

Report to Council

Date: March 20, 2012
File: 1405-50
To: City Manager
From: Jerry Dombowsky, Regional Programs Manager
Subject: Glenmore UBCO Living Labs project transit pass request



Recommendation:

THAT Council support the provision of 54 - three month transit passes for use in the UBCO ComPASS pilot program;

AND THAT the 2012 Financial Plan be amended for the purchase of the passes (\$8,532) along with the associated transit revenue (\$6,912) and the UBCO contribution (\$1,620).

Purpose:

To provide 18 households with three monthly transit passes for a three month period at the revenue neutral price of \$1,620, as part of the UBCO Glenmore *Living Labs* project Community Pass program pilot. The benefit to the City will be shared research re: shifting travel behaviours to more sustainable forms i.e., transit, cycling, walking, carpooling.

Background:

In early 2011, UBCO announced the launch of a partnership with the City of Kelowna on an innovative academic grant program that transforms Kelowna's Glenmore neighborhood into a 'living laboratory' for sustainability. The *Living Labs* program was created by the Provost and Vice Principal of UBC's Okanagan campus, as a pilot project (the Sustainable Community Development Internal Grant Award Program) which consisted of funding awards enabling university faculty, students, staff and the community to work together on social, environmental, economic and cultural sustainable community development initiatives and programming within the Glenmore area of Kelowna.

The Glenmore Community Un-limited Access Transportation Pass System (ComPASS) research project was one of the projects selected. The project aims to engage UBCO students and researchers, Kelowna administrators, and Glenmore community in implementing an integrated sustainable transportation system that competes with (and results in significantly reduced) single occupant vehicle use.

The Glenmore community - residents, businesses, schools, community associations - have demonstrated interest and participation in sustainable practices, and as such has potential to serve as a living laboratory. It is noteworthy that Glenmore Elementary School, and its Parent Advisory Committee have previously worked with UBCO engineering students to conduct a

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'Safe Routes to School' project in pursuit of more sustainable lifestyles. This Glenmore ComPASS project responds to several Kelowna and Glenmore sustainability objectives, including:

- Helps to operationalize theory into practice by designing a program to meet community needs.
- Advances sustainability by engaging the community in the design process.
- Engages students in project-based and service-learning by involving undergraduate and graduate students, and having them interact with the community in real-world environments and applications.
- Enhances UBC Okanagan's visibility and reputation in the community through applied research to address community problems.
- Provides a best practise model that can be applied to the entire region.
- Furthers UBCO's Strategic Research Plan on sustainable communities, and its strategic goal to graduate students that contribute to a civil and sustainable society.
- Assists the City in its pursuit of sustainable communities, as per its new OCP

The Project:

The project involves the implementation of ComPASS research, a revealed-preference three month pilot program in Spring 2012. The UBCO researchers propose the following transit passes for 18 Participant families in the Glenmore neighbourhood:

For each of 18 families:

Two adult monthly transit passes for three months (retail value \$6,480)

One youth monthly transit pass for three months (retail value \$2,052)

These passes would be used during the three month pilot period. The number of passes are estimated based on Phase 1 survey results of family composition. The final number of passes would depend on the actual participant families, which will be chosen in mid-March.

The Request:

According to survey results, each Glenmore household spends \$7.76 per month on transit. For 18 Participant households, this would total approximately \$140/month or \$420 for the entire three month pilot duration. An alternative calculation, focusing on 18 high transit-use Glenmore households suggests an average use of 5 transit trips per week per household. If you multiply this by estimated average revenue per ride of \$1.50, the total revenue would rise to \$1,620 over the 3 month pilot program, versus the \$8,532 full retail pass value.

In summary, the transit revenue currently coming from the study area is estimated at a low of \$420 and a high of \$1,620 over a three month period.

Though the retail value of three passes per household over the pilot period is \$8,532, if the passes were offered to the UBCO program at \$1,620, no revenue would be lost, as we currently collect less than this from the study area households. Any additional ridership would be making use of excess capacity within the transit system, primarily the #7 Glenmore

route, so costs would not increase. To accomplish this purchase and provision of passes, the City will transfer the full purchase price of \$8,532 from its City revenue account, then credit the payment of \$1,620 from UBCO, to ensure the City alone is funding the provision of these passes on a revenue neutral basis.

Summary:

The UBCO Glenmore Living Labs project Spring 2012 pilot will produce research results that can help shape transportation policy and programs for the City. The request for City support of this program is based on a revenue neutral calculation i.e., the UBCO project will contribute \$1,620 which will cover off all revenue currently being received from the study area. The total pass retail value is \$8,532, so the City will be offering a \$6,912 subsidy, but at a no net loss basis, as it will be taking advantage of excess service capacity, with no loss of current revenue and no increase in transit operating costs.

On this basis, Council's approval is respectfully requested.

Internal Circulation:

- Director Financial Services

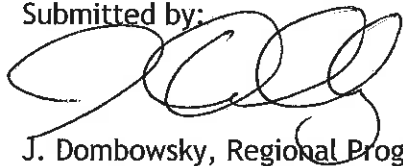
Financial/Budgetary Considerations:

- Provision of transit passes from Revenue Division

Considerations not applicable to this report:

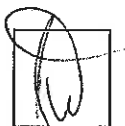
Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Personnel Implications:
External Agency/Public Comments:
Communications Comments:
Alternate Recommendation:

Submitted by:



J. Dombowsky, Regional Programs Manager

Approved for inclusion:



R. Westlake, Director Regional Services

cc: Director, Financial Services
Director, Infrastructure Planning