





Elements of Successful Universal Student Transit Pass Programs from Planning to Implementation: A Benchmark Study

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- Introduction
- Methodology
- Findings
- Conclusion



Background

Universities and Colleges

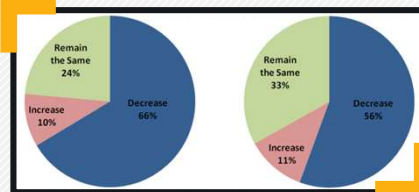
- Off-campus housing
- Accessibility issues
- Parking difficulties
- Affordability issues




Parking difficulties - Southern Oregon University
Source: <https://siskiyou.sou.edu/2015/11/12/campus-parking-its-a-battle/>

Public Transit Systems

- Reductions in federal and state/provincial funding
- Flat or declining transit ridership
- Available off peak capacity



Changes in local/regional (left) and federal funding (right) in 2009 – APTA
Source: https://www.apta.com/resources/reportsandpublications/Documents/Impacts_of_Recession_March_2010.pdf



U-Pass Program Benefits

Introduction

Methodology

Findings


Conclusion

Universities and Colleges

- Reduced demand for campus parking
- Enables use of land for buildings or green space
- Improved college affordability

Community

- Off-campus housing
- Relieved congestion
- Increased "town-gown" integration




U-Pass


Students

- Unlimited use of local transit system
- Deeply discounted fare
- Avoidance of vehicle purchases and parking problems

Transit Systems

- Increased transit ridership and revenue
- Use of off-peak capacity
- Creation of a rider habit


3



Methodology

Statistical Analysis

VS

Benchmark Process

Successful and Failed Programs

Objects

Successful Programs

Large


Sample Size


Small to Median

Quantitative

Conclusions

Quantitative and Qualitative


4



Benchmark Study

Introduction


Methodology

Findings


Conclusion


A successful U-Pass program has

- Stable funding sources such as student fees
- Broad support by students, university and transit agency
- Benefits are understood
- Ongoing marketing program
- Formal agreements between transit agency and university



The Process of Benchmarking
 Source: <https://totalqualitymanagement.wordpress.com/2008/09/12/benchmarking/>


5



Benchmark Study

Introduction


Methodology


Findings

Conclusion

What process was used to lead to success?

- Examine the participants and development process
- Inspect crucial elements and policies that lead to success
- Derive a general procedure that can aid others
 - Transit agency
 - Educational institution
 - Students


6




Introduction

Methodology

Findings

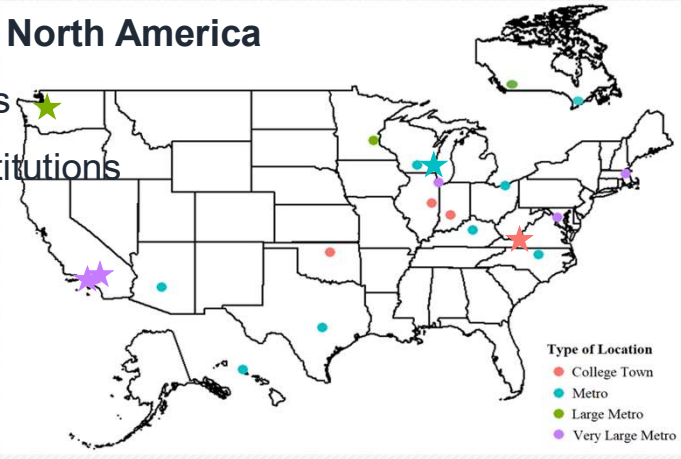
Conclusion



Survey

25 Locations across North America

- 21 Transit Agencies
- 20 Educational Institutions
- 5 Case Examples




Map of Responding Transit Agencies

Type of Location

- College Town
- Metro
- Large Metro
- Very Large Metro

7




Introduction

Methodology

Findings

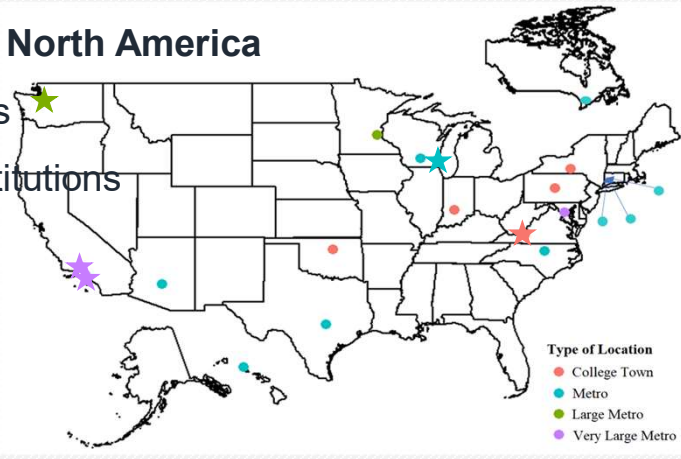
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8




