

# ComPASS Demonstration Project

## Final Report

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# SUMMARY

ComPASS — short for “community transportation pass” — is an all-inclusive transportation pass for residents in a defined neighbourhood or area. The attraction of the ComPASS program is that the price of a household ComPASS reflects a significant discount as compared with the cost of monthly transit passes or even transit tickets.

The ComPASS concept was pioneered in Boulder, Colorado, and has since been implemented in Santa Clara, California and Bellevue, Washington. The University of British Columbia undertook the ComPASS Demonstration project to determine whether there is potential for ComPASS at UBC and elsewhere in the greater Vancouver region, and to demonstrate the benefits of the program.

The results of the ComPASS Demonstration Project clearly indicate that ComPASS offers significant benefits. The results also indicate that ComPASS is not universally applicable, but rather is appropriate in specific circumstances. The key conclusions from the ComPASS Demonstration Project are:

- **ComPASS increases transit use.** Participants in the ComPASS Demonstration Project used transit 65% more. In Boulder, Colorado, the community transportation pass program is credited with increasing transit ridership in participating neighbourhoods approximately 50%. In Bellevue, Washington, the one-year demonstration project resulted in a 30% increase in transit use among participants.
- **ComPASS has limited, specialized applicability.** Market research indicates that in Greater Vancouver, approximately 14% of persons would purchase a ComPASS. Because the program requires 100% participation in a neighbourhood, it is likely that ComPASS could only be implemented successfully in neighbourhoods with specific characteristics:
  - A high quality of transit service. ComPASS has the greatest appeal for people who live close to high-quality transit services, especially SkyTrain and B-Line rapid bus. To attract people to ComPASS, high quality transit services should provide frequent, fast service, and have available capacity during peak times.
  - People who are more likely to use transit, such as a younger population with lower income levels. Because these people are more likely to use transit, they are more likely to participate in a ComPASS program.
  - An “umbrella” agency which promotes and administers the program on behalf of participants. Experience in Boulder, Colorado indicates that it is difficult to implement and maintain a ComPASS program in a neighbourhood comprised of individual property owners — door-to-door contact and promotion is labour-intensive and does not guarantee adequate participation.

UBC is an ideal location for ComPASS, as UBC has all of these characteristics. UBC supports and is actively pursuing a ComPASS program, and as the sole landlord for all residents on campus, UBC would be able to implement and manage a ComPASS program more easily than it could be implemented and managed in neighbourhoods with a variety of landlords, strata councils and freehold property owners.

Other areas where ComPASS might be desirable and attractive to residents include higher-density urban neighbourhoods, new neighbourhoods with a sustainable focus, and neighbourhoods and corridors where increased transit use will reduce the need for roadway infrastructure improvements.

- **It is important to enhance ComPASS.** To maximize the appeal and usability of ComPASS, the program should be enhanced with features that add value and appeal to persons who are not regular transit users. In particular, reduced prices and/or no cost access to cultural, recreational and community facilities has considerable appeal, as do discounts at local merchants. Key transportation services include an emergency ride home program, car-sharing, a school shuttle and bicycle programs.
- **ComPASS can be priced at a significant discount,** as compared with the prices of monthly transit passes. The calculated price for a ComPASS program implement in the UEL and Point Grey neighbourhoods where the demonstration study was conducted is \$25 per household per month. At UBC, because students, staff and faculty would already have U-Passes and would not need ComPASS passes, the calculated price per household is considerably less — only \$12 per month per household. Although these prices represent a significant discount from the \$63 to \$120 price per person per month for a monthly transit pass, they are sufficient to ensure that the ComPASS program remains “revenue neutral” for the transit system.

# 1 INTRODUCTION

Since 1997, UBC has been actively pursuing reductions in automobile travel and increases in transit use, carpooling, cycling and walking. Through the TREK Program Centre, UBC has implemented a number of initiatives, and has worked with TransLink and other transportation agencies to improve transit services and transportation facilities at UBC. In terms of changing travel patterns, the most significant initiative has been a universal transportation pass — called U-Pass. The first phase of U-Pass was implemented September 2003, and provides all students with unlimited access to transit and other transportation services. In the near future, UBC plans to expand the U-Pass program to include staff and faculty.

Students, staff and faculty are not the only people on the UBC campus. Currently, 10,000 people live on campus at UBC. Over the next ten years, this population is forecast to grow to more than 20,000 persons, with continued growth expected as residential development on campus continues. As well, several thousand people live immediately adjacent to UBC in the University Endowment Lands and the City of Vancouver. Although some of these people would receive U-Passes as students, staff and faculty, many would not. As a means of achieving its transportation objectives and encouraging a greater reduction in drive-alone travel, UBC wishes to demonstrate a U-Pass program for residents — called ComPASS.

Similar community transportation pass programs have only successfully been implemented in three locations in North America — in Boulder, Colorado, Santa Clara County, California, and Bellevue, Washington — but not in any Canadian communities. Given the limited exposure of this program, many questions and concerns exist as to its applicability in the University context and the Greater Vancouver region. To answer these questions and to demonstrate the potential of a community transportation pass program, UBC initiated the ComPASS Demonstration Project, with support from the Federation of Canadian Municipalities and the City of Vancouver.

## 1.1 What is ComPASS?

ComPASS — short for “community transportation pass” — is an all-inclusive transportation pass for residents in a defined neighbourhood or area. The attraction of the ComPASS program is that the price of a household ComPASS reflects a significant discount as compared with the cost of monthly transit passes or even transit tickets.

The deeply-discounted price is possible because all households in a neighbourhood or area must participate in the program, spreading the cost of the program among participating households. Generally, the cost of the ComPASS program is calculated as the total annual transit revenue generated by participating households prior to joining the program. In other words, the total cost which residents in a neighbourhood or area pay to participate in the ComPASS program is equal to the total cost of transit fares they paid previously. Many of the households which participate in the ComPASS program would have low levels of previous transit use, and in many cases no previous transit use. Some households would have high to moderate levels of transit use. Through the ComPASS program, the cost per household is averaged, and is significantly less than the cost of one or more monthly transit passes, and may even be less than the cost of a dozen tickets.

The key feature of the ComPASS program is unlimited use of transit services for all members of a household —on all forms of transit, in all fare zones, on all days and at all times. Only in the case of the West Coast Express commuter rail service would ComPASS holders need to pay a supplementary fare.

To appeal to infrequent transit users as well as people who do not use transit, the ComPASS program includes a range of other transportation services, as well as access to community facilities and discounts at local merchants. Additional features of the ComPASS program include:

- **Specialized bus services.** As part of the Demonstration Project, specialized bus services were provided to transport children to and from elementary school, and to shuttle residents to the nearest grocery store over three kilometres away. Other examples might include buses to local ski hills, and airport shuttles during holidays and other travel times.
- **Car-sharing.** ComPASS participants were also members in the Co-operative Auto Network's car-sharing program, and consequently had access to the fleet of car-share vehicles. Persons using the car-share vehicles paid standard rates for usage, which are a combination of kilometre-based and hourly charges.
- **An emergency ride home program,** which in the event of a family emergency provides a taxi ride home or to another location (such as a hospital or school). Ninety percent of the cost of the taxi ride is reimbursed.
- **Bicycle safety courses** for adults and children.
- **Discounts on bicycle accessories** at local bike stores, and free loan of a bicycle trailer/handcart for transporting goods.
- **A carpool ridematching service.**
- **Reduced fees or no-cost use of community facilities,** such as swimming pools, community centres, museums and theatres.
- **Merchant discounts.** Local merchants who participate in the ComPASS program provide discounts on products and services.

## 1.2 Demonstration Project

The objectives of the ComPASS Demonstration Project include:

- Demonstrate how barriers to transit use and other alternative modes of transportation can be easily removed through a community transportation pass program.
- Educate the public as to travel choices and available alternatives.
- Educate the public as to the climate change and environmental implications of travel choices.
- Encourage the public to use transit and other alternative modes of transportation, through ComPASS and through personal choices.
- Document and communicate the results of the demonstration project so that others can implement similar programs in communities across Canada.

The ComPASS Demonstration Project includes four separate components:

- **A demonstration study** of 140 families who were provided with free transit passes for each member of the household for a two-month period. Before and after travel patterns were monitored to determine the extent to which the availability of a transit pass influenced travel behaviour. To avoid influencing participants' behaviour and to ensure that the demonstration study remained statistically-valid, participants were not told the purpose of the ComPASS demonstration study and were not coerced into altering their travel behaviour. Participant families were randomly selected and matched with a control group drawn from the same population.
- **A pilot study** where 14 families tested the ComPASS concept by participating in a pilot study version of the program for two months. All members of the household received free transit passes, as well as access to other transportation services, community programs and merchant discounts. Participants were asked to use as many of the various features of the ComPASS program as possible, and indicate how easy these were to use, how they valued these, and what else could be done to improve the program.
- **A GVRD study** conducted by telephone, to determine the potential support for a ComPASS program in the region, as well as provide feedback regarding financial aspects of the program. A total of 1,000 households were contacted by telephone at random.
- **A financial model** indicating how ComPASS could be implemented in a financially self-sustaining manner.

These components were supplemented by research into similar programs implemented elsewhere in North America. As well, a video and communications materials were developed to communicate the potential of ComPASS to community members, politicians and government staff.

The ComPASS Demonstration Project was initiated in September 2002, and the demonstration phase of the project began in March 2003. The project was completed in December 2003. **Table 1** summarizes the schedule of the ComPASS Demonstration Project.

**Table 1**  
**ComPASS Schedule**

<b>Activity</b>	<b>Begin</b>	<b>End</b>	<b>Notes</b>
ComPASS Demonstration Project	Sept. 2002	Dec. 2003	
Demonstration Study	Mar. 1, 2003	April 30, 2003	140 families
Pilot Study	Sept. 1, 2003	Oct. 31, 2003	14 families
Region-Wide Market Study	Sept 2003	Oct. 2003	1,000 households

## 2 EXPERIENCE ELSEWHERE

This section provides a description of the three community transportation pass programs operating in North America at this time, and highlights specific aspects of the experience elsewhere which is relevant to the ComPASS Demonstration Project. Community transportation pass programs are currently operating in the following three communities:

- Boulder, Colorado
- Santa Clara County, California
- Bellevue, Washington

### 2.1 Boulder, Colorado

Boulder's Neighbourhood Eco Pass program began in 1995 as an outgrowth of the employee Eco Pass program. Even though the program has been expanded to the entire Regional Transportation District of greater Denver (a total of nine counties), the only neighbourhoods participating in the program are in Boulder.

#### Context

Boulder is a community of 100,000, located on the Front Range of the Rocky Mountains 50 km northwest of Denver. Boulder is part of the Regional Transportation District (RTD) that encompasses seven counties and 38 municipalities in the greater Denver area, with a total population in the service area of 2.3 million.

Boulder is home to the University of Colorado, which has an enrolment of 27,000 students. It is also a major employment centre, with a net in-migration of employees. Residential development in Boulder is a mix of urban and suburban, single-family and multi-family. The average population density in the city is 1,500 persons per square kilometre. In comparison, the average population density in the GVRD is 2,500 persons per square kilometre, and the average density in the City of Vancouver is 5,000 persons per square kilometre.

Transit services in Boulder consist of local services within the city and county of Boulder, plus regional and express services connecting Boulder to Denver and other communities in the Regional Transportation District. Within Boulder, service levels are reasonably attractive, ranging from every 6 minutes to every 30 minutes during peak periods. Transit ridership on local buses in Boulder averages 29 boardings per hour (in comparison, transit ridership in the GVRD averages 56 boardings per hour).

#### Features

The Neighbourhood Eco Pass program provides several features:

- Unlimited use of local and regional transit services (but not specialized services for persons with physical disabilities).
- Free use of the SkyRide shuttle service from Boulder to Denver International Airport.



- Free use of bicycle lockers.
- Discounts at local merchants. These are organized by residents in some neighbourhoods directly with merchants, and without any involvement of RTD or City of Boulder staff.

## **Financial**

The price of a Neighbourhood Eco Pass varies from neighbourhood to neighbourhood, and is determined based on the number of participating households, the location of the neighbourhood, and the level of transit service provided to the neighbourhood. The price of the pass is calculated to generate the same revenue from a neighbourhood with the Neighbourhood Eco Pass as before. Price levels for the Neighbourhood Eco Pass program were determined during the initial years of the program using a trip diary survey to determine the level of transit use and resulting amount of revenue generated.

Pass prices range from US \$45 to \$115 per household per year, and average US \$60 per household per year. Some neighbourhoods set pass prices at higher levels, as not all households in the neighbourhood pay for passes, and as a result the price per participating household is higher. In all cases, the pass price reflects a substantial discount from the equivalent “retail” price for an annual transit pass of US \$1,200.

To encourage neighbourhoods to join the program, the City of Boulder subsidizes the price of the Neighbourhood Eco Pass by 50% during the first year, and by 30% during subsequent years. Although the City has stated that the 30% discount could be discontinued at any time, it has been maintained continuously to date. This discount appears to be one reason why only neighbourhoods in Boulder have adopted the Neighbourhood Eco Pass — a similar discount is not available to neighbourhoods in other parts of the greater Denver area.

The Neighbourhood Eco Pass program is intended to be revenue neutral. Because of the discounts offered by the City, however, the program has not yet achieved the goal of being revenue-neutral.

The annual budget for the Neighbourhood Eco Pass program is US \$180,000. These funds are raised by neighbourhoods to purchase passes. A variety of fund-raising techniques are used by residents, including door-to-door fundraising, bake sales, and grants from neighbourhood businesses. Door-to-door fundraising is the most common technique, which is undertaken by “block leaders” responsible for specific blocks of the neighbourhood. As can be expected, fundraising is quite time-consuming, and typically requires repeated trips to each household. As a result, there is a high level of turnover among block leaders.

Paying for passes through taxes has not been popular. Taxes were approved by residents in only one of six neighbourhoods where taxes were proposed.

## **Participation**

Currently, 16 neighbourhoods participate in the Neighbourhood Eco Pass program. There are a total of 3,300 households with 4,000 people in these 16 neighbourhoods. This represents 3.7% of the population in the city, and 7.3% of all households which would be eligible to receive

Neighbourhood Eco Passes. Four neighbourhoods have dropped out of the program since 1995 due to lack of interest among residents in continuing.

Eligibility requirements for the Neighbourhood Eco Pass program include:

- The neighbourhood must be represented by a registered neighbourhood organization or association, or a city or county government entity.
- One person must be appointed as the liaison between the RTD and neighbourhood residents. This person is responsible for providing RTD with requested information, distributing passes and renewal stickers, and collecting funds for the annual payment to RTD.
- A neighbourhood is defined as contiguous blocks of households. A neighbourhood must contain a minimum of 100 households, or the annual total price of all passes for the neighbourhood must be at least US \$5,000 per year.
- All housing units within the defined neighbourhood are considered in calculating the pass price. If some households choose not to participate, the price of the pass for the participating households increases proportionately to the number of non-participating households.

Staff in Boulder report that it is challenging to start the Neighbourhood Eco Pass program in existing neighbourhoods. The City has had more success implementing the program in new subdivisions, where the program is funded by the developer for the first three years (funds for the program are held in trust by the city for three years). After three years, responsibility for the program is transferred to the residents association, where it can be incorporated into the association's bylaws and funded through fees paid by residents to the association.

Boulder staff also note that students at the University of Colorado have a U-Pass, and many employees at the university and throughout the city have employee Eco Passes. This means that many residents in Boulder already have a transportation pass, and consequently in many neighbourhoods there is little demand for a Neighbourhood Eco Pass program. A total of 55,000 people in Boulder have student U-Passes and employee Eco-Passes, as compared with 4,000 people with Neighbourhood Eco Passes.

## **Pass Design**

The Neighbourhood Eco Pass is a photo identification pass, which is used indefinitely. Stickers are provided to participants at the beginning of each calendar year, and are affixed to the pass to indicate that the pass is valid for that calendar year.

Photo identification cards are provided to residents at no additional cost. Residents must go to the Boulder Transportation Centre to have their photos taken. If 50 or more residents need to have their photos taken, a photo session will be arranged in the neighbourhood at no additional cost. If less than 50 residents wish to have a photo session in the neighbourhood, a charge of US \$100 is levied.

## **Results**

Boulder staff report that ridership typically increases 50% in a neighbourhood following introduction of the Neighbourhood Eco Pass. On some routes, ridership has increased by 300%.

Most participating neighbourhoods in Boulder are located along high-frequency local and regional transit routes. As a result, there has been no need to increase transit service levels on any routes in response to additional ridership.

## **Contacts and References**

Bob Whitson, Transportation Department, City of Boulder: 303-441-3266, whitsonb@ci.boulder.co.us

Andrea Robbins, GO Boulder (City of Boulder): 303-441-4139, robbinsa@ci.boulder.co.us

Bob Henry, Sales and Marketing, Regional Transportation District: 303-299-2123, bob.henry@rtd-denver.com

Christopher Sarson, Newlands neighbourhood EcoPass representative: 303-449-8474, csarson123@hotmail.com

Regional Transportation District Neighbourhood EcoPass Program: 303-299-2123, <http://www.rtd-denver.com/FaresAndPasses/Passes/neighborhood.htm>

Citizen-run Neighbourhood EcoPass website: <http://www.ecopass.org/>

## **2.2 Santa Clara County, California**

Santa Clara County's Residential Eco Pass program was started in 2000 by the Valley Transportation Authority's general manager, who previously had worked with the greater Denver RTD and the City of Boulder. Santa Clara County's Residential Eco Pass program was an outgrowth of the employee Eco Pass program, and is modelled after the Neighbourhood Eco Pass Program in Boulder.

### **Context**

Santa Clara County is a suburban community located at the south end of the San Francisco Bay Area. The population of the county is 1.7 million, and the largest city in the county is San Jose. Santa Clara County encompasses the "Silicon Valley" high-tech area, and as a result there is a net in-migration of 150,000 workers each day.

Land use patterns in Santa Clara County typify suburban sprawl. The majority of the residential development is single-family housing and lower-density multi-family housing such as townhomes. The road network includes an extensive freeway and expressway system which is congested for much of the day.

The transit system in Santa Clara County includes local and regional express buses, as well as a light rail system connecting residential areas to Silicon Valley employment areas. Transit ridership averages 33 boardings per hour (in comparison, transit ridership in the GVRD averages 56 boardings per hour). The amount of service provided in Santa Clara County totals 1.0 hours of service per capita per year (in comparison, the amount of service provided in the GVRD totals 2.2 hours of service per capita per year).

## Features

The Residential Eco Pass provides unlimited use of transit services in Santa Clara County — local and express bus services, light rail and specialized services for persons with physical disabilities. No other features are included with the pass.

## Financial

The price of a Residential Eco Pass varies from neighbourhood to neighbourhood, and is determined based on the number of participating households, the location of the neighbourhood, and the level of transit service. Three location categories and four population ranges are used to determine prices, as summarized in **Table 2.1**.

**Table 2.1**  
**Residential Eco Pass Prices (US dollars)**

Location	Number of Residents in Group			
	1–99	100–2,999	3,000–14,999	15,000+
Downtown San Jose	\$92	\$69	\$46	\$23
Areas served by bus and light rail	\$69	\$46	\$23	\$11.50
Areas served by bus only	\$46	\$23	\$11.50	\$5.75

The maximum price for a Residential Eco Pass is \$92 per year. In comparison, the “retail” price for an equivalent transit pass is US \$800 per year. As described below, however, all current participants in the Residential Eco Pass program receive their passes at no cost — the cost of the passes is subsidized by property management companies.

The Residential Eco Pass program is intended to be revenue neutral. No data are available to indicate whether or not the program has achieved the goal of being revenue-neutral.

## Participation

All participants in the Residential Eco Pass program live in multi-family buildings. A total of 11 buildings with more than 2,000 persons participate in the program. No residential neighbourhoods have participated in the Residential Eco Pass program to date.

Passes are purchased by the property management companies that manage each of the 11 buildings. Property managers provide passes to residents at no additional cost, as an incentive to rent apartments in the buildings.

To be eligible for the Residential Eco Pass program, a residential group (a neighbourhood or a multi-family building) must have a minimum of 25 households. All residents five years of age or older in the residential group must purchase a pass.

## Pass Design

The Residential Eco Pass is a photo identification pass, which is used indefinitely. Stickers are provided to participants at the beginning of each calendar year, and are affixed to the pass to

indicate that the pass is valid for that calendar year. Photo identification cards are provided to residents at a one-time \$3 cost.

## **Results**

No data are available regarding the results of the Residential Eco Pass program.

## **Contacts and References**

Kevin Kurimoto, Residential Eco Pass Program, Valley Transportation Authority: 403-952-4198, kevin.kurimoto@vta.org.

Valley Transportation Authority Residential Eco Pass Program: [http://www.vta.org/ecopass/ecopass\\_resi/index.html](http://www.vta.org/ecopass/ecopass_resi/index.html)

## **2.3 Bellevue, Washington**

The Residential Pass Program was a one-year demonstration program in Bellevue, Washington. The program began February 1, 2002 and ended on January 31, 2003. The program was funded by the City of Bellevue, King County Metro (the county transportation agency) and Sound Transit (the regional transit agency).

### **Context**

Bellevue is a suburban community located on the east side of Lake Washington, across from Seattle. Residential development is predominantly single family, with some lower-density multi-family development. The average population density in the city is 1,450 persons per square kilometre. In comparison, the average population density in the GVRD is 2,500 persons per square kilometre, and the average density in the City of Vancouver is 5,000 persons per square kilometre.

Bellevue is a major suburban employment centre, with a net in-migration of workers. The residential population of the city is 120,000, and the daytime population is estimated to be 170,000.

Transit services in Bellevue include local bus services within the city, as well as regional bus services to Seattle and other communities in the Puget Sound region. Service frequencies range from every 15 minutes to every 60 minutes during peak periods.

### **Features**

The Residential Pass Program provided a range of features, including:

- Unlimited use of local and regional transit services.
- A guaranteed ride home in case of emergency (up to eight times per year).
- Ridematching services.
- A vanpool fare subsidy up to US \$65 per month.

- Free use of bicycle lockers.
- Up to eight emergency rides home.
- Membership in a car-share program for an additional \$5 one-time cost.
- Discounts at local merchants.

## **Financial**

Residential Passes were provided free to residents. One pass was provided per household. The “retail” price for an equivalent transit pass is US \$900 per year.

The budget for the one-year demonstration program was US \$150,000, which included US \$90,000 for passes (a discounted price was negotiated for the passes used in the demonstration project), plus marketing, printing, postage and administration costs and in-kind contributions.

## **Participation**

A total of 123 households in four multi-family buildings participated in the demonstration program.

Buildings were selected based on proximity to transit services, average rental prices and the willingness of the building manager to participate in the program. All four buildings are located in downtown Bellevue, close to frequent local and regional transit services.

A total of 404 households in the four buildings were offered Residential Passes. Surprisingly, only 123 households (30%) agreed to accept the passes and participate in the program, even though there was no cost to participants.

Proposals to expand and extend the Residential Pass Program by charging participants for passes have been met with little interest. No neighbourhoods have expressed interest in the program to date.

## **Pass Design**

The passes used in the demonstration pass program are standard monthly passes.

## **Results**

Transit use increased as a result of the Residential Pass Program. Data from electronic fareboxes indicates that within the first two months of the demonstration program, transit trips among participants increased almost 100%. By the end of the one-year demonstration program, however, transit ridership had declined to only 30% more than at the outset. At the conclusion of the demonstration program, 51% of participants reported that they used transit more than prior to the demonstration program.

Reported use of single-occupant automobiles for commute trips decreased from 47% prior to the demonstration program to 39% during the demonstration program. There was a significant increase in awareness among participants of other travel options such as vanpools, car-sharing and emergency ride home.

The mean price that participants said they would be willing to pay for an annual Residential Pass was US \$16. Almost one-quarter of participants said they would not pay for a pass. Seventeen percent reported that the free Residential Pass replaced a transit pass which they purchased or which was provided to them.

### **Contacts and References**

Mike Ingram, City of Bellevue: 425-452-4166, [mingram@ci.bellevue.wa.us](mailto:mingram@ci.bellevue.wa.us)

Ref Lindmark, King County Metro: 206-684-1104, [ref.lindmark@metrokc.gov](mailto:ref.lindmark@metrokc.gov)

## 3 DEMONSTRATION PROJECT

This section describes in detail the four components of the Demonstration Project — the demonstration study, the pilot study, the GVRD study and the financial model — and highlights the key results and conclusions from each component.

### 3.1 Demonstration Study

This section describes the results of the demonstration study, in which participants were provided with free transit passes for a two-month period, and their travel patterns monitored. The results of the demonstration study indicate a significant increase in transit use during the demonstration study, but not a sustained increase in transit use afterwards.

#### Methodology

This section briefly summarizes the key aspects of the demonstration study methodology. A detailed description of the study methodology is included in the Appendix.

