

Transportation Services Advisory Board  
November 2016

Letter of Charge

To the Transportation Services Advisory Board,

As a Transportation Services Advisory Board (hereinafter “TS Advisory Board”) you will advise, report, and make recommendations for Transportation Services programs such as the UPASS program and regarding changes to the University of Washington Tacoma. The UPASS is a University of Washington Transportation Demand Management tool (TDM), it provides unlimited regional transit fares, access to the train, light rail, water taxi and other mobility options. The UPASS agreement with transit agencies is negotiated by UW Seattle Transportation Services and renewed annually, and covers pricing and terms for four campuses – Bothell, Harborview, Seattle, and Tacoma. Under the agreement, all campuses agree to pay for every trip taken using their participants UPASS. The TS Advisory board should recommend policies and best practices for making programs like the UPASS program accessible to UW Tacoma students while also keeping the program financially sustainable.

As a member of the TS Advisory Board, in collaboration with Transportation Services, you will play an integral role as representative of interests of the student body in relation to how transit services and the UPASS program will evolve in the future to ensure its viability and effectiveness.

The charge of TS Advisory Board is as follows:

- Identify best practices for ensuring the UPASS and other Transportation Services programs are being optimally utilized by the student body.
- Identify and recommend best practices for marketing the UPASS program to the UWT student body. This includes identifying when, during the academic year, marketing communications around Transportation Services are most effective, as well as what modes of delivering this information will best reach our students (i.e. email, posters, blog post etc.).
- Identify to whom we are communicating the UPASS and Transportation Services programs. This includes identifying the various groups and types of students who commute to campus each day and how we can adapt our services and communications to better reach them.
- Provide input and recommendation to Transportation Services concerning policy, user fees, needed services or other issues that may affect how the student body receives and interacts with transit agencies and other programs.
- Assist in the evaluation of service levels and demands and use of service for additional transit services in relation to associated costs and resources required.