Introduction

Methodology

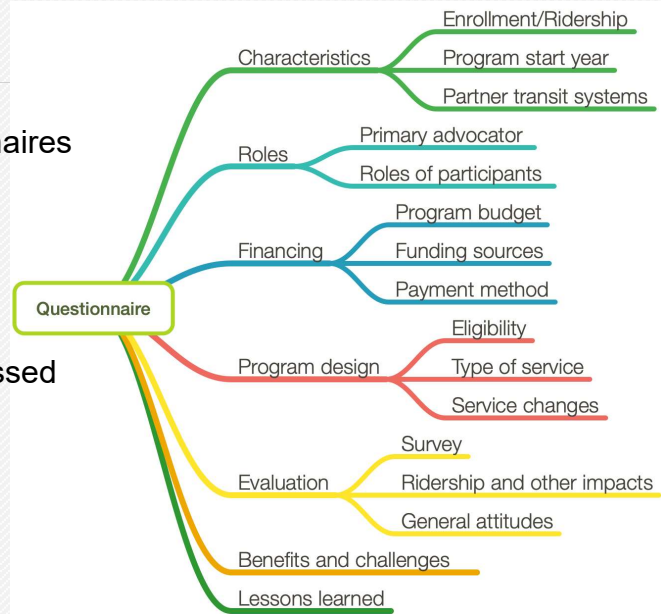

Findings

Conclusion



Questionnaires

- ❑ Two Types of questionnaires for online survey
- ❑ Detailed developing procedures were discussed at example locations





