

1.0 Hampton Place Survey

This report provides an overview of the Hampton Place Survey methodology and results. The main objective of the Hampton Place Survey was to determine transportation usage by residents in the Hampton Place development, enabling a future action plan to be developed, if needed, to meet these desires.

1.1 Methodology

On June 9, 2001, questionnaires were delivered to each residence in the Hampton Place complexes, via Canada Post. Questionnaires were distributed to all 957 units. A copy of the questionnaire is provided in **Appendix A** at the end of this report. Residents were asked to return the questionnaire by June 29th. They were given two options to return the survey: either by faxing it to the UBC TREK Program office, or returning it their Strata Chair, who either passed it on the Hampton Place municipal clerk or faxed it to TREK. As an incentive to get people to read and complete the survey, free cinnamon bun coupons (with the purchase of a drink) for UBC Food Services locations were attached to each survey.

A total of 123 Hampton Place transportation questionnaires were returned out of a possible 957 questionnaires distributed, equivalent to a return rate of approximately 13%. Anything above 5% represents a good result for a survey of this type. An individual analysis of the return rate per Hampton Place building was also done, as seen in **Figure 1**. This demonstrates a relatively equal distribution, allowing the results to be used in implementation of services for the residents of Hampton Place.

Figure 1.

	# Units	Respondents	Percent
The Stratford	59	7.36*	12.5%
Wyndham Hall	54	4.36*	8.1%
The Pemberly	72	12.36*	17.2%
Balmoral	85	11.36*	13.4%
Bristol	133	19.36*	14.6%
West Hampstead	73	15.36*	21.0%
The Chatham	97	12.36*	12.7%
St James House	142	5.36*	3.8%
Sandringham	32	6.36*	19.9%
Thames Court	87	13.36*	15.4%
The Regency	123	15.36*	12.5%
Unidentified		4	
Total Units	957	123	12.9%

* 0.36 represents the four unknown respondents divided by the total number of buildings.

1.2 Results

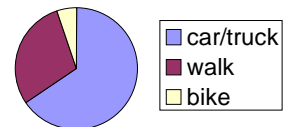
This section provides a summary of the results tabulated from returned Hampton Place questionnaires, with only the key findings presented. A complete analysis of the questionnaire is included in **Appendix B**.

The key findings of the survey are as following:

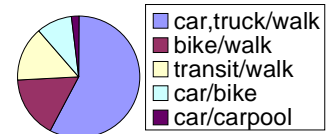
Transportation Choices

- 71% of respondents indicated that their main choice of transport to and from the central campus was a car or truck; however, many people used this in combination with other transportation options:
- Of the 49% of respondents who only had one transportation choice, 63% used a car or truck, 28% walked, 5% biked and 3% used transit.
- Of the 35% of respondents who had two transportation choices, 56% used a car or truck in combination with walking, 16% biked and walked, 14% walked and used transit, 9% used a car and a bike and 2% used a car and carpooled.
- Of the 14% of respondents who used three transportation choices, 55% used a car, a bike and walked, 38% used a car, walked and used transit and 6% used a bike, walked and used transit.
- Respondents also mentioned wheelchair, taxis and rollerblading as other options

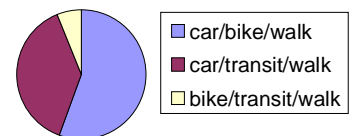
One transportation choice (49%)



Two transportation choices (35%)



Three transportation choices (14%)



Travel Patterns

- Only 37% of respondents travel to the main campus on a daily basis, however 26% make the trip 3-4 times a week, totalling people with regular trips to 63%.
- Given a number of choices for reasons to attend main campus, respondents ranked them as following:

