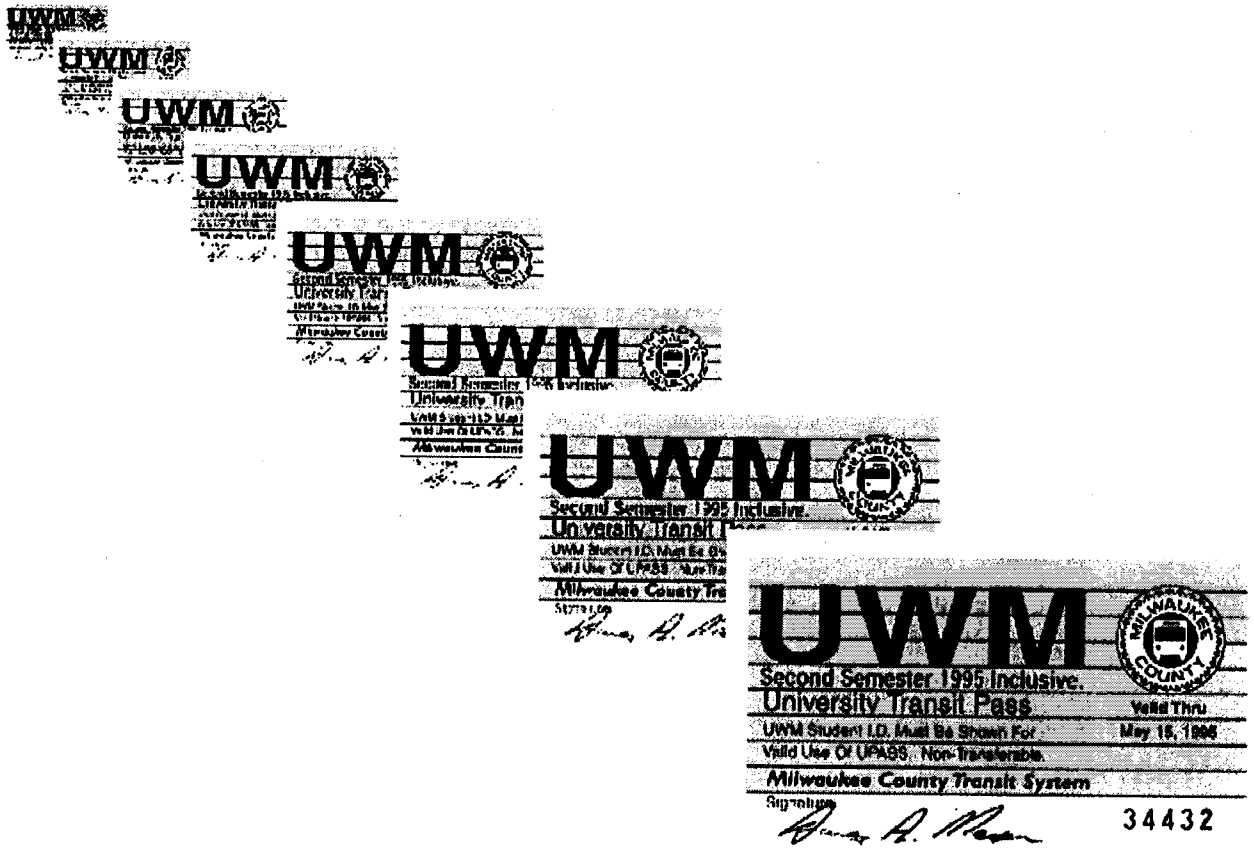
U.S. Department of Transportation

An Evaluation of an Innovative Transit Pass Program: The UPASS

March 1996



An Evaluation of an Innovative Transit Pass Program: The UPASS

Final Report
March 1996

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EXECUTIVE SUMMARY

UPASS

Use it...

- **ANYWHERE**
- **ANYTIME**
- **ANY TRIP PURPOSE**

This report evaluates the UPASS transit pass program at The University of Wisconsin-Milwaukee (UWM). UPASS is an innovative transit program developed by the University and the Milwaukee County Transit System (MCTS) in which all UWM students receive an unlimited transit pass as part of their tuition. The pass can be used anytime, anywhere, for any trip purpose throughout Milwaukee County without any additional fare required.

The UPASS program has the potential to serve as model for other Universities as well as large employers as a possible Transportation Demand Management (TDM) strategy. The program could have significant impact on transit usage and ultimately lead to changes in land use patterns. The findings indicate that UPASS has been effective in reducing vehicle trips, increasing transit ridership, and reducing the impact of the automobile on the environment. The main findings of this research include the following.

1. The UPASS program has influenced modal shifts.
    - Students who drive to UWM declined from a rate of 54% prior to UPASS to a rate between 38% to 41% after the implementation of UPASS. Students choosing to ride MCTS increased from 12% prior to UPASS to a rate of 25% to 26% since the implementation of UPASS.
2. The UPASS program has increased transit ridership to UWM.
    - MCTS on-board counts show between a 31% and 45% increase in transit ridership compared to counts conducted prior to the implementation of the UPASS. Survey findings show approximately a 35% increase in ridership.
3. The UPASS program has increased transit ridership for trips to work, to shopping, and to other locations.
    - Transit mode split for work trips by survey respondents showed nearly a doubling over pre-UPASS semesters from a rate of 8% to approximately 15%. Surveys indicate a 17% to 18% increase in transit ridership for these trip purposes compared to pre-UPASS ridership.

4. The UPASS program has attracted new riders to transit and increased ridership levels of regular transit users.

    - Approximately 13% to 14% of students riding transit to UWM after the implementation of UPASS were new transit users. Approximately 9% to 10% of students using UPASS for work trips were new users.

5. Express transit routes serving UWM experienced the majority of the increase in transit ridership.

    - MCTS on-board ridership counts indicate express service to UWM showed a 75% to 136% increase compared to ridership counts conducted prior to the UPASS program.

6. Close proximity to transit service appears to be an important factor in a persons decision to use transit.

    - Approximately 57% of students living near transit indicated using transit as their normal mode of transportation to UWM compared to only 12% for students who did not live near transit.

7. Freshman students in particular showed high rates of transit usage compared to other students.

    - 44% of freshman indicate using UPASS at least one or more times per week for trips to UWM during the Fall 1994. Nearly 48% indicate using the pass one or more times per week during the Spring 1995. Freshman living in Milwaukee County in particular showed the highest transit usage rate at 70% during the Spring 1995 semester.

8. The UPASS had a minimal immediate affect on housing locations and job access.

    - Approximately 5% of Fall 1994 survey respondents indicated UPASS allowed them to find less expensive housing while 5% of Spring 1995 survey respondents indicated they planned to move to a location with better transit service. Another 5% of survey respondents indicate UPASS allowed them to find employment.

9. The UPASS program reduced vehicle trips to the university which resulted in a reduction in emissions, fuel consumption, and resulted in a dollar savings to students.

    - The UPASS program resulted in 221,055 fewer vehicle trips made to UWM during the 1994-95 academic school year. This resulted in a reduction of 5,084,265 VMT for trips to UWM, a savings of 242,108 gallons of fuel, and a savings of $295,371.76 in fuel costs. The program also reduced emissions by 20% for trips to UWM and by approximately one-tenth of one percent for the entire Southeastern Wisconsin region.

10. Students perceive the parking situation at the university has improved since the implementation of the UPASS program.

    - 19% of students indicated parking on-campus was easier since the implementation of UPASS while 16% indicated parking off-campus was easier. 24% of students who drove prior to the implementation of UPASS, and who continue to drive, indicate they find it easier to locate parking near campus.

11. Student support for UPASS was extremely high during the first year of the program.

    - 90.4% of students from the Fall 1994 survey and 86.9% from the Spring 1995 survey indicated they either favor or strongly favor the UPASS program. Frequent users of UPASS, as well as non-users, indicated the program should continue in future semesters. Over 90% of survey respondents from the Fall 1994 and Spring 1995 survey said the program should continue.

12. Focus group discussions and survey results show that UPASS has the ability to attract and retain students at UWM.

    - Participants in focus group discussions mentioned the UPASS could attract potential students to UWM. In particular, participants felt freshman would find the pass the most beneficial since they often do not have access to an automobile. Spring 1995 survey results indicate 15% of respondents said the UPASS would have a major impact on their decision to attend UWM in future semesters while 21% indicated the UPASS would have a minor impact.

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ACKNOWLEDGMENTS

ACKNOWLEDGMENTS

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Chapter I

INTRODUCTION

Introduction. In recent years public transit systems throughout the United States have been faced with numerous problems including reductions in Federal and State funding and a continuing decline in transit ridership. Specifically, transit companies face the challenge of trying to reverse the trend of declining ridership while avoiding the need to raise fares and cut service. In order for public transit to remain a vital component of our transportation systems, it is necessary for transit systems to explore new solutions which keep public transit a viable and competitive mode of transportation compared to the automobile.

Federal requirements, such as the Clean Air Act Amendment of 1990 (CAAA) and the Intermodal Surface Transportation Efficiency Act (ISTEA), have placed an increased emphasis on public transit. Specifically, the CAAA requires large employers to examine alternate commuting methods for their employees through reducing the number of single occupancy vehicles (SOV) traveling to the work place. Faced with this burden, employers should consider public transit as an alternative to solving their commuting problems.

"Its' a free bus pass you can use all semester...anywhere, anytime."

- A frequent UPASS user describing the program

One innovative technique which has the potential to help both the transit system and large employers is the implementation of transit pass programs. The employer based transit pass offers users a deeply discounted fare while providing the transit system with guaranteed revenue. This technique of offering deeply discounted transit pass programs may provide a way to offset problems facing both transit systems and large employers.

This report examines a deeply discounted transit program at The University of Wisconsin-Milwaukee, the UPASS. While this is an university based program, the concept has the potential to serve as a model for other universities, institutions, and employers who are considering a transit pass program. This report examines the impact the UPASS program had on mode choice, transit ridership, and on other travel related issues. The report also includes a chapter which discusses issues which could be beneficial in transferring the UPASS concept to an employer based setting.

Project Statement. The University of Wisconsin-Milwaukee (UWM), along with the Milwaukee County Transit System (MCTS), have developed an innovative transit pass program which provides UWM students with unlimited use of the County transit system. The UPASS program, implemented in the Fall 1994 semester, provides students an alternate mode of transportation to the University as well as any other location within the transit service boundaries. Students who attend class on the Kenwood campus, are registered for at least one credit, and pay segregated fees receive the UPASS.

The UPASS program provides students with unlimited travel on any MCTS route at anytime, anywhere, for any trip purpose with no additional fare. Transit service to UWM was also expanded during the first semester of the program with the addition of two express transit routes. It is the hope of University administration that the transit pass program will encourage students to leave their automobiles at home and take advantage of the free transit service.

The program has the potential to provide community-wide advantages of reducing traffic congestion, improving air quality, and reducing tax dollars spent on the construction of parking lots and garages. Such a transit program could be applied to a variety of employers and institutions which could lead to significant changes in transit use.

Objectives of Study. The objectives of this study include the following:

1. Determine the impact of the UPASS program on transit ridership.

    - What has been the impact on transit ridership?
    - How has the program effected general transit use patterns of students?
    - Is the current transit service adequate or are service changes needed?
    - Is the $29 fee per student sufficient in covering the cost of the program?

2. Determine the impact on traffic congestion, parking, and other transportation related issues.

    - Has there been a reduction in vehicle trips to the university?
    - Has there been a reduction in parking demand around campus?
    - What has been the impact on travel patterns of students who live greater distances from the university?
    - What has been the impact on energy consumption and vehicle emissions?

3. Determine the reasons for shifts in travel behavior.

    - How has the program effected travel patterns of various segments of the student population?
    - Who has made a shift to transit?
    - What are the reasons for making the shift to transit?
    - What are the reasons students are not making a shift to transit?
    - What changes or improvements need to occur to increase transit ridership?

4. Determine whether the results can be transferred to other groups.

    - Can a program developed to serve a population of students be applied to employers, employees, and other groups?
    - How can the results from this study be used to develop similar programs elsewhere?

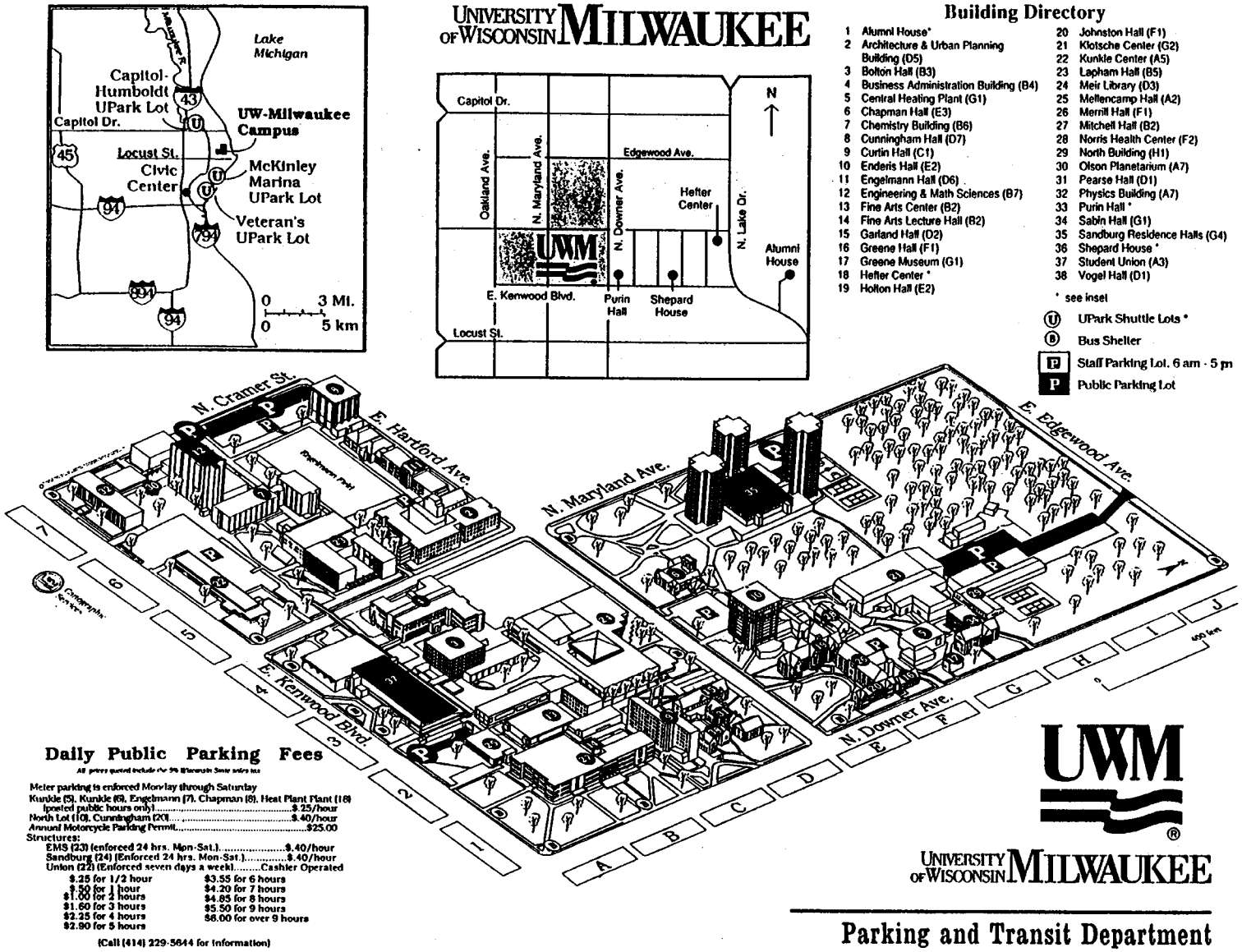
Campus Background. The University of Wisconsin-Milwaukee (UWM) is located in the eastern half of Milwaukee County within 1 mile of Lake Michigan (Figure 1-1). The campus is well serviced by transit including numerous MCTS routes and a University shuttlebus service. MCTS currently operates 11 routes serving the UWM campus with 5 routes providing express service. The majority of the MCTS service operates during the morning peak and mid-afternoon with express service ending at approximately 5:30 PM.

The University also offers a shuttlebus service which allows students to park at any one of three satellite parking locations approximately 3 to 5 miles from campus. Students may park at these locations free of charge and ride a shuttlebus to campus. The service operates during weekdays with buses running from 5:30 AM to approximately 9:30 PM.

Enrollment over recent years has ranged between 20,000 to 24,000 students. Approximately 2,100 students live in the on-campus dormitories while a large percentage of the student population live in the surrounding neighborhood. A high percentage of students commute to campus daily with the primary mode of transportation being driving alone.

Due to the large number of commuters the campus and surrounding neighborhood has constantly been faced with severe parking problems. Commuters traveling to campus often spend considerable time searching for parking and at times find it difficult to locate spaces within a few blocks from campus. Other students choose to wait in line as long as 20 to 30 minutes for a parking space to open in the Union parking structure. It is the hope of University officials that the UPASS program will encourage students to forego the hassles of driving to UWM and shift to transit as their primary mode of transportation. Should this shift occur, it could result in fewer vehicle trips traveling to the area and thus alleviate parking problems in the surrounding neighborhood.

Figure 1-1 The University of Wisconsin-Milwaukee



Background Information. Similar transit pass programs have been implemented previously at other universities and corporations. One of the more recent university programs was implemented in 1991 at the University of Washington. The program offered reduced transit prices to all students and faculty. After one year of operation, vehicle trips to the university were down by 16% over the previous year while transit ridership showed an increase of 35%. During this period, parking lot use on the campus decreased from 91% capacity to 78% capacity.[1]

Another successful transit program is the ECO pass program implemented by the Denver Regional Transportation District. The ECO pass program is an employer based program which also includes students at the University of Colorado. Employers may purchase transit passes for their employees as a tax-free benefit. The cost of the passes varies based upon the company size and the level of transit service required. Estimates show a typical transit commuter may save as much as $1200 in cash fare annually while helping to reduce traffic congestion, air pollution, and vehicle miles traveled.[2]

Finally, the concept of offering discounted or reduced fares at UWM is not new. In 1974, the University implemented the UBUS program which offered students reduced fares on transit routes serving the University. The program also increased transit service by providing more direct routes to UWM. The program was highly successful in its first years of operation until the late 1970's when increasing costs and a reduction in State subsidy forced the University to cut back on the services provided. Today, it is hoped the UPASS program will be as successful as the UBUS program and reduce vehicle trips to UWM, increase student transit ridership, and improve the parking situation in the surrounding neighborhood.

[1] Transportation Research Record 1404, "U-PASS: A Model Transportation Management Program That Works," Michael E. Williams and Kathleen L. Petrait.
[2] Case Study of the Denver Regional Transportation District ECO Pass Program, Office of Mobility Enhancement, November 1993.

History of the UPASS Program. The concept of the UPASS program grew out of a meeting in the Spring 1991 between the MCTS Director of Operations and the UWM Director of Parking and Transit. The purpose of the meeting was to discuss the declining trend in transit ridership among UWM students and what might be done to reverse this trend. Both individuals were familiar with the positive effects that deeply discounted bus fares and improved (express) bus services had on UWM student transit use in the mid-70's.

1991 - 1993
Discussion about the UPASS concept between the University and MCTS.

Out of these discussions came the idea of instituting a semester-long transit pass. Both MCTS and UWM officials were familiar with other universities in the Country that had instituted similar "UPASS" programs for their students namely, the University of Illinois and the University of Washington.

1993
Student referendums which show significant support for the UPASS program.

One of the basic features of the UWM UPASS program they envisioned was a program that required all students to pay whether they intended to use the UPASS or not. It was felt that this would provide a major incentive for maximizing the most number of users while keeping the fee required to fund the program from each student to a minimum. Another important feature was the addition of two new bus routes and expanded bus schedules (service improvements) where service deficiencies were found. A simple method of easily and quickly distributing the UPASS to all eligible students was also an important element of the program.

1994
Implementation of UPASS in the Fall 1994 semester.

As the concept of the UPASS program was being fully developed, discussions were held with upper level University administrators and the leaders of Student Government. These discussions were quite complicated and sensitive and spanned a couple of years. Eventually, student government leadership adopted the transit program as a means to deal with the persistent parking problems facing UWM. University administration also signaled they would support what student leaders could demonstrate the student body was willing to support.

At least two separate referendums were held showing significant general student support for the UPASS program. Finally, after a great deal of effort, the UPASS program was

implemented for the 1994-95 academic school year--three years after the idea was first considered.

Contents of Report. This report contains eleven chapters. Chapter 1 has provided a background regarding the University and the UPASS program. Chapter 2 presents an overview of the study which was conducted to evaluate the program. Following Chapters 1 and 2, a summary of findings is provided highlighting the main points of each chapter.

Chapter 3 of this report contains general background data regarding student classification, student class time, student credit load, and student employment. Survey findings are compared to the UWM student population to determine the validity of the survey samples to see if they are representative of the UWM population.

Chapter 4 contains information regarding student travel patterns. Included in this chapter is origin and destination data, trip making patterns, parking data, and student arrival/departure times on-campus.

Chapter 5 examines student attitudes and opinions regarding various transportation services. Survey respondents were asked to rate general attributes of a transportation system, MCTS, UPASS, parking at UWM, and the UPARK shuttlebus service.

Chapter 6 examines the issue of student mode choice for trips to UWM, to work, to shopping, and to other locations. Mode choice prior to the UPASS program is compared to mode choice after the implementation of UPASS. The chapter also examines the issue of market segmentation and identifies frequent users of UPASS.

Chapter 7 examines how students felt about a transit pass prior to the implementation of UPASS. The chapter examines the anticipated impact of a transit pass on transit ridership by gender, student classification, class time, credit load, employment status, and distance students live from UWM.

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Chapter 8 examines the impact of UPASS on transit ridership. MCTS ridership counts are presented and compared to University survey results. Analysis of who is using the UPASS and for what trip purposes is also examined.

Chapter 9 builds upon data from previous chapters to measure the UPASS impact on diverting vehicle trips away from campus, reducing vehicle miles traveled (VMT), and reducing emission rates. The chapter also examines the savings in fuel consumption and the dollar savings to students.

Chapter 10 examines the transferability issue of UPASS to employers and institutions. The chapter identifies the benefits and disbenefits associated with a transit pass, identifies keys to the success of the program, and examines the characteristics of a person most likely to use a transit pass.

Chapter 11 concludes the report by summarizing the major findings, providing comments regarding the future of the program, and providing recommendations for potential future studies.

The appendix includes copies of all surveys, focus group material, calculations for determining the impact of UPASS, advertising material, and newspaper articles.

Chapter II

METHODOLOGY

Description of Project. The purpose of this report is to evaluate the impact of the UPASS program at The University of Wisconsin-Milwaukee and to provide insight on how the program can be transferred to employers. To accomplish this, a number of student surveys were conducted which concentrated on student travel patterns, attitudes and opinions regarding transportation services, mode choice, transit ridership, and other transportation related issues.

The majority of data contained in this report relies on information obtained from surveys conducted during the Spring 1994, Fall 1994, and Spring 1995. A random sampling of UWM students were mailed surveys during these semesters. Along with these surveys, an on-board survey of UPARK shuttlebus users was also conducted. In theory, UPARK shuttlebus users are potential users of UPASS since they are currently using a form of transit.

Student focus group discussion sessions were also conducted. The findings from the discussion sessions provided valuable insight into the attitudes and opinions of various market segments of UWM students. A complete report of focus group discussion findings is provided in the appendix of this report along with a section containing guidelines on conducting a focus group discussion.

MCTS ridership counts of the eleven transit routes serving UWM were also analyzed. Ridership counts prior to the implementation of UPASS were compared to counts taken after the implementation of UPASS (Fall 1994 and Spring 1995). These ridership counts were verified by comparing the results to the surveys.

The methodology used for the surveys and focus group discussions is described in greater detail in this chapter.

Spring 1994 Survey. The first survey of this study was conducted during April 1994 prior to the implementation of the UPASS program. The purpose of this survey was to provide a picture of student travel patterns and characteristics before the UPASS was implemented in order to provide a basis for comparison for later surveys conducted after implementation.

A 1 in 10 random sample of UWM students enrolled in classes during the Spring 1994 semester was conducted. In all, 2,446 surveys were mailed to students with respondents being able to return the surveys by postage paid mail or by returning the survey to the UWM Parking and Transit office. In all, 528 surveys were returned for a return rate of 21.6%.

Surveys

- Mail surveys
- 1 in 10 random sample of the UWM student population
- Surveys conducted both before and after the implementation of UPASS

The Spring 1994 survey concentrated upon the following areas.

- General student demographics
- Student arrival and departure times
- Mode choice to UWM, to work, to shopping, and to other locations
- Ratings of general transportation attributes
- Anticipated usage of a transit pass
- Parking characteristics

A copy of the Spring 1994 survey, along with a copy of the cover letter, is included in Appendix A.

Fall 1994 Survey. The Fall survey was conducted in late October 1994 with 2,158 surveys mailed to students. Of the 2,158 surveys mailed, 490 were returned for a return rate of 22.7%. Similar to the Spring 1994 survey, a 1 in 10 random sample of UWM students was selected. However, this survey concentrated specifically on students who pay segregated fees since these are the only UWM students eligible to receive UPASS.

In addition, a telephone follow-up survey of 103 students who had not completed the survey form was conducted. A random selection of students who had been mailed the survey were selected and called by telephone to determine whether the individual had completed the survey. If the survey had not been completed, the student was asked to answer a few select questions from the survey over the telephone. The telephone follow-up survey was done in an effort to correct for any bias which might have resulted in the mail survey from a higher response rate of UPASS users compared to non-users. With the addition of the 103 phone surveys, the total number of surveys returned increased to 593 surveys for a overall return rate of 27.5%.

The areas of concentration for the Fall 1994 survey included.

- General student demographics
- Mode choice to UWM, to work, to shopping, and to other locations
- Ratings of the Milwaukee County Transit System
- UPASS transit usage during the Fall 1994
- Transit usage during the Spring 1994
- UPASS impact on school related issues
- Student opinion regarding the UPASS program
- Comments and suggestions relating to the program

The Fall survey was used to form a pool of potential focus group participants. Students were asked to take part in a discussion session relating to the UPASS program and other transportation related issues. A copy of the Fall 1994 survey, along with a copy of the cover letter, is included in Appendix B.

Spring 1995 Survey. The third survey of this study was conduced during April 1995. Unlike previous surveys, the Spring 1995 survey concentrated on separating the responses of Milwaukee County residents verses out-of-county residents. A 1 in 10 random sample of students living in Milwaukee County (1374 surveys) and a 1 in 5 random sample of out-of-county students (1217 surveys) was conducted. The same survey was mailed to all students with different colored survey forms used to identify whether the student lived in Milwaukee County or out-of-county. The higher sampling rate of out-of-county residents was used to obtain a better picture of transit usage by students living outside the transit market area.

In all, 651 surveys were returned for a return rate of 25.1%. Milwaukee County residents returned 366 surveys for a 26.6% return rate while 285 out-of-county survey forms were returned for a 23.4% return rate. Further analysis indicated 23% of out-of-county respondents were students who actually live within Milwaukee County but had not provided the University with a change of address.

Return rates for the three surveys conducted of the UWM student population were between 21% and 27%.

When comparisons are made between Milwaukee County and out-of-county residents, the out-of-county category consists of only those respondents who actually live outside of Milwaukee County. Milwaukee County responses include only Milwaukee County survey responses. The Spring 1995 survey concentrated on the following areas.

- General student demographics
- Mode choice to UWM, to work, to shopping, and to other locations
- Rating of UWM parking attributes
- Student parking locations at UWM and work
- UPASS transit usage during the Spring 1995
- Transit usage during the Spring 1994
- Important variables in choosing to use UPASS
- Student opinion regarding the UPASS program
- Comments and suggestions regarding UPASS

A copy of the Spring 1995 survey, along with a copy of the cover letter, is included in Appendix C.

UPARK Shuttlebus Survey. The UPARK shuttlebus program consists of satellite parking lots located approximately 3 to 5 miles from campus. Three lots are available to students to park at including the Capitol/Humboldt lot, the McKinley Marina, and the Veterans Park lot. Students may park at these locations free of charge, with no time restrictions, and ride a shuttlebus to the Kenwood campus. The service operates Monday through Thursday from 5:30 AM to 9:30 PM and on Friday from 5:30 AM to 8:30 PM.

The UPARK shuttlebus survey was conducted on Monday March 27, 1995, beginning at approximately 7:30 AM. On-board survey forms were printed for distribution on 8 1/2" x 14" size paper. The surveys were distributed by the bus drivers as students boarded the shuttlebus. Upon arriving at campus, students returned the completed survey form to a box located near the front of the bus. A total of 750 surveys were handed out and 612 were returned for a return rate of 81%.

The main purpose of the UPARK shuttlebus survey was to obtain a pool of potential focus group participants. The survey also provided information regarding characteristics of individuals who use the UPARK service. In theory, these students are potential users of UPASS since they are currently using a form of transit to arrive at campus.

The UPARK shuttlebus survey examined the following.

- General student demographics
- Arrival and departure times at the UPARK parking locations
- Alternate modes of travel used to UWM
- UPASS usage for trips to UWM, to work, to shopping, and to other locations
- Variables influencing students decision to use the UPARK service
- Willingness to participate in a student focus group discussion

A copy of the UPARK survey is included in Appendix D.

Student Focus Group Discussions. Student focus group discussion sessions were held during the Spring 1995 to provide insight into student attitudes regarding the UPASS program. Potential participants were identified through the Fall 1994 survey and the UPARK survey. Students were contacted by telephone to confirm their participation in the discussion session. Five discussion groups took place between March 1, and April 5, 1995. The groups selected for the discussion sessions were:

Focus Groups

- Videotaped
- Impartial Facilitator
- 5 Discussions conducted

Discussion Groups

1. Frequent users of UPASS
2. Non-Users of UPASS
3. Freshman only group
4. UPARK/UPASS users
5. UPARK/UPASS non-users

1. *Frequent users of UPASS.*

    - Respondents to the Fall 1994 survey who indicated using UPASS at least 3 or more times per week for various trip purposes.

2. *Non-users of UPASS.*

    - Respondents to the Fall 1994 survey who reported not using UPASS at all for any trip purpose. Many participants indicated driving for all trip purposes.

3. *Freshman only group.*

    - Freshman respondents to the Fall 1994 survey.

4. *UPARK and UPASS users.*

    - Respondents to the UPARK survey, primarily Milwaukee County residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Some respondents indicated using UPASS on occasion.

5. *UPARK users but UPASS non-users.*

    - Respondents to the UPARK survey, primarily out-of-county residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Most respondents indicated rarely using UPASS, if at all.

The focus group sessions followed a discussion guide prepared by Jim Champley of Guidepath Research, with input from members of the Center for Urban Transportation Studies (CUTS), MCTS, and the UWM Parking and Transit office. Mr. Champley also moderated the five discussion groups and assisted in the editing of the final report of the focus group findings.

The focus group discussion sessions were videotaped and reviewed by the authors of this report. Comments and quotes obtained through out the discussion sessions are used as marginal notes in this report. A copy of the discussion guide, consent form, focus group findings, and guidelines for conducting a focus group discussion are included in Appendix E.

Milwaukee County Transit System Ridership Counts. MCTS conducts ridership counts on a regular basis for routes throughout their system including the eleven routes serving UWM. Ridership counts prior to the implementation of UPASS are compared against counts conducted after the implementation of UPASS for trips to UWM.

MCTS conducts the ridership counts in one of two ways. First, there are on-board counts conducted by the bus drivers. This method involves the driver counting the passengers as persons board the bus. The second method of determining ridership is by bus stop counts. With this method, the transit company places employees at bus stops to count the number of passengers boarding a bus, as well as the number of passengers who exit the bus. The results presented in this report are on-board counts.

The results provided by MCTS are also compared to the University survey results obtained from the Fall 1994 and Spring 1995. The surveys were used as a way to verify the on-board ridership counts provided by MCTS. The impact of UPASS on transit ridership is discussed in Chapter 8-UPASS Usage.

Chapter III

BACKGROUND DATA

Summary of Findings

This chapter provides an overview of the student survey respondents while providing a basis to measure the validity of the surveys. This chapter includes information regarding student classification, gender, class time, credit load, college or school enrolled in, and student employment. The information presented in this chapter compares survey results with data for the UWM population.

The following are the significant findings of this chapter.

- All surveys were found to be representative of the UWM population by using statistical tests.
- Response rates by student classification for the surveys were fairly representative of the UWM population. Graduate students tended to have higher return rates compared to the UWM population while freshman students tended to have lower return rates for all surveys conducted.
- Female students had a higher response rate compared to male respondents for all surveys conducted. Further analysis shows there was not a significant difference between female and male responses to other questions on the surveys.
- Nearly 80% of survey respondents report being employed while being enrolled in classes at UWM. The majority of respondents indicate working on average 20 or more hours per week.
- Survey results indicate during the Spring 1994 semester, 75% to 80% of the student population was on-campus Monday through Thursday. Only 50% of the student population was on-campus on Fridays.

Survey Validity. Statistical analysis was performed on all surveys to determine if the survey samples were representative of the UWM population. Using a t-test analysis, the results verified the survey samples were representative of the UWM population at a 95% confidence level.

Throughout this report results are presented using student classification as a common market segmentation analysis. A category contained within this breakdown is a group identified as 'special' students. While this category fits an identifiable pattern, it is not statistically significant due to a small sample size. This category should be viewed with caution since the data presented may not accurately represent the opinions of this group.

All surveys were found to be representative of the UWM population by using statistical tests.

Student Classification. Table 3-1 shows the percentage breakdown of survey respondents by student classification for the three surveys conducted. The table displays the survey results compared to the UWM population for the respective semester.

Table 3-1 Survey Response Rate by Student Classification (%)

Student Classification	**Spring 1994**		**Fall 1994**		**Spring 1995**	
	Survey	*UWM*	*Survey*	*UWM*	*Survey*	*UWM*
Freshman	6.3	12.3	10.8	13.9	9.1	11.8
Sophomores	12.7	20.2	17.8	19.5	16.7	18.6
Juniors	19.1	14.1	13.1	13.2	16.7	14.0
Seniors	24.2	25.3	24.9	23.4	26.3	26.5
Graduates	29.2	20.1	25.3	20.6	25.2	21.1
Special *	6.6	8.0	6.3	9.4	4.5	8.1
Other	1.9	-	1.8	-	1.5	-

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

NOTE: The University classifies students based on credits completed rather then year in school. Some differences between the surveys and University data may occur for this reason.

Graduate students had an overall higher response rate compared to the University population. In general, graduate students comprise approximately 20% of the student population during a given semester. Survey responses indicate return rates for graduate students between 25% to 29%. The majority of other student classification categories were fairly consistent with the UWM population with the exception of freshman respondents.

Freshman students showed lower survey response rates for all three surveys compared to their University population. With the exception of the Spring 1994 survey, the remaining student classification categories were fairly consistent and representative of the UWM population.

Gender. The breakdown between male and female students at the University is approximately a 45/55 ratio of males to females. Survey response rates for the Spring 1995, were very close to this ratio while response rates for the Spring 1994 and Fall 1994 surveys had lower response rates for males as compared to University totals.

Table 3-2 Survey Response Rate by Gender (%)

	Spring 1994		**Fall 1994 ***		**Spring 1995**	
Gender	*Survey*	*UWM*	*Survey*	*UWM*	*Survey*	*UWM*
Male	34.5	46.6	46.0	45.4	43.3	46.0
Female	65.0	53.4	52.0	54.6	56.5	54.0

* Percentages include telephone survey results.
NOTE: Survey results may not equal 100% as a small number of respondents did not indicate their gender.

The Fall 1994 survey showed a split of 38/62 ratio of male to female students. When the telephone follow-up survey values are added to this, the ratio between males and females becomes a 46/52 split. Two percent of respondents did not indicate their gender resulting in the percentages not adding to 100%. Table 3-2 shows the split between males and females for the respective surveys. While the surveys over represented women, later analysis indicated this was not a problem since the responses given to other questions by males and females were nearly identical.

College or School Enrollment. The University of Wisconsin-Milwaukee consists of 10 different schools, or colleges. The majority of students are classified as Letters and Science majors. Table 3-3 shows the response rate for each school by survey respondents as well as the UWM population.

Table 3-3 Survey Response Rate by School or College Enrollment (%)

	Spring 1994		Fall 1994		Spring 1995	
School or College	*Survey*	*UWM*	*Survey*	*UWM*	*Survey*	*UWM*
Allied Health	1.5	4.7	4.7	4.5	4.5	4.9
Architecture	4.0	3.0	2.9	3.3	4.6	3.3
Business Admin.	16.7	7.5	13.7	8.2	17.4	14.6
Education	14.4	9.0	14.3	8.7	12.6	8.7
Engineering	7.2	6.8	8.0	6.6	8.3	6.7
Fine Arts	4.2	5.0	3.5	4.9	4.8	5.0
Letters and Science	35.0	46.8	38.0	44.7	29.3	39.0
Library and Info Sci.	0.8	1.2	1.8	1.3	2.9	1.3
Nursing	6.8	5.1	4.1	4.9	6.0	4.7
Social Welfare	6.8	5.5	5.9	6.0	8.1	6.1

For the most part, the survey response rates were fairly representative of the UWM population. Letters and Science students comprised the majority of survey responses but were still slightly under represented compared to the UWM population. Business Administration and Education departments were two departments over represented compared to the UWM population.

Class Time. The University classifies students into the following three categories based upon class time: day only students, evening only students, and day/evening students. A day only student is defined as any person enrolled in classes that begin before 4:30 PM. An evening only student is a person enrolled in classes which begin after 4:30 PM while a day/evening student is someone having classes both before and after 4:30.

Table 3-4 shows that approximately 18% to 25% of UWM students fall under the category of evening only students. As a person advances in their student classification, the likelihood of that person taking evening only classes increases. Graduate students comprise the majority of evening only students.

Nearly 18 to 25% of all UWM students are registered as evening only students for a given semester.

Table 3-4 Survey Response Rate by Class Time (%)

Class Time	**Spring 1994**		**Fall 1994**		**Spring 1995**	
	Survey	*UWM*	*Survey*	*UWM*	*Survey*	*UWM*
Day Only	36.6	*	37.8	*	36.4	*
Evening Only	24.6	17.1	19.6	18.2	18.1	16.4
Day/Evening	37.1	*	42.2	*	44.2	*

* Information regarding day only and day/evening students was not available for the UWM student population.

Credit Load. The University classifies students into full-time or part-time based upon credit load. For undergraduates, 12 or more credits is considered a full-time student while 9 or more credits for a graduate student is considered full-time. Any student registering for fewer credits for their respective student classification is considered a part-time student.

Table 3-5 displays the average number of credits for survey respondents compared to the UWM population. The results indicate that the credit load of survey respondents compared to the UWM population is fairly representative.

Table 3-6 shows the survey results broken-down by full-time and part-time students. The results obtained from the three surveys were fairly consistent throughout the study with a slight variation among lower student classifications. Sophomores and juniors in particular had the most variation among part-time and full-time students for the three surveys.

Table 3-5 Average Number of Credits by Student Classification

Student Classification	**Spring 1994**		**Fall 1994**		**Spring 1995**	
	Survey	*UWM*	*Survey*	*UWM*	*Survey*	*UWM*
Freshman	12.3	11.3	11.6	11.3	12.8	11.6
Sophomores	11.4	11.4	11.5	11.7	12.4	11.6
Juniors	11.3	11.7	12.0	11.9	12.1	11.9
Seniors	11.3	11.2	11.4	11.3	11.9	11.4
Graduates	6.2	5.4	5.7	5.5	6.2	5.5
Special *	3.9	5.3	5.0	5.2	5.6	5.1

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Table 3-6 Analysis of Full-time and Part-time Students by Student Classification (%)

Student Classification	**Spring 1994**		**Fall 1994**		**Spring 1995**	
	Full-time	*Part-time*	*Full-time*	*Part-time*	*Full-time*	*Part-time*
Freshman	81.8	18.2	71.7	26.4	81.4	18.6
Sophomores	67.2	32.8	72.4	27.6	76.1	23.9
Juniors	68.3	31.7	71.9	26.6	74.3	25.7
Seniors	64.1	35.9	64.8	34.4	68.4	31.6
Graduates	33.8	66.2	21.8	75.8	31.7	68.3
Special *	2.9	97.1	6.5	93.5	13.8	86.2

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Percentage of Students On-campus. Each survey conducted contained questions regarding the number of students on-campus by weekday. Table 3-7 displays the percentage of survey respondents who indicated they attend the University on the respective day. The results show approximately 75% to 80% students enrolled during a given semester are registered for and attend classes at the University Monday through Thursday. Approximately 50% of the student population are registered for classes on Fridays.

Table 3-7 Students On-campus by Weekday (%)

Survey	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Spring 1994	74.4	71.8	71.8	68.2	42.0
Fall 1994 *	76.9	81.2	75.5	75.1	54.9
Spring 1995	79.4	79.6	77.7	77.3	50.4

* Mail survey results only.

The Spring 1995 survey also contained a question asking students to indicate their travel to campus on weekends. The results indicate nearly 10% of survey respondents report coming to UWM on Saturdays while another 8% said they come to campus on Sundays.

Student Employment. Survey results indicate a high percentage of students are employed while being enrolled in classes at UWM. Results indicate 75% to 90% of survey respondents were employed with the exception of freshman students. Freshman respondents indicated a range of employment between 57% and 70%. Table 3-8 shows an analysis of student employment broken-down by student classification for the respective surveys.

For the purpose of this report, any respondent working 20 or more hours per week is considered a full-time employee. Any respondent working less than 20 hours per week is considered a part-time employee. Table 3-9 indicates a high percentage of UWM students were working 20 or more hours per week while being enrolled in classes. The results show roughly over 70% of students are employed full-time.

Survey results indicate nearly 80% of respondents reported working while being enrolled in classes at UWM.

Table 3-10 shows the average number of hours respondents reported working per week. Graduate and special students reported working on average 30 plus hours per week. Freshman students worked the least amount of time reporting an average slightly over 20 hours per week.

Table 3-8 Student Employment (%)

Survey	FROSH	SOPH	JUNIOR	SENIOR	GRAD	SPECIAL*
Spring 1994	57.6	85.1	84.2	82.0	77.3	85.7
Fall 1994	67.9	73.6	82.8	86.9	91.1	96.8
Spring 1995	69.5	77.1	77.1	82.5	87.8	89.7

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Table 3-9 Full-time Employed Students (%) (20 or more hours per week)

Survey	FROSH	SOPH	JUNIOR	SENIOR	GRAD	SPECIAL*
Spring 1994	52.6	70.2	69.4	65.7	79.8	86.7
Fall 1994	77.8	79.7	69.8	77.4	81.6	96.7
Spring 1995	76.3	75.2	79.8	75.4	89.0	93.1

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Table 3-10 Average Number of Hours Worked (Hours/Week)

Survey	FROSH	SOPH	JUNIOR	SENIOR	GRAD	SPECIAL*
Spring 1994	22.5	25.7	25.4	24.4	31.3	35.1
Fall 1994	23.0	25.0	24.0	25.0	30.0	34.0
Spring 1995	20.7	22.6	24.7	24.1	30.9	34.1

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Chapter IV

STUDENT TRAVEL PATTERNS

Summary of Findings

This chapter examines student travel patterns and other transportation related issues including the availability of an automobile, the number of students living in the transit market, origin and destinations of trips, parking characteristics, and arrival and departure times at campus.

The following are the main findings of this chapter.

- The majority of survey respondents indicate they have access to an automobile which they could use for trips to UWM. 85% of graduate students indicate they have an automobile available compared to 57% of freshman who have an automobile available.
- Over 80% of all survey respondents report they own the automobile they drive to UWM.
- 66% of respondents living in Milwaukee County indicate they live close to a transit route which provides direct service to UWM. 16% of respondents living out-of-county said they live in close proximity to a transit route with direct service to campus.
- Over 80% of all respondents trips to UWM originate at home. Another 80% of respondents report returning home after leaving UWM.
- Approximately 22% of trips to UWM by out-of-county respondents originate at a place of employment. In comparison, only 10% of trips to UWM by Milwaukee County respondents originate at a place of employment.
- Survey results indicate the peak arrival time for students arriving on-campus is between 8 and 10 AM. The majority of respondents indicate arriving at approximately 9:30 AM.

Availability of an Automobile. The majority of respondents from all student classifications indicated having an automobile available for UWM trips. The lowest response rate appeared on the Fall 1994 survey in which only 51% of freshman reported having an automobile available. Graduate students had the highest percentage of access to an automobile ranging between 83% to 90%. Results for other student classifications were fairly consistent with percentages ranging between 70% to 85%. Table 4-1 shows the percentage breakdown of students with access to an automobile for the respective surveys conducted.

Table 4-1 Availability of an Automobile (%)

Survey	FROSH	SOPH	JUNIOR	SENIOR	GRAD	SPECIAL*
Spring 1994	57.6	74.6	85.1	85.2	90.3	82.9
Fall 1994	50.9	71.3	79.7	77.0	83.1	87.1
Spring 1995	67.8	60.6	71.6	71.3	87.2	86.2

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Table 4-2 Auto Ownership (%)

Survey	FROSH	SOPH	JUNIOR	SENIOR	GRAD	SPECIAL*
Spring 1994	84.2	88.0	95.3	89.9	98.6	100.0
Fall 1994	96.3	93.5	82.4	89.4	96.1	92.6
Spring 1995	75.0	78.8	88.5	85.2	97.9	96.0

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Table 4-2 shows that of respondents who had an automobile available over 80% reported owning their automobile. The only exception occurred on the Spring 1995 survey in which only 75% of freshman respondents indicated they own their automobile. Graduate students had the highest percentage of auto ownership among the student classifications at 96%, or greater.

Transit Route Close to Trip Origin. The Spring 1995 survey asked students to indicate if they live close to a transit route which they could take directly to UWM without having to transfer buses. The following question appeared on the survey form.

3. Is there a bus route and stop close to this location that you could use to travel to UWM without transferring buses?

_____ YES _____ NO _____ DON'T KNOW

66% of students in Milwaukee County live in close proximity to a transit route they can take directly to UWM without having to transfer.

Figure 4-1 Milwaukee County Respondents with Direct Transit Service to UWM

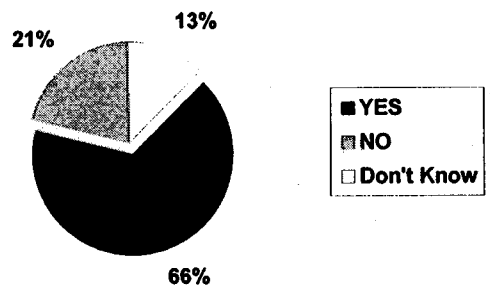
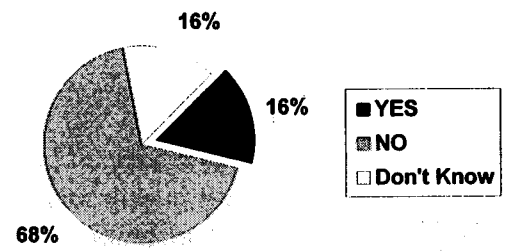


Figure 4-2 Out-of-county Respondents with Direct Transit Service to UWM



As might be expected, Milwaukee County respondents had greater access to transit service to UWM compared to out-of-county respondents. Sixty-six percent of Milwaukee County respondents indicated they had direct transit access to UWM compared to only 16% of out-of-county respondents. Furthermore, 68% of out-of-county respondents and 21% of Milwaukee County respondents indicated they were not close to a bus route with direct access to UWM.

Students Served by Transit. Using the previous percentages of students who live in close proximity to a transit route, the number of students who live in the transit market was estimated using the Spring 1995 University figures.

- Total enrollment = 20,776 students
- Milwaukee County residents = 11,071 students
- Out-of-county residents = 9,655 students

From the previous section, we know approximately 66% of students living in Milwaukee County live close to a transit route with direct non-transferable service to UWM. In addition, 11,071 students resided in Milwaukee County during the Spring 1995 semester. By calculating 66% times 11,071 students, we find approximately 7,307 students living in Milwaukee County live close to a transit route.

Nearly 43% of the University student population lives in close proximity to a transit route with direct non-transferable access to UWM.

Using the same calculation for out-of-county residents, we find that 16% indicated living near a transit route while 9,655 students live out-of-county. This works out to 1,545 students who live close to a transit route. If we combine the out-of-county students and Milwaukee County students who live near a transit route we arrive at the following:

- Number of Milwaukee County Students near transit route = 7,307
- Number of Out-of-county Students near transit route = 1,545
- Total UWM Students living near a transit route = 8,852

Approximately 8,852 students, or 42.7% of the student population, live near direct non-transferable transit service to UWM.

Origin and Destinations. Students were asked to indicate where their trip to UWM normally originates along with their normal destination after leaving the University. Nearly 80% of respondents indicate their trip to UWM originates at their home. Approximately the same percentage of respondents reported returning to their home after leaving UWM. Table 4-3 shows the percentage breakdown of the origin of trips to UWM while Table 4-4 shows the breakdown for destinations for the respective surveys.

Table 4-3 Trip Origin Before Attending UWM (%)

Origin	Spring 1994	Fall 1994	Spring 1995
Home (Off-Campus)	82.0	78.2	76.0
On-Campus Dorm	2.7	4.5	8.0
Place of Work	13.3	15.1	13.2
Child Care Location	0.8	0.4	0.5
Shopping / Other	1.2	1.8	2.3

Table 4-4 Trip Destination After Attending UWM (%)

Destination	Spring 1994	Fall 1994	Spring 1995
Home (Off-Campus)	80.3	84.5	80.2
On-Campus Dorm	2.8	3.9	7.1
Place of Work	12.1	8.2	8.1
Child Care Location	0.8	0.8	0.5
Shopping / Other	4.0	2.6	4.0

Further analysis of trip origin shows approximately 14% of all respondents come to UWM from their place of employment. When broken-down by Milwaukee County and out-of-county respondents, survey results show 10.1% of Milwaukee County respondents and 22.4% of out-of-county respondents come to UWM from their place of employment. Table 4-4 shows approximately 80% of respondents return home after attending UWM. Approximately 10% of respondents indicate they go to their place of employment upon leaving UWM.

Trip Patterns. The surveys provide information as to the complexity of student travel patterns. For the purpose of this report, a simple trip pattern is defined as a person leaving from their home before attending UWM and returning home immediately after leaving UWM. A complex trip pattern is defined as any trip that originates or ends at a location other then a persons home.

Table 4-5 shows approximately 71% to 73% of respondents indicate they have simple trip patterns. Analysis of respondents with complex trip patterns showed approximately 6% to 11% come to UWM from their home and then travel to work upon leaving the University. Approximately 12% to 14% of respondents indicate their trip to UWM originates at a place of employment and then ends at their home after leaving campus. Approximately 2% of respondents said their trip to UWM starts and a place of employment as well as returning to their place of employment upon leaving UWM. Nearly 5% of respondents indicated their trip to UWM either originated or ended at a location such as shopping center or child care location.

Focus group results indicate complex trip patterns play a major factor in deciding whether or not to use transit. Students not using UPASS often commented they needed to be places, such as work, immediately after attending UWM

Figure 4-3 indicates 36% of out-of-county respondents had complex trip patterns compared to 22% of Milwaukee County respondents. Seventy-eight percent of Milwaukee County respondents had simple trip patterns compared to 64% of out-of-county respondents. One significant difference between Milwaukee County respondents and out-of-county respondents is found in the number of commuters who come to UWM from their place of employment. One out of every five out-of-county students report having a trip pattern consisting of traveling from work to campus and then returning home compared to only 1 out of 10 Milwaukee County students.

Focus group results indicate complex travel patterns play a major factor in deciding whether or not to use transit. Students not using UPASS often commented they needed to be places, such as work, immediately after attending UWM and they could not afford to wait for the bus.

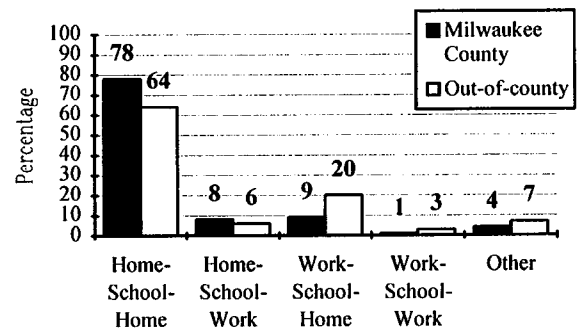
Table 4-5 Student Trip Patterns (%)

Trip Pattern	**Spring 1994**	**Fall 1994**	**Spring 1995**
SIMPLE			
Home - School - Home	71.4	73.3	73.4
COMPLEX			
Home - School - Work	10.7	6.6	7.2
Work - School - Home	11.8	14.3	13.0
Work - School - Work	1.6	1.5	1.5
Other *	4.5	4.3	4.9

* Includes trips to locations other then home or work (i.e. shopping, child care)

Spring 1995 survey results indicate approximately 36% of out-of-county respondents have complex trip patterns compared to 22% of Milwaukee County respondents.

