

A light blue line-art map of the University of British Columbia campus is visible in the background, showing various streets, buildings, and a large curved road on the right side.

# UBC Transportation Plan

## April 2014 Public Consultation Summary – Phase III

May 5, 2014

campus + **community** planning

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## Executive Summary

This report presents a summary of feedback received during Phase III of public consultation on the development of UBC's Transportation Plan, which ran from March 24 to April 6 online, with two Public Open Houses taking place on April 2<sup>nd</sup> and 3<sup>rd</sup>, 2014.

UBC Campus + Community Planning (C+CP) provided notification of the March 24<sup>th</sup> to April 4<sup>th</sup> consultation period to over **59,700 contacts** through advertising, e-mail, online, and outreach to stakeholders. Notification was provided to **108 campus stakeholders**, representing students, residents, faculty, staff, Student Housing and Hospitality Services, campus volunteers, UBC faculties and departments, and campus neighbours. As a result of these outreach activities:

- A total of **145** people attended one of the two Public Open Houses
- **338** unique page views to the Transportation Plan Public Consultation Phase III pages on C+CP website

Written feedback received were as follows:

- **96** completed questionnaires were received
- **4** letter submissions were received

### SUMMARY OF CONSULTATION FEEDBACK

Respondents participating in this third phase of public consultation were broadly supportive of proposed policies and actions in the Transportation Plan, especially on walking, cycling and restraining cars on campus. Specific comments focused on pedestrian safety on West 16<sup>th</sup> Avenue, minimizing cyclist/pedestrian conflict, enhancing cycling infrastructure, increasing car sharing, and supporting rapid transit to UBC.

Detailed respondent feedback is described below and all verbatim responses are attached to this report.

# 1. Introduction and Overview of Consultation Process

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. Public consultation is integral to ensuring that UBC's Transportation Plan will meet the needs of the campus community. The policies and actions contained in the Transportation Plan have been developed with input received through a three-phase consultation process with the university community between January 2013 and April 2014.

**Phase I – April 2013:** In this phase, the public was offered both online and in-person opportunities to identify issues and opportunities as they relate to on-campus transportation. Input was collected through an interactive mind map activity, an online questionnaire and feedback forms. Respondents expressed support for UBC's walking, cycling and transit initiatives. The feedback from this phase helped identify opportunities to better address how people get around campus, such as additional cycling facilities, and informed the policy directions presented in Phase II. The full report on Phase I is available [online](#).

**Phase II – November 2013:** In the second phase, the public was invited to learn more about the process of developing the Plan, and comment through both in-person and online feedback opportunities on proposed policy directions to improve on-campus transportation. Respondents again demonstrated support for UBC's walking, cycling and transit initiatives, but highlighted rapid transit to campus and pedestrian safety on West 16<sup>th</sup> Avenue as opportunities for improvement. The full report on Phase II is available [online](#).

**Phase III – March/April 2014:** In this final phase, a draft of the Transportation Plan was presented to the campus community for input. Both in-person and online feedback opportunities were offered. Campus and Community Planning staff also received input from representatives of neighbouring organizations, Vancouver Coastal Health, and the Musqueam First Nation.

## 2. Stakeholder Engagement and Public Notification

### 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 **108 campus stakeholders**, representing students, residents, faculty, staff, SHHS, campus volunteers, UBC faculties and departments, and campus neighbours (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 (C+CP) website to direct people to more information. Stakeholders were encouraged to share the information with their networks.

