

VII. STANDING COMMITTEES

A. Academic and Student Affairs

In Joint Session with

B. Finance, Audit and Facilities Committee

Establishing a Universal Student U-PASS Fee

INFORMATION ONLY

The Administration anticipates bringing an action item to the University of Washington Regents in May 2011 authorizing the Administration to collect a new voluntary student fee of \$76 per academic quarter maintained by students upon themselves pursuant to RCW 28B.15.610, approved by a majority vote of the student senates in ASUW Resolution R-17-2 and GPSS Resolution 10.27-11, and intended to fund universal access by Seattle Campus students to the U-PASS program (Universal Student U-PASS Fee hereafter).

BACKGROUND

The UW's U-PASS program was established in 1991 by ASUW and GPSS in partnership with UW Transportation Services to provide an unlimited right to ride transit product to UW students at a significantly reduced price. Additional bundled services to support students who walk and bike, carpool, or who mix their travel modes were included to create a deeply integrated multimodal travel option that mimicked the utility of a private automobile at a fraction of the cost.

Today, U-PASS provides participants with unlimited rides on the bus, train, and light rail service of six regional transit agencies, reduced cost access to Zipcar, vanpool subsidies, discounted carpool parking, bicycle and pedestrian infrastructure enhancements and programming, the NightRide shuttle service, and a variety of merchant discounts.

Participation grew steadily for the first eighteen years of the program. U-PASS became central to the UW student experience providing an inexpensive mobility solution for school, work, volunteering, and social activities. Transit use became the social norm among students and the UW benefitted through reduced greenhouse gas emissions, reduced traffic congestion, and improved relations with our University District neighbors.

The economic downturn that began in 2008 triggered two significant trends that placed the U-PASS program in financial peril. First, the average number of rides taken by existing program participants increased by approximately 20%. Second, regional transit agencies, challenged by declining sales tax receipts, began a series

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of fare increases. These factors compounded to rapidly increase the University's overall cost to operate the program.

At the same time, the University's ability to generate funds to subsidize the program began to suffer erosion from the City of Seattle's new commercial parking tax and from decreasing participation in the University's parking program. The result was significant increases in U-PASS prices as program participants were asked to bear a greater percentage of the rapidly increasing program costs.

During 2008, Transportation Services struggled to achieve substantive cost savings in either transit contract costs or tax burden. In order to keep the program solvent, the department instituted the most significant U-PASS price increase since the program began with the price of a Student U-PASS increasing 98% from \$50 to \$99. Within six months, it was evident that student price sensitivity was greater than anticipated. Participation began to plummet and low-intensity users began to leave the system, further increasing the average cost per program participant.

At the beginning of 2010, Transportation Services developed and began implementation of a new business plan that has the potential to place the U-PASS on sound financial footing for the next five years. An executive summary of this plan was included in Transportation Services May 2010 presentation to the Board of Regents. Implementation continues and most indicators point toward the plan being successful.

Parallel to Transportation Services development of a revised business plan, students took up the question of the U-PASS's future. ASUW, in partnership with GPSS, convened the Student Transportation Taskforce. Central to the Taskforce's work was a survey of the university community to gauge student commitment to the U-PASS program and identify a preferred option for reforming the program's funding model. An executive summary of the Taskforce's report and recommendations is included in the attachments. The response rate was an impressive 17.5% of the entire student population. The central finding was that 79% of students preferred implementation of a Universal Student U-PASS. The breadth of support for the Universal Student U-PASS option is best illustrated by the fact that it was even supported by 53% of students that were not currently participating in U-PASS.

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Prior to the summer recess, the Taskforce issued its draft report and recommendation that the U-PASS program be made universal, meaning that all students would be required to participate. Throughout the summer and fall, Transportation Services worked with student leaders to identify a process for affecting this change and to model associated program costs.

Transportation Services identified three possible statutory bases for implementing the fee. The first required that a parallel universal fee be established for all faculty and staff, something that was determined to be untenable in the current economic climate. The second was the Student Activity Fee process, which was thought by both Transportation Services and ASUW/GPSS leadership to be too slow and uncertain to be viable path. The third was RCW 28B.15.610, Voluntary Fees of Students, the same authorizing statute used by Washington State University and Western Washington University for their transit pass programs. This path was determined to be efficient and also vested control with the students, an important consideration when establishing a universal fee.

ASUW took action on the Universal Student U-PASS as one of the first pieces of legislation considered after the school year began. GPSS acted with similar expediency. Following the Senates' action authorizing their respective boards to enter detailed negotiations with Transportation Services and to implement the resulting programs, the precise program parameters and implementation were identified in negotiations between ASUW, GPSS and Transportation Services with oversight from Student Life.

Implementation of the Universal Student U-PASS provides the greatest possible value for the largest number of students. Further, by broadening the base of participants, it helps to stabilize student U-PASS rates. Because this fee will replace the existing "opt out" U-PASS fee of \$99 it will actually reduce the cost of attendance for most students immediately. The majority of students will see their transportation costs decrease by 23% from today's level as a result of this action and will avert a projected cumulative fee increase of 25% over the next two years. By year two of the Universal Student U-PASS, the U-PASS fee will be 38% less than the projected U-PASS fee were the program to continue on an opt out basis and the typical student will save \$47.50 per quarter on U-PASS fees.

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Establishing a Universal Student U-PASS Fee (continued p. 4)

Implementation of the Universal Student U-PASS has no immediate implications for the parallel faculty and staff U-PASS program which will remain optional. Appropriate measures have been taken to prevent cross subsidies between the two programs.

