



A Breath of Fresh Air...
sustainable transportation choices
trek.ubc.ca/okanagan



UBC Okanagan U-Pass Program Feasibility Study

DRAFT

Report Summary

The TREK Program Centre, UBC's sustainable transportation management department is committed to reducing single occupancy vehicle trips by improving transportation choices. The implementation of a U-Pass Program, (Universal Transportation Pass) at UBC Okanagan would help meet this commitment by improving transportation choices.

A U-Pass would enable students, staff and faculty unlimited access to the Kelowna Regional Transit System. In addition, U-Pass benefits would also include improved transit services, access to merchant discounts, and other sustainable transportation programs. A student U-Pass would be subject to a student referendum and if approved would be introduced as a mandatory fee per semester.

In order to determine support levels for U-Pass among the UBC Okanagan community, the TREK Program Centre launched a U-Pass survey from Friday, February 24 to Sunday, March 5, 2006.

This report highlights student responses and includes the disposition of survey respondents, the sampling method used, survey findings, conclusions and recommendations.

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1.0 Objectives

The objective of this study is to determine levels of support for U-Pass among UBC Okanagan students, staff, and faculty. The student results of this survey will be presented to the UBC Okanagan Student Union in order to help inform their decision on whether or not to support a spring student U-Pass referendum for a September 2006 U-Pass implementation.

2.0 Methods

A broadcast e-mail was sent to all students, staff and faculty (*see section 8.1*) on February 24 informing individuals of the survey launch and purpose.

The survey was available online and in hard copy. The electronic version of the survey was accessible from our website, www.trek.ubc.ca/okanagan, giving respondents optimum time to complete. Hard copy surveys were made available at the 'Transportation Information Table' located in the SSC foyer from February 27 to 28 and March 2 to 3, and in the Arts foyer on March 1. They were also available via email or phone. Please go to section 8.2 to view a copy of the survey questions.

3.0 Disposition of the Sample

The U-Pass survey received a total of 583 responses. Of this sample, 493 responses were from students (out of a total of 3500 students).

Of the total campus population, more than 14% of students responded to this survey, suggesting a statistically significant response rate.

Of the respondents, almost all respondents (over 95%) were full-time students.

Survey Respondents

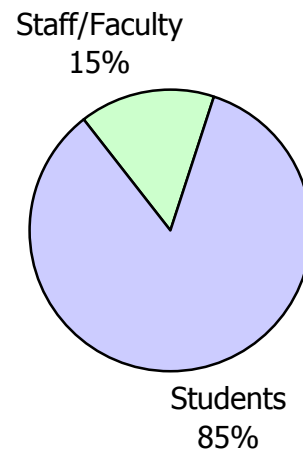


Figure 1: Survey Respondents

4.0 Sampling Methods

Traditionally, university markets are classified as students, staff and faculty. A random sampling of these groups was taken of the UBC Okanagan campus community in order to avoid any biases. The assumption is that each segment would be somewhat homogeneous in terms of their travel characteristics and would form an obvious target for testing new transportation products.

5.0 Survey Findings

5.1 Key Finding

5.1.1. Student Support for a U-Pass

Close to 60% of students would likely vote in favour for U-Pass at a cost of \$12.50 per month beginning in September 2006. Less than a third of students (31%), would likely oppose a U-Pass, and a small amount of students (12%) were undecided.

The strongest student support for the U-Pass was found with first year students, where 70% of individuals would support U-Pass and only 18% would oppose. Second year students continue this positive trend as 61% would support U-Pass, and just over a quarter (26%) would oppose. More than half of third year students (53%) would support and 36% would oppose U-Pass. This pattern changes with fourth year students as 46% would support and 43% would oppose U-Pass. The positive support among first, second and third year students suggests that as new students continue to enroll at UBCO, support for U-Pass will continue to grow as well.