- **Participants.** The test group included 140 families, with a total of 214 eligible persons. There were also 140 families in the control group, with a total of 229 eligible persons.
- **Eligibility.** Households were excluded in which all heads of the household were UBC students, in which all heads of the household were existing transit pass users, in which there were no licenced drivers, and which were planning to move in the current calendar year. This avoided households in which the majority of persons were already significant users of transit, as well as households with several people who might become significant users of transit as a result of U-Pass.
- **Time period.** The demonstration study was conducted for two months, from March 1 to April 30, 2003.
- **Transit passes.** Each participating household received a transit pass for each person in the household a few days prior to the beginning of each month. A small number of participants indicated that they worked or attended school in other municipalities, and consequently these persons received two-zone or three-zone transit passes.
- **Awareness.** Participants were not told about any aspect of the ComPASS Demonstration Project, to avoid biasing the results of the demonstration study. Most notably, they were not asked to use the transit passes nor to reduce their trips by automobile. The pretext for providing the transit passes was as a “thank you” for answering questions in telephone surveys.
- **Surveys** of participants and persons in the control group were conducted at four times — prior to the demonstration study, halfway through the two-month demonstration study, at the conclusion of the demonstration study, and six months after the demonstration study.



## Results

Key results from the demonstration study are highlighted below. These results are based on a comparison of travel patterns for participants (persons in the test group who were given free transit passes) and non-participants (persons in the control group who were not given transit passes). A detailed discussion of the results of the demonstration study is included in the Appendix.

- **Transit use increased.** The availability of transit passes resulted in a significant increase in transit use. Participants used transit two-thirds more than non-participants. Specifically, at the conclusion of the demonstration study, 65% more persons in the test group indicated that they had used transit in the past week than among the control group. Persons in the test group also reported making 68% more trips by transit in the past week than persons in the control group.
- **Increased transit use occurred on weekdays** rather than weekends. The observed increase in transit use among participants occurred entirely on weekdays. Although weekend transit use increased mid-way through the demonstration study, by the end of the demonstration study weekend transit use had declined equally among the test and control groups. This indicates that the availability of transit passes had no effect — positive or negative — on weekend transit use.
- **The increase in transit use was not sustained.** Six months after the demonstration study, transit use among the test group had decreased to the same level as among the control group.
- **Automobile use may have decreased.** Half the participants reported a reduction in automobile use during the demonstration study. In particular, participants reported a one-third reduction in single-occupant vehicle trips to work. These reported reductions in automobile use are suspect, however, as during the demonstration study there was no significant change in the numbers of persons reporting automobile trips in the past week nor the reported number of days an automobile was used in the past week. This apparent conflict suggests that if there were reductions in automobile use, they were not large.
- **Transit trips to work did not increase.** In spite of the reported reduction in SOV trips to work, there was not a corresponding reported increase in transit trips to work. Data were not collected regarding other modes of travel such as walking and cycling, and consequently it is not possible to determine what changes in travel patterns offset the reported reduction in SOV trips to work.
- **Participants view transit more favourably.** One third of participants reported that they had a more positive attitude toward transit at the conclusion of the demonstration study. This result for the test group is twice as high as for the control group.
- **Participants view automobile travel less favourably.** Eighteen percent of participants reported that their attitude toward automobile travel has become more negative.
- **Participants are more likely to consider transit as an option for non-commuting trips.** Over seventy percent of persons in the test group (60% higher than in the control group) indicated that they would consider transit and other alternative modes of transportation for some trips.

## Significance for ComPASS

Several conclusions can be drawn from the results of the demonstration study regarding the potential benefits and feasibility of the ComPASS program:

- **ComPASS increases transit use.** The demonstration study has shown that availability of a transit pass increases a person's use of transit. As well, ComPASS improves participants' perceptions of transit and their likelihood of considering transit as a travel option.
- **ComPASS may or may not reduce automobile use.** The results do not conclusively show any effect on automobile use. It is important to recognize, however, that the demonstration study was conducted for only two months. It is possible that over a longer period of time, a reduction in automobile use could occur.
- **Price was not a factor.** The key difference between the demonstration study and the eventual ComPASS program is the price. Participants in the demonstration study received transit passes at no cost, whereas persons wishing to participate in a ComPASS program would be required to purchase passes. Price issues were investigated in the GVRD study.
- **UBC would be the best location to implement the first ComPASS program,** for several reasons:
  - The greatest increase in transit use occurred among UBC residents who participated in the demonstration study. This indicates a greater willingness to use transit as a travel alternative.
  - The U-Pass program has already generated considerable demand for a similar program for residents on campus.
  - The UBC campus is well-served by transit. Frequent transit service connects UBC to many regional destinations, as well as to SkyTrain, SeaBus and other regional transportation facilities.
  - Residents have expressed considerable interest in ComPASS. Now that the student U-Pass is in place, residents on campus are aware of the value of such a program and have shown a strong interest in having a similar transportation pass program.
  - UBC supports and is actively pursuing a ComPASS program.
  - Introduction of a ComPASS program would be easiest at UBC. As the sole landlord for all residents on campus, UBC would be able to implement and manage a ComPASS program more easily than it could be implemented and managed in neighbourhoods with a variety of landlords, strata councils and freehold property owners.
  - The price of the ComPASS program could be funded through rents and leases. This would avoid the need to identify a price and collect payments for the ComPASS program from residents, and would thereby eliminate a potential deterrent to participation in the program.

## 3.2 GVRD Study

A telephone survey of 1,000 households through the greater Vancouver region was undertaken to determine the potential support for a ComPASS program in the region, as well as provide feedback regarding financial aspects of the program. The results of the GVRD study indicate that there would be support for the ComPASS concept, but that in many areas perceived deficiencies in transit service levels would be a significant barrier to participation in the program.

### Methodology

The specific objectives of the GVRD study were to:

- Determine general interest in the ComPASS concept.
- Assess support for the concept within a proposed price range.
- Determine preferences for payment options.
- Gauge the perceived benefit of including ComPASS as part of future housing developments
- Evaluate current attitudes toward transit and toward private vehicle use, as well as toward mode shift, as a context for evaluating potential for the ComPASS program.

A random telephone survey was conducted of the adult heads of 1,001 households throughout the greater Vancouver region. Male and female heads of household were selected alternately to balance the survey sample. The sample was representative of the population greater Vancouver region, and was weighted to match the 2001 Statistics Canada census on the basis of age within gender and region.

### Results

Two-thirds of persons in the region would be interested in ComPASS. Interest is highest among residents of the Burrard Peninsula (Vancouver, Burnaby and New Westminister) and the Northeast Sector (Coquitlam, Port Coquitlam and Port Moody), whereas interest is lowest among residents south of the Fraser River (Delta, Surrey, Langley). Interest is also higher among younger persons, among low-income and middle-income households, among households with no automobiles, and in areas where residents consider the level of transit service to be “excellent” or “very good.”

Interestingly, the level of interest in the ComPASS concept among the participants in the demonstration study was the same as among the general population. In other words, receiving and using free transit passes for two months did not increase a resident’s interest in the ComPASS concept.

These levels of interest were indicated by survey respondents and demonstration study participants in advance of any discussion and questions regarding the price of ComPASS. Initially, people were only told that the pass program would be offered at a significantly discounted price.

After they had indicated their level of interest, survey respondents and demonstration study participants were told that the ComPASS price would be in the range of \$20 to \$30 per month

per household. In response, 50% said they would purchase a ComPASS at the proposed price, with almost half of these persons indicating they “definitely would” purchase a pass. It is important to recognize that stated intent to purchase a pass does not necessarily result in a pass purchase. TransLink recognizes this, and based on market research experience “down-weights” stated participation levels to estimate actual participation levels. In this case, applying TransLink’s down-weighting formula results in an estimate of approximately 14% of persons purchasing a ComPASS at the identified price of \$20 to \$30 per month per household.

Among demonstration study participants, 64% indicated they would purchase a ComPASS at the identified price. Down-weighting this figure results in an estimate of 25% of person purchasing a ComPASS. This figure is 75% higher than the down-weighted estimate for the general population, indicating that exposure to transit through free transit passes increased the likelihood that participants would purchase a ComPASS.

Residents were asked what would be the most they would pay to purchase a ComPASS. On average, residents would be willing to pay \$33 per month per household. Among demonstration study participants, the average maximum price was \$42.

The primary reason why people would not purchase a ComPASS is that transit service does not meet their needs or is in some way perceived to be deficient. The most common reason for lack of interest in ComPASS was that respondents would not use transit enough to justify the price, or would not use transit at all. Respondents identified many deficiencies in transit service, including travel times are too long, transit service is not frequent enough, transit does not serve their destinations and so forth. Only 40% of respondents rated the level of transit service in their neighbourhoods as “good” or “excellent.”

## **Significance for ComPASS**

The results of the GVRD study have three key implications for the ComPASS concept and for UBC in particular:

- **ComPASS neighbourhoods must be selected carefully.** Support for ComPASS is marginal at best, with only approximately 14% of persons in the region likely to participate in a ComPASS program. Because ComPASS requires that all or most residents in a neighbourhood participate, it is important that neighbourhoods be selected which include as many of the following “success factors” as possible:
  - A high level of transit service. This means frequent and fast transit services, particularly SkyTrain and B-Line rapid bus services, as well as local bus services.
  - Lower-than-average automobile ownership. Typically, automobile ownership is lower in denser, urban areas.
  - Lower household incomes.
  - A younger-than-average population.
- **The ComPASS price should be less than \$30 per month per household.** Although \$33 is the average maximum price which residents in the region indicated they would be willing to pay, it is important to recognize that because this is an average, half of all residents would

not be willing to pay as much as \$33. Because ComPASS requires that all or most residents in a neighbourhood participate, it is important that the ComPASS price be as low as possible, to encourage as many people as possible to buy passes. A price of less than \$30 per month per household would attract the interest of the majority of residents.

- **UBC is an ideal candidate for the ComPASS concept.** Neighbourhoods at UBC incorporate all the “success factors” identified above. Because a significant number of persons in each household at UBC would have either a student, staff or faculty U-Pass, fewer people in the household would need a ComPASS, and as a result the price per household would be lower than elsewhere in the region.

### 3.3 Pilot Study

Fourteen families participated in the pilot study to test the ComPASS concept. The results of the pilot study indicate which components of the program are important, and ways to encourage residents to participate in the program.

#### Methodology

Participants in the pilot study were recruited through newspaper advertisements and word of mouth. The objective was to recruit a mix of families and individuals. Participants were selected from among residents on the UBC campus and the adjacent University Endowment lands. Although all participants owned at least one automobile, they were asked to try as many different modes of transportation and features of the ComPASS program, and indicated their willingness to do so.

Participants received a detailed “information booklet” describing all features of the ComPASS program. For the pilot study, these features included:

- A monthly one-zone transit pass.
- Emergency ride home service.
- Membership in the Cooperative Auto Network car-sharing program. Participants who used car-share vehicles paid the standard hourly and kilometre-based charges for vehicle use.
- A school bus service to the local elementary school.
- A shuttle bus service to the nearest grocery store three kilometres away.
- A ridematching service.
- Free bicycle safety courses for adults and children.
- A bicycle trailer/handcart loaner program.
- Family passes to the UBC Aquatic Centre.
- A 10% discount on purchase of accessories at the Bike Kitchen, and on-campus bicycle store.
- A 15% rebate on admissions to selected museums and theatres at UBC.

Meetings were held with participants before and during the pilot study, to assess their use of program features, identify obstacles and opportunities for ComPASS, and discuss other issues arising from the pilot study. Some participants were interviewed for the video documenting the ComPASS Demonstration Project.

## Results

Overall, the pilot study was a success. Participants were enthusiastic about the potential for ComPASS, and enjoyed using the various features of the program. As indicated in Table 3.1, most program features tested by participants were rated well. Only the grocery shuttle, the bicycle safety courses and the ride-matching service were rated poorly or not rated at all.

**Table 3.1**  
**Ratings and Participation Levels for ComPASS Features**

Program	Participation		Rating
Museum and theatre discounts	2 families	5 persons	10 out of 10
Shuttle bus to elementary school	2 families	2 persons	10 out of 10
Emergency ride home	1 family	1 person	10 out of 10
Aquatic Centre use	8 families	24 persons	9.5 out of 10
Car-sharing program	4 families	6 persons	9 out of 10
Unlimited use of transit services	14 families	44 persons	8.9 out of 10
Bicycle trailer/handcart loaners	4 families	9 persons	8.9 out of 10
Bicycle accessory discount	2 families	5 persons	8.5 out of 10
Shuttle bus to grocery store	1 family	2 persons	5 out of 10
Bicycle safety course	1 family	1 person	Not rated
Ride-matching service	0 families	0 persons	Not rated

Participants also suggested a number of improvements to the ComPASS concept, including improved transit information and amenities, additional discounts on services and products, and loaner bicycle baby carriers and trail-a-bikes.

## Significance for ComPASS

Feedback from pilot study participants highlights three essential actions to help ensure the success of the ComPASS program:

- **Clearly identify the benefits.** Residents will be encouraged to participate in the ComPASS program if they understand the benefits they will enjoy as a result. These include (in no particular order) cost savings, improved mobility, low-cost and free services and products, opportunities for family activities, improved fitness and health, and environmental benefits.
- **Help people to use ComPASS.** Encouragement and information is important to introduce participants to various features of the ComPASS program, to encourage them to use these features, and to explain how to use them. This is particularly important for people who are new to transit, and may not understand where routes and schedules for transit services. Information is also important for specific program components such as the emergency ride home, for which there are specific requirements and restrictions.

- **Add value to ComPASS.** In order to attract the majority of residents who are not already frequent transit users, the ComPASS program must be more than just a transit program. Other transportation services, access to community programs and facilities, and merchant discounts all add value to the ComPASS program and increase its appeal. In particular, reduced prices and/or no cost access to cultural, recreational and community facilities has considerable appeal. Key transportation services include an emergency ride home program, car-sharing, a school shuttle and bicycle programs.

### **3.4 Financial Model**

The section describes a financial model for the ComPASS program, which includes a means of calculating a price for ComPASS passes, as well as a means of collecting payment from participants. The financial model described in this section is only one of many possible ways of financing a ComPASS program — selection of a specific financial model will be based upon local conditions, and the objectives of the transit agency and other participants in the program.

#### **Price**

The results of the demonstration study provide a basis for estimating the price of an annual or monthly ComPASS pass. For the financial model described in this section, the underlying premise in calculating the price is that the program is “revenue neutral,” which means that the ComPASS program generates at least as much revenue as participants previously paid in transit fares. Additionally, revenues from the ComPASS program would finance other program elements and administrative costs of the program. An alternative approach would be that the program is “cost neutral,” meaning that any costs of increasing transit service levels to accommodate ComPASS ridership are also included in the financial calculations.

Table 3.2 describes how the price of a ComPASS pass could be calculated. These calculations indicate that in a typical neighbourhood, the ComPASS price per household might range from approximately \$250 to \$350 per year, or \$22 to \$30 per month. This cost includes the estimated costs of on-going administrative activities, including printing ComPASS passes, communications and information materials. It is expected that administrative costs would be higher during the first year that a ComPASS program is introduced within a neighbourhood — therefore, the costs in Table 3.2 reflect estimated average costs on an on-going basis, after the first year of the program.

#### **Payment**

As part of the GVRD study, residents throughout the region who expressed interest in the ComPASS concept were asked how they would prefer to pay for passes. By far the preferred method of payment is automatic monthly debits from a bank account or credit card account. Seventy-two percent of respondents indicated they would prefer to pay for ComPASS passes on a monthly basis, as compared with 25% who would prefer to pay annually (other payment options were preferred by fewer than 1%). Automatic debits from bank accounts were preferred by 29%, and a further 25% preferred paying by credit card.

Options of paying through property taxes or other taxes are not popular. This result mirrors the experience in Boulder, Colorado, where most residents rejected property taxes as a payment option. This result suggests that it may be difficult to fund ComPASS through strata fees, levies or other mechanisms which are similar to taxes.

**Table 3.2**  
**ComPASS Financial Model — Example Calculations**

		<b>Low</b>	<b>High</b>
<b>Base Revenue</b>	Households in neighbourhood	2,500	2,500
	Average persons per household <sup>1</sup>	x 2.3	x 2.9
	Average transit trips per week per person <sup>2</sup>	x 0.9	x 1.2
	Average fare per transit trip <sup>3</sup>	x \$1.87	x \$1.87
	Weeks per year	<u>x 52</u>	<u>x 52</u>
	<b>Annual base revenue</b>	<b>\$503,000</b>	<b>\$705,000</b>
<b>Program Cost</b>	Annual base revenue	\$503,000	\$705,000
	Other program components	+ \$90,000	+ \$120,000
	Passes (annualized cost of printing passes)	+ \$12,500	+ \$12,500
	Information and communications	+ \$20,000	+ \$20,000
	Administration	<u>+ \$15,000</u>	<u>+ \$15,000</u>
	<b>Annual program cost</b>	<b>\$641,000</b>	<b>\$873,000</b>
<b>Pass Price</b>	Annual program cost	\$641,000	\$873,000
	Households in neighbourhood	<u>÷ 2,500</u>	<u>÷ 2,500</u>
	Price per <b>household</b>	<b>\$256/year</b> <b>\$22/month</b>	<b>\$349/year</b> <b>\$30/month</b>
Notes: 1 – Persons per household from demonstration study results 2 – Transit trips per week per person from demonstration study results 3 – Average fare estimated based on assumed proportions of cash, ticket and pass use			



### 3.5 Environmental Model

This section identifies the estimated environmental benefits effects of a ComPASS program — specifically, the estimated reduction in CO<sub>2</sub> (a primary greenhouse gas) emissions. As Table 3.3 indicates, it is estimated that introduction of a ComPASS program would reduce daily CO<sub>2</sub> emissions by 4 kg per household — a 17% reduction. Over the course of a year, this would amount to a reduction in CO<sub>2</sub> emissions of 1,300 kg per household.

**Table 3.3**  
**ComPASS Environmental Model — Example Calculations**

	<b>Baseline</b>	<b>ComPASS</b>
Average trip distance (all trip purposes, auto and transit trips) <sup>1</sup>	8.9 km	8.9 km
Daily trips per person (weekday, all trip purposes, auto and transit trips) <sup>2</sup>	x 2.8	x 2.8
Persons per household	<u>x 2.6</u>	<u>x 2.6</u>
Daily travel distance per household	65 km	65 km
Transit mode share (of auto and transit trips) <sup>3</sup>	<u>- 22%</u>	<u>- 35%</u>
Daily auto mileage per household (weekday)	51 km	42 km
Greenhouse gas emissions per km (grams of CO <sub>2</sub> ) <sup>4</sup>	<u>x 476 g/km</u>	<u>x 476 g/km</u>
Daily emissions per household (kg of CO <sub>2</sub> )	24.1 kg	20.0 kg
<b>Reduction due to ComPASS:</b>		
• Daily greenhouse gas emission reduction (kg of CO <sub>2</sub> )		4.1 kg
• Annual greenhouse gas emission reduction (kg of CO <sub>2</sub> )		1,310 kg
Notes: 1 – Average trip distance from GVRD travel survey data for Vancouver/UEL/UBC 2 – Estimated based on GVRD travel survey data and ComPASS demonstration study results 3 – Existing estimated based on GVRD travel survey data, ComPASS forecast reflects 60% increase in transit trips based on observed 65% increase in demonstration study 4 – From Natural Resources Canada		

# **APPENDICES**

**Demonstration Study Report**

**Pilot Study Participant Information Booklet**

**Pilot Study Report**

**GVRD Study Report**

**Video Script**

## Demonstration Study – Introduction

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In order to assess the potential in Greater Vancouver for the ComPASS 'transportation alternatives' concept, a multi-faceted research program is being conducted during 2003, as follows:

- 1) a demonstration study to assess the impact of a free transit pass program on behaviour and attitudes among families in a selected neighbourhood,
- 2) a pilot study among selected UBC families to operationally test use of the full ComPASS program and its components and
- 3) a survey to determine the degree of interest in the concept and potential demand among residents across the region.

This research report describes the demonstration study methodology and findings. The demonstration study was conducted among a test group of households, who received free transit passes for all household members over a 2-month trial period and among a control group of households, who did not receive free passes. Four waves of surveying were conducted among both groups at the 1) pre-trial, 2) mid-trial, 3) end-of-trial and 4) a final post-wave six months after the 2-month free transit pass program ended.

## Research Objectives

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The purpose of the demonstration study is to determine the effects of full access to public transit, with no cost barrier, on travel behaviour and attitudes.

The demonstration study has been designed with a scientific, quantitative approach. Its objective is to measure the effect of a free transit pass program on licensed drivers and their families in selected Vancouver neighbourhoods. These neighbourhoods have been chosen to test ComPASS for two key reasons. First, they meet the study's requirement of a high level of transit service, in terms of proximity to bus stops and service frequency. Second, they are adjacent to UBC, where the U-Pass (a low-cost transit program for UBC students) was being planned for implementation in the Fall of 2003.

The research objectives of the demonstration study are:

- To test the impact of the free transit pass program on transit use and private vehicle use over a two-month trial period
- To determine the residual effect of the pass program six months following the end of the free pass program
- To assess the impact of the program on attitudes toward transit and toward private vehicle use, as well as toward mode shift

## Demonstration Study Methodology

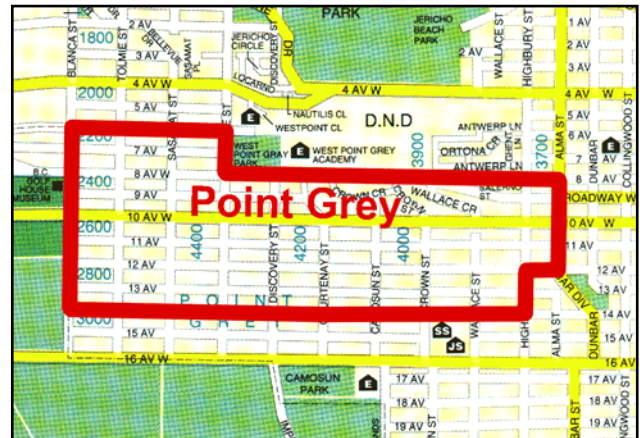
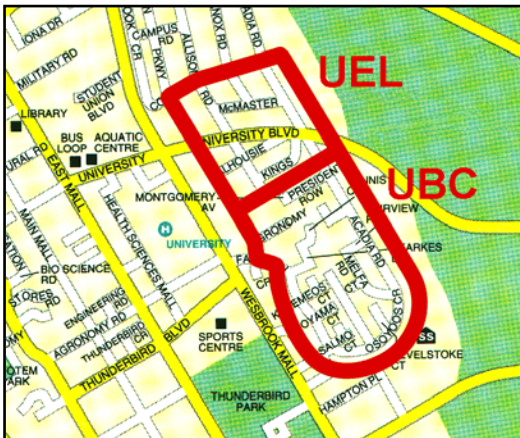
The demonstration study consists of a two-month free transit pass program and four waves of telephone research — a pre-trial recruiting phase plus three follow-ups: at mid-trial, end-of-trial and at six-months post-trial. To aid in participation, an advance notification letter was sent to all households in the selected neighbourhoods, advising residents of the research, its general purpose and sponsorship by UBC in partnership with the City of Vancouver.

Following is a summary of the methodology (further detail is appended).

### Study Area Definition

The ComPASS demonstration study was conducted among residents of specific target neighbourhoods with high transit service levels. The study area consisted of three distinct sub-regions of the Vancouver West Side with relatively close proximity to bus stops and frequent bus service, as follows:

- UBC family and market housing areas, excluding student dormitories/residences
- University Endowment Lands (between College Highroad and Agronomy)
- Point Grey (west of Alma Street between 6<sup>th</sup> and 14<sup>th</sup> Avenues)



### Sampling

Using MapInfo GIS mapping software, the study areas were defined according to street boundaries. The mapped regions were then matched to an electronic database of Telus/Verizon published residential telephone listings, updated quarterly and linked to postal code and Statistics Canada census enumeration areas. A random sample was drawn for Point Grey, but all available sample was used for UBC and UEL.

### Recruiting Phase

The initial pre-trial wave of recruiting and interviewing was conducted in the last two weeks of February (February 18 to March 2, 2003). This was followed by mail-out/delivery of thank-you letters to all participants and the transit passes/program info to test group households, just prior to the start of the 2-

month trial period (March and April). Prior to start of the pre-trial interviewing, letters were mailed to all households in Point Grey and UEL study areas and delivered by UBC staff to households in the UBC study area.

A random telephone survey was conducted in the study areas. Up to five calls were made to each selected household in attempting to complete a screening interview. The screening interview included four key eligibility criteria, which were administered to a head of the household. In total, 614 households participated in the screening interview.

Of 329 qualifying households, 85%, or 281 household heads, agreed to participate in the multi-wave study. An incentive was offered in the form of a \$500 prize draw to be chosen at random among all study participants upon conclusion of the final wave in the Fall of 2003. There was no mention of the experimental design and no mention of the transit pass program at this stage.

The lead respondent in each participating household was asked to continue with a longer interview, where they reported their past week travel and some demographic information. They were also asked to provide a listing of other licensed drivers in the household, who were subsequently interviewed if willing. Subsequent callbacks were made in attempting to reach as many of these other household members as possible. This effort resulted in a total of 443 licensed driver respondents who participated in the first wave.

### **Eligibility Criteria**

Households within the study areas were screened on four key criteria to determine eligibility for the ComPASS demonstration study. The following households were excluded:

- Planning to move this calendar year
- Only head of household or two or more heads of household were UBC students
- Only head of household or two or more heads of household were transit pass holders
- No licensed drivers in household.

