is a 45-minute transit trip, including a transfer in Richmond Centre. Students at SFU noted that there are no direct bus routes to the Burnaby campus from some areas of the Northeast Sector and south of the Fraser River, and that as a result travel times from these areas are significantly longer than travel times by automobile.
- **Service frequencies**, particularly in evenings and on weekends. Several students noted that the bus they would use runs only every 30 minutes or less often during evenings, and they did not consider this an attractive frequency of service.



- **Service hours.** Students in outlying areas indicated that limited hours of service on the routes they would use are a barrier to using transit.
- **Pass-ups.** Some students who drive to campus reported that they have seen buses pass-up waiting passengers, and that this has confirmed their choice to drive.
- **Service reliability.** Some students indicated that they perceive transit services as unreliable, and indicated that they could not depend on transit to arrive on campus on time.

Table 2.9 summarizes reasons why students at SFU and UBC do not use their U-Passes. Half of all students who do not use their U-Passes indicate having access to an automobile as the reason. The other significant reason is poor transit service from where the students live — “poor” generally indicating a long walk to the bus stop, infrequent service and/or a long trip with several transfers.

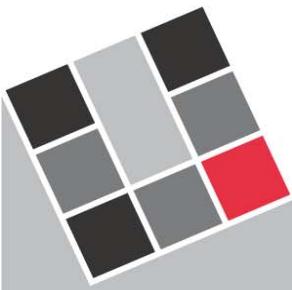
Table 2.9
Most Common Reasons For Not Using U-Pass

	SFU	UBC
Have access to automobile	49%	51%
Transit is slower than automobile	16%	30%
Poor transit service where student lives	12%	6%
Student does not travel to campus frequently	12%	4%
Waiting times for buses are too long	4%	9%

Source: TransLink

The majority of non-users support the U-Pass program even though they do not use transit. Reasons for supporting the program include benefits to their fellow students, benefits to the environment, and benefits to themselves (such as reduced competition for parking spaces). Some students reported that they initially opposed the U-Pass program (voting “no” in the referendum), but have since used their U-Pass to travel by transit and now support the program.

Students who continue not to support the program cited the mandatory nature of the program as the primary reason for not supporting it, particularly at SFU where 76% of students who do not use their U-Passes cited the mandatory nature of the program as the primary drawback to the program. It is worth noting that many students do not appear to understand that the mandatory nature of the program is



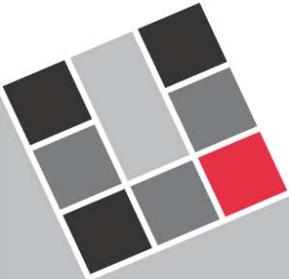
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what enables the price of the U-Pass to be so low. Some students oppose the mandatory nature of the program because it was implemented at the same time as significant tuition fee increases. For some students, a poor level of transit service where they live is another reason they do not support the program (subsequent changes to SFU's U-Pass program have addressed this last issue by exempting off-campus students and long-distance students who rarely travel to SFU campuses from the program).



3.0 TRANSIT SERVICES

The most significant effect of the U-Pass program has been a substantial increase in transit ridership — a 68% increase at UBC and a 48% increase at SFU in the first two years of the program. Although transit services have been improved on routes serving UBC and SFU, the ridership increase exceeded expectations, and as a result there have been a number of challenges in meeting the U-Pass ridership demand.

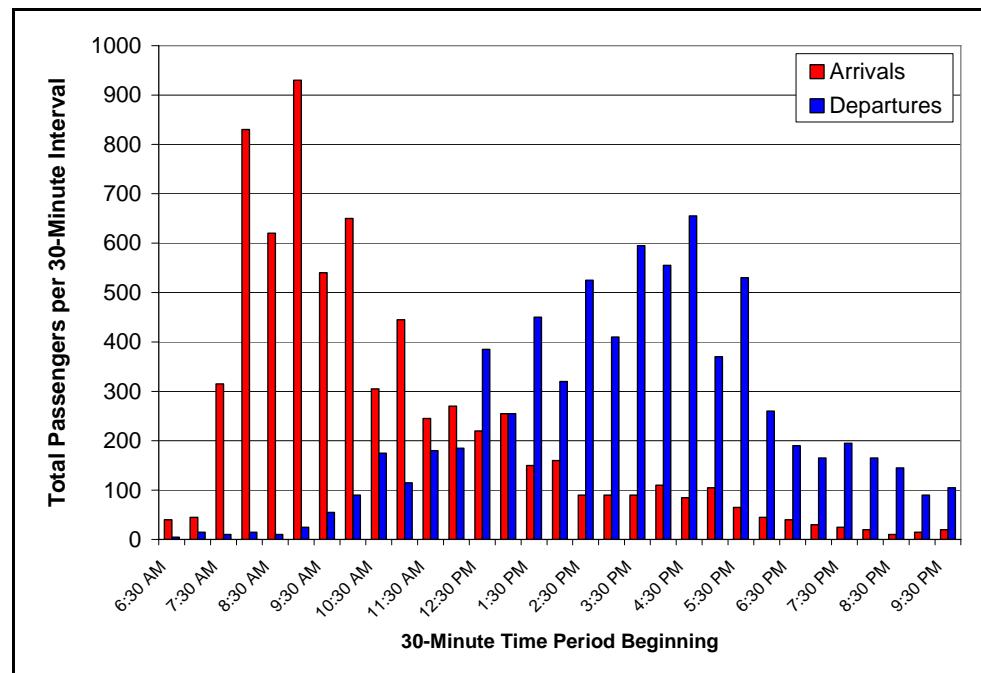
Much of the discussion in this section reflects the experience of TransLink and Coast Mountain Bus Company (CMBC). TransLink is the regional transportation planning and funding agency, and transit services are delivered by several operating subsidiaries and contractors under TransLink's direction. CMBC delivers most bus transit services and operates SeaBus, and has been the agency most directly affected by the U-Pass program. Other service delivery agencies include West Vancouver Municipal Transit ("Blue Bus"), West Coast Express and BC Rapid Transit Company (SkyTrain). The two rail transit agencies report that U-Pass has not had a significant effect on their operations to date.

3.1 Service Planning

From a service planning perspective, the key challenge for TransLink and Coast Mountain Bus Company has been to accommodate the increased ridership demand generated by the U-Pass program. The ridership increase during the first year of the program exceeded expectations. Over a year later, TransLink and CMBC are still working to provide sufficient service levels in order to meet ridership demands to the universities. Service planning challenges and opportunities associated with the increased U-Pass ridership include:

- **Peak demand.** Analysis of ridership patterns at SFU's Burnaby campus indicates that during the morning peak period, more students arrive at SFU during the first half of the hour (from :00 to :30 on the clock), as illustrated in Figure 3.1. During the afternoon, more students depart during the last half of the hour (from :30 to :00 on the clock). This reflects the fact that all classes at SFU start and end on the half hour.

Figure 3.1
Transit Arrival and Departure Patterns, All SFU Routes

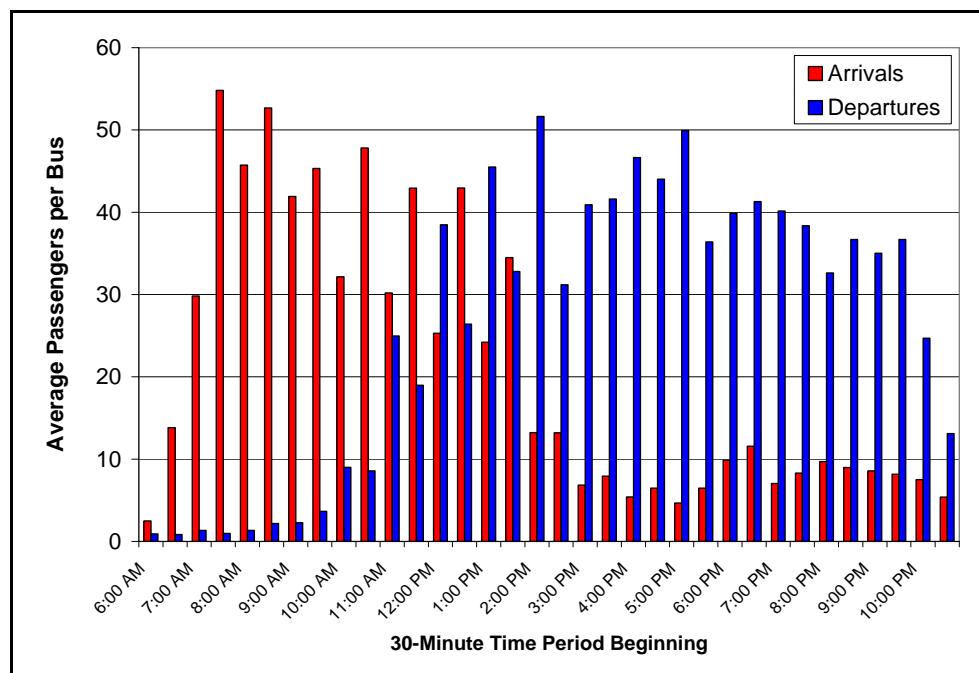


Source: SFU

Analysis of ridership patterns at UBC indicates a similar result during the morning peak period, when more students arrive at UBC during the last half of the hour (from :30 to :00 on the clock), as illustrated in Figure 3.2. This reflects the effects of the class time change implemented at UBC in September 2001, which shifted the majority of students from class start times on the half hour to class start times on the hour. This change distributed the morning peak period ridership demand more uniformly, increasing by 12% the number of transit passengers who could be accommodated on the same number of buses. Interestingly, there is no similar pattern for departing students during the afternoon peak period.

Some students at SFU and UBC suggested that buses be scheduled so that there are more buses arriving during the halves of the hour when ridership is higher. Alternatively, TransLink staff have suggested that further adjustments to class start and end times at both UBC and SFU would enable TransLink and CMBC to accommodate additional ridership with existing available buses, and would reduce crowding and improve service reliability.

Figure 3.2
Transit Arrival and Departure Patterns, All UBC Routes

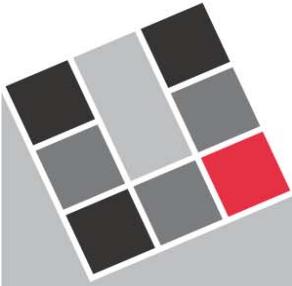


Source: CMBC

- **Peak periods** have become longer, particularly in the morning. At SFU, for example, the peak service period has been extended to 11:00 a.m.
- **Off-peak ridership.** The ridership increase at both UBC and SFU was greater in proportion during the midday and evening than during peak periods. Fall 2004 ridership at UBC increased 73% during the off-peak from Fall 2002 before the U-Pass program was introduced, compared with a 62% increase during peak periods. At SFU, in Fall 2004 off-peak ridership had grown by 50% compared to Fall 2002, while peak period ridership was up by 44%. In response, transit service levels were increased during the midday, while previous service levels were maintained during the evening and weekends.

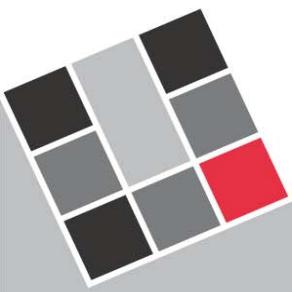
Other service planning challenges and opportunities associated with the U-Pass program include:

- **Direct service to SFU from Northeast Sector.** Currently, there is only one direct bus route to SFU from the Northeast Sector (Coquitlam, Port Moody and Port Coquitlam) — the Route 143 service from Coquitlam City Centre via Como Lake Road. Students traveling to SFU from other parts of Coquitlam and the Northeast Sector must take a bus to Lougheed Town Centre or Braid Station,



ride SkyTrain to Production Way Station, and then travel by bus to SFU. TransLink and CMBC recognize that this has increased travel times for students traveling to SFU from the Northeast Sector, as well as contributing to crowding and other service issues on routes serving SFU. Although SkyTrain staff indicate that the U-Pass program has not created any operational problems to date on SkyTrain, they report that the maximum passenger loads on the Millennium SkyTrain line occur between the Lougheed Town Centre and Production Way stations, and are approaching capacity during the morning peak period. Service levels on Route 143 were increased in 2003 and 2004 to meet increased ridership demand. Providing additional direct bus services to SFU from the Northeast Sector — integrated with plans for rapid transit and other services — would reduce travel times and would reduce passenger loads and avoid future capacity pressures on SkyTrain and on other bus routes serving SFU.

- **Express services to SFU.** Students at SFU suggested that more express bus services (with limited stops) are needed to the Burnaby campus, in order to reduce travel times and increase the attraction of transit. Students noted that the Route 135 Hastings Street service used to be more of an express service, but more local stops and frequent short turns at the Kootenay Loop have diminished the "express" aspect of the service. Similarly, students commented that there are too many local stops on the Route 145 service between Production Way SkyTrain station and SFU.
- **Park-and-Ride access.** Students at SFU have suggested that new and expanded park-and-ride facilities at rapid transit stations and transit exchanges in suburban areas would improve access to SFU campuses by transit for students in these areas.
- **Evening service.** Students at both SFU and UBC requested that frequencies of service be increased during evenings, and that hours of service on some routes be extended later in the evening. Some students at UBC requested that the Route N17 night bus operate every night of the week (which CMBC began doing in December 2004).
- **Weekend service.** Some students expressed a desire for more frequent service and extended service hours on weekends, especially during exam periods. One student reported having to take a cab during exams because there was no transit service available at the times of the exams.
- **Timing of referenda.** Because the price of the U-Pass is proposed to increase in Fall of 2005, continuation of the U-Pass program at SFU and UBC requires



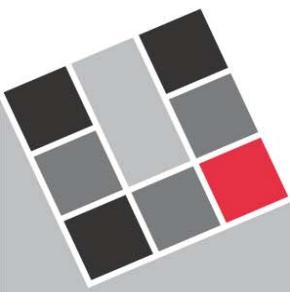
that students approve the increased price and any other program changes through referenda. The timing of the referendum in February 2005 at UBC and in March 2005 at SFU creates a problem for CMBC in planning services, as the referenda occur several weeks after CMBC's normal deadlines for committing upcoming summer and fall service and schedule changes. Holding referenda at earlier dates or eliminating the need for referenda would address this issue.

3.2 Service Delivery

U-Pass ridership has significantly exceeded forecasts. The additional ridership has presented operational challenges for TransLink and CMBC, and has resulted in overcrowding, pass-ups and service reliability issues on many routes serving UBC and SFU, particularly during peak periods. Since the U-Pass program was implemented in September 2003, TransLink and Coast Mountain Bus Company have been working to provide sufficient transit service to meet ridership demands and address service issues.

It is important to recognize that current service issues are the result of a number of factors that unfortunately occurred all at the same time. As described in this section, actions that TransLink and CMBC have already taken and are planning to undertake should resolve these service issues within the next few years. Key factors that have contributed to current service issues include:

- **A system-wide shortage of buses.** When the proposed regional vehicle levy was defeated in 2001, TransLink was not able to meet its revenue needs, and consequently was not able to pursue several aspects of its capital plan, including ordering new buses. As a result, when U-Pass ridership exceeded forecasts in September 2003, it was difficult for CMBC to provide additional service because there were few additional buses available, particularly during peak periods. As well, in some cases longer 60-foot articulated buses have not been available because of a pronounced shortage of these vehicles, and CMBC has had to use smaller 40-foot buses instead. In late 2004, the TransLink Board of Directors approved a new Three Year Implementation and Financial Strategy that includes the purchase of 141 new buses for service expansion between 2005 and 2007. As well, TransLink and CMBC plan to reallocate buses from areas where Community Shuttle services will be implemented in 2005-2007. A portion of the buses available for service expansion have been committed for improving service levels to UBC and SFU over the next three years.
- **Strong system-wide ridership growth.** As with all lengthy transit service disruptions, the four-month disruption during the spring and summer of 2001 combined with a fare increase in 2002 suppressed ridership in the following

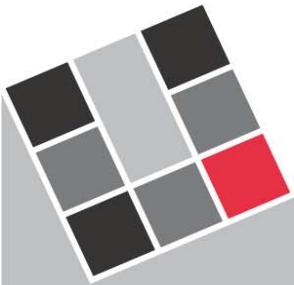


months. It was not until 2003 that ridership fully “rebounded” and then started increasing significantly above the pre-disruption rates. Separately from ridership generated by the U-Pass program, system-wide ridership increased 11% in 2003 from the previous year. Ridership increased by a further 8% in 2004. Together with the additional U-Pass ridership, this strong ridership growth throughout the system has compounded the service delivery issues on bus routes serving UBC and SFU.

- **Increased levels of traffic congestion.** As traffic congestion worsens on regional roads, and in the absence of transit priority measures enabling buses to bypass congestion, the additional delays caused by congestion increase round trip travel times on bus routes. This means that CMBC must add buses to routes simply to maintain service levels. For example, a route with a two-hour round trip travel time requires 24 buses to provide a service frequency of five minutes. If traffic congestion increases the round trip travel time to 2 hours and five minutes — a 4% increase — an extra bus is required simply to maintain the five-minute service frequency. Increased traffic congestion also reduces schedule reliability, increasing the variability of time intervals between buses, and as a result increasing the incidence of overcrowded buses and pass-ups. The negative impacts of traffic congestion on bus service quality for customers are especially pronounced on high volume bus routes serving UBC and SFU, such as the Route 99 B-Line. The effects of increased traffic congestion have compounded the service delivery issues created by the shortage of buses.

3.3 Service Levels

TransLink and CMBC have implemented additional bus service to both UBC and SFU in order to accommodate additional U-Pass ridership. As indicated in Table 3.1, the overall service capacity on routes serving SFU and UBC has increased 27%.



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Table 3.1
Transit Service Capacity Increase to Accommodate U-Pass Ridership

Route		Weekday Service Capacity (daily passengers)		Change	
		2002	2004		
UBC	4	5,623	5,514	-109	-2%
	9	0	3,519	+3,519	-
	10/17	7,695	8,611	+916	+12%
	25	6,248	7,040	+792	+13%
	41	6,212	9,700	+3,488	+56%
	43	3,024	2,483	-541	-18%
	44	1,334	3,888	+2,554	+191%
	49	3,254	3,698	+444	+14%
	99	21,866	25,560	+3,694	+17%
	258	318	371	+53	+17%
	480	2,632	4,594	+1,962	+75%
	<i>Total</i>	58,206	74,978	+16,772	+29%
SFU	135	13,512	14,176	+664	+5%
	143	1,608	4,528	+2,920	+182%
	144	3,884	4,612	+728	+19%
	145	11,720	14,656	+2,936	+25%
	<i>Total</i>	30,724	37,972	+7,248	+24%
UBC and SFU		88,930	112,950	+24,020	+27%

Source: CMBC

Tables 3.2 and 3.3 provide a summary of additional service hours and service improvements.

Table 3.2
Transit Service Hours Added to Accommodate U-Pass Ridership

Date	Location	Additional Annual Service Hours	Additional Peak Buses
September 2003	UBC	24,500	19
	SFU	10,300	8
	<i>Sub-total</i>	34,800	27
December 2003	UBC and SFU	3,000	3
September 2004	UBC and SFU	15,500	11
December 2004	UBC and SFU	8,100	3
Totals		61,400	44

Source: CMBC

Table 3.3
Transit Service Improvements to Accommodate U-Pass Ridership

	Routes	Improvements
UBC	9	Extended service to UBC from Alma during peak periods, increased morning peak frequency
	25, 49	Increased peak period frequencies of service
	41	Extended service to UBC from Crown during midday, increased peak period frequencies of service
	43, 480	Increased peak period frequencies of service, added articulated buses during peak periods
	44	Converted route to articulated buses and introduced midday service
	99	Increased peak and off-peak period frequencies of service
	99S	Introduced new non-stop peak period service
SFU	143	Converted route to articulated buses and introduced midday service
	135, 143, 144, 145	Increased frequencies of service during peak periods and midday

Source: CMBC

TransLink's marginal operating cost (that is, the cost of adding an hour of service) is \$75 per hour. This cost includes labour, fuel, maintenance and other operating costs. The 61,400 annual service hours which have been added to routes serving UBC and SFU amount to \$4.6 million in additional operating costs each year.

- **Deferred service improvements.** Providing additional transit service on routes serving UBC and SFU has meant that service improvements planned for several other routes throughout the region have had to be deferred. Since the introduction of the U-Pass program in September 2003, service improvements planned for other routes have typically been deferred one year to 18 months. Table 3.4 provides a summary of service improvements that have been deferred so that resources could be allocated to routes serving SFU and UBC.

In addition to deferred service improvements, capacities have been reduced on other routes as a result of reallocating articulated buses from these routes to routes serving SFU and UBC. With smaller buses, overcrowding and pass-ups have become an issue on some of these routes. Examples of these include the Route 97 B-Line in Coquitlam/Port Moody and the Route 496 service in Richmond.

Table 3.4
Deferred Transit Service Improvements Due to U-Pass Program

Routes	Improvement	Location	Implementation Date	
			Original Planned Date	Revised Date
98	Frequency	Vancouver, Richmond	2003	Not yet scheduled
114, 115, 116	Service levels	Burnaby	2003	2005
157	Community Shuttle	Coquitlam, Port Moody	2003	2005
169	Frequency	Coquitlam	2003	Implemented in 2004
239	Frequency	North Vancouver	2003	Not yet scheduled
301	New route	Surrey, Richmond	2003	Implemented in 2004
424, 425	Frequency	Richmond	2003	Implemented in 2004
430	New route	Richmond, Burnaby	2003	Implemented in 2004
488, 492	Service in reverse peak direction	Richmond	2003	Not yet scheduled
Community shuttle	New route	Richmond	2003	Implemented in 2004
620	New route	Delta, Richmond	2003	Implemented in 2004
West End – Central Broadway trolley route		Vancouver	2004	2007

Source: CMBC

3.4 Passenger Satisfaction and Service Guidelines

UBC students rate the quality of transit service to and from UBC as good, awarding an average rating of 7.2 out of 10. Ratings for transit services to and from SFU campuses ranged from 7.0 out of 10 at the Burnaby campus, to 7.5 out of 10 for the downtown Vancouver campus, to 7.8 out of 10 for the Surrey Centre campus. Students rated the quality of transit services for trips to other destinations almost the same — 7.2 out of 10 at UBC and 6.9 out of 10 at SFU.

Table 3.5 provides a summary of U-Pass user satisfaction ratings at UBC, from the results of a survey conducted by UBC in January 2004. Overall, 91% of students are satisfied with the U-Pass program. A majority of students are satisfied with the cost of the U-Pass, the travel time by transit and the proximity of a bus stop to their home. Of the seven aspects of transit service about which students were asked, overcrowding had the highest dissatisfaction level.

**Table 3.5
UBC U-Pass User Satisfaction Ratings**

	Satisfied		Neutral	Dissatisfied	
	Very	Somewhat		Very	Somewhat
U-Pass program	71.8%	19.2%	2.4%	1.6%	2.0%
Bus stop proximity	42.4%	31.1%	12.3%	5.4%	8.8%
Cost of transit	32.6%	32.4%	22.2%	3.7%	9.1%
Travel time by transit	10.9%	40.5%	19.0%	8.9%	20.7%
Service frequency	9.2%	38.6%	15.7%	8.8%	27.7%
Service reliability	10.0%	31.2%	20.4%	12.5%	25.9%
Evening/weekend service	4.9%	22.7%	32.0%	15.1%	25.3%
Overcrowding	1.6%	8.9%	13.7%	38.3%	37.5%

Source: UBC

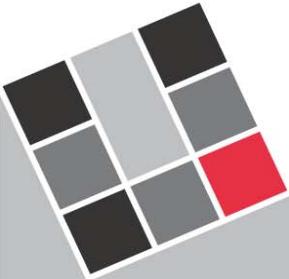
Students at both UBC and SFU suggested more buses and more frequent services as the primary ways to improve transit services to and from the universities. Table 3.6 provides a summary of suggested improvements.

**Table 3.6
Suggested Transit Service Improvements**

	SFU	UBC
Add more buses	28%	37%
Improve frequency	28%	22%
Reduce overcrowding	5%	9%
Improve on-time reliability	7%	5%
More express routes	4%	6%
More direct service	6%	3%

Source: TransLink

The most common suggestion — adding more buses — relates to problems experienced with overcrowding and pass-ups. The combination of a ridership increase which exceeded forecasts, a shortage of buses and increasing traffic congestion has resulted in pass-ups and overcrowding on some routes serving UBC and SFU. UBC staff report that the number of service-related complaints is reduced this year as compared with the first year of the U-Pass program, but the severity of the complaints has increased. More complaints relate to pass-ups and situations in which a student is not able to make a trip by transit.



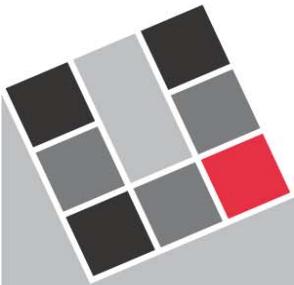
A pass-up occurs when a fully-loaded bus passes a bus stop where passengers are waiting, and does not stop because there is no room on the bus to accommodate the waiting passengers. Pass-ups can also occur at the beginning of a route when some passengers are not able to board a bus because there is no room on the bus, and are left behind. Some UBC students report being passed up by two or even three buses in a row, and some UBC students report that they have been late for exams because they were passed up.

Tables 3.7 and 3.8 provide a summary of incidents of crowding and pass-ups reported by operators on routes serving UBC and SFU. It is important to note that operators are not required to report crowding or pass-ups, and consequently not all incidents are reported. Reports do not differentiate between buses that were crowded but still able to load all passengers and cases where passengers were left behind. In addition, the information in Tables 3.7 and 3.8 does not indicate the number of passengers affected — it only indicates the number of reported incidents. Although this information is not as accurate as actual counts of pass-ups, it nevertheless provides a general indication of the effects of the U-Pass program on crowding and pass-ups. On UBC routes, there was an overall 16% increase in the number of crowding and pass-up incidents reported during the first year of the U-Pass program. On SFU routes, there was a 43% reduction in pass-ups, due primarily to a reduction in pass-ups in the reverse peak direction on Route 135 as a result of improvements in service to accommodate U-Pass ridership.

**Table 3.7
Operator-Reported Crowding/Pass-Up Incidents — UBC Routes**

Route	Prior to U-Pass Sept 2002 to April 2003	With U-Pass Sept 2003 to April 2004	Change
4	90	109	+21%
9	369	179	-51%
10/17	266	332	+25%
25	301	432	+44%
41	382	730	+91%
43	5	49	+880%
44	65	76	+17%
49	504	453	-10%
99	530	501	-5%
480	49	119	+143%
Totals	2,561	2,980	+16%

Source: CMBC



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Table 3.8
Operator-Reported Crowding/Pass-Up Incidents — SFU Routes

Route	Prior to U-Pass		With U-Pass		Change	
	Sep 02 to Apr 03	May to Aug 03	Sep 03 to Apr 04	May to Aug 04	Sep to Apr	May to Aug
135*	247	88	87	49	-65%	-44%
143	11	0	23	0	+109%	—
144	7	1	29	6	+314%	+500%
145	37	3	34	7	-8%	+133%
Totals	302	92	173	62	-43%	-32%

* Excludes Stanley Park section of route 135 (which was eliminated in September 2003)

Source: CMBC

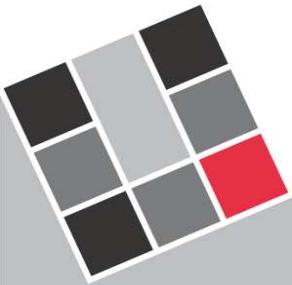
Tables 3.9 and 3.10 provide a summary of bus passenger loads during various time periods, on routes serving UBC in Fall 2004 (similar data are not available for routes serving SFU). These figures indicate that on all routes, maximum passenger loads exceeded TransLink's service design guidelines during at least one time period. These figures also indicate that while crowding is most pronounced during peak periods, it is also a significant problem during the midday and evening. It is important to note that crowding and pass-up problems are not exclusive to UBC and SFU routes — due to recent significant increases in transit ridership, these problems are experienced on many routes throughout the region.

Table 3.9
Maximum Average 15-Minute Passengers per Bus, UBC Routes, Fall 2004

Route	Bus Type	Service Design Guideline*	AM Peak**	PM Peak**
			6–9 AM	3–6 PM
4	Trolley	60 persons	48 persons	76 persons
9	Trolley	60	76	57
17/N17	Trolley	60	38	48
25	40-Foot	54	75	62
41	40-Foot	54	57	75
43	Articulated	84	75	88
44	Articulated	84	115	120
49	40-Foot	54	46	75
99/99S	Articulated	84	99	84
258	40-Foot	54	60	48
480	Articulated	84	75	115

* TransLink guidelines for peak periods indicate maximum passengers/bus during 15-minute intervals

**Figures indicate maximum observed persons/bus averaged for peak 15 minutes during each time period



Source: UBC

Table 3.10
Maximum Average 60-Minute Passengers per Bus UBC Routes, Fall 2004

Route	Bus Type	Service Design Guideline*	Midday**	Evening**	Night**
			9 AM–3 PM	6 PM–12 AM	12–4 AM
4	Trolley	46 persons	42 persons	67 persons	–
9	Trolley	46	–	–	–
17/N17	Trolley	46	32	48	42
25	40-Foot	43	51	75	–
41	40-Foot	43	51	75	–
43	Articulated	64	–	44	–
44	Articulated	64	87	–	–
49	40-Foot	43	30	–	–
99/99S	Articulated	64	79	115	–
258	40-Foot	43	–	–	–
480	Articulated	64	62	–	–

* TransLink guidelines for off-peak periods indicate maximum passengers/bus during 60-minute intervals

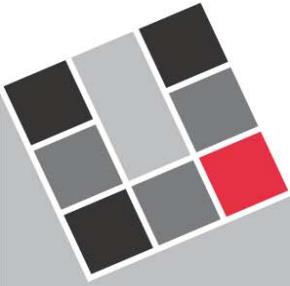
**Figures indicate maximum observed persons/bus averaged for peak 60 minutes during each time period

Source: UBC

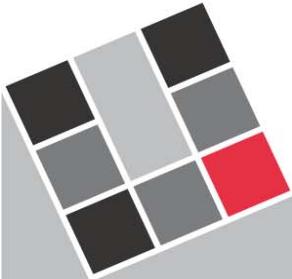
3.5 Other Transit Service Challenges

Other service delivery challenges and opportunities associated with the U-Pass program include:

- **Increased dwell times** at bus stops. Prior to the U-Pass program, many students who traveled by transit used monthly passes. When boarding the bus, passengers with monthly passes show their pass to the operator and do not insert the pass in the electronic farebox. In contrast, students must now insert their U-Passes into the farebox, which requires considerably more time than simply showing the pass to the operator. As a result, dwell times (the time a bus is stopped at a bus stop) have increased noticeably on routes serving SFU and UBC. Not only does this increase the round trip travel time and result in a need for additional buses in some cases, it also adversely affects schedule reliability. To partly address this issue, CMBC policy currently permits bus operators at their discretion to make visual inspections of U-Passes during peak hours, so as to avoid extended dwell times.



- **All-door boarding** has helped CMBC to avoid significant operational problems at some peak loading points by substantially reducing passenger loading times and by better distributing passengers throughout buses, reducing crowding and increasing vehicle loads. Currently, all-door boarding is permitted at the UBC bus loop, at the SFU bus loop, and at the Production Way and Commercial/Broadway stations. Although not currently supported by TransLink and CMBC policies, some bus operators permit all-door boarding at other locations. CMBC recently issued a bulletin to operators to permit all-door boarding at other locations under certain conditions. All-door boarding also requires that passenger waiting areas and passenger movements be controlled — either with physical barriers and/or with supervision — to avoid passenger safety concerns. Opportunities to expand all-door boarding to other high-volume boarding locations — such as the B-Line stops along Broadway — would further alleviate operations problems. TransLink has indicated that there are potential fare security issues as well as supervision costs which need to be examined before all-door boarding operations can be expanded to other locations.
- **Transportation Centre.** Students waiting for a bus at the SFU Transportation Centre often stand away from the bus stop to stay out of the rain. If there are no students standing at the bus stop, operators sometimes do not realize that students are waiting and drive past the bus stop without stopping. SFU students suggested extending weather protection over all bus stops at the Transportation Centre to avoid this problem. TransLink and SFU are currently preparing plans to provide additional weather protection in this location.
- **Increased need for supervisors** on routes serving SFU and UBC. CMBC has increased the numbers of supervisors and amount of time that supervisors are at key locations on routes serving UBC and SFU, in order to improve schedule reliability and to supervise operations. This has meant reduced availability of supervisors for other bus services, as well as increased supervision costs.
- **Effects on operators.** CMBC reports that operators are experiencing increased stress as a result of service issues such as overcrowding, schedule reliability, pass-ups and reduced layover/break times. CMBC reports that this increased stress has resulted in increased sick time and absenteeism.



4.0 PROGRAM DESIGN

This section addresses challenges and opportunities associated with the design of the U-Pass program — the policies and procedures which are followed in managing and administering the program.

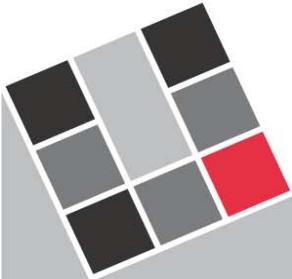
4.1 Policies and Procedures

Program policies are often not understood by students (users and non-users alike). Many U-Pass users are under the impression that students can choose to opt out of the program. Conversely, some students are not aware that there are exemptions for specific circumstances. Other policies regarding eligibility, exemptions, replacement passes and conditions of use are similarly not universally understood.

Program policies appear not to be communicated to all transit staff, particularly bus operators and fare inspectors. Students reported that operators and staff provide inconsistent answers to questions, some operators require students to insert U-Passes whereas others discourage it, and some staff are not aware of policies regarding the U-Pass program. For example, one student was told she would have to pay to replace her pass on which the ink was wearing off. Another student was prevented by an operator from using her U-Pass prior to September 1, even though the program permits student to use the pass two weeks prior to the start of school.

The U-Pass program must be a mandatory program in order to provide a large discount on the pass price. TransLink, SFU and UBC all recognize the need to exempt certain students from the mandatory program, for various reasons. Consequently, both universities and TransLink have developed policies and criteria to determine eligibility and exemptions. The current student eligibility policies at UBC and SFU reflect policies proposed and supported by the respective student societies at the time the U-Pass agreements were developed. Following experience with the program, some issues regarding eligibility and exemption policies have been identified at both universities, particularly at SFU.