Figure 4-3 UWM Student Trip Patterns (%)
Milwaukee County and Out-of-county Respondents



Source: Spring 1995 UWM Student survey

Student Arrival and Departure Times. Students were asked to indicate on the Spring 1994 survey their normal arrival and departure times for University trips. Results indicate the peak arrival time of respondents was between 8 AM and 10 AM. The majority of students indicate their peak arrival time was 9:30 AM.

Results were fairly consistent Monday through Thursday with a few slight variations. Fridays have very different arrival and departure patterns as fewer students are traveling to campus. Furthermore, students tend not to stay on-campus as long as other weekdays. Figures 4-4 through 4-13 represent the arrival and departure times and the accumulation of students on-campus during a given weekday.

MONDAY

Figure 4-4 Student Arrival and Departure Times (%) - MONDAY

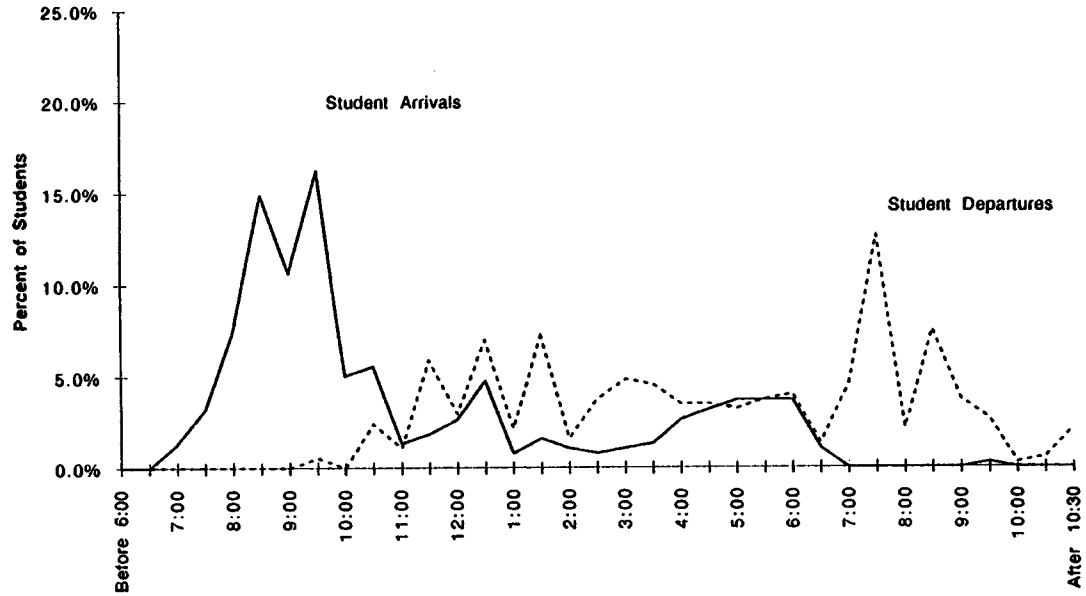
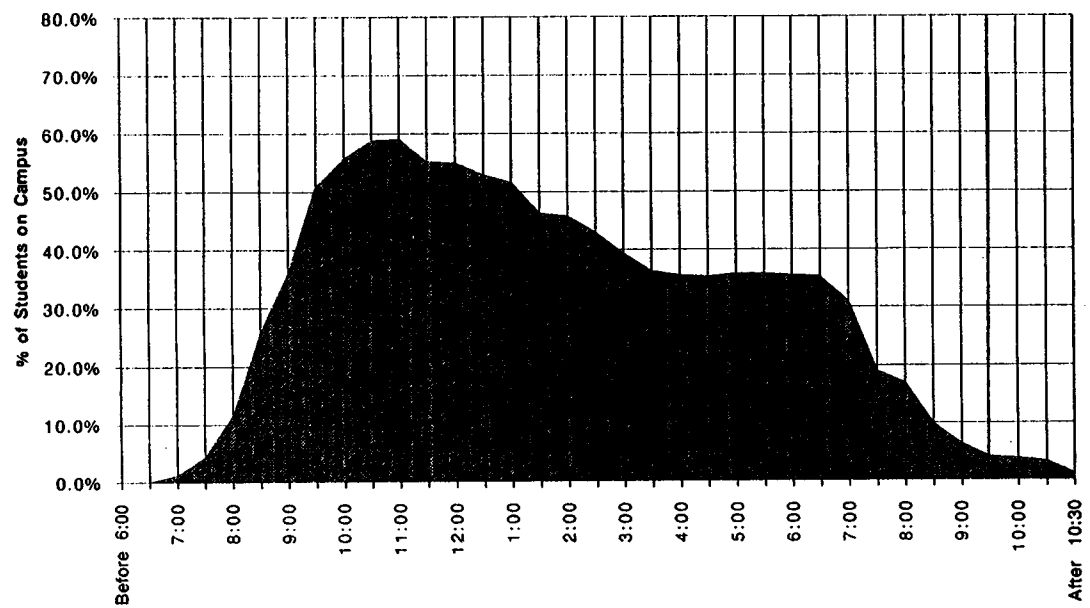


Figure 4-5 Students on Campus (%) - MONDAY



TUESDAY

Figure 4-6 Student Arrival and Departure Times (%) - TUESDAY

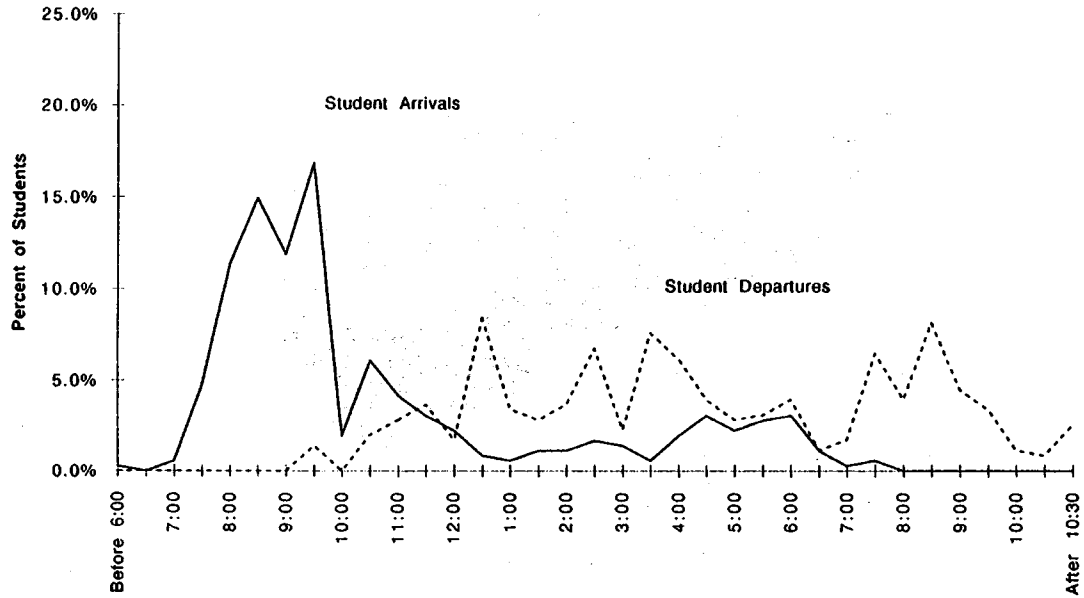
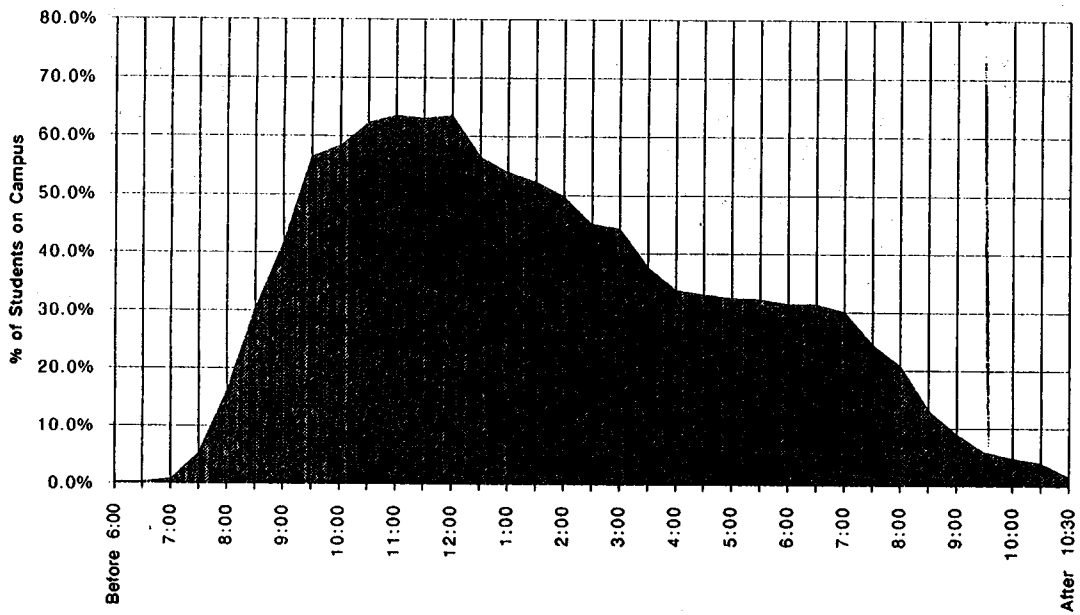


Figure 4-7 Students on Campus (%) - TUESDAY



WEDNESDAY

Figure 4-8 Student Arrival and Departure Times (%) - WEDNESDAY

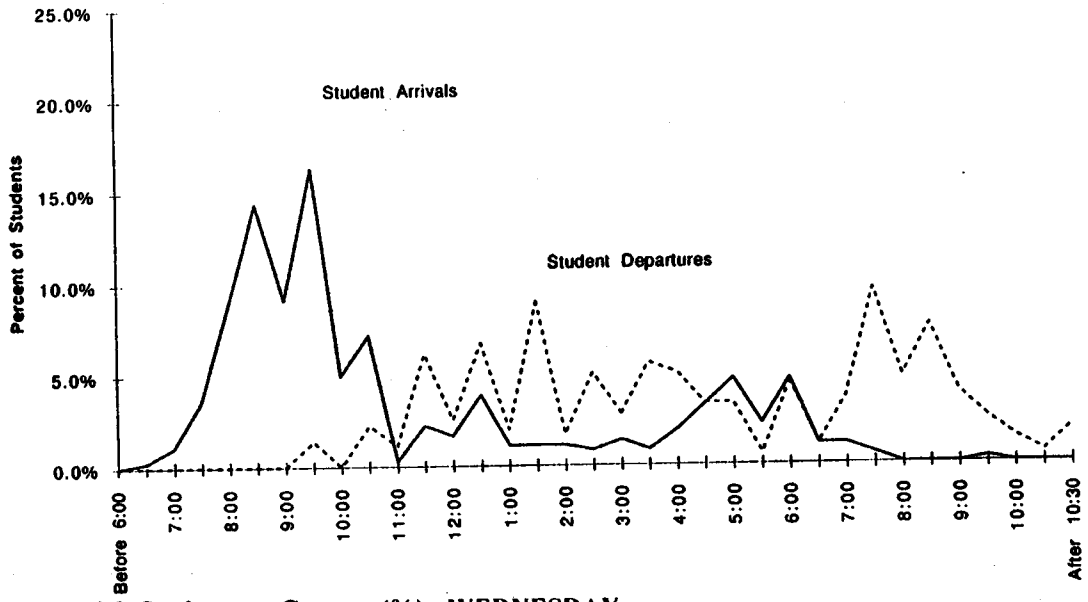
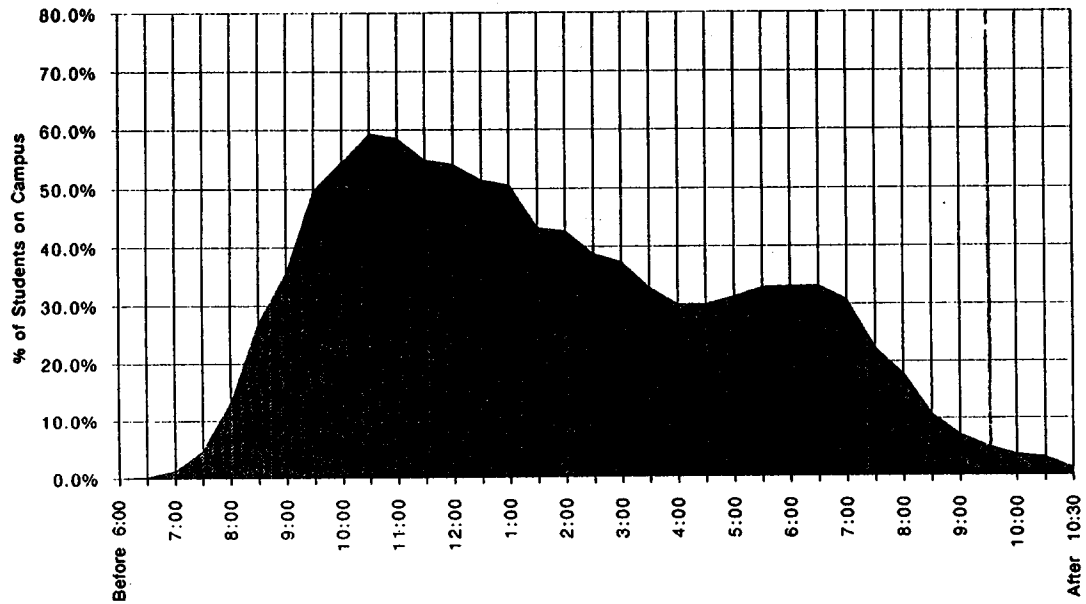


Figure 4-9 Students on Campus (%) - WEDNESDAY



THURSDAY

Figure 4-10 Student Arrival and Departure Times (%) - THURSDAY

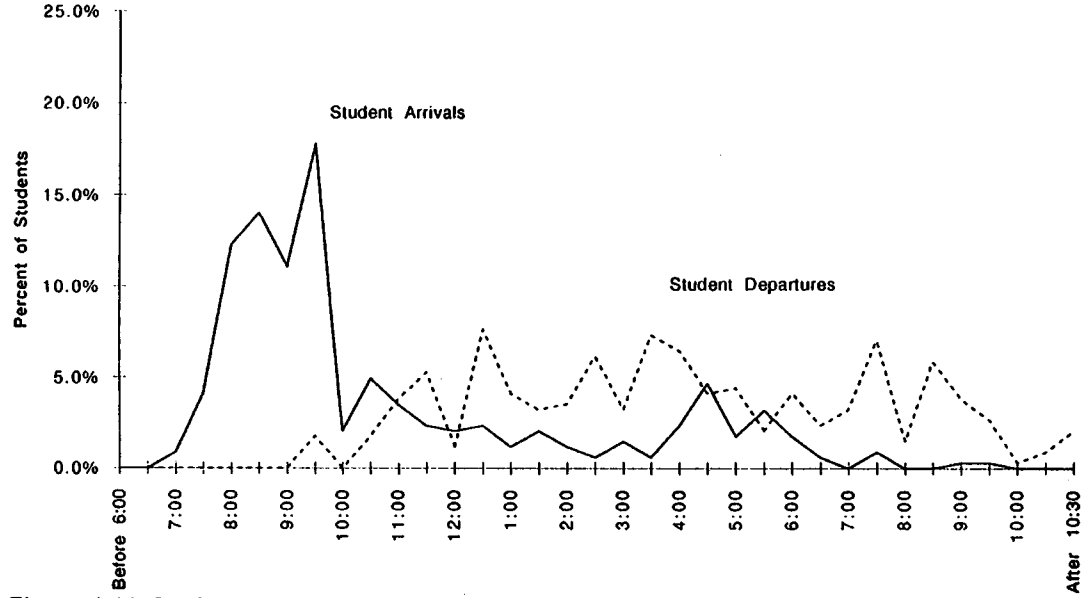
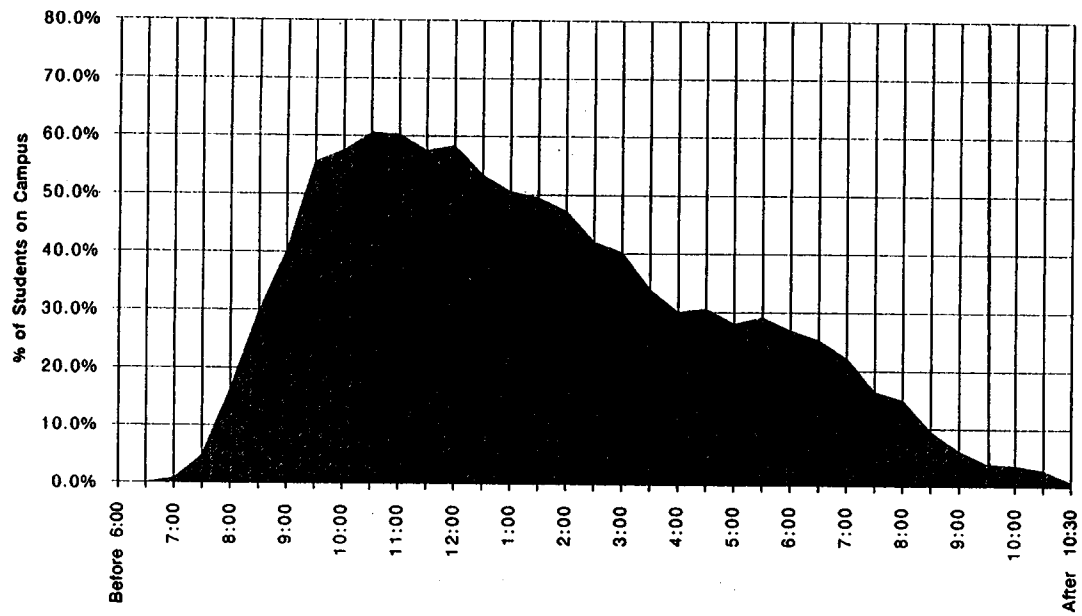


Figure 4-11 Students on Campus (%) - THURSDAY



FRIDAY

Figure 4-12 Student Arrival and Departure Times (%) - FRIDAY

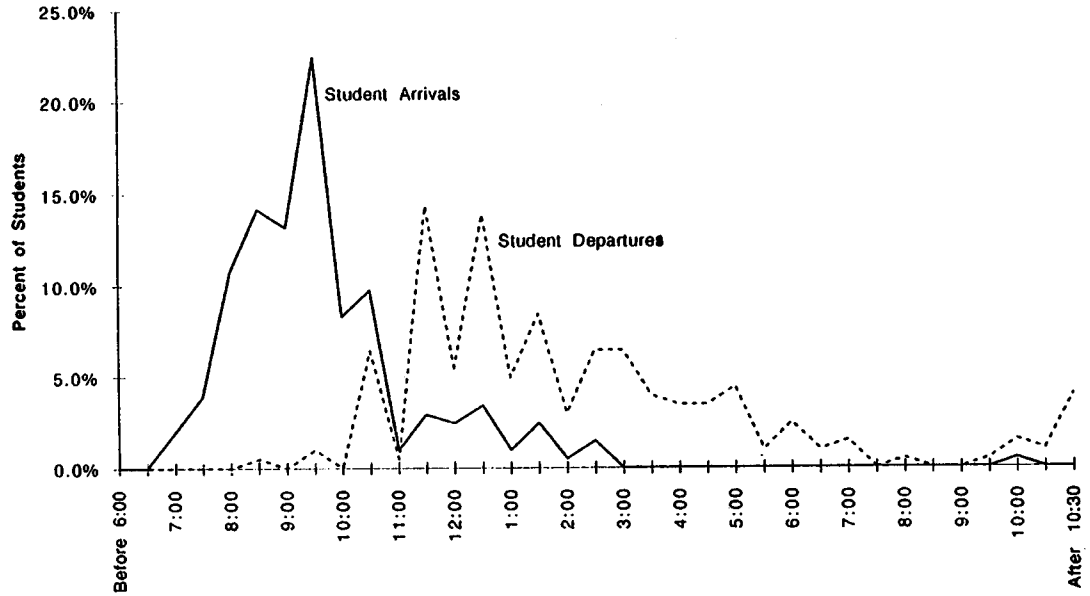
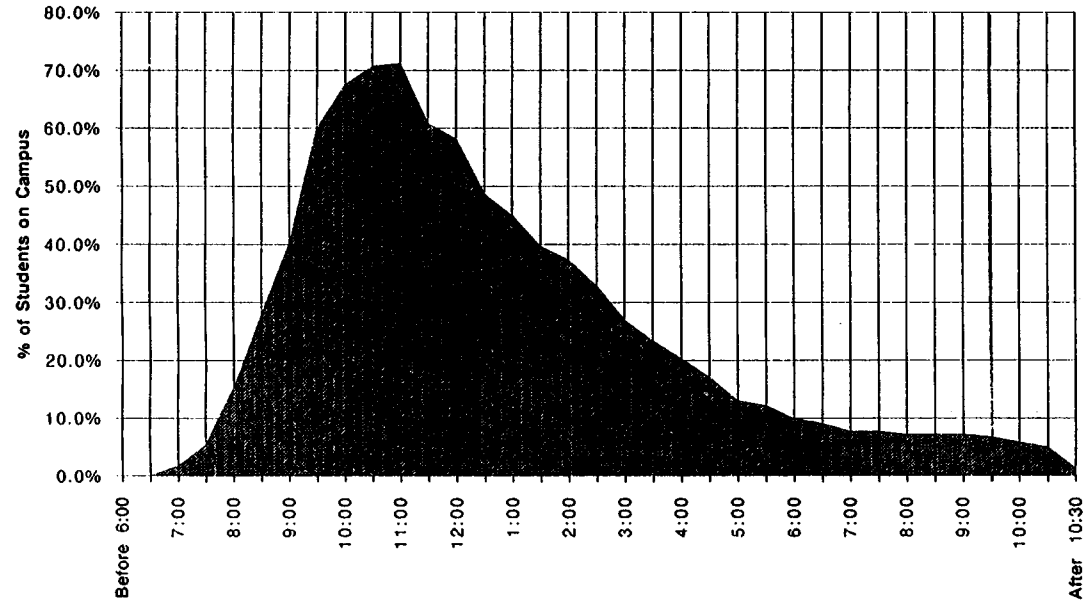


Figure 4-13 Students on Campus (%) - FRIDAY



Chapter V

ATTITUDES TOWARDS TRANSPORTATION SERVICES

Summary of Findings

This chapter examines student attitudes, opinions, and ratings of various transportation services. Students were asked to rate general attributes of a transportation system, MCTS, reasons for using UPASS, attitudes about UPASS, and the quality of parking at UWM.

The following are the main findings of this chapter.

- Time and dollar savings appear to be important factors in student mode choice.
- MCTS received overall high ratings with nearly all attributes receiving above average scores. The attribute 'a comfortable place to wait' was the only attribute receiving an average rating.
- 32% of respondents from the Spring 1994 survey who had stopped riding transit indicated the main reason was travel time.
- Students indicated that dollar savings was the major factor in choosing to use UPASS.
- Students rated parking at the University as poor. Safety and security received average scores while the remaining attributes of parking services received below average ratings.
- Survey results indicate 90.4% of respondents from the Fall 1994 survey and 86.9% of respondents from the Spring 1995 survey either strongly favor or favor the UPASS program.
- Survey results indicate over 90% of respondents felt the UPASS program should continue in future semesters. A high percent of respondents who did not even use UPASS indicated the program should continue.

Importance of Transportation Services. Prior to the implementation of UPASS, students were asked to rate the importance of general attributes of a transportation system. The following question appeared on the Spring 1994 survey.

17. Could you tell us how important the following characteristics of a transportation service are to you. Please put a number from 0 to 5 in the space beside the question.

0 = DON'T KNOW
1 = VERY IMPORTANT
2 = SOMEWHAT IMPORTANT
3 = NEUTRAL
4 = SOMEWHAT UNIMPORTANT
5 = VERY UNIMPORTANT

(a) Low travel time _____

(b) Availability of a seat _____

(c) Low cost _____

(d) Not having to transfer vehicles _____

(e) A comfortable place to wait _____

(f) Operating on schedule _____

(g) Operating directly from my home to my destination _____

(h) Operating at a time convenient to me _____

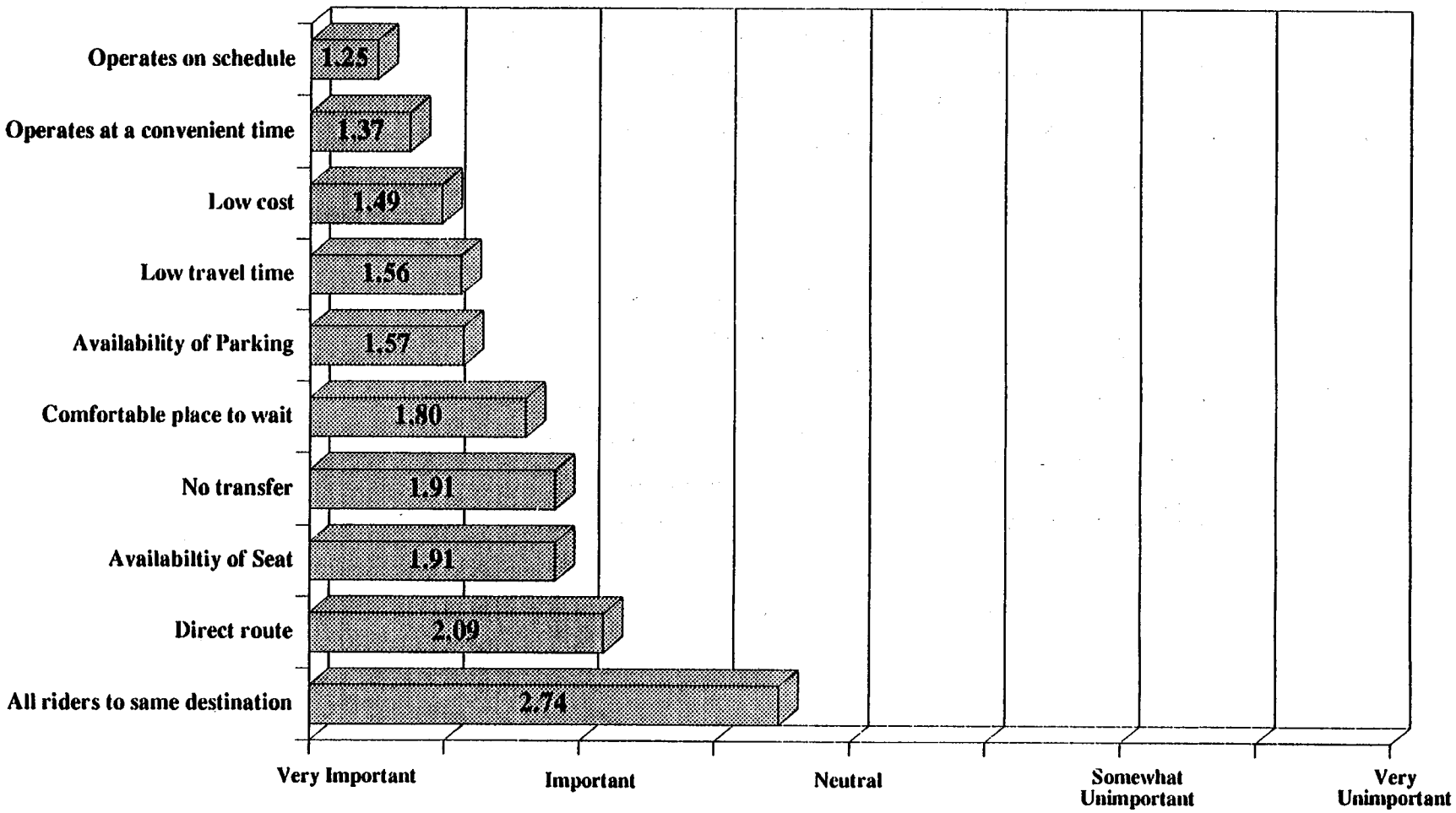
(i) Easy availability of parking _____

(j) All riders in vehicle going to the same place _____

All attributes received a high level of importance rating with the most important attribute being that the service was on schedule. This attribute received an average rating of 1.25 on a scale of 1 (Very Important) to 5 (Very Unimportant). The second most important attribute was that the service must operate at a convenient time with a rating of 1.37. Low cost was the third highest rated attribute with low travel time closely following.

Respondents indicated it was not important that all the people in the vehicle were going to the same destination. This attribute received a score of 2.74, or close to a neutral rating. Figure 5-1 shows the importance level respondents placed upon each attribute.

Figure 5-1 Importance of Transportation Services



Attitudes Toward Milwaukee County Transit System. Students were asked to rate various attributes of MCTS on the Fall 1994 survey. The following question appeared on the survey form.

13. Could you please rate the following characteristics of the Milwaukee County Transit System. Please put a number from 0 to 5 in the space beside each question.

0 = DON'T KNOW
1 = EXCELLENT
2 = GOOD
3 = AVERAGE
4 = POOR
5 = VERY POOR

(a) Courteous and knowledgeable drivers _____
(b) Availability of a seat _____
(c) Frequency of buses _____
(d) Buses on time _____
(e) Total travel time _____
(f) Not having to transfer vehicles _____
(g) Availability of flyer or express service _____
(h) Convenient bus schedules _____
(i) Safety/Security _____
(j) Comfortable ride _____
(k) Ability to get good information _____
(l) Bus stop close to trip origin _____
(m) Bus stop close to destination _____
(n) Comfortable place to wait _____

"I just rate the buses in Milwaukee very high...I love them!"

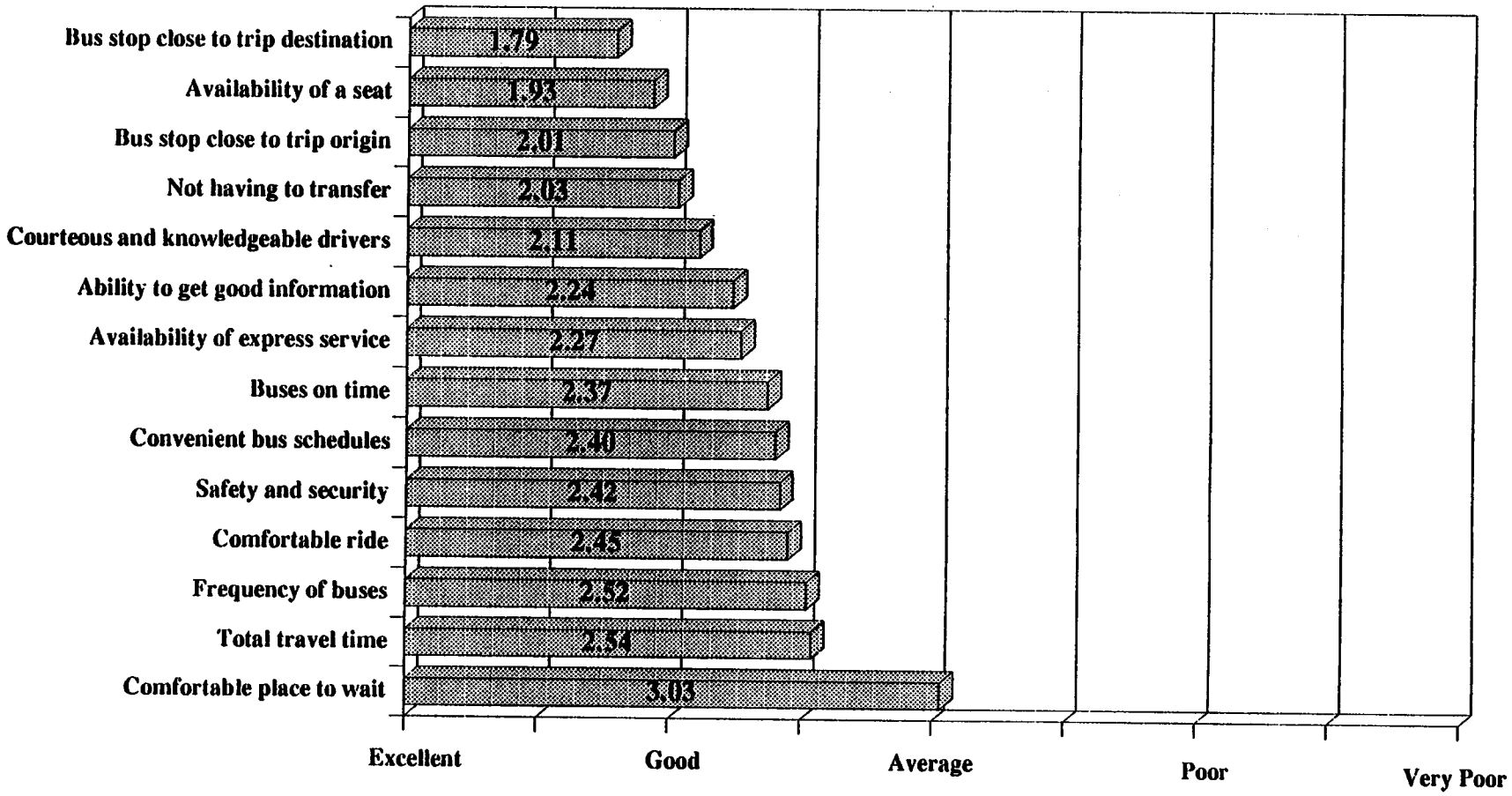
- A focus group participant

The results indicate respondents had a very positive attitude toward the transit system. A bus stop located close to a persons trip destination was rated as a very good aspect of the transit system receiving the highest rating of 1.79 on a scale of 1 (Very Good) to 5 (Very Poor). Availability of a seat was also a high rated attribute receiving a score of 1.93.

The attribute 'A comfortable place to wait' received the lowest score with a slightly below average score of 3.03. Total travel time and frequency of buses were also close to the bottom of the scale receiving ratings slightly over 2.50.

Respondents also indicated it was relatively easy to obtain information from MCTS. Respondents indicated MCTS bus drivers were very courteous and knowledgeable. This was confirmed during focus group discussion sessions in which participants indicated they felt MCTS operates a good service.

Figure 5-2 Milwaukee County Transit System Attribute Ratings



Reasons Students Stop Riding Transit. While MCTS did receive high ratings on the Fall 1994 survey, some respondents indicated in a prior survey they had stopped riding transit. On the Spring 1994 survey, nearly one-third of these respondents stated travel time was the main reason they stopped riding transit. This finding was confirmed in student focus group discussions where out-of-county respondents felt the bus just took to long to arrive at their destination. Table 5-1 represents the responses students reported as the reason they stopped using transit.

The UPASS program addresses some of the main reasons students gave for no longer using transit. Travel time for one was addressed by adding express service along with extending service on some routes. Secondly, UPASS gave students options including whether or not to purchase a car and provided flexibility in housing options.

Nearly one-third of Spring 1994 survey respondents indicated travel time was the main reason they stopped riding transit.

Perhaps the greatest impact of the UPASS program is the dollar savings to students. It is interesting to note 10% of respondents indicated cost was a factor in their decision to no longer use transit. With the existence of the UPASS program, cost is no longer a deterrent to use transit. Students no longer need to pay each time they use transit, instead they use the semester long UPASS.

Table 5-1 Reasons Respondents Stopped Riding Transit (%)

Reason for No Longer Riding Transit	**Percentage**
Travel Time	31.8
Car Became Available	22.7
Moved to New Location	13.6
Schedule Conflict	10.9
Cost	10.0
Inconvenient	9.1
Safety/Security Issues	9.1
Quality of Service	8.2
Nice Weather	5.5
Not Enough Late Service	3.6
Waiting Time	1.8
Bus Stop to Far Away	1.8
Began Carpooling	0.9

NOTE: Based upon 110 respondents out of 528 surveys (20.8%), who indicated they had stopped using transit for one or more of these reasons.

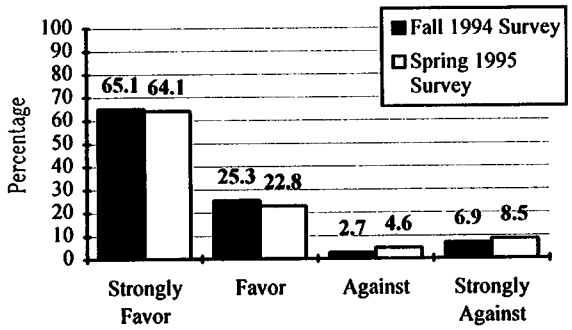
Source: Spring 1994 UWM Student Survey

Support for UPASS. Surveys conducted after the implementation of UPASS asked students their opinion of the program. Students were given five options to choose from including strongly favor, favor, against, strongly against, and no opinion. Results obtained from the Fall 1994 survey indicate nearly 94% of respondents expressing an opinion either favor or strongly favor the UPASS program. Spring 1995 survey results show approximately 87% of respondents either favor or strongly favor UPASS. Figure 5-3 represents the response rates of those students expressing an opinion regarding UPASS.

"One of the best things done for students and for parking problems around UWM."

- A student commenting on UPASS

Figure 5-3 Student Attitudes Regarding UPASS (%)



It should be noted while the percentage of students against and strongly against the program increased between the Fall 1994 and Spring 1995, one should consider that the Spring 1995 survey consisted of a higher sampling rate of out-of-county students. It is likely a number of respondents who were against the UPASS program were out-of-county students who could not use UPASS.

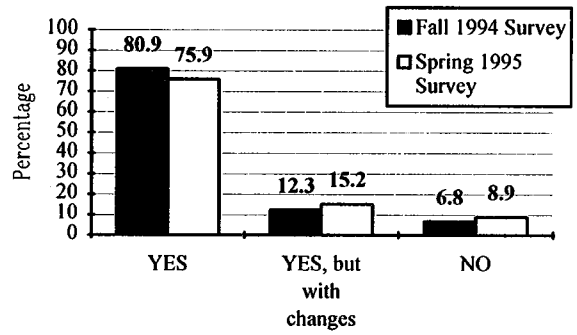
Focus group discussions showed students who don't even use UPASS still support the program. Students who don't use the program indicated they want to know if other students were using the UPASS. Focus group participants felt if students were using the program then the program was worth the cost and should continue in future semesters.

Opinions About the Future of UPASS. In addition to asking students about their attitudes regarding UPASS, students were asked if the program should continue in future semesters. An overwhelming percentage of respondents indicated UPASS should continue as over 90% of respondents on both surveys indicated the program should continue as is or with changes. A number of students who do not use UPASS even felt the program was a good idea and should remain intact. Figure 5-4 represents student responses from the Fall 1994 and Spring 1995 surveys.

"The UPASS has been a true blessing for me. I really didn't know how I was going to get to school everyday. This is a great program and I hope that it continues."

-A freshman focus group participant

Figure 5-4 Student Opinions on Whether UPASS Should Continue (%)



In all, 76% of students said the program should continue as it currently operates. Another 12% to 15% felt the program should continue but with changes. Among the most common changes students suggested was they wanted more express service. Several students living in outlying areas also wanted service extended so they could take greater advantage of the UPASS for trips to UWM. Another common suggestion students had was to make the program optional. A number of respondents felt if a student does not use the pass they should not have to pay for it.

Reasons for Using UPASS. Students were asked to rate various attributes regarding the UPASS program. The following question appeared on the Spring 1995 survey in which students were asked to rate the importance level of each attribute.

20. Rate how important the following characteristics are in your decision to use UPASS (Please complete even if you only use it once a month). Please put a number between 0 and 5 next to each characteristic:

0 = DON'T KNOW/DOESN'T APPLY
1 = VERY IMPORTANT
2 = SOMEWHAT IMPORTANT
3 = NEUTRAL
4 = SOMEWHAT UNIMPORTANT
5 = VERY UNIMPORTANT

(a) Save money	_____	(f) Environmental concerns	_____
(b) Avoid finding a parking space	_____	(g) Bad weather conditions	_____
(c) Avoid parking tickets	_____	(h) Convenience	_____
(d) Have no car	_____	(i) Bus stop close to my home	_____
(e) Have no license	_____	(j) Extra time to study on bus	_____
(f) Avoid driving in heavy traffic	_____	(k) Extra time to relax on bus	_____

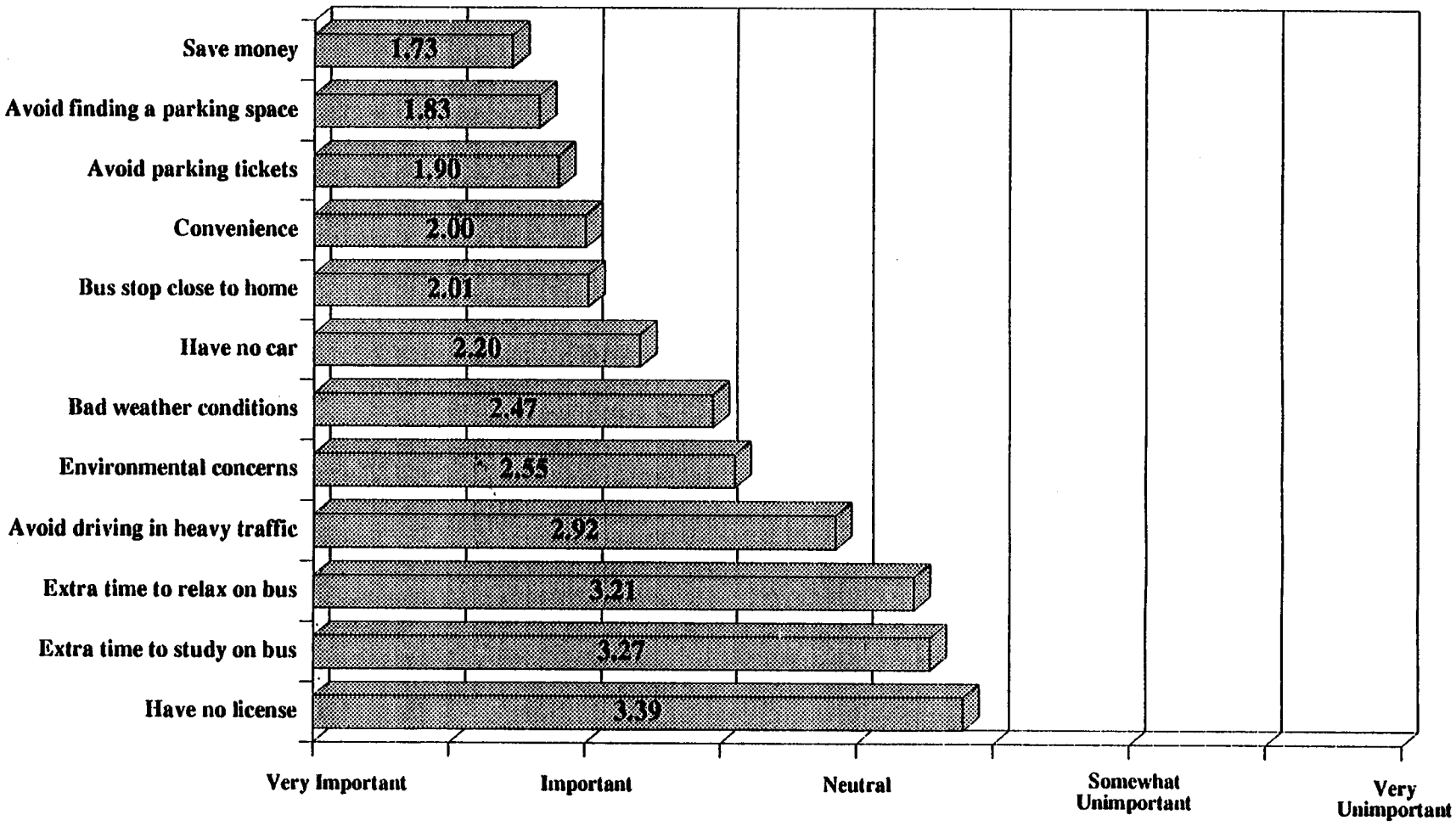
The most important reason for using UPASS was for the dollar savings.

The results indicate the most important reason for using UPASS was for the dollar savings. This attribute received a rating of 1.73 on a scale of 1 (Very Important) to 5 (Very Unimportant). Focus group discussion sessions confirmed that dollar savings was an important variable in choosing to use UPASS.

Parking was also an important consideration for using UPASS. The number two and three rated reasons for using UPASS were that it avoided finding a parking space as well as avoiding parking tickets.

Some students indicated weather played a role in their decision to use, or not use UPASS. Respondents indicated that during bad weather they would often opt for the bus over other modes of transportation.

Figure 5-5 UPASS Attribute Importance Ratings



Parking at UWM. Students were asked on the Spring 1995 survey to indicate their opinion regarding the parking situation at UWM. The following question appeared on the survey form.

14. Could you please rate the following characteristics regarding parking at UWM. Please put a number from 0 to 5 in the space beside each question.

0 = DON'T KNOW	3 = AVERAGE
1 = EXCELLENT	4 = POOR
2 = GOOD	5 = VERY POOR

(a) Availability of a spot on-street	_____	(h) Ability to keep cost low	_____
(b) Availability of a spot on-campus	_____	(i) Ability to avoid parking tickets	_____
(c) Ability to find a spot close to campus	_____	(g) Safety/Security for on-street	_____
(d) Spend little time finding a space	_____	(h) Safety/Security for on-campus	_____

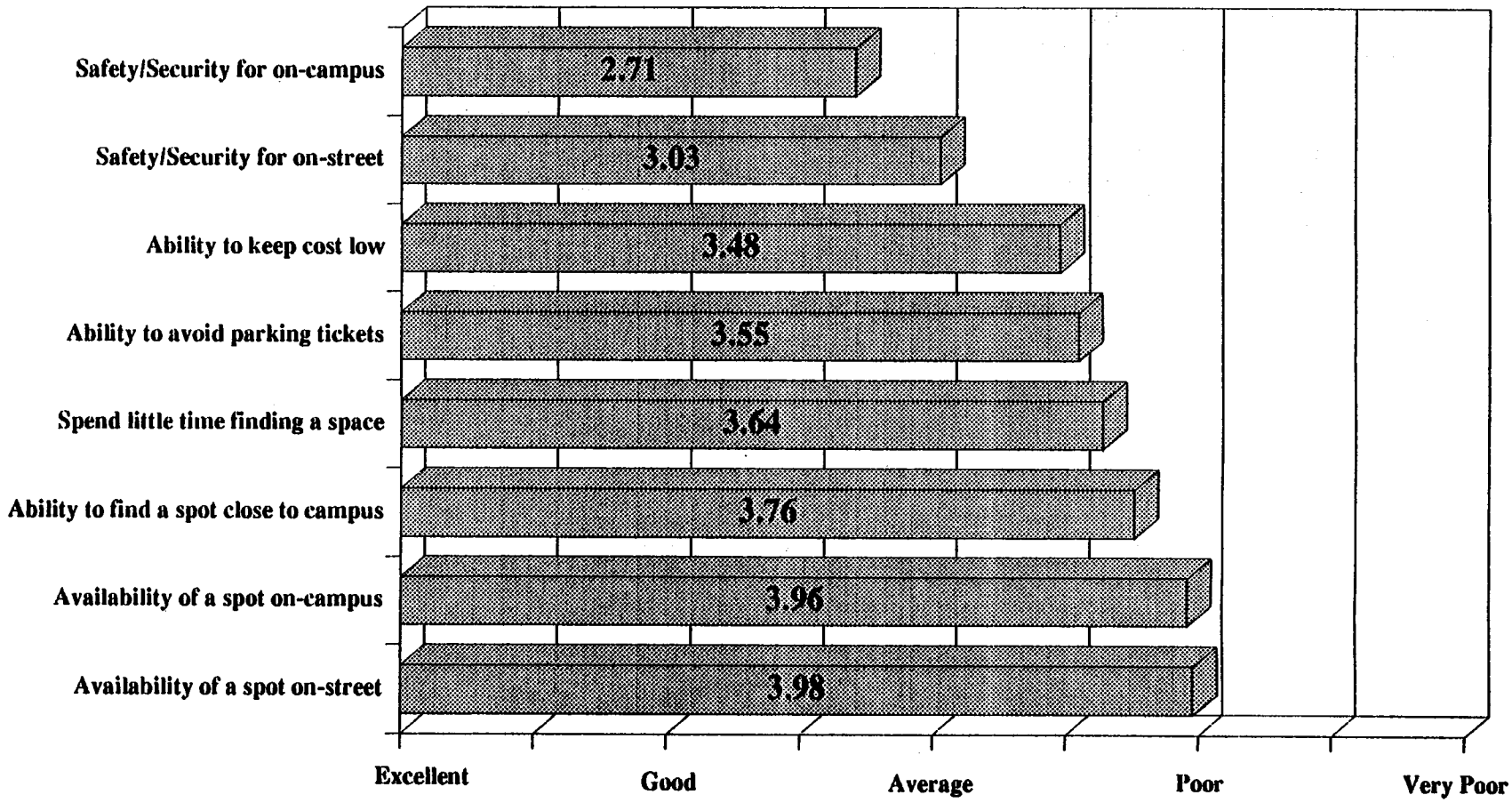
In general, respondents felt the parking situation at the University was a problem. All attributes received below average ratings except for Safety and Security on-campus

In general, respondents felt the parking situation at the University was a problem. All attributes received below average ratings except for Safety and Security on-campus which received a slightly above average rating of 2.71. Safety and security off-campus received the second highest rating at 3.03.

The attributes receiving the lowest rating were availability of parking spaces on-campus and off-campus. The attribute 'availability of a spot on-street' was the lowest rated with a score of 3.98 while 'availability of a spot on-campus' was the second lowest rated attribute receiving a score of 3.96.

While survey respondents rated the parking situation as generally poor, some focus group discussion participants indicated they felt the parking situation was improving since the implementation of the UPASS program. A non-user of UPASS indicated he felt it was not as difficult to locate a parking spot around campus compared to previous semesters. As will be shown later, students indicated on the surveys that the parking situation at UWM was improving since the implementation of UPASS.

Figure 5-6 UWM Parking Attribute Ratings



Reasons Students use the UPARK Shuttlebus Service. Users of the UPARK shuttlebus service were asked to rate the importance of four variables in their decision to use the service. The following question appeared on the on-board survey conducted of over 600 students.

11. Please rate how important the following characteristics are in your decision to use the UPARK park and ride lot.

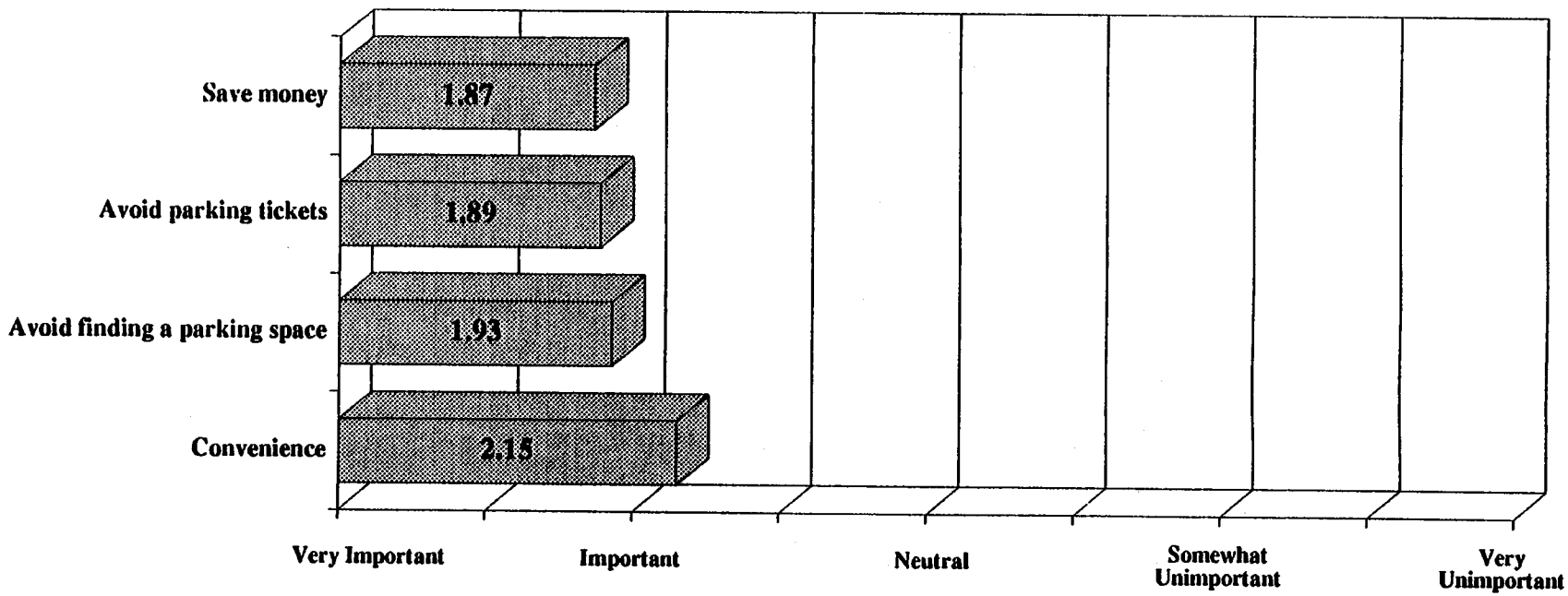
0= Don't Know	3= Neutral
1= Very Important	4= Somewhat Unimportant
2= Somewhat Important	5= Very Unimportant

a) Save money on parking	____	c) Avoid parking tickets	____
b) Avoid finding a parking space near campus	____	d) Convenience	____

All attributes received high ratings as all were very important factors in students decisions to use the UPARK service. The highest rated attribute was saving money which received a 1.87 on a scale of 1 (Very Important) to 5 (Very Unimportant). Avoiding parking tickets was the second rated concern of students at a rating of 1.89 and avoiding the difficulty of finding a space was rated third at 1.93

Convenience was the lowest rated variable receiving a high rating a rating of 2.15. It should be mentioned a number of students using the UPARK lots were students who indicated they live in on-campus dorms and leave their car parked at a UPARK location. For the most part, these students indicated the UPARK is inconvenient to them since they cannot park their automobile at the dorms.

