



**Progress Report on UBC Transportation Demand Management and Trucking
(UBC Strategic Transportation Plan)**

To FP by September 12th, 2001
To GVRD by September 21st, 2001
To UBC / GVRD Joint Committee by October 5th, 2001
For Discussion at Joint Committee meeting on October 15, 2001

UBC Transportation Planning Background

The University of British Columbia is the acknowledged 2nd largest commuter destination in the GVRD, with over 110,000 person trips daily to and from the campus. UBC leads the region in transit use at 20% daily (nearly 20,000 transit riders 2-way), and in bicycle/walking commuter mode splits at nearly 10%. Part of the credit for this region-leading transit, bike and walking mode split arises from pro-active UBC policies on parking management and on-campus housing, which improves regional air quality, reduces traffic congestion, and addresses UBC access concerns. On-campus commuter parking supply is currently under 10,00 stalls. Nearly 25% of UBC's 40,000 students, staff and faculty live on campus. Over the next 25 years, a total of 18,000 UBC residents are being planned for in the UBC Official Community Plan (OCP). As part of the OCP process, UBC has committed to further decrease single occupant vehicle (SOV) volumes to/from the campus by 20% based on the UBC TREK Program. Over a two-year public consultation process, the UBC TREK Program Centre staff have developed a UBC Strategic Transportation Plan (STP). The STP contains policies to promote improved transportation choices: SOV-alternatives, UBC U-TREK Card, and trucking/goods movement coordination. Details on the TREK Program and the STP can be viewed at www.trek.ubc.ca.

<p>TREK MANDATE SUMMARIZED (as per GVRD/UBC MoU dated July 1997):</p> <p>1.1 TRANSPORTATION DEMAND MANAGEMENT</p> <ul style="list-style-type: none"> • reduce Single Occupant Vehicles (SOVs) by 20% • increase transit ridership by 20% • create a 'made in UBC' U-Pass system (i.e. UBC U-TREK Card) • integrated transportation demand management strategy (i.e. UBC TREK Program) <p>1.2 TRUCKING</p> <ul style="list-style-type: none"> • ensure trucks follow city's designated routes, and use more than one route • reduce truck volumes to / from UBC <p>DESIGNATED LEADER: DIRECTOR, TRANSPORTATION PLANNING UBC TREK Program Centre Land & Building Services</p> <p>VICE-PRESIDENT REPORT: FINANCE AND ADMINISTRATION</p>	<p>STATUS AS OF: <i>September 12th, 2001</i></p> <p>Out of 25 UBC OCP / MOU commitments related to Transportation, 25 out of 25 are 100% complete, and/or underway.</p> <p>Several (i.e. U-TREK Card, 20% SOV trip reduction, trucking) require ongoing action and monitoring.</p> <p>OVERALL: 100% complete/ongoing</p>
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ACTION PLAN NUMBER <i>(MOU item number)</i>	STATUS
1.1 Create and implement a staged transportation demand management strategy. <i>(1.1)</i>	<ul style="list-style-type: none"> • <i>UBC Strategic Transportation Plan approved by UBC Board of Governors on November 18, 1999; copies for viewing/downloading at www.trek.ubc.ca</i> • <i>Discussion Papers on Issues (# 1), Options (# 2), Consultation (# 3), Benchmarks (# 4), U-TREK Card (# 5), and TREK Benefit/Cost Analysis (#6) have also been released, and are on TREK Web Site (www.trek.ubc.ca)</i> • <i>Budget and resource increases have been secured, implementation well underway</i>
1.2 Initially commit \$250,000/year towards U-Pass system. <i>(1.1.a)</i>	<ul style="list-style-type: none"> • <i>Funded as part of Parking Five Year Business Plan</i> • <i>Has been increased to \$900,000 per year (BoG Jan. 2001) to implement U-TREK Card (UBC components only) and STP</i> • <i>TREK Program budget/expenses have been minimized (and flexibility/efficiency maximized) through TREK Step3 student mentoring program (i.e. versus hiring full-time, permanent staff and consultants)</i> • <i>Budgets for future years will be recommended as the full U-TREK Card is implemented (i.e. including TransLink)</i>
1.3 Review parking fees. <i>(1.1.a)</i>	<ul style="list-style-type: none"> • <i>Initial review recommended raising B-lot daily rates from \$2 to \$3 effective May 1st, 1998 (approved at March 1998 Board); raised to \$3.25 in 2000 in keeping with transit fare increases</i> • <i>Independent studies done on UBC residents, and commuters</i> • <i>Discussion Paper # 7: Parking Issues & Options on web site</i> • <i>Recommendations included in UBC STP</i> • <i>Studies on long term UBC parking demand, and on UBC parking stall NPV underway</i>
1.4 Pursue additional funding resources. <i>(1.1.a)</i>	<ul style="list-style-type: none"> • <i>In 1998, grants totalling \$25,000 were received from the AMS (Innovative Project Fund), Province (E-Team), and Jack Bell Foundation (vanpooling) towards bike racks on 99 B-line buses, employing summer students, and the airport shuttle</i> • <i>In 1999, grants totalling over \$160,000 were received from the AMS(IPF), ICBC (Road Safety), Province (E-Team, Cycling Network), and TransLink (Minor Capital), towards bike lanes on University Boulevard, summer students, and airport shuttle</i> • <i>In 2000, grants totalling over \$66,000 were received from the AMS (IPF), Province (E-Team), GM (Marketing), and Transport Canada (MOST) towards summer students, bike cart loaner programs, and the airport shuttle</i> • <i>In 2001, grants totalling over \$150,000 were received from the Province (Greening Communities, E-Team), and GM (Marketing) towards the airport shuttle, summer students, and a community-wide bike cart loaner program</i>

