

Problem Statement:

Students are continually requesting access to convenient, low cost parking options and services in reasonable distance to their classroom. Parking and Transportation Services at UW Tacoma permits sell out and are 100%-120% utilized depending on the lot. During class hours of 8am – 5pm, Monday through Friday, hourly metered parking spaces are continually turned over and ~110% utilized beyond their paid reservation time. This has caused concerns with students and was documented during the recent campus strategic planning efforts. The students have stated our current parking situation has “created a barrier to student access and success.” Of note, and concern, were the perceptions and outcomes from the PhotoVoice project that students feel “parking is a barrier to academic engagement.”

We believe the framework of this problem is better suited as a lack of known and viable transpiration options that serve the diverse daily needs of students rather than specifically a parking problem. The Tacoma campus is predominantly a south Puget Sound serving institution with a high proportion of working and transfer students that arrive with various transportation needs. Serving these needs in addition to the ~2,500 students who reside within 10 miles of campus is a central focus of this proposal and potential solutions.

University of Washington UPASS Program:

The UPASS is a University of Washington Transportation Demand Management service (TDM). UPASS integrates the ORCA card (One Region Card for All) into the UW Husky card. It offers regional bus passes, access to the train and light rail options. The UPASS agreement with transit partners is negotiated by UW Seattle (UWS) Transportation Services. The contract is renewed annually and covers pricing and terms at four campuses – Bothell, Harborview, Seattle, and Tacoma. Under the agreement, all campuses agree to pay for each trip taken using their participants UPASS. Each transit agency then applies an adjustment (discount) based on program participants who would otherwise be eligible for youth or senior fares if paying out of pocket. In calculating costs for each campus, UWS Transportation Services applies an adjustment based on each campus’s U-PASS participant so the transit agency adjustment is distributed equitably. UWS Transportation Services also charges each campus an administrative fee for managing the contract. Each campus is then responsible for determining the appropriate rate for the UPASS program.

At the Tacoma campus, a UPASS is available to permanent employees through payroll deductions while part-time employees can purchase TEMP UPASS for \$60 per quarter. Students can opt-in to the UPASS for \$45 per quarter when they register for class or any time after registration. For UW Tacoma’s UPASS program, the total membership of students, faculty, and staff is relatively low, but their ridership is high which has caused the UPASS program to be financially unsustainable. The bulk of the UWT use is with Pierce and Sound Transit which provide over a dozen routes that serve the campus directly. In FY15 there were a total of 189,112 transit boarding’s for UW Tacoma students, faculty and staff. In 2015, students with a UPASS utilized transit an average of 190 times while and faculty/staff utilized transit over 200 times.

	FY11	FY12	FY13	FY14	FY15	FY16
Avg. Student Participation	380	645	762	720	833	895
Avg. Staff Participation	65	76	86	95	110	115
Student UPASS Rate/Qtr	\$45	\$45	\$45	\$45	\$45	\$45
Staff UPASS Rate/Qtr	\$60	\$60	\$60	\$60	\$60	\$60
Revenue	\$56,959	\$128,925	\$281,140	\$158,939	\$340,795	\$193,366
Expense	\$174,769	\$336,372	\$594,385	\$272,950	\$585,912	\$391,260
Annual Operating Loss	(\$117,810)	(\$207,447)	(\$313,245)	(\$114,011)	(\$245,117)	(\$197,894)
Net Op. Loss w/carryforward	(\$117,810)	(\$325,257)	(\$431,055)	(\$645,066)	(\$676,172)	(\$874,066)

Best Practices:

UWS has a strong partnership with the Associated Student leadership which formed the Student UPASS Advisory Board (UPASS-AB). This board works in conjunction with UW Transportation Services and UW Student Life, and represents the interests of the students. In 2009, costs rose from \$49 to \$99 per quarter to help cover costs for UPASS at UWS. The UPASS-AB surveyed students offering different alternatives to the \$50 increase, which among options included a universal student benefit. The student body voted in favor of and approved a Universal option. From there, the Board of Regents approved and the Universal UPASS program that began in 2011.