Figure 5-7 UPARK Shuttlebus Attribute Ratings



Chapter VI

MODE CHOICE

Summary of Findings

This chapter examines student mode choice reported by survey respondents for trips to the university, to work, to shopping, and to other locations. The chapter discusses mode choice prior to the implementation of UPASS and after the implementation.

The following are the main findings of this chapter.

- Students who drive to UWM declined from a rate of 54% prior to UPASS to a rate of 38% to 41% after the implementation of UPASS.

- Students who ride MCTS to UWM increased from a rate 12% prior to the UPASS to a rate of 25% to 26% after the implementation of the program.

- One factor leading to transit use appears to be proximity to transit services. Nearly 57% of respondents living near a bus stop indicated using transit as their normal mode of transportation for trips to UWM during the Spring 1995.

- Transit usage by market segments with good transit access is very high. For example, 64% to 67% of students living near a transit stop, with some daytime classes, and simple travel patterns use transit as their normal mode for UWM trips.

- Nearly 40% of Milwaukee County respondents who drive alone to UWM on a regular basis indicate they would shift to transit if their automobile was unavailable. In comparison, only 11% of out-of-county respondents indicate they would shift to transit if their automobile was unavailable.

- 10% of survey respondents indicate they had made a shift from driving to MCTS after the implementation of UPASS. 17% of Milwaukee County respondents and 3% of out-of-county respondents indicate making this shift.

- Nearly one out of every three Milwaukee County respondents indicate shifting from walking to MCTS as their normal mode of transportation to UWM since the implementation of UPASS.

Mode Choice. Students were asked to indicate their normal method of travel to UWM, to work, to shopping, and to other locations by coding the various modes of transportation used. For example, a student who drives to a park-and-ride lot and then rides transit to the University has used two modes of transportation, the automobile and the bus. Of particular interest in this study is the mode of transportation used to arrive at campus to determine if UPASS has resulted in a reduction in vehicle trips. The following question appeared on the Spring 1994, Fall 1994, and Spring 1995 surveys in roughly the same format.

13. Answer the following questions using one or more of the coded answers below:

1 = DRIVE ALONE	*4* = CARPOOL, RIDE WITH SOMEONE	*5* = MOTORCYCLE	*8* = WALK
2 = UPARK SHUTTLEBUS		*6* = BICYCLE	*9* = OTHER
3 = REGULAR BUS		*7* = TAXI	*0* = DID NOT ATTEND

NOTE: If you normally use more than one method of transportation on your trip code them all. For example, if you **drive** to a regular bus route and then take the **bus**, code both methods of transportation on the same line -- that is, 1 to 3 to ... etc.

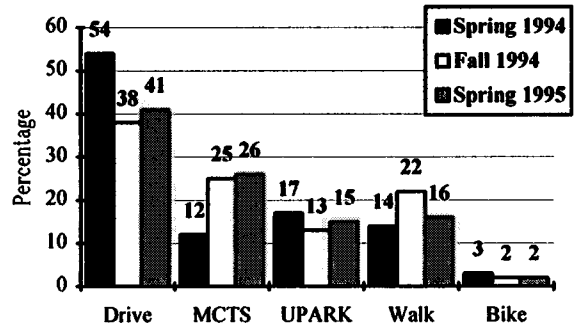
(a) What has been your most often used method of travel to UWM this semester?	_____ to _____ to _____
(b) If your normal method of travel to UWM were unavailable, how would you get there?	_____ to _____ to _____
(c) What method of travel do you normally use during **bad weather**?	_____ to _____ to _____
(d) A year ago, what method did you normally use to get to UWM **(1994 Spring semester)**?	_____ to _____ to _____
(e) What method do you normally use for **work trips**?	_____ to _____ to _____
(f) What method do you normally use for **shopping**?	_____ to _____ to _____

The following sections display five modes of transportation used for trips to UWM including drive, MCTS, UPARK, walk, and bike. The "Drive" mode includes respondents who indicated they drive alone, carpool, use a taxi, or ride a motorcycle to campus. The "MCTS" mode represents respondents who ride the Milwaukee County Transit System, including those who drive to a MCTS park-and-ride lot. The "UPARK" mode consists of students who drive to a University park-and-ride lot and ride a shuttlebus to campus. Students who walk and bike to the university are also included in the mode choice analysis since they comprise a large percentage of the UWM student population.

Mode Choice to UWM. Prior to the implementation of the UPASS program, the majority of students indicated they were driving to the University. Figure 6-1 shows 54% of survey respondents were driving to campus during the Spring 1994. Approximately 12% of respondents indicated using MCTS while another 17% used the UPARK shuttlebus service.

The percentage of students who indicated that they drive to UWM has decreased from a rate of 54% prior to the implementation of UPASS to a rate of 38% to 41%.

Figure 6-1 Comparison of Mode Choice to UWM (%)



NOTE: Spring 1994 survey results represent mode choice prior to the implementation of UPASS.

SOURCE: UWM Student Surveys

After the implementation of the UPASS program in the Fall 1994, the percentage of students who reported driving to UWM decreased to a rate of 38% and was at a rate of 41% in the Spring 1995. During this same period, student usage of MCTS doubled from 12% prior to the UPASS program to a rate of 25% in the Fall 1994 and 26% in Spring 1995.

The other modes including the UPARK shuttlebus, walk, and bike remained fairly consistent compared to pre-UPASS findings. The only mode showing a slight variation was an increase in the percentage of students who walk to campus. Prior to the implementation of UPASS 14% of students indicated they walk to campus. This rate increased to 22% in the Fall 1994 and was at a rate of 16% in the Spring 1995.

Mode Choice to UWM- Milwaukee County and Out-of-county Respondents. The Spring 1995 survey examined mode choice by Milwaukee County and out-of-county respondents. Students were asked to indicate their mode of transportation used during the Spring 1995 as well as the mode used prior to the UPASS program in the Spring 1994.

Figure 6-2 indicates all respondents showed a decrease in driving to UWM from a rate of 48% in the Spring 1994 to a rate of 41% in Spring 1995. During this time, students riding MCTS increased from a rate of 16% prior to the implementation of UPASS to a rate of 26% in the Spring 1995.

All respondents showed a decrease in driving to UWM from a rate of 48% in the Spring 1994 to a rate of 41% in the Spring 1995.

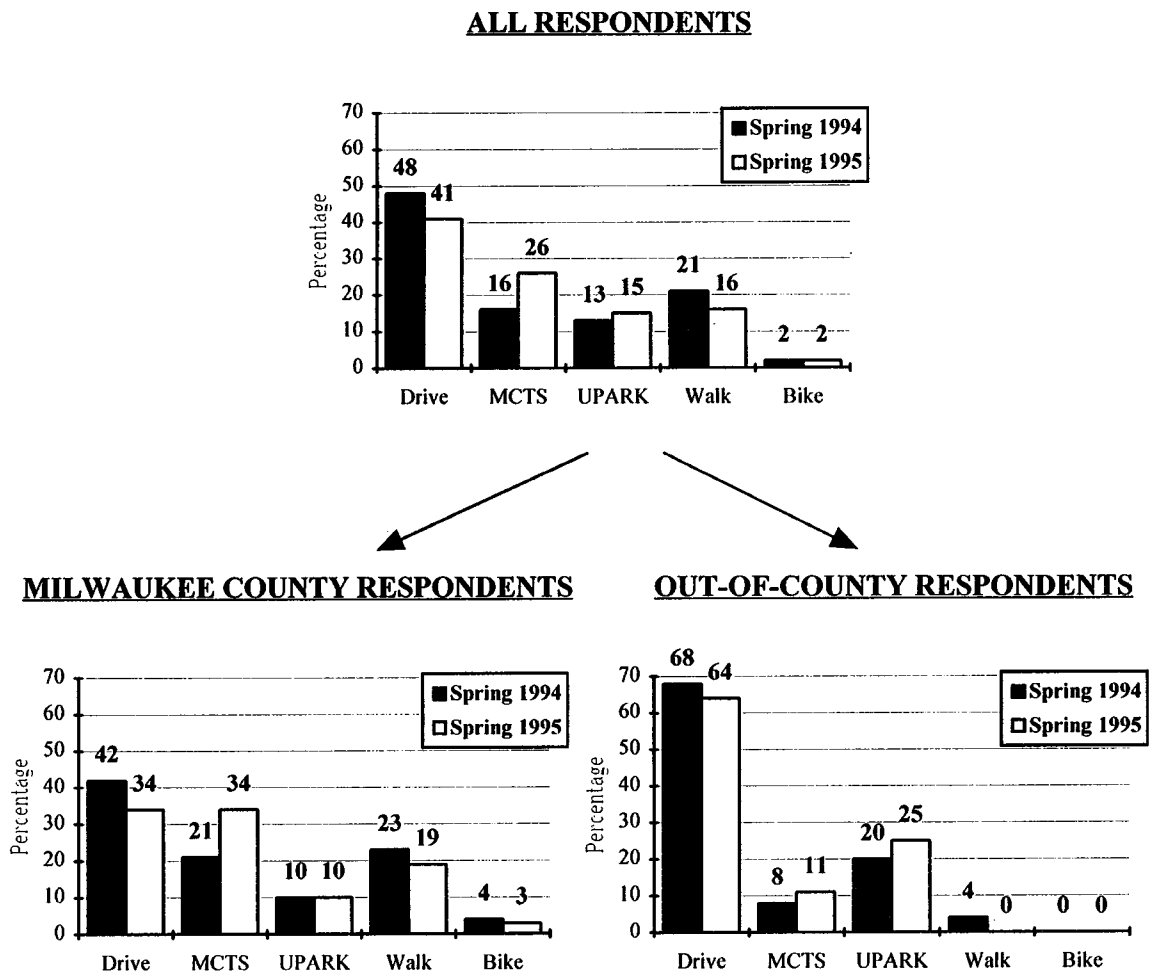
Milwaukee County respondents showed a decline in driving to campus from a rate of 42% during the Spring 1994 to a rate of 34% during Spring 1995. In addition, 34% of Milwaukee County respondents indicate using MCTS as their normal mode of transportation to UWM during the Spring 1995 compared to a 21% usage rate prior to the implementation of UPASS. The other modes of transportation remained fairly consistent between the Spring 1994 and Spring 1995 with the exception of students who walk to campus. This category of students showed a decrease from a rate of 23% in the Spring 1994 to 19% in the Spring 1995.

Out-of-county respondents showed a slight decline in driving from 68% during the Spring 1994 to 64% during the Spring 1995. Transit usage among out-of-county respondents showed an increase from 8% in Spring 1994 to 11% in Spring 1995. Four percent of students who walked to campus during the Spring 1994 likely represent students who no longer live close to campus during the Spring 1995.

Comparing the results of Milwaukee County and out-of-county respondents indicates the majority of shifts in mode choice have occurred by students living in Milwaukee County. Out-of-county students remained fairly constant in their mode choice from Spring 1994 to Spring 1995. Out-of-county students used the UPARK shuttlebus service at a rate of 2 to 1 in comparison to MCTS. Twenty-five percent of out-of-county respondents indicated they used the UPARK shuttlebus during the Spring 1995 compared to 11% who indicated using MCTS.

Figure 6-2 Milwaukee County and Out-of-county Respondents Mode Choice to UWM (%)

MCTS usage among Milwaukee County students increased from 21% to 34% after the implementation of UPASS. MCTS usage among out-of-county students showed a slight increase from 8% to 11%.



SOURCE: Spring 1995 UWM Student Survey

Mode Choice Shift for UWM Trips. The UPASS program has resulted in a decrease in students driving to campus while resulting in an increase in transit usage. It is of particular interest to examine from what mode of transportation the shift to transit has occurred. The Spring 1995 survey analyzed the shift in mode choice between the Spring 1994 and Spring 1995.

Table 6-1 shows the modal shifts that occurred for all survey respondents. The results indicate that 10% of students who were driving to UWM in the Spring 1994 shifted to MCTS during the Spring 1995. The largest percentage of students shifting to MCTS after the implementation of UPASS occurred by students who had previously walked to campus (28%). Approximately 19% of students who did not attend UWM prior to UPASS indicated MCTS was their normal mode to UWM since the implementation of UPASS.

Table 6-2 illustrates the mode shift that occurred by Milwaukee County respondents. Seventeen percent of Milwaukee County respondents who normally drove alone to UWM in the Spring 1994 indicated shifting to MCTS as their normal mode of transportation during the Spring 1995. Eighteen percent of respondents who used the UPARK shuttlebus prior to the UPASS program indicated making a shift to MCTS. Nearly 68% of Milwaukee County respondents who drove to UWM during the Spring 1994 continued to drive in the Spring 1995.

Table 6-3 indicates out-of-county respondents made only minor shifts in mode choice compared to Milwaukee County respondents. Over 83% of out-of-county respondents who reported driving to UWM in the Spring 1994 continued to drive during the Spring 1995. Only 3% of out-of-county respondents indicated shifting from driving during the Spring 1994 to MCTS during the Spring 1995.

Overall, the largest shift to transit occurred by Milwaukee County respondents who had previously walked to campus. Nearly 32% of Milwaukee County respondents who walked to campus during the Spring 1994 reported using transit for UWM trips during the Spring 1995. This provides an indication that a large percentage of students living in close proximity to the University are using the UPASS.

17% of Milwaukee County respondents shifted from driving to MCTS after the implementation of UPASS compared to only 3% of out-of-county respondents.

Table 6-1 Mode Choice Shift from Spring 1994 to Spring 1995 (%) All Respondents

FROM: *Mode Choice Spring 1994*	TO: *Mode Choice Spring 1995*					
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other
Drive Alone	75.3	10.3	2.1	8.2	1.5	2.6
MCTS	9.8	70.5	1.6	3.3	4.9	9.8
Drive/MCTS	7.1	0	78.5	14.3	0	0
UPARK	19.0	8.6	3.4	58.6	1.7	8.6
Carpool	16.7	12.5	0	8.3	62.5	0
Walk/Other	5.4	27.7	0.9	2.7	0.9	62.5
Did Not Attend	33.7	19.2	7.6	19.8	4.1	15.7

Table 6-2 Mode Choice Shift from Spring 1994 to Spring 1995 (%) Milwaukee County Respondents

FROM: *Mode Choice Spring 1994*	TO: *Mode Choice Spring 1995*					
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other
Drive Alone	67.7	17.2	2.0	10.1	0	3.0
MCTS	9.6	76.9	1.9	1.9	1.9	7.7
Drive/MCTS	14.3	0	71.4	14.3	0	0
UPARK	17.9	17.9	0	46.4	3.6	14.3
Carpool	9.1	9.1	0	9.1	63.1	9.1
Walk/Other	2.7	31.5	0	1.4	1.4	54.8
Did Not Attend	26.8	24.4	7.3	11.0	3.7	36.8

Table 6-3 Mode Choice Shift from Spring 1994 to Spring 1995 (%) Out-of-county Respondents

FROM: *Mode Choice Spring 1994*	TO: *Mode Choice Spring 1995*					
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other
Drive Alone	83.3	3.1	2.0	6.3	3.1	2.1
MCTS	12.5	25.0	0	12.5	25.0	25.0
Drive/MCTS	0	0	85.7	14.3	0	0
UPARK	20.0	0	6.7	70.0	0	3.3
Carpool	26.7	13.3	0	6.7	53.3	0
Walk/Other	10.8	18.9	2.7	5.4	0	62.2
Did Not Attend	39.7	12.5	8.0	27.3	4.5	8.0

Alternate Mode Choice for UWM Trips. While driving remains the predominant mode choice among UWM students, the UPASS still provides students with an option. Focus group discussion sessions indicate students feel the UPASS has an insurance, or option value. The reassurance of having the transit pass, even though some students may not use it on a regular basis, is seen as a benefit by many students.

The Spring 1995 survey results show how students would travel to UWM if there normal mode of transportation were unavailable. Table 6-4 shows nearly one out of every four students who normally drive to UWM would use MCTS if their car was unavailable while 22% of students indicate they would not attend. The largest percentage of students who would shift to transit were those who normally carpool (38%). Twenty-four percent of regular MCTS users indicate they would drive to UWM if transit was not available. This is an indication even students with access to an automobile are choosing to ride transit over driving to the University.

Table 6-5 indicates 37% of Milwaukee County respondents would use MCTS if they could not drive to UWM. Thirty-eight percent of Milwaukee County respondents who normally use the UPARK shuttlebus service indicated they would shift to MCTS if the service were not available. Twenty-six percent who normally use MCTS said they would drive alone if transit were not available.

Table 6-6 indicates very different results for out-of-county respondents. Eleven percent of out-of-county respondents who normally drive to campus indicate they would use MCTS if their automobile was not available. Approximately 30% said they would carpool to UWM while 31% said they would not attend classes if they could not drive. Forty percent of regular MCTS users and 42% of MCTS park and ride users indicated they would drive alone to UWM if their respective service was not available.

Students who said they would continue to use their normal mode of transportation even though it was not available is explained by the fact that some students indicated they would use another family members automobile while transit users indicated they could take a different transit route.

Table 6-4 Alternate Mode Choice if Current Mode is Unavailable (%) All Respondents

FROM: *Current Mode*	TO: *Alternate Mode*						
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other	Would Not Attend
Drive Alone	8.0	23.0	1.3	7.1	27.9	11.1	21.7
MCTS	24.1	16.5	0.8	2.3	13.5	34.6	8.3
Drive/MCTS	38.7	22.6	9.7	9.7	9.7	3.2	6.5
UPARK	32.2	23.3	3.3	5.6	23.3	3.3	8.9
Carpool	44.1	38.2	2.9	2.9	2.9	5.9	2.9
Walk/Other	7.1	20.4	0	1.8	9.7	46.0	15.0

37% of Milwaukee County respondents who normally drive to UWM indicate they would choose transit if their automobile was unavailable. In comparison, 11% of out-of-county respondents indicate they would choose transit.

Table 6-5 Alternate Mode Choice if Current Mode is Unavailable (%) Milwaukee County Respondents

FROM: *Current Mode*	TO: *Alternate Mode*						
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other	Would Not Attend
Drive Alone	7.2	37.1	2.1	5.2	24.7	13.4	10.3
MCTS	25.5	14.7	0	2.0	13.7	34.3	9.8
Drive/MCTS	33.3	33.3	0	0	16.7	8.3	8.3
UPARK	38.2	38.2	2.9	5.9	11.8	2.9	0
Carpool	18.8	75.0	0	0	0	6.3	0
Walk/Other	11.3	21.3	0	2.5	7.5	41.3	16.3

Table 6-6 Alternate Mode Choice if Current Mode is Unavailable (%) Out-of-county Respondents

FROM: *Current Mode*	TO: *Alternate Mode*						
	Drive Alone	MCTS	Drive/ MCTS	UPARK	Carpool	Walk/ Other	Would Not Attend
Drive Alone	7.9	11.1	0	7.1	30.2	12.7	31.0
MCTS	40.0	0	0	0	20.0	40.0	0
Drive/MCTS	42.1	15.8	5.3	15.8	10.5	0	10.5
UPARK	30.8	11.5	3.8	5.8	28.8	3.8	15.4
Carpool	84.6	0	0	7.7	0	0	7.7
Walk/Other	0	100.0	0	0	0	0	0

Mode Choice for Work Trips. Several students indicated making a shift from driving to transit for work trips in addition to UWM trips. Survey results indicate that approximately 80% of all respondents were employed while attending UWM. The majority of students indicated working 20 or more hours per week.

Figure 6-3 shows the mode choice results for work trips obtained from the Spring 1994, Fall 1994, and Spring 1995. Prior to UPASS, approximately 83% of respondents indicated their normal mode choice to work was driving while 76% of respondents reported driving during the Fall 1994 and 81% during the Spring 1995, after the implementation of UPASS. This represents approximately an 8% decrease in students driving to work after the implementation of the transit pass program.

"Everybody on campus can use the bus even if they don't need it to come to school. They can always use it to go to work or use it to run around."

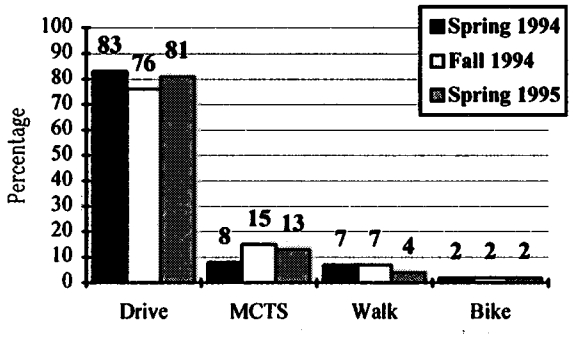
- A focus group participant

Approximately 8% of respondents indicated that MCTS was their primary mode choice for work trips during the Spring 1994. After the implementation of UPASS, transit usage for work trips nearly doubled to 15% in the Fall 1994 and was at a rate of 13% during the Spring 1995. This provides an indication that an employer based transit pass program could have a similar effect- nearly a doubling of transit usage.

Figure 6-4 shows a breakdown of Milwaukee County and out-of-county respondents. In all, 24% of Milwaukee County respondents use transit as their normal mode of transportation to work compared to only 2% for out-of-county respondents. Ninety-six percent of out-of-county respondents indicated this was their normal mode of transportation compared to 67% of Milwaukee County respondents.

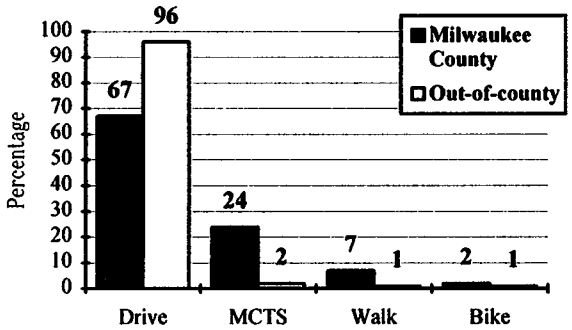
Transit usage for work trips showed nearly a doubling from approximately 8% prior to the UPASS to between 13% to 15% after the implementation of UPASS.

Figure 6-3 Mode Choice for Work Trips (%)



SOURCE: Spring 1994; Fall 1994; Spring 1995 UWM student surveys

Figure 6-4 Mode Choice for Work Trips (%)
Milwaukee County and Out-of-county Respondents



SOURCE: Spring 1995 UWM student survey

Mode Choice for Shopping Trips. Students were asked to indicate on the surveys their normal mode of transportation used for shopping trips. Figure 6-5 represents the mode choice for all surveys conducted while Figure 6-6 compares Milwaukee County respondents versus out-of-county respondents from the Spring 1995 survey.

Figure 6-5 shows students who were choosing to drive for shopping trips was at a rate of 87% prior to the implementation of UPASS. During the Fall 1994 the percentage of students driving for shopping trips declined to 80% and was at a rate of 85% in the Spring 1995. During this same time, student transit usage increased from a rate of 8% prior to UPASS to a rate of 16% during the first semester of the program. During the Spring 1995, student transit usage for shopping trips was at a rate of 11%.

"Its' (UPASS) our only way to get out if you live in the dorms. It is just nice to be able to get away."

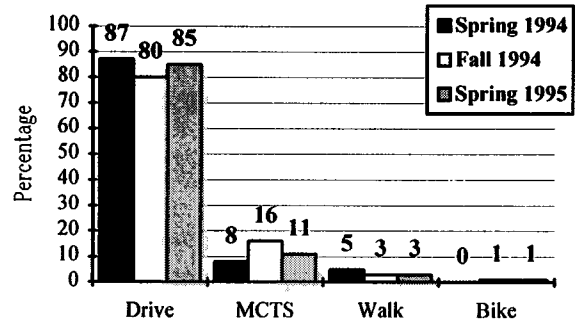
- A Freshman Focus Group Participant

Figure 6-6 shows out-of-county respondents in particular rely on driving for their normal mode of transportation for shopping trips. Approximately 96% of out-of-county respondents indicated on the Spring 1995 survey driving was their normal mode for shopping trips compared to 75% for Milwaukee County respondents. Student usage of MCTS was at a rate of 20% for Milwaukee County respondents compared to a rate of 2% for out-of-county respondents for shopping trips.

Focus group discussion sessions indicate students consider transit to be more convenient for Milwaukee County residents for shopping trip purposes. Some participants indicated dorm residents in particular would benefit the most from UPASS by having increased mobility for shopping trips as well as other trip purposes.

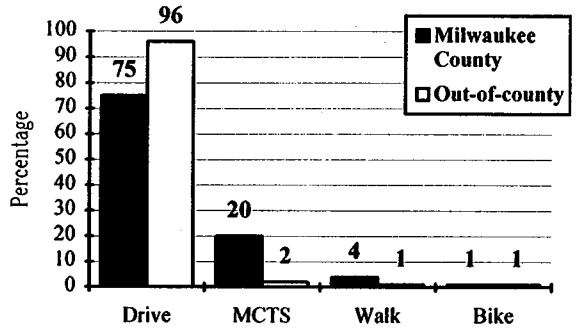
Transit usage for shopping trips showed a doubling from a rate of 8% prior to the UPASS to 16% during the Fall 1994 and was at a rate of 11% in Spring 1995.

Figure 6-5 Mode Choice for Shopping Trips (%)



SOURCE: Spring 1994; Fall 1994; Spring 1995 UWM student surveys

Figure 6-6 Mode Choice for Shopping Trips (%)
Milwaukee County and Out-of-county Respondents



SOURCE: Spring 1995 UWM student survey

Market Segmentation. Previous data have shown an increase in transit ridership to both the university and to work locations. To better understand who is using transit, the Spring 1995 survey results were analyzed by the following characteristics:

(1) Proximity to transit services.

- Students who indicated they live close to a transit route they could take directly to UWM without having to transfer buses. (Indicated as Near Stop or Not Near Stop on the charts).

(2) Simple or complex trips patterns.

- A simple trip pattern was defined as any trip to UWM that originated at a persons home and returned to the persons home upon leaving the university without any stops in between. A complex trip pattern was defined as any trip to UWM that either originated or ended at a destination other then the persons home. Common origins and destinations included work, shopping, and child care locations. (Indicated as Simple or Complex on the charts).

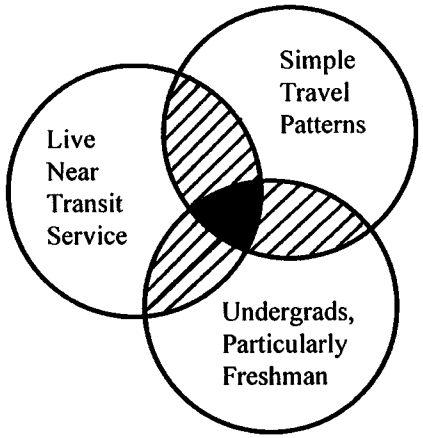
(3) Student class time.

- The university classifies students into the following three categories: Day-only, Evening-only, and Day/Evening. Day-only students are individuals who only have class before 4:30 PM. Evening-only students are individuals having class only after 4:30 PM. Day/Evening students have classes both before and after 4:30 PM. (Indicated as Day-only, Evening-only, and Day/Evening on the charts).

(4) Full and Part-time Employment

- For the purpose of this study, full-time employed students were identified as any student working 20 or more hours per week. Part-time employed students were any students working less then 20 hours per week. (Indicated as Part-time and Full-time on the charts).

Mostly Likely UWM Student to Use Transit



Figures 6-7 and 6-8 use a segmentation chart to demonstrate various transit market capture rates for trips to UWM and to work. In each box of the chart the number of students with the respective characteristics is provided along with the percentage who use transit. For example, Figure 6-7 indicates 74 students had the following characteristics: live near transit service, simple travel patterns, and a day-only student. Of these 74 students, 63.5% indicate they use transit as their normal mode of transportation to UWM.

Figure 6-7 indicates 26% of all trips to UWM were made by MCTS. When respondents who walk are excluded nearly 32% of all vehicle trips to UWM were made by transit. Moving down the flow chart, nearly 57% of the respondents living near transit service used transit for trips to UWM compared to only 12% for individuals not living near transit service. The percentage of transit riders was hardly influenced by student travel patterns or by class time.

57% of students who live near a transit route providing service to UWM indicated transit is their normal mode of transportation to the University.

The segmentation chart indicates the most likely person to use transit had the following characteristics: lived near transit, complex trip patterns, and a day/evening student. Thirty-three individuals had these characteristics, or 67% indicated they used transit on a regular basis. However, since this category of students had a low sample size it may not accurately reflect the true results and it is more likely students who live near transit service, have simple trip patterns, and are day students are the most likely transit users (nearly 64%).

Figure 6-8 indicates 19% of all vehicle trips to work were made by transit while 35% of students living near transit service indicate using transit as their normal mode to work. Six percent of students who did not live near transit indicate transit was their normal mode. A surprising finding was students who live near transit and have complex trip patterns showed a transit usage rate of 51% compared to 28% for students with simple trip patterns living near transit. This could be that students who work are more likely to have complex trip patterns. The most likely student to use transit for work trips had the following characteristics: lived near transit service, complex trip patterns, and worked full-time. Individuals with these characteristics had a transit capture rate of 60%. The least likely student to use transit at a rate of 4% had the following characteristics: did not live near transit, simple trip patterns, and worked full-time.

Figure 6-7 Transit Market Capture Rates for UWM Trips

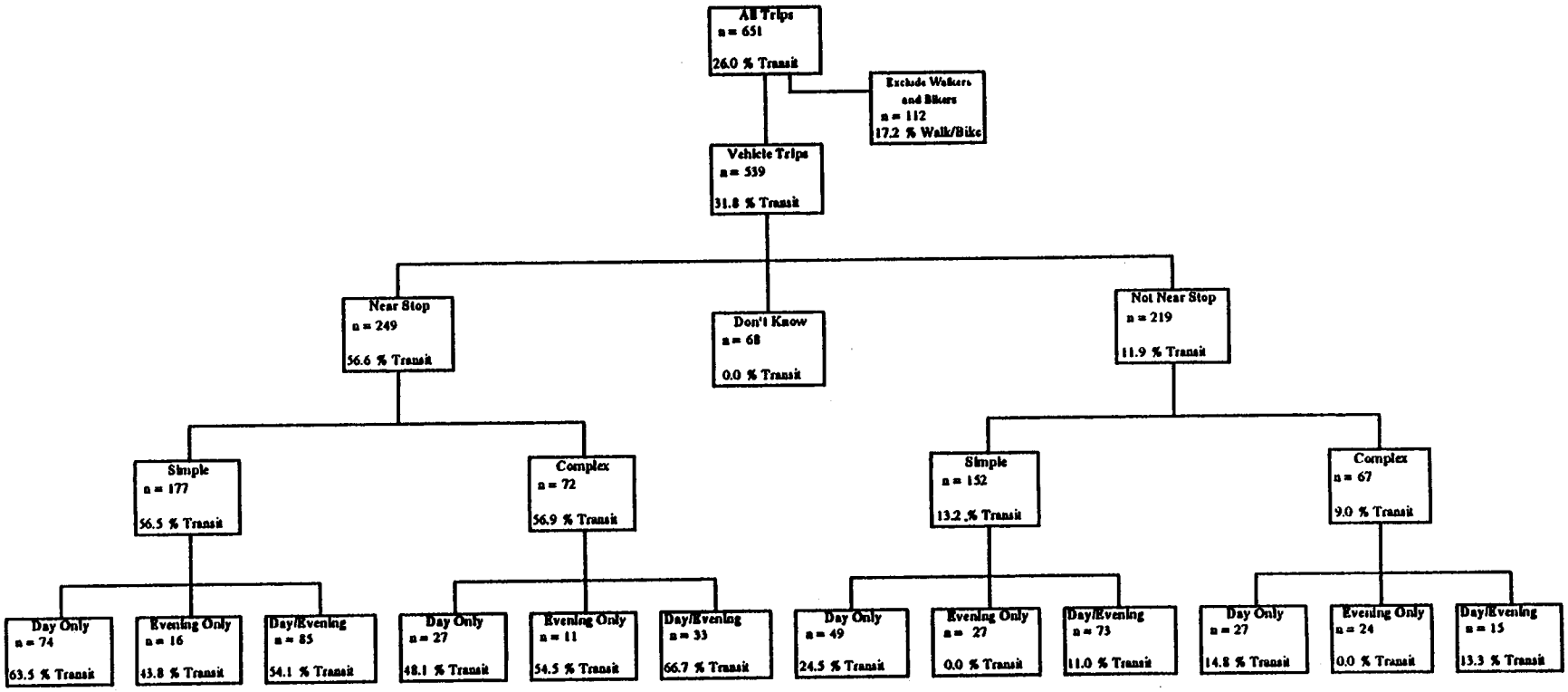
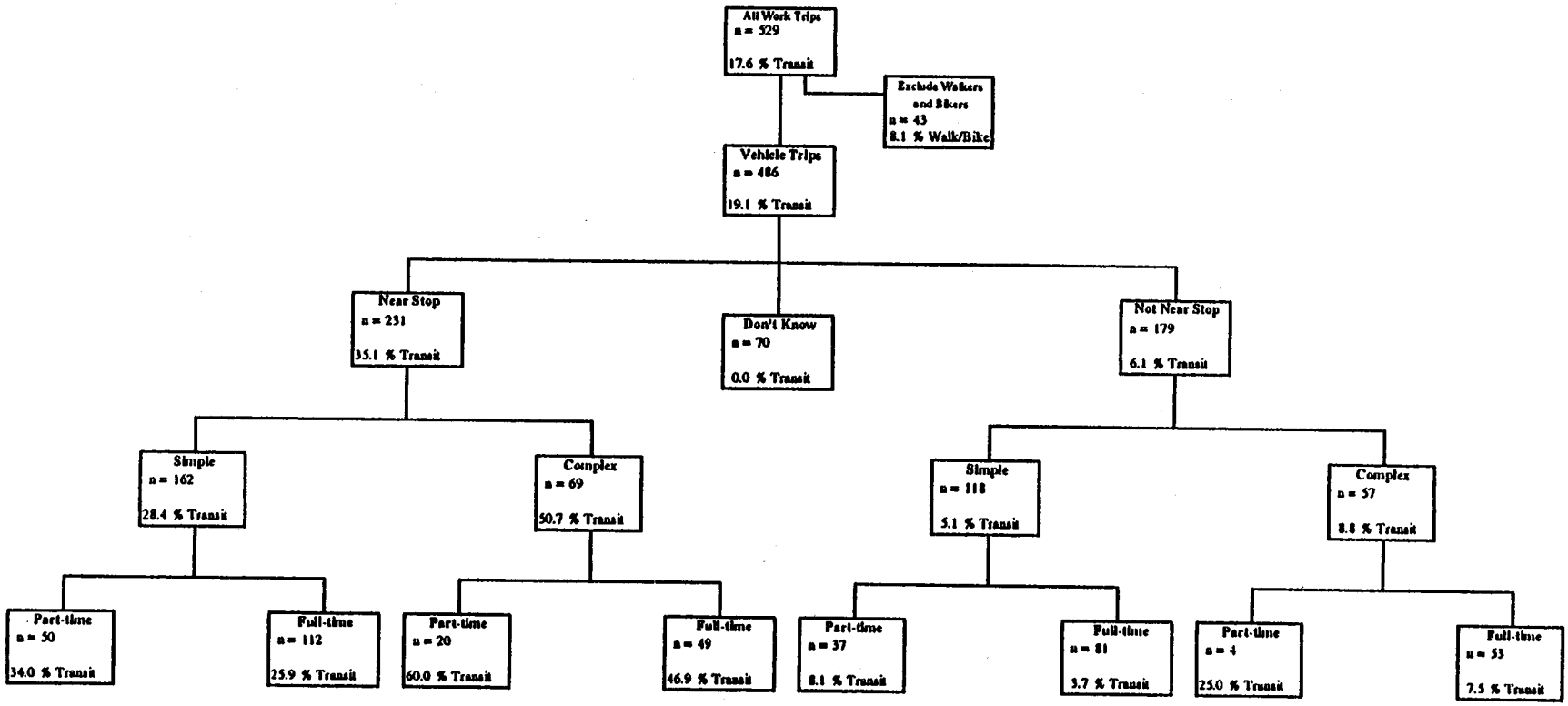


Figure 6-8 Transit Market Capture Rates for Work Trips



Chapter VII

ANTICIPATED UPASS USAGE

Summary of Findings

This chapter examines how students felt a transit pass program would impact their transit ridership prior to the implementation of UPASS. The results presented in this chapter represent student responses from the Spring 1994 survey. The chapter examines various segments of the UWM population.

The following are the main findings of this chapter.

- 44% of all respondents anticipated an increase in transit usage to UWM. Nearly 50% of respondents said the UPASS would increase their transit usage to other locations.
- Freshman anticipated the largest increase in transit usage with nearly 67% indicating the transit pass would increase transit ridership to UWM as well as other locations.
- Students with both day and evening classes anticipated the greatest increase in transit ridership. Nearly 51% anticipated an increase in transit usage to UWM while 59% anticipated an increase to other locations.
- Students employed part-time anticipated a 60% increase in transit ridership to UWM and a 65% increase in ridership to other locations.
- Students living within 5 miles of campus anticipated the greatest increase in transit usage. Approximately 51% said they would increase their transit ridership to UWM while 70% said UPASS would increase their transit usage to other locations.
- In general, students anticipated major increases in transit ridership for trips to UWM while anticipating minor increases in ridership for other trip purposes.

Anticipated UPASS Usage. Prior to the implementation of the UPASS program, students were asked to indicate the impact a transit pass would have on their use of MCTS. The following question appeared on the Spring 1994 survey.

18. Starting next fall, it is possible that UWM will give its students a bus pass for unlimited travel anywhere at any time on the Milwaukee Transit System during the school year.

How do you think this will affect your travel by bus to the university?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

How do you think it will affect your travel to other places by bus?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

The majority of students indicated the UPASS program would have a major impact on trips to UWM while having a minor impact on trips to other destinations.

Table 7-1 displays the response rates for the major impact, minor impact, and no change categories. The results were cross tabulated by gender, student classification, class time, credit load, employment status, and the distance students live from the University.

Of all respondents expressing an opinion, 44% anticipated some increase in their transit ridership for trips to UWM. Twenty-three percent said the UPASS program would have a major impact on ridership while 21% felt the program would have a minor impact. Approximately 1% of the respondents indicated their transit ridership would decrease.

Nearly half of all respondents indicated they anticipated some increase in transit ridership to other locations. Eighteen percent said the transit pass would have a major impact on their transit ridership while approximately 32% indicated the pass would have a minor impact. In general, survey respondents anticipated the transit pass would have a greater impact on trips to other locations than for trips to UWM. However, this impact was anticipated to be primarily minor increases in transit ridership unlike for trips to UWM where students felt the pass would have a major impact.

Table 7-1 Anticipated Impact of a Transit Pass on Transit Ridership (%)

Survey Respondents:	To UWM			To Other		
	Major Impact	*Minor Impact*	*No Change*	*Major Impact*	*Minor Impact*	*No Change*
All Respondents	22.9	21.2	55.2	17.8	31.6	49.8
Gender						
Male	22.7	21.0	55.2	19.9	29.8	49.2
Female	23.1	21.3	55.0	16.8	32.6	50.0
Student Classification						
Freshman	45.5	21.2	33.3	27.3	39.4	33.3
Sophomores	25.4	28.4	46.3	23.9	34.3	41.8
Juniors	29.7	22.8	45.5	27.3	31.3	39.4
Seniors	22.8	18.1	58.3	13.4	32.3	54.3
Graduates	17.6	16.9	64.9	13.5	29.7	55.4
Special *	8.6	25.7	65.7	8.6	25.7	65.7
Class Time						
Day-only Student	22.4	22.4	54.7	18.8	30.9	49.7
Evening-only Student	15.4	16.9	66.9	13.2	21.7	63.6
Day/Evening Student	28.7	22.1	48.2	20.0	38.5	41.0
Credit Load						
Full-time Student	29.4	21.9	48.0	22.9	33.3	42.7
Part-time Student	16.5	19.5	62.3	12.1	28.6	57.1
Employment Status						
Full-time Employment	18.9	18.9	61.5	15.7	28.4	55.2
Part-time Employment	32.3	27.8	39.1	22.6	42.6	33.9
No Employment	25.0	20.2	53.8	18.3	28.8	51.9
Distance from UWM						
Under 5 Miles	30.8	19.2	49.4	26.3	42.1	30.4
5 Miles to 10 Miles	23.1	30.6	46.3	16.5	33.1	50.4
10.1 Miles to 15 Miles	19.2	17.8	63.0	11.1	29.2	59.7
15.1 Miles to 20 Miles	22.5	10.0	67.5	10.0	17.5	72.5
Over 20 Miles	5.6	13.9	77.8	5.6	15.3	77.8

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: Results may not equal 100% since the table does not include anticipated decreases in transit ridership.

Source: Spring 1994 UWM Student Survey

Anticipated Usage by Gender. The survey results when cross tabulated by gender show very little variation between male and female respondents. Figure 7-1 shows approximately 44% of male and female respondents anticipated some increase in their transit ridership to UWM. Approximately 23% anticipated a major increase in transit ridership while 21% felt the increase would be minor.

Approximately 44% of respondents anticipated an increase in transit ridership to UWM while nearly 50% anticipated an increase in ridership to other locations.

Figure 7-1 Anticipated Increase in Transit Ridership by Gender *To UWM*

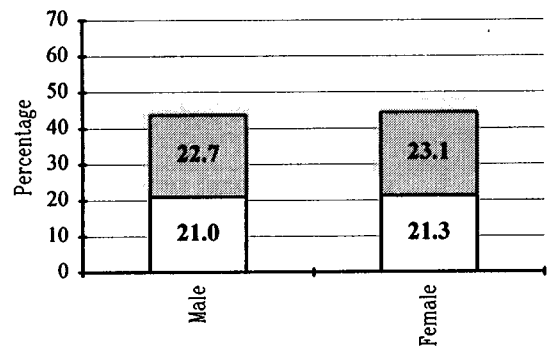
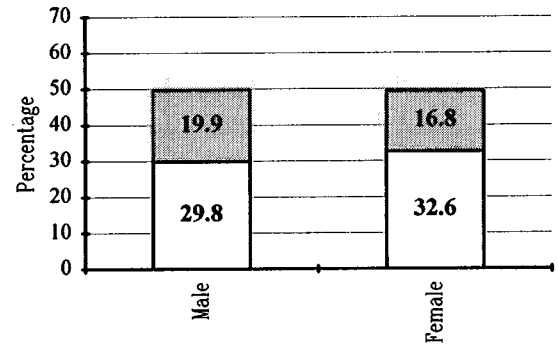


Figure 7-2 Anticipated Increase in Transit Ridership by Gender *To Other Locations*



Anticipated **major increase** in transit usage.
Anticipated **minor increase** in transit usage.

Figure 7-2 shows nearly half of the respondents anticipated some increase in their transit ridership to other locations. Approximately 20% of male respondents and 17% of female respondents anticipated that a transit pass would result in a major increase in their transit ridership. Thirty percent of male respondents and 33% of female respondents indicated the impact would be a minor increase in ridership.

In general, both male and female respondents anticipated using the transit pass more frequently for trips to other locations compared to trips to UWM. However, the majority of respondents using the pass for trips to other locations indicated they anticipated a minor increase in transit ridership while the majority of respondents using the pass for trips to UWM anticipated primarily a major increase in ridership.

Anticipated Usage by Student Classification. The results when cross tabulated by student classification indicate undergraduates, particularly freshman, sophomores, and juniors, were the most likely to use a transit pass. Figures 7-3 and 7-4 show as students move up in classification their anticipated use of UPASS declined. Freshman students anticipated the greatest impact with 67% expecting some increase in transit ridership.

Nearly 60% of freshman, sophomores, and juniors indicated they anticipated an increase in their transit usage to locations other then UWM.

Figure 7-3 Anticipated Increase in Transit Ridership by Student Classification
To UWM

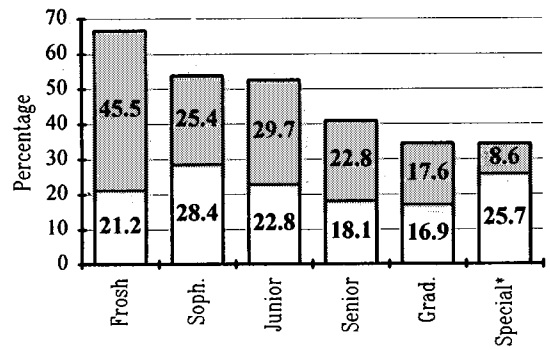
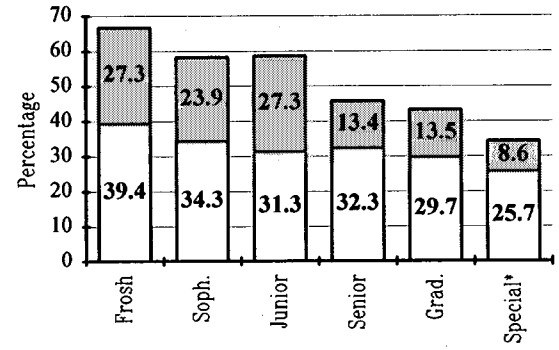


Figure 7-4 Anticipated Increase in Transit Ridership by Student Classification
To Other Locations



Anticipated **major increase** in transit usage.

Anticipated **minor increase** in transit usage.

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.

Figure 7-3 shows 46% of freshman anticipated a major increase in transit ridership to UWM with 21% indicating the impact would be minor. Graduate and special students anticipated the least smallest impact with roughly 35% to 40% expecting some increase in transit usage.

Figure 7-4 indicates nearly 60% of freshman, sophomores, and juniors anticipated some increase in transit ridership to other locations. The majority of respondents anticipated the impact on ridership to other locations would be primarily a minor increase in ridership.

Anticipated Usage by Class Time. Using the University's classification of day-only students, evening-only students, and day/evening students, the survey results were cross tabulated to determine who anticipated the greatest increase in transit ridership. Day/evening students anticipated the highest increase in transit ridership with 51% of the respondents indicating a transit pass would increase their ridership to UWM. Evening-only students anticipated the least impact with approximately 32% indicating there would be some increase in their transit ridership.

51% of respondents who reported having both day and evening classes anticipated an increase in their transit usage to UWM while 59% anticipated an increase to other locations.

Figure 7-5 Anticipated Increase in Transit Ridership by Class Time *To UWM*

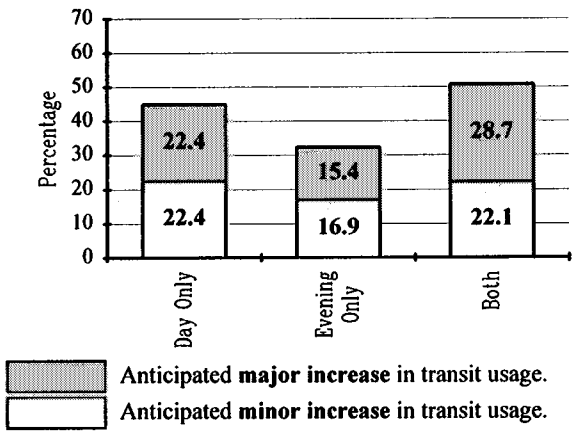
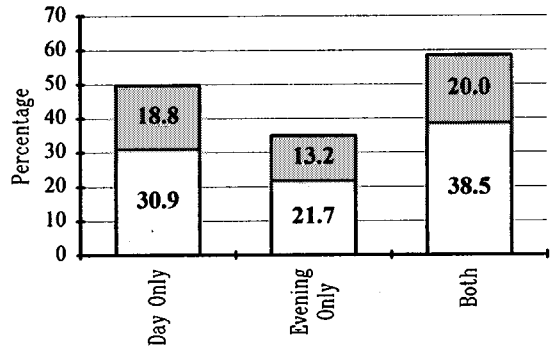


Figure 7-6 Anticipated Increase by Class Time Ridership by Class Time *To Other Locations*



Further analysis shows day/evening respondents also anticipated using UPASS for other trip purposes. Fifty-eight percent of these respondents indicate they anticipated a major or minor increase in transit usage. Day-only students anticipated the second highest impact on ridership to other locations at a rate of 50% while 35% of evening-only students anticipated an increase. The majority of students felt the impact on transit usage would be primarily a minor increase in ridership for trips to locations other then UWM.

Anticipated Usage by Credit Load. Using the University classification system, survey respondents were divided into full-time or part-time students based upon credit load. Any undergraduate taking 12 or more credits is considered to be a full-time student while any graduate student taking 9 or more credits is considered full-time. Figures 7-7 and 7-8 show full-time students anticipated a greater increase in ridership compared to part-time students for trips to UWM and other locations.

51% of Full-time students anticipated some increase in their use of the transit system to UWM while 56% anticipated some increase in their ridership to other locations.

Figure 7-7 Anticipated Increase in Transit Ridership by Credit Load
To UWM

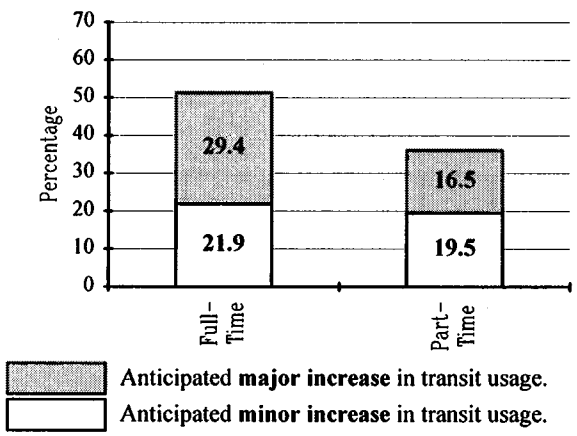


Figure 7-8 Anticipated Increase in Transit Ridership by Credit Load
To Other Locations

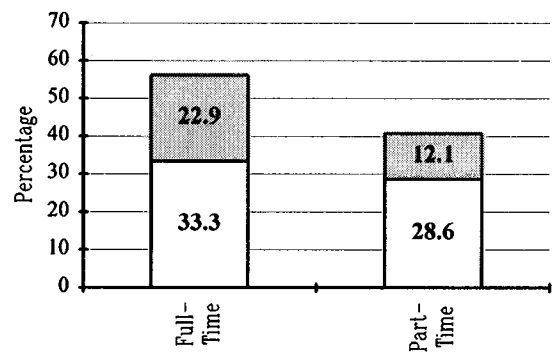


Figure 7-7 indicates 52% of full-time students anticipated either a major or minor increase in transit usage for trips to UWM. Twenty-nine percent felt the transit pass would have a major impact on their MCTS ridership. Part-time students did not anticipate as great of impact with 36% anticipating some increase in transit usage.

Figure 7-8 shows 56% of full-time students felt UPASS would have some increase on their transit usage to other locations while 41% of part-time students anticipated some increase. The impact on ridership to other locations was expected to be primarily minor increases.

Anticipated Usage by Employment Status. Survey results were analyzed by full-time employed students (20 plus hours per week), part-time employed students (less than 20 hours per week), and those students not employed. Figure 7-9 shows part-time employed students anticipated approximately a 60% increase in transit ridership for UWM trips. Thirty-two percent of students indicated the impact would be a major increase in their ridership. Forty-five percent of students not employed and 38% of full-time employed students anticipated some increase in transit ridership to UWM.

65% of Part-time employed students anticipated some increase in their transit ridership to other destinations with the existence of the UPASS.

Figure 7-9 Anticipated Increase in Transit Ridership by Employment Status
To UWM

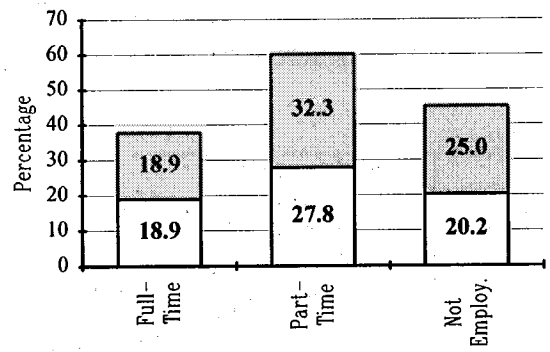
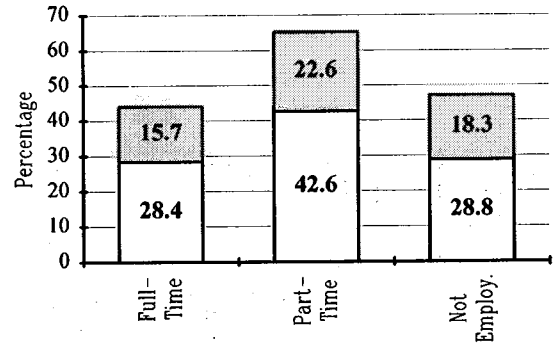


Figure 7-10 Anticipated Increase in Transit Ridership by Employment Status
To Other Locations



Anticipated **major increase** in transit usage.
Anticipated **minor increase** in transit usage.

