

D3 - Transportation Management Plans at Two Universities

Presentation # 1 title: Going GREEN at UBC: Lessons Learned from UBC's Integrated Transportation Demand Management Program

Presenter:

Carole Jolly - The University Of British Columbia

Abstract

The University of British Columbia is home to over 44,000 students, 10,000 staff and faculty, and 4,000 market residents, and remains one of Canada's largest academic institutions. Its geographic isolation away from the downtown core of Vancouver coupled with an average enrolment growth rate of 2% per year alongside an aggressive neighbourhood development plan has encouraged opportunities for UBC to take a proactive approach in developing a comprehensive transportation demand management strategy that includes sustainable transportation targets aimed at reducing single occupancy vehicle traffic, increased transit ridership, and improved transportation choices. These proactive efforts led to the creation of the TREK Program Centre, UBC's Transportation Management Department, and the development of UBC's Strategic Transportation Plan, which provides a policy framework for a comprehensive and integrated demand management strategy comprised of sustainable transportation targets achieved through the development of a variety of TDM programs including U-Pass, carpool, cycling, parking, traffic calming, campus shuttle, carsharing, and education and outreach programs. Through the implementation of the Strategic Plan, UBC has seen significant advancements in sustainable transportation trends including a growth in transit ridership of close to 100% and a 31% decrease in single occupancy vehicles since 1997. In addition, automobile traffic has dropped by 18% despite a 36% growth in population since 1997. This presentation will outline the development and success of the University's TDM initiatives including the Universal Transit Pass (U-Pass) program, and the role that an integrated TDM approach can have in creating long lasting behaviour changes in people's transportation choices. This presentation will also include a review of other creative initiatives the University has developed to support sustainable transportation habits through land use, residential design requirements, and decreased parking supply. The presentation will discuss UBC's transportation targets and lessons learned in UBC's pursuit of improved sustainable transportation options for all members of the UBC community.

Speaker Biography

Carole Jolly has worked for the University of British Columbia's Transportation Management Department (TREK Program Centre) for over eight years. In support of the University's commitment to sustainability and its Official Community Plan, her mandate is to develop and promote improved transportation choices to the Single Occupant Vehicle for all members of the UBC community including over 44,000 students, 10,000 staff and faculty, and 4000 residents. Carole graduated with an honors degree in geography from the University of Guelph in 1998 and a master's degree in urban planning from the University of British Columbia in 2003, where she focused much of her research on sustainable transportation policy development. Carole has also participated in several ACT Canada initiatives including the TDM Strategy Steering Team and most recently, the development of a Post-secondary TDM Alliance to create a network of communication among those working to advance TDM within the post secondary market.

Presentation # 2 title: A Campus on the Move: Integrated Transportation at the University of Victoria

Presenters:

Sarah Webb - University Of Victoria

Neil Connelly - University of Victoria

Abstract

Located on Canada's spectacular west coast, the University of Victoria is home to more than 19,000 students and 4,000 faculty and staff. As one of Canada's leading universities, UVic provides both students and faculty with a unique learning environment. Since 1996 UVic has been implementing an aggressive transportation demand management (TDM) program that includes pricing structures, planning studies, incentives, bylaw changes, and program development. Through the success of The Travel Choices program, traffic volume has decreased by 17 per cent while the campus population has increased by 19 per cent. Currently, more than 65 per cent of people travel to and from campus each day using sustainable transportation, including public transit, cycling, carpooling and walking. In tandem, fleet vehicle use has decreased by 35 per cent through new infrastructure, best practices, and new technology. This presentation will outline some of the challenges and opportunities in implementing a large scale, multi-year TDM program. Presenters will showcase innovative programs, technologies and policies which have helped to not only shift students, faculty, staff and visitors out of the single occupant vehicle but also enhance quality of life and generate economic activity in the region. The presentation will also connect sustainable transportation infrastructure and programs to urban planning, green building development, and community engagement. Undoubtedly, this session will provide summit delegates with a series of tangible and transferable ideas to apply in their own communities.

Speaker Biography

Neil Connelly, MCIP Neil Connelly is the Director of the Office of Campus Planning and Sustainability at the University of Victoria. The office acts as a facilitator and resource for students, faculty, staff and administration in working towards ecological, social and economic sustainability at the university. He is also responsible for the planning of the physical development of the campus and coordinates the strategic development and improvements to buildings, infrastructure and space to support the university's mission. His past work experience includes positions in local government in BC and Alberta. He served as General Manager of Community Services for the Regional District of Nanaimo, as well as Manager of Planning and Development for the City of Spruce Grove, Alberta. He holds graduate degrees in Planning and Public Management and is a member of the Canadian Institute of Planners. Sarah Webb, BSc

Sarah Webb is the Sustainability Coordinator in the Office of Campus Planning and Sustainability. With a BSc in Biology and Environmental Studies as well as a certificate in Environmental Monitoring for Construction Sites, Sarah understands the need for ecosystem based planning to guide development decisions. Her past work experience includes positions with the Canadian Urban Transit Association and the Centre for Urban Innovation. Originally from Whistler, BC, Sarah is an avid commuter cyclist and is currently pursuing a certificate as a Sustainable Building Advisor.