TRANSPORTATION MANAGEMENT PLAN
TRANSPORTATION MANAGEMENT PLAN (TMP)

INTRODUCTION
The University of Washington has been committed to managing its transportation impacts on surrounding neighborhood and the region for over four decades. This commitment has resulted in one of the lowest single occupancy vehicle (drive-alone) rates for universities nation-wide. In the 1970’s, the University implemented programs such as the Health Sciences Express, developed computerized ride-matching software, began subsidizing transit passes, and provided incentives to encourage students to carpool. Since these initial steps, the University has incrementally built upon these success and has become a national model and leader in transportation demand management.

Beginning in 1983, the University’s commitment to managing its transportation impacts was formalized in its Transportation Management Plan, which embodies the intent to expand commuting options for University students, staff, and faculty, and to shift travel habits away from single occupancy vehicles. The primary goal of the University’s TMP is to reach 15% single occupancy vehicle rate by 2028. Through its active and innovative efforts, the University has successfully kept single occupant vehicle trips under 1990 levels despite a 35% increase in campus population. Over the last fifteen years since the 2003 Campus Master Plan was approved, the University has continued its commitment to sustainably address transportation choices as an award-winning Commute Trip Reduction leader. The University has managed and monitored its success, while meeting demands for campus growth and adjusting to changing transportation options serving the campus. Greater details of progress toward more sustainable transportation choices since the 2003 Campus Master Plan is provided in the Campus Master Plan (CMP) EIS and Transportation Discipline Report. The Spring 2016 opening of a University of Washington light rail station at Husky Stadium adjacent to South Campus, connecting the University to the Seattle Downtown Core, Sea-Tac Airport, Sounder Commuter Rail and other neighborhoods with convenient, reliable transit has increased transit use by University students, faculty, staff and visitors. With substantial funded expansion of light rail in the region, transit use is expected to increase campus wide.

To reinforce the University’s commitment to limiting auto travel, the University shall continue to cap the number of parking stalls available to commuters within the Major Institution Overlay boundary to 12,300. This parking cap has remained unchanged since 1984.

Transportation Management Plan Goal:
Limit the proportion of drive-alone trips of student, staff and faculty to 15% by 2028.
MONITORING AND REPORTING

The University is committed to working with its agency partners, the City of Seattle (SDOT), King County Metro, Sound Transit, Community Transit and WSDOT. To work effectively with their partners, the UW will:

- Convene a transportation agency stakeholder meeting, at least quarterly, to review progress and discuss transportation challenges and opportunities.
- Commit to monitoring and reporting campus performance of its transportation goals.
- Conduct an annual survey and provide the results of its efforts to the City-University Citizen Advisory Committee (CUCAC), SDOT Director, SDCI Director, Seattle City Council members and transit agency partners. This survey provides a broad and representative sample of campus transportation choices and can be adjusted to address new and emerging technologies. Through publication of the Campus Master Plan Annual Report, the University shall verify that mode share goals and parking caps have been met.

- Monitor bicycle parking (utilization) and accidents including bike and pedestrian accidents.

In 2028, if the University has not reached its SOV goal of 15%, master use permits and building permits shall not be issued if the University exceeds the 15% SOV goal over two consecutive years beginning in 2029. The Director of the Seattle Department of Construction and Inspections (SDCI) (or its successor agency) shall withhold permits until it has been demonstrated to the satisfaction of the Director that additional mitigation measures shall be implemented that shall meet or restore the University student, faculty and staff SOV rate to 15%. This measure shall not be applied to maintenance, emergency repair, or other minor projects proposed by the University.
TRANSPORTATION MANAGEMENT PLAN

STRATEGIES

There are eight programmatic components of the TMP, each one providing strategies to support the success of the overall TMP program. Under each of the following eight TMP components is a list of potential improvement strategies. These are strategies that may be implemented one at a time, or in combination with other strategies. The University may choose among these strategies or potentially others, yet to be identified strategies, as a way of limiting single occupant vehicle (SOV) trips and encouraging the use of multimodal transportation options. Although the effect of each strategy is difficult to forecast, past success has shown that, taken together, these and existing strategies are effective at reducing drive-alone rates.

