

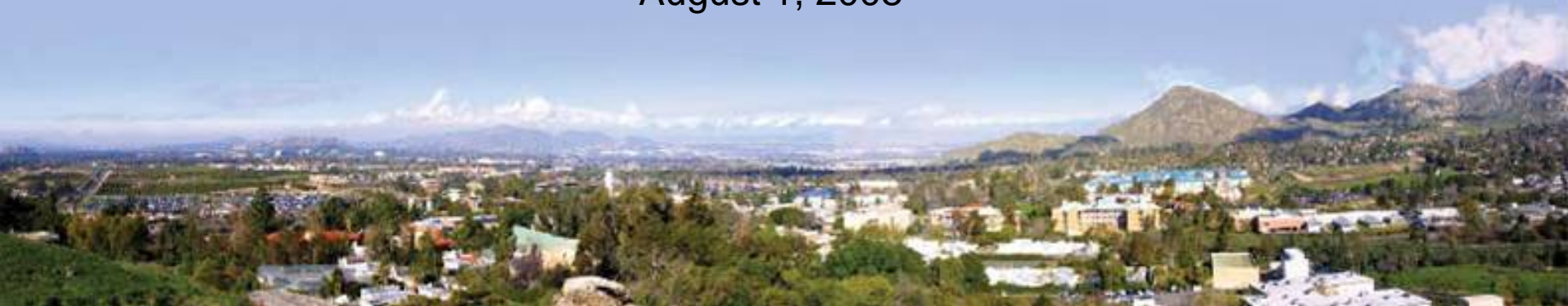
Collaborations between Higher Education and Regional Transportation

UPASS

Bettering Transit Via a Partnership
between
UCR and RTA

Presenter: Mike Delo

August 1, 2008



Beginnings: *Go Riverside*

- Workgroup comprising city, business, education and community groups
- Mission included increasing ridership of university/college students
- One recommendation urged the promotion of bus pass programs for targeted populations



UPASS: A Proven Best Practice

- Currently enrolled students ride for free
- Board any route at any time
- Serves UCR's commuter and resident students
- Cost subsidizing bus rider < Cost of parking



UPASS at UCR

- Swipe student ID cards
- ID number, date/time and route number are captured and reported monthly
- Billed per boarding student up to a monthly maximum





