



University Transportation Research Center - Region 2

Final Report

Energy Savings from Transit Passes: An Evaluation of the University at Buffalo NFTA Transit Pass Program for Students, Faculty, and Staff

Performing Organization: University at Buffalo, SUNY



April 2014

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University Transportation Research Center - Region 2

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The Region 2 University Transportation Research Center (UTRC) is one of ten original University Transportation Centers established in 1987 by the U.S. Congress. These Centers were established with the recognition that transportation plays a key role in the nation's economy and the quality of life of its citizens. University faculty members provide a critical link in resolving our national and regional transportation problems while training the professionals who address our transportation systems and their customers on a daily basis.

The UTRC was established in order to support research, education and the transfer of technology in the field of transportation. The theme of the Center is "Planning and Managing Regional Transportation Systems in a Changing World." Presently, under the direction of Dr. Camille Kamga, the UTRC represents USDOT Region II, including New York, New Jersey, Puerto Rico and the U.S. Virgin Islands. Functioning as a consortium of twelve major Universities throughout the region, UTRC is located at the CUNY Institute for Transportation Systems at The City College of New York, the lead institution of the consortium. The Center, through its consortium, an Agency-Industry Council and its Director and Staff, supports research, education, and technology transfer under its theme. UTRC's three main goals are:

Research

The research program objectives are (1) to develop a theme based transportation research program that is responsive to the needs of regional transportation organizations and stakeholders, and (2) to conduct that program in cooperation with the partners. The program includes both studies that are identified with research partners of projects targeted to the theme, and targeted, short-term projects. The program develops competitive proposals, which are evaluated to insure the most responsive UTRC team conducts the work. The research program is responsive to the UTRC theme: "Planning and Managing Regional Transportation Systems in a Changing World." The complex transportation system of transit and infrastructure, and the rapidly changing environment impacts the nation's largest city and metropolitan area. The New York/New Jersey Metropolitan has over 19 million people, 600,000 businesses and 9 million workers. The Region's intermodal and multimodal systems must serve all customers and stakeholders within the region and globally. Under the current grant, the new research projects and the ongoing research projects concentrate the program efforts on the categories of Transportation Systems Performance and Information Infrastructure to provide needed services to the New Jersey Department of Transportation, New York City Department of Transportation, New York Metropolitan Transportation Council, New York State Department of Transportation, and the New York State Energy and Research Development Authority and others, all while enhancing the center's theme.

Education and Workforce Development

The modern professional must combine the technical skills of engineering and planning with knowledge of economics, environmental science, management, finance, and law as well as negotiation skills, psychology and sociology. And, she/he must be computer literate, wired to the web, and knowledgeable about advances in information technology. UTRC's education and training efforts provide a multidisciplinary program of course work and experiential learning to train students and provide advanced training or retraining of practitioners to plan and manage regional transportation systems. UTRC must meet the need to educate the undergraduate and graduate student with a foundation of transportation fundamentals that allows for solving complex problems in a world much more dynamic than even a decade ago. Simultaneously, the demand for continuing education is growing – either because of professional license requirements or because the workplace demands it – and provides the opportunity to combine State of Practice education with tailored ways of delivering content.

Technology Transfer

UTRC's Technology Transfer Program goes beyond what might be considered "traditional" technology transfer activities. Its main objectives are (1) to increase the awareness and level of information concerning transportation issues facing Region 2; (2) to improve the knowledge base and approach to problem solving of the region's transportation workforce, from those operating the systems to those at the most senior level of managing the system; and by doing so, to improve the overall professional capability of the transportation workforce; (3) to stimulate discussion and debate concerning the integration of new technologies into our culture, our work and our transportation systems; (4) to provide the more traditional but extremely important job of disseminating research and project reports, studies, analysis and use of tools to the education, research and practicing community both nationally and internationally; and (5) to provide unbiased information and testimony to decision-makers concerning regional transportation issues consistent with the UTRC theme.

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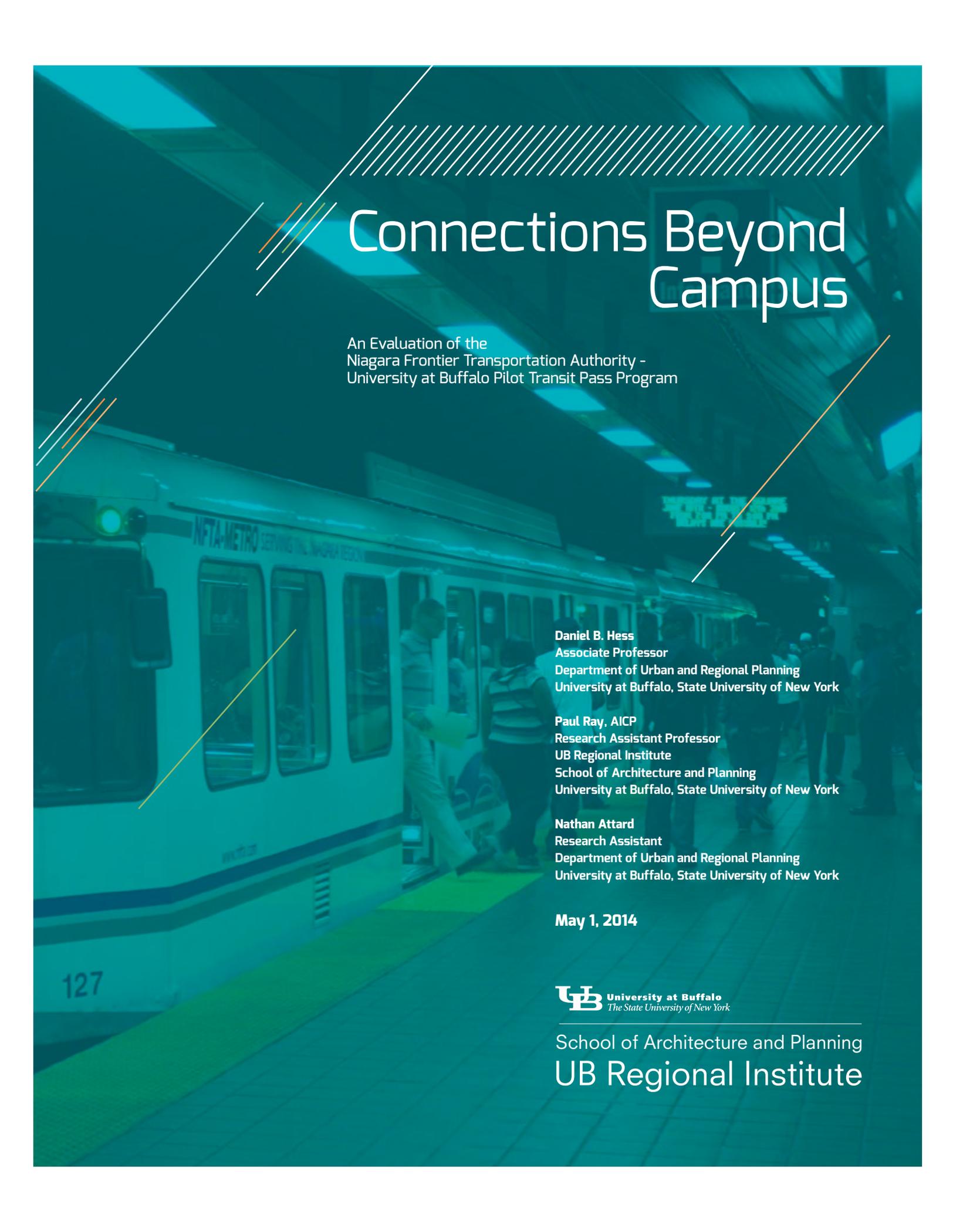
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16. Abstract The University Transportation Research Center – Region 2 supported a study entitled “Connections Beyond Campus: An Evaluation of the Niagara Frontier Transportation Authority – University at Buffalo Transit Pass Program”. Unlimited Access transit passes have become common sustainability programming at many colleges and universities in cities both large and small across the United States. In 2010, the University at Buffalo (UB), in partnership with the Niagara Frontier Transportation Authority (NFTA), established a pilot program to provide select students, faculty, and staff with unlimited prepaid use of the NFTA Metro Rail, a 6.2 mile light-rail rapid transit system which connects Downtown Buffalo and UB’s South Campus and the neighborhoods between the two. Though other colleges and universities in Buffalo have been providing transit passes to students at their institutions since 2003, this was the first time in which the UB, the region’s largest institution of higher education with 28,600 students, entered into a transit pass agreement with the NFTA. The UB-NFTA Pilot Transit Pass Program concluded after 20 months at the end of the summer 2012 session. Overall, 1,923 students and 300 faculty and staff took part in the program. As the program concluded, it was not officially evaluated by UB. This report seeks to evaluate the effectiveness of the program in a number of focus areas, including the cost of the program to the parties involved, and also the benefits obtained both by the participating organizations and by individual transit pass users. This is accomplished through the use of both qualitative and quantitative analysis of the results of a university-wide survey conducted by the research team in April 2013. The analysis of this project revealed many expected and unexpected results. Some users of the transit pass were new Metro Rail riders, and some previously paid their own fares. The UB-NFTA transit pass was underpriced, which benefited UB and led to lost revenue for the NFTA throughout the course of the program. The program allowed 72 survey respondents to cease owning a vehicle, and 179 respondents to delay owning a vehicle, effectively reducing the cost of a UB education by thousands of dollars a year for participants who could utilize Metro Rail to commute to campus in place of an automobile. The UB-NFTA Pilot Transit Pass Program increased transportation choices and for the first time provided university community members a transportation subsidy which did not take the form of a parking space. UB officials have stated, however, that the intent of the UB-NFTA transit pass program was to provide a link between the South and Downtown campuses, and was not to serve as a commute subsidy. The UB-NFTA Pilot Transit Pass program had the potential to change modes of travel for students, faculty, and staff to the three UB campuses, and did for a short period of time, even if it was done unintentionally. Many survey respondents reported that widening their travel options, using public transit more, driving less, and reducing their carbon footprints were important personal benefits of the pilot transit pass program. UB’s pilot transit program provided many benefits to community members, from increased access to new destinations and housing, to reduced demand for parking. The design of a permanent UBNFTA transit pass program, if an agreement is reached in the future, should help the NFTA mitigate lost revenue from pass holders, and should be understood as a means for UB to reduce future capital expenses and greenhouse gas emissions. Additionally, in creating a sustainable transportation system to serve its campuses, UB must carefully consider the equity implications of its existing parking and transportation fee structure, which in its current form incentivizes driving and penalizes public transit users and non-motorized travelers.		13. Type of Report and Period Covered December 2012 – March 2014	
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Connections Beyond Campus

An Evaluation of the
Niagara Frontier Transportation Authority -
University at Buffalo Pilot Transit Pass Program

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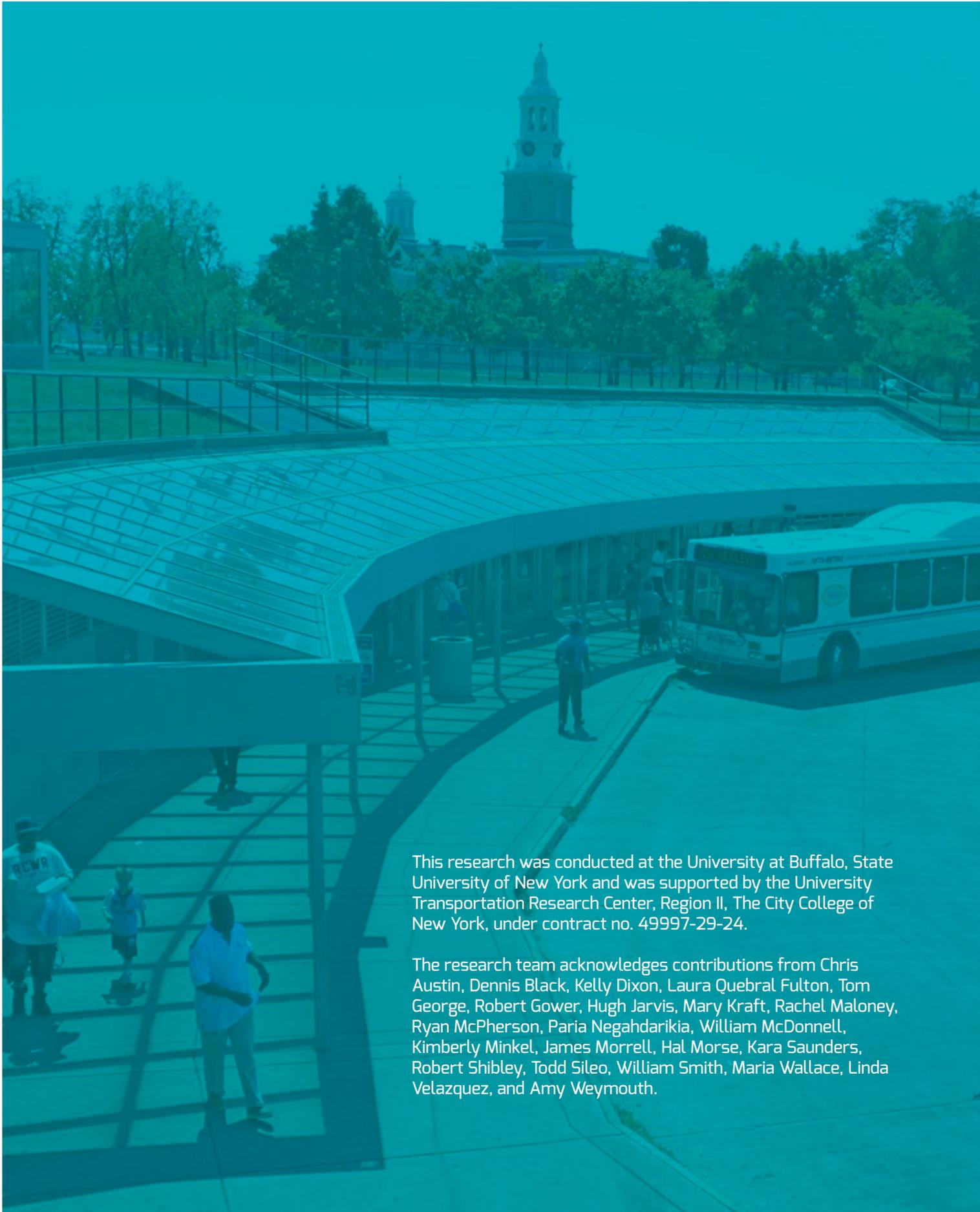
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Preface

This research project, sponsored by the Research and Innovative Technology Administration / USDOT (RITA) through the University Transportation Research Center – Region 2, evaluates a pilot transit pass program. The transit pass program provided students, faculty, and staff of the University at Buffalo with pre-paid unlimited rides between 2011 and 2012 on Metro Rail (operated by the Niagara Frontier Transportation Authority). The evaluation is intended to assist stakeholders in understanding the costs and benefits of the transit pass program and to further sustainability goals at the University at Buffalo, throughout the region, and beyond. Findings are intended to be useful for better understanding how pre-paid transit passes can influence travel behavior decisions and re-align financing of urban transportation systems.

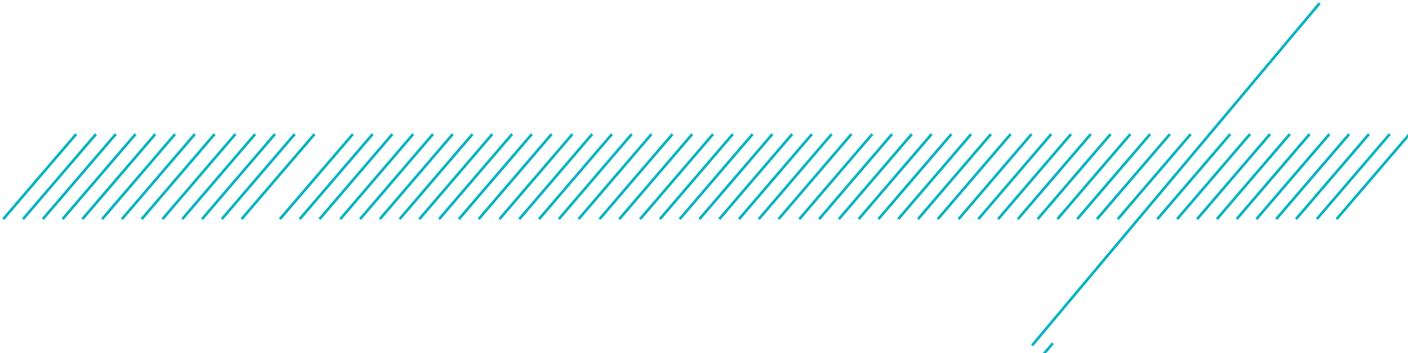
The Niagara Frontier Transportation Authority's light rail rapid transit system, dubbed Metro Rail, was envisioned as a critical part of the expansion of the University at Buffalo (UB). On February 25, 1971, the trustees of the State University of New York announced that the University's South Campus would be rehabilitated as the University's Health Sciences Campus. That same day, Robert L. Ketter, recently sworn in as the eleventh president of the University, stressed UB's need for a rapid transit system that linked the City of Buffalo and the new UB suburban campus in Amherst (Greiner et al., 2007). Ketter, a civil engineering professor turned administrator, clearly saw the importance that high-capacity rail transit could play in linking UB's two campuses. In planning for the new campus of a rapidly growing University, Ketter and other UB officials envisioned housing and mixed-use development along a light rail route between South Campus and North Campus. North Campus was being designed, and South Campus redesigned, with limited student housing as a means to conserve funds for the construction of new academic facilities. This plan for the campuses meant that public transit was a key ingredient in their development and redevelopment.

The light rail system would not be complete for another 14 years, however, and would ultimately lack the connectivity for which President Ketter hoped, since only a 6-mile "starter system" was constructed, connecting Downtown Buffalo with South Campus but failing to continue to Buffalo's northern suburbs and UB's growing North Campus. Some people hoped for extensions to the starter line, but population decline and economic stagnancy in Buffalo throughout the 1970s, 1980s, and 1990s made this impossible.

Forty years after President Ketter's hope for town-gown collaboration on public transit, and after many years of discussions and negotiations, the NFTA Metro Rail collaborated with UB in a new, formal capacity. Though students, faculty, and staff likely purchased tickets to commute from their homes to South Campus the day Metro Rail opened in 1986, a new pilot transit pass program between UB and the NFTA began in January 2011, when University students, faculty, and staff became eligible for unlimited pre-paid rides on Metro Rail. This program sought to ease travel for UB community members between the newly created Downtown Campus and the historic South Campus, offering riders unlimited access to a fast and frequent light rail link between two campuses. As a University with three campuses, UB assumes a responsibility to its community members to provide efficient transportation between its campuses, and a partnership with the NFTA, already providing fast, frequent, and efficient service along the corridor linking South Campus with the Downtown Campus, was an obvious solution.

UB and the NFTA have the potential to create a strong future together. As UB's Downtown Campus expands, Metro Rail will become an even more important link between UB campuses and the city and region. With the UB-NFTA Pilot Transit Pass Program, UB learned that incentivizing travel on Metro Rail can help reduce automobile trips to its campuses and provide an increased level of service for travel between the South and Downtown campuses. By providing unlimited pre-paid trips for the UB community on Metro Rail, UB took a step toward creating a public transit riding culture in Buffalo, a process long challenged by the ease and affordability of automobile use in the city and surrounding region.

In light of challenges that climate change is predicted to pose during the coming century, it is critical for UB to serve as a regional leader in promoting sustainable transportation solutions, as President Ketter did in 1971. With the UB-NFTA Pilot Transit Pass Program concluding in 2012 without being renewed, it is imperative that UB and the NFTA work together to create new programs which can help promote sustainable transportation on the UB campuses, in Buffalo, and beyond.



Executive Summary

Unlimited Access transit passes have become used to further sustainability programming at many colleges and universities in cities both large and small across the United States. After many years of discussions and negotiations, in 2010 the University at Buffalo (UB), in partnership with the Niagara Frontier Transportation Authority (NFTA), established a pilot program to provide eligible students, faculty, and staff with unlimited pre-paid use of the NFTA Metro Rail, a 6.2 mile light-rail rapid transit system which connects Downtown Buffalo and UB's South Campus and the neighborhoods between the two. Though other colleges and universities in Buffalo have been providing transit passes to students at their institutions since 2003, this was the first time UB, the region's largest institution of higher education with 28,600 students, entered into a transit pass agreement with the NFTA. This fulfilled strategies articulated in two official university documents: Building UB, The Comprehensive Physical Plan and UB's Climate Action Plan, both published in 2009.

The UB-NFTA Pilot Transit Pass Program concluded after 20 months at the end of the summer 2012 session. The program offered rail passes to 1,072 students and 246 faculty and staff during the Spring 2011 term, and to 2,813 students and 310 faculty and staff during the 2011-2012 academic year. As the program concluded, it was not officially evaluated by UB. This report seeks to evaluate the effectiveness of the program in a number of focus areas, including the cost of the program to the parties involved, and the benefits obtained both by the participating organizations and by individual transit pass users. This is accomplished through the use of both qualitative and quantitative analysis of the results of a university-wide survey conducted by the research team in April 2013.

The analysis of this project revealed expected and unexpected results. Some users of the transit pass program were new Metro Rail riders, and some previously paid their own fares. The UB-NFTA transit pass was under-priced, which benefited UB and led to lost revenue for the NFTA throughout the course of the program. The program allowed 10 percent of survey respondents to cease owning a vehicle, and 25 percent of respondents to delay owning a vehicle, effectively reducing the cost of a UB education by thousands of dollars a year for participants who could utilize Metro Rail to commute to campus in place of an automobile.

Findings suggest that 87.5 percent of respondents had previously rode Metro Rail. Among the six percent of riders who previously had never rode Metro Rail and used the pass at least one day a week, there was a significant increase in ridership. This resulted in increased passenger miles for Metro Rail, reduced demand for parking on UB campuses, and reduced miles driven and greenhouse gasses emitted. Among the users of the pilot

transit pass program overall, however, there was not a statistically significant increase in ridership. Transit pass users were able to travel freely between campuses and other destinations served by Metro Rail, enhancing their ability to reach jobs, internships, and volunteer opportunities.

In discontinuing the UB-NFTA Pilot Transit Pass Program, UB officials have stated that an inter-campus shuttle bus, the Blue Line, provides an adequate inter-campus link between the Downtown Campus and South Campus, the same corridor served by the NFTA Metro Rail. Analysis of survey results suggests the opposite—most survey respondents found the Blue Line shuttle to be inferior to riding Metro Rail using transit passes. The Blue Line also does not serve the former pass users who commuted to UB campuses from one of the six stations between the South and Downtown campuses. The pilot transit pass program cost UB \$70,990, which is less than the approximately \$133,333 in cost savings obtained by UB through reduced Blue Line service during the pilot program (full service has since been restored). If UB eliminated the Blue Line altogether, \$160,000 annually would be made available, which could be used to pay for many transit passes in a permanent UB-NFTA transit pass program, although the most equitable transit pass program would include all UB students, faculty, and staff.

The UB-NFTA Pilot Transit Pass Program increased transportation choices and for the first time provided university community members a transportation subsidy which did not take the form of a parking space. UB officials have stated, however, that the intent of the UB-NFTA transit pass program was to provide a link between the South and Downtown campuses and was not to serve as a commute subsidy. The UB-NFTA Pilot Transit Pass Program had the potential to change modes of travel for students, faculty, and staff to the three UB campuses, and did for a short period of time, even if it was done unintentionally. Many survey respondents reported that widening their travel options, using public transit more, driving less, and reducing their carbon footprints were important personal benefits of the pilot transit pass program.

UB's pilot transit program provided many benefits to community members, from increased access to new destinations and housing, to reduced demand for parking. The design of a permanent UB-NFTA transit pass program, if an agreement is reached in the future, should help the NFTA mitigate lost revenue from pass holders, and should be understood as a means for UB to reduce future capital expenses and greenhouse gas emissions. Additionally, in creating a sustainable transportation system to serve its campuses, UB must carefully consider the equity implications of its existing parking and transportation fee structure, which in its current form incentivizes driving and penalizes public transit users and non-motorized travelers.

UB & NFTA Pilot Transit Pass Program



Providing Campus Connections through Metro Rail

In 2010, UB and the NFTA establish a pilot program to provide select students, faculty and staff with unlimited, pre-paid use of the NFTA Metro Rail, a 6.2 mile light-rail line connecting Downtown Buffalo and UB's South campus.

Program Participants (2011-2012)



2,813 Students
(undergraduate and graduate)



310 Faculty & Staff

Survey Response



10% of survey respondents ceased owning a vehicle



25% of survey respondents delayed owning a vehicle



6% of survey respondents were new riders to the Metro Rail

How program participants saw themselves benefitting from the program...

“ ...widened my travel options

...used public transit more

...drove less

...reduced my carbon footprint ”

*The pilot transit pass program cost UB \$70,990.
UB estimates it saved \$80,000 per year by cutting service in half on the Blue Line during the pilot program.*

Metro Rail connects the UB community to numerous local events and employment opportunities throughout Buffalo.

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http://regional-institute.buffalo.edu/pdfs/ConnectionsBeyondCampus_Appendix.pdf



*universities are
critical partners
in creating
sustainable
transportation
systems*

1. Introduction



Utilizing existing public transit service is one of the most efficient ways to connect students, faculty and staff traveling to, from and between college campuses and their surrounding communities.



Urban planners, policymakers, and elected leaders in metropolitan areas across the United States are working to promote urban sustainability and enhance the multimodal aspects of their transportation systems. Within these metropolitan regions, universities are critical partners in creating sustainable transportation systems in order to improve access and mobility for their students, faculty and staff. Enhancing sustainable transportation can help university administrators meet institutional goals of environmental stewardship and fiscal responsibility while simultaneously creating prototype systems of sustainable transportation to inspire businesses and institutions.

