
APPENDIX

APPENDIX A	Spring 1994 Student Survey
APPENDIX B	Fall 1994 Student Survey
APPENDIX C	Spring 1995 Student Survey
APPENDIX D	UPARK Shuttlebus Survey
APPENDIX E	UPASS Focus Group Discussions
APPENDIX F	Calculations for Determining UPASS Impact on Transit Ridership
APPENDIX G	Calculations for Transportation Related Impacts
APPENDIX H	News Articles Related to UPASS
APPENDIX I	Marketing Material Related to UPASS

Appendix A

Spring 1994 UWM Student Survey

- Cover Letter
- Survey Form

March 29, 1994

Dear Student:

The University is considering an expansion in the level of transit services to the campus for next fall. These changes could make it easier and cheaper to get to campus by bus.

In order to plan these services and to determine how well they work, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and to return it to us as soon as possible. It will only take a few minutes to fill this out and your answers are important so that we can have a better transportation program at UWM. All answers are confidential and will be combined for purposes of analysis.

You can drop off the completed survey at the Parking and Transit Office in the student union, Room WG25, or return it to us in the enclosed envelope.

Thank you for your help.

Sincerely,



Jim Marsho
UWM Transportation Office

EAB:ikr

Encl.

UWM TRAVEL SURVEY

The purpose of this survey is to help understand travel patterns to the university. By filling out this questionnaire, you are giving informed consent to be in this study. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you normally leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

Number _____ Street _____ City _____ Zip _____

2. Is this your:
 _____ HOME (OFF-CAMPUS), _____ SHOPPING.
 _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
 _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

3. How far is this from UWM?
 _____ BLOCKS, _____ MILES, _____ ON CAMPUS

4. Where do you normally go right after you leave UWM?

Number _____ Street _____ City _____ Zip _____

5. Is this your:
 _____ HOME (OFF-CAMPUS), _____ SHOPPING,
 _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
 _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

6. How far is this from UWM?
 _____ BLOCKS, _____ MILES, _____ ON CAMPUS

7. How far do you live from UWM?
 _____ BLOCKS, OR _____ MILES, _____ LIVE ON CAMPUS

8. What is your classification:
 _____ FRESHMAN, _____ SOPHOMORE, _____ JUNIOR, _____ SENIOR,
 _____ GRADUATE, _____ SPECIAL, _____ FACULTY,
 _____ ACADEMIC STAFF, _____ CLASSIFIED STAFF, _____ OTHER

9. How many credits are you currently taking? _____

10. Sex: _____ MALE, _____ FEMALE

11. During a typical week do you:
 _____ ONLY HAVE CLASS BEFORE 4:30 P.M.
 _____ ONLY HAVE CLASS AFTER 4:30 P.M.
 _____ HAVE CLASSES BOTH BEFORE AND AFTER 4:30 P.M.

12. What are your usual daily arrival and departure times this semester? (Leave blank if not here that day.)

MONDAY	_____	ARRIVAL	_____	DEPARTURE
TUESDAY	_____	ARRIVAL	_____	DEPARTURE
WEDNESDAY	_____	ARRIVAL	_____	DEPARTURE
THURSDAY	_____	ARRIVAL	_____	DEPARTURE
FRIDAY	_____	ARRIVAL	_____	DEPARTURE
SATURDAY	_____	ARRIVAL	_____	DEPARTURE

13. (a) Do you have a car available that you could take to UWM on a regular basis?

_____ YES, _____ NO

(b) Do you own that car? _____ YES, _____ NO

(c) Do you have a driver's license? _____ YES, _____ NO

14. (a) Do you work while attending UWM? _____ YES, _____ NO

(b) How many hours per week? _____

15. How do you usually travel? Answer these questions using one or more of the coded answers below:

DRIVE ALONE = 1	CARPOOL	HITCHHIKE,	MOTORCYCLE = 5	WALK = 8
UPARK SHUTTLEBUS = 2	OR RIDE WITH	BICYCLE = 6		OTHER = 9
REGULAR BUS = 3	SOMEONE = 4	TAXI = 7		DOES NOT APPLY N/A = 0

If you normally use more than one method of transportation on your trip code them all... For example, if you drive to a bus route (1) and then take the bus (2), code both methods of transportation on the same line - that is, 1 to 2 to ... etc.

- (a) Which method do you normally use to get to UWM? _____ to _____ to _____
- (b) If your normal method of getting to UWM were unavailable, how would you get there? _____ to _____ to _____
- (c) Which method did you use to get to UWM at the beginning of the Fall semester? _____ to _____ to _____
- (d) Which method do you normally use to leave UWM? _____ to _____ to _____
- (e) What method do you normally use for work trips? _____ to _____ to _____
- (f) What method do you normally use for shopping trips? _____ to _____ to _____
- (g) What method do you normally use for other trips? _____ to _____ to _____

16. What college or school are you enrolled (or working) in?

_____ L & S, _____ ENGINEERING, _____ BUSINESS ADMINISTRATION,
 _____ EDUCATION, _____ ARCHITECTURE, _____ NURSING,
 _____ FINE ARTS, _____ ADMINISTRATION, _____ SOCIAL WELFARE

Page 3

17. Could you tell us how important the following characteristics of a transportation service are to you. Please put a number from 0 to 5 in the space beside the question.

- 0 = DON'T KNOW
 1 = VERY IMPORTANT
 2 = SOMEWHAT IMPORTANT
 3 = NEUTRAL
 4 = SOMEWHAT UNIMPORTANT
 5 = VERY UNIMPORTANT

- (a) Low travel time _____ (g) Operating directly from my home to my destination _____
- (b) Availability of a seat _____ (h) Operating at a time convenient to me _____
- (c) Low cost _____ (i) Easy availability of parking _____
- (d) Not having to transfer vehicles _____ (j) All riders in vehicle going to the same place _____
- (e) A comfortable place to wait _____
- (f) Operating on schedule _____

18. Starting next fall, it is possible that UWM will give its students a bus pass for unlimited travel anywhere at any time on the Milwaukee Transit System during the school year.

How do you think this will affect your travel by bus to the university?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

How do you think it will affect your travel to other places by bus?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

19. For the last regular school day that you went to UWM, which method did you use primarily to get to UWM? (If you used a combination check all that apply.)

- _____ (a) Drove an automobile _____ (f) Bicycle
- _____ (b) Rode with someone or carpooled _____ (g) Walk
- _____ (c) Motorcycle _____ (h) Taxi
- _____ (d) Regular City bus _____ (i) Other
- _____ (e) UPARK shuttle bus

Page 4

ANSWER THESE QUESTIONS IF YOU NORMALLY TRAVEL BY AUTOMOBILE, MOTORCYCLE OR CARPOOL TO UWM.

1. How many people do you ride with when you come to UWM? _____
2. Where do you usually park?
 - _____ ON-CAMPUS SURFACE LOT _____ STREET PARKING WITH TIME LIMIT
 - _____ ON-CAMPUS STRUCTURE _____ STREET ALL-DAY PARKING
 - _____ UPARK LOT _____ IF OFF-CAMPUS, HOW FAR? _____ BLOCKS
3. (a) Have you ever ridden the bus to UWM? _____ YES, _____ NO
- (b) If YES, which route?
 - _____ OKLAHOMA (#5), _____ OAKLAND (#15), _____ NORTH (#21),
 - _____ CAPITOL (#62), _____ BURLEIGH (#60), _____ CENTER (#22),
 - _____ MARYLAND/DOWNER (#30), _____ COLLEGE AVENUE (#40U).
 - _____ HALES CORNERS/STATE FAIR (#16)
- (c) Have you ever ridden the bus to UWM, and then stopped riding it? _____
 _____ YES, _____ NO. If YES, why did you stop riding? _____

IF YOU NORMALLY TRAVEL BY BUS TO UWM, ANSWER THESE QUESTIONS.

1. Which bus routes do you normally use to get to UWM?
 BUS ROUTE NUMBERS: _____ 1st BUS, to _____ 2nd BUS, to _____ 3rd BUS
2. Which bus route do you normally use to leave UWM?
 BUS ROUTE NUMBERS: _____ 1st BUS, to _____ 2nd BUS, to _____ 3rd BUS
 _____ DONT USE A BUS TO LEAVE UWM
3. (a) How do you get to the bus route you normally use?
 _____ WALK, _____ DRIVE & PARK, _____ DROPPED OFF BY SOMEONE,
 _____ OTHER (specify) _____
 (b) How far is the bus route you use from where you live?
 _____ BLOCKS, OR _____ MILES
 (c) If you drive to this bus route and park, where do you park?
 _____ ON-STREET LOCATION, _____ OFF-STREET LOCATION
4. How do you pay your bus fare?
 _____ CASH, _____ TRANSFER, _____ REGULAR BUS TICKET, _____ BUS PASS

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE UWM PARKING AND TRANSIT OFFICE, UNION WG25.

Appendix B

Fall 1994 UWM Student Survey

- Cover Letter
- Survey Form



October, 1994

Dear Student,

This fall, the University implemented a transit pass program (UPASS) in which the level of transit service to campus was expanded. These changes should make it easier and cheaper for students to get to campus by bus and offer an attractive alternative to driving.

In order to evaluate the usage and effectiveness of the program, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and return it to us as soon as possible; hopefully, within 2 weeks upon receiving this. It will take only a few minutes to fill this out. All answers are confidential and will be combined for purposes of analysis.

It is important that you complete this survey even if you do not use the UPASS. It was a survey similar to this one that was conducted in the Spring, 1994, which influenced our decision to implement UPASS. Your answers will help us decide on the future of this program.

If you drop off the completed survey at the *Parking and Transit Office in the student union, Room WG25*, you will receive a small gift in token of our appreciation. Or, you may simply return it to us in the enclosed self-addressed, stamped envelope.

Thank you for your time and help.

Sincerely,

A handwritten signature in cursive script that reads "Jim Marsho".

Jim Marsho, Director
UWM Parking and Transit Office

Enclosure

UWM TRAVEL SURVEY

The purpose of this survey is to evaluate the usage and effectiveness of the new UPASS program and to solicit comments and suggestions for changes and improvements in the program. *It is important that you complete this survey even if you do not use UPASS.* By filling out this questionnaire, you are giving informed consent to be in this study. A random telephone survey may be conducted. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you normally leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

Number _____ Street _____ City _____ Zip _____

2. Is this your:
 _____ HOME (OFF-CAMPUS), _____ SHOPPING,
 _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
 _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

3. Where do you normally go right after you leave UWM? If same as #1, check here []

Number _____ Street _____ City _____ Zip _____

4. Is this your:
 _____ HOME (OFF-CAMPUS), _____ SHOPPING,
 _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
 _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

5. What is your classification:
 _____ FRESHMAN, _____ SOPHOMORE, _____ JUNIOR, _____ SENIOR,
 _____ GRADUATE, _____ SPECIAL, _____ OTHER

6. How many credits are you currently taking? _____

7. Sex: _____ MALE, _____ FEMALE

8. During a typical week do you:
 _____ ONLY HAVE CLASSES THAT END BEFORE 4:30 P.M.
 _____ ONLY HAVE CLASSES THAT BEGIN AFTER 4:30 P.M.
 _____ HAVE CLASSES THAT ARE BOTH BEFORE AND AFTER 4:30 P.M.

9. What college or school are you enrolled in?
 L & S. _____ ENGINEERING, _____ BUSINESS ADMINISTRATION,
 _____ EDUCATION, _____ ARCHITECTURE, _____ NURSING,
 _____ FINE ARTS, _____ ALLIED HEALTH, _____ SOCIAL WELFARE
 _____ LIBRARY AND INFO. SCIENCE

10. (a) Do you work while attending UWM? _____ YES, _____ NO
 (b) How many hours per week? _____

11. (a) Do you have a car available that you could take to UWM on a regular basis?
 YES, _____ NO
 (b) Do you own that car? YES, _____ NO

12. Answer the following questions using one or more of the coded answers below:

- 1 = DRIVE ALONE 4 = CARPOOL, 5 = MOTORCYCLE 8 = WALK
 2 = UPARK SHUTTLEBUS RIDE WITH 6 = BICYCLE 9 = OTHER
 3 = REGULAR BUS SOMEONE 7 = TAXI 0 = DID NOT ATTEND

If you normally use more than one method of transportation on your trip code them all. For example, if you drive to a regular bus route (1) and then take the bus (2), code both methods of transportation on the same line — that is, 1 to 3 to ... etc.

- (a) For the past week of Monday to Friday, please code the method of transportation used to arrive and depart UWM.

<u>DAY</u>	<u>ARRIVAL</u>	<u>DEPARTURE</u>
MONDAY	_____ to _____ to _____	_____ to _____ to _____
TUESDAY	_____ to _____ to _____	_____ to _____ to _____
WEDNESDAY	_____ to _____ to _____	_____ to _____ to _____
THURSDAY	_____ to _____ to _____	_____ to _____ to _____
FRIDAY	_____ to _____ to _____	_____ to _____ to _____

- (b) If your normal method of getting to UWM were unavailable, how would you get there? _____ to _____ to _____
- (c) Which method did you normally use to get to UWM during the 1994 Spring semester? _____ to _____ to _____
- (d) What method do you normally use for work trips? _____ to _____ to _____
- (e) What method do you normally use for shopping? _____ to _____ to _____

13. Could you please rate the following characteristics of the Milwaukee County Transit System. Please put a number from 0 to 5 in the space beside each question.

- 0 = DON'T KNOW 3 = AVERAGE
 1 = EXCELLENT 4 = POOR
 2 = GOOD 5 = VERY POOR

- | | | | |
|--|-------|-------------------------------------|-------|
| (a) Courteous and knowledgeable drivers | _____ | (h) Convenient bus schedules | _____ |
| (b) Availability of a seat | _____ | (i) Safety/Security | _____ |
| (c) Frequency of buses | _____ | (j) Comfortable ride | _____ |
| (d) Buses on time | _____ | (k) Ability to get good information | _____ |
| (e) Total travel time | _____ | (l) Bus stop close to trip origin | _____ |
| (f) Not having to transfer vehicles | _____ | (m) Bus stop close to destination | _____ |
| (g) Availability of flyer or express service | _____ | (n) Comfortable place to wait | _____ |

14. Which of the following routes have you used so far this semester for trips to UWM?

- _____ Capito/Humboldt UPARK
- _____ Rt. # 5 Oklahoma Ave.
- _____ Rt. # 16 Hales Corners
- _____ Rt. # 22 Center St.
- _____ Rt. # 39U Timmerman
- _____ Rt. # 49U Brown Deer
- _____ Rt. # 62 Capitol Dr.

- _____ Veterans/McKinley UPARK
- _____ Rt. # 15 Oakland/Kinnickinnic
- _____ Rt. # 21 North Ave.
- _____ Rt. # 30 Sherman/Wisconsin
- _____ Rt. # 40U College Ave.
- _____ Rt. # 60 Buriéigh St.
- _____ None of the above

15. This semester, UWM students were issued a bus pass (UPASS) for unlimited travel on all Milwaukee County Transit bus routes. How often do you use your UPASS to go to the following?

Please check a box for each location.

<u>Bus use (Fall 1994)</u>	<u>UWM</u>	<u>Work</u>	<u>Shopping</u>	<u>Other</u>
Less than 1 time per month	[]	[]	[]	[]
1 to 3 times per month	[]	[]	[]	[]
1 or 2 times per week	[]	[]	[]	[]
3 to 5 times per week	[]	[]	[]	[]
More than 5 times per week	[]	[]	[]	[]
Did not use UPASS	[]	[]	[]	[]

16. For last semester, Spring 1994, how often did you ride the bus to the following?

<u>Bus use (Spring 1994)</u>	<u>UWM</u>	<u>Work</u>	<u>Shopping</u>	<u>Other</u>
Less than 1 time per month	[]	[]	[]	[]
1 to 3 times per month	[]	[]	[]	[]
1 or 2 times per week	[]	[]	[]	[]
3 to 5 times per week	[]	[]	[]	[]
More than 5 times per week	[]	[]	[]	[]
Did not ride the bus	[]	[]	[]	[]
Did not attend UWM	[]			

17. How did you receive your UPASS?

_____ Picked it up in person _____ By Mail _____ Did not receive one

18. Did the existence of the UPASS program have any affect on your decision to attend UWM this semester?

_____ YES _____ NO

19. Has the UPASS had any effect on the amount of time you spend on campus?

_____ SPEND MORE _____ NO EFFECT _____ SPEND LESS
 _____ TIME ON-CAMPUS _____ TIME ON-CAMPUS

20. Whether you use UPASS or not:
- (a) How do you feel about the program?
 _____ Strongly Favor _____ Favor _____ No Opinion _____ Against _____ Strongly against
- (b) How do you feel the program has effected parking at UWM?
 ON-CAMPUS: _____ Easier to park _____ No change _____ Harder to park _____ Don't Know
 OFF-CAMPUS: _____ Easier to park _____ No change _____ Harder to park _____ Don't Know
21. Should the UPASS program be continued in the coming semesters?
 YES _____
 YES, but with changes. (Please make comments and suggestions under Ques. #23.) _____
 NO _____
22. Would you be willing to participate in a small group discussion regarding the UPASS and other transit related issues? The discussion would take approximately 2 - 3 hours and you would be paid for focus group participation at a rate of \$10 per hour for your time. Only a small number of individuals will be randomly chosen to participate. The discussion will be videotaped for the purpose of being reviewed by the researchers of this study. (We need both transit and non-transit riders.)
 YES _____ NO _____
- If you answered YES, please provide your name and phone number below: (Please Print)
 NAME: _____ PHONE NUMBER: _____
23. If you have any comments (positive or negative) or suggestions you wish to make about the UPASS program or the transit system bus service, please do so here: (Use additional paper as needed.)

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE UWM PARKING AND TRANSIT OFFICE, UNION WG25.

Appendix C

Spring 1995 UWM Student Survey

- Cover Letter
- Survey Form



March, 1995

Dear Student,

Last fall, the University implemented a transit pass program (UPASS) in which the level of transit service to campus was expanded and free, unlimited bus riding on the Milwaukee County Transit System was made available to UWM students. These changes were made in an effort to make it easier and cheaper for students to get to campus by bus and offer an attractive alternative to driving.

In order to evaluate the usage and effectiveness of the program, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and return it to us as soon as possible; hopefully, within 2 weeks of receiving this. It will take only a few minutes to fill this out. All answers are confidential and will be combined for purposes of analysis.

It is important that you complete this survey even if you do not use the UPASS. It was a survey similar to this one that was conducted in the Spring, 1994, which influenced our decision to implement UPASS. Your answers will help us decide on the future of this program.

If you drop off the completed survey at the *Parking and Transit Office in the student union, Room WG25*, you will receive a small gift in token of our appreciation. Or, simply return it to us in the enclosed self-addressed, stamped envelope.

Thank you for your time and help.

Sincerely,

A handwritten signature in cursive script that reads "Jim Marsho".

Jim Marsho, Director
UWM Parking and Transit Office

Enclosure

UWM TRAVEL SURVEY

The purpose of this survey is to evaluate the usage and effectiveness of the UPASS program and to solicit comments and suggestions for changes and improvements in the program. *It is important that you complete this survey even if you do not use UPASS.* By filling out this questionnaire, you are giving informed consent to be in this study. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you normally leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

Number _____ Street _____ City _____ Zip _____

2. Is this your:
 - _____ HOME (OFF-CAMPUS) _____ SHOPPING
 - _____ ON-CAMPUS DORM _____ CHILD CARE LOCATION
 - _____ PLACE OF WORK _____ OTHER (SPECIFY: _____)

3. Is there a bus route and stop close to this location that you could use to travel to UWM without transferring buses?

_____ YES _____ NO _____ DON'T KNOW

4. Where do you normally go right after you leave UWM? If same as #1, check here [] go to #6

Number _____ Street _____ City _____ Zip _____

5. Is this your:
 - _____ HOME (OFF-CAMPUS) _____ SHOPPING
 - _____ ON-CAMPUS DORM _____ CHILD CARE LOCATION
 - _____ PLACE OF WORK _____ OTHER (SPECIFY: _____)

6. What is your classification:

_____ FRESHMAN _____ SOPHOMORE _____ JUNIOR _____ SENIOR
 _____ GRADUATE _____ SPECIAL _____ OTHER

7. How many credits are you currently taking? _____

8. Sex: _____ MALE _____ FEMALE

9. During a typical week do you:
 - _____ ONLY HAVE CLASSES THAT END BEFORE 4:30 P.M.
 - _____ ONLY HAVE CLASSES THAT BEGIN AFTER 4:30 P.M.
 - _____ HAVE CLASSES THAT ARE BOTH BEFORE AND AFTER 4:30 P.M.

