



Proposed Shuttle Route Changes

January 2013 Public Consultation Summary

January 16, 2013

campus + **community** planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Table of Contents

1. Executive Summary	3
1.1 Summary of Consultation Feedback on the Proposed Shuttle Route Changes.....	3
2. Background	5
2.1 Principles to Guide the Proposed Shuttle Route Changes	5
3. Public Consultation Process.....	5
3.1 Consultation Timeline.....	6
4. Public Notification & Stakeholder Engagement.....	6
4.1 Stakeholder Engagement.....	6
4.2 Notification	6
5. Public Consultation	7
5.1 Public Open House.....	8
5.2 Online Consultation	8
6. Detailed Questionnaire Feedback	9
7. Written Submissions.....	10
8. Participant Demographics.....	12
9. Next Steps	13
10. Appendices	13
10.1 Appendix I: Public Open House Display Boards.....	13
10.2 Appendix II: Questionnaire.....	13
10.3 Appendix III: Stakeholder Notification List.....	13

1. Executive Summary

This report provides a summary of what we have heard during the November 23rd to December 12th¹, 2012, public consultation on the proposed on campus shuttle route changes. Background information on the proposed shuttle route changes planning process, information on the consultation process, public and stakeholder engagement and notification, as well as an interpretive memo and the detailed results of numerous public consultation opportunities are presented in the sections that follow. Please note that public consultation was initially scheduled to run to December 2nd, but was extended to December 5th and December 12th due to high public and stakeholder interest.

Campus + Community Planning (C+CP) provided notification of public consultation opportunities on the proposed shuttle changes in November 2012 to nearly **64,000** contacts through advertising, in-person meetings and outreach activities leading up the public consultation period. **Thirty-nine** campus stakeholders also received notification of the public consultation. As a result of the outreach activities, we had:

- A total of **30** people attended the Public Open House held on November 26th, 2012, from 4-7pm at Thunderbird Arena
- **6,789** unique page views to the Proposed Campus Shuttle Route Changes pages on the C+CP website

Consultation participation numbers were as follows:

- **975** questionnaires were taken (**943** online and **32** in-person)
- **15** letter submissions were received

1.1 Summary of Consultation Feedback on the Proposed Route Changes

Respondents were generally in support of the proposed route because it will increase access to Wesbrook Place and South Campus (8%) and UBC Farm (9% in one question and 7% in another question), generally increase connectivity on campus (7%), and because the proposal increases the frequency of shuttle service (7%).

There is support among respondents for the introduction of bi-directional service (6%) and there was support for increasing the shuttle schedule frequency to a higher rate than is proposed (5%).

Overall, there was more support for route Alternative B (22% of respondents) than for Alternative A (6% of respondents). Respondents expressed preference for Alternative B because it will more directly serve the UBC Botanical Garden (11% of respondents) and other campus attractions, like Nitobe Gardens, the Museum of Anthropology, or Wreck Beach (5% of respondents). Twelve percent (12%) supported service to the UBC Botanical Garden without specifying which route they preferred. There was

¹ Note: public consultation was originally scheduled to run to December 2nd but was extended to December 5th and then December 12th as there was a high level of interest and participation from the public and stakeholders.

also concern among respondents that there would be a loss of service if a stop or the route did not come close to the UBC Botanical Garden (7%).

In terms of stop locations, there is support for having shuttle bus stops at the Botanical Garden (10%), Wesbrook Place (7%), Vanier and Marine Drive student residences (7%), the Museum of Anthropology (7%), UBC Farm (6%), Nitobe Gardens (5%), and Totem Park student residence (5%). We also received several stakeholder submissions in support of having a bus stop located next to the site of the St. John Hospice (currently under construction).

Percentages above are based on different questions and are calculated over different denominators, please see section 5 for further detail. Detailed questionnaire results, demographics, participation and notification numbers are provided in sections 4, 6 and 7 of this report.

2. Background

UBC's current community shuttle routes (C22 and C20) were found to be underutilized by TransLink, during their review of Metro Vancouver's regional transit system. The C22 shuttle route currently serves the university community from Hampton Place to the UBC diesel bus loop, while the C20 serves the university community in a one-way loop from Marine Drive to the UBC diesel bus loop.

TransLink found that the C22 shuttle has among the lowest ridership in the Metro Vancouver region, ranking 197 out of all 221 regional transit routes, while the C20 route was found to be performing moderately well along some portions of the route with opportunities to make improvements. The one-way service currently provided by the C20 shuttle limits its usefulness to transit riders, and the combination of waiting and travel times often make walking a faster alternative.