Figure 7-10 shows part-time employed students also anticipated the largest increase in ridership to other locations.. Nearly 65% of these respondents anticipated some increase in transit ridership. Approximately 43% felt the impact would only be a minor increase. Full-time employed students anticipated approximately a 44% increase in their transit usage to other locations. Respondents who were not employed anticipated a 47% increase in transit ridership.

Respondents felt the transit pass would have more of a major impact on transit ridership for trips to the University and primarily a minor impact for trips to other locations.

Anticipated Usage by Distance from UWM. Using 5 mile increments, student responses were grouped according to how far away the respondent lived from the University. Figures 7-11 and 7-12 show the anticipated impact of a transit pass on transit ridership for trips to UWM and other locations. Figure 7-11 indicates 54% of students living 5 to 10 miles from campus anticipated the greatest increase in ridership for trips to UWM. Fifty percent of students living within 5 miles of UWM anticipated some increase in ridership with nearly 31% indicating the impact would be a major increase.

Students living within 5 miles of the University anticipated the largest percentage increase in transit ridership.

Figure 7-11 Anticipated Increase in Transit Ridership by Distance from UWM
To UWM

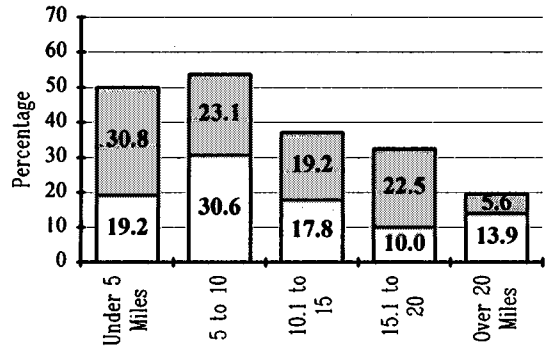
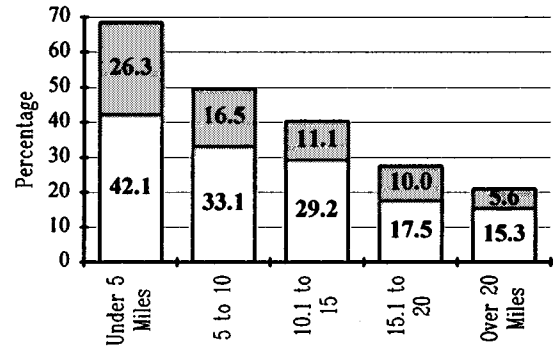


Figure 7-12 Anticipated Increase in Transit Ridership by Distance from UWM
To Other Locations



Anticipated **major increase** in transit usage.
Anticipated **minor increase** in transit usage.

Figure 7-12 shows 68% of students living under 5 miles from campus anticipated some increase in ridership to other locations. Forty-two percent of these respondents felt the impact would be a minor increase in ridership while 26% indicated UPASS would result in a major increase in ridership.

As might be expected, students living greater distances from campus anticipated the least impact on transit ridership. Approximately 20% of students living over 20 miles from campus anticipated some increase in their transit usage to UWM with nearly 24% anticipating an increase to other locations.

Chapter VIII

UPASS USAGE

Summary of Findings

This chapter examines the impact UPASS had on transit ridership since the implementation of the program in the Fall 1994. MCTS ridership counts and University surveys were analyzed to determine the impact.

The following are the main findings of this chapter.

- MCTS ridership counts show an increase in transit ridership between 31% to 45% for trips to UWM after the implementation of UPASS.
- Fall 1994 survey results show a 34.0% increase in transit ridership for trips to UWM while Spring 1995 survey results show a 35.2% increase compared to pre-UPASS transit ridership.
- Milwaukee County respondents showed an increase in transit ridership of 41.8% for trips to UWM while out-of-county respondents showed an increase of 22.8%. (Spring 1994 ridership compared to Spring 1995 ridership).
- Over 50% of students who did not attend UWM in the Spring 1994 report using transit as their normal mode of transportation to UWM after the implementation of UPASS. The majority of these students indicate using transit at least one or more times per week.
- Nearly 45% of all freshman and sophomores indicate using transit at least one or more times per week to attend UWM during the Fall 1994.
- Over 40% of undergraduates living in Milwaukee County indicate using transit at least one or more times per week for UWM trips during the Spring 1995.
- Between 11% and 19% of regular UPARK shuttlebus users indicate using UPASS at least one or more times per week to attend UWM during the Spring 1995.

Milwaukee County Transit Ridership Counts. MCTS conducted on-board ridership counts during the Fall 1994 and Spring 1995 semesters to measure the impact of UPASS on transit ridership. Table 8-1 displays the percentage increase UPASS had on transit ridership as compared to pre-UPASS ridership for University trips. The table is broken-down by the eleven transit routes serving UWM including 5 express routes and 6 regular routes.

It should be noted that the on-board ridership counts give a different change in transit use then the mode split question as represented in Chapter 6-Mode Choice. This difference is probably due to the fact that respondents may use different means of travel to the University and also do not come to the University everyday. Thus the "normal" means of travel for mode split may not agree with on-board ridership counts. When frequency of use is taken into account the surveys and on-board counts were in close agreement.

MCTS on-board counts show between a 31% and 45% increase in transit ridership for trips to UWM compared to pre-UPASS ridership.

MCTS ridership counts show between a 31% to 45% increase in transit ridership on routes serving UWM. The majority of this increase occurred on express routes which show between a 75% to 136% increase in ridership, or nearly a doubling of riders compared to pre-UPASS. Regular transit routes serving UWM have also shown an increase between 21% to 30%.

The 40 route has shown the largest increase in ridership with four to five times the number of students riding compared to pre-UPASS counts. The 30 Maryland route showed the largest ridership increase among regular transit service routes at a rate of 40% to 65%.

Two routes did show a decrease in ridership compared to pre-UPASS semesters. These routes were the 60 and 62 which run along Capitol Drive. A possible explanation for this decrease is that the 39U (an express route implemented as part of the UPASS program) operated along the same route as the 60 and 62. Beginning in the Fall 1995 semester, the 39U was changed to the 63U which operates along a different route from the 60 and 62.

Table 8-1 UPASS Impact on MCTS Ridership to UWM (%)

	Route	Spring 1994 to Fall 1994	Fall 1993 to Fall 1994	Spring 1994 to Spring 1995
EXPRESS	5	107.5	24.9	64.8
	16	30.8	23.8	61.2
	39U *	---	---	---
	40	420.9	578.8	189.5
	49U *	---	---	---
	SUBTOTAL	*136.3*	*75.1*	*95.0*
REGULAR	15	18.8	28.8	27.6
	21	33.8	11.0	22.0
	22	53.7	41.5	26.5
	30 Downer	33.7	25.3	20.5
	30 Maryland	42.6	65.0	39.8
	60	8.7	(16.6)	13.7
	62	13.1	(8.8)	2.5
	SUBTOTAL	*30.0*	*21.2*	*22.4*
	TOTAL	*45.3*	*30.7*	*32.9*

* Route did not exist prior to the Fall 1994. Established as part of the UPASS program.
( ) Indicates a decrease in transit ridership.

SOURCE: Milwaukee County Transit System

Survey Transit Ridership Findings. The University surveys were examined to determine if they confirm MCTS on-board counts. Students were asked to provide their transit ridership during the Fall 1994 and Spring 1995 as well as their ridership prior to UPASS (Spring 1994). Table 8-2 shows the overall increase the UPASS program had on transit ridership for trips to UWM, to work, to shopping, and to other locations. The increases in ridership to UWM include students who did not attend UWM during the Spring 1994. The increases in transit ridership to work, to shopping, and to other locations include only students who were at the University prior to the UPASS program. This table considers the frequency of use to the various locations.

Survey results show approximately a 35% increase in transit ridership for trips to UWM compared to pre-UPASS ridership.

Table 8-2 UPASS Impact on Transit Ridership - Survey Findings (%)

Location	**Spring 1994 to Fall 1994**	**Spring 1994 to Spring 1995**		
		All Respondents	*Milwaukee County*	*Out-of-county*
UWM	34.0	35.2	41.8	22.8
Work	14.3	18.4	25.1	4.0
Shopping	16.1	16.8	21.5	6.4
Other	17.6	18.5	25.1	4.9

The survey results confirm the on-board ridership counts conducted by MCTS. The Fall 1994 survey showed a 34% increase in MCTS compared to pre-UPASS transit ridership and the Spring 1995 survey showed approximately a 35% increase. Milwaukee County respondents showed the greatest increase with nearly a 42% increase in ridership while out-of-county respondents show approximately a 23% increase for trips to UWM.

The University surveys also provide an indication of transit ridership increase for other trip purposes. The results from the Fall 1994 show a 14% to 17% increase in ridership for trips to work, to shopping, and to other locations. The Spring 1995 survey shows approximately a 17% to 19% increase over the Spring 1994. These results would likely be higher if they included students who did not attend in the Spring 1994. Further detail of transit ridership frequency is included in Appendix F in Tables F1 to F16.

New Student Transit Ridership. Students who did not attend UWM during the Spring 1994 were analyzed to determine the impact UPASS had on their transit ridership. Table 8-3 displays the ridership frequency of new students for the respective survey respondent. The overall results indicate over one-half of new students did use UPASS at sometime during the Fall 1994 or Spring 1995.

The Fall 1994 survey results show nearly 51% of new students indicated they had used UPASS. Approximately 43% of these respondents indicated using UPASS at least one or more times per week to attend UWM.

Table 8-3 New Student Transit Ridership for UWM Trips (%)

Survey Respondent	Did Not Ride	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week
Fall 1994	n = 59 49.2	n = 2 1.7	n = 8 6.7	n = 10 8.3	n = 13 10.8	n = 28 23.3
Spring 1995 *All Respondents*	n = 73 41.7	n = 18 10.3	n = 10 5.7	n = 19 10.9	n = 26 14.9	n = 29 16.6
Milwaukee County Respondents	n = 35 32.7	n = 12 11.2	n = 6 5.6	n = 14 13.1	n = 18 16.8	n = 22 20.6
Out-of-county Respondents	n = 38 55.9	n = 6 8.8	n = 4 5.9	n = 5 7.4	n = 8 11.8	n = 7 10.3

The Spring 1995 survey results indicate nearly 58% of the survey respondents were using the UPASS. Approximately 42% of these respondents indicated using transit at least one or more times per week for University trips.

Further analysis by Milwaukee County and out-of-county respondents indicate nearly two out of every three students living in Milwaukee County used MCTS at sometime during the Spring 1995 to attend classes. Approximately 50% of these students indicated using MCTS at least once per week for trips to UWM. New out-of-county students showed a usage rate of 44% during the Spring 1995. Of these respondents, 29% indicated using UPASS at least one time per week to travel to campus.

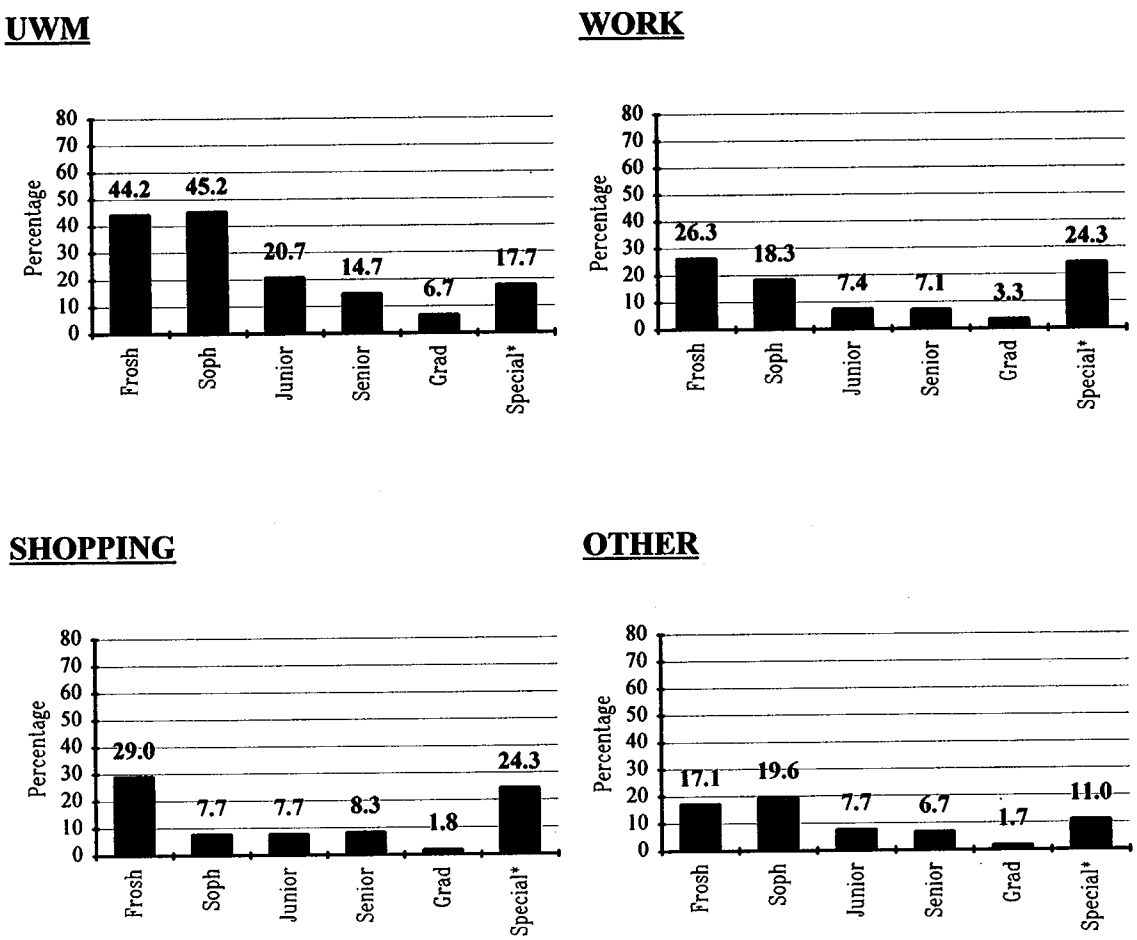
Frequency of UPASS Usage-Fall 1994. For the purpose of this section, the following figures represent transit ridership of survey respondents who use MCTS at least one or more times per week for trips to UWM, to work, to shopping, and to other locations. The results presented were obtained from the Fall 1994 survey and represent transit ridership during the Fall 1994 semester.

Figure 8-1 indicates nearly 45% of freshman and sophomore respondents were riding MCTS at least once per week for trips to UWM. Transit ridership dropped off beginning with juniors who indicated a usage rate of approximately 20%. Graduate students reported the least amount of transit usage at a rate of 7%.

Students also reported a high rate of transit ridership to other locations. Freshman reported using the transit pass at a greater frequency compared to other student classifications. Approximately one-quarter of freshman students indicated that for work trips and shopping trips they used UPASS at least one time per week. Graduate students reported the least use of the transit pass with only 3% using the pass for work trips and approximately 2% using it for shopping trips and other trip purposes.

Figure 8-1 UPASS Usage for Various Trip Purposes by Student Classification-Fall 1994

Nearly 45% of all freshman and sophomore respondents reported using UPASS at least one time per week to attend classes at the university.



* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: These figures represent students who use transit one or more times per week for the respective trip purpose.

SOURCE: Fall 1994 UWM Student Survey

Frequency of UPASS Usage-Spring 1995. The results obtained from the Spring 1995 survey are shown in Figures 8-2 to 8-4. Figure 8-2 displays the results of all the surveys for trips to UWM, to work, to shopping, and to other locations. Figures 8-3 and 8-4 display the results of Milwaukee County and out-of-county respondents for various trip purposes.

Figure 8-2 indicates at least one out of every three undergraduates ride transit at least once per week for trips to UWM. Freshman had the highest frequency of use with nearly 48% indicating they ride transit once per week to UWM. Sophomores and Juniors also reported a high frequency of use with 42% to 44% indicating they use the bus for trips to the University.

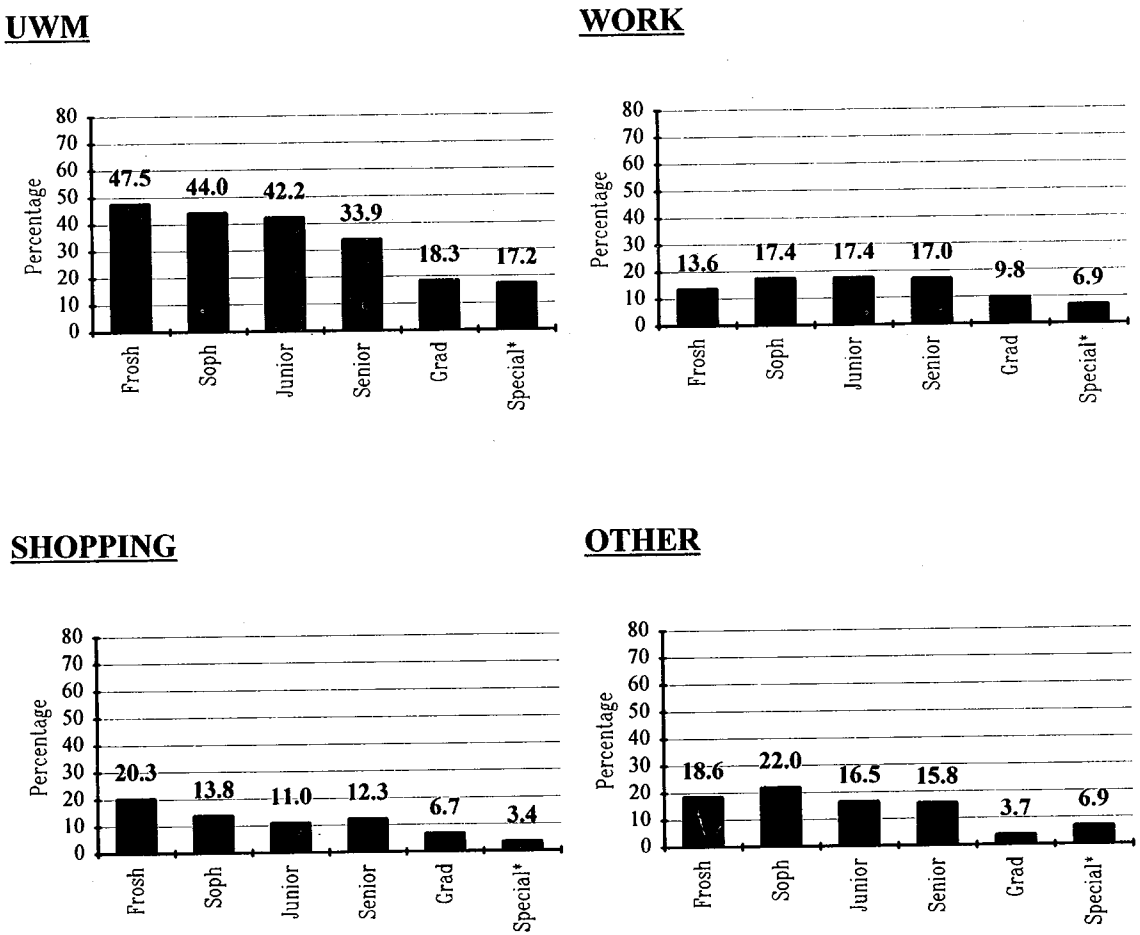
As mentioned previously, approximately 48% of freshman respondents indicated they rode the bus at least once per week for trips to UWM. Further analysis of the results show there is a significant difference between Milwaukee County freshman and out-of-county freshman. The results indicate 70.3% of freshman living in Milwaukee County ride the bus at least once per week to UWM compared to 41.2% out-of-county freshman who ride at least once per week. As will be seen in the following figures, all students living in Milwaukee County had higher rates of UPASS use as compared to out-of-county respondents.

Students also indicated using UPASS for work, shopping, and other trip purposes. Survey results indicate between 10% to 17% of students reported using the UPASS at least once per week for trips to their place of employment. Approximately 17% of sophomores, juniors, and seniors all reported using the transit pass for work trips.

Further analysis shows approximately 11% to 20% use the transit pass at least once per week for shopping trips while 16% to 22% use the pass for other trip purposes. Graduate students reported using the transit pass the least with approximately 7% indicating they use the transit pass for shopping trips while 4% said they use the pass for other trip purposes.

Figure 8-2 UPASS Usage for Various Trip Purposes by Student Classification-Spring 1995

Between 34% and 48% of all undergraduate students indicate riding transit at least once per week for trips to UWM.



* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: These figures represent students who use transit one or more times per week for the respective trip purpose.

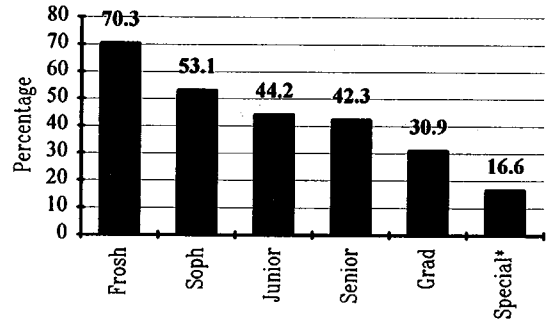
SOURCE: Spring 1995 UWM Student Survey

Over 40% of undergraduates living in Milwaukee County use their UPASS at least once per week for trips to the University.

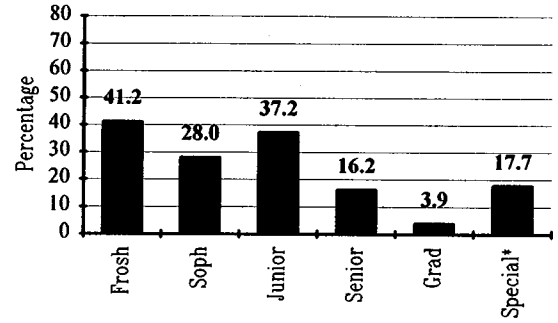
Figure 8-3 UPASS Usage for Various Trip Purposes by Student Classification-Spring 1995
Milwaukee County and Out-of-county Respondents

UWM Trips

Milwaukee County

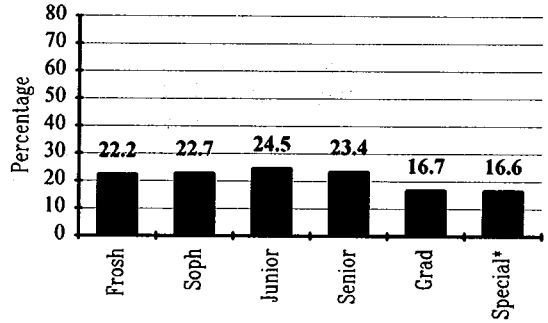


Out-of-county

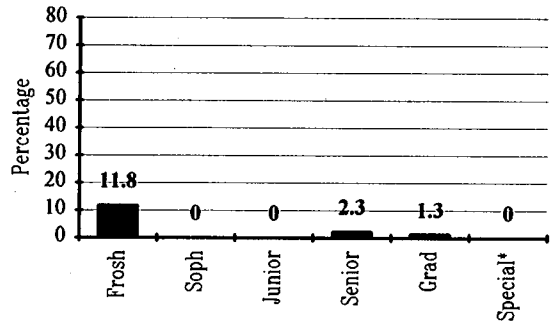


WORK Trips

Milwaukee County



Out-of-county



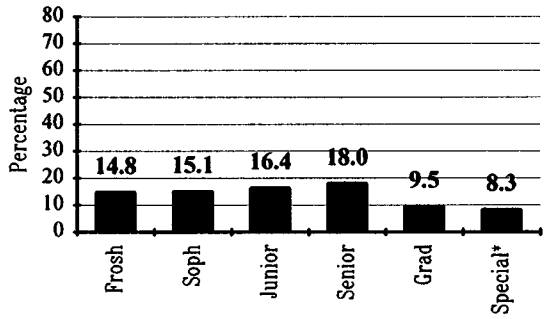
* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: These figures represent students who use transit one or more times per week for the respective trip purpose.

SOURCE: Spring 1995 UWM Student Survey

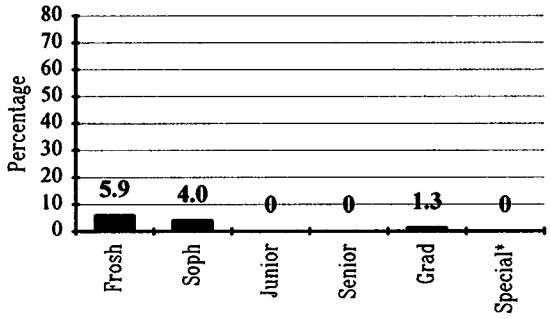
Figure 8-4 UPASS Usage for Various Trip Purposes by Student Classification-Spring 1995
(Milwaukee County and Out-of-county Responses)

SHOPPING Trips

Milwaukee County

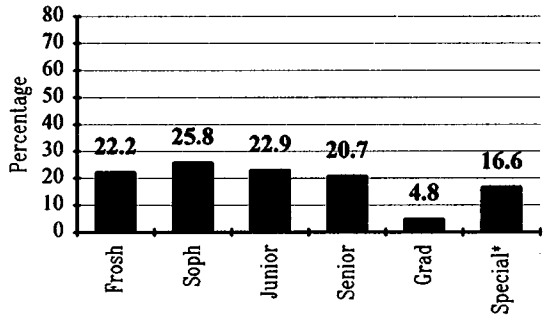


Out-of-county

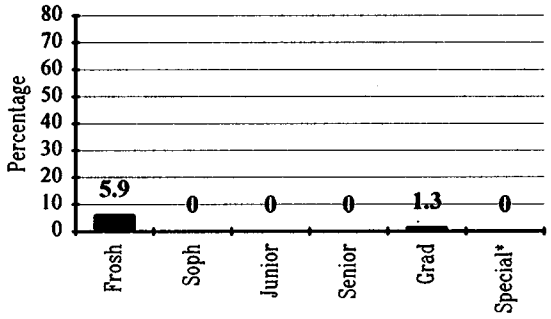


OTHER Trips

Milwaukee County



Out-of-county



"Students living in Milwaukee County will find the UPASS to very beneficial."

- A focus group participant who lives out-of-county

* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: These figures represent students who use transit one or more times per week for the respective trip purpose.

SOURCE: Spring 1995 UWM Student Survey

Frequency of UPASS Usage-UPARK Shuttlebus Users. The UPARK shuttlebus survey asked students how often they use UPASS for various trip purposes. Results indicate a few students who normally use the UPARK shuttlebus service do take advantage of the UPASS program.

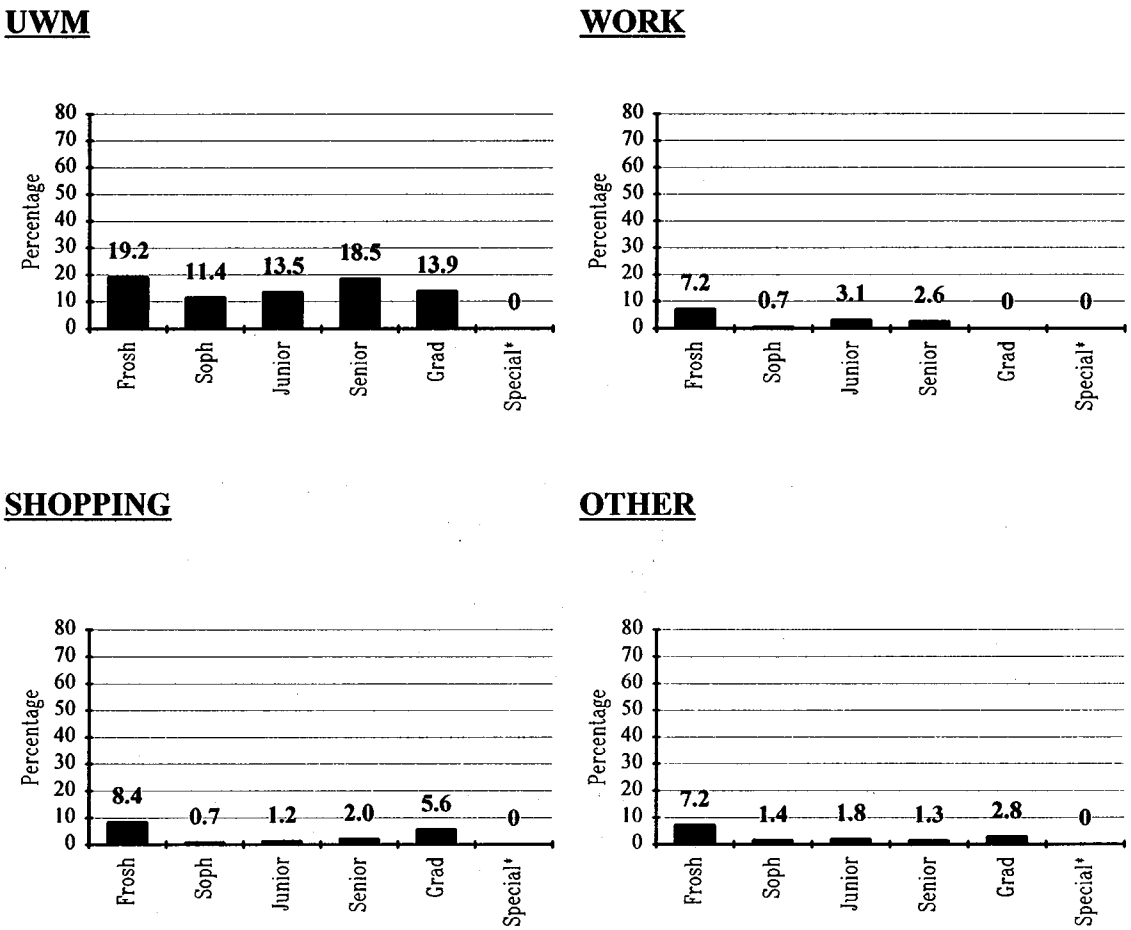
Over 10% of the UPARK survey respondents indicate they use their UPASS at least once per week to attend the University. Freshman students tend to use the pass the most of any student group as nearly one in every five respondents indicated using the pass at least once per week for trips to UWM. Seniors also reported a high percentage of transit usage as nearly 19% indicate using UPASS at least once per week to attend UWM.

A few students also indicate using the UPASS for work, shopping, and other trip purposes. Freshman report using the UPASS the most often with 7% indicating they use it for work trips, 8% for shopping trips, and 7% for other trip purposes. Other student classifications reported they rarely use UPASS for trips to places besides UWM. With the exception of 6% of graduate students who indicate using UPASS for shopping, no other student classification had a transit usage rate higher than 3% for work, shopping, or other trip purposes.

Figure 8-5 displays the percentage of UPARK survey respondents who indicated using UPASS at least once per week for the various trip purposes.

Figure 8-5 UPASS Usage for Various Trip Purposes by Student Classification
UPARK Shuttlebus Survey-Spring 1995

Between 11% and 19% of UPARK survey respondents indicate they use their UPASS at least once per week for trips to the University.



* While this category fits an identifiable pattern, it is not statistically significant due to a small sample size.
NOTE: These figures represent students who use transit one or more times per week for the respective trip purpose.

SOURCE: UPARK Shuttlebus Student Survey, Spring 1995

Transit Trips Made per Week. Students were asked to indicate on the Spring 1995 survey how often they use their UPASS per week for the various trip purposes. The following question appeared on the survey.

22. For the past week, please check the days which you used your UPASS to attend the following :

	SUN.	MON.	TUE.	WED.	THUR.	FRI.	SAT.
UWM	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Work	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Shopping	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Other	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

Nearly 90% of all UPASS trips made by students living outside Milwaukee County are for trips to UWM.

Table 8-4 displays the number of UPASS trips made by the day of the week for various trip purposes. The results indicate that survey respondents made 1,327 trips with their UPASS during a one week period. Of these trips, 720 (54.3%) were made to UWM.

Figure 8-6 indicates nearly one-half of the trips made by Milwaukee County respondents and 89% of trips made by out-of-county respondents were to UWM. Milwaukee County respondents also indicated using the UPASS for work trips at a rate of 25% compared to 5% for out-of-county respondents.

Figure 8-7 indicates that during a typical week between Monday and Friday, nearly 61% of the UPASS trips made were to UWM. A further analysis indicates the majority of UPASS trips made on weekends are to places other than UWM. In all, respondents indicated they made 187 UPASS trips on Saturday and Sunday. Of these weekend trips, only 27 (14.4%) were made to UWM.

Table 8-4 UPASS Trips Made by Day of Week

Trip Destination		WEEKDAYS					WEEKENDS		
		Mon.	**Tue.**	**Wed.**	**Thur.**	**Fri.**	**Sat.**	**Sun.**	***Total***
UWM	**Milw.**	123	115	121	106	86	14	12	***577***
	Out	32	30	33	28	19	0	1	***143***
	Sub-Total	*155*	*145*	*154*	*134*	*105*	*14*	*13*	***720***
Work	**Milw.**	45	48	46	50	51	30	22	***292***
	Out	2	1	2	1	1	1	0	***8***
	Sub-Total	*47*	*49*	*48*	*51*	*52*	*31*	*22*	***300***
Shopping	**Milw.**	14	10	14	8	22	26	19	***113***
	Out	0	0	1	1	2	0	1	***5***
	Sub-Total	*14*	*10*	*15*	*9*	*24*	*26*	*20*	***118***
Other	**Milw.**	25	21	25	19	34	33	27	***184***
	Out	0	2	2	0	0	1	0	***5***
	Sub-Total	*25*	*23*	*27*	*19*	*34*	*34*	*27*	***189***
Total	**Milw.**	207	194	206	183	193	103	80	***1166***
	Out	34	33	38	30	22	2	2	***161***
	Total	*241*	*227*	*244*	*213*	*215*	*105*	*82*	***1,327***

Milwaukee County Responses = 366 Out-of-county Responses = 219

Figure 8-6 UPASS Trips Made by Milwaukee County and Out-of-county Residents (%)

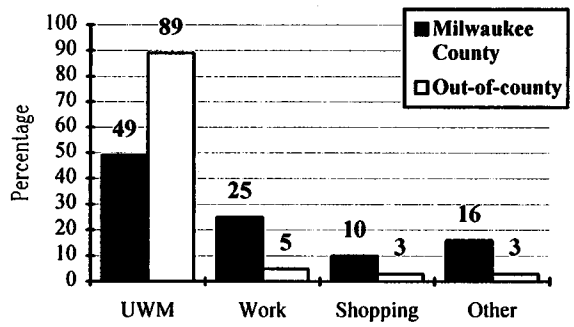


Figure 8-7 UPASS Trips Made by Weekdays and Weekends (%)

Source: Spring 1995 UWM student survey

Chapter IX

Impact Of Upass

Summary of Findings

This chapter examines the UPASS impact on vehicle trips to campus, vehicle miles traveled, emission rates, parking demand, and other travel related issues. Information regarding mode choice, transit trips made per week, and average trip length are used to estimate values for these impacts. Calculations are included in Appendix G.

The following are the main findings of this chapter.

- An estimated 222,055 vehicle trips were diverted away from the UWM campus over the 1994-95 academic school year due to the existence of the UPASS program. This results in approximately 1,400 to 1,500 vehicle trips diverted away from UWM per school day.

- Nearly 5.1 million vehicle miles of travel (VMT) were saved on trips to UWM during the first year of UPASS. This results in approximately 34,000 VMT saved per school day.

- UPASS resulted in an estimated savings of 242,108 gallons of fuel based upon an average of 21 miles per gallon for fuel consumption. (Source: American Automobile Association)

- UPASS resulted in an estimated dollar savings in fuel costs to students of $295,371 based upon an average of $1.22 per gallon of gasoline. (Source: American Automobile Association)

- Fall 1994 survey respondents indicate parking at UWM was easier since the implementation of UPASS. 19% of respondents indicate it was easier to park on-campus while 16% said it was easier to park off-campus.

- UPASS resulted in a 20% reduction in emission rates for trips to UWM and reduced VOC emissions by 244 lb. per day, nitrogen oxides by 264 lb. per day, and carbon monoxide by 1,662 lb. per day within Southeastern Wisconsin.

- UPASS has had some impact on students decisions to attend UWM. 15% of respondents from the Spring 1995 indicate UPASS will have a major impact on their decision to attend UWM in future semesters.

Vehicle Trips Diverted Away from Campus. Using the mode choice results presented in Chapter 6, the number of vehicle trips that have been diverted away from the UWM campus since the implementation of the UPASS program was estimated. The calculations are based upon student enrollment, students attending class by day of week, and mode choice. The results indicate that 221,055 vehicle trips were diverted away from the UWM area during the 1994-95 academic school year. The details of these calculations are given in Appendix G.

Reduction in VMT. By diverting over 221,000 vehicle trips away from the University has resulted in a reduction in vehicle miles traveled to UWM. It is possible to estimate the impact by using the average trip length of students traveling to UWM. The Spring 1994 survey showed the average length of a one-way trip to the University was 11.5 miles, or approximately 23 miles for a round trip.

Assuming the average trip length is consistent for each semester, it is estimated that 2,542,133 VMT were saved on one-way trips and approximately 5,084,265 VMT were saved for round trips during the 1994-95 academic school year. This calculation represents only trips to UWM and does not include work trips, shopping trips, and other trips. If these trips were included, the reduction in VMT would be greater.

Reduction in Emissions. Directly related to the reduction in VMT is the reduction in vehicle emissions. Using the Southeastern Wisconsin Regional Planning Commissions (SEWRPC) long range transportation plan, the average weekday emission rates for volatile organic compounds, nitrogen oxides, and carbon monoxide were identified. The SEWRPC plan was also used to identify that there were 33,072,000 VMT per average weekday within the region during 1991.[3]

The UPASS program saved an estimated 2,680,144 VMT per semester for trips to the University which results in approximately 33,895 VMT saved per average weekday. This reduction of 33,895 VMT per average weekday results in approximately a 20% reduction in

[3] Southeastern Wisconsin Regional Planning Commission, "A Regional Transportation System Plan For Southeastern Wisconsin: 2010," Planning Report Number 41, December 1994.

emission rates for trips to UWM. This translates into a 244 lb. per day reduction in volatile organic compounds, a 264 lb. per day reduction in nitrogen oxides, and a 1662 lb. per day reduction in carbon monoxide. Table 9-1 shows the UPASS impact on reducing emission rates within the region.

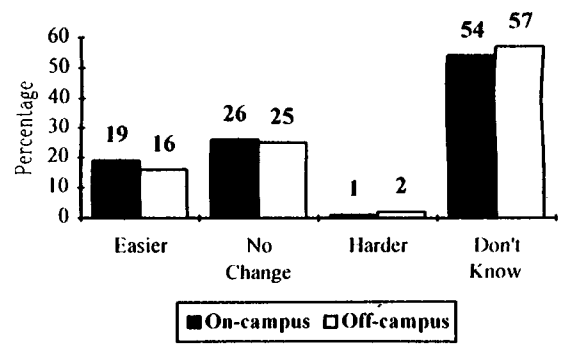
Table 9-1 Average Weekday Emission Rates for Southeast Wisconsin (tons)

Emission Rates	**Volatile Organic Compounds**	**Nitrogen Oxides**	**Carbon Monoxide**
Region *	119.200	129.800	815.100
UPASS Reduction ^	0.122	0.132	0.831

* Based upon the SEWRPC Long Range Transportation Plan.
^ The UPASS reduction is calculated by dividing 33,895 VMT saved per average weekday by 33,072,000 VMT per weekday for the region. This represents a 0.1% reduction in both VMT and emissions within the Region.

Impact on Parking. Survey results indicate some survey respondents feel the parking situation at UWM has improved since the implementation of UPASS. Figure 9-1 shows 19% of respondents indicate they feel parking on-campus was easier while 16% indicate it was easier off-campus since the UPASS program was implemented. The majority of respondents indicate they do not know if UPASS had any impact on the parking situation.

Figure 9-1 UPASS Impact on Parking at UWM (%)



Source: Fall 1994 UWM student survey

Further analysis shows 23% of respondents who indicated their normal mode of transportation to UWM was driving both before and after UPASS said parking on-campus was easier while another 14% said parking off-campus was easier.

Focus group results also show some students feel the program is helping the parking situation around campus. Even students who did not use UPASS said the program helped improve parking around campus. Some students indicated they have been able to consistently locate parking spaces within 2 blocks of the University unlike previous semesters when they often could not find parking for several blocks from campus.

Savings in Fuel Consumption and Expenses. As shown in previous sections, the UPASS program has diverted a number of vehicle trips away from the UWM area while having an impact on reducing VMT and emissions. In addition to these benefits, the program has also resulted in a savings in fuel consumption and a dollar savings to students.

Using values obtained from the American Automobile Association (AAA), the UPASS impact on savings in fuel consumption and expenses is estimated. The AAA used a rate of 21 miles per gallon for fuel consumption and a $1.22 per gallon of fuel for expenses to calculate driving costs for 1995.[4] The estimates show the UPASS program resulted in 242,108 gallons of fuel saved and a $295,371 savings in fuel costs to students over the 1994-95 academic school year.

[4] American Automobile Association, "Your Driving Costs - 1995 Edition," January 1995.

Savings in Operating Costs. Another way to examine the savings to students is to evaluate the total cost for owning and operating an automobile per mile. Total cost for owning and operating an automobile includes several factors such as insurance costs, maintenance costs, and general operating costs. Using values obtained from AAA, and assuming the following characteristics for a student automobile, it is estimated that it costs a student 29.3 cents per mile to own and operate an automobile.

- Assume a student car cost $4,000 and the expected life of the car is 4 years.
- Assume a total operating cost of 11 cents per mile[5]
  - 7 cents per mile for gas
  - 3 cents per mile for maintenance
  - 1 cent per mile for tires
- Assume a total ownership cost of $1,825[6]
  - $625 for Depreciation (Cost of car divided by years of ownership)
  - $800 for Insurance
  - $50 for Registration fee
  - $250 for Interest Payments
  - $100 for Other Expenses (Car washes, repairs, and accessories)

"When you flash the bus pass its like a free day for me. I don't have to worry about a parking ticket and I don't have to worry about all this money that I'm going to shell out. It just nickel and dimes you to death."

- A focus group participant commenting on the savings as a result of using UPASS

Assuming over a one year period a student drives approximately 10,000 miles, the total cost of operating the automobile would be approximately 29.3 cents per mile. This translates into an annual savings of nearly $1,490,000 per year in the total operating costs of an automobile for UWM students.

[5] Total operating costs include gasoline, maintenance, and tires. Based on information obtained from American Automobile Association, "Your Driving Costs - 1995 Edition".

[6] Total ownership costs include depreciation, insurance, registration, interest payments, and other related expenses. The values used are based on information obtained from American Automobile Association, "Your Driving Costs - 1995 Edition".

Impact on Housing Options. The UPASS program has not only had an impact on reducing vehicle trips and emissions rates, but has also provided students with more housing options. With the implementation of UPASS, students are able to live further distances from the University where rent is often less expensive. Students no longer need to be concerned about their mode of transportation to UWM as they can locate close to a transit route and use UPASS on a regular basis. The Spring 1995 survey asked students if the UPASS program had influenced a decision on choosing a place to live.

Figure 9-2 indicates approximately 3% of all respondents felt the UPASS program allowed them to find a place with cheaper rent while another 3% felt UPASS had somewhat of an impact. The majority of survey respondents indicate UPASS did not have an impact on finding less expensive rent.

Figure 9-3 shows approximately 5% of survey respondents indicate they planned to move to a different location with better transit service in future semesters. Approximately 17% of respondents indicated they planned to stay at their same location which had good transit service. Fifty-three percent of respondents said the program would have no impact on where they live while approximately 10% did not know.

Figure 9-2 UPASS Impact on Finding Less Expensive Rent (%)

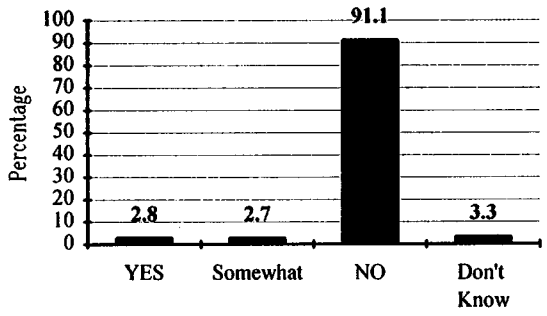
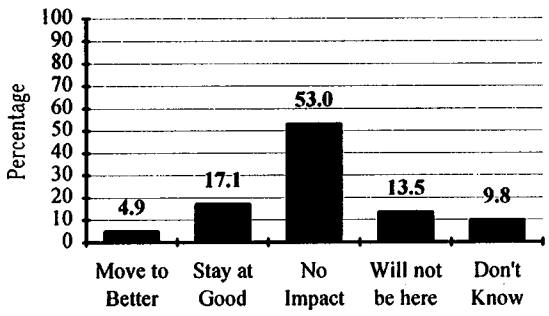


Figure 9-3 UPASS Impact on Finding Housing Near Transit Service (%)



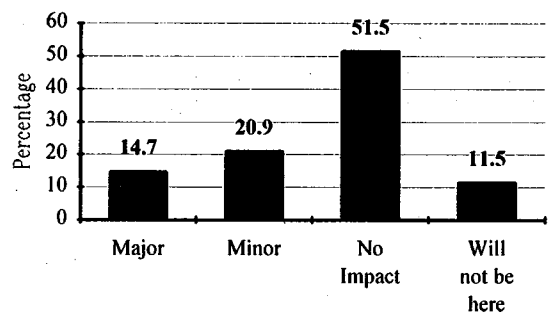
Source: Spring 1995 UWM student survey

Impact on Attending UWM. Students were asked to indicate if UPASS had any impact on their decision to attend UWM. The Fall 1994 survey results indicate 7% of respondents report the program influenced their decision to attend UWM. While this not an extremely high percentage, it should be noted only a relatively few number of students knew about the UPASS program prior to the start of the Fall 1994 semester and the majority of students learned about the program during the first few weeks of the semester.

The Spring 1995 survey asked students if UPASS would have any impact on their decision to attend the University in future semesters. Figure 9-4 shows nearly 15% of respondents indicated UPASS would have a major impact on their decision to attend UWM in future semesters while 21% said the program would have a minor impact. In all, approximately 36% of respondents indicated UPASS would have some impact on their decision to attend UWM. If students who report they will not be attending UWM in future semesters are excluded, the results show nearly 41% of survey respondents said UPASS would impact their decision to attend UWM. These results provide an indication that the UPASS program has the potential to have a major impact in attracting and retaining students at the University.

Nearly 41% of the respondents from the Spring 1995 survey indicate the UPASS program will have a major or minor impact on their decision to attend UWM in future semesters.

Figure 9-4 UPASS Impact on Attending UWM (%)



Source: Spring 1995 UWM student survey

Impact on Employment Decisions. Some survey and focus group respondents indicate the UPASS program had an impact on their ability to find employment. A freshman focus group participant indicated UPASS enabled her to find employment. Figure 9-5 shows 3% of Spring 1995 survey respondents indicated UPASS had an impact on finding employment while 2% felt the program had some impact. The UPASS impact on employment appears to be small but it does demonstrate the potential benefits associated with a transit pass program.

Impact on Accessibility. For some students transit is their only mode of transportation available for trips to UWM, to work, to shopping, and to other locations. One trip purpose students seem to be using UPASS for is to visit their friends. Figure 9-6 shows nearly one out of every four respondents indicate the UPASS program had some impact on their ability to visit friends. Seventeen percent of these respondents said UPASS had a definite impact while 7% indicated UPASS had some impact on increasing their mobility.

Impact on Time Spent on Campus. With an increase in students riding transit to UWM, it was believed that students might spend more time on-campus. Some students indicated that in the past they would leave the University between classes. However, since the implementation of UPASS a few students who now ride transit said they spend the time between classes on-campus. Figure 9-7 indicates approximately 16% of survey respondents said they do spend more time on-campus since the implementation of UPASS. By spending more time on-campus, students are able to take full advantage of the services the University offers such as the library, union, fitness center, and other resources.

Impact on Purchasing an Automobile. With the existence of UPASS, students may have an incentive not to use their automobile or even purchase an automobile. Some students indicate as a result of UPASS they decided not to purchase an automobile. Figure 9-8 indicates approximately 7% of students felt there was a definite impact while 5% said UPASS had some impact on their decision. Most (85%) said it would have no effect.

Survey results indicate the UPASS program impacted other travel related issues. In particular, nearly 17% of Spring 1995 survey respondents indicate UPASS increased their mobility allowing them to visit friends.

Figure 9-5 UPASS Impact on Helping Students Find Employment (%)

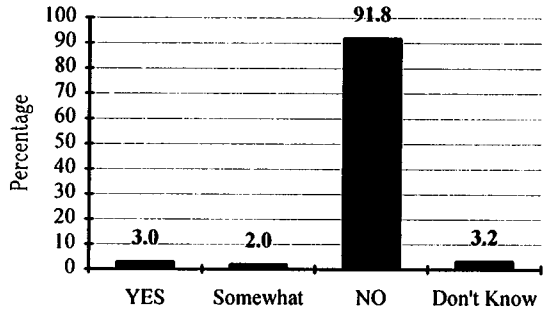


Figure 9-6 UPASS Impact on Helping Students Visit Friends (%)

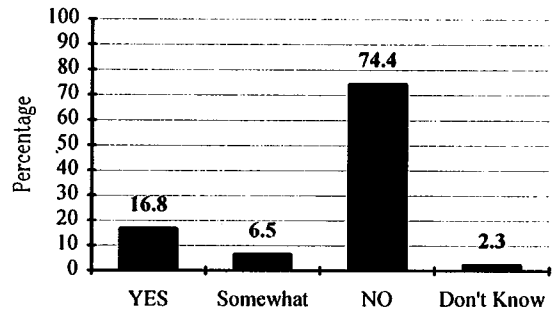


Figure 9-7 UPASS Impact on Time Spent On-campus (%)

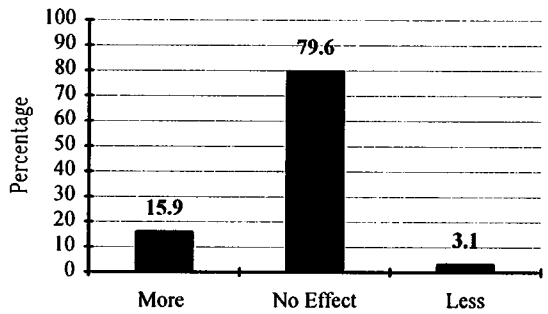
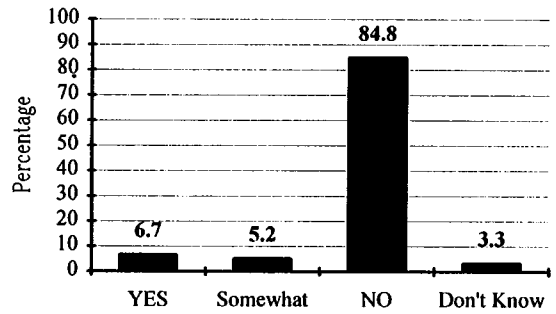


Figure 9-8 UPASS Impact on a Decision Not to Purchase an Automobile (%)



Source: Spring 1995 UWM student survey, Figures 9-5, 9-6, and 9-8
Fall 1994 UWM student survey, Figure 9-7

Chapter X

TRANSFERABILITY OF UPASS

Summary of Findings

This chapter examines the transferability issue of the UPASS program to employers and other institutions. The chapter discusses the benefits and disbenefits of a transit pass program, equity concerns, cost of the program vs. value received, characteristics of likely transit users, and the keys to a successful program.

The following are main points identified in this chapter.

- There are a number of benefits associated with a transit pass program including benefits to the transit pass user, the non-user, the community, the transit company, and the employer.
- Among the benefits of a transit pass program are reduced traffic congestion, improved air quality, and a significant dollar savings to regular transit users.
- A deeply discounted transit pass has the potential to attract individuals from other modes of transportation to transit.
- Implementing a transit pass program by itself is not likely to succeed. It is necessary to market the program and educate people about using transit.
- Parking is a major variable in the effectiveness of a transit pass program. Free parking at a place of employment discourages employees to ride transit.
- Intensive marketing, a flexible pass, keeping cost to a minimum, and adequate transit service are important keys to a successful transit pass program.

Significance of Transferability. The CAAA has placed a considerable burden on large institutions to meet national air quality standards. It is necessary for employers to develop alternative commuting options for their employees and reduce the number of SOV trips traveling to a work site. One potential alternative for large employers is the implementation of transit pass programs. This study has found that the UPASS program has proven to reduce vehicle trips, increase transit ridership, and have a positive impact on other travel related issues at an university setting. Other studies, such as the ECO pass program in the Denver RTD, have shown that a transit pass program can also be successful from an employer based program.[7]

The impact of the UPASS program shows a number of people potentially stand to benefit from the implementation of a transit pass program. In addition to the UPASS impacting travel related issues, the study also found some students feel the program has helped them find employment, less expensive rent, allowed more interaction off-campus with friends, and allowed some individuals to not have an automobile.