UW Tacoma UPASS Program Proposals:

UW Tacoma Transportation Services is currently working on forming a Transportation Advisory Board that will help lead a UPASS campaign over the next several months. The charge of the advisory board is to evaluate the proposals outlined below and gauge how the students would like to see the UPASS program progress moving forward. Parking and Transportation Services will be presenting the following proposals:

1. **UPASS as a Universal Benefit-** This option ensures every student who enrolls full-time (7+ credits) would receive a UPASS as a “universal benefit” to their student experience and transportation needs. This option will dramatically increase ridership while also keeping the costs down due to the funding approach outlined below and volume of participants in the program. During Fall quarter 2016, ~2,500 enrolled students resided within 10 miles of campus. Within the 10 mile radius, there are several transportation services to campus are readily available to students.

Currently, all UWS students receive the UPASS as a universal benefit. The UWS UPASS has many successes and ability to keep rates relatively low while to meet program costs are well documented. As a behavioral change for transportation modes to campus, greater efforts will be placed on providing personalized services that support student needs in using mass transportation options with the UPASS. This would also help relieve student parking and transportation costs. In addition, the campus would benefit as there is significant, long-term investment required for any new parking structures or surface lots as the drive-alone rate for students would go down significantly.

UWS UPASS	Student U-PASS	Fac-Staff U-PASS
User fees	65%	57%
TDM	25%	23%
CA subsidy	10%	20%
Total	100%	100%

2. **UPASS Rate Increase-** Raising rates for the student and faculty UPASS would allow the program cover the expenses. The 2016 expense for UPASS users (1010) were \$391,260. The cost for a UPASS would need to align with the program expenses which would be between \$75 - \$85/quarter. Increases could be scaled over a few year period, but UPASS program costs are expected to rise again with the expanding use of light rail. Should costs rise quickly, it is expected participation in the UPASS program would potentially decline further. There is a general sense that a rate increase of this magnitude will not likely be approved by students as the cost of attendance is already a barrier to an education. To offset the rate increase and keep cost as low as possible, a

Parking Permit Transportation Demand Management fee could be placed on those who purchase a permit to incentivize UPASS participation. This fee revenue will help offset the UPASS program costs.

3. **Student Transportation Fee-** This option would be an enrollment based student fee charged to every student that enrolls at UWT to help subsidize the UPASS program, but could be used to fund other Transportation Service initiatives and amenities that students use such as bike and pedestrian improvements or other programmatic improvements. The fee would enable student UPASS rates to be maintained and expand additional modes of transportation.
4. **Eliminate the UW Tacoma UPASS Program-** The UPASS is a discounted option for UW students, staff and faculty due to the overall volume of use and purchasing power of UW. Students would not lose the option to utilize mass transportation options (bus, ferry, rail, or train), but the end cost would be 2-4 times more expensive depending on your use. This option would be presented to the ASUWT leadership, general student population, and the Transportation Services Advisory Board for further determination. This option is the least favored option and does not align with the campus mission of access and UW Tacoma Parking and Transportation Services goals and guiding principles.

Outcome:

Transportation Services would like to present the proposal summaries noted above to the campus administration, Transportation Services Advisory Board, ASUWT and general student body to further gain insight and feedback on each of these options. Ultimately, students will need to support an option list or a new one that meets their needs and is supported by the stakeholders involved. This vetting and due diligence process will allow more details to emerge for a final recommendation. Once a recommendation is available, the proposal and other policy and rate changes will need to be approved by the Board of Regents in spring of 2017.

Additional Outreach:

Over the next several months, Tacoma's GIS and Parking and Transportation Services will be sending out information to students regarding the UPASS and its benefits. The series of email communication is a targeted approach to mass transportation options to students that is relevant to where they live and what transit systems are in close proximity. In addition, there are some general awareness items of cost, time and efficiency savings.

UW Tacoma Students with 10 Miles of Campus

