

UBC Rideshare Program

1. Targets

This section provides a summary of current, trend and target numbers of trips to and from UBC in high occupancy vehicles (HOV's). These numbers are summarized in the **Table 1** below.

Table 1
UBC Rideshare (HOV) Targets

Mode	Daily Trips to/from UBC					
	1997 Person Trips	2002 Current Trends	2002 STP Target	2002 Change STP Target vs. Trend	2002 U-TREK Results	2002 Change U-TREK vs. Trend
Carpools, vanpools and motorcycles (HOVs)	36,300	42,100	46,400	+10.0%	48,200	+14.5%
Mode Share	34.4%	34.4%	37.9%		39.4%	

1.1 Current and Trend HOV Mode Share

In the 1997 benchmark year, a total of 36,300 daily person trips were made to and from UBC in HOV's. This number of trips also includes 200 trips on motorcycles, which are currently permitted to use HOV facilities in the Lower Mainland.

The 36,300 daily HOV trips in 1997 represents a mode share of 34.4%.

By 2002, forecasts indicate that with growth in travel to and from UBC, daily HOV trips would increase to 42,100 in order to maintain the benchmark 34.4% mode share.

1.2 Target HOV Levels

For 2002, the Strategic Transportation Plan target is to increase the number of trips in HOV's to 46,400 daily person trips — a 10% increase of 4,300 daily trips as compared with forecast 2002 trend HOV trips. This represents an increase in the HOV mode share to 37.9%.

With implementation of the proposed U-Trek card program, forecasts indicate that daily HOV trips can be increased further, to a total of 48,200 daily person trips. This represents a 14.5% increase of 6,100 daily trips as compared with forecast 2002 trend HOV trips. This also represents an increase in the HOV mode share to 39.4%.

The target levels identified for HOV travel assume that some HOV trip makers will switch from transit to carpools and vanpools. However, the net increase in transit ridership as a result of transit improvements will offset net losses to other alternative modes such as ridesharing. It is important to note that we may actually see the rideshare mode split drop initially as transit is improved in the first years of implementation. However, the rideshare mode split will steadily increase above current levels as more rideshare supportive measures are added in subsequent years to further discourage SOV travel.

2. Initiatives to Encourage Ridesharing

To achieve the targets for ridesharing identified above, UBC's draft Strategic Transportation Plan identifies a comprehensive range of initiatives which would be implemented in support of ridesharing. These initiatives are summarized in this section.

2.1 Outreach

A key initiative to encourage ridesharing and attract large numbers of new participants is an effective outreach and communications program. UBC's program would emphasize the benefits of ridesharing including travel cost savings, opportunities for socializing, preferential treatment including more conveniently located parking stalls, and air quality and other benefits. The outreach program would be implemented via on-campus transportation fairs, advertisements in campus newspapers, classroom presentations and faculty/staff orientations. Another effective means of recruiting rideshare participants is through campus-wide transportation surveys.

2.2 Ridematching

Because the biggest obstacle to ridesharing is finding someone to share a ride with, UBC's proposed campus-wide ridematching service would be essential in creating new carpools and vanpools. Rideshare consultants would oversee and operate the entire program, administering both ridematching and outreach programs. UBC's existing database of approximately 500 individuals will be substantially increased through active recruitment to several thousands through efforts by ridesharing consultants. Ultimately, UBC's database will be linked with the regional rideshare database once it is developed.

2.3 Vanpool Program

For persons who commute over long distances, vanpools are typically a more convenient and cost-effective means of travelling to and from UBC. The existing vanpool program at UBC(administered by JBF Vanpool) would be expanded with increased demand

generated by outreach and ridematching initiatives. Vanpool fares would be partially subsidized through proposed UBC's U-Trek Card, as is done at the University of Washington, with their U-Pass program. UBC is currently liaising with BC Motor Carrier Commission regarding possible changes to regulations that would make vanpooling a more convenient and attractive travel option. Modifications to regulations could include Class 4 licensing requirements, to allow drivers to carry more passengers, and the age requirements for both drivers and passengers.

2.4 Preferential Parking for Carpools/Vanpools

UBC will continue to provide reserved parking for carpools and vanpools in locations closer to major destinations than general parking. This initiative encourages ridesharing by reducing walking times up to 15 minutes.