Student Support for U-Pass

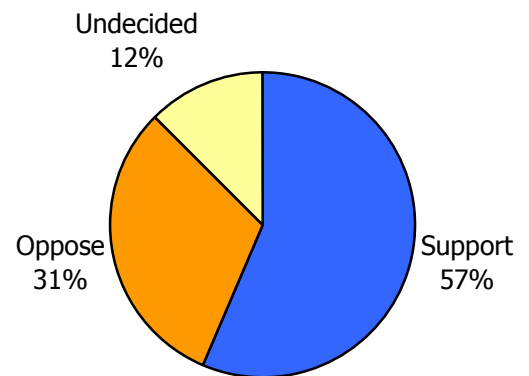


Figure 2: Student Support for U-Pass

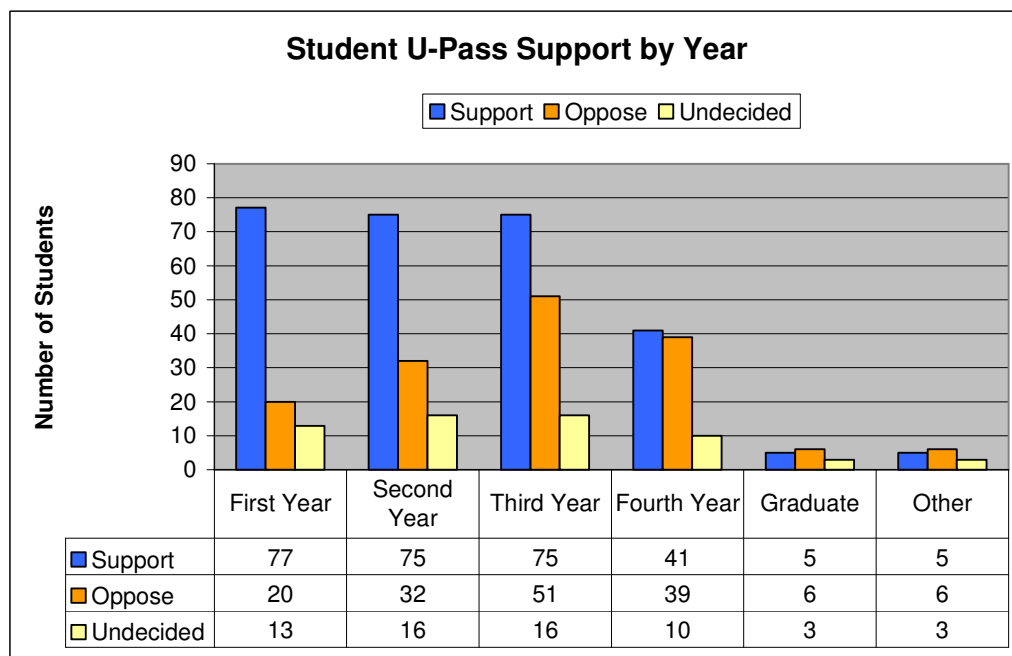


Figure 3: Student U-Pass Support by Year

5.2 Other Findings

Please note that a total of 493 students indicated their level of support for U-Pass as shown in section 5.1.1 of this report. Only 488 of these individuals continued to complete the remaining survey questions, resulting in fewer survey responses in the following analysis:

5.2.1. Student U-Pass Support and Discounts to Local Recreation Centres

The majority of students (67%) would find U-Pass more desirable if it included discounts to local Recreation Centres. Just under a quarter of respondents (23%) did not agree, and 10% were undecided.

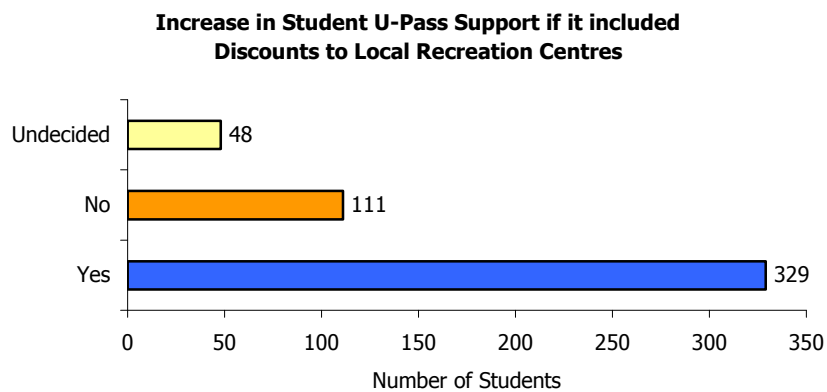


Figure 4: Increase in Student U-Pass Support if it included Discounts to Local Recreation Centres

5.2.2. Student U-Pass Support and Parking Permits

The majority of students (61%) would find the U-Pass more desirable if it included the option to combine with a Parking Permit. Just under a quarter of respondents (22%) did not agree, and 17% do not drive.