Introduction

Methodology

Findings

Conclusion



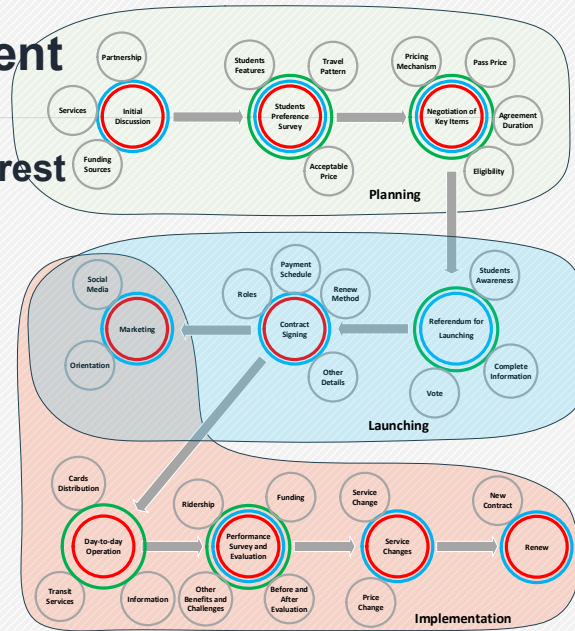
UPASS Development

Three key parties of interest


- ❑ Transit agency
- ❑ Educational institution
- ❑ Students

Three phases

- ❑ Planning
- ❑ Launching
- ❑ Implementation



Notes: ○ Transit Agencies ○ Educational institutions ○ Student Association




Introduction

Methodology

Findings

Conclusion



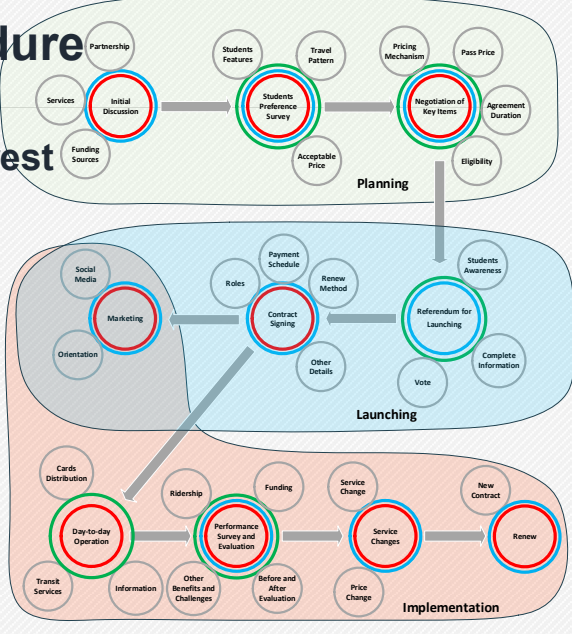
Developing Procedure

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Three phases

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11




Introduction

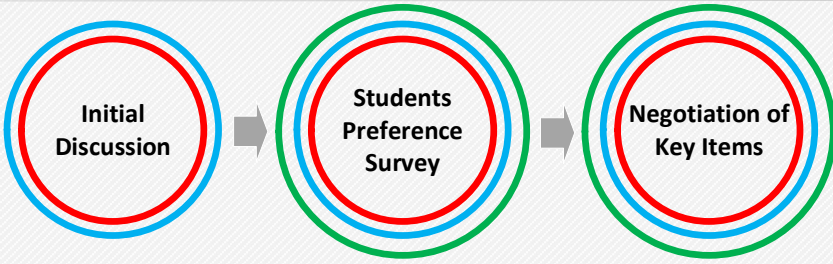
Methodology

Findings

Conclusion



Planning Phase




- Partnership
- Services
- Funding Sources

- Students Features
- Travel Pattern
- Acceptable Price


- Pricing Mechanism
- Pass Price
- Eligibility

Notes: ○ Transit Agencies ○ Educational Institutions ○ Student Associations

12



- Introduction
- Methodology
- Findings
- Conclusion



Planning Phase

- Support at the top level
- Good communication
- Added/expanded transit services
- Explore possible funding sources
- Estimate demand
- Find a reasonable pass price
- Uniform cost or fare sharing agreements
- Provide flexibility for each institution

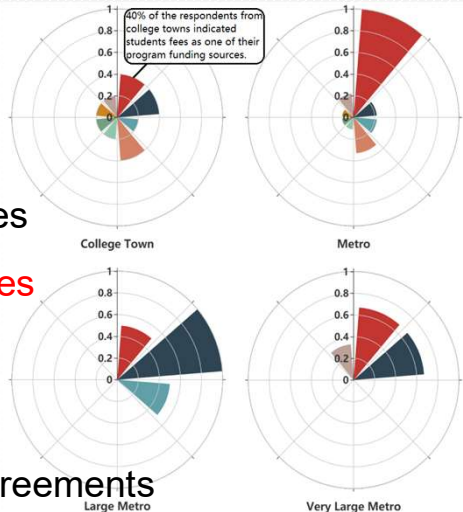




CHART KEY
 Bubble size (value) shows partition of respondents by type of location, e.g. 0 represents no respondents from the type of location chose this funding source, 1 represents all respondents from the type of location chose this funding source. Respondents could choose more than one answer.
Sector color shows program funding source:
 Student Fees, Federal, State and Local Government, School General Fund, Parking Fees, Public Transit Operator, Fares, Advertising, Other

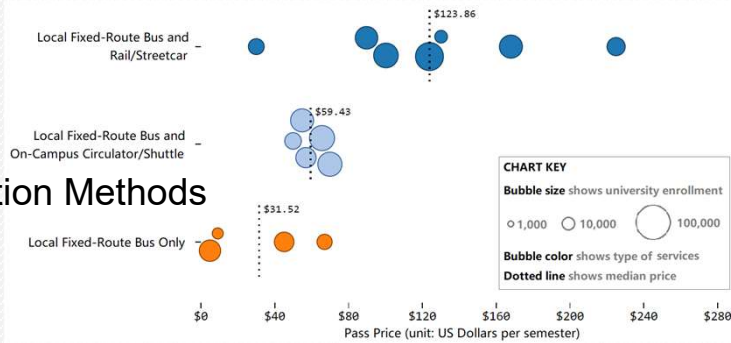


- Introduction
- Methodology
- Findings
- Conclusion




Planning Phase

- Pass Price
- Cost Determination Methods
 - Revenue neutral
 - Comparable pass cost
 - Cost recovery
 - Per trip costs



Pass Price by Type of Services




Launching Phase

Introduction

Methodology

Findings


Conclusion



| | | |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Students Awareness <input type="checkbox"/> Complete Information <input type="checkbox"/> Vote | <input type="checkbox"/> Roles <input type="checkbox"/> Payment Schedule <input type="checkbox"/> Renew Method | <input type="checkbox"/> Social Media <input type="checkbox"/> Orientation |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|

Notes: ○ Transit Agencies ○ Educational Institutions ○ Student Associations

15



Launching Phase

Introduction

Methodology

Findings

Conclusion


Student Referendum

- Build students' awareness before the referendum
- Provide complete and balanced information
- May be held concurrently with student elections, provided