Transit systems also stand to potentially gain from a pass program as studies have found a transit pass program has the potential to increase revenue and increase ridership.[8] This is extremely critical at a time when transit ridership levels, for work trips in particular, continue to decline in cities across the nation.[9] A transit pass program maybe a way for transit systems to offset the trend of declining ridership.

[7] Schwenk, Judith C. "Case Study of the Denver Regional Transportation District ECO Pass Program," US Department of Transportation, Federal Transit Administration, November 1993.
[8] Oram, Richard L. "Evaluation of Deep Discount Fare Strategies," US Department of Transportation, Federal Transit Administration, August 1995.
[9] Nationwide Personal Transportation Survey, "Travel Behavior Issues in the 90's," US Department of Transportation, Federal Highway Administration, July 1992.

Benefits to the Transit Pass User. Focus group discussions conducted during this study indicate a direct dollar savings is a major incentive in students choosing to use UPASS. Similar results were also found with the Denver ECO pass program which showed 7% of the transit riders main reason for choosing to use the pass was the dollar savings.[10] Individuals who make a modal shift from the automobile to transit can save a considerable amount of money as shown by the UPASS program.

Another potential benefit is that an individual may receive incentives from their employer to shift to transit. Some employers may offer their employees the money they save on parking as a fringe benefit to shift to other modes of transportation. Employers may also provide incentives such as bonuses, additional time off from work, or recognition dinners for individuals participating in a transit program or other trip reduction programs.[11]

Focus group discussions also indicate transit pass users find the pass to be very convenient and like the idea of not needing to carry money for the fare box. An additional convenience individuals incur by making a modal shift from driving to transit is there is no longer a need to worry about traffic congestion, driving during bad weather, locating parking, and other travel related issues.

Benefits to the Non-transit Pass User. While a non-transit pass user does not receive a direct dollar savings from the program, a person can still benefit indirectly. Among the primary benefits to non-transit users include less traffic congestion and increased access to parking. Focus group discussions indicate some students who did not use the transit pass felt the UPASS program was still a benefit to them because the parking situation had improved around campus, thus making their trip to UWM less stressful.

[10] Schwenk, Judith C. "Case Study of the Denver Regional Transportation District ECO Pass Program," US Department of Transportation, Federal Transit Administration, November 1993.
[11] US Department of Transportation, "Parking Cash Out," Office of Technical Assistance and Safety, Office of Mobility Enhancement, February 1994.

Students also indicated in focus group discussions that the transit pass offers a person a choice in selecting a mode of transportation. Some students feel the UPASS program is like having an insurance policy in case something should happen to their normal mode of transportation. This is an indication that transit pass provides a person with an option value.[12] A person may choose to ride transit in certain situations such as bad weather, when they do not have access to their automobile, or when they know parking will be a problem. While these individuals may not use transit on a regular basis, the insurance of having the pass has value. Even individuals choosing to use the pass on certain occasions will save money and reduce the impact of the automobile on the environment. Results from the ECO pass program in Denver estimate that for every SOV that is removed from the road that 400 pounds of air pollutants are eliminated per year.[13]

Benefits to the Transit System. Transit pass programs have shown the ability to increase revenue while maintaining current ridership levels and sometimes even increasing ridership.[14] Transit companies benefit from a pass program in receiving guaranteed revenue thus reducing the reliance placed on money from the fare box. With the UPASS program, MCTS received a guaranteed $1.2 million to provide transit service for the 1994-95 academic school year. With continuing reductions in Federal and State funding for transit systems, the transit pass program could be an alternative which could potentially help transit systems offset these problems.

[12] Beimborn, Edward and Alan Horowitz, Julie Schuetz, Gong Zejun, "Measurement of Transit Benefits," Center for Urban Transportation Studies, The University of Wisconsin-Milwaukee, June 1993.

[13] Schwenk, Judith C. "Case Study of the Denver Regional Transportation District ECO Pass Program," US Department of Transportation, Federal Transit Administration, November 1993.

[14] Oram, Richard L. "Implementation Experience with Deep Discount Fares," US Department of Transportation, Federal Transit Administration, September 1994.

Benefits to the Employer. The obvious benefit to the employer is in helping to meet the CAAA requirements. Results from this study, as well as others, have shown that transit pass programs have the potential to influence modal shifts and reduce the number of SOV trips commuting to the work place.[15]

Another potential benefit to an employer is that a transit pass program could potentially save a company money. This might occur when the cost of implementing a transit pass program is less than the cost of another TDM alternative. For example, an employer who is in need of more parking could consider constructing a new parking structure or implementing a transit pass program. While both alternatives might solve the problem, the cost of implementing a transit pass program may have an advantage.

In addition, transit pass programs can reduce employee absenteeism problems and increase employee moral. Furthermore, a transit pass may allow a company access to a labor pool that may include a number of individuals who rely on transit as their only mode of transportation.

Benefits to the Community. The entire community, or region, also benefit from a transit pass program. As shown by the UPASS study, reducing the number of vehicle trips within the region resulted in a reduction in the negative externalities associated with driving such as reducing traffic congestion, improving air quality, and relieving parking problems.

Some communities place a high value on public transit and are willing to support it because people believe it plays an important role in their community.[16] Increased ridership from a pass program results in a stronger transit system that can provide better service to its' customers. A quality transit service also has the potential to promote economic development and attract employers to locate in a community.

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[15] Schwenk, Judith C. "Case Study of the Denver Regional Transportation District ECO Pass Program," US Department of Transportation, Federal Transit Administration, November 1993.

[16] Beimborn, Edward and Alan Horowitz, Julie Schuetz, Gong Zejun, "Measurement of Transit Benefits," Center for Urban Transportation Studies, The University of Wisconsin-Milwaukee, June 1993.

Disbenefits of a Transit Pass Program. While there are a number of potential benefits associated with a transit pass program there are also some disbenefits. The first issue is the cost of the program. From an employers viewpoint a transit pass program is a substantial investment. As mentioned previously, UWM pays nearly $1.2 million to MCTS to provide transit service over the 1994-95 academic school year. What might be considered a benefit to the transit company by receiving this guaranteed revenue could end up being a loss for the employer if the program fails.

Another consideration is the implementation of a transit pass program does not guarantee the transit system will benefit. While the transit system receives the guaranteed revenue from the employer, a successful transit pass program may require the transit system to provide additional service. This additional service may be necessary due to increased ridership which results in higher operating costs for the transit system. With the UPASS program, additional buses were required on the 30 route due to the increase in ridership. In addition, MCTS increased transit service to the University by adding two new express routes and improving bus schedules. A certain amount of service expansion was built into the fee schedule of the UPASS to cover these costs. Fee levels should be carefully set to allow for some service expansion.

Equity Concerns. If an employer does implement a transit pass program, not all employees will be able to or want to participate in the program. While there are benefits have been identified for non-users, an individual may still not want to support such a program. This raises some concern regarding the participation requirements of a transit pass program.

A major consideration is whether the program should be optional or mandatory. With the UPASS program all students who pay segregated fees are charged $29 for the pass regardless of whether they intend to use the pass or not. The University of Washington U-PASS program operates in a different manner in that students and faculty have an option to participate.

One advantage of operating a mandatory program is that the individual cost per person for the pass is kept to a minimum. Focus group discussions conducted as part of this study indicate that a few people who do not use the UPASS feel the program should be optional. A number of non-transit users, as well as some regular transit users, had concerns that students should be allowed to decide if they want to participate in the program. However, other focus group participants, particularly transit users, mentioned everyone should have to pay regardless of whether or not they use the pass. These students feel since they are forced to pay for other programs at the University, which they may or may not use, the UPASS should be operated in the same manner. The UPASS program had very high levels of support from survey respondents with approval rates over 90%.

A similar situation could arise at an institutional setting particularly if a mandatory transit pass program were implemented. Employees who drive on a regular basis may not want to support a transit pass program while employees who are regular transit users may feel an employer should subsidize transit users. A study of employee parking in Seattle, Washington found nearly 90% of employees receive access to free parking provided by their employer.[17] The study went on to find some employers feel it is necessary to provide their employees with parking or they feel they might lose their employees to other companies. Employers must realize that studies indicate employees with access to free parking increases the number of cars driven to work by 19 cars per 100 employees, and increases SOV trips by 25%.[18]

[17] Metropolitan Seattle Service Development Division, "Managing Employee Parking in a Changing Market - Municipality of Metropolitan Seattle Service Development Division, Nov. 1993," November 1993.
[18] US Department of Transportation, "Parking Cash Out," Office of Technical Assistance and Safety, Office of Mobility Enhancement, February 1994.

Cost of a Transit Pass Program vs. Value Received. The cost of implementing a transit pass program can be substantial as seen by the UPASS program. The cost of implementing the UPASS program for the 1994-95 academic school year at UWM was approximately $1.2 million as seen in the following calculation:

20,762 students attending UWM in Spring 1995 x $29 per student for the transit pass x 2 semesters =

= $1,202,108 for the UPASS program.

The value of the transit trips made using UPASS can be estimated by looking at the total transit trips made and multiplying them by a fare of $0.95 which represents the discounted MCTS ticket price.

As calculated in Chapter 9, on average 75,526 trips were made per week to the University during the Spring 1995 semester. Of these trips, 26% or 19,637 were made using MCTS. Furthermore, approximately 73% of trips made to UWM are simple trip patterns while 27% are complex trips. Simple trip patterns are assumed to consist of 2 transit trips while complex trip patterns use 3 transit trips. The following calculations represent the value of these trips over the academic school year (32 weeks) at a cost of $0.95 per trip.

Simple Trip Pattern (Trip made to and from UWM)
19,637 transit trips to UWM per week (Spring 1995) x .734 (Simple trip pattern) x 2 (round-trips) x 32 weeks in the academic school year x $0.95 average transit fare =

= $876,344 for 32 weeks of service to UWM (Monday - Friday).

Complex Trip Pattern (Includes a trip made to another location in addition to UWM)
19,637 transit trips to UWM per week (Spring 1995) x .266 (Complex trip pattern) x 3 (transit trips) x 32 weeks in the academic school year x $0.95 average transit fare =

= $476,377 for 32 weeks of service to UWM (Monday - Friday).

= $1,352,721 for 32 weeks of service to UWM (Monday - Friday).

In addition to weekday use to UWM, the pass was also used for other trip purposes during the week, on weekends for trips to UWM and to other locations, and for travel during vacation breaks. The value of these transit trips were as follows:

Weekday Trips to Other Locations Besides UWM[19]

12,554 transit trips per week (Monday - Friday) x .734 (Not including trips to UWM) x 2 (round-trips) x 32 weeks in the academic school year x $0.95 average transit fare =

= $560,249 for 32 weeks of service to other locations. (Monday - Friday)

Weekend Trips

1312 transit trips per weekend[20] x 2 (round-trips) x 32 weeks in the academic school year x $0.95 average transit fare =

= $79,770 for 32 weeks of service for weekend trips. (Saturday and Sunday)

Vacation Breaks

Vacation breaks account for approximately 4 weeks for which the pass is valid while classes are not in session. The calculation for vacation breaks include weekday trips (Monday - Friday, not including trips to UWM) and weekend trips (not including trips to UWM). The following calculation estimates the cost with a discounted ticket option.

12,554 transit trips per week (Monday - Friday) x 2 (round-trips) x 4 weeks for vacation breaks x $0.95 average transit fare =

= $95,410 for 4 weeks of service to other locations for vacation breaks. (Monday - Friday)

[19] This calculation includes trips to work, to shopping, and to other locations. Trips to UWM were calculated separately on the previous page.
[20] Includes trips made on Saturdays and Sundays to UWM, to work, to shopping, and to other locations.

919 transit trips per weekend (Saturday and Sunday) x 2 (round-trips) x 4 weeks for vacation breaks x $0.95 average transit fare =

= $6,984 for 4 weeks of service to other locations for vacation breaks. (Saturday and Sunday)

The total cost over vacation break = $102,394.

The total of these items is as follows:

Value of Trip at $0.95 per Trip		($)
Transit Trips to UWM on Weekdays	=	1,352,721
Transit Trips Made Elsewhere on Weekdays	=	560,249
Transit Trips Made on Weekends	=	79,770
Transit Trips Made During Vacation Breaks	=	102,394
Total Value	=	2,095,134

Thus the UPASS at a cost of $1,202,108 provided transit services with a total value of $2,095,134 if purchased as individual tickets at $0.95 per ticket. Put another way, the University was able to purchase transit services for its students at a cost of approximately $0.51 per trip as compared to a ticket price of $0.95 per trip (based on an average of 33,503 transit trips per week).

An interesting factor to consider with regard to the transit pass program is the increase in transit ridership. The ridership numbers used above would have not have happened without UPASS. The UPASS increased transit ridership while at the same time offering a more affordable alternative. One advantage of having the UPASS is the convenience factor it offers to an individual. By having a transit pass, a person no longer needs to purchase tickets or find the correct change. Focus group discussions found the convenience of not having to purchase tickets or worry about finding the correct fare was a major advantage of the UPASS program.

An employer must consider the advantages and disadvantages associated with implementing a transit pass program, or a discounted ticket option. While one option may work for one employer, it does not mean it is the best solution for another. A company faced with meeting CAAA requirements might want to implement a transit pass program for the benefit of increasing transit ridership and reducing SOV trips to their work place. Another employer may opt for the discounted ticket option or no transit alternative.

Other considerations include that the discounted ticket option would require additional administration costs, such as distributing the tickets and record keeping. In addition, the level of service an employer needs, extra services, and marketing all add additional costs to a program. The ECO pass program in the Denver RTD determines the cost of the program based on the size of the company, the level of transit service required, and the location of the company to the CBD. The cost of a transit pass program should guarantee that the employer receives adequate transit service while the transit company receives sufficient revenue to cover their expenses.[21]

Marketing the Program. Deep discount transit pass programs are a relatively new strategy used by transit companies to increase revenue and maintain current levels of transit ridership. Deep discount programs require both a fare and marketing strategy which are essential to the success of a program. It is important that the discount in the fare provides enough incentive (25% or greater discount) to attract individuals to shift modes to transit. The deeper the discount and the simpler the program the more likely modal shifts to transit will occur.

Deep discount fare strategies also involve an intense marketing program aimed at attracting infrequent riders to transit, increasing revenue, and enhancing the competitiveness of transit as compared to other modes of transportation. Richard Oram states the following regarding the importance of marketing to a deep discount program.

[21] Oram, Richard L. "Implementation Experience with Deep Discount Fares," US Department of Transportation, Federal Transit Administration, September 1994.

> Effective marketing is *absolutely critical* to the success of Deep Discounting; its importance cannot be overstated. Positive results are only achieved, if it is recognized that an important element of Deep Discounting is a major and ongoing marketing program. That is, Deep Discounting cannot simply be established as a static element of fare policy; it must be intensely promoted at the outset and must receive continuing attention. It should be viewed as part of a broader revenue maximization strategy or, as some agencies have described it, part of an overall "revenue management program."[22]

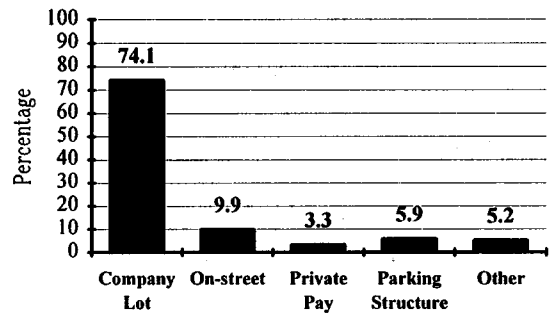
In an earlier report prepared by Oram, he suggests that deep discount programs have the most impact on infrequent and non-transit users. Survey data obtained from the Grand Rapids, Louisville, and Richmond transit systems support these findings that low and middle frequency riders increased their transit ridership. Additionally, new riders also seemed to be drawn to transit as a result of the deep discount fare.[23] The UPASS program also supports these findings as the program showed approximately a 10% increase in new transit riders and an increase in ridership frequency of regular transit users.

[22] Ibid.

[23] Oram, Richard "Implementation Experience with Deep Discount Fares," US Department of Transportation, Federal Transit Administration, September 1994.

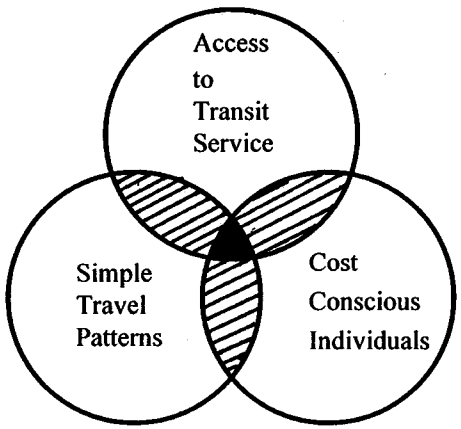
Parking. Parking is an important issue to discuss in the context of a transit pass program. One of the main reasons behind implementing a transit pass program is to promote and encourage individuals to make a modal shift from driving to transit. If employers continue to provide employees with access to free on-site parking, employees will take advantage of this and continue to drive as their normal mode of transportation. Figure 10-1 shows the Spring 1995 survey results of the location UWM students park at their place of employment.

Figure 10-1 Parking Locations at Work (%)



In all, nearly 75% of all respondents who drive to work indicate parking at a company lot. Only 3% of respondents indicate they park at a private pay lot while approximately 6% indicate they park in a parking structure. Those respondents who park in a parking structure, as well as students who park on-street, could not be identified was to whether or not they pay for their parking.

Likely Users of a Transit Pass. The information presented in this report has shown how a transit pass program can encourage modal shifts, increase transit ridership, and impact other travel related issues at a university setting. Some of the information suggests that a transit pass program could be adapted to employers. The following characteristics that have been identified which would likely result in high rate of transit usage.



1. *Access to Transit Service.*

   - Survey results indicate a person living in close proximity to transit service are likely to use transit. This study showed that class time, travel patterns, and credit load had little impact on transit ridership.

2. *Cost Conscious Individuals.*

   - As shown in this report, a major factor in students choosing to use transit was the dollar savings. Cost conscious individuals stand to benefit a great deal from a transit pass program. When looking at the mode split equation of the transportation planning process we see that if the price of transit is reduced, the probability of individuals riding transit increases. With a deeply discounted transit pass program more people are likely to ride transit.

3. *Simple Travel Patterns.*

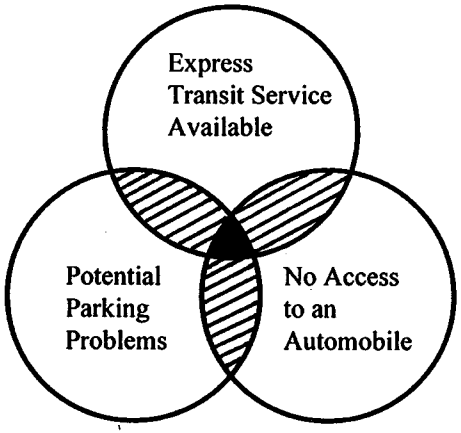
   - Individuals with simple travel patterns are more likely to use transit compared to those who have complex travel patterns. With an increasing number of individuals who are trip chaining the automobile becomes the most convenient and flexible mode of transportation available. Persons with complex trip patterns are more likely to choose the automobile over transit while individuals with simple travel patterns maybe more likely to ride transit.

4. *Express Transit Service Available.*

- Travel time is an important variable in a persons decision to ride transit. This study showed that the main reason students stopped riding transit was that the travel time was to long. In addition, MCTS on-board counts show the greatest increase in transit ridership since the implementation of UPASS occurred on express service routes which showed nearly a doubling in ridership compared to pre-UPASS ridership. When the travel time of transit can be made competitive with the travel time of the automobile, there is a higher probability that more people will select transit.

5. *Potential Parking Problems.*

- When parking problems are an issue, the extra travel time incurred by using transit maybe worth the cost of not having to locate and pay for parking. Considerable time is often spent to locate parking at the University and other locations such as the CBD. While the travel time of transit may take longer compared to the automobile, a person does not have to worry about finding a parking space when riding transit. Transit often allows a person to be dropped off very close to their destination.



6. *No Access to an Automobile.*

- Individuals who do not have access to an automobile are also likely to benefit from a transit pass. This study also showed that a transit pass can even influence a persons decision to not purchase an automobile. Furthermore, the transit pass offers individuals an option value. That is, the pass provides individuals an alternative mode of transportation should something happen to their normal mode.

Keys to A Successful Program. In summary, the following issues are identified as important variables in the success of a transit pass program.

KEYS TO A SUCCESSFUL PROGRAM

1. INTENSIVE MARKETING.
2. A FLEXIBLE PASS.
3. COST KEPT TO A MINIMUM.
4. ADEQUATE TRANSIT SERVICE.

1. *Intensive Marketing.*

   - An intensive marketing effort is needed by everyone involved with the pass program including the transit system and the institution who implemented the program. As heard in focus group discussions, radio advertisements, newspaper advertisements, and other promotional material provided students with important information regarding the UPASS program and even influenced some students to try the UPASS program.

2. *A Flexible Pass.*

   - Perhaps the greatest advantage of the UPASS program is that the pass is not limited to University trips. Students may use the pass for any trip purpose which makes the program very attractive. Another advantage of UPASS is the pass is valid on a semester basis and is not a weekly ticket program. The convenience of not having to pick-up tickets was very important to students.

3. *Cost Kept to a Minimum.*

   - Individuals must perceive the cost of the program is kept to a minimum. If the cost of the pass is too high the program will likely not be successful. Furthermore, students indicated they were not as concerned with the cost of the program as long as they knew the program was successful and that people were using the transit pass.

4. *Adequate Transit Service.*

   - For a transit pass program to be successful it is necessary to have access to the transit service. The UPASS program is unique in that 11 transit routes serve the University. If a location does not have adequate transit service the likelihood of a successful program decreases.

Conclusions. While the UPASS program has been successful at an University setting, and appears to have the potential to be transferred to employers, there are still several concerns which need to be addressed. First, the UPASS program at UWM is a unique situation in that the program has 20,000 individuals eligible to participate in the program every semester. By having so many participants the cost of the transit service can be kept low.

A second issue to consider about UPASS is that UWM is serviced by a eleven transit routes. This service provides students with a number of options if they choose to ride transit. Employers may not have this type of transit service available to them. Suburban employers in particular will find less transit service available the further one moves away from the CBD. Employers located in the CBD are likely to have greater access to transit and have a better opportunity to implement a successful transit pass program.

Employers need to identify what is best for their situation. A transit program that works for one company does not mean that it is the best alternative for another company. An employer must weigh the costs and benefits of implementing a transit pass program and decide what is the best solution to the problem they face.

With the implementation of a transit pass, regular transit users will continue to use transit but the number of individuals who make a modal shift from driving to transit will determine how successful the program has been. A key element to a successful transit pass program is to convert infrequent transit users into regular users.[24] In order for this to occur, an intensive marketing strategy is extremely important.

While the UPASS provides an example of a successful university transit pass program within Southeastern Wisconsin, the next step is the implementation of an employer based program.

[24] Oram, Richard L. "Implementation Experience with Deep Discount Fares," US Department of Transportation, Federal Transit Administration, September 1994.

Chapter XI

CONCLUSIONS

Conclusions. The UPASS program at The University of Wisconsin-Milwaukee has proven to be an effective TDM strategy in just its first year of operation. This report has shown that the UPASS program reduced vehicle trips to campus, increased transit ridership, and reduced the overall impact of the automobile on the environment. Furthermore, some students perceive the parking situation around campus has improved since the implementation of UPASS.

The program has also received very high approval ratings from UWM students. Approximately 90% of survey respondents indicated they strongly favor or favor the UPASS program and over 91% of respondents indicated the UPASS program should continue in future semesters. Some survey respondents indicated UPASS influenced a decision to attend UWM, influenced a decision to not purchase a car, and allowed some to find employment. Furthermore, a few students indicated they plan to look for housing with better transit service in future semesters to take greater advantage of the UPASS.

Some of the more interesting findings of this study were:

1. UPASS reduced the percentage of students who drive to campus from a rate of 54% prior to UPASS to a rate between 38% to 41% after the implementation of UPASS.

2. UPASS increased the percentage of students who indicate transit is their normal mode of transportation to UWM from a rate of 12% prior to UPASS to a rate of 25% to 26% after the implementation of UPASS. MCTS on-board ridership counts and survey results show approximately a 35% increase in transit ridership on routes serving the University.

3. UPASS provided transit service to UWM students at a cost of approximately $0.51 per trip compared to the regular $1.25 fare or the $0.95 discounted ticket fare.

4. UPASS increased transit ridership to other locations besides UWM. Survey results show a 17% to 18% increase in ridership for trips to work, to shopping, and to other locations.

5. UPASS resulted in a reduction of 221,055 vehicle trips and 5,084,265 VMT for trips to UWM during the 1994-95 academic school year. This resulted in a savings of 242,108 gallons of fuel and a savings of $295,371.76 in fuel costs. The UPASS also reduced emissions by 20% for trips to UWM and by one-tenth of 1% within the region.

Future of the UPASS Program. As shown in this report the UPASS program was very successful during its first year of operation. As the UPASS program continues in future semesters it will be interesting to see if student transit ridership continues to increase. Survey results indicated in particular a high rate of transit usage among freshman and sophomores. Hopefully, this trend will continue as these students become juniors and seniors in approximately 2 or 3 years.

Finally, there is talk of expanding the UPASS program to include summer class sessions as well as including a faculty transit pass program. The University and MCTS are currently discussing the possibility of implementing these types of programs and it appears this could happen in the near future.

Recommendations for Future Studies. This report has evaluated the UPASS program during the first year of operation. A comprehensive study should be conducted in approximately 2 to 3 years to measure the long term success of the program.

Similar surveys to the ones conducted in this study should also be conducted on an annual basis. This would provide valuable information on the success of the program and could provide suggestions which might be helpful in improving the program. A parking study of the University area would also provide a better indication on how the program has impacted the parking situation at the University.

Finally, should an employer within Southeastern Wisconsin implement a transit pass program, a study should be conducted to evaluate the impacts the program has on the region. The success and failures of the program should be identified which could assist other companies in implementing similar transit programs. This type of study would be beneficial in that it would provide an employer based perspective of a transit pass program.

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APPENDIX

APPENDIX A	Spring 1994 Student Survey
APPENDIX B	Fall 1994 Student Survey
APPENDIX C	Spring 1995 Student Survey
APPENDIX D	UPARK Shuttlebus Survey
APPENDIX E	UPASS Focus Group Discussions
APPENDIX F	Calculations for Determining UPASS Impact on Transit Ridership
APPENDIX G	Calculations for Transportation Related Impacts
APPENDIX H	News Articles Related to UPASS
APPENDIX I	Marketing Material Related to UPASS

Appendix A

Spring 1994 UWM Student Survey

- Cover Letter
- Survey Form

March 29, 1994

Dear Student:

The University is considering an expansion in the level of transit services to the campus for next fall. These changes could make it easier and cheaper to get to campus by bus.

In order to plan these services and to determine how well they work, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and to return it to us as soon as possible. It will only take a few minutes to fill this out and your answers are important so that we can have a better transportation program at UWM. All answers are confidential and will be combined for purposes of analysis.

You can drop off the completed survey at the Parking and Transit Office in the student union, Room WG25, or return it to us in the enclosed envelope.

Thank you for your help.

Sincerely,

Jim Marsho
UWM Transportation Office

EAB:lkr

Encl.

UWM TRAVEL SURVEY

The purpose of this survey is to help understand travel patterns to the university. By filling out this questionnaire, you are giving informed consent to be in this study. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you normally leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

   _____
   Number Street City Zip

2. Is this your:

   _____ HOME (OFF-CAMPUS), _____ SHOPPING,
   _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
   _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

3. How far is this from UWM?

   _____ BLOCKS, _____ MILES, _____ ON CAMPUS

4. Where do you normally go right after you leave UWM?

   _____
   Number Street City Zip

5. Is this your:

   _____ HOME (OFF-CAMPUS), _____ SHOPPING,
   _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
   _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

6. How far is this from UWM?

   _____ BLOCKS, _____ MILES, _____ ON CAMPUS

7. How far do you live from UWM?

   _____ BLOCKS, OR _____ MILES, _____ LIVE ON CAMPUS

8. What is your classification:

   _____ FRESHMAN, _____ SOPHOMORE, _____ JUNIOR, _____ SENIOR,
   _____ GRADUATE, _____ SPECIAL, _____ FACULTY,
   _____ ACADEMIC STAFF, _____ CLASSIFIED STAFF, _____ OTHER

9. How many credits are you currently taking? _____

10. Sex: _____ MALE, _____ FEMALE

11. During a typical week do you:

    _____ ONLY HAVE CLASS BEFORE 4:30 P.M.
    _____ ONLY HAVE CLASS AFTER 4:30 P.M.
    _____ HAVE CLASSES BOTH BEFORE AND AFTER 4:30 P.M.

12. What are your usual daily arrival and departure times this semester? (Leave blank if not here that day.)

MONDAY	_____	ARRIVAL	_____	DEPARTURE
TUESDAY	_____	ARRIVAL	_____	DEPARTURE
WEDNESDAY	_____	ARRIVAL	_____	DEPARTURE
THURSDAY	_____	ARRIVAL	_____	DEPARTURE
FRIDAY	_____	ARRIVAL	_____	DEPARTURE
SATURDAY	_____	ARRIVAL	_____	DEPARTURE

13. (a) Do you have a car available that you could take to UWM on a regular basis?

_____ YES, _____ NO

(b) Do you own that car? ____ YES, ____ NO

(c) Do you have a driver's license? ____ YES, ____ NO

14. (a) Do you work while attending UWM? _____ YES, _____ NO

(b) How many hours per week? _____

15. How do you usually travel? Answer these questions using one or more of the coded answers below:

DRIVE ALONE=1	CARPOOL, HITCHHIKE,	MOTORCYCLE=5	WALK=8
UPARK SHUTTLEBUS=2	OR RIDE WITH	BICYCLE=6	OTHER=9
REGULAR BUS=3	SOMEONE=4	TAXI=7	DOES NOT APPLY N/A=0

If you normally use more than one method of transportation on your trip code them all. For example, if you drive to a bus route (1) and then take the bus (2), code both methods of transportation on the same line – that is, 1 to 2 to ... etc.

(a)	Which method do you normally use to get to UWM?	_____ to _____ to _____
(b)	If your normal method of getting to UWM were unavailable, how would you get there?	_____ to _____ to _____
(c)	Which method did you use to get to UWM at the beginning of the Fall semester?	_____ to _____ to _____
(d)	Which method do you normally use to leave UWM?	_____ to _____ to
(e)	What method do you normally use for work trips?	_____ to _____ to _____
(f)	What method do you normally use for shopping trips?	_____ to _____ to _____
(g)	What method do you normally use for other trips?	_____ to _____ to _____

16. What college or school are you enrolled (or working) in?

_____ L & S,	_____ ENGINEERING,	_____ BUSINESS ADMINISTRATION,
_____ EDUCATION,	_____ ARCHITECTURE,	_____ NURSING,
_____ FINE ARTS,	_____ ADMINISTRATION,	_____ SOCIAL WELFARE

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17. Could you tell us how important the following characteristics of a transportation service are to you. Please put a number from 0 to 5 in the space beside the question.

0 = DON'T KNOW
1 = VERY IMPORTANT
2 = SOMEWHAT IMPORTANT
3 = NEUTRAL
4 = SOMEWHAT UNIMPORTANT
5 = VERY UNIMPORTANT

(a) Low travel time _____

(b) Availability of a seat _____

(c) Low cost _____

(d) Not having to transfer vehicles _____

(e) A comfortable place to wait _____

(f) Operating on schedule _____

(g) Operating directly from my home to my destination _____

(h) Operating at a time convenient to me _____

(i) Easy availability of parking _____

(j) All riders in vehicle going to the same place _____

18. Starting next fall, it is possible that UWM will give its students a bus pass for unlimited travel anywhere at any time on the Milwaukee Transit System during the school year.

How do you think this will affect your travel by bus to the university?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

How do you think it will affect your travel to other places by bus?

_____ MAJOR INCREASE _____ MINOR INCREASE _____ NO CHANGE _____ MINOR DECREASE _____ MAJOR DECREASE

19. For the last regular school day that you went to UWM, which method did you use primarily to get to UWM? (If you used a combination check all that apply.)

_____ (a) Drove an automobile
_____ (b) Rode with someone or carpooled
_____ (c) Motorcycle
_____ (d) Regular City bus
_____ (e) UPARK shuttle bus
_____ (f) Bicycle
_____ (g) Walk
_____ (h) Taxi
_____ (i) Other

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ANSWER THESE QUESTIONS IF YOU NORMALLY TRAVEL BY AUTOMOBILE, MOTORCYCLE OR CARPOOL TO UWM.

1. How many people do you ride with when you come to UWM? _____

2. Where do you usually park?

   _____ ON-CAMPUS SURFACE LOT _____ STREET PARKING WITH TIME LIMIT

   _____ ON-CAMPUS STRUCTURE _____ STREET ALL-DAY PARKING

   _____ UPARK LOT IF OFF-CAMPUS, HOW FAR? _____ BLOCKS

3. (a) Have you ever ridden the bus to UWM? _____ YES, _____ NO

   (b) If YES, which route?

   _____ OKLAHOMA (#5), _____ OAKLAND (#15), _____ NORTH (#21),

   _____ CAPITOL (#62), _____ BURLEIGH (#60), _____ CENTER (#22),

   _____ MARYLAND/DOWNER (#30), _____ COLLEGE AVENUE (#40U),

   _____ HALES CORNERS/STATE FAIR (#16)

   (c) Have you ever ridden the bus to UWM, and then stopped riding it?

   _____ YES, _____ NO. If YES, why did you stop riding? _____

   _____

IF YOU NORMALLY TRAVEL BY BUS TO UWM, ANSWER THESE QUESTIONS.

1. Which bus routes do you normally use to <u>get to</u> UWM?

   BUS ROUTE NUMBERS: _____ 1st BUS, to _____ 2nd BUS, to _____ 3rd BUS

2. Which bus route do you normally use to <u>leave</u> UWM?

   BUS ROUTE NUMBERS: _____ 1st BUS, to _____ 2nd BUS, to _____ 3rd BUS

   _____ DON'T USE A BUS TO LEAVE UWM

3. (a) How do you get to the bus route you normally use?

   _____ WALK, _____ DRIVE & PARK, _____ DROPPED OFF BY SOMEONE,

   _____ OTHER (specify) _____

   (b) How far is the bus route you use from where you live?

   _____ BLOCKS, OR _____ MILES

   (c) If you drive to this bus route and park, where do you park?

   _____ ON-STREET LOCATION, _____ OFF-STREET LOCATION

4. How do you pay your bus fare?

   _____ CASH, _____ TRANSFER, _____ REGULAR BUS TICKET, _____ BUS PASS

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE UWM PARKING AND TRANSIT OFFICE, UNION WG25.

Appendix B

Fall 1994 UWM Student Survey

- Cover Letter
- Survey Form

UNIVERSITY OF WISCONSIN MILWAUKEE

Parking and Transit

UWM

October, 1994

Dear Student,

This fall, the University implemented a transit pass program (UPASS) in which the level of transit service to campus was expanded. These changes should make it easier and cheaper for students to get to campus by bus and offer an attractive alternative to driving.

In order to evaluate the usage and effectiveness of the program, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and return it to us as soon as possible; hopefully, within 2 weeks upon receiving this. It will take only a few minutes to fill this out. All answers are confidential and will be combined for purposes of analysis.

It is important that you complete this survey even if you do not use the UPASS. It was a survey similar to this one that was conducted in the Spring, 1994, which influenced our decision to implement UPASS. Your answers will help us decide on the future of this program.

If you drop off the completed survey at the *Parking and Transit Office in the student union, Room WG25*, you will receive a small gift in token of our appreciation. Or, you may simply return it to us in the enclosed self-addressed, stamped envelope.

Thank you for your time and help.

Sincerely,

Jim Marsho

Jim Marsho, Director
UWM Parking and Transit Office

Enclosure

Union • PO Box 413 • Milwaukee, WI 53201 414 229-5644

UWM TRAVEL SURVEY

The purpose of this survey is to evaluate the usage and effectiveness of the new UPASS program and to solicit comments and suggestions for changes and improvements in the program. ***It is important that you complete this survey even if you do not use UPASS.*** By filling out this questionnaire, you are giving informed consent to be in this study. A random telephone survey may be conducted. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you **normally** leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

   _____
   Number Street City Zip

2. Is this your:

   _____ HOME (OFF-CAMPUS), _____ SHOPPING,
   _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
   _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

3. Where do you normally go **right after** you leave UWM? *If same as #1, check here* [ ]

   _____
   Number Street City Zip

4. Is this your:

   _____ HOME (OFF-CAMPUS), _____ SHOPPING,
   _____ ON-CAMPUS DORM, _____ CHILD CARE LOCATION
   _____ PLACE OF WORK, _____ OTHER (SPECIFY: _____)

5. What is your classification:

   _____ FRESHMAN, _____ SOPHOMORE, _____ JUNIOR, _____ SENIOR,
   _____ GRADUATE, _____ SPECIAL, _____ OTHER

6. How many credits are you currently taking? _____

7. Sex: _____ MALE, _____ FEMALE

8. During a typical week do you:

   _____ ONLY HAVE CLASSES THAT END BEFORE 4:30 P.M.
   _____ ONLY HAVE CLASSES THAT BEGIN AFTER 4:30 P.M.
   _____ HAVE CLASSES THAT ARE BOTH BEFORE AND AFTER 4:30 P.M.

9. What college or school are you enrolled in?

   _____ L & S, _____ ENGINEERING, _____ BUSINESS ADMINISTRATION,
   _____ EDUCATION, _____ ARCHITECTURE, _____ NURSING,
   _____ FINE ARTS, _____ ALLIED HEALTH, _____ SOCIAL WELFARE
   _____ LIBRARY AND INFO. SCIENCE

10. (a) Do you work while attending UWM? _____ YES, _____ NO
    (b) How many hours per week? _____

11. (a) Do you have a car available that you could take to UWM on a regular basis?
_____ YES, _____ NO
(b) Do you own that car? _____ YES, _____ NO

12. Answer the following questions using one or more of the coded answers below:

1 = DRIVE ALONE	*4* = CARPOOL, RIDE WITH SOMEONE	*5* = MOTORCYCLE	*8* = WALK
2 = UPARK SHUTTLEBUS		*6* = BICYCLE	*9* = OTHER
3 = REGULAR BUS		*7* = TAXI	*0* = DID NOT ATTEND

If you normally use more than one method of transportation on your trip code them all. For example, if you drive to a regular bus route (1) and then take the bus (2), code both methods of transportation on the same line – that is, 1 to 3 to ... etc.

(a) For the past week of Monday to Friday, please code the method of transportation used to arrive and depart UWM.

DAY	ARRIVAL	DEPARTURE
MONDAY	_____ to _____ to _____	_____ to _____ to _____
TUESDAY	_____ to _____ to _____	_____ to _____ to _____
WEDNESDAY	_____ to _____ to _____	_____ to _____ to _____
THURSDAY	_____ to _____ to _____	_____ to _____ to _____
FRIDAY	_____ to _____ to _____	_____ to _____ to _____

(b) If your normal method of getting to UWM were unavailable, how would you get there? _____ to _____ to _____

(c) Which method did you normally use to get to UWM during the 1994 Spring semester? _____ to _____ to _____

(d) What method do you normally use for work trips? _____ to _____ to _____

(e) What method do you normally use for shopping? _____ to _____ to _____

13. Could you please rate the following characteristics of the Milwaukee County Transit System. Please put a number from 0 to 5 in the space beside each question.

0 = DON'T KNOW
1 = EXCELLENT
2 = GOOD
3 = AVERAGE
4 = POOR
5 = VERY POOR

(a) Courteous and knowledgeable drivers _____
(b) Availability of a seat _____
(c) Frequency of buses _____
(d) Buses on time _____
(e) Total travel time _____
(f) Not having to transfer vehicles _____
(g) Availability of flyer or express service _____
(h) Convenient bus schedules _____
(i) Safety/Security _____
(j) Comfortable ride _____
(k) Ability to get good information _____
(l) Bus stop close to trip origin _____
(m) Bus stop close to destination _____
(n) Comfortable place to wait _____

14. Which of the following routes have you used so far this semester for trips to UWM?

_____ Capitol/Humboldt UPARK
_____ Rt. # 5 Oklahoma Ave.
_____ Rt. # 16 Hales Corners
_____ Rt. # 22 Center St.
_____ Rt. # 39U Timmerman
_____ Rt. # 49U Brown Deer
_____ Rt. # 62 Capitol Dr.
_____ Veterans/McKinley UPARK
_____ Rt. # 15 Oakland/Kinnickinnic
_____ Rt. # 21 North Ave.
_____ Rt. # 30 Sherman/Wisconsin
_____ Rt. # 40U College Ave.
_____ Rt. # 60 Burléigh St.
_____ None of the above

15. This semester, UWM students were issued a bus pass (UPASS) for unlimited travel on all Milwaukee County Transit bus routes. How often do you use your UPASS to go to the following?

Please check a box for each location.

Bus use (Fall 1994)	UWM	Work	Shopping	Other
Less than 1 time per month	[ ]	[ ]	[ ]	[ ]
1 to 3 times per month	[ ]	[ ]	[ ]	[ ]
1 or 2 times per week	[ ]	[ ]	[ ]	[ ]
3 to 5 times per week	[ ]	[ ]	[ ]	[ ]
More than 5 times per week	[ ]	[ ]	[ ]	[ ]
Did not use UPASS	[ ]	[ ]	[ ]	[ ]

16. For ***last semester***, Spring 1994, how often did you ride the bus to the following?

Bus use (Spring 1994)	UWM	Work	Shopping	Other
Less than 1 time per month	[ ]	[ ]	[ ]	[ ]
1 to 3 times per month	[ ]	[ ]	[ ]	[ ]
1 or 2 times per week	[ ]	[ ]	[ ]	[ ]
3 to 5 times per week	[ ]	[ ]	[ ]	[ ]
More than 5 times per week	[ ]	[ ]	[ ]	[ ]
Did not ride the bus	[ ]	[ ]	[ ]	[ ]
Did not attend UWM	[ ]			

17. How did you receive your UPASS?

_____ Picked it up in person _____ By Mail _____ Did not receive one

18. Did the existence of the UPASS program have any affect on your decision to attend UWM this semester?

_____ YES _____ NO

19. Has the UPASS had any effect on the amount of time you spend on campus?

_____ SPEND MORE TIME ON-CAMPUS _____ NO EFFECT _____ SPEND LESS TIME ON-CAMPUS

20. Whether you use UPASS or not:

(a) How do you feel about the program?

_____ Strongly Favor _____ Favor _____ No Opinion _____ Against _____Strongly against

(b) How do you feel the program has effected parking at UWM?

ON-CAMPUS: _____ Easier to park _____ No change _____ Harder to park _____ Don't Know

OFF-CAMPUS: _____ Easier to park _____ No change _____ Harder to park _____ Don't Know

21. Should the UPASS program be continued in the coming semesters?

_____ YES
_____ YES, but with changes. (Please make comments and suggestions under Ques. #23.)
_____ NO

22. Would you be willing to participate in a small group discussion regarding the UPASS and other transit related issues? The discussion would take approximately 2 - 3 hours and you would be paid for focus group participation at a rate of $10 *per hour* for your time. Only a small number of individuals will be randomly chosen to participate. The discussion will be videotaped for the purpose of being reviewed by the researchers of this study. (We need both transit and non-transit riders.)

_____ YES _____ NO

If you answered YES, please provide your name and phone number below: (Please Print)

NAME:_____ PHONE NUMBER:_____

23. If you have any comments (positive or negative) or suggestions you wish to make about the UPASS program or the transit system bus service, please do so here: (Use additional paper as needed.)

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE *UWM PARKING AND TRANSIT OFFICE, UNION WG25.*

Appendix C

Spring 1995 UWM Student Survey

- Cover Letter
- Survey Form

UNIVERSITY OF WISCONSIN MILWAUKEE

Parking and Transit

UWM

March, 1995

Dear Student,

Last fall, the University implemented a transit pass program (UPASS) in which the level of transit service to campus was expanded and free, unlimited bus riding on the Milwaukee County Transit System was made available to UWM students. These changes were made in an effort to make it easier and cheaper for students to get to campus by bus and offer an attractive alternative to driving.

In order to evaluate the usage and effectiveness of the program, we are conducting a survey of student travel patterns and you have been selected at random for this survey.

We would like you to fill out the enclosed questionnaire and return it to us as soon as possible; hopefully, within 2 weeks of receiving this. It will take only a few minutes to fill this out. All answers are confidential and will be combined for purposes of analysis.

It is important that you complete this survey even if you do not use the UPASS. It was a survey similar to this one that was conducted in the Spring, 1994, which influenced our decision to implement UPASS. Your answers will help us decide on the future of this program.

If you drop off the completed survey at the *Parking and Transit Office in the student union, Room WG25*, you will receive a small gift in token of our appreciation. Or, simply return it to us in the enclosed self-addressed, stamped envelope.

Thank you for your time and help.

Sincerely,

Jim Marsho

Jim Marsho, Director
UWM Parking and Transit Office

Enclosure

Union • PO Box 413 • Milwaukee, WI 53201 414 229-5644

UWM TRAVEL SURVEY

The purpose of this survey is to evaluate the usage and effectiveness of the UPASS program and to solicit comments and suggestions for changes and improvements in the program. ***It is important that you complete this survey even if you do not use UPASS.*** By filling out this questionnaire, you are giving informed consent to be in this study. All information will be anonymous. Anyone under the age of 18 should not fill out the questionnaire.

1. What is the address which you **normally** leave from right before you come to UWM? (If you don't know the address, give the nearest intersection or building name.)

   _____
   Number Street City Zip

2. Is this your:

   _____ HOME (OFF-CAMPUS) _____ SHOPPING
   _____ ON-CAMPUS DORM _____ CHILD CARE LOCATION
   _____ PLACE OF WORK _____ OTHER (SPECIFY: _____)

3. Is there a bus route and stop close to this location that you could use to travel to UWM without transferring buses?

   _____ YES _____ NO _____ DON'T KNOW

4. Where do you normally go **right after** you leave UWM? *If same as #1, check here [ ] go to #6*

   _____
   Number Street City Zip

5. Is this your:

   _____ HOME (OFF-CAMPUS) _____ SHOPPING
   _____ ON-CAMPUS DORM _____ CHILD CARE LOCATION
   _____ PLACE OF WORK _____ OTHER (SPECIFY: _____)

6. What is your classification:

   _____ FRESHMAN _____ SOPHOMORE _____ JUNIOR _____ SENIOR
   _____ GRADUATE _____ SPECIAL _____ OTHER

7. How many credits are you currently taking? _____

8. Sex: _____ MALE _____ FEMALE

9. During a typical week do you:
   _____ ONLY HAVE CLASSES THAT END BEFORE 4:30 P.M.
   _____ ONLY HAVE CLASSES THAT BEGIN AFTER 4:30 P.M.
   _____ HAVE CLASSES THAT ARE BOTH BEFORE AND AFTER 4:30 P.M.

10. What college or school are you enrolled in?
    _____ L & S _____ ENGINEERING _____ BUSINESS ADMINISTRATION
    _____ EDUCATION _____ ARCHITECTURE _____ NURSING
    _____ FINE ARTS _____ ALLIED HEALTH _____ SOCIAL WELFARE
    _____ LIBRARY AND INFO. SCIENCE

11. (a) Do you work while attending UWM? _____ YES _____ NO
    (b) How many hours per week? _____

12. (a) Do you have a car available that you could take to UWM on a regular basis?
_____ YES _____ NO
(b) Do you own that car? _____ YES _____ NO

13. Answer the following questions using one or more of the coded answers below:

1 = DRIVE ALONE	*4* = CARPOOL, RIDE WITH SOMEONE	*5* = MOTORCYCLE	*8* = WALK
2 = UPARK SHUTTLEBUS		*6* = BICYCLE	*9* = OTHER
3 = REGULAR BUS		*7* = TAXI	*0* = DID NOT ATTEND

NOTE: If you normally use more than one method of transportation on your trip code them all. For example, if you **drive** to a regular bus route and then take the **bus**, code both methods of transportation on the same line – that is, 1 to 3 to ... etc.

(a) What has been your most often used method of travel to UWM this semester? _____ to _____ to _____

(b) If your normal method of travel to UWM were unavailable, how would you get there? _____ to _____ to _____

(c) What method of travel do you normally use during **bad weather**? _____ to _____ to _____

(d) A year ago, what method did you normally use to get to UWM **(1994 Spring semester)**? _____ to _____ to _____

(e) What method do you normally use for **work trips**? _____ to _____ to _____

(f) What method do you normally use for **shopping**? _____ to _____ to _____

14. Could you please rate the following characteristics regarding parking at UWM. Please put a number from 0 to 5 in the space beside each question.

0 = DON'T KNOW	3 = AVERAGE
1 = EXCELLENT	4 = POOR
2 = GOOD	5 = VERY POOR

(a) Availability of a spot on-street _____
(b) Availability of a spot on-campus _____
(c) Ability to find a spot close to campus _____
(d) Spend little time finding a space _____
(h) Ability to keep cost low _____
(i) Ability to avoid parking tickets _____
(g) Safety/Security for on-street _____
(h) Safety/Security for on-campus _____

15. Where do you most often park when you come to UWM?

_____ On-campus surface lot _____ On-campus parking structure _____ UPARK lot
_____ On-street parking meter _____ On-street time limit _____ Other:_____

16. If you park on-street, how many blocks do you usually park from campus?

_____ Less than 1 block _____ 1 to 2 blocks _____ 3 to 4 blocks _____ 5 or more blocks

17. If you work and normally drive there, where do you park at your place of employment?

_____ Company owned lot _____ Private pay surface lot _____ On-street parking meter
_____ On-street time limit _____ On-street no time limit _____ Parking pay structure
_____ Other:(_____)

18. This semester, how often have you used your UPASS to go to the following?

Bus use (Spring 1995)	UWM	Work	Shopping	Other
Less than 1 time per month	[ ]	[ ]	[ ]	[ ]
1 to 3 times per month	[ ]	[ ]	[ ]	[ ]
1 or 2 times per week	[ ]	[ ]	[ ]	[ ]
3 to 5 times per week	[ ]	[ ]	[ ]	[ ]
More than 5 times per week	[ ]	[ ]	[ ]	[ ]
Do not use UPASS	[ ]	[ ]	[ ]	[ ]

19. A year ago in *Spring 1994*, how often did you ride the bus to the following?

Bus use (Spring 1994)	UWM	Work	Shopping	Other
Less than 1 time per month	[ ]	[ ]	[ ]	[ ]
1 to 3 times per month	[ ]	[ ]	[ ]	[ ]
1 or 2 times per week	[ ]	[ ]	[ ]	[ ]
3 to 5 times per week	[ ]	[ ]	[ ]	[ ]
More than 5 times per week	[ ]	[ ]	[ ]	[ ]
Did not ride the bus	[ ]	[ ]	[ ]	[ ]
Did not attend UWM	[ ]			

20. Rate how important the following characteristics are in your decision to use UPASS (Please complete even if you only use it once a month). Please put a number between 0 and 5 next to each characteristic:

0 = DON'T KNOW/DOESN'T APPLY
1 = VERY IMPORTANT
2 = SOMEWHAT IMPORTANT
3 = NEUTRAL
4 = SOMEWHAT UNIMPORTANT
5 = VERY UNIMPORTANT

(a) Save money _____
(b) Avoid finding a parking space _____
(c) Avoid parking tickets _____
(d) Have no car _____
(e) Have no license _____
(f) Avoid driving in heavy traffic _____
(f) Environmental concerns _____
(g) Bad weather conditions _____
(h) Convenience _____
(i) Bus stop close to my home _____
(j) Extra time to study on bus _____
(k) Extra time to relax on bus _____

21. Please check the days you regularly attend UWM.

SUN.	MON.	TUE.	WED.	THUR.	FRI.	SAT.
[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

22. For the past week, please check the days which you used your UPASS to attend the following

	SUN.	MON.	TUE.	WED.	THUR.	FRI.	SAT.
UWM	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Work	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Shopping	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Other	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

23. How did you receive your UPASS this semester?

_____ Picked-it up _____ By Mail _____ Did not receive one

24. Has the UPASS done any of the following for you:

	YES	SOMEWHAT	NO	DON'T KNOW
(a) Helped me find a job while in school	[ ]	[ ]	[ ]	[ ]
(b) Helped me find a cheaper place to live	[ ]	[ ]	[ ]	[ ]
(c) Helped me visit friends	[ ]	[ ]	[ ]	[ ]
(d) Effected a decision to buy a car	[ ]	[ ]	[ ]	[ ]

25. What impact will UPASS have on your decision to attend UWM in future semesters?

_____ Major Impact _____ Minor Impact _____ No Impact _____ Will not be here

26. How will the UPASS program effect your decision on where you will live next year?

_____ I will move to a place with better bus service
_____ I will stay at a place with "good" bus service
_____ The UPASS will have no impact on where I live
_____ I will be leaving or graduating from UWM
_____ Don't know

27. Whether you use UPASS or not, how do you feel about the program?

_____ Strongly Favor _____ Favor _____ No Opinion _____ Against _____Strongly against

28. Should the UPASS program be continued in the coming semesters?

_____ YES
_____ YES, but with changes. (Please make comments and suggestions under Ques. #29.)
_____ NO

29. If you have any comments (positive or negative) or suggestions you wish to make about the UPASS program or the transit system, please do so here: (Use additional paper if needed.)