10. What college or school are you enrolled in?
 - _____ L & S _____ ENGINEERING _____ BUSINESS ADMINISTRATION
 - _____ EDUCATION _____ ARCHITECTURE _____ NURSING
 - _____ FINE ARTS _____ ALLIED HEALTH _____ SOCIAL WELFARE
 - _____ LIBRARY AND INFO. SCIENCE _____

11. (a) Do you work while attending UWM? _____ YES _____ NO
 (b) How many hours per week? _____

12. (a) Do you have a car available that you could take to UWM on a regular basis?
 _____ YES _____ NO
 (b) Do you own that car? _____ YES _____ NO
13. Answer the following questions using one or more of the coded answers below:
 1 = DRIVE ALONE 4 = CARPOOL, 5 = MOTORCYCLE 8 = WALK
 2 = UPARK SHUTTLEBUS RIDE WITH 6 = BICYCLE 9 = OTHER
 3 = REGULAR BUS SOMEONE 7 = TAXI 0 = DID NOT ATTEND
- NOTE: If you normally use more than one method of transportation on your trip code them all. For example, if you drive to a regular bus route and then take the bus, code both methods of transportation on the same line - that is, 1 to 1 to ... etc.
- (a) What has been your most often used method of travel to UWM this semester? _____ to _____ to _____
- (b) If your normal method of travel to UWM were unavailable, how would you get there? _____ to _____ to _____
- (c) What method of travel do you normally use during bad weather? _____ to _____ to _____
- (d) A year ago, what method did you normally use to get to UWM (1994 Spring semester)? _____ to _____ to _____
- (e) What method do you normally use for work trips? _____ to _____ to _____
- (f) What method do you normally use for shopping? _____ to _____ to _____
14. Could you please rate the following characteristics regarding parking at UWM. Please put a number from 0 to 5 in the space beside each question.
- | | |
|---------------|---------------|
| 0 = DONT KNOW | 3 = AVERAGE |
| 1 = EXCELLENT | 4 = POOR |
| 2 = GOOD | 5 = VERY POOR |
- (a) Availability of a spot on-street _____ (h) Ability to keep cost low _____
- (b) Availability of a spot on-campus _____ (i) Ability to avoid parking tickets _____
- (c) Ability to find a spot close to campus _____ (g) Safety/Security for on-street _____
- (d) Spend little time finding a space _____ (h) Safety/Security for on-campus _____
15. Where do you most often park when you come to UWM?
 _____ On-campus surface lot _____ On-campus parking structure _____ UPARK lot
 _____ On-street parking meter _____ On-street time limit _____ Other: _____
16. If you park on-street, how many blocks do you usually park from campus?
 _____ Less than 1 block _____ 1 to 2 blocks _____ 3 to 4 blocks _____ 5 or more blocks
17. If you work and normally drive there, where do you park at your place of employment?
 _____ Company owned lot _____ Private pay surface lot _____ On-street parking meter
 _____ On-street time limit _____ On-street no time limit _____ Parking pay structure
 _____ Other: _____

18. This semester, how often have you used your UPASS to go to the following?

<u>Bus use (Spring 1995)</u>	<u>UWM</u>	<u>Work</u>	<u>Shopping</u>	<u>Other</u>
Less than 1 time per month	[]	[]	[]	[]
1 to 3 times per month	[]	[]	[]	[]
1 or 2 times per week	[]	[]	[]	[]
3 to 5 times per week	[]	[]	[]	[]
More than 5 times per week	[]	[]	[]	[]
Do not use UPASS	[]	[]	[]	[]

19. A year ago in *Spring 1994*, how often did you ride the bus to the following?

<u>Bus use (Spring 1994)</u>	<u>UWM</u>	<u>Work</u>	<u>Shopping</u>	<u>Other</u>
Less than 1 time per month	[]	[]	[]	[]
1 to 3 times per month	[]	[]	[]	[]
1 or 2 times per week	[]	[]	[]	[]
3 to 5 times per week	[]	[]	[]	[]
More than 5 times per week	[]	[]	[]	[]
Did not ride the bus	[]	[]	[]	[]
Did not attend UWM	[]	[]	[]	[]

20. Rate how important the following characteristics are in your decision to use UPASS (Please complete even if you only use it once a month). Please put a number between 0 and 5 next to each characteristic:

- 0 = DONT KNOW/DOESNT APPLY 3 = NEUTRAL
 1 = VERY IMPORTANT 4 = SOMEWHAT UNIMPORTANT
 2 = SOMEWHAT IMPORTANT 5 = VERY UNIMPORTANT
- (a) Save money _____ (f) Environmental concerns _____
 (b) Avoid finding a parking space _____ (g) Bad weather conditions _____
 (c) Avoid parking tickets _____ (h) Convenience _____
 (d) Have no car _____ (i) Bus stop close to my home _____
 (e) Have no license _____ (j) Extra time to study on bus _____
 (f) Avoid driving in heavy traffic _____ (k) Extra time to relax on bus _____

21. Please check the days you regularly attend UWM.

<u>SUN.</u>	<u>MON.</u>	<u>TUE.</u>	<u>WED.</u>	<u>THUR.</u>	<u>FRI.</u>	<u>SAT.</u>
[]	[]	[]	[]	[]	[]	[]

22. For the past week, please check the days which you used your UPASS to attend the following

<u>UWM</u>	<u>SUN.</u>	<u>MON.</u>	<u>TUE.</u>	<u>WED.</u>	<u>THUR.</u>	<u>FRI.</u>	<u>SAT.</u>
[]	[]	[]	[]	[]	[]	[]	[]
<u>Work</u>	[]	[]	[]	[]	[]	[]	[]
<u>Shopping</u>	[]	[]	[]	[]	[]	[]	[]
<u>Other</u>	[]	[]	[]	[]	[]	[]	[]

23. How did you receive your UPASS this semester?
 _____ Picked-it up _____ By Mail _____ Did not receive one
24. Has the UPASS done any of the following for you:
- | | YES | SOMEWHAT | NO | DONT KNOW |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) Helped me find a job while in school | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Helped me find a cheaper place to live | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) Helped me visit friends | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Effected a decision to buy a car | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
25. What impact will UPASS have on your decision to attend UWM in future semesters?
 _____ Major Impact _____ Minor Impact _____ No Impact _____ Will not be here
26. How will the UPASS program effect your decision on where you will live next year?
 _____ I will move to a place with better bus service
 _____ I will stay at a place with "good" bus service
 _____ The UPASS will have no impact on where I live
 _____ I will be leaving or graduating from UWM
 _____ Don't know
27. Whether you use UPASS or not, how do you feel about the program?
 _____ Strongly Favor _____ Favor _____ No Opinion _____ Against _____ Strongly against
28. Should the UPASS program be continued in the coming semesters?
 _____ YES
 _____ YES, but with changes. (Please make comments and suggestions under Ques. #29.)
 _____ NO
29. If you have any comments (positive or negative) or suggestions you wish to make about the UPASS program or the transit system, please do so here: (Use additional paper if needed.)

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE UWM PARKING AND TRANSIT OFFICE, UNION WG25.

Appendix D

UPARK Shuttlebus Survey

- Survey Form

UPARK TRAVEL SURVEY

Please complete the following on your way to campus and return it to the bus driver as you leave. This will only take a few minutes to complete. Thank You!

1. What is your classification:

Freshman _____ Sophomore _____ Junior _____ Senior _____
 Graduate _____ Special _____ Other (Specify: _____)

2. Sex: _____ Male _____ Female _____

3. How many credits are you currently taking? _____

4. During a typical week do you:

_____ Only have classes that end before 4:30 PM
 _____ Have classes both before and after 4:30 PM

5. Please provide the Zip Code where you are coming from? _____

6. On what days do you use the UPARK lot?

_____ Monday _____ Tuesday _____ Wednesday _____ Thursday _____ Friday

7. What time did you arrive at the UPARK lot? _____ AM or PM

What time do expect to leave from the UPARK lot? _____ AM or PM

8. How many people rode with you to the UPARK (Not including yourself)? _____

9. On days you don't use the UPARK lot, how do arrive at the UWM campus?

_____ Drive and Park at UWM _____ Ride the Milwaukee County Bus
 _____ Have someone drop me off _____ Always use a UPARK lot

10. How often do you ride the Milwaukee County bus system for the following:

	UWM	Work	Shopping	Other
Less than 1 time per month	()	()	()	()
1 to 3 times per month	()	()	()	()
1 to 2 times per week	()	()	()	()
3 to 5 times per week	()	()	()	()
More than 5 times per week	()	()	()	()
Do not ride the bus	()	()	()	()

11. Please rate how important the following characteristics are in your decision to use the UPARK park and ride lot.

0= Don't Know 3= Neutral
 1= Very Important 4= Somewhat Unimportant
 2= Somewhat Important 5= Very Unimportant

a) Save money on parking _____ c) Avoid parking tickets _____
 b) Avoid finding a parking space near campus _____ d) Convenience _____

12. Do you work while attending UWM? _____ YES _____ NO
 If so, how many hours per week? _____

13. The Center for Urban Transportation Studies at UWM will be conducting a small group discussion regarding travel patterns, transit, and the UPASS program on April 4th or 5th. We would appreciate your participation in this discussion. Approximately 8 people are needed and you would be paid \$20 for participating. If you are interested in taking part in this discussion please provide the following information:

Name: _____ Phone Number: _____

I would be able to attend a discussion on the following days and times.

_____ Tue. April 4, 4:30 - 6:00 PM _____ Wed. April 5, 11:30 - 1:00 PM
 _____ Wed. April 5, 4:30 - 6:00 PM

You will be contacted with more information if enough people sign up to participate.

Thank you for your time. Please return the survey to the bus driver as you leave.

Appendix E

UPASS Focus Group Discussion Sessions

- Focus Group Discussion Guide
- Focus Group Participation Consent Form
- Focus Group Participation Follow-up Letter
- Focus Group Summary of Findings
- Guidelines for Conducting a Focus Group

UPASS DISCUSSION GUIDE

(OPENING REMARKS AND INTRODUCTIONS.)

1. If you were to describe UPASS to someone who had never heard of it, what would you say? What else?
2. What affect has UPASS had on you? Why?
3. What do you particularly like about UPASS? The Milwaukee County Transit System? Why? What else?
4. What, if anything, do you dislike about UPASS? Why? If you could change anything about it or MCTS, what would it be? Why?
5. In what ways, if any, is the UPASS program better than you thought it would be? What had you expected? Why?
6. In what ways, if any, is the UPASS program not as good as you thought it would be? What had you expected? What needs to be improved?
7. Who among UWM students is most apt to find UPASS beneficial? Why?
8. Who among UWM students is less likely to find UPASS beneficial? Why?
10. (DISTRIBUTE "UPASS EVALUATION" SHEETS.) Please consider each of these characteristics or attributes then rate them using the scale that appears near the top of the sheet.

I'm interested in how you've rated these attributes, but before we discuss them, please place a plus sign next to the attribute you believe is the program's most positive or beneficial attribute and place a minus sign next to the attribute you think is the biggest drawback or area for improvement in the UPASS program.

Which attributes received a "1" for "Excellent"? Why? Which of these did you award a "Plus Sign"? Why?

Which of these attributes received a lower rating? Why? Which did you give a "Minus Sign"? Why?
10. Since using UPASS, have your attitudes or impressions regarding the Milwaukee County Transit System changed in any way? What is more favorable? What is less favorable? Why?

UPASS DISCUSSION GUIDE

February 1995

Page 2

11. Recalling your experiences early last semester. . . did you have any trouble obtaining the UPASS? Understanding how UPASS works? Any other problems? Why?
12. What advertising, flyers or brochures about UPASS do you recall?
13. (SHOW UPASS BROCHURE.) Do you recall receiving this brochure? Was it effective in explaining the program? How so? What calls for improvement?
14. What would be the most effective means of communicating with you about UPASS? Why? When is a good time to communicate with you about UPASS?
15. If you were talking to the director of the UPASS program instead of me, what would you say? What advice would you offer? Why? What would you say about MCTS and the UPASS program in terms of its ability to attract you and other students to UWM and keep you and other students here? Why?

UPASS EVALUATION SHEET

Excellent = 1
 Good = 2
 Average = 3
 Poor = 4
 Very Poor = 5
 Don't Know = 0

ATTRIBUTE	RATING
Courteousness and attitude of drivers	
Knowledgeability of drivers	
Availability of a seat	
Frequency of buses	
Buses on time	
Total travel time	
Not having to transfer vehicles	
Availability of Flyer or Express service	
Convenient bus schedules	
Safety/security	
Comfortable ride	
Ability to get good information	
Bus stop close to trip origin	
Bus stop close to destination	
Comfortable place to wait	
A good value	
A good way to save money	

UPASS FOCUS GROUPS

INFORMED CONSENT LETTER

Thank you for taking part in this discussion regarding the UPASS transit program. This discussion is being conducted as part of a study being prepared by the Center for Urban Transportation Studies (EMS E387). The results of this discussion will be included in a report for the Wisconsin Department of Transportation. In addition, the information you provide will be valuable in deciding the future direction of the UPASS program at UW-Milwaukee.

We will be videotaping your discussion and will review the tapes for comments, ideas, and suggestions. The tapes will only be viewed by members involved with the study. When the tapes are not being viewed, they will be kept in a locked file cabinet at the Center for Urban Transportation Studies and will be destroyed within one month after the discussion.

Your participation in this group is completely voluntary. Your name will not be associated with your comments in anyway as part of our project. You may participate in the discussion at any level you feel comfortable.

If you have any questions regarding the findings or the study, please contact Dr. Edward Beimborn, Center for Urban Transportation Studies, UW-Milwaukee, EMS E387, P.O. Box 784, Milwaukee, WI 53201, (414) 229-5787.

If you have any complaints about your treatment as a participant in this study, please call or write: Dr. Berri Forman, IRB Consultant, Institutional Review Board for the Protection of Human Subjects, Environmental Health & Safety, UW-Milwaukee, P.O. Box 413, Milwaukee, WI 53201, (414) 229-6016.

Please complete the information on the following page:

UPASS FOCUS GROUPS

I have read the explanation of the study and agree to participate. I understand that my participation in this project is strictly voluntary.

Name

Date

This research project has been approved by the University of Wisconsin-Milwaukee Institutional Review Board for the Protection of Human Subjects.

You will receive a check for \$20 for your participation.

PLEASE PROVIDE THE FOLLOWING INFORMATION:
(PLEASE PRINT)

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

PHONE: _____

The Center for Urban Transportation Studies

**The University of Wisconsin-Milwaukee, Room E 387 EMS Building
P.O. Box 784 Milwaukee, Wisconsin 53201 414-229-5787**

Dear Student:

Thank you for agreeing to take part in the focus group discussion regarding the UPASS transit program. Here is the information regarding the discussion:

**WHEN:
Wed. March 1, 1995**

**WHERE:
Bolton Hall - Room 277**

**TIME:
11:30 AM**

The discussion will be videotaped and the results will be included in a written report for the State Department of Transportation. No names will be used in the report and only members involved in the study will view the videotape.

The discussion should last approximately 1 1/2 hours. Snacks and beverages will be served and you will receive \$20 for your participation.

Thank you for agreeing to take part in this discussion!

Sincerely,

**Jim Meyer
Research Assistant - Center for Urban Transportation Studies**

P.S. If you are unable to attend, please contact us as soon as possible so we can find someone to take your place. (229-5787)

**UPASS FOCUS
GROUP SUMMARY
OF FINDINGS**

Background and Objectives

Students have a number of options available when selecting a mode of transportation to the university. With the implementation of the UPASS program during the Fall 1994 semester, these options were increased and made more flexible as students received free, unlimited travel on the Milwaukee County Transit System (MCTS). Students attending UWM, who take at least one credit at the Kenwood campus, receive the unlimited UPASS which can be used anytime, anywhere, for any trip purpose.

It is the hope of University officials that the UPASS program will encourage students to use the transit system in particular for trips to UWM. In order to evaluate the success of the program, focus group discussion sessions consisting of UWM students were conducted with the following objectives:

1. Determine the characteristics of users and non-users of UPASS;
2. Determine reasons students use or do not use UPASS;
3. Determine what impact UPASS has had on students lives;
4. Determine the attitudes and opinions regarding the UPASS program;
5. Determine the attitudes and opinions regarding the MCTS;
6. Determine possible changes which could be made to improve the program, and
7. Gather suggestions from students to help guide the future direction of UPASS.

Methodology

This research consisted of 5 focus group discussions conducted at the University of Wisconsin-Milwaukee for the Center for Urban Transportation Studies. The sessions were conducted by Jim Champley of Guidepath Research on the following dates:

- March 1, 1995 11:30 AM and 4:30 PM
- March 6, 1995 4:30 PM
- April 5, 1995 11:30 AM and 4:30 PM

Focus group participants were selected based upon responses to a four page mail survey and a UPARK shuttlebus survey. Students who were willing to participate in a focus group discussion were asked to leave their name and phone number so they could be contacted at a later time. All participants selected for the discussion were University of Wisconsin-Milwaukee students. The groups selected for the discussion sessions were:

1. Frequent users of UPASS

- Respondents who indicated they use UPASS at least 3 or more times per week for various trip purposes.

2. Non-users of UPASS

- Respondents who reported not using UPASS at all for any trip purpose.

3. Freshman only group

- Freshman respondents who in general showed a high rate of UPASS use.

4. *UPARK and UPASS users*

- Respondents to the UPARK survey, primarily Milwaukee County residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Some respondents indicated using UPASS on occasion.

5. *UPARK users but UPASS non-users*

- Respondents to the UPARK survey, primarily out-of-county residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Most respondents indicated rarely using UPASS, if at all.

Important aspects of the focus group discussion include:

- The discussion sessions lasted approximately 1 hour 15 minutes to 1 hour 45 minutes.
- The sessions were videotaped for the purpose of reviewing the discussions and preparing this report.
- Members from The Center for Urban Transportation Studies (CUTS), UWM Parking and Transit, and MCTS were present during the focus group discussion sessions. They viewed the sessions via closed-circuit TV in an adjacent room.
- Students were mailed a \$20 check for their participation in the focus group discussion.

CAUTION:

The findings of this research must be reviewed cautiously as they represent the attitudes and opinions of relatively few persons.

Summary And Considerations

1. Dollar savings was a major factor in choosing to use UPASS. Freshman participants in particular mentioned UPASS saved them a lot of money. They stated that the benefits were: they did not have to purchase a car, they were able find employment, and they were able to live at home or at a place with lower rent.
2. Most groups saw UPASS as a benefit UWM students receive for attending the university. A number of participants felt the program could have an impact in attracting potential students and also in retaining students who might consider leaving.
3. Participants from both user and non-user groups mentioned they liked the fact UPASS can be used anywhere, at anytime, on any MCTS bus.
4. Participants felt students living in Milwaukee County would, or could, take advantage of the program. Non-users living out-of-county did not feel the program was as beneficial to them due mainly to excessive travel time and a lack of transit service in outlying areas.
5. The majority of participants who did not use UPASS on a regular basis were students with complex travel patterns who live outside Milwaukee County. A number of these students commented that they need their cars to be able to travel to work quickly or that they need to carry a number of items with them which is difficult to do when traveling by bus.
6. Both users and non-users like the reassurance of having the UPASS in case of an emergency. A number of non-users mentioned that while they do not use UPASS they still carry the pass in case something would happen to their automobile.
7. Participants like the intangibles of the UPASS program including easier access to parking and the fact that UPASS helps reduce the impact of the automobile on the environment by reducing motor vehicle trips to UWM and other locations.

8. Students like the fact that UPASS provides a transportation alternative which has positive impacts such as increased access to downtown and shopping centers, not having to purchase a car, finding housing farther away from UWM, and allowing students to search for employment throughout Milwaukee County.
9. MCTS received high ratings from focus group participants who said, for the most part, MCTS offers a good service.
10. Participants who use the UPASS on a regular basis said they would like to see the program extended into the summer class sessions. Non-users said they would like to see additional service expanded to areas outside Milwaukee County.
11. Participants from all groups felt the communication of UPASS to UWM students was fairly good. A few participants felt that freshman, specifically dorm residents, should be targeted with information regarding the program.
12. Participants from a number of the discussion groups indicated that they would like the UPASS program to be optional. They indicated that students who wish to take part could pay while those students who did not wish to take part would not be required to pay.

Highlights of Findings

1. Describe the UPASS concept

Students were asked how they would describe the UPASS concept to someone who had never heard of it before. All groups primarily described the program as a convenient method of transportation available to UWM students. A frequent user of UPASS said, "It's seven days a week, 24 hour free transportation." A freshman who regularly uses UPASS described it as, "A pass that every student at UWM gets for \$30 of their tuition that allows you to ride the bus free."

Some students liked the UPASS program so much they felt it had the capability to attract potential students to UWM. A freshman noted that she had friends at other universities who were "jealous" of the UPASS program at UWM. A frequent user said, "It's a good incentive for people to enroll at UWM," while another participant said, "I take pride in attending the university because they are showing concern about meeting the needs of the students." A regular UPARK shuttlebus user also saw the program as being beneficial in attracting students saying, "One of the benefits you get for going to school here is you get to use the public busing system or transportation... Its a great convenience."

In addition to attracting potential students to UWM, participants liked the idea of saving money. A UPARK shuttlebus participant commented, "Its relieving to know that I don't have to find a \$1.25 every time I use the bus," while another participant said, "Its a cheap means of transportation." Furthermore, students like the convenience of not paying for transfers or having to carry money for the transit fare when coming to the university.

Another comment that came up in most discussion sessions was that the UPASS provides students with more transportation options by offering free transit service for trips anywhere, at anytime. A UPARK participant described UPASS as allowing her to "use any bus at anytime because I am a student." A non-user summed up the concept saying, "Its a free bus pass you can use all semester with your student ID; anywhere, anytime." A frequent user said, "Its' convenient. Its' always there." Another frequent user said, "It gives

you more options: where you are going to live, work, when you can take classes," while another student added, "Its a service my tuition provides me with that I actually use."

2. Effects of UPASS

Participants were asked what effect the UPASS program had on them and to explain why. Among the more popular responses was UPASS had saved students more money than anticipated. One UPARK participant replied she had saved quite a bit of money on gas, parking, and by avoiding tickets. She stated, "When you flash the bus pass its like a free day for me. I don't have to worry about a parking ticket and I don't have to worry about all this money that I'm going to be shelling out. It just nickel and dimes you to death." A freshman participant also saved money by being able to postpone a decision about purchasing an automobile saying, "After I pay off bills and tuition I really don't have money to keep a car down here or pay for insurance or gas." Another freshman student added, "It (UPASS) stopped me from getting a car, which would have been a big mistake."

In addition to saving money, a freshman student living in the dorms said the bus pass allowed her to find employment. She stated UPASS allowed her to search for jobs throughout Milwaukee County and especially in the downtown area where transit service is highly concentrated. She said without the UPASS, she would have been confined to the East Side of Milwaukee because she had no other means of transportation available.

Other participants also mentioned the advantage of increased accessibility throughout Milwaukee County. A frequent user of UPASS said, "It gives me a chance to see more of Milwaukee" and it allows "easy access to tourist attractions." Another participant added that it can be used for any trip purpose and said, "I am not restricted to UWM." In addition, students mentioned that the UPASS allowed them to visit friends and relatives. The freshman group tended to use the UPASS more than other groups for the purpose of visiting friends while a frequent user said the pass enabled him to visit relatives. He added that this probably would not have been possible without the UPASS. In addition, a freshman student added that UPASS was his only method of transportation available.

APPENDIX

Along the same line of increased accessibility, students commented UPASS opened up new opportunities concerning living decisions. A freshman participant, who lived in the dorms during the fall semester, decided to live at home in the spring due to the existence of UPASS. A participant from the frequent user group referring to a decision about where to live stated, "It (UPASS) makes it easier to make a decision about that." Another student in the group, who purchased a house last year near a Milwaukee County park and ride lot said, "I thought it was great!" referring to how close she was to a bus line. Another frequent user said she was able to live downtown near MSOE. She said, "Without the UPASS, I probably would not have been able to do that."

Some participants in all groups felt using UPASS was more convenient than driving, especially when traveling downtown. A frequent user referring to taking the bus downtown said, "Its more reasonable to use the bus." One student mentioned she had a class downtown and used UPASS all the time to attend. Another student stated her art class often required her to make trips downtown and she felt the bus was very convenient. A participant from a UPARK discussion group stated he often had to make trips downtown throughout the school day and instead of using his car (parked at the UPARK lot) he would ride the bus.

Even students from non-user groups saw positive impacts as a result of the UPASS program. One student said he saw "immediate benefits" as a result of UPASS including increased accessibility to parking near the university. Other students mentioned they knew friends who no longer drove to UWM as a result of UPASS.