In response to the low ridership, TransLink and UBC worked together on how to enhance the campus community shuttle services, with the goal of increasing ridership and improving connections. This public consultation presented a proposal to redistribute service hours from the C22 to the new proposed route. The proposed two-way shuttle route is anticipated to generate increased ridership, and provide better coverage to key areas of campus. The proposal is to reallocate service hours from the existing C22 to the new proposed shuttle route, which will extend the current C20 service hours. No service hours will be lost as a result of this proposal.

2.1 Principles to Guide the Proposed Shuttle Route Changes

Given the information available about the performance of the current shuttle routes, UBC and TransLink developed the proposed route based on the following best practice guidelines from TransLink:

- Make the transit line as direct, simple, consistent and legible as possible
- Match service levels to demand
- Ensure balanced loads in each direction

3. Public Consultation Process

Public consultation is integral to ensuring that a new campus shuttle route will meet the needs of the campus community. The public was offered both online and in-person opportunities to provide feedback on the proposed shuttle route changes.

3.1 Consultation Timeline

Opportunities for public input on the proposed changes to the campus shuttle routes included:

- November 23rd, 2012 – December 12th, 2012 – online consultation and one public open house held on November 26th.

Public consultation was initially scheduled to begin on November 23rd and end on December 2nd. Online public consultation was extended twice due to high public and stakeholder interest in providing feedback on the proposed route. Online consultation was first extended to December 5th, and extended a second time to December 12th.

4. Public Notification and Stakeholder Engagement

C+CP provided notification of the November 23rd to December 12th consultation period to nearly **64,000 contacts** through advertising, e-mail, video 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, volunteers, and UBC cultural attractions and services.

Notification was provided to **39 campus stakeholders**, representing students, residents (specifically Hampton Place strata councils), faculty, staff, SHHS, campus volunteers, Athletics and Recreation, UBC faculties and departments with offices along West Mall, and cultural attractions among others (see Appendix III for the full stakeholder notification list). The communication included copy that could be adapted for stakeholder websites, social media channels or email/e-newsletters and stakeholders were encouraged to share the information with their networks.

4.2 Notification

C+CP provided notification of the November 23rd to December 12th consultation period to nearly **64,000 contacts** through advertising, email, in-person meetings and stakeholder outreach.

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

- The Ubyyssey on November 15th and 26th (circ 12,000 x 2)

- The Campus Resident on November 19th (circ 10,650)
- C+CP e-newsletter on November 19th (circ 2,070)
- UNA e-newsletter on November 8th, 15th and 22nd (circ 2000 x 3)
- Post on the TransLink Buzzer Blog on November 23rd (exact reach unknown)
- The UBC Events page on November 13th (exact reach unknown)
- The C+CP event calendar (200 unique page views)
- Campus digital signage from November 19th to 26th (12,000 impressions)
- Proposed Shuttle Route Changes pages on C+CP website (6,589 unique page views)
- Email to the C+CP distribution list on December 6th (circ 2,065)
- Posts to C+CP Twitter, TransLink Twitter and UTown@UBC Twitter accounts throughout the public consultation period (exact reach unknown)
- Emails to campus stakeholders on November 20th/21st, November 30th, and December 6th (39 stakeholders).

5. Public Consultation & Workshops

Public consultation on the proposed campus shuttle route changes included online consultation from November 23rd to December 12th, and one Public Open House held on November 26th. During this phase:

- **975** questionnaires were taken (**943** online and **32** in-person)
- **15** letter submissions were received

Copies of the public information on the proposed changes presented at the Public Open House and on the C+CP website (display boards) and the questionnaire are available at the end of this report in Appendix II.

5.1 Public Open House

A public open house was held on November 26th from 4:00pm to 7:00pm in the Main Concourse of Thunderbird Arena. Transportation Planning staff from UBC (2) and TransLink (1) were on hand to answer questions about the proposed route for the duration of the event.

A series of 10 display boards were distributed around the room with information on the background and context for the proposed changes, the current usage of the C20 and C22 routes, the principles applied to developing the new route, and the proposed route. Attendees were also invited to fill out a questionnaire² and to add dots to a map of campus to show where they would like to see stops placed along the proposed route.

TransLink also displayed information about their Service Optimization initiative.

A total of 30 people attended the event.

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 House on November 26th. The web content was posted to the C+CP website on November 23rd, and the link to the online questionnaire was posted to the Public Consultation page on November 23rd as well. The online questionnaire included links to the relevant supporting information on the Campus + Community Planning website.

The public was invited to take the questionnaire and provide input until December 2nd, and due to great public interest, the deadline was subsequently extended to December 5th and again to December 12th. Updates on the extensions were posted to the C+CP website, social media channels and disseminated to campus stakeholders.