1. U-PASS Program
2. Transit
3. Shared-Use Transportation
4. Parking Management
5. Bicycle
6. Pedestrian
7. Marketing and Education
8. Institutional Policies

Changes to the TMP implementation shall be made as needed over the course of this CMP to achieve the TMP goal. This TMP is not intended to address transportation to and from Husky Stadium events. Transportation for Husky Stadium events is specified in the Husky Stadium Transportation Management Plan.

U-PASS Program

The U-PASS program is the key component of the TMP. Implementation of the program in 1991 helped to increase the use of transit by students, faculty and staff. This reduced dependence on SOV trips to and from campus during peak hours. Figures 196 and 197 show the difference in transit and drive alone mode shares from 1989, before the U-PASS was implemented, through 2016. The University remains committed to maintaining a financially sustainable U-PASS program. As compared to other large urban universities, the University of Washington has a very low drive alone rate for students and employees as noted in the following table.

The University has made a number of changes to the U-PASS since adoption, including adoption of a universal student U-PASS in 2011 to address financial challenges. The U-PASS program touches multiple elements of the TMP including transit, parking management, shared-use transportation, bicycle and pedestrian travel.

Table 20. Urban Campuses and their drive alone rates

<table>
<thead>
<tr>
<th></th>
<th>STUDENT DRIVE-ALONE RATE</th>
<th>EMPLOYEE DRIVE-ALONE RATE</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC Berkeley</td>
<td>6%</td>
<td>43%</td>
<td>2015</td>
</tr>
<tr>
<td>Loyola – Chicago</td>
<td>6%</td>
<td>24%</td>
<td>2014</td>
</tr>
<tr>
<td>University of Washington</td>
<td>6%</td>
<td>31%</td>
<td>2016</td>
</tr>
<tr>
<td>Univ. of Illinios – Urbana</td>
<td>10%</td>
<td>62%</td>
<td>2015</td>
</tr>
<tr>
<td>Colorado Univ. – Boulder</td>
<td>10%</td>
<td>45%</td>
<td>2014</td>
</tr>
<tr>
<td>Western Washington Univ.</td>
<td>11%</td>
<td>55%</td>
<td>2013</td>
</tr>
<tr>
<td>University of Oregon</td>
<td>12%</td>
<td>46%</td>
<td>2014</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>13%</td>
<td>76%</td>
<td>2015</td>
</tr>
<tr>
<td>University of Florida</td>
<td>15%</td>
<td>59%</td>
<td>2011</td>
</tr>
<tr>
<td>UC Los Angeles</td>
<td>25%</td>
<td>53%</td>
<td>2011</td>
</tr>
<tr>
<td>Univ. of Arizona</td>
<td>33%</td>
<td>69%</td>
<td>2012</td>
</tr>
<tr>
<td>Arizona State Univ.</td>
<td>37%</td>
<td>71%</td>
<td>2014</td>
</tr>
<tr>
<td>Univ. of Utah</td>
<td>53%</td>
<td>67%</td>
<td>2011</td>
</tr>
</tbody>
</table>

Source: STARS reports Association for the Advancement of Sustainability in Higher Education
Figure 194. U-PASS Historic Influence on AM Peak Trips and Drive Alone Mode

Figure 195. U-PASS Historic Influence on PM Peak Trips and Drive Alone Mode
Table 21. Cost of U-Pass

<table>
<thead>
<tr>
<th></th>
<th>STUDENT</th>
<th>STAFF</th>
<th>FACULTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Transit Pass*</td>
<td>$303</td>
<td>$314</td>
<td>$150</td>
</tr>
<tr>
<td>U-PASS Cost (per quarter)</td>
<td>$84</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Discount $</td>
<td>$219</td>
<td>$164</td>
<td>$158</td>
</tr>
<tr>
<td>Discount %</td>
<td>72%</td>
<td>52%</td>
<td>51%</td>
</tr>
</tbody>
</table>

*Weighted average of cash fares and passes needed to cover the average transit user's costs.

