

Transportation Services Advisory Board
Kick-off Meeting
January 12th, 2017
12:30 – 1:30 PM

Present:

Berkan Koroglu, ASUWT president
Heather Rawley, staff support for Velofemmes and Downtown On the Go
James Sinding, Auxiliary Services Manager
Caitlin Johnson, GIS Coordinator

- I. James presented documents that will be covered during the course of the meeting:
 - a. Letter of charge to the Transportation Advisory Board
 - b. Overview of the UPASS program at UWT
 - c. UWT UPASS program proposals
 - d. UWT transportation survey results
- II. James declares that a transportation services advisory board is being put together to address the current state of the UPASS program at UWT. The advisory board requires student engagement to devise a recommendation of action towards the future of the UPASS and must be representative of the student body. Their recommendation will be presented to the board of regents in spring of 2017.
- III. Berkan and Heather reviewed the documents provided for them. They asked questions for clarification.
- IV. James clarifies that a universal benefit is what UWS uses and that it still doesn't cover the cost of the program and that they use additional fees to cover the UPASS.
- V. Heather and Berkan question what the current UPASS rate is for Tacoma, which is \$45 per quarter.
- VI. James clarifies that a rate increase would occur over several years.
- VII. Heather says that "fee" carries negative connotations and that they already pay the most of all the campuses for the Y fee.
- VIII. Heather addresses her opinion that the UPASS as a universal benefit would have positive ramifications for students who could use the UPASS to participate in off-site classes and activities. Teachers can plan more of these activities knowing that all students have a UPASS.
- IX. James explains that the elimination of the UPASS is the least liked and least likely proposal option because it doesn't align with the universities mission of access.
- X. Berkan addresses lack of interest from students to be involved with committees on campus. He pointed out that we are an urban campus and that students come here for classes and then leave after. He is concerned that obtaining student participation may be a challenge in putting together an advisory committee and that perhaps recommendation should be made through the student senate and then presented before the board of regents. He is also concerned that the spring 2017 timeline to present their recommendation before the board is restricting and may be an unrealistic timeline for obtaining adequate student participation.
- XI. James points out that we do not need a large group of students but that five students would be adequate.
- XII. James motions the group to the second part of the agenda, which is to discuss the transportation marketing campaign, which will provide exposure to all transportation services offered. It is his hopes that the marketing campaign will be fun opportunity that will appeal to students and result in higher engagement.

- XIII. James explains that the marketing campaign will be directed through Alta, which is a marketing company that specializes in transportation exposure. The contract has been finalized and a kick-off meeting with stakeholders and community groups will be scheduled.
- XIV. Heather asks James if we will be making additional parking on campus and the high costs associated with that development. She addresses that we are an urban campus and will always struggle with parking because we are a commuter community with a downtown location. She believes the UPASS is one way we can fix this problem.
- XV. Berkan asks James why the Seattle transportation system is better. They exchange that their public transportation system is better and that what we have available in Tacoma isn't adequate. He states that we need to be more involved with shaping the transportation system and have a higher influence with the Pierce Transit system.
- XVI. James discusses the revamping of the whole transit system, coming March 2017. New routes and higher frequency of arrival and departures. Peak ridership times will increase to 15 minute intervals instead of the 30 minutes to an hour wait.
- XVII. Berkan states that we need to partner with the city of Tacoma and Pierce Transit to align or strategic goals.
- XVIII. Berkan questions why the UPASS isn't used in Thurston county. He states that he has had conversations with students who live in Olympia that would like to use the bus system if it were available to them. He wants to know how can communicate with the Thurston transportation system.
- XIX. James explains the extreme administrative complications involved with making the UPASS useable. Thurston county uses a different system than Pierce Transit. They do not have the digital scanners that can read ORCA or UPASS cards but instead use a monthly sticker system. The two systems are not compatible and it would be impossible to track UWT ridership in the Thurston county transportation system. James suggests that they look into Van Pool and that there are resource out there for students to use if they seek them out. He notes that that kind of information needs to be communicated to students.
- XX. Berkan questions James how we plan to communicate with our students.
- XXI. James explains that we will be using student emails to communicate transportation information.
- XXII. Everyone notes the excessive quantities of emails they receive and that not all emails are read.
- XXIII. James asks if there is potential to set up a future meeting moving forward.
- XXIV. Berkan suggests the beginning of February on a Monday or Wednesday, at 12:30-1:30, for the next meeting. He wants to investigate what schedules look like.

(Adjourned at 1:20)

Outcomes:

- Next meeting set for the first week of February, Monday or Wednesday at 12:30-1:30
- Berkan will send an email to the dean of the Urban Development asking if he will contact his faculty members and ask them to share the option to participate in the transportation services advisory board to their students
- Caitlin will put all documents, including meeting notes, on the UWT transportation services advisory board website