At SFU, there are a number of students who are required to participate in the program but who find it difficult to make use of transit because of limited or inconvenient service in outer suburban areas such as Langley and Maple Ridge. Typically this is because they live in areas with limited transit service, or with no service at times when they would be traveling to or returning from school. Recent changes to exemption policies do not allow exemptions on the basis of inconvenient service. However, SFU has established a \$50,000 fund to provide subsidies to specific students. The criteria for these subsidies has not yet been determined, but



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may include students who have difficulty accessing transit services because of their home location.

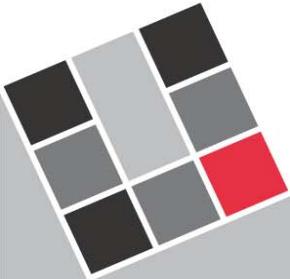
The group of SFU students most opposed to the U-Pass program include distance education students and off-campus students who may live in the GVRD but never travel to an SFU campus. Recent changes to SFU's exemption policies exempt these students (who amount to approximately 400 distance education students and 600 off-campus students each semester) from the U-Pass program. It is interesting to note that these students comprise majority of the approximately 1,000 students who do not receive their U-Passes each semester, as they generally do not have student ID cards and no digital photographs on file.

Since September 2003, SFU staff have received a total of 323 written complaints regarding the U-Pass program, primarily in the form of denied exemption requests. As summarized in Table 4.1, the most common complaint is that a person has no intent of using transit, but is required to purchase a U-Pass nevertheless. Most of the remaining complaints — more than half of all complaints — relate to issues of eligibility and exemptions, as discussed above. Less than 2% relate to other aspects of the U-Pass program design. . The 82% decrease in complaints from Fall 2003 to Fall 2004 is largely attributable to the fact that students quickly learned which types of exemptions were being denied by the U-Pass office and stopped applying after the first semester of operations.

Table 4.1
SFU U-Pass Complaints

Category	Fall 2003	Spring 2004	Summer 2004	Fall 2004	Totals
Not a transit user	76	5	4	5	90 28%
Inconvenient transit service where student lives	44	7	3	3	57 17%
Insufficient transit service where student lives	23	4	1	4	32 10%
Distance education student	21	4	5	3	33 10%
Do not live in GVRD	26	3	2	17	48 15%
Non-GVRD course	12	2	2	5	21 7%
Student carpools, walks or cycles	14	3	1	1	19 6%
Family responsibility prevents using transit	7	3	3	1	14 4%
Other	4	1	2	2	9 3%
Totals	227	32	23	41	323 100%

Source: SFU



4.2 Other Program Design Issues

This section addresses other challenges and opportunities associated with the design of the U-Pass program.

- **Pass distribution.** Students at UBC pick up their U-Passes in person. Some UBC students reported that they had to stand in long lines for a considerable amount of time to pick up their passes. Six percent of UBC students suggested that more staff be used to distribute U-Passes so as to reduce line ups, and 6% suggested multiple pick-up locations (it should be noted that the constraint is the number of pass printers, which means that additional staff or pick-up locations would not resolve the issue). Five percent of students suggested that UBC mail out U-Passes as SFU does.

Students at SFU receive their U-Passes by mail. SFU staff report that mail distribution works well, with a low return rate for mailed passes of less than 2%. Some SFU students reported delays receiving their U-Passes because of delays in registration.

- **Faulty passes.** The printing on some U-Pass passes wears within a few months of use, to the point that the student's name and photograph are no longer legible. Other passes have been damaged by fareboxes, or have been rendered invalid as a result of encoding problems with the magnetic stripe. In summer 2004, TransLink modified farebox equipment to minimize encoding errors. In an attempt to address the problem of printing wearing off, TransLink modified printing techniques for fall 2004. Reports to date indicate that although encoding problems have been eliminated, wearing off of the print on passes continues to be a problem.

TransLink is continuing to address the issue of printing wearing off by working with the printer and card stock manufacturer to determine whether adjustments to printing techniques and materials can reduce the extent of the problem. As well, Coast Mountain Bus Company has adjusted maintenance procedures and scheduling of farebox maintenance to minimize the build up of dirt within the farebox mechanism that causes the print on passes to wear.

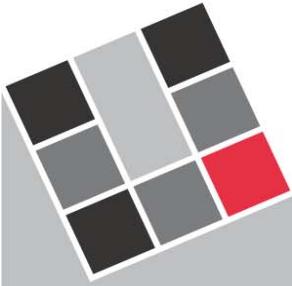
TransLink estimates that during the first year of the U-Pass program, there were approximately 8,000 faulty and damaged UBC U-Passes (10% of passes issued), and 5,000 faulty and damaged SFU U-Passes (10% of passes issued). In November 2004, 16% of UBC students and 9% of SFU students reported that they had replaced their U-Passes due to damage or loss.



In some cases, problems with faulty passes have prevented students from using their U-Passes to travel by transit. Some operators have attempted to confiscate U-Passes which register as invalid in the fareboxes (even though the pass is valid and it is a farebox error), and others have prevented students from boarding with passes that register as invalid. A student on SkyTrain was fined for using a faded pass (the fine was subsequently cancelled by TransLink).

To avoid these problems, university staff and student society representatives have suggested a number of alternative media which could be used for U-Passes, including existing student cards with a sticker affixed (as is used in Calgary) or a proximity card. TransLink requires that U-Passes be inserted in the farebox (at most times) to ensure that invalid passes — expired or cancelled passes — are not used. This is necessary to minimize fare fraud and the associated revenue loss. TransLink is currently considering implementation of a proximity card system.

- **Fare fraud** has not been a significant issue. To date, TransLink has recorded only two incidents involving fraud with a U-Pass. In one incident, a student was attempting to sell their U-Pass. In another incident, a student's sister was using the student's U-Pass. TransLink does not have an estimate of revenue lost as a result of U-Pass fare fraud, but does not consider it to be a significant issue in comparison to other sources of fare fraud.
- **Replacement cost.** Many students consider that the \$20 fee to replace a U-Pass is too high, and questioned how could cost of a plastic pass and the minimal administrative time required to issue replacement pass could amount to \$20. Currently, half the \$20 fee is retained by UBC or SFU, and half is submitted to TransLink. The \$10 retained by SFU offsets the cost of staff time to print a new pass, cancel the old pass in the system and provide information to TransLink. The \$10 retained by UBC is added to the AMS student subsidy fund. The \$10 retained by TransLink offsets the costs of staff time to enter the numbers of cancelled passes into the farebox system.
- **Referenda.** An increase in the price of the U-Pass requires that referenda be held at SFU and UBC to approve continuation of the program. For the universities and student societies, holding referenda involves cost and effort. For TransLink and CMBC, it affects service planning and revenue forecasting. To avoid the uncertainty and costs associated with referenda, all parties to the U-Pass agreement have identified the opportunity to index future increases in the U-Pass price to some transparent and suitable measure, thereby avoiding the need for referenda to approve price increases. This would also eliminate



any uncertainty regarding the continuation of the program, which is a significant planning and administrative concern for the universities, TransLink and its subsidiaries. An example of a suitable index would be the transportation component of the Consumer Price Index of inflation. It is important to note that adoption of any such price indexing method would require approval through student referenda.

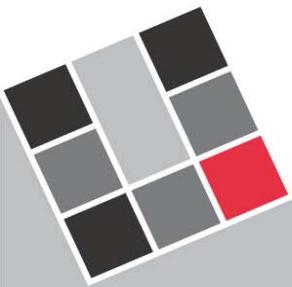
- **Corporate sponsorship.** Few students are aware that VanCity is a corporate sponsor of the U-Pass program. Only 16% of SFU students and 13% of UBC students are aware that VanCity provides funding for the U-Pass program. Some students questioned the point of U-Pass advertising, as students have no choice but to buy a U-Pass.
- **Spill-over parking.** Some students at SFU and UBC drive close to campus, park and use their U-Passes to travel on transit for the final leg of the commute. This occurs near the Production Way SkyTrain station near SFU, and in the Point Grey and Dunbar neighbourhoods adjacent to UBC. Although TransLink and CMBC receive complaints regarding spill-over parking (as do SFU and UBC), because it occurs on municipal streets it can only be addressed through actions undertaken by the cities of Burnaby and Vancouver, such as implementing parking restrictions and increased parking enforcement.
- **Merchant discounts.** Only 23% of students at UBC are aware of the merchant discount program (no merchant discount program is available at SFU). Three-quarters of UBC students who are aware of the program cannot name any of the participating merchants. Students consider that the U-Pass merchant discount program duplicates benefits that they already receive through other programs, and as a result is not a significant benefit of the U-Pass program.

4.3 Administration

This section provides a summary of administrative issues and opportunities affecting the universities and student societies in implementing and maintaining the U-Pass program.

SFU has developed a comprehensive U-Pass Management System which is documented in detail in the appendices. The intent of the U-Pass Management System is to streamline reporting and management activities, so as to minimize the overall administrative effort. Key features of this system include:

- The U-Pass Management System is web-accessible through terminal services with a high level of data security.



- The system provides real-time, consolidated view-only access to U-Pass significant data distributed among several separate SFU systems, including student enrollment, fee details and personal information from the Student Information Management System, and the database of student photographs.
- Data pertaining specifically to the operations of the U-Pass program — including assessment history, exemption decisions, card tracking and rules for assessing/refunding U-Pass fees — are maintained as part of the U-Pass Management System and are directly controlled by U-Pass program staff.
- Student assessment of U-Pass eligibility is re-run for the entire student population on a daily basis during the semester to ensure that eligibility decisions are up-to-date and accurate, even in cases where a student's record changes during the semester (due to late registrations, tuition calculation errors, address changes, and changes to course enrolments, for example).
- Reporting of U-Pass history — eligibility assessments, fees charged, card tracking and so forth — is user-accessible through the ad-hoc query capabilities developed in the system.
- Automatic, daily assessment of student eligibility in the U-Pass Management System allows for the efficient reporting of card cancellation information to TransLink on a daily basis, as required by the U-pass agreement.

As described in Section 5.2, initial development of the U-Pass Management System required 2,100 hours of SFU staff time. On-going development is estimated to require 400 hours per year. This development is undertaken by SFU's IT staff, and is in addition to the two full-time U-Pass staff persons.

Other administration challenges and opportunities associated with the U-Pass program include:

- **Requested data** do not always match available data. Although this has been an issue at both universities, it remains a significant issue at UBC. For example, a request to extract student names for market research related to U-Pass required two weeks of UBC Enrolment Services staff time, as student names were not readily available in the format required.



- **Reporting dates** are too early. UBC staff have difficulty meeting the reporting dates specified in the U-Pass agreement. Because many students make changes to their courses during the first few weeks of each semester or term, university staff are not able to finalize numbers of U-Pass participants for several weeks, leaving little or no time to meet the specified reporting dates. Although SFU has been able to meet the reporting dates as specified in the agreement, SFU's U-Pass staff consider that the current reporting and payment dates are not in the best interests of TransLink or SFU, and are pursuing changes as part of the contract amendment process for September 2005.
- **Response times.** University and student society staff indicate that in a number of cases, TransLink has requested that staff respond to a specific proposal or question, and has not allowed sufficient time for a thorough review by university and student society staff. Requests that involve use of university logos, changes to contracts or sharing of FOI/POP protected personal information requires approval from staff other than U-Pass staff, and consequently significant time must be allowed for approvals. This problem has been compounded somewhat at UBC where there is not a single point of contact for TransLink with respect to the U-Pass program. As well, SFSS has at times been overlooked in correspondence and meeting arrangements. University and student society staff have suggested that a minimum review period be specified in future, and TransLink has suggested that contact persons at each university and student society be clearly designated.

4.4 Supporting TDM Actions

As described below, transportation demand management actions which support the U-Pass program include parking management, other user benefits tied to the program (guaranteed ride home etc.), transit infrastructure improvements, and changes to class start times to reduce peak transit demands.

- **Parking prices.** Coincident with the implementation of the U-Pass program, UBC indexed minimum daily parking prices on campus to twice the one-zone adult cash fare on transit. This means that beginning in September 2003 when the U-Pass program was implemented, the daily parking price for surface lots and on-street parking stalls was increased to \$4.00. Following the January 2005 fare increase, minimum daily parking prices will be increased to \$4.50 — twice the new one-zone adult cash fare of \$2.25. Parking permit prices have also been increased at UBC since the U-Pass program was implemented.



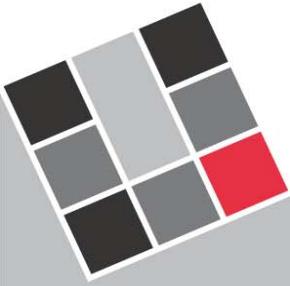
Permit parking prices at SFU were increased 5% in September 2003 when the U-Pass program was implemented. There was no increase in permit parking prices in 2004. Visitor parking prices were increased 14% for hourly parking and 11% for daily parking in September 2004.

- **Parking supply.** There has not been a significant change in the commuter parking supply at SFU since the U-Pass program was implemented. Over the long-term, SFU intends to maintain the commuter parking supply at current levels — a total of approximately 5,800 stalls — with temporary short-term reductions as necessitated by construction on campus.. This means that as enrolment increases the number of parking stalls per person (students, staff and faculty) will decrease.

UBC has been gradually reducing the commuter parking supply on campus for the past eight years, with a long-term target of 0.2 commuter parking stalls per student (as compared with 0.38 stalls per student in 1996). Currently, there are approximately 9,500 commuter parking stalls at UBC, equivalent to 0.23 stalls per student. Since the U-Pass program was implemented in September 2003, approximately 1,300 commuter parking stalls have been eliminated.

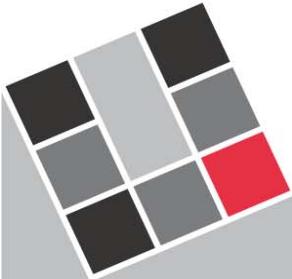
- **Transit infrastructure.** UBC and TransLink completed a joint Campus Transit Plan in 2003. The purpose of this plan was to identify improvements needed to transit services and infrastructure on campus, to accommodate the additional transit ridership which would be generated by the U-Pass program. The key feature of the Campus Transit Plan is a new below-grade transit station. UBC and TransLink are currently working together on the design of the station, which is anticipated to be operational by 2007. Other improvements include improved bus stops and bus-only access through South Campus via Wesbrook Mall.

SFU and TransLink are currently undertaking a similar study of transit services and infrastructure on Burnaby Mountain, with the intent of identifying improvements needed to accommodate additional transit ridership generated by the U-Pass program, and support the new UniverCity neighbourhood development.



- **Class start times** at UBC were adjusted in September 2001, in an effort to spread the transit demand in the morning peak period, and reduce peak demands. Previously, all morning classes started on the half hour, with the first classes at 8:30 a.m. As a result of the change, some students begin classes at 8:00 a.m., some still start at 8:30 a.m., and the remaining students begin classes at 9:00 a.m. Analysis of transit ridership data indicate that as a result of the class time change, 12% more weekday transit ridership was accommodated on the same number of buses.

UBC staff indicate that there is no opportunity to further adjust class start times, as classroom space is fully allocated during the morning. Classes at SFU currently all begin on the half hour, with the first classes at 8:30 a.m.



5.0 FINANCIAL

This section provides a summary of the costs incurred by TransLink, UBC and SFU in implementing and maintaining the U-Pass program.

5.1 Revenue

The intent of the U-Pass program is that it be "revenue neutral" for TransLink. Essentially, this means that TransLink does not lose any fare revenue, as a result of the U-Pass program, compared to what it was collecting from UBC and SFU students before U-Pass was introduced. Importantly, the design of the program also means that TransLink does not gain any additional fare revenue. While the U-Pass payment to TransLink increases over time as student enrolment increases, the same amount of additional revenue would have been collected from new students using transit if the U-Pass program had not been implemented. Essentially, TransLink receives the same total revenue from the U-Pass program as it would have received from student transit fares had the program not been introduced.

It is important to note that although the U-Pass program is revenue neutral, TransLink has foregone additional fare revenue from new customers which would have been generated by planned service improvements that were deferred in order to increase service levels to SFU and UBC, as described in Section 3.3. Additionally, revenue is only half of the financial picture, and although the U-Pass program is intended to be revenue neutral, it is not expected to be cost neutral. As discussed in Section 5.2, TransLink has incurred significant additional service costs to support the U-Pass program.

Revenue calculations prepared prior to implementation of the U-Pass program are summarized in Tables 5.1 and 5.2. Most of the information for these calculations was identified from a common U-Pass travel survey conducted at SFU in fall 2000 and at UBC in spring 2001. The calculations indicate the amount of revenue that TransLink received from U-Pass participants prior to implementation of the program. Following implementation of the U-Pass program, TransLink receives an annual payment from each university equivalent to the amount of revenue it had received from U-Pass participants prior to implementation (with adjustments to account for changes in student enrolment and fare changes).

Table 5.1
UBC Fare Revenue Calculations

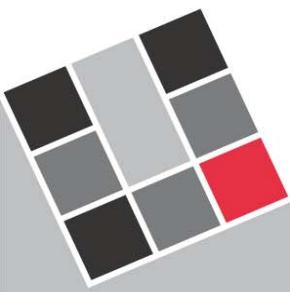
		To/From Campus	Between Campuses	To/From Non-UBC Locations	Totals
x	Weekday trips/week	94,391	0	30,731	125,123
x	Average fare	\$1.59	–	\$1.74	\$1.63
=	Weekday fare revenue/week	\$150,072	\$0	\$53,363	\$203,435
x	Weekend trips/week	8,394	0	15,576	23,970
x	Average fare	\$1.49	–	\$1.63	\$1.58
=	Weekend fare revenue/week	\$12,507	\$0	\$25,331	\$37,838
x	Total weekly fare revenue	\$162,579	\$0	\$78,694	\$241,273
x	Total weeks Sept–April	26.5	26.5	34	
=	Total fare revenue Sept–April	\$4,308,327	\$0	\$2,675,609	\$6,983,936
÷	Number of months Sept–April				8
÷	Number of students				37,789
=	Monthly fare per student				\$23.10

Source: TransLink

Table 5.2
SFU Fare Revenue Calculations (8 months from September through April)

		To/From Campus	Between Campuses	To/From Non-SFU Locations	Totals
x	Weekday trips/week	38,909	2,016	25,156	66,081
x	Average fare	\$1.65	\$1.86	\$1.85	\$1.74
=	Weekday fare revenue/week	\$64,388	\$3,747	\$46,573	\$114,708
x	Weekend trips/week	4,732	0	9,304	14,036
x	Average fare	\$1.47	–	\$1.57	\$1.54
=	Weekend fare revenue/week	\$6,974	\$0	\$14,637	\$21,611
x	Total weekly fare revenue	\$71,362	\$3,747	\$61,210	\$136,319
x	Total weeks Sept–April	26.5	26.5	34	
=	Total fare revenue Sept–April	\$1,891,108	\$99,287	\$2,081,142	\$4,071,537
÷	Number of months Sept–April				8
÷	Number of students				20,272
=	Monthly fare per student				\$25.11

Source: TransLink



The calculations in Tables 5.1 and 5.2 indicate that average monthly fare revenue received by TransLink from each student was \$23.10 per UBC student and \$25.11 per SFU student for the September to April period. These figures reflect average fares calculated among all students who would be part of the U-Pass program. This includes students who were frequent transit users and purchased monthly passes, students who were occasional transit users and paid the fare with cash or tickets, and students who did not use transit at all. UBC and SFU currently pay TransLink \$23 and \$25 per month respectively, for each student participating in the U-Pass program, which means that the program is effectively revenue neutral.

It should be noted that it is not possible to validate these revenue calculations. The calculations were based on several known and assumed factors which changed significantly or ceased to exist once the U-Pass program was implemented. These include, for example, the numbers of daily and annual transit trips by students at each university, the average fare paid by students, and the numbers of transit trips made by students to destinations other than one of the university campuses. With the introduction of the U-Pass program, the numbers of trips increased (both to campuses and to other destinations), and the average fare is no longer relevant as all students use U-Passes. Consequently, there is no way to again measure the same factors that were used in the revenue calculations, and as a result, it is not possible to validate the revenue calculations. These calculations were accepted by TransLink, the universities and the respective student societies at the time the U-Pass agreements were negotiated and were the basis for the contract U-Pass payment rates.

5.2 Costs

This section provides a summary of the costs incurred by TransLink, SFU, UBC and the student societies in implementing and maintaining the U-Pass program. Table 5.3 provides a summary of the costs of the U-Pass program incurred by TransLink, UBC and SFU.

Table 5.3
U-Pass Costs

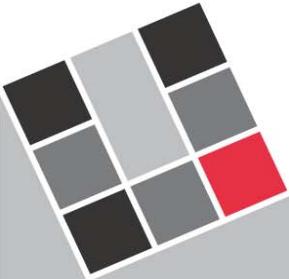
	TransLink	UBC	SFU
Implementation Costs			
• Administration expenditures	\$657,000	\$50,000	\$141,000
• Administration staffing	1,000 hrs	4,400 hrs	1,350 hrs
• U-Pass Management System			2,100 hrs
• Subsidies		\$500,000	
• Transit facilities	\$237,000		
On-Going Costs			
• Additional transit service	\$4,600,000/yr		
• All-door boarding supervision	11,000 hrs/yr		
• Subsidies		\$1,150,000/yr	\$515,000/yr
• Reduced parking revenues		\$200,000/yr	\$225,000/yr
• Administration expenditures	\$450,000/yr	\$40,000/yr	\$102,000/yr
• Administration staffing	750 hrs/yr	3,500 hrs/yr	4,500 hrs/yr
• U-Pass Management System		500 hrs/yr	400 hrs/yr

Sources: TransLink, UBC and SFU

TransLink

Although the U-Pass program is intended to be revenue neutral, it is not expected to be cost neutral. The additional ridership generated by the U-Pass program has required additional transit service, with an associated increase in service costs. As described in Section 3.3, TransLink has added 61,400 annual hours of service to routes serving UBC and SFU, at an annual operating cost of \$4.6 million. As well, costs have been incurred for upgrades of transit facilities and operators supervising all-door loading (these are operators who are undergoing rehabilitation from an accident or medical condition and who cannot operate a bus as a result). These additional costs related to the U-Pass program are summarized below.

- Implementation costs:
 - UBC bus loop modifications = \$65,000
 - SFU bus loop modifications = \$68,000
 - SFU Transportation Centre improvements = \$104,000
- On-going costs:



- Operators supervising all-door boarding = 11,000 hours per year (in 2004)

Tables 5.4 and 5.5 provide a summary of administration costs incurred by TransLink, separated into implementation costs incurred during the period from January to September 2003, and on-going costs involved in maintaining the program. Staff costs are expressed as hours rather than dollars, to avoid any issues which might arise as a result of indicating employee salaries.

**Table 5.4
Implementation Administration Costs (January–September 2003)**

Expenditures		Staffing	
Hardware		2 staff in Revenue Management department	80 hours/week
Software		In-house counsel	40 hours/week
Consulting			
Travel			
Testing and set-up			
Total	\$657,000	Total	1,000 hours

Source: TransLink

**Table 5.5
On-Going Administration Costs**

Expenditures		Staffing	
Software	\$13,000/year	3 staff in Revenue Management department	15 hours/week
Printer maintenance	12,000/year		
Supplies	175,000/year		
U-Pass cards	100,000/year		
Card production	150,000/year		
Total	\$450,000/year	Total	750 hours/year

Source: TransLink

UBC

Tables 5.6 and 5.7 provide a summary of costs incurred by UBC, separated into program start-up costs incurred prior to the implementation of U-Pass in September 2003, and on-going costs involved in maintaining the program. UBC incurred costs of \$550,000 plus 4,400 hours of staff time implementing the U-Pass program. UBC expects to incur annual administration costs of \$40,000 to maintain a year-round (including the summer) U-Pass program. UBC also provides a subsidy for all U-Pass students of approximately \$1.1 million per year (equivalent to \$3 per participating student per month), as well as a subsidy to AMS for hardship rebates of \$50,000 per year. For the first two years of the U-Pass program, UBC also provided a \$5/month subsidy for each student who lived in residence on-campus, which amounted to \$500,000 over two years.

Table 5.6
UBC U-Pass Implementation Costs

Expenditures		Staffing	
On-campus resident subsidy (\$5/student)	\$500,000	TREK Program Centre staff	1,400 hrs
Student referenda	15,000	Enrolment Services staff	2,000 hrs
Computers	10,000	U-Pass Management System (beginning in 2005)	1,000 hrs
Co-op student	10,000		
Traffic control	5,000		
Marketing	5,000		
Renovations	5,000		
Total	\$550,000	Total	4,400 hrs

Source: UBC

Table 5.7
UBC U-Pass On-Going Costs (12-month program)

Expenditures		Staffing	
U-Pass student subsidy (\$3/student)	\$1,100,000/yr	TREK Program Centre staff	2,000 hrs/yr
AMS hardship subsidy	50,000/yr	Enrolment Services staff	1,500 hrs/yr
Printer staff	30,000/yr	U-Pass Management System (beginning in 2005)	500 hrs/yr
Printing space rental	3,000/yr		
Computer	1,000/yr		
Marketing	2,000/yr		
Miscellaneous	4,000/yr		
Total	\$1,280,000/yr	Total	4,000 hrs/yr

Source: UBC

In addition to the direct costs of the U-Pass program identified above, UBC has incurred indirect costs in the form of a reduction in parking revenues. In 2003, parking revenues were \$200,000 lower as a result of the U-Pass program.

Alma Mater Society

Table 5.8 provides a summary of costs incurred by the AMS in operating the U-Pass program. In addition to these costs, AMS Elections staff have spent 500 to 1,000 hours of staff time on each of the two U-Pass referenda.

Table 5.8
AMS U-Pass On-Going Costs

Expenditures		Staffing	
Administration fee paid to UBC	\$80,000/year (estimated)	Vice-presidents Staff	110 hours/year 40 hours/year

Source: AMS

SFU

Tables 5.9 and 5.10 provide a summary of costs incurred by SFU, separated into program start-up costs incurred prior to the implementation of U-Pass in September 2003, and on-going costs involved in maintaining the program. SFU incurred costs of \$141,000 plus 3,450 hours of staff time implementing the U-Pass program. SFU expects to incur annual administration costs of \$102,000 to operate the U-Pass program, an annual subsidy of \$515,000 (equivalent to \$2 per participating student per month), and 4,900 hours of staff time.

**Table 5.9
SFU U-Pass Implementation Costs**

Expenditures		Staffing	
Project management	\$65,000	Director	400 hours
Legal assistance	15,000	Associate Director	800 hours
U-Pass printers/ decoders (3)	37,000	Other staff	150 hours
Computers and networking	24,000	U-Pass Management System development	2,100 hours
Total	\$141,000	Total	3,450 hours

Source: SFU

**Table 5.10
SFU U-Pass On-Going Costs (12-month program)**

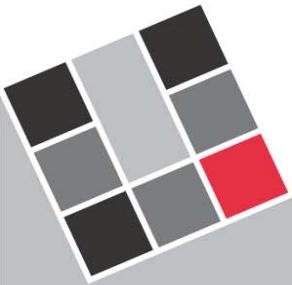
Expenditures		Staffing	
U-Pass student subsidy	\$465,000/year	Director	300 hours/year
Student exemption subsidy	50,000/year	Associate Director	1,800 hours/year
Mailing	62,000/year	Clerks	2,300 hours/year
Program operating expenses	40,000/year	Technical support	100 hours/year
		On-going U-Pass Management System development	400 hours/year
Total	\$617,000/year	Total	4,900 hours/year

Source: SFU

SFU's parking revenues for search and reserved parking (used by students, staff and faculty) increased slightly by 1.1% following the introduction of U-Pass. On the other hand, annual parking revenues for visitor parking (which is also used by students) decreased approximately \$225,000 (equivalent to a 15.6% decrease) following implementation of U-Pass.

Simon Fraser Student Society

Table 5.11 provides a summary of funds collected from students for the U-Pass program during calendar year 2004, as well as the subsidy provided by SFU.



**Table 5.11
SFSS and SFU Contributions to U-Pass Program, January–December 2004**

Expenditures		Staffing	
U-Pass student subsidy	\$465,000/year	Director	300 hours/year
Student exemption subsidy	50,000/year	Associate Director	1,800 hours/year
Mailing	62,000/year	Clerks	2,300 hours/year
Program operating expenses	40,000/year	Technical support	100 hours/year
		On-going U-Pass Management System development	400 hours/year
Total	\$617,000/year	Total	4,900 hours/year

Source: SFU

Tables 5.12 and 5.13 provide a summary of all costs incurred by SFSS in implementing and operating the U-Pass program.

**Table 5.12
SFSS U-Pass Implementation Costs**

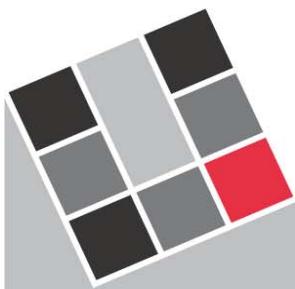
Expenditures		Staffing	
Referenda (2)	\$19,200	SFSS staff and Board of Directors	320 hours
Legal assistance	3,100		
Total	\$22,300	Total	320 hours

Source: SFSS

**Table 5.13
SFSS U-Pass On-Going Costs**

Expenditures		Staffing	
Legal assistance	\$200/year	SFSS staff and Board of Directors	120 hours/year

Source: SFSS



U-Pass Review

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APPENDICES

- Appendix A — U-Pass Market Research Report
- Appendix B — U-Pass Focus Group Report
- Appendix C — UBC Feedback Session Notes
- Appendix D — SFU U-Pass Management System



SFU AND UBC U-PASS
December 2004



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APPENDIX

Appendix A - Survey Instruments



U-Pass Usage and Profile

- While usage of the U-Pass is widespread among both SFU and UBC students (81% and 86%, respectively), UBC students use the pass more often than SFU students. In addition, a greater number of UBC students qualify as “frequent U-Pass” users, making four or more one-way trips on transit using the pass in a typical week.
- SFU students make an average of six one-way trips each week with their U-Pass, compared to UBC’s seven trips. Further, 71% of UBC students are frequent users of the pass, compared to only 58% of SFU students.
- Common to both users groups is their profile. At both SFU and UBC, U-Pass users tend to be younger (under 22) and are more likely to reside in Vancouver or Burnaby/New Westminster.
- Given their higher usage of the pass, it follows that UBC students are nearly twice as likely as SFU students to have replaced their pass, due to loss or damage (16% versus 9%, respectively). However, at both universities students who have replaced their pass generally only had to do so once, and most typically this was between September and November of 2004.

U-Pass Knowledge & Attitudes

- SFU and UBC students agree that the main benefit of the pass is the cost savings compared to using regular transit passes or tickets. UBC students are particularly focused on this advantage (56% mentioning versus 48% of SFU students).
- SFU and UBC students also tend to agree on the non-monetary benefits of the pass—that it is easier to obtain than a monthly transit pass, that you can use the pass anywhere, anytime, and that it is good for the environment.
- The majority of both SFU (78%) and UBC students (70%) cannot name any ways to improve the administration, printing and distribution of the U-Pass.
- Both student groups agree that the main drawback of the pass is its mandatory purchase with no allowance to “opt out”. SFU students are more preoccupied with this issue (53% mentioning vs. 42% of UBC students). Interestingly, neither SFU nor UBC students voice any concerns over how the U-Pass money is used or where it is going.
- 45% of SFU students and 39% of UBC students mention that students fund the U-Pass, while among both student groups, TransLink and the university are also each named by about one-third.



U-Pass Impacts

- The U-Pass program has had a measurable impact on the range of options available to students for living, working, shopping and going to school. It has also had a significant impact on commuting behaviour, both of SFU and especially UBC students.
- Almost 40% of both SFU and UBC students report that the program increased their shopping options, while about 30% of both student groups feel the U-Pass expanded their choices of where to work and where to live. More SFU students (20%) than UBC students (14%) feel the U-Pass program has given them more options regarding which school to attend.
- The effect of the U-Pass on commuting habits appears to be stronger among UBC students than SFU students. Firstly, 71% of UBC students and 63% of SFU students say the U-Pass has decreased their reliance on a car and/or allowed them to avoid buying a car.
- Secondly, among survey respondents, transit is the mode used most often to commute to school by 56% of SFU students (who commuted to SFU both before U-Pass was introduced), up from 37% prior to the introduction of the U-Pass. At UBC, transit is now the mode used most often to travel back and forth to school among 69% of students (who commuted to UBC before U-Pass), up from 44%.
- At SFU, among survey respondents, the use of Single Occupancy Vehicles most often to commute to school has decreased from 33% to 25%, and at UBC, Single Occupancy Vehicle use (most often to commute to school) has decreased from 29% to 17%.

- Note that "mode used most often" is not comparable to TransLink's screenline count information, because "mode used most often" is based on people, not trips, and is "most often" rather than total mode. The measure was included in this study to provide one indicator of shift in mode usage.

U-Pass Pricing

- UBC students currently pay \$80 for a 4-month term while SFU students pay \$92 for a 4-month semester.
- UBC students support continuing the U-Pass program if the pass were priced at \$88 for a 4-month term (68% support, with 46% being strongly supportive, while only 27% oppose it, with 15% strongly opposed).
- At SFU, 57% would support continuation of the U-Pass program if the price of the pass increased to \$98 for a 4-month semester; this includes 35% who would strongly support continuation of the program at \$98.

Transit Service Quality

- SFU and UBC students rate the quality of the transit service to and from their schools as good. SFU and UBC students rate the transit service to and from their campuses with a 7.0 and 7.2 out of 10, respectively.
- Transit service for non-school trips is rated marginally higher by UBC students (7.2) than it is by SFU students (6.9).
- When it comes to improving transit service to and from their campuses, both groups make the same main suggestions - add more buses and improve the service frequency.



Implications and Recommendations

- Both SFU and UBC students have reacted positively to the U-Pass program. The majority of students at both universities are using their pass, and the program has had a positive effect on commuting choices and lifestyle choices. A sizable group of students report that they are using private vehicles less often to commute and students feel the program has increased their options for living, employment, shopping and schooling.
- The impact of the program seems to have been especially strong among UBC students compared with SFU students, in terms of frequency of use and increased use of transit.
- The only criticism both users and non-users of the U-Pass have is that the program is mandatory. This complaint is particularly prevalent among SFU students. Any policy or communication that softens this aspect will enhance acceptance.
- In terms of pricing, both UBC and SFU students would want the U-Pass program to continue, even at a price increase.
- SFU students are most accepting of a price increase to \$98 for a 4-month semester. At this price point 57% are in support.
- Meanwhile, 68% of UBC students support a price increase to \$88 for a 4-month term.



