



UBC Transportation Plan

November 2013 Public Consultation Summary –Phase II

December 6, 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 Phase II of public consultation on the development of UBC's Transportation Plan, between November 13th and 27th 2013. 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 56,800** 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 **78** people who attended one of two Public Open Houses held on November 14th 2013 (See Section 5.1 for a more detailed description of open house locations and times)
- **142** unique page views to the Transportation Plan Public Consultation Phase II pages on the C+CP website

Consultation participation numbers were as follows:

- **59** questionnaires were taken (**42** online and **17** in-person)
- **3** letter submissions were received

1.1 Summary of Consultation Feedback

When it comes to public transit on campus, respondents were largely in support of a rapid transit to UBC (24%). Support for improving the transit network, particularly on campus was also expressed (10%), including support for more frequent on-campus shuttle service (8%), and support for increased public transit capacity (7%). Overall, there is general support for the proposed transportation policy directions when it comes to public transit on campus (7%).

In terms of walking on campus, respondents were in support of walkways on campus (10%), particularly in terms of converting roads to pedestrian pathways (5%), and creating a pedestrian-friendly campus (5%). Respondents also expressed particular support for more improvements to lighting along pedestrian pathways (10%). Concerns regarding the size of campus, and issues around having to walk long distances between buildings were also expressed (7%). Overall, respondents also expressed general support for more east-west connections for pedestrians on campus (5%).

A number of concerns were expressed regarding West 16th Ave, including concerns regarding the lack of safe pedestrian crossings along West 16th (5%), concerns regarding the speed of traffic on West 16th (5%), and concerns that motorists do not stop for pedestrians at crossings along West 16th (5%). We also heard support for installing pedestrian-controlled red traffic lights at the roundabout on West 16th and Wesbrook Mall (5%).

With regards to cycling on campus, respondents expressed support for separate pedestrian and cyclist infrastructure, such as separate bike paths (10%). General support for exploring the idea of a bike share program on campus was also expressed (7%). Respondents were also in support of the proposed slow/considerate cycling signage in pedestrian priority zones (7%).

When it comes to driving on campus, respondents were in support of expanding parking for car share programs on campus (8%), and for significantly limiting driving on campus (5%).

In terms of accessibility on campus, general support for the proposed transportation policy directions relating to accessibility was expressed (12%).

Percentages above are calculated over 59, 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 developing a Transportation Plan that will update the 2005 UBC *Strategic Transportation Plan*, consolidate existing transportation policies for the campus, and address circulation and access for movement on campus. UBC's Transportation Plan will bring together existing transportation policies and objectives that reside in a variety of UBC plans (e.g. *Land Use Plan*, *Vancouver Campus Plan*, 2005 UBC *Strategic Transportation Plan*).

The Transportation Plan will not alter the transportation policies in UBC's existing plans but will bring them together into one comprehensive document. 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 UBC's Transportation Statistics at a Glance

Over the past decade, UBC has been successful in changing transportation behaviours for trips to and from campus.

Below are some highlights of UBC's successes in sustainable transportation between 1997 and 2012:

- Transit trips have quadrupled from 19,000 trips per weekday in Fall 1997 to 75,600 in Fall 2012. More trips are made to and from UBC by transit than by all other modes combined. After the implementation of the U-Pass, bicycle and pedestrians trips have also dropped to, and remained at approximately two-thirds of the numbers in years prior to the implementation of the U-Pass Program.

- Single-passenger car trips have decreased. Since 1997, the number of daily single-passenger car trips has decreased 15%, despite a 51% increase in the daytime population on campus. The total number of single-passenger car trips in Fall 2012 represents 7,000 fewer trips per day, than in Fall 1997.
- Carpool and vanpool trips have steadily decreased since 1997. In Fall 2012, carpool and vanpool trips were slightly more than half the number in Fall 1997. The 16,700 fewer carpool trips in Fall 2012 represent 7,100 fewer automobiles travelling to and from UBC each day.

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 improving how we get around on campus for all modes of transportation on campus, while promoting sustainable transportation options for the university community.

3. Public Consultation Process

Public consultation is integral to ensuring that UBC's Transportation Plan will meet the needs of the campus community. During Phase I of public consultation in April 2013, 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 helped identify opportunities to better address how we get around on campus, whether by foot, on wheels, or by public transit.

This second phase of public consultation also offered the public online and in-person opportunities to get an overview of where we are in the process, learn about what gaps and opportunities have been identified, and comment on proposed policy directions to improve transportation on campus.