Attachments:

RCW 28B.15.610, Voluntary Fees of Students

ASUW Senate Resolution R-17-2, Authorizing a Universal Student U-PASS

GPSS Senate Resolution 10.27-11, Authorizing a Universal Student U-PASS

Student Governance and Policies, Student Policies Chapter 205 Voluntary Fees of Students Under RCW 28B.15.610 (Draft)

Memorandum of Understanding Regarding Implementation of a Universal Student U-PASS

Report of the Student Transportation Task Force, Executive Summary

U-PASS Program Profile: "UW provides access to education and employment to 60,000 King County residents"

RCW 28B.15.610

Voluntary Fees of Students

The provisions of this chapter shall not apply to or affect any student fee or charge which the students voluntarily maintain upon themselves for student purposes only. Students are authorized to create or increase voluntary student fees for each academic year when passed by a majority vote of the student government or its equivalent, or referendum presented to the student body or such other process that has been adopted under this section. Notwithstanding *RCW [42.17.190](#) (2) and (3), voluntary student fees imposed under this section and services and activities fees may be used for lobbying by a student government association or its equivalent and may also be used to support a statewide or national student organization or its equivalent that may engage in lobbying.

[2009 c 179 § 1; 1969 ex.s. c 223 § [28B.15.610](#). Prior: 1915 c 66 § 8; RRS § 4552. Formerly RCW [28.77.065](#).]

Notes:

***Reviser's note:** RCW [42.17.190](#) was recodified as RCW [42.17A.635](#) pursuant to 2010 c 204 § 1102, effective January 1, 2012.

ASUW Senate Resolution R-17-2
Authorizing a Universal Student U-PASS

WHEREAS the U-PASS has provided affordable transportation to the University of Washington since 1991; and

WHEREAS the availability of the U-PASS has prevented an estimated 61% increase in University associated traffic in the University District¹; and

WHEREAS transportation in the Puget Sound region accounts for approximately half of all carbon emissions within that region; and

WHEREAS the University of Washington and the U-PASS program provide environmentally friendly modes of transportation across Puget Sound; and

WHEREAS University of Washington students rely on transportation provided by the U-PASS to access education, employment, and affordable housing; and

WHEREAS due to funding limitations, the price of the U-PASS was forced to rise nearly one hundred percent just two years ago; and

WHEREAS a change in the funding model of the U-PASS is necessary to the long- term viability of such a program; and

WHEREAS the Associated Students of the University of Washington passed R-16-12² and LD-16-1³ in support of the U-PASS program during the 2009-2010 academic year; and

WHEREAS in Spring Quarter 2010 the Student Transportation Taskforce conducted a survey offered to all students faculty and staff at the University of Washington that received over 14,000 responses; and

WHEREAS 79% of student respondents to the survey indicated support for a Universal U-PASS model that would provide a U-PASS to all students on the condition that the price be guaranteed to remain between \$60 and \$80 for at least two years.

**THEREFORE BE IT RESOLVED BY THE ASSOCIATED STUDENTS OF
THE UNIVERSITY OF WASHINGTON**

THAT the Senate adopt the results of the 2010 Student Transportation Taskforce survey as student opinion; and

THAT the students request that the ASUW Board of Directors and University of Washington Board of Regents pursue implementation of the proposed Universal

¹ University of Washington Transportation Services

² <http://senate.asuw.org/senate-asuw/legislation/16/R/R-16-12.html>

³ <http://senate.asuw.org/senate-asuw/legislation/16/LD/LD-16-1.html>

U-PASS outlined in the 2010 Student Transportation Taskforce survey through methods outlined in RCW 28B.15.610; and

THAT all transit agencies who provide service to students through the U-PASS program present a predictable, fair method of calculating costs for students in exchange for guaranteed student participation in the U-PASS program; and

THAT the Associated Students of the University of Washington reserve the right to withdraw the Universal U-PASS program through vote of the Senate and the ASUW Board of Directors outlined in RCW 28B.15.610 if the cost of purchasing transit privileges from the transit agencies who provide service to students through the U-PASS program is deemed to be unaffordable on a per U-PASS member basis; and

THAT a copy of this legislation be forwarded to the Associated Students of the University of Washington Board of Directors, University of Washington Interim President Phyllis Wise, University of Washington Interim Provost Mary Lidstrom, the University of Washington Board of Regents, University of Washington Director of Transportation Services Josh Kavanagh, Daphne Tackett of Pierce County Transit, Carol Cooper of King County Metro, Wendy Sorensen of Kitsap Transit, Steffani Lillie of Everett Transit, Sarah Lovell of Sound Transit, and Kate Tourtellot of Community Transit.

GPSS Senate Resolution 10.27-11
Authorizing a Universal Student U-PASS

Title: **RESOLUTION IN SUPPORT OF A UNIVERSAL U-PASS**

Sponsored by: Shawn L. Mincer (Secretary), Charles Plummer (Earth and Space Sciences) and Sarah Reyneveld (President)

Written by: Shawn L. Mincer (Secretary), Charles Plummer (Earth and Space Sciences) and Sarah Reyneveld (President)

Resolution Number: 10.27-11

WHEREAS the current funding model is unsustainable and a new funding model for the U-PASS has become necessary; and

WHEREAS the University of Washington (UW) has been an early and consistent leader nationally in developing sustainable transportation options for the university community and the U-PASS has provided affordable transportation to the University of Washington since 1991; and

WHEREAS the availability of the U-PASS has prevented an estimated 61% increase in University associated traffic in the University District¹ despite growth of the student populations specifically, and the density of the neighborhood generally. This reduction in vehicle trips has meant that the average UW Seattle commuter emits 30% less carbon than the average commuter in our region²; and

WHEREAS Washington State's Commute Trip Reduction (CTR) Law, RCW 70.94.521-551, directs state agencies in King and other counties to decrease vehicular travel and limit SOV use and in 2008 the Puget Sound Regional Council highlighted the U-PASS system as a successful example of Transportation Demand Management (TDM); and

WHEREAS many University of Washington graduate and professional students rely on transportation provided by the U-PASS to access education, employment and leisure activities, especially with the majority of students living off-campus; and

WHEREAS due to funding limitations, the price of the U-PASS was forced to rise nearly one hundred percent just two years ago from \$50 to \$99 and student participation fell from 83% to 66%; and

WHEREAS a change in the funding model of the U-PASS is necessary to the long-term viability of such a program; and

WHEREAS the U-PASS is an integrated, multimodal solution that supports the full range of green transportation option; and

¹ University of Washington Transportation Services

² U-PASS Profile (UW Department of Transportation Services)

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WHEREAS in Spring Quarter 2010 the Student Transportation Taskforce conducted a survey offered to all students faculty and staff at the University of Washington that received over 14,000 responses; and

WHEREAS of all the students who responded to the survey, 92% of all graduate students, 79% of all of the students, and 53% of students who did not use U-PASS supported a Universal U-PASS model that would provide a U-PASS to all students on the condition that the price is guaranteed to remain between \$60 and \$80 for at least two years.