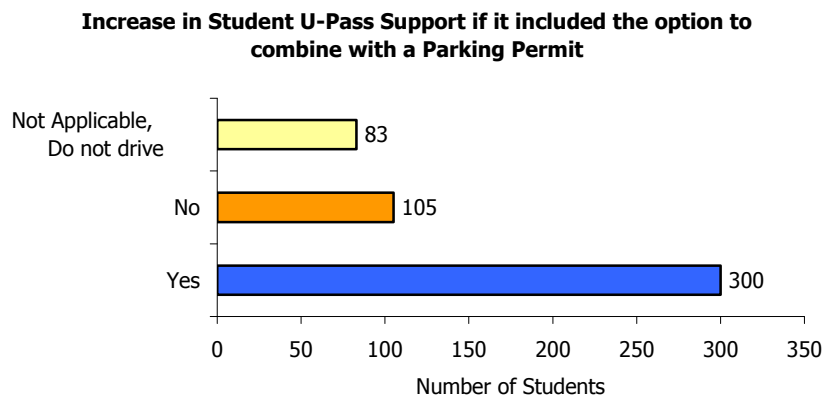


Figure 5: Increase in Student U-Pass Support if it included the option to combine with a Parking Permit

5.2.3. Student U-Pass Support and Free Unlimited Access to Vancouver's Transit System

More than half of students (53%) would find the U-Pass more desirable if it included free unlimited access to Vancouver's Transit System. 35% of respondents (170) did not agree, and 12% (58 respondents) were undecided.

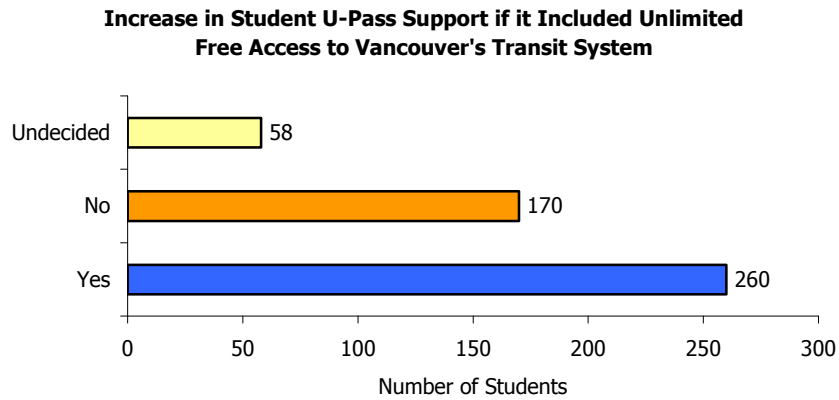


Figure 6: Increase in Student U-Pass Support if it included Free Unlimited Access to Vancouver's Transit System

5.2.4. U-Pass Support from Students who are Undecided

Support for the U-Pass from Students who are undecided about the program would increase if the program included Recreation Centre Discounts, Free Unlimited use of Vancouver Transit, and the option to combine a parking permit.

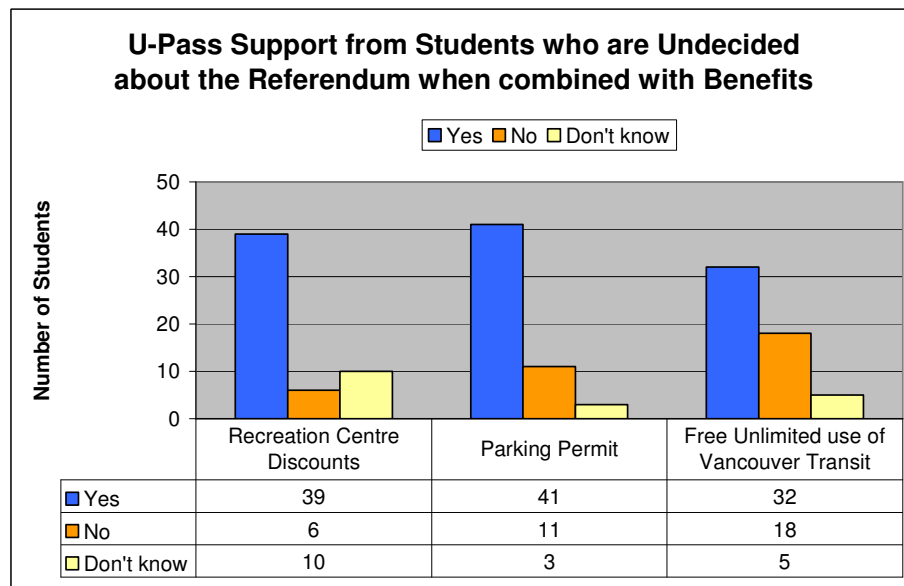


Figure 7: U-Pass Support from Students who are Undecided about the Referendum when combined with Benefits