ROUTE 12

ROUTE 15

1 BIG SPRINGS &

22

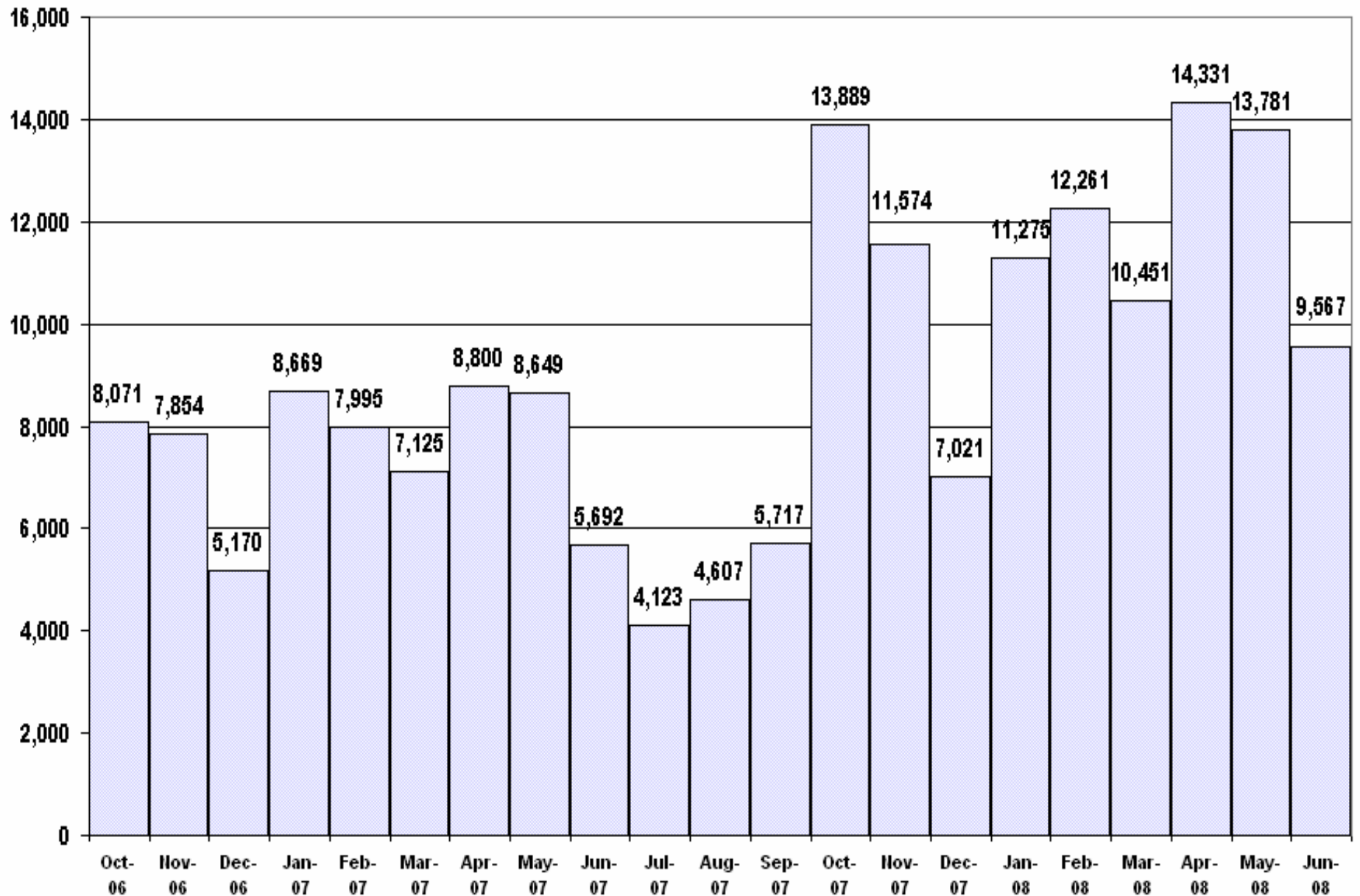


UPASS: Data Since Inception

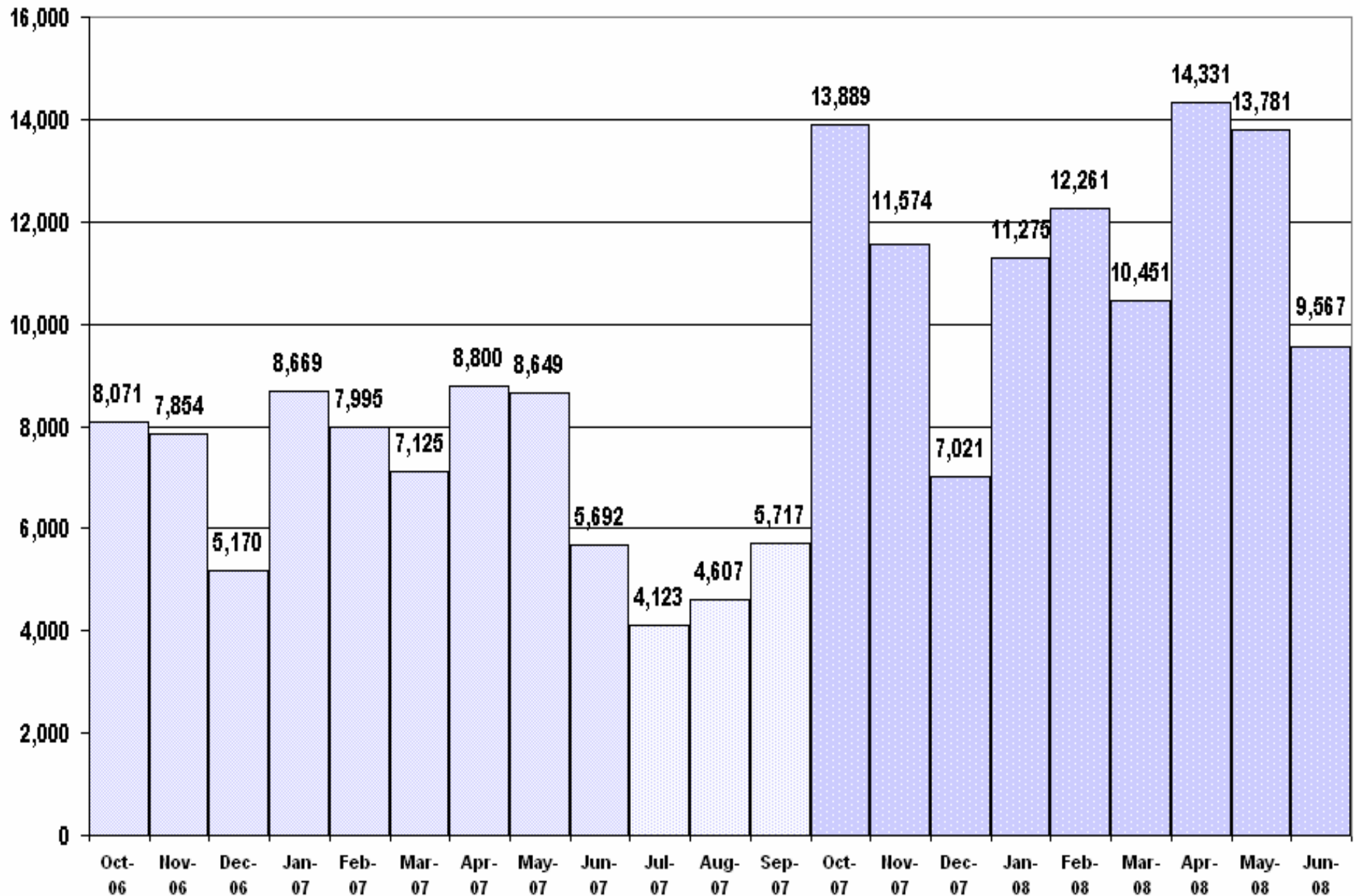
- 186,662 boardings by 6,392 different students
- 67 different RTA routes boarded
- 86% of boardings on 4 Routes that directly serve the campus