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1.5 Identify and quantify travel requirements of students and personnel. <i>(1.1.a)</i>	<ul style="list-style-type: none"> • <i>Underway, annual road traffic count program each Oct/Nov/May</i> • <i>Campus-wide, e-mail transportation planning surveys have been conducted in January 1998, and 2000 (in partnership with TransLink, UBC Dept of Geography) to quantify travel requirements of students and personnel; plans underway for next survey in January 2002.</i> • <i>Executive summaries available on web site</i> • <i>Used for U-TREK Card design, UBC neighbourhood planning</i>
1.6 Share transportation databases with City, GVRD and BCT. <i>(1.1.b)</i>	<ul style="list-style-type: none"> • <i>Copies of all reports posted on TREK web site for public viewing and downloading.</i> • <i>Regular TAC meetings held to augment information sharing</i>
1.7 Work with TransLink to design a 'made-in-UBC' U-Pass (i.e. UBC U-TREK Card) system. <i>(1.1.c)</i>	<ul style="list-style-type: none"> • <i>Negotiations are in final stages between UBC and TransLink</i> • <i>In the interim, TransLink Fastrax Program for students, and TransLink Employee Pass Program (i.e. discount monthly transit passes) is being offered to staff / faculty via payroll deduction; this will eventually be replaced by U-TREK Card</i> • <i>Discussion Paper #5: U-TREK Card available for viewing at www.trek.ubc.ca</i> • <i>Provincial U-Pass forum organized and hosted by UBC TREK in October 1999</i> • <i>Regional ACCESS group of post-secondary institutions has been formed to expedite a regional U-Pass program</i>
1.8 Hire "Transportation Director". <i>(1.1.d)</i>	<ul style="list-style-type: none"> • <i>Gord Lovegrove, P.Eng., M.Eng., MBA</i> • <i>Director of Transportation Planning, 822-1304, fax: 822-6119,</i> • <i>e-mail: trek@ubc.ca web site: www.trek.ubc.ca</i>
1.9 Investigate feasibility of changing class scheduling. <i>(1.1.e)</i>	<ul style="list-style-type: none"> • <i>Senate approved November 2000</i> • <i>Implemented September 2001, classes on the hour, with 1/3 starting at 8 am, 1/3 at 8:30 am (future move to 9 am), and 1/3 of students starting classes at 9 am</i>
1.10 Request MoTH remove all free parking along roads adjacent UBC. <i>(1.1.f)</i>	<ul style="list-style-type: none"> • <i>Initial request was made in 1997, and MoTH removed 350 of the most dangerous of the 600 free parking stalls along 16th Avenue and Marine Drive</i> • <i>Not all parking has been removed due to GVRD Parks concerns over need for PS and Wreck Beach patron parking.</i> • <i>BoG approved in November 1999 STP policies # 6 and 7 that the remaining parking be left, subject to further consultation and UBC installing parking meters. Design has been completed, public consultation to proceed fall 2001. External grants required.</i> • <i>Revenue will be used to improve on-street bicycle safety.</i>