Whether motivated by a growing demand for parking, energy conservation, pressure to reduce carbon emissions, or a strategic goal of becoming a leader in innovation and applied sustainable solutions, creating alternatives to single occupancy vehicle travel is at the forefront of planning efforts in metropolitan regions and institutions of higher education. A university campus can constitute a laboratory for testing and implementing various alternative transportation strategies, reducing infrastructure costs and minimizing their impacts on surrounding areas (Balsas, 2003). Universities and their surrounding communities collaboratively seek accessible, safe and affordable transportation systems that efficiently connects key points of origin and destinations—campuses, housing centers, places of employment, and points of interest.

Utilizing existing public transit service is one of the most efficient ways to connect students, faculty and staff traveling to, from, and between college campuses and their surrounding communities (especially when alternatives involve providing new transport infrastructure or programs). For public transit agencies, partnerships with universities and other institutions offer an opportunity to boost overall system ridership and revenue and nurture lifelong transit advocates and riders. By combining resources and jointly subsidizing the cost of travel on public transit, an increasing number of universities and transit agencies are creating and enhancing strategic partnerships to achieve the sustainability goals of their respective institutions and provide robust transportation systems that create more livable campuses, communities, and metropolitan areas (Brown et al., 2001).

Traditionally, campus transportation planning has focused on automobiles and automobile-related infrastructure, except for those university campuses in the largest city centers. However, automobile-dominated transportation systems have hidden costs and subsidies. Parking systems are generally underpriced on university campuses. Cross-subsidies for parking often occur, as tuition and fees are used to maintain a system that benefits drivers at the expense of non-drivers. This results in less funding available for other transportation options (and also less funding available for the core university missions of teaching and research). However, as the fiscal, environmental and health concerns of auto-centric transportation systems have come to light over the past two decades, many universities have begun to encourage a modal shift away from cars by providing incentives for walking, bicycling, ridesharing and using public transit.



Transit pass programs can reduce demand for parking, increase access to housing and employment, and help universities recruit and retain students, faculty, and staff.

Transit Pass Programs

Transit pass programs, in which pre-paid transit passes are supplied to defined groups of people, have been created for universities, places of employment, apartment complexes, and neighborhoods across North America in order to increase people's ability to travel independently—without relying on automobiles—to, from, and between sites they visit for education, employment, and recreation. Dozens of colleges and universities have for decades offered such pre-paid transit pass programs, known as “unlimited access” (Brown et al., 2001). Transit pass programs do not provide free transit service, since a partner organization pays the transit agency for transit passes issued to eligible members of a community. This arrangement converts public transit fares from marginal costs paid by riders to fixed costs pre-paid by partner organizations; doing so can produce mode shifts.

Transit pass programs can reduce demand for parking, increase access to housing and employment, and help universities recruit and retain students, faculty, and staff (Brown et al., 2001). In addition, such arrangements provide greater revenue stability and increased ridership for transit agencies while creating a new generation of life-long riders on public transit. Furthermore, transit agencies report that transit pass programs fill empty seats at off-peak times, improve transit service, and reduce transit agencies' operating cost per rider. Increases in transit ridership among students ranged from 71 percent to 200 percent during the first year of transit pass programs at the colleges and universities analyzed in 2003 by transportation researchers at the University of California, Los Angeles, and growth in subsequent years ranged from 2 percent to 10 percent per year (Brown et al., 2001; Brown et al., 2003). Transit pass programs also have the benefit of incentivizing car owners to use public transit, as the costs of auto ownership are fixed and the marginal costs of driving are generally less than the value of a public transit fare. Therefore, pre-paid transit passes invert conventional transportation cost structures by making the marginal cost of riding public transit zero, encouraging people to leave their cars at home. Overall, transit pass programs can create modal shifts from vehicles to public transit, reduce overall vehicle miles traveled, reduce congestion, and reduce emissions.

Purpose

In November 2010, the University at Buffalo (UB) in Buffalo, New York, entered into a pilot program agreement with the Buffalo-area public transit agency, the Niagara Frontier Transportation Authority (NFTA) to provide transit passes for eligible students, faculty, and staff on the NFTA Metro Rail beginning in January 2011 (Vidal, 2010). The transit pass program was designed to help UB meet the following objectives:

- Increase access and connectivity between UB's three campuses
- Reduce redundancy in the transport system
- Reduce the number of private vehicles driven by UB faculty, staff, and students for work and school-related travel between its Downtown and South Campuses

The NFTA entered the pilot program with the following objectives:

- Increase revenue for the NFTA
- Increase ridership on Metro Rail
- Expand the NFTA's College/University Unlimited Access Pass Program
- Induce mode shifts from automobiles to public transit
- Increase support and advocacy for the NFTA's much larger regional transit system

The UB-NFTA pilot program operated for 20 months from January 2011 until its expiration and discontinuation in August 2012. Since the costs and benefits of the pilot program have not yet been evaluated, the purpose of this study is to analyze and report the effects of the program on access, travel patterns, and parking. The evaluation will be useful to public transit agencies and institutions with which they might partner, as well as anyone interested in evaluating sustainable transportation programs.

2. Background



The Niagara Frontier Transportation Authority (NFTA) and the University at Buffalo (UB) are major regional stakeholders in the Buffalo-Niagara region. Both are state agencies; the NFTA is a public authority and UB is a component of the State University of New York system. Both are major regional employers. This section seeks to provide background on these two entities in order to understand the intricacies involved in creating the pilot transit pass in 2010 and to understand the challenges the two agencies face in creating a permanent transit pass program.

Niagara Frontier Transportation Authority

The NFTA is a public agency with a mission to provide transportation services for the people of Western New York. Employing more than 1,500 people, it operates Metro Bus and Metro Rail and provides other transportation services to the region. This section will detail those services, the agency's Metro Rail system, its governance structure, and ridership trends.

Overview

The NFTA was created by an act of the New York State Legislature in 1967 as a successor agency to the Niagara Frontier Port Authority. From the Port Authority, the NFTA took over operations at the Buffalo and Niagara Falls Airports and the Port of Buffalo. Utilizing federal and state grants, the NFTA purchased the existing bus service in metro Buffalo, Niagara Frontier Transit, in 1973. In 1979, the NFTA began construction of a light rail rapid transit system, known as Metro Rail, which began full operation along a 6.2-mile route in 1986 (Niagara Frontier Transportation Authority, n.d.-b). Today, in addition to Metro Rail, the NFTA continues to operate a regional bus system, an intercity bus terminal, two commercial airports, an 1,100 slip marina, and two commercial warehouses.¹

In fiscal year 2013, the NFTA estimates annual operating revenues of \$106,572,000, operating expenses of \$178,888,000, and operating assistance of \$92,880,000, including \$13,442,000 in federal assistance, \$46,496,000 in New York State assistance, and \$33,577,000 from Erie and Niagara Counties (Niagara Frontier Transportation Authority, 2012). The surface transportation unit, which operates Metro Bus and Metro Rail and receives most of the NFTA's government subsidies, expected to receive \$39,081,000 in fiscal year 2013 from fare revenue and advertising space, with \$128,675,000 in allocated expenses.

¹ The marina and commercial warehouses are legacy assets of the Niagara Frontier Port Authority, and revenue from these facilities has helped subsidize bus and rail transportation (McCarthy, 2011). In September 2013, the NFTA agreed to transfer the marina and surrounding waterfront property to the New York State Office of Parks, Recreation and Historic Preservation and the Erie Canal Harbor Development Corporation due to mounting costs in repairing its waterfront facilities. The transfer of these assets could lead to lower revenue for the NFTA. Its two commercial warehouses will also be sold (McCarthy, 2013).

Structure

A Board of Commissioners made up of 13 members governs the NFTA. All are recommended by the Governor of New York to the State Senate for appointment to the board. The Erie County Executive and Erie County Legislature each recommend one of the members to the Governor for appointment.

The NFTA Board is responsible for the appointment of the Executive Director, General Counsel, and Chief Financial Officer. The Executive Director oversees the nine units of the NFTA, one of which is Surface Transportation, which is responsible for operating Metro Bus and Metro Rail. The Surface Transportation Committee of the Board of Commissioners has additional oversight power over the Surface Transportation Unit. The management structure the NFTA is depicted in Figure 2-1.

Ridership

The NFTA serves approximately 105,000 weekday trips on Metro Bus and Metro Rail (APTA, 2013; National Transit Database, 2013). Metro Rail serves approximately 21,600 of those daily trips, with boardings per mile among the highest for light rail systems in the U.S. (McCarthy, 2012). This statistic is indicative of high ridership over a short distance, facilitated by connections to the broader Metro Bus system and low rates of vehicle ownership in the City of Buffalo (Hess, 2005). Ridership on Metro Rail was gradually declining prior to 2008 (Hess and Almeida, 2007); the 2008 recession produced a spike in Metro Rail ridership, which has since begun to erode with improved economic conditions (Figure 2-2).

Fares and Costs

In 2013, a one-way ticket on Metro Bus or Metro Rail cost \$2, with an unlimited day pass costing \$5 and an unlimited monthly pass for the entire bus and rail system costing \$75 (Niagara Frontier Transportation Authority, n.d.-a). Reduced price fares and passes are available for qualified low-income individuals with proper proof of eligibility.

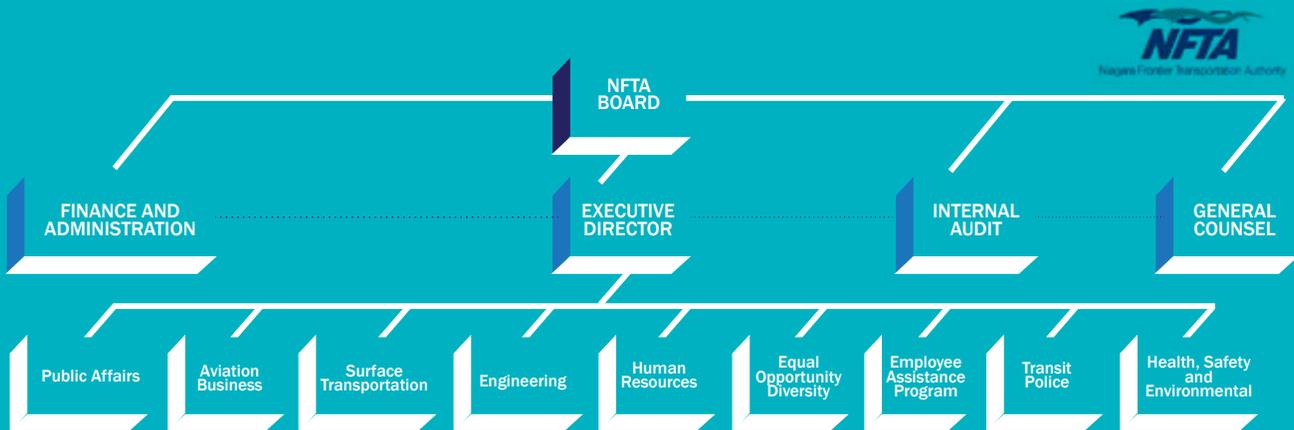
NFTA has previous experience with unlimited access passes. In 2003, NFTA-Metro began entering into agreements with area institutions of higher education to provide students with pre-paid transit passes for the bus and rail system. The College/University Unlimited Access Pass Program is currently available to students at Buffalo State College, Canisius College, Bryant and Stratton College, and the three campuses of Erie Community College (which together enroll more than 29,000 students).² These colleges exist on campuses both urban and suburban, however each institution has at least one campus located within the City of Buffalo, where the level of transit service is highest in the region. When a college or university enters into an agreement to participate in the pass program, it purchases the ability to access the entire Metro Bus and Rail system for all of its students; some colleges also initiate supplementary agreements to purchase additional service specific to their campus, such as a bus route linking a parking area to campus.³ The colleges and universities purchase a transit pass for each enrolled student at their institution, whether or not pass holders choose to ride transit. The NFTA devotes a section of its website to this program, offering instructions to students on where they can obtain their university's pass (Figure 2-3).

The current price that the NFTA charges the four institutions for pre-paid transit passes is \$47 per student per semester for each full time equivalent student enrolled in that college or university, lower than published fares for the public.

² Buffalo State College and Erie Community College currently have 3-year transit pass agreements with the NFTA. Canisius College has a 1-year transit pass agreements.

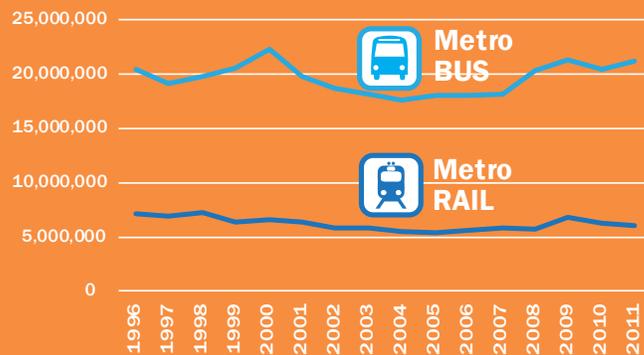
³ In addition, NFTA has a contract with the Buffalo Board of Education to provide transport on public transit for public school children. The transit passes are purchased at the full market value, which is justified by other services (policing, direct service, etc.) not included in the college/university pass program.

Figure 2-1: How the NFTA is Structured



The NFTA is a public agency with a mission to provide transportation services for the people of Western New York. Today, in addition to Metro Rail, the NFTA continues to operate a regional bus system, an intercity bus terminal, two commercial airports, an 1,100 slip marina, and two commercial warehouses.

Figure 2-2: Annual Ridership on NFTA Bus and Rail, 1996-2011



Source: National Transit Database, Agency Profile for Niagara Frontier Transportation Authority (NFTA-Metro), 1996-2011

Figure 2-3: NFTA's Connection with Colleges and Universities

The screenshot shows the NFTA-Metro website with a navigation bar including 'About Metro', 'News & Alerts', 'Schedules & Fares', 'Programs', 'Tips', 'Special Services', 'Trip Planner', and 'Contact Metro'. The main content area is titled 'College University Unlimited Access Pass' and describes the program's benefits for students. It features images of student transit passes from Buffalo State, Bryant & Stratton College, Canisius College, and Erie Community College. A sidebar on the right contains links for 'MetroPark', 'NFTA INSTANT UPDATES', 'NFTA-METRO CITIZENS ADVISORY COMMITTEE', 'Visiting The Area?', 'Heading to an Event', 'College University Unlimited Access Pass', and 'MetroXtras'. A footer banner reads 'See something, say something. We have an'.

University at Buffalo

UB is one of four doctoral-granting university centers in the State University of New York (SUNY) system and is the largest and most comprehensive of all SUNY university centers (University at Buffalo, 2013d). This section will detail the University, its sustainability aims, and its existing transport system, which provide context for the 2010 agreement between UB and the NFTA.

History

The University at Buffalo dates to 1846, when the private University of Buffalo was chartered. In 1962, the trustees of the University of Buffalo voted to merge with the State University of New York to become the State University of New York at Buffalo. It adopted its current name—University at Buffalo, State University of New York—in 1997. This merger led the formerly small, commuter-oriented university to gradually expand more than four-fold, from about 7,000 students in 1962 to nearly 29,000 students in 2013 (University at Buffalo, 2011). This expansion took place with the help of sizable state investments both in operating and capital construction funds, which allowed for the creation of new academic programs and a new campus in Amherst (Greiner et al., 2007). As a SUNY center, UB began to attract students from outside the region, from across New York State, the nation, and the world.

STUDENTS



19,505
undergraduate
students



9,447
graduate
students

Enrollment and Employment

As of 2013, UB enrolls 28,952 students. This includes 19,505 undergraduate students and 9,447 graduate students. Additionally, the University employs 2,298 faculty and 4,324 staff (University at Buffalo, 2013d). International students have long been attracted to UB: currently, 17.1 percent of UB students are international students. In the 2012-2013 academic year, UB enrolled 5,804 international students, the largest number ever seen (Institute of International Education, 2013).

FACULTY & STAFF



2,298 faculty
4,324 staff

Structure

As a component of the State University of New York, UB is governed by the UB Council, a board of ten members, nine of whom are appointed by the Governor of New York for seven year terms, and one who is a student member, elected annually by UB students. The UB Council directly oversees the President and senior University officials, including the vice-presidents who oversee the seven divisions of the University. One of these University divisions—the Division of University Life and Services, which includes the department of Parking and Transportation Services—is closely related to the topic of this study. Additionally, the Office of Sustainability falls within this division of UB.

Three Campuses

UB has two well-established campuses—South Campus in the City of Buffalo (near the Town of Amherst border) and North Campus in the Town of Amherst—and an emerging Downtown Campus north of Buffalo's Central Business District.

South Campus

The oldest of the current campuses is the South Campus, which originated when UB was deeded the former Erie County Almshouse in 1909. The 154-acre site located in the northeast corner of the City of Buffalo borders the University Heights neighborhood of Buffalo and the Eggertsville neighborhood of Amherst. By 1953, most of the University had moved from buildings scattered throughout Downtown Buffalo to the South Campus.

With the construction of a new campus in Amherst in the 1970s to accommodate growth, it was envisioned that all UB programs would move to the suburban campus and that South Campus would close. However, budgetary constraints and concerns from clinical faculty and academic deans in the Health Sciences schools about the remoteness of the North Campus led the University to instead rehabilitate the South Campus for the purposes of the health

sciences schools (Greiner et. al., 2007). Today, the University's Academic Health Center, composed of the schools of Medicine and Biomedical Sciences, Dental Medicine, Pharmacy and Pharmaceutical Sciences, Nursing, and Public Health and Health Professions, along with the School of Architecture and Planning, are located on the South Campus.

North Campus

After considering numerous alternative locations, UB chose in 1964 to acquire 1,192 acres of land in suburban Amherst, New York for its North Campus, approximately 4.5 miles to the northeast of the South Campus (Greiner et. al., 2007). Classes were first held there in 1973. Based on a site plan prepared by Sasaki, Dawson, and DeMay, it contains two major components, the Academic Spine, a mile-long plaza bordered by interconnected academic buildings, and the Ellicott Complex, six interconnected quadrangles of academic buildings and residence halls. The remoteness of the campus and the physical distance between and across these two complexes leave those who study and work there few convenient transportation options besides driving. This physical plan required UB to construct significant parking infrastructure, with some transportation demand met by shuttle bus systems that connect the various corners of the campus. In total, there are more than 12,300 parking spaces on North Campus.

UB North Campus is now the home of the University's largest colleges, the College of Arts and Sciences and the School of Engineering and Applied Sciences, and professional schools such as the SUNY Buffalo Law School, the School of Social Work, the Graduate School of Education, and the School of Management. Additionally, most of the University's administration, libraries, athletic, and performing arts venues are located on the North Campus.

Downtown Campus

The Downtown Campus is more informal than the other two campuses; the term "Downtown Campus" began to be used after the creation of the UB 2020 strategic plan in 2006 to refer to a group of University-owned buildings in and around Downtown Buffalo. Most of these buildings are located within the footprint of the Buffalo Niagara Medical Campus (BNMC).

BNMC is a consortium of institutions, of which UB is a member. There are two other large member institutions; Roswell Park Cancer Institute and Kaleida Health. Roswell Park Cancer Institute is a comprehensive cancer center and public benefit corporation of New York State. UB has a unique relationship with Roswell Park in that together they offer joint degree programs together through the Roswell Park Graduate Division. Kaleida Health is the operator of Buffalo General Medical Center.

Given the health sciences focus of the Buffalo Niagara Medical Campus, the Downtown Campus is largely composed of institutions related to the UB School of Medicine and Biomedical Sciences, though community engagement and adult education programs occupy space as well.

Strategically, UB is planning to relocate its academic health center from the South Campus to the Downtown Campus; the first planned component is a new building for the School of Medicine and Biomedical Sciences, which is currently under construction and slated to open in 2016 (Rey, 2013). UB is just one of the institutions planning to expand its presence at BNMC. Kaleida Health plans to relocate its Women's and Children's Hospital to the Medical Campus by 2016. Roswell Park is constructing a new building at the corner of Carlton Street and Michigan Avenue to provide space for expanded patient care and research.

With the shifting of UB's health sciences schools downtown, UB is planning to establish a more unified Downtown campus by creating, in addition to classroom and research space, a library, recreation center, and student housing. This will provide students, faculty, and staff the same level of access to University resources at the Downtown Campus as students have at the North and South Campuses (University at Buffalo and Beyer Binder Belle Architects and Planners LLP, 2009).

UB North Campus

A campus in the northern suburb of Amherst, covering over 1,100 acres, making it the largest campus at UB.

College of Arts and Sciences
School of Engineering and Applied Sciences
SUNY Buffalo Law School
School of Social Work
Graduate School of Education
School of Management
University Administration
University Libraries
Athletics
Center for the Arts

12,300
Parking Spaces

UB South Campus

UB's historic campus located in the northeast corner of the City of Buffalo, on 154 acres surrounded by traditional, established neighborhoods. The northern terminus of NFTA's Metro Rail system is situated on the edge of South Campus.

School of Medicine and Biomedical Sciences
School of Dental Medicine
School of Pharmacy and Pharmaceutical Sciences
School of Nursing
School of Public Health and Health Professions
School of Architecture and Planning

3,845
Parking Spaces

UB Downtown Campus

UB's increasing presence in Downtown Buffalo includes seven properties, four of them located on the Buffalo Niagara Medical Campus. Plans call for UB's Downtown Campus to grow significantly in the years ahead.

New York State Center of Excellence in Bioinformatics and Life Sciences
Clinical and Translational Research Center (CTRC)
Educational Opportunity Center
UB Downtown Gateway
Roswell Park Graduate Division

903
Parking Spaces
(Including leases and partnerships)

Figure 2-6: Transportation Options: UB and NFTA



Transportation Services at UB

The UB Stampede!

Shuttle between North and South Campuses.



Shuttles on campus

Circulate within North Campus and facilitate outer ring parking opportunities.



Shuttles Downtown

The "UB BLUE LINE" is a route connecting the Downtown and South Campuses.



Transportation Service for Study

UB-NFTA Metro Rail Pass Program



Other Transportation Services

Zipcar - Provides cost-effective, self-service cars for students, faculty, and staff.

UB CarFree Carpool Program - UB parking permit holders can obtain a shared carpool permit. Permits are valid in designated spaces.

Buffalo Bikeshare - Provides on-demand self-service bicycles that can be taken anywhere on or off the UB campuses. Bicycles have GPS and integrated locks so they do not need to be left at designated locking stations.

Rideshare - Go Buffalo Niagara provides information on smarter travel options which allow users to find ridesharing opportunities in the region.

Ride the Metro - Pre-tax savings on an NFTA transit pass are available to State employees.

Bicycling at UB - Bike racks support over 600 bicycles on campus with racks on UB Stampede buses.

BNMC Wave - Circulator shuttle on the Buffalo Niagara Medical Campus, where most of the UB Downtown Campus is located.

Three Campuses, One University: Transportation Options

Given that the University now has three distinct campuses, UB has a self-imposed mandate to offer transportation services which link all three of its campuses. These services are provided either directly or by contract through UB Parking and Transportation Services.

North Campus and South Campus, which have the largest populations, are linked by the UB Stampede, a dedicated fleet of buses operated by First Transit, a Cincinnati-based transit contractor which services regional transit agencies, other universities, and state transportation departments (First Transit, 2013). The UB Stampede operates daily and transports students between the two campuses, with service every five minutes during peak hours and less frequent service outside the academic terms and during off-peak hours. UB Parking and Transportation Services estimates that this bus reduces daily vehicle usage by 10,000 personal trips. This service operates with 28 biodiesel-fueled buses which were purchased by First Transit in 2012.

Most students, faculty, and staff spend time on primarily one campus during any given day. Students are the most frequent users of University-provided intercampus transit, with many students living in the University Heights neighborhood who primarily study on North Campus.

UB Parking and Transportation Services operates a number of 20-passenger buses which also transport students around and between campuses. South Campus and the Downtown Campus are linked by the Blue Line Shuttle, which runs half-hourly between South and Downtown campuses during peak hours and hourly during off-peak hours and outside of academic terms. It operates from 6:30 am to 8:30 PM on weekdays. Similar buses also operate as circulator shuttles, transporting students around North and South Campuses, with the Blue Line operating as a circulator around the Downtown Campus (An overview of bus and shuttle operations is available in Appendix 6). UB estimates ridership on the 20-passenger bus shuttles to be 400,000 annually. Downtown students and employees can also ride the BNMC Wave, a circulator bus which takes people around destinations on the Medical Campus. UB also operates special-purpose shuttles which take students to shopping destinations.

In addition to buses and shuttles, UB has implemented other transportation demand management measures on its campuses. UB provides space to Zipcar, which has 900 student members and six cars available across the North and South Campuses. UB also offers a carpooling program, which allows UB community members to relinquish individual parking permits in exchange for a shared permit that allows them to park in preferred spaces. UB Parking and Transportation Services reports that they had 300 carpool permits issued in 2013. UB also promotes bicycling as a means for students to get around campus. The Stampede bus has bicycle racks, which allows up to three students to store their bicycles on the front of the bus to transport them between campuses. UB is currently a Bicycle Friendly University at the Bronze level, according to the League of American Bicyclists, and has partnered with Buffalo Bike Share, which has begun to operate a bicycle sharing system, dubbed Social Bicycles, in Buffalo. Buffalo Bike Share provides a seasonal campus bikesharing program between April and October with 40 bicycles across the campuses. UB also offers the Express bus home service, which offers students the ability to purchase low cost tickets to various New York cities at the ends of the semesters and during breaks in the academic terms. This is intended to discourage students, if possible, from bringing a car to UB.

Paying for Parking and Transportation at UB

All UB students pay a mandatory transportation fee, instituted in 1986 in support of parking and transportation services at UB. These fees cover the majority of operational and maintenance costs associated with UB's parking system, in addition to bus and shuttle services for all students, faculty and staff on intra- and inter-campus routes (University at Buffalo, 2013c). The transportation fee for Fall 2013 is 17.22 percent of a larger comprehensive fee of \$1,070 for undergraduate students and 22.58 percent of a larger \$816 fee for graduate students. The transportation fee currently amounts to approximately \$184.25 for both undergraduate and graduate students each semester. In 2012-2013, approximately 62 percent of student fees were allocated to transportation services, with

The expenses for UB Parking and Transportation Services are almost entirely covered by student fees.

