

A light blue line-art map of the University of British Columbia campus is visible in the background, showing various streets, buildings, and landmarks.

UBC Transportation Plan

April 2013 Public Consultation Summary

April 29, 2013

campus + **community** planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

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1. Executive Summary

This report provides a summary of what we heard during the March 25th to April 8th 2013, public consultation on the development of UBC's Transportation Plan. Background information on the development of the plan, information on the consultation process, public and stakeholder engagement and notification, as well as detailed results of public consultation are presented in the sections that follow.

Campus + Community Planning (C+CP) provided notification of this public consultation opportunity to **over 58,500** contacts through advertising and outreach activities. **103** campus stakeholders representing **82** groups also received notification of the public consultation process. As a result of our outreach activities, we had:

- A total of **56** people who attended one of four Public Open Houses held April 3rd and 4th 2013 (See Section 5.1 for a more detailed description of open house locations and times)
- **87** unique page views to the Transportation Plan Public Consultation pages on the C+CP website

Consultation participation numbers were as follows:

- **87** questionnaires were taken (**31** online and **56** in-person)
- **1** letter submission was received

1.1 Summary of Consultation Feedback

When it comes to cycling on campus, respondents were generally in support of existing bike lockers and storage facilities on campus (11%), and were also in support of existing dedicated bike lanes/painted cycle lanes on campus (8%). In terms of improving cycling on campus, participants were in support of more designated bike lanes to separate cyclists from pedestrians (14%), particularly along East Mall (6%) and Wesbrook Mall (5%). More specifically, there was support for identifying separated bike lanes more clearly by painting all of them green (6%) on campus. Respondents also expressed support for more covered bike storage for rain protection (8%), support for more secure storage facilities (7%) and support for introducing a bike share program on campus (7%).

When it comes to walking on campus, respondents were in support of vehicle restricted roads and pathways for cyclists and pedestrians (8%). Overall, respondents also expressed general support for pedestrian improvements on campus (8%), particularly the criss-crossing paths (6%) along Main Mall, for example.

In terms of public transit on campus, respondents were generally in support of existing public transit (7%), including the current locations of bus loops on campus (5%). Support for a subway system to UBC was expressed (14%). The addition of more shelters at the diesel bus loop was also supported (5%).

When it comes to driving on campus, respondents were in support of limiting vehicle access on campus (8%) and deterring vehicle access by reducing parking spaces (6%) and further increasing parking fees

(6%). Conversely, some respondents expressed concern that current parking rates on campus are unfair and that they should be reduced (5%).

No responses over 5% were received on matters of accessibility, circulation, access and other issues on campus.

Percentages above are based on different questions and are calculated over 87, the total number of respondents. Detailed questionnaire results, demographics, participation and notification numbers are provided in Sections 4, 6 and 8 of this report.

2. Background

UBC is dedicated to promoting sustainable transportation options for the university community. Over the past decade, UBC has been successful in improving the transportation system for trips to and from campus, and is now turning its attention to on-campus transportation.

UBC is undertaking a planning process to develop a Transportation Plan that will build on transportation plans and policies that currently reside in a variety of existing UBC plans (e.g. *Land Use Plan*, *Vancouver Campus Plan*.)

The Transportation Plan will not alter the transportation policies in UBC's existing plans but will bring them together into one comprehensive document, replacing the 1999 and 2005 *UBC Strategic Transportation Plan*. The plan will focus on on-campus trips and will look at cycling, walking, public transit, driving, accessibility, circulation, and service and emergency vehicle access.

2.1 From a Commuter Campus to a Community Campus

Historically, UBC has been a commuter campus given its unique geographic location and the high volume of people needing to travel daily to campus from across the region.

In 1997, 77% of all trips to campus were made by car, and public transit accounted for only 18% of daily trips to and from campus. As of 2012, car trips to campus decreased significantly to 42% of all trips, with public transit accounting for 55%, over 75,000 trips per day.

This progress was the result of a number of transportation initiatives at UBC, which include:

- improving the supply and frequency of public transit
- introducing U-Pass as a universal mandatory transit pass for all students
- reducing vehicle parking spaces and increasing parking costs
- installing new cycling infrastructure, such as secure bike parking and end-of-trip facilities
- creating campus community shuttle bus routes for TransLink's shuttle service
- offering car-share options across campus.

With planned growth of student and staff/faculty residences, campus neighbourhoods with services and other amenities, and an increasing number of faculty, staff and visitors moving about campus every day,

UBC recognizes the importance of enhancing accessibility and circulation for all modes of transportation on campus.