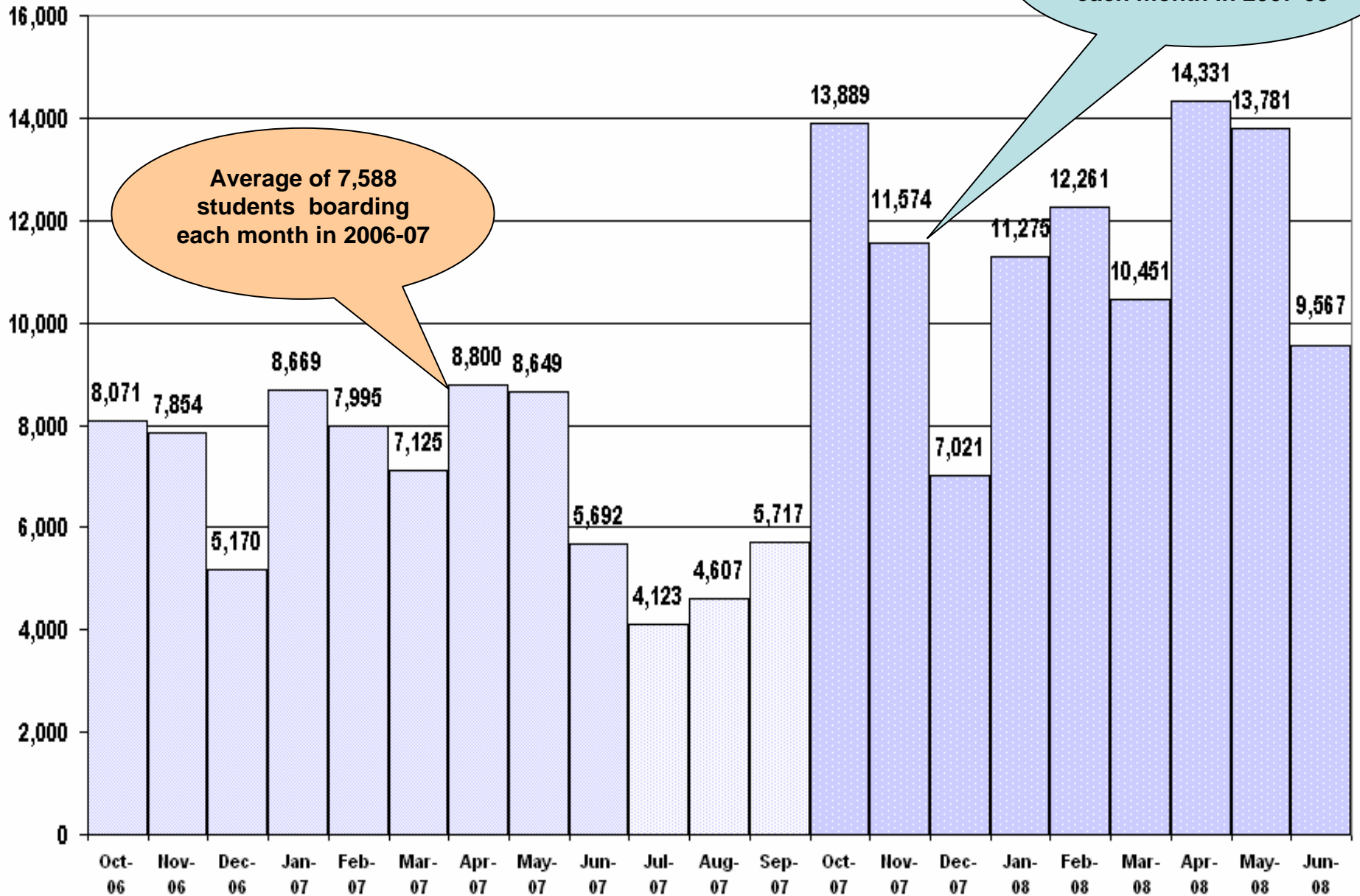
UPASS Monthly Bus Boardings: UC Riverside