Overall, the incidence of qualifying for the study was 65%, ranging from a low of 42% in UBC to 53% in UEL and 73% in Point Grey. (See Methodological Details appended for further information.)

### **Experimental Group Assignment**

The sample of participating households was divided into a test and control group. A block-pairing design was used to assign test and control households. In each sub-area the sample was stratified by postal code and by address. Block-pairs were assigned evenly to test and control groups. This method ensured that the two groups were geographically matched, as precisely as possible.

## Sample Weighting

The household sample was weighted to match 2001 Statistics Canada data on the basis of region and within each region on household size to produce a representative sample of households. Qualifying and non-qualifying households then fell out in their correct proportions. The test and control group samples of respondents were weighted to match each other on the basis of the following factors:

- probability of being interviewed (based on number of licensed drivers in the household and number reached for interview),
- day of interview (to balance days for recall of recent weekday)
- gender within region (to bring regions into correct census proportion for population 16+),
- age distribution
- transit use distribution (most recent transit use Q6)

Each wave of interviewing was weighted separately on the same basis and to the same proportions, matching the waves for controlled tracking of results.

## Trial Period and Follow-up Survey Phases

The trial period was March and April 2003. Follow-up surveys were completed at mid-trial (March 17-April 7) and at end-of-trial (last week of April). A final wave of research was conducted approximately six months post-trial (November 20-December 7, 2003).

## Caveats

The following conditions during the recruiting and 2-month trial period may have had some influence on travel behaviour and response rates:

- UBC teaching assistants rotating strikes (first wave)
- Warmer weather
- School in session/UBC exam time (mid-wave)
- Canucks hockey playoffs (third wave)

## Demonstration Study – Detailed Findings

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### 1.0 Study Area Household Characteristics

Household characteristics of the whole study area (including both qualifying and non-qualifying households) are summarized briefly below. Note that the study area was defined as having high service access to transit in terms of distance from stops and frequency levels.

#### ***Household size***

- ▶ Average of 2.6 persons per household. Similar across sub-regions (UBC, UEL and Point Grey). Note that this truly reflects household size in the study area since the household sample within each sub-region was weighted to match 2001 census statistics on this basis.
- ▶ Slightly larger household size among:
  - Households with any UBC students (mean 2.9)
  - Households with transit pass holders (mean 2.9)
  - Demonstration study qualifiers (mean 2.8)

#### ***Household composition***

- ▶ Mean number (all households, qualifying plus non-qualifying):
  - Heads of household: 1.7 heads
  - Adults in total: 1.9
  - Secondary school students: 0.2
  - Elementary school students: 0.2
  - Children under 5 years: 0.2
  - Similar means for demonstration study qualifiers

#### ***UBC Students in the Household***

- ▶ UBC students: 0.5 per household
  - ranging from 0.9 in UBC area, 0.7 in UEL and 0.4 in Point Grey (as expected, an indication of the higher concentration of UBC students in households close to/on campus)
  - among demonstration study “qualifiers” mean is 0.2 UBC students per household

#### ***Transit Pass Holders in the Household***

- ▶ Transit pass holders: 0.3 per household overall. Similar across sub-regions, but slightly lower (0.2) among demonstration study qualifiers.

#### ***Licensed Drivers in the Household***

- ▶ Approximately 1.9 per household (similar for study qualifiers)

## 2.0 Impact of Transit Pass Program on Behaviour

The benchmark, or pre-trial, measure was conducted in the last two weeks of February 2003, followed by mail-out/delivery of thank-you letters to all participants. Monthly transit passes for all test group household members and pass program info were delivered just prior to the start of the 2-month trial period on March 1<sup>st</sup>; April passes were sent to test group households in the last week of March.

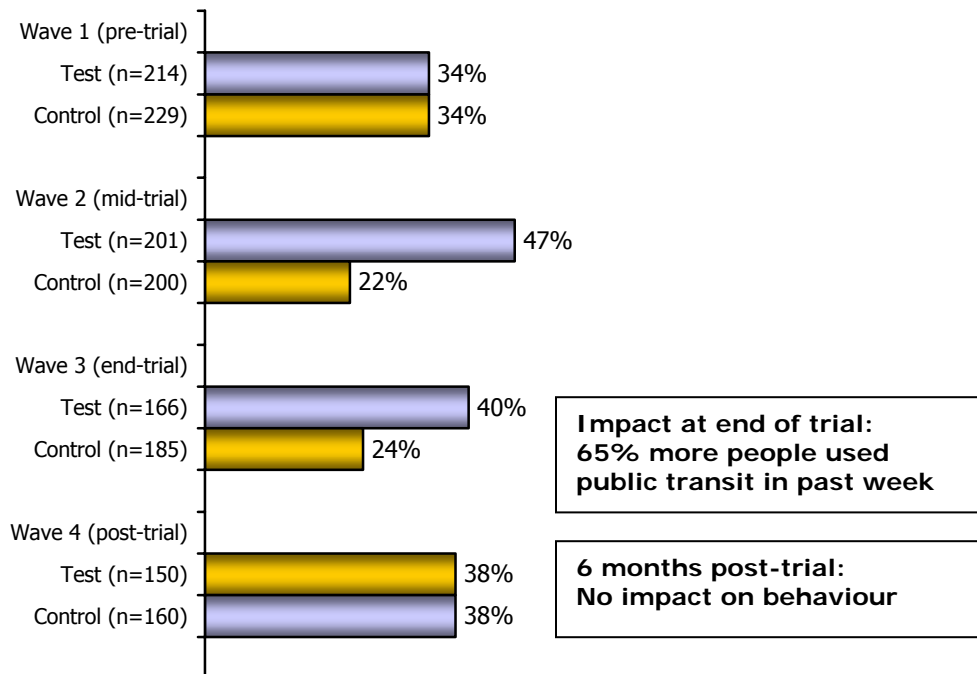
A second wave of interviewing, or mid-trial measure, was completed among both the test and control groups approximately 4 weeks later (March 26 to April 7). In the last week of April, a third wave was conducted to measure past week behaviour at the end of the trial period (before passes expired). The final post-trial wave of research was conducted approximately six months following the end of trial period (November 20-December 7, 2003).

### 2.1 Transit Usage

**The free transit pass program had a noticeable, positive impact on the incidence of past week use of transit during the trial period.**

Results for the test group were significantly higher compared to the control group, particularly for the first month of the free pass program. **However, six months later there was no residual effect on past week behaviour.**

**Incidence of Using Transit in Past Week**



Base: Licensed drivers in qualifying household

W1-3, Q2a) Thinking of your travel within the Greater Vancouver area over the past 7 days, that is since last [INSERT DAY], please tell me all modes of transportation you used. (IF ASKED, INCLUDE TRAVEL TO ALL SUBURBS+ HORSESHOE BAY, LION'S BAY) Any other modes of transportation?



**The program had strongest impact in the first month of the trial. But, even nearing the end of the two-month trial, the test group still continued to exhibit a significantly higher incidence of past week use** compared to the control group (at the 95% confidence level). Lower impact in the second month was likely due in part to a reduced novelty effect and/or other seasonal factors (such as weather, changing needs due to school breaks, for example).

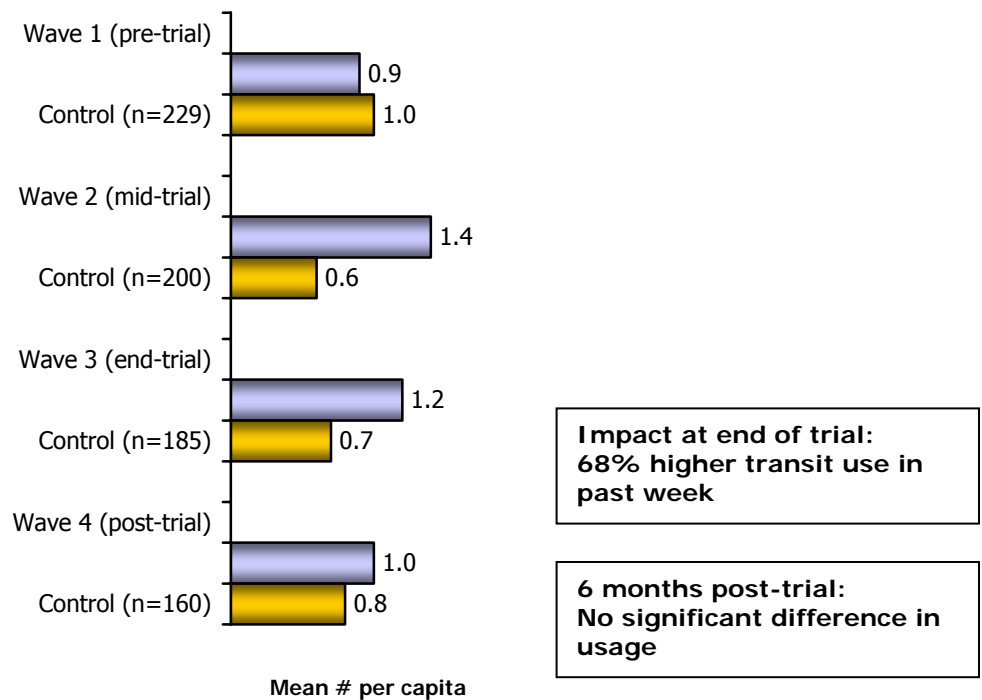
**Increased transit use is not sustained on a long-term basis, once the free pass program is no longer available.** Despite having a considerable effect on behaviour during the trial period, test group respondents are not any more likely to use transit six months post-trial, when free passes are no longer available.

- ▶ **In terms of transit frequency (# days in past week)**, test group results were higher than for the control group during the trial period. The average number of days transit was used by the test group increased significantly from .9 days at pre-trial to 1.4 days at the mid-wave and then dropping slightly to 1.2 days near the end of the 2-month free pass program.

At the same time transit use among the control group diminished at the mid-trial and end-of-trial stages (from 1.0 at pre-trial to 0.6 and 0.7 at mid- and end-trial). This is likely due to seasonal differences. Accordingly, **without the program there would be a reduction in transit use at the mid- and post-trial stages. The transit pass program, however, appears to have abated this pattern and significantly increased usage from the initial pre-trial phase.** This suggests that the program might assist in increasing transit use during periods of otherwise reduced usage.

**Six months following the trial, however, there is little residual effect**, as the test group has returned to the pre-trial level, while the control group is not significantly different.

**Number of Days Used Transit in Past Week**



*Base: Licensed drivers in qualifying household*

*W1-3, Q2b) On how many of the last 7 days did you travel by: • Public transit (including public transit bus, SkyTrain, SeaBus or West Coast Express)? • A private vehicle, as driver or passenger?*

**Weekday versus weekend transit use:** The transit pass program appeared to have a broader and more sustained effect on weekday than on weekend travel. In the longer term, however, there is no real difference between test and control groups in weekday use.

Incidence of transit use during the **weekday** increased among the test group, while for the control group weekday incidence declined during the trial period. The rate among the test group was highest in the mid-wave. (Shifts were significant at 95% confidence level.)

**Weekend** incidence of transit use was also higher among the test group, but only in the mid-wave (significant at 95% confidence level). Perhaps the program initially boosts interest in weekend transit, but only in the short term; on the other hand, weekend travel patterns may simply be less consistent and less likely to generate repeat trips in a 2-month cycle. By the third wave of research, weekend use dropped to the same level as found in the control group. In the final wave (6 months post-trial) the test group shows a slight revival, returning to the pre-trial level, while the control group declined a bit further. Again, this seems to support the notion of greater volatility in weekend usage.

Past Week Incidence of Transit Use Weekday vs. Weekend		
	<u>Weekday</u> %	<u>Weekend</u> %
Wave 1		
Test (n=214)	<b>30</b>	15
Control (n=229)	33	13
Wave 2		
Test (n=201)	<b>43</b>	20
Control (n=200)	20	10
Wave 3		
Test (n=166)	<b>40</b>	10
Control (n=185)	22	9
Wave 4		
Test (n=150)	<b>34</b>	14
Control (n=160)	36	7

Q3) Were your transit trips in the past 7 days on the weekday, weekend or both?

- ▶ **Trip frequency – Weekday:** In terms of the number of *public transit* trips taken during the *weekdays*, per capita means appear slightly higher for the test group than the control group at mid- and end-of-trial waves. Trip frequency remained stable throughout the trial for the control group. (See spreadsheet appended)
- ▶ **Trip frequency – Weekend:** On average, Saturday trips by transit increased among the test group in the mid-wave, while the control group's declined somewhat. There was little difference of note for Sunday. (See spreadsheet appended)

## 2.2 Private Vehicle Usage

- ▶ **The transit pass program had no direct effect on private vehicle usage overall.** With regard to the *number of days that private vehicles are used*, the results are stable across all waves of the study, and with no difference between the test and control groups. Apparently, use of private vehicles is not seasonally affected, in the same way that transit use is, and the presence and use of the free transit passes did not diminish vehicle use on a daily basis.
- ▶ *Private vehicle frequency during weekdays* shows no significant shifts over the test period.
- ▶ Weekday trip data reveals basically no shift away from SOV in commuter behaviour over the 2-month trial period.

Past Week Use of Private Vehicles and SOVs					
	<u>For All Purposes</u>			<u>Commuting To Work</u>	
	Mean <u># Days</u> Private* Vehicles # per capita	Past Week <u>Incidence</u> Private* Vehicles %	Single Occupancy (SOV) %	Most recent weekday <u>Incidence</u> Private* Vehicles %	Single Occupancy (SOV) %
Wave 1					
Test (n=214)	4.9	96	83	33	31
Control (n=229)	4.7	96	81	36	30
Wave 2					
Test (n=201)	4.6	95	81	28	23
Control (n=200)	4.8	95	80	27	24
Wave 3					
Test (n=166)	4.7	95	76	26	21
Control (n=185)	4.5	93	79	29	27
Wave 4					
Test (n=150)	5.0	97	79	38	29
Control (n=160)	4.9	92	76	30	26

\* As driver or passenger

Base: Licensed drivers in qualifying household

W1-4, Q2a) Thinking of your travel within the Greater Vancouver area over the past 7 days, that is since last [INSERT DAY], please tell me all modes of transportation you used. (IF ASKED, INCLUDE TRAVEL TO ALL SUBURBS+ HORSESHOE BAY, LION'S BAY) Any other modes of transportation?

W1-4, Q2b) On how many of the last 7 days did you travel by private vehicle as either driver or passenger?

<b>Mean Trip Frequency for Private Vehicles/SOVs on Most Recent Weekday</b>				
	<b><u>For All Purposes</u></b>		<b><u>Commuting To Work</u></b>	
	<b>Private* <u>Vehicles</u> # TRIPS</b>	<b>Single Occupancy (SOV) # TRIPS</b>	<b>Private* <u>Vehicles</u> # TRIPS</b>	<b>Single Occupancy (SOV) # TRIPS</b>
Wave 1				
Test (n=214)	2.7	1.8	.5	.4
Control (n=229)	2.5	1.6	.6	.4
Wave 2				
Test (n=201)	2.5	1.7	.4	.3
Control (n=200)	2.1	1.3	.4	.3
Wave 3				
Test (n=166)	2.7	1.8	.4	.3
Control (n=185)	2.4	1.4	.4	.4
Wave 4				
Test (n=150)	3.0	2.0	.6	.4
Control (n=160)	2.3	1.4	.4	.4

\* As driver or passenger

Base: Licensed drivers in qualifying household

W1-4, Q4a) Did you make any trips by private vehicle [INSERT DAY] from midnight to midnight?

Q4b) Please tell me about the one-way trips you made [INSERT DAY]. Note that a one-way trip is a trip to a single destination. For example, a trip from home to work would count as one trip. A trip from work directly to home would be a second trip.

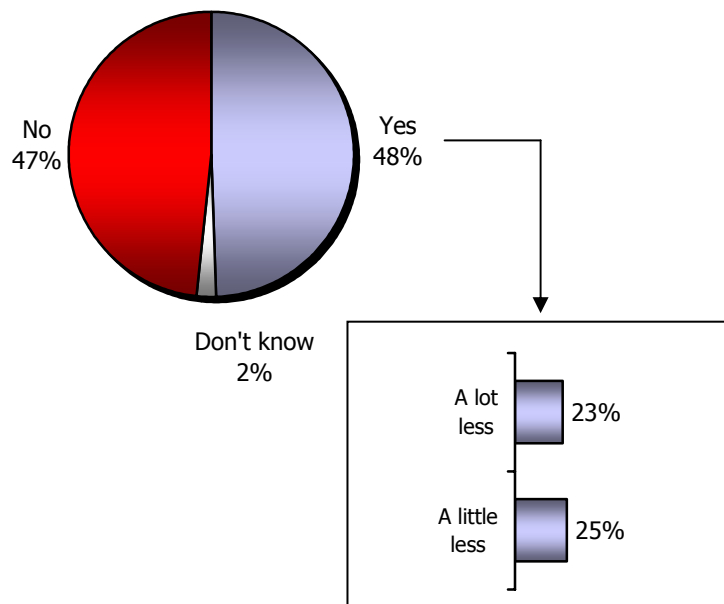
T1) Where did you go first on [INSERT DAY] by private auto (car/van/truck)? Were you the driver alone without any passengers? T2) Where did you go next? Were you the driver alone without passengers? .... Etc.

### 2.3 Perceptions of Change in Private Vehicle Usage

In an attempt to further understand why vehicle usage did not change during the trial period, the final wave of research (6 months post-trial) probed this issue among the test group. Test group respondents were asked if they thought they used their vehicles less often during the free pass program period and, if not, why.

Those exposed to the free pass program (test group participants) are divided equally in their perceptions about whether the program influenced them to use their cars less often. Among those who said it did reduce their vehicle use, about half of them said the reduction was significant (“a lot less” rather than “only a little less often”).

**Availability of free transit passes in household  
Influenced Using Car Less Often**



*Base: Licensed Drivers in Test Group (Wave 4, n=150)*

*Q.30a) Thinking back to earlier this year, when we sent your household the free transit passes... Did you find that you used your car less often when you had the transit pass available to your household?*

When attempts were made to probe the reasons for not using their cars less often, some mention the needing their car for work (25%), that the destination was not nearby to transit (18%) and general “inconvenience” of using another mode (15%). Others are not especially forthcoming with rationale for why the passes did not reduce their car use. Half simply say “no particular reason” or “don’t know.” It appears that they may be hard core rejectors – those who simply will not consider switching or even reducing their vehicle use.

## 2.4 Commuting Mode Shift

- ▶ Perhaps not surprisingly, **there is no evidence of a shift to transit as the main commuting mode by the end of the free transit pass program**. Among the test group, there is no change in the proportion reporting transit as the main mode to work or school (9% at pre-trial and 9% at end-of-trial, among the same group of testers) and the large majority who commuted by SOV at the outset remain SOV users (about 80-90%).
  
- ▶ However, **when examining the purpose of trips taken in the *most recent weekday*, we did see:**
  - ▶ **a slight increase in the proportion using transit to commute to work, but only at mid-trial** (from 3% at pre-trial to 7% at mid-trial). Nevertheless, the end-of-trial measure indicates a return to the pre-trial level (2%).
  
  - ▶ **At the same time the proportion taking SOV's to work during the weekday declined for the test group** (from 31% pre-trial to 23% mid-trial and 21% at the end-of-trial measure). Nevertheless, the trip volume is largely unchanged for SOV's. It is not known whether trips by other modes (such as walking and cycling) increased to offset the reported decrease in SOV trips.

## 2.5 UBC Family Housing Residents

UBC is a particular area of interest, as the student U-Pass program was launched in the Fall of 2003, and UBC hopes to expand the U-Pass program to staff and faculty as well as provide a similar ComPASS program for campus residents.

Remember that eligibility for this study precluded that the heads of household were not, for the most part, UBC students and not planning to move in the next year – thereby, eliminating a majority of UBC households (42% of households in the UBC study area qualified for the study).

- ▶ Past week usage for eligible UBC households:
  - Note that the incidence of transit use in the past week was originally lower among UBC residents eligible for this study than for the sample as a whole (23% at pre-trial versus 34% for the sample in total).
  - **As seen in for the whole study area, past week transit use increased directionally for the UBC test group at the mid-wave** (to 39%, up from 25% at pre-trial, but significant only at 90% confidence level due to small sample size). **This 39% incidence was maintained in the third wave**, as transit use for the UBC control group declined (from 29% at mid-wave, down to 18% at end of trial).
  - **Other encouraging signs include growth in weekday use of transit** nearly double by the third wave among the test group). However, private vehicle use was not affected.
- ▶ **Past month transit use appeared significantly higher at both the mid- and end-wave measures** (60% and 69%, respectively for the test group), suggesting a positive experimental effect. As might be expected, the level is higher than found in Point Grey.



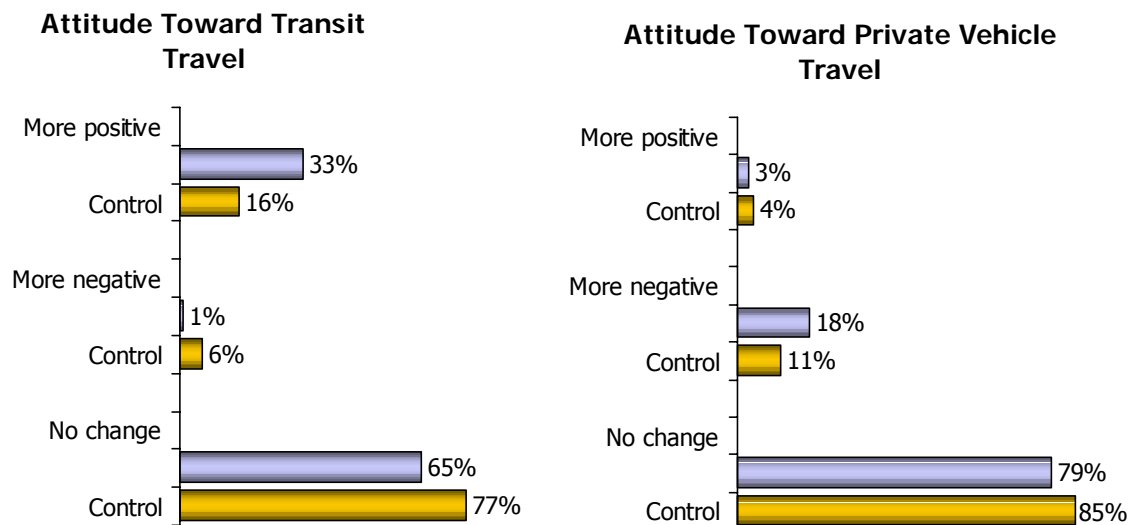
### 3.0 Awareness and Attitudes toward Transit Pass Program

Attitudes toward the transit pass program were explored in the end-of-trial measure, as the transit pass program came to a close.

#### 3.1 Attitude about Modes of Travel

- ▶ **The transit pass program appears to have cast a more favourable light on public transit, but the vote by UBC students in favour of the U-Pass may also have exerted a positive influence** (held during trial period). The test group registered a stronger positive shift in attitude about travelling by transit. Although the majority in both test and control groups reported no change in their views (65% and 77%, respectively), one-third of the test group said that they now feel more favourable about travelling by transit, compared to just 16% in the control group. The difference is probably due at least in part to the impact of the pass program.
- ▶ As well, **UBC residents tended to express a more positive attitude toward transit than seen in Point Grey and UEL**, perhaps indicating a higher degree of receptivity to transit use in that area. Over 4-in-10 (43-44%) in both test and control groups said their feelings have become more favourable in the past two months. Note that the student vote in favour of the U-Pass likely influenced this shift among the control group as well as the test group.
- ▶ **Views about travel by private vehicle were generally constant for the vast majority** (79-85%), but test group participants appeared marginally more negative than the control group (18% and 11%, respectively – significant only at the 90% confidence level).

**Change in Attitude about Travel by Major Modes**



Base: Licensed Drivers in Test group (n=166), Control group (n=185)

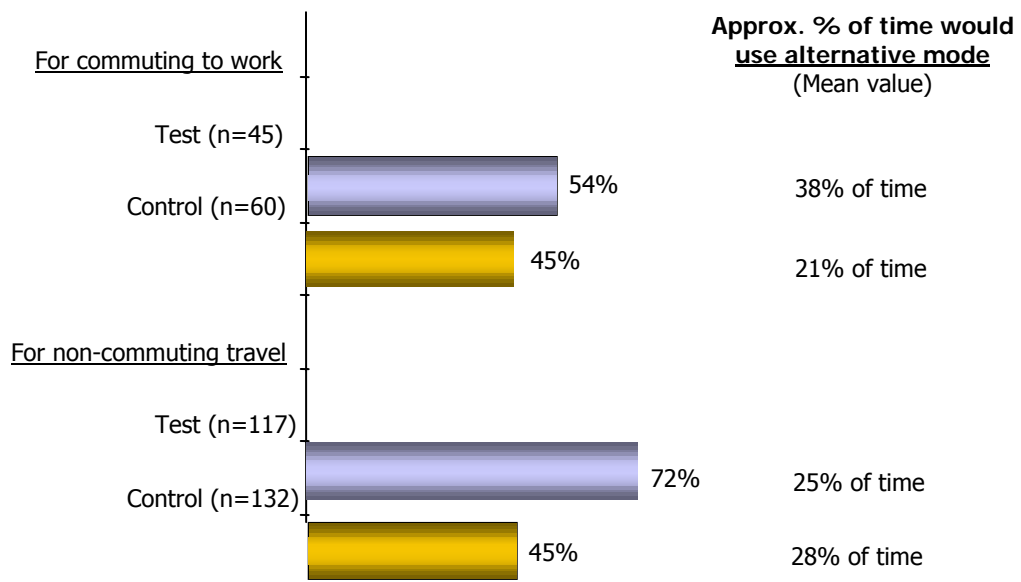
W3, Q20a) Has your attitude about traveling by public transit become more positive, more negative or not changed?