3. Public Consultation Process

Public consultation is integral to ensuring that a new Transportation Plan will meet the needs of the campus community. The public was offered both online and in-person opportunities to provide an early identification on issues and opportunities as they relate to on-campus transportation. The feedback from this first phase of public consultation will help inform UBC's gap analysis of existing transportation policies and plans. The development of a new Transportation Plan will aim to address the policy and plan gaps that were identified in consultation with the campus community, in order to improve on-campus transportation.

3.1 Consultation Timeline

Phase I:

Opportunities for public input on on-campus circulation, including transit, cycling, walking, driving, accessibility, circulation, access, and other issues:

March 25th, 2013 to April 8th 2013– online consultation and four public open houses held on April 3rd and 4th, as follows:

Wednesday, April 3, 2013

- 11:00am – 1:00pm in the SUB Ballroom, 6138 Student Union Boulevard, 2nd floor
- 5:00pm – 7:00pm at MBA House, 3385 Wesbrook Mall

Thursday, April 4, 2013

- 11:00am – 1:00pm at Marine Drive Residence, 2205 Lower Mall
- 5:00pm – 7:00pm at Acadia Commons Block, 2707 Tennis Crescent

Phase II and III:

A second and third phase of public consultation are expected to take place in Fall 2013 and Spring 2014.

4. Public Notification and Stakeholder Engagement

C+CP provided notification of the March 25th to April 8th consultation period to over **58,500 contacts** through advertising, e-mail and outreach to stakeholders.

4.1 Stakeholder Engagement

An engagement strategy was designed to identify key stakeholders and to establish the most effective avenues to (a) deliver the information about the consultation to a broad audience and (b) provide communication tools to assist with information distribution to their networks. Key stakeholders include students, campus residents, faculty, staff, alumni and student residences.

Notification was provided to **103 campus stakeholders**, representing students, residents, faculty, staff, SHHS, campus volunteers and UBC faculties and departments (see Appendix III for the full stakeholder notification list). The communication included a copy of the newspaper ad, sample tweets, and a link to the Campus + Community Planning website they could post to direct people to more information. Stakeholders were encouraged to share the information with their networks.

4.2 Notification

C+CP provided notification of the March 25th to April 8th public consultation period to over **58,500** contacts through advertising, email, in-person meetings and stakeholder outreach.

Notification was provided through the following print advertisements and online channels:

- The Ubyyssey on March 18th and 25th (circ 12,000 x 2)
- The Campus Resident on March 18th (circ 10,650)
- C+CP e-newsletter on March 20th (circ 2,060)
- UNA e-newsletter on March 15th, 22nd, 28th and April 4th (circ 2,100 x 4)
- The C+CP event calendar (120 unique page views)
- Campus digital signage from March 18th to April 8th (12,000 impressions)
- Transportation Plan Public Consultation pages on C+CP website (87 unique page views)
- Posts to C+CP Twitter and UTown@UBC Twitter accounts throughout the public consultation period (over 1150 followers)
- Emails to campus stakeholders on March 21 (103 stakeholders).

5. Public Consultation

Public consultation included online consultation from March 25th to April 8th, and four Public Open Houses held on April 3rd and 4th. During this phase:

- **87** questionnaires were taken (**31** online and **56** in-person)

Copies of the information presented at the Public Open Houses (display boards) and on the C+CP website (same content as display boards), as well as the questionnaire are provided in Appendix II.

5.1 Public Open Houses

Four Public Open Houses were held on April 3rd and 4th as follows:

Wednesday, April 3, 2013

- 11:00am – 1:00pm in the SUB Ballroom, 6138 Student Union Boulevard, 2nd floor
- 5:00pm – 7:00pm at MBA House, 3385 Wesbrook Mall

Thursday, April 4, 2013

- 11:00am – 1:00pm at Marine Drive Residence, 2205 Lower Mall
- 5:00pm – 7:00pm at Acadia Commons Block, 2707 Tennis Crescent

Transportation Planning staff from UBC were on hand to answer questions about the Transportation Plan and on-campus circulation for the duration of the events.

A series of 11 display boards were distributed around the room with information on the background and overview of the proposed Transportation Plan; UBC's existing plans containing transportation policies, and; concrete examples of how UBC's existing transportation policies have been translated into recently completed projects to improve on-campus transportation, for the following: cycling, walking, driving, public transit, accessibility and circulation, access and other issues.