1. Recreation
2. Food and grocery
3. Special events
4. Work

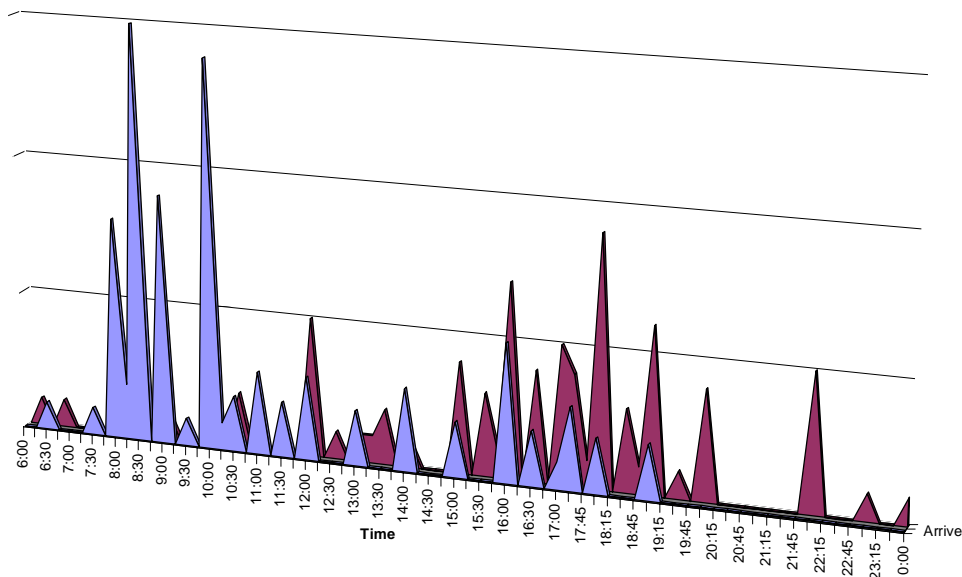


5. Classes/seminars
6. Libraries
7. Bus loop



- Details of these destinations were examined in another question, relating to the reasons for travelling to campus, but asking specifically for the top three destinations. The *Aquatic Centre*, *Libraries* and *Post Office* were the top three main destinations for Hampton Place residents. Secondary and destinations were the *UBC Village*, *SUB* and *UBC Bookstore*. The main tertiary destination was the *Chan Centre*.
- As demonstrated in **Figure 2**, the peak times for travel to and from the central campus are between 8 am and 10 am and 3 pm and 7 pm.
- 58% of respondents currently use the BC Transit stop located at 16th and Westbrook Mall.

Figure 2. Travel patterns of Hampton Place Residents



Fares

- Out of the respondents who indicated they were willing to pay for a shuttle service, the average price for a fixed route shuttle was \$1.13, with the lowest entry being \$0.25 and the highest entry at \$5. The average price respondents were willing to pay for a door-to-door service was \$1.97, with \$0.50 and \$5 as the extreme values. The average price the respondents were willing to pay for an on call shuttle was \$2.34, with \$0.50 and \$5 as the extreme values.

- Taking into account all the people who indicated they wouldn't pay for a service, the average price people are willing to pay changes, with \$0.71 for the fixed route shuttle, \$0.96 for a door to door service and \$1.09 for an on-call shuttle.

Future

A number of respondents travel off campus in their daily routine. In order to aim for a more sustainable community, people are encouraged to stay closer to home, therefore reducing both vehicle emissions and road traffic. However, some of the things, which residents currently travel off campus for, may eventually be on campus, as part of the Official Community Plan. This will make a shuttle service even more attractive and integral to Hampton Place

- Currently, 83% of respondents travel off campus for food and grocery. However, with a new grocery store going in at the village and a long-term plan for a large grocery store in South Campus, these trips will no longer be necessary.
- 74% of respondents travel off campus for shopping, which may eventually be cut down with the development university boulevard between Westbrook and East Mall.
- 67% travel off campus for medical and dental purposes, however these services do exist on campus and should be encouraged. The same situation exists with recreation, with 54% travelling off campus.



1.3 Survey Problems

People failed to read the definition for central campus, in the introduction, and thus responded on several occasions with answers such as “most common destination on central campus” being home or Hampton Place, or indicated a main campus destination being the golf course. Another problem that arose was respondents indicated the time that they “left” central campus as sometime in the morning, and the time they “arrived” at central campus was when they returned later in the evening. This is once again relating to the misunderstanding of the term “central campus” as these Hampton Place residents seem to be under the impression that they live in the central campus”, contrary to the definition put forth.