### 3.2 Attitude toward Mode Shift

Test and control group respondents who use private vehicles most of the time were asked if they would consider alternative modes for at least some trips and if so, what percentage of the time they would use an alternative mode. These questions were posed for commuting and non-commuting trips separately.

- ▶ **About half of study area residents who commute by private vehicle would entertain the idea of using an alternative mode of transportation for at least some trips to work or school.** There is no significant difference between the test and control groups (54% and 45%, respectively). However, the test group may be more open to the idea, as their **estimated frequency of using an alternative mode**, on average, appears to be somewhat **higher than their counterparts in the control group**. This suggests a possible, positive *attitudinal* effect of the program.
- ▶ **With regard to non-commuting trips, in general there is stronger receptivity to transportation alternatives among the test group**, further evidence of the experimental effect and the program's likely impact on attitudes. Over 7-in-10 who now use a vehicle most of the time say that they would consider other modes for at least some non-commuting trips, compared to just under half of the control group (72% and 45%, respectively). On average, those who have interest in other modes say they would use an alternative about one-quarter of the time (25% of the time for test group and 28% for control group).

**Would Consider Alternative Mode of Transportation For At Least Some Trips**



Base: Total who travel by private vehicle most often for work/ for non-commute trips

W3, Q23b)

### **Benefits and Drawbacks of Current Mode Choice**

- ▶ People who take a **private vehicles** to work or school tell use that they most prefer the following commuting **benefits**: **time saving** (35%), **convenience/ease** in general (29%), **necessity** — lots to carry, need car for work (24%) **and flexibility** — customized route and multiple stops (19%). The most commonly mentioned dislike is the cost (31%), followed by parking (18%), not environmentally friendly (18%), traffic/congestion (16%), bad drivers/stress (9%).
- ▶ Those who take **transit** to work or school recognize these key benefits: no worry about parking availability and cost (57%) and more relaxing/less stress (41%). Frequency of service is the main dislike among current transit users (69%). (Use caution interpreting percentages: small base sizes)
- ▶ Those who **bike** are attracted by the health/exercise benefits (52%), cost saving (36%), time saving (35%). **Walkers** also cite health/exercise (63%) and close proximity to work (36%) as key reasons for their mode choice. (Use caution interpreting these percentages: small base sizes)

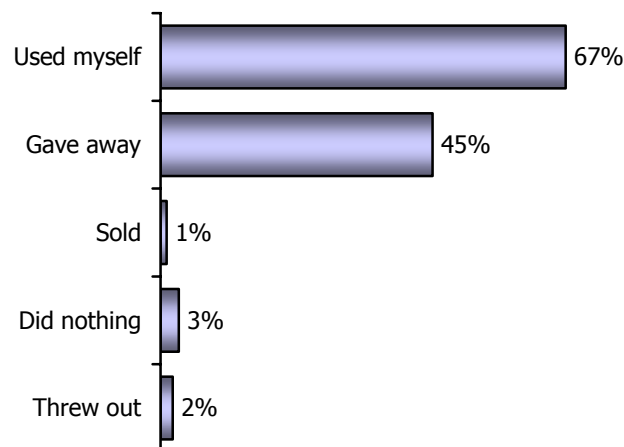
### **Reasons for Not Using Public Transit**

- ▶ Key reasons for not using public transit include focus on the time factor—takes too long (35%), frequency issues/long waits/concerns about being late (12%). Also noted are cost/cost for distance traveled (13%), hassle to carry items (11%), distance from bus stop (11%).

### 3.3 Awareness and Use of Transit Pass Program

- ▶ **Virtually all test group participants were aware** that their household was selected for the 2-month transit pass program (98% of those contacted in the third wave of research).
- ▶ Furthermore, of those aware of the program **virtually everyone received the free pass** (99.5%).
- ▶ **A majority of test group participants personally made use of the free transit passes.** Two-thirds used the pass themselves with no significant differences across the three sub-regions.
- ▶ Just under half reported “giving away” the free passes, but this could have meant giving them to others in the family. Only a very small proportion (6% in total) did not use, disposed of or sold the passes.

#### Disposition and/or Use of Free Transit Passes

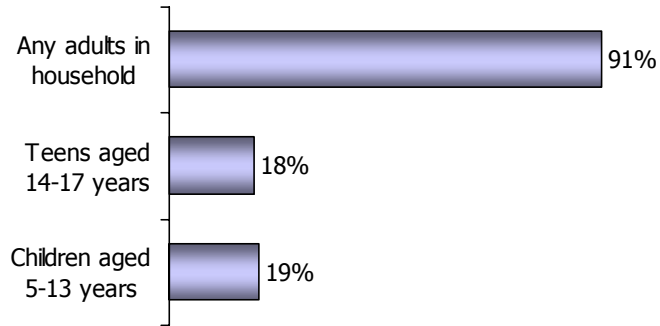


Base: Total aware of pass program

W3, Q25c)

- ▶ **Most of the pass users were adults** (91% of participants report adults in the household used the free passes). As well, just under 20% reported that teens and/or children 5-13 years of age made use of the free concession passes sent to the household.

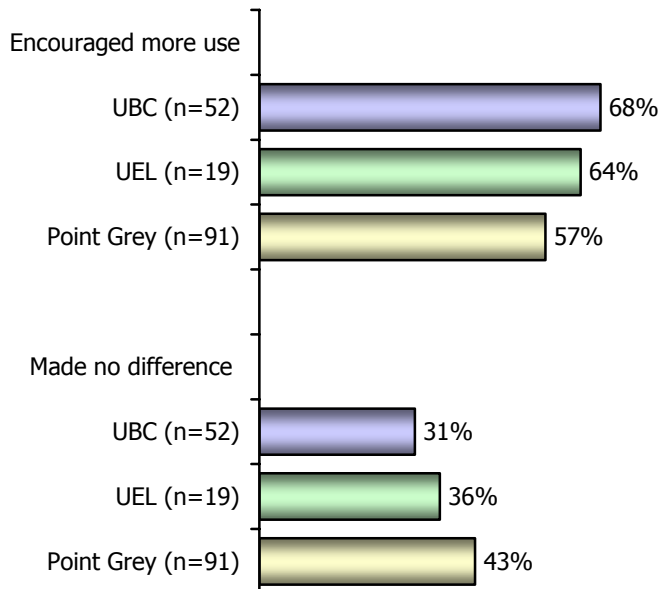
**Users of the Free Transit Passes Sent to Household**



Base: Total aware of free transit pass program (n=164)  
W3, Q25c-2)

- ▶ **The free pass program encouraged greater use of transit, but not significantly more in UBC than in the other areas (no significant differences).**

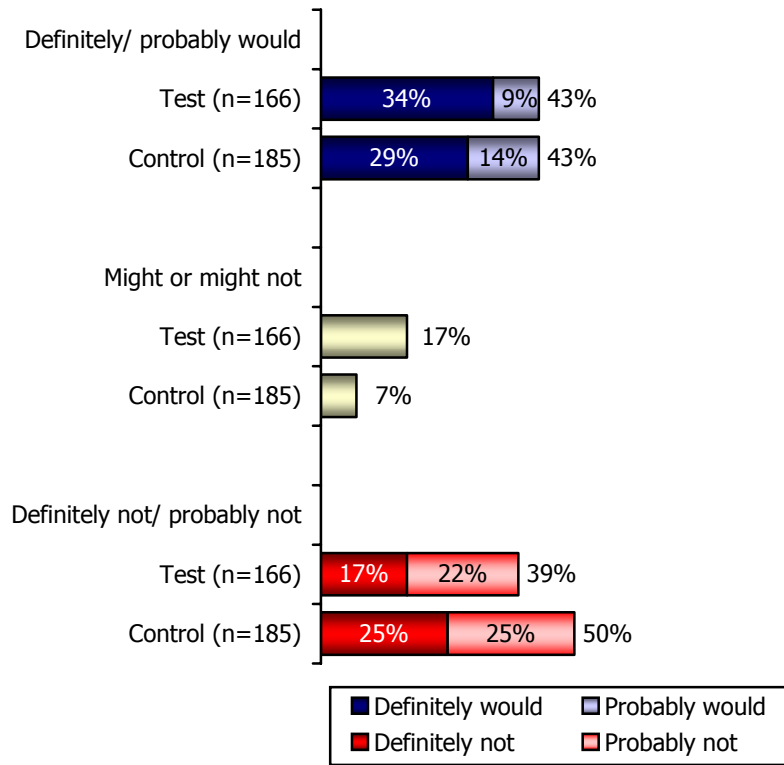
**Program’s Encouragement to Use Transit**



Base: Total aware of pass program (n=164)  
W3, Q26)

- ▶ **Intentions to purchase a book of tickets or a transit pass in the future are not significantly greater for the test group than the control group. But, those who have tried the free pass program are more likely to plan a purchase.**
  - ▶ About 43% in each of the test group and control group say they “definitely or probably” would and in the range of 30-34% “definitely would,” similar to the proportion of transit users found in the pre-trial wave (34%).
  - ▶ Nevertheless, **the test group is less resistant** than the control group, as significantly fewer reject the idea of a future ticket book or pass purchase and more fall into the equivocal category “might or might not.”

**Likelihood of Purchasing Book of Tickets or Transit Pass in Future**



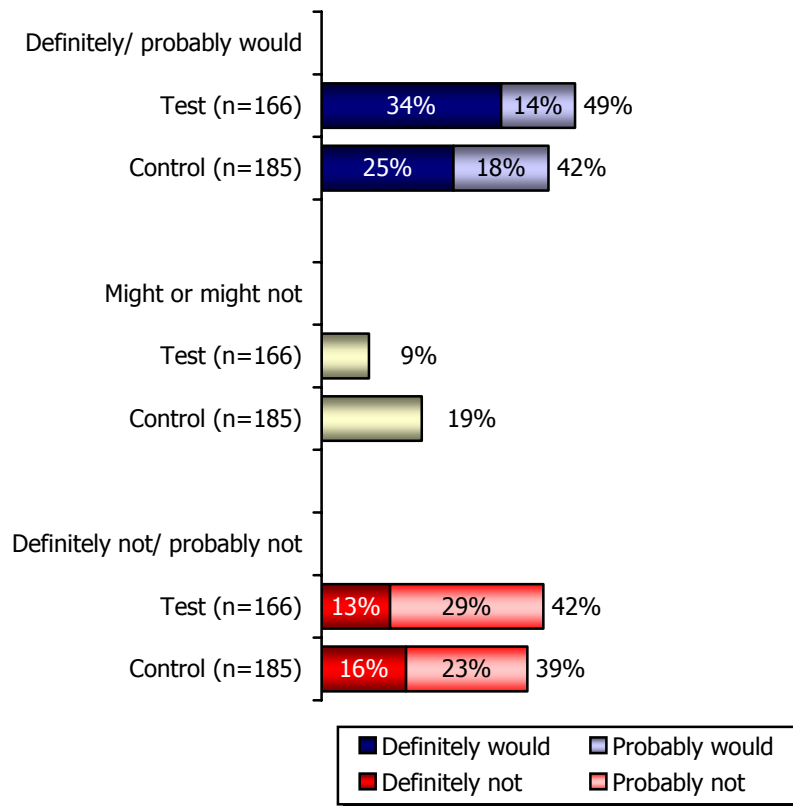
Base: Total licensed drivers in qualifying households

W3, Q30a)

- ▶ **Most likely to be positively inclined to purchase** are UEL residents (53%), those in households with UBC students (53%), those in households with transit pass holders already (71%) and those who have tried the free pass program (55%).

- ▶ **Those who are interested in purchasing tickets or passes say they are likely to buy them for themselves** (86%) and for others in the household (53%).
- ▶ **Expectations to use transit in the next month are not significantly greater** than intentions to purchase tickets or passes. About half of the test group and just over 4-in-10 in the control group “definitely or probably” would do so.
- ▶ **However, those who have tried the free pass program are the most likely to use transit in the next month** (69% “definitely or probably will” and 51% “definitely”). Others who tend to have positive intentions to use transit soon are those in households with transit pass holders (63%), residents of the UBC area (62%) and those in households with UBC students (55%).

**Likelihood of Using Transit in the Next Month**



Base: Total licensed drivers in qualifying households

W3, Q30a)

## 4.0 Profile of Transit Pass Program Users

- ▶ **Demographically, licensed drivers who tried the transit pass program were largely similar to licensed drivers in total who participated in the study.**

Program users were similar to total licensed drivers in:

- gender (balanced by gender)
- age (similar distribution)
- employment/student status and full-time/part-time status (similar proportions)

Program users were slightly more likely to:

- work on campus
- never need their vehicle for work or school

Program users were slightly less likely to:

- take SOV to work most often





MUSTEL GROUP



# **UBC ComPASS Pilot Program**

## **Information Package**

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# Welcome to the UBC ComPASS Program Pilot Study

## **An exciting new community program!**

Thank you for your interest in this innovative new program offering transportation alternatives and other community services. This booklet explains the features of the program which you will have access to during the pilot program trial period.

The ComPASS program has been designed by the UBC Transportation Planning Department under the direction of Gord Lovegrove. The pilot study to test this program is being coordinated by Mustel Group, a Vancouver market research company, in conjunction with the UBC TREK Program.

### ***So what is this program all about?***

You may already be aware of the UBC U-Pass program that provides UBC students with a transit pass at a greatly reduced rate.

The idea of ComPASS is to extend a similar concept to the local community plus to include an array of alternative transportation options and community services in the program package.

### ***So why is it important you take part in this pilot study AND provide us with your feedback?***

This is the first community program of this kind in Canada, and one of only a few in the world! As such, your role in testing the program features is of great importance. Your use and appraisal of the program will provide very valuable input as to the benefits, as well as possible additions or changes that might enhance the program and contribute to its success.

All you and your family need to do is make use of various program features as you need them over a 2-month period (September and October 2003) and evaluate the features as you use them.



## ***What is included in the Com-PASS pilot program?***

These transportation alternatives and related services are **free for your family** during the 2-month pilot program:

- **Monthly Transit Passes** for your whole family for duration of the pilot program (September 1<sup>st</sup> through October 31<sup>st</sup> 2003). Pass allows access to public transportation in Greater Vancouver (buses, B-lines, SkyTrain, SeaBus).
- **Emergency Ride Home**, if you use transit and there is a family emergency
- **Car sharing program** 2-month enrollment in the Cooperative Auto Network, available to licensed drivers with a 2-year accident-free record.
- **Ride-sharing** – make arrangements on an as needed basis via the On-Line the UBC Ride Board in the Union Building
- **Grocery shuttle bus service** to the Safeway on 10<sup>th</sup> Avenue
- **School bus service** via TransLink buses & U-Hill Elementary school shuttle
- **'Bike Right' bicycle safety course** free for your family
- **'CanCart'** program, free loan of a handcart for walkers or bike cart to cyclists

You will also receive:

- **Free passes to the UBC Aquatic Centre**, including 2 swimming pools, sauna and weight room
- **10% discount** at the Bike Kitchen on bicycle accessories
- **15% rebate on admissions** at UBC venues (Freddy Wood Theatre, Chan Centre, Museum of Anthropology, Nitobe Gardens, UBC Botanical Gardens)

## ***What is expected of you?***

All you have to do is make use of the Transit Pass as well as any of the other offers from the program, then at the end of each week report back to us and tell us what you did, what you used and what you thought of it.

The easiest way will be for one person to collect the information for all those in their household participating and report back once a week. We will email you a few questions and all you have to do is reply with what program features your family used and your thoughts and comments.

Thank you for agreeing to take part in this study, we hope you find it interesting, helpful and most of all fun!



# Transit Pass Program Information

This program allows ***unlimited transit travel*** for you and your household members ***from the first through the last day of the month*** in which the FareCards™ are issued.

## Enclosed are:

---

- Full fare passes for the adults in your home
- Concession fare passes for the high school students and school age children
- Note: Children under 5 years of age ride free, so they do not need passes.

You have received one-zone passes for household members 5 years and older. If you need to travel to a suburb of Vancouver, you will need to upgrade this pass on those occasions. Please retain your ticket stub showing the upgrade and submit it to us for reimbursement. ***Please do NOT give away these passes***; retain for use by your household members only.

## Program Features:

---

### FareCards™ may be used on:

- Transit buses: regular or express buses, B-Lines, community shuttles
- SkyTrain
- SeaBus

### Travel in the Zone/Zones indicated on your pass:

- All transit service operating hours
- All days of the week
- An unlimited number of trips in any direction

**Travel to any zone** (Zone 1, 2 or 3 – see Map next page) **without fare upgrades on:**

- Weekday evenings (after 6:30 p.m. ) and
- All day Saturday, Sunday, & holidays

**Free travel for companions:**

- On Sundays or Holidays: 5 other people traveling with you may ride for free (adults or children)

**Reimbursement for travel to other zones during daytime on weekdays:**

(5:30 a.m. to 6:30 p.m. Monday to Friday)

- If you received a one-zone pass and wish to travel to other zones during the daytime on weekdays, please keep a record of your trip and transit upgrade costs for reimbursement.  
*(Time-stamped transfer/receipt from transit bus drivers or SkyTrain/SeaBus ticket stubs for all additional fares paid.)*
- For reimbursement, mail receipts stating trip date, time and purpose to Mustel Group, c/o Matt Shepherd, #402-1505 West 2<sup>nd</sup> Avenue, Vancouver, BC, V6H 3Y4.

Zone 1: ■

Zone 2: ■

Zone 3: ■



### Questions / Contact Information:

Phone: Mustel Group, attention Matt Shepherd (604-733-4213) or  
Email: [general@mustelgroup.com](mailto:general@mustelgroup.com)

# TransLink On-line Route Planning Service

Planning a Trip requires 4 simple steps. Below you will find information on each of these steps to assist you if you are having difficulties.

**Go to TransLink's web link:** <http://tripplanning.translink.bc.ca/>

**Step 1:** Enter a **DATE/TIME** for departure or arrival

By default, Trip Planner assumes that your request is made for the *current day, departing* at a time close to the *current time*. The **DATE** displayed is the date your 'Trip Plan' results will be based on. Date selection is important as Translink provides different levels of service on different days. A trip valid on a weekday may not be available on the weekend, or on a weekday after a scheduled seasonal service change.

Select the **TIME** of day you want to travel and whether you want to **arrive or depart** at the time of day specified. The system will provide a Trip Plan based on the exact time provided. Therefore, remember to change the time, if necessary, to allow sufficient walking time to your origin and from your destination.

## Origin and the Destination

**Steps 2** and 3:

Specify the **ORIGIN** and the **DESTINATION** by entering:

- an address, e.g. 13401 108

**Note:** When entering the address DO NOT include the suffix (ie. st., rd., ave., ct., etc.). Address matching will NOT always respond to different interpretations of these suffixes. **OR**

- an intersection, e.g. COLUMBIA and 8, or COLUMBIA @ 8 **OR**
- a landmark, regardless of its type, e.g. Lonsdale Quay

You can look up landmarks by categories. This is useful if you do not know the name of the location you are looking for. To search for landmarks, click on Landmarks by Category and choose a category from the drop down list.



## On-line Route Planning Service, cont.

In any case, if the information that you entered can be interpreted in more than one way, a list of possible matches will be returned, so that you can choose the one you want and proceed.

**Note:** *Not ALL locations throughout the Lower Mainland are included at this time. If you are having problems with a specific location, please try entering it using the address. [see above]*

### Step 4: Select **OPTIONS**

The **Sort Results by** drop down list enables you to optimize your itinerary search results by:

- **Trip Time**, sorts itineraries by the shortest trip.
- **Number of Transfers**, sorts itineraries by the least number of transfers.
- **Walking Distance**, sorts itineraries by the shortest walking distance

Selecting the appropriate **Fare** will provide you with the costs associated with your Trip.

The **Special Needs** drop down list provides options for 'wheelchair' and 'bike-rack' equipped service, ensuring that the Trip Plan search results will only include itineraries providing this level of service.

# Emergency Ride Home

***"When you use transit and a serious emergency arises ..."***

***"What if..."*** Does the thought of being without your car in the event of an emergency make you nervous? If so, you're definitely not alone. But now, we've taken care of the "what ifs" -- ERH provides commuters who regularly vanpool, carpool, bike, walk, or take transit with a reliable ride home via a cab when an emergency arises. And TREK will reimburse you for 90% of the cost of the trip, not including the tip.

**Steps to follow** in an emergency:

- **Call a taxi company** and request a pickup.
- **Request** a taxi **receipt** that indicates fare paid, **not including the tip**.
- **Submit** the original **receipt** along with a **completed application form**

## Eligibility

- To be eligible for the ERH program you must:
- Use a following non-SOV commute mode to travel to UBC. EG: Rideshare (carpools, vanpools); Mass transit (bus, SkyTrain, SeaBus); Bicycle; Walk.
- Use a non-SOV commute mode (above) to get to/from your job at least 3 times a week.
- Use one of the above transportation modes on the day you request an ERH.
- Be staff, faculty or a student at the University of British Columbia. UBC sites include: UBC Main Campus; South Campus; Robson Square; Hospital Sites (UBC, St. Paul's, VGH.)

***\*\* ComPASS Pilot Program participants eligible for Sep/Oct 2003***

## Emergency Ride Home, continued ...

Examples of **valid reasons** (emergencies) for using the ERH Program:

- Personal illness
- Illness of your child or dependent
- Family emergency

Examples of situations **not considered emergencies**:

- You worked overtime
- You missed your carpool or the last bus
- Your class is canceled
- You need to travel from work to a scheduled appointment
- You need to pick up your car from the auto repair shop

NOTE: you may only use the program to a maximum of 4 times a year.

### **Details and Further Info**

The TREK Program Centre will evaluate the applications based on the information provided and for added security, will follow up with the contact name provided. When the application is approved, you will be contacted and a cheque will be issued. Expect **two to six weeks** for approval. A reimbursement cheque will be mailed to you.

If you have any outstanding questions, you can download our [FAQ sheet \[PDF - 36K\]](#) or contact the UBC TREK Program Centre:

Emergency Ride Home  
c/o UBC TREK Program Centre  
2210 West Mall, Vancouver BC V6T 1Z4  
Tel: (604) 827-TREK [8735]  
Fax: (604) 822-6119

**NOTE:** Numerous locations on campus will be carrying brochures with a paper copy of the application and will offer assistance in filling them out. These locations have yet to be designated, so please [contact TREK](#) for updates.

### **DISCLAIMER:**

ERH is a service provided by the UBC TREK Program Centre. UBC will do its best to provide the Emergency Ride Home in accordance with the guidelines shown above. By requesting assistance from the Emergency Ride Home program, the participant in the program explicitly acknowledges that UBC assumes no liability for the timeliness of the ERH participating vendor(s) or any accidents that may occur on the conveyance. An attempt at defrauding the service will be dealt with accordingly.

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# Ridesharing Opportunities

## UBC Online RideBoard Program

### *Looking for a ride to Whistler? Kelowna? Seattle? The Airport?*

Now, you can offer or ask for a ride online. Simply visit [www.my.ubc.ca](http://www.my.ubc.ca) and log on with your Interchange Account or CWL ID. Follow the directions below, and be on your way in no time. The RideBoard service is free, confidential, and restricted to UBC students.

Directions for signing on to the myUBC RideBoard:

- Click the "Channels" link found in the top right corner.
- Look for the uPost Channel under "Services".
- Click the "+" sign next to it to add the RideBoard channel.
- You can modify the way the channel appears with the custom editor.
- Click "Finished" and you're ready to find a ride!

Don't forget about the "traditional" RideBoard - across from Blue Chip Cookies in the SUB.

Further Info: email [trek.carpool@ubc.ca](mailto:trek.carpool@ubc.ca) or phone (604) 827-8735.

## UBC Ride Board in the Student Union Building

### On an as-needed basis ...

Check out the Ride Board in the union building .. across from Blue Chip Cookies to find your own ride match. Ride opportunities are posted here.

# Car Sharing Program

## Co-operative Auto Network (CAN)

### **Project in Brief**

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The Co-operative Auto Network (CAN) is a non-profit co-operative incorporated to foster car sharing as an alternative to the privately-owned automobile. Currently, over 1,000 members share access to over 50 vehicles located in neighbourhoods throughout Vancouver, Burnaby and North Vancouver. Car sharing provides a flexible alternative for commuters and people without cars for occasional, close-to-home trips. CAN pays for maintenance, parking, insurance, while members pay for the time and kilometres they drive.

### **Program Description and Objectives**

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Launched in January 1997, the Co-operative Auto Network is North America's second oldest car cooperative. As both a transportation provider and an environmental organization, CAN actively promotes car sharing as an environmentally responsible and economically sound choice for many people's travel needs. Through car sharing, CAN members:

- Reduce the number of private automobiles on the road;
- Improve the local air quality and reduce greenhouse gas emissions;
- Promote a less car dependent community.