Unbundling the mandatory student parking and transportation fee would increase the cost for students who choose to drive and park while reducing the cost for students who choose not to drive.

the remaining 38 percent being used for parking (University at Buffalo, 2013c). Registered students are required to pay a fee (without the possibility of opting out), which permits them unlimited access to campus shuttle buses and the right to request a parking hangtag, which is a benefit of the transportation fee. Under the current fee structure, students who never use UB parking lots pay a fee dedicated to supporting the parking system.

Faculty and staff at UB purchase a hangtag for \$9.65 per car per year for parking privileges on North and South Campuses, which allows free and unlimited access to most University parking lots. This fee has been challenging to increase because it can only be changed as part of a collective bargaining agreement with the various labor unions that represent UB faculty and staff. Not adjusted for inflation, the fee is less than the fee paid for parking in 1954 (University at Buffalo with Ecology and Environment, Inc., 2009). Faculty and staff can purchase a hangtag using a UB website. The fee is paid online, with parking hangtags sent directly to the address of the recipient or made available for pickup at UB.

There is a vast supply of parking, with 12,300 spaces available on North Campus, 3,845 available on South Campus, and 903 spaces available on the Downtown Campus. With 17,048 parking spaces, there are 0.48 parking spaces per capita (for UB faculty, students, and staff).

Though there is strong demand to park in some lots, especially on South Campus, where most parking lots have at least 81 percent utilization rates during weekdays, some of the parking lots on North Campus are sparsely used (University at Buffalo and Beyer Binder Belle Architects and Planners LLP, 2009). Initiatives on both North and South Campuses have encouraged commuters to park in a distant parking lot and ride one of the circulator shuttles to their destination.

According to UB officials, almost 90 percent of the UB Parking and Transportation Services budget is covered by student fees; the rest of the budget is derived from the hangtag fee, parking citations, and paid and metered parking lots across the campuses.

In contrast to the low fee charged on the other campuses, attending class on the Downtown Campus requires paying a higher rate for parking, as parking there is managed by BNMC, where a monthly fee of \$90 is charged to park in structured parking and \$60 is charged to park in a surface parking lot. Students who travel there for classes or work are not entitled to any benefit, generally relegating them to the Blue Line or Metro Rail if they do not pay for parking. UB faculty and staff working on the campus are currently provided parking as a benefit in lots and garage spaces owned by UB but managed by BNMC.

The equity implication of funding arrangements for UB's transportation system is worth further consideration. Unbundling the mandatory student parking and transportation fee would increase the cost for students who choose to drive and park while reducing the cost for students who choose not to drive. Past research demonstrates that changing the cost of parking to a marginal cost from a fixed cost can encourage mode shifts away from single occupancy vehicles toward carpools, public transit, and non-motorized travel modes (Brown et al., 2001; Brown et al., 2003). Raising parking fees for faculty and staff and using a "cash out" system should ideally also be included in an unbundling of costs (Shoup, 2004, 2011). This would provide employees with cash that could be used to purchase a hangtag to park or allow them to keep the funds for other purposes if they agree to arrive at campus using another mode of transportation.

Other Transportation Options

NFTA Metro Rail generally operates between 5:00 AM and midnight throughout the year, between downtown Buffalo, the Downtown Campus, and the South Campus. NFTA buses also service the campuses, most frequently at South Campus, which is serviced by ten Metro Bus routes. An NFTA Metro Bus departs from University Station every three and a half minutes on average between 8:00 am and 6:00 pm. The North Campus is serviced directly by two NFTA Metro Buses which stop near the Academic Spine, serving the campus with a bus every 19 minutes.

In the neighborhoods around South Campus, many community members walk or bicycle to UB due to the proximity of neighborhoods to the campus; other than on-campus residence halls, North Campus' location within the suburban Town of Amherst and its immense scale make walking and biking to campus from off-campus areas more challenging, though

As a participant in the American College and University President's Climate Commitment, UB committed to create a climate action plan intended to mitigate greenhouse gas emissions created by the campus and its community.

UB can become a leader in the reduction of greenhouse gas emissions.

recent efforts to construct bike lanes and improve bicycle trails have the potential to shift commuter mode share, especially from nearby apartment complexes.

UB Sustainability Aims

Sustainability is best understood as set of strategic plans and actions aimed at preserving the built and natural environment to ensure responsible actions and development policy so that current and future generations have enough resources to meet their needs. Balancing the needs of people, place, and economic activities to conserve resources is critical to achieving this goal (Glavič & Lukman, 2007). Sustainability integrates well with the mission of a large research university such as UB. In discussions with University administrators regarding sustainability, UB seeks to promote literacy in sustainability among all members of its campus community, and to find solutions to environmental problems locally and globally, as it pursues sustainability in five thematic areas: climate, energy, food systems, health, and biodiversity.

In 2007, 14.4 percent of all greenhouse gas emissions at UB were the result of travel, including student, faculty, and staff commuting to its three campuses. This estimate was calculated for UB's Climate Action Plan using parking hang tag observations and measuring the distance between the University campus and home addresses of commuters. Assumptions were made regarding the number of trips students and staff made based on travel survey results. Findings suggest that 26.9 percent of emissions at UB come from transportation, with 53 percent of all transportation emissions a result of vehicle commuting (University at Buffalo and Ecology and Environment, Inc., 2009).

An important first step in addressing negative effects of transportation-related emissions is UB's participation in the American College and University Presidents' Climate Commitment (ACUPCC) (Sinha et al., 2010). The ACUPCC is a network of colleges and universities that seek to educate, provide research and thought leadership on climate change, carbon emissions, and climate neutrality. UB was among the first 100 universities in the United States to sign this pledge of climate neutrality, committing to the ACUPCC goal of curbing institutional growth in greenhouse gas emissions and promoting sustainability. Commitment to this effort requires colleges and universities to provide a specific aspirational date to achieve climate neutrality, with UB's commitment lasting until 2030.

As a signer of the ACUPCC, UB committed to create a climate action plan listing actions to mitigate greenhouse gas emissions created by the campus and its community, including those created by campus buildings and energy systems, faculty and staff travel, vehicle transport on campus, and vehicle commuting to campus. UB's agreement targeted potential reductions in three categories: buildings and land use, transportation, and materials used on campus. In meeting the transportation goal, UB proposed a series of new and expanded transportation demand management initiatives to reduce single occupant vehicle commuting to campus. These initiatives were designed to encourage single occupancy vehicle users to switch to carpools, public transportation, bicycling, and walking, while simultaneously introducing flexible work schedules, telecommuting, and offsetting all emissions associated with university air travel (University at Buffalo and Ecology and Environment, Inc., 2009). Building UB, The Comprehensive Physical Plan (2009) also suggests several policies that could be part of a long-term effort to reduce greenhouse gas emissions, including the unbundling of student parking fees, incentivizing faculty and staff to drive less through monetary incentives, and instituting a pre-paid transit pass program (University at Buffalo and Beyer Blinder Belle Architects and Planners, LLC., 2009).

The ACUPCC provides UB an opportunity to become a regional and national leader in the reduction of greenhouse gas emissions, especially in regards to its importance in the Buffalo Niagara region as a driver of economic growth and a major employer. Collaboration between UB and the NFTA would serve as a high profile example of greenhouse gas emissions reduction through a strong cooperative effort between a major employer and the regional transit authority. Despite the fact that Building UB and the Climate Action Plan recommended that the cost of transit passes be paid by UB, we find contradictions between these published documents, advocating for unlimited access transit, and the position of key university administrators interviewed for this research, who argue that UB should reduce carbon footprints of commuters, but not incentivize commutes to do so.

2010
 FALL Semester
 UB-NFTA transit pass program announced

NFTA Transit Pass Program

UB entered into an agreement in 2010 with the NFTA to provide transit passes to students. This section details the events that led up to this 2010 agreement, the details of the agreement, and the conclusion of the transit pass program in August 2012.

2011
 SPRING Semester
 Students eligible for transit passes

Background

In 2003, UB and NFTA negotiated to provide prepaid transit passes to all students based on South Campus, either because they live in its residence halls or were enrolled in an academic program primarily based on that campus. This would have provided transit passes to approximately 2,000 students. UB and NFTA officials were unable to reach such an agreement, however. According to a UB official, UB and the NFTA agreed to create an unlimited access pass for students who live or study on the South Campus, but the NFTA then asked UB to purchase the pass for all enrolled students. This was not financially viable at the time for UB, and negotiations fell apart.

SUMMER
 Faculty/Staff eligible for transit passes

UB's 2009 Master Plan, Building UB, recommended that the university provide students, faculty, and staff with pre-paid transit passes for Metro Bus and Rail. The plan's authors made this recommendation because of the high cost of constructing new parking facilities demanded by the University's planned growth. Building UB emphasized that an unlimited access transit program would be advantageous for UB because it would reduce the need for campus parking, and advantageous for the NFTA by both increasing bus and rail ridership while simultaneously creating an expanded base of support for improvements, such as Metro Rail expansion. Similarly, UB's Climate Action Plan also suggested providing pre-paid transit passes to university community members as a means to reduce emissions from travel to and from campus.

FALL Semester

2012
 SPRING Semester
 April 2012 transit pass usage survey of transit pass holders

With both public and private colleges and universities in the Buffalo area having unlimited access transit passes for enrolled students, and UB and the NFTA unable to reach an agreement on a transit pass for UB students, the idea of pre-paid transit was continually discussed across the UB campus community. For example, one of UB's newspapers, *The Spectrum*, published an opinion piece in 2005 in which a student pointed out that other colleges in the region had Metro passes but UB did not (Almeida, 2005). Similarly, another UB newspaper, *The Generation*, printed an article that questioned why other colleges in the area had an unlimited access pass while UB did not (Christiansen, 2006). Meanwhile, the *UB Reporter*, the official news outlet of UB, published an article in 2010 offering strong support for public transportation (Hsu, 2010).

SUMMER
 UB-NFTA transit pass program concludes

The UB-NFTA Transit Pass Program Takes Shape

In 2011, UB began a pilot program of a limited transit pass program, offering eligible campus community members pre-paid transit passes for NFTA Metro Rail. UB agreed to purchase from the NFTA up to 3,000 pre-paid Metro Rail passes for students and up to 300 pre-paid Metro Rail passes for faculty and staff, to be used beginning in January 2011. The passes were distributed on a first-come, first-serve basis following an application and review process. UB was required to reimburse the NFTA for the actual number of passes issued. In addition, as part of the agreement, UB could purchase 100 single-use round-trip transit passes at \$4 each and 200 passes for UB's Equal Opportunity Program (EOP). Though UB could purchase up to 3,000 passes for students and 300 for faculty and staff, in the 2010-2011 academic year, during which the pass was available only in the spring semester, UB purchased 1,072 passes for students and 246 passes for faculty and staff. During the 2011-2012 academic year, UB purchased 2,813 student passes over two semesters, and 310 passes for faculty and staff.⁵

The UB-NFTA transit pass program differed in two important ways from the transit pass agreements that the NFTA has entered into with other colleges and universities. UB's pilot program was unique in that it only included Metro Rail and not the more extensive Metro Bus system. It did, however, extend the program beyond the student population to include

⁵ According to a UB official, UB was able to purchase an additional 10 passes beyond the agreed upon amount to replace lost passes.

UB's pilot program was unique in that it only included Metro Rail and not the more extensive Metro Bus system.

Funds for the UB-NFTA Transit Pass Program became available when UB reduced the frequency of its Blue Line Shuttle, which runs parallel to Metro Rail.

After failing to reach an agreement to continue the transit pass program past the end date of the pilot agreement, the UB-NFTA transit pass program concluded at the end of the Summer 2012 term.

faculty and staff. In order to be eligible for the pass, students, faculty, and staff were required to reside in a location within three-quarters of a mile of a NFTA Metro Rail station, or have responsibilities including an internship, a class, or job duties, that required travel between the South and Downtown Campuses.

The cost paid by UB to the NFTA for the rail-only program was \$30 per year for each participating faculty or staff member and \$10 per semester for each participating student. Since the program began in the middle of the 2010-2011 academic year, UB paid a uniform \$10 per pass per participant to furnish participants with rail passes for the remainder of the 2010-2011 academic year. Faculty and staff passes were paid for using UB operating funds and student passes were paid for with student fees. This potentially would have amounted to a total payment of \$33,000 for the program's first semester, and \$69,000 for the following year. As all the student passes were not issued each semester, UB paid lesser amounts to the NFTA. For the 2010-2011 academic year, UB paid \$13,880 to the NFTA for its riders in the transit pass program. In the 2011-2012 academic year, UB paid \$57,810 to the NFTA. Funds from these sources became available after UB Parking and Transportation Services reduced the frequency of its Blue Line Shuttle, which runs parallel to the Metro Rail, from one half-hour to one hour.

Participants received a sticker produced by the NFTA which, when affixed to a valid UB identification card, permitted unlimited pre-paid rides on Metro Rail. The cost of disbursement of the transit pass stickers was absorbed within the administrative budget of the office of UB Parking and Transportation Services. The stickers were made available to students at the Parking and Transportation Services Offices on UB's North and South Campuses.

Based on interviews with key NFTA and UB staff members, implementation and operation of the program went smoothly. There were no major issues associated with the program such as service or capacity issues on the light rail system. The NFTA reports that mid-day ridership on Metro Rail was already approaching ridership highs seen during peak travel periods, but does not attribute capacity strain to the UB-NFTA transit pass program.

The Pilot Program Concludes and is Not Renewed

Unfortunately, after both parties failed to reach an agreement to continue the transit pass program past the end date of the pilot agreement, UB discontinued offering transit passes at the end of the Summer 2012 term. According to UB and NFTA officials, there are two critical issues that prevented the continuation of the transit pass program. The NFTA wanted transit passes to be purchased for all UB students, similar to the College and University Unlimited Access Pass, while UB only wanted to purchase the pass for people likely to use transit, similar to the subset of the population served in the pilot program. Additionally, the NFTA's model for the College and University Pass provides unlimited access on Metro Bus and Rail, and the NFTA wanted to include both modes in the continued transit pass program, as opposed to the rail only pass utilized during the pilot pass program.

After the discontinuation of the transit pass program, UB officials reported that only a small number of students and faculty/staff members contacted the NFTA and UB to voice their concerns and desire to reinstate the program. Nonetheless, the discontinuation of the program greatly affected students for a number of reasons. Among those affected were students who secured housing in downtown Buffalo because of the low cost and convenient access that the pass program provided. It forced them to reconsider where they lived and their mode of travel to UB.

In the meantime, UB and the NFTA have met regularly to discuss common issues and joint programs, including the possibility of re-establishing a prepaid transit pass for faculty, staff, and students. Since the pass program ended, discussions with the NFTA have also revolved around other issues, including reconstructing the Allen-Medical Campus Metro Rail Station, above and around which UB is presently constructing the new building for the School of Medicine and Biomedical Sciences (Rey, 2013). Additionally, South Campus is the site of a public park and ride lot for Metro Rail's University Station. The NFTA reimburses UB for the upkeep and maintenance of the park and ride lot.

3. Methodology

This analysis of the UB-NFTA transit pass program utilizes both data collected by the research group and existing surveys obtained through the department of Parking and Transportation Services at UB.



Online surveys and in-person interviews of students, faculty and staff were conducted to gather feedback on the pilot program.



Existing Data for Baseline Measurement

In Spring 2011, during the UB-NFTA Pilot Transit Pass Program's first semester, UB Parking and Transportation Services conducted surveys to evaluate its effectiveness. This survey was open to both pass users and non-pass users through MyUB. Among student respondents, 58 percent of the population had heard of the pass, and 39 percent had applied for it. Of those who had the pass, 39 percent reported using the Metro Rail daily; prior to the pass, 19 percent of participants used Metro Rail daily.

A similar survey was created and a weblink emailed to faculty and staff pass users. Given that the entire survey population had a pass, 99 percent of the survey population was aware of the pass, and 100 percent had applied for it. Of the respondents, 27 percent reported using Metro Rail daily, compared to 13 percent prior to the institution of the pass.

In comparing the two surveys, students, faculty, and staff used the pass for various purposes. Among faculty and staff, 26 percent used the pass to connect to the UB Stampede to get to North Campus, with 27 percent of students using it for the same purpose. Many more faculty and staff (25 percent) than students (9 percent) used the pass to get to work or class on South Campus. These people, we can assume, were using the pass to commute to a campus without using a vehicle. Others more than likely used South Campus as a park and ride lot, unless they lived in the University Heights neighborhood or linked to South Campus on the Stampede, as 31 percent of faculty and staff and 58 percent of students reported utilizing University Station to start their trip on Metro Rail. Additionally, six percent of faculty and staff and ten percent of students reported using the pass to attend events. The complete survey results, with summaries provided to us by Parking and Transportation Services, are available in Appendix 7 and Appendix 8. In addition to the Spring 2011 survey, UB Parking and Transportation Services conducted a similar survey in Spring 2012 among the pass user population (Appendix 9).

The Spring 2011 survey, which was available to all students, faculty, and staff, collected feedback regarding the pilot free transit pass program regardless if one took advantage of the program or not. The spring semester 2012 survey was administered only to students, faculty, and staff who took part in the free transit pass program and had the requisite pass sticker from UB Parking and Transportation Services affixed to their university identification card. We chose the spring semester 2012 data set to serve as our baseline measurement for the pilot transit pass program because the survey was targeted only to students, faculty, and staff who participated in the program.

To collect more recent data on usage of the pilot transit pass program, including travel behavior during its final months of operation and subsequent to its discontinuation, the project team conducted a new survey of the UB community in April 2013 designed to

determine information about transit pass program usage and perceptions of the transit pass program. The novelty of this survey was that it was provided to all students, faculty, and staff at UB and was not limited to transit pass program participants. This was the first time that non-participants were asked how they perceived the pilot transit pass program.

To provide the most informed context for the program analysis, and to determine what type of survey questions to ask students, faculty, and staff, the research team first conducted interviews with individuals who were party to the discussions that created the UB-NFTA Pilot Transit Pass. In February 2013, four in-depth interviews were conducted with UB officials closely involved in the transit pass program, and four in-depth interviews were conducted with top officials at the NFTA. The interview guide for these interviews can be found in Appendix 10. In March 2012, after the individual interviews were conducted, two workshop-style discussions took place, one for UB officials and one for the NFTA team. Due to institutional ties between the research team and the organizations studied here, all UB and NFTA officials from whom an interview was requested agreed to take part.

Study Design

We developed a self-completion Internet survey to gather the data we sought. We utilized Survey Monkey, a respected web survey instrument, for hosting the survey. We relied on our individual and collaborative expertise about transit use, Unlimited Access transit pass programs, and a review of scholarly literature regarding transit use and pre-paid transit pass programs to aid in the formation of our questions. When our draft survey was completed, it was reviewed by representatives of UB Parking and Transportation Services, the NFTA, and the Greater Buffalo Niagara Regional Transportation Council, the Buffalo-Niagara region's metropolitan planning organization (MPO). The web survey instrument and protocol were approved by the UB Institutional Review Board on March 7, 2013. The survey was designed to facilitate completion within ten minutes or less. Survey questions had discrete choices for responses, and little writing was required, although an optional write-in response was permitted at the end of the survey. The survey provided an opportunity for participants to skip questions if they chose. Participants were informed that they could exit the survey at any time.

The question set consisted of roughly four sections. The first section collected basic demographic information such as citizenship, gender, and current affiliation with the University. This data was collected from participants who either received a link to access the survey via email or who accessed it directly through a link on MyUB. In the second section, all participants who took the survey via the MyUB link were asked if they had previously been issued a transit pass by UB, while previous pass holders who received an email invitation to take the survey did not receive this question if they used the email link. Previous pass holders were then asked a set of questions pertinent to them, such as the location of Metro Rail stations used most frequently. Participants who never participated in the UB-NFTA Pilot Transit Pass Program were asked yes or no questions regarding their knowledge of the pass program and their reasons for choosing not to participate. The third section contained questions that all participants were asked. These included questions about potential transit use. The fourth section contained questions that all participants were asked. This section asked questions regarding potential support for the return of a transit pass program to UB.

The survey was administered in two ways. First, we individually invited 2,223 students, faculty, and staff who took part in the pilot transit pass program via email to take part in the survey, using email addresses provided to us by UB Parking and Transportation Services based on their available contact information for pass users. We used Constant Contact, a respected marketing tool that has the capability of delivering electronic content to a large population. Though we were provided with 2,223 email addresses, due to the fluidity of the University population, only 1,794 email invitations were successfully received by former pass holders (as suggested by email messages returned undeliverable). These were participants who took part in the pass program through the Summer 2012 term. The email addresses were not connected to individuals' names, address, or any other personal information. We attempted to survey all pass holders; sampling was not used. All study participants who responded to our survey volunteered to take part in it. Each survey subject initially received an email message informing them about the survey and stating

that participation in the survey was voluntary. This introductory email message (available in the Appendix 1) contained a hyperlink that provided access to the first web page of the survey.

Next, a second group of survey subjects were passively recruited from among the entire UB population of students, faculty, and staff during the Spring 2013 semester. To do so, we placed a link to the survey on UB's MyUB homepage. MyUB is a one-stop web portal that all students, faculty, and staff can access using a login and password; the portal page contains announcements and information about activities occurring at UB (new information and activities are updated each day and there are often links to surveys). In addition, UB students must log in to gain access to critical student services such as email, course registration, and finance and billing. We placed a link to the survey in the announcements section of the MyUB main page (see Appendix 2). We did not sample the population; all students, faculty, and staff were eligible to participate using the link on the MyUB web page. At the time the survey was administered during the Spring 2013 semester, we estimate the population who conceivably could have linked to the survey to be 35,649.

The survey began on April 9, 2013 and concluded on April 21, 2013, operating for thirteen days. To encourage participation, all survey participants—whether they received an email invitation to participate in the survey or clicked on the survey link from the MyUB homepage—were offered the chance to enter a drawing to win one of three prizes. The first prize was an iPad mini, the second prize was an iTunes gift card for \$100, and the third prize was a gift card for \$50 for Tim Horton's Café and Bake Shop. One week after the survey period concluded, the drawing was held, and prizes were distributed during the week of April 29, 2013, according to the rules published within the survey.

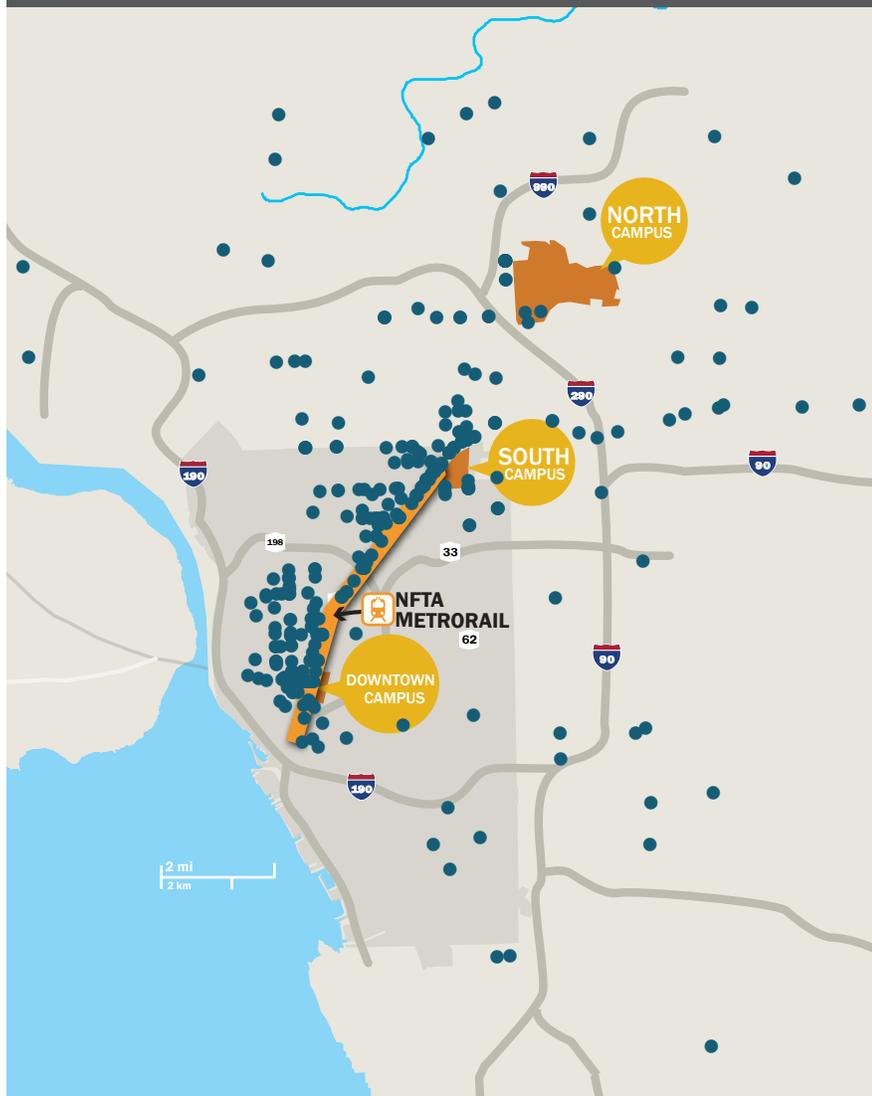
Survey Respondents

Survey response collection concluded in April 2013. From the 1,794 students, faculty, and staff that were actively recruited, 643 (35.8 percent) completed the survey. Since the passively delivered survey draws on a much larger population, the completion rate was substantially lower. From the possible 35,649 students, faculty, and staff at the university, 754 (2.1 percent) completed the survey. Detailed results of the survey response rates can be seen in Table 3-1.