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1.11 Buy bicycles and make available at favourable prices. <i>(1.1.g)</i>	<ul style="list-style-type: none"> • <i>Discount Bike Purchase Program was not considered feasible by UBC Bookstore staff</i> • <i>Partnership has now been launched with AMS Bike Co-op and Bike Kitchen to offer discounts on used bikes.</i>
1.12 Consider measures to improve bicycle network, paths & storage. <i>(1.1.g)</i>	<ul style="list-style-type: none"> • <i>Part of U-TREK Card Program implementation</i> • <i>An AMS Bike Co-Operative has been sponsored</i> • <i>Bike Repair Shop, the “Bike Kitchen” in SUB Rm 41 has been opened by the AMS Bike Co-Op</i> • <i>Bike racks installed on all 99 B-Line buses</i> • <i>University Boulevard bike lane improvements completed</i> • <i>A UBC Bicycle User Group (BUG) has been formed</i> • <i>A five-year UBC bicycle facility capital plan has been developed, with year 1 implementation completed.</i>
1.13 Consider provision of “white bikes” for free internal circulation. <i>(1.1.g)</i>	<ul style="list-style-type: none"> • <i>Public bike program has been sponsored in partnership with faculties of Landscape Architecture/SCARP, and students, using abandoned bikes obtained from UBC Housing.</i> • <i>The AMS Bike Co-Op runs the program with 150 members</i> • <i>200 “yellow & purple” public bikes have been launched to date, each with locks accessible by member keys</i>
1.14 Investigate feasibility of using Cooperative Auto Network. <i>(1.1.h)</i>	<ul style="list-style-type: none"> • <i>Underway, Director and Plant Operations Fleet Manager have met with C.A.N. representatives; Recommended in STP</i> • <i>A pilot “Shared Vehicle” project is underway to offer several Jack Bell Foundation car/van pool vehicles for UBC staff/ faculty/student business use at-cost, when the pool vehicles would otherwise be normally parked on campus.</i> • <i>The first C.A.N. car is now on campus in Acadia Housing</i>
1.15 Continue to promote telecommuting by University personnel. <i>(1.1.i)</i>	<ul style="list-style-type: none"> • <i>Tele-work policy of BCGEU will be considered as a model</i> • <i>Tele-study policy being explored with UBC Continuing Ed’n</i> • <i>STP recommends continued expansion and promotion of tele-commute/study programs by UBC</i>

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1.16 Continue with UBC Transportation Advisory Committee. <i>(1.1.j)</i>	<ul style="list-style-type: none"> • <i>Ongoing, regular meetings continue</i> • <i>Last TAC meeting was June 2001 on Neighbourhood Plan updates, East Mall traffic calming, transit strike, TREKStep3</i>
1.17 Ensure Advisory Committee has representation from neighbouring communities. <i>(1.1.j)</i>	<ul style="list-style-type: none"> • <i>Representatives on TAC include (besides City of Vancouver, BC Transit, Jack Bell and GVRD staff) residents from UEL, Dunbar Residents Association, SW Marine Drive Homeowners Association, and Point Grey Residents Associations</i>
1.18 Establish benchmarks for goal of 20% reduction in SOVs. <i>(1.1.k)</i>	<ul style="list-style-type: none"> • <i>Discussion Paper #4 (Benchmark) was discussed at the July 8th 1999 meeting of the joint UBC/GVRD OCP Task Force</i> • <i>Nov. 97 counts, corrected for UBC screenlines, is 46,000 SOVs per day (2-way, 24 hour total, +/- 10%), or 43% of total trips</i> • <i>Nov. 02 SOV target, corrected for growth, would be 42,800</i> • <i>Nov. 02 result expected with U-TREK Card is 36,800</i> • <i>SOV count from November 2000 is 47,200 (raw, uncorrected), 44,500 (adjusted for 6% enrolment growth), or 3% decrease, without U-TREK Card in place</i>
1.19 Establish benchmarks for goal of 20% increase in BCT ridership. <i>(1.1.k)</i>	<ul style="list-style-type: none"> • <i>Has been reviewed as part of Benchmark report (DP #4)</i> • <i>Benchmark (Nov. 97) is 19,000 riders (2-way, 24 hour total)</i> • <i>Nov. 02 20% ridership increase would be 22,800</i> • <i>Nov. 02 result expected with U-TREK Card is 30,000</i> • <i>Transit count from November 2000 is 24,300 raw, 22,900 adjusted, or 21% increase since 1997 (20% GOAL ACHIEVED!)</i>
1.20 Develop methodology and undertake traffic surveys to attain goals. <i>(1.1.k)</i>	<ul style="list-style-type: none"> • <i>Annual traffic count program in partnership with Vancouver and TransLink</i> • <i>Counts done in May (bicycles only), and in late October/ November(all trips, all modes)</i>
1.21 Continue to develop measures under University's Preferred Vendors Program. <i>(1.2.a)</i>	<ul style="list-style-type: none"> • <i>STP has construction site traffic management program in place</i> • <i>On-campus working group is looking at warehousing options to reduce campus courier/trucking trips, increased coordination</i>