Agreements

- Vary on pricing methodology, payment schedule and pass administration
- Procedures for pass management and student drop outs need to be resolved

16




Introduction

Methodology

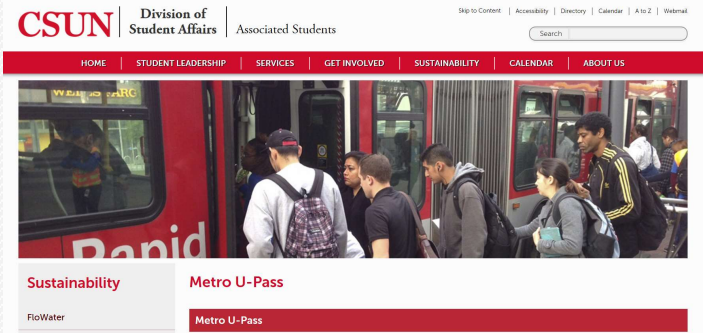
Findings

Conclusion




Launching Phase

Marketing is focused on new students with extensive social media use



California State University Website Banner
Source: <https://www.csun.edu/as/student-transportation-guide/u-pass>

17




Introduction


Methodology

Findings

Conclusion




Implementation Phase



| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <input type="checkbox"/> Cards Distribution <input type="checkbox"/> Transit Services <input type="checkbox"/> Information | <ul style="list-style-type: none"> <input type="checkbox"/> Ridership <input type="checkbox"/> Funding <input type="checkbox"/> Benefits & Challenges | <ul style="list-style-type: none"> <input type="checkbox"/> Service Change <input type="checkbox"/> Price Change <input type="checkbox"/> Contract Renew |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Notes:
 Transit Agencies
 Educational Institutions
 Student Associations

18



Implementation Phase

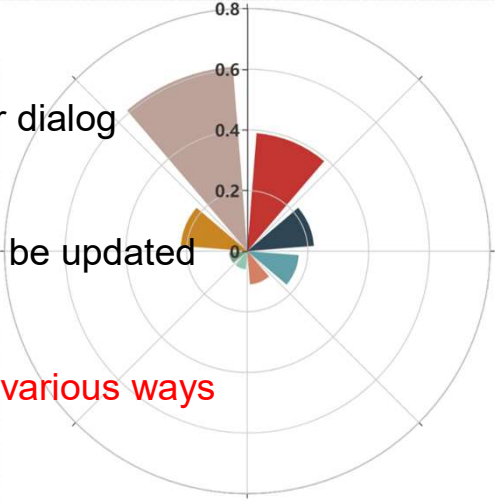
Introduction

Methodology

Findings

Conclusion


- All parties maintain a regular dialog
- Enrollment changes need to be updated
- Students can be involved in various ways
- Surveys are used to monitor the program



Sector height (value) shows partition of respondents*

Sector color shows students' role

- Advisory Committee
- Class Projects and Other Research
- Student Referendum
- Employed in Administrative Position
- Internship Opportunities
- Employed as Drivers
- Other
- Not Involved



Summary

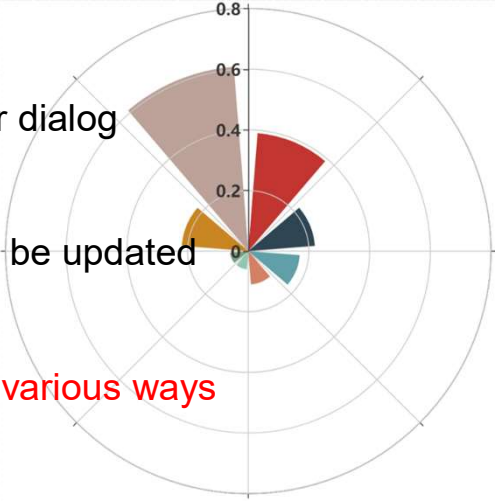
Introduction

Methodology

Findings

Conclusion

- Summary**
 - Investigated transit agencies and universities and colleges across North America
 - Proposed an innovative general procedure to implement U-Pass programs
 - Discussed key elements that lead to program success
- Future Directions**
 - Larger sample size
 - Failure lessons




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20



Questions?


- ❑ More Detailed Information can be found in TCRP Synthesis 131 and at:
UWM Center of Urban Transportation Studies
UPASS web site
<http://people.uwm.edu/beimborn/upass-reports/>

Introduction

Methodology

Findings

Conclusion



21