POTENTIAL U-PASS IMPROVEMENT STRATEGIES

1. Review pricing structure of the U-PASS.
2. Review University savings or subsidy methods for U-PASS program.
3. Explore the possibility of expanding the U-PASS to be an integrated, multimodal transportation payment method.

Transit

The transit component of the TMP identifies strategies to increase utilization of transit by the University community. A frequent, reliable and integrated transit network gives passengers the flexibility to travel to campus from locations throughout the region, providing convenient and reliable travel options other than driving alone.

The University is the second best-served transit destination in the state, after the Downtown core, measured by number of routes and frequency of service. The University District currently enjoys excellent transit service provided by King County Metro, Community Transit and Sound Transit due to its proximity to the University campus. As part of the U-PASS program, the University purchases and consults about service from these agencies. Transit service is provided along the perimeter of the campus as well as Stevens Way NE, the primary interior campus roadway. Transit stops are supported with a variety of campus shelters and other transit amenities.

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Sound Transit Link light rail serves campus via the University of Washington Station, adjacent to Husky Stadium, which opened in March of 2016. A Northgate Link Extension includes the University District Station at NE 45th Street and Brooklyn Ave NE, opening in 2021. Light rail service shall further expand in 2023, including service to Lynnwood, Bellevue, Redmond and Des Moines and in 2024 to Federal Way and Redmond.

With the opening of the University of Washington light rail station in 2016, transit use by students, faculty and staff all increased, while drive alone frequency decreased.

POTENTIAL TRANSIT IMPROVEMENT STRATEGIES

1. Work with partner agencies to enhance transit service between the Seattle Campus, other University locations, and nearby neighborhoods with significant student, faculty and staff concentrations.
2. Work with partner agencies to improve transit speed and reliability along major bus corridors including NE 45th Street, NE Pacific Street, 15th Avenue NE, University Way NE, Roosevelt Way NE/11th Avenue NE, and Montlake Blvd. NE.
3. Ensure that the transit system evolves and responds to changing travel patterns and demand, while preserving the campus environment.
4. Encourage transit agencies to improve early morning service (before 5 a.m.) and increase off-peak and weekend service to provide greater user flexibility.
5. Work with King County Metro, Sound Transit, Community Transit, SDOT (and other affected transit service providers) to forecast future demand by route during peak periods, and develop methods of enhancing transit service and providing additional capacity including for layover where necessary.
6. Work with partner agencies to improve multimodal access to Link and RapidRide stations with specific attention to pedestrian and bicycle connections to campus.
Shared-Use Transportation

Shared-use transportation includes a range of methods for providing flexible travel options through the sharing of transportation resources including cars and bikes. Shared-use mobility options are expanding and emerging and include transportation network companies (TNCs) like Lyft and Uber and bike share which may make it easier to not own a vehicle. In addition, autonomous vehicles can greatly enhance safety for all modes. The University supported and partnered with the suspended Pronto bike-share program on campus and shall continue to review and evaluate future share program opportunities.

The University, in coordination with transit agencies, helps facilitate carpools and vanpools to and from campus. For example, a regional ride match service allows students, faculty and staff to receive a list of potential commuters who live nearby, with organization of carpools up to the individual. Carpooling is also encouraged through the U-PASS program by offering discounted parking on campus.

Vanpools are more formalized and are coordinated through the local transit agencies, with vans operated by the participants. Vanpools are also subsidized for commuters who live three or more miles from campus. The U-PASS program provides full-time participants a monthly subsidy. Vanpool rates vary by size of van and distance traveled and are determined by the transit agency who owns the van. Participants are able to park free of charge in the general stalls of University permit lots.

The University also has a partnership with shared-use transportation companies such as Car2Go and Zipcar (and formerly Pronto), providing discounted memberships to students, faculty and staff. These transportation options, and other future providers, create flexible travel options to and from campus.

POTENTIAL SHARED-USE TRANSPORTATION STRATEGIES

1. Encourage use of new technologies to increase ease of forming, maintaining and tracking carpools and vanpools.

2. Partner with transit agencies to focus increased vanpool recruitment efforts in geographic areas currently not well served by transit, as well as retention and support efforts for existing vanpools.