The primary objectives of this project are:

- ☒ Assess awareness of the U-Pass among SFU and UBC students
- ☒ Determine usage of the U-Pass, intentions to use and reasons for not using the pass
- ☒ Identify the trip purposes for which the U-Pass is used
- ☒ Uncover the perceived benefits and drawbacks of the U-Pass
- ☒ Determine support or opposition to varying the price for the U-Pass
- ☒ Assess the impact of the U-Pass, in terms of providing students with more options for where they work, live, attend school and shop, and reducing their reliance on motor vehicles
- ☒ Determine mode shift as a result of the U-Pass
- ☒ Evaluate satisfaction with the transit service to the campuses and with the transit service in the GVRD generally
- ☒ Uncover perceptions of the U-Pass funding sources
- ☒ Assess awareness of the Merchant Discount Program (among UBC students only)
- ☒ Profile U-Pass users and non-users by demographic and other variables



Sample Design

Telephone interviews were conducted with a cross section of SFU and UBC students who pay for the U-Pass in their student fees, which is mandatory for the great majority of the students at both institutions. A total of 703 interviews were conducted with SFU students and a total of 702 interviews were conducted with UBC students.

Sampling plans were set to match the distribution of SFU and UBC students on three variables:

For SFU: Gender, Main Campus Attended (based on listings) and Academic Classification (Full time, Part time and No Load).

For UBC: Gender, On/Off Campus (based on listings), and Degree Pursuing (Undergraduate or Graduate, based on listings).

The following matrices show the exact number of interviews that were completed with each student group by the three variables:

- SFU Students -

<u>Campus</u>	<u>Full Time</u>		<u>Part Time</u>		<u>No Load</u>	
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>
Downtown	7	9	5	7	-	-
Burnaby	227	291	32	42	5	4
Surrey	20	10	1	1	-	-
Distance Education	1	1	4	9	2	2
Off Campus	2	6	4	11	-	-

- UBC Students -

<u>Location</u>	<u>Graduate</u>		<u>Undergraduate</u>	
	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>
On campus	17	27	189	239
Off campus	63	78	41	48



Statistical Confidence Limits On Percentages and Mean Ratings

At the standard 95% level of confidence, the results on the total SFU or UBC student samples (n= 703, 702) are +/-3.7%. When analyzing subgroups such as U-Pass users at SFU and UBC (n=572, 601), the results may vary by +/-4%. When comparing the results of the two institutions on their total samples (n=703 versus n=702), a difference of 5.3 percentage points is required to be considered statistically significant.

Survey Instruments

The questionnaires were designed by TransLink Marketing Research, in consultation with Planning Projects, SFU and UBC. The survey took approximately 8-9 minutes. The SFU and UBC questionnaires differed slightly and can be found in Appendix A.

Fieldwork

All interviewing was conducted by telephone between November 12 and 22, 2004.



This section presents the findings of the study among SFU students.



Highlights

U-Pass Usage & Profile

- Since September, 2004, 81% of SFU students have used their U-Pass while 19% have not. Among users, 58% are frequent users making at least four one-way trips in a typical week with their U-Pass. The average number of weekly trips made by U-Pass users at SFU is nearly six one-way trips.
- Frequency of use of the U-Pass is greater among the following groups: students under age 22; full-time students and students who live in Vancouver and Burnaby/New Westminster.
- Eighty percent of U-Pass users primarily use their pass to commute back and forth to school, rather than for trips to or from work or for personal business.
- The main reasons for not using the U-Pass are having access to a private vehicle (49%) and poor transit service (28%).
- Only 9% of SFU students report having to replace their U-Pass due to loss or damage. Most students have only had to replace their pass once, mainly in September, October or November 2004.

U-Pass Knowledge and Attitudes

- SFU students consider the main benefit of the U-Pass to be less expensive transit when compared to buying transit passes or tickets (48%). There is also some mention of helping the environment and the ease and speed of using the U-Pass.
- The only drawback that students mention with any frequency is that the U-Pass is a mandatory purchase (53%), a complaint that is more common among non-users. However, nearly one-half of users also criticize the fact that the pass is mandatory.
- Most SFU students (78%) could not offer any suggestions for improving the administration, distribution and printing of the U-Pass.
- While a considerable number of students (45%) state that students fund the U-Pass program, other organizations that are recognized for their sponsorship include TransLink (36%), the University (31%), government/taxpayers (21%) and VanCity (16%).



Section IV - SFU Highlights



U-Pass Impacts

- The U-Pass has had a measurable effect on the choices and options available to SFU students regarding where they live, work, shop and go to school. Specifically, 36% claim the U-Pass has resulted in increased options for shopping, 31% report having more choices for each of work and living locations, and 20% feel the U-Pass has increased options regarding which school they attend.
- The U-Pass has also had a positive effect on the transportation options of SFU students. As a result of the U-Pass program, 59% of students claim they are less reliant on a car, and 30% have been able to avoid owning or buying a car.
- 37% of SFU students report being unaffected by the U-Pass program in terms of their reliance on a car or the need to buy or own one.
- SFU students who previously commuted to and from SFU by single occupant vehicle or by carpooling are the least likely to have their mode choice impacted by the U-Pass program.

Pricing

- 57% of SFU students support continuing the U-Pass program if the price of the pass increases to \$98 for a 4-month semester (up \$6 from the current price). At \$98, 35% oppose continuation of the program.
- At the \$100 price point, 49% support continuing the U-Pass program, while 44% oppose it.
- At \$108, 35% support continuation of the U-Pass program, while 58% oppose it.

Rating of Quality of Transit Service

- SFU students rate the quality of transit service to and from SFU an average of 7.0 out of 10, or good. Quality of transit service for non-school trips is rated 6.9 out of 10.



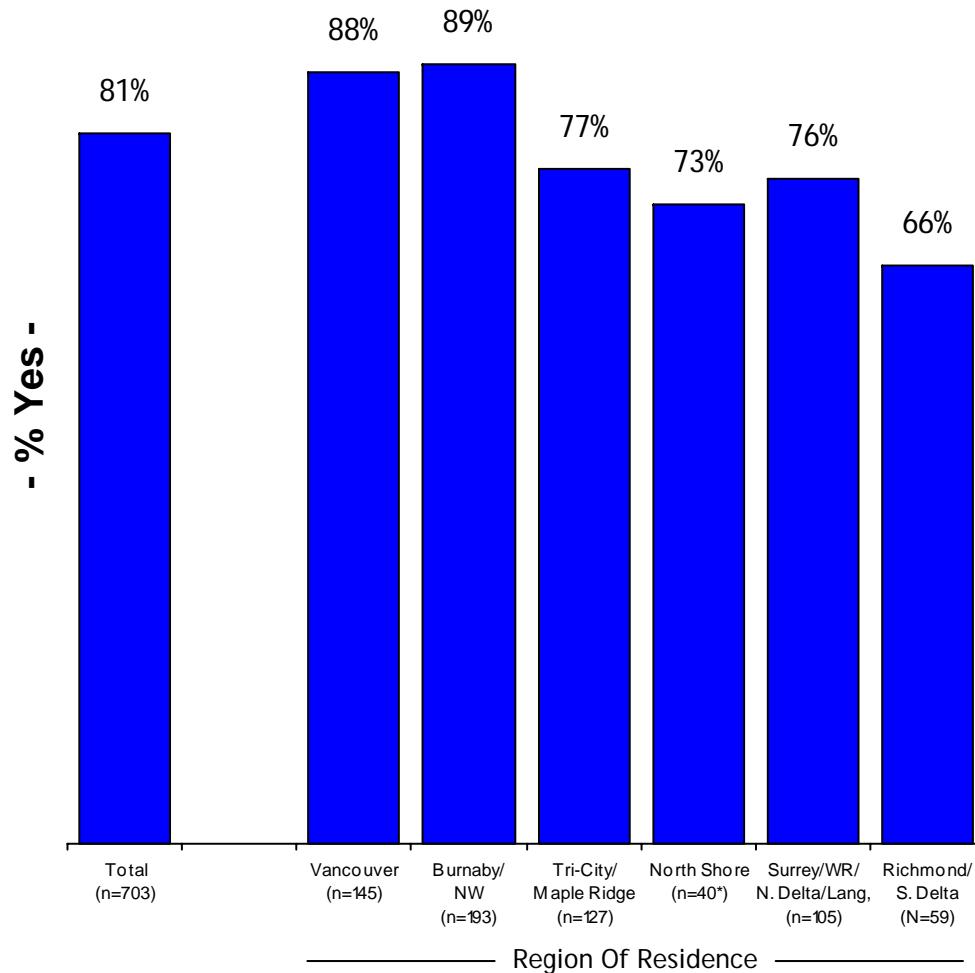
Transit Quality of Service Rating (continued)

- Students who attend the Surrey or Harbour Centre campuses provide more positive ratings of the quality of transit service for school trips than those who commute to and from the Burnaby location. The main suggestions to improve service to all SFU campuses are adding more buses and increasing the frequency of transit (these students preferring that buses run an average of every 11 minutes).
- When it comes to using transit for non-school trips, U-Pass users rate the service more positively than non-users (rating of 7.1 versus 6.1, respectively).



Q1a. Since September 2004, have you used the U-Pass, a universal transit pass which was included with your student fees?

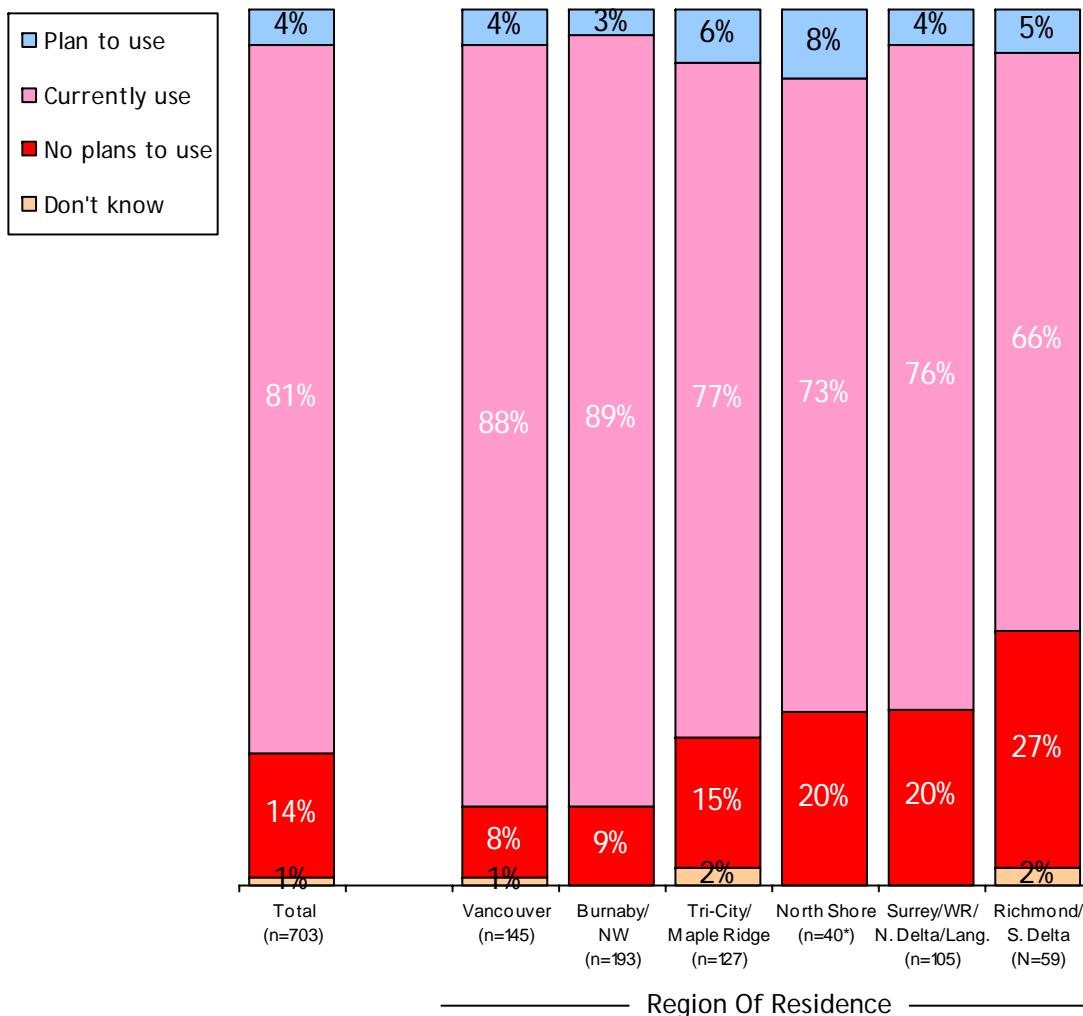
Current Usage



- Since September of this year, 81% of SFU students report using their U-Pass. Students most apt to have used their U-Pass are those under 22 years of age (86%), students living in Vancouver or Burnaby/New Westminster (88% and 89%, respectively), and full-time students (87%).
- Conversely, students least likely to have used their U-Pass are those who live in Richmond/Tsawwassen/South Delta (66% have used it), and those age 27 or older (71% have used it).



Q1b. Do you plan to use your U-Pass in the future?



Future Usage

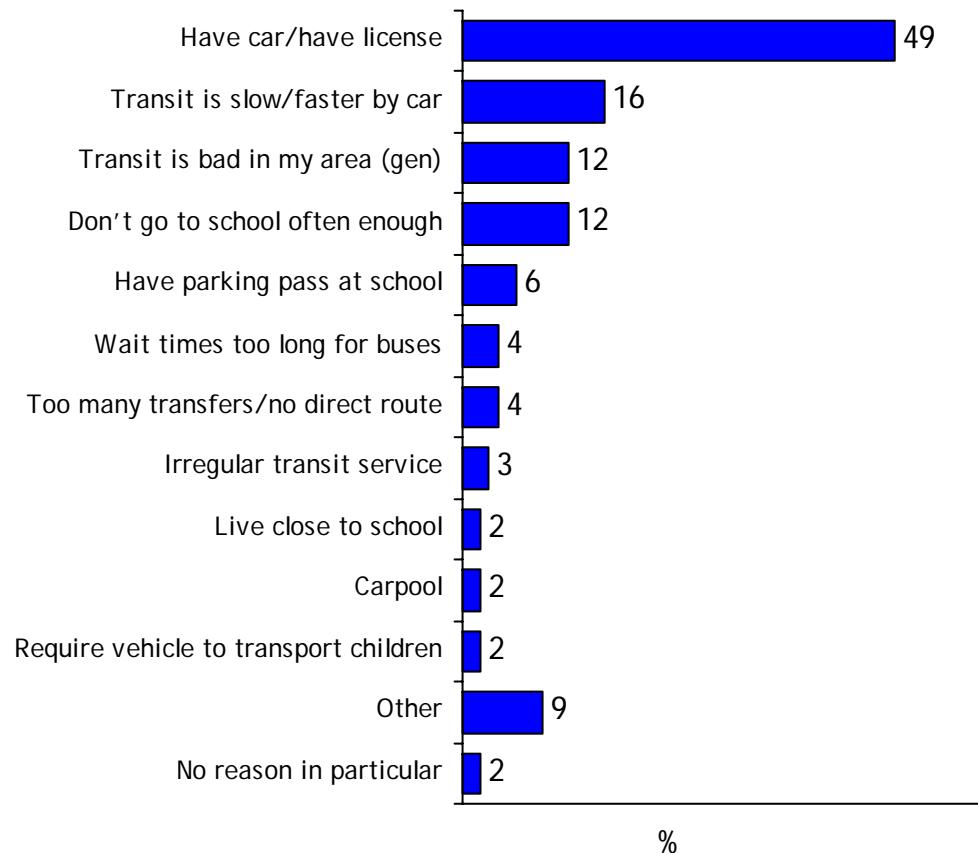
- An additional 4% of SFU students claim they are planning to use their U-Pass in the future, which brings total current and future U-Pass usage to 85%. Again, older students and those living farthest south (in Richmond/South Delta/Tsawwassen/Ladner) are the least likely current or future users of the U-Pass.

*Caution: small base size.



Q1c. What are the main reasons you (do not use/do not plan to use) your U-Pass?

Reasons for Not Using U-Pass

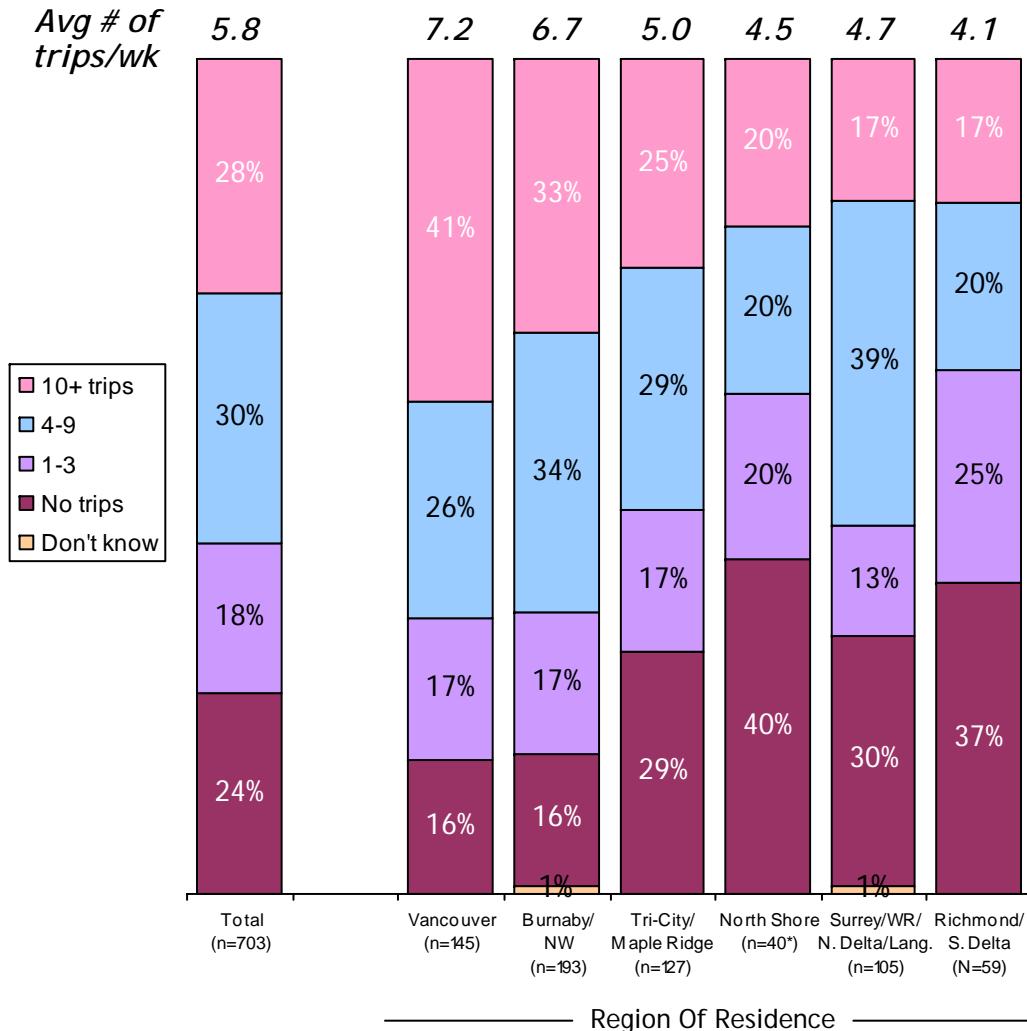


(n=100, those not planning to use U-Pass)

- Among the 15% of SFU students who do not currently use or plan to use their U-Pass, the main reason is that they have their own car or that they have their driver's license (mentioned by one-half of these students).
- Other less frequently mentioned reasons for not using or planning to use the U-Pass include transit being too slow or taking too long, poor or bad transit service in the student's particular area and not traveling often enough to campus.



Q2. In an average week, how many one-way trips on transit do you make using the U-Pass?



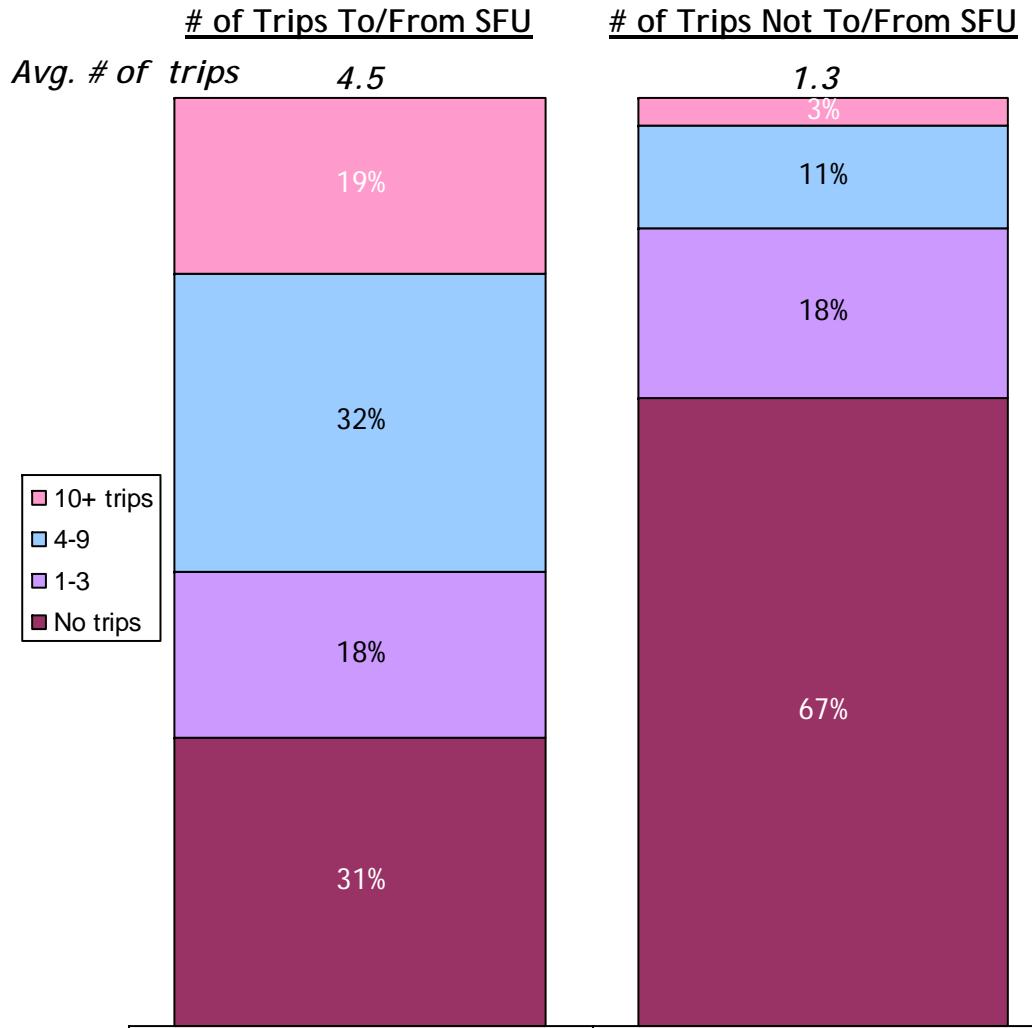
Number of Trips Taken

- The typical SFU student makes an average of just under six one-way trips per week using their U-Pass. Specifically, 28% of students make 10 or more trips per week, 30% make between four and nine trips, while 18% make between one and three one-way trips per week, on average, using their U-Pass. This leaves one-quarter who report not using their U-Pass at all in a typical week.
- The most frequent U-Pass users are students carrying full-time course loads (6.7 one-way trips/week), students living in Vancouver (7.2 trips/week) and students living in Burnaby/New Westminster (6.7 trips/week).



Q2b. How many of those (#) one-way trips are to travel to & from SFU?

Q2c. How many of those (#) one-way trips are not to travel to & from SFU?



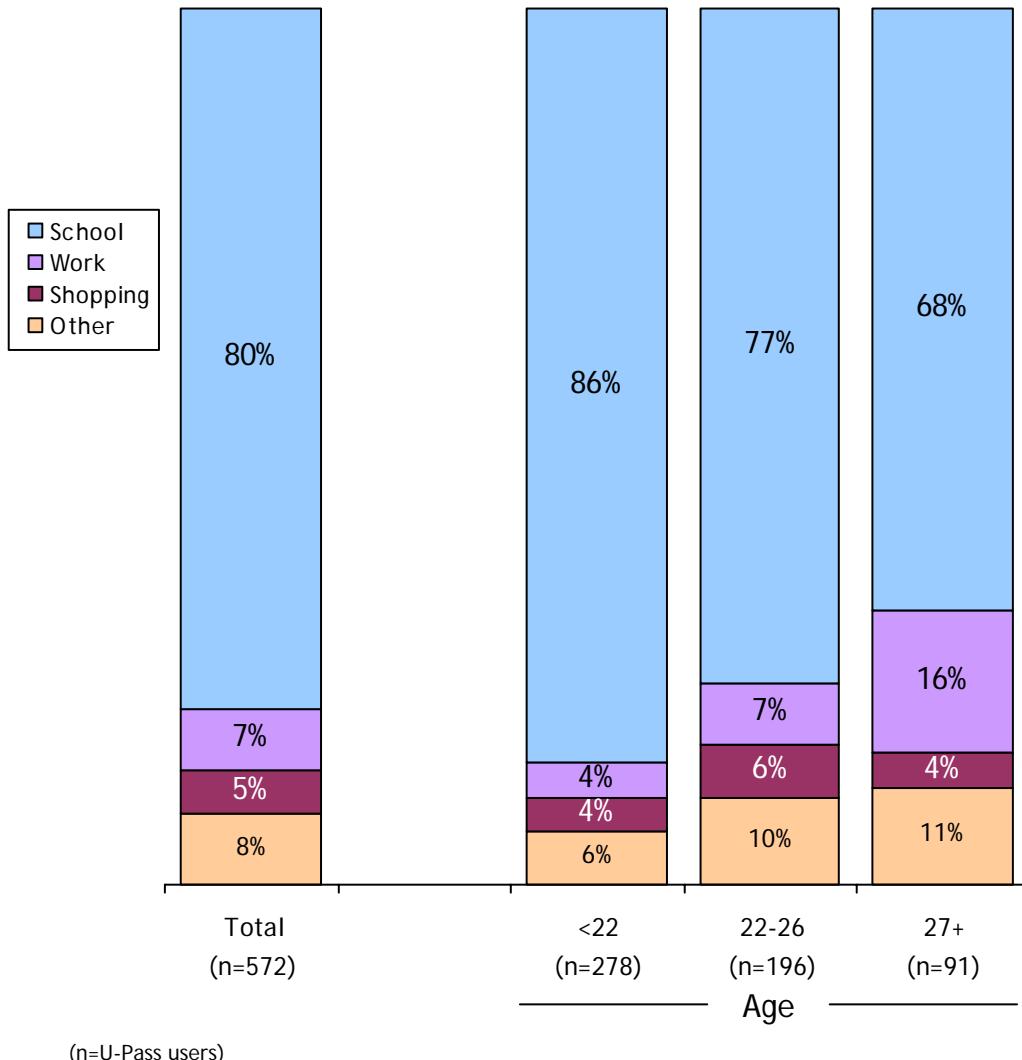
Number of Trips To/From SFU & Other Destinations

- The majority of trips SFU students make with their U-Pass are for traveling to and from SFU, rather than for trips to and from other destinations. Specifically, out of an average of 5.8 one-way trips made in a typical week by SFU students using their U-Pass, an average of 4.5 trips are for going to and from SFU. This leaves an average of 1.3 one-way trips per week which are made for other purposes.
- Not surprisingly, students carrying full course loads (12 or more credits per semester) are more likely than part time students (less than 12 credits) to use their U-Pass for traveling to and from SFU. Out of an average of 6.7 one-way trips per week made by students with full course load, 5.5 trips are to and from SFU. Meanwhile, out of an average of 4.9 one-way trips made using a U-Pass by part-time students, an average 3.3 of these trips are to/from SFU.
- By region of residence, students living in the Surrey/White Rock/North Delta/Langley region, while only taking an average of 4.7 one-way trips per week using their U-Pass, make the great majority of these trips to and from SFU (4.1 out of the 4.7 trips).

(n=703)

Q2d. What is your primary purpose when using the U-Pass?

Trip Purpose



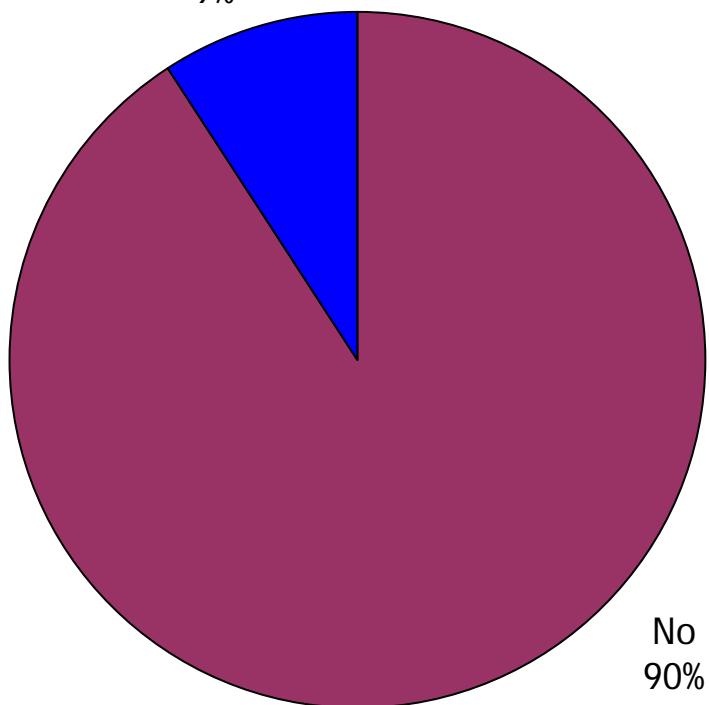
- 80% of U-Pass users report that they mainly use their pass to commute to and from school. Only 7% report primarily using their U-Pass to commute back and forth to work, and 5% mainly use it to travel to and from shopping.
- While the majority of students use their U-Pass primarily to travel to and from school, a larger proportion of students under 22 years of age (86%) and those carrying a full course load (86%) mainly use the U-Pass to travel to and from school.

Q16. Have you had to replace your U-Pass due to loss or damage?

Q16b. How many times?

Q16c. And when was the last time?

Yes
9%*

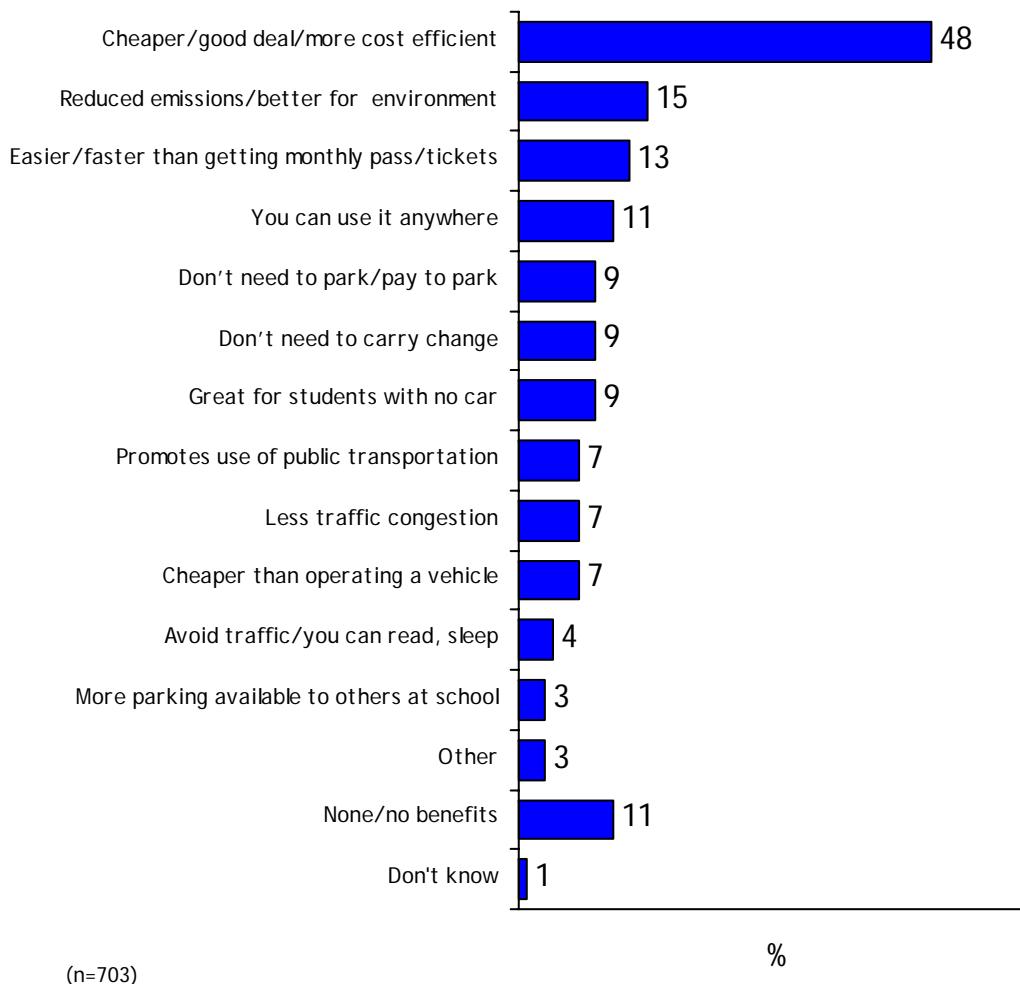


(n=703)

*Among all students, 8% replaced their pass once and
<1% replaced it 2 or more times.