3. What do participants particularly like about UPASS

Students were asked to comment on what they like about the UPASS program. A number of participants from the discussion groups stated they liked having the pass because it provided a sense of security. A freshman who doesn't use the pass regularly said, "I have it with me all the time." A non-user stated, "Its nice to have in case of an emergency." A UPARK non-user liked the reassurance UPASS gave her saying, "The comfort of if my car breaks I can use this service." She went on to compare the UPASS concept to health

insurance saying she pays \$500 a semester for insurance and \$29 for a UPASS. She believed UPASS was worth it just in case something happened to her car. Another UPARK non-user said, "The only reason I picked it up was in case I had car trouble." A freshman participant added he has a car and likes the reassurance of UPASS in case his car breaks down.

Participants from the groups also liked the idea they could ride the bus in bad weather. A UPARK non-user stated he would prefer to drive as little a possible during bad weather and would rather take the bus. He said, "I don't want someone to hit my car." Freshman students along with frequent users agreed the pass was nice to have for bad weather days.

In addition to providing a sense of security, participants indicated they liked that UPASS offered students several transportation alternatives. A non-user stated the program was a good idea saying, "It gives people a choice." A freshman participant said, "It might encourage somebody that even has a car that could drive here to take the bus because its easier than finding a parking spot." When asked if the student would consider using UPASS if she had a car available she replied, "Definitely!"

Another feature students liked was they could use UPASS anytime. Participants from a few groups stated it is nice to use for trips downtown, for shopping and entertainment, and not worry about parking. A frequent user stated it often takes as long to drive and find a parking spot in comparison to riding the bus. A non-user was asked if this was the situation at UWM and he replied parking was bad but you can always find a spot. The student went on to say he would prefer to drive and take the time to find a parking space rather than ride the bus.

Participants also liked the fact UPASS is a semester-long program rather than a weekly ticket program. A UPARK participant stated it is easier and faster with the pass because you do not need to pay each time you get on the bus. She said, "Its hassle free for both sides: bus company and us." A freshman participant stated, "You can take any bus anytime, anywhere and not have to worry about money." A UPARK participant added its nice having the pass because she did not have to carry money to the university.

Finally, another common response regarding UPASS was it helped the environment. A freshman student commented that the program helps cut down on the number of cars resulting in a cleaner environment. Participants from the frequent user group agreed saying everyone should do their part to help the environment. A non-user agreed that UPASS reduced the number of cars coming to UWM and saw this as an "intangible benefit" of the program.

4. Dislikes about UPASS

The most common dislike students had regarding UPASS was that it is not an optional program. One non-user of UPASS said, "They force it on you. You don't have a choice." Another non-user stated, "They say that its free but you are paying for it." Participants from the UPARK non-user group added students should only be responsible to pay for the transportation services they use. A non-user stated he does not mind paying the \$29, but he wants to know other students are actually using the program. He said, "If I knew they (other students) were getting their money's worth I would gladly pay \$29 so they could use it."

Another comment from students living in outlying areas was that MCTS service was not as convenient for them. A UPARK participant who often uses UPASS said service on the South Side of Milwaukee was not very good and that it took her over an hour to get to UWM. In addition, students living outside Milwaukee County felt driving part way to the university and transferring to a bus would be inconvenient and they would rather drive to UWM.

Another common complaint was that service did not run late enough. A UPARK participant referring to the lack of late night service said, "I have no choice but to drive in and use McKinley parking (UPARK lot)." In addition, students said they would like more express routes and specifically would like longer hours of operation on existing express routes.

A UPARK non-user mentioned the fact many people are closely examining the UPASS program right now and for this reason it is attracting a lot of attention. He stated this is the reason many people dislike the program and once it became established, students would likely accept UPASS.

5. UPASS concept: Better than expected

Students were asked if the UPASS concept was better in anyway from what was anticipated. The most common remark heard from the groups was that the dollar savings from using UPASS was greater than expected. A UPARK participant said, "Its saves me a lot more money than I thought it would," while another student said, "This really directly saves me money." A frequent user said the savings was "great" and a freshman participant said, "It saves a lot of money...big time!" Considering the savings, a freshman student stated, "I think \$30 is extremely worth it."

Another common response of participants was that they used their UPASS more than expected. A UPARK participant said she used it more than she thought which resulted in her saving miles on her car. A freshman participant who used UPASS regularly said, "I can't imagine living without it!" A frequent user stated she was not sure how she was going to get to UWM this past school year without having access to a automobile. When she heard about the UPASS program she had this to say, "That solves all my problems."

Another feature students really liked was that UPASS had no restrictions. Some students believed UPASS would be only valid on certain buses, at certain times, and for trips specifically to UWM. A UPARK participant stated she was surprised to hear the pass was good seven days a week. Another participant added, "Everybody on campus can use the bus even if they don't need it to come to school. They can always use it to go to work or use it to run around." A freshman participant stated UPASS allowed her to work out at a fitness center downtown while another student said the pass allowed him to have access the mall. In addition to the pass having no restrictions, another freshman student said it provided more options on where to live. The student commented she thought she would have to rent a place close to UWM, but with UPASS she now had more housing options.

She said, "Its easier to live a little further down (away from UWM) where its not so expensive."

Some students said when they heard about UPASS they were concerned tuition would increase even more than expected. Many frequent users were surprised the increase was not substantial and expected it to be much more. One frequent user stated, "Tuition is being raised, granted. But at least now there is a reason for it." She continued saying, "We actually got something back from tuition."

Finally, some students liked the idea of receiving the UPASS by mail if a person did not pick it up. One student stated she would not have received the pass if it had not been mailed. Another student suggested the pass should be mailed earlier since he did not receive UPASS until a few weeks into the semester. A student taking only evening classes also liked the fact the pass was mailed because she had no opportunity to pick-up UPASS.

6. UPASS concept: Not as good as expected

For the most part, students were happy with the UPASS concept. Supporters of the program commented they were disappointed there would be no summer service offered. A UPARK participant suggested the possibility of offering a discounted price to students who wished to purchase a pass during the summer.

Another comment from students was they thought more late service would be offered with the existence of UPASS. Several UPARK participants stated they had no problem being able to get to the university early in the morning, but they did have a problem getting home at night. For this reason, a number of the participants opt to use the UPARK lots where the buses run more frequently.

7. Who would find UPASS most beneficial

Students were asked what type of UWM student would find UPASS beneficial. A number of the groups felt dorm residents benefited most from the UPASS program. A UPARK non-user said dorm students could use it anytime, especially on weekends. A participant

from the non-user group commented he would have used the pass a few years ago when he lived in the dorms. A freshman who currently lives in the dorms said, "Its our only way to get out if you live in the dorms. Its just nice to be able to get away."

Another response was that students who do not own an automobile, or cannot drive, would also benefit from UPASS. A UPARK non-user said everyone should have access to a means of transportation. She continued saying the program is also good for foreign students who cannot drive or have no car. In addition, participants felt low income students would benefit by saving money and still have access to a quality means of transportation.

Finally, several participants felt students living in Milwaukee County would find UPASS more beneficial than out-of-county residents. A UPARK participant stated the pass is good in the metro area anywhere up to the suburbs. A non-user said the best service would be available to students living on the East Side, Riverwest, and the downtown due to the frequent number of buses operating in these areas. Another non-user added the bus is most useful to students who do not have to worry about the travel time of the bus compared to the travel time of a car.

8. Who would find UPASS least beneficial

The groups were asked who would find the UPASS not as beneficial and not surprisingly the most common response was students who live outside of Milwaukee County. A UPARK non-user stated students living in Milwaukee County would find UPASS useful but for out-of-county students there were problems such as travel time, not enough service, and not enough late service. She said, "Anyone who doesn't actually live in Milwaukee is going to have a hassle with it." A non-user said, "No matter how convenient you make UPASS, there are people who still need to drive anyway."

Another group of students who would not find UPASS as beneficial could be described as students with complex travel patterns. One common reason students didn't use UPASS was the fact they needed to arrive somewhere immediately after attending UWM. This included

students who needed to get to work, pick up a child at day care, or travel to other locations and felt the bus was not a fast enough means of transportation.

Another problem students mentioned was they often had to carry numerous items with them which made them auto dependent. Several non-users commented this was a major reason for not riding the bus. One non-user said, "I live in my car. My car is like my office," while another non-user stated, "My car is not just my car, but it is also my locker and fridge."

9. UPASS and MCTS Evaluation

Students completed a writing exercise in which they rated various aspects of UPASS and more specifically MCTS. Students from all discussion groups gave the program and MCTS very good marks. Frequent users had very few negative impressions of the system. One participant said, "Overall it (MCTS) is a good system for something that is purely bus based." Another student stated, "I just rate the buses in Milwaukee very high. I love them!" Non-users tended to rate the system lower than other groups saying the buses took too long (travel time) and were inconvenient. A UPARK non-user said, "I don't mind taking the bus. I just hate waiting for it."

Table E1 - Student Evaluation of UPASS and MCTS (Average Score of Participants)
 CAUTION: THESE SCORES REPRESENT A SMALL SAMPLE SIZE

Attribute	Frequent Users	Freshman Group	UPARK Group	UPARK Non-Users	Non-user Group
Courteousness and attitude of drivers	1.57	3.17	1.83	1.60	2.67
Knowledgability of drivers	1.67	1.33	2.00	2.00	2.25
Availability of a seat	1.71	2.67	2.00	1.40	2.67
Frequency of buses	2.00	3.33	3.00	3.63	3.00
Buses on time	2.00	2.75	2.17	2.20	2.67
Total travel time	2.29	3.00	2.67	4.25	4.00
Not having to transfer vehicles	2.14	1.40	2.17	2.50	3.00
Availability of flyer or express service	2.00	2.25	3.33	3.60	2.75
Convenient bus schedules	1.43	2.83	3.33	3.86	3.00
Safety/Security	1.43	3.33	1.67	2.00	2.60
Comfortable ride	1.86	3.17	2.50	2.00	3.40
Ability to get good information	2.00	2.20	1.83	1.80	2.50
Bus stop close to trip origin	1.29	1.83	1.83	3.25	2.67
Bus stop close to trip destination	1.14	1.83	1.50	2.00	1.71
Comfortable place to wait	2.57	3.83	2.67	3.43	3.17
A good value	1.14	1.17	*	*	1.86
A good way to save money	1.00	1.17	*	*	1.29

* These attributes were not included on the writing exercise for these groups

Scale

1 = Excellent

2 = Good

3 = Average

4 = Poor

5 = Very Poor

0 = Don't Know

Students from most groups felt MCTS drivers were very good. Several participants mentioned most drivers were very helpful, friendly, and courteous to passengers. A frequent user said the drivers made people feel safe while riding the bus.

Many students felt safety and security were also good aspects of MCTS. Several students stated they had heard of incidents on the buses but nobody had unfavorable personal experiences. A UPARK participant mentioned she was worried about safety and security until she began riding the bus and found no problems. A frequent user said, "I wouldn't ride the bus if I didn't think I would be safe."

Another attribute receiving high marks was bus stops close to student's trip origin and destination. One student said, "It (bus) stops at several locations on campus," and she mentioned the bus often drops her off downtown right in front of her desired destination. In addition, most groups rated the attribute "bus stops close to trip origin" very high. The only groups that gave this attribute low scores were the non-user and UPARK non-users (a number of these participants lived outside of Milwaukee County).

Finally, the two attributes receiving the highest marks were UPASS being "a good value" and "a good way to save money." A frequent user referring to UPASS as being a good value said, "It encompasses everything. There is so many pluses that it just sums it up." A non-user added, "You can't beat it." and "Its a great idea, but it just doesn't fit my schedule." A freshman student said, "I've got my \$30 worth."

10. Communication about UPASS

Students were asked to describe how they found out information regarding the UPASS and to offer suggestions as the best means of communicating information. The majority of participants had known the UPASS program was a possibility during the summer prior to its implementation. For this reason, most of the students picked-up their UPASS during in-person registration or when they were purchasing their textbooks. Several participants mentioned this was very convenient because they had to go to the union anyway to purchase books and other supplies.

A few students heard advertisements on the radio regarding the UPASS program. One student commented the radio was the first place she heard any information about the program. Students from the freshman group said they, along with their parents, received information at freshman orientation programs. Another student mentioned she had seen articles in campus newspapers and through mailings from the UWM Parking and Transit office.

The groups were asked if they recalled receiving a purple brochure describing the UPASS program. Many participants did recall receiving the brochure and several said they had saved it for future reference. One student said he taped the brochure to his wall so he could make use of the bus map. The majority of the groups felt the brochure was very helpful and a frequent user said, "It answered a lot of my questions." When asked what students liked about the brochure the main reply was the map. Students liked that landmarks, parks, and other points of interest in the city were highlighted. Other valuable information in the brochure included the informational phone number for MCTS and the operating schedule for buses to UWM.

Participants were then asked what, if anything, could be improved in the communication of the program to UWM students. Most felt what was being done was sufficient. A non-user commented if you want to use the pass you will find information about the program. A number of participants felt freshman should be targeted with information, especially students in the dorm. Some participants suggested offering special promotions, or field trips with dorm students to help them become familiar with the transit system. Others suggested having a presentation to UWM students on how to use the bus and how to read a bus schedule.

11. Comments for the Director of UPASS

To conclude the focus group discussions, students were asked what they would suggest to the director of UPASS program. The majority of participants from all groups felt the program should continue in future semesters. A frequent user said, "Don't get rid of it - please!" Another student stated the program was a big benefit and incentive for students to

come to, or remain, at UWM. A non-user said he would not be disappointed if the program was discontinued but he did say, "It would be unfortunate." A number of non-users just wanted to know people were using the program. Another non-user said, "I would not feel as bad about paying \$30 if I know someone was using it," while another added, "Twenty-nine dollars is not that big of deal. I choose not to use it." A UPARK non-user said, "I feel like \$30 is just going to the transit system." These students suggested the Parking and Transit office conduct a long term study and publish results showing how the program is operating.

While the majority of students said the program should be continued, a number of participants wanted to see the program expanded to include summer classes. A frequent user said the pass could be used for a number of events during the summer and stated, "Open Milwaukee up all year round." Students realized the pass would probably cost more than the current \$29 and felt maybe a discounted pass could be made available during the summer months.

While the majority of participants support the program regardless of whether or not they use it, a number of students from all groups commented they wished the program was optional. Non-users felt strongest about an optional program saying if you don't use it then you should not be paying for it. A freshman participant replied she didn't think the program should be optional because she doesn't have any say about opting out of programs such as the daycare facility, sporting events, and the athletic facility.

Another popular comment from the groups was they would like service to be expanded. Included in this would be extending routes to outlying areas, increasing express service, and improving late service. Students would also like to see the transit system and UWM work together to coordinate arrival and departure times of buses with class schedules. Several students mentioned they often miss a bus because it is leaving when their class lets out. Another suggestion was the possible installation of lockers in the union so students who ride the bus have some place to keep books and other items, thus lessening their dependence on their cars.

APPENDIX

In conclusion, the majority of students feel the program is a benefit to the university and feel the program should continue. A UPARK non-user stated the program will take about 4 to 5 years before it really catches on because students who are currently driving will continue to drive, for the most part. She said freshman should be targeted when they come to UWM which might result in students continuing to use UPASS as they become juniors and seniors.

GUIDELINES FOR CONDUCTING A FOCUS GROUP

Guidelines for Conducting a Focus Group. Focus group discussions have become a popular method of obtaining information regarding numerous topics. During this study, focus group discussions were conducted to obtain information regarding characteristics of frequent transit users, non-users, freshman, and potential transit users. The information obtained through these discussions provided insight into the success of the UPASS program as well as identifying areas of concern.

Focus group discussions can provide insight into issues which cannot be covered on a survey. For example, a question which appeared on the Fall 1994 survey asked students their opinion regarding the UPASS program. One respondent indicated he was strongly against the UPASS program but during a focus group discussion indicated he felt this way because he believed no one was using UPASS. He went on to say if people were actually using the program, then UPASS was a good idea and should continue. While the survey results gave the appearance this respondent was strongly against the program, the focus group results showed a different viewpoint on how the student truly felt.

Focus groups are a good method to get people involved in the decision making process and have them provide their input regarding the topic. An employer who is considering implementing a transportation program may wish to conduct focus group discussions to determine the transportation needs of their employees.

Since the focus group procedure may not be familiar to some, the purpose of this section is to provide a general overview of the focus group process based upon the experience of the focus groups conducted during this study. It is our recommendation that a person with experience with focus groups (preparing the discussion guide, moderating, and preparing the report) be contacted to assist in the process.

Preparing for the Focus Group Discussion

When preparing for the focus group discussions there are several considerations including what questions will be asked, who will participate, where will the discussions be held, and who will conduct the sessions? The first order of business is to develop a discussion guide.

Developing the Discussion Guide. The discussion guide contains the questions which will be asked to participants during the discussion sessions. Approximately 10 to 15 questions should be used for the discussion. Avoid spending too much time on background information and concentrate on the important issues that you wish to cover. There are two elements which should be considered when drafting the guide. First, it is necessary to identify who you want to obtain information from and second, what type of information it is that you want to obtain.

For the purpose of this report, it was determined that five discussion groups of frequent transit users, non-users, freshman, and potential transit users (Two sessions of UPARK shuttlebus regular users) would be conducted. It was felt these groups would provide different opinions regarding the UPASS program.

After determining who the information is being obtained from, it is necessary to consider what information will be obtained. With this study, we were interested in finding not only the good points of the program, but also the points that could be improved to make it more successful. In addition, questions pertaining to the quality of the transit system and the marketing of the program were also explored.

When developing the questions, keep in mind that all discussion groups should follow the same discussion guide. A question such as "*Who benefits the most from UPASS?*", could receive different responses depending on whether the participants are users, or non-users. By using a general format for each question, it allows the analyst to make comparisons between the responses of the various groups.

Reserve a Time and Place. Reserving a time and place to conduct the discussion is something which should be done well in advance to the actual date of the discussion sessions. By finding a location quickly, it will allow time to contact potential participants with the necessary information regarding the time and location of the sessions.

There are several options available when selecting a location to conduct the discussions. For this study, classrooms on-campus were reserved for approximately a three hour time slot. This allowed time to set-up prior to the discussion, conduct the session, and clean-up afterward. In addition, an adjacent classroom across the hall was also reserved where members of MCTS, CUTS, and the UWM Parking and Transit department viewed the discussion sessions via a closed circuit television. Only the moderator and focus group participants should be in the discussion room during the session.

Another option for conducting the focus group is to hold the sessions at a focus group discussion facility. Marketing firms often have special facilities in which they conduct focus group discussions. Keep in mind a focus group discussion facility will add to the cost of the project.

When selecting a location, try to find the most convenient and accessible location as possible. Since this study consisted of students, it was felt that the discussion sessions should be held on-campus to increase the likelihood of students participating.

Provide an Incentive For Participation. Individuals taking part in a discussion session should be compensated for their participation. When contacting potential participants use an incentive to encourage or persuade an individual to take part in a discussion session.

Various forms of compensation can be used with the most common being a cash payment, lunch or dinner. Snacks and beverages may also be provided at the discussion. This often eases the tension created by the focus group setting and makes participants more open to discussing the topic. For this study, participants received \$20 apiece for taking part in the discussion.

Determine What Equipment is Needed. The research team must determine how detailed of information they want to obtain from the discussion. This will determine whether to audio tape, videotape, or simply take notes. For this study, the discussion sessions were videotaped and were also viewed via closed circuit television. The videotapes were later reviewed by members of the research team to prepare a written report. The advantage of videotaping is it allows the research team to easily make note of the time important quotes and comments were made during the discussion. This will allow the person reviewing the tape to quickly locate these comments and record the exact information.

If the sessions will be videotaped, it is necessary to reserve the equipment well in advance of the sessions. Equipment which is needed includes:

- A video recorder.
- A microphone which should be placed at the discussion table.
- A videotape per session (Note: One videotape will hold approximately two hours of time).
- A television if the session is going to be viewed by persons other than the moderator during the discussion session. (Note: Only the moderator and the focus group participants should be in the discussion room while the discussion is taking place.)
- Wires to connect the microphone, video recorder, and television. (Note: The wires should be taped or secured to the floor.)

It is our recommendation to videotape the sessions as well as having a closed circuit television to view the discussion. The closed circuit television allows the research team to have the moderator ask follow-up questions or more specific questions regarding the topic. If notes are taken by the research team during the session, this will also facilitate the development of a report for the focus group.

Selecting Focus Group Discussion Participants

Choosing the Number and Size of the Groups. When developing the discussion guide it is necessary to identify who will participate in the discussion sessions (for example, frequent transit users, non-users, freshman, and potential transit users). This will provide an indication as to the number of discussion groups which will be conducted. The research team should also consider time, money, and the number of potential participants available in determining the number of groups that will be conducted.

A good size for a discussion group is between 8 to 10 participants per session. However, the discussion can still take place if fewer than 8 participants show up. During this study, one focus group discussion consisted of only 6 participants who still provided very valuable information.

The number of participants per session will be based upon the potential pool of participants. For example, a large number of students were frequent transit users who indicated they were willing to take part in a discussion group. However, very few non-transit users were willing to take part in a discussion session which made it difficult to recruit 8 to 10 participants.

Establish a Pool of Potential Participants. Once the number of participants has been determined, it is necessary to establish a pool of potential participants. For this study, the following question was asked on the Fall 1994 survey to recruit participants.

22. Would you be willing to participate in a small group discussion regarding the UPASS and other transit related issues? The discussion would take approximately 2 - 3 hours and you would be paid for focus group participation at a rate of \$10 *per hour* for your time. Only a small number of individuals will be randomly chosen to participate. The discussion will be videotaped for the purpose of being reviewed by the researchers of this study. (We need both transit and non-transit riders.)

_____ YES _____ NO

If you answered YES, please provide your name and phone number below: (Please Print)

NAME: _____ PHONE NUMBER: _____

There are several advantages to forming a potential pool of participants from a survey. The survey provides background information regarding the person you have selected to take part in the discussion. For example, when selecting frequent transit users the survey was reviewed to try to have a representative from each student classification (freshman, sophomore, etc.). The survey also provided other information regarding the participants.

Another way participants were recruited was by conducting a survey of students using the UPARK shuttlebus service. In the following question, students were provided with the date and time of three possible focus group sessions. Students were asked to indicate if they wanted to take part in a discussion and if so to indicate the date and time they could

attend. This method of selecting participants saved a substantial amount of time in recruiting participants since the students were aware of the date and time of the session.

13. The Center for Urban Transportation Studies at UWM will be conducting a small group discussion regarding travel patterns, transit, and the UPASS program on April 4th or 5th. We would appreciate your participation in this discussion. Approximately 8 people are needed and you would be paid \$20 for participating. If you are interested in taking part in this discussion please provide the following information:

Name: _____ Phone Number: _____

I would be able to attend a discussion on the following days and times.

____ Tue. April 4, 4:30 - 6:00 PM _____ Wed. April 5, 11:30 - 1:00 PM

____ Wed. April 5, 4:30 - 6:00 PM

You will be contacted with more information if enough people sign up to participate.