3. Support the expansion of mobility options such as transportation network companies, car-share, bike-share, taxis, and other shared-use service providers with priorities for connecting the campus to transit hubs like the existing and proposed light rail stations, and ferry terminals.

4. Actively manage University-owned curb space at transit stations to improve connections between transit and other shared-use transportation providers. Work to avoid operational conflicts and ensure safety.

5. Work with partner transportation agencies to further define the concept of mobility hubs and identify opportunities to work with partners for enhancing connections or accommodating shared-use services such as bike-share.

Parking Management

The University manages its parking supply in a variety of ways to reduce SOV travel. Paid parking is an important tool used to reduce demand, manage operations, and fund transportation options such as the U-PASS. Parking resources are managed holistically on a campus-wide basis. Students, faculty and staff are able to purchase parking permits or pay on a pay-per-use basis, depending on what best meets their needs. Additional parking is available for transient parking, which is defined by the method of payment. Depending on the parking lot, visitors pay for parking when entering campus or at parking meters. Some parking lots provide lower cost commuter parking, such as E1, while other lots provide proximate ADA accessible parking such as N22.

POTENTIAL PARKING MANAGEMENT IMPROVEMENT STRATEGIES

1. Review parking pricing options to discourage the use of SOV’s.

2. Review and consider performance-based parking strategies including charging more for high demand parking lots.
3. Continue the practice of using parking revenue to fund trip reduction programs.  

4. Consider transitioning from a parking permit model to a pay-per-use model.  

5. Consider wayfinding and real-time parking availability information as a way to ease access and improve utilization of existing parking supply. Explore options for implementing real-time mobile parking payment.  

6. Increase enforcement on campus to reduce parking violations.  

7. Encourage the City of Seattle to manage unrestricted on-street parking within the U-District Urban Center and within the Primary and Secondary Impact Zones.  

**RESTRICTED PARKING ZONES (RPZ)**  
The University has a number of programs in place to encourage students, faculty and staff to come to campus by means other than SOV’s. However, for those who drive, some in the University community may seek out free on-street City parking in neighborhoods surrounding the University. RPZs are a tool the City uses to manage potential spill-over parking demand by implementing time limits or parking restrictions for on-street parking, and then provide permits for local residents that exempt them from these restrictions. SDOT is currently in the process of reviewing the RPZ program and exploring additional neighborhood access plans. The University shall fund the RPZ program per the information below while SDOT works to review the effectiveness of the RPZ program. If SDOT decides that the subsidization by the UW of the RPZ program does not meet the goal of increasing neighborhood access, the University shall not be required to pay the annual fee of $100,000.  

1. The University shall pay no more than $100,000 annually for all costs related to the RPZ program as outlined in numbers 2 through 8 below. If the City of Seattle determines that RPZ programs are not effective in managing on-street parking within the Primary and Secondary impact zone or zones, the UW funds for subsidizing the RPZ program shall no longer be required.  

2. The University shall pay for 100 percent of set-up costs (collection of data, studies, SED staff time, signs, etc.) for proposed RPZs in both the primary and secondary impact zones.  

3. The University shall pay permit costs and otherwise financially support existing, expanded and new RPZs in the primary and secondary impact zones according to the following provisions.  

4. The University shall be responsible for payment of permits on a biennial basis. If a neighborhood chooses to establish an RPZ program with annual renewal permits, the University’s share of costs shall be 50 percent of the costs as described in the following conditions.  

5. In the primary impact zone, the University shall pay for 100 percent of the cost for the first permit and 50 percent of the cost for the second permit for each household requesting a permit(s); or 100 percent of the cost for 1 guest permit if no permits are requested for the household’s cars.  

6. For purposes of the permit costs, the primary impact zone shall be broadened to include the extension of an established RPZ in the primary impact zone into the secondary impact zone or an RPZ that is established and covers areas in both the primary and secondary impacts zones.  

7. In the secondary impact zone, the University shall pay for 75 percent of the cost for the first permit for each household requesting a permit; or 75 percent of the cost for 1 guest permit if no permits are requested for the household’s cars.  