The final dataset used to assess the transit pass program is comprised of responses from both surveys, although the bulk of the responses are from the actively delivered survey. In total, 708 responses are considered from those participating in the transit pass program; 643 are from the active survey and 65 are from the passive survey (see Table 3-2 for details).

The spatial distribution of survey respondents is shown in Figure 3-1. This is created from survey data, as survey respondents were asked what the nearest intersection was to their home.

Figure 3-1: Spatial Distribution of Survey Respondents



Respondents are concentrated along the route of Metro Rail, especially near Downtown Buffalo and the UB South Campus.

The sex distribution of student survey respondents is slightly different from that of the university student body as a whole. Undergraduate males are slightly underrepresented in the survey results (0.94 males for every female) when compared to the university's reported ratio (1.18 males for every female). On the other hand, the ratio inverts for graduate students. Graduate males are slightly overrepresented in the survey results (1.12 males for every female) when compared to the university's reported ratio (0.96 males for every female). Table 3-3 shows the distribution of male and female student respondents. Similar comparisons are not available for faculty and staff, but the overall distribution of gender across all survey respondents can be seen in Table 3-4a and Table 3-4b.

In 2013, UB was ranked 18th in the nation in attracting international students (Institute of International Education, 2013), reporting a total of 5,804 for the 2012/13 academic year. This relatively high level of international enrollment is reflected in the survey results. The majority of study respondents are U.S. citizens (74 percent) and more than one out of five (22 percent) is a non-US citizen. Furthermore, most of the non-US citizens identified themselves as international students. A total of 26 percent (150 respondents)

Table 3-1. Survey Response

Action Items	Active Previous Pass Holders	Passive MyUB	Total
Invitation to Complete Survey (A)	1,794	35,499	37,293 ^a
Opened Survey (B)	666	1,213	1,879
Completed Survey (C)	643	754	1,397
Response rate (D) = (C) / (A)	35.8 %	2.1 %	3.7%

^a Total university population estimate: 28,952 students (2012), 6,622 full-time staff (2011), 1,170 full-time faculty (2012), and 549 part-time faculty (2012).

Table 3-2. Pass Holders within the populations of the April 2013 Surveys

Survey Source	Pass Holders	Survey Respondents	Percent Former Pass Holders
Actively Recruited (email)	643	643	100.0%
Passively Recruited (MyUB)	65	754	8.6%
Total	708	1,397	50.6%

Table 3-3. Sex Distribution of Student Survey Respondents

Student Affiliation		Male	Female	No Answer	M-F Ratio
Survey	 Undergraduate	47.9%	50.8%	1.3%	0.94
	 Graduate	52.2%	46.6%	1.2%	1.12
University	 Undergraduate	54.2%	45.8%	-	1.18
	 Graduate	49.0%	51.0%	-	0.96

Question Source: What is your gender? What is your Affiliation with UB? Other Source: UB Common Data Sheet 2012-2013.

Table 3-4a. Sex Distribution of Passholder Respondents (Count)

Affiliation	Male	Female	Blank	Grand Total
 Undergraduate	114	121	3	238
 Graduate	177	158	4	339
 Faculty/Staff	63	48	2	113
I was not a member of the UB community during those semesters	3	2		5
Blank/No Answer	4	2	7	13
All Affiliations	361	331	16	708

Table 3-4b. Sex Distribution of Passholder Respondents (Percent)

Affiliation	Male	Female	Blank	Grand Total
 Undergraduate	16.1%	17.1%	0.4%	33.6%
 Graduate	25.0%	22.3%	0.6%	47.9%
 Faculty/Staff	8.9%	6.8%	0.3%	16.0%
I was not a member of the UB community during those semesters	0.4%	0.3%	0.0%	0.7%
Blank/No Answer	0.6%	0.3%	1.0%	1.8%
All Affiliations	51.0%	46.8%	2.3%	100.0%

of all students surveyed are international students, six percentage points higher than the overall student share of 20 percent reported by UB. This disproportionate response from international students is likely due to the implementation of the transit pass program which targeted students, faculty, and staff that travel to and from UB’s South and Downtown Campuses. Both campuses are home to a higher proportion of graduate programs, which tend to attract more international students than undergraduate programs. Table 3-5a and Table 3-5b show the distribution of citizenship across of the pass holder population surveyed.

Limitations

We acknowledge that our survey methodology has limitations. These include the challenge of reaching students, faculty, and staff through electronic media via email. Similarly, MyUB presents a deluge of information to those who log on to the site. Though students can use MyUB to access sites with information regarding course material, grades, and email, all of these sites can be accessed without going through the MyUB web page. Additionally, faculty and staff do not have as much need to visit this site as often, possibly limiting their response.

Although the instructions warned people to not complete the survey more than once, there was in fact no way to stop people from completing it more than once. For example, participants in the pilot transit pass program received an email invitation to participate, and they also could have accessed the survey on the MyUB web page. The availability

of prizes may have introduced bias into response. Though the developers of the survey could have restricted students from accessing the survey from a computer registering the same Internet Service Provider (ISP) number, this was not done because it was likely that survey takers could use shared computers provided in University libraries and computing labs. Additionally, the survey team did not have the capability of controlling difficulties that survey-takers may have experienced with software or computer devices.

Given that the pilot transit pass program ended in August 2012, and the new survey occurred in April 2013, students, faculty, and staff who participated in the pilot transit pass program but separated from UB might not have received an invitation to participate. Some UB email addresses continue to operate or are forwarded to other email addresses after an individual separates from UB, and some do not. Though our research team was provided with 2,223 email addresses by University Parking and Transportation Services, 1,794 emails were successfully sent to former pass holders (using Constant Contact) who had the pass at its conclusion in the Summer 2012 term. This lower number is likely the result of attrition in the University community since the conclusion of the pass program.

Table 3-5a. Citizenship Distribution of Passholder Respondents (Count)

Affiliation	US Citizen	Permanent Resident	Non-US Citizen/ International	Blank/No Answer	Grand Total
 Undergraduate	200	7	30	1	238
 Graduate	213	4	120	2	339
 Faculty/Staff	103	7	2	1	113
I was not a member of the UB community during those semesters	4	0	1	0	5
Blank/No Answer	5	1	1	6	13
All Affiliations	525	19	154	10	708

Tab; 3-5b. Citizenship Distribution of Passholder Respondents (Percent)

Affiliation	US Citizen	Permanent Resident	Non-US Citizen/ International	Blank/No Answer	Grand Total
 Undergraduate	28.2%	1.0%	4.2%	0.1%	33.6%
 Graduate	30.1%	0.6%	16.9%	0.3%	47.9%
 Faculty/Staff	14.5%	1.0%	0.3%	0.1%	16.0%
I was not a member of the UB community during those semesters	0.6%	0.0%	0.1%	0.0%	0.7%
Blank/No Answer	0.7%	0.1%	0.1%	0.8%	1.8%
All Affiliations	74.2%	2.7%	21.8%	1.4%	100.0%

KEY FINDINGS

Transit Riders



3,123 in UB-NFTA Pilot Transit Pass Program during 2011-2012 Academic Year (708 responded to survey)

BEFORE
the UB-NFTA
Pilot Transit
Pass Program

- 87%** rode at least occasionally
- 28%** rode on a regular basis
- 13%** purchased monthly NFTA passes
- 42%** did not have access to a personal vehicle

DURING
the UB-NFTA
Pilot Transit
Pass Program

- 60%** rode Metro Rail more often
- 4%** rode Metro Rail less often
- 31%** did not change

Costs

Upper Bound
\$431,775

The program is estimated to have cost between \$143k and \$431k, with UB accounting for \$70k.

Lower Bound
\$143,925

UB SHARE
\$70,990

UB Net Savings

UB net savings over the course of the program = **\$62k**

Average Pass Holder Savings Per Semester



\$240
UB student pass holder



\$223
UB faculty/staff member pass holder

Benefits to Surveyed Pass Holders



1,300 miles traveled per week shifted to Metro Rail...



...emptying **34** parking spaces on campus

10% ceased owning a vehicle, saving an estimated \$640k combined over the length of the pilot UB-NFTA Transit Pass Program

25% delayed owning a vehicle because of the pilot UB-NFTA transit pass program

69% used Metro Rail to visit new places

61% reported walking or biking more during the UB-NFTA pilot transit pass program



4. Program Analysis

The UB-NFTA pilot pass agreement was a benefit to transit pass users, but also provided substantial benefits to both institutions. This section provides an in-depth analysis of the outcomes from implementing the UB-NFTA transit pass program. The research focuses on the costs and benefits to UB, NFTA and users in terms of real costs, suppression of auto use, increased mobility and physical activity, and users' perception of transit use. The quantitative analysis is based upon survey data from 708 former pass holders (35.8 percent of possible respondents). The qualitative responses also come from the 708 pass holder respondents.

Challenges in Obtaining a Transit Pass

One of the biggest obstacles to participation in the transit pass program was the administrative process required for obtaining a pass. As most of the people who used the program were traveling between the South and Downtown campuses, offering a collection point for transit pass stickers in more convenient locations, such as within department offices on the Downtown Campus, would have made it easier to obtain. Transit pass stickers could only be collected in person after sending a written application by facsimile to Parking and Transportation Services. Unlike applying for a parking permit, an online application system was not available. This process was the result of administrative requirements made by the numerous parties involved in the pass. According to one UB official, ledgering was required by the NFTA, and labor requirements mandated that participants sign an agreement in order to participate in the program.

Overview of Qualitative Comments

We analyzed responses to an open-ended question that appeared near the conclusion of the survey (question 39 on the Email Survey and Question 43 on the MyUB Survey) to enhance the quantitative analysis of survey responses. Among the 708 transit pass holders who responded to the survey, 364 provided a comment. We summarize the major themes present in comments with a frequency of 10 or greater (Table 4-1). As comment length was not limited, most comments contained more than one theme since they discussed more than one subject. We supplement the analysis presented in this report with quotations from the qualitative comments, and the full set of comments is provided in Appendix 5.

Program Awareness

For UB, the primary goal of the transit pass program was to efficiently transport faculty, staff and students—when they were engaged in official university business—between its Downtown and South campuses. This particular objective of the transit pass program was favored above all others in the implementation and advertising of the program. The university's marketing actively targeted those thought to travel to and from the Downtown and South Campuses or those living within three-quarters of a mile of a Metro Rail station.

How the program participants and institutions benefitted from the program



Table 4-1. Pass holder respondents comments by major themes

Topic	Example Statements	Frequency
Desire to utilize new program	<i>Bring the program back. It was a great program and should become permanent.</i>	56
Improved access through pass	<i>I loved having the ability to freely explore the Downtown Buffalo area. It was a wonderful program and was critical to my ability to volunteer downtown, away from North Campus.</i>	49
Desire for bus benefit in a future program	<i>I wish this program supported unlimited bus rides too. It would be great to add bus service onto the pass because having access to the bus as well really makes not having a car not such a problem.</i>	43
Other colleges' transit passes	<i>It seems strange that other colleges in the community have complete NFTA passes and UB students get nothing. I am confused as to why UB is one of the only schools that doesn't have an NFTA program for the students, especially when the station is on campus.</i>	33
Program success/satisfaction	<i>It was a great program, I loved this program. I feel that it's one of the best things UB has done to connect with the Buffalo community and encourage its students to actually live in Buffalo instead of the suburbs.</i>	32
Negative comments about the Blue Line Shuttle	<i>The Blue Line is inferior and inconvenient to use. I have adjusted to the Blue Line, but the pass was far more convenient. If I miss the Blue Line it's a half-hour wait, while the rail was only usually 10-15 [minutes].</i>	28
Individual cost savings	<i>I used it to save on gas, parking, traffic frustration. ...the loss of the pass has increased the mileage on my car and cost me way more money in gas than an increase in students fees would.</i>	27
Willingness to purchase NFTA pass through UB	<i>It would be nice to have a semester pass even if it cost up to \$100 a semester. ...anyone willing to participate could make a set contribution toward the program...smaller than buying a monthly pass or day passes.</i>	24
Cost of NFTA tickets/passes	<i>I feel the fare is a bit steep for such a limited rail system. Buying a monthly pass or buying a \$4 round-trip ticket is much more expensive than driving 2 miles to South Campus and parking for free, so I rarely take Metro Rail since the pass program was discontinued.</i>	23
Negative reaction to possible tuition/fee increase to support program	<i>...kindly get it back without an increase in fees. Tuition and fees are constantly being raised. UB should use the fees it takes from the so-called "Student Excellence Fee" and use it to fund this free UB-NFTA Transit Pass.</i>	23
Sustainability (both individual and institutional)	<i>UB sustainability initiatives embarrassingly lack a transit pass program, which should be the easiest thing to establish. If UB wants to be so "green" they should give passes back to students and pay whatever fee necessary. Now I'm causing pollution with my car and wasting gas money.</i>	21

Perceived lack of demand for all students to pay for transit pass	<i>I do not think most students need it. To increase the student fee so ALL UB students will have free access to the rail sounds ridiculous. Many people probably have no need for it.</i>	15
Housing choice impact	<i>I moved to a neighborhood where I would be able to take the subway to school every day and was VERY disappointed when the program was cancelled. If it isn't a hassle to commute to the North Campus, then more people would consider living in the city.</i>	13
Misallocation of University resources	<i>Our transportation cost is already higher than all of the other schools. It's about time UB swallows some costs considering how much we already give them. UB needs to do a better job of spending the fees that they currently receive from students for things that will positively impact the community. This program is one of those things.</i>	12
Ease of program use	<i>It was really easy to commute between South and Downtown campus to attend seminars without wasting much time on commuting. The program made me want to go out more. I didn't have to worry about train fare. A lot of college students don't carry cash around and it just made life easier. I didn't have to pull out money from an ATM just to use two dollars.</i>	10
Returned to driving after pass ended	<i>...since the cancellation of the program I have been forced to purchase a car. When I had the pass, I drove only rarely. Suspending the program drastically increased my fuel consumption and commute time.</i>	10

Question Source: Use this space to tell us any other thoughts you have about the pilot UB-NFTA Transit Pass Program.

This resulted in overall low awareness of the program in the university at large.

Students, faculty, and staff who were members of the university community during the semesters in which the pilot pass program took place were asked if they had heard about the UB-NFTA Program, and 77 percent of respondents had not heard of it (Table 4-2). UB Parking and Transportation Services conducted surveys in 2011 which reported 41.6 percent of students not hearing of the program. Differences in results could come from the way the surveys were administered. UB Parking and Transportation Services reports that nearly 39 percent of students in their survey applied for the transit pass, while in the research team's University-wide survey, only 15 percent had previously held a pass. This difference could have been the result of the simultaneous administration of the pass user and University-wide surveys. For more details on UB Parking and Transportation Services' 2011 survey, see Appendix 8.

Many people in the UB community felt that the program was poorly advertised, which could have led to its slow rollout. Some of this could be attributed to labor issues, in that each union (representing a cohort of university employees) had to ratify a memorandum of understanding about the pass before their members could participate. This meant that faculty and staff were unable to obtain transit passes at the same time as students, who were immediately eligible for a pass at the beginning of the Spring 2011 semester.

NFTA Metro Rail Ridership

Prior to the UB-NFTA Transit Pass program, 620 respondents (87.6 percent) reported riding Metro Rail at least occasionally. Of those, 197 (27.8 percent) were regular riders who reported riding three or more times per week. Additionally, 95 (13.4 percent) of the respondents reported regularly purchasing a monthly pass from NFTA before the transit pass program and it is assumed that these riders did not continue to purchase monthly passes during the transit pass program. Monthly pass riders are important because they are frequent users of Metro Rail who provide a predictable source of revenue for the NFTA. Table 4-3 provides weekly ridership before and during the transit pass program.

Metro Rail ridership for survey respondents after the implementation of the transit pass

What People Said

Institutional Communication about Program

Survey respondents were dissatisfied with the way that UB Parking and Transportation Services communicated with students, faculty, and staff about the pilot program and its discontinuation.



I put [purchasing a car] off for quite a while because the website did not say that the program was not going to be renewed this year, only that it had not yet been renewed. (graduate student)

UB's communication about the program was poor. It was a good idea but not well implemented. (faculty)

The transit pass program was a great addition to sustainability programming at UB. I was shocked that the pilot program was discontinued without an announcement to the UB community. (faculty)

Not well communicated to students that the service was available. (alumni)

I moved to a neighborhood where i would be able to take the subway to school everyday and was VERY disappointed when the program was cancelled. It was very unfair to the students to not let them know that the program was cancelled until after everyone moved. (graduate student)

I have already contacted people regarding my disappointment in the suspension of this program but nothing was done. (undergraduate student)

Table 4-2. Responses in University-wide (MyUB) survey who were asked if they were aware that there was a free UB-NFTA pass program between Spring 2011 and Summer 2012.

Affiliation	No.	Share	Yes	Share	Total	Total Share
Alumni	0	0%	1	100%	1	100%
Faculty	1	50%	1	50%	2	100%
Staff	4	57%	3	43%	7	100%
Graduate Student	46	65%	25	35%	71	100%
Undergraduate Student	273	80%	67	20%	340	100%
Total	324	77%	97	33%	421	100%

Question Source: Were you aware that there was a free UB-NFTA Transit Pass program at UB during the Spring 2011, Fall 2011, and Fall 2012 semesters?

program is estimated to be higher than before the transit pass program. For respondents who rode Metro Rail at least one day per week—and disregarding answers of occasionally, never, and no answer—the number of round trip rides per week increased by 1,218 (123.9 percent). This is a somewhat conservative estimate considering 113 additional respondents said they rode occasionally after they received the transit pass. Table 4-4 shows the calculation of total round trips before and after the transit pass implementation.

On an individual basis, 424 (59.9 percent) respondents reported an increase in weekly ridership, 28 (3.9 percent) reported a decrease, and 222 (31.4 percent) reported no change (Table 4-5). While the survey sample taken as a whole reported an overall increase in ridership, the data does not provide compelling evidence to suggest that individuals' ridership behavior was changed due to the transit pass program. A paired means statistical test suggests there is no difference in ridership, on an individual basis, before and after the pass program was implemented.⁵ The lack of evidence supporting an increase in individual ridership is most likely due the 355 riders who exhibited no change in their weekly ridership or only minimally increased their weekly ridership.⁶ It is important to note that although there is no evidence that individual ridership changed due to the transit pass program, there was still a transfer of costs away from riders resulting in real fiscal impacts for UB and NFTA.

UB Blue Line

Although more than 2,000 UB-NFTA Transit pass holders utilized Metro Rail during the transit pass program, the University continued to operate its own shuttle bus, the Blue Line, which, like Metro Rail, connects the South Campus with the Downtown Campus. One of the strongest advantages that Metro Rail has over the Blue Line is the frequency of its service and travel time between UB's Downtown Campus and South Campus. During peak hours, Metro Rail operates at 10-minute intervals, 12 to 15 minute headways at other times, and 20 minute intervals in the evenings. The Blue Line operates at half-hour or hour intervals. In addition, the Blue Line takes more than twice as long to cover the same distance (25 minutes to travel from Allen-Medical Campus Station to University Station), while the Metro

⁵ Paired means t test results: $t(316)=1.03$, $p = 0.30$. Respondents who reported riding "occasionally" (before or during the pass program) were not included in dataset.

⁶ "Minimally increased" is defined as an increase from never to occasionally, occasionally to one or two roundtrip rides per week, or an increase of 1 roundtrip ride per week.

Table 4-3. Ridership Before and After the Transit Pass Implementation

BEFORE	1 day	2 days	3 days	4 days	5 days	6 days	7 days	Occasionally	Never	Blank/No Answer
 Undergraduate	8	12	26	14	33	8	4	115	16	1
 Graduate	12	22	28	15	26	6	4	178	42	5
 Faculty/Staff	4	5	10	6	15	1	1	67	3	1
I was not a member of the UB community during those semesters	0	0	0	0	0	0	0	0	1	6
Blank/No Answer	0	0	0	0	0	0	0	0	0	13
Grand Total	24	39	64	35	74	15	9	360	62	26

AFTER	1 day	2 days	3 days	4 days	5 days	6 days	7 days	Occasionally	Never	Blank/No Answer
 Undergraduate	19	25	37	29	52	21	18	29	3	4
 Graduate	16	37	47	46	75	26	20	58	6	7
 Faculty/Staff	13	9	16	15	29	0	3	26	0	2
I was not a member of the UB community during those semesters	0	0	0	0	0	0	0	0	0	6
Blank/No Answer	0	0	0	0	0	0	0	0	0	13
Grand Total	48	71	100	90	157	47	41	113	9	32

CHANGE	1 day	2 days	3 days	4 days	5 days	6 days	7 days	Occasionally	Never	Blank/No Answer
 Undergraduate	11	13	11	15	19	13	14	-86	-13	3
 Graduate	4	15	19	31	49	20	16	-120	-36	2
 Faculty/Staff	9	4	6	9	14	-1	2	-41	-3	1
I was not a member of the UB community during those semesters	0	0	0	0	0	0	0	0	-1	0
Blank/No Answer	0	0	0	0	0	0	0	0	0	0
Grand Total	24	32	36	55	83	32	32	-247	-53	6

Question Source: Before Receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail? After receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?

Table 4-4. Change in Round Trip Rides During the Transit Pass Program

	Total Roundtrips		
	Before Pass	After Pass	Change
 Undergraduate	407	797	390
 Graduate	391	1,079	688
 Faculty/Staff	162	302	140
I was not a member of the UB community during those semesters	11	11	0
Blank/No Answer	12	12	0
Grand Total	983	2,201	1,218

Question Source: Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail? After receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?

Table 4-5. Change in Individual Weekly Ridership

	Increase	Decrease	No Change	Blank/No Answer	Grand Total
 Undergraduate	145	8	81	4	238
 Graduate	218	18	93	10	339
 Faculty	27	0	17	1	45
Staff	34	2	31	1	68
Blank/No Answer	0	0	0	18	18
Grand Total	424	28	222	34	708

Question Source: What was your affiliation at UB during the following semesters: Spring 2011, Fall 2011 or Spring 2012?, Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?, After receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?

What People Said

Eliminating Inefficiencies in the Transport System

Some commenters suggested that UB eliminate the Blue Line Shuttle on the grounds of efficiency, economy, redundancy, and/or emissions reduction:



I assume the blue line is costly to own and operate yet it adds no additional transportation options for UB students, faculty and staff. The cost of the Blue Line should be used to provide free transportation on the metro for UB community members. Eliminating the blue line in favor of metro passes should save UB money while eliminate Blue Line bus emissions. (graduate student)

It's a damn shame they discontinued the program. I'm not entirely sure why we need the Blue Line shuttle when it offers nothing the metro rail doesn't. It seems like the university could scrap that and use the money for Metro Rail passes. (graduate student)

It is more convenient than the Blue Line and makes it redundant. Maybe the savings from stopping the Blue Line could be used to fund the transit pass for students? (graduate student)

Please reinstate this program. It is wasteful and redundant to have a train, a Metro bus, AND the UB Blue Line all traveling the SAME route, from South Campus to downtown!!! This is a waste of UB and NYS taxpayers' money! UB people should be subsidized to take the train and/or bus!!! (staff)

If the transportation fee covers the 'Blue Line', can this program be free but substitute the Blue Line? (graduate student)

I'm not abreast of the relationship between UB and NFTA, but the fact that there exists both the Blue Line and the Metro is the worst sort ineffectual spending. I assume the Blue Line is costly to own and operate yet it adds no additional transportation options for UB students, faculty and staff. The cost of the blue line should be used to provide free transportation on the Metro for UB community members. Eliminating the Blue Line in favor of Metro passes should save UB money while eliminate Blue Line bus emissions. (graduate student)

A shuttle runs between South and Downtown Campus but times are limited and when students are on break the shuttle times are even less frequent, which is a problem for UB employees that work regardless of student breaks. I can't imagine the amount that is paid in gasoline/diesel per week for those shuttles buses is worth the amount of people that ride them. Paying for Metro passes would be more efficient and better for the environment. (faculty)

What People Said

More Frequent Service, Same Cost

In eliminating some of the Blue Line Shuttle trips between the South and Downtown Campus and utilizing the money saved to purchase NFTA Metro Rail passes, students, faculty, and staff were provided with more frequent travel opportunities each day between the two campuses. Several students and faculty provided comments in the survey suggesting that the UB-NFTA transit pass met their travel needs better than the UB Blue Line shuttle bus service:

Blue line services are not very reliable, not frequent, and it takes two times longer to get to school with the Blue Line in comparison to the subway. Besides, Blue Line finishes its work too early in the night. (graduate student)



I would really appreciate it if the program is continued as it was really helpful for me. I have lab on downtown campus and the blue line does not work after 8 pm, and Metro is the only way to get back from lab. (graduate student)

I cannot lay enough stress on how convenient the pilot program was for me. I am working at Roswell Park Cancer Institute and Blue Line services are not sufficiently flexible. The transit pass allowed me to commute at my will as well as on the weekends. (graduate student)

The Stampede is fine, but the shuttles are unpredictable, and I never can get to where I'm going even vaguely on time. (undergraduate student)

I am very disappointed that the pass was not renewed. The metro rail is an asset for UB and its students. The Blue Line is inferior and inconvenient to use. (graduate student)

The metro is more frequent than the Blue and thus more convenient. It was conducive to using public transit rather than my car for frequent excursions from the Med Campus to either the North or So. Campuses. I was very disappointed when the program was not renewed. (faculty)

I often work till very late at night, so I would use the NFTA metro after hours, when the Blue Line shuttle would have stopped working. (graduate student)

You can't really replace a train that runs every 10 minutes with something that runs every half hour. I would love to get my Metro pass back. (undergraduate student)

What People Said

Blue Line: Filling a Niche

Among all of the written comments in the survey that mentioned the Blue Line shuttle, there were two respondents who preferred the UB Blue Line to the transit pass program:

“ I prefer the UB Blue Line to commute since I do not feel safe traveling alone in the trains, especially after 5:30. (graduate student)

I loved UB-NFTA, but the Blue Line bus really has stepped up, and is becoming more popular. (graduate student)

Rail takes only 11 minutes across the same distance.

