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Please contact Rachel Northquist with any questions or clarifications. Finalized materials should be sent via email prior to the submission deadline.

Approve Universal UPASS for students at UW Tacoma

RECOMMENDED ACTION

It is the recommendation of the administration of UW Tacoma that the Finance and Asset Management Committee of the Board of Regents approve the UPASS as a universal benefit for all students at UWT.

In April 2018, by super-majority, students voted approval to change the student UPASS program to a universal benefit from a voluntary opt-in program. To offset the automatic opt-in for all students, UWT will maintain the UPASS fee at its present rate for two years after implementation.

Provided below is the background information and steps UWT implemented to ensure full engagement with students.

BACKGROUND

UW Tacoma Transportation Services is a self-sustaining program that provides parking and alternative transportation options. Over the course of the past five years, operating and maintenance costs have continually increased alongside escalating UPASS expenses. To ensure revenue sufficiency for the program, students were asked if they supported a mandatory fee to keep the cost of the UPASS per student at \$45.00 per quarter. UW Tacoma's administration and students support moving the UPASS program to a "universal student benefit," whereby all students are automatically enrolled as is done at UW Seattle.

UW Tacoma has worked extensively to gather feedback from students, faculty, and staff about transportation program needs.

Final recommendations originated from the UW Tacoma Transportation Advisory Board, a group of students, faculty, and staff. It is the responsibility of the Transportation Advisory Board, in collaboration with Transportation Services, to advise, report, and make recommendation to the UW Tacoma administration in regard to Transportation Service programs and policies.

Transportation Services focused on the UPASS program and the proposal of a universal benefit for students in order to reduce or eliminate the financial losses associated with the program. From the end of Winter and throughout Spring quarter 2018, a variety of open houses and focus groups were held across campus, as well as in several classes. We also leveraged multiple social media and

communication outlets to provide information and gather additional feedback from the campus.

UPASS Initiative:

Under the current model, the UPASS program is a voluntary opt-in program and revenues do not cover expenses. To keep the cost down, students were asked if they would support a universal UPASS program. Transportation Services (TS) met with ASUWT Leadership to gain their feedback and approval to change the UPASS to a universal benefit. During a two-week period in April, students had the opportunity to provide their input via a formal survey vote.

The survey was open from April 16th-27th. TS also held 3 open houses to inform students, faculty and staff of the initiatives. To achieve student approval, the survey is required to garner a 10% response (485 students), with a 60% approval rating. A total of 593 students voted (12.2%), with 561 of the students being presently enrolled. Of the 561 current students, 67.02% of those students supported a mandatory fee to make the student UPASS a universal benefit, while maintaining the fee at its present rate of \$45/quarter.

Key attributes of the UPASS approval:

- An MOU for the Universal Benefit has been approved by the ASUWT President, the Vice Chancellor for Student & Enrollment Services, and the Vice Chancellor for Finance & Administration (Attachment 1).
- If approved by the Regents, the fee and Universal UPASS Benefit will go into effect Winter 2019.

Results/Impacts:

- Reduce demand for parking on and around campus
- Help shift the campus commute mode to sustainable options
- Reduce the campus carbon footprint
- Maintain affordable and inclusive transportation options

Communication and Outreach Log

01/12- Presented and had Q/A with the Faculty Executive Council
02/06- Transportation Advisory Meeting- Approval from students to move forward with Students Universal UPASS Proposal
02/28- Met with ASUWT Student Lobbyist about UPASS Initiatives
03/01- Presented Transportation Services programs and initiatives to Linda Ishem's TCORE 113C class
03/06- Presented Transportation Services programs and initiatives to JW Harrington's Urban Studies class

04/02- Met with ASUWT President and Director of University Affairs about the UPASS Initiatives

- Emmett presented to the ASUWT Board, Wednesday 04/04/18
- Aden presented to the ASUWT Senate, Friday 04/06/18

04/10- Emailed invitation for Transportation Services Open House to UWTLLine

- Invitation was also sent out through ASUWT Facebook

04/11- Hosted Transportation Services Open House #1 (~30 students and staff attended)

04/13- Updated TS website to host the presentation of the Initiatives as well as survey/vote homepage

04/16- "Save the UPASS" banner was placed along the grand staircase with a link to a web page of TS Initiatives and survey

04/16- Email went out to all students through Student Engagement about the survey/vote

04/17- Hosted TS table at Earth Day event talked about the Initiatives with ~25 students