U-Pass Replacement

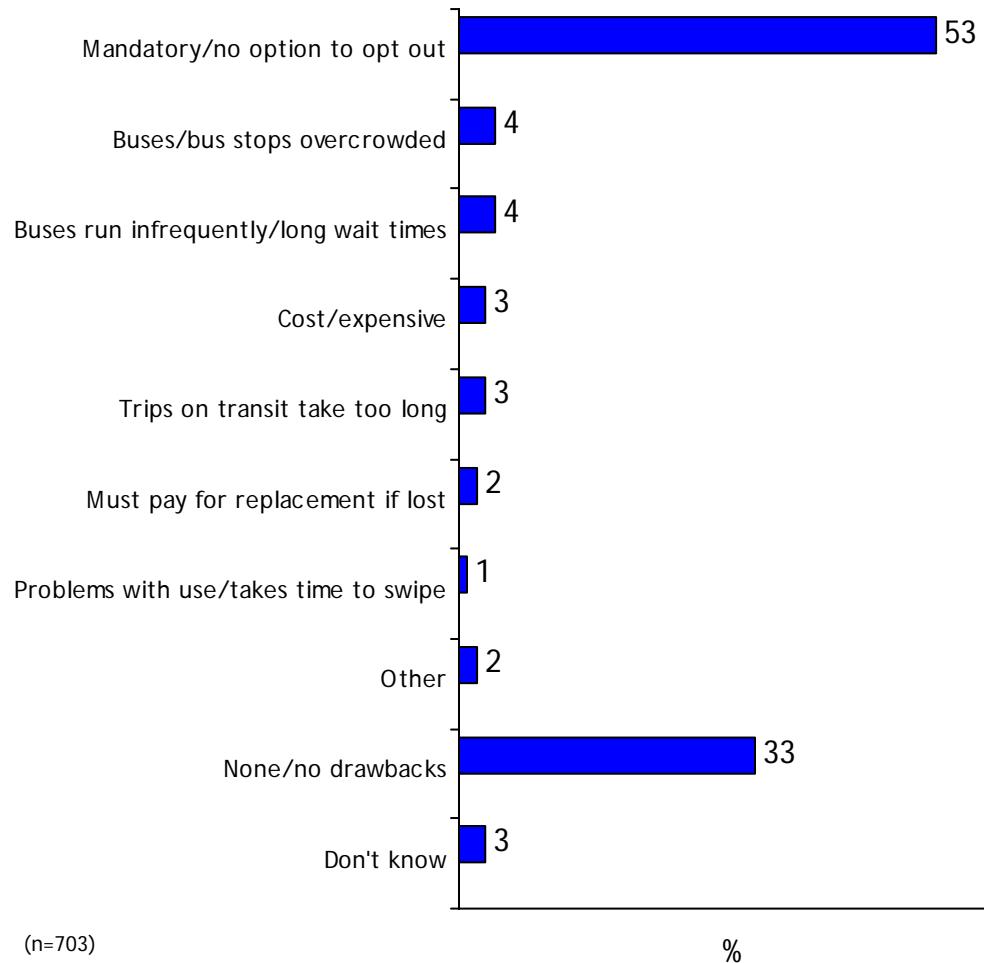
- Only 9% of SFU students report that they have had to replace their U-Pass due to loss or damage. Frequent users of the U-Pass (four or more one-way trips per week) are more likely than infrequent users to have had to replace their pass (13% versus 5%, respectively).
- Most students who have had to replace their U-Pass have only needed to do so once. Further, among those who have had to replace their pass, 72% had to do so in 2004 (with the main months for replacement being September through to November).

**Q3. What do you think are the main benefits of having a U-Pass at SFU?****Main Benefits of U-Pass**

- When asked for the main benefit of having the U-Pass at SFU, nearly one-half of students mention that it is cheaper or a better deal than buying monthly tickets or passes (48%).
- Other benefits spontaneously mentioned by students are reduced emissions as a result of using transit, the ease and speed of using the pass instead of other transit fare methods and the fact that you can use a U-Pass anywhere, anytime.
- Students who use their U-Pass are more likely than non-users to cite the benefit of the cost savings in using the U-Pass rather than other fare methods (52% mentioning versus 31%, respectively). Meanwhile, non-users tend to point out that the U-Pass is especially beneficial to those who do not have other transportation (23% mentioning versus only 6% of U-Pass users).



Q4. What do you think are the main drawbacks of having a U-Pass at SFU?



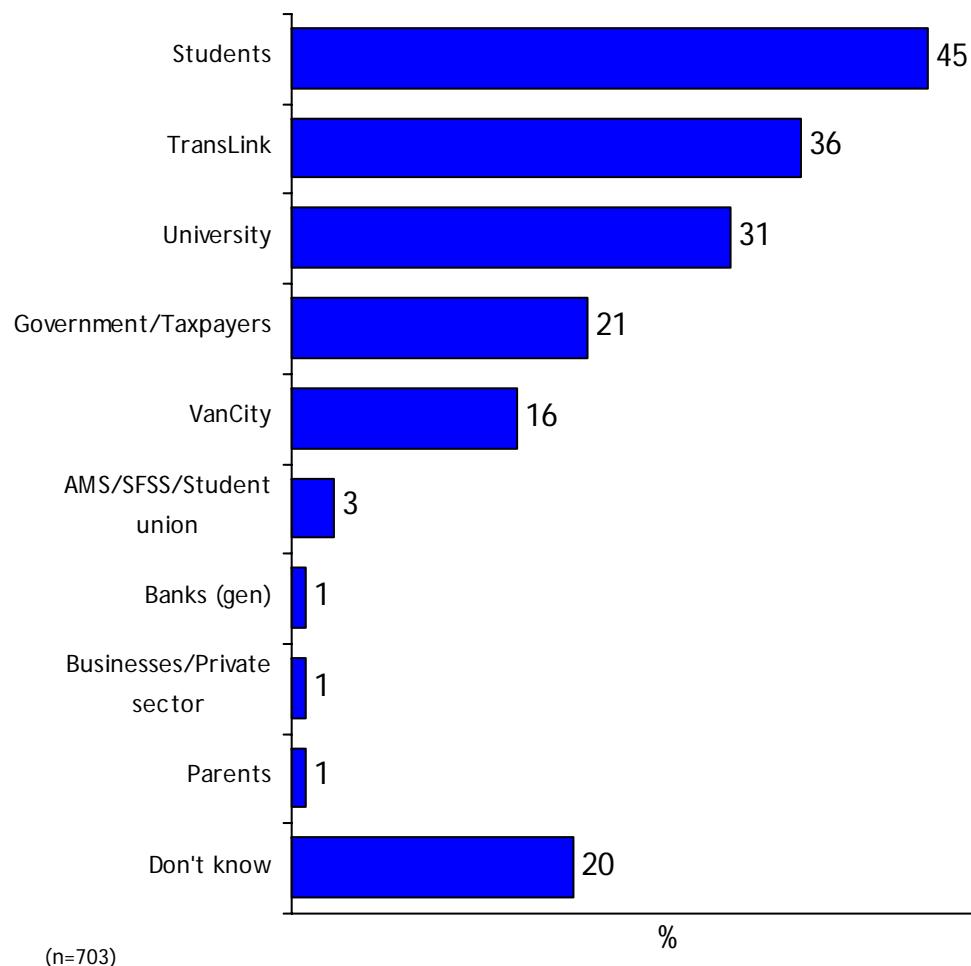
Main Drawbacks of U-Pass

- The most frequently mentioned drawback of the U-Pass is that its purchase is mandatory, with no provision to opt out (53%). This complaint is particularly prevalent among those who are currently not using their pass (76%), but is also made by pass users (48%). No other criticism is mentioned by more than 4% of students.
- As there were only 20 students who do not attend any of the SFU campuses, the research findings cannot be projected to this population of students. Sixteen of the 20 non-attending students cite the mandatory purchase requirement as a drawback.
- It is interesting to note that while students are clearly preoccupied with the mandatory purchase feature of the program, they do not make any mention of how funds are used or mention concerns about how the finances are handled by TransLink.
- 36% of SFU students say there are no drawbacks to the U-Pass, or can't name any.

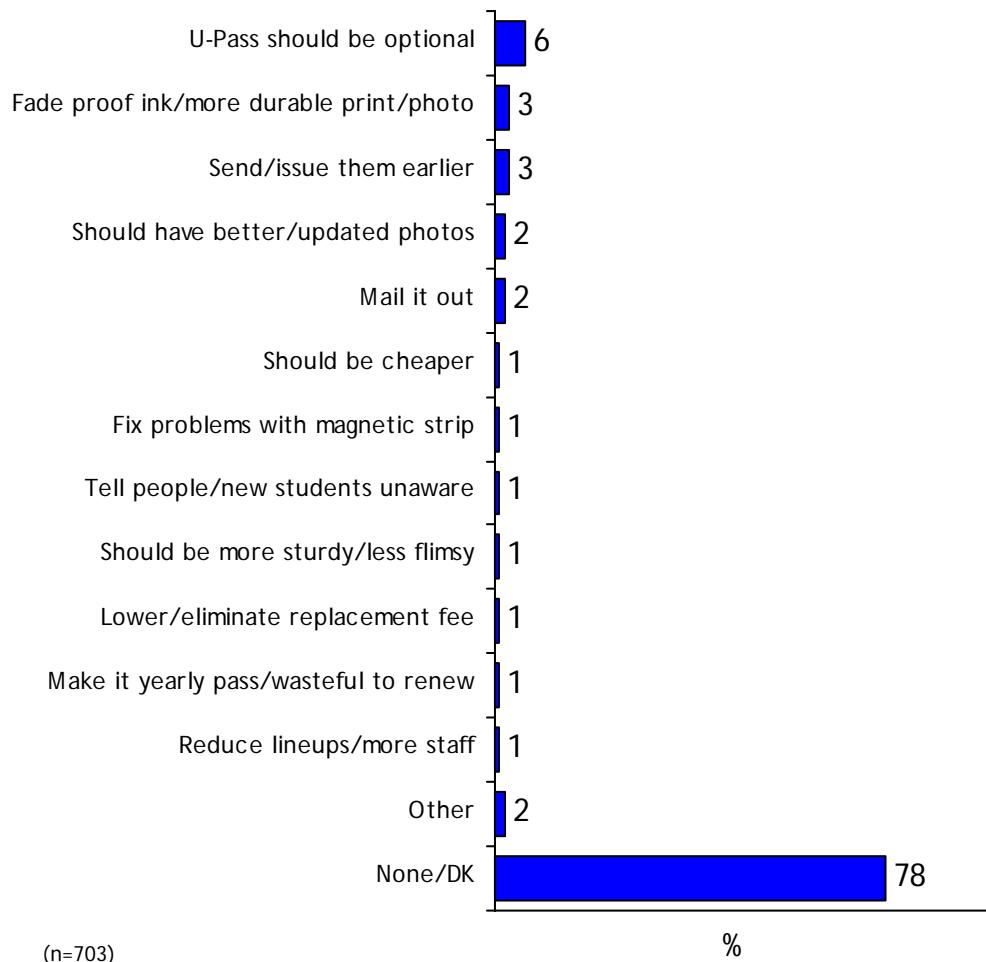


Q14. As far as you know, who funds the U-Pass Program?

U-Pass Funding



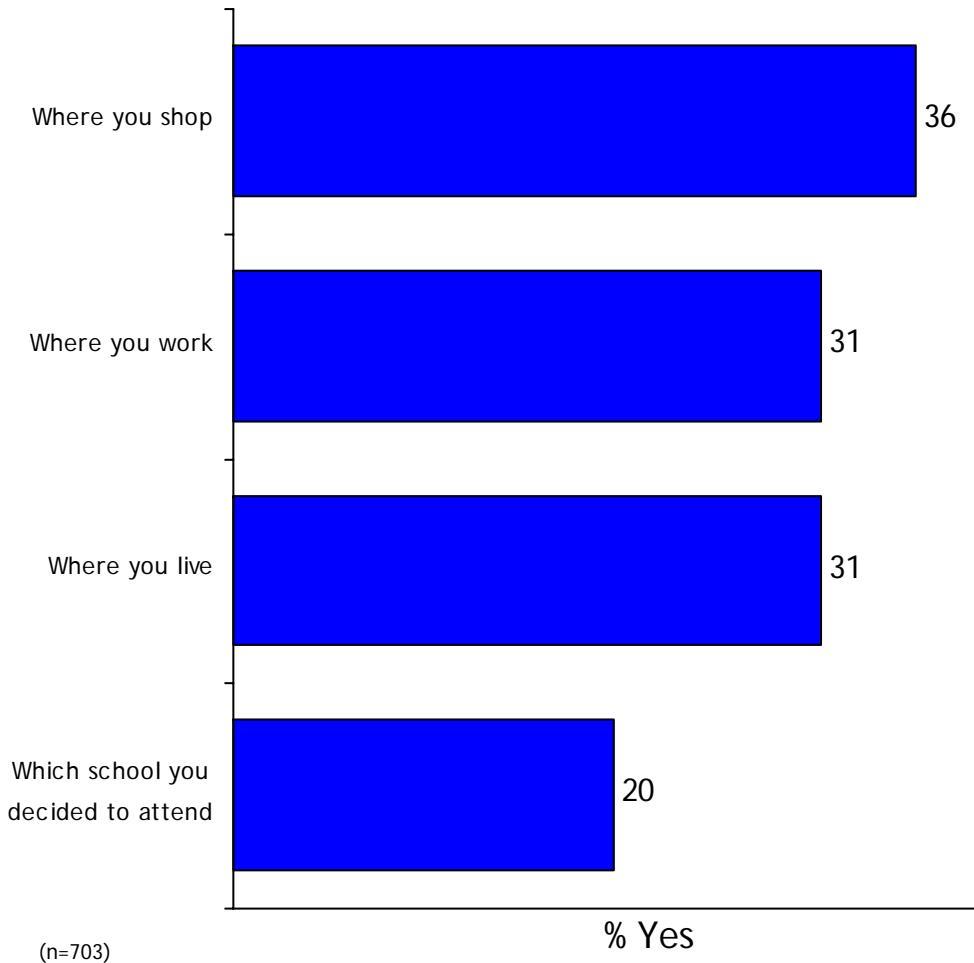
- Some SFU students mentioned more than one source of funding of the U-Pass. Students were most often named as paying for the program (45%), followed by TransLink (36%) and Simon Fraser University (31%).
- Other organizations mentioned were the government/taxpayers (21%, most of these students mentioning the provincial government) and VanCity (16%).
- One-in five students state they have no idea who is funding the program.
- Non-users of the U-Pass are more likely than users to mention that students fund the program (66% versus 40%). Meanwhile, U-Pass users are more likely than non-users to mention TransLink, the University and/or VanCity.

**Q15. Are there ways in which the administration, printing and distribution of the U-Pass could be improved?****Possible Improvements**

- The majority of SFU students (78%) could offer no suggestions to improve the administration, printing and distribution of the U-Pass.
- The most common suggestion made (albeit by only 6% of students in total) is that the pass should be optional. However, this suggestion is made by four times as many U-Pass non-users as users (17% versus 4%).
- Other less frequently made suggestions include using fade proof ink, issuing the passes earlier, having better, more up-to-date photos, and distributing the passes by mail.



Q5. Has the U-Pass resulted in you having more choices or options regarding ... ?



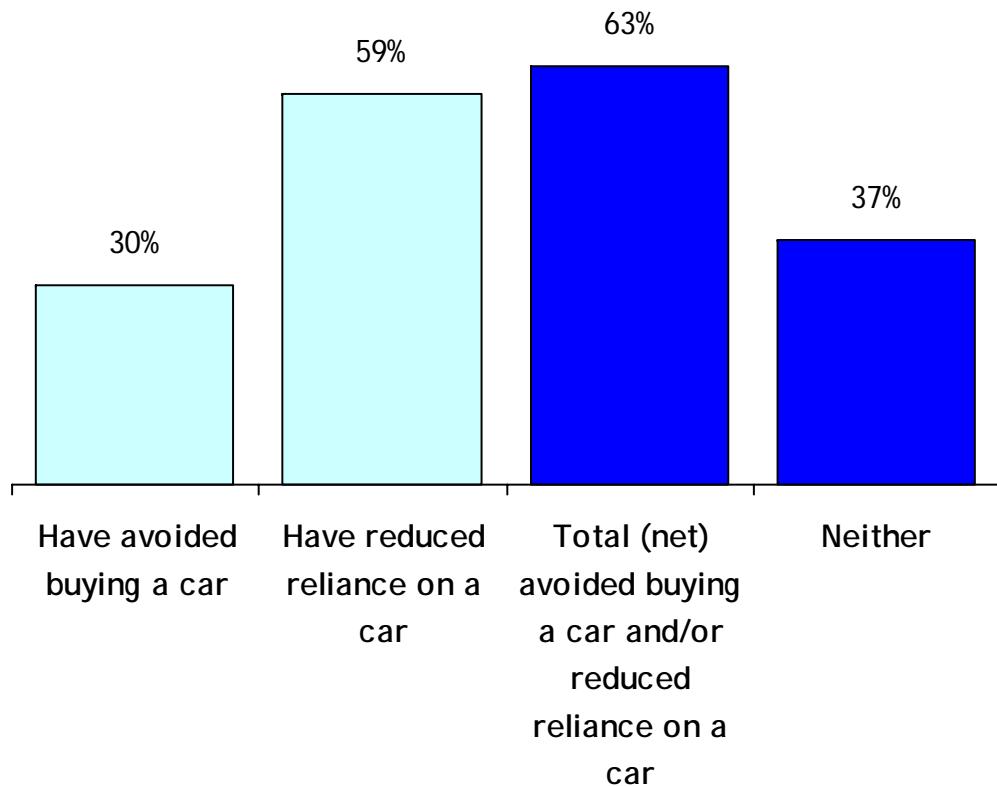
Increased Choices/Options for Students

- Overall, 36% of SFU students say the U-Pass has given them more options regarding where they shop, while 31% claim it has provided them with more options for where they can work.
- In addition, 31% of students say the pass has resulted in more options regarding where they live, while 20% say the pass has increased their choices of which school they decided to attend.
- More frequent users of the U-Pass report more favourable impacts of the U-Pass program than less frequent users.



Q6. Have you been able to avoid buying or owning a car as a result of the U-Pass?

Q7. Have you been able to reduce your reliance on a car as a result of the U-Pass?



(n=703)

Effect on Vehicle Ownership & Reliance

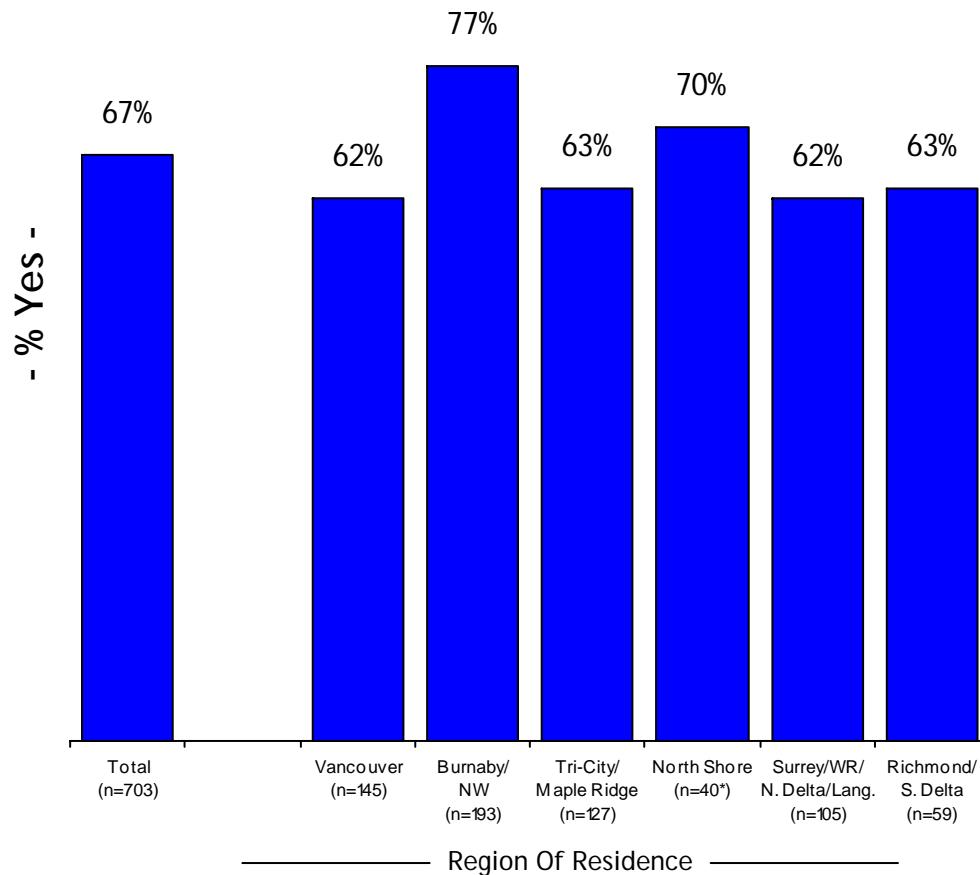
- Overall, 30% of SFU students claim that they have been able to avoid buying or owning a car as a result of the U-Pass program.
- In addition, 59% of SFU students report they have become less reliant on a car. Again, the majority of these are frequent U-Pass users.
- Regarding the net effect of the U-Pass program in terms of avoiding the purchase of a car and reduced reliance on a car, 63% of SFU students have not had to buy a car and/or reduced their reliance on a car.
- Within that 63% are 26% who claim the U-Pass has done both - reduced their reliance on a car and made it possible to avoid buying a car.
- This leaves 37% who report being unaffected by the U-Pass program in terms of their need to own or rely on a car.
- Those least affected by the U-Pass are students who do not attend classes on campus (90% unaffected) and those who live in Richmond/Tsawwassen/Ladner/S. Delta (51% unaffected).



Q11. Did you travel to SFU before the introduction of the U-Pass?

SFU Travel

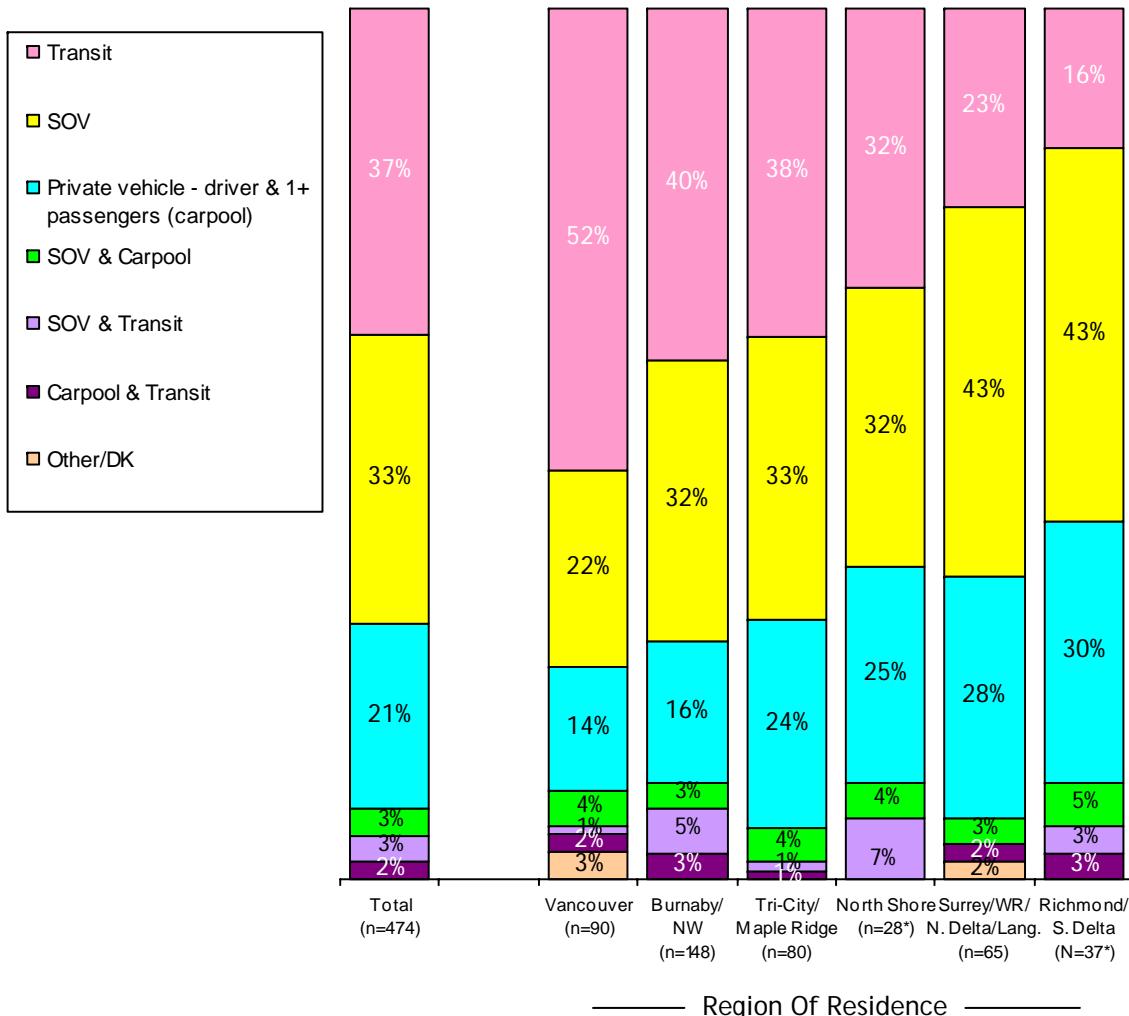
- Two-thirds of SFU students report that they traveled to and from SFU prior to the introduction of the U-Pass.



*Caution: small base size.



Q12. What mode of transportation did you use most often to travel to and from school before the introduction of the U-Pass at SFU?



Prior Modes Used to Commute to SFU

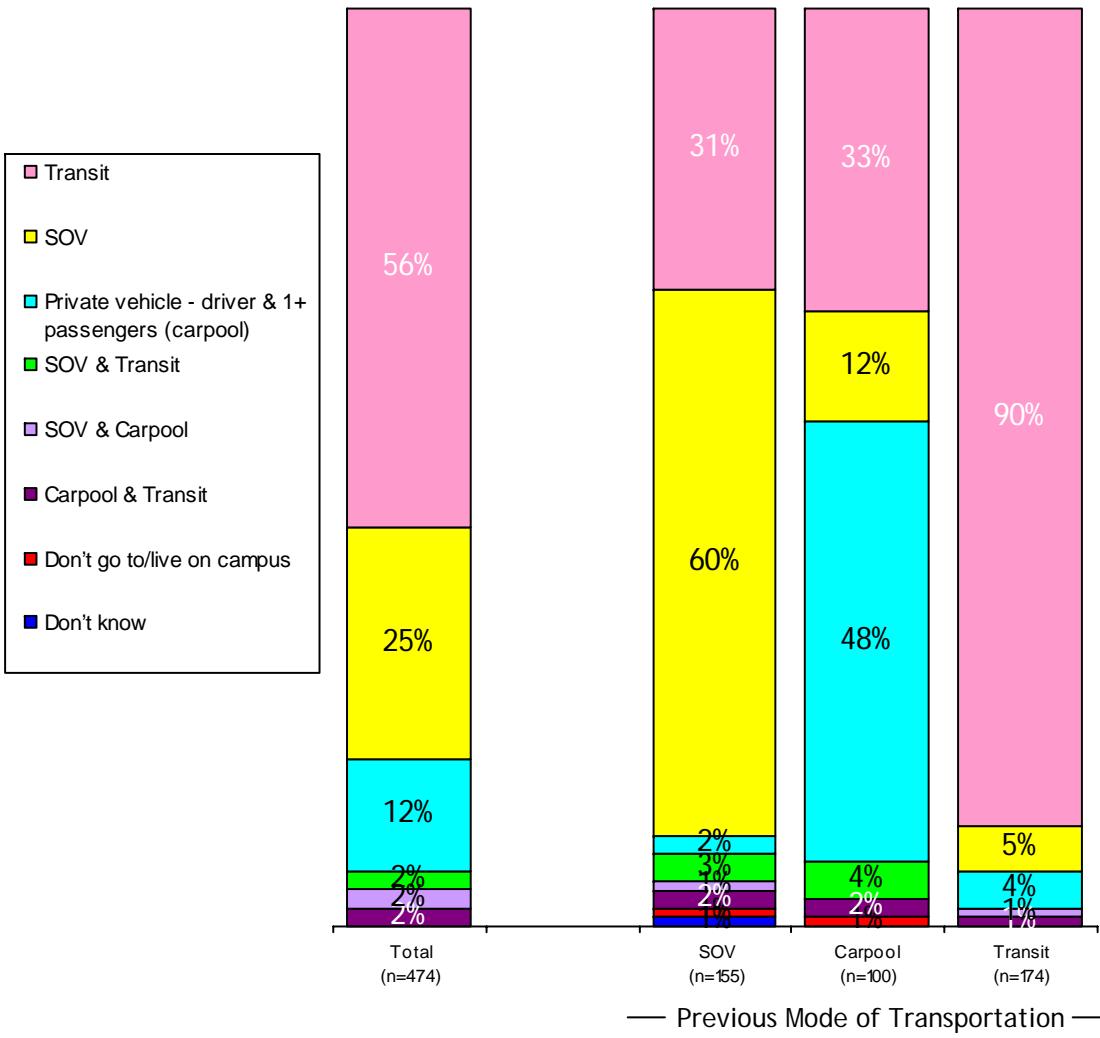
- Among those students who previously commuted to SFU, 37% most often traveled via transit and 33% by Single Occupant Vehicle. Another 21% previously relied on carpooling most often to get to and from school.
- Transit as a previous mode of transportation to SFU, was most prevalent among those attending the Burnaby campus (38%) and Vancouver residents (52%). Meanwhile, older students (27 years plus) are more likely than younger students to have previously traveled by Single Occupant Vehicle to SFU.

(n=those who used to travel to SFU before U-Pass)

*Caution: small base size.

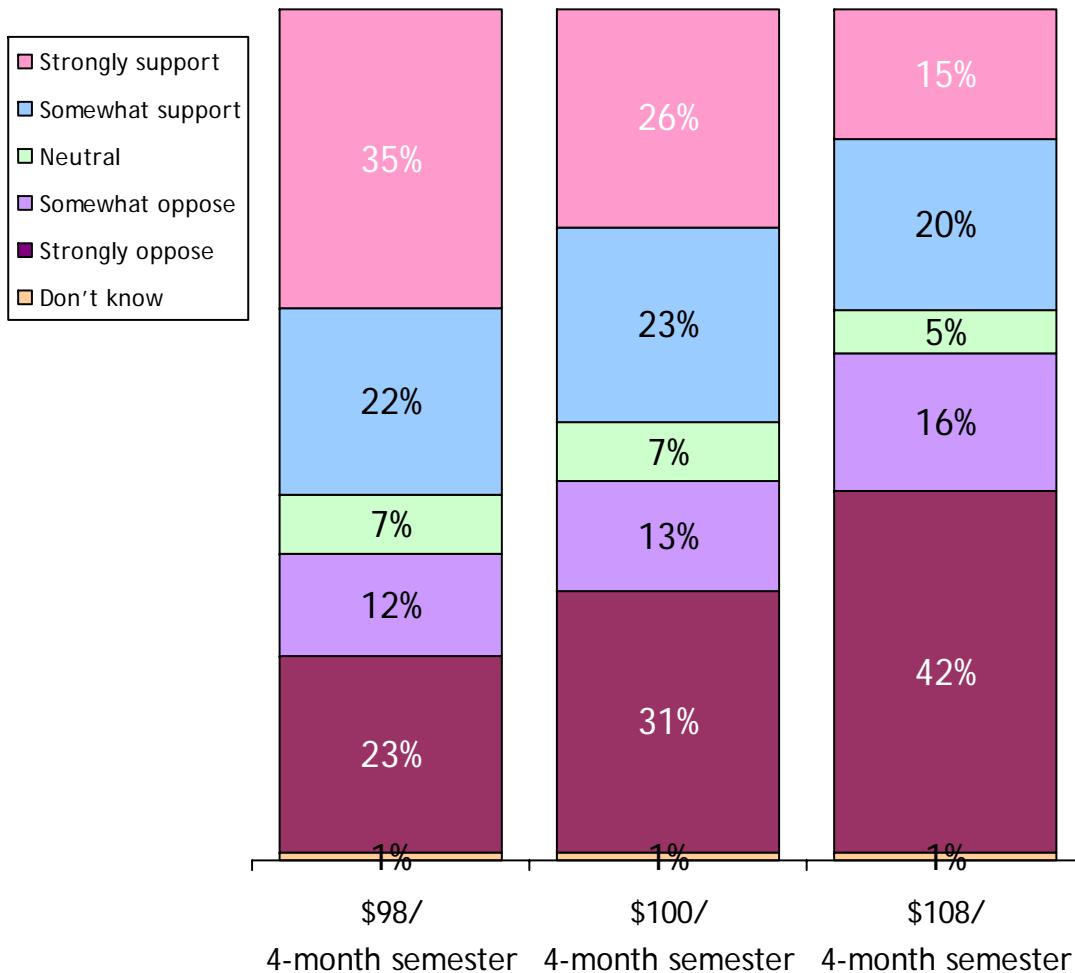
Q13. Since the introduction of the U-Pass, what mode of transportation do you use most often to travel to and from school?

Mode Used Most Often Since U-Pass Introduced



- Since the introduction of the U-Pass, 56% of students who travelled to SFU prior to the introduction of U-Pass claim that transit is the mode of transportation they use most often to get to and from school, up from 37% before U-Pass was introduced.
- Single Occupant Vehicle use to travel to school has decreased from 33% using it most often before the pass to 25% after the pass.

**Q8a-c The U-Pass at SFU is currently \$92 per 4-month semester.
Starting September 1, 2005, would you support or oppose
continuing the U-Pass Program if the price was changed to ... ?**



(n=703)

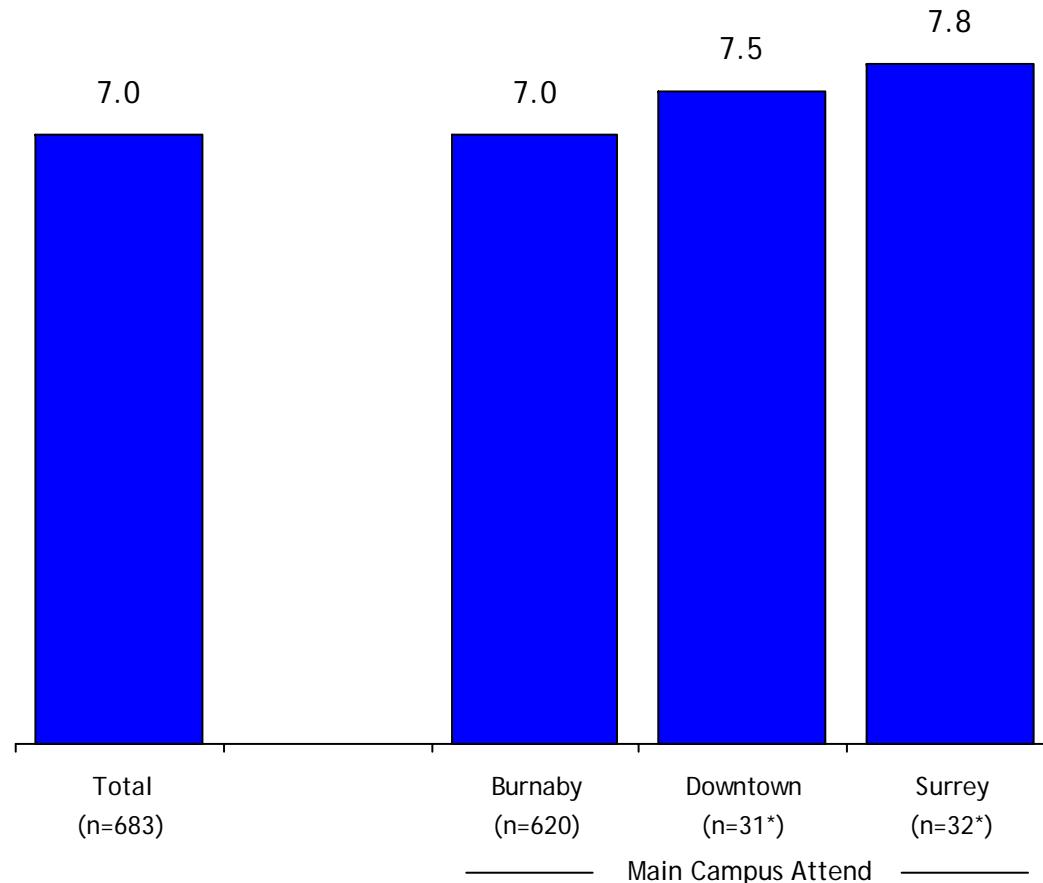
U-Pass Pricing

- At \$98 for a 4-month semester, 57% of SFU students would support continuing the U-Pass program, and 35% would oppose it.
- At a price of \$100 per a 4-month semester, support for continuing the U-Pass program drops to 49%, and opposition is at 44%.
- At a price of \$108 for a 4-month semester, support registers at only 35%, while opposition stands at 58%.
- Support for a U-Pass price increase is stronger among pass users and especially among those who use their pass frequently.
- Students who do not attend classes on campus are against any type of price increase (70% are strongly opposed to the \$98 price, and at least 80% are strongly opposed to the \$100 and \$108 prices).