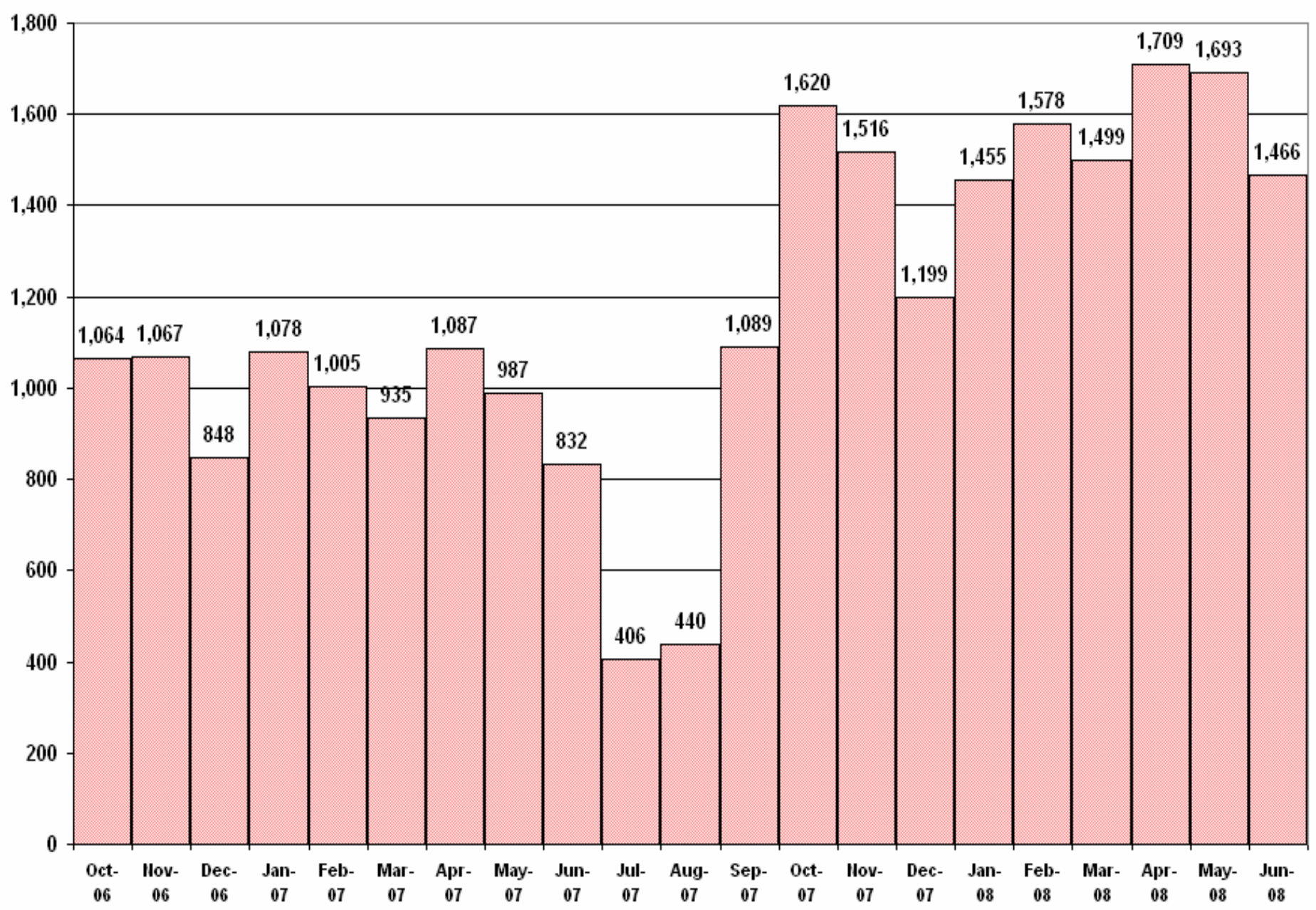
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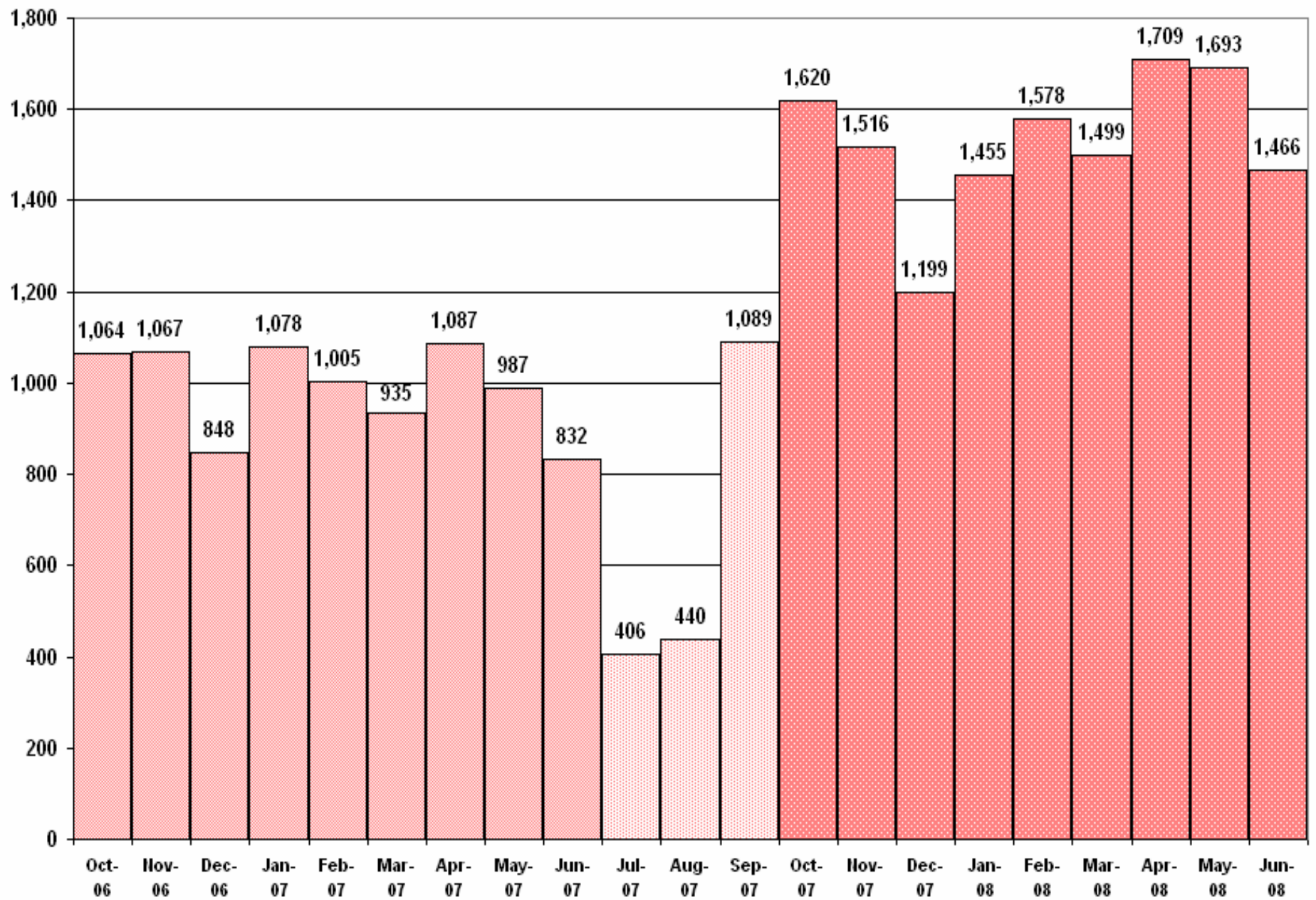
UPASS Monthly Bus Boardings: UC Riverside