2.5 Reduced Parking Prices for Ridesharers

In order to further encourage ridesharing, UBC plans to offer parking for vanpools at no cost to vanpoolers. A reduction in parking prices for carpools of 15% or more would also be offered. Because there are two or more persons in each carpool and vanpool, the cost per person for parking is reduced significantly, in addition to the reduction in parking prices provided by UBC.

2.6 Shared Vehicle Program

UBC plans to implement a program whereby carpool and vanpool vehicles can be used for on-campus travel during the daytime, when these vehicles would otherwise sit unused. Carpoolers and vanpoolers would be reimbursed for this shared vehicle use on a per kilometre basis. Money received in this manner could be used to reduce or eliminate carpoolers' and vanpoolers' commuting costs. UBC would also liaise with the B.C. Motor Carrier Commission in an effort to lift restrictions on inter-municipal travel to allow individuals to drive shared vehicles off-campus to other municipalities.

2.7 Flexible Work Arrangements

UBC plans to implement flexible work hours where possible, so that employees are able to participate in carpools and vanpools.

2.8 Guaranteed Ride Home

Faculty and staff U-Trek cardholders will be able to take a free guaranteed ride home in cases of family emergency, illness, working late or other unexpected occurrences which prevent them from travelling with their vanpool or carpool. Guaranteed rides home will be provided using a combination of taxis, fleet vehicles and vanpools as appropriate.

2.9 Campus Shuttle

UBC plans to expand the current on-campus shuttle service to an all-day service providing access throughout the campus. This would encourage ridesharing by permitting persons to travel with carpools and vanpools that do not park near their destination on-campus —once they arrive on campus in a carpool or vanpool, these

persons can then travel to their destination on the campus shuttle. Persons who might feel they need their vehicle for on campus trips would also be able to consider ridesharing, as they could use the shuttle for on-campus trips instead.

2.10 Parking Management

In addition to providing preferential and reduced-price parking for carpools and vanpools, other parking management measures are planned to be introduced to encourage UBC commuters to reduce single-occupant commuting and switch to ridesharing. At the time when transit service levels are increased and other travel options are made available, UBC plans to adjust parking prices on campus. Other planned parking management measures which would encourage ridesharing include improved coordination and control of the parking supply, particularly the elimination of surface parking lots as development occurs, improved enforcement, a change to daily parking charges rather than monthly, and a direct link between the U-Trek card and parking passes.

3. How Do We Compare?

Experience in other communities indicates that the ridesharing targets UBC has identified are achievable with the initiatives described above. This section provides a summary of experience elsewhere, with rideshare results highlighted in **Table 2**.

- **U-PASS, University of Washington - Seattle, WA.** Prior to the implementation of the University’s U-PASS program, the HOV mode split was 10%. Seven years after the U-PASS program was implemented, this mode split increased to 12%. During the same time period, the transit mode split increased from 21% to 32%.
- **RideFinders - Richmond, VA.** RideFinders, a non-profit rideshare organization for the Richmond, Virginia, metropolitan area surveyed trip makers before and after implementation of their ridematching assistance program and found that the HOV mode share increased from 12% to 26% over an 8 year period. This increase was primarily the result of the ridematching program alone, and was not supported by comprehensive array of rideshare initiatives, as identified in the UBC Rideshare Program. It is important to note that the transit mode split (9%) over this same time period did not change.

**Table 2
Rideshare Mode Split Comparisons**

	HOV MODE SHARES		
	1997 and 2002 Trend	2002 U-TREK	Change
UBC, Vancouver, BC	34%	39%	+15%

U. of Washington, Seattle, WA	Before U-PASS (1989)	After U-PASS (1996)	Change
	10%	12%	+20%
RideFinders, Richmond, VA	Before RideFinders (1980)	After RideFinders (1988)	Change
	12%	26%	+116%
RCTC Commuter Assistance Program Riverside County, CA	Before RCTC Rideshare (1991)	After RCTC Rideshare (1994)	Change
	15%	20%	+33%

- **RCTC Rideshare - Riverside County, CA.** Evaluation of the RCTC Rideshare program between 1991 and 1994 revealed that the rideshare mode split increased from 15% to 20%. Because of the suburban nature of this area, transit mode split did not increase, but remained at 2%.