04/17- Invitation to Transportation Services Open House #2 through UWTLLine

- Invitation also was sent out to students through ASUWT

04/18- Article "Should U-PASS be a universal student benefit?" posted to UW Tacoma's homepage

04/19- Hosted Transportation Services Open House #2- Pierce Transit Bus (~250-300 students attended)

04/23- Invitation to Transportation Services Open House #3 through UWTLLine

- Invitation also sent out through ASUWT

04/24- Reminder sent out through UW Tacoma's social media accounts about the survey

05/07- Article in student newspaper The Tacoma Ledger "UWT Students Vote on Fate of the UPASS"

05/09- Presented UPASS Initiatives and survey results to ASUWT Board

05/11- Presented UPASS Initiatives and survey results to ASUWT Senate

08/24- Worked with Peter Denis, Assistant Vice President, UW-FA: Human Resources, who sent official notice of the fee to Academic Student Employee Union

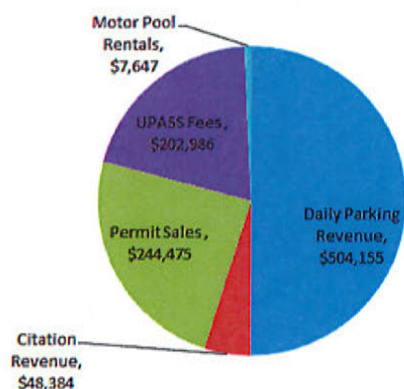
Attachments

1. Transportation Services Initiatives and Financial Snapshot
2. Memorandum of Understanding Regarding A Universal Benefit Student UPASS
3. UW Tacoma UPASS Student Opinion Survey Results
4. PowerPoint Presented to Classes Spring 2018

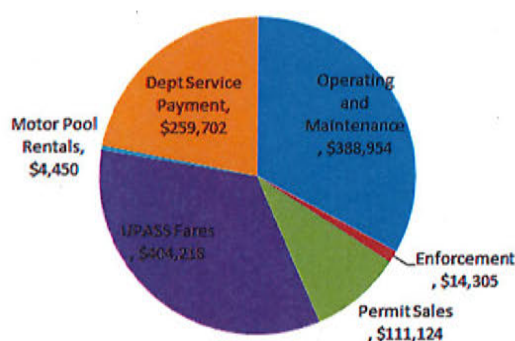
Transportation Services (TS) held a series of Open Houses to inform the campus of the initiatives of supporting the student vote for a Student Universal Benefit program, as well as the parking rate increases needed to cover the debt service payment and a capitol reserve fund to build future parking supply.

Financial Snapshot FY17

Revenues:



Expenses:



Transportation Services met with ASUWT Leaders and Senate to get their feedback and approval to move forward with a student vote for level of supporting the UPASS a Universal Benefit to keep the cost down per student. During the time the survey was open, TS held 3 open houses to inform students, faculty and staff of the initiatives.

UPASS Initiative:

Total of 593 students voted, with 561 of the student being currently enrolled. Of the 561 current students, 67.02% of those students supported a mandatory fee to make the student UPASS a universal benefit to keep the fee at \$45/qtr.

- MOU for the Universal Benefit has to be approved by ASUWT and then Board of Regents
- The fee and Universal UPASS Benefit would go into effect Autumn 2018

Results/Impacts:

- Create less demand for parking on and around campus
- Help shift the campus commute mode to sustainable options
- Reduce the campus's carbon footprint
- Maintain affordable and inclusive transportation options

**Memorandum of Understanding Regarding
A Universal Benefit Student U-PASS
University of Washington Tacoma**

The parties, Associated Students of UW Tacoma and Transportation Services, agree to the following terms for maintenance of a Universal Student U-PASS fee imposed in accordance with RCW 28B.15.610. This agreement, signed May 21st, 2018, implements a Student Universal UPASS fee (hereinafter "Fee").

Purpose of Fee

The fee is intended to fund the Student U-PASS Program (hereinafter "Program"), with the following provisions:

- Unlimited right to ride on Pierce Transit, Sound Transit, King County Metro Transit, Community Transit, Kitsap Transit, and Everett Transit.
- Full fare coverage on Sounder commuter train services
- Full fare coverage for paratransit services
- Subsidized vanpool shares

As a condition of the Fee, Transportation Services will continue to support pedestrian and bicycle programming and infrastructure and carpool benefits as elements of a broader multimodal transportation program that includes U-PASS.

Monies collected through the Fee are reserved solely for the purposes described above or as amended from time to time by the Parties through the processes described in this document.

Governance

The Fee was established by students pursuant to RCW 28B.15.610 and is collected by the Administration for the benefits of students.