A recent membership survey identified environmental concern as an important or very important concern of 92% of members. Car sharing brings together like minded-people in the community and helps address community transportation issues.

Members purchase a one-time refundable share of \$500 to join the co-operative. In addition, they pay a small monthly fee and low hourly and per kilometre usage fees set up in three usage plans to meet the needs of members (high, medium, and low use). Members do not pay for vehicle maintenance or gas.

CAN cars are insured for both work and pleasure use with the co-op holding the insurance under a fleet plan option. As with privately owned vehicles, car costs can be claimed as business expenses when the vehicle is used for work purposes.

# Car Sharing Program, cont.

## Partners

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CAN has a formal strategic alliance with VanCity Capital Corporation which has provided loans to expand CAN's fleet. The City of Vancouver has also assisted by allowing co-op vehicles to be parked in any permit zone in the City. CAN also has an alliance with Discount Car Rentals to provide discounts for members going on longer trips and vacations.

## Results

CAN has successfully met many of its operating objectives, including:

- Helping member save on personal transportation costs (Members pay an average of only \$75 per month for all their driving needs which is less than the cost of insurance alone for a private car owner);
- Reducing greenhouse gas emissions (In the year 2000, members emitted an average of 0.32 metric tonnes of CO2 equivalents, about 10 times less than the average driver);
- Reducing total vehicle kilometres traveled (In the year 2000, members drove an average of 1,400 km per year, about 10 times less than the average driver); and
- Reducing the number of vehicles on the road (In the year 2000, only 14% of members or their partners owned a vehicle).

## Next Steps

- Creating a "Station Car" system in partnership with TransLink at key SkyTrain stations;
- Acquiring hybrid vehicles for their fleet;
- Developing a special fund for those unable to afford the initial \$500 share purchase; and
- Expanding their membership through a new on-line booking service.

## Contact

Tracey Axelsson, Executive Director  
CAN – Cooperative Auto Network  
205 – 470 Granville Street  
Vancouver, BC V6C 1V5 Tel: (604) 685-1393  
[www.cooperativeauto.net](http://www.cooperativeauto.net)

# UBC Grocery Shuttle Service

## **Update:**

The TREK Program Centre's FREE grocery shuttle service from UBC campus to the Safeway on 10th Ave is on hiatus. The service will not be in operating for the remainder of the summer while TREK's shuttle vehicles are in use for the Airport Shuttle **Service will resume mid September in an expanded format.**

**Please check [www.trek.ubc.ca](http://www.trek.ubc.ca) for updates.**

Thank you for your assistance and support with this program. If you have any questions, or for more information, please contact the TREK Program Centre at [trek.shuttle@ubc.ca](mailto:trek.shuttle@ubc.ca) or by phone at 604-822-9477.

The grocery shuttle program was created because the TREK Program Centre needed to drive off campus and refuel the CNG vans. Over the summer the need to do this has been significantly reduced. Look for a new expanded program in September!

- Look for the TREK Natural Gas Van at a residence near you!  
Everyone Welcome!
- Passengers will be dropped of at 10th Ave Safeway for approximately 40 minutes\*.
- Upon return to campus, passengers may request drop-off at any on-campus residence.

\_\_\_\_ *\*Times will be at the discretion of the driver*

## U-Hill School Bus Program

Pilot program families with children who use this service will be able to use this service free of charge for the months of September and October 2003. If you have already paid for September you will be reimbursed, for more information Contact Carole Jolly at UBC TREK 604.822.6674

The University Hill Elementary School Bus Program...a unique partnership between the parents of U-Hill students, the RCMP, TransLink, and UBC.

This new program has been designed to provide a safe and secure ride to and from school for all U-Hill students at a cost to parents of only \$10 per month.

The program was introduced in mid-November, with a two-week "ride-the-bus-for-free" period. On the first day, 135 students showed up eager and anxious to ride the bus! The program has since maintained its success, with over 150 students using the service each month!

Since its inception, the program has solved several long-standing concerns for the school, the parents, and the RCMP. There are no more traffic problems at the school, personal security concerns have been addressed, the RCMP's daily traffic management need has been reduced to normal, occasional patrols, and once empty TransLink busses are now full!

**For more information**, please contact the UBC TREK Program Centre at 827-7433 or email [trek@ubc.ca](mailto:trek@ubc.ca).

### **Timetable:**

Bus Pick-up/Drop-off Location: Hawthorne Lane and West Mall

Morning: Monday to Friday, 8:15 a.m. pickup

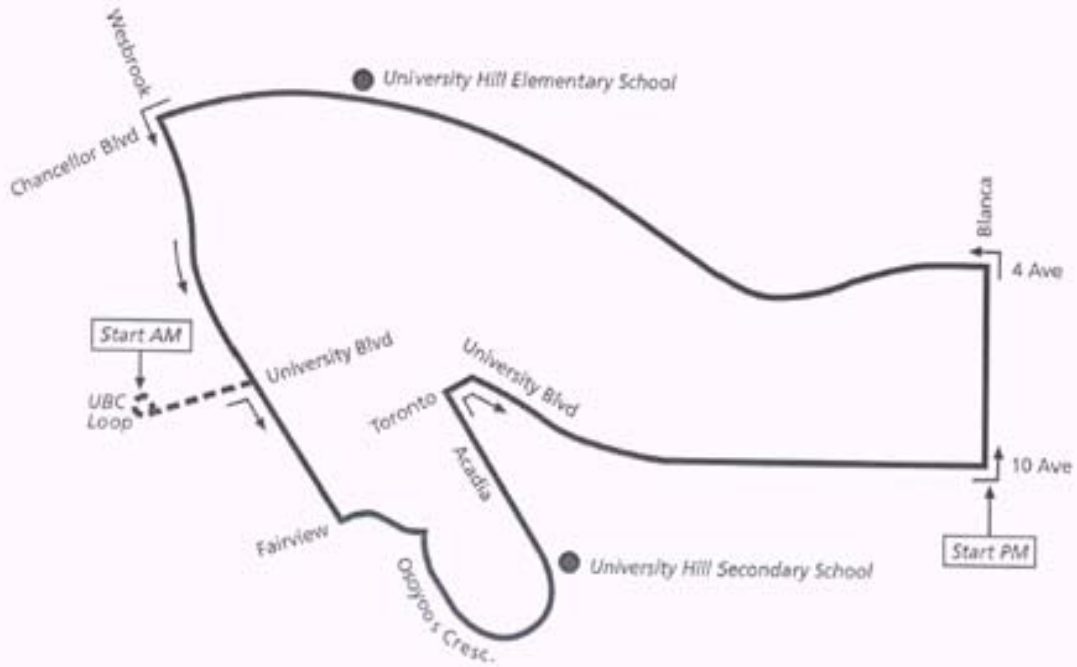
Afternoon: Monday, Tuesday, Thursday, Friday: 3pm leaves U Hill school; 3:10 drops off at Hawthorne Lane.

Wednesday: 1:40 pm leaves school; 1:50 drops off at Hawthorne Lane.

See MAP next page



# University Hill Schools AM & PM Trippers



## Pilot Study – Overview

### Introduction

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The ComPASS, or “community pass,” program has been designed to offer residents of a neighbourhood or housing development easier access to greater transportation choices and to encourage use of alternate modes of travel in the interest of achieving more sustainable communities. The core concept of the program is to provide a monthly public transit pass to all household members, augmented by a number of other transportation features and community services to make the ComPASS package more appealing and community oriented.

Implementation of ComPASS is under consideration for the University of British Columbia (UBC) residential community, as a complement to the current U-Pass program for students and the future transit pass program for faculty and staff. Accordingly, a pilot study was conducted to test the design and feasibility of a ComPASS program among University of British Columbia area residents.

### Pilot Program Design

ComPASS program planners chose the features for inclusion in the pilot program and UBC-area housing was targeted for recruitment of families for participation. The pilot program was scheduled for two months, September and October 2003. Participants received a complete reference booklet describing the program and all components, a copy of which is appended.

ComPASS pilot program included the following key features:

- A monthly one-zone Transit Pass
- Grocery Shuttle Bus Service
- School Bus service (via TransLink and U-Hill Elementary school shuttle)
- Ride-Sharing
- Car Sharing Program (Cooperative Auto Network)
- Emergency Ride Home
- Bike Right bicycle safety course
- Can Cart loaner program
- Family Passes to the UBC Aquatic Centre
- 10% discount on purchase of accessories at the Bike Kitchen
- 15% rebate on admissions to certain UBC venues

### Participant Recruitment

The aim was to recruit a mix of families and individuals for the pilot program. In order to be considered eligible participants needed to reside on the University lands (UBC family housing, Hampton Place, Hawthorne Lane, UEL); own a motor vehicle; be willing to try different modes of transportation; be willing to ride or own a bicycle (not mandatory). A secondary goal of the pilot program was to recruit a few participants who would appear briefly in an informational video, being produced to promote the ComPASS program within the region. Interest in participation in the video was optional. Details of the methodology, including the recruiting and in-take procedures, as well as participant family characteristics, are appended.

## Conclusions and Recommendations

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### *Conclusions*

Overall, the pilot program ran very successfully over the two months. This was in no small part thanks to the interest and enthusiasm of the participating families. Effort was made to use or at least try the various features of the program and to offer opinions, comments and suggestions as to the value of program components.

In general, most program features tested by participant families were highly rated. The most appreciated and well-utilized program features are first and foremost, the transit passes, followed by the UBC Aquatic Centre family pass. Other program features receiving high accolades were the co-operative auto network program, the CanCart program, UBC venue discounts and the U-Hill school bus. Less utilized features included: Bike kitchen discount, UBC grocery shuttle, Bike Right safety course, Ride Sharing and, as expected, Emergency ride home. The grocery shuttle was rated the most poorly, largely due to allowing too little time for shopping.

### *Program Improvements Suggested by Participants*

Among general comments made by participants were a few suggestions for a future ComPASS program. Ideas include a baby carrier and trail-a-bike co-op or loaner program, UBC sporting event discounts similar to the Blue or Gold card for faculty members, and a food co-op scheme, as seen on the UBC campus. The idea behind the food co-op would be to “integrate the UBC farm a little more into the community”, but perhaps would work equally well with other smaller suppliers of produce or organic products. There were also suggestions related to improving the transit experience, including the desire for more bus shelters (preferably 3-sided) and signage naming bus stops to assist newcomers.

### *Recommendations*

The focal point of the program is the transit pass component.

- **The personal benefits of using transit must be highlighted and well-communicated:** e.g., cost savings, elimination of parking worries, safe mode of travel if drinking alcohol, entertainment value for children, more interactive and more active than driving, contribution to own health and community health by not driving, other environmental benefits, etc.
- **Every effort should be made to encourage usage and make the process as easy as possible for new or infrequent users** of the bus/transit system (e.g., first time user guidance/information materials, orientation to transit system).
- **The recreational and fitness aspects of the program should also be emphasized** — swimming pool, fitness centre, safe biking, venue discounts. These add interest and value to the overall program package for some people and tend to infuse positive associations and experiences with the ComPASS program.
- **There is an opportunity to successfully include merchants and venue operators** into the ComPASS program. The pilot program study has shown that inclusion of the discount features serve to a) expand awareness in local community by publicizing the service/retailer/venue and b) prompt usage, by spurring non-users into action/initial trial. This dual benefit should be promoted to prospective business and organization partners, in addition to the public relations benefit of corporate citizenship by being part of a sustainable community program.

## Pilot Study – Detailed Findings

### Monthly Transit Pass

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**No. of participant families:** 14

**No. of individual users:** 44

**Average Rating Score:** 8.9 out of 10

Each participating family was supplied with a monthly one-zone transit pass for each family member aged 5 and over (except those who already had a U-PASS), either adult or concession depending on the age of the family member. The pass allowed participants to use TransLink buses, SkyTrain or SeaBus. Participants were instructed that if they needed to travel to other zones, they should purchase the upgrade as needed and the ComPASS program would reimburse them for the cost.

The transit pass was the most commonly used of the program features, utilized by all of the 14 participating families. Overall, the ratings and comments regarding the use of the transit pass were very positive with an average rating score of 8.9 out of 10. Participants used the transit pass for journeys to school or work, for grocery and other types of shopping trips, family outings and for social and entertainment trips, both daytime and evening.

**Positives:** In some cases having the transit pass was the difference between making a journey or not, as it had allowed them to travel further afield for shopping, bringing increased choice. It replaced the use of a car for some who would normally have driven, for instance to go downtown, where they commented how it had taken the stress and cost out of looking and paying for parking, especially on busy weekends.

The B-Line service received a number of positive comments for its frequent and fast service.

Comments were made by some parents about how the SkyTrain had been an outing in itself for younger children, as well as being a fast, comfortable and efficient way to get to the parts of Vancouver that it currently serves.

**Negatives:** The negative comments made about use of the transit pass came mainly in the form of specific experiences with particular bus drivers, for example failing to stop or being inconsiderate to those travelling with small children. There was also a complaint at the lack of a direct bus service to the airport. Another common complaint related to the design of the trolley buses that were found to be difficult to board when accompanied by children or when using a stroller or Can-Cart.

Using the bus was also not considered convenient for weekly grocery shopping, particularly if buses were crowded, as it meant struggling somewhat with shopping bags.

## **Grocery Shuttle Bus Service**

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**No. of participant families: 1**

**No. of individual users: 2**

**Average Rating Score: 5 out of 10**

A possible answer to the issue of “shopping via transit” was the use of the free UBC Grocery Shuttle service. The natural gas buses on the UBC campus provided a service to the nearby Safeway on specified days when making trips to the re-fuelling station.

Although in theory this was thought to be a good idea, those that used the service found it to be more suited to use by students. Participants were more likely to have children with them, were shopping for a whole family and felt limited by the forty minute shopping window. As it also operated on a first-come first-served basis, there was no guarantee that the service would be available.

## **School Bus service (via TransLink / U-Hill school shuttle)**

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**No. of participant families: 2**

**No. of individual users: 2**

**Average Rating Score: 10 out of 10**

For the duration of the 2-month pilot program participants with children attending U-Hill Elementary school had the cost of the school shuttle bus service paid for, and those using TransLink were able to make use of the transit pass. Once again most comments made about the bus service were very positive allowing parents to avoid the morning traffic and parking difficulties encountered when dropping off or collecting their children.

The only negative comments made related to the lack of a school shuttle bus service to other schools out of the UBC area, that the closest schools were over subscribed and a majority of children attended other schools not adequately served by public transit.

## **Ride-Sharing**

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**No. of participant families: None**

**No. of individual users: None**

**Average Rating Score: (Not Rated)**

This program feature was not actually utilized by any of the participants. However some did investigate it and although thought to be a good idea, found it more suited to students or single people with a flexible schedule and so were unlikely to make use of it as part of a ComPASS program.

## **Car Sharing Program (Cooperative Auto Network - CAN)**

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**No. of participant families:** 4

**No. of individual users:** 6

**Average Rating Score:** 9 out of 10

Participants attending the informational meeting reported that the Cooperative Auto Network representative gave a very good introduction to the program and it had impressed some participants enough to sign up immediately. After experiencing the use of the car share program first hand, users further reported it to be an excellent program feature. The impact was so great on one participant family that they reported to be joining the CAN program after the end of the pilot and planned to sell their car. Another participant found it a particularly useful feature when picking up and dropping off family or friends at the airport. The same participant also found CAN to be very helpful in confirming his clean driving record from his time spent living overseas.

Overall this feature was highly rated by those using it and was considered a good feature for the ComPASS program. Those who did not find this feature to be worthwhile were those who relied on their vehicle for work purposes, or whose need for a vehicle was unpredictable.

## **Emergency Ride Home**

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**No. of participant families:** One

**No. of individual users:** One

**Average Rating Score:** 10 out of 10

This program feature was utilized by one participant. Although the particular emergency fell outside the predefined description of an emergency, it was allowed in this case to enable testing of the feature for the purposes of the pilot. The participant thought that had the situation involved a medical emergency, knowing that the emergency ride home was available did provide some level of comfort or security and so thought to be worthwhile. The only concern would be the full understanding of any participants in the future of exactly what would constitute an acceptable use of the Emergency Ride Home feature.

## **Bike Right — Bicycle Safety Course**

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**No. of participant families: 1**  
**No. of individual users: 1**  
**Average Rating Score: (Not Rated)**

We found that most participating families were either experienced cyclists who were not in need of the course, or their children were currently too young to attend. The one participant who was able to attend reported that due to bad weather and scheduling difficulties, there was a poor turn-out for the course generally (the course was open to others besides those in the pilot program).

In spite of this experience, other participants (experienced cyclists) commented on how informative and well written the Bike Sense book is, supporting inclusion of this feature and stressing the importance of encouraging cycling as an alternative to driving.

## **Can Cart Loaner Program**

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**No. of participant families: 4**  
**No. of individual users: 9**  
**Average Rating Score: 8.9 out of 10**

There were many positive comments made about this feature by those who had used it and also from those who had just seen them around, commenting that they were a great idea.

Participants who took advantage of the Can Carts found them easy to use, very helpful for moving books around and convenient with the ability to unhook from the bike and take where you need to go. The only negative comments were that the attachment mechanism could shift the seat adjustment on some bikes and that they were a little bulky to take on board buses, particularly the trolley buses.

## **Family Passes to the UBC Aquatic Centre**

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**No. of participant families: 8**  
**No. of individual users: 24**  
**Average Rating Score: 9.5 out of 10**

This program feature has been one of the most popular to be included in the pilot program and was the next most commonly used and rated after the transit pass. It was a popular feature for all ages, for those with or without children.

The only negative comments to come back from participants related to the temperature of the pool, that on many occasions it was too cold for either themselves or for their children.

## **10% Discount at the Bike Kitchen**

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**No. of participant families: 2**

**No. of individual users: 5**

**Average Rating Score 8.5 out of 10**

This program feature was used by a few of the participants who thought it a “nice feature” of the program. It had encouraged them to check out the Bike Kitchen, which they had previously thought about but not actually made time for.

This type of comment points to the opportunity for other local merchants to become involved with ComPASS as a way of encouraging business.

## **15% Rebate on admissions to certain UBC venues**

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**No. of participant families: 2**

**No. of individual users: 5**

**Average Rating Score: 10 out of 10**

Some venues visited by participants were the Museum of Anthropology and the Chan Centre. Again participants commented that the inclusion of this feature in the program has encouraged them to do things they might otherwise not get around to doing. This further supports the idea that businesses/organizations will expand their user base by being part of the ComPASS program.



## **PILOT STUDY APPENDICES**

- A. Methodology
- B. Participant Comments about Program Features
- C. ComPASS Pilot Program Welcome Package  
(description of program features)

## A. Pilot Program Methodology

### Recruitment

To recruit families for the pilot study, an ad was placed in "The Resident" (a UBC Housing publication) and flyers were posted in and around the UBC housing area briefly outlining the pilot program and asking interested families to contact Mustel Group with their details. Each family was then called back and a short screening questionnaire was conducted to ensure eligibility for inclusion in the pilot study. The response to both the ad and the flyers was excellent and 15 families signed up with several held in reserve in case any should drop out.

After the program started only one family dropped out of the program, but it was felt that a replacement was not needed.

Recruited families were invited to an open-house launch of the program, providing an opportunity to welcome them and explain in more detail what would be involved. Present at the meeting were members of the ComPASS Pilot project team: Gord Lovegrove, designer and director of the ComPASS program, Carole Jolly of UBC TREK, ComPASS program advisor, Richard Drdul from Urban Systems Ltd, ComPASS transportation planning consultant, from Mustel Group Jami Koehl, ComPASS research director and Matt Shepherd, pilot program coordinator, Glen Edwards from Karyo Communications and Mark Zuberbuhler of UBC's Video/Film Productions department who together would be developing a short promotional video about the ComPASS program.

At the open house evening welcome packs outlining the pilot program features were distributed to the participating families, followed by a short presentation and an opportunity for participants to ask questions. A copy of the Welcome Package is appended.

## Participant Family Characteristics

All families were vehicle owners, but only one family had two vehicles. All but one household had bicycles and most possessed two or more bikes. Prior to the pilot program, a majority of families stated their car as their primary mode of transportation (10 families), but the remaining four families declared other modes as the primary travel method (2 cycling and 2 transit/walking). Most of the families had children at home, only two of the 14 families had no children in the household. About half of the participant families had a U-Pass holder (8 out of 14 families).

Household Characteristics										
	Household Composition/Ages					Access to Transportation (Pre-Pilot)			Modes of Transportation (Pre-Pilot)	
	ADULTS		CHILDREN			U-PASS	Vehicles	Bicycles	Primary Mode	Alternate Modes
	18-64	65+	< 5	5-12	13-17					
Family 1	2	0	0	2	0	1	1	2	Bicycle	Drive/Carpool
Family 2	2	1	1	0	0	0	1	2	Car	Transit/bicycle
Family 3	2	0	0	1	0	1	1	1	Car	Bicycle/Walk
Family 4	2	0	0	0	0	0	1	0	Car	Transit
Family 5	2	0	2	0	0	1	1	2	Car	Transit/Bicycle
Family 6	2	0	2	2	0	0	1	6	Car	Bicycle/Walk
Family 7	2	0	0	0	0	0	1	2	Car	Walk
Family 8	2	0	0	0	1	1	1	2	Car	Transit
Family 9	2	0	1	1	0	0	1	4	Transit/Walk	Car
Family 10	2	0	0	2	0	0	2	5	Bicycle	Car
Family 11	2	0	2	0	0	1	1	1	Car	Walk
Family 12	2	0	0	1	0	1	1	2	Transit/Walk	Car
Family 13	1	0	0	1	1	1	1	2	Car	Transit
Family 14	2	0	1	0	0	1	1	2	Car	Transit
<b>Total</b>	<b>27</b>	<b>1</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>8</b>	<b>15</b>	<b>33</b>		

## **Reporting by Participants**

In return for receiving the listed features of the pilot program, participating families were asked to complete a short log sheet at the end of each week documenting their use of the program features and to comment generally about their use of the features.

All but one of the participants were able to supply Mustel Group with an email address which were used to send out a log sheet in Word format for completion and return each week. The participant without email access was mailed a hardcopy of the log sheet with a reply-paid envelope and successfully contributed to the program on paper. The log sheet asked the participant to record the features used and by how many family members as well as rating the feature out of ten and giving any comments or opinions about the features used.

During the first month of the program an additional meeting was arranged at the UBC TREK offices to introduce the Cooperative Auto Network (CAN) and allow interested participants to sign up for the two month pilot program. Those that attended the CAN evening gave some very positive feedback about the feature with two families signing up on the night.

At the end of the first month of the pilot program another open house meeting was held at UBC TREK offices to allow the program coordinators and the participants to come together and share their experiences thus far and discuss any issues that might need to be addressed.

The pilot program continued for a second month with a steady completion and return of weekly log sheets by participants with many useful comments and insights into the various program features.

The program officially closed on Friday October 31<sup>st</sup> 2003, with the remaining log sheets being returned over the course of the following week.

A final wrap-up and thank you meeting for participants is being planned.

All detailed information (excepting personal identification) from the in-take questionnaire and weekly log sheets have been provided electronically to the ComPASS Program Director.

## B. Participant Comments (from Weekly Log Sheets)

### Transit passes

I decided to take the bus partly because my 3-year-old enjoys it, partly because I have the free pass, and partly because what I wanted to buy (large storage bins) was too big to put in the bike trailer. Pros: Fun excursion, good for the environment, good workout (my 1-year-old was in a backpack and I carried the big bins). Cons: Takes a while to walk to the bus stop with a 3-year-old (OK if that's the entertainment, but not if your goal is to get the errand done); wouldn't have done it in the rain.

My husband was too busy to pick our son and I can't drive, so the PASS is just in time

The fact that we had the transit pass ensured that we did not rush to complete shopping within 1.5 hours. Ultimately, T&T benefited much as we spent much there, both in terms of cash and time. It also served as a family outing of sorts. If not for the Transit pass, we would likely have gone some place closer to our home near UBC to do our shopping within the 1.5 hours. As it turned out, we spent 5 hours. Spending \$2 per trip per person on bus fare is way too expensive for people from Malaysia, whose exchange rate is 2.5 times less, yet similar (in relation to cost of living) dollar-for-dollar.

The family took a bus to Macdonald/Broadway and spent about 3 hours shopping and enjoying the summer heat. The TRANSIT journey was good, and as usual, the presence of the pass ensured we did not rush to complete our activities with 1.5 hours.

Bus too slow; stops every bus stop  
Bus was faster but too crowded

B-line bus stops in front of Richmond Centre; quite convenient  
Express bus from the university loop is convenient, but ordinary bus from Granville to downtown is slower and crowded.

No direct bus from the university loop; too many ride changes.

Entrance to some buses is very narrow for a child's stroller to gain entrance through the door

It was convenient in that I needed only one bus to get to the destination (i.e. no transfers), but it still took twice as long as taking a car.

I took No. 10 to downtown early in the morning on Sep. 5. I would say the service was pretty good. The bus was on the schedule and the driver greeted everybody.

I have taken the #25 bus to [School] for this whole week. Over all it was pretty okay. Nothing much to say, except that sometimes the buses weren't on time.

I have been waiting for either #17 or #4 at West Pender and Granville for around 25 minutes around 6:30 pm on Sept. 7, Sunday. I missed the first #4 and got on the second #4. There was no #17 for 25 minutes. The service was pretty good.

