
Usage and Impacts of the University of Wisconsin at Milwaukee U-PASS Program

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Chicago Transit Authority's U-PASS: Any time, Anywhere

Basic Concept of a U-PASS

- U-PASS is a deeply discounted, unlimited access transit pass
- 63 transit systems in U.S. and Canada offer U-PASS plans
- Most are smaller transit systems

Basic Concept of a U-PASS

- Schools contract for block purchase of passes for its students
- All students purchase passes through activity fee or tuition
- Student uses pass “any time, anywhere” on transit system

UWM's U-PASS Program

- UWM's U-PASS is a 4-year old student transit pass program
- Students pay \$31 per semester as part of their activity fee
- Comparable transit pass costs \$196

UWM's U-PASS Program

- Students can ride any Milwaukee County Transit System (MCTS) route without paying any additional fare

Campus Background

- Campus located 3 miles north of Milwaukee's CBD
- 20,000 and 24,000 students per semester
- 10% of students live in dorms
- High percentage of commuter students
- Eleven transit routes serve the campus

U-PASS Usage by Students

- MCTS on-board counts show a 32% to 45% increase in ridership
- Student surveys show 35% increase
- Undergraduates and new students report a high rate of transit usage

•U-PASS Impacts

- 221,000 vehicle trips diverted from UWM Campus
- Reduction of 5.1 million Vehicle Miles Traveled (VMT)
- Parking on campus improved

U-PASS Impacts

- 20% reduction in air emissions
- 7% of students said U-PASS impacted decision to attend UWM
- 25% of students said that U-PASS increased their accessibility

Benefits for All Students

- Provides system-wide mobility
- Reduces overall cost of college
- Can be paid for with student aid

Benefits for All Students

- Reduces out-of-pocket travel expenses
- Encourages participation in community activities
- Can be used for non-school travel

Benefits for Students Using Transit

- Major savings over best alternative
 - \$31 per term versus \$196 for 4 monthly passes
- Convenient and worry-free
 - No need to carry money for the fare
 - No need to find parking
 - No frustration about traffic congestion
 - No worries during bad weather

Benefits for Students Who Don't Use Transit

- Less Traffic Congestion
- Increased Access to Parking
- Alternative or Emergency Travel
 - “Plan B” when car is “in the shop”
 - Short trips during day are pre-paid and convenient

Benefits to the Transit System

- Increases off-peak ridership
- Reduces dependence on farebox revenue
- Encourages a new generation of transit riders

Benefits to the University

- U-PASS savings makes college more affordable
- Creates a powerful recruitment tool
- Increases student enrollment

More University Benefits

- Helps low income and commuter students attend college
- Reduces parking demand
- Enhances school's public image

More University Benefits

- Students support program
 - 65% strongly favor U-PASS
 - 24% favor U-PASS
 - 3% oppose U-PASS
 - 7% strongly oppose U-PASS
- School on the “right side” of environmental and energy policies

Conclusions from UWM Program

- Effective way to increase transit usage by younger riders
- Reduces vehicle trips and impact of automobiles on environment

Conclusions, continued...

- Determining factor in student's decision to attend college
- Can be used in many other settings

Recommendations

- Form a “U-PASS Team” including representatives from:
 - The President’s Office
 - The Dean of Students
 - Bursar or Financial Administration
 - Transportation/Public Safety
 - Student Government

Recommendations

- Notify CTA Officials that you'd like to begin formal discussions
- Authorize an individual to negotiate on school's behalf
- Establish internal communications plan to keep parties informed

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