Survey response suggests evidence that riders prefer Metro Rail service or a mix of Blue Line and Metro Rail over the Blue Line alone, even though the Blue Line is a free service for UB faculty, staff and students. Additionally, more than half of the transit pass holders stated that they never rode the Blue Line before the transit pass program was implemented (Table 4-6). Given that these riders are the target users of the Blue Line suggests that the service is not comparable to that of Metro Rail or is not successfully marketed to the right users. Clearly, survey respondents exhibit strong emotions relative to the UB Blue Line shuttle bus. Given the divisive opinions on this subject, Table 4-7 provides a summary of the themes addressed relative to the Blue Line.

UB officials reported cutting the Blue Line Shuttle service—and expenses—by half during the transit pass program. This is estimated to have saved UB \$133,333 over the 20 month pass program.

Cost- Benefit Analysis

Program Costs

The implementation of the UB-NFTA free transit pass program effectively represented a shift in the NFTA's payment mechanism. The responsibility of paying for a ride on Metro Rail was transferred away from transit pass holders to the NFTA and UB. While each institution expected to see benefits from the transfer, there were still financial costs that each had to bear to implement the program. This section explores this transfer of payment and the financial implications for NFTA and UB.

Before the implementation of the transit pass program, there were several ways for students, faculty and staff to purchase a ride on NFTA Metro Rail. For a roundtrip commute to work or school (two one-way trips per day), purchasing a roundtrip ticket or monthly pass would be the most sensible payment option, although other products such as day passes and weekly passes are also available. Given the one-way fare of \$2 per ride, the monthly pass—allowing unlimited rides for \$75 per month—would only be a sensible option for those traveling to work or school 19 or more days per month. This would likely explain why only 13 percent of the surveyed transit pass program participants reported that they regularly purchased monthly passes before the transit pass program, especially considering that 86.5 percent of the participants were students who do not travel to campus as regularly as faculty and staff. Regardless of their behavior before the transit pass program, all participants were granted unlimited rides on NFTA Metro Rail during all hours of operation. The program outcome was a transfer of all costs from riders to UB and NFTA and there was no mechanism in place at UB to directly recover any portion of the costs back from students, faculty or staff.

Table 4-6. Respondents choice of transportation mode between campuses BEFORE implementation of transit pass program (active and passive respondents)

Choice of Transportation Mode	Respondents	Percent
Blue Line Only	25	2%
Metro Rail Only	325	23%
Both Modes	294	21%
Neither Modes	37	3%
Blank/No Answer	716	51%
Grand Total	1,397	100%

Question Source: Before receiving the free UB-NFTA Transit Pass, how many days per week on average did you ride the “Blue line” shuttle bus operated by UB between South Campus and the Downtown Campus?

Table 4-7: Survey Responses Related to Blue Line Shuttle

Comment Theme	Respondents
Convenience of Metro Rail relative to Blue Line	7
Limited Service Times (nights/weekends/outside academic year) of Blue Line	7
Frequency of Blue Line Service (negative)	7
Savings from eliminating Blue Line should fund NFTA Pass	4
Redundancy of Blue Line	3
Faster Travel Time on Metro Rail	3
Blue Line's impact on environment	2
Blue Line is safer than Metro Rail	1
Blue Line is becoming popular	1
Positive Reaction to Blue Line operating two busses an hour after UB-NFTA ended	1

Question Source: Use this space to tell us any other thoughts you have about the pilot UB/NFTA Transit Pass Program (39/43)

Beginning in the Fall 2010 semester, UB agreed to purchase up to 300 faculty and staff transit passes and up to 3,000 student passes per semester from the NFTA. Student passes were purchased for \$10 dollars each per semester and faculty and staff passes were purchased for \$30 per year. During the 2010-2011 academic year, 246 faculty and staff passes were distributed, and 1072 student passes were distributed. During the 2011-2012 academic year, 310 faculty and staff passes were distributed, and 2,813 student passes were distributed.

UB incurred the greatest financial obligation up front in creating the transit pass, in that it had to pay the NFTA for the passes it issued to its students, faculty, and staff. Any administrative costs associated with implementing the program were reported to be absorbed into the overall budget of Parking and Transportation Services. UB's total share of the program cost is reported to be \$70,990 over the 20-month program. Table 4-8 uses the number of passes issued each academic year to detail the reported total cost.

While it is known that NFTA received payment from UB in the amount of \$70,990 for the transit passes, the resulting foregone revenue to the NFTA from fare collections is less clear. At the time of the transit pass program, NFTA did not have any mechanisms for tracking individual ridership on the Metro Rail line. Therefore, individual ridership is approximated using survey responses from pass holders about their Metro Rail ridership before the pass program.

The method used for estimating foregone revenue⁷ to NFTA relies on simple set of assumptions. First, it is assumed that all surveyed riders exhibited the same travel behavior before and during the transit pass program. Most importantly, they are assumed to have rode Metro Rail the same amount, per week, before and during the program and all rides are assumed to be round trip. A summary of previous behavior of surveyed pass holders is shown in Table 4-9. Riders who said they rode occasionally or did not answer are not considered in the estimate. Next, it is assumed that riders would have paid for Metro Rail in the same way—even though they were no longer paying as program participants. Some riders would still have purchased monthly passes, while others would have continued to pay per ride. Lastly, all rides are assumed to occur in the spring and fall semesters during the pass program. Campus activity during summer and winter semesters tends to be substantially lower and more sporadic than spring and fall semesters, and therefore is too difficult to estimate accurately.

⁷ Foregone revenue is defined as the estimated revenue that NFTA would have likely collected (from pass holders that were already riding Metro Rail) if it did not enter into the pilot UB-NFTA Transit Pass Program.

Using the collected data about the survey cohort’s weekly ridership pattern, an estimate of revenue foregone is calculated by multiplying the estimated number of trips per week by the fare (\$2 per ride or \$75 per month) across all three semesters of the program. This estimate is considered a “lower bound” because it only considers riders who responded to the survey, does not include any travel during summer semesters or during recesses, and does not include riders who reported using Metro Rail “occasionally” before receiving the transit pass. Table 4-10a shows lower bound foregone revenue estimates by rider affiliation.

Taking this analysis a step further, an “upper bound” foregone revenue estimate is calculated by projecting the same analysis to the total population of transit pass program participants. In performing this projection, we assume that the transit pass holder group, as a whole, exhibited similar ridership patterns during the program as the survey respondent group. For example, a similar proportion of riders purchased monthly passes and the distribution of rides per week was similar across all pass holders. Figure 4-10b shows an upper bound for the estimated foregone revenue by rider affiliation.

Estimated foregone revenue can also be thought of as the total cost of the transit pass program, with UB bearing a known portion of the cost (payments to NFTA) and NFTA bearing the remainder (foregone revenue minus payments from UB). The transit pass program is estimated to have cost between \$143,925 to \$431,775, with UB bearing between 16 and 41 percent of the cost and NFTA bearing the remainder (59 to 84 percent) of the cost (Figure 4-1, pg. 42).

Next, further analysis is performed to establish consistency with the original tiered pricing structure (\$10/semester for all participants in Spring 2011, \$10/semester for student passes and \$30/year for faculty/staff passes in the 2011-2012 academic year) and the per semester basis of the pass program. This allows for a comparison between the true cost of the program and the cost per rider paid, as well as a benchmark for constructing potential future pricing models. It is also helpful to consider pricing in this manner because the lower and upper bounds have the same unit costs due to the uniformity of rider behavior between them. Ultimately, it is estimated that an average student participating in the transit pass

Table 4-8: Cost to Purchase Transit Passes for UB

		Participant	Number of Participants	Unit Cost/ Semester	Number of Semesters	Total Cost
YEAR 1		Faculty/Staff	246	10	1	\$2,460
		Student	1,072	10	1	\$10,720
		Total	1,318			\$13,180
		Participant	Number of Participants	Unit Cost/ Semester*	Number of Semesters	Total Cost
YEAR 2		Faculty/Staff	310	15	2	\$9,300
		Student	2,038	10	2	\$40,760
		Student	775	10	1	\$7,750
		Total	3,123			\$57,810
		Grand Total				\$70,990

*Faculty/Staff passes were charged as \$30/year annual passes. Source: UB Parking and Transportation Services.

Table 4-9. Respondents' Ridership Behavior Before Receiving the Transit Pass

	BEFORE	Metro Use Per week (on average)							Occasionally	Never	Blank/ No Answer	Total
		1 day	2 days	3 days	4 days	5 days	6 days	7 days				
 Students (per trip)		18	30	35	19	28	2	6	251	52	1	442
 Students (monthly pass)		0	1	1	4	11	0	1	0	0	0	18
 Faculty/Staff (per trip)		4	4	8	2	4	1	0	66	3	0	92
 Faculty/Staff (monthly pass)		2	1	11	8	29	10	2	13	0	0	76
All		24	36	55	33	72	13	9	330	55	1	628

Question Source: Before receiving the free UB-NFTA Transit Pass, did you regularly buy a monthly NFTA pass for Metro Rail and Metro Bus?
 Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?

Table 4-10a. Foregone Revenue to NFTA by Rider Affiliation (Lower Bound)

	Number of Riders	Foregone Revenue	Avg. Revenue per Rider (all semesters)	Avg. Revenue per Rider (per semester)
 Students (per trip)	63	\$64,424	\$1,023	\$341
 Students (monthly pass)	138	\$80,272	\$582	\$194
 Faculty/Staff (per trip)	18	\$15,036	\$835	\$278
 Faculty/Staff (monthly pass)	23	\$12,404	\$539	\$180
All Riders	242	\$172,136	\$711	\$237

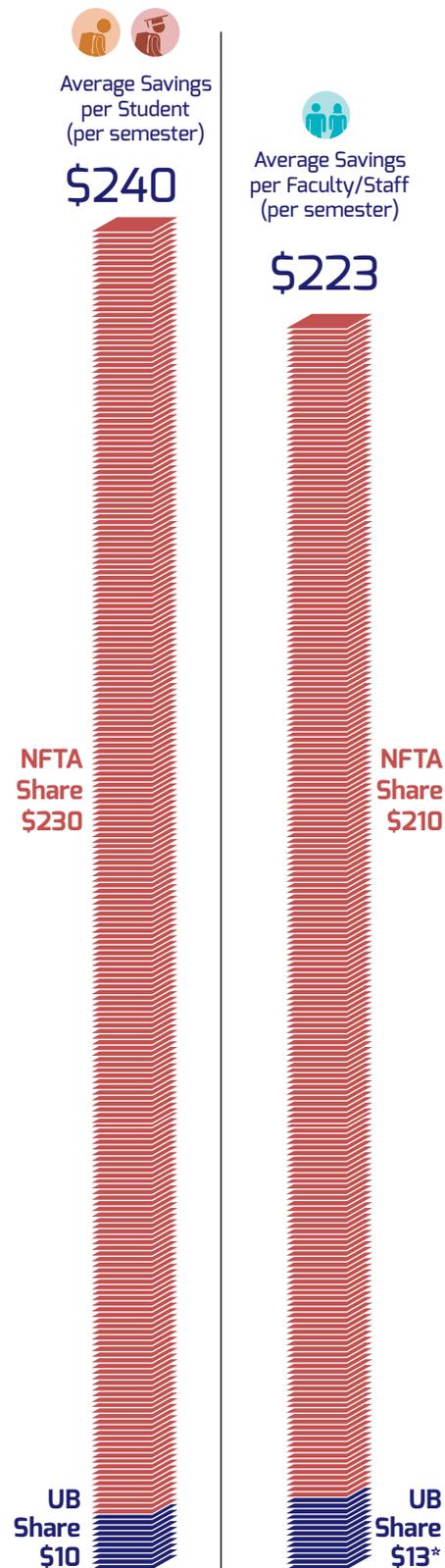
Table 4-10b: Cost Savings by Rider Affiliation (Upper Bound)

	Number of Riders	Revenue	Avg. Revenue per Rider (all semesters)	Avg. Revenue per Rider (per semester)
 Students (per trip)	206	\$148,307	\$720	\$240
 Students (monthly pass)	502	\$225,565	\$449	\$150
 Faculty/Staff (per trip)	59	\$30,009	\$509	\$170
 Faculty/Staff (monthly pass)	76	\$27,894	\$367	\$122
All Riders	843	\$431,775	\$512	\$171

Note: The analysis does not include 1,380 riders that are assumed to have never ridden Metro Rail or only rode Metro Rail occasionally.

Question Source: Before receiving the free UB-NFTA Transit Pass, did you regularly buy a monthly NFTA pass for Metro Rail and Metro Bus?, Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?
 Source: UB Parking and Transportation Services

Figure 4-2 Estimated Cost Transfer Due to Transit Pass Program

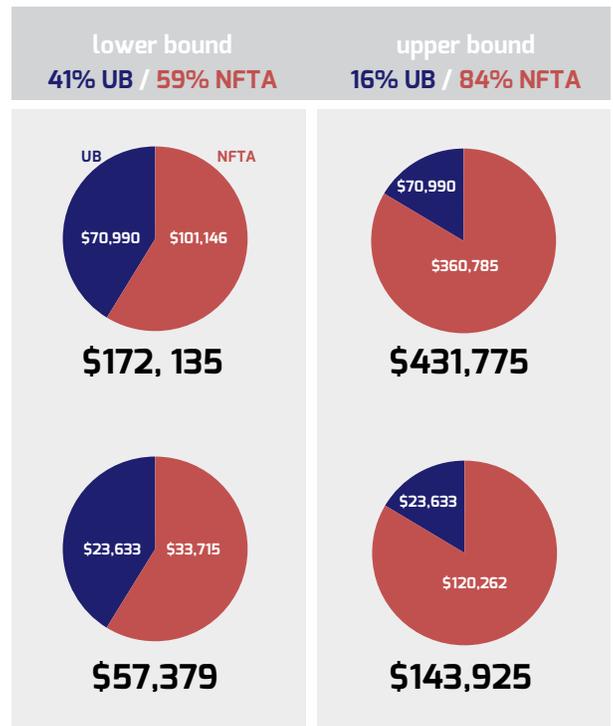


* weighted average across 3 semesters

Figure 4-1: Program Costs and Institutional Share

3 Semester Cost (total length of program)

Per Semester Cost



Source: UB-NFTA Pilot Transit Pass Agreement Cost per pass holder by affiliation, Number of pass users reported by UB, and the following questions: Before receiving the free UB-NFTA Transit Pass, did you regularly buy a monthly NFTA pass for Metro Rail and Metro Bus? (12, 14), Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail? (11, 13)

program saved \$240 per semester with UB supporting \$10 of each student's cost and NFTA supporting an estimated \$230. Additionally, it is estimated that an average faculty or staff member participating in the transit pass program saved \$223 per semester with UB supporting \$13 of each member's cost (weighted average cost of faculty/staff across three semesters) and NFTA supporting an estimated \$210 (Figure 4-2).

Other Costs

According to the NFTA, there were no additional costs to operate the UB-NFTA transit pass program. Though NFTA officials reported that they increased the number of carriages during the day from two to three on Metro Rail trains, they attribute this to a general increase in ridership and do not assign the costs to the UB-NFTA program. The Metro Rail schedule did not change. As Metro Rail utilizes inspectors who conduct random checks to ensure people have valid proof of payment, no new infrastructure was necessary in order to identify UB identification cards. According to NFTA officials, ticket inspectors were informed how to identify a valid UB-NFTA sticker on a UB identification card and reported few problems with the process.

Program Benefits

Enhanced Access and Mobility for Students, Faculty, and Staff

One of the most important outcomes of the transit pass program was its influence on access and mobility of riders. Considering the transit pass was offered without cost to the rider, mobility was directly increased for those riders who did not have access to a personal vehicle. A total of 299 respondents (42.2 percent) reported not having access to a personal

What People Said

Transit Pass Value

Comments about pilot program suggest the value of pre-paid transit passes for students, faculty, and staff. The comments also highlight price distortions and inequities that members of the campus community could be better addressed in the pricing of the transportation system:

“As a staff member I would not mind paying a small fee to include the pass with the cost of my parking hang tag, since I might use a combination of both services to address transportation to and from the campus. (staff)

It's absurd that we subsidize other students' parking, but they can't pay for pub trans. this is especially relevant to graduate students who are less likely to be living on campus. (alumni)

On-campus parking passes are *extraordinarily* cheap: \$7 / year, really? At any other university that would be the monthly or weekly pass rate, not for a year. If you want to subsidize bus passes, force car commuters that contribute to sprawl and pollution to pay more, not students. I drive several days a week when I have early classes but would be happy to pay much, much more for a parking permit if I knew that the proceeds were funding public transportation passes. (faculty)

The school has really placed a financial burden on me this year. I'm disappointed. I pay for parking lots and parking enforcement with my tuition, students with vehicles shouldn't mind paying for a metro pass. (graduate student)

I already pay fees for transportation services, but since I don't own a car I don't get anything out of itso if you charged a fee, a metric that took that into account should be applied and not a base increase for all students. (graduate student)

Perhaps existing student fees could be reallocated? (faculty)

vehicle. For these riders, a transit pass offered low cost travel and more opportunities to reach destinations along the Metro Rail line.

A majority of riders surveyed (68.6 percent) reported that they traveled to new destinations after receiving the transit pass, with 16.2 percent saying they frequently traveled to new destinations. Additionally, the survey data suggested that students were more likely to travel to new destinations after receiving the transit pass.⁸ Almost three-quarters (74.2 percent) of students said they visited a new destination at least once, and 17.9 percent visited a new destination frequently. The count and percent of students who visited new destinations can be seen in Table 4-11.

In addition to increased access and mobility, several respondents reported that they stopped owning a vehicle completely or delayed purchasing a vehicle after receiving the transit pass. Among the 708 respondents, 72 (10 percent) responded that they stopped

Table 4-11: Travel to New Destinations by Transit Pass Holders*

	Frequently	Occasionally	Once or Twice	No	No Answer	Grand Total
 Students	103	222	103	124	25	577
 Faculty/ Staff	12	30	16	52	3	113
No Answer	0	0	0	0	18	18
Grand Total	115	252	119	176	46	708
 Students	10.6%	26.5%	14.2%	46.0%	2.7%	100%
 Faculty/ Staff	17.9%	38.5%	17.9%	21.5%	4.3%	100%
No Answer	0.0%	0.0%	0.0%	0.0%	100%	100%
Grand Total	16.2%	35.6%	16.8%	24.9%	6.5%	100%

Question Source: After receiving the UB-NFTA Transit Pass, did you use Metro Rail for travel to destinations you had not previously traveled to?

Table 4-12: Pass holder respondents who ceased owning a personal vehicle after receiving a UB-issued NFTA Metro Rail Pass

Response	Value	% Share
No	564	79.6%
Yes	72	10.2%
Blank/No Answer	72	10.2%
Total	708	100.0%

Question Source: After receiving the free UB-NFTA Transit Pass, did you stop owning a personal vehicle?

⁸ A non-parametric Chi² test suggests students are more likely to have traveled to new destinations. $\chi^2(6, n=708)=297, p=0.0001$.

What People Said

Serving the International Student Population

As mentioned in Chapter 3, UB has one of the largest populations of international students among American Colleges and Universities. Certain comments about the UB-NFTA pilot transit pass program focused specifically on the benefit it offered to this significant population:

“ I also think that international students suffered the most from the program’s discontinuation; most of them don’t own a car and they rely heavily on public transport. We pay an extra fee of 100 dollars a semester because we are international students and it would be nice if we could see something back for that in the form of better/more accessible means of transportation. (graduate student)

Please bring back the free pass. Greatly helpful for international students like us. Easy and faster transportation especially during holidays when Blue Line does not operate. (alumni)

While I have a car, I know many international students and others without cars that have trouble getting around easily and would benefit from these passes. Extending the passes to the city buses would also be beneficial, since the Metro is so limited in its range. (graduate student)

owning a personal vehicle entirely after the program was established (Table 4-12). This group more than likely saved themselves a great deal of money by taking advantage of the improved access provided by the transit pass. With student salaries lower than salaries of the adult workforce, the provision of this pass could have provided a greater benefit to these students than UB’s entire expenditure on this program, since owning and maintaining a vehicle is a significant expense. According to the Automobile Association of America (AAA), automobile ownership is estimated to cost up to \$5,952 for the smallest and newest of cars (AAA, 2013). The 72 respondents (10 percent) who stopped owning vehicles are estimated to have saved a total of \$642,816 during the pilot transit pass program. Additionally, pilot program participants who rode even just occasionally and kept their personal vehicles would have spent less on gasoline and extended the life of their vehicles.

In addition to the people who stopped owning a vehicle, 179 respondents (25 percent of all respondents) who did not own a vehicle delayed purchasing a vehicle (Figure 4-13). Similarly, these respondents could have saved money by not purchasing a vehicle, but may have been motivated by cancellation of the transit pass program to purchase a vehicle, given the relative expense of a monthly NFTA Pass and the perceived inconvenience of riding transit in Buffalo.

The UB-NFTA pilot transit pass program permitted UB to achieve progress in addressing its sustainability goals. It is important to understand that despite UB’s sustainability goals, which this program helped meet by allowing 10 percent of respondents to cease owning a vehicle (and 25 percent to delay purchasing a vehicle), a significant benefit of this program is access improvements that it provided to the large portion of the University community lacking access to a car, perhaps made evident by the response of non-citizen/international students to this survey. As this is a significant population at UB (27 percent of pass holder respondents), these people contribute more to emissions reductions within the University community than do all of the of the people who ceased owning or delayed purchase of a car; if this population were to purchase cars, they would increase university emissions well beyond current levels.

Reduced Parking Demand and Vehicle Miles Traveled by New Riders

Overall, change in ridership on an individual basis was determined to be not statistically significant (the difference between individuals’ rides before and after the UB-NFTA transit pass were no different than zero), but an investigation of the individuals who changed their behavior suggests interesting findings. Riders who changed their behavior on an individual basis were those who said they never rode NFTA Metro Rail before the pass program, but rode one or more times per week after receiving the pass. This cohort is overwhelmingly comprised of students (93 percent) and overwhelmingly US Citizens (93 percent). Additionally, 76 percent of this group reported that they had access to a personal vehicle and it is assumed they were driving to campus before they received a transit pass. When considering only these riders, the transit pass suppressed the use of 34 pass user automobiles on campus, or eight percent of pass user vehicles, and shifted 1,313 vehicle

Table 4-13: Pass holder respondents who delayed owning a vehicle after receiving a UB-issued NFTA Metro Rail Pass

Response	Value	% Share
Yes	179	25%
No	322	46%
Blank/No Answer	207	29%
Total	708	100%

Question Source: If you did not own a vehicle before the pass, did you put off purchasing a vehicle (to a later date) because you received the free UB-NFTA Transit Pass?

What People Said

Employment Options

Some students credited the transit pass program with allowing them to participate in internships and jobs:

“ I loved having an NFTA pass! I used it a lot to run errands downtown, explore Buffalo, and it was incredibly helpful during my internship/independent study (and I think it would allow others access to opportunities like internships that they wouldn't have had otherwise). (undergraduate student)

The pass made summer job opportunities much more attractive, which was why I decided to stay in Buffalo for the summer. (undergraduate student)

Table 4-14: Characteristics of Riders New to Metro Rail

Earliest Affiliation	Count	%
Student	42	93%
Faculty Staff	3	7%
Reason for Travel		
Class Alone	7	16%
Meetings Alone	2	4%
Work Alone	7	16%
Multiple Reasons	28	62%
Other	1	2%
Home Location		
On Campus – North	4	9%
On Campus – South	0	0%
Off Campus – 3/4 Mile from a Metro Rail Station	25	56%
Off Campus – Greater than 3/4 Mile from a Metro Rail Station	14	31%
Multiple	2	4%
Citizenship		
US	42	93%
India	1	2%
Egypt	1	2%
France	1	2%
Multiple	2	4%
Own a Vehicle		
Yes	34	76%
No	11	24%

Question Source: What is your affiliation with UB?, What is your citizenship?, Before receiving the free UB-NFTA Transit Pass, did you have access to a personal vehicle?, Did you regularly travel to UB South or Downtown Campuses during the Spring 2011, Fall 2011, and Spring 2012 Semesters for any of the following reasons?, Where did you live during the following semesters: Spring 2011, Fall 2011, and Spring 2012?

What People Said

New Activities and Experiences

Participants in the pilot transit pass program mentioned that they used their transit passes to partake in many new activities and experiences:

“ It also allowed me to explore many attractions Buffalo has to offer, which in turn helped me to develop the research skills needed for many of my courses. I do plan to return to UB in the fall as a grad student. If the UB-NFTA transit pass program returns, many future and current students would be grateful. (alumni)

It greatly encouraged me to get downtown into the Buffalo community which I think is the greatest opportunity this area has and needs to take advantage of. I was able to take part in so many school related events like speakers and conferences as well as sporting events, art exhibitions and volunteering at outreach programs. Buffalo needs to get students into the city to foster growth and vitality. (undergraduate student)

I thought it was a great program and it allowed me to visit and support other areas of Buffalo, where without the pass I don't do that anymore. (graduate student)

Please afford UB the opportunity to provide free passes again. Downtown Buffalo is becoming very exciting and this is another way to get people out and about and explore our great city! (staff)

I enjoyed exploring Buffalo since I was part of the pilot program and I hope UB uses its power in the city to promote programs like this. (alumni)

miles traveled per week from the roads to NFTA Metro Rail. The travel route with the most substantial share of the shifted VMT was between the two stations serving UB's Downtown Campus (Allen-Medical Station) and South Campus (University Station), capturing 40 percent (525 miles) of the total shift. Lastly, a majority (62 percent) of these riders used the transit pass for more than one reason, including commuting to work, classes and meetings. Table 4-14 describes the characteristics of these new riders.