Very helpful driver, helped me determine best route home

Rude driver – stopped well before bus stop and was annoyed when I waved at him to wait for us to walk to where he stopped (we were at bus stop!)

Despite driver, trip was still good – convenient

Bus passes used by our boys to go to and from school on their own (they are in grade 7). It works reasonably well.

7

It was pretty good - some difficulty riding with our preschool children.

I don't have to worry about parking. The problem is I have to walk quite a distance to change another bus to my destination.

Totally relaxed. Only inconvenience is some buses have limited time schedule. For example, you went by one bus but you could not use the same route to come back after certain time. You should be very familiar with the bus route. Otherwise, you might get stuck there and waste your time.

It was excellent until I got to the Westbrook Mall stop. The 99 B-line bus was running every 5 minutes it seemed. We like to get our produce on Broadway so after I went to the Safeway at McDonald and Broadway. On the way home I had too many groceries and the walk back to our residence was pretty miserable. I don't think I would use the bus again for this kind of shopping journey.

Very fast and efficient

Used CanCart which was a vast improvement besides being a bit bulky. Overall it ends up an enjoyable trip

Excellent

Very easy. No transfers and no hassles with parking!!

Forgot something and had to go back. My fault but still spoiled the overall experience having to wait for the bus again either direction.

Great – no searching for/paying for parking.

Riding the bus with small children has its difficulties.

I'm a bit disappointed that the #44 stops running back to UBC so early in the evening.

On the way home the #22 on Burrard didn't bother stopping at the Smithe/Burrard stop...just drove on by!!

Love the fast service to the SkyTrain

Works well, problems noted previously still extant (i.e. lack of space on bus rack).

Express Bus from downtown was quite fast, but bus from UBC to downtown was so slow and lots of stops. TransLink should provide more express busses from UBC to downtown.

(Airport) Bus was not so crowded at noon. Rush hour was terribly crowded.

(Richmond) I used the bus in the evening and waited for almost 30 minutes instead of the 15 minutes wait. Inconvenient to take the bus in the evening.

(To Burnaby) The bus service is convenient because I take one bus to get from the University to my destination. However, it takes twice as long to get there, and the bus was so full that I had to stand for the first 30-40 min.

(Local) I feel this is the most convenient way to do errands in the area close to the University. The buses run every 5-10 minutes, I can use the express service (99B), and West Broadway/10<sup>th</sup> street has all the stores/services that I might need. It is more convenient than driving because of traffic and parking concerns.

As before, my 3-year old enjoyed the ride, but a bike trailer is a much quicker and easier way for us to go. An advantage of the bus is that I can take a stroller (for our 1-year old), which I don't bring in the trailer.

Check out the new SkyTrain route / Surrey - Fun for the kids. Watched out the front car. [Participant] used his U-Pass. Seemed a silly place to build a SkyTrain.

Because of my work I'll now be travelling by bus at least once a week. I wish my transit pass lasted beyond October. Minor inconvenience is that the 99 doesn't stop at the bus stop that is closest to me. I took the VanPool back from VGH to the UBC hospital.

Great not to have to think about how much we're drinking, a lot cheaper than a taxi and warmer than a bike when you don't want to drink and drive.

Had to make a quick trip to Safeway to get my son's birthday cake. Cost of transit ticket would have been a third of the price of the cake!

Took a long family outing – five hours - (over two zones) and visited The Bug Lab, and did some shopping on the way back at Broadway/Macdonald. Excellent journeys on the buses and SkyTrain.

Busses to Steveston are very convenient. I was surprised to find out that there are lots of busses going out there. From UBC to downtown, bus was quite slow, but the ride to SkyTrain to New Westminster was really fast. The SkyTrain was full in the rush hour, but still faster than car. I think it is really convenient to use SkyTrain than bus.

We took No. 25 to SkyTrain on Oct. 2. We noticed that most of passengers let either seniors or passengers with kids sit on the front seats.

We rarely take bus to Burnaby and are not familiar with that area. We believe if the driver could tell the passengers what would be the next stop, it would be great for the tourists and newcomers. The driver announced the main stops but not every stop.

Also, there was an interesting thing that happened. A passenger got on board and asked the driver if she could still use her ticket which was just 4 minutes past. The driver agreed. We are wondering whether TransLink set the policy how many maximum minutes passed and a passenger can still use his/her ticket.

I took No. 99 bus on Oct. 11. It was a rainy day. I noticed some new shelters on bus stops have been built. If more shelters can be built, it would be great since it is really wet in winter in Vancouver. Also I think a shelter with three sided walls is better than the one with one wall.

I found out No. 99 is operated more often now. Some new students at UBC didn't know which bus stop they should get off. They had to go forward to ask the driver. It is not convenient for them, especially when the bus is crowded. I suggest that we should put the name of a bus stop on the sign instead just "Bus Stop". By doing so, passengers can read the sign by themselves.

Riding the bus with small children has its difficulties.

11 & 13 year olds learning self reliance as they travel by bus on their own while their mother is at class



### **Car Share Program (Cooperative Auto Network - CAN)**

I think the program is great. We don't need it now (except for the sake of the pilot study and to try the program out), but we would seriously consider using it in the future. I've mentioned it to several friends, who are now interested. We still haven't been told what the cost to participants in the pilot study will be. (*Note: participants were notified of cost shortly thereafter – \$10 for the 2-month pilot period*)

I attended the meeting on Thursday night. It sounds like a very good program, especially for the students who go shopping once a week and also good for people who live and work in downtown without a car. A friend of mine asked me if there is CAN in Richmond? She is interested in it.

Attended car coop meeting at Hawthorn Lane. As we already own two cars, the additional cost involved in participating (\$250 deposit, plus between ~70 and ~200 a month) is not cost effective for us. We use one of our cars on a daily basis (for commuting off campus –something that I suspect many of the residents buying into the private market housing will also do). We use our second car as a back up vehicle for transporting our boys to school if the weather is *bad*, to work, to travel to tutoring, after school sports, and shopping, etc. This vehicle is used an average of 2 short haul, neighbourhood trips a day. The lack of available cars that might be ready for short term, unplanned use makes the car coop option not an effective or efficient choice for our family. I suspect that the car coop is more appealing to a household that either (1) does not have sufficient economic resources to purchase a car, or (2) a household that is on the opposite end of the spectrum and can not afford to own (*operate*) a car or only own one car. Given household demographics, availability of the cars, and our household income, the best economic option for us at the moment is to maintain two vehicles.

This is great. I had great help from the CAN office when I phoned in and then later changed my booking. There is an implied commonality or purpose, which is great. We will become members and our car is up for sale.

### **Emergency Ride Home**

Location of meeting changed at last minute with too little time to take transit so I had to catch a cab. Can submit receipt (\$10). (*Note: while this is not officially a serious emergency as defined by the ERH program, taxi use was approved in this instance for the Pilot Program*)

### **Ride Sharing matching program (website or manual board)**

I looked at the board in the SUB, but with 2 kids we're unlikely to team up for such rides.

### **UBC Grocery Shuttle to Safeway**

Would have used it if it were available. This shuttle would have been a better option for picking up large objects than taking the bus. I have heard that the shuttle is often full by the time that it arrives at Acadia Park.

Pros: 1) Very friendly driver. 2) I think the “value-added” shuttle program is a great idea – for other people. 3) The amount of time was perfect: I was walking out the door as the van pulled up. 4) It was fun to try it out – once.

Cons: 1) To get to the pick-up point, I loaded my 3-year-old into a stroller, my 1-year-old into a backpack and the 2 car seats on top of the stroller. Then I had to attach the car seats into the van & the kids into the car seats. This was fun to do once, but I certainly wouldn't do it on a regular basis. 2) If I arrived late, the van would have been gone but I didn't want to arrive too early either; with kids it's hard to be that exact with the timing. 3) The ad said that “upon return passengers may request drop-off at any on-campus residence”. This has now been changed such that the driver is supposed to only return to the pick-up point. Because of the confusion, the driver kindly dropped us off at home; it would have been ridiculous for me to try to get back with the stroller, backpack, car seats AND a loaner cart with groceries. 4) The driver said that there is usually a longer lineup of people than the van can take. There's no way that I would take the van if there were any chance that I wouldn't get on. 5) The amount of groceries that I got would have fit into a bike trailer, which is easier and more flexible time-wise. If I had the freedom to go without kids (to avoid the hassles), then I would still be more likely to take the loaner cart. 6) Obviously the shuttle is only designed for going to Safeway. Often I take my 3-year-old to ride the horse at Stong's!

### **School Bus service (U-Hill bus)**

Extremely useful service that ensures we don't need to walk 20 minutes daily (one way) to get [child] to school.

Very good, very convenient and safe.

No parking space, very crowded, long time waiting to move. I strongly recommend the school bus.

### **Bike Right bike safety course**

Didn't take the course (have bike commuted for years & our kids aren't old enough for bikes yet), but thought that the Bike Sense book was well written.

I couldn't make it. My husband attended. He was around 15 minutes late because of his appointment with his professor. The event didn't go well, only two participants. I guess the reasons could be bad weather (showering in the morning) and the time was no good. Most of people need to go to school or work on weekdays.

### **CanCart – cart loaner program**

I moved books and papers from home to my lab/office at UBC. This was an ideal use of the CanCart since I could wheel it in by hand after detaching it from my bike outside. My only difficulty was that I couldn't keep the connector from slipping down the seat post where it rested on my bike rack. I've suggested this project to the professors running the 3<sup>rd</sup> year mechanical engineering student design course.

Again it was better to use the CanCart than our children's bike trailer. It also gave me more exercise than going by car.

We already have access to a local CanCart site and regularly use it for local trips and movement of items around campus and to boy's school.

The attachment is a bit awkward and can cause damage to the seat post on the bike. This is a reasonable accommodation for an item designed to be used in a loaner program.

Fantastic. A bit bulky on the bus but much better than the alternative!

Used for transport of school things for son, books from library, etc. Excellent idea. The person who thought this up and implemented should win an award.

Hard to get it on the bus if need to. Drivers regard it as problematic and I suspect that if the bus had had more than the handful of people they would not have let us on the bus. Aside from this, it does its job really well. One thing I note is that over a long period of use the connecting mechanism starts to bend a bit and is hard to hook together. That's the use shape that connects around the seat post. Otherwise, excellent.

### **10% Bike Kitchen discount**

Bought a water bottle. I've always been curious to go to the Bike Coop; this program finally gave me the impetus to go.

Could have more variety of bike lights

### **UBC Aquatic Centre Pass**

Very clean; lifeguards on duty are really doing their job

Had never seen the pass before, but let us in alright

I am very interested in using the aquatic centre. However, the restrictions on use make it inconvenient for me to include it in my workday. I would prefer an evening/weekend availability.

I have been there twice this week. Overall, pretty good. The pool was clean and the lifeguards were responsible. It was not crowded at shallow areas. However, the hot whirlpool was very crowded after 5:00 p.m. Sauna room was too dry and hot for me and the steam room too hot and too moist. The shower area was OK.

If Compass includes this (Aquatic pass), it's really an attraction.

Excellent idea, works well

We like the facilities and its cleanliness.

Great way to exercise in the rain. The only improvement would be to increase the water temperature by a few degrees!

Swimming area, fitness area, steam area are very clean. However, the change room are not clean enough, especially the floor.

Water is warmer now. It is great to see the improvement.  
Excellent idea and wonderful opportunity

The kids love the pool - it is a great time. Each time I present my coupon the staff are make some positive comment "oh good" or some such thing. It's great.

### **15% Venue Discounts**

Bought tickets for October 12<sup>th</sup>. Will send in my receipt.

Chan Centre - We enjoyed the concert immensely. On top of that I finally made it to the Chan Centre, which I've been interested in visiting for 3 years but never made it.

Museum of Anthropology - Admission person - Did not know anything about ComPASS program.

## **GENERAL COMMENTS/PARTICIPANT SUGGESTIONS**

We order from an organic delivery company, including milk, eggs etc.. This makes it easier to do a smaller trip to the grocery store by bike or bus or walking. ComPASS could at least inform people of this service, and possibly provide some incentive to join.

In the summer and as long as the good weather lasts, we use our bikes a lot, including with our 2 kids. This means that we're less likely to use the bus pass and aquatic centre pass in September and October than in the winter months. I'm much more likely to go swimming if I have a swimming partner. Perhaps in the long term ComPASS or the Aquatic Centre could encourage a swimming-partners board.

We use our kids' bike trailer a lot. At the orientation meeting [Participant] said that cost has kept them from buying one. Probably others feel the same way about a bike. Perhaps you could inform people (i.e. In the longterm) about sporting good consignment stores such as Cheapskates and Sports Junkies.

The bike safety brochure is very informative, as is pros for biking rather than driving – should be expanded or featured in your documentary.

I rode the bike to class, and drove for shopping. However, the bike-way is not very convenient at UBC, and most of it is shared with other walking people.

We regularly use bikes as a local means of transport

Not feasible to use transit system or bike to go to work, variable destinations. On call work for one adult that typically involves a 70 km round trip commute. Solution, find job closer to UBC; perhaps that could be a feature added to the compass program?

Driving is very frustrated: narrow road and too many cars. But you can only drive when you have lots to buy.

No parking space, very crowded, long time waiting to move. I strongly recommend the school bus.

I would like to take a bus to China Town but when you shop a lot, you have to drive.

I find "ComPASS" awkward to say, especially if you just read it. Something like "C-PASS" would be easier.

As you can tell, being part of this study has motivated me to try some things I never got around to before. Perhaps for the full ComPASS you could provide some extra incentive the first time that people try something, so that they at least bother to try it.

Other ideas that were raised included:

- Approaching Chariot Carriers or a similar baby carrier company to see if a baby carrier coop or loaner program could be included in the program

- Including UBC sporting event discounts as part of the program (similar to Blue and Gold card for faculty and staff)
- One participant mentioned a food coop, as seen on the UBC campus. The idea would be integration of the UBC farm a little more into the UBC Community. Could this be somehow made part of the program?

## **GVRD Study – Introduction**

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In order to assess the potential in Greater Vancouver for the ComPASS 'transportation alternatives' concept, a multi-faceted research program was being conducted during 2003, as follows:

- 1) a demonstration study to assess the impact of a free transit pass program on behaviour and attitudes among families in a selected neighbourhood,
- 2) a pilot study among selected UBC families to operationally test use of the full ComPASS program and its components and
- 3) a GVRD-wide survey to determine the degree of interest in the concept and potential demand among residents across the Greater Vancouver Regional District (GVRD).

This ComPASS research report describes the GVRD study methodology and findings. As well, this report includes the findings from the final post-trial wave of the ComPASS demonstration study, where test group participants (who received free transit passes for a 2-month trial period in March and April 2003) were also asked a similar set of questions about the ComPASS concept.

## **Research Objectives**

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The purpose of the Greater Vancouver Regional District study is to determine demand for ComPASS in terms of the concept overall and to provide input to proposed pricing and marketing strategies.

The specific research objectives are:

- To test general interest in the ComPASS concept
- To assess demand for the concept within a proposed price range and provide input to the design of pricing strategies
- To determine preferences for payment options
- To gauge the perceived benefit of including ComPASS as part of future housing developments
- To evaluate current attitudes toward transit and toward private vehicle use, as well as toward mode shift, as a context for evaluating potential for the ComPASS program.

## GVRD Study Methodology

A random telephone survey was conducted among male and female heads of households across the GVRD. Industry-standard random selection techniques were used to draw a regionally proportionate random sample of households from the Verizon database of Telus' published residential telephone listings. Within the household male and female heads of household were selected alternately to balance the sample. The sample is representative of the GVRD, weighted to match the 2001 Statistics Canada census on the basis of age within gender and on region. In total, 1,001 interviews were completed November 18 to December 4, 2003 from the Mustel Group CATI (computer assisted telephone interviewing) facility in Vancouver. The distribution of actual and weighted interviews is as detailed below.

<b>Distribution of Interviews</b>		
	Total GVRD Actual (1,001) %	Total GVRD Weighted (1,001) %
<b>Gender</b>		
Male	48	48
Female	52	52
<b>Age</b>		
Under 24	5	12
25-34	18	19
35-44	25	22
45-54	23	19
55-64	15	12
65 and over	13	16
Refused	1	<1
<b>Region</b>		
City of Vancouver	28	29
North Shore (North Vancouver City/ District/ West Vancouver)	10	9
Burnaby/New Westminster	13	13
Northeast Sector (Coquitlam/Port Coquitlam/Port Moody area/Pitt Meadows/Maple Ridge)	13	13
Richmond/Ladner/Tsawwassen	24	23
South of Fraser East (Surrey/Delta/ White Rock/Langley)	12	13

A copy of the questionnaire used in this study is appended. Call report results are also found in the appendices.



## GVRD Study – Detailed Findings

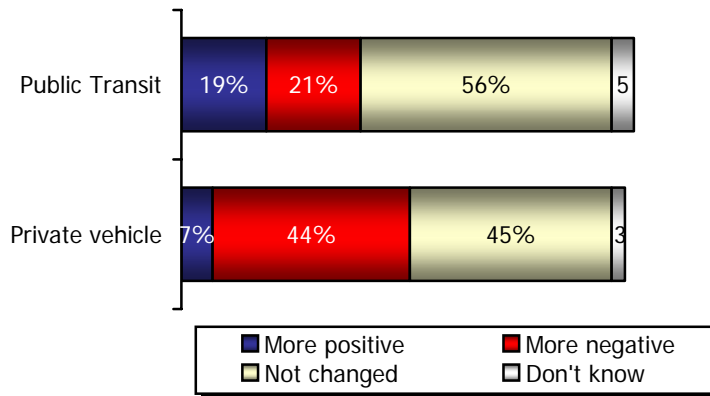
### 1.0 Attitude toward Travel by Transit and by Private Vehicle

**Opinions reveal that that more people perceive improvement in travel by transit compared to travel by private vehicle. At the same time a much greater proportion are voicing a decline in their attitude about travel by private vehicle.**

When asked to gauge current feelings about travel in the Greater Vancouver area compared to one year ago, we find that just over half of GVRD residents report no change in their opinion of traveling by transit (56%). Among the remainder, improvement and deterioration of transit travel are in balance (approximately 20% each).

On the other hand, perceptions of travel by private vehicle (which most people are more familiar with) appear to be deteriorating. Just under half of residents tell us that their attitudes about travel by car have become more negative (44%), while only a small fraction (7%) hold more favourable impressions than last year. Just under half (45%) report no changes in their feeling about car travel.

**Attitude Toward Travel by Transit/Private Vehicle**



Base: Total GVRD (n=1,001)

Q3a/b) (In the past year (ORDER ROTATED) has your attitude about traveling by public transit in Greater Vancouver become more positive, more negative or not changed? (And) has your attitude about traveling by private vehicle in Greater Vancouver become

## 2.0 General Interest in ComPASS Concept

The ComPASS concept was described to respondents as follows:

*Transportation planners have designed a new community program. We would like to tell you about it and get your opinions. Here is the new idea.*

*Com-PASS is a community pass program that would provide transportation alternatives and community services at a significantly discounted price.*

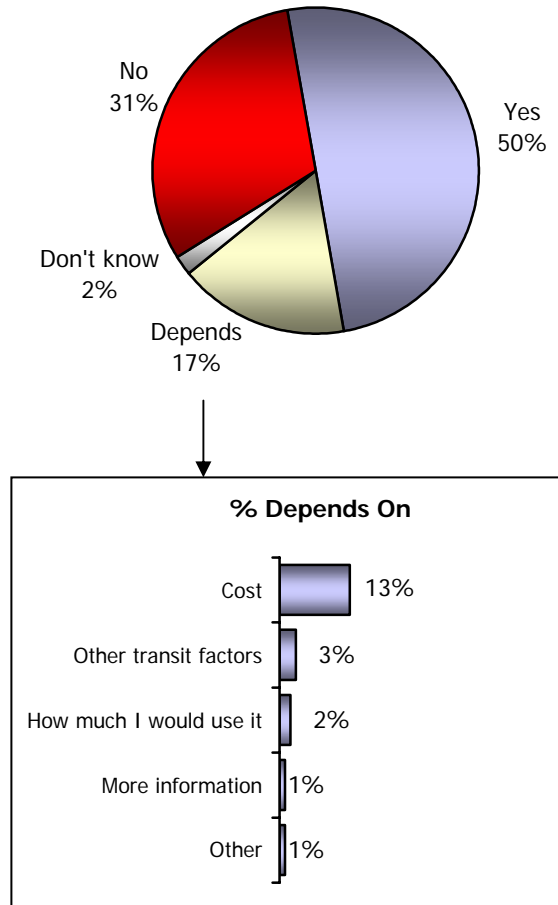
*Here is what the Com-PASS program would include.*

- 1) *Annual transit passes for ALL members of your household with unlimited use of the public transportation system across all 3 zones of the GVRD; the passes are good for public transit buses, B-Lines, community shuttles, SkyTrain and SeaBus 7-days a week during all hours of operation*
- 2) *In addition, the program would include these services:*
  - *Membership in Co-operative Auto Network's car-sharing program.*
  - *Emergency ride home,*
  - *carpool matching service,*
  - *Bicycle safety course for the whole household,*
  - *Discounts on bicycle accessories,*
  - *Merchant discounts,*
  - *Reduced-price or free use of community facilities, such as swimming pools and classes at community centres*

### **The ComPASS idea is attractive to at least half of GVRD residents.**

In total, one half of GVRD residents initially express interest in the concept, with another 17% stating possible interest depending on specific conditions, such as cost and transit service availability and frequency. (Note that no specific pricing was mentioned at this point in the survey, only that the pass program would be offered at a significantly discounted price.)

### General Interest in ComPASS Program



Base: Total GVRD (n=1,001)

Q.4) If this ComPASS program were available in your neighbourhood, would you be interest in it?

**Interest by GVRD Sub-groups**

Although the concept appeals across all geographic, demographic and mode choice segments, **interest is somewhat greater among certain GVRD sub-groups** (total “yes, interested in concept” indicated below).

## Region:

- City of Vancouver (56%) vs. rest of GVRD (47%)
- However, other regions with higher interest levels include Burnaby/New Westminster (54%), Northeast Sector (52%).
- South of the Fraser communities to the east (Surrey/North Delta/Langley) are somewhat less interested (41%).

## Age:

- Most enthused are the young. Among those under 35 years of age, 61% are interested vs. about 50% among the middle-aged segments and 40% among those over 55 years of age.

## Income:

- Lower to middle income segments (54-56% vs. 40% among those with household incomes of \$90,000 or more).

## Mode choice:

- Transit users (62%); transit to work (72%)
- Non-transit users (40%); SOV to work (42%)

## Vehicle ownership:

- No vehicle in household (71%)
- One vehicle (51%), two + vehicles (44%)

## Rating of transit service in own neighbourhood:

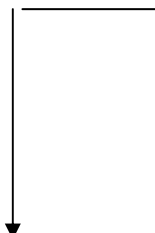
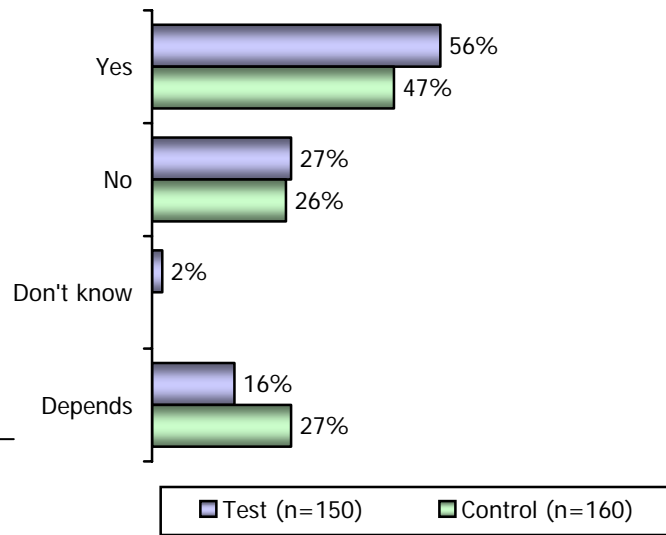
- Excellent/very good service (56%)
- Average service (51%); poor/very poor (45%)

**Demonstration Study Results: General Interest in Concept**

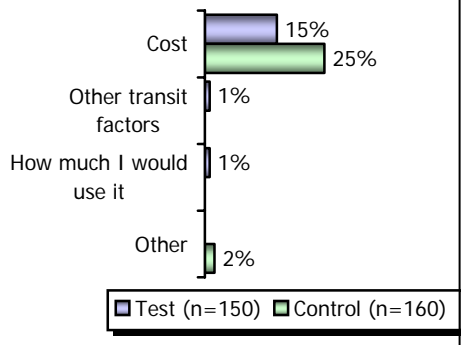
Respondents in the ComPASS Demonstration Study, conducted in Point Grey, UBC and University Endowment Lands residential areas, were also posed the same series of questions about the ComPASS program concept.

Among test group respondents (who received free transit passes for a 2-month period this past March and April), attitudes are similar (56% are interested), and not significantly different from the control group. **The free passes provided to participants in the demonstration study do not appear to have a significant effect on appeal of the ComPASS concept.** However, note that the concept is more attractive to UBC residents (64%) than Point Grey residents (55%).