THEREFORE BE IT RESOLVED BY THE GRADUATE AND PROFESSIONAL STUDENT SENATE OF THE UNIVERSITY OF WASHINGTON:

THAT the GPSS supports the implementation of a Universal UPASS to assure the continued viability and success of the UPASS program; and

THAT the GPSS commends UW Transportation Services for their leadership and their commitment to UPASS; and

THAT the GPSS Executive Committee and University of Washington Board of Regents explore implementation of the proposed Universal U-PASS outlined in the 2010 Student Transportation Taskforce survey; and

THAT the Puget Sound regional transit partners to U-PASS provide a predictable, fair method of calculating costs for students in exchange for guaranteed student participation in the U-PASS program; and

THAT the Graduate and Professional Student Senate reserve the right to withdraw from the Universal U-PASS program through vote of the Senate if Puget Sound regional transit partners fail to adhere to a predictable, fair method of calculating costs for students in exchange for guaranteed student participation in the U-PASS program.

THAT a copy of this resolution be forwarded to the University Board of Regents, Interim President Phyllis Wise, Interim Provost Mary Lidstrom, Dean Jerry Baldasty, UW Director of Transportation Josh Kavanagh, Mayor Mike McGinn, Seattle City Council, and the Puget Sound regional transit partners of U-PASS.

Presented to GPSS for approval on November 3, 2011.

Approved on November 3, 2011.

Student Governance and Policies

Voluntary Fees of Students Under RCW 28B.15.610

Student Policies, Chapter 205

Voluntary Fees of Students (DRAFT)

1. Overview

RCW 28B.15.610 authorizes students to voluntarily maintain fees upon themselves for student purposes. This policy establishes the University process by which students may, when authorizing a voluntary fee, seek the support of the Administration in fee collection and service administration.

2. Implementation of Voluntary Fee

When a voluntary fee is authorized in accordance with the provisions of RCW 28B.15.610 the fee is thereafter mandatory for all students upon which the fee is imposed; however in situations where the fee is used to support political and ideological philosophies or other speech protected by the constitution students shall be allowed to opt out of the fee.

3. Requirements of Collection and Administration

a. Assessment of Student Support

Prior to asking the administration to collect and administer a voluntary student fee, ASUW and GPSS must assess student support for the fee in one of two ways, a survey of the student body or a written petition.

- If a survey is utilized, it must have response rates of at least 10% from the undergraduate student body and 10% from the graduate/professional student body. The results of the survey and analysis thereof shall be presented to ASUW and GPSS for their consideration.
- If a written petition is utilized, the petition question must be submitted for review of the ASUW Board of Directors and GPSS Executive Committee. The written petition must gain signatures from at least 15% from the undergraduate student body and 15% from the graduate/professional student body. Petition forms must be consistent with the format available through ASUW and GPSS. The petitions must be submitted to the Office of the Vice President and Vice Provost for Student Life with enough time allowing for validation of signatures by the Registrar. Results of the petition verification and the physical petitions must be presented to the ASUW and GPSS.

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ASUW and GPSS then may each pass a resolution that, when enacted under the process outlined in their bylaws, directs their executive officers to work with the Vice Provost for Student Life and Sponsoring Administrative Unit on fee implementation.

b. Sponsoring Administrative Unit

When proposing a Voluntary Fee that will be collected and administered by the University's administration, ASUW and GPSS must identify a sponsoring administrative unit that will provide the services that the fee is intended to support. If the Fee is adopted and the Board of Regents approves collection the sponsoring administrative unit shall both provide the services and serve as technical advisor to students in their oversight of fee administration. The sponsoring administrative unit shall provide fiscal support for a campus-wide survey, analysis of the survey results, and any necessary follow-up assessment. All data shall be jointly owned by ASUW and GPSS.

c. Governance

ASUW and GPSS, in consultation with the Office of the Vice President and Vice Provost for Student Life, shall establish a fee oversight plan that includes, at minimum:

- An oversight board consisting of students and accountable to the student body through ASUW and GPSS
- A technical advisor from the sponsoring administrative unit
- An advisor appointed from the Office of the Vice President and Vice Provost for Student Life

d. Implementation

ASUW and GPSS shall develop, in consultation with the technical and Student Life advisors, a memorandum of understanding, which codifies the following:

- The implementation date of the fee and sunset date (if applicable)
- The amount of the fee
- The purpose for which fee proceeds are to be used
- The population of students upon which the fee will be imposed
- The Fee oversight plan
- The means for terminating the agreement/Fee
- Any other terms identified by the signatories as necessary to the smooth implementation and successful administration of the fee and associated services

The memorandum of understanding is to be signed by the senior official of the sponsoring administrative unit, the Vice President

and Vice Provost for Student Life (with the Provost's concurrence), and upon approval of the memorandum of understanding by the ASUW Board of Directors and GPSS Executive Board, the Presidents of ASUW and GPSS.

4. Regents Approval Required

Following adoption of the memorandum of understanding, the signatories shall jointly seek authority from the University of Washington Regents for the Administration to collect and administer the fee on behalf of students. Implementation of the fee as envisioned in the memorandum of understanding is contingent on Regents approval.

**Memorandum of Understanding
Regarding Implementation of a Universal Student U-PASS Fee
(Consensus DRAFT 4.6.11 – Signatures Pending)**

The parties, ASUW, GPSS, Student Life, and Transportation Services agree to the following terms for implementation of a Universal Student U-PASS fee imposed in accordance with RCW 28B.15.610.