Accessed through the Proposed Campus Shuttle Route Changes portion of the C+CP website, the online questionnaire included the same set and order of questions to those distributed at the public open house, with the exception of one question (see footnote 2) which was omitted in error from the hard copy feedback form distributed at the public open house. This error impacted 32 respondents who submitted written feedback forms.

² Please note that due to an administrative error, Question 3 'How will the proposed changes impact your travel patterns and decisions?' was omitted in the feedback form handed out at the public open house.

6. Detailed Questionnaire Feedback

Below is the detailed feedback received in the 3 questions in the questionnaire. Note that only comments reaching 5% are represented in the tables below. Each question has been calculated out of a different total due to the nature of the questions, an explanation is provided for each of the questions.

Question 1.

This question is calculated over 975, the total number of questionnaire responses received.

Question: Do you have any thoughts or suggestions on the proposed route options?

Comments	No of references	Percentage
Support for Alternative B overall	214	22%
Support for Alternative B because it will maintain access to the UBC Botanical Garden	109	11%
Support for Alternative B, no reason given	54	6%
Support for Alternative B because it services more campus attractions (such as MOA, Nitobe, Beaty, Wreck Beach and the School of Music)	51	5%
Support for service to the UBC Botanical Garden	118	12%
Support for service to UBC Farm	92	9%
Support for service to Wesbrook Place, including amenities such as the liquor store, Menchies, Save On Foods and Blenz	79	8%
Support for Alternative A, no reason given	56	6%
Support for bi-directional service	55	6%
Support for the proposed route, no reason given	51	5%
Support for more frequent service than the proposed schedule for the new route	44	5%

Question 2.

A total of 2675 suggested bus stop locations were received through in-person and online consultation. Each questionnaire respondent was given up to 5 dots/fields to provide suggestions for stop locations. The percentages are therefore calculated out of 2675.

Question: Where would you like to see stops located along the proposed route?

Comments	No of references	Percentage
Support for a stop at the UBC Botanical Gardens	271	10%
Support for stops by Vanier and Marine Drive residences	195	7%
Support for a stop in Wesbrook Place, close to the shops and services	178	7%
Support for a stop at the Museum of Anthropology	174	7%
Support for a stop at UBC Farm	165	6%
Support for a stop at Nitobe Gardens	132	5%
Support for a stop at Totem Park Residence	125	5%

Question 3.

This question is calculated over 943, the total number of online questionnaire respondents. Due to an administrative error, this question was accidentally omitted from the hard copy feedback form distributed at the public open house. 32 respondents submitted written feedback forms and did not answer this question.

Question: How will the proposed changes impact your travel patterns and decisions?

Comments	No of references	Percentage
Support for the proposed route because it will improve access to South Campus (Wesbrook Place)	80	8%
Support for the proposed route because it will improve access to UBC Farm	70	7%
Support for the proposed route because it will improve connectivity and make travel around campus easier	64	7%
Support for the proposed route because they will use the shuttle more frequently with the proposed changes	64	7%
Concern that the proposed route will reduce visits to UBC Botanical Garden	64	7%

7. Written Submissions

Fifteen letter submissions were received during the public consultation period.

Eight of the submissions were from stakeholders and seven submissions were from individuals. Four of the individual submissions were in support of Alternative B because it will maintain access to the UBC Botanical Garden.

Stakeholder Submissions

- The UBC Botanical Garden submitted a letter in support of Alternative B, as they would like to have a stop close to the entrance of the Garden as well as to ensure easy connections between the Garden and other campus attractions (Nitobe Gardens, Museum of Anthropology). Their concern is that without a stop in close vicinity the number of visitors and volunteers at the Garden will go down.
- The Museum of Anthropology submitted a letter in support of Alternative B, as a stop close to the UBC Botanical Garden will ensure easy connection between the Museum and other campus attractions (Nitobe Gardens, Botanical Garden) and maintain easy access for visitors and volunteers.
- Greenheart Canopy Walkway submitted a letter in support of Alternative B, as they would like to have a stop close to the entrance of the Garden as well as to ensure easy connections between the Garden and other campus attractions (Nitobe Gardens, Museum of Anthropology) and maintain easy access for visitors and volunteers.
- Dr. Simon Peacock, Dean of the Faculty of Science, submitted a letter in support of Alternative B with a stop close to the UBC Botanical Gardens.
- Order of St John Palliative Care Foundation submitted a letter in support of Alternative B, particularly including a stop close to the new hospice that is being built for easy access to the new facility.
- The Stratford Building Strata Council in Hampton Place submitted a letter expressing concern about the loss of service to their neighbourhood, particularly for seniors and those with limited mobility.
- The Residence Hall Association (Student Housing Hospitality Services) submitted a letter in support of the shuttle routing on West Mall and proposed having the route go down to Lower Mall between University Boulevard and Agronomy Road to reduce the potential congestion issues on West Mall.
- The Graduate Student Society submitted a letter requesting that a stop be placed close to their building for improved safety and connection to the rest of campus.