8. In the secondary impact zone, the University shall not be responsible for the costs associated with the nighttime RPZ associated with the movie theaters in Wallingford.  

9. By mutual agreement between the City and the University, additional spaces may be provided to offset the impacts of the establishment of Residential Parking Zones (RPZs) on the parking requirements of the student population residing on campus and within the University’s primary and secondary impact zones.
Bicycle

Bicycling is a reliable, active, space-efficient, and carbon-free commute option for UW students, faculty, and staff. For neighborhoods close to campus, bicycling commuting times can rival those of transit or driving. Reliable door-to-door travel times likely contribute to the popularity (according to U-PASS survey data) of bicycling among faculty, who are otherwise more likely to drive alone. The University of Washington has long supported bicycle commuting through infrastructure and programming. Continued investment in the capacity and security of campus bicycle parking, quality of campus bicycle routes, and innovative educational and encouragement programming shall accommodate growth in the number of bicyclists reaching the growing campus.

The University of Washington currently supplies bicyclists with multiple locations for securing and storing their bicycles on campus. High security parking and showers are available at some campus locations for students, faculty and staff. Bike lockers and space in cages can be rented for a fee on a quarterly or annual basis. Bicycle routes on the Burke-Gilman Trail and University Bridge and elsewhere provide bike access to campus. The Burke-Gilman Trail provides excellent access to West, South and East Campus locations. Bike routes are outlined in the CMP. The University completed a corridor study and design concept plan for expansion of the Burke-Gilman Trail in 2012 and is working toward implementing these improvements as funding allows.

**POTENTIAL BICYCLE IMPROVEMENT STRATEGIES**

1. Plan a comprehensive on-campus bicycle network that provides desirable bicycle facilities while reducing conflicts with other modes, enhancing the pedestrian experience throughout campus.

2. Work with partners to develop connections to and from key neighborhoods, regional bicycle facilities, and transit hubs.

3. Work with the City and transit agencies to improve sidewalks, transit stops, and other bicycle amenities near transit services and hubs including consideration of space for secure bicycle parking.

4. Coordinate with the City to create bicycle connectivity through the street network, particularly along the University Bridge, Montlake Bridge, Brooklyn north to Ravenna Park, and west over I-5.

5. Improve the connectivity and interfaces of the off-campus bike network, the Burke-Gilman Trail, and Central Campus.

6. Improve the capacity of the Burke-Gilman Trail as defined in the Burke-Gilman Design Concept plan as funding allows.

7. Provide adequate bike parking supply to serve demand.

8. Improve quality and security of bike parking through investments to expand covered and high-security parking.

9. Develop a Bicycle Parking Plan that identifies a toolbox of parking solutions and design standards.

10. Investigate ways to reduce bicycle thefts.

11. Encourage transit agencies to identify strategies for accommodating increased bicycle travel demand on transit.

12. Consider integrating programs (like future bike share and secure bike parking) into the U-PASS and work with partner agencies to expand these mobility options with connections to transit hubs and other campus destinations.
Pedestrian transportation is the largest single way that students commute to and throughout the campus. The University of Washington provides a network of pedestrian paths throughout the campus with connection to the local street and trail network across the campus. Pedestrian trails are located on campus providing access to waterfront and other scenic areas (see the Shoreline Public Access Plan). Access and mobility constraints and priorities have been further described in the University of Washington Campus Landscape Framework Plan, 2015. Universal access, including ADA, is a high priority.

POTENTIAL PEDESTRIAN IMPROVEMENT STRATEGIES

1. Protect and improve upon the pedestrian-oriented campus. Make all transportation choices, policies and improvements supportive of the pedestrian environment and experience.

2. Enhance the quality and security of campus pathways through maintenance of paths, quality lighting, signage and wayfinding, and other investments.

3. Coordinate with the City to identify improvements to the City’s pedestrian network such as repairing damaged sidewalks, improving safety at crossings, increasing non-motorized capacity of area bridges, removing ADA barriers, improving lighting, etc.