This agreement establishes the Transportation Advisory Board (hereinafter "Advisory Board"), an oversight board accountable to the student body through ASUWT. The advisory board shall be composed of the following representatives:

- Five Student representatives or other student leaders as provided in the Advisory Board and ASUWT in accordance with its bylaws
- A technical advisor (nonvoting) appointed by Transportation Services
- An advisor (nonvoting) appointed by the Vice Chancellor Finance & Administration and Vice Chancellor Student & Enrollment Services

The Advisory Board will review Fee rates and implementation, along with changes in scope of services provided by the Fee. The Advisory Board shall report to and make recommendations to UW Tacoma administration in regards to Transportation Services programs and policies.

Transportation Services will provide the Advisory Board with regular briefings during transit contract negotiations and quarterly updates on program finances. The Advisory Board shall be advised of any prospective changes to Program benefits and shall have the opportunity to comment. Additions of services valued more than 1% of the Program budget or elimination of any program component shall be subject to Advisory Board approval.

Fee Amount

- In Fall of 2018, and for the three following quarters, the amount of the Fee shall be \$45 per academic quarter.
- The \$45 fee shall remain for two consecutive academic years, because of the expected significant ridership increase, the Fee would be revisited and implementation of any changes to the Fee shall follow the process outlined below.
 - Students which reside within Thurston County pay a reduced fee of \$20 per academic quarter; fee would be used for UW Administration to work with Intercity Transit to conduct an agreement to include Intercity Transit as part of the UPASS benefit. When an agreement is made with Intercity the fee would be included as part of the \$45 fee. If an agreement is not made by September 1, 2020. It would be reviewed by ASUWT and Transportation Advisory Board to amend MOU to exclude Thurston County students.

Support for Fee

Support for this fee was sought from current students through the UW Tacoma UPASS Student Opinion Survey conducted between April 16th- 27th. This survey was open to all students and was distributed to 4,840 students through the SI411 listserve (Listserve managed by Student Engagement to send information to students). Students were asked if they supported the \$45.00 UPASS fee be mandatory in order to keep the cost per student low. To implement a student fee survey must reach 10 percent of currently enrolled student to respond, with a 60% or greater approval rating. (UW Student Policy Chapter 205)

- The survey had a total of 561 currently enrolled students (11.59% response rate)
- 67.02% of those respondents supported the universal UPASS benefit by creating a mandatory fee

Based on the support of currently enrolled students for the new student fee, Transportation Services and Finance & Administration is requesting ASUWT to support and institute a new student fee of \$45.00 per quarter to fund the student UPASS Program. The fee would be implemented beginning Autumn 2018 enrollment.

Fee Implementation Date

The Fee and Program will be implemented beginning with the fall academic quarter 2018. The Fee and Program will continue unless terminated or modified under the conditions below.

Fee Changes

Transportation Services agrees to maintain the Program in line with the above parameters and to make reasonable efforts to control program costs. Whether a change of the Fee is necessary to maintain Program solvency shall be assessed and decided as follows:

- Transportation Services shall provide a two-year budget forecast to the Transportation Advisory Board by the end of each November indicating whether a Fee increase is likely to be needed to maintain Program solvency.
- Transportation Services shall propose the new Fee level to the Advisory Board by the end of January of each academic year. The Advisory Board shall in turn make its recommendation to ASUWT for their consideration. To approve the Fee level, the ASUWT Board of Directors must approve the proposed Fee level following passage of a resolution at the ASUWT Senate. Any change to the Fee level may then be adopted in accordance with the requirements of RCW 28B.15.610 and UW Student Policy Chapter 205.
- Changes due to increased operating and overhead costs.

Termination Conditions

The intent of the Program and the Fee is to provide sustainable and affordable transportation access to campus for students. The Parties agree to work together in service of that goal.

The Fee may be terminated as set forth in RCW 28B.15.610 and UW Student Policy Chapter 205, and the Parties will follow the steps provided below:

Withdrawal of approval by students:

- Either the Advisory Board of the ASUWT may recommend the discontinuation of the Fee. Upon receiving this recommendation, the ASUWT Board of Directors, following presentations to the ASUWT Senate, may approve termination of the Fee before the end of March of each academic year.
- If the ASUWT approve termination between the beginning of September and the end of March of a given academic year, the Fee will be discontinued effective the next Fall quarter.
- If the Fee is discontinued the Program will revert to an "opt-in" program at a rate to be established and managed by Transportation Services in consultation with the Transportation Advisory Board.