5.2.5. *U-Pass Support from Students who oppose*

Support for the U-Pass from Students who are opposed to the program would increase if the program included the option to combine a parking permit.

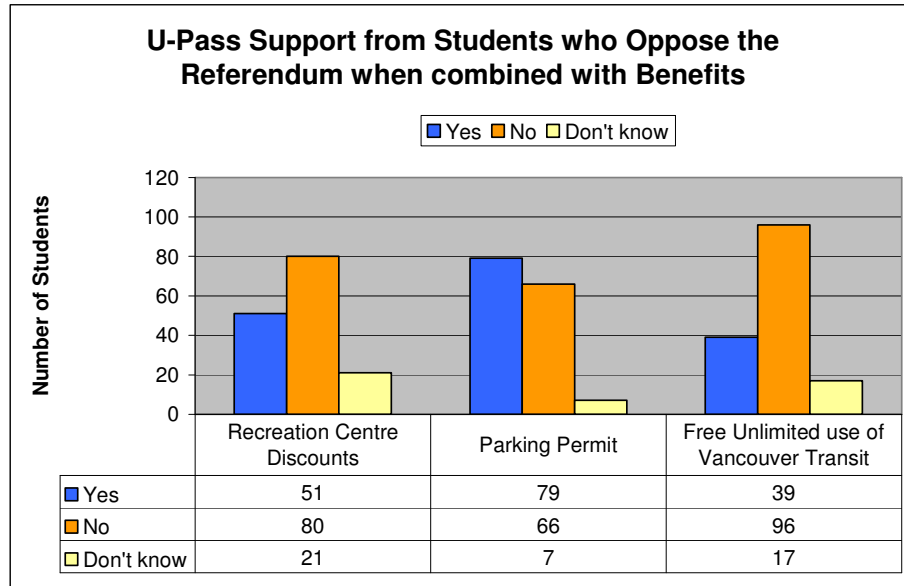


Figure 8: U-Pass Support from Students who Oppose the Referendum when combined with Benefits

6.0 Conclusions and Recommendations

Overall, students appear to be in favour of implementing a U-Pass system at UBC Okanagan. With close to 60% of students in favour of the U-Pass system a U-Pass referendum will likely yield a positive outcome.

Students who are currently undecided about U-Pass would likely support the U-Pass if it included discounts to local Recreation Centres, free unlimited access to Vancouver's Transit system, and the option to combine with a parking permit.

Students who currently oppose the referendum would most likely change their opinion if the U-Pass included the option to combine a parking permit.

It is our intent to implement a recreation and/or merchant discount program as part of U-Pass and we will continue to explore the other value-added options, including combined parking permit program and access to Vancouver's transit system, as we move through the U-Pass implementation process. This will further raise support for U-Pass as suggested in the previous section.

Based on survey responses, the TREK Program Centre recommends that UBC Okanagan perform a U-Pass referendum this spring, 2006.

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8.0 Appendices

8.1 Broadcast Email

SUBJECT LINE: U-Pass Survey...Win Prizes!

Tell us what you think and win!

The TREK Program Centre, UBC's sustainable transportation management department is conducting a U-Pass survey in order to help determine the potential for implementing a U-Pass system at UBC Okanagan and Okanagan College. Your feedback is important to us.

By helping us, you could win a bookstore certificate for \$150. All you have to do is visit www.trek.ubc.ca/okanagan and complete the U-Pass survey by March 5th. It will take no more than 10 minutes to complete, and by doing so your name will be entered in a draw for one of several bookstore certificates ranging in value from \$25-\$150.

You will need your student number or employee number to complete the survey. All responses will be kept in the strictest confidence and will not be identifiable with any individual. Contact information will be used only to award the prizes.