Purpose of Fee

The Universal Student U-PASS Fee (hereinafter “Fee”) is intended to fund the Student U-PASS Program (hereinafter “Program”), with the following Program provisions:

- Unlimited right to ride on King County Metro Transit, Sound Transit, Community Transit, Pierce Transit, Kitsap Transit, and Everett Transit.
- Free-fare access to the NightRide Shuttle
- Discounted car-sharing and vanpool subsidies
- Merchant discounts, marketing, promotions, and other reasonable overhead not to exceed 5% of program budget.

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

Governance

The Fee will be established by students pursuant to RCW 28B.15.610 and collected by the Administration for the benefit of students. Students will oversee Fee setting and implementation, along with the scope of services provided by the Fee via the Advisory Board.

Oversight shall be by the Universal Student U-PASS Advisory Board (hereinafter “Advisory Board”), which shall report to and make recommendations to the ASUW Boards of Directors and the GPSS Executive Committee. The Advisory Board shall be composed of the following representatives:

- six undergraduate students appointed by ASUW in accordance with its bylaws
- three graduate students appointed by GPSS in accordance with its bylaws
- a student chair to be elected by the Advisory Board from within its members.
- a technical advisor (nonvoting) appointed by the Director of Transportation Services
- an advisor (nonvoting) appointed by the Vice Provost and Vice President for Student Life

Transportation Services will give the Advisory Board regular briefings during transit contract negotiations and quarterly updates on program finances. The Advisory Board shall be advised of any prospective changes to Program

ATTACHMENT 5

benefits and shall have the opportunity to comment. Additions of services valued at more than 1% of the Program budget or elimination of any program component shall be subject to Advisory Board approval.

Fee Implementation Date

- The Fee and Program shall be implemented beginning with the fall academic quarter of 2011.

Fee Increases

Transportation Services agrees to maintain the Program in line with the above parameters and to make reasonable efforts to control program costs. If an increase of the Fee is necessary to maintain program solvency:

- Transportation Services shall propose the new fee to the Advisory Board by the end of January of each academic year. The Advisory Board shall in turn make its recommendation to the ASUW Board of Directors and GPSS Executive Committee for their consideration. The ASUW Board of Directors and the GPSS Executive Committee have the joint authority to approve the proposed fee following presentation to ASUW and GPSS Senates. Any Fee increase may then be adopted in accordance with the requirements of RCW 28B.15.610.

Termination Conditions

The Fee may be terminated as set forth in RCW 28B.15.610 and the Parties will follow the steps provided below:

- Either the Advisory Board or the ASUW or GPSS Senates may recommend the discontinuation of the Fee. Upon receiving this recommendation, the ASUW Board of Directors, following presentation to ASUW Senate, may approve the termination of the Fee before the end of March of each academic year.
- Upon receiving this recommendation, the GPSS Executive Committee will present it along with their recommendations to the Senate who may approve the termination of the Fee before the end of March of each academic year.
- If termination is approved by both GPSS and ASUW, it must be approved between the beginning of September and the end of March of the same academic year. The Fee will be discontinued effective the next fall quarter.
- If the Fee is discontinued the Program will revert to an “opt out” program at a rate to be established and managed by Transportation Services in consultation with the University Transportation Committee.

Fee Amount

- In the initial quarter, and for the seven following quarters, the amount of the Fee shall be \$76 per academic quarter.

Population

- The population for the Fee shall be all students who pay the Services and Activities Fee.
- Transportation Services may elect to offer 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 Student U-PASS fee.

Other Financial Considerations

- The Faculty/Staff and Student U-PASS programs will 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.
- It is agreed that upon implementation of the Universal Student U-PASS that reserves in Transportation Services' U-PASS Rate Stabilization Fund (the U-PASS fund balance) will be divided between the Faculty/Staff U-PASS program and the Student U-PASS program in proportion to the number of participants in each program.

Madeleine McKenna
President, Associated Students of the University of Washington

Sarah Reyneveld
President, Graduate and Professional Student Senate

Eric Godfrey
Vice Provost and Vice President for Student Life

Josh Kavanagh
Director, Transportation Services

Report of the Student Transportation Task Force

Executive Summary

The Student Transportation Task Force (STT) was created in October 2009 by the ASUW Board of Directors to address the issue of rising U-PASS costs. In the 2008-2009 academic year, the U-PASS increased in price from \$50 to \$99 in response to steep increases in Metro fares and declining program subsidies. This price jump led to the largest decline in student U-PASS participation in the program's 20-year history, and the U-PASS budget shortfall grew to almost \$5 million in fiscal year (FY) 2010. With no end in sight to fare hikes, declining subsidies, and program attrition, STT was charged with finding a means to preserve the affordability and accessibility of sustainable transportation options for students.

STT researched viable alternative funding models that would ensure the U-PASS program's financial solvency. From this research, the Task Force concluded that there are three possible options for the program's future in the short term:

1. The present funding model, would maintain the current U-PASS funding structure.
2. A Universal U-PASS, which would mandate a U-PASS purchase for all UW students.
3. A Universal Transportation Fee, which would levy a baseline transportation fee for all UW students and would keep the U-PASS as an opt-out program.

In order to gauge the level of support for the three proposed options, STT crafted a U-PASS Use and Opinion Survey and distributed it among UW students, faculty, and staff. After analyzing survey results from 14,144 responses, STT has concluded that there is sufficient support for a Universal U-PASS to merit a restructuring of the current U-PASS model. The most popular funding model among respondents was a Universal U-PASS, with 79% approval. Approximately 53% of current non-U-PASS holders supported this option.

The survey results also revealed that students, faculty, and staff support a pay-as-you-go transportation program. While this was not one of the three proposed options, and while this is not technologically feasible at this time, STT recommends that the University pursue further research into the implementation of a pay-as-you-go system with the ORCA card if it becomes technologically feasible.