Q9b. Overall, how would you rate the quality of transit service to and from the SFU (main campus attend)? Please use a 10-point scale where 10 means excellent and 1 means very poor.

Quality of Transit Service To And From SFU



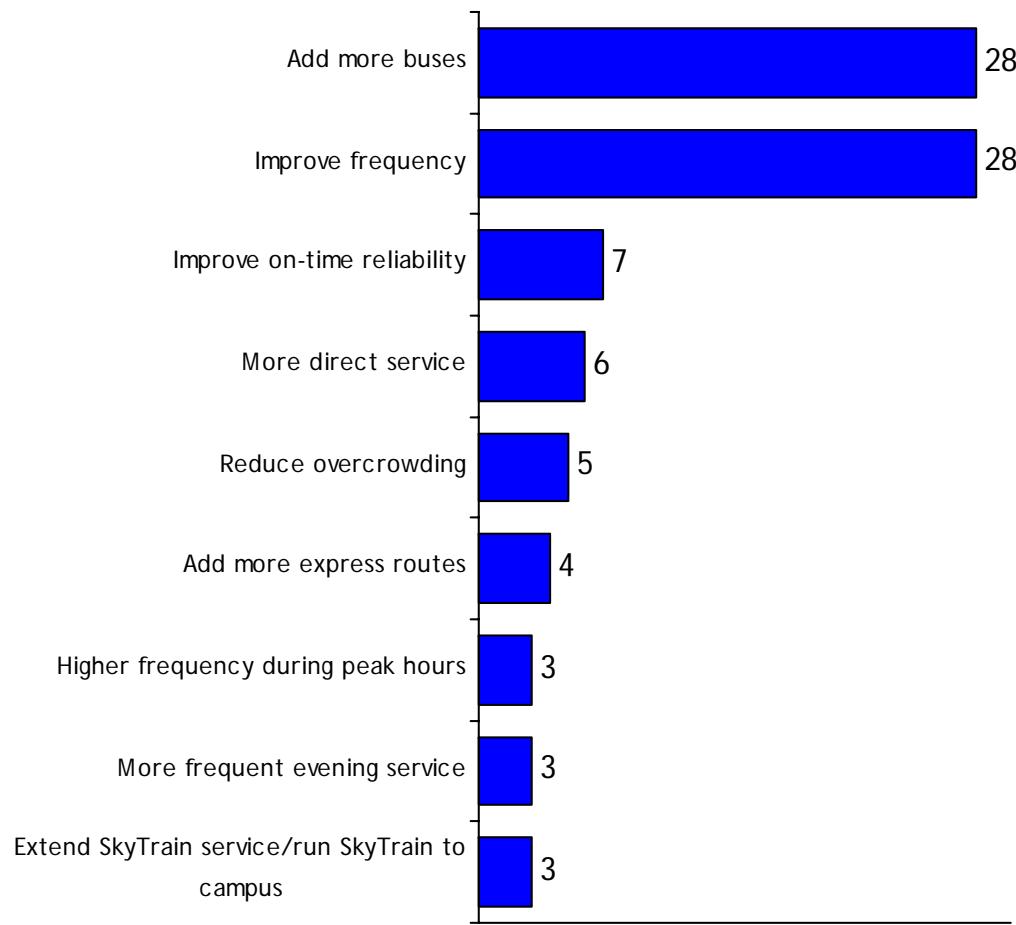
(n=students who travel to a SFU campus)

*Caution: small base size.

- Students rate the quality of transit service to and from their SFU campus as good, awarding an average rating of 7 out of 10. Nearly half of students, 45%, rate the quality of transit service to and from SFU as very good to excellent (8, 9 or 10).
- Students who attend SFU at the Harbour Centre or Surrey campuses give higher ratings to the quality of transit service to these locations than those students who attend the Burnaby campus.
- Average quality of transit service ratings among students attending the Harbour Centre and Surrey campuses are 7.5 and 7.8, respectively, compared with an average rating of 7.0 among those who attend the Burnaby campus. Further, 43% of students attending the Burnaby campus give 8, 9 or 10 out of 10 scores, compared with 65% of students attending Harbour Centre, and 69% of students attending the Surrey campus.



Q9c. What could be done to improve transit service to and from the SFU (main campus attend)?
Q9c2. How frequently should buses run?



(n=683 students who travel to a SFU campus)

%

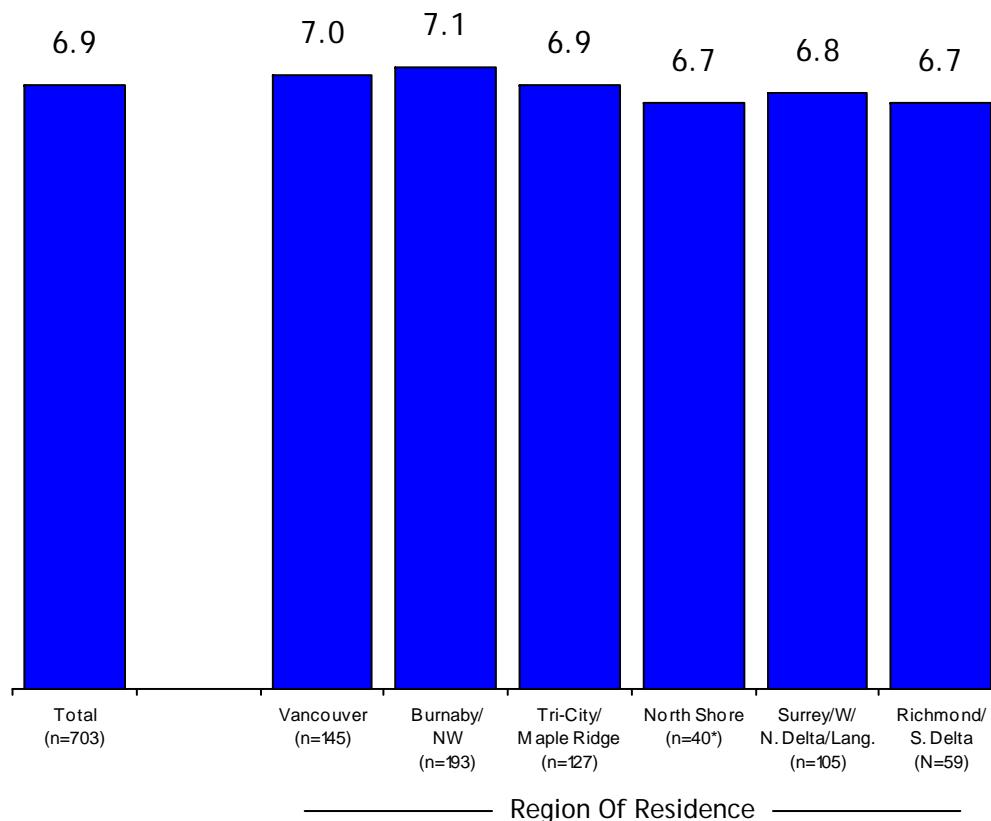
Only responses of 3% or greater shown.

Ways To Improve Service To/From SFU Campuses

- The main suggestions for improvement to bus service to and from SFU campuses are add more buses (28%) and improve the frequency of service (28%). Less frequently mentioned are: improve on-time reliability (7%), offer more direct service (6%), reduce overcrowding (5%) and add more express routes (4%). No other suggestion was made by more than 3% of these students.
- Suggestions made to improve the quality of transit service to and from SFU are fairly uniform across the student groups who attend the three campus locations. However, students who attend the Burnaby campus are more likely than other students to suggest adding more buses (30% mentioning versus 17% among those who attend another campus most often).
- The proportion of students who feel nothing is required to improve transit service is 17% among Burnaby campus students, 26% among Harbour Centre students and 34% among students at the Surrey campus.
- Students who suggested transit should run more frequently claim they would be satisfied if the buses ran about every 11 minutes, on average.



Q10. Overall, how would you rate the quality of transit service for non-school trips in Greater Vancouver? Please use a 10-point scale where 10 means excellent and 1 means very poor.



*Caution: small base size.

Service For Non-School Trips

- SFU students rate the quality of transit service for non-school trips as 6.9 out of 10, with 38% giving scores of 8 or higher.
- The small group of students (5%) who attend the Surrey campus are particularly positive about transit service for non-school trips. They give an average rating of 7.5 out of 10 to transit service for non-school trips, with 63% giving scores of 8, 9 or 10 out of 10.
- U-Pass users (and particularly frequent users) along with younger students (under 22 years of age) give more positive ratings than students overall, to transit service for non-school trips.



Section V - SFU Detailed Findings - SFU Student Profiles



Base	U-Pass Users*					SFU Student Profiles
	Total		Frequent		Less	
	Total %	Users %	Users %	Users %	Non-Users %	
<u>SFU Campus Attend Most</u>						
Burnaby	88	90	90	88	82	• The majority of SFU students (88%) attend Burnaby campus, while 5% attend Surrey campus, 4% attend Harbour Centre campus; 2% are distance education students.
Surrey	5	5	4	6	4	
Downtown	4	5	5	5	2	
Distance education student	2	-	-	1	11	
<u># of Credits Enrolled In</u>						
0	3	3	2	6	2	• The average SFU student is enrolled in 10 credits this semester, with frequent U-Pass users having an average of 11 credits and non-users an average of 9 credits.
1-6	20	18	15	24	32	
7-11	24	24	25	22	28	
12-14	34	37	39	31	19	
15+	17	17	18	15	16	
Don't know/refused	2	2	2	2	2	
<i>Mean</i>	<i>10.4</i>	<i>10.7</i>	<i>11.2</i>	<i>9.5</i>	<i>9.3</i>	
<u>Degree Working On</u>						
Undergraduate	85	87	90	81	74	• 85% of SFU students are working toward an undergraduate degree; however, this proportion reaches 90% among frequent U-Pass users and falls to 74% among non-users.
Graduate	14	11	9	17	25	Similarly, 82% are full-time students.
Unclassified	1	1	1	2	1	
<u>Academic Load</u>						
Full-time	82	84	87	78	70	
Part-time	17	14	11	20	28	
No load	2	2	2	2	2	

* Frequent users defined as those making 4 or more one-way trips using their U-Pass in an average week, while less frequent users are defined as those making less than 4 trips.



Section V - SFU Detailed Findings - Demographic Profiles



Base	U-Pass Users*				
	Total	Total Users	Frequent Users	Less Frequent Users	Non-Users
	%	%	%	%	%
<u>Work Full or Part Time</u>					
Yes	76	76	77	75	75
No	23	22	22	24	25
Don't know/refused	1	1	2	1	-
<u>Region of Residence</u>					
Vancouver	21	22	24	19	14
Burnaby/New West	27	30	31	26	17
Tri-City/Maple Ridge	18	17	17	18	22
Surrey/N.Delta/White Rock	13	13	13	12	16
Langley	2	1	1	1	3
S.Delta/Ladner/Tsawwassen	1	1	1	2	1
Richmond	7	5	4	9	15
North Shore	6	5	4	8	8
Other BC	2	1	1	2	3
<u>Age</u>					
<22 years	46	49	52	40	34
22-26 years	35	34	33	39	36
27-34 years	9	9	9	10	8
35+ years	10	7	6	8	21
Don't know/refused	1	1	1	2	2
<u>Gender</u>					
Male	44	44	44	43	46
Female	56	56	56	57	54

Demographic Profiles

- Currently, 76% of SFU students have a full-time or part-time job, with no one demographic, regional or U-Pass user group being more apt to be employed than another.
- Regionally, most SFU students live in Vancouver (21%), Burnaby/New Westminster (27%), Tri-Cities/Maple Ridge (18%) or Surrey/North Delta/White Rock (13%). No more than 7% of SFU students live in one of Langley, South Delta, Richmond or the North Shore.
- There are an above average number of U-Pass users living in Vancouver and Burnaby/New Westminster. On the other hand, a below-average number of U-Pass users lives in Richmond.
- Almost one-half of SFU students are under the age of 22, while another 35% are between 22 and 26 years of age. Only 19% are over 26 years old. U-Pass users tend to be younger than non-users (49% are under 22 versus 34% of non-users).
- Fifty-six percent of SFU students are female, and 44% are male. This same pattern is evident among U-Pass users and non-users.

* Frequent users defined as those making 4 or more one-way trips using their U-Pass in an average week, while less frequent users are defined as those making less than 4 trips.



This section presents the findings of the study among UBC students.



Section VI - UBC Highlights



U-Pass Usage & Profile

- Since September 2004, 86% of UBC students have used their U-Pass, with another 4% claiming they plan to use it in the future. The large majority of U-Pass users (83%) make four or more one-way transit trips per week with their U-Pass. This leaves 17% who are less frequent users making less than four one-way transit trips per week.
- Overall, UBC students make an average of just over seven transit trips using their U-Pass in a typical week, with the majority of this usage being to commute to and from school.
- Students who do not use their U-Pass mainly rely on their own vehicle to commute.
- UBC U-Pass users are more likely to be younger students, with 56% being under age 22. In addition, 54% of users live in Vancouver and another 9% live in Burnaby/New Westminster. Non-users of the U-Pass are twice as likely as pass users to live in Richmond (22% versus 11%, respectively).
- 16% of U-Pass users report that they have had to replace their pass due to loss or damage, with most of these students only having to replace it once, typically during September to November of 2004.

U-Pass Knowledge & Attitudes

- UBC students cite the main benefit of the U-Pass as the cost savings. Secondary benefits include: not having to carry change; a U-Pass is easier to obtain than a regular transit pass or tickets; and you can use the U-Pass anywhere.
- While 40% of UBC students cannot think of any drawbacks to the U-Pass program, 42% point to the program's mandatory purchase, with no option to "opt out", as the main drawback. Complaints about the program being mandatory are particularly high among non-users of the pass.
- When it comes to the administration, printing and distribution of the pass, the majority of students (70%) cannot think of any improvements. The few suggestions that were made (but none by more than 8%) include using fade proof ink, increasing the number of locations for pass pick-up and/or reducing line-ups at pick-up locations.
- Currently, 39% of students state that students fund the U-Pass program through their purchase, while TransLink (33%), the university (33%), and government/taxpayers (20%) are also mentioned as sponsors.



U-Pass Impacts

- As a result of the U-Pass, a notable proportion of UBC students report having more choices and options regarding where they live, shop, work and go to school. In particular, 38% feel they have more options for shopping, 32% more choices of where to live, 28% have more choice of where to work and 14% feel they have more choices regarding which school to attend.
- In terms of the pass's impact on commuting, 37% report that they have been able to avoid buying or owning a car as a result of the pass and 69% have been able to decrease their reliance on a car as a result of the pass. Taken together, a net total of 71% of UBC students have either reduced their reliance on a car and/or avoided buying a car, leaving only 29% unaffected either way by the U-Pass.
- When it comes to impact of the U-Pass on the actual modes of transportation used, 69% most often take transit to school since the pass was introduced, up from 44% before the pass. SOV commuting is down from 29% using it most often before the pass to 17% after the pass.

Pricing

- UBC students were presented with two price changes - one a price decrease for the U-Pass to \$72 for a 4-month term and the other, a price increase to \$88 for a 4-month term.
- Seventy-six percent of UBC students support continuing the U-Pass program if the price were reduced to \$72 per term, and 68% support it continuing at a price of \$88.
- Opposition is higher for the price increase to \$88 (27% are opposed) than for the price decrease to \$72 (18% are opposed).
- Opposition to any price change is greater among non-users than U-Pass users, the former likely voicing their discontent with having to pay for the pass at all.

Rating of Quality of Transit Service

- UBC students rate the transit service available to and from UBC and for other non-school trips as 7.2 out of 10.
- One-half (49%) rate transit service to and from UBC an 8, 9 or 10 out of 10, or very good to excellent.



Section VI - UBC Highlights



Transit Satisfaction (continued)

- U-Pass users are more positive about transit service than are non-users. Further, when it comes to non-school trips on transit, students living on the North Shore, in the Surrey/White Rock/North Delta/Langley areas and in Vancouver tend to give the most positive assessments.
- Despite how they rated transit service to and from UBC, students tend to agree that adding more buses and improving the frequency of buses are the main improvements that should be made to improve service. Those who call for improved frequency would like to see buses run an average of every 9 minutes.

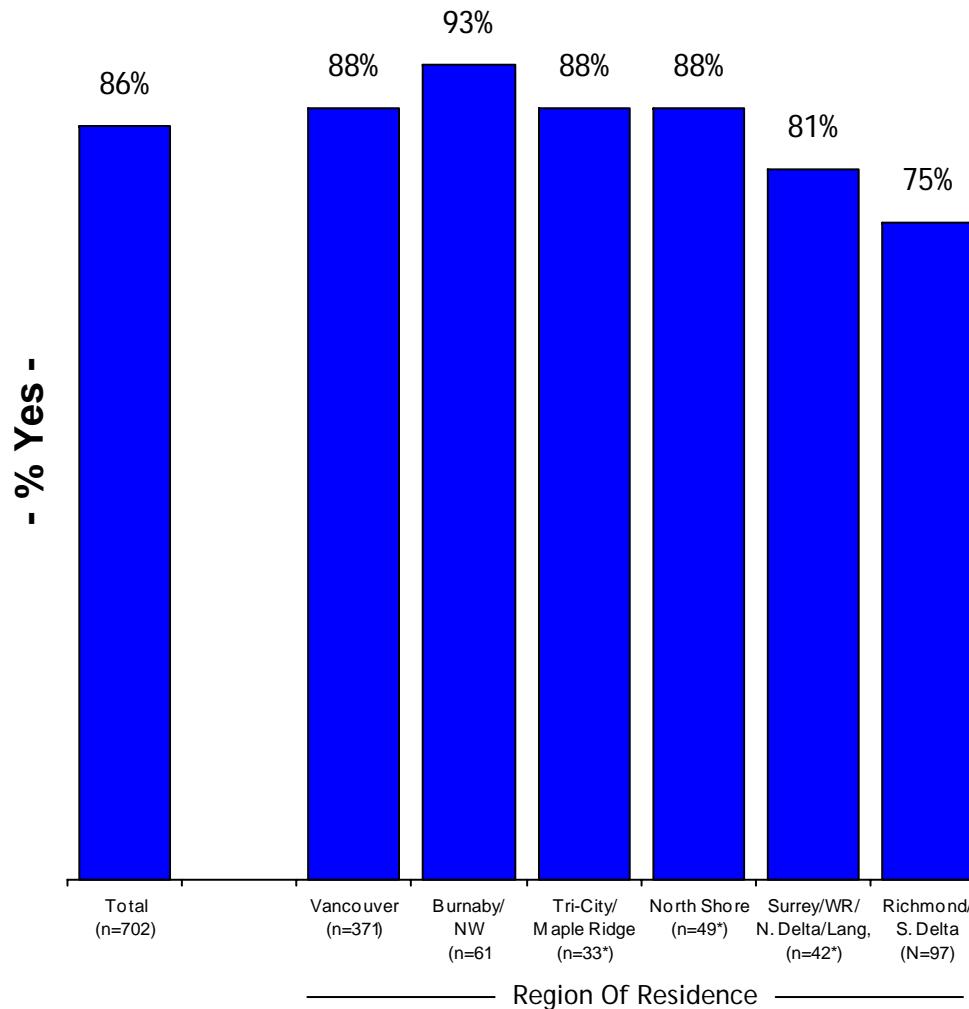
Merchant Discount Program

- Only 23% of UBC students are aware of the Merchant Discount Program. Awareness is not higher among U-Pass users than it is among non-users.
- The most common sources of awareness of the Program are flyers and brochures, word-of-mouth and by information received with the U-Pass.
- Awareness of the Merchant Discount Program sponsors is also low, with almost three-quarters not being able to name any participating merchants. The only participant mentioned with any frequency is Mountain Equipment Co-op (12%), while no other organization is mentioned by more than 3% of students aware of the program.
- When students aware of the Merchant Discount Program are asked who they would like to see involved, Safeway, and other grocery and food stores as well as restaurants top the list.



Q1a. Since September 2004, have you used the U-Pass, a universal transit pass which was included with your student fees?

Current Usage



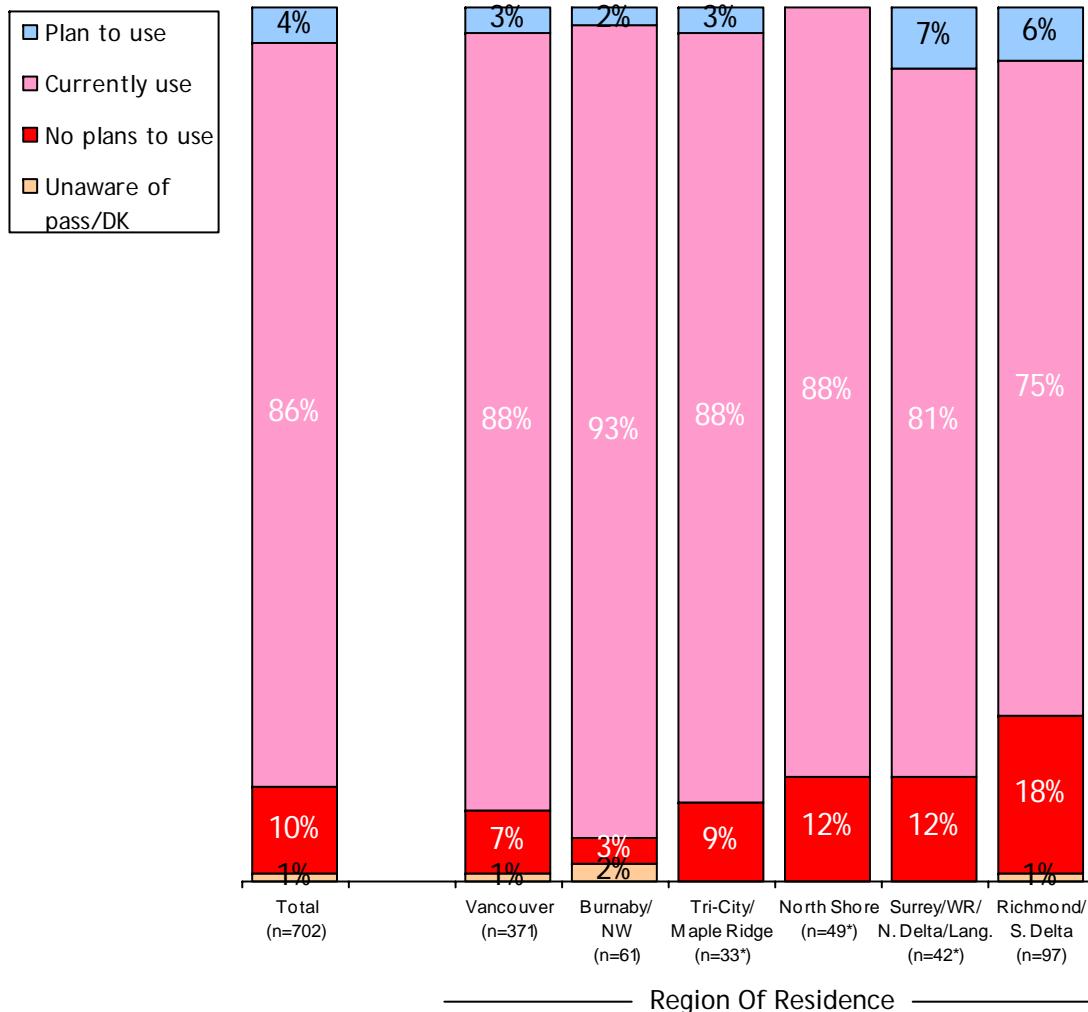
*Caution: small base size.

- Since September 2004, 86% of UBC students report that they have used their U-Pass which was included with their student fees.
- Usage of the UBC U-Pass is particularly high among younger students (90% of those under 22 years of age have used it) and somewhat lower among older students (74% of students over 26 years of age have used it).
- By region of residence, students who live in Richmond/South Delta/Tsawwassen/Ladner have the lowest incidence of U-Pass usage at 75%.



Q1b. Do you plan to use your U-Pass in the future?

Future Usage

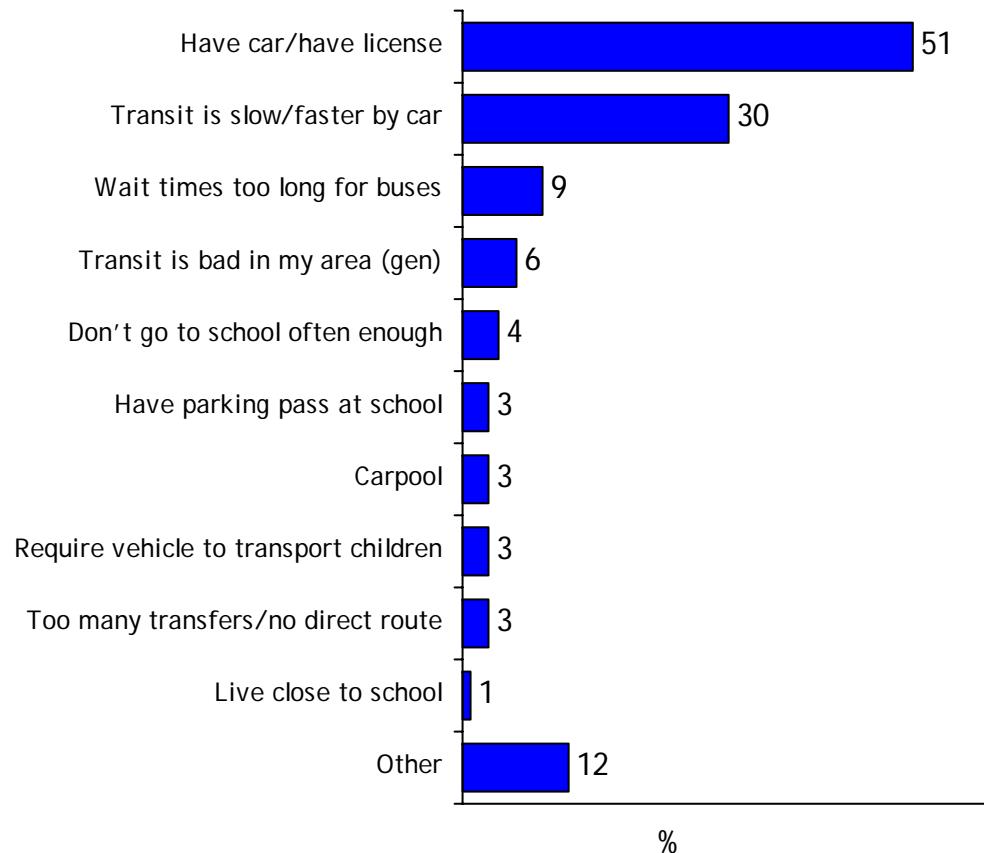


*Caution: small base size.



Q1c. What are the main reasons you (do not use/do not plan to use) your U-Pass?

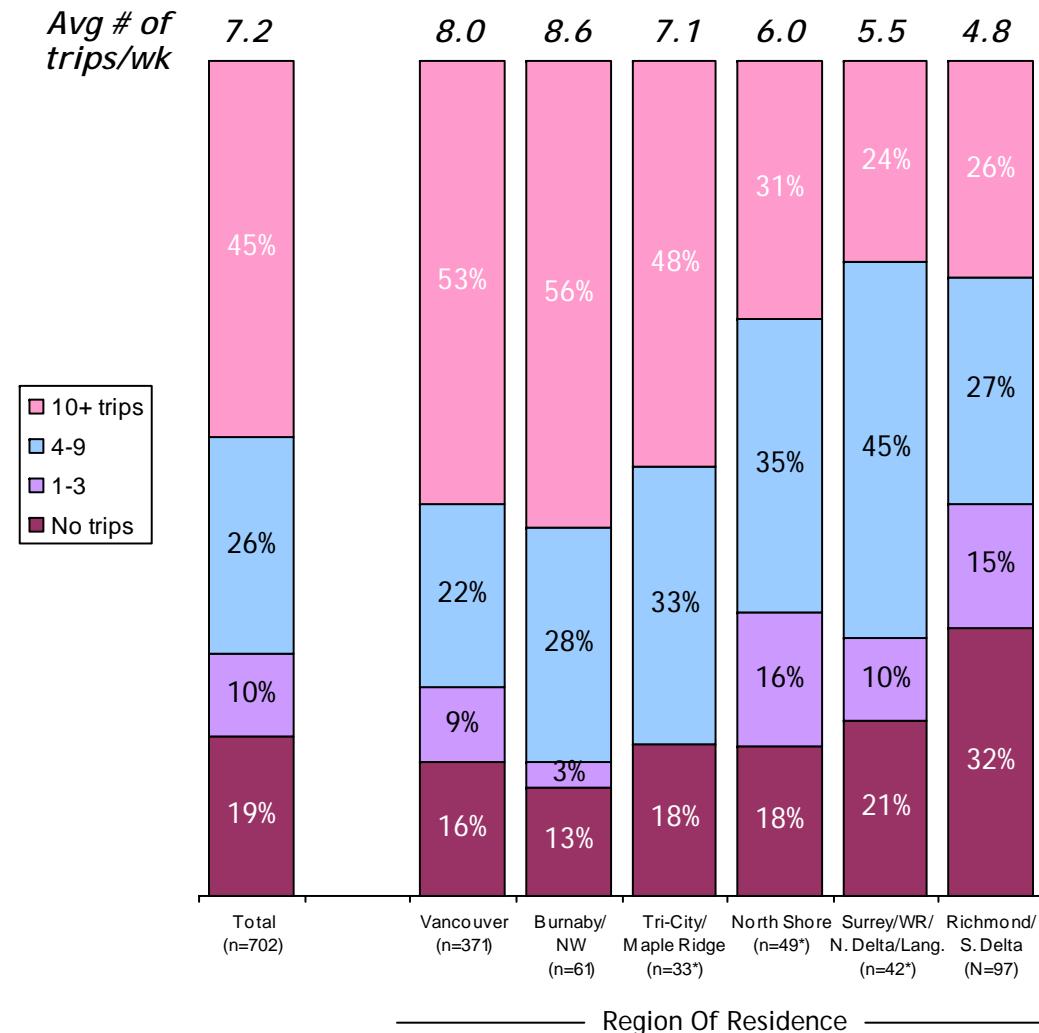
Reasons for Not Using U-Pass



- The 10% of students who do not use their U-Pass most often say they don't use it because they have a car or their driver's license (51% of these students saying this). Another 30% of these students feel transit is slow and that it is faster to travel by car.
- Other reasons given by these students include that wait times for buses are too long (9%), transit is bad in their area (6%), and they do not travel to school often enough (4%). No other single reason is mentioned by more than 3% of these students.



Q2. In an average week, how many one-way trips on transit do you make using the U-Pass?



*Caution: small base size.

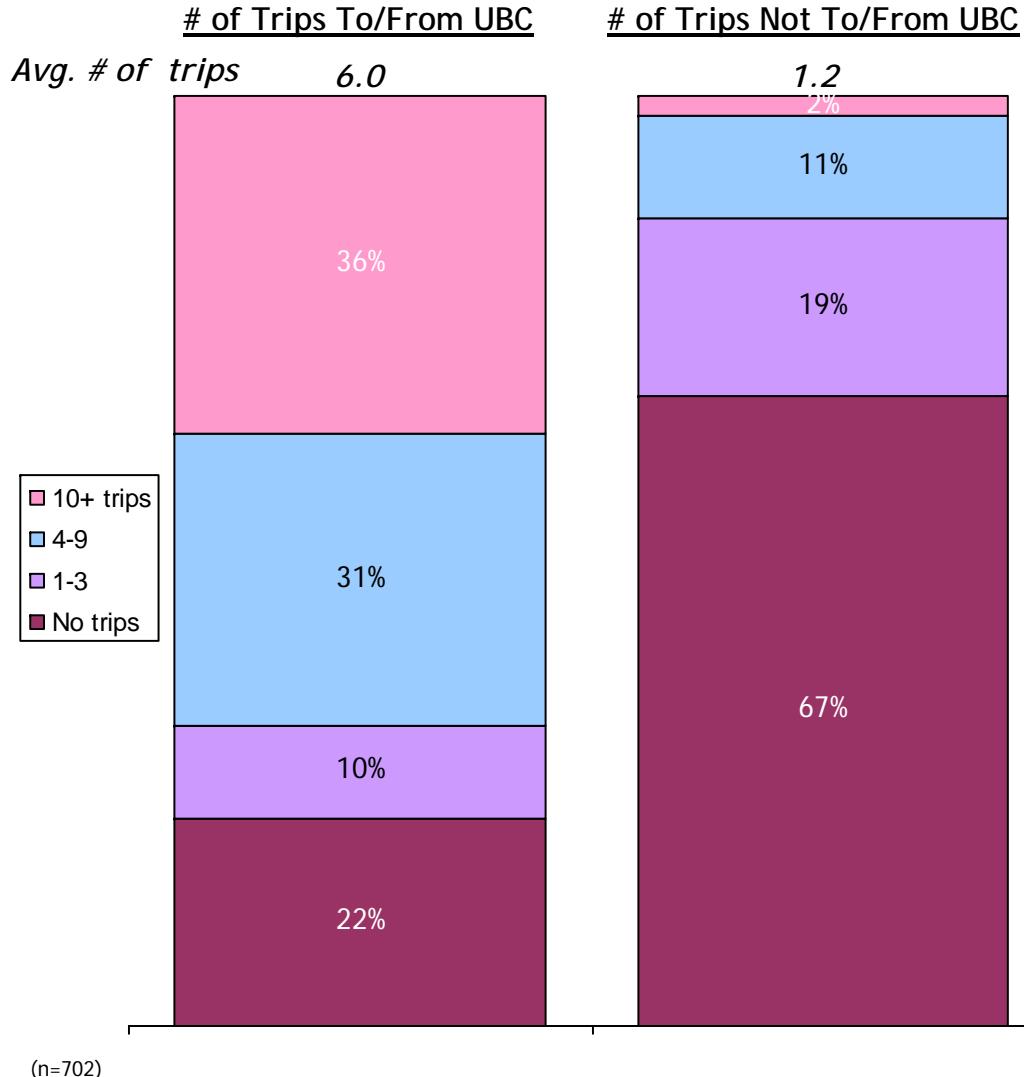
Number of Trips Taken

- In a typical week, UBC students report taking an average of just over seven one-way transit trips using their U-Pass. To break this down, 45% take 10 or more one-way trips per week, 26% make between four and nine one-way trips per week and 10% make between one and three such trips per week. This leaves 19% who say they do not use their U-Pass in a typical week.
- Students who are using their U-Pass more frequently those taking 12 or more credits per term (average of 7.5 trips), those who mainly use their U-Pass to commute to and from school (9.1 trips), Vancouver City residents (8.0 trips) Burnaby/New Westminster residents (8.6 trips), and students under 27 years of age (7.6 trips).