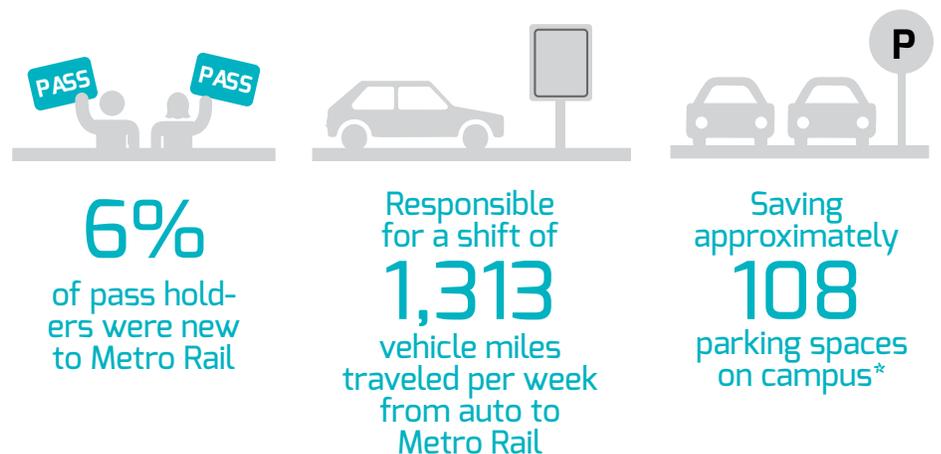
Increase in Physical Activity

The survey asked about use of new transportation options during the pilot transit pass program. Many respondents reported using new transportation options that require physical activity (Table 4-15). In total, 413 respondents (58 percent) walked or biked more during their commute. Of those who increased their physical activity by incorporating active transportation modes during their commutes, 125 of them (18 percent) said they spent an extra 11 to 15 minutes walking or biking per day and an additional 137 (19 percent) said they walked or biked an extra 16 to 20 minutes per day.

Nurturing Lifelong Transit Riders

Despite the pilot program ending in August 2012, most respondents stated that they would be more likely to use public transportation in the future, even if it were not free, although a sizable percentage stated that they would be more likely to ride it if it were free (Table 4-16). This is apparent after looking at the many open-ended responses provided in the survey, which state that the cost of purchasing a ticket or a pass is a barrier to riding transit, given that more than half of the survey population had access to a vehicle. Because the marginal cost of driving is less than the cost of a Metro Rail ticket or pass, there is a strong incentive for University community members to drive.

Figure 4-3: Benefits of the Metro Rail Transit Pass Program



*This is calculated assuming new riders would have the same characteristics as the entire pass population. Among the 45 new riders, 34 had access to a personal vehicle. Among the entire survey population, 409 of 708 participants had access to a vehicle, with these 34 vehicles representing 8.3 percent of pass user vehicles. Assuming similar vehicle ownership statistics for the entire pass user population (57.7 percent) and the average number of pass users per semester (2,263), 108.5 vehicle parking spaces on campus would be unfilled as a result of the UB-NFTA Transit Pass.

What People Said

Sustainability

Many survey respondents expressed disappointment that the pilot transit program was not made permanent because they support sustainable transportation programs and they appreciated a movement by UB to encourage zero-emission travel by students, faculty, and staff. In their written survey comments, many respondents emphasized that the UB-NFTA transit pass program promoted sustainable transportation and helped UB begin to fulfill its sustainability goals::

“ I’m not a driver, so it was great to be able to get around the city on my own without begging for rides. I also felt like this would be a great program to peg as a green initiative, since it could get students out of their cars. (alumni)

Although I own a car and a motorcycle, I also own a bike and skateboard and was able to have that many more options when choosing how I wanted to get to my destinations. It was nice to have green(er) options easily available when it was convenient for me. (staff)

The dissolution of the program disgusts me. Instead, you build a parking lot on South Campus? Way to go green, UB... I happily rode the Metro my first year as a graduate student. It cut down on waste of gasoline, plus that brisk walk to the train was great exercise. (graduate student)

Let’s save Earth! Keep money in the community by not spending on gas! (graduate student)

Please bring it back. If UB wants to be so “green” they should give passes back to students and pay whatever fee necessary. Now I’m causing pollution with my car and wasting gas money. (undergraduate student)

Furthermore, it directly contradicts the purpose of UB Green, which is to reduce carbon emissions, by costing the public transit user more and the one-man-car much less. UB should strive to reduce carbon by NOT automatically including parking fees in a student’s tuition, thereby making students actively choose if driving to campus is worth the cost. (graduate student)

What People Said

Physical Activity

Survey respondents commented on an increase while the pilot program was in operation in exercise and physical activity that goes hand-in-hand with Metro Rail use:



It makes going to school very convenient. It is good for the environment and also good for us, as we are encouraged to walk to and from the station. (graduate student)

I really enjoyed this program. It really encouraged me to walk more. Now that I don't have the pass I've been driving more and I really miss the walking. (graduate student)

Changed my commute and activity level hugely! (graduate student)

The no-cost availability of the UB-NFTA Transit Pass was a significant factor in getting me to embrace public transportation as a regular part of my daily activities and has had the very positive effect of getting me to fit regular exercise into my busy schedule by walking or biking to and from the station several days a week. As an added benefit, I have found that, despite the longer commute time in comparison to driving a car, I am often able to get work done during my commute so the added commute time is not a major hindrance to my schedule. (graduate student)

I LOVED having a transit pass - I started bicycling 7 miles to a metro station every day (rain or shine!) and learned to keep dry clothes at work for rainy days. 7 miles home at night was no problem, and I lost weight and slept better. (graduate student)

Public transit in the US generally suffers from a poor image. People strongly consider the perception of public transit when choosing a travel mode. Given that college students are young and impressionable, attending a university to learn, it is important to report that three-quarters of pass holder respondents in our survey stated that they have a more favorable view of public transportation after participating in the pass program (Table 4-17). This is important because many student participants never rode public transit before attending UB, as many students grew up in suburban communities where transit access is limited and perceptions of its reliability and safety are poor.

Table 4-15: Pass holders' reported increases in physical activity through new travel modes after receiving a UB-NFTA Transit Pass

Affiliation	Walk	Bike	Both	Walked or Biked More	Did not Walk or Bike More
Alumni	32	12	8	36	20
Faculty	27	6	6	27	20
Staff	43	17	13	47	32
Graduate Student	168	61	47	182	138
Undergraduate Student	102	46	31	117	67
No Answer/Other	3	2	1	4	18
All Affiliations	375	144	106	413	295

Question Source: After receiving the free UB-NFTA Transit Pass, did you begin to use any new transportation options?, What is your current Affiliation?

What People Said

Transit Programs Create Lifelong Transit Riders

Given that many universities, both across the Buffalo-Niagara Region and nationally provide transit passes to their students, some UB students who previously attended other institutions commented about their inability to utilize a transit program at UB. Additionally, students who moved away from UB to places without transit service fondly recall their ability to ride the Metro Rail.

“ I had access to a free transit pass during undergrad at Canisius, so it was important to me to have continued access to public transportation when I came to UB as a graduate student. Fortunately I was able to join the pilot program my first year here. I’ve had to make due without a pass over the last two semesters, and it’s been an inconvenience to say the least. (graduate student)

I was so disappointed before I came to Buffalo, looking at the NFTA website, and realizing that I was coming to the only school that didn’t have a deal with the NFTA. I’ve attended several schools in other parts of the country; this is the only one I have been to that doesn’t provide free or subsidized transit. (graduate student)

It was an amazing program. It was greener, easier, and cheaper than driving downtown. I have since graduated and moved to a town without public transportation and I very much miss the Metro Rail. (graduate student)

Table 4-16: Pass holder respondents’ likelihood of riding public transit in the future after receiving a UB-issued NFTA Metro Rail Pass

Response	Value	% Share
Less likely	7	1%
More likely	353	50%
More, but only if it is free	222	31%
No change, I will ride the same	83	12%
Blank/No Answer	43	6%
Total	708	100%

Question Source: After your experience using the free UB-NFTA Transit Pass, will you be more, or less, likely to ride public transportation in the future (where ever you may be living)?

Table 4-17: Pass holder respondents’ perception of public transportation after receiving a UB-issued NFTA Metro Rail Pass

Effect on Perception	Value	% Share
Positive	483	68.2%
Negative	11	1.6%
No Effect	157	22.2%
Blank/No Response	57	8.0%
Total	708	100.0%

Question Source: How has your experience using the UB-NFTA Transit Pass affected your perception of public transportation?

5. Conclusions and Recommendations



UB Faculty and Students benefitted from increased affordability, mobility and housing options

Who visited new places using their transit passes?



2/3 of all transit pass holders



3/4 of student transit pass holders

This chapter discusses major findings and conclusions from the analysis and offers recommendations for drafting a possible permanent transit pass agreement between UB and the NFTA. Many of the recommendations will also be helpful for other colleges, universities, or large employers who have considered creating transit pass programs in partnership with their local transit agencies.

The UB-NFTA Transit Pass Program provided several benefits to the parties involved. It also revealed pitfalls to implementing a transit pass agreement. By purchasing pre-paid NFTA transit passes, UB increased transportation options and affordability for its students, faculty, and staff without a significant increase in cost to the institution. However, the subsidy provided by the NFTA exceeded the benefits it accrued.

Outcomes for Students, Faculty, and Staff

UB students, faculty, and staff benefited the most from the UB-NFTA pilot transit pass program. Pass holders did not have to pay any out of pocket costs to participate in the program and some regular Metro Rail riders actually saved money after participating in the program. For the 58 percent of survey respondents who said they owned or had access to a personal vehicle, the transit pass program provided a powerful incentive for choosing public transit by making a trip on Metro Rail a better value than driving. Although auto ownership usually includes large up-front fixed costs, transit providers have to compete with the relatively low marginal cost of auto ownership—namely fuel, parking, and maintenance costs. This is especially challenging in a metropolitan area such as Buffalo that has short commute times, low traffic congestion, and abundant parking. The pre-paid transit pass inverts conventional transportation cost structures and gives public transit a competitive edge by eliminating the marginal cost of ridership. This was a direct benefit for the 86 percent of surveyed pass holders who said they previously rode Metro Rail at least occasionally. This was especially true for the 42 percent of surveyed pass holders who said they did not have access to a vehicle before the transit pass program. The transit pass program allowed pass holders to access—free of charge—trips on Metro Rail (and the destinations they served) for which they otherwise would have had to pay. On average, each faculty or staff member participating in the pass program saved \$223 per semester (\$669 over three semesters), while each student participating in the pass program saved \$240 per semester (\$720 over three semesters).

UB Students seemed to gain the most financial benefit from the program as well as an increase in mobility and housing options. Among all the riders that were new to Metro Rail, 93 percent were students. The transit pass program provided all student pass holders a low-cost transportation option that, for the first time at UB, provided a transportation subsidy in a form other than a free parking space. Findings also show that mobility for UB student pass holders was greatly enhanced through the pilot UB-NFTA Transit Pass Program. The program had a remarkable influence on access to new destinations; 74 percent of student pass holders visited new places using their transit passes. Additionally,

What People Said

Linking UB with its Community

Some survey respondents felt that the pilot program was good for UB, the NFTA, and the region, and it helped to foster stronger town-gown relations:

“Overall, I believe the pass increases UB’s influence and reach into our city. It breaks the incredibly insular tendencies of the two main campuses and allows students to feel connected to the city and not just the school. (undergraduate student)

I feel this program is a great way to help positively integrate UB’s staff and students into the greater community of Western New York. (staff)

I loved this program. I feel that it’s one of the best thing UB has done to connect with the Buffalo community and encourage its students to actually live in Buffalo instead of the suburbs. (alumni)

I really hope UB brings this Transit pass program back into action. I think it will help a lot of students learn more (and love) the Buffalo area, and will help a lot of students (especially nursing) get downtown to Allen Street for their clinicals at the hospital. I think it will enrich UB students as a whole if they had this type of program to explore and learn to love the area surrounding them, and to not just feel restricted by UB’s campus. (undergraduate student)

49 survey respondents provided responses to an open-ended question with comments that explicitly mentioned their ability to access new places using UB-provided transit passes. Finally, of students who said they changed their residence after they were issued a UB-NFTA pilot transit pass, more than half of undergraduate students and more than two-thirds of graduate students surveyed took the pass into account when choosing a new residential location. Unfortunately, when the transit pass program was discontinued, those who moved to a new location anticipating free rides on Metro Rail had to switch back to driving to campus, purchase a monthly NFTA pass, or pay the transit fare for each individual trip.

Outcomes for the University at Buffalo

The pilot transit pass program was unique among transportation programs at UB in that it treated students, faculty, and staff equally. Everyone in the UB community who was issued a UB-NFTA transit pass had access to the same subsidized program. This contrasts with the mechanism for funding UB’s parking system, where all students—even those without vehicles—pay for most of the cost of parking on campus, and faculty and staff pay only a nominal amount. Even though students fund most of the parking budget, faculty and staff are provided access to premium parking lots closer to campus activity centers.

The pass program had the potential to lower overall transportation costs at UB had it been continued beyond a pilot program. It is estimated that UB realized a new savings of \$62,343⁹ over the length of the three semester program and six percent of riders who had never used Metro Rail utilized the transit pass program, reducing overall parking demand on campus. The pass also sustained the mode choice of those who previously rode Metro Rail, providing an incentive to continue using transit. Over time, reduction in parking demand due to free public transit would provide savings on infrastructure and maintenance. Assuming UB expands its enrollment as expected, it would also slow the demand for new parking facilities.

Enhanced transportation access is important for UB at large. The UB-NFTA pilot transit pass offered increased access for community members at campuses considered to be austere and isolated (especially UB North Campus), characteristics long thought to have been barriers to student and faculty recruitment and retention. Similarly, the pass helped foster community engagement in the City of Buffalo, something the University has been accused of neglecting in favor of isolating its students on North Campus. Many students reported using transit passes to travel to internships and volunteer work. The fact that the transit pass program covered the cost of transportation to such activities was important to respondents; one graduate student commented, “If I couldn’t have rode public transportation for free, I could not have afforded to volunteer.” Another graduate student similarly commented, “it made it possible for me to afford volunteer internships downtown.”

Finally, the UB-NFTA Pilot Transit Pass program permitted UB to deepen its commitment to reduce and offset transportation emissions produced by its community members. UB’s previous transportation demand management initiatives did not address the low marginal cost of driving in Buffalo. For example, a UB staff member who took part in UB’s annual commuter challenge (a four-week program where students, faculty, and staff compete to travel to UB’s campuses in the most environmentally friendly ways) rode Metro Rail for the four weeks during the program; however, for her, “riding the metro cost \$1.75 each way—more than she spends on gas when she brings her car to campus,” leading her to return to driving after the commuter challenge (Hsu, 2010). Despite the success of the commuter challenge, such a program lacked the ability to impact long-term change for this rider because of the lower cost of driving and virtually free parking on campus, compared to transit fares. The UB-NFTA Pilot Transit Pass addressed this weakness by making the cost of riding the Metro Rail *less than* driving (zero) and provided students, faculty, and staff a low-emission mode of transit for both commuting to work and for visits between campuses.

⁹ This value is computed as follows: \$133,333 (savings from reduced Blue Line Shuttle operation) - \$70,990 (payments to NFTA for transit passes) = \$62,343

Outcomes for NFTA

Although it is estimated that the NFTA paid a greater share of the costs of the pilot transit pass program, there were some encouraging findings uncovered. The program encouraged six percent of the pass user population, who otherwise would not have used Metro Rail to regularly use Metro Rail service. This was particularly beneficial to the NFTA since 93 percent of new riders were students. Our findings suggest that students' schedules are more flexible than faculty and staff schedules, making them more likely to fill seats during off-peak travel times. A greater proportion of new student riders may be able to easily adapt to the transit pass program or new fare structures due to their flexible schedules.

In addition to new riders, findings suggest that the pilot transit pass program positively affected riders' perception of public transportation. When considering responses from all program participants, 68 percent of respondents said the program positively affected their perception of public transportation, while only 2 percent said it negatively affected their perception. There was also a strong show of support for the return of the program. In total, 82 percent of pass holders reported that they would participate in the transit pass program if it were to return. Similarly, 15 percent of those who wrote open-ended comments mentioned that they would like to see the program return.

Challenges in the creation of a permanent program

Despite the benefits discussed above, UB and the NFTA have not come to an agreement to establish a permanent transit pass program. UB administrators cite a lack of rallying by students as one reason for not actively pursuing a permanent program agreement. The fact that students, faculty, and staff have not rallied around this program may be due to low awareness among UB students, faculty, and staff. In the last semester of its pilot phase, the program served less than 10 percent of the student population spread across the three campuses. Survey results suggest that 65 percent of graduate and 80 percent of undergraduate students were unaware of the program. Furthermore, a lack of reaction may be related to a lack of something to react to. UB Parking and Transportation Services never announced that the transit pass program was canceled, discontinued or suspended. Instead, the UB community was left in a state of limbo. According to a UB official, when pass users signed the agreement to take part in the program, there was a box they checked which stated that they understood the pass would expire at the conclusion of the pilot program. Whether pass holders thought they would be issued a new pass after the current one expired is unclear.

Although both UB and NFTA provide service between UB's South Campus and Downtown Campus—with Metro Rail providing light rail rapid transit underground and the UB Blue Line Shuttle providing at-grade bus service on the street—UB administrators cite the limited overlap of the two providers' missions. UB transportation officials have focused on inter-campus travel only, while NFTA is focused on providing travel for all purposes. This seems to poorly support the transportation demand management and emissions reduction goals set forth in UB's Climate Action Plan (University at Buffalo and Ecology and Environment, Inc., 2009).

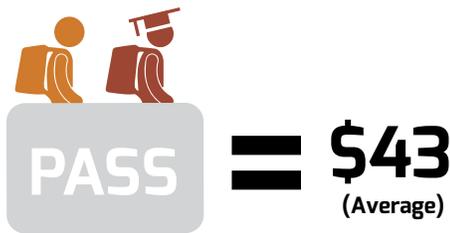
Perhaps the greatest hurdle to a permanent agreement is the financial imbalance between stakeholders. Faculty, staff and students did not pay any out of pocket costs to receive the transit pass, and the program saved money for UB since the savings associated with reducing the Blue Line shuttle service outweighed its payments to the NFTA. On the other hand, the NFTA is estimated to have lost between \$101,146 and \$360,385 in revenue potential from regular paying riders that switched to the transit pass. It would be difficult to justify a permanent program without a more even distribution of cost across all three parties.

Opportunities and Recommendations

This research has uncovered findings about the pilot pass program that can help to inform the implementation of a permanent agreement between UB and NFTA. In the next section, we present key recommendations to guide the development of such a program.

How students answered this survey question:

“ what value increase in student fees per semester would you support?”



UB and the NFTA will be collaborating on two major endeavors in the near future. After nearly three decades of operating the 6.2-mile Metro Rail line, the NFTA is conducting an alternatives analysis which will explore high capacity transit possibilities extending from UB’s South Campus into the Town of Amherst, through or near UB’s North Campus. The Alternatives Analysis, and future capital funding for new high-capacity transit, could benefit from increased ridership on Metro Rail that a transit pass agreement could provide. A new high-capacity transit corridor that connects the North and South Campuses has the potential to replace the current UB Stampede system with a faster, more efficient, and environmentally sustainable system. Funds from the transportation fee used to underwrite the Stampede (approximately \$3.6 million) could be used to underwrite operating costs of such a system when it becomes operational.

UB is also working with the NFTA on the construction of its new School of Medicine and Biomedical Sciences building that will sit directly above the Allen-Medical Campus Metro Rail Station, and will include reconstructed Metro Rail facilities incorporated into the base of the structure. This structure would be the most substantial transit-oriented development yet constructed around Metro Rail in Buffalo, with a potential for luring many new riders onto the system as learning and employment opportunities expand on the UB Downtown Campus. Because of these shared interests, cooperation between UB and the NFTA is vital. It is imperative that UB and NFTA creatively seek a solution to the issues which the pilot transit pass program revealed.

Offering a prepaid transit pass, along with shifting some of the costs of driving away from non-drivers, could lead to many collaborative opportunities for UB and NFTA. The NFTA system has never met its initial ridership estimates (Hess and Lombardi, 2004); therefore implementing common-sense programs to increase transit ridership and decrease vehicle commuting could help increase service demand and fill empty seats. Students using pre-paid transit passes today will become commuting professionals in the future, paying a full cash fare. Given UB’s investment in a new Downtown Campus for the Academic Health Center and reinvestment in South Campus that will create a campus of professional schools, students will demand transportation connections both between campuses and from these campuses to other parts of the community. The key inter-campus link is already in place via Metro Rail, and UB’s support of the NFTA could give the underutilized Metro Rail a new life and purpose.

Strike a Balance between Stakeholders

The UB-NFTA Pilot Transit Pass Program did not affect all stakeholders equally. This is the most critical obstacle to overcome if a permanent program is desired. It is estimated that NFTA shouldered the greatest share of the costs of the transit pass program, while UB and its students, faculty, and staff actually saved money. For a successful and sustainable program to be achieved, each stakeholder must be better off in the program than they would otherwise be without the program, especially since the program can no longer be sustained by goodwill and the strong desire to collaborate. There are a few large measures that can be taken to deliver a more equitable program model.

First, existing redundancies should be eliminated. The cancellation of UB’s Blue Line service could bring approximately \$160,000 in annual savings to the table. This may not be as difficult a move as UB officials have previously thought given the negative reaction to the Blue Line service uncovered by this research and its slower travel times between UB’s South and Downtown Campuses.

Next, students, faculty, and staff should have a greater stake in the program. Our research suggests that each faculty and staff member saved approximately \$223 per semester and each student saved approximately \$240, on average. A portion of this savings could be directed toward funding the program, with students, faculty, and staff still being better off, on average, than they would be purchasing tickets and passes directly from the NFTA. There are two steps required to implement a partial transfer payment from riders to partially fund the pass program—determining a transfer mechanism and setting a price.

Institutional Sustainability

Many pass holders commented about UB's sustainability program. Generally well promoted and effective in many ways, some pass holders commented that the end of the pass program seemed counterintuitive to these already established efforts:

“ It is shameful that UB operates the Blue Line shuttle that duplicates a light rail route. It is also shameful that UB publicizes many sustainability initiatives (UB Green, UB Breathe, etc) but does not have a transit pass program. The transit pass program brings enormous benefits to students, faculty, and staff, all of UB, and greater Buffalo. (faculty)

Just look at the overflowing parking lots on both North and South Campus and ask yourselves how successful UB has been in their campaign to reduce single-vehicle transport. The free NFTA pass was an excellent step in the right direction. Eliminating it was moronic and shows a deep lack of vision on the parts of both UB and NFTA. (graduate student)

Disregarding the fact that the Blue Line is acting counterproductive to the whole UBGreen initiative (because the subway covers the majority of the route), and the fact that UB spent \$350,000 on 28 new buses totalling \$9.8 Million. (undergraduate student)

So the campus that is hardest to reach is also the only one that doesn't provide a bus pass, especially with all the lip service it pretends to pay with "UB Car free". (graduate student)

Setting a price may be the most difficult step in the process and the process of finding an optimal price may be iterative. Fortunately, survey responses indicate a good starting point for pricing, at least for students. When asked what value increase in student fees (per semester) they would support to receive a Metro Rail transit pass, the average response was \$43 per semester. This value is remarkably similar to the \$47 per student per semester fee that NFTA charges other colleges and universities for their College/University Unlimited Access Program, and could be a fair starting point for negotiations that would still save riders a considerable amount of money.

In order to achieve a truly equitable agreement, several scenarios would have to be explored. Each scenario should consider options from the standpoint of each stakeholder and include opportunity costs, possible externalities, and long term savings potential, along with immediate expenditures.

The stakeholder most negatively affected by the transit pass program was the NFTA. If only pass user respondents regularly purchased tickets and passes for the Metro Rail, the NFTA still effectively contributed \$30,156 more to the pilot program than UB did with the \$70,990 it contributed to the NFTA. If all people issued passes exhibited the same ridership behavior as respondents to the pass user survey, then the NFTA effectively contributed \$289,795 to this program. Any future agreement between UB and the NFTA must take this lost revenue into account, while considering the positive externalities that transit ridership brings to UB through reduced parking demand.

Currently, the \$47 per semester per full-time enrolled student cost of NFTA's College/University Unlimited Access program is well below the approximately \$70 of UB's transportation fee that is dedicated to parking. Unlike other components of the mandatory comprehensive fee assessed to each UB student, (such as the Health Fee, which pays for operation of the health clinic, a service which only benefits students and is not open to faculty and staff) the campus parking system is available to students, faculty, staff, and visitors, although it is almost entirely funded by student fees. This occurs despite the fact that faculty and staff disproportionately drive to and park on campus relative to students and generally have more resources to pay for parking. Creating an incentive for faculty and staff to travel via other modes to campus can help induce mode shifts from automobiles to public transit, similar to the 73 percent increase in transit share among faculty and staff at UCLA after that institution began paying for unlimited access rides on buses (Brown et al. 2003). In contrast, qualitative survey comments suggest that some UB students reported being unable to afford to maintain a car on top of tuition costs, with many students mentioning the challenges of UB's many car-less international students.

Realizing that there are agreements with labor unions representing UB faculty and staff to overcome, we nonetheless suggest that funds from the comprehensive fee, which are currently being used to subsidize faculty and staff parking, be augmented by increased faculty and staff hang tag fees. This would make the true cost for faculty and staff parking more transparent, inducing some commuters to seek alternatives (Shoup, 2007), such as commuting by public transit (with or without a transit pass program). Such a policy change could be achieved by raising the parking hang tag fee for faculty and staff to the level which students currently pay for parking (\$140 annually for a traditional full-time student); these funds could then be dedicated to Parking and Transportation Services for creating a new UB-NFTA Transit Pass program.