## NOTIFICATION

C+CP provided notification of the March 24<sup>th</sup> to April 4<sup>th</sup> public consultation period to over **59,700** 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 20 and 27 (circ 12,000 x 2)
- The Campus Resident on March 17<sup>th</sup> (circ 10,650)
- UNA e-newsletter on March 20, 27, and April 3 (circ 2,100 x 4)
- The C+CP event calendar (18 unique page views)
- The C+CP e-newsletter on March 25<sup>th</sup> (circ 2,060)
- Campus digital signage from March 24<sup>th</sup> to April 4<sup>th</sup> (12,000 impressions)
- Transportation Plan Public Consultation Phase III pages on C+CP website (338 unique page views)
- Posts to C+CP Twitter and UTown@UBC Twitter accounts throughout the public consultation period (over 1600 followers)
- Emails to campus stakeholders on March 20<sup>th</sup> and March 26<sup>th</sup> (108 stakeholders)
- Acadia newsletter on April 1<sup>st</sup>
- 16 posters in the Acadia neighbourhood from March 24<sup>th</sup> to April 4<sup>th</sup> (exact reach unknown)
- 296 posters in student residences from March 24<sup>th</sup> to April 4<sup>th</sup> (exact reach unknown)
- The students.ubc.ca website and social media channels on April 2<sup>nd</sup> and 3<sup>rd</sup> (exact reach unknown)
- UBC Events web page on April 2<sup>nd</sup> and 3<sup>rd</sup> (exact reach unknown)

Notification was also provided through in-person, roaming promotion about the public consultation in various locations on campus on March 31<sup>st</sup>. During this time, information about the public consultation was handed out at the UBC diesel bus loop, Wesbrook Village, and in front of the Forestry building on Main Mall (200 handouts).

### 3. Public Consultation

Public consultation included online consultation from March 24th to April 6th and two Public Open Houses held on April 2<sup>nd</sup> and April 3<sup>rd</sup>. During this phase:

- 114 questionnaires were taken (99 online and 15 in-person), with 96 completed and returned
- Four (4) written submissions responding to the draft Plan

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 respectively.

#### **PUBLIC OPEN HOUSES**

Two Public Open Houses were hosted:

- Wednesday, April 2, 2014, 4:00p to 7:00p at the MBA House, 3385 Wesbrook Mall
- Thursday, April 3, 2014, 10:30a to 1:30p – Student Union Building, 6138 Student Union Boulevard

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 ten display boards were distributed around the room with information on the background and overview of the proposed Transportation Plan; 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 **145** people attended one of the two Public Open Houses.

#### **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 2<sup>nd</sup> and 3<sup>rd</sup>. The web content was posted to the

C+CP website on March 24<sup>th</sup>, and the link to the online questionnaire was also posted to the Public Consultation page on March 24<sup>th</sup>. The online questionnaire included links to the relevant supporting information on the

C+CP 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 6<sup>th</sup>.

## 4. Detailed Questionnaire Feedback

Below is the detailed feedback received from the seven substantive questions posed in the questionnaire. Comments with occurrences over 5% (received five or more times) are represented in the tables below. **All data presented below is calculated out of a total of 100 responses received** (96 completed questionnaires and four written responses).

The questions as they appeared in the questionnaire, along with their results, are as follows:

1. What are your thoughts on the draft Transportation Plan when it comes to **walking** on campus?

Comments	#	%	Outcome
Supports measures	15	15	N/A
Notes that campus is walkable	17	17	N/A
Support for addressing pedestrian–cyclist conflicts	5	5	The Transportation Plan commits to new actions to ensure everyone shares the cycling network safely.
Notes conflicts between service vehicles and pedestrians	6	6	The Transportation Plan commits to improving pedestrian safety and enforcing restricted vehicle access in pedestrian priority zones.
Notes safety issues at crosswalks	9	9	The Transportation Plan commits to intersection upgrades to improve safety, as appropriate.
Support for improved pathway locations	7	7	N/A
Support for on-campus shuttle service	5	5	N/A
Support for pedestrian-controlled crosswalk on West 16th Ave at Hampton Place	12	12	UBC is implementing initiatives to improve safety on West 16 <sup>th</sup> Ave, including a pedestrian crosswalk at Hampton Place.
Support for speed limit reduction to 30km/hr on West 16 Ave at Hampton Place	11	11	The BC Ministry of Transportation and Infrastructure has jurisdiction over West 16 <sup>th</sup> Avenue. UBC will continue to work with the Ministry to address community concerns.
Notes safety and security concerns with walking at night	5	5	The Transportation Plan commits to improved lighting, night route wayfinding, and mobility and visibility on campus.
Support for more lighting	5	5	N/A
Notes construction sites are impediment	5	5	UBC requires traffic management plans

to walking			that prevent construction from impeding pedestrian access. The Transportation Plan commits to improved wayfinding that will help address short-term disruptions to pedestrian routes.
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2. What are your thoughts on the draft Transportation Plan when it comes to **cycling** on campus?