Q2b. How many of those (#) one-way trips are to travel to & from UBC?

Q2c. How many of those (#) one-way trips are not to travel to & from UBC?

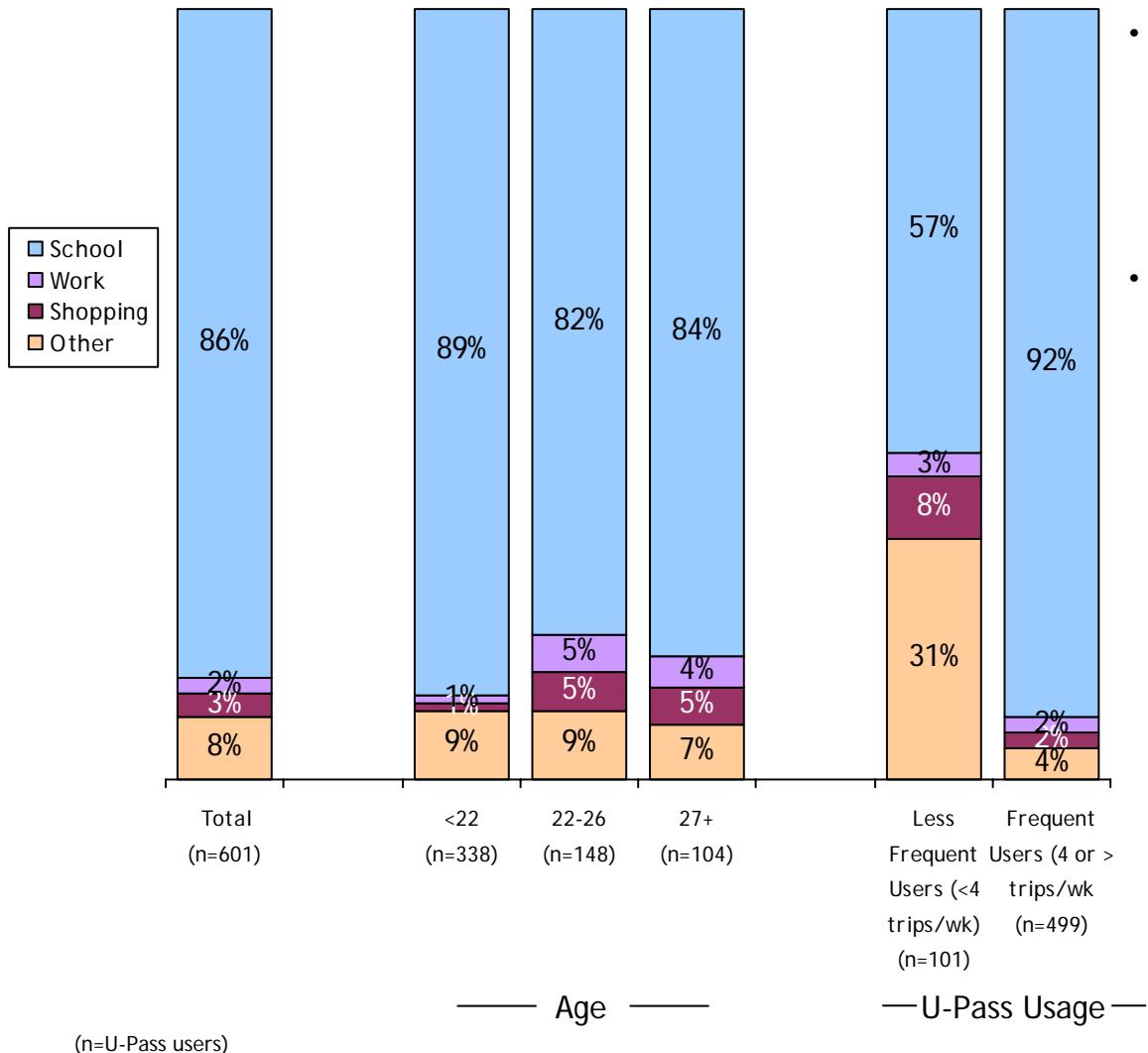


Number of Trips To/From UBC & Other Destinations

- The large majority of one-way trips that students are making each week with their U-Pass are to commute to and from UBC (an average of 6.0 trips out of a total of 7.2 trips).
- An average of 1.2 out of the 7.2 one-way trips students make each week with their U-Pass are for non-UBC travel.
- While full-time students make more trips with their U-Pass than part-time students, both groups are mainly use their U-Pass for school trips.

Q2d. What is your primary purpose when using the U-Pass?

Trip Purpose



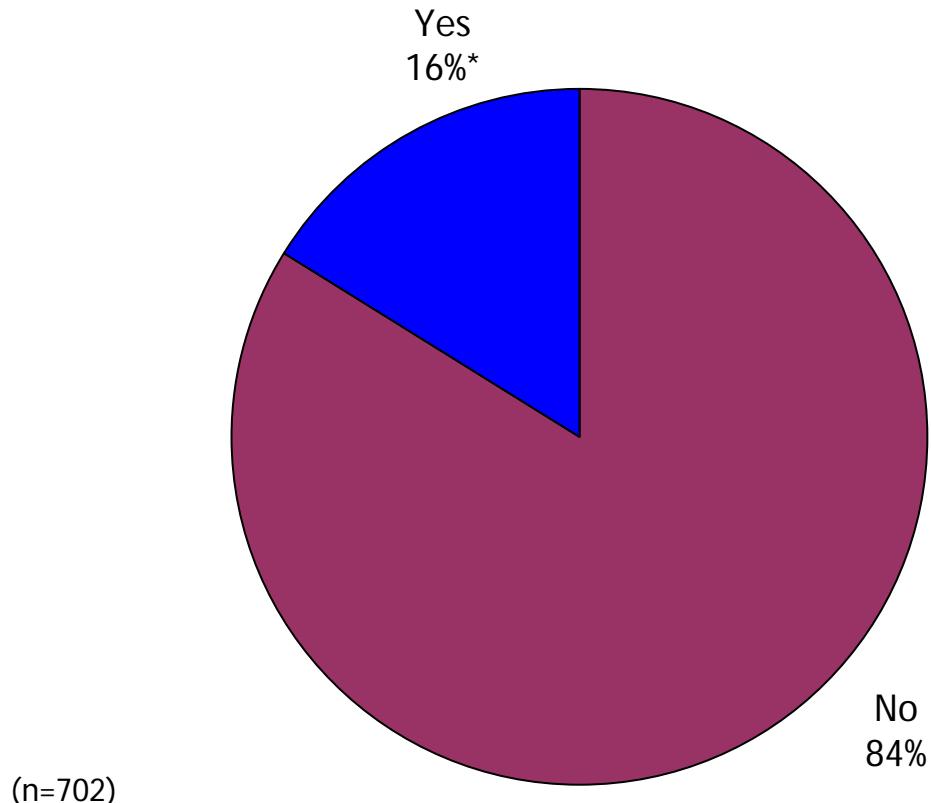
- 86% of U-Pass users state that their primary purpose in using the pass is for traveling to and from school. Only 3% report that the primary purpose of their travel when using the U-Pass is shopping, and only 2% primarily use it to commute back and forth to work.
- While main trip purpose when using the U-Pass does not differ by student age, frequent U-Pass users (those who make four or more one-way trips per week) are more likely to use their pass mostly for school trips compared with less frequent users.



Q16. Have you had to replace your U-Pass due to loss or damage?

Q16b. How many times?

Q16c. And when was the last time?



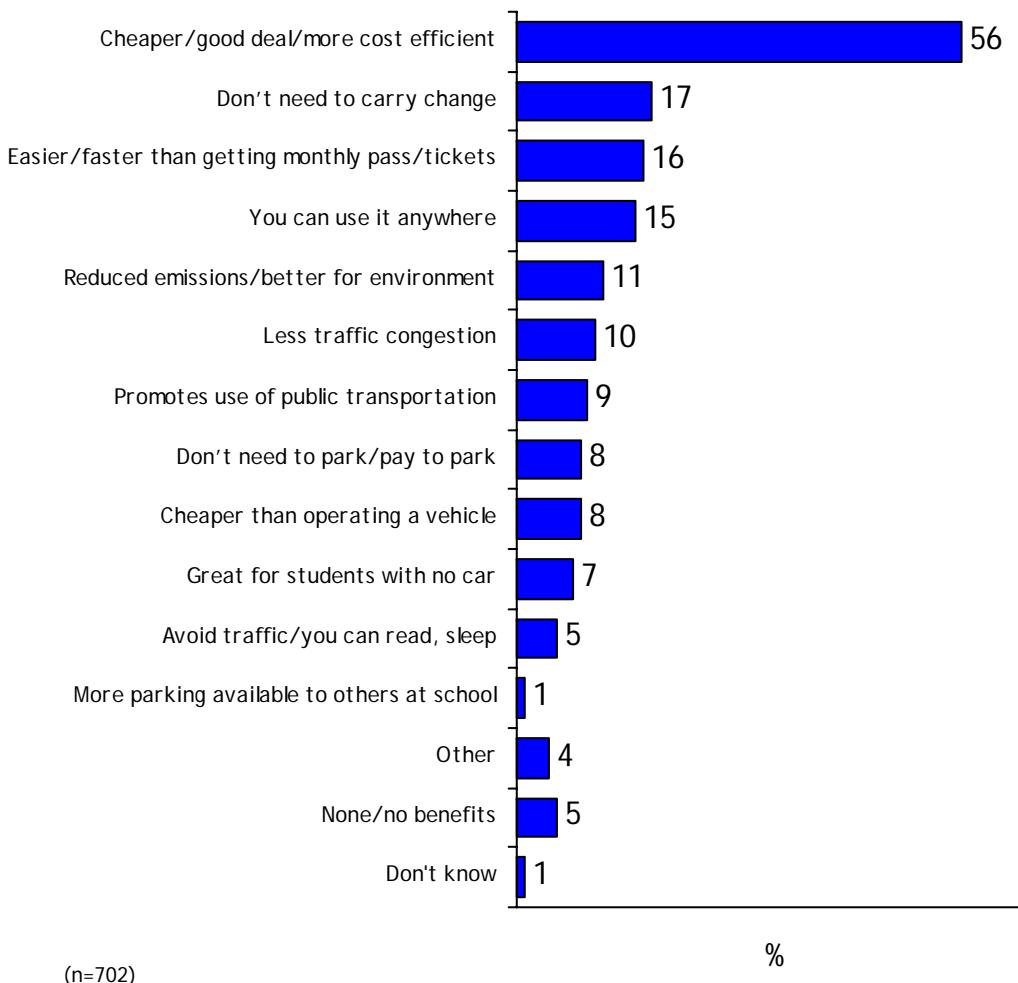
*Among all students, 13% replaced their pass once and 2% replaced it 2 or more times.

U-Pass Replacement

- 16% of UBC students claim they have had to replace their U-Pass because of loss or damage. Students who are the most likely to have had to replace their pass include frequent pass users (20% have had to replace it), those who use their pass mainly for commuting to and from school (20%), and students carrying a full course load (17%).
- Most of these students have only had to replace the pass once so far, with the majority having had to do so this year (in 2004), particularly in the months of September through to November.

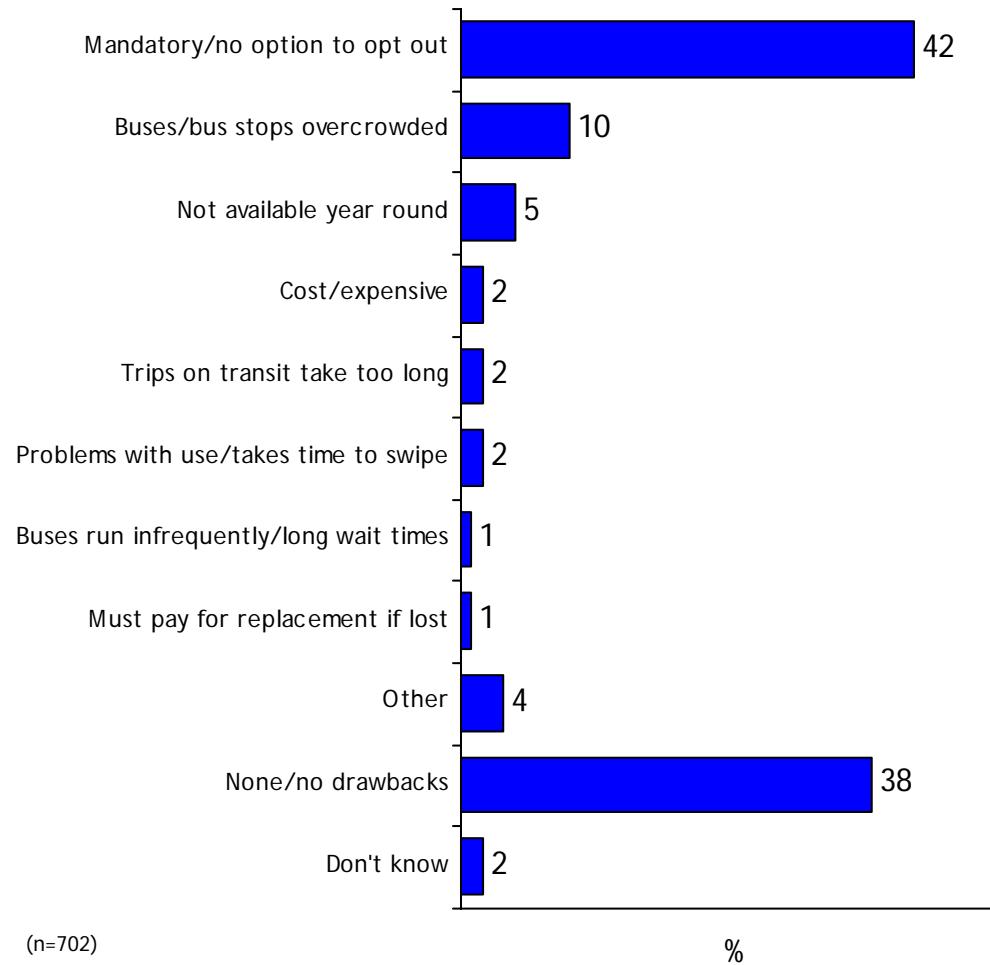


Q3. What do you think are the main benefits of having a U-Pass at UBC?



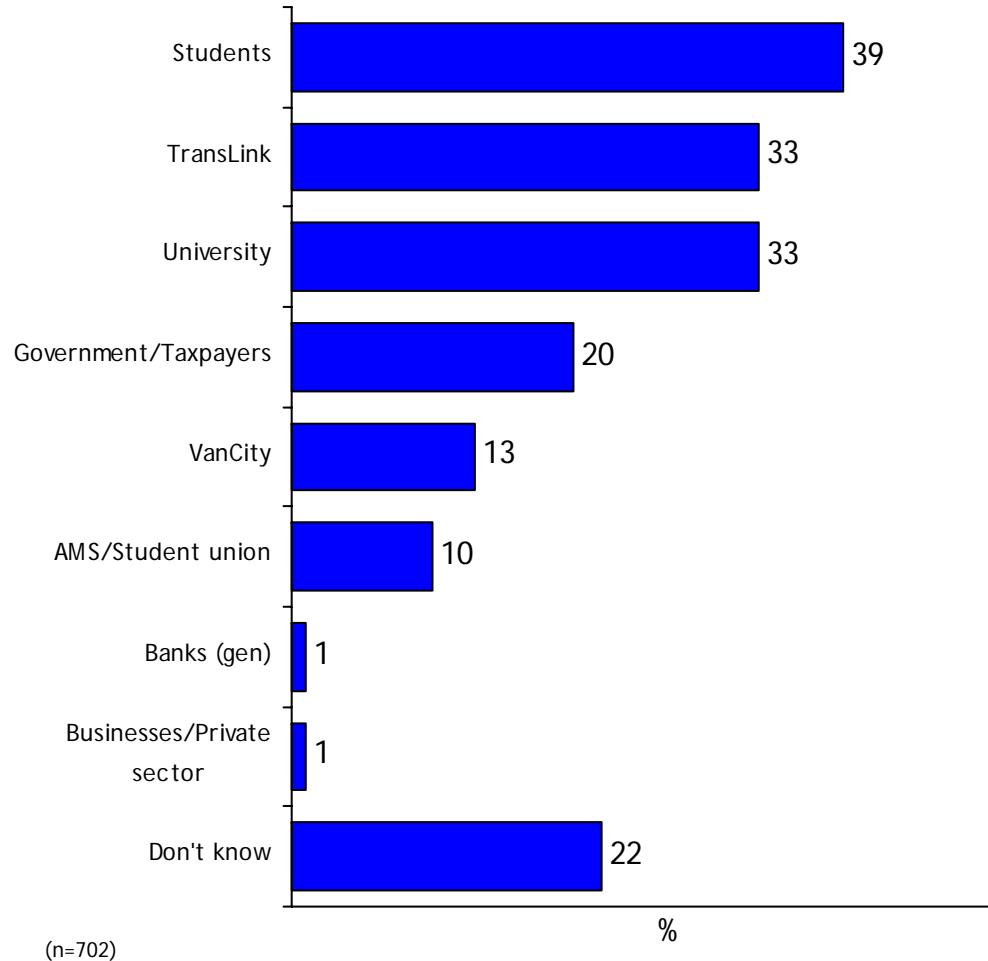
Main Benefits of U-Pass

- The main benefit students see with the U-Pass is that it is less expensive than monthly transit passes or tickets (56%).
- Less often mentioned benefits include that fact that it eliminates the need to carry change (mentioned by 17%), it is easy and faster than getting a monthly pass (16%) and the pass can be used anywhere, anytime (15%).
- Other benefits of the U-Pass, each being mentioned by about 10% of students include: that it reduces vehicle emissions, results in less traffic congestion, promotes the use of public transit, negates the need to park or pay for parking, and is cheaper than operating a vehicle.
- While users of the pass, especially frequent users, are particularly focused on the cost savings the U-Pass affords them, non-users are more apt to point out that the pass benefits students without cars.

**Q4. What do you think are the main drawbacks of having a U-Pass at UBC?****Main Drawbacks of U-Pass**

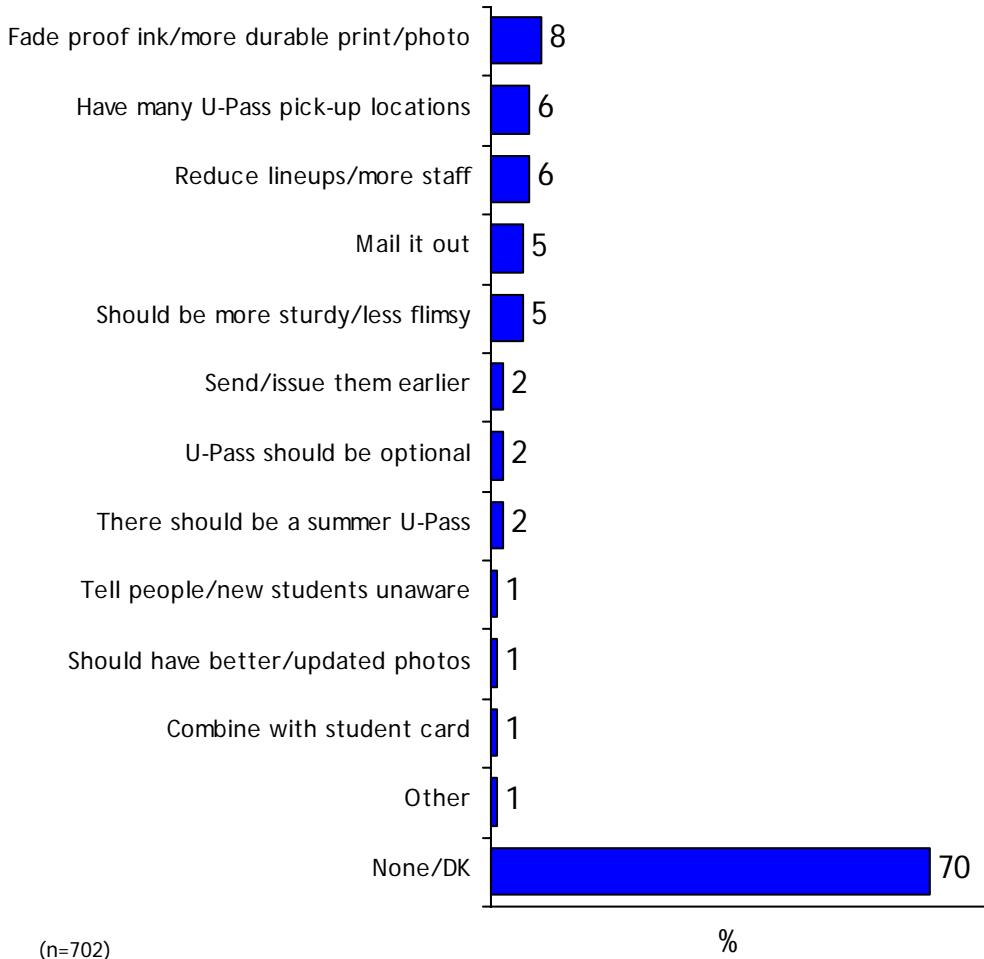
- While 40% of UBC students cannot think any drawbacks to having the U-Pass, 42% of students state that having to buy the U-Pass with no opting out is a negative feature. No other criticism is mentioned by more than 10% of students, with buses and bus stops being overcrowded (10% mentioning) and the pass being unavailable year-round (5%) being the only other two notable comments.
- Worth noting, is that while students are obviously preoccupied with the mandatory purchase requirement of the U-Pass program, they do not make any comments regarding how U-Pass funds are used or where the money is going.
- Criticism of the mandatory purchase of the U-Pass is particularly high among non-user (70% of these students mention it) and less frequent U-Pass users (63% mention it).

Q14. As far as you know, who funds the U-Pass Program?



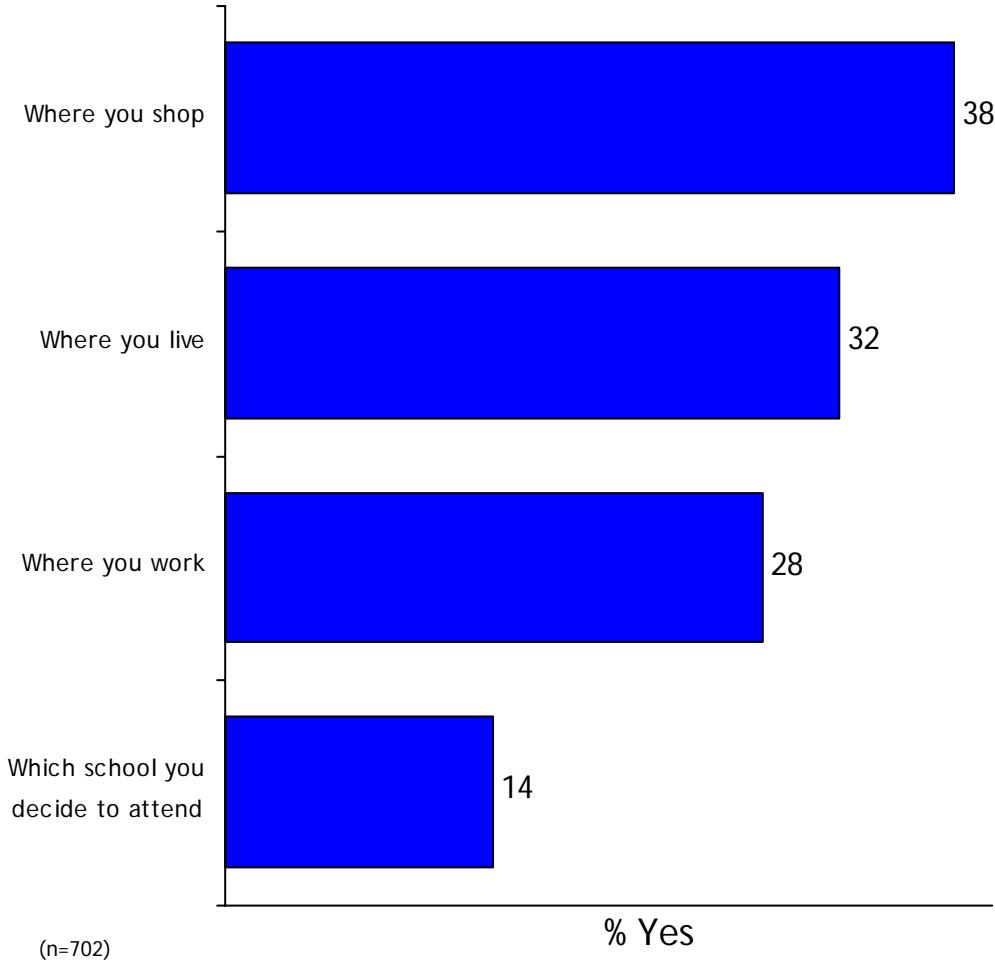
U-Pass Funding

- When students are asked who funds the UBC U-Pass program, the main groups mentioned are students (39%), the university (33%), TransLink (33%), and the government/taxpayers (20%, with the provincial government being named most often).
- Other organizations mentioned as sponsors include VanCity (13%) and the AMS/student union (10%).

**Q15. Are there ways in which the administration, printing and distribution of the U-Pass could be improved?****Possible Improvements**

- The large majority of UBC students (70%) could not think of any improvements that could be made to the administration, printing and distribution of the U-Pass. The few suggestions that were made (but none by more than 8% of students) include using fade-proof ink, having many/more locations to pick up the U-Pass, reducing lineups and having more staff, making the pass more sturdy and mailing out the pass.

Q5. Has the U-Pass resulted in you having more choices or options regarding ... ?

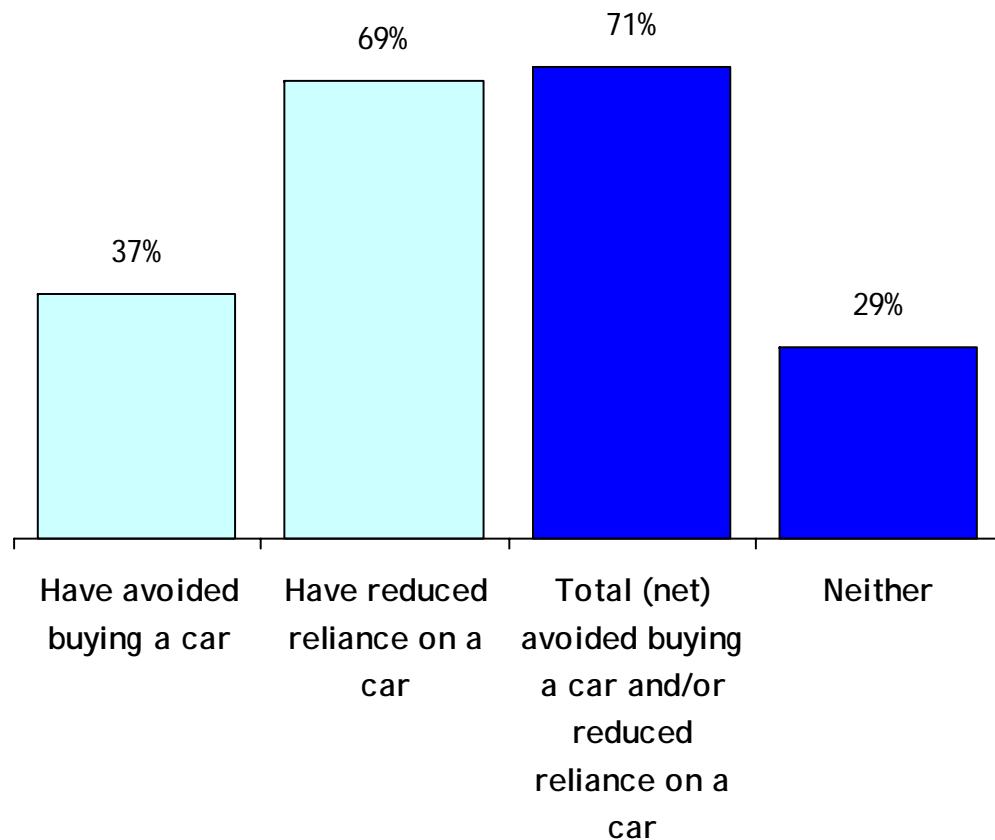


Increased Choices/Options for Students

- UBC students report that the U-Pass has given them more options and choices regarding where they live, work, shop and go to school. Specifically, as a result of having a U-Pass, 38% of UBC students have more shopping choices, 32% have more options regarding where they live, 28% have more choices regarding where they work, and 14% feel their options of which school to attend have been increased.

Q6. Have you been able to avoid buying or owning a car as a result of the U-Pass?

Q7. Have you been able to reduce your reliance on a car as a result of the U-Pass?



(n=702)

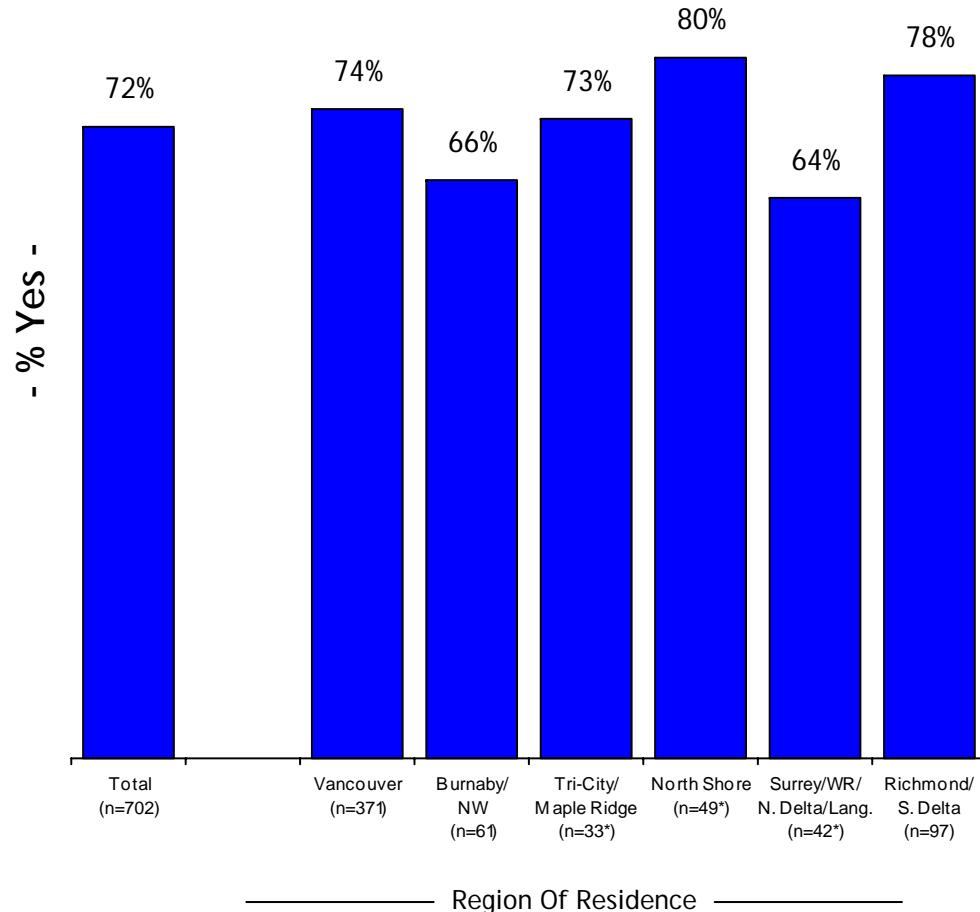
Effect on Vehicle Ownership & Reliance

- As a result of the U-Pass, 37% of students claim they have been able to avoid buying or owning a car and 69% claim they have been able to reduce their reliance on a car. Virtually all these students who profess to be positively impacted by the U-Pass in these ways are U-Pass users, with the large majority being frequent U-Pass users.
- When we look at the net effect of the U-Pass program, we find that 71% of UBC students report that the U-Pass program has resulted in a reduced reliance on a car and/or has enabled students to avoid buying or owning a car. This leaves 29% of UBC students who claim to be unaffected by the program on both these fronts.
- Students whose reliance on and ownership of a car has been most unaffected by the U-Pass program are, non-users (83% of these students say the program has not resulted in any declined usage or car ownership avoidance), as well as students who previously commuted to UBC in Single Occupant Vehicles (48%).

Q11. Did you travel to UBC before the introduction of the U-Pass?