THAT'S ALL! THANK YOU FOR YOUR TIME. PLEASE RETURN THIS QUESTIONNAIRE IN THE ENVELOPE PROVIDED, OR DROP IT OFF AT THE *UWM PARKING AND TRANSIT OFFICE, UNION WG25.*

Appendix D

UPARK Shuttlebus Survey

- Survey Form

UPARK TRAVEL SURVEY

Please complete the following on your way to campus and return it to the bus driver as you leave. This will only take a few minutes to complete. Thank You!

1. What is your classification:

_____ Freshman _____ Sophomore _____ Junior _____ Senior
_____ Graduate _____ Special _____ Other (Specify: _____)

2. Sex: _____ Male _____ Female

3. How many credits are you currently taking? _____

4. During a typical week do you:
_____ Only have classes that end before 4:30 PM
_____ Have classes both before and after 4:30 PM

5. Please provide the Zip Code where you are coming from? _____

6. On what days do you use the UPARK lot?

_____ Monday _____ Tuesday _____ Wednesday _____ Thursday _____ Friday

7. What time did you arrive at the UPARK lot? _____ AM or PM
What time do expect to leave from the UPARK lot? _____ AM or PM

8. How many people rode with you to the UPARK (Not including yourself)? _____

9. On days you don't use the UPARK lot, how do arrive at the UWM campus?

_____ Drive and Park at UWM _____ Ride the Milwaukee County Bus
_____ Have someone drop me off _____ Always use a UPARK lot

10. How often do you ride the Milwaukee County bus system for the following:

	UWM	Work	Shopping	Other
Less than 1 time per month	[ ]	[ ]	[ ]	[ ]
1 to 3 times per month	[ ]	[ ]	[ ]	[ ]
1 to 2 times per week	[ ]	[ ]	[ ]	[ ]
3 to 5 times per week	[ ]	[ ]	[ ]	[ ]
More than 5 times per week	[ ]	[ ]	[ ]	[ ]
Do not ride the bus	[ ]	[ ]	[ ]	[ ]

11. Please rate how important the following characteristics are in your decision to use the UPARK park and ride lot.

0= Don't Know
1= Very Important
2= Somewhat Important
3= Neutral
4= Somewhat Unimportant
5= Very Unimportant

a) Save money on parking _____
b) Avoid finding a parking space near campus _____
c) Avoid parking tickets _____
d) Convenience _____

12. Do you work while attending UWM? _____ YES _____ NO
If so, how many hours per week? _____

13. The Center for Urban Transportation Studies at UWM will be conducting a small group discussion regarding travel patterns, transit, and the UPASS program on April 4th or 5th. We would appreciate your participation in this discussion. Approximately 8 people are needed and you would be paid $20 for participating. If you are interested in taking part in this discussion please provide the following information:

Name: _____ Phone Number: _____

I would be able to attend a discussion on the following days and times.
_____ Tue. April 4, 4:30 - 6:00 PM _____ Wed. April 5, 11:30 - 1:00 PM
_____ Wed. April 5, 4:30 - 6:00 PM

You will be contacted with more information if enough people sign up to participate.

Thank you for your time. Please return the survey to the bus driver as you leave.

Appendix E

UPASS Focus Group Discussion Sessions

- Focus Group Discussion Guide
- Focus Group Participation Consent Form
- Focus Group Participation Follow-up Letter
- Focus Group Summary of Findings
- Guidelines for Conducting a Focus Group

UPASS
DISCUSSION GUIDE

(OPENING REMARKS AND INTRODUCTIONS.)

1. If you were to describe UPASS to someone who had never heard of it, what would you say? What else?

2. What affect has UPASS had on you? Why?

3. What do you particularly like about UPASS? The Milwaukee County Transit System? Why? What else?

4. What, if anything, do you dislike about UPASS? Why? If you could change anything about it or MCTS, what would it be? Why?

5. In what ways, if any, is the UPASS program better than you thought it would be? What had you expected? Why?

6. In what ways, if any, is the UPASS program not as good as you thought it would be? What had you expected? What needs to be improved?

7. Who among UWM students is most apt to find UPASS beneficial? Why?

8. Who among UWM students is less likely to find UPASS beneficial? Why?

10. (DISTRIBUTE "UPASS EVALUATION" SHEETS.) Please consider each of these characteristics or attributes then rate them using the scale that appears near the top of the sheet.

    I'm interested in how you've rated these attributes, but before we discuss them, please place a plus sign next to the attribute you believe is the program's most positive or beneficial attribute and place a minus sign next to the attribute you think is the biggest drawback or area for improvement in the UPASS program.

    Which attributes received a "1" for "Excellent"? Why? Which of these did you award a "Plus Sign"? Why?

    Which of these attributes received a lower rating? Why? Which did you give a "Minus Sign"? Why?

10. Since using UPASS, have your attitudes or impressions regarding the Milwaukee County Transit System changed in any way? What is more favorable? What is less favorable? Why?

UPASS DISCUSSION GUIDE
February 1995
Page 2

11. Recalling your experiences early last semester. . .did you have any trouble obtaining the UPASS? Understanding how UPASS works? Any other problems? Why?

12. What advertising, flyers or brochures about UPASS do you recall?

13. (SHOW UPASS BROCHURE.) Do you recall receiving this brochure? Was it effective in explaining the program? How so? What calls for improvement?

14. What would be the most effective means of communicating with you about UPASS? Why? When is a good time to communicate with you about UPASS?

15. If you were talking to the director of the UPASS program instead of me, what would you say? What advice would you offer? Why? What would you say about MCTS and the UPASS program in terms of its ability to attract you and other students to UWM and keep you and other students here? Why?

UPASS EVALUATION SHEET

Excellent	=	1
Good	=	2
Average	=	3
Poor	=	4
Very Poor	=	5
Don't Know	=	0

ATTRIBUTE	RATING
Courteousness and attitude of drivers	
Knowledgability of drivers	
Availability of a seat	
Frequency of buses	
Buses on time	
Total travel time	
Not having to transfer vehicles	
Availability of Flyer or Express service	
Convenient bus schedules	
Safety/security	
Comfortable ride	
Ability to get good information	
Bus stop close to trip origin	
Bus stop close to destination	
Comfortable place to wait	
A good value	
A good way to save money	

UPASS FOCUS GROUPS

INFORMED CONSENT LETTER

Thank you for taking part in this discussion regarding the UPASS transit program. This discussion is being conducted as part of a study being prepared by the Center for Urban Transportation Studies (EMS E387). The results of this discussion will be included in a report for the Wisconsin Department of Transportation. In addition, the information you provide will be valuable in deciding the future direction of the UPASS program at UW-Milwaukee.

We will be videotaping your discussion and will review the tapes for comments, ideas, and suggestions. The tapes will only be viewed by members involved with the study. When the tapes are not being viewed, they will be kept in a locked file cabinet at the Center for Urban Transportation Studies and will be destroyed within one month after the discussion.

Your participation in this group is completely voluntary. Your name will not be associated with your comments in anyway as part of our project. You may participate in the discussion at any level you feel comfortable.

If you have any questions regarding the findings or the study, please contact Dr. Edward Beimborn, Center for Urban Transportation Studies, UW- Milwaukee, EMS E387, P.O. Box 784, Milwaukee, WI 53201, (414) 229-5787.

If you have any complaints about your treatment as a participant in this study, please call or write: Dr. Berri Forman, IRB Consultant, Institutional Review Board for the Protection of Human Subjects, Environmental Health & Safety, UW- Milwaukee, P.O. Box 413, Milwaukee, WI 53201, (414) 229-6016.

Please complete the information on the following page:

UPASS FOCUS GROUPS

I have read the explanation of the study and agree to participate. I understand that my participation in this project is strictly voluntary.

_____ _____
Name Date

This research project has been approved by the University of Wisconsin-Milwaukee Institutional Review Board for the Protection of Human Subjects.

You will receive a check for $20 for your participation.

PLEASE PROVIDE THE FOLLOWING INFORMATION:

(PLEASE PRINT)

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

PHONE: _____

The Center for Urban Transportation Studies

The University of Wisconsin-Milwaukee, Room E 387 EMS Building
P.O. Box 784 Milwaukee, Wisconsin 53201 414-229-5787

Dear Student:

Thank you for agreeing to take part in the focus group discussion regarding the UPASS transit program. Here is the information regarding the discussion:

WHEN:
Wed. March 1, 1995

WHERE:
Bolton Hall - Room 277

TIME:
11:30 AM

The discussion will be videotaped and the results will be included in a written report for the State Department of Transportation. No names will be used in the report and only members involved in the study will view the videotape.

The discussion should last approximately 1 1/2 hours. Snacks and beverages will be served and you will receive $20 for your participation.

Thank you for agreeing to take part in this discussion!

Sincerely,

Jim Meyer
Research Assistant - Center for Urban Transportation Studies

P.S. If you are unable to attend, please contact us as soon as possible so we can find someone to take your place. (229-5787)

UPASS FOCUS GROUP SUMMARY OF FINDINGS

Background and Objectives

Students have a number of options available when selecting a mode of transportation to the university. With the implementation of the UPASS program during the Fall 1994 semester, these options were increased and made more flexible as students received free, unlimited travel on the Milwaukee County Transit System (MCTS). Students attending UWM, who take at least one credit at the Kenwood campus, receive the unlimited UPASS which can be used anytime, anywhere, for any trip purpose.

It is the hope of University officials that the UPASS program will encourage students to use the transit system in particular for trips to UWM. In order to evaluate the success of the program, focus group discussion sessions consisting of UWM students were conducted with the following objectives:

1. Determine the characteristics of users and non-users of UPASS;
2. Determine reasons students use or do not use UPASS;
3. Determine what impact UPASS has had on students lives;
4. Determine the attitudes and opinions regarding the UPASS program;
5. Determine the attitudes and opinions regarding the MCTS;
6. Determine possible changes which could be made to improve the program, and
7. Gather suggestions from students to help guide the future direction of UPASS.

Methodology

This research consisted of 5 focus group discussions conducted at the University of Wisconsin-Milwaukee for the Center for Urban Transportation Studies. The sessions were conducted by Jim Champley of Guidepath Research on the following dates:

- March 1, 1995 11:30 AM and 4:30 PM
- March 6, 1995 4:30 PM
- April 5, 1995 11:30 AM and 4:30 PM

Focus group participants were selected based upon responses to a four page mail survey and a UPARK shuttlebus survey. Students who were willing to participate in a focus group discussion were asked to leave their name and phone number so they could be contacted at a later time. All participants selected for the discussion were University of Wisconsin-Milwaukee students. The groups selected for the discussion sessions were:

1. *Frequent users of UPASS*

   - Respondents who indicated they use UPASS at least 3 or more times per week for various trip purposes.

2. *Non-users of UPASS*

   - Respondents who reported not using UPASS at all for any trip purpose.

3. *Freshman only group*

   - Freshman respondents who in general showed a high rate of UPASS use.

4. UPARK and UPASS users

- Respondents to the UPARK survey, primarily Milwaukee County residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Some respondents indicated using UPASS on occasion.

5. UPARK users but UPASS non-users

- Respondents to the UPARK survey, primarily out-of-county residents, who normally drive to a UPARK location and ride the shuttlebus to campus. Most respondents indicated rarely using UPASS, if at all.

Important aspects of the focus group discussion include:

- The discussion sessions lasted approximately 1 hour 15 minutes to 1 hour 45 minutes.
- The sessions were videotaped for the purpose of reviewing the discussions and preparing this report.
- Members from The Center for Urban Transportation Studies (CUTS), UWM Parking and Transit, and MCTS were present during the focus group discussion sessions. They viewed the sessions via closed-circuit TV in an adjacent room.
- Students were mailed a $20 check for their participation in the focus group discussion.

CAUTION:

The findings of this research must be reviewed cautiously as they represent the attitudes and opinions of relatively few persons.

Summary And Considerations

1. Dollar savings was a major factor in choosing to use UPASS. Freshman participants in particular mentioned UPASS saved them a lot of money. They stated that the benefits were: they did not have to purchase a car, they were able find employment, and they were able to live at home or at a place with lower rent.

2. Most groups saw UPASS as a benefit UWM students receive for attending the university. A number of participants felt the program could have an impact in attracting potential students and also in retaining students who might consider leaving.

3. Participants from both user and non-user groups mentioned they liked the fact UPASS can be used anywhere, at anytime, on any MCTS bus.

4. Participants felt students living in Milwaukee County would, or could, take advantage of the program. Non-users living out-of-county did not feel the program was as beneficial to them due mainly to excessive travel time and a lack of transit service in outlying areas.

5. The majority of participants who did not use UPASS on a regular basis were students with complex travel patterns who live outside Milwaukee County. A number of these students commented that they need their cars to be able to travel to work quickly or that they need to carry a number of items with them which is difficult to do when traveling by bus.

6. Both users and non-users like the reassurance of having the UPASS in case of an emergency. A number of non-users mentioned that while they do not use UPASS they still carry the pass in case something would happen to their automobile.

7. Participants like the intangibles of the UPASS program including easier access to parking and the fact that UPASS helps reduce the impact of the automobile on the environment by reducing motor vehicle trips to UWM and other locations.

8. Students like the fact that UPASS provides a transportation alternative which has positive impacts such as increased access to downtown and shopping centers, not having to purchase a car, finding housing farther away from UWM, and allowing students to search for employment throughout Milwaukee County.

9. MCTS received high ratings from focus group participants who said, for the most part, MCTS offers a good service.

10. Participants who use the UPASS on a regular basis said they would like to see the program extended into the summer class sessions. Non-users said they would like to see additional service expanded to areas outside Milwaukee County.

11. Participants from all groups felt the communication of UPASS to UWM students was fairly good. A few participants felt that freshman, specifically dorm residents, should be targeted with information regarding the program.

12. Participants from a number of the discussion groups indicated that they would like the UPASS program to be optional. They indicated that students who wish to take part could pay while those students who did not wish to take part would not be required to pay.

Highlights of Findings

1. Describe the UPASS concept

Students were asked how they would describe the UPASS concept to someone who had never heard of it before. All groups primarily described the program as a convenient method of transportation available to UWM students. A frequent user of UPASS said, "It's seven days a week, 24 hour free transportation." A freshman who regularly uses UPASS described it as, "A pass that every student at UWM gets for $30 of their tuition that allows you to ride the bus free."

Some students liked the UPASS program so much they felt it had the capability to attract potential students to UWM. A freshman noted that she had friends at other universities who were "jealous" of the UPASS program at UWM. A frequent user said, "It's a good incentive for people to enroll at UWM," while another participant said, "I take pride in attending the university because they are showing concern about meeting the needs of the students." A regular UPARK shuttlebus user also saw the program as being beneficial in attracting students saying, "One of the benefits you get for going to school here is you get to use the public busing system or transportation... Its a great convenience."

In addition to attracting potential students to UWM, participants liked the idea of saving money. A UPARK shuttlebus participate commented, "Its relieving to know that I don't have to find a $1.25 every time I use the bus," while another participant said, "Its a cheap means of transportation." Furthermore, students like the convenience of not paying for transfers or having to carry money for the transit fare when coming to the university.

Another comment that came up in most discussion sessions was that the UPASS provides students with more transportation options by offering free transit service for trips anywhere, at anytime. A UPARK participant described UPASS as allowing her to "use any bus at anytime because I am a student." A non-user summed up the concept saying, "Its a free bus pass you can use all semester with your student ID; anywhere, anytime." A frequent user said, "Its' convenient. Its' always there." Another frequent user said, "It gives

you more options: where you are going to live, work, when you can take classes," while another student added, "Its a service my tuition provides me with that I actually use."

2. Effects of UPASS

Participants were asked what effect the UPASS program had on them and to explain why. Among the more popular responses was UPASS had saved students more money than anticipated. One UPARK participant replied she had saved quite a bit of money on gas, parking, and by avoiding tickets. She stated, "When you flash the bus pass its like a free day for me. I don't have to worry about a parking ticket and I don't have to worry about all this money that I'm going to be shelling out. It just nickel and dimes you to death." A freshman participant also saved money by being able to postpone a decision about purchasing an automobile saying, "After I pay off bills and tuition I really don't have money to keep a car down here or pay for insurance or gas." Another freshman student added, "It (UPASS) stopped me from getting a car, which would have been a big mistake."

In addition to saving money, a freshman student living in the dorms said the bus pass allowed her to find employment. She stated UPASS allowed her to search for jobs throughout Milwaukee County and especially in the downtown area where transit service is highly concentrated. She said without the UPASS, she would have been confined to the East Side of Milwaukee because she had no other means of transportation available.

Other participants also mentioned the advantage of increased accessibility throughout Milwaukee County. A frequent user of UPASS said, "It gives me a chance to see more of Milwaukee" and it allows "easy access to tourist attractions." Another participant added that it can be used for any trip purpose and said, "I am not restricted to UWM." In addition, students mentioned that the UPASS allowed them to visit friends and relatives. The freshman group tended to use the UPASS more than other groups for the purpose of visiting friends while a frequent user said the pass enabled him to visit relatives. He added that this probably would not have been possible without the UPASS. In addition, a freshman student added that UPASS was his only method of transportation available.

Along the same line of increased accessibility, students commented UPASS opened up new opportunities concerning living decisions. A freshman participant, who lived in the dorms during the fall semester, decided to live at home in the spring due to the existence of UPASS. A participant from the frequent user group referring to a decision about where to live stated, "It (UPASS) makes it easier to make a decision about that." Another student in the group, who purchased a house last year near a Milwaukee County park and ride lot said, "I thought it was great!" referring to how close she was to a bus line. Another frequent user said she was able to live downtown near MSOE. She said, "Without the UPASS, I probably would not have been able to do that."

Some participants in all groups felt using UPASS was more convenient than driving, especially when traveling downtown. A frequent user referring to taking the bus downtown said, "Its more reasonable to use the bus." One student mentioned she had a class downtown and used UPASS all the time to attend. Another student stated her art class often required her to make trips downtown and she felt the bus was very convenient. A participant from a UPARK discussion group stated he often had to make trips downtown throughout the school day and instead of using his car (parked at the UPARK lot) he would ride the bus.

Even students from non-user groups saw positive impacts as a result of the UPASS program. One student said he saw "immediate benefits" as a result of UPASS including increased accessibility to parking near the university. Other students mentioned they knew friends who no longer drove to UWM as a result of UPASS.

3. What do particularly like about UPASS

Students were asked to comment on what they like about the UPASS program. A number of participants from the discussion groups stated they liked having the pass because it provided a sense of security. A freshman who doesn't use the pass regularly said, "I have it with me all the time." A non-user stated, "Its nice to have in case of an emergency." A UPARK non-user liked the reassurance UPASS gave her saying, "The comfort of if my car breaks I can use this service." She went on to compare the UPASS concept to health

insurance saying she pays $500 a semester for insurance and $29 for a UPASS. She believed UPASS was worth it just in case something happened to her car. Another UPARK non-user said, "The only reason I picked it up was in case I had car trouble." A freshman participant added he has a car and likes the reassurance of UPASS in case his car breaks down.

Participants from the groups also liked the idea they could ride the bus in bad weather. A UPARK non-user stated he would prefer to drive as little a possible during bad weather and would rather take the bus. He said, "I don't want someone to hit my car." Freshman students along with frequent users agreed the pass was nice to have for bad weather days.

In addition to providing a sense of security, participants indicated they liked that UPASS offered students several transportation alternatives. A non-user stated the program was a good idea saying, "It gives people a choice." A freshman participant said, "It might encourage somebody that even has a car that could drive here to take the bus because its easier than finding a parking spot." When asked if the student would consider using UPASS if she had a car available she replied, "Definitely!"

Another feature students liked was they could use UPASS anytime. Participants from a few groups stated it is nice to use for trips downtown, for shopping and entertainment, and not worry about parking. A frequent user stated it often takes as long to drive and find a parking spot in comparison to riding the bus. A non-user was asked if this was the situation at UWM and he replied parking was bad but you can always find a spot. The student went on to say he would prefer to drive and take the time to find a parking space rather than ride the bus.

Participants also liked the fact UPASS is a semester-long program rather than a weekly ticket program. A UPARK participant stated it is easier and faster with the pass because you do not need to pay each time you get on the bus. She said, "Its hassle free for both sides: bus company and us." A freshman participant stated, "You can take any bus anytime, anywhere and not have to worry about money." A UPARK participant added its nice having the pass because she did not have to carry money to the university.

Finally, another common response regarding UPASS was it helped the environment. A freshman student commented that the program helps cut down on the number of cars resulting in a cleaner environment. Participants from the frequent user group agreed saying everyone should do their part to help the environment. A non-user agreed that UPASS reduced the number of cars coming to UWM and saw this as an "intangible benefit" of the program.

4. Dislikes about UPASS

The most common dislike students had regarding UPASS was that it is not an optional program. One non-user of UPASS said, "They force it on you. You don't have a choice." Another non-user stated, "They say that its free but you are paying for it." Participants from the UPARK non-user group added students should only be responsible to pay for the transportation services they use. A non-user stated he does not mind paying the $29, but he wants to know other students are actually using the program. He said, "If I knew they (other students) were getting their money's worth I would gladly pay $29 so they could use it."

Another comment from students living in outlying areas was that MCTS service was not as convenient for them. A UPARK participant who often uses UPASS said service on the South Side of Milwaukee was not very good and that it took her over an hour to get to UWM. In addition, students living outside Milwaukee County felt driving part way to the university and transferring to a bus would be inconvenient and they would rather drive to UWM.

Another common complaint was that service did not run late enough. A UPARK participant referring to the lack of late night service said, "I have no choice but to drive in and use McKinley parking (UPARK lot)." In addition, students said they would like more express routes and specifically would like longer hours of operation on existing express routes.

A UPARK non-user mentioned the fact many people are closely examining the UPASS program right now and for this reason it is attracting a lot of attention. He stated this is the reason many people dislike the program and once it became established, students would likely accept UPASS.

5. UPASS concept: Better than expected

Students were asked if the UPASS concept was better in anyway from what was anticipated. The most common remark heard from the groups was that the dollar savings from using UPASS was greater than expected. A UPARK participant said, "Its saves me a lot more money than I thought it would," while another student said, "This really directly saves me money." A frequent user said the savings was "great" and a freshman participant said, "It saves a lot of money...big time!" Considering the savings, a freshman student stated, "I think $30 is extremely worth it."

Another common response of participants was that they used their UPASS more than expected. A UPARK participant said she used it more than she thought which resulted in her saving miles on her car. A freshman participant who used UPASS regularly said, "I can't imagine living without it!" A frequent user stated she was not sure how she was going to get to UWM this past school year without having access to a automobile. When she heard about the UPASS program she had this to say, "That solves all my problems."

Another feature students really liked was that UPASS had no restrictions. Some students believed UPASS would be only valid on certain buses, at certain times, and for trips specifically to UWM. A UPARK participant stated she was surprised to hear the pass was good seven days a week. Another participant added, "Everybody on campus can use the bus even if they don't need it to come to school. They can always use it to go to work or use it to run around." A freshman participant stated UPASS allowed her to work out at a fitness center downtown while another student said the pass allowed him to have access the mall. In addition to the pass having no restrictions, another freshman student said it provided more options on where to live. The student commented she thought she would have to rent a place close to UWM, but with UPASS she now had more housing options.

She said, "Its easier to live a little further down (away from UWM) where its not so expensive."

Some students said when they heard about UPASS they were concerned tuition would increase even more than expected. Many frequent users were surprised the increase was not substantial and expected it to be much more. One frequent user stated, "Tuition is being raised, granted. But at least now there is a reason for it." She continued saying, "We actually got something back from tuition."
Finally, some students liked the idea of receiving the UPASS by mail if a person did not pick it up. One student stated she would not have received the pass if it had not been mailed. Another student suggested the pass should be mailed earlier since he did not receive UPASS until a few weeks into the semester. A student taking only evening classes also liked the fact the pass was mailed because she had no opportunity to pick-up UPASS.

6. UPASS concept: Not as good as expected

For the most part, students were happy with the UPASS concept. Supporters of the program commented they were disappointed there would be no summer service offered. A UPARK participant suggested the possibility of offering a discounted price to students who wished to purchase a pass during the summer.

Another comment from students was they thought more late service would be offered with the existence of UPASS. Several UPARK participants stated they had no problem being able to get to the university early in the morning, but they did have a problem getting home at night. For this reason, a number of the participants opt to use the UPARK lots where the buses run more frequently.

7. Who would find UPASS most beneficial

Students were asked what type of UWM student would find UPASS beneficial. A number of the groups felt dorm residents benefited most from the UPASS program. A UPARK non-user said dorm students could use it anytime, especially on weekends. A participant

from the non-user group commented he would have used the pass a few years ago when he lived in the dorms. A freshman who currently lives in the dorms said, "Its our only way to get out if you live in the dorms. Its just nice to be able to get away."

Another response was that students who do not own an automobile, or cannot drive, would also benefit from UPASS. A UPARK non-user said everyone should have access to a means of transportation. She continued saying the program is also good for foreign students who cannot drive or have no car. In addition, participants felt low income students would benefit by saving money and still have access to a quality means of transportation.

Finally, several participants felt students living in Milwaukee County would find UPASS more beneficial than out-of-county residents. A UPARK participant stated the pass is good in the metro area anywhere up to the suburbs. A non-user said the best service would be available to students living on the East Side, Riverwest, and the downtown due to the frequent number of buses operating in these areas. Another non-user added the bus is most useful to students who do not have to worry about the travel time of the bus compared to the travel time of a car.

8. Who would find UPASS least beneficial

The groups were asked who would find the UPASS not as beneficial and not surprisingly the most common response was students who live outside of Milwaukee County. A UPARK non-user stated students living in Milwaukee County would find UPASS useful but for out-of-county students there were problems such as travel time, not enough service, and not enough late service. She said, "Anyone who doesn't actually live in Milwaukee is going to have a hassle with it." A non-user said, "No matter how convenient you make UPASS, there are people who still need to drive anyway."

Another group of students who would not find UPASS as beneficial could be described as students with complex travel patterns. One common reason students didn't use UPASS was the fact they needed to arrive somewhere immediately after attending UWM. This included

students who needed to get to work, pick up a child at day care, or travel to other locations and felt the bus was not a fast enough means of transportation.

Another problem students mentioned was they often had to carry numerous items with them which made them auto dependent. Several non-users commented this was a major reason for not riding the bus. One non-user said, "I live in my car. My car is like my office," while another non-user stated, "My car is not just my car, but it is also my locker and fridge."

9. UPASS and MCTS Evaluation

Students completed a writing exercise in which they rated various aspects of UPASS and more specifically MCTS. Students from all discussion groups gave the program and MCTS very good marks. Frequent users had very few negative impressions of the system. One participant said, "Overall it (MCTS) is a good system for something that is purely bus based." Another student stated, "I just rate the buses in Milwaukee very high. I love them!" Non-users tended to rate the system lower than other groups saying the buses took too long (travel time) and were inconvenient. A UPARK non-user said, "I don't mind taking the bus. I just hate waiting for it."

Table E1 - Student Evaluation of UPASS and MCTS (Average Score of Participants)
CAUTION: THESE SCORES REPRESENT A SMALL SAMPLE SIZE

Attribute	Frequent Users	Freshman Group	UPARK Group	UPARK Non-Users	Non-user Group
Courteousness and attitude of drivers	1.57	3.17	1.83	1.60	2.67
Knowledgability of drivers	1.67	1.33	2.00	2.00	2.25
Availability of a seat	1.71	2.67	2.00	1.40	2.67
Frequency of buses	2.00	3.33	3.00	3.63	3.00
Buses on time	2.00	2.75	2.17	2.20	2.67
Total travel time	2.29	3.00	2.67	4.25	4.00
Not having to transfer vehicles	2.14	1.40	2.17	2.50	3.00
Availability of flyer or express service	2.00	2.25	3.33	3.60	2.75
Convenient bus schedules	1.43	2.83	3.33	3.86	3.00
Safety/Security	1.43	3.33	1.67	2.00	2.60
Comfortable ride	1.86	3.17	2.50	2.00	3.40
Ability to get good information	2.00	2.20	1.83	1.80	2.50
Bus stop close to trip origin	1.29	1.83	1.83	3.25	2.67
Bus stop close to trip destination	1.14	1.83	1.50	2.00	1.71
Comfortable place to wait	2.57	3.83	2.67	3.43	3.17
A good value	1.14	1.17	*	*	1.86
A good way to save money	1.00	1.17	*	*	1.29

* These attributes were not included on the writing exercise for these groups

Scale

1 = Excellent	4 = Poor
2 = Good	5 = Very Poor
3 = Average	0 = Don't Know

Students from most groups felt MCTS drivers were very good. Several participants mentioned most drivers where very helpful, friendly, and courteous to passengers. A frequent user said the drivers made people feel safe while riding the bus.

Many students felt safety and security were also good aspects of MCTS. Several students stated they had heard of incidents on the buses but nobody had unfavorable personal experiences. A UPARK participant mentioned she was worried about safety and security until she began riding the bus and found no problems. A frequent user said, "I wouldn't ride the bus if I didn't think I would be safe."

Another attribute receiving high marks was bus stops close to student's trip origin and destination. One student said, "It (bus) stops at several locations on campus," and she mentioned the bus often drops her off downtown right in front of her desired destination. In addition, most groups rated the attribute "bus stops close to trip origin" very high. The only groups that gave this attribute low scores were the non-user and UPARK non-users (a number of these participants lived outside of Milwaukee County).

Finally, the two attributes receiving the highest marks were UPASS being "a good value" and "a good way to save money." A frequent user referring to UPASS as being a good value said, "It encompasses everything. There is so many pluses that it just sums it up." A non-user added, "You can't beat it." and "Its a great idea, but it just doesn't fit my schedule." A freshman student said, "I've got my $30 worth."

10. Communication about UPASS

Students were asked to describe how they found out information regarding the UPASS and to offer suggestions as the best means of communicating information. The majority of participants had known the UPASS program was a possibility during the summer prior to its implementation. For this reason, most of the students picked-up their UPASS during in-person registration or when they were purchasing their textbooks. Several participants mentioned this was very convenient because they had to go to the union anyway to purchase books and other supplies.

A few students heard advertisements on the radio regarding the UPASS program. One student commented the radio was the first place she heard any information about the program. Students from the freshman group said they, along with their parents, received information at freshman orientation programs. Another student mentioned she had seen articles in campus newspapers and through mailings from the UWM Parking and Transit office.

The groups were asked if they recalled receiving a purple brochure describing the UPASS program. Many participants did recall receiving the brochure and several said they had saved it for future reference. One student said he taped the brochure to his wall so he could make use of the bus map. The majority of the groups felt the brochure was very helpful and a frequent user said, "It answered a lot of my questions." When asked what students liked about the brochure the main reply was the map. Students liked that landmarks, parks, and other points of interest in the city were highlighted. Other valuable information in the brochure included the informational phone number for MCTS and the operating schedule for buses to UWM.

Participants were then asked what, if anything, could be improved in the communication of the program to UWM students. Most felt what was being done was sufficient. A non-user commented if you want to use the pass you will find information about the program. A number of participants felt freshman should be targeted with information, especially students in the dorm. Some participants suggested offering special promotions, or field trips with dorm students to help them become familiar with the transit system. Others suggested having a presentation to UWM students on how to use the bus and how to read a bus schedule.

11. Comments for the Director of UPASS

To conclude the focus group discussions, students were asked what they would suggest to the director of UPASS program. The majority of participants from all groups felt the program should continue in future semesters. A frequent user said, "Don't get rid of it - please!" Another student stated the program was a big benefit and incentive for students to

come to, or remain, at UWM. A non-user said he would not be disappointed if the program was discontinued but he did say, "It would be unfortunate." A number of non-users just wanted to know people were using the program. Another non-user said, "I would not feel as bad about paying $30 if I know someone was using it," while another added, "Twenty-nine dollars is not that big of deal. I choose not to use it." A UPARK non-user said, "I feel like $30 is just going to the transit system." These students suggested the Parking and Transit office conduct a long term study and publish results showing how the program is operating.

While the majority of students said the program should be continued, a number of participants wanted to see the program expanded to include summer classes. A frequent user said the pass could be used for a number of events during the summer and stated, "Open Milwaukee up all year round." Students realized the pass would probably cost more than the current $29 and felt maybe a discounted pass could be made available during the summer months.

While the majority of participants support the program regardless of whether or not they use it, a number of students from all groups commented they wished the program was optional. Non-users felt strongest about an optional program saying if you don't use it then you should not be paying for it. A freshman participant replied she didn't think the program should be optional because she doesn't have any say about opting out of programs such as the daycare facility, sporting events, and the athletic facility.

Another popular comment from the groups was they would like service to be expanded. Included in this would be extending routes to outlying areas, increasing express service, and improving late service. Students would also like to see the transit system and UWM work together to coordinate arrival and departure times of buses with class schedules. Several students mentioned they often miss a bus because it is leaving when their class lets out. Another suggestion was the possible installation of lockers in the union so students who ride the bus have some place to keep books and other items, thus lessening their dependence on their cars.

In conclusion, the majority of students feel the program is a benefit to the university and feel the program should continue. A UPARK non-user stated the program will take about 4 to 5 years before it really catches on because students who are currently driving will continue to drive, for the most part. She said freshman should be targeted when they come to UWM which might result in students continuing to use UPASS as they become juniors and seniors.

GUIDELINES FOR CONDUCTING A FOCUS GROUP

Guidelines for Conducting a Focus Group. Focus group discussions have become a popular method of obtaining information regarding numerous topics. During this study, focus group discussions were conducted to obtain information regarding characteristics of frequent transit users, non-users, freshman, and potential transit users. The information obtained through these discussions provided insight into the success of the UPASS program as well as identifying areas of concern.

Focus group discussions can provide insight into issues which cannot be covered on a survey. For example, a question which appeared on the Fall 1994 survey asked students their opinion regarding the UPASS program. One respondent indicated he was strongly against the UPASS program but during a focus group discussion indicated he felt this way because he believed no one was using UPASS. He went on to say if people were actually using the program, then UPASS was a good idea and should continue. While the survey results gave the appearance this respondent was strongly against the program, the focus group results showed a different viewpoint on how the student truly felt.

Focus groups are a good method to get people involved in the decision making process and have them provide their input regarding the topic. An employer who is considering implementing a transportation program may wish to conduct focus group discussions to determine the transportation needs of their employees.

Since the focus group procedure may not be familiar to some, the purpose of this section is to provide a general overview of the focus group process based upon the experience of the focus groups conducted during this study. It is our recommendation that a person with experience with focus groups (preparing the discussion guide, moderating, and preparing the report) be contacted to assist in the process.

Preparing for the Focus Group Discussion

When preparing for the focus group discussions there are several considerations including what questions will be asked, who will participate, where will the discussions be held, and who will conduct the sessions? The first order of business is to develop a discussion guide.

Developing the Discussion Guide. The discussion guide contains the questions which will be asked to participants during the discussion sessions. Approximately 10 to 15 questions should be used for the discussion. Avoid spending to much time on background information and concentrate on the important issues that you wish to cover. There are two elements which should be considered when drafting the guide. First, it is necessary to identify who you want to obtain information from and second, what type of information it is that you want to obtain.

For the purpose of this report, it was determined that five discussion groups of frequent transit users, non-users, freshman, and potential transit users (Two sessions of UPARK shuttlebus regular users) would be conducted. It was felt these groups would provide different opinions regarding the UPASS program.

After determining who the information is being obtained from, it is necessary to consider want information will be obtained. With this study, we were interested in finding not only the good points of the program, but also the points that could be improved to make it more successful. In addition, questions pertaining to the quality of the transit system and the marketing of the program were also explored.

When developing the questions, keep in mind that all discussion groups should follow the same discussion guide. A question such as *"Who benefits the most from UPASS?"*, could receive different responses depending on whether the participants are users, or non-users. By using a general format for each question, it allows the analyst to make comparisons between the responses of the various groups.

Reserve a Time and Place. Reserving a time and place to conduct the discussion is something which should be done well in advance to the actual date of the discussion sessions. By finding a location quickly, it will allow time to contact potential participants with the necessary information regarding the time and location of the sessions.

There are several options available when selecting a location to conduct the discussions. For this study, classrooms on-campus were reserved for approximately a three hour time slot. This allowed time to set-up prior to the discussion, conduct the session, and clean-up afterward. In addition, an adjacent classroom across the hall was also reserved where members of MCTS, CUTS, and the UWM Parking and Transit department viewed the discussion sessions via a closed circuit television. Only the moderator and focus group participants should be in the discussion room during the session.

Another option for conducting the focus group is to hold the sessions at a focus group discussion facility. Marketing firms often have special facilities in which they conduct focus group discussions. Keep in mind a focus group discussion facility will add to the cost of the project.

When selecting a location, try to find the most convenient and accessible location as possible. Since this study consisted of students, it was felt that the discussion sessions should be held on-campus to increase the likelihood of students participating.

Provide an Incentive For Participation. Individuals taking part in a discussion session should be compensated for their participation. When contacting potential participants use an incentive to encourage or persuade an individual to take part in a discussion session.

Various forms of compensation can be used with the most common being a cash payment, lunch or dinner. Snacks and beverages may also be provided at the discussion. This often eases the tension created by the focus group setting and makes participants more open to discussing the topic. For this study, participants received $20 apiece for taking part in the discussion.

Determine What Equipment is Needed. The research team must determine how detailed of information they want to obtain from the discussion. This will determine whether to audio tape, videotape, or simply take notes. For this study, the discussion sessions were videotaped and were also viewed via closed circuit television. The videotapes were later reviewed by members of the research team to prepare a written report. The advantage of videotaping is it allows the research team to easily make note of the time important quotes and comments were made during the discussion. This will allow the person reviewing the tape to quickly locate these comments and record the exact information.

If the sessions will be videotaped, it is necessary to reserve the equipment well in advance of the sessions. Equipment which is needed includes:

- A video recorder.
- A microphone which should be placed at the discussion table.
- A videotape per session (Note: One videotape will hold approximately two hours of time).
- A television if the session is going to be viewed by persons other than the moderator during the discussion session. (Note: Only the moderator and the focus group participants should be in the discussion room while the discussion is taking place.)
- Wires to connect the microphone, video recorder, and television. (Note: The wires should be tapped or secured to the floor.)

It is our recommendation to videotape the sessions as well as having a closed circuit television to view the discussion. The closed circuit television allows the research team to have the moderator ask follow-up questions or more specific questions regarding the topic. If notes are taken by the research team during the session, this will also facilitate the development of a report for the focus group.

Selecting Focus Group Discussion Participants

Choosing the Number and Size of the Groups. When developing the discussion guide it is necessary to identify who will participate in the discussion sessions (for example, frequent transit users, non-users, freshman, and potential transit users). This will provide an indication as to the number of discussion groups which will be conducted. The research team should also consider time, money, and the number of potential participants available in determining the number of groups that will be conducted.

A good size for a discussion group is between 8 to 10 participants per session. However, the discussion can still take place if fewer then 8 participants show up. During this study, one focus group discussion consisted of only 6 participants who still provided very valuable information.

The number of participants per session will be based upon the potential pool of participants. For example, a large number of students were frequent transit users who indicated they were willing to take part in a discussion group. However, very few non-transit users were willing to take part in a discussion session which made it difficult to recruit 8 to 10 participants.

Establish a Pool of Potential Participants. Once the number of participants has been determined, it is necessary to establish a pool of potential participants. For this study, the following question was asked on the Fall 1994 survey to recruit participants.

22. Would you be willing to participate in a small group discussion regarding the UPASS and other transit related issues? The discussion would take approximately 2 - 3 hours and you would be paid for focus group participation at a rate of $10 *per hour* for your time. Only a small number of individuals will be randomly chosen to participate. The discussion will be videotaped for the purpose of being reviewed by the researchers of this study. (We need both transit and non-transit riders.)

_____ YES _____ NO

If you answered YES, please provide your name and phone number below: (Please Print)

NAME:_____ PHONE NUMBER:_____

There are several advantages to forming a potential pool of participants from a survey. The survey provides background information regarding the person you have selected to take part in the discussion. For example, when selecting frequent transit users the survey was reviewed to try to have a representative from each student classification (freshman, sophomore, etc.). The survey also provided other information regarding the participants.

Another way participants were recruited was by conducting a survey of students using the UPARK shuttlebus service. In the following question, students were provided with the date and time of three possible focus group sessions. Students were asked to indicate if they wanted to take part in a discussion and if so to indicate the date and time they could

attend. This method of selecting participants saved a substantial amount of time in recruiting participants since the students were aware of the date and time of the session.

13. The Center for Urban Transportation Studies at UWM will be conducting a small group discussion regarding travel patterns, transit, and the UPASS program on April 4th or 5th. We would appreciate your participation in this discussion. Approximately 8 people are needed and you would be paid $20 for participating. If you are interested in taking part in this discussion please provide the following information:

Name: _____ Phone Number: _____

I would be able to attend a discussion on the following days and times.
_____ Tue. April 4, 4:30 - 6:00 PM _____ Wed. April 5, 11:30 - 1:00 PM
_____ Wed. April 5, 4:30 - 6:00 PM

You will be contacted with more information if enough people sign up to participate.

Assume Some Participants Will Not Show. It is difficult to assure all participants will show up for the discussion as some individuals may forget, run into a scheduling conflict, or just decide not to take part. For this reason, it is recommended approximately 12 participants be selected to take part in the discussion session.

It is likely a few participants will not show up for the session which would bring the total number of participants down around 9 or 10. If all participants do show up, then the discussion session should be conducted with everyone.

Contacting Potential Participants. After obtaining a pool of potential participants, the individuals should be contacted by telephone with information regarding the discussion

session. When making initial contact with the potential participant, remind them of agreeing to take part in a focus group and ask if they are still interested in taking part. If they are still interested, then provide the *date*, *time*, and *location* of the session. Be sure to mention the incentive for taking part in the discussion as this could influence some individuals to take part.

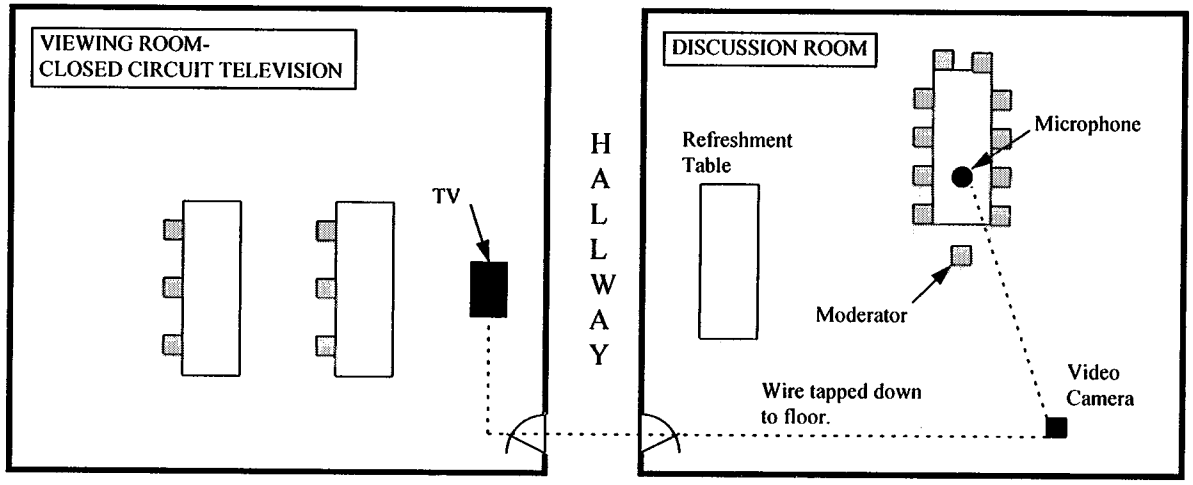
Do not assume that since you are calling individuals who agreed to take part that you will only need to make 10 to 12 calls. It is often difficult to get a hold of people and if you do, some individuals may not be able to make the discussion or some may not want to take part. A good rule of thumb is if you plan on recruiting 12 participants then plan on making at least twice that many telephone calls. The quicker potential participants are contacted about taking part in a discussion will increase the likelihood of securing a sufficient number of participants.

Follow-up Letter. Approximately a week to ten days prior to the discussion session a follow-up letter should be mailed to individuals who agreed to take part. The follow-up letter should thank the person for taking part in the discussion and briefly describe the purpose of the focus group. The letter should also include information which clearly identifies the *date*, *time*, and *place* of the discussion. Participants should be reminded of the incentive for taking part. Finally, participants should be asked to contact the research team if they are unable to attend to allow time to find an alternate participant.

Preparation for the Discussion Sessions

Room Configuration. The discussion room and viewing room should be setup and ready for the discussion when participants arrive. In this study, the rooms were across from each other and setup as shown below. Participants should be seated around a table with the moderators back to the video recorder. The video recorder should be positioned to provide the widest angle possible and a microphone should be placed on the table. If refreshments are being served, an additional table should be setup in the room. All wires should be taped down or secured to assure that no one trips.

If the research team or guests will be watching the discussion on the closed circuit television it is necessary to prepare the viewing room as well. The primary concern with the viewing room is that the research team have sufficient space to take notes. The viewing room should be as close as possible to the discussion room so the number of wires are kept to a minimum. By having the rooms close together will also allow the moderator to come over to the viewing room during the discussion to confer with the research team.



Video Equipment. If the sessions will be videotaped it is necessary to arrive well in advance to the start of the discussion to setup the equipment. Be sure to bring videotapes as these could easily be forgotten in a rush. Tape down and/or secure any wires.

Refreshments. Refreshments should be placed on a separate table in the discussion room. As participants enter they may take refreshments and be seated around the table. Depending on the refreshments being served, the research team should allow enough time for set-up and clean-up.

Other considerations. Other items which need to be considered include name tags, consent forms, and payment to participants. Name tags can be made by folding large index cards in half and writing the participants name large enough for the moderator to read. This will allow the moderator to address questions to specific individuals during the discussion.

Consent forms may be necessary depending on where and for who the study is being conducted. For this study, the questions which were asked during the focus group sessions needed to be approved by the Human Subjects Review Board at the University. As part of their requirement, focus group participants needed to fill out a consent form agreeing to take part in the discussion session.

If participants are receiving a payment for taking part in the discussion they can either be paid in cash or by check. As part of the requirement of the University, students in this study were mailed checks a few weeks after the sessions were completed. With this payment method, it may be necessary to obtain the participants address and social security number for processing the payment. The best and easiest way to make the payment is right after the completion of the session.

If brochures, flyers, or other marketing information will be displayed during the discussion it should be easily accessible to the moderator. This is a good opportunity to have the

moderator come over to the viewing room to see if any members of the research team have any questions. Leave the material in the viewing room and when the moderator comes over to pick-up the material the research team may have specific questions they wish to ask of the participants. One last consideration is that signs with directions to the focus group may be placed in the hallways to help individuals find their way to the sessions.

Moderating the sessions

For this study, Jim Champley of Guidepath Research moderated the discussion sessions. It is our recommendation that an experienced focus group moderator conduct the sessions. Moderating the discussion is a difficult process and someone with experience has the ability to draw information out of the participants. If it is not possible to hire an experienced moderator, the following are a few key points which should be considered when moderating a discussion session.

Keep the Conversation Flowing. The moderator needs to keep control of the discussion session. If participants get off track or get ahead of the issue being discussed the moderator must pull the group back together. The moderator should try to keep the discussion as informal as possible and should encourage all participants to speak whatever is on their mind. Remember, the moderator is in charge of the discussion and it is his/her duty to draw information out from the participants.

Length of the Discussion. The discussion session should last approximately 1 and 1/2 hours. During this study, one discussion session lasted approximately 50 minutes while another discussion group took 1 hour and 50 minutes. The participants of the discussion session will dictate the length of the sessions based on the amount of information they have and their willingness to participate.

Be neutral. One of the benefits of having an outside person moderate the discussion is that the person can be neutral. Some people may not like the topic being discussed and should be allowed to voice their opinion. Use this opportunity to find out why the person does not like the program and in addition find out what changes could be made to improve the program.

Be caution of participants asking the moderator questions. For example, a student from a discussion group asked the moderator if he knew how the UPASS program was doing. While the moderator did have knowledge concerning this matter, he did not provide the student with the information as it could influence the participants comments. Remember, the purpose of conducting the discussion session is to gather information about how much the group knows and feels about the issue being discussed. The discussion should not be a place to inform people of a program or to convince them of any point of view.

Talk to Members of the Research Team. During the discussion session, the moderator should take time to confer with the members of the research team to determine if further issues should be explored. This can be done maybe 1 or 2 times during the session. The best time to do this is during a writing exercise or near the end of the discussion. For example, during this study the moderator got up and told participants he left the writing exercise in the other room. If the research team has additional questions, the moderator may ask those questions upon returning to the discussion.

Analyzing the Results

Reviewing Your Notes. After a discussion session is completed, take a look at your notes and highlight items you wish to review in greater detail when viewing the videotape. When taking notes be sure to have a watch nearby so you can record the time of when a certain topic was discussed. This will make it easier when reviewing the videotape to quickly locate important points or quotes.

Reviewing the Videotapes. The videotapes should reviewed shortly after the completion of the discussion session. When viewing the tapes, try to pick out important findings and quotes from the participants. These quotes can be used later to support findings in the report.

Writing the Report. The written report should follow the questions contained in the discussion guide. The report can be broken-down into four sections including the background and objectives, the methodology, the summary, and the highlights of findings.

The following provides more detail regarding the various sections:

1. *Background and objectives.*

    - The background and objectives section provides basic information regarding the project including the history of the topic, the purpose of the study, and the goals and objectives of the research.

2. *Methodology.*

    - The methodology section should describe how, when, and where the focus groups were conducted and who conducted the study. It should describe the characteristics of the discussion groups who were selected. It should inform readers that the results from the focus groups are the opinions of a small sample size and should be viewed with caution.

3. *Summary and Considerations.*

    - The summary and considerations section is approximately one or two pages in length and provides the reader with a summary of the important findings. The items contained in this section should be in a bullet, or number format (similar to this page).

4. *Highlights of Findings.*

    - The highlights of the findings is the section which provides the reader with an in-depth analysis of the questions contained in the discussion guide. This is the section where quotes and comments should be used to support the research findings.

Appendix F

Calculations for Determining UPASS Impact on Transit Ridership

The following table was used to determine the increase in transit ridership for trips to UWM, to work, to shopping, and to other locations obtained from the UWM student surveys. The results from the Fall 1994 and Spring 1995 were compared to pre-UPASS ridership from the Spring 1994. The table consists of five areas which represent the various impacts on transit ridership.

Transit Ridership Pre-UPASS	*Transit Ridership* UPASS					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month						
1 to 3 Times per Month				1		
1 to 2 Times per Week			3			5
3 to 5 Times per Week		4				
More than 5 Times/Week						
Did Not Ride			2			

Area 1

Students who were transit users prior to the UPASS program who have shown an increase in transit ridership since the implementation of UPASS.

Area 2

Students who indicated they did not use transit prior to the UPASS program but use transit since the implementation of UPASS. Students in this category are new transit users.

Area 3

The gray shaded area represents students who were not effected by the UPASS program. Students either continued to ride transit at the same frequency as pre-UPASS ridership or they did not use transit.

Area 4
Students who used transit prior to UPASS but have reported a decline in transit ridership since the implementation of UPASS.

Area 5
Students who were transit users prior to the UPASS but no longer use transit.

Tables F1 through F4 display the results from the Fall 1994 survey for trips to UWM, to work, to shopping, and to other locations. Tables F5 through F8 show the Spring 1995 survey results for all respondents. Tables F9 through F16 show a break-down by Milwaukee County and out-of-county respondents.

The results show the majority of student-transit ridership was not effected by the UPASS program (area 3). Over 60% of all respondents from the Fall 1994 survey and the Spring 1995 survey indicated they continued to ride transit at the same frequency as pre-UPASS levels.

An encouraging finding is approximately 14% of students who did not ride transit to UWM prior to UPASS indicated using transit after the implementation of UPASS (area 2). The same is true for work trips with nearly 10% of students who did not ride transit prior to the UPASS program indicating they now ride transit.

Nearly 13% of students who rode transit to UWM prior to UPASS reported an increase in ridership frequency after the implementation of UPASS (area 1). Between 6% to 8% of students who rode transit to work prior to the UPASS program responded that they had increased their transit ridership.

Only a relatively small percentage of students reported a decrease in ridership (area 4) or completely stopped riding transit (area 5). Survey results indicate approximately 3% to 5% of respondents fall into these categories.