**Interest in Program**



**Depends On**



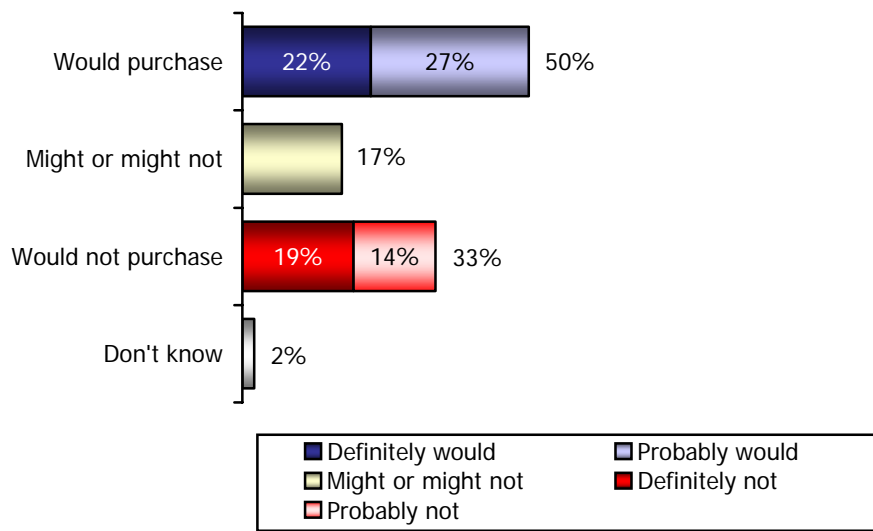
*Q.4) If this ComPASS program were available in your neighbourhood, would you be interest in it?*

*Base: Demonstration Study Respondents*

### 3.0 Intention to Purchase ComPASS at Proposed Price Range

Once a proposed price range of \$20 to \$30 per month per household is presented, intention to purchase the pass is claimed by about half of GVRD residents with around one-in-five saying they “definitely would”. It must be remembered, however, that consumers tend to overstate their intentions in concept testing. As well, other factors come into play that reduce purchase interest, such as changes to execution of the concept, changes in personal circumstances, etc. This intention measure indicates that there is considerable interest, but not necessarily the level of up-take.

**Intention to Purchase at Proposed Price Range**



Base: Total GVRD (n=1,001)

Q.5) If the cost was in the range of \$20 to \$30 per household per month, how likely would you be to purchase it for your household?

### ***Intention to Purchase among GVRD Sub-groups***

Again, although purchase interest is claimed by 40% or more across most geographic, demographic and mode choice segments, intentions appear to be somewhat greater among certain segments – similar to the patterns seen for general interest in the concept (total “definitely/probably would” indicated below). Transit users are more interested than current non-users, as they have more appreciation of the value of the pass. These results indicate the groups that are likely to have slightly greater potential.

#### Region:

- City of Vancouver (58%) vs. rest of GVRD (45%)
- South of the Fraser communities to the east (Surrey/North Delta/Langley) are somewhat less interested (37%).
- The other regions tend to fall into the 45-50% range.

#### Age:

- Younger residents are more inclined to say they will purchase ComPASS. Among those under 35 years of age, 62% are interested vs. about 45-50% among the middle-aged segments and 37% among those over 55 years of age.

#### Income:

- Lower to middle income segments (53-56% vs. 40% among those with household incomes of \$90,000 or more).

#### Mode choice:

- Transit users (68%); transit to work (82%)
- Non-transit users (34%); SOV to work (42%)

#### Vehicle ownership:

- No vehicle in household (66%)
- One vehicle (55%), two + vehicles (41%)

#### Rating of transit service in own neighbourhood:

- Excellent/very good service (56%)
- Average service (53%); poor/very poor (40%)

### ***Estimated Market Size***

Since this is a new and untested idea (in Canada), it is difficult to predict the expected up-take. As noted above, consumer intentions tend to be highly overstated in concept testing and many other factors affect the final outcomes of concept executions.

However, to give a general idea of possible future market size, we have included an estimate based on a formula TransLink often uses to down-weight intentions to use a new service concept. This calculation estimates that **uptake for ComPASS could be in the range of 14% across the region, when applying the TransLink down-weighting formula, and likely a more realistic picture of purchase intent potential.**

TransLink down-weighting formula to estimate potential market size:

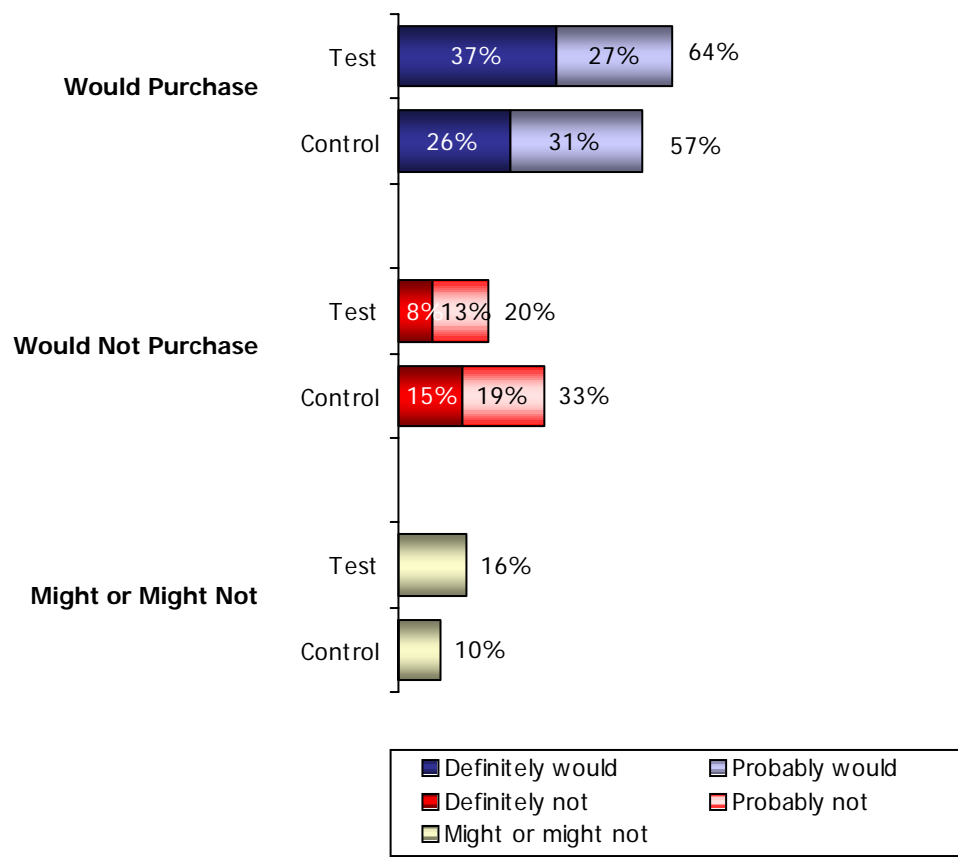
Among current regular transit users: % definitely would purchase x 0.5 + % probably would purchase x 0.25
Among non-transit users: % definitely would purchase x 0.2 + % probably would purchase x 0.1



**Demonstration Study Results: Purchase Intentions**

Among test group respondents in the ComPASS demonstration study (recipients of free transit passes for two months), interest is noticeably stronger (64% in total are interested in purchasing ComPASS; 37% say “definitely would”). **The down-weighted estimate among test group respondents in the demonstration study is approximately 25% uptake for ComPASS.** The free trial program has had a positive effect on purchase intent, once price range is established. Again, UBC residents are somewhat more inclined than their Point Grey counterparts (48% “definitely” vs 39% in Point Grey).

**Likely to Purchase if Cost \$20-\$30 Range**



Base: Total Test (n=150), Total Control (n=160)

Q.5) If the cost was in the range of \$20 to \$30 per household per month, how likely would you be to purchase it for your household?

## 4.0 Barriers to Interest in ComPASS

The primary barrier to interest in the program is a lack of sufficient need — people do not anticipate using the transit system enough to make the cost worthwhile. Some specifically say that the program is suitable for larger households/families (i.e., more than 2 household members).

Other barriers relate to deficiencies with the transit system, such as less convenient when compared with the private auto, quality of the service (frequency, travel time, etc.), lack of service to resident's area. Some require their cars for work or other daily routines, while others find the cost too high or wonder if they would use it enough to justify the cost.

Among those in the Demonstration study, who are all Point Grey/UEL and UBC residents, a sizeable segment already use alternative modes of transportation (19-23% range).

Reasons for Lack of Interest in ComPASS			
	Total (513) %	Test (55) %	Control (62) %
Don't use public transit enough for program to be worthwhile/ would never use public transit	21	15	26
Wouldn't use it enough/ no benefit	10	3	6
Don't travel much	7	5	-
More convenient to use car	14	31	25
Use alternative transportation (walk, bike, carpool)	4	19	23
Quality of service would not justify the cost (frequency, length of time to destination, etc.)	13	12	8
Transit does not service the area I live/ want to go	6	2	3
Require car for work/ daily routine	8	9	7
Likes non-bus components	2	7	19
Not interested in non-bus components	4	1	7
Already have/ use a pass/ memberships	6	8	5
Children too young to use transit alone	2	10	5
Other household members might use/ depends on other household members	2	7	4
Program not worth the price if only one or two people in household	7	11	2
Good idea for family households/ good idea	3	-	-
Cost is too high (unspecified)	5	1	9
Depends on cost/ benefit, how much would save/ use	3	5	2
Would require more information before making a decision	2	2	-

*continued*

Reasons for Lack of Interest in ComPASS (con'd)			
	Total (513) %	Test (55) %	Control (62) %
Miscellaneous	4	3	4
Miscellaneous positive	1	-	-
Miscellaneous negative	4	-	-
No particular reason/ don't know	3	-	<1

*Base: Might/ probably/ definitely not purchase ComPASS for household.*

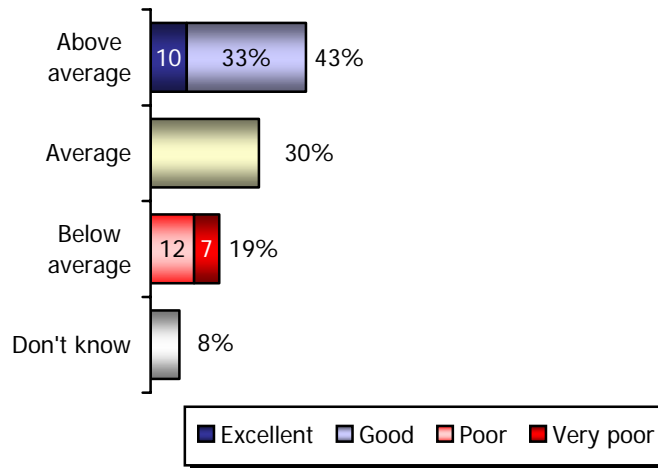
*Q.6) Why do you say that?*

**Perceived Level of Public Transit Service in Own Neighbourhood**

To understand perceptions and experience with the current transit system, GVRD study respondents were asked to rate the level of transit service in their own neighbourhood. Overall, about four-in-ten say the service is above average (33% good and 10% excellent). Another 3-in-10 consider the service to be about "average." About 20% regard the service in their area as poor/very poor.

Residents of the Northeast Sector and communities south of the Fraser River are more likely to have weaker ratings (26-28% poor/very poor vs. 10-13% for the other areas). Highest ratings are found among residents of the City of Vancouver, Burnaby/New Westminster and on the North Shore (50-57% excellent/good vs. 28-34% for the other communities).

**Level of public transit service in your neighbourhood**



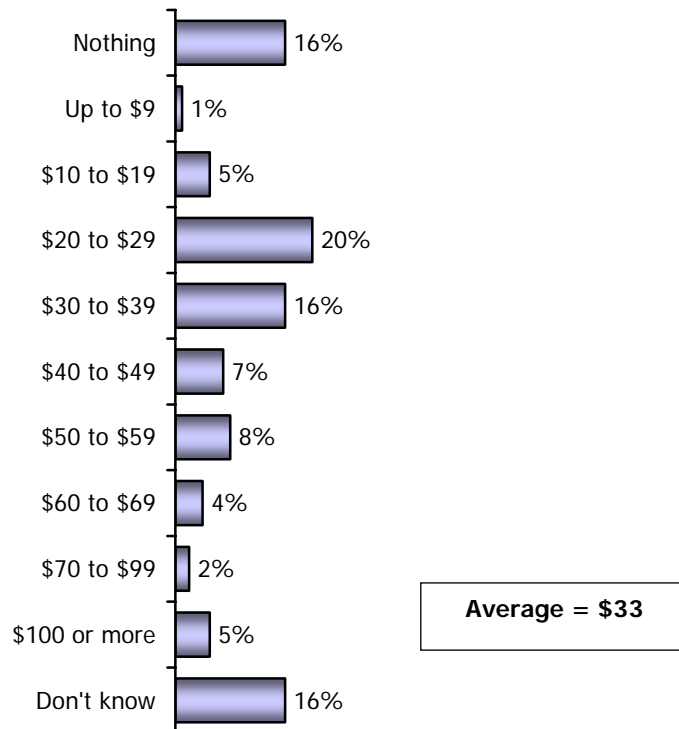
*Base: Total GVRD (n=1,001)*

*Q.15) How would you rate the level of public transit service in your neighbourhood? Would you say it is:*

## Maximum Pricing for ComPASS

All respondents were asked the most they would be willing to pay for a ComPASS program on a monthly basis. **On average, people are willing to pay \$33 per month per household** — just slightly above the proposed price range of \$20-30 per month. Those who currently use public transit have a greater understanding of the cost and value of a 3-zone monthly pass, propose, on average \$44 per month, while those who use public transit for commuting to work average \$58 per month.

### Willingness to Pay Per Month

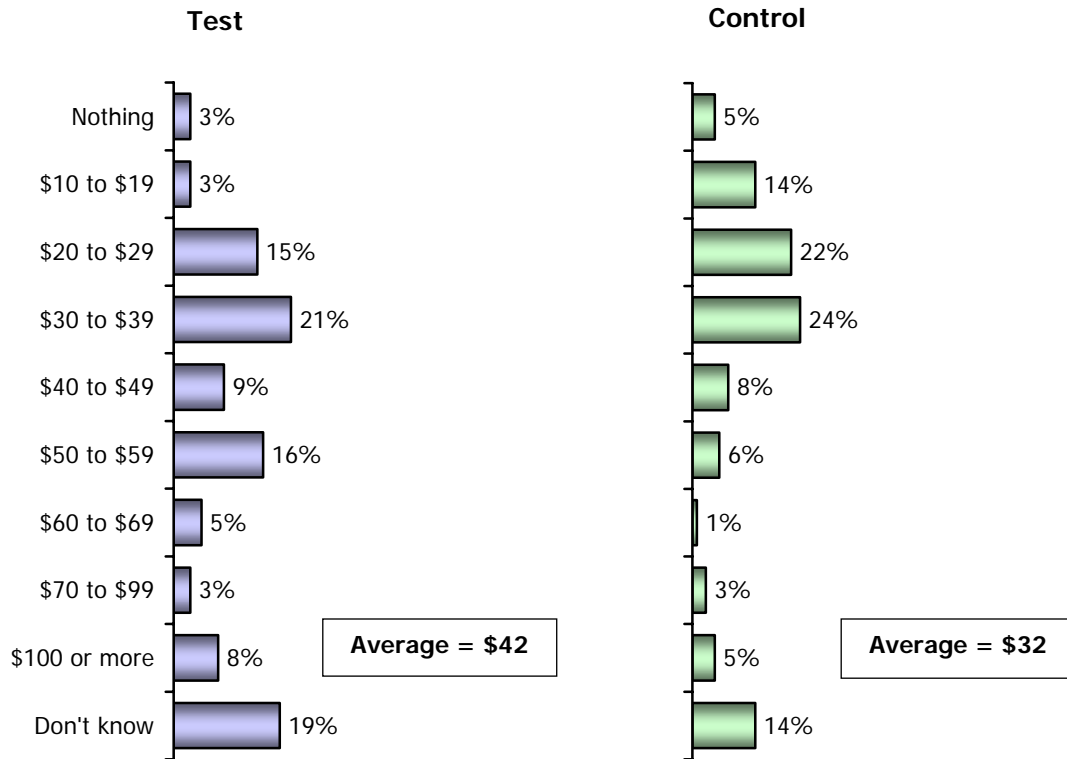


Base: Total (n=1,001)

Q.8) What is the most you'd be willing to pay for a program like this on a monthly basis for your household?

Test group participants in the Demonstration study who experienced the free transit pass program average a higher "most willing to pay" than those in the control group (\$42 vs. \$32 for control)

**Willingness to Pay Per Month**



Base: Total Test (n=150), Total Control (n=160)

Q.8) What is the most you'd be willing to pay for a program like this on a monthly basis for your household?

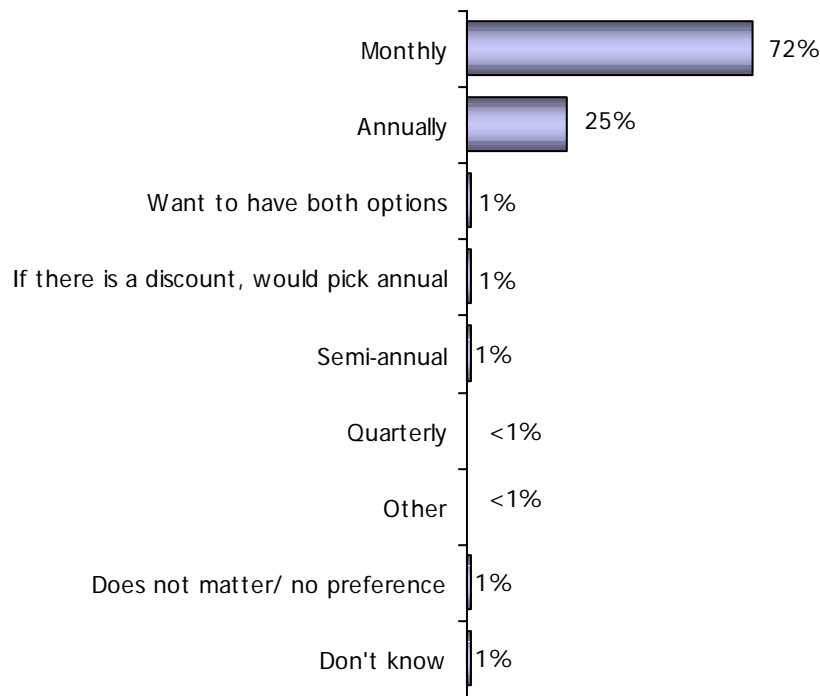
## 5.0 Preference for Payment Options

Those who were willing to pay more than \$10 per month per household were also posed a couple of questions about payment options.

### *Payment Frequency*

**The majority of people interested in purchasing a ComPASS would prefer to pay on a monthly basis**, regardless of age or income or most other demographics. Similar patterns are seen among the Demonstration study participants.

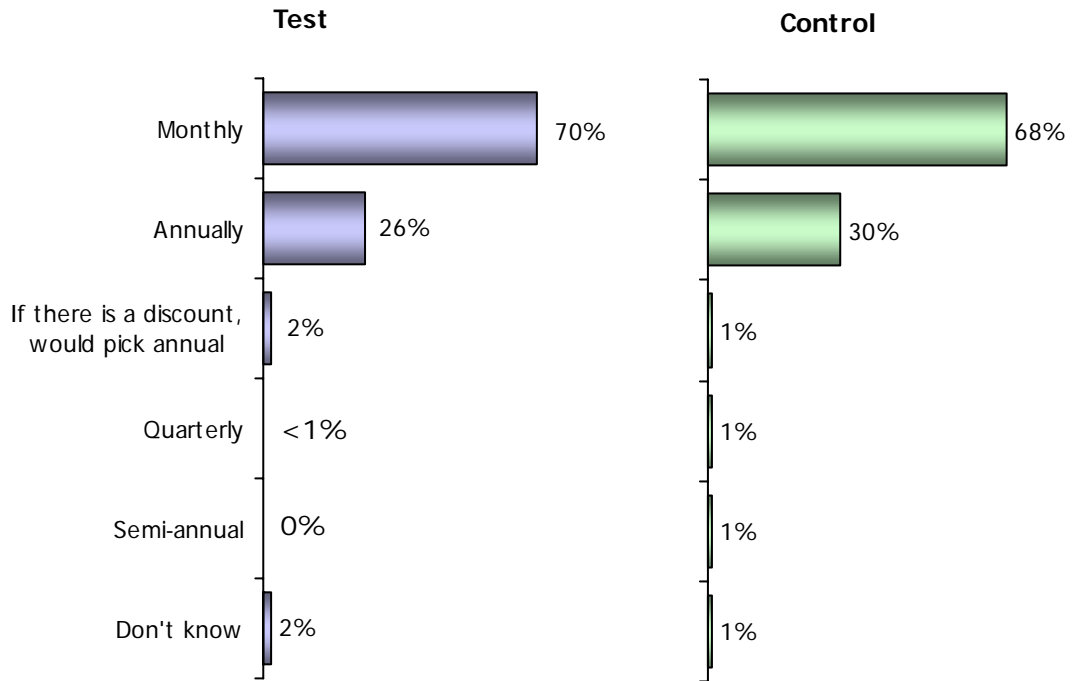
**Payment Options Preferred**



*Base: Total GVRD residents willing to pay more than \$10 per month (n=616)*

*Q.10) If you did have to pay for this program yourself, would you prefer to pay:*

Payment Option Preferred



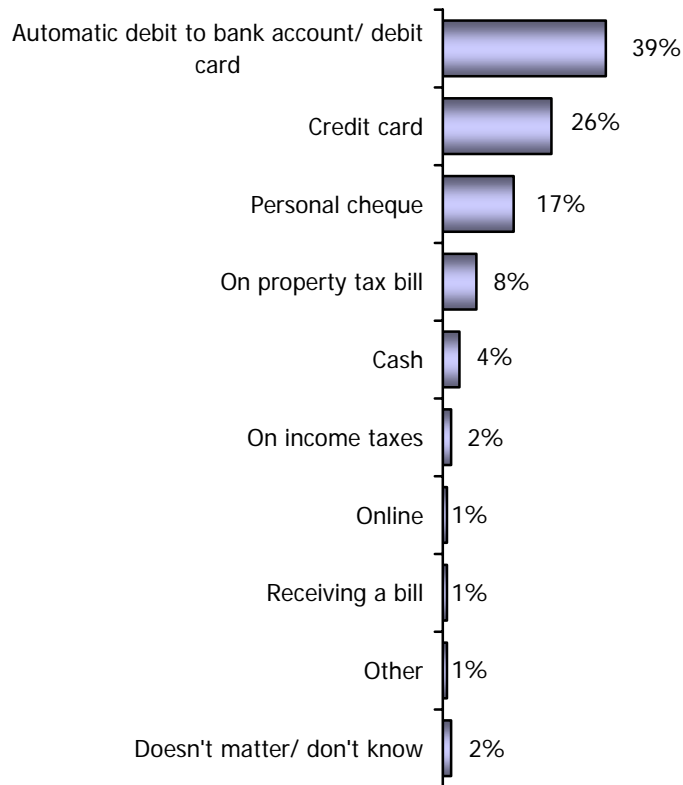
Base: Total Test (n=150), Total Control (n=160)

Q.10) If you did have to pay for this program yourself, would you prefer to pay:

**Payment Method**

With regard to method of payment, automatic bank account debit or debit cards are the most popular, followed by credit card, then personal cheque. Only a small fraction would like to pay on their property tax bill. Payment preference patterns are similar among the Demonstration study participants.

**Preferred Method of Payment**



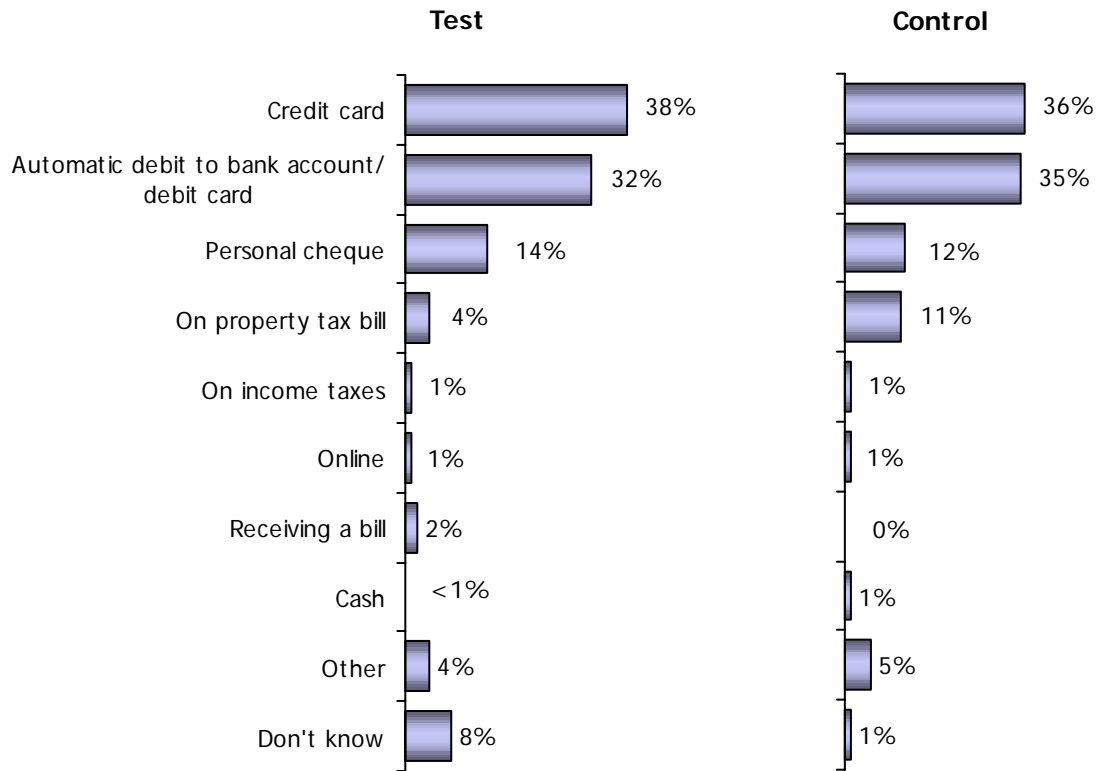
*Base: Total GVRD residents willing to pay more than \$10 per month (n=616)*

*Q.11) And what would be your preferred method of payment?*



Demonstration study participants equally favour credit card and auto debit payment methods.