UBC Travel

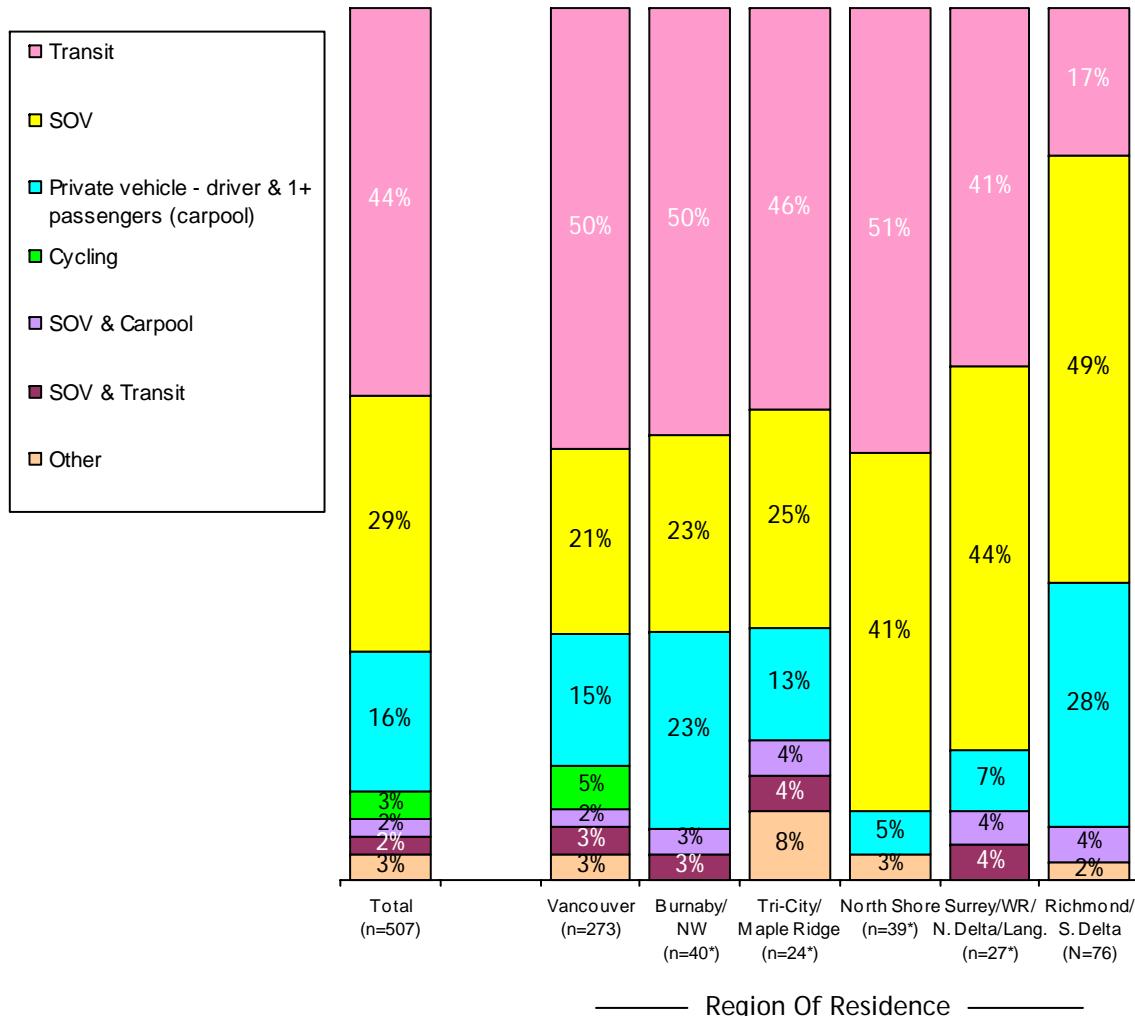
- 72% of UBC students report that they traveled to and from UBC prior the introduction of the U-Pass.



*Caution: small base size.



Q12. What mode of transportation did you use most often to travel to and from school before the introduction of the U-Pass at UBC?



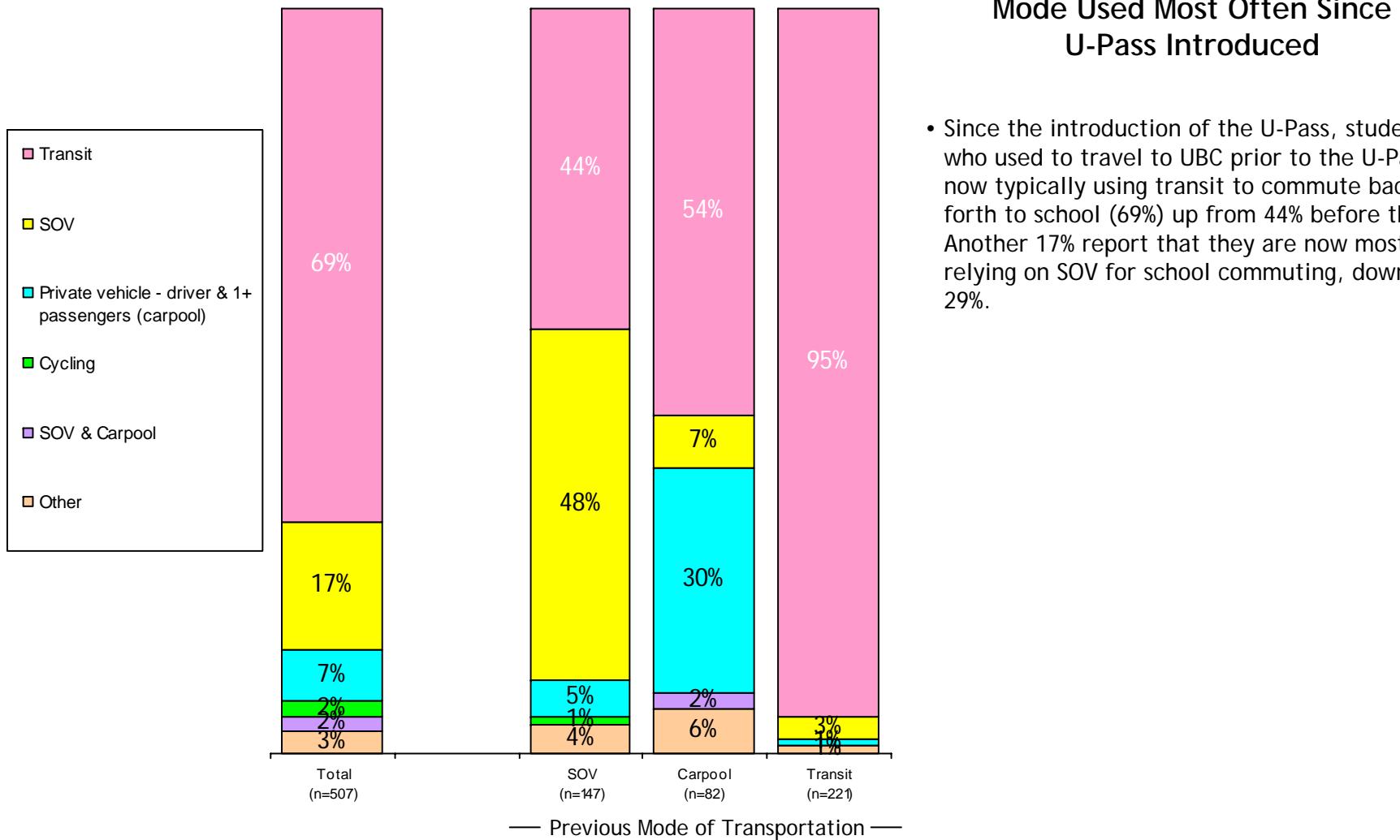
Prior Modes Used to Commute to UBC

- Among UBC students who commuted to UBC prior to U-Pass, 44% most often took transit, 29% traveled in Single Occupant Vehicles, while 16% carpooled. Other students who previously traveled to UBC also cycled (3%) or used a combination of modes or some other mode (8%).
- Transit, as a prior mode of transportation, was the most common mode for all students, except for those who live in the Surrey/White Rock/North Delta/Langley region (they are equally likely to have traveled via SOV) and those who live in Richmond/South Delta (they primarily traveled SOV or carpooled).
- Current U-Pass users who previously traveled to UBC are more likely than non-users to have used transit (50% versus 8%, respectively).

(n=those who used to travel to UBC before U-Pass)

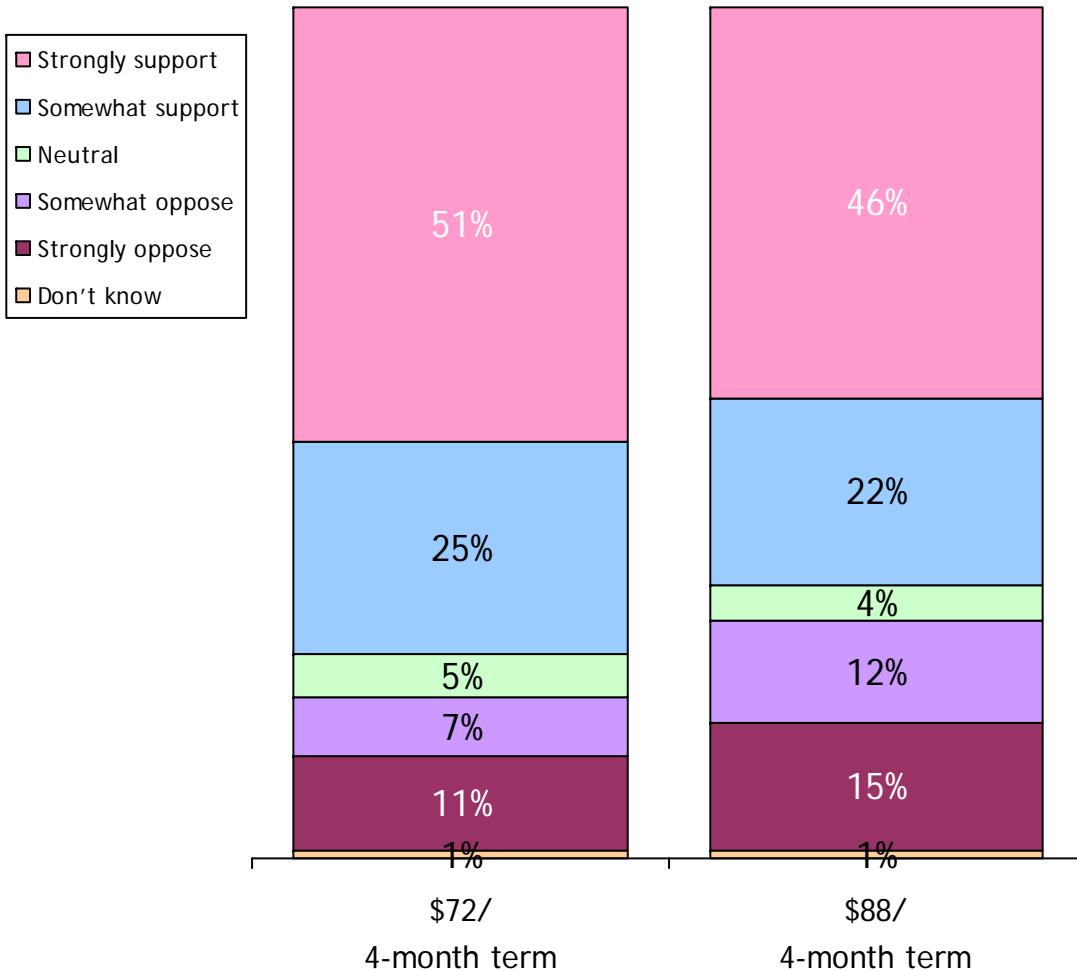
*Caution: small base size.

Q13. Since the introduction of the U-Pass, what mode of transportation do you use most often to travel to and from school?



(n=those who used to travel to UBC before U-Pass)

**Q8a-c The U-Pass at UBC is currently \$80 per 4-month term.
Starting September 1, 2005, would you support or oppose
continuing the U-Pass Program if the price was changed to ... ?**



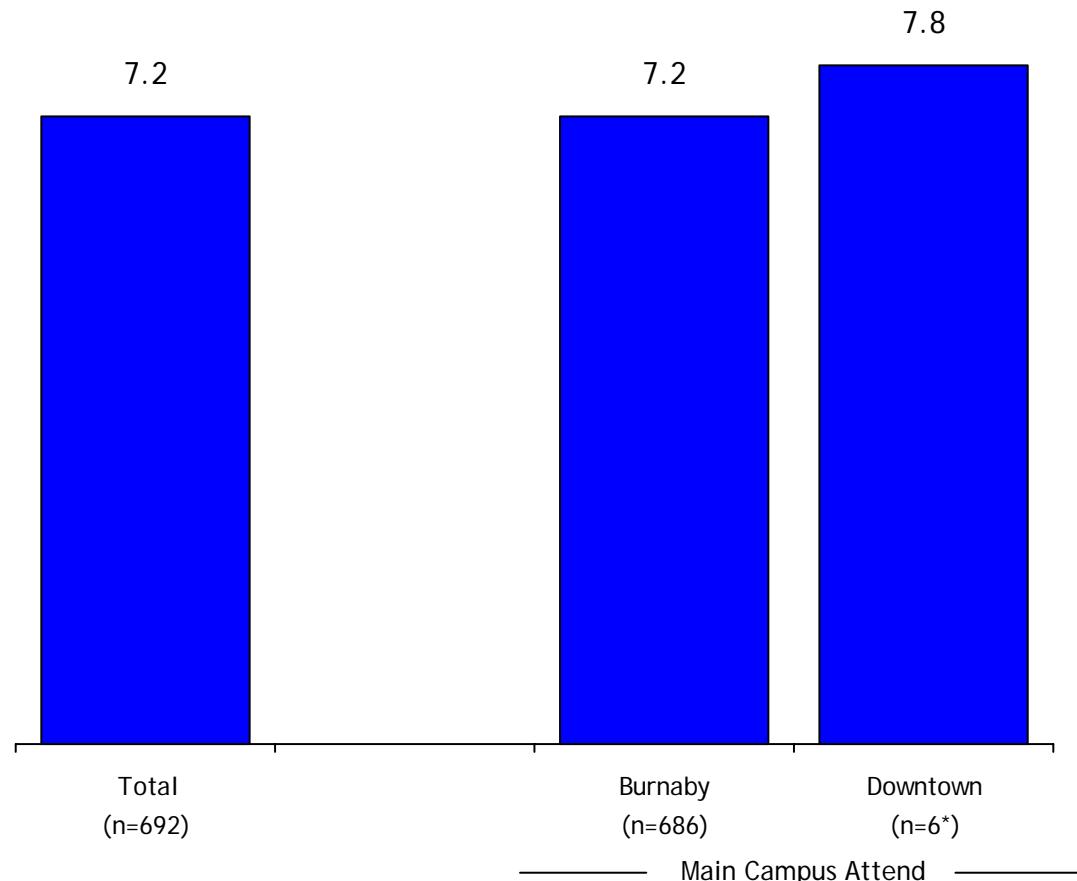
(n=702)

U-Pass Pricing

- The majority (76%) of UBC students are supportive of lowering the price of the U-Pass to \$72 for a 4-month term (\$8 lower than the current price). Specifically, 51% strongly support this price break, 25% somewhat support it, while 5% are neutral, 7% are somewhat opposed and 11% are strongly opposed.
- The majority of those in opposition are either non-users or less frequent users of the U-Pass. Hence, their opposition is more than likely a general disapproval of having to pay for the pass.
- At a price increase to \$88 per 4-month term, support for continuing the U-Pass program is 68%, and opposition at 27%.
- Predictably, support for a price increase to \$88 is greater among U-Pass users than it is among non-users (74% versus 31%, respectively). In fact, 48% of non-users are strongly opposed to a price increase to \$88. However, even at a lower price, \$72, strong opposition among non-users stands at 38%. Again, this opposition likely stems from having to pay for something they do not use.



Q9b. Overall, how would you rate the quality of transit service to and from the UBC (main campus attend)? Please use a 10-point scale where 10 means excellent and 1 means very poor.



(n=students who travel to a UBC campus)

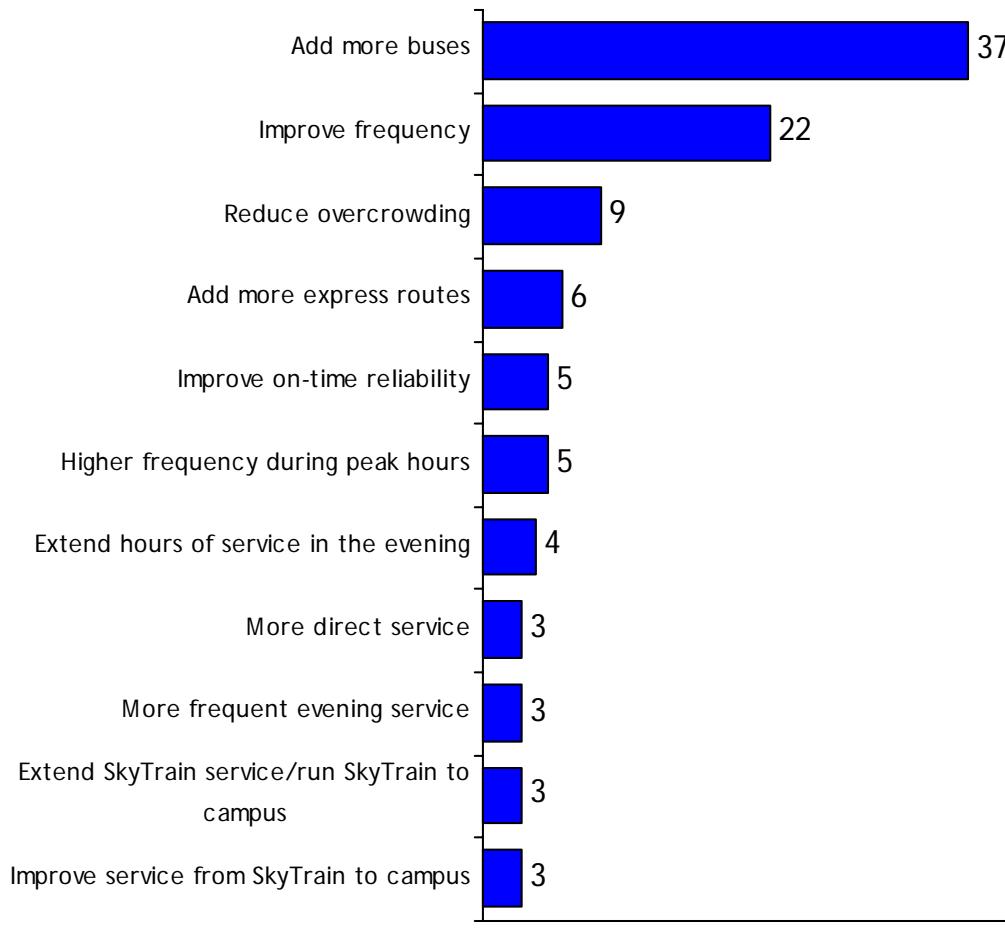
*Caution: extremely small base size.

Service To & From UBC

- UBC students currently rate the quality of transit service to and from the university at 7.2 out of 10, with 49% awarding scores of 8 or higher out of 10.
- While there are no differences in ratings between those who travel to the main campus and those who travel to the downtown location, U-Pass users give significantly higher ratings than non-users (7.3 versus 6.1, respectively).



Q9c. What could be done to improve transit service to and from UBC (main campus attend)?
Q9c2. How frequently should buses run?



(n=692 students who travel to a UBC campus)

%

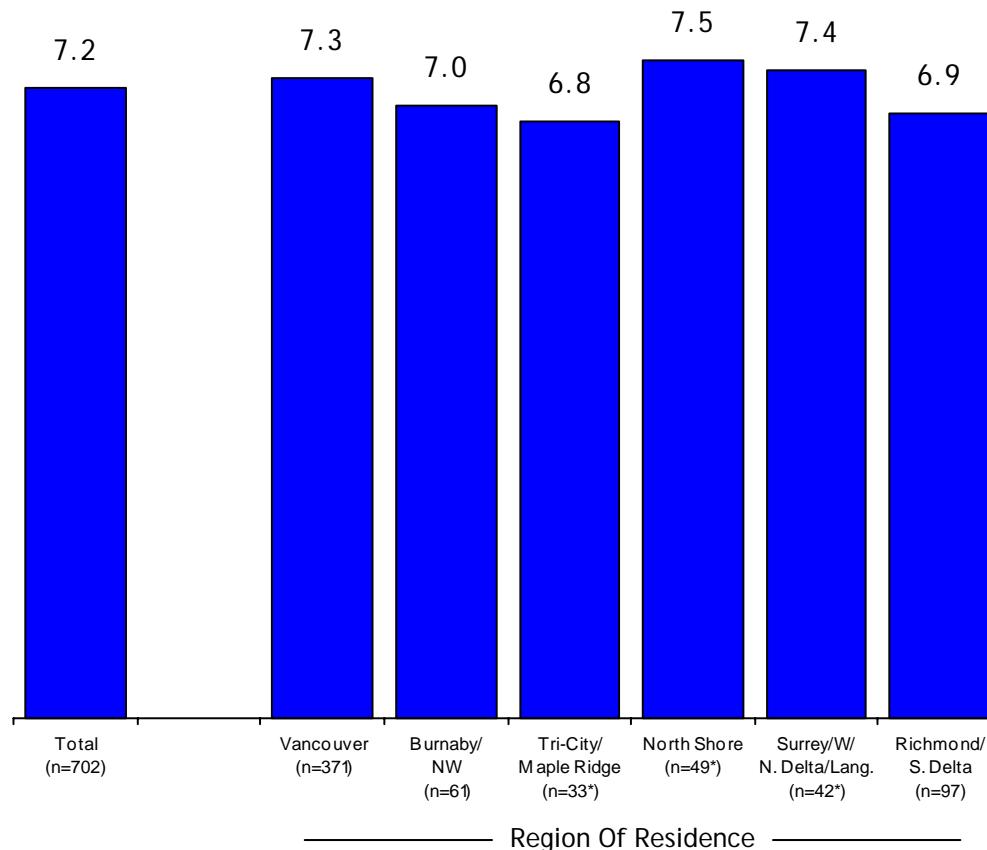
Only responses of 3% or greater shown.

Ways To Improve Service To/From UBC Campuses

- When it comes to improving the transit service to and from UBC, all students are in agreement (despite how they rated the service) that more buses are needed (37% mentioning in total), the frequency of service needs to be improved (22%) and overcrowding needs to be reduced (9%).
- Students who suggest that buses run more frequently would like to see them come an average of every 9 minutes.
- Complaints about overcrowding are most prevalent among students who rated the transit service to and from UBC as a 5 or lower out of 10 (16% of these students mention overcrowding versus 8% among all other students).
- Less frequent suggestions made by 6% or fewer students include adding more express routes, improving on-time reliability, having a higher frequency during peak hours and extending hours of service in the evening.
- Overall, 18% of students had no suggestions to make about improving the service or could not think of any.



Q10. Overall, how would you rate the quality of transit service for non-school trips in Greater Vancouver? Please use a 10-point scale where 10 means excellent and 1 means very poor.



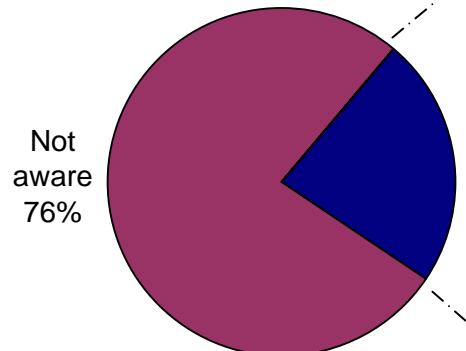
*Caution: small base size.

Service For Non-School Trips

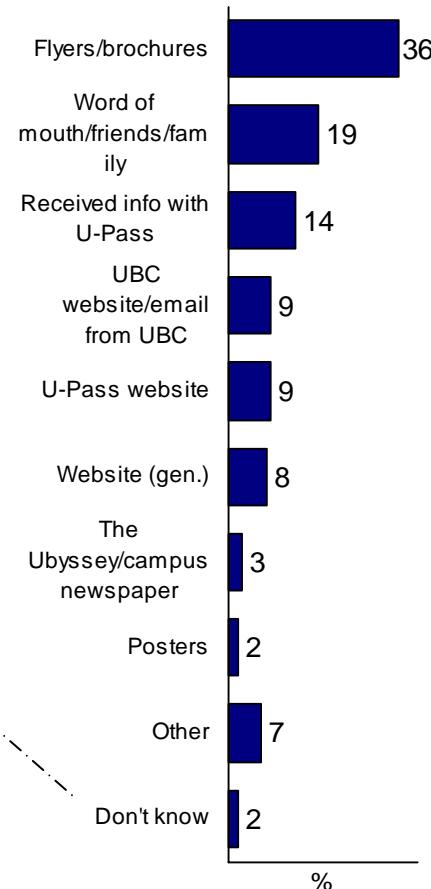
- UBC students rate the quality of transit service for non-school trips almost identically to that of service for school trips. Specifically, transit service for non-school trips earns an average score of 7.2 out of 10, with 44% awarding scores of 8, 9 or 10 out of 10.
- Students living in Vancouver, on the North Shore, and in Surrey/White Rock/North Delta/Langley all award the highest ratings to non-school transit service. Meanwhile, students living in Burnaby/New Westminster, Tri-Cities eastward to Maple Ridge and in Richmond/South Delta/Ladner/Tsawwassen, award relatively lower ratings.
- U-Pass users (and particularly frequent users) are also more positive about transit service for non-school trips (7.3) compared with non-users (6.2).

Q17. Are you aware of the UBC U-Pass Merchant Discount Program?

Q18. How did you hear about it?



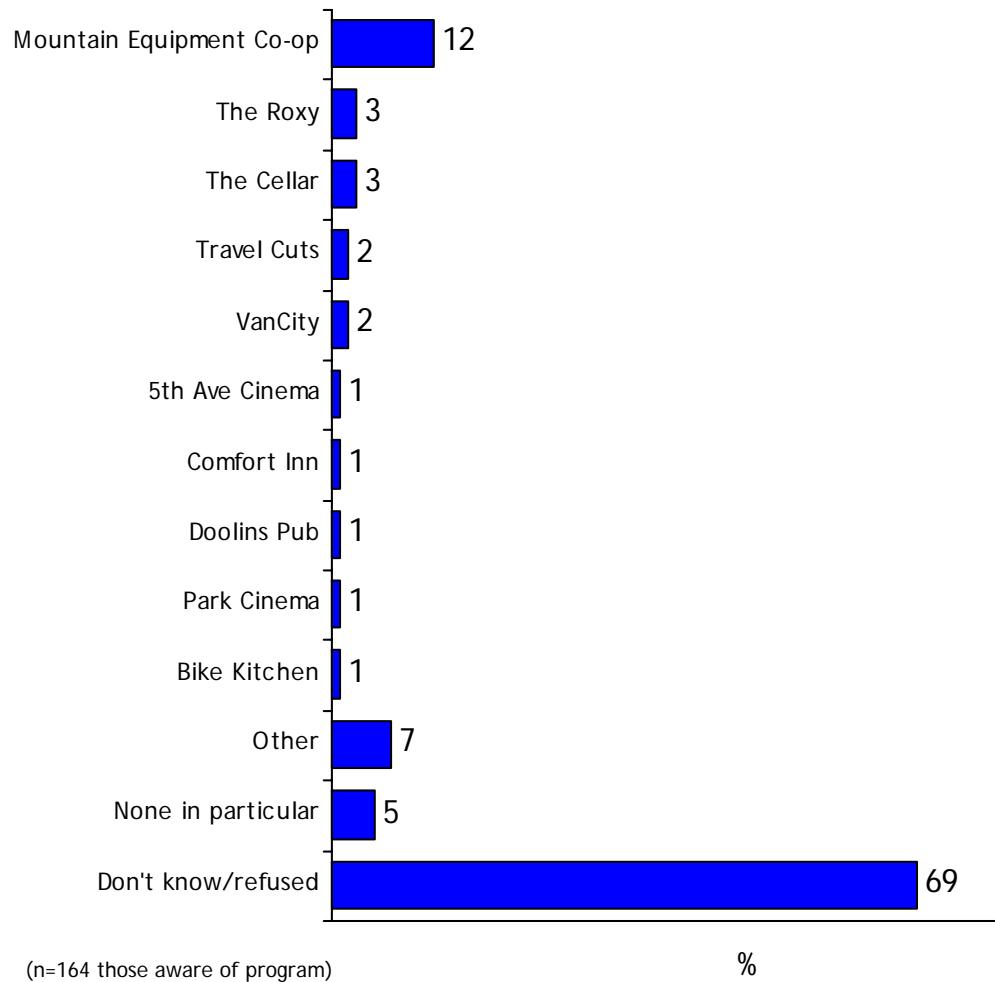
(n=702)



(n=164 those aware of program)

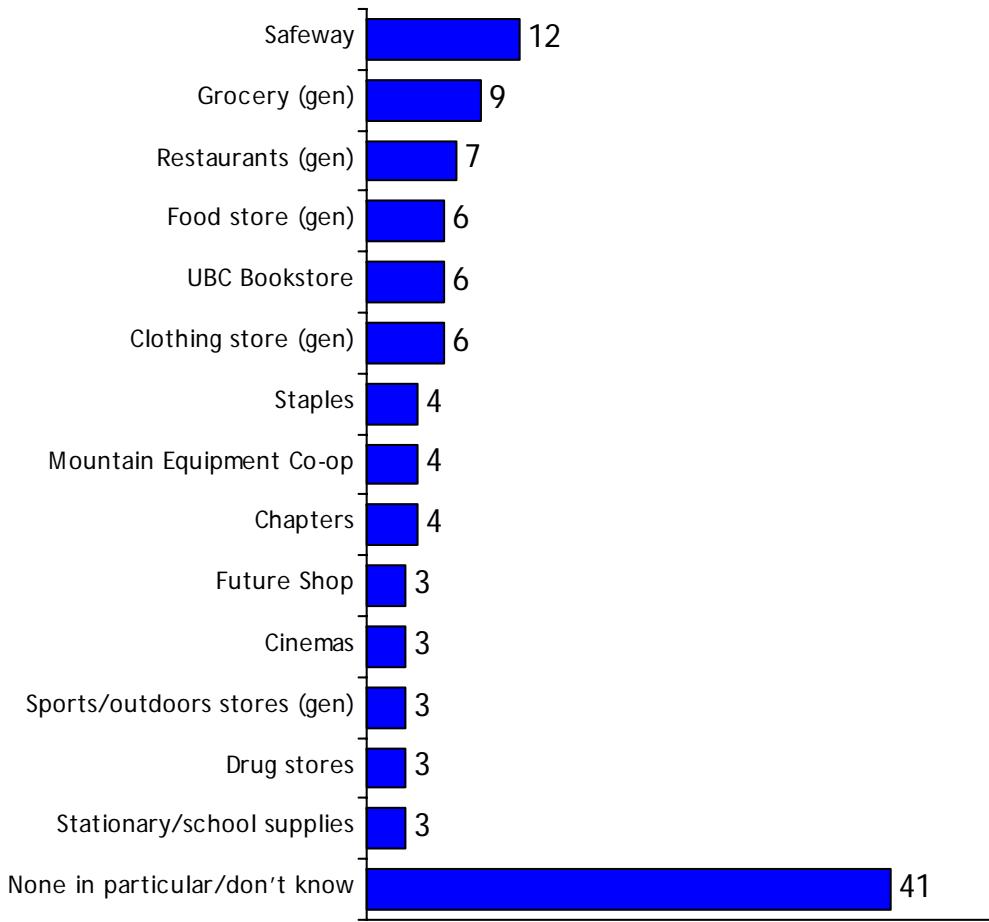
General Awareness

- Only 23% of UBC students are aware of the UBC U-Pass Merchant Discount Program. Awareness is uniform across U-Pass users and non-users, but is notably higher among older students compared with younger students (17% awareness among students under 22 years and 30% awareness among students aged 22 years and older).
- Students aware of the Merchant Discount Program most commonly found out about it via a flyer or brochure (mentioned by 36% of these students), while others learned about it by word-of-mouth (19%) or from information received along with their U-Pass (14%).
- Secondary sources of awareness include the UBC website or email from UBC (9%), the U-Pass website (9%) and/or an unspecified website (8%).

**Q19. Which merchants have you heard are participating in the Program?****Awareness of Participants**

- Students aware of the Merchant Discount Program have limited knowledge of the merchants participating in the Program; and 74% could not name any organizations that are taking part.
- The few merchants that were mentioned by these students include Mountain Equipment Co-op (12% mentioning), The Roxy (3%) and The Cellar (3%). No other merchant was mentioned by more than 2% of these students.

Q20. What merchants would you like to see participating in the UBC U-Pass Merchant Discount Program?



(n=164 those aware of the program)

%

Only responses of 3% or greater shown.

Preferred Participants

- Students who are aware of the Program would like to see the following merchants/store types participate: Safeway (mentioned by 12% of these students), grocery stores in general (9%), restaurants in general (7%), food stores (6%), UBC Bookstore (6%) and clothing stores in general (6%).
- Also each mentioned by 4% of these students are Staples, Mountain Equipment Co-op, and Chapters.
- 41% of these students had no recommendations or preferences to offer regarding other possible participating merchants.



Section VII - UBC Detailed Findings - UBC Student Profiles



Base	U-Pass Users*					UBC Student Profiles
	Total		Frequent		Less	
	Total Users	Frequent Users	Frequent Users	Non-Users		
<u>UBC Campus Attend Most</u>						
Main Campus - UEL	98	98	98	97	97	• Virtually all UBC students most often attend the main campus with the average student being enrolled in about 16 credits. Younger students are typically enrolled in more credits than older students (average of 18 credits for those under 22 versus an average of 12 credits for those over 26).
Downtown	1	1	1	1	-	
Distance education student	1	-	-	1	2	
<u># of Credits Enrolled In</u>						
0	2	1	1	3	3	
1-6	8	7	7	8	16	• The majority of UBC students (79%) are working on an undergraduate degree, while 21% are working on a graduate degree.
7-11	8	7	7	9	10	
12-14	21	21	21	22	18	
15+	54	56	56	52	47	
Don't know/refused	7	7	8	6	7	
<i>Mean</i>	15.9	16.1	16.3	15.1	15.0	
<u>Degree Working On</u>						
Undergraduate	79	80	82	71	70	
Graduate	21	19	17	29	29	
Unclassified/refused	-	-	-	-	1	

* Frequent users defined as those making 4 or more one-way trips using their U-Pass in an average week, while less frequent users are defined as those making less than 4 trips.