Based upon our work this year, STT recommends the following:

- **Implement a Universal U-PASS in January 2011.** This recommendation is contingent upon a guaranteed price between \$60-80. This price must also be guaranteed for at least two years.
- **Continue to research the possibility of a pay-as-you-go transportation program.** This option is currently technology unfeasible, but warrants future research and consideration.
- **Continue advocacy efforts to reduce U-PASS costs.** Including efforts to reduce overall Metro rider fare and reduce the City of Seattle's commercial parking tax.

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- **Reinstate the Student Transportation Task Force for the 2010-2011 school year.** Next year, STT will carry out the recommendations of this report, contingent upon approval by the ASUW BOD, Student Senate, and the Board of Regents. Moreover, STT will continue to address students' other transportation concerns.

UW provides access to **EDUCATION** and **EMPLOYMENT** to **60,000** King County residents

Including . . .

159 librarians

808 medical residents

4,059 working graduate students

2,154 research workers

27,785 undergraduate students

7,844 faculty

1,193 computer professionals

416 building trades workers

679 custodians

233 food workers

50 truck drivers

51 gardeners

2,746 nurses



U-PASS directly improves the **LIVE**

Sue Park
Custodian
Shoreline

Sue drives to the Seattle Campus everyday with 8 of her Custodial Services colleagues in a Metro vanpool. "Everyone in my van has a U-PASS. They can take a bus when they don't ride with us."



Kaela Reilly
Freshman
Shoreline

Kaela takes transit everyday for class and will soon be riding the bus to her job as well. "U-PASS makes it a lot more convenient to get places and I don't have to worry about money as much."



Kenneth Nelson
Senior
U-District

"U-PASS gave me an incentive to use the bus system so that I can go to different places with my friends. It gave me that accessibility to get to places that I probably wouldn't go had I not had the U-PASS."



Josef Eckert
Masters Candidate
Ballard

Josef credits U-PASS as one of the deciding factors for coming to UW. "A lot of other graduate programs I looked at didn't offer such a low cost transportation program."



Gordy French
Web Developer & UW alumnus
South Lake Union

Gordy depended on his U-PASS as a student and counted it as an asset when deciding to work at UW. "U-PASS makes it possible for me to live and work in the city and not own a car."



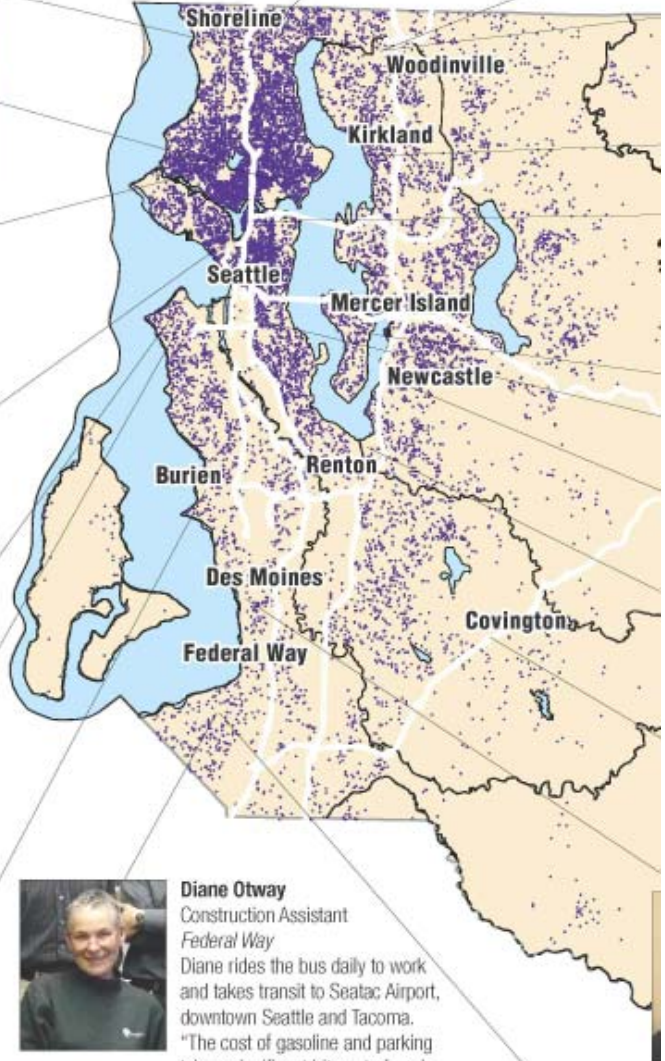
Margo Bergman
Masters Candidate
West Seattle

"I love the freedom of the U-PASS, the flexibility, and how it is accepted on so many forms of transportation. It's made it easy for me to consider going to school and still working."



Nigel Heinsius
Web Developer
West Seattle

Nigel rides his bicycle most days, but puts it on the water taxi or bus when he needs to. "I think of my U-PASS as a 'Get Out of Jail Free' card. I don't use it everyday but I feel good having it with me whenever I go out."



Diane Otway
Construction Assistant
Federal Way

Diane rides the bus daily to work and takes transit to Seatac Airport, downtown Seattle and Tacoma. "The cost of gasoline and parking take a significant bite out of one's budget. I'd much rather spend those monies doing something fun and take the bus."



Susan Swanzy
Clinical Technologist
Burien

"U-PASS makes my long commute worry free by leaving the driving to someone else. I also value the overall benefit to the environment by one less vehicle crowding the roadways and polluting the air."



S of 40,000 King County residents



Derreck Ross

Sophomore
Woodinville
"U-PASS is nice because usually every student has one, so if you and your friends want to run down to Wallingford and grab some Dick's burgers, everyone can ride the bus together."



Janet McDaniel

Program & Internship
Coordinator
Woodinville
"Because I don't worry about traffic and parking, I've taken advantage of using the U-PASS to visit museums, movies, going to theatre festivals, site seeing, downtown shopping and dinner out in different locations. U-PASS has shown me that I don't need my car as much as I thought I did."



Neil Rotta

Senior
Kirkland
"It's security, it's comforting to have it, if you go out with friends and you are out late, it's there."