Withdrawal by the Sponsoring Administrative Unit (Finance & Administration)

- If the sum of projected subsidy revenue and projected Fee proceeds is insufficient to cover projected Program costs for the upcoming academic year, Transportation Services may choose to discontinue the Program beginning fall quarter, and revert to an "opt-in" program. Should this be necessary, Transportation Services will provide written notice to the Advisory Board and ASUWT no later than one academic quarter prior to discontinuation of the Program.

Following the withdrawal by any of the Parties to the agreement, the Fee and the Program will continue until the beginning of the following academic year (Fall quarter), at which point the Fee and the Program will no longer be in effect. Disbursement of any remaining funds in the Student U-Pass Trust (see "Other Financial Considerations" below) must be done in a manner consistent with the purpose of the Fee.

Population

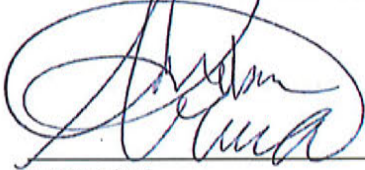
- The population for the Fee shall be all students who pay the Tacoma campus Services are currently enrolled student enrolled in 7 or more credits.
- Transportation Services may elect to offer "opt-in" U-PASS products to other populations to the extent that doing so supports University goals. The rate for those individual opt-in sales shall be set by Transportation Services and shall be higher than the Universal U-PASS fee.

Other Financial Considerations

- The faculty/Staff and Student U-PASS programs shall be financially separate. Revenues and costs associated with the programs will be tracked and held separately from one another. There shall be no cross subsidies between the programs. Transportation Demand Management fee revenue that is allocated to subsidize these U-PASS programs will be distributed based on each program's share of total expenses.
- As previously agreed, the Program will maintain a Rate Stabilization Fund. All monies collected through the Fee and not allocated to Program expenses in a given year will be designated for the student fund, known as the student U-PASS trust. The Parties have identified an agreed-upon target balance for the

Trust of one twelfth of projected annual operating expenses. This target should be considered by the Advisory Board in the process of developing recommendations for a Fee change.

- The Program enjoys support from multiple funding sources. When expenses are incurred to the Program, funds will be allocated in the following order:
 - First, support from Transportation Services;
 - Second, current period student fee revenues;
 - Finally, funds in the Student U-PASS Trust.
- This agreement may be amended from time to time by written addendum signed by the current ASUWT President, Vice Chancellor, Student & Enrollment Services, and Vice Chancellor, Finance & Administration