Section VII - UBC Detailed Findings - Demographic Profiles



Base		U-Pass Users*				
		Total	Total Users	Frequent Users	Less Frequent Users	Non-Users
		%	%	%	%	%
<u>Work Full or Part Time</u>						
Yes	64	65	65	61	58	
No	35	34	34	37	41	
Don't know/refused	1	1	1	2	1	
<u>Region of Residence</u>						
Vancouver	53	54	56	49	44	
Burnaby/New West	9	9	10	6	4	
Tri-City/Maple Ridge	5	5	5	2	4	
Surrey/N.Delta/White Rock	5	5	6	5	5	
Langley	1	-	-	-	3	
S.Delta/Ladner/Tsawwassen	2	1	1	2	2	
Richmond	12	11	9	20	22	
North Shore	7	7	6	11	6	
Other BC	1	-	1	-	3	
<u>Age</u>						
<22 years	53	56	57	52	36	
22-26 years	25	25	25	24	24	
27-34 years	15	13	12	16	26	
35+ years	5	4	4	6	10	
Don't know/refused	2	2	2	2	5	
<u>Gender</u>						
Male	44	44	44	45	43	
Female	56	56	56	55	57	

Demographic Profiles

- Currently, 64% of UBC students report that they hold down a full or part time job. Student employment levels are uniform across the various demographic and regional groups.
- Regionally, just over half of all UBC students live in Vancouver, with 12% residing in Richmond and 9% in the Burnaby/New Westminster areas. Another 7% of UBC students live on the North Shore. No other municipality or area accounts for more than 5% of UBC students.
- U-Pass non-users are twice as likely to reside in Richmond as are non-users, while users are marginally more likely than non-users to be from Vancouver.
- Over one-half of all UBC students are under 22 years of age, with another 25% falling between 22 and 26 years. 15% are between 27 and 34 and only 5% are over 34 years of age. U-Pass users are generally younger than non-users.
- UBC students are slightly more likely to be female (56:44, female to male ratio) with this ratio being consistent across U-Pass users and non-users.

* Frequent users defined as those making 4 or more one-way trips using their U-Pass in an average week, while less frequent users are defined as those making less than 4 trips.

TRANSLINK U-PASS PROJECT

Qualitative Research Report

Prepared
By

Qualitative Research Associates Inc.

December '04

Executive Summary

The U-Pass Program was introduced at Simon Fraser University and the University of British Columbia in September, 2003, after being approved by referendum in November, 2002, and February, 2003, respectively. The Program is mandatory for all SFU and UBC students and provides unlimited all-zone access to public transit in the GVRD, at greatly reduced cost.

In order to evaluate the U-Pass Program, quantitative research of UBC and SFU students was recently conducted. Qualitative research was requested to explore in greater depth, user and non-user attitudes toward the U-Pass Program, as well as their opinions of transit service.

Students from both universities are very positive about the U-Pass Program. Regular and occasional users were most positive, but non-users also approve it, seeing the benefit to the environment and to their fellow students as being worth the cost to them personally.

Convenience, cost benefits, and environmental concerns were most often referenced as reasons for approval. The more respondents used the pass, the greater their enthusiasm; this extended to using the pass for work and play as well as for going to and from school.

Respondents who disapproved of the program did so largely on the basis of its mandatory nature. A degree of resentment about not being able to opt out was recorded from these respondents, especially those who also faced high parking fees. Of this latter group, some chose driving rather than taking transit as a matter of preference, but many felt they had no choice because of poor or no public transit service to their areas of residence.

Many respondents began as naysayers and voted “no” in the referendum, but slowly converted to using the pass “because it was available,” and then became enthusiastic supporters.

There were no incidents of pass users or non-users becoming disillusioned over time; however, some problems were discussed. The main negative responses fell into two categories: the principle of mandatory fees; and transit service generally. The latter broke down into direct campus service, and the transit system overall.

Marked differences from campus to campus were mostly related to physical geography and location within Greater Vancouver vis-à-vis the transit system. Access to the SkyTrain, West Coast Express and the SeaBus varies according to campus and residence location. The steep hill leading into the Burnaby SFU campus also played a role in transit service problems, presenting difficulty with regard to the speed of bus travel up the hill and difficulty in accessing transit service.

Further problems related to the transit system were: poor feeder routes and connections, infrequent times, and especially poor or no service to outlying areas. Support of the U-Pass Program and how much it is used is clearly related to the convenience and quality of service in the transit system.

A few administrative problems were raised by students. The \$20 replacement fee for a lost card was mentioned by all groups as being excessive. Some UBC students complained about the process for picking up the cards, which requires that students stand in long lineups and thus is excessively time consuming. SFU uses a different process from UBC, distributing passes for ongoing students by mail. (Note: mail distribution has a very low return rate.)

The possibility of raising the fee by \$2 per month met with cautious approval.

Background and Objectives

The U-Pass Program was introduced at the Simon Fraser University and the University of British Columbia in September, 2003, after being approved by referendum in November, 2002, and February, 2003, respectively. The Program is mandatory for all SFU and UBC students, and provides unlimited all-zone access to public transit in the GVRD, at greatly reduced cost.

The U-Pass Program has proven to be very popular with students, with transit ridership increasing in the first year by almost 40% amongst SFU students and more than 50% amongst students at UBC.

A quantitative research study was recently implemented to evaluate the U-Pass Program. The information generated is needed by UBC, SFU, their student societies and TransLink to evaluate the U-Pass Program and to determine student opinion of transit services.

The qualitative research was requested to further explore attitudes amongst users and non-users of the program.

Specific Objectives were:

- ✓ To gain a clear understanding of overall response to the U-Pass Program
- ✓ To identify perceived benefits of the program
- ✓ To identify perceived drawbacks of the program
- ✓ To gain a sense of the overall support for the U-Pass program

Methodology and Respondent Selection

A series of 5 focus groups were conducted. Each group ran for 1-1/2 hours in length and all were moderated by Ms. Kathleen Roach of QRA Inc.

The groups were broken down as follows:

- SFU Burnaby Campus – 1 group of users and non-users
- SFU Harbour Center – 1 group of U-Pass users
- SFU Surrey Campus – 1 group of U-Pass users
- UBC – 1 group of U-Pass users
- UBC - 1 group of non-users

THE FINDINGS

General Response

Overall response to the U-Pass Program was positive, ranging from acceptable with reservations to wholehearted support. Approval or disapproval was related to usage, with those using it approving it more; however, many non-users were able to identify positive aspects of the pass, both for the good of their fellow students and for environmental reasons. Occasional users, even those who used the pass rarely, tended to approve of the program more often than not.

For all groups, the mandatory nature of the program was called into question. This was doubly troubling for those who also pay a mandatory parking fee and for those who would like to have used the U-Pass but were unable to because they live in areas that are poorly serviced by transit. Some of these students feel they have no choice but to drive, and resent being forced to pay for a pass they do not use.

It is notable that for all groups, across all campuses, there were numerous examples of individuals who were converted to transit use by virtue of actually using the pass on a regular basis for the first time. Some of these enthusiastic supporters began as naysayers and voted against the pass in the referendum. (Note: the mandatory nature of the Program enables the pass to be priced at a much lower rate than if there were an opportunity to opt out of the program. Not many students are aware of this, a communications gap that needs to be addressed.)

It was also noted that the mandatory nature of the fee was an issue when the program was first introduced, in part because it was at the same time that students were hit with steep tuition fee increases.

Differences in Campuses

Differences in perceptions of the Program arose at SFU from campus to campus, mostly due to the geographic setting of the campus and configurations of the local and feeding bus routes.

The SFU Harbour Centre respondents were more enthusiastic and less critical than the Burnaby Campus respondents, because the downtown location of the campus is much more accessible to SkyTrain, SeaBus, bus, and WestCoast Express than the other campuses. Thus, Harbour Centre transit users have more flexibility and options.

At SFU Burnaby, the difficulty of getting to the location via transit from some areas of the city, notably the Northeast Sector and Langley, and the steep climb to the campus present disincentives for some respondents.

SFU Surrey respondents tended to be enthusiastic supporters for reasons particular to that campus. Because of its suburban location, transit users tend to travel across more than one zone, thus increasing the fare savings considerably. SFU Surrey also has more free parking than the other campuses; thus the irritant of paying compulsory parking and transit fees was less evident. The campus is also located at a SkyTrain station, increasing its regional accessibility.

At UBC, both users and non-users recognized the value of the program and were enthusiastic about it. Non-users did not have strongly held negative opinions, and expressed a willingness to be convinced that they should support the program.

Users

The cost savings, the convenience, and the contribution to less driving and air pollution were most often cited as positive features. For those who have to travel great distances and depend on transit, the savings are substantial. Students who also hold down jobs expressed much appreciation for the ability to use their passes any time and anywhere across three zones.

When discussing the cost, users of the pass compared it favorably to the normal cost of a monthly pass, and particularly appreciated the convenience of not having to renew it every month. For those who use it regularly, for work and getting around as well as for school, and especially through multiple zones, the savings are enormous.

For converts to transit use, actually using the system played a role in their change of attitude towards transit, specifically in terms of convenience and savings. Several also mentioned the savings on fuel and not having to use and maintain a car. Several regular U-Pass users talked about using it reluctantly at first, then coming to prefer it to driving.

“A nice way to introduce people to the bus”; “I don’t even want to drive anymore”; and “It’s really a good way to explore the city” were typical comments from the committed users, including converts.

Occasional Users

Some drivers use their U-Pass “every other day”, others less often. For some of them, the convenience of always having it available for trips downtown or to other areas of the city was appreciated. Some respondents referred to a feeling of security, of always carrying it around “just in case you need it”. They also didn’t mind paying a fee that is helpful to others. A few respondents remarked that having the U-Pass was a welcome reminder to think twice about driving alone in a vehicle.

Some occasional users said they found they were using their passes more and more.

Non-Users

The non-users essentially broke down into two groups: those who make the choice to drive and have no inclination to use public transit; and those who have little choice but to drive because of the distance (time) involved and the poor or non-existent transit service in their area. For this latter group, the mandatory nature of the program was upsetting, especially when they are paying for both a transit pass and a parking permit.

One non-user said that although the pass was “nice to have”, she would prefer having a choice to “opt out”. One bicyclist who felt he was already “doing the responsible thing” felt resentment for not being able to opt out.

A non-user at SFU resented that they had to pay for a U-Pass even though they were only enrolled in one distance education course.

At UBC, many individuals in the user group were under the impression that an “opt out” option existed, thus diluting the mandatory aspect of the program for them. In the non-user group at UBC, no one believed that they could opt out of the program.

A significant number of non-users were able to appreciate the program for the overall good of their fellow students and for the positive environmental impact of transit use.

Has the U-Pass Changed Travel Patterns?

With the advent of the U-Pass, many find themselves using transit more often than previously; this is especially true for those who didn't have a history of transit use. Some occasional users find themselves using transit more on weekends or for going downtown than when they first started using the U-Pass; for some this is making an untypical choice to use transit rather than using their cars.

The convenience of the card (no cash necessary) was mentioned as a motivational factor for using the pass more, as well as the noticeable savings on transportation costs. One respondent said "I hated it at first but I rarely drive now. I'm saving a lot of money."

Several respondents noted their travel habits had changed as a result of having a U-Pass. In some cases this meant using transit in situations where they previously would have used their cars. In other cases, being more conscious of driving when they didn't have to—even if they drove anyway—indicated a change in thinking about transportation options.

For a few, using a combination of driving to a SkyTrain station and transferring to a bus was something they would not have done previously.

A few respondents talked about changing their place of residence, closer to more convenient transit routes, to accommodate U-Pass usage.

For one individual the proximity to transit played a significant role in choosing a neighborhood in which to reside.

Suggested Improvements to the U-Pass Program

Interestingly, almost all of the suggestions for improvements were directly related to the transit system overall and how it affects U-Pass users or perceptions of transit by non-users.

For those who live in outlying, poorly serviced or unserviced areas of Greater Vancouver, convenience and the time it takes to travel by bus is a major barrier to using the pass. The U-Pass works best for those on frequent or direct bus routes or for those on the SkyTrain lines. For those who would otherwise make use of the U-Pass, the inconvenience of transit outweighs the inconvenience of driving.

The SFU Burnaby Campus respondents suggested more frequent buses later in the afternoon, within the campus itself, and extending the service hours for routes serving the campus directly to later in the evening. More frequent trips were suggested, as well as redesigning some routes to adjust to the increased demand. Presently, according to one respondent, only four routes presently serve the campus from other parts of the city; this could be increased to six.

One respondent related that a trip from the North Shore to UBC campus by transit takes ninety minutes as compared to a twenty-minute car ride.

There were a significant number of comments from UBC students about the number and frequency of buses to the campus. Many students cited having a two or three bus wait to actually get picked up. Some have experienced arriving late for classes and even for exams because of the bus delays. Putting extra buses on at rush hour onto the campus and during exam periods would be a major improvement.

Evening bus frequency is also a problem at UBC, with many students requiring night time transportation which is not available or very infrequent. Having more

frequent service in the evening would be valuable, as would continuing the direct service later into the evening (routes 44 and 480 mentioned). There were reports of being left behind at a UBC loop as late as 10pm due to lack of service.

UBC students also suggested that the U-Pass program be extended to include the summer months. Many people visit the campus in the summer, attending summer school or for other reasons. The savings that they would achieve with a summer U-Pass would help financially throughout the school year.

Merchant Discount Program

Only two students in the UBC groups were marginally familiar with the Merchant Discount Program, and both of them felt that this program duplicates benefits that are already achieved through the student cards and club affiliations; thus, the card offers nothing new. Neither could identify participating merchants. All other UBC students had no knowledge of this program at all.

Respondent Knowledge of the History and Sponsorship of the U-Pass

Except for their participation in the referendum, most respondents were vague about the program's history and organization. A few were aware of VanCity's sponsorship. Some mentioned that other cities had successfully tested similar programs.

According to some respondents, at the time of the referendum and the program's implementation there were some students who viewed the program as subsidizing the transit system, which "ticked off" those who also had to pay for parking permits. At that time, there was also a degree of skepticism regarding whether or not the transit system itself worked efficiently.

Attitudes Toward the Administration of U-Pass

The administrative fee of \$20 for pass replacement was mentioned by several respondents as being excessive. Similar irritants were raised while discussing administration. One late registrant reported waiting a month for a pass, while another from SFU said he received one at an old address, and two at a new address. Some respondents questioned having to pay the same fee when taking courses that were shorter than normal.

Problems with machine-reading were reported, as well as the confusion that arises because some bus operators prefer the machine while others prefer to visually check the cards.

The cards themselves, in several cases, are worn out by the time they reach the end of the semester, with photos illegible. It was suggested that a small transit sticker could simply be applied to the student card, rather than manufacturing and issuing a second card.

Value for Money

An overwhelming majority of users rated the value for money of the U-Pass as excellent. These included respondents who voted "no" on the referendum and have converted, occasional users who find themselves using the pass more and more, as well as full-time users. The general consensus was that the pass pays for itself quickly, within weeks. Convenience was a key reason for giving the pass high value.

A few respondents expressed concerns that the quality of the service might deteriorate with the increasing popularity of the U-Pass, since it already seemed to be operating at, or even beyond, capacity. The suggestion was made that TransLink should commit itself to making public transit as enjoyable as possible.

In discussing value, some respondents wanted to look at the transit side of the equation, questioning how much revenue TransLink was generating from the obligatory fees compared to how much the pass was actually being used. These students felt that TransLink shouldn't be making a profit from the imposed fees. At the suggestion that the program was committed to being revenue neutral, some were put at ease, while others remained skeptical.

The Referendum and Shifts in Support

Most committed users voted for the program, while a few voted against and later became users. The occasional users came from both the no-vote and yes-vote camps. Most non-users voted no, some on principle (resenting having to pay both parking and transit fees) and some simply because their neighborhoods are not well served by public transit.

Some of the most vocal and enthusiastic supporters of the program were converts who initially voted "no". There were no instances where users changed their minds and turned against the program.

Response to the Possibility of an Increase in Price of the U-Pass

Participants generally accepted the possibility of fees being raised, to keep up with costs and inflation, but most cautioned against too high a fee hike. The question of fairness and having a voice in the fee structure was raised, given that there is no opting out. "Do we have a say or do we just have to accept increases because we approved it by referendum?" best expressed the sentiment.

When asked if they would accept a *fee raise of \$2 per month (or \$8 per term/semester), fixed for three years*, the vast majority said yes. However, some non-users at UBC indicated that they might be convinced to vote yes with more information about the success of the program and evidence that the price hike is necessary.

Overall, students had difficulty grasping that the program was up for review, and that a no vote on the price increase would mean the end of the program. Once students realized that they were also voting on the future of the program, they said they'd vote yes.

Other Issues

Most issues raised by these respondents were concerned with the overall transit system itself, and how it fed into their campus destinations. A significant number wanted to see service improved, with more buses, more routes, and especially better service to the suburbs and outlying areas. This latter was especially true of the Burnaby Campus of SFU.

The issue of opting out remained front and centre, but when respondents were given a hypothetical situation of either accepting the mandatory fee or forfeiting the entire program, the response was unanimously in favor of keeping the program.

Overall Satisfaction Level

Except for the irritants mentioned above, overall satisfaction with the U-Pass program was extremely high. The key drivers of satisfaction were:

1. Convenience
2. Value for money
3. Good for the environment

It is also worth noting that many of these respondents had their eye on the level of service and would like to see it improved, or at least maintained, given the expected increase in demand. Many saw the lack of services to particular areas of Greater Vancouver as a serious drawback.

Conclusions

It goes without saying that the U-Pass has had a significant impact on student usage of transit at the two universities.

Students in these focus groups approve of the U-Pass Program.

As importantly, the U-Pass has had a significant impact on students' thinking about their transportation alternatives to the single occupant vehicle, and considering the options more before jumping in the car. This impact has the potential to last a lifetime.

Should a decision be reached to continue the Program, it is suggested that communications address some of the funding issues and information gaps identified by this study, as well as responding to the transit issues raised herein.



MEETING NOTES

Subject: U-Pass Program Review

Meeting: UBC Feedback Session

Location: Student Union Building

Meeting Date: November 18, 2004

File: 1914.0016.01

Prepared by: Richard Drdul

Name	Company	Email	Phone #
Holly Foxcroft	UBC Alma Mater Society	vpexternal@ams.ubc.ca	604.822.2050
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Richard Drdul	Urban Systems Ltd.	richard@drdul.com	604.273.8700

Distribution: All Attendees, Bill Lambert, Gord Lovegrove, Nikki Scott

<u>ITEM</u>	<u>DISCUSSION</u>	<u>ACTION BY</u>
1.0 Purpose of U-Pass Feedback Session		
	Carole Jolly provided a brief introduction.	
	Richard Drdul introduced all attendees and made brief opening remarks:	
	<ul style="list-style-type: none">• U-Pass Review being undertaken after 18 months, in accordance with agreement between UBC, AMS and TransLink.• Purpose of U-Pass Review is to identify how program can be improved in future.• We have already heard from many people regarding problems. Are welcome to talk about these problems, but are encouraged to focus on suggestions as to how we can improve the program.	
2.0 Feedback		
	Students:	
	<ul style="list-style-type: none">• Do not understand need/justification for increase in price of U-Pass. Is TransLink trying to recoup some of the money spent on extra service?	

<u>ITEM</u>	<u>DISCUSSION</u>	<u>ACTION BY</u>
	<ul style="list-style-type: none">• \$20 U-Pass replacement cost is too high — how could cost of plastic pass and admin time required to issue replacement pass add up to \$20?• One student who car pools with three others suggested that car poolers receive a rebate.• Printing wears off U-Passes. Magnetic stripe can be damaged by farebox.• Card in current form is a problem inserting into farebox, as results in excessive boarding delay. If data from fareboxes are not being used because data are not reliable (due to some students not inserting passes), then doesn't see why need to insert pass, and would prefer a flash pass.• Farebox destroyed one student's card.• Poor communication between TransLink and operators/other staff. Operators provide inconsistent answers to questions, some require pass to be inserted whereas others discourage it. One student was told she would have to pay to replace her pass, on which the ink is wearing off (she was told at the feedback session that the replacement would be free).• Most students arrive around 15 minutes before the hour, so why not schedule buses so that there are more buses at this time?• Need more transit service along Broadway and 4th Avenue to meet demand.• Need later hours on Route 44.• Routes 4 and 17 trolleys depart campus at the same time — why not stagger departures, as many students can use either route, and would reduce waiting times.• Why doesn't TransLink put the 50 CNG buses it has back into service to ease overcrowding and pass-ups?• Student families on campus need U-Passes for non-student family members — it's too expensive otherwise for families to use transit.• Why is there U-Pass advertising on buses — what is the point, as students have no choice but to buy U-Pass?	

Staff and faculty:

- Want staff/faculty U-Pass, but don't want it until service levels are improved. If asked to vote on staff/faculty U-Pass at this time, would vote against it because it would mean that crowding and pass-ups would get worse.
- Staff/faculty U-Pass needs to include flexibility to drive to UBC a few times per month.



<u>ITEM</u>	<u>DISCUSSION</u>	<u>ACTION BY</u>
	<ul style="list-style-type: none">• Staff are still paying full price (\$87 for two zones), but receive worse service than before the U-Pass (overcrowding and pass-ups). Even though paying four times the price that students pay, they don't get any better service.• Two staff persons reported that they know other staff who used to take transit but now drive because service has deteriorated.• Service reductions when there are fewer students on campus (Christmas, summer months) negatively affect staff who still travel to UBC.• Need to encourage students to take off backpacks. Female staff person was hit in the face and suffered a cut lip from a backpack. Also, backpacks means not as easy to move through bus, and as a result back of the bus often has room when front is jammed.• Pass-ups are a significant problem which affects reliability of using transit and travel times — 12 minutes to drive from Vine/2nd Avenue, up to 50 minutes by transit due to pass-ups. Students (and later staff/faculty when they have a U-Pass) need to know that they will be able to get to campus on time.• 99 Special used to be every 10 minutes, now it is less frequent and frequency varies.• Route 496 before U-Pass had articulated buses, now has 40-foot buses (because artics moved to UBC routes) and as a result crowding and pass-ups are a problem on Route 496.• TransLink needs to improve communication with public. Add note to web site acknowledging that service is not perfect but are working to fix it. Difficult to find phone number and e-mail contact to report service problems — phone line is always busy, and no response to e-mails.	

Vancouver residents:

- "Spillover" student parking in Point Grey — wants U-Pass policies to be modified so that U-pass cannot be used to board bus in Point Grey.
- "Spillover" student parking in Dunbar area (41st Avenue).

The preceding is the writer's interpretation of the proceedings and any discrepancies and /or omissions should be reported to the writer.



U-Pass Management System

Student Screen

<u>Home</u>
<u>Student Screen</u>
<u>Overview</u>
<u>Screen Working Areas</u>
<u>Student Personal Information</u>
<u>U-Pass Card Information</u>
<u>Request Tab</u>
Available information:
<u>Assessment Tab</u>
Available information:
<u>Cards Tab</u>
<u>Registration Information</u>
<u>Courses Tab</u>
<u>Fees Tab</u>
<u>Addresses Tab</u>

Overview

top

The student screen provides student personal, U-Pass card, and registration information. Most of the information on the student screen is read only.

The user is able to retrieve and view personal information about a student but can only update information related to the students' U-Pass cards. Such information may be updated by using the U-Pass information tabs (Requests, Assess, and Cards).

Student

 Find
  New
  Delete
  Update
  Cancel
  Reports
  Help
  Problem

Upass Student

SFU ID: Surname:
 Address:

 First
 Preferred

City	Prov	<input type="checkbox"/> GVRD	
Postal	Country		Type
Phone	Email		

Sem: [Request](#) [Assess](#) [Cards](#) [Courses](#) [Fees](#) [Addresses](#)

Assess Dtm	Sts	Reason	Refund Amt	Refund Dtm	Stu Reg	Leave	Act Amt	Ups Amt	In

< 15 >

Select Find or Insert

Screen Working Areas

[top](#)

The Student screen can be divided into three main areas

1. Student Personal Information

SFU ID: | Surname: | First Preferred:
Address: |
City: | Prov: |
Postal: | Country: | Email: |
Phone: | GVRD: | Type: |

Student Personal Information

2. U-Pass Card Information

Request | Assess | Cards | Co
Req
**U-Pass Card
Information**

3. Registration

Courses | Fees | Addresses |
Request
**Registration
Information**

Student Personal Information

[top](#)

How to search for a student:



1. Click on the Find button **Find** to search for a student.



2. Type the student number in the SFU ID field



3. Click the Apply button **Apply** to complete the search

Once the record is found the other areas of the screen will also be populated.
The information on this area is read only and may not be updated.

Student

Upass Student

SFU ID: [REDACTED]	Surname: Fisher	First Name: George
Address: [REDACTED] Court		Preferred Name:
City: Burnaby	Prov: BC	Comments:
Postal: [REDACTED]	Country: CAN	<input checked="" type="checkbox"/> GVRD
Phone: [REDACTED]	Email: [REDACTED]	Type: [REDACTED]
Request Assess Cards Courses Fees Addresses		
Sem: ▶ 1047 0864	Request Date: 2003 SEP 2 Type: X Exempt Reason: GR General Sem List: 1037	Decision Date: 2003 SEP 23 Status: D Denied Reason: ED Exemption Denied By: Idalton Notified: 2003 SEP 23
4 51 >		

Found 1 Records

U-Pass Management Information

[top](#)

Stores all U-Pass specific information pertaining to an individual.

Request Tab

[top](#)

Students are entitled to apply for an exemption from the U-Pass program. The request is assessed by the U-Pass office and a decision is entered in the student record. Students living and studying outside the GVRD, outgoing foreign exchange students, and students not charged student activity fees are automatically exempted.

Request Assess Cards Courses Fees Addresses				
	Request Date: 2003 SEP 2 Type: X Exempt Reason: GR General Sem List: 1037	Decision Date: 2003 SEP 23 Status: D Denied Reason: ED Exemption Denied By: Idalton Notified: 2003 SEP 23	Comments:	
▶ 1			hjkhkhkhkhkh	

Available information:

Requests Sub-division

Request Date	Date of exemption request											
Request Type	Type of exemption request:											
	<table border="1"> <tr> <td>CODE</td> <td>Short Description</td> </tr> <tr> <td>X</td> <td>Exempt</td> </tr> <tr> <td>E</td> <td>Eligible</td> </tr> <tr> <td>P</td> <td>Pending</td> </tr> <tr> <td>D</td> <td>Denied</td> </tr> </table>		CODE	Short Description	X	Exempt	E	Eligible	P	Pending	D	Denied
CODE	Short Description											
X	Exempt											
E	Eligible											
P	Pending											
D	Denied											

Request Reason	Possible Reasons:	
	CODE	Short Description
	'EP'	'Pending'
	'GR'	'General'
	'OT'	'Other Transit'
	'RR'	'Re-Registered'
	'OU'	'Other U-Pass'
	'CS'	'Continuing Studies'
	'SW'	'Stu. Withdrawn'
	'XF'	'No Act. Fees'
	'XD'	'Disability'
	'XC'	'Courses Not Local'
	'XR'	'Not Reg"d'
	'XL'	'Not Local'
	'FX'	'Foreign Exchange'
	'XH'	'HandyDart'
	'ED'	'Exemption Denied'
	'DE'	'Default Exemption'
	'PD'	'PDP'
	'JI'	'Justice Institute'
	'LW'	'Late Withdrawal'
	'LX'	'Late Change'
	'MO'	'Manual Override'
	'NA'	'Never Attended'
	'IS'	'Integrated Studies'
	'SC'	'Senior Citizen'
	'NP'	'Native Educ. Prog.'
Semester	Semester in question	
Decision Sub-division		
Decision date	Date when decision was rendered	
Decision Status	Available Statuses:	
	CODE	Short Description
	X	Exempt
	E	Eligible
	P	Pending
	D	Denied
Decision Reason	Possible Reasons:	
	CODE	Short Description
	'EP'	'Pending'
	'GR'	'General'
	'OT'	'Other Transit'
	'RR'	'Re-Registered'
	'OU'	'Other U-Pass'
	'CS'	'Continuing Studies'
	'SW'	'Stu. Withdrawn'
	'XF'	'No Act. Fees'

	'XD'	'Disability'	
	'XC'	'Courses Not Local'	
	'XR'	'Not Reg'd'	
	'XL'	'Not Local'	
	'FX'	'Foreign Exchange'	
	'XH'	'HandyDart'	
	'ED'	'Exemption Denied'	
	'DE'	'Default Exemption'	
	'PD'	'PDP'	
	'JI'	'Justice Institute'	
	'LW'	'Late Withdrawal'	
	'LX'	'Late Change'	
	'MO'	'Manual Override'	
	'NA'	'Never Attended'	
	'IS'	'Integrated Studies'	
	'SC'	'Senior Citizen'	
	'NP'	'Native Educ. Prog.'	
Decision By	Person rendering the decision.		
Date Notified	The date when the student was notified of the decision.		
Comments	Any extra notes or comments.		

Assessment Tab

[top](#)

Provides information about assessments run against the registration database.

The assess tab allows for the assessment process to be run at anytime.

To run the assessment process for the selected student:

1. Right click on the white area
2. Select Insert detail
3. Enter a date to run the assessments
 - a. Leave blank to run as of today.

Note: The assessment date is related to the active mailing address of a student at a certain date in order to verify postal code at the time. This functionality is required to do assessments retroactively – students move in and out of the GVRD over time and their eligibility status changes accordingly.

/Request	Assess	Cards	Courses	Fees	Addressees					
Assess Dtm	Sts	Reason	Refund Amt	Refund Dtm	Stu Reg	Leave	Act Amt	Ups Amt	InCrs	OutCrs
2004 AUG 6 12:00X		No Actfees			G R				0	0

Available information:

Assessment Date and time	Last assessment run for the student
Status	U-pass eligibility status

	<table border="1"> <tr><td>CODE</td><td>Short Description</td></tr> <tr><td>X</td><td>Exempt</td></tr> <tr><td>E</td><td>Eligible</td></tr> <tr><td>P</td><td>Pending</td></tr> <tr><td>D</td><td>Denied</td></tr> </table>	CODE	Short Description	X	Exempt	E	Eligible	P	Pending	D	Denied																																											
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Refund Amount	Amount to be refunded or charged to the student account.																																																					
Refund Date and time	Date and Time for the refund.																																																					
Student Statuses	<p>Stu (Grad, Undergrad)</p> <p>Reg (Registered, Withdrawn, Cancelled...)</p>																																																					
Act Amt	Activity Fee Amount																																																					
Ups Amt	U-Pass Fee Amount																																																					
InCrs	In course (# of courses in the GVRD area)																																																					

OutCrs	Out course (# of courses outside the GVRD area)
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Cards Tab

[top](#)

Provides information on all cards issued to the student on a given semester.

Request\Assess\ Cards\Courses\Fees\Addresses\		Notes
►1	Card No 200158941 9/13/2004 3:12:08	
Status	P Printed	
Reason	PA Pending Assignment	
<input type="checkbox"/> Issue on Campus		
Pickup		
Printer	UPASS_2	
Mailed		
History 2004-sep-13 (Printed,Pending Assignment)		

Available information:

Card Serial Number	Serial Number pre encoded on the magnetic stripe of the card stock.																																										
Date and Time Issued	Date & time the card was issued to the student																																										
Card Status	<p>Current status of a particular card</p> <table border="1"> <thead> <tr> <th>CODE</th> <th>SDESC</th> </tr> </thead> <tbody> <tr> <td></td> <td>Initial State</td> </tr> <tr> <td>B</td> <td>Bulk Print</td> </tr> <tr> <td>C</td> <td>Cancelled</td> </tr> <tr> <td>P</td> <td>Printed</td> </tr> <tr> <td>A</td> <td>Re-Activate</td> </tr> <tr> <td>W</td> <td>Waiting to print</td> </tr> </tbody> </table>	CODE	SDESC		Initial State	B	Bulk Print	C	Cancelled	P	Printed	A	Re-Activate	W	Waiting to print																												
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Issue on campus flag	Signals that student prefers to pickup his card on campus.																											
Campus location	Location of cards printed on campus																											
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Print Station Name	<p>Name of the print station where the card was printed.</p> <p>Name of the U-Pass print station. UPASS_1(U-Pass Office Bby) UPASS_2(SFU Surrey) UPASS_3(Harbour Centre) UPASS_4(U-Pass Office Bby) UPASS_DT_1(DBF Edmonton) UPASS_DT_2(DBF Edmonton) UPASS_DT_3(DBF Edmonton) UPASS_DT_4(DBF Edmonton) UPASS_DT_SVR(DBF Edmonton) ADMIN-DALEF(Backup Station)</p>																											
Mailed	Date the card was mailed. (not used)																											
Notes	Additional notes or comments																											
History	Card History showing list of all statuses/dates.																											

Registration Information

[top](#)

The registration information is provided on a read only basis.
 Registration information provided in this screen is real-time accessing the registration database

Courses Tab

[top](#)

	Status	NWD	Reason				
	Course	Section/Type	Status/Reason	Campus (GVRD)	Add_Date	Description	
1	IART 222	D100 STL	E ENRL	SURREY In		MOVEMENT	
2	IART 223	D100 STL	E ENRL	SURREY In		MOV IMAGE	
3	IART 605	D100 INS	E ENRL	SURREY In		AUTHORING	
4	IART 607	D100 INS	E ENRL	SURREY In		DESIGNING	
5	IART 611	D100 INS	E ENRL	SURREY In		RECEPTION	

Available Information

Course	Course name and number
Section/Type	Section Number and Type
Status / reason	Registration status and Reason
Campus(GVRD)	Campus location and
Add_Date	Date of Enrollment
Description	Course description

Fees Tab[top](#)**Student fees summary**

	Description	Amount	Activity_Dt	Item Type	Paid	Reference
1	GRAD Student Services Fee	34.98	2004 SEP 7	042000000070	34.98	
2	GRAD Rec & Athletic Fees (S3)	58.30	2004 SEP 7	042000000050	58.30	
3	GRAD Student Activity Fee (S3)	58.70	2004 SEP 7	042000000066	58.70	
4	UPASS Fee Semester 3	92.00	2004 SEP 7	010000000320	92.00	
5	GRAD Tuition (S3) T2202A	1,417.90	2004 SEP 7	031000000050	856.02	
6	Payment SUR	(500.00)	2004 SEP 8	000000000470		
7	Payment SUR	(500.00)	2004 SEP 9	000000000470		

Availalbe information

Description	Fee description
Amount	Fee amount
Activity_Dt	Fee activity date
Item Type	Fee item
Paid	Amount paid
Reference	Reference

Addresses Tab[top](#)

Lists the student's complete address history for mailing, home, campus and work address types.

1	Address [REDACTED] Court	
	City Burnaby	Prov BC
	Postal [REDACTED]	Country CAN <input checked="" type="checkbox"/> GVRD
	Type MAIL	EffDt 1986 SEP 1 Status A
2	Address Administrative Systems Simon Fraser University 8888 University Dr	
	City Burnaby	Prov BC
	Postal V5A1S6	Country CAN <input checked="" type="checkbox"/> GVRD
	Type WORK	EffDt 2000 MAY 17 Status A

Available information

Address	
City	
Prov	
Postal	
Country	
GVRD	Postal code in Greater Vancouver
Type	Address Type (mailing, home, campus, work)
EffDt	
Status	Active/Inactive