Anne Taufen Wessells

Assistant Professor
Montlake
U-PASS enables Anne to make the most of her commute to UW Tacoma. "I place significant value on being able to use my commute time productively—to work, to read, and to think. I can't bus commute every day due to child care constraints, but even two days a week is worthwhile for me."



Andrea Sullivan-Clarke

Instructor and PhD Candidate
Mercer Island
"U-PASS means peace of mind. My bus commute is a good time to prepare for that morning class or to come home and make the transition from grad student to mom."



Dennis Tat

Junior
Newcastle
"U-PASS is the best way to get to school. It saves me money and it allows me to explore the area more."



Karin Mellskog

Designer
Mt Baker
"Having a U-PASS means being able to get where I want, when I want. I really appreciate being able to combine light rail and the bus system and make unlimited transfers, if needed."



Reed Keeney

Accounting Manager
Des Moines
"When I was first hired at the University over five years ago I thought it would only be a temporary job because of the 25 mile commute, but U-PASS and express buses allowed me to get to campus in just a few minutes over driving."



Corey Lingenfelter

Sophomore
Renton
"U-PASS is a quick and easy way to get on the bus. I can just flash my card at the bus driver and I don't have to think about it."



Dale Baxmann

Maintenance Supervisor
Covington
Dale bicycles over 20 miles to campus each day and then rides the bus the other way. "Work Life balance is important and U-PASS is a part of that."

■ U-PASS Members
■ Highways

▲ NORTH

David Corrado

Sophomore
Federal Way
"U-PASS is freedom. Riding the bus I can listen to music, chat with friends, do homework, read and not have to worry about the traffic."

U-PASS - It's About Climate Change

"The county will implement aggressive transit, land use and transportation demand strategies, such as commute trip reduction and transit-oriented development, to encourage King County residents to use public transit as an alternative to single occupancy vehicles" – 2007 King County Climate Plan

Commuters at the University of Washington are living the climate goal and we are committed to continuing to improve our performance:

- Almost 80% of commute trips to UW Seattle are made using green transportation options
- UW Seattle commuters emit 7,840 fewer metric tons of CO₂ per year as a direct result of the U-PASS program
- The average UW Seattle commuter emits 30% less CO₂ than the typical commuter in our region

U-PASS - It's About Cultural Change

Since 1991, the U-PASS program has been creating a culture of transit use and low impact commuting. Students and employees are immersed in a community where transit is the most common commute choice and the majority of commuters do not drive alone. U-PASS is fostering the next generation of transit riders and transit supporters tens of thousands of students at a time.

- 83% of students and 59% of faculty and staff are U-PASS members
- 92% of U-PASS members use their U-PASS to ride Metro

"The U-PASS program allows us to educate a large audience regarding their transportation choices and hopefully influence their commute behavior with the ultimate goal of increasing sustainable commuting in our region." - Joni Earl, Chief Executive Officer, Sound Transit

"If I did not have a U-PASS I probably would not be comfortable taking the bus at all anywhere. I had never taken the bus before. I am a lot more comfortable taking the bus now." - Neil Rotta, Senior, Political Science & Latin American Studies

"As a result of ten years with a U-PASS, I became accustomed to taking mass transit every day. As an alumnus, I now take the bus or walk to work each day, even though I no longer have a U-PASS." - Erin Lennon, Seattle attorney, UW Alumnus 2002, 2008, and former employee

U-PASS - It's About the Whole Community

"Vital to the general success of the University Area's transportation system has been the 'U-PASS' program. . . . [T]he continued success and influence of the U-PASS program will be critical to offering real transportation choice and effective congestion management in the University Area well into the future." - City of Seattle University Area Transportation Action Strategy

U-PASS has had a tangible impact on the traffic volumes in the University District and on campus. Despite a 28% increase in the campus population since the creation of U-PASS, there were fewer vehicle trips to campus per day in 2009 than in any of the previous 27 years.

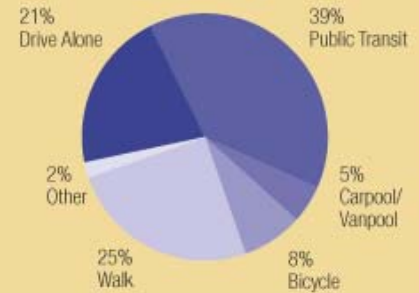
U-PASS - It's About Leadership

"There are only a handful of institutions in the US that have the breadth of program and documented success in managing travel demand that has been achieved at the University of Washington through its U-PASS program" - Peter Valk, President Transportation Management Services

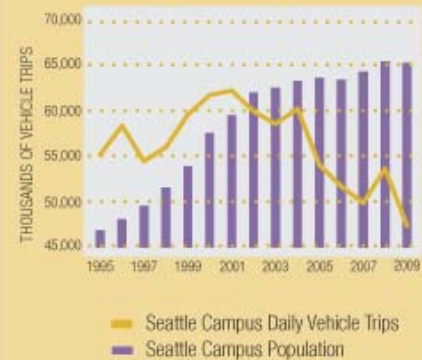
The University of Washington was recently awarded the international Association for Commuter Transportation's (ACT) prestigious Leadership Award for the U-PASS program's outstanding contributions to the field of Transportation Demand Management. King County and the Bellevue Downtown Association also received awards from ACT this year. Reflecting on this accomplishment, King County Metro General Manager Kevin Desmond said "these three awards show that our region continues to be a leader in providing innovative, multi-modal options for commuters."

We know that the future demands a world where there is greater use of transit and other forms of lower carbon transportation. With U-PASS we have been leading the way, and together we can maintain our position at the forefront of the nation.