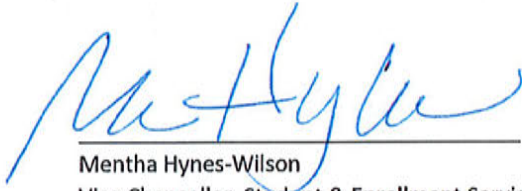


Arwa Dubad

Associated Students of UW Tacoma President

05/24/2018

Date

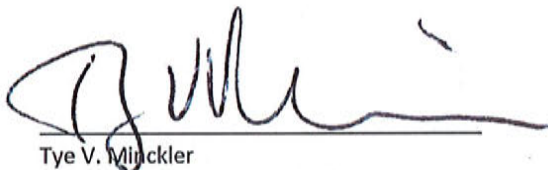


Mentha Hynes-Wilson

Vice Chancellor, Student & Enrollment Services

5.25.18

Date



Tye V. Minckler

Vice Chancellor Finance & Administration

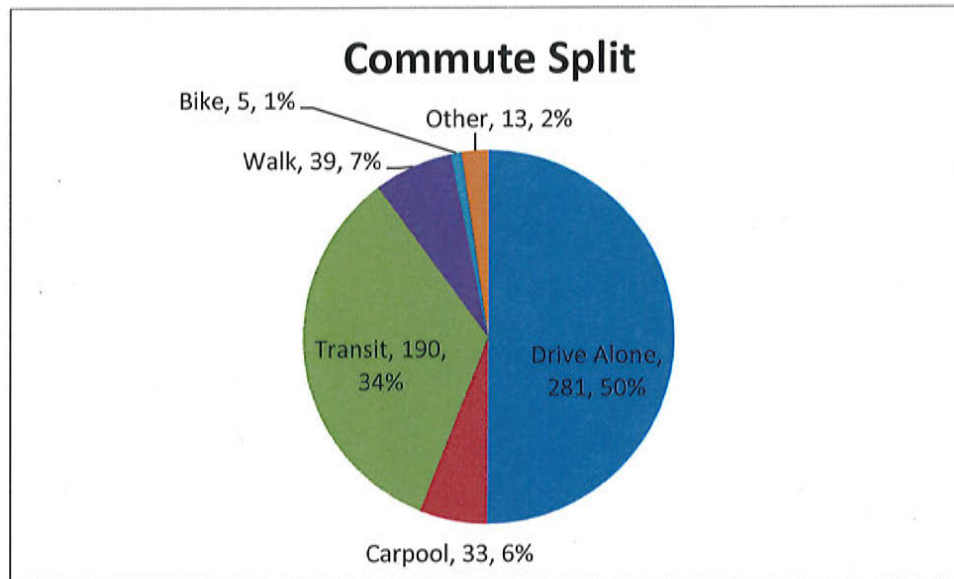
6/1/18

Date

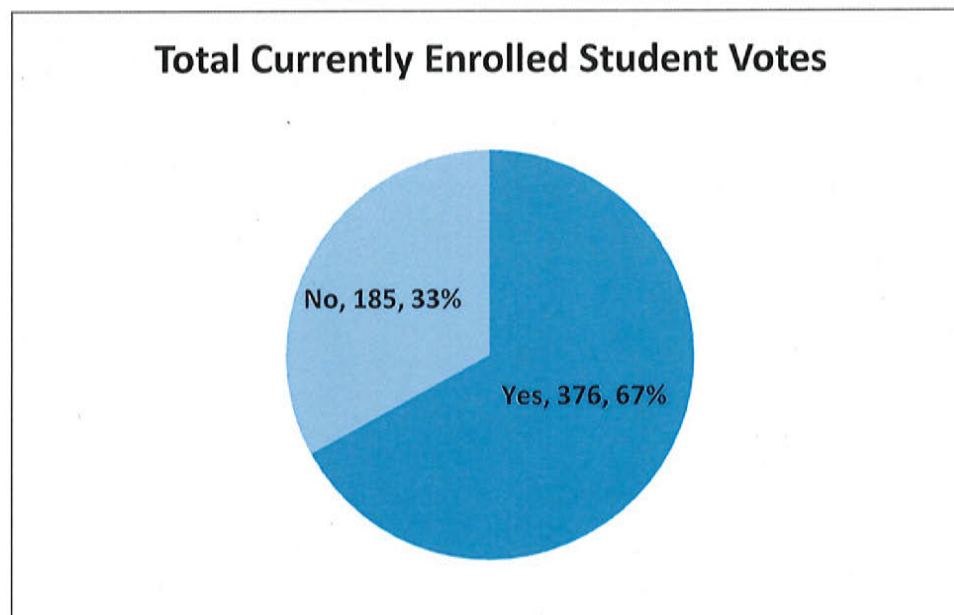


UW Tacoma Student UPASS Survey Results

The UW Tacoma UPASS Student Opinion Survey was conducted and open for response April 16th through April 27th. The survey asked which commute mode they used most often to get to campus:



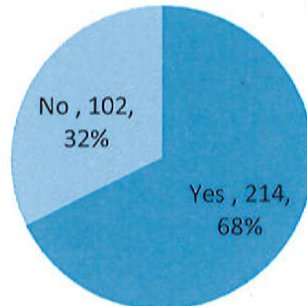
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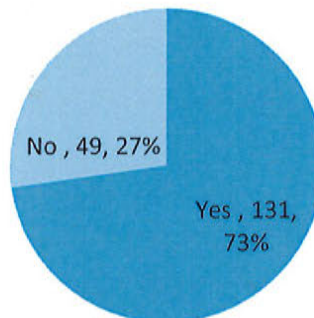


UW Tacoma Student UPASS Survey Results

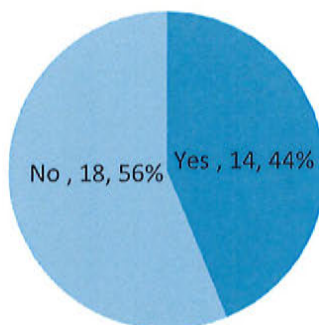
Pierce County



King County



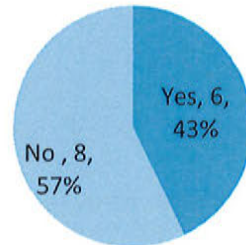
Thurston County



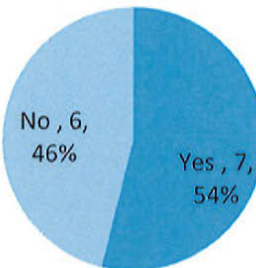


UW Tacoma Student UPASS Survey Results

Kitsap County



Other



Comments left via the survey: (Randomly selected)

108. YES- Keep in non madatory at \$45

245. YES- I commute to school everyday by taking the 3 different busses to school and home; Being able to have a Upass every quarter it saves me money rather pay for every bus I take. I thank UWT for having this program available to us students especially for those who have to commute everyday for school.