IMPACT	n	%
Increase in Ridership	42	13.2
New Transit Riders	46	14.4
No Change	207	64.9
Decrease in Ridership	11	3.4
No Longer Use Transit	13	4.1

Table F1 Impact on Transit Ridership to UWM (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	*Transit Ridership* Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 27 52.9	n = 2 3.9	n = 8 15.7	n = 4 7.8	n = 4 7.8	n = 6 11.8
1 to 3 Times per Month	n = 1 4.3	n = 8 34.8	n = 2 8.7	n = 7 30.4	n = 3 13.0	n = 2 8.7
1 to 2 Times per Week	n = 1 6.7	n = 1 6.7	n = 6 40.0	n = 3 20.0	n = 3 20.0	n = 1 6.7
3 to 5 Times per Week	n = 2 6.3	n = 2 6.3	n = 3 9.4	n = 17 53.1	n = 6 18.8	n = 2 6.3
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 6.7	n = 12 80.0	n = 2 13.3
Did Not Ride	n = 11 6.0	n = 6 3.3	n = 9 4.9	n = 12 6.6	n = 8 4.4	n = 137 74.9

IMPACT	n	%
Increase in Ridership	15	5.5
New Transit Riders	24	8.8
No Change	220	80.6
Decrease in Ridership	7	2.6
No Longer Use Transit	7	2.6

Table F2 Impact on Transit Ridership to Work (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	*Transit Ridership* Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 26 68.4	n = 2 5.3	n = 2 5.3	n = 2 5.3	n = 1 2.6	n = 5 13.2
1 to 3 Times per Month	n = 1 9.1	n = 5 45.5	n = 0 0.0	n = 3 27.3	n = 0 0.0	n = 2 18.2
1 to 2 Times per Week	n = 0 0.0	n = 0 0.0	n = 3 60.0	n = 0 0.0	n = 2 40.0	n = 0 0.0
3 to 5 Times per Week	n = 1 7.7	n = 1 7.7	n = 1 7.7	n = 7 53.8	n = 3 23.1	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 2 22.2	n = 1 11.1	n = 6 66.7	n = 0 0.0
Did Not Ride	n = 6 3.0	n = 7 3.6	n = 6 3.0	n = 2 1.0	n = 3 1.5	n = 173 87.8

IMPACT	n	%
Increase in Ridership	23	8.2
New Transit Riders	22	7.9
No Change	220	78.6
Decrease in Ridership	6	2.1
No Longer Use Transit	9	3.2

Table F3 Impact on Transit Ridership to Shopping (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	*Transit Ridership* Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 25 55.6	n = 10 22.2	n = 3 6.7	n = 0 0.0	n = 0 0.0	n = 7 15.6
1 to 3 Times per Month	n = 2 9.1	n = 11 50.0	n = 4 18.2	n = 3 13.6	n = 1 4.5	n = 1 4.5
1 to 2 Times per Week	n = 0 0.0	n = 2 25.0	n = 3 37.5	n = 1 12.5	n = 1 12.5	n = 1 12.5
3 to 5 Times per Week	n = 1 20.0	n = 0 0.0	n = 0 0.0	n = 4 80.0	n = 0 0.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 1 33.3	n = 0 0.0	n = 0 0.0	n = 2 66.7	n = 0 0.0
Did Not Ride	n = 10 5.1	n = 7 3.6	n = 5 2.5	n = 0 0.0	n = 0 0.0	n = 175 88.8

IMPACT	n	%
Increase in Ridership	24	9.6
New Transit Riders	20	8.0
No Change	198	79.2
Decrease in Ridership	1	0.4
No Longer Use Transit	7	2.8

Table F4 Impact on Transit Ridership to Other Locations (Spring 1994 to Fall 1994)

Transit Ridership Spring 1994	*Transit Ridership* Fall 1994					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 23 60.5	n = 5 13.2	n = 1 2.6	n = 2 5.3	n = 2 5.3	n = 5 13.2
1 to 3 Times per Month	n = 0 0.0	n = 14 56.0	n = 6 24.0	n = 3 12.0	n = 1 4.0	n = 1 4.0
1 to 2 Times per Week	n = 0 0.0	n = 0 0.0	n = 2 33.3	n = 2 33.3	n = 1 16.7	n = 1 16.7
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 50.0	n = 1 50.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 1 16.7	n = 0 0.0	n = 0 0.0	n = 5 83.3	n = 0 0.0
Did Not Ride	n = 7 4.0	n = 5 2.9	n = 7 4.0	n = 1 0.6	n = 0 0.0	n = 153 88.4

IMPACT	n	%
Increase in Ridership	57	12.9
New Transit Riders	58	13.1
No Change	289	65.4
Decrease in Ridership	24	5.4
No Longer Use Transit	14	3.2

Table F5 Impact on Transit Ridership to UWM All Respondents (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 38 52.8	n = 9 12.5	n = 7 9.7	n = 8 11.1	n = 5 6.9	n = 5 6.9
1 to 3 Times per Month	n = 2 9.5	n = 8 38.1	n = 2 9.5	n = 3 14.3	n = 5 23.8	n = 1 4.8
1 to 2 Times per Week	n = 3 17.6	n = 2 11.8	n = 3 17.6	n = 4 23.5	n = 5 29.4	n = 0 0.0
3 to 5 Times per Week	n = 3 6.4	n = 3 6.4	n = 6 12.8	n = 20 42.6	n = 9 19.1	n = 6 12.8
More than 5 Times/Week	n = 0 0.0	n = 1 3.4	n = 0 0.0	n = 4 13.8	n = 22 75.9	n = 2 6.9
Did Not Ride	n = 18 7.0	n = 3 1.2	n = 10 3.9	n = 15 5.9	n = 12 4.7	n = 198 77.3

IMPACT	n	%
Increase in Ridership	31	7.9
New Transit Riders	41	10.5
No Change	295	75.4
Decrease in Ridership	16	4.1
No Longer Use Transit	8	2.0

Table F6 Impact on Transit Ridership to Work All Respondents (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 51 75.0	n = 4 5.9	n = 1 1.5	n = 4 5.9	n = 4 5.9	n = 4 5.9
1 to 3 Times per Month	n = 2 18.2	n = 3 27.3	n = 2 18.2	n = 2 18.2	n = 1 9.1	n = 1 9.1
1 to 2 Times per Week	n = 3 15.8	n = 2 10.5	n = 3 15.8	n = 4 21.1	n = 6 31.6	n = 1 5.3
3 to 5 Times per Week	n = 2 13.3	n = 0 0.0	n = 1 6.7	n = 8 53.3	n = 3 20.0	n = 1 6.7
More than 5 Times/Week	n = 0 0.0	n = 2 14.3	n = 1 7.1	n = 3 21.4	n = 7 50.0	n = 1 7.1
Did Not Ride	n = 12 4.5	n = 10 3.8	n = 6 2.3	n = 7 2.7	n = 6 2.3	n = 223 84.5

IMPACT	n	%
Increase in Ridership	32	7.8
New Transit Riders	37	9.0
No Change	319	78.0
Decrease in Ridership	11	2.7
No Longer Use Transit	10	2.4

Table F7 Impact on Transit Ridership to Shopping All Respondents (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 56 65.1	n = 18 20.9	n = 3 3.5	n = 0 0.0	n = 2 2.3	n = 7 8.1
1 to 3 Times per Month	n = 3 7.5	n = 30 75.0	n = 4 10.0	n = 2 5.0	n = 0 0.0	n = 1 2.5
1 to 2 Times per Week	n = 0 0.0	n = 3 13.6	n = 17 77.3	n = 1 4.5	n = 0 0.0	n = 1 4.5
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 1 12.5	n = 5 62.5	n = 2 25.0	n = 0 0.0
More than 5 Times/Week	n = 3 33.3	n = 0 0.0	n = 1 11.1	n = 0 0.0	n = 4 44.4	n = 1 11.1
Did Not Ride	n = 23 9.4	n = 12 4.9	n = 1 0.4	n = 0 0.0	n = 1 0.4	n = 207 84.8

IMPACT	n	%
Increase in Ridership	34	9.1
New Transit Riders	35	9.4
No Change	284	76.3
Decrease in Ridership	13	3.5
No Longer Use Transit	6	1.6

Table F8 Impact on Transit Ridership to Other Locations All Respondents (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 52 65.8	n = 16 20.3	n = 5 6.3	n = 1 1.3	n = 2 2.5	n = 3 3.8
1 to 3 Times per Month	n = 2 9.5	n = 14 66.7	n = 1 4.8	n = 0 0.0	n = 2 9.5	n = 2 9.5
1 to 2 Times per Week	n = 1 4.8	n = 1 4.8	n = 14 66.7	n = 4 19.0	n = 1 4.8	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 3 33.3	n = 4 44.4	n = 2 22.2	n = 0 0.0
More than 5 Times/Week	n = 2 15.4	n = 0 0.0	n = 1 7.7	n = 3 23.1	n = 6 46.2	n = 1 7.7
Did Not Ride	n = 14 6.1	n = 9 3.9	n = 7 3.1	n = 2 0.9	n = 3 1.3	n = 194 84.7

IMPACT	n	%
Increase in Ridership	50	16.9
New Transit Riders	46	15.6
No Change	172	58.3
Decrease in Ridership	17	5.8
No Longer Use Transit	10	3.4

Table F9 Impact on Transit Ridership to UWM Milwaukee County (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=26 49.1	n=6 11.3	n=6 11.3	n=7 13.2	n=5 9.4	n=3 5.7
1 to 3 Times per Month	n=2 11.1	n=6 33.3	n=2 11.1	n=2 11.1	n=5 27.8	n=1 5.6
1 to 2 Times per Week	n=1 9.1	n=0 0.0	n=1 9.1	n=4 36.4	n=5 45.5	n=0 0.0
3 to 5 Times per Week	n=2 5.4	n=3 8.1	n=5 13.5	n=15 40.5	n=8 21.6	n=4 10.8
More than 5 Times/Week	n=0 0.0	n=1 3.7	n=0 0.0	n=3 11.1	n=21 77.8	n=2 7.4
Did Not Ride	n=11 7.4	n=3 2.0	n=10 6.7	n=11 7.4	n=11 7.4	n=103 69.1

IMPACT	n	%
Increase in Ridership	30	11.2
New Transit Riders	37	13.9
No Change	178	66.7
Decrease in Ridership	15	5.6
No Longer Use Transit	7	2.6

Table F10 Impact on Transit Ridership to Work Milwaukee County (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=34 68.0	n=4 8.0	n=1 2.0	n=4 8.0	n=3 6.0	n=4 8.0
1 to 3 Times per Month	n=2 20.0	n=3 30.0	n=2 20.0	n=2 20.0	n=1 10.0	n=0 0.0
1 to 2 Times per Week	n=3 16.7	n=1 5.6	n=3 16.7	n=4 22.2	n=6 33.3	n=1 5.6
3 to 5 Times per Week	n=2 13.3	n=0 0.0	n=1 6.7	n=8 53.3	n=3 20.0	n=1 6.7
More than 5 Times/Week	n=0 0.0	n=2 14.3	n=1 7.1	n=3 21.4	n=7 50.0	n=1 7.1
Did Not Ride	n=8 5.0	n=10 6.3	n=6 3.8	n=7 4.4	n=6 3.8	n=123 76.9

IMPACT	n	%
Increase in Ridership	30	10.6
New Transit Riders	31	10.9
No Change	205	72.2
Decrease in Ridership	10	3.5
No Longer Use Transit	8	2.8

Table F11 Impact on Transit Ridership to Shopping Milwaukee County (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 42 61.8	n = 16 23.5	n = 3 4.4	n = 0 0.0	n = 2 2.9	n = 5 7.4
1 to 3 Times per Month	n = 2 5.6	n = 27 75.0	n = 4 11.1	n = 2 5.6	n = 0 0.0	n = 1 2.8
1 to 2 Times per Week	n = 0 0.0	n = 3 13.6	n = 17 77.3	n = 1 4.5	n = 0 0.0	n = 1 4.5
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 1 12.5	n = 5 62.5	n = 2 25.0	n = 0 0.0
More than 5 Times/Week	n = 3 33.3	n = 0 0.0	n = 1 11.1	n = 0 0.0	n = 4 44.4	n = 1 11.1
Did Not Ride	n = 17 12.1	n = 12 8.5	n = 1 0.7	n = 0 0.0	n = 1 0.7	n = 110 78.0

IMPACT	n	%
Increase in Ridership	33	13.1
New Transit Riders	30	12.0
No Change	172	68.5
Decrease in Ridership	13	5.2
No Longer Use Transit	3	1.2

Table F12 Impact on Transit Ridership to Other Locations Milwaukee County (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 36 60.0	n = 15 25.0	n = 5 8.3	n = 1 1.7	n = 2 3.3	n = 1 1.7
1 to 3 Times per Month	n = 2 11.1	n = 12 66.7	n = 1 5.6	n = 0 0.0	n = 2 11.1	n = 1 5.6
1 to 2 Times per Week	n = 1 4.8	n = 1 4.8	n = 14 66.7	n = 4 19.0	n = 1 4.8	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 3 33.3	n = 4 44.4	n = 2 22.2	n = 0 0.0
More than 5 Times/Week	n = 2 15.4	n = 0 0.0	n = 1 7.7	n = 3 23.1	n = 6 46.2	n = 1 7.7
Did Not Ride	n = 10 7.7	n = 8 6.2	n = 7 5.4	n = 2 1.5	n = 3 2.3	n = 100 76.9

IMPACT	n	%
Increase in Ridership	7	4.8
New Transit Riders	12	8.2
No Change	117	79.6
Decrease in Ridership	7	4.8
No Longer Use Transit	4	2.7

Table F13 Impact on Transit Ridership to UWM Out-of-county (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=12 63.2	n=3 15.8	n=1 5.3	n=1 5.3	n=0 0.0	n=2 10.5
1 to 3 Times per Month	n=0 0.0	n=2 66.7	n=0 0.0	n=1 33.3	n=0 0.0	n=0 0.0
1 to 2 Times per Week	n=2 33.3	n=2 33.3	n=2 33.3	n=0 0.0	n=0 0.0	n=0 0.0
3 to 5 Times per Week	n=1 10.0	n=0 0.0	n=1 10.0	n=5 50.0	n=1 10.0	n=2 20.0
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=0 0.0	n=1 50.0	n=1 50.0	n=0 0.0
Did Not Ride	n=7 6.5	n=0 0.0	n=0 0.0	n=4 3.7	n=1 0.9	n=95 88.8

IMPACT	n	%
Increase in Ridership	1	0.8
New Transit Riders	4	3.2
No Change	117	94.4
Decrease in Ridership	1	0.8
No Longer Use Transit	1	0.8

Table F14 Impact on Transit Ridership to Work Out-of-county (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995: Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n=17 94.4	n=0 0.0	n=0 0.0	n=0 0.0	n=1 5.6	n=0 0.0
1 to 3 Times per Month	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=1 100.0
1 to 2 Times per Week	n=0 0.0	n=1 100.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
3 to 5 Times per Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
More than 5 Times/Week	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0
Did Not Ride	n=4 3.8	n=0 0.0	n=0 0.0	n=0 0.0	n=0 0.0	n=100 96.2

IMPACT	n	%
Increase in Ridership	2	1.6
New Transit Riders	6	4.8
No Change	114	91.2
Decrease in Ridership	1	0.8
No Longer Use Transit	2	1.6

Table F15 Impact on Transit Ridership to Shopping Out-of-county (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 14 77.8	n = 2 11.1	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 2 11.1
1 to 3 Times per Month	n = 1 25.0	n = 3 75.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
1 to 2 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
Did Not Ride	n = 6 5.8	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 97 94.2

IMPACT	n	%
Increase in Ridership	1	0.8
New Transit Riders	5	4.1
No Change	112	92.6
Decrease in Ridership	0	0.0
No Longer Use Transit	3	2.5

Table F16 Impact on Transit Ridership to Other Locations Out-of-county (Spring 1994 to Spring 1995)

Transit Ridership Spring 1994	*Transit Ridership* Spring 1995					
	Less Than 1 Time/Month	1 to 3 Times per Month	1 to 2 Times per Week	3 to 5 Times per Week	More than 5 Times/Week	Did Not Ride
Less Than 1 Time/Month	n = 16 84.2	n = 1 5.3	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 2 10.5
1 to 3 Times per Month	n = 0 0.0	n = 2 66.7	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 1 33.3
1 to 2 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
3 to 5 Times per Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
More than 5 Times/Week	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 0 0.0
Did Not Ride	n = 4 4.1	n = 1 1.0	n = 0 0.0	n = 0 0.0	n = 0 0.0	n = 94 94.9

Appendix G

Calculations for Transportation Related Impacts

- Vehicle Trips Diverted Away from Campus
- Reduction in Vehicle Miles of Travel

Vehicle Trips Diverted Away from Campus

The following calculations are used to estimate the number of automobiles that have been diverted away from the UWM campus since the implementation of the UPASS program. The calculations are based upon student enrollment, students attending class by day of week, and by mode choice. The results indicate that 221,055 vehicle trips were diverted away from the UWM area during the 1994-95 academic school year.

STUDENT ENROLLMENT

Spring 1994 Semester (Pre-UPASS)	= 21,842
Fall 1994 Semester (UPASS)	= 22,984
Spring 1995 Semester (UPASS)	= 20,726

PERCENTAGE OF STUDENTS ATTENDING BY DAY OF WEEK

Spring 1994 Semester	
Monday through Thursday	= 71.6%
Friday	= 42.0%
Fall 1994 Semester	
Monday through Thursday	= 77.2%
Friday	= 54.9%
Spring 1995 Semester	
Monday through Thursday	= 78.5%
Friday	= 50.4%

NUMBER OF STUDENTS TRAVELING TO CAMPUS FOR A TYPICAL WEEK

Spring 1994 Semester
Monday through Thursday
21,842 students x 71.6% attendance = 15,639 students per day

15,639 students per day x 4 days (Monday - Thurs.) = 62,556 students (Monday - Thurs.)

Friday
21,842 students x 42.0% attendance = 9,174 students (Friday)

Number of students traveling to campus for a typical week (Spring 1994 Semester) = 71,730

Fall 1994 Semester
Monday through Thursday
22,984 students x 77.2% attendance = 17,744 students per day

17,744 trips by students per day x 4 days (Monday - Thurs.) = 83,594 trips by students (Monday - Thurs.)

Friday
22,984 trips by students x 54.9% attendance = 12,618 trips by students (Friday)

Number of students traveling to campus for a typical week (Fall 1994 Semester) = 83,594

Spring 1995 Semester
Monday through Thursday
20,762 students x 78.5% attendance = 16,270 students per day

16,270 trips by students per day x 4 days (Monday - Thurs.) = 65,080 trips by students (Monday - Thurs.)

Friday
20,762 trips by students x 50.4% attendance = 10,446 trips by students (Friday)

Number of students traveling to campus for a typical week (Spring 1995 Semester) = 75,526

COMPARISON OF STUDENT TRIPS TO CAMPUS

Spring 1994 Semester
71,730 student trips to campus per week (Spring 1994 Semester) x 15 weeks of class

= 1,075,950 student trips to campus during the Spring 1994 semester.

Fall 1994 Semester
83,594 student trips to campus per week (Fall 1994 Semester) x 15 weeks of class

= 1,253,910 student trips to campus during the Fall 1994 semester.

Spring 1995 Semester
75,526 student trips to campus per week (Spring 1995 Semester) x 15 weeks of class

= 1,132,890 student trips to campus during the Spring 1995 semester.

NUMBER OF VEHICLE TRIPS COMING TO CAMPUS

Mode Choice (Fall 1994 Survey)

Percentage of Students Driving to UWM (Spring 1994) = 54%
Percentage of Students Driving to UWM (Fall 1994) = 38%

54% students driving (Spring 1994 Semester) x 1,075,950 student trips to campus

= 581,013 vehicle trips to campus during the Spring 1994 semester

38% students driving (Fall 1994 Semester) x 1,253,910 student trips to campus

= 476,486 vehicle trips to campus during the Fall 1994 semester

The result is 104,527 fewer vehicle trips coming to the University during the Fall 1994 semester, compared to the Spring 1994 semester.

Mode Choice (Spring 1995 Survey)

Percentage of Students Driving to UWM (Spring 1994) = 54%
Percentage of Students Driving to UWM (Spring 1995) = 41%

54% students driving (Spring 1994 Semester) x 1,075,950 student trips to campus

= 581,013 vehicle trips to campus during the Spring 1994 semester

41% students driving (Spring 1995 Semester) x 1,132,890 student trips to campus

= 464,485 vehicle trips to campus during the Spring 1995 semester

The result is 116,528 fewer vehicle trips coming to the University during the Spring 1995 semester, compared to the Spring 1994 semester.

VEHICLE TRIPS DIVERTED AWAY FROM CAMPUS

104,527 fewer vehicle trips to the University during the Fall 1994 semester compared to the Spring 1994 semester.

116,528 fewer vehicle trips to the University during the Spring 1995 semester compared to the Spring 1994 semester.

Total number of vehicle trips diverted away from campus for the 1994-95 academic school year = 221,055

Reduction in Vehicle Miles Traveled

Average trip length to UWM (Spring 1994 survey) = 11.5 miles

Fall 1994 Semester

104,527 fewer vehicle trips to the University during the Fall 1994 semester x 11.5 miles =

= 1,202,061 VMT saved for one-way trips
= 2,404,121 VMT saved for round trips

Spring 1995 Semester

116,528 fewer vehicle trips to the University during the Spring 1995 semester x 11.5 miles =

= 1,340,072 VMT saved for one-way trips
= 2,680,144 VMT saved for round trips

Total reduction in VMT for the 1994-95 academic school year = 5,084,265 miles for round trips.

Appendix H

News Articles Related to UPASS

- Podell County News (3rd District Milwaukee County Supervisor), "UPASS Spells Transit R-E-L-I-E-F," May 1994.
- The UWM Post, "After four year wait, UPASS is a reality," September 1, 1994.
- The Milwaukee Journal, "Bus plan rolling at UWM," September 8, 1994.
- The UWM Post, "Will UPASS spell R-E-L-I-E-F?," September 12, 1994.
- The UWM Times, "Passing the test?," September 12, 1994.
- The UWM Post, "UPASS adds new routes to UWM," September 19, 1994.
- Voice, "New UPASS Option Should Relieve Parking Problem," September 1994.
- Voice, "UPASS Could Be Answer (letter to the editor)," October 1994.
- The UWM Post, "Chancellor Schroeder discusses issues facing UWM," October 13, 1994.
- The Milwaukee Journal, "County's bus ridership decline slows down in '94," February 7, 1995.
- The Milwaukee Journal-Sentinel, "UPASS program awaits its grades on handling parking problems," May 4, 1995.
- The Milwaukee Journal-Sentinel, "UPASS increases student bus ridership," June 5, 1995.
- The Milwaukee Journal-Sentinel, "Marquette joins UWM in catching bus program," June 19, 1995.
- The UWM Post, "Despite early criticism UPASS sees success in its first year," Back-To-School edition, September 1995.
- Milwaukee County Transit System, "New Route Serves UWM From Park-Ride Lot, Silver Spring Drive," (News Release), August 28, 1995.
- The UWM Post, "UPASS News," Spring 1995.

UPASS Spells Transit R -E -L-I-E-F

The "UPASS" unlimited-use bus pass provided for all UWM students could result in as many as 2,500 fewer cars per day coming to East Side and Shorewood streets this fall. Potentially, extensive use of the UPASS by students would free up 30 to 40 square blocks of parking around UWM.

The Milwaukee County Transit System is ready to sign the agreement already approved by the County Board. The proposal, also approved in a referendum by UWM students, will be considered by the UW Board of Regents this June. If approved, all UWM students will contribute $30 from each semester's student fees to pay for a universal bus pass otherwise valued at $150 for a 17-week semester.

It is hoped that the availability of the transit pass will encourage students to forgo the hassles of traffic congestion and limited parking and leave their cars at home. This will have community-wide advantages of reducing congestion, improving air quality and reducing tax dollars spent on parking lots and multi-story parking garages.

Podell County News (3rd District Milwaukee County Supervisor), May 1994.

After four year wait, UPASS is a reality

By Mark A. Zimmerman

Almost everyone has heard about the UPASS in some way or another. But some of the attention the UPASS has received has not exactly been by way of constructive criticism.

The UPASS is the latest program to combat the parking and congestion problems on campus. The pass is free to all students at the University of Wisconsin Milwaukee, and enables them to ride all Milwaukee County Transit Sytem buses free for an entire semester.

Each semester, a new UPASS will be distributed, with about a one week overlap between passes.

According to Gary Grass, SA Senator, the idea of the UPASS is credited to former Student Association President Time Vertz after plans for a Kenwood Avenue parking structure were nixed four years ago.

The UPASS was given support from many different groups. The Milwaukee County Transit System, Parking and Transit Office, University of Wisconsin-Milwaukee Student Association, as well as Governor Tommy Thompson were all supportive of the idea.

A $29 segregated fee has been added to the tuition at UWM to cover the cost of the UPASS. The UPASS is paid once per student (it is based on a "head count"), rather then being paid per credit.

"Every student pays this once per semester," Grass said.

A referendum last November approved up to $30 per student to cover the cost of the UPASS, but the Segregated University Fee Allocation Committee's final figure came to $29.

In some instances students have received bad information concerning the UPASS. Supposedly, some students were told that they could not begin using their UPASS until classes started for the Fall 94-'95 semester. Others were told that they couldn't use it until their tuition was paid.

"The UPASS program is already up and running," Grass said.

Since some students didn't get their IDs promptly, the MCTS has agreed to let students ride without their IDs for the first two weeks of classes.

"Everyone should be able to use it right now," Grass said.

It is estimated by the Parking and Transit Office that MCTS ridership will reach 35 percent.

In the past, 12 percent of the trips made to UWM were on buses. An additional 7 percent of the trips came from the satellite lots and the freeway flyer program. Both of these percentages together accounted for nearly 20 percent of the ridership to UWM.

"This 35 percent figure is simply just a number," Jim Marsho, a marketing spokesman for the Parking and Transit Office, said.

"We have handed out 6,000 UPASS's already, and school hasn't even started yet," Marsho said. "The number of people picking up passes may well exceed 10,000."

Grass said the program may get off to a slow start, with measurable results not being seen for up to a couple of years. Too many UWM students are in the habit of driving to campus. However, as new students come into the university, they may opt for the convenience the UPASS offers.

UPASS's will be issued through Sept. 9 at various locations, including the Parking and Transit Office, and at peak peri-

UPASS CONTINUED ON 5 ▶

UPASS/ program may become model for state

▼ CONTINUED FROM PAGE 11

ods, on the concourse and in front of the UWM Bookstore.

The UPASS succeeds an older program, called UBUS, which was also designed to encourage students to take the bus. When funding dried up, only a meager discount was offered to those students interested in riding the MCTS. UPARK lots are now being pushed more than ever as a part of the UPASS program.

The UPASS program brings with it many new elements. First and foremost, students can ride any MCTS bus for free. This includes any route, any day, any time. Next, new bus routes to UWM are being created. No one from the MCTS could be reached at press time for an exact list of new routes.

According to Grass, an addition called the user-side subsidy will reach those who cannot take advantage of mass transit, like those in wheelchairs. People falling into this category will be able to call a cab and the tab will be picked up by the MCTS.

Surveys by both the MCTS and the Parking and Transit Office are currently underway to determine increases in ridership to UWM by way of bus. According to Marsho, surveys in April are being tabulated which will show what the UPASS has done to change student's bus-riding habits. He added that more surveys will be done by the Parking and Transit Office in both October of this year and sometime next semester.

A grant of $50,000 was given to the Center of Urban Transportation Studies to evaluate and study the UPASS program here at UWM as a possible model for other areas, including Marquette University, MATC, as well as other areas in the state.

The success of the UPASS program has yet to be determined.

"The final analysis of the UPASS will be up to groups such as SA, the student newspapers, and the students, to determine whether or not the program is a success," Marsho said.

" The fact that it has come to fruition is really a big thing for us," Grass said.

The UWM Post, September 1, 1994.

Bus plan rolling at UWM

Eligible students picking up passes for unlimited rides on transit system

By PHIL NERO
of The Journal staff

Almost half of the 22,000 University of Wisconsin-Milwaukee students who are eligible have picked up new passes that allow them unlimited rides on Milwaukee County Transit System buses during the school year.

Overall, despite minor grumbling, officials and students are giving the so-called UPASS program high grades early its inaugural year.

"It's great. I use it a lot. Insurance, gas and maintenance just aren't in my budget," said Michelle Kloskey, 28, who lives off-campus and doesn't own a car.

"Our transit system information center has been flooded with calls," said Thomas Kujawa, transit system managing director. "Many think UPASS is only good for service to UWM. They're surprised to find that UPASS is good on any route, any day, any time."

As of Wednesday, 10,288 students had picked up their passes on campus, according to Jim Marsho, campus director of parking and transportation. Passes that are not picked up by Friday will be mailed to students.

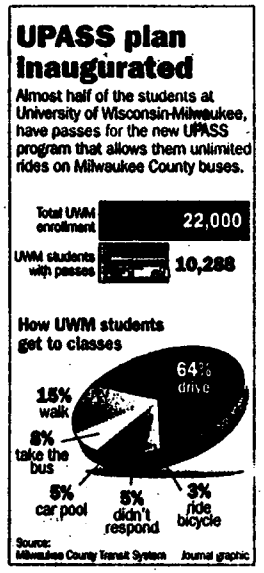
"To be eligible you must be a UWM student taking at least one class for at least one credit that meets on the Kenwood campus," Marsho said.

Kloskey got her pass Aug. 22, the first day they became available. She takes the bus almost everywhere she goes, including to campus, to her downtown Milwaukee job and on weekend errands.

STUDENTS VOTED FOR PROGRAM

Students approved the program by a vote of 1,317 to 256 in a November 1993 referendum. They pay a $29-a-semester fee, which is built into 1994-'95 school year charges whether students ride the bus or not. That prompted critical articles in at least one campus newspaper, which has argued that students shouldn't have to pay for a service they won't necessarily use.

Please see **Buses** *page* **B6**



Buses/Students appreciate reduced rate

From page **B1**

"The only negative comments we've heard is what we've read," said Robert Miranda, UWM Student Association president, noting that neither he nor association staff had heard any direct negative comments. "On the contrary, we've had many students come in and thank us for the service."

"I pay for other programs on campus I don't use," Kloskey said. She added that students who drove to school would benefit indirectly, because the program would reduce demand for tight on-campus parking spaces.

Marsho concurs. There are 2,000 on-campus parking spaces, another 1,600 in satellite lots and 2,900 spaces on nearby city streets. Those spaces are supposed to serve the 22,000-plus students and 3,000 employees and faculty members.

"Our sense is from the enthusiasm and the interest and the comments we're receiving, a lot of students are finding this to be a great alternative to driving their car down here and searching for limited parking and worrying about parking tickets," Marsho said.

Based on a spring 1994 survey of UWM students, 64% drive alone to classes, 8% take the bus, 5% car pool, 3% ride bicycles and 15% walk. The rest either did not respond or used some other means of transportation.

"We'll take another survey at some point to measure the effects of the program," Marsho said.

This is not the first time the transit system has offered a bus pass program to UWM students. Service was offered on a limited number of routes beginning in the early 1970s and continued into the 1980s.

This is the first time, however, that a student bus pass can be used on any route at any time for the 40 weeks each year the pass is valid.

Kujawa, County Executive F. Thomas Ament, County Supervisor Penny Podell, university officials and student representatives attended an on-campus ceremony at noon Wednesday to recognize the inauguration of the program.

Students may call 229-4000 for a list of on-campus locations where the passes are distributed.

Milwaukee Journal, September 8, 1994.

Will UPASS spell R-E-L-I-E-F?

By Mark A. Zimmerman

The UPASS recognition ceremony on Sept. 7 included words spoken by various representatives from all aspects of UPASS's creation. Representatives from the Milwaukee County Transit System and the University of Wisconsin-Milwaukee's Student Association and Chancellor's Office were all in attendance.

This ceremony was held in celebration of the UPASS. All of the trials and tribulations involved in making the UPASS a reality were touched upon within speeches given by various legislative representatives.

Those who spoke at the ceremony included County Executive F. Thomas Ament, County Supervisor Penny Podell, MCTS Managing Director Thomas Kujawa, Student Association President Robert Miranda, and UWM Vice Chancellor William Mayrl.

The opening words were spoken by Robert Miranda. He thanked the crowd for attending "on such a historical occasion." He described the long road traveled in order to make the UPASS a reality.

"It has been proven by the students of UWM that in order to find a solution to a problem within our society, a vision, an idea must be formulated and acted upon," Miranda said.

Miranda credited much of UPASS's current reality to student leaders such as Tammy Johnson, Jason Bretzmann, Dennis Radtke and Tim Vertz. He added that friends of the students, such as Jim Marsho of the Parking and Transit office, helped convert the UPASS from an idea to a reality.

The outlook of the UPASS idea wasn't always bright. "Last year the torch of the UPASS was relit under the leadership of former SA President Laurie Marks," Miranda said. He added that Marks, and other members of the SA, worked very hard last year to get the UPASS approved.

"These student leaders have left behind a legacy of professionalism the people of Milwaukee can be proud of," Miranda said. "Long live student power."

Assistant Chancellor William Mayrl contributed his thoughts of the UPASS.

"This venture marks another cooperation between Milwaukee County and the university," Mayrl said. "Just this summer Mr. Ament completed a very successful 'Theater in the Park' venture where UWM and Milwaukee County parks

UPASS CONTINUED ON 4 ▶

UPASS/ plan gets positive initial response

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worked together."

MCTS Managing Director Thomas Kujawa spoke about the success of the UPASS.

"Judging from the response we have received so far, truly it's an idea that the university and the students have been happy with," Kujawa said. "Additional tallies and counts on the routes that serve directly the UWM area have been up 45 percent, and we expect that number to increase even more."

This isn't always the case. Several students who never ride the bus feel the new UPASS is just another service they pay for and never use.

According to Tom Johnson, a UWM commuter student, "the reason tuition is so high is because of all these special student fees which support a lot of different things that students never use."

"The same goes for the UPASS," Johnson said. "I bet less than 15 percent of the students use it, yet everybody has to pay for it."

Johnson said that only a small portion of the student population was involved in the UPASS's voting process.

"Probably less than 10 percent of the students actually voted," Johnson said. "I don't believe the majority of the students even wanted the UPASS. They take their cars -- they don't take the bus."

According to Penny Podell, the County Supervisor for District 3, "UPASS is spelled R-E-L-I-E-F."

She added that the UPASS program could result in as many as 2,500 fewer cars per day coming to the East Side and Shorewood streets this fall.

"Potentially, extensive use of the UPASS by students could free up 30-40 square blocks of parking around UWM," Podell said. "Let's hope that the availability of a transit pass will encourage students to lot."

Podell mentioned that the UPASS will have community-wide advantages such as reducing congestion, improving air quality, reducing tax dollars spent on parking lots and multi-story parking garages, and students will save substantial money by not having to pay as many parking tickets.

"I predict that other students (on other Milwaukee campuses) will be insanely jealous and ask their administrations if they too can have a UPASS," Podell said.

County Executive F. Thomas Ament was the last to speak at the UPASS recognition ceremony. He stated that he expected the UPASS program to be extended to all universities/colleges in the Milwaukee area fairly shortly.

Questions concerning the UPASS program can be answered by calling the Milwaukee County Transit System at 344-6711 or UWM Parking and Transit at 229-4000.

The UWM Post, September 12, 1994.

Passing the test?

By Rachel Arendt
Managing Editor

Debate over the institution of UWM's UPass has come and gone, but debate over the success of the new program continues to rage.

This, despite the fact that the system has only been in place for about three weeks.

As most people are now aware, any student with a bus pass can ride a Milwaukee County Transit System bus for free. The cost is picked up by segregated fees.

According to UWM Parking and Transit officials, over 11,000 students have picked up their passes since the beginning of the semester. That is about half of those eligible.

Officials are calling the distribution campaign a success.

"Things are going great," said Shirley Graham, Parking and Transit business manager. "Students are very enthusiastic about saving money."

According to Milwaukee County Transit, ridership on Milwaukee buses has been up about 45 percent since the institution of the program.

"The 30(bus) is crowded every morning," Graham said. "This will even help people who drive cars to school because there will be more parking spaces available."

Graham defends the added segregated fees charge which many students, who say they will never use their passes, dislike.

"Segregated fees include a lot of services many people don't use," Graham said.

Daycare, the Norris Health Center and the Klotsche Sports Center are some of those services.

Despite the positive outlook, some students are still not convinced that the UPass is in their best interests.

Kathleen Lidwin is one of those students. She is asking for collective action to kill the pass.

The part-time urban planning student argues that last year's vote in favor of the pass was not valid because night students were not able to cast a ballot.

"All of a sudden this policy

PLEASE SEE UPASS PAGE 3

UPass

CONTINUED FROM PAGE 1

came down and we had no control over it," Lidwin said. "If we get petitions and complaints signed maybe we can get it turned over in time for next year."

She disagrees with raising segregated fees.

The fees are additional costs included in the portion of tuition which fund special services.

This money is allocated through the Student Association.

"They(UWM) are supposed to provide the service of education. This is a hidden cost," she said.

"What's the point of living in a high-priced area to be closer to campus if tuition is going to be raised?" she questioned. "Tuition is tuition. They are taking away our free choice."

Eleven thousand students exercised their choice not to pick up their UPasses.

Passes will be mailed to them within the next two weeks.

And yes, there is a $30 replacement fee for lost or stolen cards.

The UWM Times, September 12, 1994.

UPASS adds new routes to UWM

By Chad Sirovina

Students at the University of Wisconsin-Milwaukee who live in the northwest corner of the county now have two new ways to get to the Kenwood campus.

The Milwaukee County Transit System (MCTS) has created two new routes with direct service to the UWM campus according to Chris Thies of MCTS.

"They were at the request of the university," Thies said.

The two routes, 39U (Timmerman) and 49U (Brown Deer), were established as part of the new UPASS program which gives UWM students unlimited use of MCTS services for an additional $29.50 in segregated fees.

Both routes began operating service on Sept. 6 during the first full week of school. The routes operate approximately 7 a.m. to 5:30 p.m. each weekday during the UWM school year.

According to Thies there was no data available for the ridership of the new routes because no official rider survey had been taken except on Sept. 1, the first day of classes.

"We have seen initially an increase in routes that go to the campus," Thies said.

According to Thies the routes are not guaranteed to run indefinitely.

"All of our routes are contingent on use," she said.

39U operates from the Timmerman Park-Ride lot near Timmerman Airport on Appleton Ave. From the lot, the route goes along Appleton to Capitol Dr. and then east toward the campus, making numerous local stops along the way.

49U leaves from the Green Bay Ave. Park-Ride lot on Green Bay Ave. just north of Brown Deer Rd. and the Brown Deer East Park-Ride lot on W. Brown Deer Rd., just west of Interstate 43. 49U does not make any local stops on the way to the UWM campus.

Normal fares apply to the new MCTS routes. Any student with a valid UWM ID card and a UPASS can board without paying any additional fare.

The UWM Post, September 19, 1994.

New UPASS Option Should Relieve Parking Problem

by Barry Lewis

UWM Parking and Transit is providing a new service starting this fall for UWM students. UPASS is a new system that will allow students to ride the bus for free from anywhere in the city at any time.

UPASS provides the same bus service as a bus pass allowing students to use the bus for shopping, events and visiting as well as a way to get to class. The cost to students is $29 per semester which is built into tuition.

> **"We need to give this thing (UPASS) 2-3 years to introduce the students to this new idea."**
>
> ***Jim Marsho***
> ***UWM Parking & Transit***

According to Jim Marsho, Director of Parking and Transit at UWM, the new program is the start of new way of thinking about getting to campus.

"We're not asking students to ride the bus all the time. If they even just start using it during bad weather or ride it part of the way to campus, we would see improvement."

Marsho has been entrenched in the parking problem since the early 70's. Since then many alternatives have been tried or discussed and he feels strongly about the new system.

"We need to give this thing 2-3 years to introduce the students to this new idea."

In the early 70's, the University subsidized a program that allowed students to ride the bus for free. The difference was that they only offered one bus route. Marsho said the program was so successful they added three more routes.

In about 1975, funding for the program ceased and they were forced to try other ideas.

The next step was to offer reduced fare for using the bus system. Gradually the amount of the reduction became so insignificant that students didn't use the system.

Around 1989, Marsho began working cooperatively with the Milwaukee County Transit System (MCTS) to figure out a way that students could ride any bus, any time for free.

Coincidentally, at the same time, Student Association (SA) was working on a similar idea. Former SA president Tim Vertz was developing a plan to work with MCTS and provide easily usable bus service.

Marsho and Vertz in a cooperative effort with Ken Warren of MCTS worked on a way to provide free bus rides to all students. Four years later it is here.

"We have to give a lot of credit to student government. Their involvement helped bring the idea to life."

Marsho is realistic in his expectations of UPASS. He hopes that students will consider using it some of the time and believes partial use will substantially reduce the parking problem. He would like to see students consider driving to the outskirts of campus and taking the bus from there.

Marsho also points out that picking the bus up anywhere off campus will not only relieve the parking problem, but it will relieve the housing situation as well. With easy bus access, living a little farther away becomes more pragmatic. And, he believes student housing further from campus will be more affordable.

To encourage everyone to pick up their passes, a drawing will be held. Anyone that picks up their UPASS card before September 9 will automatically be entered into the contest. There will be 30 various prizes. First prize is a $750 travel voucher.

Voice (UWM Student Newspaper), September, 1994.

Letter To The Editor

UPASS Could Be Answer

To the Editors:

Your July article *Parking Spaces In Short Supply At UWM* begs the question "why doesn't the University do something?"

Well, they have done something- UPASS. It was the most cost effective option (other than doing nothing) that could have been exercised. Spending millions on construction of a large parking structure would only be the beginning as local home owners would surely fight any attempt by UWM to construct a parking structure. Who can blame them?

The unattractive view of a concrete garage, coupled with the increased traffic would drive down property values and affect quality of living for the residents.

So, rather than face off with angry homeowners, UWM chose the path of least resistance and made a deal with the Milwaukee County Transit System which is desperate for new riders. The $29 per semester is a bargain compared to the tuition increases for a parking structure. The land in Downer Woods is still available for future expansion.

Will lack of on-site parking affect enrollment at UWM? Hardly. A college education is one of the largest commitments that someone can make in their life. It is unlikely that availability of parking would be a deciding factor.

If UWM continues to offer college students what they want out of a university, these students will make the "consumer decision" to attend UWM.

Even without enough parking.

Sincerely
Steven & Melanie MacArthur

Voice (UWM Student Newspaper), October, 1994.

Chancellor Schroeder discusses issues facing UWM

By Brian Huber and Chad Sirovina

UPASS

The UPASS program has been effective in its incipient stages, but it is too early to start using percentages, as the program is still developing, Schroeder said.

"We think the start of UPASS appears to have been very positive, but it is, I think, premature to use figures in a definitive way. We expect to evaluate it every year in a variety of ways, and find out just how many people use it over just how long a period of time."

Schroeder said part of the evaluations would include student feedback, and UWM would then take that feedback to the transportation companies involved in UPASS and make the changes necessary to provide quality service.

Schroeder also discussed light rail as a transit option for UWM in the future.

"We obviously support light rail, we think it's very important to the campus," he said. "It's not a panacea. It will help with our on-campus parking, remote parking, shuttles we run, and the UPASS. All of these things we're doing to try to improve parking and the transportation system, and we think light rail is a piece of the puzzle.

We would be happiest if there is a stop on campus, but if the stop is a half-mile from here, that's going to reduce the success, effectiveness and convenience of it."

Schroeder also said most analyses of the light rail plan omit a very important part of the city for UWM - the Northwest areas.

"It is also very important that it (light rail) not just come west and go down the main 94 arterial, but that it go north and west, out to the suburbs. We feel a station out there in Glendale would be very important.

"It works well on other campuses. The University of Missouri - St. Louis has a light rail system that comes out to the campus, and they are a bit more remote than we are.

Lyon added that UWM is the second largest generator of commuter traffic in the Milwaukee area, behind downtown, attracting at least 26,000 people come to the campus daily.

"When some of these radio commentators say no one is going to use it (light rail), they don't mention UWM," Schroeder said. "I think it's very clear there are a lot of UWM students and employees who will use it."

.The UWM Post, October 13, 1994.

County's bus ridership decline slows down in '94

By PHIL NERO
of The Journal staff

After five years of declining ridership of 3% to 4%, the Milwaukee County Transit System hit the brakes, at least for one year, by slowing the loss of riders in 1994 to one-tenth of a percentage point, officials announced Wednesday.

Total paying passengers for 1994 were 48,776,993, compared with 48,843,301 in 1993.

The improvement can be attributed mostly to the success of the UPASS program, which allows University of Wisconsin-Milwaukee students unlimited rides for $29 a semester. Students pay the fee whether they ride the bus or not.

About 22,000 students got the passes in September. Total bus ridership in the final four months of 1994, when university classes were in session, increased an average of 3%.

Bus system revenue, aided by an increase in the cost of a fare, was up 8.3%. The system collected $33 million at the fare box and in prepaid discount passes in 1994, compared with $30.7 million in 1993.

Ridership has dropped steadily since 1989, the last time the system posted a ridership gain. That year, 56,269,108 paying passengers boarded buses, an increase of 0.2% over 1988. The base cash fare, $1 both years, has increased to $1.25 since.

"The more we can make transit affordable to the public, the more likely

Please see **Riders** *page* **B5**

Riders

From page **B1**

that we can continue to build ridership," said Thomas P. Kujawa, managing director of the bus system.

Joseph Caruso, bus system marketing director, said the UPASS program, while increasing ridership, did not cut into other revenue sources.

"I think we retained all of our frequent riders, the people who are into prepayment and purchase weekly passes or take advantage of other discount fare incentives," Caruso said.

UWM students have incentives other than inexpensive transportation to ride the bus.

"There are traffic congestion and parking difficulties around the university," Caruso said.

Although the increases in ridership for the final four months of 1994 averaged 3%, they were as high as 10.3% in December and as low as minus 1.8% in October.

The Milwaukee Journal, February 7, 1995.

UPASS program awaits its grades on handling parking problems

Officials are evaluating its effectiveness on the Kenwood campus

By Jesse Garza
of the Journal Sentinel staff

With the current semester nearing its end, officials at the University of Wisconsin-Milwaukee are busy evaluating a new program designed to address parking problems on the Kenwood campus.

"There's a strong indication, so far, that students really favor it," UWM graduate student Jim Meyer said of the UPASS program. "Even students who don't use it think it's a good idea."

Every UWM student who takes at least a one-credit course that meets at the Kenwood Campus automatically qualifies for a UPASS.

The pass, along with a valid UWM student ID card, provides unlimited travel to any destination served by the Milwaukee County Transit System during the school year.

Meyer is compiling data on UPASS from a survey conducted by the UWM Center for Urban Transportation Studies. Officials at the center hope the survey will echo the results of one completed in January, which showed an overwhelming majority of students in favor of the program.

Edward Beimborn, director of the center, said that the 27.5% survey response rate from 2,000 randomly selected students was, by itself, indicative of the enthusiasm for the program.

Of those respondents, surveyed by mail last semester, 93.9% either favor or strongly favor the program, said Jim Marsho, director of parking and transit at UWM.

In addition, early estimates from the center show that 10,961 students, or 50.4% of those eligible participated in the program.

"It's not many programs that can boast of a 50% student participation rate, and in the first semester at that," Marsho said.

The January results also found that in the first semester of the program, car trips to the Kenwood campus dropped 20%, while student transit trips to the campus increased by 85%.

The UPASS program is supported by a student fee of $29 per semester, which is built into 1994-'95 school year charges whether students ride the bus or not.

But Marsho says the unusually high favorable response to last semester's survey was particularly noteworthy because it is a composite feeling of both users and non-users alike.

Marsho said 14.9% of respondents who drove to classes last semester said it was easier to find on-campus parking.

But in addition to increasing available parking, saving students hundreds of dollars on car maintenance and repair and reducing air pollution, Marsho says the program has other benefits.

"No longer are students tied to housing on the east side within walking distance of the campus," Marsho said.

With bus routes to the Kenwood campus, "students may now find affordable housing with more space, better accommodations and off-street parking for far less than can be found on the east side," he said.

Results of the current survey should be complete by the end of May, Meyer said.

The Milwaukee Journal-Sentinel, May 4, 1995.

UPASS increases student bus ridership

Use of routes serving UWM jumps 27% under unlimited ride program

By PHIL NERO
of The Journal staff

A program that allows students unlimited bus rides during most of the year dramatically increased ridership on Milwaukee County Transit System routes serving the University of Wisconsin-Milwaukee.

The average increase of 27% from late summer into fall bucks a downward systemwide trend, which was reflected in a 1.55% drop in ridership through October.

University and transit system officials are so pleased with the results that they are negotiating details of a contract that would renew the UPASS program for the 1995-'96 school year.

"I think the results show that when transit is made easier for people, they tend to use it more," said Chris Thies, bus system spokeswoman. "Affordability also plays a very big part in people deciding to leave their cars at home and take the bus."

PROGRAM BEGAN LAST YEAR

The program, which gives registered university students unlimited rides on all bus routes, was made available for the first time last semester. Students approved the program by a vote of 1,319 to 256 in a November 1993 referendum. They pay a $29-a-semester fee, which is built into 1994-'95 school year charges whether they ride the bus or not.

The UPASS is issued each semester, with the exception of summer schedules, and is valid 40 weeks a year.

In the first 10 months of 1993, 40,656,751 paying passengers rode buses. For all of 1993, 48,843,301 paid to ride a bus, down 4.4% from 1992. In 1994, the total through October was 40,024,862, down 1.55% over the same period in 1993.

Average weekday daily ridership on routes serving UWM as of mid-November was 5,789, compared with 4,548 for the same routes in 1993, a 27% increase.

Please see **UPASS** *page* **B2**

UPASS/More ride UWM routes

From page **B1**

Increases were greatest on five routes with direct service between the campus and six Park and Ride lots in the Milwaukee area. On the three routes that existed in 1993, ridership is up 41.6% since the UPASS program began. When ridership on two routes added this year is included, the increase is 67.1%.

Six local routes that include UWM stops also showed an increase of 18.7% since the program began.

All averages were computed during selected weeks over a three-month period ending Nov. 9, 1994.

SPRING PASSES OFFERED

Spring passes will be valid Monday through May 15. They can be picked up Monday through Jan. 27 at the UWM Union Bookstore and Monday through Feb. 3 at the campus Parking and Transit Office.

There are 2,000 on-campus parking spaces, 1,600 more in nearby lots and 2,900 spaces on nearby city streets. Those spaces are supposed to serve the 22,000-plus students and 3,000 employees and faculty members.

The Milwaukee Journal-Sentinel, June 5, 1995.

OFFER TOO GOOD TO PASS UP

Marquette joins UWM in catching bus program

Free rides are beneficial all around, officials say

By Larry Sandler
of the Journal Sentinel staff

Perhaps now it should be called the "U2PASS."

Marquette University has joined the University of Wisconsin-Milwaukee as the second "U" in the Milwaukee County Transit System UPASS program, spokesmen for Marquette and the bus system said.

Starting in the fall, all 6,900 full-time undergraduate students at Marquette will be eligible to receive passes that entitle them to unlimited travel on the system. They'll pay $29 a semester more in student fees, whether they want the pass or not.

Most students apparently want the pass. They voted almost 2-1 in favor of the program and the fee increase in a student government referendum last year, Marquette spokesman John Hopkins said.

"The UPASS is a good deal for Marquette students," Patrick Van De Walle, president of the Associated Students of Marquette University, said in a statement. "It will save us money, cut parking congestion around campus and increase our access to all the resources and opportunities Milwaukee has to offer."

Patrick Van De Walle, Marquette student:

"The UPASS is a good deal for Marquette students."

At UWM, the UPASS also has been a good deal for the bus system.

"UPASS ridership accounts for approximately 4% of total system ridership, indicating that the pass is being used for non-school trips as well," system Managing Director Thomas P. Kujawa and Tyrone P. Dumas, county director of public works, wrote in a recent report to the County Board's Mass Transit Committee.

"UPASS ridership was a significant factor in stable ridership for 1994, despite a major fare increase that year."

The UPASS program started at UWM last fall.

During the school year that ended last month, ridership rose 30% on buses serving the campus, the system reported.

Mail surveys by the UWM Center for Urban Transportation also show strong support for the UPASS program, UWM and system officials have said.

Marquette's UPASS program is similar to the UWM program, except in eligibility. At UWM, the pass is available to anyone who takes a course for credit — about 20,000 students.

Students at both universities must show a student identification card and a UPASS to ride free.

Marquette students will receive instructions this fall on how to pick up their passes.

The Milwaukee Journal-Sentinel, June 19, 1995.

Despite early criticism UPASS sees success in its first year

By Brian Huber

One year ago, the students at the University of Wisconsin-Milwaukee were introduced to the UPASS, the university program designed by the Student Association in which students are able to ride Milwaukee County Transit Service buses for free during school terms.