Attendees were invited to participate in an interactive feedback exercise by posting their thoughts about what UBC should keep doing and what improvements could be made to on-campus transportation in all six of the aforementioned categories (see Appendix IV Public Open House Interactive Feedback Exercise.) To facilitate this feedback exercise, 6 additional large display boards were distributed around the room and placed beside display boards containing information on UBC's existing transportation policies and objectives for all modes of on-campus transportation, including cycling, walking, driving, public transit, accessibility and circulation, access and other issues.

A total of **56** people attended one of the four Public Open Houses.

5.2 Online Consultation

As part of the online consultation, the C+CP website provided the same information as was available at the Public Open Houses on April 3rd and 4th. The web content was posted to the C+CP website on March 25th, and the link to the online questionnaire was also posted to the Public Consultation page on March

25th. The online questionnaire included links to the relevant supporting information on the Campus + Community Planning website. The online questionnaire included the same set of questions as those asked at the public open house.

The public was invited to take the questionnaire and provide input until April 8th.

6. Detailed Questionnaire Feedback

Below is the detailed feedback received in the 12 questions in the questionnaire. Note that only comments reaching 5% are represented in the tables below. Each question has been calculated out of 87, the total number of participants.

A. Cycling on campus

Question 1. When it comes to cycling on campus, what should we keep doing and why?

Comments	No of references	Percentage
Support for existing safe bike parking/storage/lockers/racks on campus	10	11%
Support for existing dedicated bike lanes/painted cycle lanes on campus	7	8%

Question 2. When it comes to cycling on campus, what could we do differently and why?

Comments	No of references	Percentage
Support for more designated bike lanes and areas on campus (i.e.: separating cyclists + peds.)	12	14%
Support for more covered bike storage for rain protection on campus	7	8%
Support for more secure storage facilities on campus	6	7%
Support for bike share program	6	7%
Support for more continuous dedicated bikes lanes on East Mall (e.g.: southbound side of East Mall, south of Stadium Rd. to address conflicts at intersection of East Mall)	5	6%
Support for painting dedicated bike lanes green on campus	5	6%
Support for more continuous dedicated bikes lanes on Wesbrook Mall (e.g.: between Ublvd. and Agronomy).	4	5%

B. Walking on campus

Question 1. When it comes to walking on campus, what should we keep doing and why?

Comments	No of references	Percentage
Support for transforming roads to vehicle restricted cyclist and pedestrian pathways and green space (e.g.: Main Mall, Agricultural Rd.)	7	8%
General support for pedestrian improvements on campus	7	8%
Support for criss-cross paths (e.g.: Main Mall)	5	6%

Question 2. When it comes to walking on campus, what could we do differently and why?

None of the feedback for this question reached the 5% threshold.

C. Driving on campus

Question 1. When it comes to driving on campus, what should we keep doing and why?

Comments	No of references	Percentage
Support for limiting vehicle access on campus	7	8%
Support for reducing parking spaces on campus	5	6%
Support for increasing parking fees on campus	4	5%

Question 2. When it comes to driving on campus, what could we do differently and why?

Comments	No of references	Percentage
Support for increasing parking fees on campus	5	6%
Concern that current parking rates are unfair and that they should be reduced	4	5%

D. Public transit on campus

Question 1. When it comes to public transit on campus, what should we keep doing and why?

Comments	No of references	Percentage
General support for existing public transit on campus	6	7%
Support for current locations of bus loops	4	5%

Question 2. When it comes to public transit on campus, what could we do differently and why?

Comments	No of references	Percentage
Support for subway system to UBC	12	14%
Support for more bus shelters at diesel bus loop	4	5%

E. Accessibility on campus

Question 1. When it comes to accessibility on campus, what should we keep doing and why?

None of the feedback for this question reached the 5% threshold.

Question 2. When it comes to accessibility on campus, what could we do differently and why?

None of the feedback for this question reached the 5% threshold.

F. Circulation and other issues on campus

Question 1. When it comes to circulation and other issues on campus, what should we keep doing and why?

None of the feedback for this question reached the 5% threshold.

Question 2. When it comes to circulation and other issues on campus, what could we do differently and why?

None of the feedback for this question reached the 5% threshold.

7. Written Submissions

One letter submission from a Hampton Place resident was received during the public consultation period expressing concern regarding increased development at UBC, noise, traffic and safety for pedestrians, cyclists and motorists along West 16th Ave., particularly at the Wesbrook Mall and West 16th roundabout and at the planned roundabout for East Mall and West 16th.

8. Participant Demographics

Participant demographics are calculated over 87, the total number of participants, with the exception of the third question pertaining to primary modes of transportation on campus, which was calculated over 106 due to the format of the in-person feedback exercise, which allowed participants at the Open Houses to provide more than one answer to this question.