Comments	#	%	Outcome
Supports measures	8	8	N/A
Doesn't cycle on campus	7	7	N/A
Support for addressing cyclists-pedestrian conflict on campus	9	9	The Transportation Plan commits to new actions to ensure everyone shares the cycling network safely.
Support for bicycle lanes	10	10	The Transportation Plan commits to developing a complete, safe cycling network to accommodate cyclists of all ages and skill levels
Notes cyclist safety issue in roundabouts	5	5	UBC and the Ministry of Transportation and Infrastructure, in collaboration with the University Neighbourhoods Association, have recently implemented roundabout safety improvements for pedestrians and cyclists and are implementing additional improvements to the Wesbrook Mall roundabout.
Support for secure bike storage	5	5	UBC will continue to expand secure bike storage on campus.
Support for bike sharing program	6	6	UBC is studying the feasibility of a public bike sharing program on campus.
Notes dangerous cyclist behavior	8	8	The Transportation Plan commits to actions that ensure everyone shares the cycling network safety.
Support for improved signage for cyclists	7	7	N/A

3. What are your thoughts on the draft Transportation Plan when it comes to **driving** on campus?

Comments	#	%	Outcome
Supports measures	5	5	N/A
Doesn't drive to campus	7	7	N/A
Supports limiting cars on campus	18	18	The Transportation Plan commits to restraining automobile use on campus.
Notes issue with parking – expensive	5	5	The Transportation Plan commits to using parking costs and measures to support UBC's objective of restraining automobile use on campus.
Support for car sharing programs	9	9	UBC has recently expanded car sharing on campus. The Transportation Plan commits to continuing this expansion.



4. What are your thoughts on the draft Transportation Plan when it comes to **transit** on campus?

Comments	#	%	Outcome
Supports measures	6	6	N/A
Support for rapid transit	23	23	The Transportation Plan commits to supporting the development of rapid transit to campus.
Notes issues with bus service to UBC – overcrowding	8	8	N/A
Support for improved bus shelters	5	5	The Transportation Plan commits to improving transit facilities, including bus shelters.
Notes satisfaction with bus service	5	5	N/A
Support for on-campus transit service improvements	12	12	On-campus shuttle routes were recently enhanced. The Transportation Plan commits to working with TransLink to ensure shuttle routes fit the campus structure and demand.

5. What are your thoughts on the draft Transportation Plan when it comes to **accessibility** on campus?

Comments	#	%	Outcome
Supports measures	11	11	N/A
Support for accessible paths, including around construction sites	9	9	UBC will continue to work to ensure a barrier-free environment on campus.

6. What are your thoughts on the draft Transportation Plan when it comes to **circulation, access and other issues** on campus?

Comments	#	%	Outcome
Supports measures	6	6	N/A

7. Other comments?

Comments	#	%	Outcome
Support for rapid transit	6	6	See 'Transit' above.

## 5. Written Submissions

Four letter/email submissions were received during the public consultation period. The comments received were combined with the other comments received via the questionnaire.

Copies of each of these submissions can be seen at Appendix IV.

## 6. Participant Demographics

Participant demographics are calculated over 96, 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	25	26%
Faculty	28	29%
Staff	34	35%
UBC Resident	21	22%
No direct association	0	0%
Other	7	7%

How did you hear about this consultation?	Count	Percentage
Email notification	66	69%
Newspaper ad	2	2%
Web browsing	6	6%
Word of mouth	9	9%
Other	12	13%

Where do you live?	Count	Percentage
City of Vancouver	50	52%
On campus	36	38%
Other municipality	9	9%
Did not respond	0	0%

From the 36 "On campus, please specify where..." responses, of the total number of participants:

- 16% (15) were from Wesbrook Village
- 5% (5) were from Hawthorn Place

What is your primary mode of transportation on campus?	Count	Percentage
Walking	40	42%
Public transit	16	17%
Driving	16	17%
Cycling	13	14%
Other	10	10%

## 7. Next Steps

In early June 2014, C+CP staff will present the draft Transportation Plan to the UBC Board of Governors for approval.