Assume Some Participants Will Not Show. It is difficult to assure all participants will show up for the discussion as some individuals may forget, run into a scheduling conflict, or just decide not to take part. For this reason, it is recommended approximately 12 participants be selected to take part in the discussion session.

It is likely a few participants will not show up for the session which would bring the total number of participants down around 9 or 10. If all participants do show up, then the discussion session should be conducted with everyone.

Contacting Potential Participants. After obtaining a pool of potential participants, the individuals should be contacted by telephone with information regarding the discussion

session. When making initial contact with the potential participant, remind them of agreeing to take part in a focus group and ask if they are still interested in taking part. If they are still interested, then provide the *date*, *time*, and *location* of the session. Be sure to mention the incentive for taking part in the discussion as this could influence some individuals to take part.

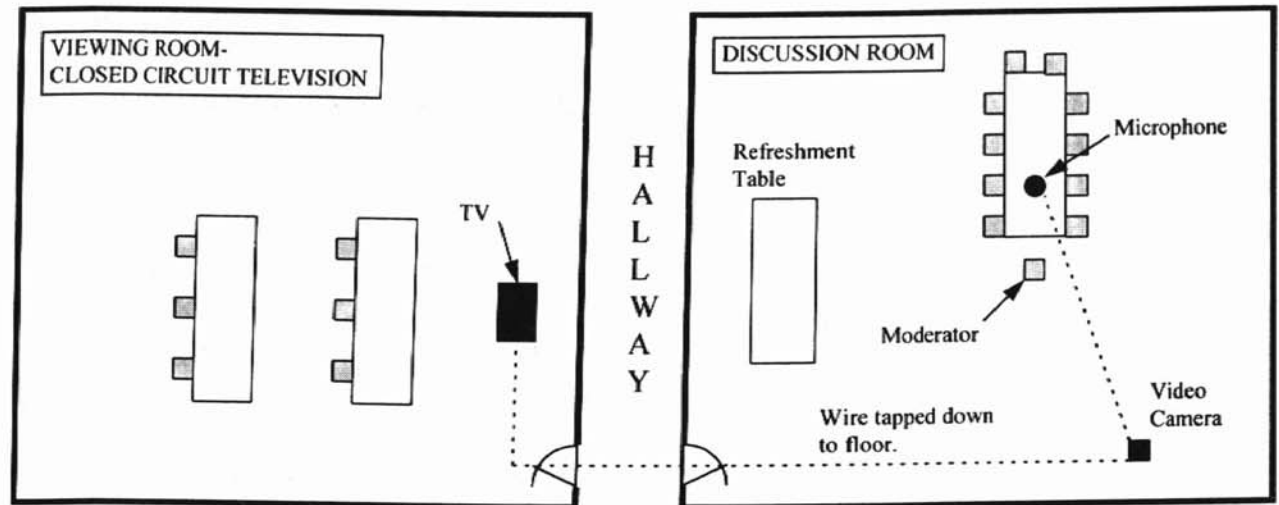
Do not assume that since you are calling individuals who agreed to take part that you will only need to make 10 to 12 calls. It is often difficult to get a hold of people and if you do, some individuals may not be able to make the discussion or some may not want to take part. A good rule of thumb is if you plan on recruiting 12 participants then plan on making at least twice that many telephone calls. The quicker potential participants are contacted about taking part in a discussion will increase the likelihood of securing a sufficient number of participants.

Follow-up Letter. Approximately a week to ten days prior to the discussion session a follow-up letter should be mailed to individuals who agreed to take part. The follow-up letter should thank the person for taking part in the discussion and briefly describe the purpose of the focus group. The letter should also include information which clearly identifies the *date*, *time*, and *place* of the discussion. Participants should be reminded of the incentive for taking part. Finally, participants should be asked to contact the research team if they are unable to attend to allow time to find an alternate participant.

Preparation for the Discussion Sessions

Room Configuration. The discussion room and viewing room should be setup and ready for the discussion when participants arrive. In this study, the rooms were across from each other and setup as shown below. Participants should be seated around a table with the moderators back to the video recorder. The video recorder should be positioned to provide the widest angle possible and a microphone should be placed on the table. If refreshments are being served, an additional table should be setup in the room. All wires should be taped down or secured to assure that no one trips.

If the research team or guests will be watching the discussion on the closed circuit television it is necessary to prepare the viewing room as well. The primary concern with the viewing room is that the research team have sufficient space to take notes. The viewing room should be as close as possible to the discussion room so the number of wires are kept to a minimum. By having the rooms close together will also allow the moderator to come over to the viewing room during the discussion to confer with the research team.



Video Equipment. If the sessions will be videotaped it is necessary to arrive well in advance to the start of the discussion to setup the equipment. Be sure to bring videotapes as these could easily be forgotten in a rush. Tape down and/or secure any wires.

Refreshments. Refreshments should be placed on a separate table in the discussion room. As participants enter they may take refreshments and be seated around the table. Depending on the refreshments being served, the research team should allow enough time for set-up and clean-up.

Other considerations. Other items which need to be considered include name tags, consent forms, and payment to participants. Name tags can be made by folding large index cards in half and writing the participants name large enough for the moderator to read. This will allow the moderator to address questions to specific individuals during the discussion.

Consent forms may be necessary depending on where and for who the study is being conducted. For this study, the questions which were asked during the focus group sessions needed to be approved by the Human Subjects Review Board at the University. As part of their requirement, focus group participants needed to fill out a consent form agreeing to take part in the discussion session.

If participants are receiving a payment for taking part in the discussion they can either be paid in cash or by check. As part of the requirement of the University, students in this study were mailed checks a few weeks after the sessions were completed. With this payment method, it may be necessary to obtain the participants address and social security number for processing the payment. The best and easiest way to make the payment is right after the completion of the session.

If brochures, flyers, or other marketing information will be displayed during the discussion it should be easily accessible to the moderator. This is a good opportunity to have the

moderator come over to the viewing room to see if any members of the research team have any questions. Leave the material in the viewing room and when the moderator comes over to pick-up the material the research team may have specific questions they wish to ask of the participants. One last consideration is that signs with directions to the focus group may be placed in the hallways to help individuals find their way to the sessions.

Moderating the sessions

For this study, Jim Champley of Guidepath Research moderated the discussion sessions. It is our recommendation that an experienced focus group moderator conduct the sessions. Moderating the discussion is a difficult process and someone with experience has the ability to draw information out of the participants. If it is not possible to hire an experienced moderator, the following are a few key points which should be considered when moderating a discussion session.

Keep the Conversation Flowing. The moderator needs to keep control of the discussion session. If participants get off track or get ahead of the issue being discussed the moderator must pull the group back together. The moderator should try to keep the discussion as informal as possible and should encourage all participants to speak whatever is on their mind. Remember, the moderator is in charge of the discussion and it is his/her duty to draw information out from the participants.

Length of the Discussion. The discussion session should last approximately 1 and 1/2 hours. During this study, one discussion session lasted approximately 50 minutes while another discussion group took 1 hour and 50 minutes. The participants of the discussion session will dictate the length of the sessions based on the amount of information they have and their willingness to participate.

Be neutral. One of the benefits of having an outside person moderate the discussion is that the person can be neutral. Some people may not like the topic being discussed and should be allowed to voice their opinion. Use this opportunity to find out why the person does not like the program and in addition find out what changes could be made to improve the program.

Be caution of participants asking the moderator questions. For example, a student from a discussion group asked the moderator if he knew how the UPASS program was doing. While the moderator did have knowledge concerning this matter, he did not provide the student with the information as it could influence the participants comments. Remember, the purpose of conducting the discussion session is to gather information about how much the group knows and feels about the issue being discussed. The discussion should not be a place to inform people of a program or to convince them of any point of view.

Talk to Members of the Research Team. During the discussion session, the moderator should take time to confer with the members of the research team to determine if further issues should be explored. This can be done maybe 1 or 2 times during the session. The best time to do this is during a writing exercise or near the end of the discussion. For example, during this study the moderator got up and told participants he left the writing exercise in the other room. If the research team has additional questions, the moderator may ask those questions upon returning to the discussion.

Analyzing the Results

Reviewing Your Notes. After a discussion session is completed, take a look at your notes and highlight items you wish to review in greater detail when viewing the videotape. When taking notes be sure to have a watch nearby so you can record the time of when a certain topic was discussed. This will make it easier when reviewing the videotape to quickly locate important points or quotes.

Reviewing the Videotapes. The videotapes should reviewed shortly after the completion of the discussion session. When viewing the tapes, try to pick out important findings and quotes from the participants. These quotes can be used later to support findings in the report.

Writing the Report. The written report should follow the questions contained in the discussion guide. The report can be broken-down into four sections including the background and objectives, the methodology, the summary, and the highlights of findings.

The following provides more detail regarding the various sections:

1. *Background and objectives.*

- The background and objectives section provides basic information regarding the project including the history of the topic, the purpose of the study, and the goals and objectives of the research.

2. *Methodology.*

- The methodology section should describe how, when, and where the focus groups were conducted and who conducted the study. It should describe the characteristics of the discussion groups who were selected. It should inform readers that the results from the focus groups are the opinions of a small sample size and should be viewed with caution.

3. *Summary and Considerations.*

- The summary and considerations section is approximately one or two pages in length and provides the reader with a summary of the important findings. The items contained in this section should be in a bullet, or number format (similar to this page).

4. *Highlights of Findings.*

- The highlights of the findings is the section which provides the reader with an in-depth analysis of the questions contained in the discussion guide. This is the section where quotes and comments should be used to support the research findings.

Appendix F

Calculations for Determining UPASS Impact on Transit Ridership

APPENDIX

The following table was used to determine the increase in transit ridership for trips to UWM, to work, to shopping, and to other locations obtained from the UWM student surveys. The results from the Fall 1994 and Spring 1995 were compared to pre-UPASS ridership from the Spring 1994. The table consists of five areas which represent the various impacts on transit ridership.

<i>Transit Ridership Pre-UPASS</i>	<i>Transit Ridership UPASS</i>					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month						
1 to 3 Times per Month				1		
1 to 2 Times per Week			3			5
3 to 5 Times per Week		4				
More than 5 Times/Week						
Did Not Ride			2			

Area 1

Students who were transit users prior to the UPASS program who have shown an increase in transit ridership since the implementation of UPASS.

Area 2

Students who indicated they did not use transit prior to the UPASS program but use transit since the implementation of UPASS. Students in this category are new transit users.

Area 3

The gray shaded area represents students who were not effected by the UPASS program. Students either continued to ride transit at the same frequency as pre-UPASS ridership or they did not use transit.

APPENDIX

Area 4

Students who used transit prior to UPASS but have reported a decline in transit ridership since the implementation of UPASS.

Area 5

Students who were transit users prior to the UPASS but no longer use transit.

Tables F1 through F4 display the results from the Fall 1994 survey for trips to UWM, to work, to shopping, and to other locations. Tables F5 through F8 show the Spring 1995 survey results for all respondents. Tables F9 through F16 show a break-down by Milwaukee County and out-of-county respondents.

The results show the majority of student-transit ridership was not effected by the UPASS program (area 3). Over 60% of all respondents from the Fall 1994 survey and the Spring 1995 survey indicated they continued to ride transit at the same frequency as pre-UPASS levels.

An encouraging finding is approximately 14% of students who did not ride transit to UWM prior to UPASS indicated using transit after the implementation of UPASS (area 2). The same is true for work trips with nearly 10% of students who did not ride transit prior to the UPASS program indicating they now ride transit.

Nearly 13% of students who rode transit to UWM prior to UPASS reported an increase in ridership frequency after the implementation of UPASS (area 1). Between 6% to 8% of students who rode transit to work prior to the UPASS program responded that they had increased their transit ridership.

Only a relatively small percentage of students reported a decrease in ridership (area 4) or completely stopped riding transit (area 5). Survey results indicate approximately 3% to 5% of respondents fall into these categories.

APPENDIX

Table F1 Impact on Transit Ridership to UWM (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	Transit Ridership Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=27 52.9	n=2 3.9	n=8 15.7	n=4 7.8	n=4 7.8	n=6 11.8
1 to 3 Times per Month	n=1 4.3	n=8 34.8	n=2 8.7	n=7 30.4	n=3 13.0	n=2 8.7
1 to 2 Times per Week	n=1 6.7	n=1 6.7	n=6 40.0	n=3 20.0	n=3 20.0	n=1 6.7
3 to 5 Times per Week	n=2 6.3	n=2 6.3	n=3 9.4	n=17 53.1	n=6 18.8	n=2 6.3
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=0 0.0	n=1 6.7	n=12 80.0	n=2 13.3
Did Not Ride	n=11 6.0	n=6 3.3	n=9 4.9	n=12 6.6	n=8 4.4	n=137 74.9

IMPACT	n	%
Increase in Ridership	42	13.2
New Transit Riders	46	14.4
No Change	207	64.9
Decrease in Ridership	11	3.4
No Longer Use Transit	13	4.1

Table F2 Impact on Transit Ridership to Work (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	Transit Ridership Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=26 68.4	n=2 5.3	n=2 5.3	n=2 5.3	n=1 2.6	n=5 13.2
1 to 3 Times per Month	n=1 9.1	n=5 45.5	n=0 0.0	n=3 27.3	n=0 0.0	n=2 18.2
1 to 2 Times per Week	n=0 0.0	n=0 0.0	n=3 60.0	n=0 0.0	n=2 40.0	n=0 0.0
3 to 5 Times per Week	n=1 7.7	n=1 7.7	n=1 7.7	n=7 53.8	n=3 23.1	n=0 0.0
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=2 22.2	n=1 11.1	n=6 66.7	n=0 0.0
Did Not Ride	n=6 3.0	n=7 3.6	n=6 3.0	n=2 1.0	n=3 1.5	n=173 87.8

IMPACT	n	%
Increase in Ridership	15	5.5
New Transit Riders	24	8.8
No Change	220	80.6
Decrease in Ridership	7	2.6
No Longer Use Transit	7	2.6

APPENDIX

Table F3 Impact on Transit Ridership to Shopping (Spring 1994 to Fall 1994)

<i>Transit Ridership Spring 1994</i>	<i>Transit Ridership Fall 1994</i>					
	<i>Less Than 1 Time/Month</i>	<i>1 to 3 Times per Month</i>	<i>1 to 2 Times per Week</i>	<i>3 to 5 Times per Week</i>	<i>More than 5 Times/Week</i>	<i>Did Not Ride</i>
Less Than 1 Time/Month	n = 25 55.6	n = 10 22.2	n = 3 6.7	n = 0 0.0	n = 0 0.0	n = 7 15.6
1 to 3 Times per Month	n = 2 9.1	n = 11 50.0	n = 4 18.2	n = 3 13.6	n = 1 4.5	n = 1 4.5
1 to 2 Times per Week	n = 0 0.0	n = 2 25.0	n = 3 37.5	n = 1 12.5	n = 1 12.5	n = 1 12.5
3 to 5 Times per Week	n = 1 20.0	n = 0 0.0	n = 0 0.0	n = 4 80.0	n = 0 0.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 1 33.3	n = 0 0.0	n = 0 0.0	n = 2 66.7	n = 0 0.0
Did Not Ride	n = 10 5.1	n = 7 3.6	n = 5 2.5	n = 0 0.0	n = 0 0.0	n = 175 88.8

IMPACT	n	%
Increase in Ridership	23	8.2
New Transit Riders	22	7.9
No Change	220	78.6
Decrease in Ridership	6	2.1
No Longer Use Transit	9	3.2

Table F4 Impact on Transit Ridership to Other Locations (Spring 1994 to Fall 1994)

<i>Transit Ridership Spring 1994</i>	<i>Transit Ridership Fall 1994</i>					
	<i>Less Than 1 Time/Month</i>	<i>1 to 3 Times per Month</i>	<i>1 to 2 Times per Week</i>	<i>3 to 5 Times per Week</i>	<i>More than 5 Times/Week</i>	<i>Did Not Ride</i>
Less Than 1 Time/Month	n = 23 60.5	n = 5 13.2	n = 1 2.6	n = 2 5.3	n = 2 5.3	n = 5 13.2
1 to 3 Times per Month	n = 0 0.0	n = 14 56.0	n = 6 24.0	n = 3 12.0	n = 1 4.0	n = 1 4.0
1 to 2 Times per Week	n = 0 0.0	n = 0 0.0	n = 2 33.3	n = 2 33.3	n = 1 16.7	n = 1 16.7
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 50.0	n = 1 50.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 1 16.7	n = 0 0.0	n = 0 0.0	n = 5 83.3	n = 0 0.0
Did Not Ride	n = 7 4.0	n = 5 2.9	n = 7 4.0	n = 1 0.6	n = 0 0.0	n = 153 88.4

IMPACT	n	%
Increase in Ridership	24	9.6
New Transit Riders	20	8.0
No Change	198	79.2
Decrease in Ridership	1	0.4
No Longer Use Transit	7	2.8

Table F5 Impact on Transit Ridership to UWM All Respondents (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	57	12.9
New Transit Riders	58	13.1
No Change	289	65.4
Decrease in Ridership	24	5.4
No Longer Use Transit	14	3.2

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=38 52.8	n=9 12.5	n=7 9.7	n=8 11.1	n=5 6.9	n=5 6.9
1 to 3 Times per Month	n=2 9.5	n=8 38.1	n=2 9.5	n=3 14.3	n=5 23.8	n=1 4.8
1 to 2 Times per Week	n=3 17.6	n=2 11.8	n=3 17.6	n=4 23.5	n=5 29.4	n=0 0.0
3 to 5 Times per Week	n=3 6.4	n=3 6.4	n=6 12.8	n=20 42.6	n=9 19.1	n=6 12.8
More than 5 Times/Week	n=0 0.0	n=1 3.4	n=0 0.0	n=4 13.8	n=22 75.9	n=2 6.9
Did Not Ride	n=18 7.0	n=3 1.2	n=10 3.9	n=15 5.9	n=12 4.7	n=198 77.3

Table F6 Impact on Transit Ridership to Work All Respondents (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	31	7.9
New Transit Riders	41	10.5
No Change	295	75.4
Decrease in Ridership	16	4.1
No Longer Use Transit	8	2.0

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=51 75.0	n=4 5.9	n=1 1.5	n=4 5.9	n=4 5.9	n=4 5.9
1 to 3 Times per Month	n=2 18.2	n=3 27.3	n=2 18.2	n=2 18.2	n=1 9.1	n=1 9.1
1 to 2 Times per Week	n=3 15.8	n=2 10.5	n=3 15.8	n=4 21.1	n=6 31.6	n=1 5.3
3 to 5 Times per Week	n=2 13.3	n=0 0.0	n=1 6.7	n=8 53.3	n=3 20.0	n=1 6.7
More than 5 Times/Week	n=0 0.0	n=2 14.3	n=1 7.1	n=3 21.4	n=7 50.0	n=1 7.1
Did Not Ride	n=12 4.5	n=10 3.8	n=6 2.3	n=7 2.7	n=6 2.3	n=223 84.5

APPENDIX

Table F7 Impact on Transit Ridership to Shopping All Respondents (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	32	7.8
New Transit Riders	37	9.0
No Change	319	78.0
Decrease in Ridership	11	2.7
No Longer Use Transit	10	2.4

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 56 65.1	n = 18 20.9	n = 3 3.5	n = 0 0.0	n = 2 2.3	n = 7 8.1
1 to 3 Times per Month	n = 3 7.5	n = 30 75.0	n = 4 10.0	n = 2 5.0	n = 0 0.0	n = 1 2.5
1 to 2 Times per Week	n = 0 0.0	n = 3 13.6	n = 17 77.3	n = 1 4.5	n = 0 0.0	n = 1 4.5
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 1 12.5	n = 5 62.5	n = 2 25.0	n = 0 0.0
More than 5 Times/Week	n = 3 33.3	n = 0 0.0	n = 1 11.1	n = 0 0.0	n = 4 44.4	n = 1 11.1
Did Not Ride	n = 23 9.4	n = 12 4.9	n = 1 0.4	n = 0 0.0	n = 1 0.4	n = 207 84.8

Table F8 Impact on Transit Ridership to Other Locations All Respondents (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	34	9.1
New Transit Riders	35	9.4
No Change	284	76.3
Decrease in Ridership	13	3.5
No Longer Use Transit	6	1.6

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 52 65.8	n = 16 20.3	n = 5 6.3	n = 1 1.3	n = 2 2.5	n = 3 3.8
1 to 3 Times per Month	n = 2 9.5	n = 14 66.7	n = 1 4.8	n = 0 0.0	n = 2 9.5	n = 2 9.5
1 to 2 Times per Week	n = 1 4.8	n = 1 4.8	n = 14 66.7	n = 4 19.0	n = 1 4.8	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 3 33.3	n = 4 44.4	n = 2 22.2	n = 0 0.0
More than 5 Times/Week	n = 2 15.4	n = 0 0.0	n = 1 7.7	n = 3 23.1	n = 6 46.2	n = 1 7.7
Did Not Ride	n = 14 6.1	n = 9 3.9	n = 7 3.1	n = 2 0.9	n = 3 1.3	n = 194 84.7

Table F9 Impact on Transit Ridership to UWM Milwaukee County (Spring 1994 to Spring 1995)

<i>Transit Ridership Spring 1994</i>	<i>Transit Ridership Spring 1995</i>					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 26 49.1	n = 6 11.3	n = 6 11.3	n = 7 13.2	n = 5 9.4	n = 3 5.7
1 to 3 Times per Month	n = 2 11.1	n = 6 33.3	n = 2 11.1	n = 2 11.1	n = 5 27.8	n = 1 5.6
1 to 2 Times per Week	n = 1 9.1	n = 0 0.0	n = 1 9.1	n = 4 36.4	n = 5 45.5	n = 0 0.0
3 to 5 Times per Week	n = 2 5.4	n = 3 8.1	n = 5 13.5	n = 15 40.5	n = 8 21.6	n = 4 10.8
More than 5 Times/Week	n = 0 0.0	n = 1 3.7	n = 0 0.0	n = 3 11.1	n = 21 77.8	n = 2 7.4
Did Not Ride	n = 11 7.4	n = 3 2.0	n = 10 6.7	n = 11 7.4	n = 11 7.4	n = 103 69.1

IMPACT	n	%
Increase in Ridership	50	16.9
New Transit Riders	46	15.6
No Change	172	58.3
Decrease in Ridership	17	5.8
No Longer Use Transit	10	3.4

Table F10 Impact on Transit Ridership to Work Milwaukee County (Spring 1994 to Spring 1995)