1.4 Recommendations

Shuttle

Based on the results for the questionnaire sent to Hampton place residents, it is suggested a fixed-route system be set up as following:

Based on the arrival times of residents to central campus, a shuttle run every 30 minutes from 7:30 to 10:30, followed by 60 minute service from 10:30 to 3:30, and back to a 30 minute service from 3:30 to 7:30.

Stops would be at the UBC village and the Bus Loop. Although there were a number of destinations on main campus the Aquatic Centre, Post Office, SUB and Bookstore were the major ones, all which are closely located to the bus loop. The libraries, another major destination, although scattered all over campus, are made much more accessible through service to the central campus. These stops are based on the abovementioned results in “Travel Patterns” section. The route can be seen in **Appendix C**.

On evenings where there are special events on campus, such as at the Chan centre for Performing Arts, or the Frederick Wood Theatre, residents would be able to sign up for a “special event” shuttle, with several departure times to accommodate everyone. This could either be a separate “special events” vehicle, however minimising costs and maximizing efficiency would be much easier to achieve if the same vehicle used during the daytime shuttle service.

Fares would be \$1 per ride, with options for monthly passes available at a suggested rate of \$25, perhaps even lower depending on who the program is funded by and how it is set up. This is based on the above-mentioned survey results outlined in the “Fares” section.

Based on the demand forecast seen in **Appendix D**, coupled with the fact that a number of Hampton Place residents are seniors, the shuttle would have to be both spacious and accessible. The forecast indicates that approximately X people would use it in a day, with peak rider ship per trip around X. A Ford Econoline 350 Cutaway would be an ideal vehicle for this purpose, with added wheelchair access. The passenger compartment has to be custom made, and generally fits around 16 people (including the wheelchair access area). In light of the UBC TREK Program Centre’s mandate to reduce vehicle emissions, it is recommended that this vehicle be outfitted with a natural gas option.

Translink has recently been investigating the possibility of setting up community shuttles. It would seem that the Hampton Place area would be n ideal candidate for such a program. This is the preferred operational option, however there is also an alternate option.

It is suggested that failing the above option, Hampton Place operate and fund (at least in part) this shuttle service, with support (in terms of planning, consulting and implementation) from the UBC TREK Program Centre. Details of this will be organised with the Strata Council.

Further Education

Based on the low usage of the transit stop near Hampton place according to the survey results, it is suggested that aggressive marketing strategies be used to encourage this. This includes providing schedules to every resident, as well as schedules posted in common areas. Reminders of the service should be included in Hampton Place mail-outs as well.

Further education regarding on-campus facilities such as recreation, as well as medical and dental services should be undertaken to make for a more efficient campus.

1.5 Conclusions

The idea of a shuttle service appears to be a popular one, and there is obviously demand for it, based on the survey results. The completed survey report should be presented to the Strata Council and UBC properties, for evaluation and suggestion to move forward on its implementation. Translink should be provided with a copy of this report to explore the feasibility of implementation within their purview.

Subsequent meetings between the UBC TREK Program Centre, UBC Properties and the Hampton Place Strata Council should be arranged to organise funding and operational details.

To get a better idea of exact rider ship numbers, a pilot program should be run before a long term service is put in place, to evaluate the size of vehicle needed as well if the current schedule is adequate.

In terms of the BC Transit stop on 16th and Westbrook, a more detailed look at current transit rider ship patterns should be initiated. This should include (but is not limited to) destinations, frequency, times, bus pass vs. single fare. This will provide insight into what essential services are missing on campus as well as trends can be extrapolated to the proposed new service.

The movement of people throughout their daily lives is an essential element of the function of the community and the city system. As a visionary and leader, it is UBC's job to ensure a strong, comprehensive and effective transportation system. The proposed Hampton Place shuttle is a step towards this vision.