Paper copies of the survey are also available and can be requested by e-mailing trek.tech@ubc.ca or by calling 604-827-8725. Surveys will also be available online and in paper copy at the 'Transportation Information Table' located in the SSC foyer from Feb 27-28 and March 2-3, or in the Arts foyer on March 1.

Your feedback is important to us!

Sincerely,

Carole Jolly
Acting Director, UBC TREK Program Centre
www.trek.ubc.ca/okanagan

8.2 Hard-Copy U-Pass Survey



A Breath of Fresh Air...
sustainable transportation choices
trek.ubc.ca/okanagan



U-PASS SURVEY

The TREK Program Centre, UBC's sustainable transportation management department is conducting a U-Pass survey in order to help determine the potential for implementing a U-Pass system at UBC Okanagan and Okanagan College. Your feedback is important to us.

This survey should take no more than 10 minutes to complete. All survey respondents will be entered into a draw for a chance to win great prizes including a bookstore certificate with a top value of \$150.

No responses will be identifiable with any individual. All personal information will be held in the strictest confidence and will not be used for purposes other than data analysis of this survey information.

Completed surveys can be dropped off at **Student Information and Services (Welcome Centre), SSC 119 (8:30am-4:30pm)**.

This survey can also be completed online at **www.trek.ubc.ca/okanagan**

Questions?

E-mail 'trek.tech@ubc.ca' or call **604-827-8735**

Demographic Information

1. What is your reason for being at UBC-O/OC? We understand that some people are at these institutions for more than one reason (such as for work and school). **Please indicate one primary reason and however many secondary reasons apply.**

- Primary Reason
- Student
 Staff – PROCEED TO QUESTION
 Faculty – PROCEED TO QUESTION 6

- Secondary Reason(s)
- Student
 Staff
 Faculty

Students

2. Please enter your student ID number in the box provided.

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3. Which institution do you attend?

- UBC-O
 OC
 Both institutions
 Distance Education/Off Campus (UBC-O)

- Distance Education/Off Campus (OC)
 Distance Education/Off Campus (Both institutions)

4. Are you a full-time or part-time student?

Full-Time

Part-Time

5. What year of study are you in?

- First year
 Second year
 Third year

- Fourth year
 Graduate student
 Other

NOW PROCEED TO QUESTION 9

Staff and Faculty

6. Please enter your staff/faculty ID number in the box provided.

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7. Please indicate your primary work location.

- UBC-O
 OC

- Both institutions
 Other(Specify)_____

8. Are you a full-time or part-time staff/faculty member?

Full-Time

Part-Time

Home Location

9. It is important to know where people live in order to plan transportation services to UBC-O/OC. Please enter your home postal code (e.g. V5M 4W2) while in school, as well as the postal code of your permanent residence.

My postal code while in school is:

--	--	--	--	--	--

I live on campus

My permanent residence postal code is:

--	--	--	--	--	--

My permanent residence is outside of Canada

I don't know my postal code

10. Please indicate how important the following factors were in your decision of where to live by checking the appropriate circle.

	Not Important	Very Important	N/A
Relationship with the people with whom you live	○	○	○
Proximity to campus	○	○	○
The neighbourhood and its services	○	○	○
The cost of accommodation	○	○	○
Accessibility to transit	○	○	○
Independence	○	○	○

11. If you live in campus housing ON campus, please indicate your residence:

I don't live in campus housing ON campus

Monashee Residence

Skaha Place

Similkameen Residence

U-Pass, Universal Bus Pass

The information you are currently providing will be used to help determine the potential for implementing a U-Pass system. Standing for “Universal Bus Pass,” a U-Pass would enable students, staff and faculty at participating campuses unlimited rides on the Kelowna Regional Transit System.