<i>Transit Ridership Spring 1994</i>	<i>Transit Ridership Spring 1995</i>					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 34 68.0	n = 4 8.0	n = 1 2.0	n = 4 8.0	n = 3 6.0	n = 4 8.0
1 to 3 Times per Month	n = 2 20.0	n = 3 30.0	n = 2 20.0	n = 2 20.0	n = 1 10.0	n = 0 0.0
1 to 2 Times per Week	n = 3 16.7	n = 1 5.6	n = 3 16.7	n = 4 22.2	n = 6 33.3	n = 1 5.6
3 to 5 Times per Week	n = 2 13.3	n = 0 0.0	n = 1 6.7	n = 8 53.3	n = 3 20.0	n = 1 6.7
More than 5 Times/Week	n = 0 0.0	n = 2 14.3	n = 1 7.1	n = 3 21.4	n = 7 50.0	n = 1 7.1
Did Not Ride	n = 8 5.0	n = 10 6.3	n = 6 3.8	n = 7 4.4	n = 6 3.8	n = 123 76.9

IMPACT	n	%
Increase in Ridership	30	11.2
New Transit Riders	37	13.9
No Change	178	66.7
Decrease in Ridership	15	5.6
No Longer Use Transit	7	2.6

APPENDIX

Table F11 Impact on Transit Ridership to Shopping Milwaukee County (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	30	10.6
New Transit Riders	31	10.9
No Change	205	72.2
Decrease in Ridership	10	3.5
No Longer Use Transit	8	2.8

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=42 61.8	n=16 23.5	n=3 4.4	n=0 0.0	n=2 2.9	n=5 7.4
1 to 3 Times per Month	n=2 5.6	n=27 75.0	n=4 11.1	n=2 5.6	n=0 0.0	n=1 2.8
1 to 2 Times per Week	n=0 0.0	n=3 13.6	n=17 77.3	n=1 4.5	n=0 0.0	n=1 4.5
3 to 5 Times per Week	n=0 0.0	n=0 0.0	n=1 12.5	n=5 62.5	n=2 25.0	n=0 0.0
More than 5 Times/Week	n=3 33.3	n=0 0.0	n=1 11.1	n=0 0.0	n=4 44.4	n=1 11.1
Did Not Ride	n=17 12.1	n=12 8.5	n=1 0.7	n=0 0.0	n=1 0.7	n=110 78.0

Table F12 Impact on Transit Ridership to Other Locations Milwaukee County (Spring 1994 to Spring 1995)

IMPACT	n	%
Increase in Ridership	33	13.1
New Transit Riders	30	12.0
No Change	172	68.5
Decrease in Ridership	13	5.2
No Longer Use Transit	3	1.2

Transit Ridership Spring 1994	Transit Ridership Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=36 60.0	n=15 25.0	n=5 8.3	n=1 1.7	n=2 3.3	n=1 1.7
1 to 3 Times per Month	n=2 11.1	n=12 66.7	n=1 5.6	n=0 0.0	n=2 11.1	n=1 5.6
1 to 2 Times per Week	n=1 4.8	n=1 4.8	n=14 66.7	n=4 19.0	n=1 4.8	n=0 0.0
3 to 5 Times per Week	n=0 0.0	n=0 0.0	n=3 33.3	n=4 44.4	n=2 22.2	n=0 0.0
More than 5 Times/Week	n=2 15.4	n=0 0.0	n=1 7.7	n=3 23.1	n=6 46.2	n=1 7.7
Did Not Ride	n=10 7.7	n=8 6.2	n=7 5.4	n=2 1.5	n=3 2.3	n=100 76.9

Table F13 Impact on Transit Ridership to UWM Out-of-county (Spring 1994 to Spring 1995)

<i>Transit Ridership</i> Spring 1994	<i>Transit Ridership</i> Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 12 63.2	n = 3 15.8	n = 1 5.3	n = 1 5.3	n = 0 0.0	n = 2 10.5
1 to 3 Times per Month	n = 0 0.0	n = 2 66.7	n = 0 0.0	n = 1 33.3	n = 0 0.0	n = 0 0.0
1 to 2 Times per Week	n = 2 33.3	n = 2 33.3	n = 2 33.3	n = 0 0.0	n = 0 0.0	n = 0 0.0
3 to 5 Times per Week	n = 1 10.0	n = 0 0.0	n = 1 10.0	n = 5 50.0	n = 1 10.0	n = 2 20.0
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 50.0	n = 1 50.0	n = 0 0.0
Did Not Ride	n = 7 6.5	n = 0 0.0	n = 0 0.0	n = 4 3.7	n = 1 0.9	n = 95 88.8

IMPACT	n	%
Increase in Ridership	7	4.8
New Transit Riders	12	8.2
No Change	117	79.6
Decrease in Ridership	7	4.8
No Longer Use Transit	4	2.7

Table F14 Impact on Transit Ridership to Work Out-of-county (Spring 1994 to Spring 1995)

<i>Transit Ridership</i> Spring 1994	<i>Transit Ridership</i> Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 17 94.4	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 5.6	n = 0 0.0
1 to 3 Times per Month	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 100.0
1 to 2 Times per Week	n = 0 0.0	n = 1 100.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
Did Not Ride	n = 4 3.8	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 100 96.2

IMPACT	n	%
Increase in Ridership	1	0.8
New Transit Riders	4	3.2
No Change	117	94.4
Decrease in Ridership	1	0.8
No Longer Use Transit	1	0.8

APPENDIX

Table F15 Impact on Transit Ridership to Shopping Out-of-county (Spring 1994 to Spring 1995)

<i>Transit Ridership</i> Spring 1994	<i>Transit Ridership</i> Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=14 77.8	n=2 11.1	n=0 0.0	n=0 0.0	n=0 0.0	n=2 11.1
1 to 3 Times per Month	n=1 25.0	n=3 75.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
1 to 2 Times per Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
3 to 5 Times per Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
Did Not Ride	n=6 5.8	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=97 94.2

IMPACT	n	%
Increase in Ridership	2	1.6
New Transit Riders	6	4.8
No Change	114	91.2
Decrease in Ridership	1	0.8
No Longer Use Transit	2	1.6

Table F16 Impact on Transit Ridership to Other Locations Out-of-county (Spring 1994 to Spring 1995)

<i>Transit Ridership</i> Spring 1994	<i>Transit Ridership</i> Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=16 84.2	n=1 5.3	n=0 0.0	n=0 0.0	n=0 0.0	n=2 10.5
1 to 3 Times per Month	n=0 0.0	n=2 66.7	n=0 0.0	n=0 0.0	n=0 0.0	n=1 33.3
1 to 2 Times per Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
3 to 5 Times per Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
Did Not Ride	n=4 4.1	n=1 1.0	n=0 0.0	n=0 0.0	n=0 0.0	n=94 94.9

IMPACT	n	%
Increase in Ridership	1	0.8
New Transit Riders	5	4.1
No Change	112	92.6
Decrease in Ridership	0	0.0
No Longer Use Transit	3	2.5

Appendix G

Calculations for Transportation Related Impacts

- Vehicle Trips Diverted Away from Campus
- Reduction in Vehicle Miles of Travel

Vehicle Trips Diverted Away from Campus

The following calculations are used to estimate the number of automobiles that have been diverted away from the UWM campus since the implementation of the UPASS program. The calculations are based upon student enrollment, students attending class by day of week, and by mode choice. The results indicate that 221,055 vehicle trips were diverted away from the UWM area during the 1994-95 academic school year.

STUDENT ENROLLMENT

Spring 1994 Semester (Pre-UPASS)	=	21,842
Fall 1994 Semester (UPASS)	=	22,984
Spring 1995 Semester (UPASS)	=	20,726

PERCENTAGE OF STUDENTS ATTENDING BY DAY OF WEEK

Spring 1994 Semester

Monday through Thursday	=	71.6%
Friday	=	42.0%

Fall 1994 Semester

Monday through Thursday	=	77.2%
Friday	=	54.9%

Spring 1995 Semester

Monday through Thursday	=	78.5%
Friday	=	50.4%

APPENDIX

NUMBER OF STUDENTS TRAVELING TO CAMPUS FOR A TYPICAL WEEK

Spring 1994 Semester

Monday through Thursday

21,842 students x 71.6% attendance = 15,639 students per day

15,639 students per day x 4 days (Monday - Thurs.) = 62,556 students (Monday - Thurs.)

Friday

21,842 students x 42.0% attendance = 9,174 students (Friday)

Number of students traveling to campus for a typical week (Spring 1994 Semester) = 71,730

Fall 1994 Semester

Monday through Thursday

22,984 students x 77.2% attendance = 17,744 students per day

17,744 trips by students per day x 4 days (Monday - Thurs.) = 83,594 trips by students (Monday - Thurs.)

Friday

22,984 trips by students x 54.9% attendance = 12,618 trips by students (Friday)

Number of students traveling to campus for a typical week (Fall 1994 Semester) = 83,594

Spring 1995 Semester

Monday through Thursday

20,762 students x 78.5% attendance = 16,270 students per day

16,270 trips by students per day x 4 days (Monday - Thurs.) = 65,080 trips by students (Monday - Thurs.)

• *Friday*

20,762 trips by students x 50.4% attendance = 10,446 trips by students (Friday)

Number of students traveling to campus for a typical week (Spring 1995 Semester) = 75,526

APPENDIX

COMPARISON OF STUDENT TRIPS TO CAMPUS

Spring 1994 Semester

71,730 student trips to campus per week (Spring 1994 Semester) x 15 weeks of class

= 1,075,950 student trips to campus during the Spring 1994 semester.

Fall 1994 Semester

83,594 student trips to campus per week (Fall 1994 Semester) x 15 weeks of class

= 1,253,910 student trips to campus during the Fall 1994 semester.

Spring 1995 Semester

75,526 student trips to campus per week (Spring 1995 Semester) x 15 weeks of class

= 1,132,890 student trips to campus during the Spring 1995 semester.

NUMBER OF VEHICLE TRIPS COMING TO CAMPUS

Mode Choice (Fall 1994 Survey)

Percentage of Students Driving to UWM (Spring 1994) = 54%

Percentage of Students Driving to UWM (Fall 1994) = 38%

54% students driving (Spring 1994 Semester) x 1,075,950 student trips to campus

= 581,013 vehicle trips to campus during the Spring 1994 semester

38% students driving (Fall 1994 Semester) x 1,253,910 student trips to campus

= 476,486 vehicle trips to campus during the Fall 1994 semester

The result is 104,527 fewer vehicle trips coming to the University during the Fall 1994 semester, compared to the Spring 1994 semester.

APPENDIX

Mode Choice (Spring 1995 Survey)

Percentage of Students Driving to UWM (Spring 1994) = 54%

Percentage of Students Driving to UWM (Spring 1995) = 41%

54% students driving (Spring 1994 Semester) x 1,075,950 student trips to campus

= 581,013 vehicle trips to campus during the Spring 1994 semester

41% students driving (Spring 1995 Semester) x 1,132,890 student trips to campus

= 464,485 vehicle trips to campus during the Spring 1995 semester

The result is 116,528 fewer vehicle trips coming to the University during the Spring 1995 semester, compared to the Spring 1994 semester.

VEHICLE TRIPS DIVERTED AWAY FROM CAMPUS

104,527 fewer vehicle trips to the University during the Fall 1994 semester compared to the Spring 1994 semester.

116,528 fewer vehicle trips to the University during the Spring 1995 semester compared to the Spring 1994 semester.

Total number of vehicle trips diverted away from campus for the 1994-95 academic school year = 221,055

Reduction in Vehicle Miles Traveled

Average trip length to UWM (Spring 1994 survey) = 11.5 miles

Fall 1994 Semester

104,527 fewer vehicle trips to the University during the Fall 1994 semester x 11.5 miles =

= 1,202,061 VMT saved for one-way trips

= 2,404,121 VMT saved for round trips

Spring 1995 Semester

116,528 fewer vehicle trips to the University during the Spring 1995 semester x 11.5 miles =

= 1,340,072 VMT saved for one-way trips

= 2,680,144 VMT saved for round trips

Total reduction in VMT for the 1994-95 academic school year = 5,084,265 miles for round trips.

Appendix H

News Articles Related to UPASS

- Podell County News (3rd District Milwaukee County Supervisor), "UPASS Spells Transit R-E-L-I-E-F," May 1994.
- The UWM Post, "After four year wait, UPASS is a reality," September 1, 1994.
- The Milwaukee Journal, "Bus plan rolling at UWM," September 8, 1994.
- The UWM Post, "Will UPASS spell R-E-L-I-E-F?," September 12, 1994.
- The UWM Times, "Passing the test?," September 12, 1994.
- The UWM Post, "UPASS adds new routes to UWM," September 19, 1994.
- Voice, "New UPASS Option Should Relieve Parking Problem," September 1994.
- Voice, "UPASS Could Be Answer (letter to the editor)," October 1994.
- The UWM Post, "Chancellor Schroeder discusses issues facing UWM," October 13, 1994.
- The Milwaukee Journal, "County's bus ridership decline slows down in '94," February 7, 1995.
- The Milwaukee Journal-Sentinel, "UPASS program awaits its grades on handling parking problems," May 4, 1995.
- The Milwaukee Journal-Sentinel, "UPASS increases student bus ridership," June 5, 1995.
- The Milwaukee Journal-Sentinel, "Marquette joins UWM in catching bus program," June 19, 1995.
- The UWM Post, "Despite early criticism UPASS sees success in its first year," Back-To-School edition, September 1995.
- Milwaukee County Transit System, "New Route Serves UWM From Park-Ride Lot, Silver Spring Drive," (News Release), August 28, 1995.
- The UWM Post, "UPASS News," Spring 1995.

UPASS Spells Transit R - E - L - I - E - F

The "UPASS" unlimited-use bus pass provided for all UWM students could result in as many as 2,500 fewer cars per day coming to East Side and Shorewood streets this fall. Potentially, extensive use of the UPASS by students would free up 30 to 40 square blocks of parking around UWM.

The Milwaukee County Transit System is ready to sign the agreement already approved by the County Board. The proposal, also approved in a referendum by UWM students, will be considered by the UW Board of Regents this June. If approved, all UWM students will contribute \$30 from each semester's student fees to pay for a universal bus pass otherwise valued at \$150 for a 17-week semester.

It is hoped that the availability of the transit pass will encourage students to forgo the hassles of traffic congestion and limited parking and leave their cars at home. This will have community-wide advantages of reducing congestion, improving air quality and reducing tax dollars spent on parking lots and multi-story parking garages.

After four year wait, UPASS is a reality

By Mark A. Zimmerman

Almost everyone has heard about the UPASS in some way or another. But some of the attention the UPASS has received has not exactly been by way of constructive criticism.

The UPASS is the latest program to combat the parking and congestion problems on campus. The pass is free to all students at the University of Wisconsin Milwaukee, and enables them to ride all Milwaukee County Transit System buses free for an entire semester.

Each semester, a new UPASS will be distributed, with about a one week overlap between passes. According to Clary Grass, SA Senator, the idea of the UPASS is credited to former Student Association President Tims Vertz after plans for a Kenwood Avenue parking structure were nixed four years ago.

The UPASS was given support from many different groups. The Milwaukee County Transit System, Parking and Transit Office, University of Wisconsin-Milwaukee Student Association, as well as Governor Tommy Thompson were all supportive of the idea.

A \$29 aggregated fee has been added to the tuition at UWM to cover the cost of the UPASS. The UPASS is paid once per student (it is based on a "head count"), rather than being paid per credit.

"Every student pays this once per semester," Grass said.

A referendum last November approved up to \$30 per student to cover the cost of the UPASS, but the Segregated University Fee Allocation Committee's final figure came to \$29.

In some instances students have received bad information concerning the UPASS. Supportively, some students were told that they could not begin using their UPASS until classes started for the Fall 94-'95 semester. Others were told that they couldn't use it until their tuition was paid.

"The UPASS program is already up and running," Grass said. "Since some students didn't get their IDs promptly, the MCTS has agreed to let students ride without their IDs for the first two weeks of classes."

"Everyone should be able to use it right now," Grass said. It is estimated by the Parking and Transit Office that MCTS ridership will reach 35 percent.

In the past, 12 percent of the trips made to UWM were on buses. An additional 7 percent of the trips came from the satellite lots and the freeway flyer program. Both of these percentages together accounted for nearly 20 percent of the ridership to UWM.

"This 35 percent figure is simply just a number," Jim Marsho, a marketing spokesman for the Parking and Transit Office, said.

"We have handed out 6,000 UPASS's already, and school hasn't even started yet," Marsho said. "The number of people picking up passes may well exceed

10,000."

Grass said the program may get off to a slow start, with measurable results not being seen for up to a couple of years. Two major UWM students are in the habit of driving to campus. However, as new students come into the university,

they may opt for the convenience the UPASS offers. UPASS's will be issued through Sept. 9 at various locations, including the Parking and Transit Office, and at peak periods.

UPASS CONTINUED ON 5 ▸

▾ CONTINUED FROM PAGE 11

students interested in riding the MCTS. UPASS lots are now being finished much faster than ever as a part of the UPASS program.

The UPASS program brings with it many new elements. First and foremost, students can ride any MCTS bus for free. This includes any route, any day, any time. Next, new bus routes to UWM are being created. No one from the MCTS could be reached at press time for an exact list of new routes.

According to Grass, an addition called the user-side subsidy will reach those who cannot take advantage of mass transit, like those in wheelchairs. People falling into this category will be able to call a cab and the tab will be picked up by the MCTS.

Surveys by both the MCTS and the Parking and Transit Office are currently underway to determine increases in ridership to UWM by way of bus. According to Marsho, surveys in April are

being tabulated which will show what the UPASS has done to change student's bus-riding habits. He added that more surveys will be done by the Parking and Transit Office in both October of this year and sometime next semester.

A grant of \$50,000 was given to the Center of Urban Transportation Studies to evaluate and study the UPASS program here at UWM as a possible model for other areas, including Marquette University.

sity, MATC, as well as other areas in the state.

The success of the UPASS program has yet to be determined. "The final analysis of the UPASS will be up to groups such as SA, the student newspapers, and the students... to determine whether or not the program is a success," Marsho said.

"The fact that it has come to fruition is really a big thing for us," Grass said.

UPASS/ program may become model for state

Bus plan rolling at UWM

Eligible students picking up passes for unlimited rides on transit system

By PHIL NERO
of The Journal staff

Almost half of the 22,000 University of Wisconsin-Milwaukee students who are eligible have picked up new passes that allow them unlimited rides on Milwaukee County Transit System buses during the school year.

Overall, despite minor grumbling, officials and students are giving the so-called UPASS program high grades early in its inaugural year.

"It's great. I use it a lot. Insurance, gas and maintenance just aren't in my budget," said Michelle Kloskey, 28, who lives off-campus and doesn't own a car.

"Our transit system information center has been flooded with calls," said Thomas Kujawa, transit system managing director. "Many think UPASS is only good for service to UWM. They're surprised to find that UPASS is good on any route, any day, any time."

As of Wednesday, 10,288 students had picked up their passes on campus, according to Jim Marsho, campus director of parking and transportation. Passes that are not picked up by Friday will be mailed to students.

"To be eligible you must be a UWM student taking at least one class for at least one credit that meets on the Kenwood campus."

UPASS plan inaugurated

Almost half of the students at University of Wisconsin-Milwaukee, have passes for the new UPASS program that allows them unlimited rides on Milwaukee County buses.

Total UWM enrollment	22,000
UWM students with passes	10,288

How UWM students get to classes



Source: Milwaukee County Transit System Journal graphic

Marsho said.

Kloskey got her pass Aug. 22, the first day they became available. She takes the bus almost everywhere she goes, including to campus, to her downtown Milwaukee job and on weekend errands.

STUDENTS VOTED FOR PROGRAM

Students approved the program by a vote of 1,317 to 256 in a November 1993 referendum. They pay a \$29-a-semester fee, which is built into 1994-'95 school year charges whether students ride the bus or not. That prompted critical articles in at least one campus newspaper, which has argued that students shouldn't have to pay for a service they won't necessarily use.

Please see Buses page B6

Buses/Students appreciate reduced rate

From page B1

"The only negative comments we've heard is what we've read," said Robert Miranda, UWM Student Association president, noting that neither he nor association staff had heard any direct negative comments. "On the contrary, we've had many students come in and thank us for the service."

"I pay for other programs on campus I don't use," Kloskey said. She added that students who drove to school would benefit indirectly, because the program would reduce demand for tight on-campus parking spaces.

Marsho concurs. There are 2,000 on-campus parking spaces,

another 1,600 in satellite lots and 2,900 spaces on nearby city streets. Those spaces are supposed to serve the 22,000-plus students and 3,000 employees and faculty members.

"Our sense is from the enthusiasm and the interest and the comments we're receiving, a lot of students are finding this to be a great alternative to driving their car down here and searching for limited parking and worrying about parking tickets," Marsho said.

Based on a spring 1994 survey of UWM students, 64% drive alone to classes, 8% take the bus, 5% car pool, 3% ride bicycles and 15% walk. The rest either did not respond or used some

other means of transportation.

"We'll take another survey at some point to measure the effects of the program," Marsho said.

This is not the first time the transit system has offered a bus pass program to UWM students. Service was offered on a limited number of routes beginning in the early 1970s and continued into the 1980s.

This is the first time, however, that a student bus pass can be used on any route at any time for the 40 weeks each year the pass is valid.

Kujawa, County Executive F. Thomas Ament, County Supervisor Penny Podell, university officials and student representatives attended an on-campus ceremony at noon Wednesday to recognize the inauguration of the program.

Students may call 229-4000 for a list of on-campus locations where the passes are distributed.

Will UPASS spell R-E-L-I-E-F?

By Mark A. Zimmerman

The UPASS recognition ceremony on Sept. 7 included words spoken by various representatives from all aspects of UPASS's creation. Representatives from the Milwaukee County Transit System and the University of Wisconsin-Milwaukee's Student Association and Chancellor's Office were all in attendance.

This ceremony was held in celebration of the UPASS. All of the trials and tribulations involved in making the UPASS a reality were touched upon within speeches given by various legislative representatives.

Those who spoke at the ceremony included County Executive F. Thomas Ament, County Supervisor Penny Podell, MCTS Managing Director Thomas Kujawa, Student Association President Robert Miranda, and UWM Vice Chancellor William Mayrl.

The opening words were spoken by Robert Miranda. He thanked the crowd for attending "on such a historical occasion." He described the long road traveled in order to make the UPASS a reality.

"It has been proven by the students of UWM that in order to find a solution to a problem within our society, a vision, an idea must be formulated and acted upon," Miranda said.

Miranda credited much of UPASS's current reality to student leaders such as Tammy Johnson, Jason Bretzmann, Dennis Radtke and Tim Vertz. He added that friends of the students, such as Jim Marsho of the Parking and Transit office, helped convert the UPASS from an idea to a reality.

The outlook of the UPASS idea wasn't always bright. "Last year

the torch of the UPASS was lit under the leadership of former SA President Laurie Marks," Miranda said. He added that Marks, and other members of the SA, worked very hard last year to get the UPASS approved.

"These student leaders have left behind a legacy of professionalism the people of Milwaukee can be proud of," Miranda said. "Long live student power."