Additionally, we recommend that as part of a transportation demand measure, UB offer a rebate to students based on the amount paid for a parking pass each semester from the comprehensive fee (approximately \$70 per semester for undergraduates) for those who do not request a parking hang tag, effectively permitting an opt-out decision and "unbundling" the cost of a parking permit from the mandatory parking and transportation fee. This would operate like a parking "cash out" program (Shoup, 2005). Further analysis in this area is required, as the true cost of parking at UB could be revealed to be far greater than \$140 annually if students without cars who previously subsidized parking are removed from the equation, requiring a higher permit fee from students, faculty, and staff who drive. This could ensure that those parking on campus are paying for their use of its parking infrastructure; such a policy might provide an immediate incentive for some students to choose to live in housing which is accessible to campus without the use of a car. If a cash-out of the transportation fee is implemented for students, the amount of money offered to

Housing Choice

College students generally have high housing mobility, since they are flexible, price sensitive, and often move to new housing every year. Students responding to the survey reported that the UB-NFTA transit pass program played a role in their residential choice decisions:

“ It will also allow students who are now restricted to staying near South Campus to move to safer and better neighborhoods. (graduate student)

It worked well while it lasted, encouraged environmentally friendly options. Now I drive much more. Wish it didn't stop since there are two people in my household who had moved specifically based on access to free Metro, now there is just more driving and carbon emissions instead. (staff)

I changed the place that I live and the transit pass program affected my decision a lot. I used to live near North Campus but now I live on Summer Street, Buffalo. (graduate student)

I miss having this program. Part of the reason I moved to where I did was that I was one block from the metro and could get to school (North) in the same time as driving without having to pay for gas. When it was removed, three of the people in my house switched from metro to each driving their own car. (staff)

I did move to my location on Amherst Street thinking I would use the metro to get to South Campus and Children's Hospital - not having the free pass this year, I drive every day. (graduate student)

those who choose to cash out should be carefully calculated so that the initiative is revenue neutral, with lost revenue being replaced by new student hangtag fees.

Remove Barriers to Membership

It was a more challenging process to obtain a transit pass during the pilot UB-NFTA Transit Pass Program than it was to obtain a parking permit. Students, faculty, and staff should be able to conveniently collect transit pass stickers on all three campuses, and the application process should occur online instead of by fax. Ideally, transit pass stickers could also be mailed to pass holders in the way that parking passes are mailed to drivers. Many of the reasons that these challenges existed was due to the short implementation timeframe and the limited agreement that UB and the NFTA had. In the creation of a permanent pass, these issues should be considered in order to promote additional pass issuance.

If the transit pass program were to be expanded to the whole university community, the ideal solution would be to allow all UB community members access to Metro Rail simply by presenting their UB identification card to the fare inspector or at the swipe card machines that will soon be implemented by the NFTA at all stations, with UB and the NFTA negotiating payments based on ridership estimates collected by the inspectors or swipe card machines. In this way, UB students, faculty, and staff are not required to apply for a transit pass and automatically have barrier-free enrollment in the transit pass program. Another solution could be to offer an opt-out membership to riders. This would boost membership by requiring members to voluntarily opt out of the program to receive a rebate.

The UB-NFTA Pilot Transit Pass could be an effective recruitment and retention tool for UB. It would offer students a stronger incentive to travel throughout Buffalo and to commit to activities like internships and volunteer work. We suggest that the transit pass program be actively promoted during admissions recruitment and new student orientation, allowing students to make informed decisions on housing and transportation options. Similarly, the transit pass should be actively marketed in faculty and staff recruitment, allowing them to make informed decisions related to housing choice that could lead to long-term reductions in vehicle commuting to campus.

Consider Potential for Additional Funding

The NFTA gained some new riders as a result of the transit pass, although many UB-NFTA pass holders were existing riders who previously paid their own fare. Though the NFTA lost some revenue that it would have brought in through fares from its existing riders, it could have gained up to \$23,930¹⁰ in increased state operating funds through an increase in ridership. For this to successfully happen in the future, however, the New York State Department of Transportation must return to utilizing its operating assistance program which subsidizes the state's transit agencies based on a formula that accounts for passenger miles. According to NFTA officials, the operating assistance funding mechanism for transit agencies has been frozen, with all agencies receiving arbitrary across-the-board increases or decreases in operating funds each year despite actual increases or decreases in ridership during the previous year. UB should support the NFTA in its requests to legislators that state aid be based on passenger miles served, as increased state aid based on filling empty seats can help to underwrite the costs of a permanent transit pass program.

¹⁰ This is computed as follows: 1,313 (vehicle miles shifted to Metro Rail) x 15 (weeks in a semester) x 3 (semesters in pass transit program) x \$0.41 (reimbursement rate per passenger mile) = \$23,930.



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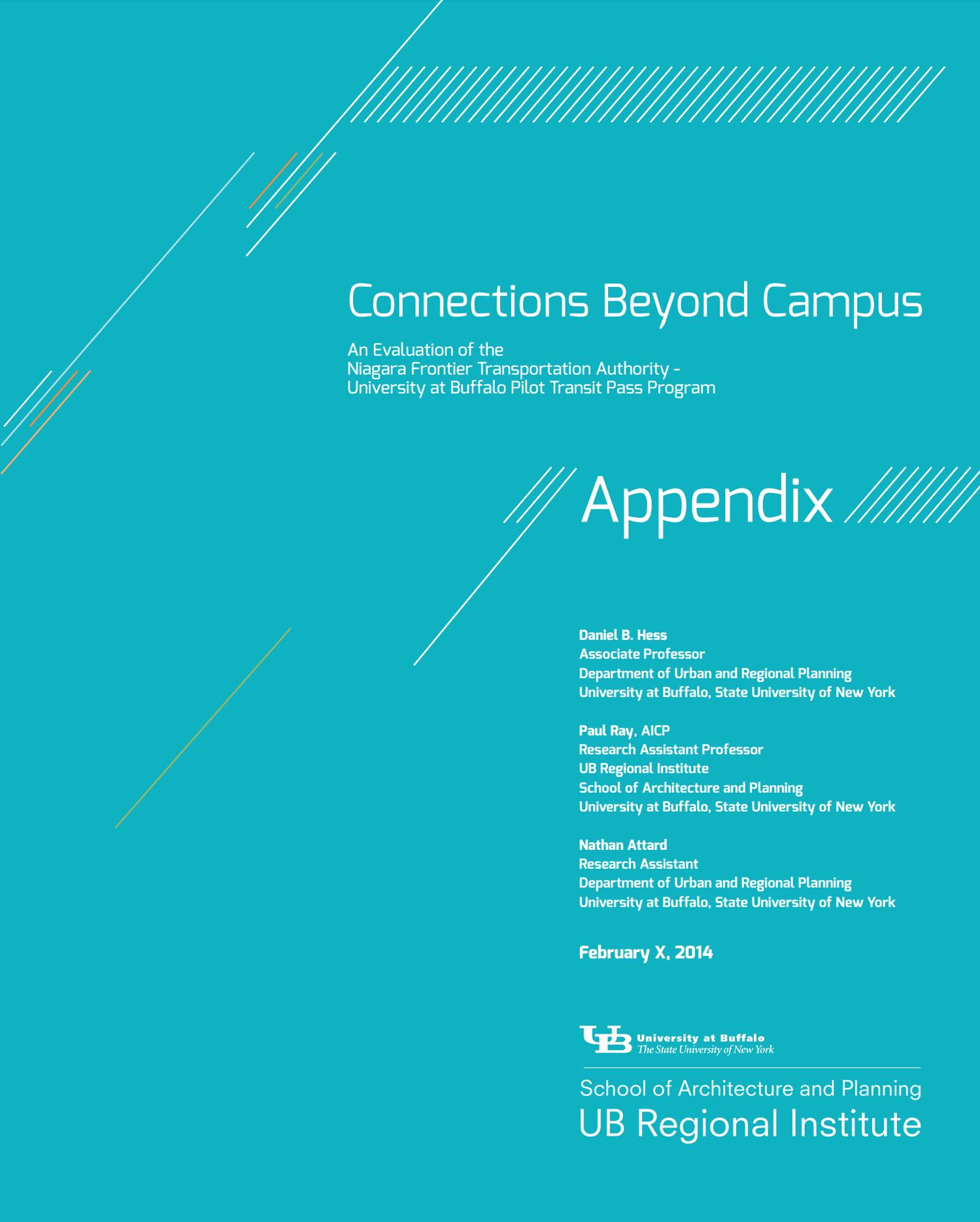


Connections Beyond Campus

An Evaluation of the
Niagara Frontier Transportation Authority -
University at Buffalo Pilot Transit Pass Program



School of Architecture and Planning
UB Regional Institute



Connections Beyond Campus

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Niagara Frontier Transportation Authority -
University at Buffalo Pilot Transit Pass Program

Appendix

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February X, 2014

 **University at Buffalo**
The State University of New York

School of Architecture and Planning
UB Regional Institute

The background image is a teal-tinted photograph of a transit station. In the foreground, a white bus is stopped at a platform. The bus has "1101" and "NFTA-METRO" written on its front, along with the website "nfta.com". The platform has a curved, ribbed roof structure. In the background, there are trees and a prominent clock tower building. The text "Appendix 1: Email Invitation to Former UB-NFTA Transit Pass Holders" is overlaid in white on the upper left portion of the image. A decorative graphic of white diagonal lines is in the top left corner, and a single white diagonal line is in the top right corner.

Appendix 1:
Email Invitation to Former UB-NFTA
Transit Pass Holders

Below is the email message sent to the 2,223 pass holders regarding the UB-NFTA transit pass program. The message was successfully received by 1,794 former pass users. Of the 1,794 possible respondents, 643 former respondents successfully completed this survey through this email, which amounts to 35.8 percent of the

Take a survey about the UB-NFTA Transit Pass Program and sustainable transportation at UB.

[Click here to take the survey](#)

This survey is conducted by researchers in the UB School of Architecture and Planning as part of an evaluation of the **UB-NFTA pilot Transit Pass Program**. You are invited to participate in the survey because you had a UB-NFTA Transit Pass at the time that the pilot program was discontinued in August, 2012. Your responses will help improve sustainable transportation planning.

A link to the survey is also available on your MyUB page under "My Opinion." If you have already responded to the survey on MyUB, your responses have been recorded. Please do not fill out the survey again.

The survey will take less than 10 minutes to complete. Please complete the survey **no later than April 19th, 2013**. At the conclusion of the survey, you may enter for a chance to win one of the following free prizes:

First Prize: iPad Mini



**Second Prize:
\$100 iTunes Gift Card**



**Third Prize:
\$50 Tim Horton's Gift Card**



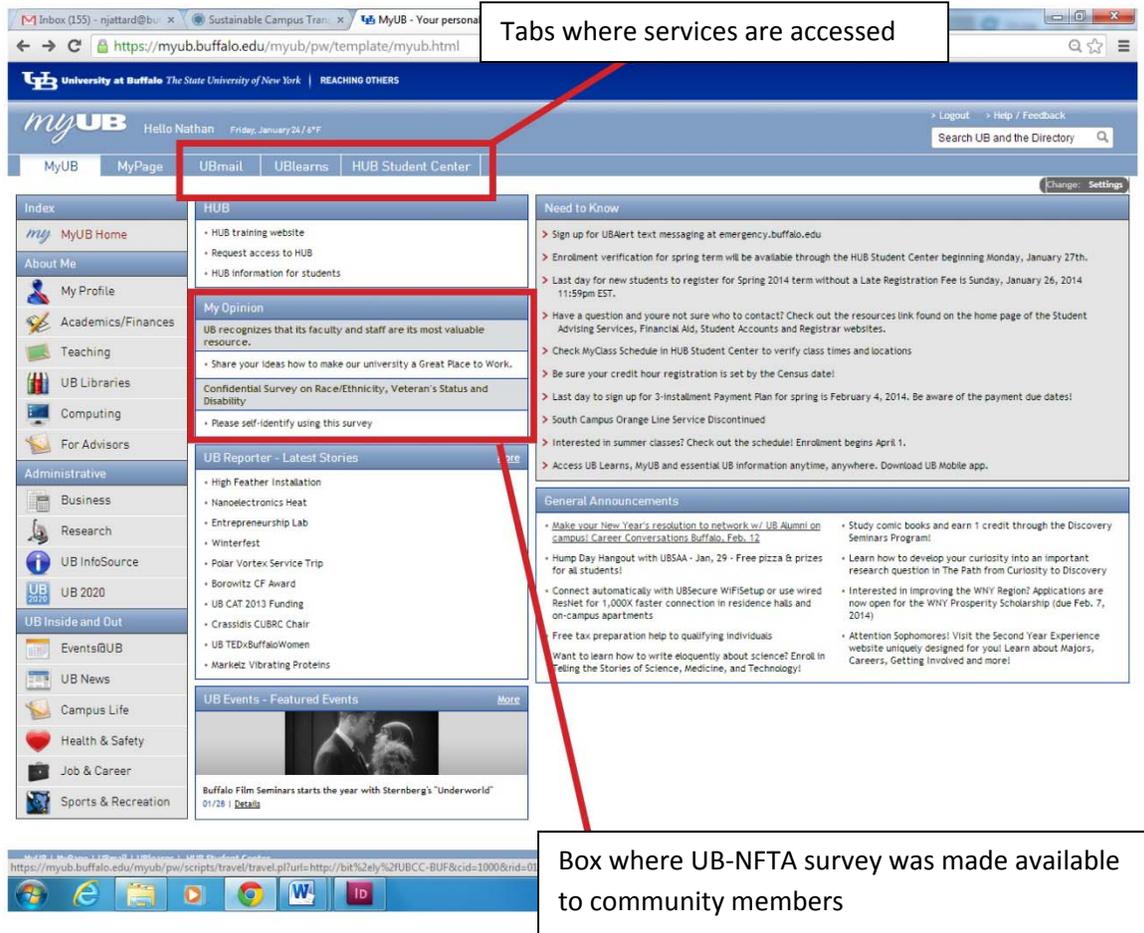
Eligibility Requirements: You may complete the survey only once. If you enter the prize drawing more than one time, you will be disqualified. Winners will be drawn at random from entrants. Notification of a win will occur by email message. Winners must collect their prizes within 10 days of notification in person and show a valid UB Card when claiming the prize if current student, faculty, or staff or other identification if now separated from UB.

University



Appendix 2: MyUB Webpage

The image below depicts the webpage on which all members of the University at Buffalo community could have accessed the UB-NFTA Survey. This page requires a UB login name and password to access, as it is the portal that UB students, faculty, and staff use to register for classes, manage courses, pay tuition and fees, access course materials, and conduct online employee trainings.





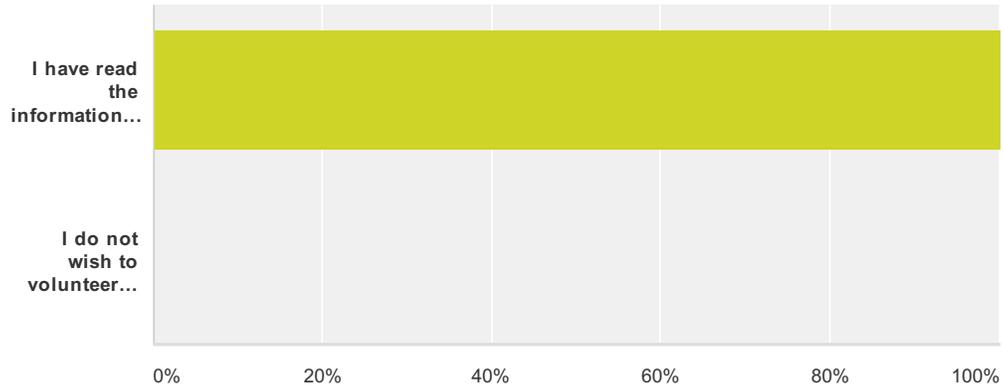
Appendix 3: Response Means, Email Survey



The survey questions on the following pages were generated using SurveyMonkey for the Active (Email) Survey. The survey was developed using a response logic tree, so that respondents were presented with only relevant questions based on their answers. Consequently, some questions have seemingly high numbers of “No Answer” responses.

Q1 Please read the consent information below before taking the survey.

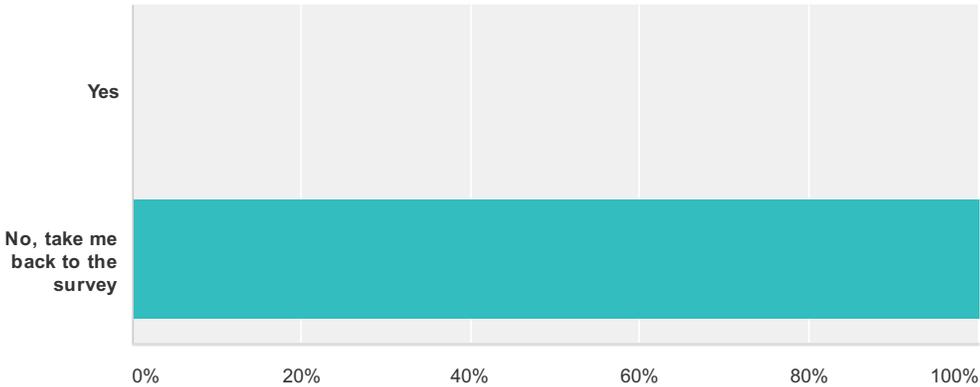
Answered: 645 Skipped: 0



Answer Choices	Responses	
I have read the information provided to me and I voluntarily agree to participate in this study.	100%	645
I do not wish to volunteer for this study.	0%	0
Total		645

Q2 Are you sure you want to exit the survey?

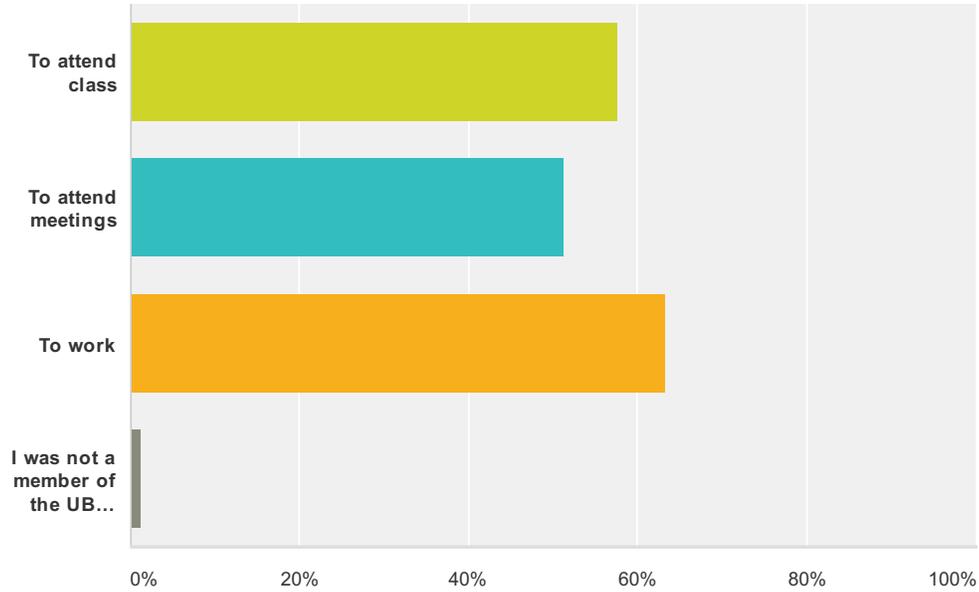
Answered: 4 Skipped: 641



Answer Choices	Responses
Yes	0% 0
No, take me back to the survey	100% 4
Total	4

Q3 Did you regularly travel to UB South or Downtown campuses during the Spring 2011, Fall 2011 and Spring 2012 semesters for any of the following reasons? (select all that apply)

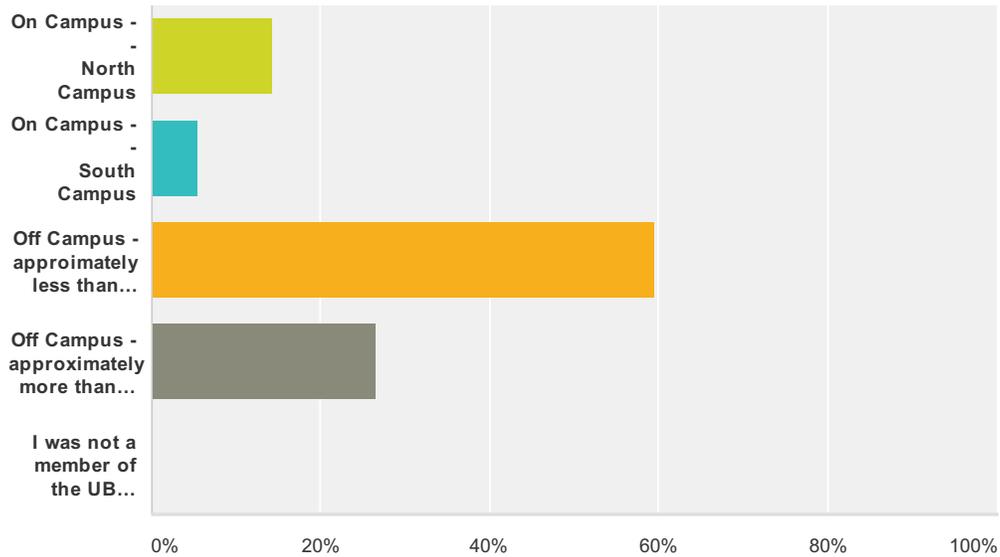
Answered: 598 Skipped: 47



Answer Choices	Responses	
To attend class	57.69%	345
To attend meetings	51.17%	306
To work	63.21%	378
I was not a member of the UB community during those semesters	1.34%	8
Total Respondents: 598		

Q4 Where did you live during the following semesters: Spring 2011, Fall 2011 and Spring 2012? (select all that apply)

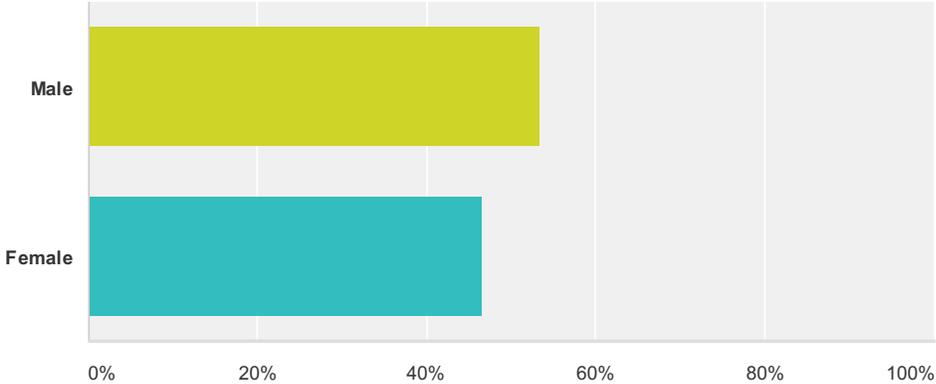
Answered: 616 Skipped: 29



Answer Choices	Responses
On Campus -- North Campus	14.29% 88
On Campus -- South Campus	5.52% 34
Off Campus - approximately less than 3/4 miles from a Metro Station	59.42% 366
Off Campus - approximately more than 3/4 miles from a metro station	26.62% 164
I was not a member of the UB community during those semesters	0% 0
Total Respondents: 616	

Q5 What is your sex?

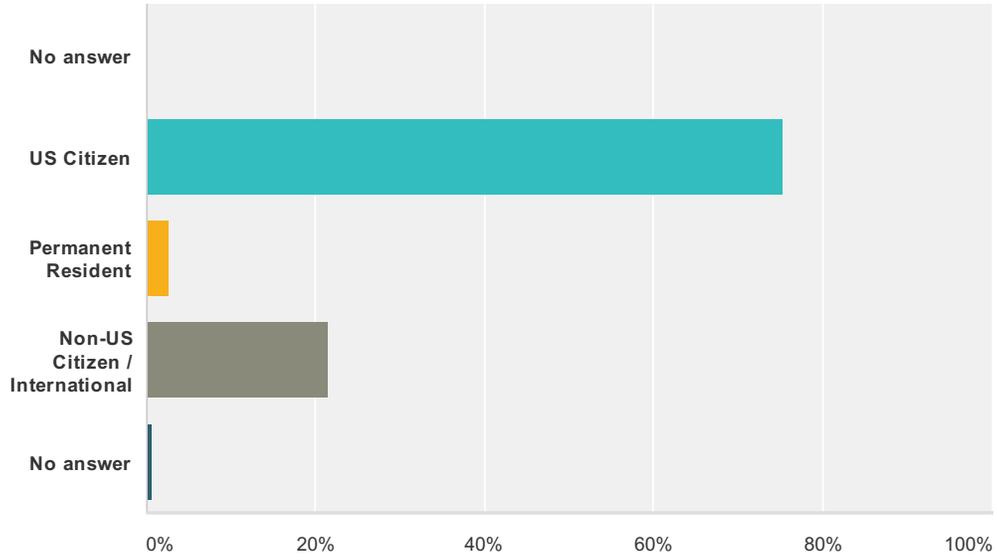
Answered: 630 Skipped: 15



Answer Choices	Responses	
Male	53.33%	336
Female	46.67%	294
Total		630

Q6 What is your citizenship?