## 8. Appendices

### 8.1 Appendix I: Public Open House Display Boards (Attachment)

**8.2 Appendix II: Questionnaire (Attachment)**

**8.3 Appendix III: Stakeholder Notification List**

	<b>Stakeholder Notification List</b>
1.	AMS Clubs, Undergraduate Societies and Resource Groups (Broadcast Message)
2.	AMS Council (x2)
3.	Arts Undergraduate Society
4.	Association of Administrative and Professional Staff (x2)
5.	Centre for Student Involvement
6.	City of Vancouver
7.	College for Interdisciplinary Studies
8.	College of Health Disciplines
9.	Commerce Undergraduate Society
10.	Committee of Faculty Business Administrators (CFBA)
11.	Common Energy (sustainability student group)
12.	CUPE 116 (x2)
13.	CUPE 2278: UBC Teaching Assistants, Markers, Tutors, Instructors and English Language Inst. (x2)
14.	CUPE 2950: Canadian Union of Public Employees (x2)
15.	Dental Undergraduate Society
16.	Education Students' Association
17.	Engineering Undergraduate Society
18.	Enrolment Services
19.	Enrolment Services Committee
20.	Enrolment Services Staff
21.	Faculty Association (x2)
22.	Faculty of Dentistry (x2)
23.	Faculty of Education (x2)
24.	Faculty of Forestry
25.	Faculty of Land and Food Systems
26.	Faculty of Law
27.	Faculty of Medicine
28.	Faculty of Pharmaceutical Sciences
29.	First Nations House of Learning
30.	Forestry Undergraduate Society
31.	Green College
32.	GSS Council (x3)
33.	Interfraternity Council
34.	International House
35.	International Student Association
36.	Kinesiology Undergraduate Society
37.	Land and Food Systems Undergraduate Society
38.	Law Students Society
39.	Library and Archival Studies Student Association
40.	Medical Undergraduate Society
41.	Music Undergraduate Society
42.	Musqueam First Nation
43.	Nursing Undergraduate Society
44.	Panhellenic Council
45.	Pharmacy Undergraduate Society
46.	Planning Students Association
47.	Regent College (x3)
48.	Residence Hall Association

	<b>Stakeholder Notification List</b>
49.	Sauder School of Business (x2)
50.	School of Architecture and Landscape Architecture
51.	School of Audiology and Speech Sciences
52.	School of Community & Regional Planning
53.	School of Journalism (x2)
54.	School of Kinesiology (x2)
55.	School of Library, Archival and Information Systems
56.	School of Music
57.	School of Nursing
58.	School of Population and Public Health
59.	School of Social Work
60.	Science Undergraduate Society
61.	St. Marks
62.	Student Association of the UBC School of Social Work (x2)
63.	Student Communications Services
64.	Student Development Committee
65.	Student Housing and Hospitality Services (x2)
66.	System Network Administrators Group (SNAG)
67.	The Vancouver School of Theology
68.	TRIUMF
69.	UBC Association of Professors Emeriti (x2)
70.	UBC Athletics and Recreation
71.	UBC Bike Co-op
72.	UBC Botanical Garden
73.	UBC Faculty of Applied Science (x2)
74.	UBC Faculty of Arts (x2)
75.	UBC Faculty of Graduate Studies (x2)
76.	UBC Faculty of Science
77.	UBC Farm
78.	UBC Museum of Anthropology
79.	UBC Sustainability Coordinator Program
80.	UBC Theatre Department
81.	UHill Elementary School PAC
82.	UHill Secondary School
83.	UHill Secondary School PAC
84.	University Neighbourhoods Association
85.	Vancouver Coastal Health
86.	Vancouver School of Theology
87.	Wesbrook Village

**8.4 Appendix IV: Questionnaire feedback received and stakeholder letters  
(Attachment)**