Assistant Chancellor William Mayrl contributed his thoughts of the UPASS.

"This venture marks another cooperation between Milwaukee County and the university," Mayrl said. "Just this summer Mr. Ament completed a very successful 'Theater in the Park' venture where UWM and Milwaukee County parks

UPASS CONTINUED ON 4 ▶

UPASS/ plan gets positive initial response

▼ CONTINUED FROM PAGE 1

worked together."

MCTS Managing Director Thomas Kujawa spoke about the success of the UPASS.

"Judging from the response we have received so far, truly it's an idea that the university and the students have been happy with," Kujawa said. "Additional tallies and counts on the routes that serve directly the UWM area have been up 45 percent, and we expect that number to increase even more."

This isn't always the case. Several students who never ride the bus feel the new UPASS is just another service they pay for and never use.

According to Tom Johnson, a UWM commuter student, "the reason tuition is so high is because of all these special student fees which support a lot of different things that students never use."

"The same goes for the UPASS," Johnson said. "I bet less than 15 percent of the students use it, yet everybody has to pay for it." Johnson said that only a small portion of the student population was involved in the UPASS's voting process.

"Probably less than 10 percent of the students actually voted," Johnson said. "I don't believe the majority of the students even wanted the UPASS. They take their cars -- they don't take the bus."

According to Penny Podell, the County Supervisor for District 3, "UPASS is spelled R-E-L-I-E-F."

She added that the UPASS program could result in as many as 2,500 fewer cars per day coming to the East Side and Shorewood streets this fall.

"Potentially, extensive use of the UPASS by students could free up 30-40 square blocks of parking around UWM," Podell said. "Let's hope that the availability of a transit pass will encourage students to

lot."

Podell mentioned that the UPASS will have community-wide advantages such as reducing congestion, improving air quality, reducing tax dollars spent on parking lots and multi-story parking garages, and students will save substantial money by not having to pay as many parking tickets.

"I predict that other students (on other Milwaukee campuses) will be insanely jealous and ask their administrations if they too can have a UPASS," Podell said.

County Executive F. Thomas Ament was the last to speak at the UPASS recognition ceremony. He stated that he expected the UPASS program to be extended to all universities/colleges in the Milwaukee area fairly shortly.

Questions concerning the UPASS program can be answered by calling the Milwaukee County Transit System at 344-6711 or UWM Parking and Transit at 229-4000.

Passing the test?

By Rachel Arendt
Managing Editor

Debate over the institution of UWM's UPass has come and gone, but debate over the success of the new program continues to rage.

This, despite the fact that the system has only been in place for about three weeks.

As most people are now aware, any student with a bus pass can ride a Milwaukee County Transit System bus for free. The cost is picked up by segregated fees.

According to UWM Parking and Transit officials, over 11,000 students have picked up their passes since the beginning of the semester. That is about half of those eligible.

Officials are calling the distribution campaign a success.

"Things are going great," said Shirley Graham, Parking and Transit business manager. "Students are very enthusiastic about saving money."

According to Milwaukee County Transit, ridership on Milwaukee buses has been up about 45 percent since the institution of the program.

"The 30(bus) is crowded every morning," Graham said. "This will even help people who drive cars to school because there will be more parking spaces available."

Graham defends the added segregated fees charge which many students, who say they will never use their passes, dislike.

"Segregated fees include a lot of services many people don't use," Graham said.

Daycare, the Norris Health Center and the Klotsche Sports Center are some of those services.

Despite the positive outlook, some students are still not convinced that the UPass is in their best interests.

Kathleen Lidwin is one of those students. She is asking for collective action to kill the pass.

The part-time urban planning student argues that last year's vote in favor of the pass was not valid because night students were not able to cast a ballot.

"All of a sudden this policy

PLEASE SEE UPASS PAGE 3

UPass

CONTINUED FROM PAGE 1

came down and we had no control over it," Lidwin said. "If we get petitions and complaints signed maybe we can get it turned over in time for next year."

She disagrees with raising segregated fees.

The fees are additional costs included in the portion of tuition which fund special services.

This money is allocated through the Student Association.

"They(UWM) are supposed to provide the service of education. This is a hidden cost," she said.

"What's the point of living in a high-priced area to be closer to campus if tuition is going to be raised?" she questioned. "Tuition is tuition. They are taking away our free choice."

Eleven thousand students exercised their choice not to pick up their UPasses. Passes will be mailed to them within the next two weeks.

And yes, there is a \$30 replacement fee for lost or stolen cards.

UPASS adds new routes to UWM

By Chad Sirovina

Students at the University of Wisconsin-Milwaukee who live in the northwest corner of the county now have two new ways to get to the Kenwood campus.

The Milwaukee County Transit System (MCTS) has created two new routes with direct service to the UWM campus according to Chris Thies of MCTS.

"They were at the request of the university," Thies said.

The two routes, 39U (Timmerman) and 49U (Brown Deer), were established as part of the new UPASS program which gives UWM students unlimited use of MCTS services for an additional \$29.50 in segregated fees.

Both routes began operating service on Sept. 6 during the first full week of school. The routes operate approximately 7 a.m. to 5:30 p.m. each weekday during the UWM school year.

According to Thies there was no data available for the ridership of the new routes because no official rider survey had been

taken except on Sept. 1, the first day of classes.

"We have seen initially an increase in routes that go to the campus," Thies said.

According to Thies the routes are not guaranteed to run indefinitely.

"All of our routes are contingent on use," she said.

39U operates from the Timmerman Park-Ride lot near Timmerman Airport on Appleton Ave. From the lot, the route goes along Appleton to Capitol Dr. and then east toward the campus, making numerous local stops along the way.

49U leaves from the Green Bay Ave. Park-Ride lot on Green Bay Ave. just north of Brown Deer Rd. and the Brown Deer East Park-Ride lot on W. Brown Deer Rd., just west of Interstate 43. 49U does not make any local stops on the way to the UWM campus.

Normal fares apply to the new MCTS routes. Any student with a valid UWMID card and a UPASS can board without paying any additional fare.

New UPASS Option Should Relieve Parking Problem

by Barry Lewis

UWM Parking and Transit is providing a new service starting this fall for UWM students. UPASS is a new system that will allow students to ride the bus for free from anywhere in the city at any time.

UPASS provides the same bus service as a bus pass allowing students to use the bus for shopping, events and visiting as well as a way to get to class. The cost to students is \$29 per semester which is built into tuition.

According to Jim Marsho, Director of Parking and Transit at UWM, the new program is the start of new way of thinking about getting to campus.

"We're not asking students to ride the bus all the time. If they even just start using it during bad weather or ride it part of the way to campus, we would see improvement."

Marsho has been entrenched in the parking problem since the early 70's. Since then many alternatives have been tried or discussed and he feels

"We need to give this thing (UPASS) 2-3 years to introduce the students to this new idea."

*Jim Marsho
UWM Parking & Transit*

strongly about the new system.

"We need to give this thing 2-3 years to introduce the students to this new idea."

In the early 70's, the University subsidized a program that allowed students to ride the bus for free. The difference was that they only offered one bus route. Marsho said the program was so successful they added three more routes.

In about 1975, funding for the program ceased and they were forced to try other ideas. The next step was to offer reduced fare for using the bus system. Gradually the amount of the reduction became so insignificant that students didn't use the system.

Around 1989, Marsho began working cooperatively with the Milwaukee County Transit System (MCTS) to figure out a way that students could ride any bus, any time for free. Coincidentally, at the same time, Student Association (SA) was working on a similar idea. Former SA president Tim Vertz was developing a plan to work with MCTS and provide easily usable bus service.

Marsho and Vertz in a cooperative effort with Ken Warren of MCTS worked on a way to provide free bus rides to all students. Four years later it is here.

"We have to give a lot of credit to student government. Their involvement helped bring the idea to life."

Marsho is realistic in his expectations of UPASS. He hopes that students will consider using it some of the time and believes partial use will substantially reduce the parking problem. He would like to see students consider driving to the outskirts of campus and taking the bus from there.

Marsho also points out that picking the bus up anywhere off campus will not only relieve the parking problem, but it will relieve the housing situation as well. With easy bus access, living a little farther away becomes more pragmatic. And, he believes student housing further from campus will be more affordable.

To encourage everyone to pick up their passes, a drawing will be held. Anyone that picks up their UPASS card before September 9 will automatically be entered into the contest. There will be 30 various prizes. First prize is a \$750 travel voucher.

Letter To The Editor

UPASS Could Be Answer

To the Editors:

Your July article *Parking Spaces In Short Supply At UWM* begs the question "why doesn't the University do something?"

Well, they have done something- UPASS. It was the most cost effective option (other than doing nothing) that could have been exercised. Spending millions on construction of a large parking structure would only be the beginning as local home owners would surely fight any attempt by UWM to construct a parking structure. Who can blame them?

The unattractive view of a concrete garage, coupled with the increased traffic would drive down property values and affect quality of living for the residents.

So, rather than face off with angry homeowners, UWM chose the path of least resistance and made a deal with the Milwaukee County Transit System which is desperate for new riders. The \$29 per semester is a bargain compared to the tuition increases for a parking structure. The land in Downer Woods is still available for future expansion.

Will lack of on-site parking affect enrollment at UWM? Hardly. A college education is one of the largest commitments that someone can make in their life. It is unlikely that availability of parking would be a deciding factor.

If UWM continues to offer college students what they want out of a university, these students will make the "consumer decision" to attend UWM.

Even without enough parking.

Sincerely
Steven & Melanie MacArthur

Chancellor Schroeder discusses issues facing UWM

By Brian Huber and Chad Sirovina

UPASS

The UPASS program has been effective in its incipient stages, but it is too early to start using percentages, as the program is still developing, Schroeder said.

"We think the start of UPASS appears to have been very positive, but it is, I think, premature to use figures in a definitive way. We expect to evaluate it every year in a variety of ways, and find out just how many people use it over just how long a period of time."

Schroeder said part of the evaluations would include student feedback, and UWM would then take that feedback to the transportation companies involved in UPASS and make the changes necessary to provide quality service.

Schroeder also discussed light rail as a transit option for UWM in the future.

"We obviously support light rail, we think it's very important to the campus," he said. "It's not a panacea. It will help with our on-campus parking, remote parking, shuttles we run, and the UPASS. All of these things we're doing to try to improve parking and the transportation system, and we think light rail is a piece of the puzzle.

We would be happiest if there is a stop on campus, but if the stop is a half-mile from here, that's going to reduce the success, effectiveness and convenience of it."

Schroeder also said most analyses of the light rail plan omit a very important part of the city for UWM - the Northwest areas.

"It is also very important that it (light

rail) not just come west and go down the main 94 arterial, but that it go north and west, out to the suburbs. We feel a station out there in Glendale would be very important.

"It works well on other campuses. The University of Missouri - St. Louis has a light rail system that comes out to the campus, and they are a bit more remote than we are.

Lyon added that UWM is the second largest generator of commuter traffic in the Milwaukee area, behind downtown, attracting at least 26,000 people come to the campus daily.

"When some of these radio commentators say no one is going to use it (light rail), they don't mention UWM," Schroeder said. "I think it's very clear there are a lot of UWM students and employees who will use it."

County's bus ridership decline slows down in '94

By PHIL NERO
of The Journal staff

After five years of declining ridership of 3% to 4%, the Milwaukee County Transit System hit the brakes, at least for one year, by slowing the loss of riders in 1994 to one-tenth of a percentage point, officials announced Wednesday.

Total paying passengers for 1994 were 48,776,993, compared with 48,843,301 in 1993.

The improvement can be attributed

most to the success of the UPASS program, which allows University of Wisconsin-Milwaukee students unlimited rides for \$29 a semester. Students pay the fee whether they ride the bus or not.

About 22,000 students got the passes in September. Total bus ridership in the final four months of 1994, when university classes were in session, increased an average of 3%.

Bus system revenue, aided by an increase in the cost of a fare, was up 8.3%. The system collected \$33 million

at the fare box and in prepaid discount passes in 1994, compared with \$30.7 million in 1993.

Ridership has dropped steadily since 1989, the last time the system posted a ridership gain. That year, 56,269,108 paying passengers boarded buses, an increase of 0.2% over 1988. The base cash fare, \$1 both years, has increased to \$1.25 since.

"The more we can make transit affordable to the public, the more likely

Please see Riders page B5

Riders

From page B1

that we can continue to build ridership," said Thomas P. Kujawa, managing director of the bus system.

Joseph Caruso, bus system marketing director, said the UPASS program, while increasing ridership, did not cut into other revenue sources.

"I think we retained all of our frequent riders, the people who are into prepayment and purchase weekly passes or take advantage of other discount fare incentives," Caruso said.

UWM students have incentives other than inexpensive transportation to ride the bus.

"There are traffic congestion and parking difficulties around the university," Caruso said.

Although the increases in ridership for the final four months of 1994 averaged 3%, they were as high as 10.3% in December and as low as minus 1.8% in October.

UPASS program awaits its grades on handling parking problems

Officials are evaluating its effectiveness on the Kenwood campus

By JESSE GARZA
of the Journal Sentinel staff

With the current semester nearing its end, officials at the University of Wisconsin-Milwaukee are busy evaluating a new program designed to address parking problems on the Kenwood campus.

"There's a strong indication, so far, that students really favor it," UWM graduate student Jim Meyer said of the UPASS program. "Even students who don't use it think it's a good idea."

Every UWM student who takes at least a one-credit course that meets at the Kenwood Campus automatically qualifies for a UPASS.

The pass, along with a valid UWM student ID card, provides unlimited travel to any destination served by the Milwaukee County Transit System during the school year.

Meyer is compiling data on UPASS from a survey conducted by the UWM Center for Urban Transportation Studies. Officials at the center hope the survey will echo the results of one completed in January, which showed an overwhelming majority of students in favor of the program.

Edward Beimborn, director of the center, said that the 27.5% survey response rate from 2,000 randomly selected students was, by itself, indicative of the enthu-

siasm for the program.

Of those respondents, surveyed by mail last semester, 93.9% either favor or strongly favor the program, said Jim Marsho, director of parking and transit at UWM.

In addition, early estimates from the center show that 10,961 students, or 50.4% of those eligible participated in the program.

"It's not many programs that can boast of a 50% student participation rate, and in the first semester at that," Marsho said.

The January results also found that in the first semester of the program, car trips to the Kenwood campus dropped 20%, while student transit trips to the campus increased by 85%.

The UPASS program is supported by a student fee of \$29 per semester, which is built into 1994-'95 school year charges whether students ride the bus or not.

But Marsho says the unusually high favorable response to

last semester's survey was particularly noteworthy because it is a composite feeling of both users and non-users alike.

Marsho said 14.9% of respondents who drove to classes last semester said it was easier to find on-campus parking.

But in addition to increasing available parking, saving students hundreds of dollars on car maintenance and repair and reducing air pollution, Marsho says the program has other benefits.

"No longer are students tied to housing on the east side with in walking distance of the campus," Marsho said.

With bus routes to the Kenwood campus, "students may now find affordable housing with more space, better accommodations and off-street parking for far less than can be found on the east side," he said.

Results of the current survey should be complete by the end of May, Meyer said.

UPASS increases student bus ridership

Use of routes serving UWM jumps 27% under unlimited ride program

By PHIL NERO
of The Journal staff

A program that allows students unlimited bus rides during most of the year dramatically increased ridership on Milwaukee County Transit System routes serving the University of Wisconsin-Milwaukee.

The average increase of 27% from late summer into fall bucks a downward systemwide trend, which was reflected in a 1.55% drop in ridership through October.

University and transit system officials are so pleased with the results that they are negotiating details of a contract that would renew the UPASS program for the 1995-'96 school year.

"I think the results show that when transit is made easier for people, they tend to use it more," said Chris Thies, bus system spokeswoman. "Affordability also plays a very big part in people deciding to leave their cars at

home and take the bus."

PROGRAM BEGAN LAST YEAR

The program, which gives registered university students unlimited rides on all bus routes, was made available for the first time last semester. Students approved the program by a vote of 1,317 to 256 in a November 1993 referendum. They pay a \$29-a-semester fee, which is built into 1994-'95 school year charges whether they ride the bus or not.

The UPASS is issued each semester, with the exception of summer schedules, and is valid 40 weeks a year.

In the first 10 months of 1993, 40,656,751 paying passengers rode buses. For all of 1993, 48,843,301 paid to ride a bus, down 4.4% from 1992. In 1994, the total through October was 40,024,862, down 1.55% over the same period in 1993.

Average weekday daily ridership on routes serving UWM as of mid-November was 5,789, compared with 4,548 for the same routes in 1993, a 27% increase.

Please see UPASS page B2

UPASS/More ride UWM routes

From page B1

Increases were greatest on five routes with direct service between the campus and six Park and Ride lots in the Milwaukee area. On the three routes that existed in 1993, ridership is up 41.6% since the UPASS program began. When ridership on two routes added this year is included, the increase is 67.1%.

Six local routes that include UWM stops also showed an increase of 18.7% since the program began.

All averages were computed during selected weeks over a

three-month period ending Nov. 9, 1994.

SPRING PASSES OFFERED

Spring passes will be valid Monday through May 15. They can be picked up Monday through Jan. 27 at the UWM Union Bookstore and Monday through Feb. 3 at the campus Parking and Transit Office.

There are 2,000 on-campus parking spaces, 1,600 more in nearby lots and 2,900 spaces on nearby city streets. Those spaces are supposed to serve the 22,000-plus students and 3,000 employees and faculty members.

OFFER TOO GOOD TO PASS UP

Marquette joins UWM in catching bus program

Free rides are beneficial all around, officials say

By LARRY SANDLER
of the Journal Sentinel staff

Perhaps now it should be called the "U2PASS."

Marquette University has joined the University of Wisconsin-Milwaukee as the second "U" in the Milwaukee County Transit System UPASS program, spokesmen for Marquette and the bus system said.

Starting in the fall, all 6,900 full-time undergraduate stu-

dents at Marquette will be eligible to receive passes that entitle them to unlimited travel on the system. They'll pay \$29 a semester more in student fees, whether they want the pass or not.

Most students apparently want the pass. They voted almost 2-1 in favor of the program and the fee increase in a student government referendum last year, Marquette spokesman John Hopkins said.

"The UPASS is a good deal for Marquette students," Patrick Van De Walle, president of the Associated Students of Marquette University, said in a statement. "It will save us mon-

Patrick Van De Walle,
Marquette student:

"The UPASS is a good deal for
Marquette students."

ey, cut parking congestion around campus and increase our access to all the resources and opportunities Milwaukee has to offer."

At UWM, the UPASS also has been a good deal for the bus system.

"UPASS ridership accounts

for approximately 4% of total system ridership, indicating that the pass is being used for non-school trips as well," system Managing Director Thomas P. Kujawa and Tyrone P. Dumas, county director of public works, wrote in a recent report to the County Board's Mass Transit Committee.

"UPASS ridership was a significant factor in stable ridership for 1994, despite a major fare increase that year."

The UPASS program started at UWM last fall.

During the school year that ended last month, ridership rose 30% on buses serving the

campus, the system reported.

Mail surveys by the UWM Center for Urban Transportation also show strong support for the UPASS program, UWM and system officials have said.

Marquette's UPASS program is similar to the UWM program, except in eligibility. At UWM, the pass is available to anyone who takes a course for credit — about 20,000 students.

Students at both universities must show a student identification card and a UPASS to ride free.

Marquette students will receive instructions this fall on how to pick up their passes.

Despite early criticism UPASS sees success in its first year

By Brian Huber

One year ago, the students at the University of Wisconsin-Milwaukee were introduced to the UPASS, the university program designed by the Student Association in which students are able to ride Milwaukee County Transit Service buses for free during school terms.

Immediately, criticism arose as some students felt they should not pay for a service they do not use, as the UPASS costs \$29, which was included in the tuition bill and not refundable. However, there was also early talk of making the UPASS a state-wide program, and the program has been expanded to include Marquette undergraduate students.

After one year, the UPASS at UWM remains virtually unchanged, and its success has led to an increase in the number of buses to and from UWM, as well as a slight modification in service.

Last fall, approximately 51 percent of UWM's students picked up their UPASS, with almost immediate results. By the end of the year, UWM Parking and Transit figures show that ridership at the satellite parking lots had decreased as more students left their cars at home and took the bus to school.

According to Jim Marbo, director of P & T at UWM, the lot at Capitol-Humboldt, Veteran's Park and McKinley Marina experienced a 50 percent loss of users.

Marbo said the express routes to the campus - Route 16 (Hwy 100 - State Fair Park),

46U (College Ave.) and 49U (Browns Deer Rd.) have seen several more runs added, especially in the mid-day time periods, as well as another, later bus leaving UWM at the end of the day. Marbo maintained this would not have an impact on the cost of the UPASS, thanks to the MCTS's commitment to helping UWM improve transit service.

"This all came at no additional cost," Marbo said.

By and large, the biggest change in UWM transit schedules is the addition of a new 63U route, which replaces the 39U route from Timmerman Field. Now, the 63U runs down Appleton Ave. to N. 91st St. south to Silver Spring Drive. Stopping at major intersections along Silver Spring, the bus goes south on Santa Monica Blvd. and Wilson Dr. to E. Capitol, then takes Oakland Ave. south to the UWM area. Riders who formerly rode the route 39U bus can still reach UWM via the route 62 bus on Capitol Drive.

"The reason we changed to Silver Spring Drive is we felt that we were duplicating service on Capitol Drive," Marbo said. "A route 62 exists which could create confusion for other MCTS users."

Marbo added that this gives service to many UWM students who live in northern Milwaukee County.

"We had a direct route to UWM from there in the 1970s and still have a high number of UWM students living in that area," Marbo said.

A few changes were also made on the face of the UPASS



Post photo by Jane Schmeeling

Since the UPASS program began, student use of the transit system has increased.

Additional wording has been put on the card to emphasize its authorized use only by the person to whom it was issued. Last year, Marbo said, there were a few problems where people tried to transfer the UPASS.

"We expanded that to make it a little more clear," Marbo commented.

Marbo added that a signature block was also added to the UPASS for its owner to sign his or her name to it to aid in identifying authorized users and in case the UPASS is ever lost.

Last year, several surveys were done on the use of the UPASS, with some positive results. UWM's Center for Urban Transportation found that the UPASS had a 93.9 percent approval rating, and that as much as 16.9 percent of respondents said they found parking on the streets around UWM to be easier.

After the first semester last year, 29 percent fewer cars were coming to UWM daily, but tran-

sit trips to UWM increased by 85 percent. Approximately 44 percent of freshmen and 45 percent of sophomores used the UPASS at least once per week.

This results in savings to the students, as well. Figures circulated by the American Automobile Association estimate that it costs about \$1.47 per mile to use a car. Students commuting to UWM from 8-10 miles away could pay up to \$18-23 per week for gas and parking.