Late Written Submissions

A late letter submission from Vancouver Coastal Health was received on January 8th, 2013. The letter was in support of retaining a bus stop adjacent to the site of the St. John Hospice (currently under construction).

8. Participant Demographics

The following represents information gathered only in the consultation questionnaires. Participant demographics are calculated over 975, the total number of questionnaire respondents. Please note that for each of the questions respondents could check all categories that applied.

How are you associated with UBC?	Count	Percentage
Student	458	47%
Staff	193	20%
Other (please specify)	177	18%
Resident	159	16%
Alumni	136	14%
Faculty	73	7%
UNA	35	4%
No direct association	30	3%
Professor Emeritus	14	1%
No response	7	1%

Of the 177 'Other' responses:

- 40% (70) were associated with UBC Botanical Garden
- 21% (37) were volunteers (where not specified) at UBC
- 5% (9) were associated with UBC Farm

Where do you live?	Count	Percentage
City of Vancouver	439	45%
UBC	267	27%
Student Residence (please specify)	235	24%
Other (please specify)	132	14%
Other campus neighbourhood (please specify)	41	4%
Hampton Place	26	3%
Acadia Park	22	2%
UEL Resident	14	1%
No response	6	1%

Of the 235 'Student Residence' responses:

- 30% (71) were from Marine Drive
- 26% (62) were from Totem
- 10% (24) were from Thunderbird
- 10% (24) were from Vanier
- 9% (20) were from Gage
- 5% (11) were from Fairview

Please note that Acadia residents had a separate category (see responses in the table above) which is why they aren't represented here.

Of the 132 'Other' responses:

- 13% (17) were from Burnaby
- 9% (12) were from North Vancouver
- 8% (11) were from Richmond
- 5% (6) were from West Vancouver

- 5% (7) were from New Westminster

Of the 41 'Other Campus Neighbourhood' responses:

- 34% (14) were from Wesbrook
- 22% (9) were from Hawthorn
- 20% (8) were from Chancellor
- 17% (7) were from Panhellenic House
- 7% (3) were from Point Grey
- 5% (2) were from Market Place Village

Please note that Hampton Place residents had a separate category (see responses in table above) which is why they aren't represented here.

How did you find out about this event/consultation?	Count	Percentage
Email	711	73%
Friend or colleague	233	24%
Other (twitter, UNA e-news, C+CP e-news)	140	14%
C+CP website	30	3%
Ad (either in the Ubyyssey or the Campus Resident)	33	3%
No response	15	2%

Of the 140 'Other' responses:

- 24% (33) were from Facebook
- 14% (19) were from the UBC Botanical Garden newsletter
- 6% (9) were from Twitter
- 6% (9) were from the UBC Farm e-newsletter

9. Next Steps

Further road testing and technical feasibility work will be completed in early 2013. The final route will be selected based on the results of the feasibility work and the feedback received from the public.

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	University Endowment Lands
2	Wesbrook Village
3	UBC Farm
4	UHill Secondary School Parents Advisory Committee
5	UBC Athletics and Recreation
6	TRIUMF
7	UBC Sororities and Fraternities
8	Wreck Beach Preservation Society
9	Pacific Spirit Park Society

10	Institute of Applied Mathematics
11	Integrated Science Program
12	IT Marketing and Communications
13	IT Facilities Coordinator
14	Jack Bell School of Social Work
15	The Institute for Gender, Race, Sexuality and Social Justice
16	UBC ELI Continuing Studies
17	UBC Asian Studies
18	Department of Geography
19	Institute for Asian Research
20	First Nations Longhouse
21	College for Interdisciplinary Studies
22	Graduate Student Society
23	Alma Mater Society
24	International House
25	Go Global
26	UBC Botanical Garden
27	Liu Institute for Global Issues
28	Department of Anthropology
29	Museum of Anthropology
30	Theatre Department
31	Department of Music
32	Paprican
33	UNA (staff). <i>Note: UNA staff distributed information about the public consultation to Hampton Place stratas.</i>
34	UNA (Board)
35	Student Housing and Hospitality Services (SHHS)
36	Vancouver Fire and Rescue Service
37	RCMP
38	Metro Vancouver Parks
39	BC Ambulance Service