What is your primary affiliation with UBC?	Count	Percentage
Student	46	53%
UBC resident	17	19%
Staff	15	17%
Faculty	6	7%

Other, please specify...	2	2%
No direct association	1	1%

Where do you live?	Count	Percentage
Off campus, please specify where...	42	48%
On campus, please specify where...	31	36%

From the 31 'On campus, please specify where...' responses, of the total number of participants:

- 8% (7) were from Wesbrook Place
- 7% (6) were from Acadia Park
- 6% (5) were from Hawthorne Place

From the 42 'Off campus, please specify where...' responses, of the total number of participants:

- 32% (28) were from Vancouver
- 5% (4) were from North Vancouver
- 5% (4) were from Burnaby

The percentages were calculated over 106 responses because some participants at the Open Houses identified more than one mode of transportation during the in-person feedback exercises.

What is your primary mode of transportation on campus?	Count	Percentage
Walking	42	42%
Public Transit	25	24%
Cycling	22	21%
Driving	8	7%
Other, please specify...	4	6%

9. Next Steps

UBC will be working on the development of a new Transportation Plan this year, with input from the campus community. In Summer 2013, UBC will be doing a comprehensive gap analysis of existing transportation policies and plans and will also use the feedback from this public consultation to inform its analysis.

A second phase of public consultation will take place in Fall 2013 and will be widely advertised.

10. Appendices

10.1 Appendix I: Public Open House Display Boards (Attachment)

10.2 Appendix II: Questionnaire (Attachment)

10.3 Appendix III: Stakeholder Notification List

	Stakeholder Notification List
1	AMS Clubs, Undergraduate Societies and Resource Groups (Broadcast Message)
2	AMS Council (2)
3	Arts Undergraduate Society
4	Association of Administrative and Professional Staff (2)
5	Centre for Student Involvement
6	College for Interdisciplinary Studies
7	College of Health Disciplines
8	Commerce Undergraduate Society
9	Committee of Faculty Business Administrators (CFBA)
10	CUPE 116 (2)
11	CUPE 2278: UBC Teaching Assistants, Markers, Tutors, Instructors and English Language Inst. (2)
12	CUPE 2950: Canadian Union of Public Employees (2)
13	Dental Undergraduate Society
14	Education Students' Association
15	Engineering Undergraduate Society
16	Enrolment Services
17	Enrolment Services Committee
18	Enrolment Services Staff
19	Faculty Association (2)
20	Faculty of Dentistry (2)
21	Faculty of Education (2)
22	Faculty of Forestry
23	Faculty of Land and Food Systems
24	Faculty of Law
25	Faculty of Medicine
26	Faculty of Pharmaceutical Sciences
27	First Nations House of Learning
28	Forestry Undergraduate Society
29	Green College
30	GSS Council (3)
31	Interfraternity Council
32	International House
33	International Student Association
34	Kinesiology Undergraduate Society
35	Land and Food Systems Undergraduate Society
36	Law Students Society
37	Library and Archival Studies Student Association
38	Medical Undergraduate Society
39	Music Undergraduate Society
40	Nursing Undergraduate Society
41	Panhellenic Council
42	Pharmacy Undergraduate Society
43	Planning Students Association
44	Regent College (3)
45	Residence Hall Association
46	Sauder School of Business (2)
47	School of Architecture and Landscape Architecture

48	School of Audiology and Speech Sciences
49	School of Community & Regional Planning
50	School of Journalism (2)
51	School of Kinesiology (2)
52	School of Library, Archival and Information Systems
53	School of Music
54	School of Nursing
55	School of Population and Public Health
56	School of Social Work
57	Science Undergraduate Society
58	St. Marks
59	Student Association of the UBC School of Social Work (2)
60	Student Communications Services
61	Student Development Committee
62	Student Housing and Hospitality Services (2)
63	System Network Administrators Group (SNAG)
64	The Vancouver School of Theology
65	TRIUMF
66	UBC Association of Professors Emeriti (2)
67	UBC Athletics and Recreation
68	UBC Bike Co-op
69	UBC Botanical Garden
70	UBC Faculty of Applied Science (2)
71	UBC Faculty of Arts (2)
72	UBC Faculty of Graduate Studies (2)
73	UBC Faculty of Science
74	UBC Farm
75	UBC Museum of Anthropology
76	UBC Theatre Department
77	UHill Elementary School PAC
78	UHill Secondary School
79	UHill Secondary School PAC
80	University Neighbourhoods Association
81	Vancouver School of Theology
82	Wesbrook Village

10.4 Appendix IV Public Open House Interactive Feedback Exercise