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1.22 Designate which goods and services will move along truck routes. <i>(1.2.b)</i>	<ul style="list-style-type: none"> • <i>BoG approved policy in STP for construction site traffic control</i> • <i>TDM project audit has been developed for use by UBC project managers</i> • <i>Will be coordinated with Vancouver truck routes</i>
1.23 Develop \$1,000 penalty enforcement clauses for UBC service and construction contracts. <i>(1.2.c)</i>	<ul style="list-style-type: none"> • <i>Reviewed by Trucking sub-group</i> • <i>Not considered feasible at this time</i> • <i>Alternate provisions recommended in STP / approved by BoG</i>
1.24 Investigate methods for re-using fill materials and recycling waste. <i>(1.2.d)</i>	<ul style="list-style-type: none"> • <i>Was reviewed by TAC Trucking sub-group, policy in STP</i> • <i>Large boulders are being recycled on campus</i>
1.25 Create recognition program for best new idea for reducing impact on neighbours from truck traffic. <i>(1.2.e)</i>	<ul style="list-style-type: none"> • <i>Part of monthly suggestion contest on TREK Web site</i>

Other SOV Trip Reduction Initiatives underway

UBC Sustainability Coordinators

Following on the success of Recycling Programs, a critical success factor for a Sustainable Transportation Program includes major and ongoing educational/communication/marketing components. The use of Sustainability Coordinators (SCs) is based on a very successful California model that the GVRD and BC Transit have adapted for local promotion of trip reduction programs. UBC volunteers are trained after two ½ day courses on the problems, solutions and strategies for assisting the UBC Sustainability, Waste Management, Energy Management and TREK Programs. The initial intent is to train 'made in UBC' staff/student SCs and use them as volunteer champions of these UBC Programs, eventually having one or two in every major building and/or work/study site on campus. To date, over 100 UBC SCs have been trained, with courses scheduled for this Fall. Volunteers must have prior consent of their supervisors to spend up to an hour of their time per week on SC activities.

On-Campus Shuttle Service

The STP provides discussion on enhanced campus shuttle services – buses, bikes, walking, and guaranteed rides home in emergencies. Currently, UBC provides a security bus after dark on a 30 minute frequency, with limited 14 seat capacity. Discussions are underway with UBC Security, the AMS, and others to provide all-day, enhanced campus shuttles. Plans are also underway to offer FREE, direct shuttle services for UBC residents to/from the Vancouver Airport year round (current service is only in mid-August). Discussions have also started with the Vancouver School Board to investigate a parent-run shuttle service for University Hill Elementary School (Phase 5), at which 450 out of 480 students originate from UBC family housing, and severe traffic problems occur.

Car/Van Pooling

The Jack Bell Foundation (JBF) provides car/van pool services for the region; UBC is the single largest JBF vanpool destination. A UBC/JBF Shared Vehicle pilot program formed 12 new vanpools in 6 months, and is awaiting full implementation pending provincial legislative changes. Under the shared vehicle program, the JBF mini-vans are used as daytime Plant Operations pool vehicles for departmental bookings. All vans come equipped with bike racks and roof racks. TREK has also started a guaranteed ride home in emergencies program, a preferred carpool parking program, and a FREE carpool ridematching web site program. For details, see www.trek.ubc.ca.

UBC Commuter Package

All 1st-year students are being given a UBC Commuter Guide package. It will provide detailed route maps, scheduling, end-of-trip facilities, commuter trips for each alternative commuter mode – parking, transit, bicycles, walking, car pooling, and van pooling.

Welcome Back Events

The UBC TREK Program Centre, in partnership with the AMS, Imagine UBC, International Student Services, and UBC Athletics, is sponsoring several initiatives to welcome returning and first-year students, staff, and faculty throughout the month of September. TREK and International Student services have initiated the third-annual Airport Shuttle, August 21st to September 6th, to shuttle UBC residents and their luggage from the VIA to campus. TREK is also involved in the Imagine UBC, and the AMS welcome back events. TREK has also partnered with UBC Athletics to promote shuttles and alternative transportation services to UBC football and other athletic events.

TREK Step 3

UBC has initiated, as part of its TREK 2000 strategic plan to recruit and retain the finest students, a student employment and mentoring program. UBC departments partner with Student Services to provide full-time summer jobs, and part-time winter jobs, together with on-the-job training and mentorship programs. TREK has had \$300,000 budget increase to hire 15 students to help develop and implement the U-TREK Card program. The students have been deployed in five teams: HOV (carpool/transit) programs, Bicycle programs, Outreach programs, Shuttle systems, and Technical Reviews. A recent UBC graduate has been hired as Program Manager. Using funding secured via external grants, TREK has also been able to hire a former UBC student as TREK Marketing and Communications Manager, to provide leadership and expertise in outreach effectiveness.

Bike Carts – Community Loaner Programs

UBC has partnered with the Victoria Centre for Accessible and Responsible Transportation (VCART), a non-profit sustainable transportation society, and secured provincial and federal grants totalling over \$100,000 to offer 160 bike carts to the UBC and surrounding communities for short-term, free use to do personal errands – groceries, school books, moving, etc.. Over 30% of UBC residents bicycle year round, and nearly two-thirds of UBC commuters live close enough to bicycle to campus and/or shopping.