3.1 Consultation Timeline

Phase I:

A first phase of public consultation took place in April 2013, and presented the public with opportunities to provide input on on-campus circulation, including transit, cycling, walking, driving, accessibility, circulation, access, and other issues.

Phase II:

A second phase of public consultation (current phase) provided the public with the opportunity to get an overview of where we are in the plan development process, learn about what gaps and opportunities have been identified, and comment on proposed policy directions to improve transportation on campus.

Online consultation took place from November 13th – 27th, 2013, and two public open houses were held on November 14th. The open houses were as follows:

- 10:30am – 1:30pm in the SUB Foyer, 6138 Student Union Boulevard

- 4:00pm – 7:00pm at MBA House, 3385 Wesbrook Mall

Phase III:

A third phase of public consultation is expected to take place in Spring 2014, to present the draft Transportation Plan to the campus community.

4. Public Notification and Stakeholder Engagement

C+CP provided notification of the November 13th to 27th consultation period to over **56,800 contacts** through advertising, e-mail, online, and outreach to stakeholders.

4.1 Stakeholder Engagement

A stakeholder 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 students living in residence.

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 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 November 13th to 27th public consultation period to over **56,800** contacts through advertising, email, in-person meetings and stakeholder outreach.

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

- The Ubyyssey on November 4th and 7th (circ 12,000 x 2)
- The Campus Resident on November 18th (circ 10,650)
- UNA e-newsletter on November 7th, 14nd, and 21th (circ 2,100 x 4)
- The C+CP event calendar (39 unique page views)
- Campus digital signage from November 13th to 27th (12,000 impressions)

- Transportation Plan Public Consultation Phase II pages on C+CP website (142 unique page views)
- Posts to C+CP Twitter and UTown@UBC Twitter accounts throughout the public consultation period (over 1500 followers)
- Emails to campus stakeholders on November 7th and 8th (103 stakeholders)

5. Public Consultation

Public consultation included online consultation from November 13th to 27th, and two Public Open Houses held on November 14th. During this phase:

- **59** questionnaires were taken (**42** online and **17** 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 I and II.

5.1 Public Open Houses

Two Public Open Houses were held on November 14th:

- 10:30am – 1:30pm in the SUB Foyer, 6138 Student Union Boulevard
- 4:00pm – 7:00pm at MBA House, 3385 Wesbrook Mall

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 10 display boards were distributed around the room with information on the background and overview of the proposed Transportation Plan; what we heard from Phase 1 of public consultation on issues and opportunities to improve on-campus transportation; proposed policy directions to improve transportation on campus whether by foot, on wheels or by public transit, and; recent transportation related projects on campus.

Participants were invited to share their thoughts about the proposed policy directions, and their ideas on how to make on-campus transportation even better, by completing a feedback form in person or online.

A total of **78** people attended one of the two 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 November 14th. The web content was posted to the C+CP website on November 13th, and the link to the online questionnaire was also posted to the Public Consultation page

on November 13th. 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 November 27th.

6. Detailed Questionnaire Feedback

Below is the detailed feedback received from the 6 questions in the questionnaires. Note that only comments with occurrences over 5% (heard 3 or more times) are represented in the tables below. All data presented below is calculated out of a total of 59 responses received.

A. Walking on campus

Question 1. What are your thoughts on the proposed transportation policy directions when it comes to walking on campus?

Comments	No of references	Percentage
Support for walkways on campus	6	10%
Support for improved lighting along pedestrian pathways (e.g.: especially for early morning and night-time along main pathways to bus loops)	6	10%
Concern that the campus is too large to walk (e.g.: distance between buildings)	4	7%
Support for converting roads to pedestrian walkways	3	5%
Support for pedestrian friendly/priority campus	3	5%
Support for more east-west connections for pedestrians	3	5%
General concern regarding lack of safe pedestrian crossings along W 16th	3	5%
Concern that drivers do not stop for pedestrians at crossings along W 16th	3	5%
Concern regarding speed of traffic on W 16th	3	5%
Concern that vehicles drive too fast on West 16th Ave. between East Mall and Wesbrook Mall	3	5%
Support for installing pedestrian-controlled red traffic lights at the roundabout at W 16th and Wesbrook Mall	3	5%

B. Cycling on campus

Question 2. What are your thoughts on the proposed transportation policy directions when it comes to cycling on campus?