**Preferred Payment Method**

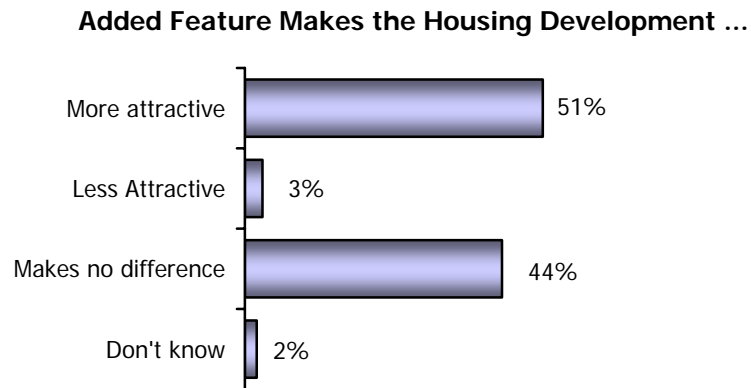


Base: Demonstration Study participants willing to pay more than \$10 per month.: Total Test (n=150), Total Control (n=160)

Q.11) And what would be your preferred method of payment?

## 6.0 ComPASS Appeal for Market Housing

**It appears that ComPASS has good potential to attract buyers to market housing developments.** The addition of ComPASS to a housing “package”, if automatically included and paid for with the rental or purchase of a home, is appealing to half of GVRD residents. Most attracted by the ComPASS feature are the younger segments (60% of those under 35 years), current transit users (61%), those with no vehicle (65%) or one vehicle (55%) and those who currently have excellent to good transit service in their neighbourhoods (58%).

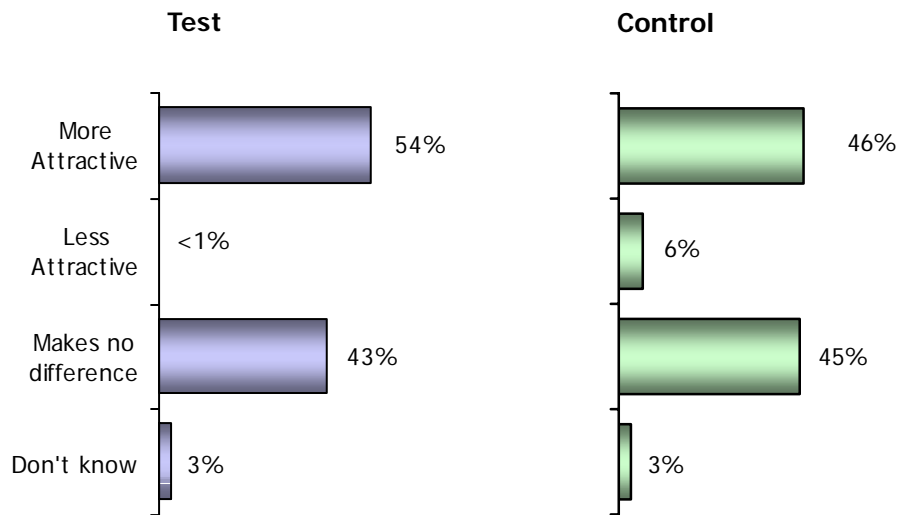


Base: Total (n=1,001)

*Q.9) Assume for a moment that you were planning to move and you were looking to rent or buy a home. If there was a housing development where the ComPASS program was included and paid for automatically, would this added feature make the housing development more attractive, less attractive or make no difference to you?*

Among Demonstration study participants, ComPASS would make housing more attract to about half of residents. There was no significant difference between test and control groups in total or in the UBC area, but the free pass program had a positive influence on attractiveness among Point Grey residents – test group 52% vs 37% for control group). UBC residents, however, are more interested than Point Grey residents (73-78% for UBC vs. 37-52% for Point Grey).

### Appeal for Market Housing



Base: Total Test (n=150), Total Control (n=160)

*Q.9) Assume for a moment that you were planning to move and you were looking to rent or buy a home. If there was a housing development where the ComPASS program was included and paid for automatically, would this added feature make the housing development more attractive, less attractive or make no difference to you?*

## **8.0 Attitudes toward Mode Shift**

### **8.1 Attitudes toward Mode Shift**

The public appears to accept the idea that there is a need for citizens to reduce their reliance on the private vehicle. GVRD residents overwhelmingly disagree and most disagree strongly with the statement that "there is no real need for people in Greater Vancouver to reduce their use of cars."

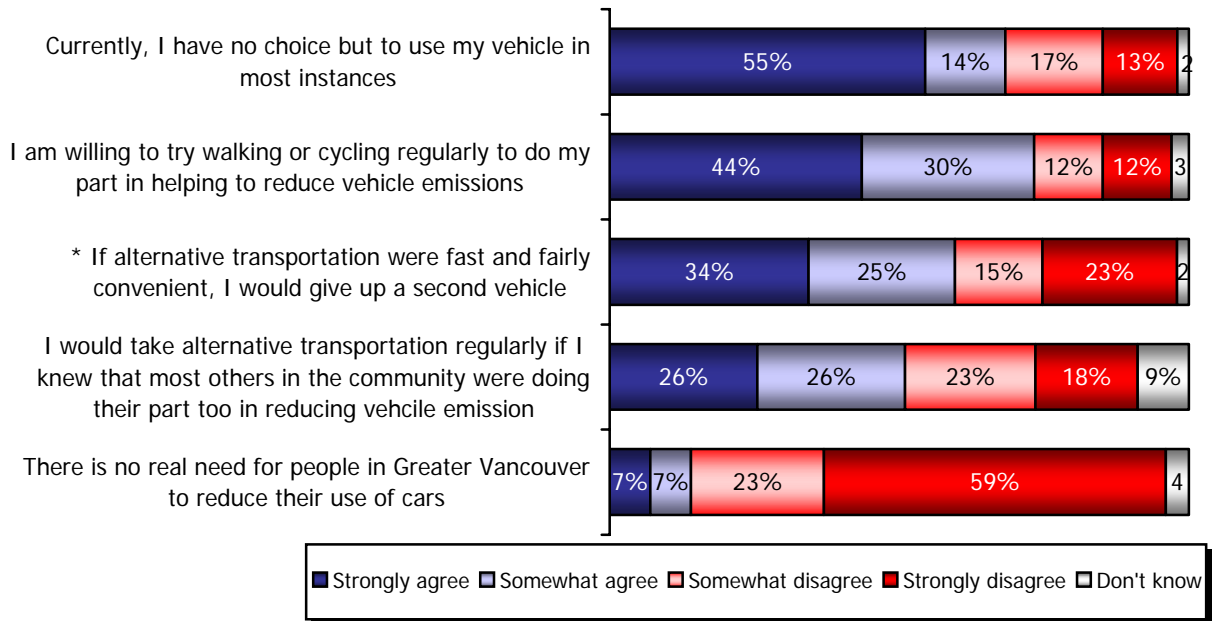
Despite recognition of this need to change our behaviour, most GVRD residents agree (and a majority agree strongly) that they have no choice currently but to use their vehicles in most instances. In other words, they feel that their current vehicle use is justified.

Nevertheless, there is an apparent willingness to try to use alternative modes, such as walking or cycling regularly in order to help reduce vehicle emissions. This suggests that the public would like to do the right thing and make some effort to help the goal of reducing vehicle emissions.

A sizeable group of owners of multiple cars say that they would give up a second vehicle if alternative transportation were fast and fairly convenient (59% in total agree and 34% agree strongly).

Actions of the "collective" could influence about half of residents into using alternative transportation. Just over half agree that they would take alternative transportation regularly if they knew that others in the community were doing their part too in reducing vehicle emissions (52% agree, 26% strongly agree). Just as with the Blue Box recycling program, once "everyone is doing it", the behaviour becomes mainstream and is adopted broadly. There appears to be potential for the same to happen with transportation choices.

**Agree or Disagree with the Following...**



Base: Total GVRD (n=1,001); \* Base: GVRD multiple vehicle owners (n=537)

Q.16) To what extent do you agree or disagree with the following statements:

## 8.2 Motivators for Mode Shift

The types of motivators that would boost interest in the ComPASS program and encourage mode shift include:

- Convenience issues: routes/stops closer to home/destination, expanded SkyTrain service, expanded service hours,
- Timing issues: increased frequencies/reduced wait times, quicker, shorter trip lengths, improved connections
- Lifestyle changes: e.g, giving up driving, retirement/job change, change of area of residence
- Cost-benefit justified: reduced cost for smaller households, if household size was larger, if cost of driving/parking became prohibitive

<b>Reasons Might/Probably/Definitely Not Purchase ComPASS for Household</b>			
	<u>GVRD</u> (772) %	<u>Test</u> (55) %	<u>Control</u> (62) %
Lifestyle change (give up driving, retire/ lose job, move, etc.)	12	17	18
Reduced cost, especially if only one or two people in household	9	13	14
Increased frequency of buses/ reduced wait times	6	5	7
If number of people in household increased (e.g., children become old enough to use transit)	3	8	7
Routes/ stops – more of them/ closer to home/ destination	13	5	5
Make transit quicker/ improve speed of trips	4	3	5
If cost of driving/ parking became prohibitively expensive	1	-	3
If I didn't already of a pass/membership	-	<1	2
More non-transit options (recreation, etc.)	1	-	2
Increased information, details about program	5	1	1
Improved connections	2	1	1
Expand skytrain/ rapid transit (to UBC, Richmond, etc)	2	-	-
Concerned about safety on transit, at stops	1	-	-
Need to include Westcoast Express in the package	1	-	-
More community shuttles	<1	-	-
Other improve service comments	5	5	1
Have month to month option	<1	4	-
Miscellaneous positive	1	-	-
Miscellaneous negative	2	-	-
Miscellaneous	4	7	4
Nothing in particular/ don't know	40	40	42

*Base: If probably/ might/ probably not/ definitely not purchase ComPASS for household.  
Q.7) And what specifically would it take, or what would need to change for you to be interest/ more interested in the ComPASS program?*

## 9.0 Suggested Improvements to ComPASS

Although the vast majority of those interested in the program have no suggestions for improvements (70%), following is a list of ideas offered by the rest. Many of these suggestions simply request improved transit services – in general and especially greater transit frequency, among other improvements/expanded services. These and other comments are listed below.

<b>Suggested Improvements to ComPASS</b>	
	Total those interested in ComPASS (476) %
Other public transit improvements	5
Reduced cost	2
Increased frequency of buses/ reduced wait times	2
Likes/ wants more non-transit options	2
Need to include Westcoast Express in the package	1
Increased information, details about program	1
Offer a variety of packages with different non-transit options	1
More options, services for bicycles	1
Routes/ stops – more of them/ closer to home/ destination	1
Make transit quicker/ improve speed of trips	1
Expand skytrain/ rapid transit	1
Earlier/ later/ 24hr transit service	<1
Improved connections	<
Miscellaneous	5
Don't know/ no suggestions	66
Nothing else needed	14
<p><i>Q.13) Do you have any suggestions for specific improvements to this ComPASS program concept? What other features if any would you like to see included?</i></p>	

# ComPASS Video Script

COPY	VISUAL/AUDIO
<p>{V/O} Every morning, motorists face congestion and delays in getting to work. It may be called rush hour, but major routes move no faster than a snail's pace. Gridlock is fueling frustration. Accounts of road rage are on the rise and traffic accident numbers are growing. If there's one thing for certain, the daily commute is driving motorists crazy.</p> <p>But it's not just people behind the wheel who are affected.</p> <p>Everyone is suffering.</p> <p>Environment Canada reports that within cities, vehicles contribute more than 73 per cent of greenhouse gas emissions. That means people are breathing more carbon monoxides, carbon dioxides, nitrus oxides and sulphur oxides than ever before. It's why smog alerts and global climate change have now become a real threat to our quality of life.</p> <p>And unfortunately, the problem is not going to go away. In fact, with car use climbing, it's going to go from bad to worse.</p>	<p>Black</p> <p>"ComPASS" title appears</p> <p>Audio: Morning rush-hour radio reports. Horn beeping and traffic</p> <p>"ComPASS" title appears</p> <p>ComPASS DRAFT tagline "A new direction in transportation" appears</p> <p>Titles dissolve.</p> <p>Black dissolves to visuals rushhour traffic Hwy. 1 traffic. Audio FX: traffic, horn beeping etc</p> <p>{Camera c/u of newspaper headlines including ... Nov. 21 Province: Cover – "Road rage: Axes, knives, rocks, swearing" A16 "Outraged – It's called road rage and it can get really ugly. With congestion an ever greater problem, the anger's only escalating"}</p> <p>B-roll: traffic footage</p>



In Canada, the number of vehicles owned and the distance driven each year outpaces the country's population growth by more than two to one.

It's little surprise that traffic congestion has become a pressing issue for local government. Voters are demanding something be done. However, there's no quick fix to gridlock. As one former politician and transportation expert explains, you can't simply throw taxpayer money at building more roads to solve the problem.

{Gordon Price}: **3:13:34** "Any politician addressing transportation inevitably says we got to solve that congestion problem and the real bad news is there ain't no way – at least under current conditions. We get another 20,000 or more cars, new cars, every year registered ... **{EDIT OUT}** ... And the idea that you're ever going to build enough roadspace to handle the growth, much less the current conditions, isn't on – just not on. I always ask people where they think these new roads would go and at that point the conversation really stops dead. Because you're not going to be demolishing literally thousands of houses and businesses to build new roads. You're not even going to be able to widen the ones we got. And that's not a car or anti-car position. That's just reality." **3:14:36**

{V/O} With the numbers of cars multiplying and road capacity fixed, congestion may seem inevitable, but there is hope. You may not be able to change the landscape, but you can change travel behaviour. Even if you persuade a small percentage of people to forgo that second car, or choose car pooling, or take the bus – the impact can be considerable.

{Gordon Price}: **3:19:50** "Here's some good news: You don't have to have everyone converting. If you can get 10 to 20 per cent of people choosing a mode they might not of otherwise, it actually makes it easier for the car driver, for goods movement, for the bus driver. It frees up a lot of that asphalt that's so expensive to build that we just giveaway for free and are surprised when it gets all filled up." **3:20:13**

{V/O} Reducing automobile dependence is the mandate of the Trek Program Centre, the University of B.C.'s transportation planning department. UBC is Greater Vancouver's second largest commuter destination. Trek has been a leader in reducing single occupancy vehicle trips and increasing transit ridership to and from the campus.

{Camera c/u of newspaper headlines including ...  
Globe and Mail Nov. 27, 2002, C3: *Municipalities grapple with transit woes.*  
Nov. 16 Province: two-page spread *Driving ourselves to a standstill*  
Oct. 5 Province: A4, *Traffic gridlock just gets worse as politicians just talk.*}

Gordon Price

B-roll traffic to cover quote edit

Gordon Price

Traffic B-roll AND/OR footage of ComPASS families enjoying transportation alternatives.

Gordon Price

B-roll UBC footage (from CanCart footage or Telustudios' archive)

<p>Key to Trek's success has been the popular Universal Transportation Pass for students. The program – known as U-Pass -- entitles all students to a wide range of services at an extremely low monthly cost.</p> <p>Based on the success of U-PASS, Trek has launched a community transportation pass – or ComPASS – for campus-area residents. The main selling point is a significantly discounted transit pass for households. The program's cost is intended to be spread among all households.</p> <p>The ComPASS concept was first pioneered in Boulder, Colorado, home of the University of Colorado. Boulder's Neighbourhood Eco Pass offers unlimited use of regional transit services, as well as local merchant discounts. The EcoPass is credited with increasing transit ridership in neighbourhoods by nearly 50 per cent. On some routes, ridership has increased by 300 per cent.</p> <p>Similar to Trek's successful U-Pass and Boulder's EcoPass, ComPASS provides a wealth of alternatives and benefits, including:</p> <ul style="list-style-type: none"> <li>• A transit pass</li> <li>• Membership in a car co-op program</li> <li>• Access to CanCart, a bicycle trailer/handcart loaner program</li> <li>• Emergency ride home services</li> <li>• Discounts at participating merchants and attractions, including family passes to UBC's Aquatic Centre</li> </ul> <p>{Gord Lovegrove} <b>3:04:21</b> "We have a problem that is caused by overdependence on the automobile. So we've got to drive less ... <b>{EDIT OUT}</b> ... On the other hand, people still want to get around. They still want mobility. They want convenience. So how do we do that? By combining everything into a ComPASS we provide a reasonable alternative, a reasonable choice, an improved choice so that people don't have to drive everywhere and they can still achieve the same level of mobility and convenience that they do by driving." <b>3:04:47</b></p> <p>ComPASS's pilot study enlisted everyday families juggling the demands of work and kids. Families who, at some point, rely on a vehicle. For the Anglins, a family of avid bikers, the car is a necessary evil. However, ComPASS had both Carolyn and Eric second-guessing their gas guzzler even more.</p>	<p>B-roll UBC footage (from CanCart footage or Telustudios' archive)</p> <p>B-roll of Boulder footage (couriered to Mark. On hand at Telestudios)</p> <p>B-roll of Anglins using CanCart, Hodges using bus (Got any archival swimming shots of aquatic centre?)</p> <p>{and/or graphic treatment of briefer version bulleted list?}</p> <p>{ Oct. 4 D12 Van Sun: Pan down on newspaper page's transportation photos to C/U of pullquote ... "It's easy to get people out of cars. You just have to give them choices." Jeff Paterson }</p> <p>Gord Lovegrove.</p> <p>{and/or B-roll ComPASS families to cover quote edit?}</p> <p>B-roll ComPASS families</p>
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<p>(Carolyn Anglin) <b>1:38:52</b> Having that ComPASS is just that extra incentive to take a bus when otherwise we wouldn't. Even during the ComPASS project, we tended to just ask ourselves: 'Do we need to take a car?' And sometimes we ended up taking the bus when we otherwise would of taken the car without even thinking of it." <b>1:39:11</b></p> <p>{V/O}The Anglins realized it's not so much the destination that's important, but the getting there. Whether by bus, Skytrain, or loading the kids in a biker trailer to the store, the trip can be enjoyable in itself.</p> <p>(Carolyn Anglin): <b>1:42:05</b> "What I find is alternative modes of transportation have hidden benefits. It's a win-win situation. It's a win for the environment, That's the most obvious one. But there are the other wins like the fitness. Like finding something because you have to walk somewhere you're passing by something you otherwise you wouldn't. You would just whiz by in the car. Or you meet a friend and you go for a walk." <b>1:42:31</b></p> <p>For Melissa Hodges, the bus is magic for her four children. The ComPASS gave Hodges the opportunity to take advantage of transit and other services.</p> <p>{Melissa Hodges} <b>4:10:31</b> My kids think it's the biggest adventure there is ...<b>{EDIT OUT}</b> ...The little ones love the bus. Elizabeth's, one of her first words, was bus. So she thinks it's pretty exciting. Yes, you like riding on the bus don't <i>you (speaking to Elizabeth)</i> ...<b>{EDIT OUT}</b> ... <b>4:05:11</b> I tried to get out on the bus rather than take the car, especially for the short trips out to the library and things like that ...<b>{EDIT OUT}</b> ... We took advantage of the free swimming which we liked. And we used the cart one time.</p> <p>{V/O}Cost however can be a big factor in family's travel decisions. For the Hodges, travelling as a family on transit can cost more than \$20 a trip. With ComPASS, the discounted pass makes transit more economical. Subsequent transit trips seem almost free, too.</p> <p>{Gordon Price}: <b>3:15:10</b> "Once you offer people some real choices. Some practical alternatives. Particularly when they begin to understand that it can save them a lot of money. The motivation changes." <b>3:15:18</b></p>	<p>Carolyn Anglin (w/ child lightly singing in bkg – sound's good -- lends colour)</p> <p>Anglin family b-roll</p> <p>Carolyn Anglin (w/o child)</p> <p>Anglin family b-roll</p> <p>Melissa/Hodges family b-roll</p> <p>Melissa Hodges</p> <p>Hodges family b-roll to cover THREE quote edits</p> <p>Hodges family b-roll</p> <p>Gordon Price</p> <p>{Possible b-roll bridge?}</p>
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<p>{Gordon Lovegrove}: <b>3:10:40</b> "The financial advantage of ComPASS is that its affordable to the extreme. It takes something that is high cost and reduces it to a fraction of the cost to remove any financial barrier toward participating in ComPASS." <b>3:10:55</b></p>	<p>Gordon Lovegrove</p> <p>{Possible b-roll bridge?}</p>
<p>{Melissa Hodges}: <b>4:13:08</b> "Looking for the change and thinking this is going to cost this much per trip feels a little, a little uncomfortable especially when you know you're already paying for your car and your insurance but having the bus pass it's paid, it's done. You know you can use it . It makes a lot more sense." <b>4:13:24</b></p>	<p>Melissa Hodges</p> <p>{Possible b-roll bridge?}</p>
<p>{Eric Anglin}: <b>1:44:05</b> "It makes a big difference how much something costs. Even just to be aware you're getting a discount (light laughter among both) tends to make you 'Oh yeah. I'm getting good value out of that so I could use it.'" And something with the ComPASS where they're considering discounts at the pool and free swimming times and other benefits like that. When you sort of add up all the benefits and if it's a small price, then yeah, for a lot of families it's definitely worth it." <b>1:44:31</b></p>	<p>Eric Anglin</p>
<p>ComPASS's discounted transit pass and merchant savings paid off in influencing transportation behaviour.</p> <ul style="list-style-type: none"> <li>• Those provided a transit pass used transit 65% more than those without a pass.</li> <li>• Families highly rated most services and took full advantage of transit, bike trailers and merchant discounts.</li> <li>• In a city-wide telephone survey, two thirds of people said they would be interested in ComPASS.</li> </ul>	<p>Graphic treatment of briefer version of bulleted list. {Heading would be "Results"}</p> <p>{Possible b-roll of Anglins or Hodges biking or bus?}</p>
<p>{Carolyn Anglin}: <b>1:46:32</b> "I wish it would start happening right now. That it would continue already. I would continue using the bus pass, the aquatic pass, the discounts. Everything I would continue using from this day forward if I had the opportunity." <b>1:46:46</b></p>	<p>Carolyn Anglin</p>
<p>{Gord Lovegrove} <b>3:08:43</b> "These families that have now got involved we're seeing some great attitude changes. I wouldn't call them surprising. We expected it. Once you exposed someone to transit these days it's changed a lot from when we were kids. They're a lot more convenient. Service actually comes on time and frequently enough where you don't have to worry about the schedule. And it goes where people are going." <b>3:09:07</b></p>	<p>Gord Lovegrove</p> <p>B-roll ComPASS families</p>

ComPASS has already received the support and endorsement from key UBC community stakeholders. Sustainability is a key mandate of UBC's planning initiatives.

{Martha Piper}: quote (on hand with Mark Z.)

{V/O}The potential for Compass is great. The program can have great impact in defined neighbourhoods like university campuses. Master planned communities can also benefit by offering ComPASS as a homebuyer benefit. In Boulder, EcoPASS is sponsored by developers in new subdivisions.

ComPASS has other benefits that strike closer to home for many, a sustainable future – a safer and healthier way of life for our children.

{Gord Lovegrove} **3:12:20** "I've got a nine-year-old daughter. As a parent, not just as transportation planner, but as a professional and a person who used to be a boy scout, I want to pass onto the next generation a sustainable quality of life that's comparable, if not better, than the way we found it. For me, therefore, I care very much about my daughter and her children – being able to breathe, travel around, and be safe." **3:12:53**

For more information on the success of ComPASS, U-Pass or any other Trek initiative, visit their website at [www.trek.ubc.ca](http://www.trek.ubc.ca)

Martha Piper

B-roll traffic

B-roll Boulder

Anglin family biking along park or being generally happy or something similar from Hodges– anything WARM AND FUZZY family-like

Gord Lovegrove

Back to WARM, FUZZY AND HEARTWARMING ComPASS family

Featured website to remain through to end.

To black with website.

"ComPASS" title appears

ComPASS DRAFT tagline "A new direction in transportation" appears. Rest of credits ...