Immediately, criticism arose as some students felt they should not pay for a service they do not use, as the UPASS costs $29, which was included in the tuition bill and not refundable. However, there was also early talk of making the UPASS a state-wide program, and the program has been expanded to include Marquette undergraduate students.

After one year, the UPASS at UWM remains virtually unchanged, and its success has led to an increase in the number of buses to and from UWM, as well as a slight modification in service.

Last fall, approximately 51 percent of UWM's students picked up their UPASS, with almost immediate results. By the end of the year, UWM Parking and Transit figures show that ridership at the satellite parking lots had decreased as more students left their cars at home and took the bus to school. According to Jim Marsho, director of P & T at UWM, the lots at Capitol-Humboldt, Veteran's Park and McKinley Marina experienced a 30 percent loss of users.

Marsho said the express routes to the campus – Route 16 (Hwy 100 - State Fair Park), 40U (College Ave.) and 49U (Brown Deer Rd.) have seen several more runs added, especially in the mid-day time periods, as well as another, later bus leaving UWM at the end of the day. Marsho maintained this would not have an impact on the cost of the UPASS, thanks to the MCTS's commitment to helping UWM improve transit service.

"This all came at no additional cost," Marsho said.

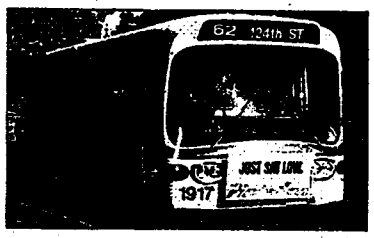
By and large, the biggest change in UWM transit schedules is the addition of a new 63U route, which replaces the 39U route from Timmerman Field. Now, the 63U runs down Appleton Ave. to N. 91st St. south to Silver Spring Drive. Stopping at major intersections along Silver Spring, the bus goes south on Santa Monica Blvd. and Wilson Dr. to E. Capitol, then takes Oakland Ave. south to the UWM area. Riders who formerly rode the route 39U bus can still reach UWM via the route 62 bus on Capitol Drive.

"The reason we changed to Silver Spring Drive is we felt that we were duplicating service on Capitol Drive," Marsho said. "A route 62 exists which could create confusion for other MCTS users."

Marsho added that this gives service to many UWM students who live in northern Milwaukee County.

"We had a direct route to UWM from there in the 1970s and still have a high number of UWM students living in that area," Marsho said.

A few changes were also made on the face of the UPASS



Post photo by Jane Schmeling

Since the UPASS program began, student use of the transit system has increased.

itself. Additional wording has been put on the card to emphasize its authorized use only by the person to whom it was issued. Last year, Marsho said, there were a few problems where people tried to transfer the UPASS.

"We expanded that to make it a little more clear," Marsho commented.

Marsho added that a signature block was also added to the UPASS for its owner to sign his or her name to it to aid in identifying authorized users and in case the UPASS is ever lost.

Last year, several surveys were done on the use of the UPASS, with some positive results. UWM's Center for Urban Transportation found that the UPASS had a 99.9 percent approval rating, and that as much as 14.9 percent of respondents said they found parking on the streets around UWM to be easier.

After the first semester last year, 20 percent fewer cars were coming to UWM daily, but transit trips to UWM increased by 85 percent. Approximately 44 percent of freshmen and 45 percent of sophomores used the UPASS at least once per week.

This results in savings to the students, as well. Figures circulated by the American Automobile Association estimate that it costs about $.47 per mile to use a car. Students commuting to UWM from 8-10 miles away could pay up to $18-23 per week for gas and parking.

"I believe students will look at the economics of the situation," Marsho said. "Many students are cost-conscious—they'll recognize how much driving their car here will cost them in gas and parking. By using the UPASS, that's more money they have left in their pockets for other, more pleasurable things."

It is expected that as UWM's upperclassmen—whose commuting habits are well-established—leave the university, the usership figures for the UPASS will grow, as more and more underclassmen learn about the UPASS and continue to use it.

To aid in that end, Marsho said that he and other representatives of the UWM P & T office attended up to 13 different programs for new and incoming students to discuss the UPASS, and got favorable feedback.

"My sense is there will be more interest than there was last year and we are excited about that," Marsho said.

Over the summer, Marquette University adopted the UPASS, but it is only available to undergraduate students, at least for now. Students there also pay $29 for the UPASS.

The UPASS may also soon be popping up at other schools, as well. Anita Connelly, an executive assistant at MCTS, said other campuses in the area have expressed an interest in the UPASS.

"We're beginning discussions with a couple of other places about the UPASS, and it's certainly possible the UPASS could expand beyond UWM and Marquette in the

UPASS CONTINUED ON 11 ▶

UPASS/ bus use increases

▼ CONTINUED FROM PAGE 5

future."

Connelly expressed pride in the success of the program so far.

"We've been very pleased with the program," Connelly said. "Our main goal was to increase ridership to UWM and we've done that. We're very happy the UPASS has gotten a positive response from UWM students."

Connelly credited the UWM SA for their "progressive stance" on the UPASS, and commended them for making a difference in the transit status quo at UWM.

Connelly said that MCTS did their own studies on the UPASS and its effects on the system last year, and found that there was a 35 percent increase in ridership on routes that serve UWM directly.

"We anticipate that number to be even higher this year," Connelly said.

The UPASS has also had a large effect on the rest of the system, with UWM students accounting for about 4 percent of customers on routes that don't go to UWM.

"We didn't have a comparable number before, but we feel that it's a significant increase," Connelly said.

Connelly added the MCTS had no plans to add routes to UWM's service, although adding trips to high-capacity routes is possible.

But the worst news for UPASS users may be this: the fee may go up, depending on the MCTS budget. Connelly explained that federal funding for next year has decreased significantly, and the state funds are still up in the air. It is possible another fare increase may be enacted by the end of the year.

Connelly explained the UPASS's $29 fee is based on a $1.10 cash fare, which has since risen to $1.25. She said it's possible that fare could be $1.50 next year, which would necessitate an adjustment in the fee of the UPASS.

The UWM Post, Back-to-School Edition, September 1995.

NEWS RELEASE

Milwaukee County Transit System

1942 NORTH 17TH STREET MILWAUKEE, WI 53205-1697

47-95

FOR IMMEDIATE RELEASE
August 28, 1995

Contact: Chris Thies
(414) 937-3253

NEW ROUTE SERVES UWM FROM PARK-RIDE LOT, SILVER SPRING DRIVE

Milwaukee County Transit System (MCTS) will be offering a new route to the University of Wisconsin-Milwaukee (UWM) campus beginning on Tuesday, September 5, the first day of classes.

Rt. 63U (Silver Spring UBUS) will provide weekday service to UWM from the Timmerman Field Park-Ride lot at Appleton Ave. and N. 94th St., and make stops primarily along W. Silver Spring Dr. The Rt. 63U replaces the former Rt. 39U (Timmerman UBUS) that also served the Timmerman Park-Ride lot but primarily made stops along Capitol Dr. Riders who formerly boarded Rt. 39U on Capitol Dr. can take Rt. 62 (Capitol Dr.) to UWM.

The Rt. 63U will operate from the Timmerman Park-Ride lot, south on Appleton Ave. to N. 91st St., north on N. 91st St., east on W. and E. Silver Spring Dr. to Santa Monica Blvd., south on Santa Monica to Wilson Dr., south on Wilson Dr. to E. Capitol Dr., east on E. Capitol Dr. to Oakland Ave., south on Oakland Ave. to Hartford Ave., east on Hartford to Downer Ave., south on Downer to Kenwood Blvd., west on Kenwood to Oakland Ave., and north on Oakland for the return trip along the same route.

The fare is $1.25 cash or UWM students can use UPASS. For information about specific bus stops along Rt. 63U and schedule information, call the BusLine at 344-6711.

# # #

printed on recycled paper

Milwaukee County Transit System, News Release, August 28, 1995.

This is a Paid Advertisement

UPASS NEWS

UPASS HAS ARRIVED

After years of negotiation with the Milwaukee County Transit System, Student Government and campus administrators, the UPass program has arrived at UWM.

UPass, for many students, is the answer to their transportation needs, commuting hassels and parking problems.

The program was introduced during the fall semester of 1994. Every student who is enrolled for credit classes on the Kenwood campus receives a UPass.

UPass is a semester long bus pass for unlimited free travel to any destination served by the Milwaukee County Transit System. The UPass is not limited to bus trips to and from school. A student can use their UPass to go to work, school, or to visit any part of Milwaukee County.

There is no limit on the number of rides a student can take within the semester. There is also no restrictions about which bus accepts the pass. The UPass is good on local as well as freeway flyer bus service.

To get a ride on a Milwaukee County bus, the student needs to simply show the driver the UPass and her/his valid UWM student ID. Students can ride the bus any day of the week.

If any student has a question concerning the UPass program, Jim Marsho, Director of the Parking & Transit Department wants them to call "229-4000 and ask away."

One student put his feelings about the UPass program in the following words, "It helps me to know I can go places free."

UWM
Second Semester 1995 Inclusive.
University Transit Pass
UWM Student I.D. Must Be Shown For
Valid Use Of UPASS. Non-Transferable.
Milwaukee County Transit System
Signature:

Valid Thru
May 15, 1995

33806

UPASS APPROVED FOR 1995-96 SCHOOL YEAR

Due to the success of the UPass program, UWM administrators and student government officials have approved the funds to continue the UPass program for the 1995-96 school year.

This early decision to keep this program will allow students more options for the 1995-96 school year. With advanced knowledge that transportation needs can be addressed with the UPass, students can make sound decisions about housing and their need for a car.

Because of the UPass program UWM students can make informed decisions about where to rent an apartment.. Students can make decisions to rent an apartment which is on a bus line and not restricted to the East Side of Milwaukee.

Students have found that they can live in any part of Milwaukee County that is near one of the several bus lines which service UWM.

Jim Marsho, Director of Parking & Transit at UWM said, "Students may now find more affordable housing (on a direct to UWM bus line) with more space, better accommodations, and off-street parking for less cost than might be found on the East Side."

The AAA organization has estimated that the cost of using a car is $.47 per mile. Students living 8 - 10 miles from UWM could incur transportation costs of $18.80 to $23.50 per week.

UPasses will be available for in-person pick up at UWM beginning Monday, August 28, 1995. Passes can be picked up at two locations in the Student Union: outside the UWM Bookstore on the first floor and at the UWM Parking & Transit Office on the ground floor.

UPASS EASES UWM PARKING PROBLEM

The combination of few parking spaces and a large population has caused frustration for many UWM students and staff members.

However, since the UPass was introduced during the fall semester of 1994, indications are that this popular program has had a noticeable effect on the availability of parking on and around campus.

In a UPass survey conducted by the Center for Urban Transportation Studies, results showed that 14.9% and 10.8% of the survey respondents stated that parking on campus and on the streets around the campus was easier during the fall semester.

One student wrote on the survey, "I live within a few blocks of UWM and have been surprised to now see open parking space in front of where I live."

Since the majority of students attending UWM come from the Greater Milwaukee Area and commute to classes, parking has been a traditional problem.

Limited on campus parking has been the reason for creative thinking at UWM. The campus Parking and Transit Department operates three Park and Ride lots 2 - 3 miles from the campus. These lots helped to ease the parking crunch.

The Park and Ride "Shuttle" lots are located at the intersections of E. Capitol Dr. and N. Humboldt Blvd; Lafayette Hill Rd and Lincoln Memorial Dr. at the McKinley Marina; and at Veterans Park located on Lincoln Memorial Dr. at the lake front.

Bill Bergstrom, from the Parking and Transit Department at UWM said that in the past there have been as many as 925 cars parked at the Capitol and Humboldt lot and over 400 cars at the McKinley Marina location.

Since UPass it has become easier to find parking at these shuttle lots. "What this means," Bergstrom said, "is instead of cars parked illegally at the edges of the various lots, there are now a few open spaces at all times."

Jim Marsho, Director of Parking and Transit, said, "Making it easier to find parking means the UPass program provides an indirect benefit even to those who must drive a car."

In fact, Mr. Marsho predicted that with each new freshman class more and more students will figure out ways to maximize their use of UPass.

"Students are pretty smart," Marsho added, "when it comes to realizing the significant money saving value of using their UPass."

Bergstrom continued, "This creates a comfortable parking situation for those who must bring a car to campus."

Jim Marsho was asked if he felt more parking availability at the campus might cause students to start driving more and using their UPass less. He felt the cost savings, and other benefits of using UPass are just to significant for that to happen.

UPASS POPULAR WITH UWM STUDENTS

A survey conducted by the Center for Urban Transportation Studies during the first semester introduction of the UPass, has indicated that the UPass program at the University of Wisconsin-Milwaukee is very popular with the student body.

The survey found that 93.9% of the responding students wanted to see the UPass program continue. "Finally it's here! I hope it won't be taken away," a student wrote on his survey.

The survey effort by the Center for Urban Transportation Studies tried to contact more than 2,000 randomly selected students by direct mail and telephone last October.

Every effort was made to obtain a broadly representative and unbiased survey response for this research.

To aid in assuring that they were hearing from all students not just UPass users, Prof. Beimborn, Director of the Center, explained that telephone calls were made to a random sample of those who did not return their surveys by mail.

According to Professor Beimborn, there was a 27.5% response rate to the survey. He stated that such a response showed significant interest in the program.

Professor Beimborn also noted that the favorable responses to the program came from both users and nonusers.

"The service is wonderfull" one student wrote. While a typical nonuser responded, "I'm not using the UPass this semester but I plan on doing so next semester."

The survey also asked students to rate characteristics about the Milwaukee County Transit System (MCTS): courtesy and knowledge of bus drivers, convenience of bus schedules, travel time, safety and security.

Jim Marsho, Director of the Parking & Transit Department, stated that students using the bus gave surprisingly high marks for each of these characteristics. On a scale of 1-5 (5 being very poor) most students rated the characteristics a 2.

Upon hearing the survey results, Joe Carouso, Marketing Director for MCTS, responded by saying that the bus company has found the same results when they survey general users of the bus system.

"In reality," said Jim Marsho, "bus travel doesn't seem to be the problem the media coverage leads non-bus users to believe it is."

As one student wrote, "The program is very convenient and economical and I love being able to use the bus for downtown and places other than campus."

It's Not Gambling To Bet On Mass Transit.

We Will Get you There And Back Guaranteed!

UWM STUDENTS AGREE -

"It's a great idea. Much better than looking for a parking space."

"It's easy and simple to use and very accommodating particularly as a student."

"The UPass is the best thing I have seen at UWM! I strongly want it to continue. It really helps me out."

UWM 229-4000

parking and transit office

UPASS FUNDING EXPLAINED

Students enrolled at UWM pay a combination of tuition for instruction and fees for various services, programs and student organizations that are part of the student life on campus.

Areas which receive funding from student assessed fees include: Athletics, Child Care, the Student Union, UPark Shuttle buses, Women's Transit, student newspapers, the Norris Health Center, and UPass to name a few.

The exact mix of services, and programming, involves decisions by State Government, University Administration and Student Government."

"Whether or not a student chooses to participate in any or all of the activities available on the campus, fees for them are assessed," Marsho added. "The idea being that different students get different degrees of benefits from different activities they choose to participate in. But in the end, all derive value from the activities they do take advantage of. That value costs far less than would otherwise be the case if they had to purchase the activity(ies) /service(s) separately."

Every student who enrolls in at least one credit class on the Kenwood campus receives a semester long bus pass good on any bus in the Milwaukee County Transit System (MCTS) any day of the week.

Regular weekly bus passes for MCTS buses are $9.25 per week. During a 16 week semester a student could pay $148.00. Because all UWM students enrolled for credit classes on the Kenwood campus contribute to the UPass program, the semester long bus pass increased tuition fees $29.00.

Because the majority of students who attend UWM commute to campus from homes or apartments around the Greater Milwaukee Area, the UPass has a positive financial impact on many students. It was because of this broad popular appeal that Student Government pushed to get the UPass program approved.

One student wrote on a UPass survey conducted by the Center for Urban Transportation Studies, "The UPass has been a true blessing for me. I really didn't know how I was going to get to school every day." Another student wrote, "It's the first time I feel I'm getting something out of my segregated fees."

The UWM Post, "UPASS News" Spring 1995.

NEW EXPRESS BUS ROUTES SERVE UWM

Jim Marsho, Director of the Parking and Transit Department reported that two new bus routes have been designed to be part of the UPass program. The routes serve the North and Northwest parts of Milwaukee County and counties beyond.

"We have good bus service coverage direct to UWM from all other parts of Milwaukee County, we needed something from the North and Northwest sides," Marsho said.

The 49U or Timmerman Field Express serves the Northwest side. The route begins at 93rd and Silver Spring and then follows a route down Appleton Ave. to Capitol Dr. and east on Capitol Dr. to UWM. The bus stops for passengers at the Timmerman UPark (off street parking lot) and at a number of major intersections along Appleton Ave. and Capitol Dr..

The 49U or Brown Deer Flyer serves students in Northern Milwaukee County, Ozaukee County and Counties further north. The route originates in the off street parking lot (in the shopping center) at the intersection of Brown Deer Road and Green Bay Road. The bus then stops at another off street MCTS park and ride lot at the intersection of Brown Deer Road and I-43. The bus then travels via I-43 direct to UWM.

"Students can reduce their cost of commuting simply by driving a shorter distance to any one of the many direct bus routes to UWM and riding the bus free the rest of the way," Jim Marsho, director of Parking & Transit said.

Results from the student survey showed that students like the new bus routes and have requested the number of UPark and Ride bus trips to UWM be expanded.

Mr. Marsho announced that in response to the survey, discussions are underway with the Milwaukee County Transit Service to add more trips each day on the 49U.

The discussions also include increased trips to and from UWM on the two existing freeway flyer routes to UWM. They are the 40U from the Park and Ride lot at College Ave and I-94 (traveling direct to UWM) and on the Route 16. The Rte 16 begins near Grange and Hwy 100, and travels down Hwy 100 until it reaches its last stop at the Park and Ride lot at the 84th St. entrance to State Fair Park before going direct to UWM.

Mr. Marsho said, "It was UWM's desire to have additional trips to UWM added in the later morning and additional trips from UWM added in the late afternoon or early evening."

Bus schedules and route maps are available at the UWM Parking and Transit Office or from Milwaukee Country Transit Service.

UPASS DEMAND SURPRISES UWM ADMINISTRATORS

Student demand for the new UPass surpised campus administrators and student government officials involved in implementing the UPass program.

Jim Marsho, Director of Parking and Transit said early estimates of the number of students who might pick up the UPass ranged between 4,000 and 5,000 students.

During the first month the pass was available, a surprising 10, 961 passes were handed out to interested students. This represented 50.4% of the student population eligible for the pass.

This was an excellent response considering that there was some uncertainty as to whether or not the program would actually be implemented and the short time period to get the word out about how to pick the passes up.

The UPasses became available a week before classes began in September. The same was true in January for the spring semester. There were two locations for picking up the pass: outside the UWM Bookstore and at the Parking & Transit Office in the Student Union.

There was a concerted effort to get the pass into the hands of the students before classes began. This was done so students could get the maximum use out of their UPass.

According to Parking & Transit staff it took a lot less time per student to issue the passes than expected. Using on-line campus computers it took only seconds to verify student status and issue the pass. Everyone was surprised that there were very few lines and almost no complications.

To guarantee that all eligible students received their UPass the Milwaukee County Transit System mailed a UPass to all students who did not pick one up.

SURVEY FINDS TRANSIT USE UP AUTO USE DOWN

A survey conducted by the Center for Urban Transportation Studies has found that daily trips to UWM by car have dropped by 20% and student transit trips to UWM have increased by 85% during the first semester of the UPass program.

The survey also found that use of the UPass was high among freshman and sophomores. The results showed that 44.2% of the freshmen and 45.2% of the sophmores used their UPass at least once per week.

Estimates indicate that nearly a half a million bus rides were taken by students traveling just to UWM during the fall semester.

"Very great idea," said one student. "You're really trying to improve the parking situation."

Jim Marsho, Director of Parking and Transit stated that he was pleased with these first semester results. He expects that even more students will see the value of their UPass as the Program continues in future years.

Mr. Marsho noted that the UPass is worth literally hundreds of dollars in savings and out of pocket costs to students when used as an alternative to driving their car, maintenance costs -- and, it reduces air pollution.

He certainly could agree with the student who commented: "The UPass has saved me a lot of money, especially at times when I had no money at all."

UBUS UPASS USUCCEED

INFORMATION

PARKING AND TRANSIT

UBUS 229-4000 MCTS 344-6711

UBUS

UPARK

INCREASED BUS RIDERSHIP CREDITED TO UPASS

Despite a national and local trend which reflects a decline in urban bus ridership, buses serving the UWM campus have seen dramatic increases in ridership.

Since the UPass program began, ridership on the buses that serve UWM have increased 27%.

Increases were greatest on five routes with direct service between the campus and six Park and Ride lots in the Milwaukee area. On the three routes which existed in 1993, ridership is up 41.6% since the UPass program was started. When the two new UPark routes are added into the ridership figures, the increase is 67.1%.

The increases were not restricted to Park and Ride lots. On the 6 local bus routes with stops at UWM, ridership has increased 18.7%.

The local bus lines which service UWM are:
Route #15 Oakland Ave/ Kinnickinnic Ave
Route #21 North Ave
Route #22 Center Street
Route #30 Downer Ave Prospect Ave. Maryland Ave.
Route #60 Burleigh Street
Route #62 Capitol/Drive

The express Park and Ride routes which service UWM are:
Route #5 Oklahoma Ave
Route #16 Hales Corners/ State Fair Park
Route #39U Timmerman Field
Route #40U College Ave. Freeway Flyer
Route #49U Brown Deer Rd at Green Bay Rd and Brown Deer Rd at I-43 freeway flyer.

Chris Thies, bus system spokeswoman said, "I think the results show that when transit is made easier for people they tend to use it more. Affordability also plays a very big part in people deciding to leave their cars at home and take the bus."

UPASS HELPS UWM BECOME ACCESSIBLE

Students with disabilities can use the UPass to help make UWM more accessible and more economical.

The UPass offers a valuable alternative transportation service for UWM students with disabilities that prevent them from using a regular Milwaukee County Transit System.

Under the UPass program, UWM students who are also eligible for the Milwaukee County User Side Subsidy Program can have the user side part of the fare for every trip they take ($2.25/ride) waived when using their UPass.

For the fall semester, a total of 27 students took advantage of this money saving value. Together these students made a total of 1,748 trips or an average of 65 trips per student.

The savings is true for any trip a person may take, not just for trips to UWM. Under this program, students with disabilities are transported by cabs which provide this service, or by some other specially equipped van or small bus.

In order to get this discount the student must pick up the UPass at UWM, have a valid UWM student I.D. and have a valid Milwaukee County User Side Subsidy identification card.

We're Coming For You

UWM STUDENTS COMMENT ON UPASS:

"I am happy with my UPass. It was a good investment. I don't have to spend a lot of money on gas now."

"The bus makes the trip to UWM less stressful."

"This is the major reason I attend UWM."

"The UPass has saved me a lot of money and hassle."

"UPass is really convenient."

UPARK

PARKING AND TRANSIT
229-4000

UNION GROUND FLOOR

UBUS

The UWM Post, "UPASS News" Spring 1995.

Appendix I

Marketing Material Related to UPASS

- Various marketing material related to UPASS from UWM Student Newspapers, The UWM Parking and Transit Office, and Milwaukee County Transit System.

EXCITING NEWS
INTRODUCING THE UPASS

For the next Fall and Spring semesters, all students who take at least one class for credit that meets on the Kenwood campus will receive a semester long bus pass. This means "UPASS" will enable you to ride any bus operated by the Milwaukee County Transit System (MCTS) – for free! Simply show the driver your UPASS and your UWM student I.D. You can use your UPASS to travel by bus as much as you want – any time buses operate on any route and to go anywhere – not just to UWM! There will also be new UPARK and ride lots bringing free off-street parking with free *express* bus service to UWM closer to your home.

1. Local Area Students

You now have free transportation almost at your front door. Park where there is all day parking near a bus stop. Use the bus and save money. For those who currently use the bus for transportation, you now have a tremendous saving. A bus pass good for the entire semester !

2. Distant Commuter Students

There is *EXCITING* news. UWM and MCTS have designed new and expanded UPARK and RIDE lots and service schedules. Besides the popular UPARK lots near the campus there will now be new lots in the following areas:

a) TIMMERMAN AIRPORT UPark and Ride lot (route 39U) leaves from a free park-ride lot with selected express stops along Capitol Dr.,

b) GREEN BAY AVE and BROWN DEER RD UPARK and Ride lot and the BROWN DEER RD and I-43 UPARK and Ride lot (route 49U) with express bus service to UWM.

c) COLLEGE AVE at I-94 (Route 40U) UPARK and Ride lot has new expanded schedule times making it more convenient than ever.

d) There continues to be the popular HALES CORNERS and the STATE FAIR UPARK and Ride lots (Route 16) and the OKLAHOMA (Route 5 Express) – now all free.

3. Students Living Off-Campus

You can now look for an apartment anywhere in Milwaukee County. Locate your apartment on any of several direct bus routes to UWM.

4. Dormitory Residents

You can now take the bus downtown for shopping, the museum, events at the Bradley Center, etc. anytime; or you can take it to the numerous suburban shopping malls.

See Back for Further Details

5. Students with Jobs Now you have a free bus pass that's good every day of the week, whether you are going to school or work. It isn't necessary to have a car.

6. Students on a Budget You now have the best of both systems. You have transportation to anywhere you need to go in Milwaukee. Why pay for parking, suffer the aggravation of parking tickets, or spend gas money to drive to a place the bus is already going to.

7. Emergencies With a semester bus pass, car emergencies will no longer be major traumas. The bus will get you to UWM and home again or to work or to special events. *Need a ride* ? The semester UPASS is your ticket.

8. Students with Mobility Limiting Disabilities Students for whom MCTS buses are not accessible and who are eligible to use Milwaukee County's User Side Subsidy Program, similar free transportation privileges will be available to you.

HOW DO YOU GET THIS UPASS?

WHEN: The semester bus pass will be distributed via in-person pick-up beginning August 22, 1994, one week before classes start in the Fall .

WHERE: Your UPASS will be available for pick-up at various locations in the Student Union including the Parking & Transit Office, Union WG25. Further details will be mailed to you.

HOW DOES IT WORK ?

The bus pass combined with your student ID will get you a "free" ride on any Milwaukee County Bus including all Freeway Flyers !

HOW DO YOU FIND OUT MORE INFORMATION ?

Contact the Parking and Transit Department. Call 414-229-4000, or stop by our Offices on the ground floor of the Student Union. Our representatives will be glad to help you plan your transportation to UWM.

TTY for the deaf, the hard of hearing or the speech impaired. Call Wisconsin Telecommunication Relay System 1-800-WI-RELAY

CATCH THE UPASS AND WIN

Parking & Transit Dept.
Union WG25
PO Box 413
Milwaukee, WI 53201
414-229-4000

UPASS QUESTION AND ANSWER SHEET

Q. What is UPASS?
A. UPASS is a new semester long bus pass that, when used in conjunction with your UWM student I.D., will allow you unlimited free rides on any Milwaukee County Transit System bus.

Q. When can I start using my UPASS?
A. As soon as you receive it. Your Fall Semester UPASS is valid starting Monday, August 22, 1994 through Sunday, January 15, 1995. Your Spring Semester UPASS is valid starting Monday, January 9, 1995, through Sunday, May 15, 1995.

Q. Is the UPASS only good for my trips to UWM?
A. No. You can use your UPASS to travel for any purpose to any destination on any bus route. Use it any time buses operate, on any day, including weekends, holidays, and even during UWM breaks and recess periods. Your UPASS is also good on freeway flyer routes.

Q. Who can use the new UPASS?
A. Only UWM students taking at least one course for credit on the Kenwood Campus. This is an exclusive program for UWM students.

Q. Why was the UPASS created?
A. UWM, like virtually all urban universities in the country, has parking problems. UPASS offers you a great opportunity to use your car less-especially for routine trips to work, class, etc. and eliminate your parking problems. By doing so, you are guaranteed to: save lots of money you would otherwise spend maintaining and operating your car; help the environment; and reduce your parking and traffic related stress.

Q. I don't live in Milwaukee County or near any bus route, how will the UPASS be of benefit to me?
A. As part of the UPASS program, six additional UPark lots -- just like Capitol-Humboldt, Veterans Park and McKinley Marina -- have been created. What's even better about the new UPark lots is, you don't have to drive as far to get to them. You can park free and take a Transit system freeway flyer bus free all the way to UWM.

Q. Where are the new UPark lots located and how can I get a schedule of bus departure times?
A. All registered students will be mailed information about the new UPark locations and bus operating schedules. You should receive this information before classes start or, stop by the Parking and Transit Office and pick it up.

Q. Can I drive to and park along bus routes?
A. Certainly. You can drive your car part way to campus, park in an all day parking spot right near a bus stop on any of several direct bus routes to UWM and then, ride the bus free the rest of the way. Call the Milwaukee County Transit System at 344-6711 or, UWM Parking and Transit at 229-4000 and ask for locations and schedule information for the bus routes that provide direct -- no transfer bus service to UWM.

Q. If I simply must drive a car, how does the UPASS benefit me?
A. The UPASS offer of free transportation whenever and to wherever you want to go will be a benefit and a money saving value that many students that drive a car will find to be too good to pass up. This has been true at other Universities that have instituted UPASS programs. So, even if you can't find a way to use the bus for at least some of your trips to UWM, you will benefit from UPASS because, there will be fewer students driving their cars to campus and competing with you for a campus parking space.

Q. How is it that I can get a UPASS simply by being a UWM student? I or, someone else, must be paying for my UPASS some way.
A. Actually your right on both counts. You and everyone else who takes a class on the Kenwood Campus are paying to support the UPASS Program. But, each student is only paying about 16% of the actual $180/student/semester cost of the program. It is included as part of your tuition and fees--just like other UWM services like the Klotsche Center, UPARK shuttles, Student Health Center etc. The remaining per student cost is being offset by federal and state transit operating funds and a quantity UPASS purchase discount.

Q. Is UPASS a better deal than driving my car to campus?
A. Yes. UPASS is one University service where the more you use your UPASS, the more your commuting expenses are reduced.

Q. How much can I save?
A. You can save literally hundreds of dollars in reduced gas costs, maintenance costs, wear and tear on your car and the hassle of driving in rush hour traffic and searching for a legal parking space. If you are going to live away from home you might want to also consider the many apartment rental opportunities along any direct bus route to UWM.

Q. I have a disability that makes it very difficult and even impossible to use a regular bus. How does UPASS help me?
A. If you are eligible to participate in the Milwaukee County User Side Subsidy Program, your UPASS can be used to waive the initial User Side portion of the fare for each trip you take. To find out more about this new benefit call 278-4091.

Q. How can I get answers to other questions I might have?
A. Call the Milwaukee County Transit System at 344-6711 or UWM Parking and Transit at 229-4000.

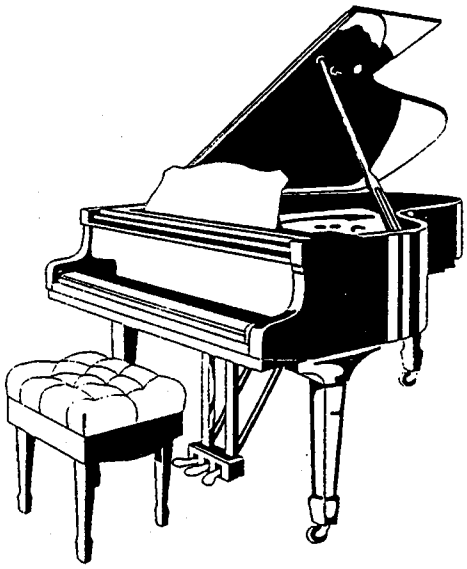
*U*PASS

Music to your education *!*

The UPASS is here and provides bus transportation to UWM Free!

That's right FREE *!*

The UPASS allows you to use any of the new and expanded UPark lots that have just been created -- and every bus in Milwaukee County no matter if you're going to UWM or home, work or play. The *new* and expanded UParks are located at the following areas:



49U Brown Deer Rd and Green Bay Ave (in the shopping center)
49U Brown Deer Rd and I 43 (at the Park and Ride lot)
39U Timmerman Field (with stops on Capitol Dr.)
40U College Ave has an expanded timetable
16U Whitnall Park and Ride lot
16U State Fair Park and Ride lot

To be eligible for this *deal* all you need to do is pick up your UPASS. Just stop by the Parking and Transit Office, Union WG25 (229-4000). There is no charge for the bus ride once you have a UWM ID and the pass. It's perfect. It's the solution everybody's been thinking about and now in cooperation with Student Association, UWM , and the Milwaukee County Transit System, everyone can use. The UPASS becomes available starting August 22, 1994. *PICK IT UP. USE IT !*

See the UPark timetables for scheduling details on ALL UPark and Ride lots including the 49U, 39U, 40U, 16U, Capitol/Humboldt, McKinley Marina and Veterans Park.

USE IT

NOW THAT YOU
HAVE THE UPASS --
THE FREEDOM TO
GET AROUND
MILWAUKEE
IS YOURS

UPASS TO WORK
UPASS TO SCHOOL
UPASS TO PLAY

UPASS IT TO
ANYWHERE

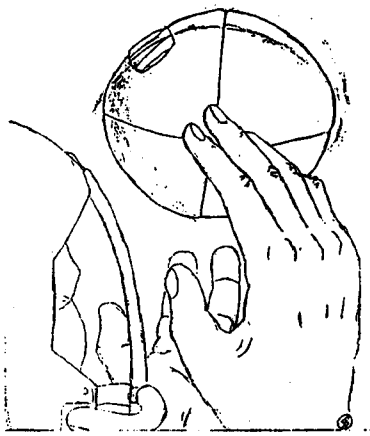
IF YOU NEED HELP
CALL US

UWM PARKING & TRANSIT
229-4000

MILWAUKEE COUNTY TRANSIT
344-6711

UPASS

CATCH IT!



Coming this Fall UPass arrives at UWM. Finally there's a transportation touchdown! A semester long bus pass for students enrolled for credit on the Kenwood campus will be available at NO ADDITIONAL COST to every student. The UPass is good on any bus in the Milwaukee County Transit System, any day of the week!

Passes will be available for pick up starting August 22, 1994 at numerous locations in the Student Union, including the Parking & Transit Office. Look for more *exciting* information coming to you this Summer or call the Parking & Transit Office at 229-4000.

REMEMBER:

YOU CAN'T SCORE

UNTIL YOU CATCH THE

UPASS!

IT'S FREE. **PICK IT UP.** **USE IT.**

STUDENT ASSOCIATION Union E351
PARKING & TRANSIT Union WG25

HEY!
DON'T FORGET.

UPASS

IT'S FOR YOU.

Passes are available for pick up now at numerous locations in the Student Union, including the Parking & Transit Office, 229-4000

REMEMBER:

YOU CAN'T SCORE UNTIL YOU CATCH THE UPASS!

IT'S FREE. PICK IT UP. USE IT.

STUDENT ASSOCIATION Union E351
PARKING & TRANSIT Union WG25

UPASS

Your pass is valid the day you pick it up. Use it!

Pick Ups/Locations/Times

Tuesday-Wednesday
8/23-8/24

Outside the Bookstore	8am-4pm
Parking & Transit Office	8am-4pm
Union Concourse	8am-4pm

Thursday-Friday
8/25-8/26

Outside the Bookstore	8am-4pm
Parking & Transit Office	8am-4pm

Monday-Wednesday
8/29-8/31

Outside the Bookstore	8am-4pm
Parking & Transit Office	8am-4pm

Thursday
9/1

Outside the Bookstore	8am-6:30pm
Parking & Transit Office	8am-7:30pm
Union Concourse	8am-6:30pm

Friday
9/2

Outside the Bookstore	8am-4pm
Parking & Transit Office	8am-4pm
Union Concourse	8am-4pm

Tuesday-Thursday
9/6-9/8

Outside the Bookstore	8am-6:30pm
Parking & Transit Office	8am-7:30pm
Union Concourse	8am-6:30pm

Friday
9/9

Outside the Bookstore	8am-4pm
Parking & Transit Office	8am-4pm
Union Concourse	8am-4pm

Continuous distribution will be at the Parking & Transit Office

For Information

229-4000

UPARK

More Than Before And Better!

Use Your UPASS Not Only On Any Bus In Milwaukee County, But *Express* UPARK Buses As Well

(Besides The University Run Capitol/Humboldt, McKinley Marina & Veterans Park)

We've Expanded UPARKS

Check Out...

RTE 39U
Timmerman Field UPARK With Select Stops Along Capitol Drive

RTE 49U
The Brown Deer Flyer Starts At Brown Deer Road And Green Bay Road
(in the shopping center parking lot)
Then Picks Up At Brown Deer Road and I-43

PLUS...

The College Avenue Route 40U Has A *New Timetable* With More Convenient Times To Meet Your Needs

CHECK US OUT...

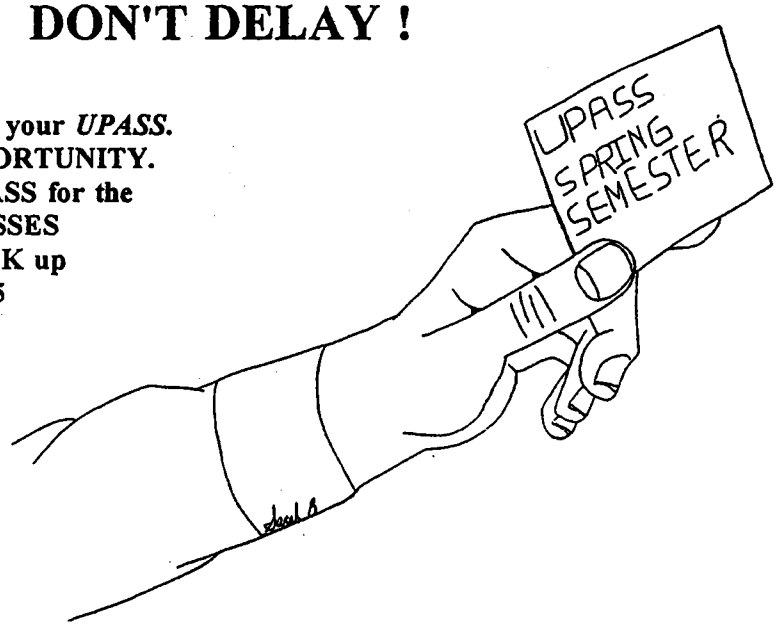
- The Parking Is FREE
- The Bus Ride Is FREE
- The UPASS Is Issued At NO Additional Cost To You

Just show your UPASS and student ID for a ride anywhere in Milwaukee County! Your options have just improved. UBUS to UWM or UPARK to UWM. No matter how you do it...

CATCH THE RIDE!

QUESTIONS?
229-4000
Parking & Transit

DON'T DELAY !



It's time again to get your *UPASS*. Don't miss this OPPORTUNITY. You need a NEW PASS for the Spring semester. PASSES are available for PICK up starting Jan. 13, 1995 at TWO locations: Parking & Transit, Union WG25 & outside the Bookstore. Call 229-4000 for more information.

REMEMBER: you can't use it if you don't pick it up. There will be no additional charge for the Spring Semester pass and you don't have to wait until you've paid tuition. All you have to be is registered for classes. So what are you waiting for?

PICK IT UP ! USE IT !

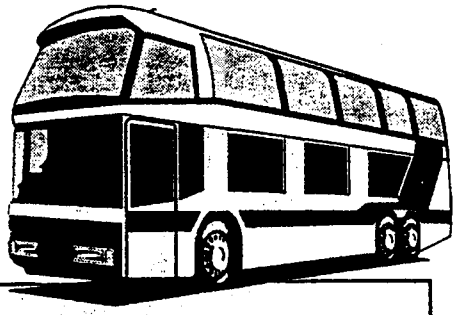
The Milwaukee County Transit System (MCTS) operates frequent and convenient bus service to UWM. Eleven routes serve the campus and make UWM very accessible by bus for trips originating from anywhere in Milwaukee County including trips from outside the county by using one of the 6 Park-And-Ride lots. For scheduale information contact MCTS at 344-6711 or UWM 229-4000.

UPASS IS FOR YOU !

WE'VE GOT YOU SURROUNDED!

SO DON'T FIGHT IT TAKE THE RIDE

UPARKS



FROM ALL AREAS OF MILWAUKEE COUNTY THERE IS A UPARK NEAR YOU.

NORTH - 49U
Brown Deer & Green Bay Rd.
plus Brown Deer & I-43

NORTHWEST - 39U
Timmerman Field Picks Up
at Timmerman and with select
stops on Appleton & Capitol Dr.

WEST - 16
Hales Corners Express picks
up at State Fair Park

SOUTHWEST - 16
Hales Corners Express Picks
up at Whitnall Park I-43 & 108th St.

SOUTH - 40U
College Ave. Picks up
at the Southwest Quandrant
of I-94 & College Ave.

NEAR CAMPUS

Capitol/Humboldt
Picks up just North
of the intersection of
Capitol Dr. & Humboldt Ave.

Veteran's Park
Located on Lincoln
Memorial Dr. Picks up
in the Parking Lot at the
end of Lagoon Dr. and
also stops along Lagoon Dr.

McKinley Marina
Located on Lincoln Memorial Dr.
½ Mile North of Veterans Park.

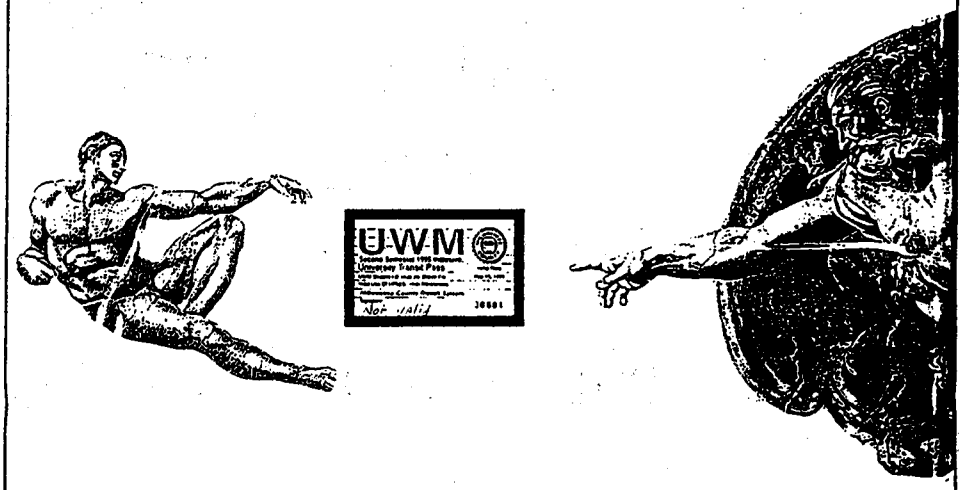
From Anywhere
Use your UPASS and Park in a convenient long term parking area and take one of the 11 direct MCTS buses to UWM.

FOR INFORMATION CALL PARKING & TRANSIT 229-4000

IT'S MORE THAN INSPIRED...

IT'S REALITY.

UPASS FOR THE SPRING SEMESTER.



PICK IT UP NOW !

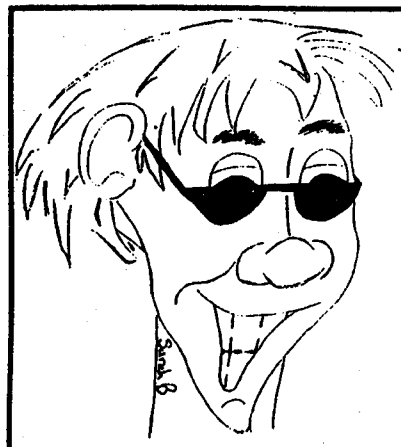
THESE PASSES ARE GOOD ON ANY BUS, ANYTIME, GOING ANYWHERE IN MILWAUKEE COUNTY. THIS IS THE *DIVINE* ANSWER TO YOUR TRANSPORTATION NEEDS.

AVAILABLE NOW AT 2 LOCATIONS:

PARKING & TRANSIT
OUTSIDE THE UWM BOOKSTORE

FOR INFORMATION CALL

PARKING & TRANSIT
229-4000



WHY

ARE THESE GUYS SMILING?

THEY USE THEIR UPASS.

DO YOU?

Any Bus, Anywhere, Anytime in Milwaukee County. Including PARK and RIDE lots in the South, Southwest, West, Northwest, and North.

WE'RE WORKING FOR YOU!!!

PARKING AND TRANSIT UNION WG25
229-4000

UPASS

Takes Off for another great year!

FREE bus rides to anywhere in Milwaukee County at any time: to school, work or play.

It includes all Park and Ride lots so everyone can take advantage of the UPass. If you live outside of Milwaukee County drive to a UPark and bus to class. If you live in Milwaukee County, leave your car at home or park it on a direct bus route and bus in to

SAVE SAVE SAVE !

"The UPass has saved me a lot of money and hassle."

Park & Ride lots are located at the following areas:

*49U Brown Deer Rd and Green Bay Ave (in the shopping center)
*49U Brown Deer Rd and I-43 (at the Park and Ride lot)
*63U Timmerman Field (introducing a new route with stops on Silver Spring/Santa Monica/Wilson Dr)
*40U College Ave at the Park & Ride off I-94
*16U Whitnall Park and Ride lot I-43 & Hwy 100
`*16U State Fair Park and 84th St.

To be eligible for this deal you must take at least 1 credit class on the Kenwood campus. Then all you need to do is pick up your UPASS. Just stop by the Parking and Transit Office, Union WG25 (229-4000) or at our location outside the UWM Bookstore. There is no charge for the bus ride once you have a UWM ID and the pass. It's perfect. It's the solution everybody's been talking about. This program is a joint effort between Student Association, UWM and the Milwaukee County Transit System. The UPass becomes available starting August 28, 1995.

PICK IT UP ! USE IT !

UPASS IS FOR YOU.

Still Looking

For the best way to get to UWM?

Take the bus Gus!

Serving all of Milwaukee County and more.

Introducing the 63U
From The Timmerman Field UPark Lot.
Select Stops On Silver Spring, Santa Monica, Wilson

It Keeps Getting Better.
It Keeps Getting Easier!

The Following Buses Come Direct To Campus

#5	Oklahoma Ave.	#30	Prospect or Downer
#15	Oakland Ave., KK	#40U	College Ave. UPark
#16	Hales Corners/State Fair UPark	#49U	Brown Deer UParks
#21	North Ave.	#62	Capital Dr.
#22	Center St.	#63U	Timmerman Field UPark
			Silver Spring Dr.

PARKING & TRANSIT ■ UNION WG25 ■ 229-4000

Why Are You Driving All The Way To Campus?

UPARK

MCTS Park and Ride Lots:

#16 Hales Corners UPARK/State Fair UPARK
#40U College Ave UPARK
#49U Brown Deer UPARK lots
-New- #63U Timmerman Field UPARK with stops along Silver Spring

And 3 Campus Lots At:

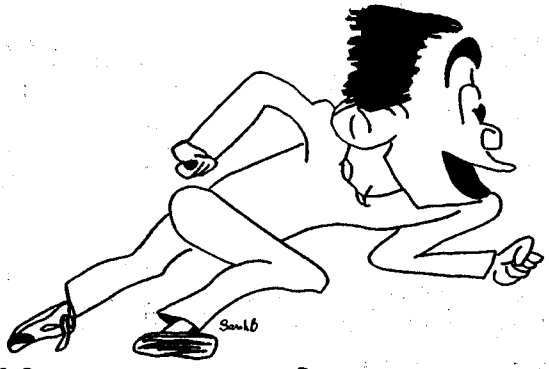
Frequent Schedules

Capitol and Humboldt
Veterans Park
McKinley Marina

Parking and Transit Union WG25

229-4000

The Excitement Continues



Get off to a good start - UPASS

Pick it UP. **Use It!**

- Available at the Parking and Transit Office -

Plus, New Service on Silver Spring Dr.

Introducing the 63U

From the Timmerman Field UPARK Lot

Select stops on Silver Spring, Santa Monica, Wilson

It Keeps Getting Better.
It Keeps Getting Easier!

The following buses come direct to campus:

#5 Oklahoma Ave
#15 Oakland Ave, KK
#16 Hales Corners/ State Fair UPARK
#21 North Ave
#22 Center St.
#30 Prospect or Downer
#40U College Ave UPARK
#49U Brown Deer UPARKS
#62 Capitol Dr.
#63U Timmerman Field UPARK SilverSpring Dr.

PARKING AND TRANSIT UNION WG25

229-4000

12 TIPS FOR EASY TRANSIT USE

ON MILWAUKEE COUNTY TRANSIT SYSTEM

1 Call Us

When you need immediate information about how to get somewhere by bus, call the MCTS BusLine at 344-6711, any day from 6 a.m. to 10 p.m.

2 Transit Guide

For a map showing MCTS services system wide and detailed "how to" information, call the BusLine for a Transit Guide. Find the route that gets you to where you want to go.

3 Route Guides

To know everything about the routes you're going to use, call the BusLine for individual route guides with detailed schedules and maps.

4 You're Ready

Check a route guide for the time you can catch a bus at a nearby stop. MCTS routes have bus stops about every two blocks.

5 At Bus Stop

At the bus stop, check the bus stop sign for your route number.

6 Before Boarding

To make sure you board the correct bus, watch for the sign on the bus that matches your route and destination.

7 How To Pay

Have your UPASS and student ID ready before boarding. If you don't have a UPASS, then exact cash fare, bus ticket or weekly pass are accepted.

8 On Bus

Once on the bus, simply show your student ID and UPASS to the driver.

9 For A Transfer

With UPASS, no transfer is needed if you plan to change to another bus to complete your trip. Just be sure to know where the transfer needs to be made.

10 Just Ask

If you are not familiar with the area where your destination or transfer is located, ask the driver to call your street.

FARWELL AVE.

NORTH AVE.

11 Signal Driver

To signal to get off the bus, use the pull cord or touch strip located above the window inside each MCTS bus.

12 To Exit

Exit from the rear door of the bus once the green light above the door appears — a touch of the center handles automatically opens the door.

...IT'S EVEN EASIER WITH YOUR U P·A·S·S

For Route & Schedule Information . . .

Call the BusLine: It's the best first step for new or experienced riders taking a new bus route. Information Agents are available between 6:00 AM and 10:00 PM, seven days a week at 344-6711 to answer your questions about Milwaukee County Transit System routes, schedules and transfer points.

When calling the BusLine, please have a pencil and paper ready and follow this format when talking to our Information Agent:

- State where your trip will begin and end.
- State the day and time you will be making your trip.
- Ask about the transfer points that apply to your trip.
- Save yourself an additional call by requesting return trip information.

REMEMBER: With UPASS you won't have to pay a fare, but if you ever ride the bus without a UPASS, be sure to get information on regular MCTS fares. Exact fares are required and MCTS drivers do not make or give change.

Important Numbers

TTY FOR HEARING IMPAIRED: 937-3299
6:00 AM - 10:00 PM everyday

CUSTOMER COMMENTS: 937-3218
Comments regarding Milwaukee County Transit System bus service may be directed to our Customer Service representatives between 8:00 AM and 4:30 PM, Monday through Friday.

LOST ARTICLES: 937-3206
Lost articles may be claimed by their owners upon proper identification at 1942 N. 17th St., from 8:00 AM to 4:30 PM Monday through Friday. Call ahead to determine whether an item has been found. *Please note: items are held only 30 days.*

For Your Safety

MCTS buses belong to everyone, so please make an effort to help us take care of them.

- Smoking, drinking or eating are not allowed on the bus ... it's against the law.
- Please take any trash with you; do not drop trash on the floor or leave it on the seat.
- Loud radio playing is not allowed. While you are welcome to use earphones, keep in mind that "too loud" is when other passengers can hear your music.
- Keep the bus easy to move around in by keeping packages and other items like school books off the seats and out of the aisles.
- On bad weather days, help us accommodate more passengers by moving as far back in the bus as possible.
- Animals, other than seeing eye or hearing ear dogs, are not permitted on the bus.
- If you board with a baby buggy, make sure it's folded up and is out of the aisle.
- For a more comfortable ride all year long, please keep windows closed when the heating or air conditioning is on.
- Please report anything unusual or unsatisfactory to your driver.

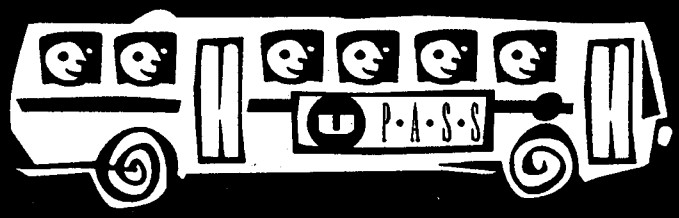
BusLine
344-6711

Milwaukee County
Transit System
1942 North 17th Street
Milwaukee, WI 53205

Thanks for riding the bus!

PRINTED ON RECYCLED PAPER

12 TIPS FOR EASY TRANSIT USE WITH YOUR UPASS



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