Comments	No of references	Percentage
Support for separate pedestrian and cyclist infrastructure (e.g.: separate bike paths)	6	10%
Support for exploring the idea of a campus bike share program	4	7%
Support for the proposed slow/considerate cycling signage on the greenways/wide walkways (i.e.: proposed locations in the academic core)	4	7%
Support for painting bike lanes or separating them from cars on campus roads	3	5%
Support for more end-of-trip facilities on campus (e.g.: lockers and showers, since many buildings on campus are in lack of them)	3	5%
Support for existing safe bike parking on campus	3	5%

C. Driving on campus

Question 3. What are your thoughts on the proposed transportation policy directions when it comes to driving on campus?

Comments	No of references	Percentage
Support for expansion of car-share parking on campus (e.g.: Car2Go, Modo, Zipcar)	5	8%
Support for limiting/significantly reducing driving on campus	3	5%
Support for making speed limit 30 km/h on W16th Ave (in front of U-Hill secondary school)	3	5%
Support for more unloading / loading zones for access into buildings (e.g.: 15 min stopping)	3	5%

D. Public transit on campus

Question 4. What are your thoughts on the proposed transportation policy directions when it comes to public transit on campus?

Comments	No of references	Percentage
Support for rapid transit to UBC (including suggestions to lobby the provincial government for UBC line)	14	24%

Support for improving transit network, specifically on campus	6	10%
Support for more frequent on-campus shuttle service/at night/C20 or C22 specifically mentioned	5	8%
General support for the proposed transportation policy directions of public transit on campus	4	7%
General support/suggestions for increased public transit capacity	4	7%
General suggestions regarding the location/need for permanent location of the diesel bus loop	3	5%
Support for more on-campus shuttle routes/stops	3	5%
Concern about specific transit needs/growing transit needs for Wesbrook Place	3	5%

E. Accessibility on campus

Question 5. What are your thoughts on the proposed transportation policy directions when it comes to accessibility on campus?

Comments	No of references	Percentage
General support for proposed transportation policy directions when it comes to accessibility on campus	7	12%

F. Circulation and other issues on campus

Question 6. What are your thoughts on the proposed transportation policy directions when it comes to circulation and other issues on campus?

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

7. Written Submissions

Three letter submissions were received during the public consultation period.

The first letter expressed support for improved East-West pedestrian connections and overall support for more linkages between all neighbourhoods and key destinations on campus. In terms of cycling on campus, support for exploring the idea of a bike share program, and for slow cycling signage in pedestrian priority zones was expressed. Particular support for expanding this signage to campus neighbourhoods was also received. In terms of driving on campus, the letter expressed support for working on parking impacts to campus neighbourhoods during special events, with a particular request to explicitly reference avoiding impacts to neighbourhood parking. The letter also expressed support for

expanding parking for car share programs. Lastly, when it comes to public transit, the letter expressed support for the recent improvements to the community shuttle, and for advocating for rapid transit to UBC.

The second letter from the AMS Bike Co-op expressed overall support for the proposed policy directions and core principles when it comes to cycling on campus. In particular, support for completing and better communicating the cycling network on campus was expressed, including filling gaps in the cycling network.

The third letter raised the concern that UBC Continuing Studies students are not eligible for the U-Pass, and included a question about whether the Transportation Plan might address this issue.

8. Participant Demographics

Participant demographics are calculated over 59, the total number of questionnaire respondents. Please note that for each of the questions respondents could check all categories that applied.

What is your primary affiliation with UBC?	Count	Percentage
Student	23	39%
UBC Resident	19	32%
Staff	17	29%
Other, please specify	9	15%
Faculty	6	10%
Did not respond	1	2%

From the 9 'Other, please specify', of the total number of participants:

- 7% (4) were parents of University Hill Primary/Secondary School
- 5% (3) were UBC Alumni

The percentages were calculated over 75 responses because some participants identified more than one mode of transportation.

Where do you live?	Count	Percentage
On campus, please specify where...	27	46%
City of Vancouver	26	44%
Other municipality, please specify where...	5	8%
Did not respond	1	2%

From the 27 'On campus, please specify where...' responses, of the total number of participants:

- 8% (5) were from Hawthorne Place
- 5% (3) were from Wesbrook Village

What is your primary mode of transportation on campus?	Count	Percentage
Cycling	8	13%
Walking	21	36%

Driving	9	15%
Public Transit	14	24%
Other, please specify...	6	10%
Did not respond	1	2%

9. Next Steps

In the coming months, UBC will be drafting UBC's Transportation Plan and will present the draft plan to the public in Spring 2014. Opportunities to provide comment on the draft UBC Transportation Plan 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

Appendix IV: All questionnaire feedback received and stakeholder letters (Attachment)