Commute Trips to UW Seattle



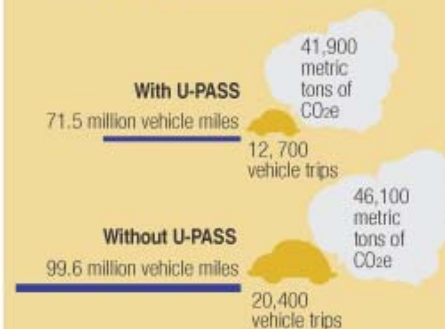
Reduction in Daily Vehicle Trips to Campus



The U-PASS Transit Impact

- U-PASS members took **11.5 million trips** on King County Metro in 2008, accounting for 9.6% of all King County Metro trips.
- Without U-PASS University commuters would take at least **9,600 fewer transit trips** per day

The U-PASS Difference



Universal U-PASS

Madeleine McKenna, ASUW President
Sarah Reyneveld, GPSS President

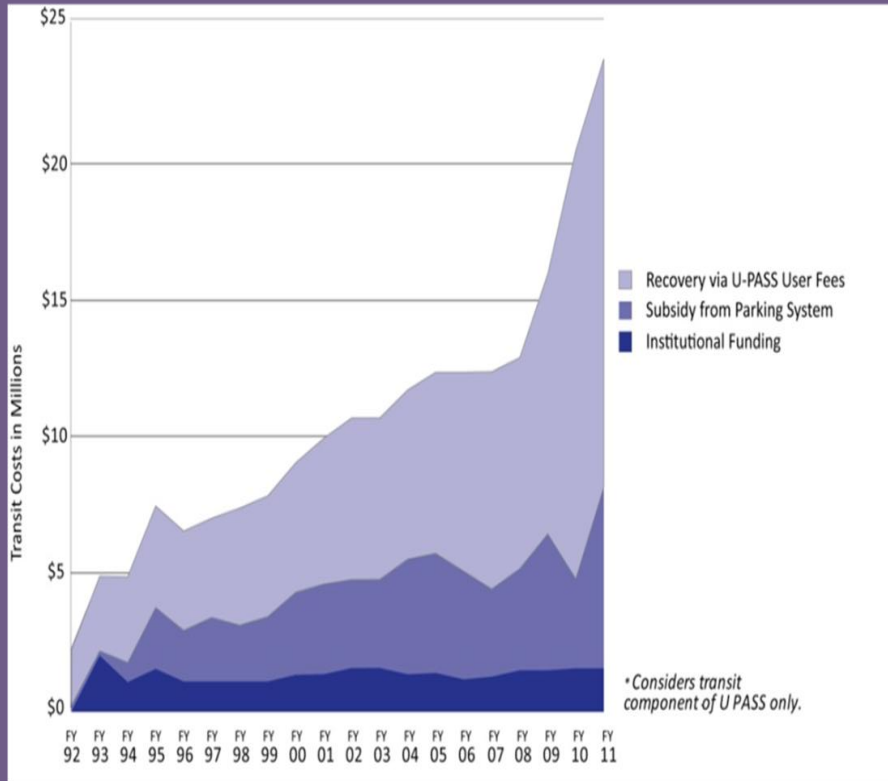


Importance of the U-PASS

- The U-PASS has provided affordable mass transit choices to UW students, faculty, and staff for 20 years, including:
 - Bus service in King, Snohomish, and Pierce Counties
 - Access to Sounder commuter rail, Link Lightrail, NightRide shuttle service
 - Support for walking and biking infrastructure
- As a result of the U-PASS:
 - 79% of commute trips to campus are made without a personal vehicle
 - UW has a 30% lower CO2 emission rate than the regional average



Pressures on the U-PASS



- A combination of factors has led to drastic increases in U-PASS cost, mainly:
 - Rise in fare rates for mass transit
 - Increase in trips taken by U-PASS holders
 - Higher local parking taxes
- In response to this pressure, the U-PASS cost was increased from \$49 a quarter to \$99 a quarter in 2009.

Student Transportation Taskforce

- In response to these pressures, ASUW created the Student Transportation Taskforce (STT), comprising undergraduate and graduate students, to explore possible solutions.
- The taskforce worked with UW Transportation Services to develop three viable options for the future of the program:
 - Maintaining the current funding model
 - A Universal Transportation Fee
 - Moving to a Universal U-PASS
- STT solicited feedback on the proposed options through a campus-wide survey, focus groups, and town halls