"I believe students will look at the economics of the situation," Marbo said. "Many students are cost-conscious—they recognize how much driving their car here will cost them in gas and parking. By using the UPASS, that's more money they have left in their pockets for other more pleasurable things."

surable things."

It is expected that as UWM's upperclassmen—whose commuting habits are well-established—leave the university, the usership figures for the UPASS will grow, as more and more underclassmen learn about the UPASS and continue to use it.

To aid in that end, Marbo said that he and other representatives of the UWM P & T office attended up to 13 different programs for new and incoming students to discuss the UPASS, and got favorable feedback.

"My sense is there will be more interest than there was last year and we are excited about that," Marbo said.

Over the summer, Marquette University adopted the UPASS, but it is only available to undergraduates students, at least for now. Students there also pay \$29 for the UPASS.

The UPASS may also soon be popping up at other schools, as well. Anita Connelly, an executive assistant at MCTS, said other campuses in the area have expressed an interest in the UPASS.

"We're beginning discussions with a couple of other places about the UPASS, and it's certainly possible the UPASS could expand beyond UWM and Marquette in the

UPASS CONTINUED ON T1 P

UPASS/bus use increases

▼ CONTINUED FROM PAGE 1

future."

Connelly expressed pride in the success of the program so far. "We've been very pleased with the program," Connelly said. "Our main goal was to increase ridership to UWM and we've done that. We're very happy the UPASS has gotten a positive response from UWM students."

Connelly credited the UWM SA for their "progressive stance" on the UPASS, and commended them for making a difference in the transit status quo at UWM.

Connelly said that MCTS did their own studies on the UPASS and its effects on the system last year, and found that there was a 35 percent increase in ridership on routes that serve UWM directly.

"We anticipate that number to be even higher this year," Connelly said.

The UPASS has also had a large effect on the rest of the system, with UWM students accounting for about 4 percent of customers on routes that don't go to UWM.

"We didn't have a comparable number before, but we feel that it's a significant increase," Connelly said.

Connelly added the MCTS had no plans to add routes to UWM's service, although adding trips to high-capacity routes is possible.

But the worst news for UPASS users may be this: the fee may go up, depending on the MCTS budget. Connelly explained that federal funding for next year has decreased significantly, and the state funds are still up in the air. It is possible another fare increase may be enacted by the end of the year.

Connelly explained the UPASS's \$29 fee is based on a \$1.10 cash fare, which has since risen to \$1.25. She said it's possible that fare could be \$1.50 next year, which would necessitate an adjustment in the fee of the UPASS.



NEWS RELEASE

Milwaukee County Transit System

1942 NORTH 17TH STREET MILWAUKEE, WI 53205-1697

47-95

FOR IMMEDIATE RELEASE
August 28, 1995

Contact: Chris Thies
(414) 937-3253

NEW ROUTE SERVES UWM FROM PARK-RIDE LOT, SILVER SPRING DRIVE

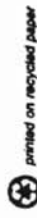
Milwaukee County Transit System (MCTS) will be offering a new route to the University of Wisconsin-Milwaukee (UWM) campus beginning on Tuesday, September 5, the first day of classes.

Rt. 63U (Silver Spring UBUS) will provide weekday service to UWM from the Timmerman Field Park-Ride lot at Appleton Ave. and N. 94th St., and make stops primarily along W. Silver Spring Dr. The Rt. 63U replaces the former Rt. 39U (Timmerman UBUS) that also served the Timmerman Park-Ride lot but primarily made stops along Capitol Dr. Riders who formerly boarded Rt. 39U on Capitol Dr. can take Rt. 62 (Capitol Dr.) to UWM.

The Rt. 63U will operate from the Timmerman Park-Ride lot, south on Appleton Ave. to N. 91st St., north on N. 91st St., east on W. and E. Silver Spring Dr. to Santa Monica Blvd., south on Santa Monica to Wilson Dr., south on Wilson Dr. to E. Capitol Dr., east on E. Capitol Dr. to Oakland Ave., south on Oakland Ave. to Hartford Ave., east on Hartford to Downer Ave., south on Downer to Kenwood Blvd., west on Kenwood to Oakland Ave., and north on Oakland for the return trip along the same route.

The fare is \$1.25 cash or UWM students can use UPASS. For information about specific bus stops along Rt. 63U and schedule information, call the BusLine at 344-6711.

#



This is a Paid Advertisement

UPASS NEWS

UPASS HAS ARRIVED FOR 1995-96 SCHOOL YEAR

After years of use their UPass to go to work, school, or to visit Milwaukee County Transit System. Students Government and campus administrators, the UPass program has arrived at UW-M.

UPass, for many students, is the answer to their transportation needs, commuting hassles and parking problems. The program was introduced during the fall semester of 1994. Every student who is enrolled for credit classes on the Milwaukee campus receives a UPass.

UPass is a semester long bus pass for unlimited free travel to any destination served by the Milwaukee County Transit System. The UPass is not limited to bus trips to and from school. A student can

To get a ride on a Milwaukee County bus, the Department wants them to simply call "239-4000 and ask away."

One student put his facilities about the UPass words, "It helps me know I can go places free."

If any student has a question concerning the UPass program, Jim

Marcho, Director of the Parking & Transit Department wants them to call "239-4000 and ask away."

One student put his facilities about the UPass words, "It helps me know I can go places free."

UWM

Second Semester 1995 Inclusive,
University Transit Pass

UWM Student I.D. Must Be Shown For
Valid Use Of UPASS. Non-Transferable.

Milwaukee County Transit System

Signature:



Valid Thru

May 15, 1995

33806

UPASS EASES UWM PARKING PROBLEM

The combination of few parking spaces and a large population has created frustration for many UWM students and staff members.

However, since the UPass was introduced during the fall semester of 1994, indications are that this popular program has had a noticeable effect on the availability of parking on and around campus.

In a UPass survey conducted by the Center for Urban Transportation Studies, results showed that 14.9% and 10.4% of the survey respondents stated that parking on campus and on the streets around the campus was easier during the fall semester.

One student wrote on the survey, "I live within a few blocks of UWM and have been surprised to now see open parking space in front of where I live."

Since the majority of students attending UWM come from the Greater Milwaukee Area and commute to classes, parking has been a traditional problem.

Limited on campus parking has been the reason for creative thinking at UWM.

The campus Parking and Transit Department operates three Park and Ride lots 2 - 3 miles from the campus. These lots helped to ease the parking crunch.

The Park and Ride "Shuttles" lots are located at the intersections of E. Capitol Dr. and N. Humboldt Blvd; Lafayette Hill Rd and Lincoln Memorial Dr. at the McKinley Marina; and at Veterans Park located on Lincoln Memorial Dr. at the lake front.

Bill Bergstrom, from the Parking and Transit Department at UWM said that in the past there have been as many as 925 cars parked at the Capitol and Humboldt lot and over 400 cars at the McKinley Marina location.

Since UPass is becoming easier to find parking at these shuttle lots, Bergstrom said, "It's indeed the edges of the various lots, there are now a few open spaces at all times."

Jim Marcho, Director of Parking and Transit, said, "Making it easier to find parking means the UPass program provides an indirect benefit even to those who must drive a car."

Jim Marcho was asked if he felt more parking availability at the campus might cause students to start driving more and using their UPass less. He felt the cost savings, and other benefits of using UPass are just too significant for that to happen.

Due to the success of the UPass program, UWM administrators and student government officials have approved the funds to conduct the UPass program for the 1995-96 school year.

This early decision will allow students more options for the 1995-96 school year. With advanced knowledge that transportation needs can be addressed with the UPass, students can make sound decisions about housing and their need for a car.

Because of the UPass program UWM students can make informed decisions about where to rent an apartment. Students can make decisions to rent an apartment which is close to school and not restricted to the East Side of Milwaukee.

Students have found that they can live in any part of Milwaukee County that is near one of the several bus lines which service UWM.

Jim Marcho, Director of Parking & Transit at UWM said, "Students may now find more affordable housing (on a direct to UWM bus line) with more accommodations, and off street parking for less cost then might be found on the East Side."

The AAA organization

has estimated that the cost of using a car is 5.47 per mile. Students living 8 - 10 miles from UWM could incur transportation costs of \$18.80 to \$23.50 per week.

UPass will be available for in-person pick up at UWM beginning Monday, August 28, 1995. Passes can be picked up at two locations in the Student Union: outside the UWM Bookstore on the first floor and at the UWM Parking & Transit Office on the ground floor.

UPASS POPULAR WITH UWM STUDENTS

A survey conducted by the Center for Urban Transportation Studies contacted more than 2,000 randomly selected students during the first semester of the UPass. The survey has indicated that the UPass program at the University of Wisconsin-Milwaukee is very popular with the student body.

The survey found that 93.5% of the responding students wanted to see the UPass program continue. "Finally it's here! I hope it won't be taken away," a student wrote on his survey. The survey effort by the

Center for Urban Transportation Studies returned their surveys by mail.

According to Professor Beimbura, there was a 27.5% response rate to the survey. He stated that such a response showed significant interest in the program.

Professor Beimbura also noted that the favorable responses to the program came from both users and nonusers. "The service is wonderful!" one student wrote. While a typical answer responded, "I'm not using the UPass this

research. To aid in assuring that they were hearing from all students not just UPass users, Prof. Beimbura, Director of the Center, explained that telephone calls were made to a random sample of those who did not

semester but I plan on doing so next semester."

The survey also asked students to rate characteristics about the Milwaukee County Transit System (MCTS): courtesy and knowledge of bus drivers, convenience of bus schedules, travel time, safety and security. Jim Marzke, Director of the Parking & Transit Department, stated that students using the bus gave surprisingly high marks for each of these characteristics. On a scale of 1-5 (5 being very poor) most students rated the characteristics a 2.

Upon hearing the survey results, Joe Caravita, Marketing Director for MCTS, responded by saying that the bus company has found the same results when they survey general users of the bus system.

"In reality," said Jim Marzke, "but travel doesn't seem to be the problem the media coverage leads non-bus users to believe it is."

"As one student wrote, 'The program is very convenient and economical and I love being able to see the bus for observations and places other than campus.'"

It's Not Gambling To Bet We Will Get you There And Back! Guaranteed!

UWM STUDENTS AGREE -

"It's a great idea. Much better than looking for a parking space."

"It's easy and simple to use and very accommodating particularly as a student."

"The UPass is the best thing I have seen at UWM! I strongly want it to continue. It really helps me out."

UWM 229-4000
parking and transit office

UPASS FUNDING EXPLAINED

Students enrolled at class on the Kenwood campus receive a semester tuition for instruction and fees for various services, but in the Milwaukee County Transit System (MCTS) any day of the week.

Regular weekly bus passes for MCTS buses are \$9.25 per week. During a 16 week semester a student could pay \$148.00. Because all UWM students enrolled for credit classes on the Kenwood campus contribute to the UPass program, the semester long bus pass increased tuition fees \$29.00.

Because the majority of students who attend UWM commute to campus from homes or apartments around the Greater Milwaukee Area, the UPass has a positive financial impact on many students. It was because of this broad popular appeal that Student Government pushed to get the UPass program approved.

One student wrote on a UPass survey conducted by the Center for Urban Transportation Studies, "The UPass has been a true blessing for me. I really didn't know how I was going to get to school every day." Another student wrote, "It's the first time I feel I'm getting something out of my segregated fees."

Every student who enrolls in at least one credit

NEW EXPRESS BUS ROUTES SERVE UWM

Jim Marzko, Director of the Parking and Transit Department reported that two new bus routes have been designated to be part of the UPass program. The routes serve the North and Northwest parts of Milwaukee County and continue beyond.

"We have good bus service coverage direct to UWM from all other parts of Milwaukee County, we needed something from the North and Northwest side," Marzko said.

The 90 or Timmerman Field Express serves the Northwest side. The route begins at 93rd and Silver Spring and then follows a route down Appleton Ave. to Capitol Dr. and east on the Timmerman UPass (off street parking lot) and at a number of major intersections along Appleton Ave. and Capitol Dr.

The 90 or Brown Deer Hyper serves students in Northern Milwaukee County, Waukesha County and Coudis further north. The route originates in the off street parking lot (in the shopping center) at Deer Head and Green Bay Band. The bus then stops at another off street MCTS park and ride lot at the intersection of Brown Deer Road and I-13. The bus then travels via I-13 direct to UWM.

"Students can reduce their cost of commuting

simply by driving a shorter distance to any one of the UWM off street parking lots from the rest of the way," Jim Marzko, director of Parking & Transit said.

Results from the student survey showed that students like the new bus routes and have requested the number of UPass and Ride bus trips to UWM be expanded.

Mr. Marzko announced that in response to the survey, discussions are underway with the

Milwaukee County Transit Service to add more trips each day on the 90.

The discussion also was UWM's desire to have additional trips to UWM and from UWM on the two existing freeway hyper routes to UWM. They are the 90U and 194 (traveling direct to UWM) at College Ave and 194 and on the Route 16. The Ric 16 begins near Grange and Hwy 100, and travels down Hwy 100 until it reaches its last stop at the Park and Ride lot at the

Country Transit Service. His statistics and route maps are available at the UWM Parking and Transit Office or from Milwaukee at least once per week.

Estimates indicate that nearly a half a million bus riders were taken by students traveling just to UWM during the fall semester.

UPASS DEMAND SURPRISES UWM ADMINISTRATORS

Students demand for the new UPass surprised campus administrators and student government officials involved in implementing the UPass program.

Jim Marzko, Director of Parking and Transit said early estimates of the number of students who might pick up the UPass ranged between 4,000 and 8,000 students.

During the first month the pass was available, a surprising 16,961 passes were handed out to interested students. This represented 56.4% of the student population eligible for the pass.

This was an excellent response considering that

SURVEY FINDS TRANSIT USE UP AUTO USE DOWN

A survey conducted by the Center for Urban Transportation Studies has found that daily trips to UWM by car have dropped by 20% and student transit trips to UWM have increased by 85% during the first semester of the UPass program.

The survey also found that use of the UPass was high among freshmen and sophomores. The results showed that 44.2% of the freshmen and 45.2% of the sophomores used their UPass at least once per week.

Estimates indicate that nearly a half a million bus riders were taken by students traveling just to UWM during the fall semester.

"Very great idea," said one student. "You're really trying to improve the parking situation."

Jim Marzko, Director of Parking and Transit stated that he was pleased with these first semester results. He expects that even more students will see the value of their UPass as the Program continues in future years.

Mr. Marzko noted that the UPass is worth literally hundreds of dollars in savings and out of pocket costs to students when used as an alternative to driving their car, maintenance costs and, it reduces air pollution.

He certainly could agree with the student who commented: "The UPass has saved me a lot of money, especially at times when I had no money at all."

there was some uncertainty as to whether or not the program would actually be implemented and the short time period to get the word out about how to pick the pass up.

According to Parking & Transit staff it took a lot less time per student to issue the passes than expected.

Using on-line campus computers it took only seconds to verify student status and issue the pass. Everyone was surprised that there were very few lines and almost no complications.

To guarantee that all eligible students received their UPass the Milwaukee County Transit System

There was a concerted effort to get the pass into the hands of the students who did not pick up before classes began. This one year

UBUS

UPASS

USUCCEED



INFORMATION

PARKING AND TRANSIT

UBUS 229-4000

MCTS 344-6711

Appendix I

Marketing Material Related to UPASS

- Various marketing material related to UPASS from UWM Student Newspapers, The UWM Parking and Transit Office, and Milwaukee County Transit System.

EXCITING NEWS INTRODUCING THE UPASS

For the next Fall and Spring semesters, all students who take at least one class for credit that meets on the Kenwood campus will receive a semester long bus pass. This means "UPASS" will enable you to ride any bus operated by the Milwaukee County Transit System (MCTS) — for free! Simply show the driver your UPASS and your UWM student I.D. You can use your UPASS to travel by bus as much as you want — any time buses operate on any route and to go anywhere — not just to UWM! There will also be new UPARK and ride lots bringing free off-street parking with free *express* bus service to UWM closer to your home.

1. Local Area Students

You now have free transportation almost at your front door. Park where there is all day parking near a bus stop. Use the bus and save money. For those who currently use the bus for transportation, you now have a tremendous saving. A bus pass good for the entire semester!

2. Distant Commuter

Students There is *EXCITING* news. UWM and MCTS have designed new and expanded UPARK and RIDE lots and service schedules. Besides the popular UPARK lots near the campus there will now be new lots in the following areas:

- a) TIMMERMAN AIRPORT UPark and Ride lot (route 39U) leaves from a free park-ride lot with selected express stops along Capitol Dr.,
- b) GREEN BAY AVE and BROWN DEER RD UPARK and Ride lot and the BROWN DEER RD and I-43 UPARK and Ride lot (route 49U) with

express bus service to UWM.

- e) COLLEGE AVE at I-94 (Route 40U) UPARK and Ride lot has new expanded schedule times making it more convenient than ever.

d) There continues to be the popular HALES CORNERS and the STATE FAIR UPARK and Ride lots (Route 16) and the OKLAHOMA (Route 5 Express) — now all free.

3. Students Living Off-

Campus You can now look for an apartment anywhere in Milwaukee County. Locate your apartment on any of several direct bus routes to UWM.

4. Dormitory Residents

You can now take the bus downtown for shopping, the museum, events at the Bradley Center, etc. anytime; or you can take it to the numerous suburban shopping malls.

**See Back for Further
Details**

5. Students with Jobs Now you have a free bus pass that's good every day of the week, whether you are going to school or work. It isn't necessary to have a car.

6. Students on a Budget You now have the best of both systems. You have transportation to anywhere you need to go in Milwaukee. Why pay for parking, suffer the aggravation of parking tickets, or spend gas money to drive to a place the bus is already going to.

7. Emergencies With a semester bus pass, car emergencies will no longer be major traumas. The bus will get you to UWM and home again or to work or to special events. *Need a ride* ? The semester UPASS is your ticket.

8. Students with Mobility Limiting Disabilities Students for whom MCTS buses are not accessible and who are eligible to use Milwaukee County's User Side Subsidy Program, similar free transportation privileges will be available to you.

HOW DO YOU GET THIS UPASS?

WHEN: The semester bus pass will be distributed via in-person pick-up beginning August 22, 1994, one week before classes start in the Fall .

WHERE: Your UPASS will be available for pick-up at various locations in the Student Union including the Parking & Transit Office, Union WG25. Further details will be mailed to you.

HOW DOES IT WORK ?
The bus pass combined with your student ID will get you a "free" ride on any Milwaukee County Bus including all Freeway Flyers !

HOW DO YOU FIND OUT MORE INFORMATION ?
Contact the Parking and Transit Department. Call 414-229-4000, or stop by our Offices on the ground floor of the Student Union. Our representatives will be glad to help you plan your transportation to UWM.

TTY for the deaf, the hard of hearing or the speech impaired. Call Wisconsin Telecommunication Relay System 1-800-WI-RELAY

CATCH THE UPASS AND WIN

Parking & Transit Dept.
Union WG25
PO Box 413
Milwaukee, WI 53201
414-229-4000

UPASS QUESTION AND ANSWER SHEET

- Q. What is UPASS?
 A. UPASS is a new semester long bus pass that, when used in conjunction with your UWM student I.D., will allow you unlimited free rides on any Milwaukee County Transit System bus.
- Q. When can I start using my UPASS?
 A. As soon as you receive it. Your Fall Semester UPASS is valid starting Monday, August 22, 1994 through Sunday, January 15, 1995. Your Spring Semester UPASS is valid starting Monday, January 9, 1995, through Sunday, May 15, 1995.
- Q. Is the UPASS only good for my trips to UWM?
 A. No. You can use your UPASS to travel for any purpose to any destination on any bus route. Use it any time buses operate, on any day, including weekends, holidays, and even during UWM breaks and recess periods. Your UPASS is also good on freeway flyer routes.
- Q. Who can use the new UPASS?
 A. Only UWM students taking at least one course for credit on the Kenwood Campus. This is an exclusive program for UWM students.
- Q. Why was the UPASS created?
 A. UWM, like virtually all urban universities in the country, has parking problems. UPASS offers you a great opportunity to use your car less-especially for routine trips to work, class, etc. and eliminate your parking problems. By doing so, you are guaranteed to: save lots of money you would otherwise spend maintaining and operating your car; help the environment; and reduce your parking and traffic related stress.
- Q. I don't live in Milwaukee County or near any bus route, how will the UPASS be of benefit to me?
 A. As part of the UPASS program, six additional UPark lots -- just like Capitol-Humboldt, Veterans Park and McKinley Marina -- have been created. What's even better about the new UPark lots is, you don't have to drive as far to get to them. You can park free and take a Transit system freeway flyer bus free all the way to UWM.
- Q. Where are the new UPark lots located and how can I get a schedule of bus departure times?
 A. All registered students will be mailed information about the new UPark locations and bus operating schedules. You should receive this information before classes start or, stop by the Parking and Transit Office and pick it up.

APPENDIX

- Q. Can I drive to and park along bus routes?
A. Certainly. You can drive your car part way to campus, park in an all day parking spot right near a bus stop on any of several direct bus routes to UWM and then, ride the bus free the rest of the way. Call the Milwaukee County Transit System at 344-6711 or, UWM Parking and Transit at 229-4000 and ask for locations and schedule information for the bus routes that provide direct -- no transfer bus service to UWM.
- Q. If I simply must drive a car, how does the UPASS benefit me?
A. The UPASS offer of free transportation whenever and to wherever you want to go will be a benefit and a money saving value that many students that drive a car will find to be too good to pass up. This has been true at other Universities that have instituted UPASS programs. So, even if you can't find a way to use the bus for at least some of your trips to UWM, you will benefit from UPASS because, there will be fewer students driving their cars to campus and competing with you for a campus parking space.
- Q. How is it that I can get a UPASS simply by being a UWM student?
A. I or, someone else, must be paying for my UPASS some way. Actually your right on both counts. You and everyone else who takes a class on the Kenwood Campus are paying to support the UPASS Program. But, each student is only paying about 16% of the actual \$180/student/semester cost of the program. It is included as part of your tuition and fees--just like other UWM services like the Klotsche Center, UPARK shuttles, Student Health Center etc. The remaining per student cost is being offset by federal and state transit operating funds and a quantity UPASS purchase discount.
- Q. Is UPASS a better deal than driving my car to campus?
A. Yes. UPASS is one University service where the more you use your UPASS, the more your commuting expenses are reduced.
- Q. How much can I save?
A. You can save literally hundreds of dollars in reduced gas costs, maintenance costs, wear and tear on your car and the hassle of driving in rush hour traffic and searching for a legal parking space. If you are going to live away from home you might want to also consider the many apartment rental opportunities along any direct bus route to UWM.
- Q. I have a disability that makes it very difficult and even impossible to use a regular bus. How does UPASS help me?
A. If you are eligible to participate in the Milwaukee County User Side Subsidy Program, your UPASS can be used to waive the initial User Side portion of the fare for each trip you take. To find out more about this new benefit call 278-4091.
- Q. How can I get answers to other questions I might have?
A. Call the Milwaukee County Transit System at 344-6711 or UWM Parking and Transit at 229-4000.