256. NO- I think that the UPASS should stay as an option because I will never use it and there is no point for me to pay for it.

362. YES- UPASS is simply such a great resource we have as students. I know a lot of people drive and park to school, but I feel like if UPASS becomes a universal benefit, more students might opt in to take the bus or train to school. This would potentially help the parking issues (probably not drastically) but I am a firm believer that if we increase use of the public transit system, then it will naturally be improved upon popular demand, and in a perfect world, it would be more environmentally friendly and decrease traffic flow. I really believe schools should push for use of bike and public transit systems!

397. YES- My argument is that students who do not take advantage of the transit system usually come from families who are able to provide vehicles for student use or parents who are able to drive their children to school. Users of the transit system may not have this privilege and will suffer more if the opt-in

1900 Commerce Street, Tacoma, WA 98402 Campus Box 358431

tel 253.692.5660 fax 253.692.5661 <http://www.tacoma.uw.edu/getting-campus/transportation-services>

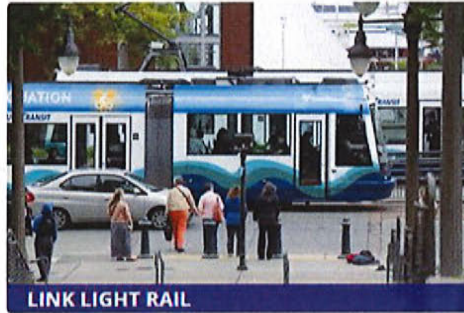


UW Tacoma Student UPASS Survey Results

format results to an increase in fees.

Ideally, UW Tacoma should provide an opt-in option but recognize that students using the transport system should not be penalized by change in policy. Hopefully, if the administration decides to choose the opt-in format, they will find funding that would prevent low-income students from carrying the financial burden.

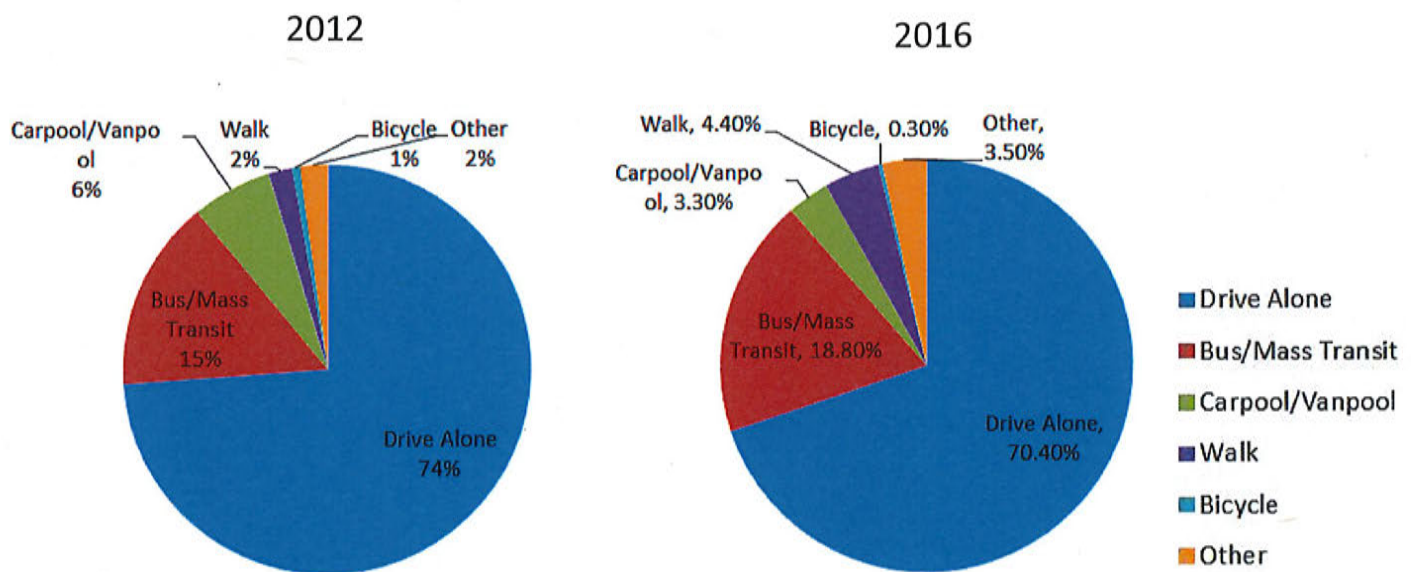
495. NO- I do not think this should be a universal thing for all students because some students drive themselves to school do why should they have to pay for something they will never use? But also paying \$90 for a quarter seems like a lot as well. I don't necessarily understand why it's being raised this much.