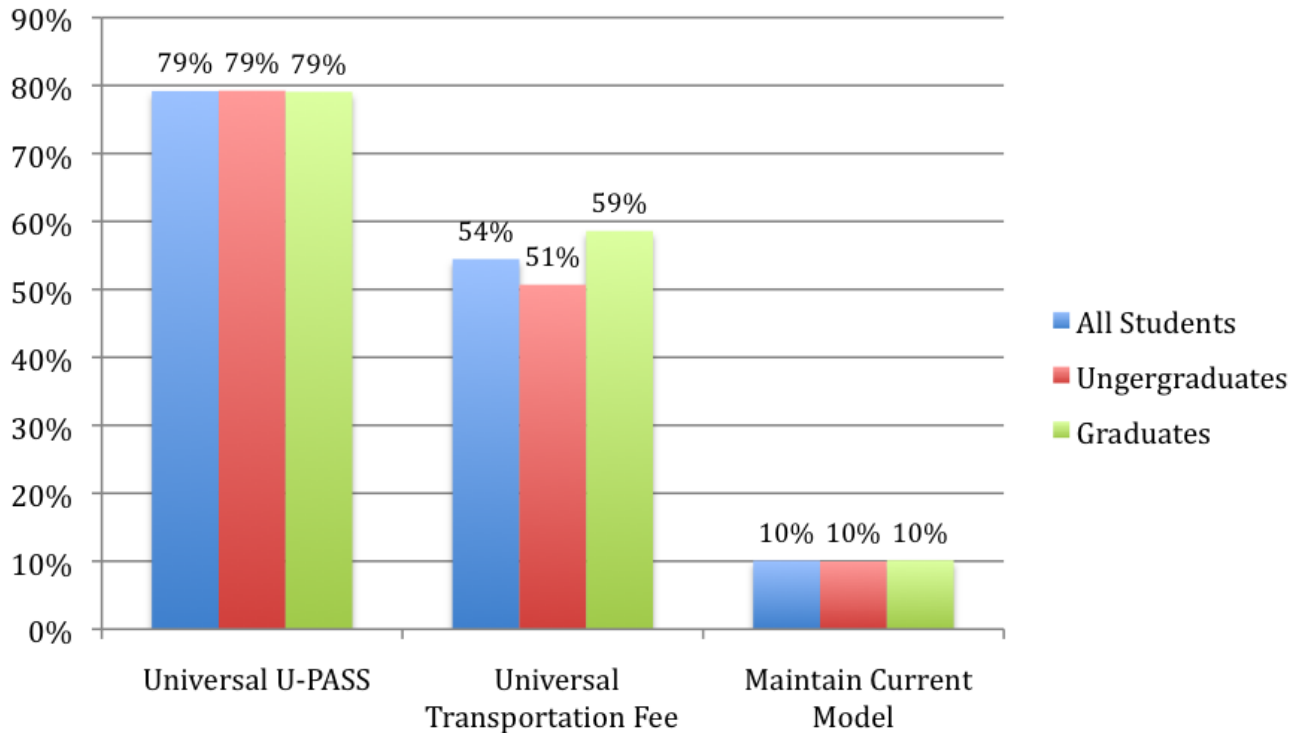
Survey Population

- To gather campus opinion, STT conducted an extensive survey of UW students, employees, and faculty; resulting in:
 - 6,725 student responses (17.5%)
 - 3,573 Undergraduates
 - 2,086 Graduate students
 - 5,828 staff responses
 - 1,591 staff responses
- 79% of the UW student body are U-PASS holders, 75% of student survey respondents were U-PASS holders.



Survey Results

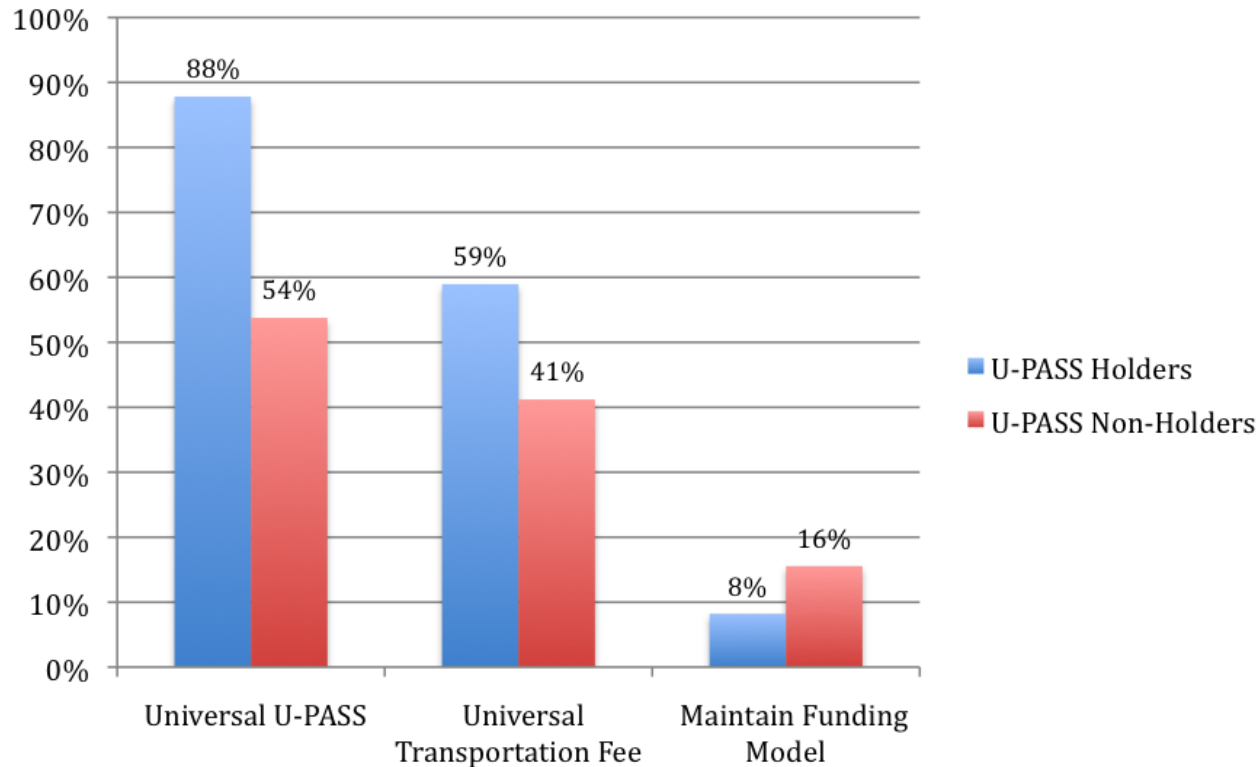
Student Support for Proposed U-PASS Options



GPS

Survey Results Cont.

Student Support for Proposed U-PASS Models
U-PASS Holders vs. U-PASS Non-Holders



Survey Conclusions

- A clear majority of those surveyed preferred the Universal U-PASS
- Even the majority of non-U-PASS holders surveyed support moving to a Universal U-PASS
- The current funding model was overwhelmingly rejected
- STT recommended a Universal U-PASS between \$60-80, locked in for 2 years



Subsequent Student Action

- Citing the survey results as student opinion, the ASUW Senate and GPSS passed resolutions requesting the creation of a Universal U-PASS program
- Both the ASUW Board of Directors and the GPSS Executive Committee also passed legislation supporting the establishment of a Universal U-PASS



Administrative Policy Statement

- Lays out new path for the creation of a student fee under the RCW for voluntary student fees
- Establishes a democratic process for the imposition of new student fees, yet also provides checks and balances to prevent unnecessary or unwanted fees in the future



Memorandum of Understanding

- \$76/quarter for the Universal U-PASS
- Price will be locked in for two years
- Students gain control over fee increases and reserve the right to terminate the fee



Conclusion

- Considering the STT survey establishing strong student support for the Universal U-PASS,
- Acknowledging the legislation of the ASUW and GPSS Boards of Directors and Senates,
- And understanding the pressing need to save the embattled U-PASS program,
- We therefore request that the Board of Regents create a mandatory student fee to establish a Universal U-PASS Program