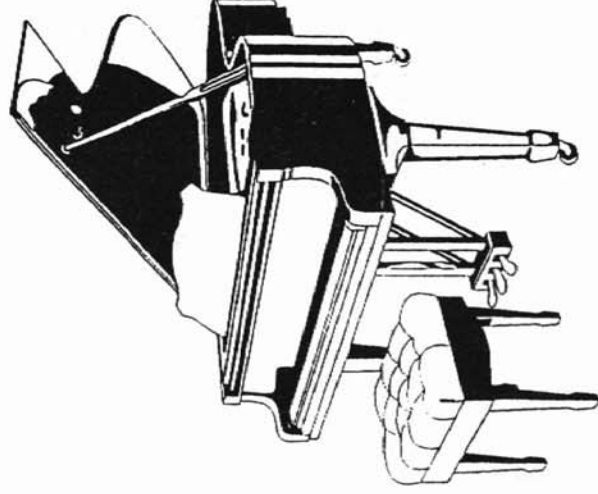
UPASS

Music to your education !

The UPASS is here and provides bus transportation to UWM Free!

That's right **FREE** !

The UPASS allows you to use any of the new and expanded UPark lots that have just been created -- and every bus in Milwaukee County no matter if you're going to UWM or home, work or play. The *new* and expanded UParks are located at the following areas:



- 49U Brown Deer Rd and Green Bay Ave (in the shopping center)
- 49U Brown Deer Rd and I 43 (at the Park and Ride lot)
- 39U Timmerman Field (with stops on Capitol Dr.)
 - 40U College Ave has an expanded timetable
 - 16U Whitnall Park and Ride lot
 - 16U State Fair Park and Ride lot

To be eligible for this *deal* all you need to do is pick up your UPASS. Just stop by the Parking and Transit Office, Union WG25 (229-4000). There is no charge for the bus ride once you have a UWM ID and the pass. It's perfect. It's the solution everybody's been thinking about and now in cooperation with Student Association, UWM , and the Milwaukee County Transit System, everyone can use. The UPASS becomes available starting August 22, 1994. **PICK IT UP. USE IT !**

See the UPark timetables for scheduling details on ALL UPark and Ride lots including the 49U, 39U, 40U, 16U, Capitol/Humboldt, McKinley Marina and Veterans Park.

USE IT

**NOW THAT YOU
HAVE THE UPASS --
THE FREEDOM TO
GET AROUND
MILWAUKEE
IS YOURS**

**UPASS TO WORK
UPASS TO SCHOOL
UPASS TO PLAY**

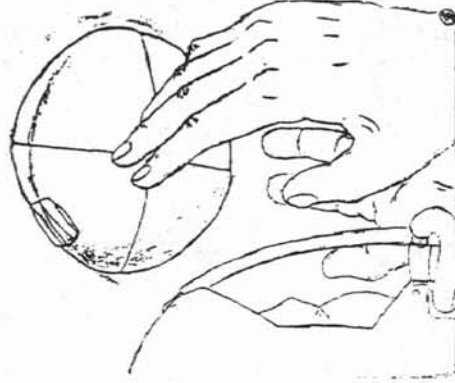
**UPASS IT TO
ANYWHERE**

**IF YOU NEED HELP
CALL US**

**UWM PARKING & TRANSIT
229-4000**

**MILWAUKEE COUNTY TRANSIT
344-6711**

UPASS CATCH IT!



Coming this Fall UPass arrives at UWM. Finally there's a transportation touchdown! A semester long bus pass for students enrolled for credit on the Kenwood campus will be available at NO ADDITIONAL COST to every student. The UPass is good on any bus in the Milwaukee County Transit System, any day of the week!

Passes will be available for pick up starting August 22, 1994 at numerous locations in the Student Union, including the Parking & Transit Office. Look for more exciting information coming to you this Summer or call the Parking & Transit Office at 229-4000.

REMEMBER:

YOU CAN'T SCORE

**UNTIL YOU CATCH THE
UPASS!**

IT'S FREE.

PICK IT UP.

USE IT.

**STUDENT ASSOCIATION Union E351
PARKING & TRANSIT Union WG25**

**HEY!
DON'T FORGET!
UPASS**

**UPASS
IT'S FOR YOU.**

Passes are available for pick up now at numerous locations in the Student Union, including the Parking & Transit Office, 229-4000

**REMEMBER:
YOU CAN'T SCORE
UNTIL YOU CATCH THE
UPASS!**

IT'S FREE. PICK IT UP. USE IT.

STUDENT ASSOCIATION Union E351
PARKING & TRANSIT Union WG25

UPASS

Your pass is valid the day you pick it up. Use it!

Pick Ups/Locations/Times

Tuesday-Wednesday

8/23-8/24

Outside the Bookstore 8am-4pm
Parking & Transit Office 8am-4pm
Union Concourse 8am-4pm

Thursday-Friday

8/25-8/26

Outside the Bookstore 8am-4pm
Parking & Transit Office 8am-4pm

Monday-Wednesday

8/29-8/31

Outside the Bookstore 8am-4pm
Parking & Transit Office 8am-4pm

Thursday

9/1

Outside the Bookstore 8am-6:30pm
Parking & Transit Office 8am-7:30pm
Union Concourse 8am-6:30pm

Friday

9/2

Outside the Bookstore 8am-4pm
Parking & Transit Office 8am-4pm
Union Concourse 8am-4pm

Tuesday-Thursday

9/6-9/8

Outside the Bookstore 8am-6:30pm
Parking & Transit Office 8am-7:30pm
Union Concourse 8am-6:30pm

Friday

9/9

Outside the Bookstore 8am-4pm
Parking & Transit Office 8am-4pm
Union Concourse 8am-4pm

Continuous distribution will be at the Parking & Transit Office

For Information

229-4000

UPARK

**More Than Before
And Better!**

Use Your UPASS Not
Only On Any Bus
In Milwaukee County,
But Express UPARK
Buses As Well
(Besides The University Run
Capitol/Humboldt, McKinley
Marina & Veterans Park)

We've Expanded UPARKS

Check Out...

RTE 39U
Timmerman Field UPARK
With Select Stops Along
Capitol Drive

RTE 49U
The Brown Deer Flyer
Starts At Brown Deer Road
And Green Bay Road
(in the shopping center parking lot)
Then Picks Up At Brown
Deer Road and I-43

PLUS...

The College Avenue
Route 40U Has A *New Timetable*
With More Convenient Times
To Meet Your Needs

CHECK US OUT...

- The Parking Is FREE
- The Bus Ride Is FREE
- The UPASS Is Issued
At NO Additional
Cost To You

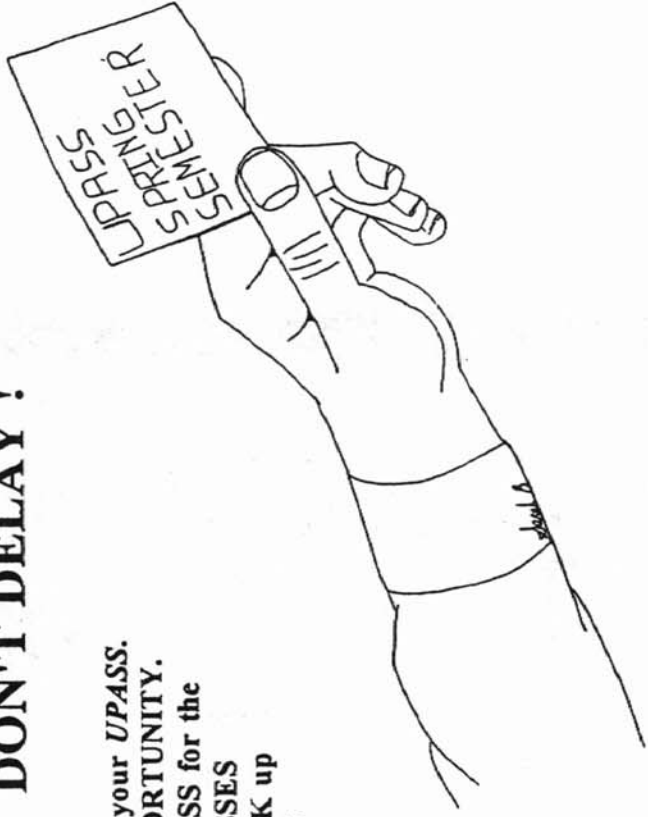
*Just show your UPASS and student ID for a ride
anywhere in Milwaukee County! Your options
have just improved. UPASS to UWM or UPARK
to UWM. No matter how you do it...*

CATCH THE RIDE!

**QUESTIONS?
229-4000**
Parking & Transit

DON'T DELAY !

It's time again to get your *UPASS*.
 Don't miss this **OPPORTUNITY**.
 You need a **NEW PASS** for the
 Spring semester. **PASSES**
 are available for **PICK UP**
 starting Jan. 13, 1995
 at **TWO** locations:
 Parking & Transit,
 Union WG25 &
 outside the
 Bookstore.
 Call 229-4000
 for more
 information.



REMEMBER:

you can't use it
 if you don't pick it up. There will be no additional charge for the Spring
 Semester pass and you don't have to wait until you've paid tuition. All you
 have to be is registered for classes. So what are you waiting for?

PICK IT UP ! USE IT !

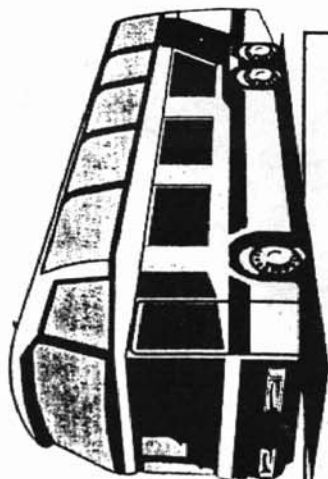
The Milwaukee County Transit System (MCTS) operates frequent and
 convenient bus service to UWM. Eleven routes serve the campus and make
 UWM very accessible by bus for trips originating from anywhere in
 Milwaukee County including trips from outside the county by using one of
 the 6 Park-And-Ride lots. For schedule information contact MCTS at 344-
 6711 or UWM 229-4000.

UPASS IS FOR YOU !

WE'VE GOT YOU SURROUNDED!

SO DON'T FIGHT IT
TAKE THE RIDE

UPARKS



FROM ALL AREAS OF MILWAUKEE COUNTY
THERE IS A UPARK NEAR YOU.

NEAR CAMPUS

Capitol/Humboldt
Picks up just North
of the intersection of
Capitol Dr. & Humboldt Ave.

Veteran's Park
Located on Lincoln
Memorial Dr. Picks up
in the Parking Lot at the
end of Lagoon Dr. and
also stops along Lagoon Dr.

McKinley Marina
Located on Lincoln Memorial Dr.
1/2 Mile North of Veterans Park.

From Anywhere
Use your UPASS and Park in a
convenient long term parking
area and take one of the 11
direct MCTS buses to UWM.

NORTH - 49U

Brown Deer & Green Bay Rd.
plus Brown Deer & I-43

NORTHWEST - 39U

Timmerman Field Picks Up
at Timmerman and with select
stops on Appleton & Capitol Dr.

WEST - 16

Hales Corners Express picks
up at State Fair Park

SOUTHWEST - 16

Hales Corners Express Picks
up at Whitnall Park I-43 & 108th St.

SOUTH - 40U

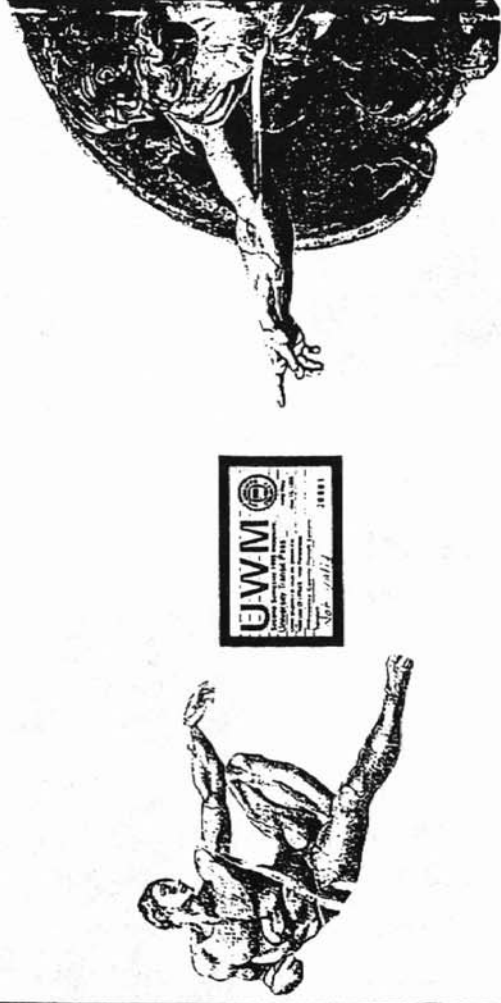
College Ave. Picks up
at the Southwest Quadrant
of I-94 & College Ave.

FOR INFORMATION CALL PARKING & TRANSIT 229-4000

IT'S MORE THAN INSPIRED...

IT'S REALITY.

**UPASS FOR THE
SPRING SEMESTER.**



PICK IT UP NOW !

THESE PASSES ARE GOOD ON ANY
BUS, ANYTIME, GOING ANYWHERE
IN MILWAUKEE COUNTY. THIS IS
THE *DIVINE* ANSWER TO YOUR
TRANSPORTATION NEEDS.

**AVAILABLE NOW AT 2 LOCATIONS:
PARKING & TRANSIT
OUTSIDE THE UWM BOOKSTORE**

FOR INFORMATION CALL

PARKING & TRANSIT
229-4000



**WHY
ARE
THESE
GUYS SMILING?
THEY USE THEIR UPASS.**

Do You?

Any Bus, Anywhere, Anytime in Milwaukee County. Including PARK and RIDE lots in the South, Southwest, West, Northwest, and North.

WE'RE WORKING FOR YOU!!!

**PARKING AND TRANSIT UNION WG25
229-4000**

UPASS

*Takes Off for
another great year!*

FREE bus rides to anywhere
in Milwaukee County at any time:
to school, work or play.

It includes all Park and Ride lots so
everyone can take advantage of the UPass.

If you live outside of Milwaukee County
drive to a UPark and bus to class. If you live
in Milwaukee County, leave your car at home or
park it on a direct bus route and bus in to

SAVE

SAVE

SAVE !

"The UPass has saved me a lot of money and hassle."

Park & Ride lots are located at the following areas:

- *49U Brown Deer Rd and Green Bay Ave (in the shopping center)
- *49U Brown Deer Rd and I-43 (at the Park and Ride lot)
- *63U Timmerman Field (introducing a new route with stops
on Silver Spring/Santa Monica/Wilson Dr)
- *40U College Ave at the Park & Ride off I-94
- *16U Whitnall Park and Ride lot I-43 & Hwy 100
- *16U State Fair Park and 84th St.

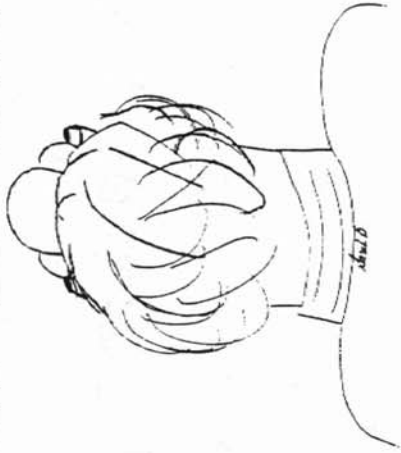
To be eligible for this deal you must take at least 1 credit
class on the Kenwood campus. Then all you need to do is pick up
your UPASS. Just stop by the Parking and Transit Office, Union
WG25 (229-4000) or at our location outside the UWM Bookstore.
There is no charge for the bus ride once you have a UWM ID and
the pass. It's perfect. It's the solution everybody's been
talking about. This program is a joint effort between Student
Association, UWM and the Milwaukee County Transit System. The
UPass becomes available starting August 28, 1995.

PICK IT UP !

USE IT !

UPASS IS FOR YOU.

Still Looking



For the best way to get to UWM?

Take the *bus Gus!*

Serving all of Milwaukee County and more.

Introducing the 63U

From The Timmerman Field UPark Lot.

Select Stops On Silver Spring, Santa Monica, Wilson



It Keeps Getting Better.
It Keeps Getting Easier!

The Following Buses Come Direct To Campus

#5	Oklahoma Ave.	#30	Prospect of Downer
#15	Oakland Ave., KK	#40U	College Ave. UPark
#16	Hales Corners/State Fair UPark	#49U	Brown Deer UParks
#21	North Ave.	#62	Capital Dr.
#22	Center St.	#63U	Timmerman Field UPark Silver Spring Dr.

PARKING & TRANSIT ■ UNION WG25 ■ 229-4000



*Why Are You Driving
All The Way To Campus?*

UPARK

MCTS Park and Ride Lots:

- #16 Hales Corners UPARK/State Fair UPARK
- #40U College Ave UPARK
- #49U Brown Deer UPARK lots
- New- #63U Timmerman Field UPARK with stops along Silver Spring

And 3 Campus Lots At:



Capitol and Humboldt
Veterans Park
McKinley Marina

Parking and Transit Union WG25

229-4000

The Excitement Continues



Get off to a good start - UPASS

Pick it UP!

Use It!

- Available at the Parking and Transit Office -

Plus, New Service on Silver Spring Dr.

Introducing the 63U

From the Timmerman Field UPARK Lot

Select stops on Silver Spring,

Santa Monica, Wilson

It Keeps Getting Better.

It Keeps Getting Easier!

The following buses come direct to campus!

#5 Oklahoma Ave

#15 Oakland Ave, KK

**#16 Hales Corners/
State Fair UPARK**

#21 North Ave

#22 Center St.

#30 Prospect or Downer

#40U College Ave UPARK

#49U Brown Deer UPARKS

#62 Capitol Dr.

#63U Timmerman Field UPARK

SilverSpring Dr.

PARKING AND TRANSIT UNION WG25

229-4000

12 TIPS FOR EASY TRANSIT USE

ON MILWAUKEE COUNTY TRANSIT SYSTEM



1 Call Us

When you need immediate information about how to get somewhere by bus, call the MCTS BusLine at 344-6711, any day from 6 a.m. to 10 p.m.

2 Transit Guide

For a map showing MCTS services system wide and detailed "how to" information, call the BusLine for a Transit Guide. Find the route that gets you to where you want to go.



3 Route Guides

To know everything about the routes you're going to use, call the BusLine for individual route guides with detailed schedules and maps.

4 You're Ready

Check a route guide for the time you can catch a bus at a nearby stop. MCTS routes have bus stops about every two blocks.



5 At Bus Stop

At the bus stop, check the bus stop sign for your route number.

6 Before Boarding

To make sure you board the correct bus, watch for the sign on the bus that matches your route and destination.



7 How To Pay

Have your UPASS and student ID ready before boarding. If you don't have a UPASS, then exact cash fare, bus ticket or weekly pass are accepted.

8 On Bus

Once on the bus, simply show your student ID and UPASS to the driver.

9 For A Transfer

With UPASS, no transfer is needed if you plan to change to another bus to complete your trip. Just be sure to know where the transfer needs to be made.

FARWELL AVE.

10 Just Ask

If you are not familiar with the area where your destination or transfer is located, ask the driver to call your street.

NORTH AVE.

11 Signal Driver

To signal to get off the bus, use the pull cord or touch strip located above the window inside each MCTS bus.

12 To Exit

Exit from the rear door of the bus once the green light above the door appears — a touch of the center handles automatically opens the door.

...IT'S EVEN EASIER WITH YOUR  P·A·S·S

1 For Route & Schedule Information . . .

Call the BusLine: It's the best first step for new or experienced riders taking a new bus route. Information Agents are available between 6:00 AM and 10:00 PM, seven days a week at 344-6711 to answer your questions about Milwaukee County Transit System routes, schedules and transfer points.

When calling the BusLine, please have a pencil and paper ready and follow this format when talking to our Information Agent:

- State where your trip will begin and end.
- State the day and time you will be making your trip.
- Ask about the transfer points that apply to your trip.
- Save yourself an additional call by requesting return trip information.

REMEMBER: With UPASS you won't have to pay a fare, but if you ever ride the bus without a UPASS, be sure to get information on regular MCTS fares. Exact fares are required and MCTS drivers do not make or give change.

1 Important Numbers

TTY FOR HEARING IMPAIRED: 937-3299
6:00 AM - 10:00 PM everyday

CUSTOMER COMMENTS: 937-3218

Comments regarding Milwaukee County Transit System bus service may be directed to our Customer Service representatives between 8:00 AM and 4:30 PM, Monday through Friday.

LOST ARTICLES: 937-3206

Lost articles may be claimed by their owners upon proper identification at 1942 N. 17th St., from 8:00 AM to 4:30 PM Monday through Friday. Call ahead to determine whether an item has been found. *Please note: items are held only 30 days.*

1 For Your Safety

MCTS buses belong to everyone, so please make an effort to help us take care of them.

- Smoking, drinking or eating are not allowed on the bus . . . it's against the law.
- Please take any trash with you; do not drop trash on the floor or leave it on the seat.
- Loud radio playing is not allowed. While you are welcome to use earphones, keep in mind that "too loud" is when other passengers can hear your music.
- Keep the bus easy to move around in by keeping packages and other items like school books off the seats and out of the aisles.
- On bad weather days, help us accommodate more passengers by moving as far back in the bus as possible.
- Animals, other than seeing eye or hearing ear dogs, are not permitted on the bus.
- If you board with a baby buggy, make sure it's folded up and is out of the aisle.
- For a more comfortable ride all year long, please keep windows closed when the heating or air conditioning is on.
- Please report anything unusual or unsatisfactory to your driver.



BusLine
344-6711

Milwaukee County
Transit System
1942 North 17th Street
Milwaukee, WI 53205

**Thanks
for riding
the bus!**

♻️ PRINTED ON RECYCLED PAPER



**12 TIPS FOR EASY TRANSIT USE
WITH YOUR UPASS**



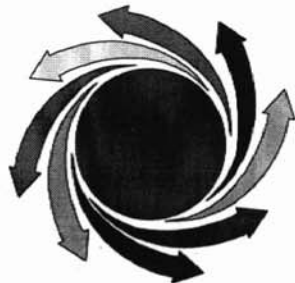
NOTICE

This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof.

The United States Government does not endorse manufacturers or products. Trade names appear in the document only because they are essential to the content of the report.

This report is being distributed through the U.S. Department of Transportation's Technology Sharing Program.

DOT-T-96-16



Technology Sharing

A Program of the U.S. Department of Transportation