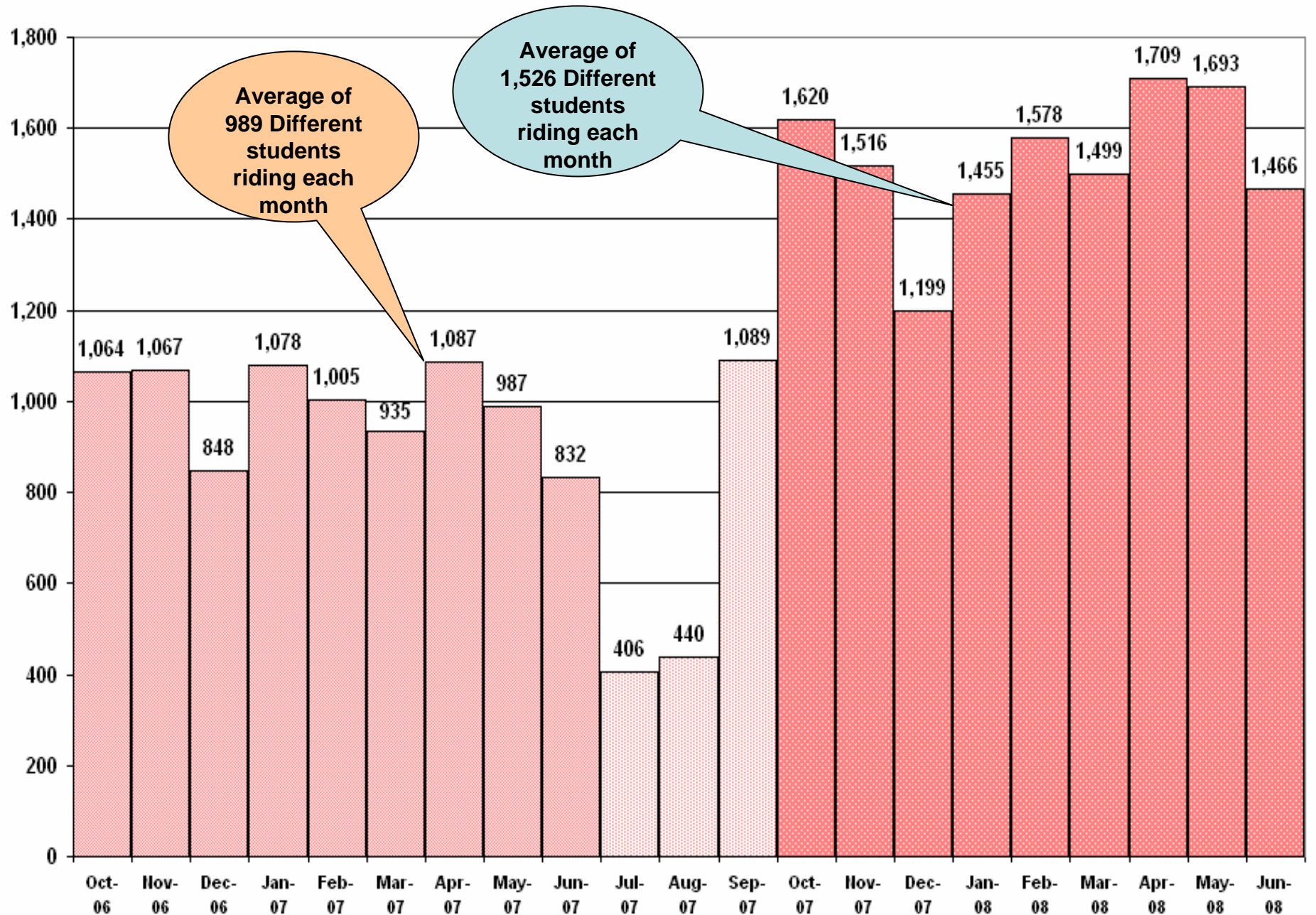
Number of Unique UC Riverside Students Boarding Busses



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Summary – Lessons Learned

- Capturing 3 datum: Card #; Route #; Date/Time
- Per boarding charge up to a monthly maximum
- Unplanned benefit of students riding busses to destinations other than UCR
- Effective use of metrics – part of a larger and comprehensive incentive program



QUESTIONS?

This concludes the American Institute of Architects Continuing Education Systems Program.