Transportation is a multi modal system

The Washington State Legislature passed the Commute Trip Reduction (CTR) Law in 1991 to call on employers to encourage their workers to drive alone less often, reduce carbon emissions and keep the busiest commute routes flowing.

UW Tacoma Commute Mode Split



Progress!

- 30% Sustainable Commute Rate
- Goal of changing transportation behavior



Walking Improvement

An increase of 2.4% of people walking to campus since 2012

What did it?

- Increase in on-campus Student Housing

Housing & Residence Life



- More students living on or near campus means less time commuting and searching for parking



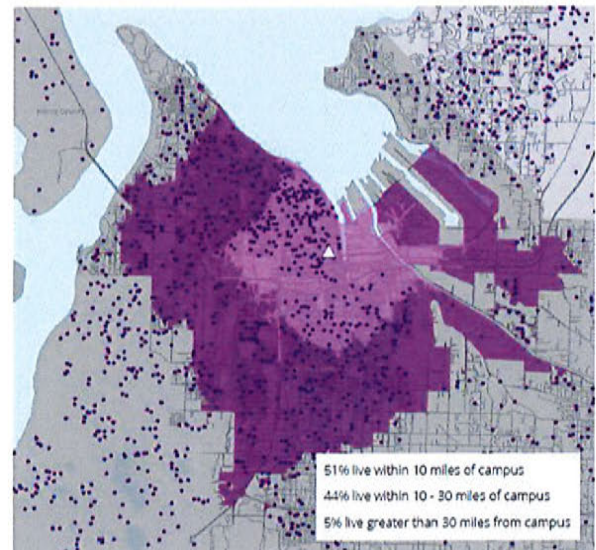
How do we get more people riding their bike to campus?

Down 0.7%... Could have been inclement weather at time of survey?

How far are you willing to ride?

Distance (miles)	Difficulty
0 - 5	Easy
6 - 10	Do-able
11 - 15	Hard
16 - 20	Very Hard
21 - 25	You Cycle How Far?!
25 - 30	Nutter
30 +	&%%6*£^^!

<https://mobilitylab.org/2017/02/27/how-far-bike-work/>



- Bike Buddy Program
- More covered Bike Parking
- May is National Bike Month
 - Log your trips and win prizes!



Transit Improvements

Reported 3.8% increase of campus commutes chosen to be done by transit!

- This survey was taken prior to Pierce Transit added 59,000 annual service hours to improve frequency and evening service
- UW Tacoma has kept the cost to opt into the UPASS program affordable at \$45.00 per quarter. Less than half of the other campuses.
 - 35 percent of student opt into the program
 - Provides ACCESS to the campus for students that might not have other means
 - The students that do opt into the UPASS program use the UPASS a lot, which is a good thing. But drives the expenses to the program
 - Every time a UPASS is used on a bus or train the university is charged for that.



Transit

Where are people using the UPASS the most?

- 35% of the top used routes are coming from King County
- Are we missing a group of students?
- How do we create an incentive?