In addition to unlimited access to all Kelowna transit, U-Pass benefits would also include improved transit services, access to merchant discounts, and other sustainable transportation programs. A student U-Pass would be subject to a student referendum and if approved would be introduced as a mandatory fee per semester. A staff/faculty U-Pass would be introduced as an optional program. For more information, visit www.trek.ubc.ca/okanagan

12. If a STUDENT referendum for a U-Pass were held this spring, would you likely support or oppose a U-Pass at a cost of approximately \$12.50 per month beginning in September 2006 for all students? **Please only respond if you are a student.**

- I would **support** the referendum Undecided
 I would **oppose** the referendum I'm not a student

13. If a U-Pass were in place for STAFF/FACULTY in September 2006, would you likely support or oppose paying approximately \$12.50 per month for access to this program? **Please only respond if you are a staff or faculty member.**

- I would **support** the program Undecided
 I would **oppose** the program I'm not a staff or faculty member

14. What, if any factors, would increase your support for a U-Pass?
Please use the space below:

- No factors

15. If you had a U-Pass, would you use transit more often than you currently do?

- Yes Don't know
 No I already use transit on a daily basis

16. How much more would you use transit with a U-Pass?

- Daily Infrequent use (once per week or less)
 Frequent use (2-3 times per week) I would not use transit more

17. If your U-Pass provided you with discounts to local recreation centres in addition to unlimited transit access, would it be more desirable to you?

- Yes Don't know
 No

18. How much would you be willing to pay for the additional benefit of discounts to local recreation centres?

- \$2 per semester Don't know
 \$3 per semester I wouldn't be willing to pay
 \$4 per semester

19. If your U-Pass could be combined with a parking permit allowing you to drive some days and take transit other days, would it be more desirable to you?

- Yes I don't drive
 No

20. How often do you travel to Vancouver?

- Frequently (more than once/month) Seasonal Travel (only in summer)
 Infrequently (5-6 times per year) Never
 Rarely (1-2 times per year) Other (Specify) _____

21. If you had unlimited free access to Vancouver's transit system as part of the U-Pass, would it be more desirable to you?

- Yes Don't know
 No

22. If you have any additional comments please use the space below.

Thank you for your help. All survey respondents will be entered into a draw for a chance to win great prizes, including a bookstore gift certificate with a top value of \$150! If you would like to be included in the draw, please complete the section below. Your contact information will not be associated with your survey responses and will only be used for the purposes of this prize draw. Winners will be contacted in March by phone and/or email.

Name _____
Staff/Faculty/Student Number _____
Email _____
Phone _____

THANK-YOU!

Completed surveys can be dropped off at **Student Information and Services (Welcome Centre), SSC 119 (8:30am-4:30pm)**.

8.3 Survey Results

8.3.1. Disposition of the Sample

What is your primary reason for being at UBC-O/OC? We understand that some people are at UBC-O/OC for more than one reason (such as for work and school). Please indicate one primary reason.

	<i>Response Percent</i>	<i>Response Total</i>
Staff	9%	52
Student	84%	493
Faculty	7%	38
Total Respondents		583

Are you a full-time or part-time student?

	<i>Response Percent</i>	<i>Response Total</i>
Full-time	95%	469
Part-time	5%	24
Total Respondents		493

Are you a full-time or part-time staff/faculty member?

	<i>Response Percent</i>	<i>Response Total</i>
Full-time	99%	89
Part-time	1%	1
Total Respondents		90

8.3.2. Key Results

If a student referendum for a U-Pass were held this spring, would you likely support or oppose a U-Pass at a cost of approximately \$12.50 per month beginning in September 2006 for all students?

	<i>Response Percent</i>	<i>Response Total</i>
I would support the referendum	57%	278
I would oppose the referendum	31%	154
Undecided	12%	61
Total Respondents		493

If a Staff/Faculty U-Pass were in place in September 2006, would you likely support or oppose paying approximately \$12.50 per month for access to this program?

	<i>Response Percent</i>	<i>Response Total</i>
I would support the program	65%	59
I would oppose the program	16%	14
Undecided	19%	17
Total Respondents		90

8.3.3. Other Results

If your U-Pass provided you with discounts to local recreation centres in addition to unlimited transit access, would it be more desirable to you?

	<i>Response Percent</i>	<i>Response Total</i>
Yes	65%	373
No	24%	137
Don't know	11%	65
Total Respondents		575

If your U-Pass could be combined with a parking permit allowing you to drive some days and take transit other days, would it be more desirable to you?

	<i>Response Percent</i>	<i>Response Total</i>
Yes	62%	354
No	23%	132
I don't drive	15%	89
Total Respondents		575

If you had unlimited free access to Vancouver's transit system as part of the U-Pass, would it be more desirable to you?

	<i>Response Percent</i>	<i>Response Total</i>
Yes	51%	295
No	37%	211
Don't know	12%	69
Total Respondents		575