4. Work with the City and transit agencies to improve sidewalks, transit stops, and other pedestrian amenities near transit services and as part of neighborhood development and infrastructure initiatives, including the SR-520 corridor.

5. Improve the capacity of the Burke-Gilman Trail as defined in the Burke-Gilman Design Concept plan as funding allows.

6. Increase pedestrian connections between major transit hubs, University businesses, University Village, and central campus. Address existing pedestrian capacity issues and develop solutions for potential future capacity issues.

7. Improve wayfinding to and from major campus and transportation destinations.

8. Provide ADA accessible connections between Central Campus and East, South and West Campus.

9. Maintain easy-to-understand and well-signed or mapped ADA accessible routes through campus construction zones.

10. Study collision data and work with partners to improve pedestrian safety challenges in areas adjacent to the University.

11. Create strategic bicycle education programs including a ticket diversion program.

12. Survey campus bicyclists regularly to identify areas of need and refine program priorities.

13. Engage students in the creation of programming that increases the sense of fun and community around bicycle transportation.

14. Quantitatively study bicycle travel and parking behavior on the campus.

15. Explore cost-effective and strategic rewards and incentives for verifiable bicycle trips to the campus.

16. Create programs that reduce or eliminate the cost barriers to commuting by bike.

17. Study collision data and work with partners to improve bicycle safety challenges in areas adjacent to the University.

18. Explore the encouragement of electric bike and family bike use as a means of expanding the pool of potential bike commuters.
Marketing and Education

Marketing and education is essential for encouraging and supporting travel behavior choices that help the University meet its SOV goals. The University participates in a number of marketing programs to inform students, staff, and faculty of commuting options.

POTENTIAL MARKETING AND EDUCATION IMPROVEMENT STRATEGIES

1. Focus efforts on new employees, new students, people who are moving residence and people whose transportation options have changed.
2. Continue to provide information about biking, walking, ride-sharing and telecommuting.
3. Continue to provide and market individualized commute planning services.
4. Encourage participation in local and national multimodal transportation days (i.e., bike to work day, take transit to work day, etc.)
5. Improve transit information to off-campus sites where University employees work.
6. Encourage the use of transit by visitors and patients to campus.
7. Encourage multi-modal trip chaining such as train-bus or bus-bike commutes. Work with agency partners to further define consistent understanding and language around the notion of mobility hubs. Develop marketing and education strategies targeting high-SOV populations.

Institutional Policies

The University can modify and implement institutional policies that promote different modes of travel and/or reduce vehicle trips on the transportation network. While the other TMP elements provide transportation choices, institutional policies are aimed at reducing the SOV rates and controlling forecasted growth of SOV vehicle trips.

Coordination with other agency partners that provide transportation services is essential for the success of the campus goals. As noted in the Monitoring and Reporting section, the University is committed to working with agency partners and shall convene an agency stakeholder group that is anticipated to meet quarterly to review progress and discuss transportation challenges and opportunities.

Another strategy that relies on institutional policy is telecommuting. Telecommuting allows participating University faculty and staff to use technology to work from home or an alternate worksite. This helps decrease the number of peak-hour commute trips to and from campus, lessening the traffic impact the University would have on the surrounding transportation network. Telecommuting is currently permitted with authorization from the employee’s department.

POTENTIAL INSTITUTIONAL POLICY IMPROVEMENT STRATEGIES

1. Communicate policies and promote telecommuting, flex-time, compressed workweeks and other techniques that reduce peak-period travel.
2. Consider access to transit when siting facilities.
3. Manage class schedules to reduce peak-period travel demand.
4. Consider directing some program growth to off-peak academic quarters, such as summer.
5. Support City, State and regional policies that encourage developers to create housing close to transit corridors so students, staff and faculty can live close to transit.
6. Increase on-campus student employment to decrease SOV linked trips.
7. Advocate for enhanced transportation management plans for University District developments and employers.
8. Continue the preservation/creation of student housing on campus by the University and encourage the private sector to create housing for students, staff and faculty off campus but close to transit.
9. Identify ways to support University employees with very early or very late work hours in finding high quality non-SOV commute options.