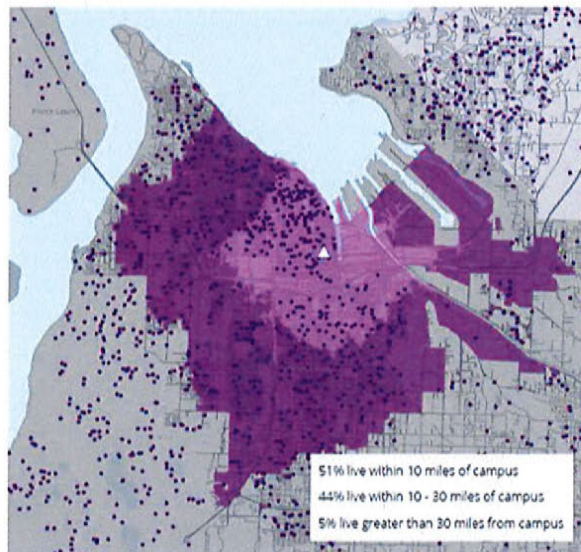
Table 4. Average Daily UWT U-Pass Daily Boardings					
Carrier	Route	Description	Daily U-Pass Boardings [a]	Percent of Total Pierce and Sound Transit U-Pass Boardings	Fares
Sound Transit	594	Lakewood/Tacoma/Seattle	140[b]	13%	\$3.75
Sound Transit	Sounder	Lakewood/Tacoma/Seattle	99[b]	9%	\$5.25
Pierce Transit	1	6 th Ave – Pacific Ave	88	8%	\$2.00
Sound Transit	574	Lakewood/Tacoma Dome/SeaTac	67[b]	6%	\$3.75
Pierce Transit	2	19 th Street / Bridgeport Way	58	5%	\$2.00
Pierce Transit	400	Puyallup/Tacoma	49	4%	\$2.00
Sound Transit	590	Tacoma/Seattle	35[b]	3%	\$3.75
Pierce Transit	500	Tacoma/Federal Way	28	3%	\$2.00
Pierce Transit	48	Sheridan – M St	28	3%	\$2.00
Pierce Transit	102	Gig Harbor/Tacoma Express	22	2%	\$2.00
[a] Results are an average of Monday - Friday daily boardings, October 12-16, 2016					
[b] Sound Transit boardings were provided for one direction only, inbound to Tacoma. This total assumes that two U-Pass trips were made on each route.					
Pierce Transit / Sound Transit, 2016					



Transit

How do we get these students to try transit?

If the UPASS was a universal benefit the university could continue to keep the costs down, as well as if a student is paying for something they're more likely to use it.





Driving and Parking

Drive alone rate is down 4.3%!

- Off-street parking facilities is effectively parked up during peak hour from 12-1PM.

TABLE 2. OFF-STREET PARKING OCCUPANCY, UNRESTRICTED SPACES

Time of Survey	Cragle	WT31	WT32	WT44	Court 17	Pinkerton	Vision Deuce	WT48	WT89
8:30AM	46%	53%	33%	66%	58%	34%	29%	13%	33%
10:30AM	86%	99%	65%	75%	91%	79%	41%	36%	79%
12:30PM	100%	100%	64%	93%	98%	86%	50%	54%	75%
3:00PM	83%	94%	56%	84%	81%	77%	37%	36%	54%
6:00PM	63%	72%	46%	50%	71%	62%	N/A	N/A	N/A

Source: UWT, 2016



Driving and Parking

On-Street Occupancy During Peak Hour

- Block faces that are parked up are free and unregulated.
- Block faces that are 90 min regulations are <55%.





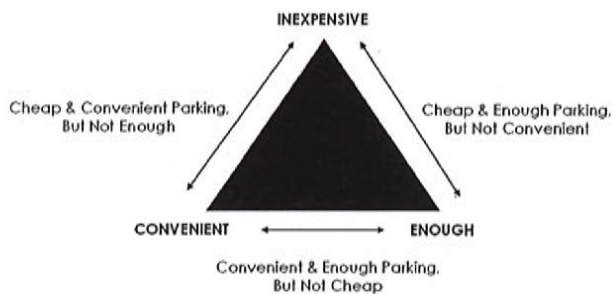
Driving and Parking

The campus currently have a parking deficit of around 150 stalls. To make up for the deficit rates need to be increased.

Baseline Projection of Future Parking Demand at UWT



Transportation Services Facts:



- Last year, The cost to operate and maintain a single stall in the Court 17 garage was \$235.00/qtr. **We need to increase permit rates to cover costs.**
- Cost to build a parking structure is \$35,000 to \$45,000 per stall.
- The UPASS program is subsidized to encourage alternative transportation. The program is current subsidized approximately \$200,000 per year from parking revenue.
- There is currently no incentive to use other modes of transportation when free parking is offered on campus.
- Future transportation options are expected to reduce vehicle ownership and Drive Alone habits.

Recommendation: UPASS Strategies



- Keep the cost of a student UPASS down by getting students to supporting a universal benefit to students.
 - This has to be approved by students by student vote
- If students are paying for something they're more likely to use it
- Create less demand for parking on campus because students are using mass transit
- Incentivizing sustainable transportation options
- Decrease the campus carbon footprint

If universal benefit is not approved, Transportation fees would have to be reevaluated:

- **Almost doubling the UPASS fee**
- **Additional parking rate increase (TDM Fees)**
- **ETC**