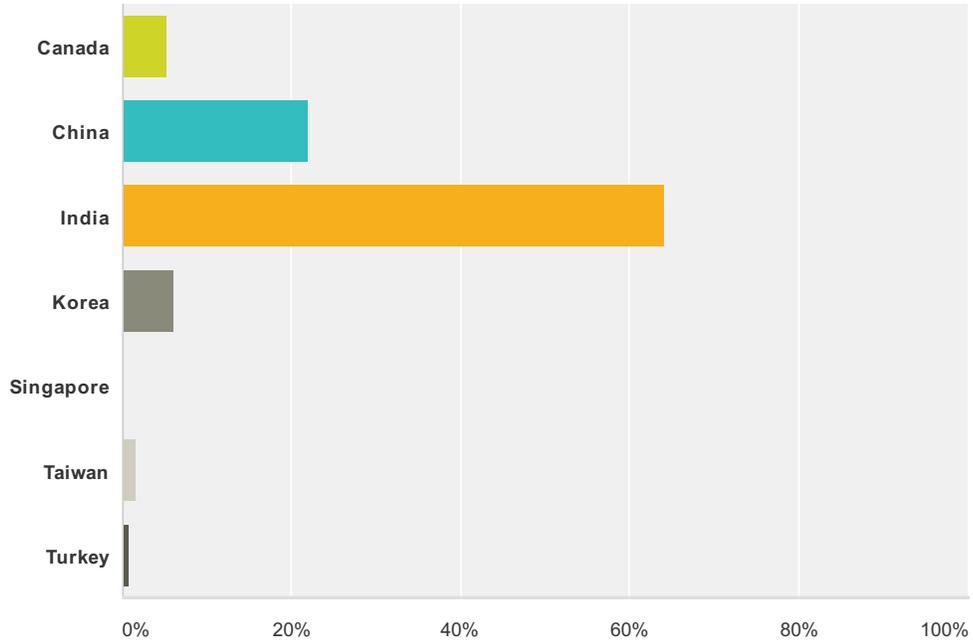
Answered: 639 Skipped: 6



Answer Choices	Responses
No answer	0% 0
US Citizen	75.27% 481
Permanent Resident	2.66% 17
Non-US Citizen / International	21.44% 137
No answer	0.63% 4
Total	639

Q7 What country are you originally from?

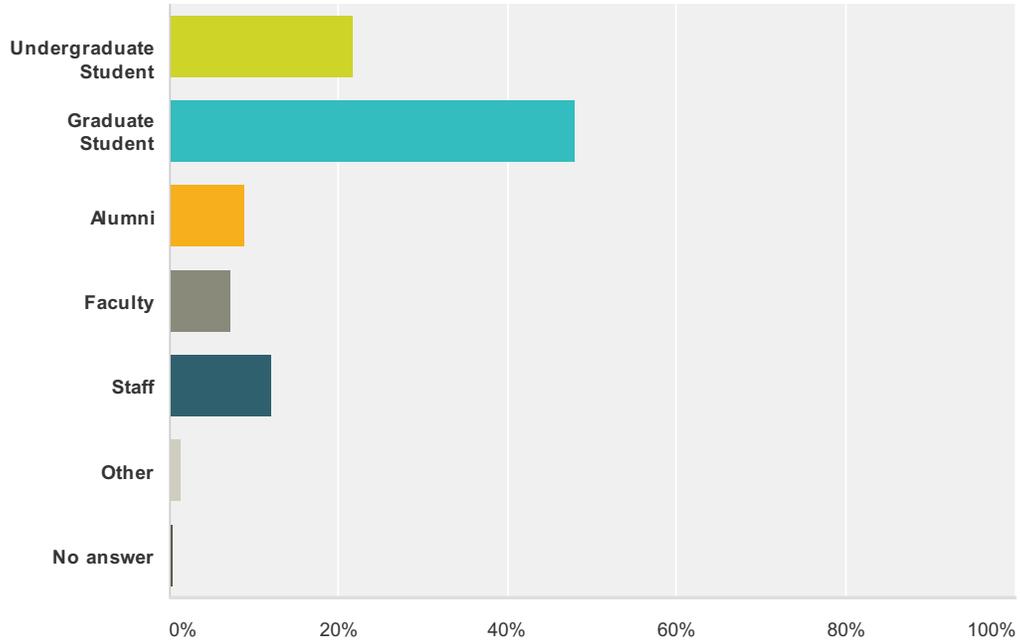
Answered: 114 Skipped: 531



Answer Choices	Responses
Canada	5.26% 6
China	21.93% 25
India	64.04% 73
Korea	6.14% 7
Singapore	0% 0
Taiwan	1.75% 2
Turkey	0.88% 1
Total	114

Q8 What is your current affiliation with UB?

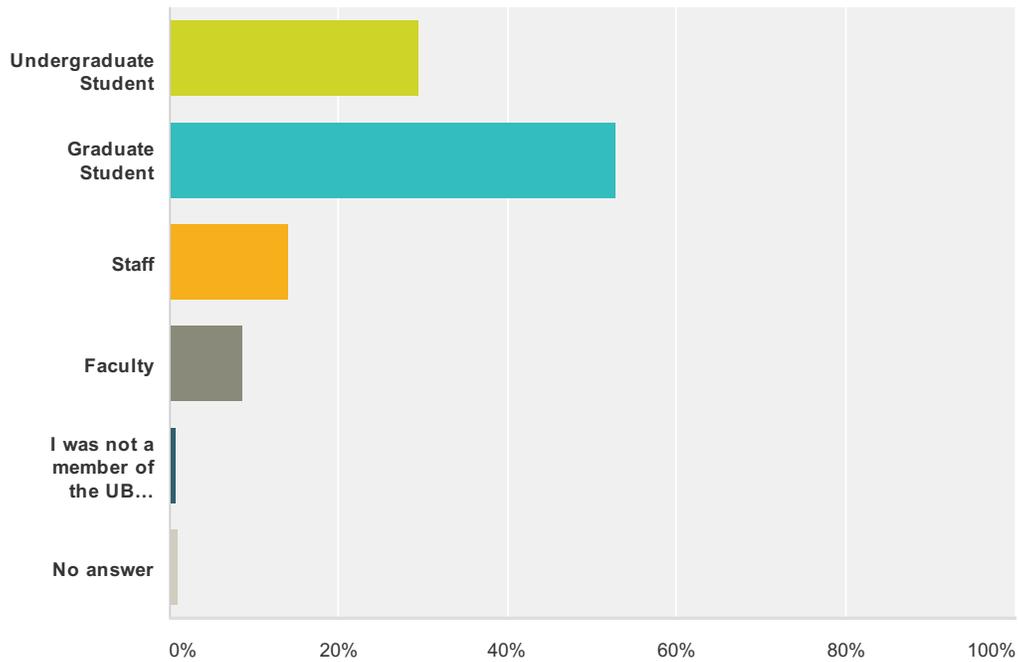
Answered: 635 Skipped: 10



Answer Choices	Responses	Count
Undergraduate Student	21.73%	138
Graduate Student	48.03%	305
Alumni	8.82%	56
Faculty	7.40%	47
Staff	12.13%	77
Other	1.42%	9
No answer	0.47%	3
Total		635

Q9 What was your affiliation at UB during the following semesters: Spring 2011, Fall 2011 or Spring 2012 (click all that apply)?

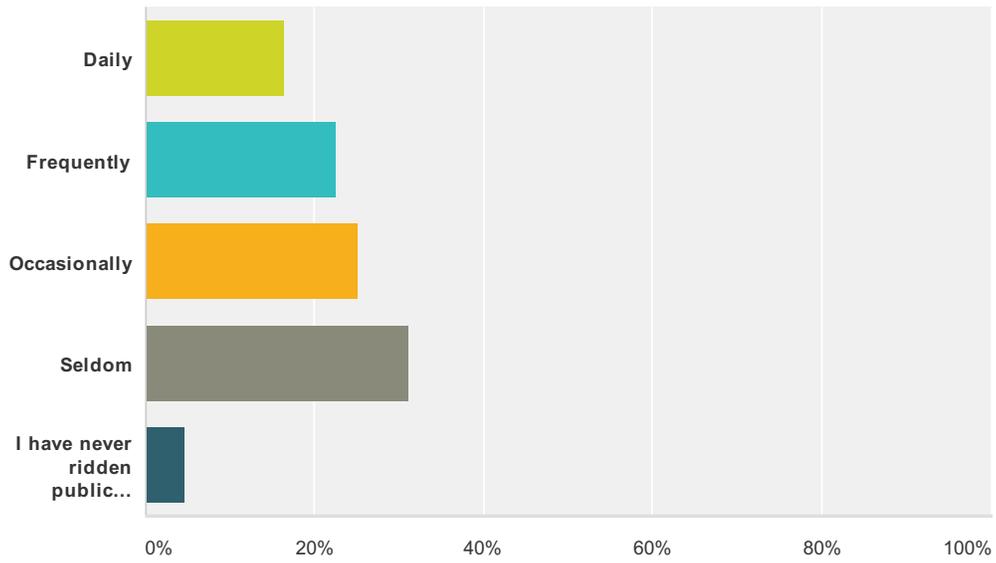
Answered: 638 Skipped: 7



Answer Choices	Responses	
Undergraduate Student	29.47%	188
Graduate Student	52.82%	337
Staff	14.11%	90
Faculty	8.62%	55
I was not a member of the UB community during those semesters	0.94%	6
No answer	1.10%	7
Total Respondents: 638		

Q10 Before your time at UB, how often did you use public transportation (train or bus)?

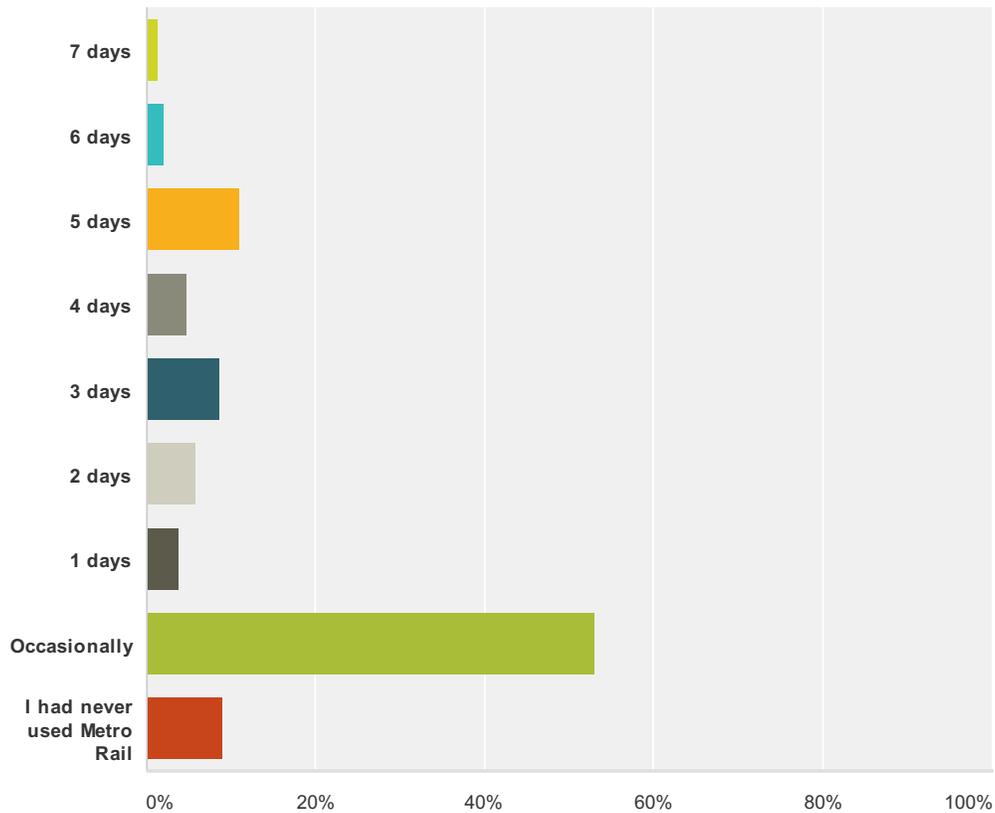
Answered: 621 Skipped: 24



Answer Choices	Responses
Daily	16.43% 102
Frequently	22.54% 140
Occasionally	25.12% 156
Seldom	31.24% 194
I have never ridden public transportation before	4.67% 29
Total	621

Q11 Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA’s Metro Rail?

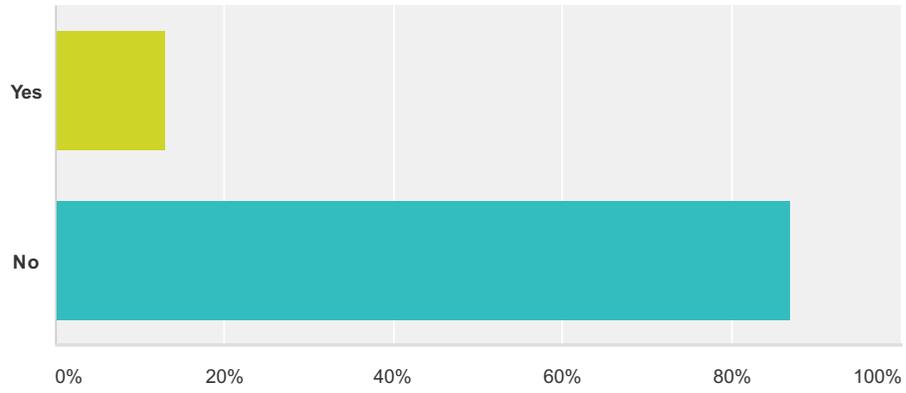
Answered: 620 Skipped: 25



Answer Choices	Responses
7 days	1.45% 9
6 days	2.10% 13
5 days	11.13% 69
4 days	5% 31
3 days	8.71% 54
2 days	5.81% 36
1 days	3.87% 24
Occasionally	52.90% 328
I had never used Metro Rail	9.03% 56
Total	620

Q12 Before receiving the free UB-NFTA Transit Pass, did you regularly buy a monthly NFTA pass for Metro Rail and Metro Bus?

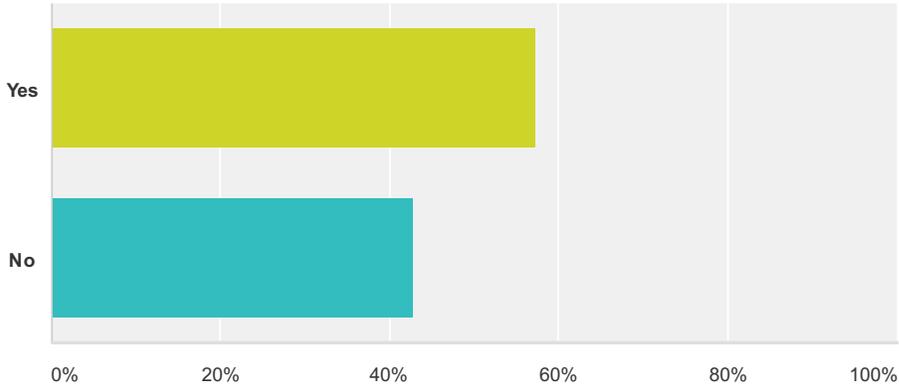
Answered: 617 Skipped: 28



Answer Choices	Responses
Yes	13.13% 81
No	86.87% 536
Total	617

Q13 Before receiving the free UB-NFTA Transit Pass, did you have access to a personal vehicle?

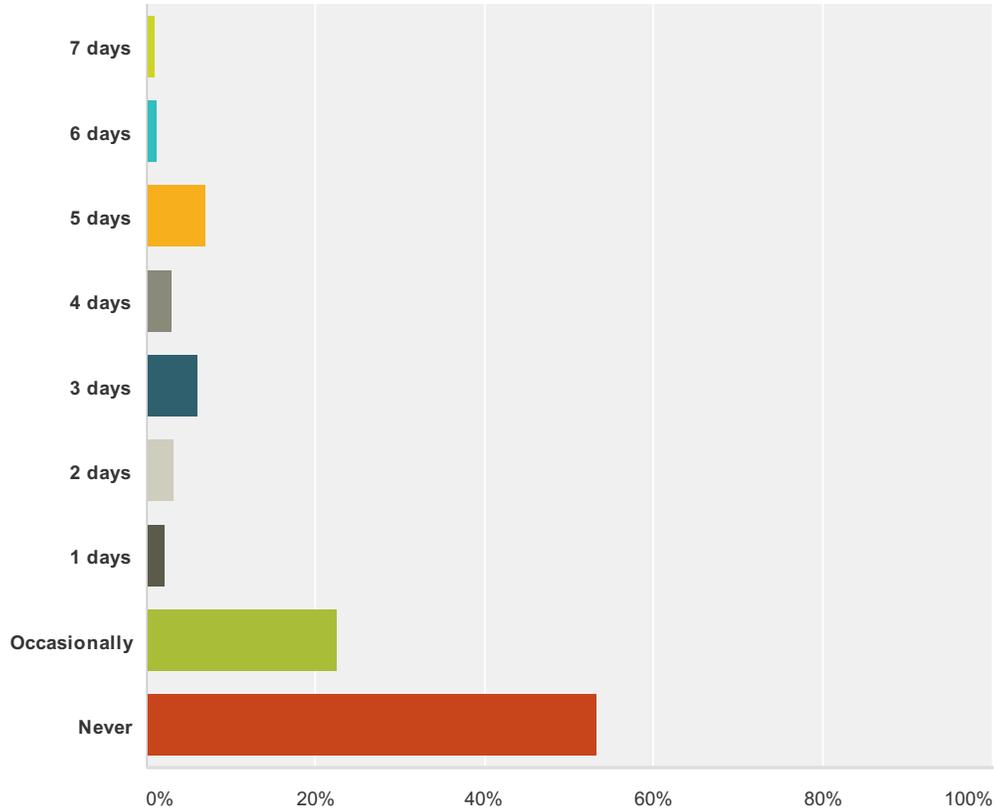
Answered: 619 Skipped: 26



Answer Choices	Responses	
Yes	57.19%	354
No	42.81%	265
Total		619

Q14 Before receiving the free UB-NFTA Transit Pass, how many days per week on average did you ride the “Blue line” shuttle bus operated by UB between South Campus and the Downtown Campus?

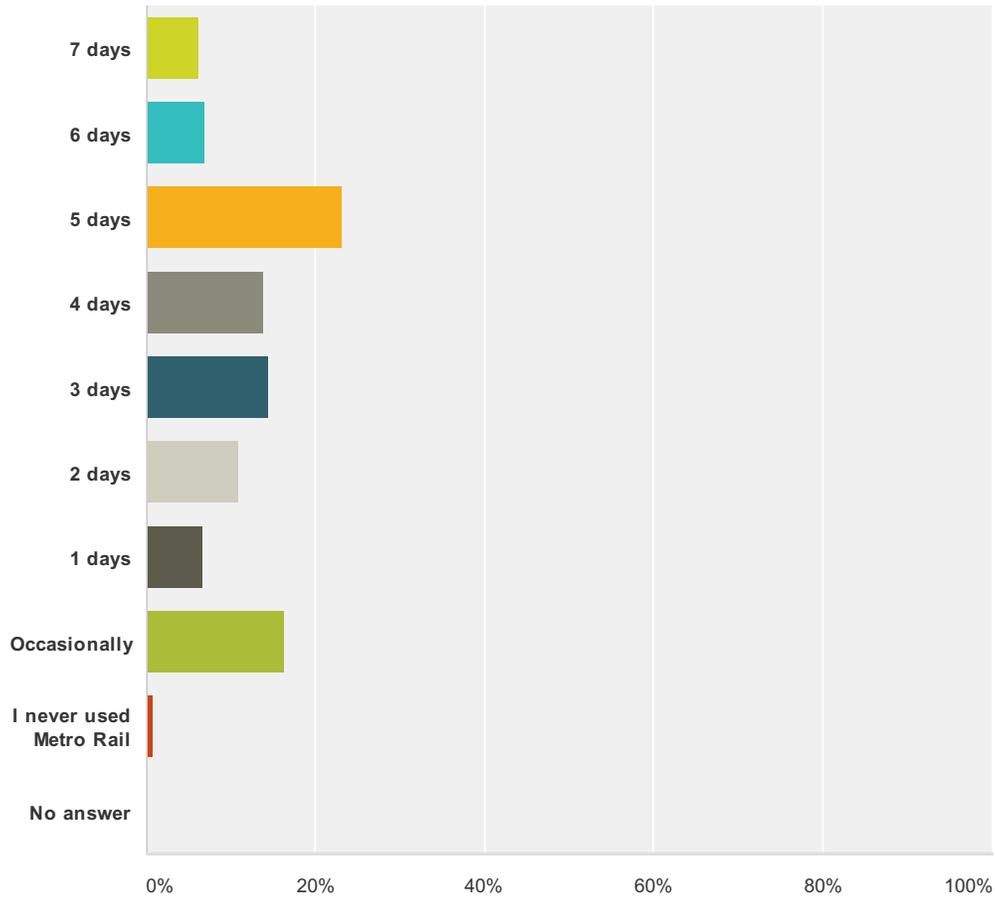
Answered: 620 Skipped: 25



Answer Choices	Responses
7 days	1.13% 7
6 days	1.29% 8
5 days	7.10% 44
4 days	3.06% 19
3 days	6.13% 38
2 days	3.23% 20
1 days	2.26% 14
Occasionally	22.58% 140
Never	53.23% 330
Total	620

Q15 After receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA's Metro Rail?

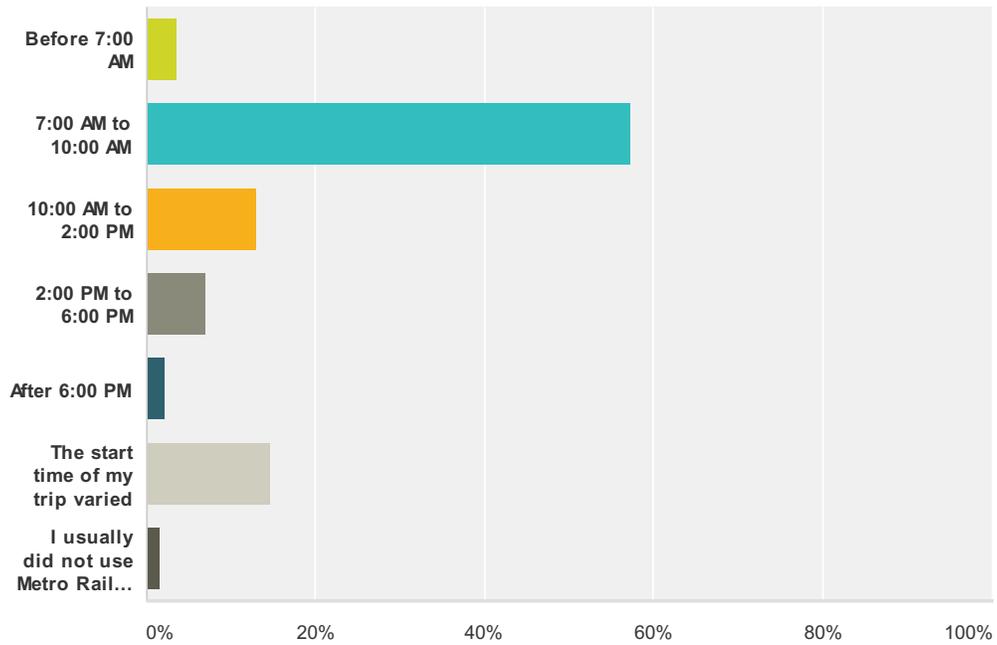
Answered: 616 Skipped: 29



Answer Choices	Responses
7 days	6.33% 39
6 days	6.82% 42
5 days	23.21% 143
4 days	13.96% 86
3 days	14.61% 90
2 days	10.88% 67
1 days	6.66% 41
Occasionally	16.23% 100
I never used Metro Rail	0.97% 6
No answer	0.32% 2
Total	616

Q16 At what time did you most frequently begin your first trip of the day?

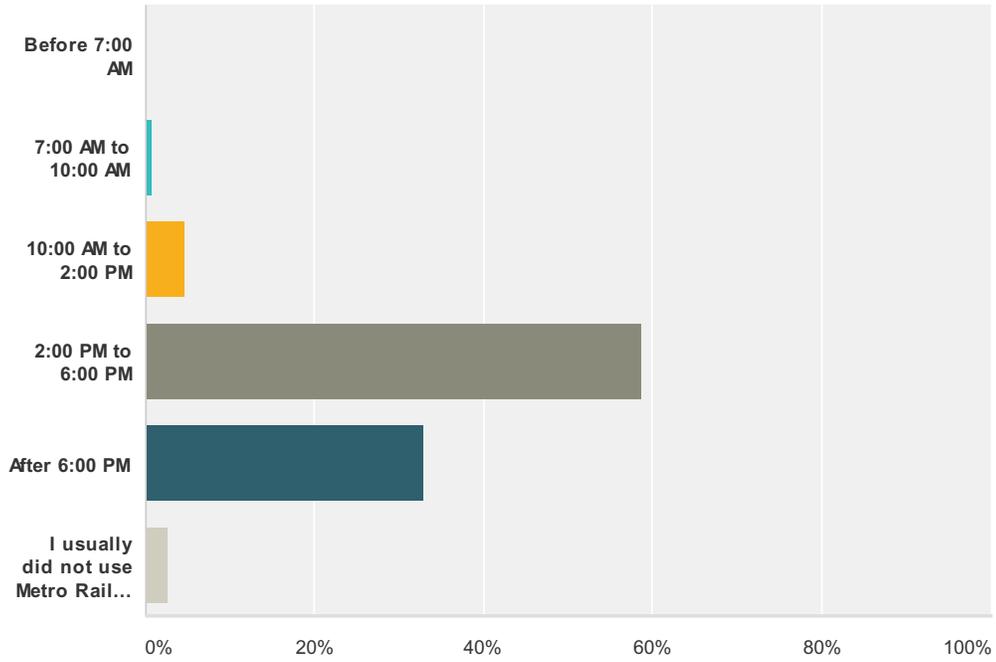
Answered: 616 Skipped: 29



Answer Choices	Responses
Before 7:00 AM	3.73% 23
7:00 AM to 10:00 AM	57.14% 352
10:00 AM to 2:00 PM	13.15% 81
2:00 PM to 6:00 PM	7.14% 44
After 6:00 PM	2.27% 14
The start time of my trip varied	14.77% 91
I usually did not use Metro Rail to commute to my destination	1.79% 11
Total	616

Q17 At what time did you most frequently begin your return trip?

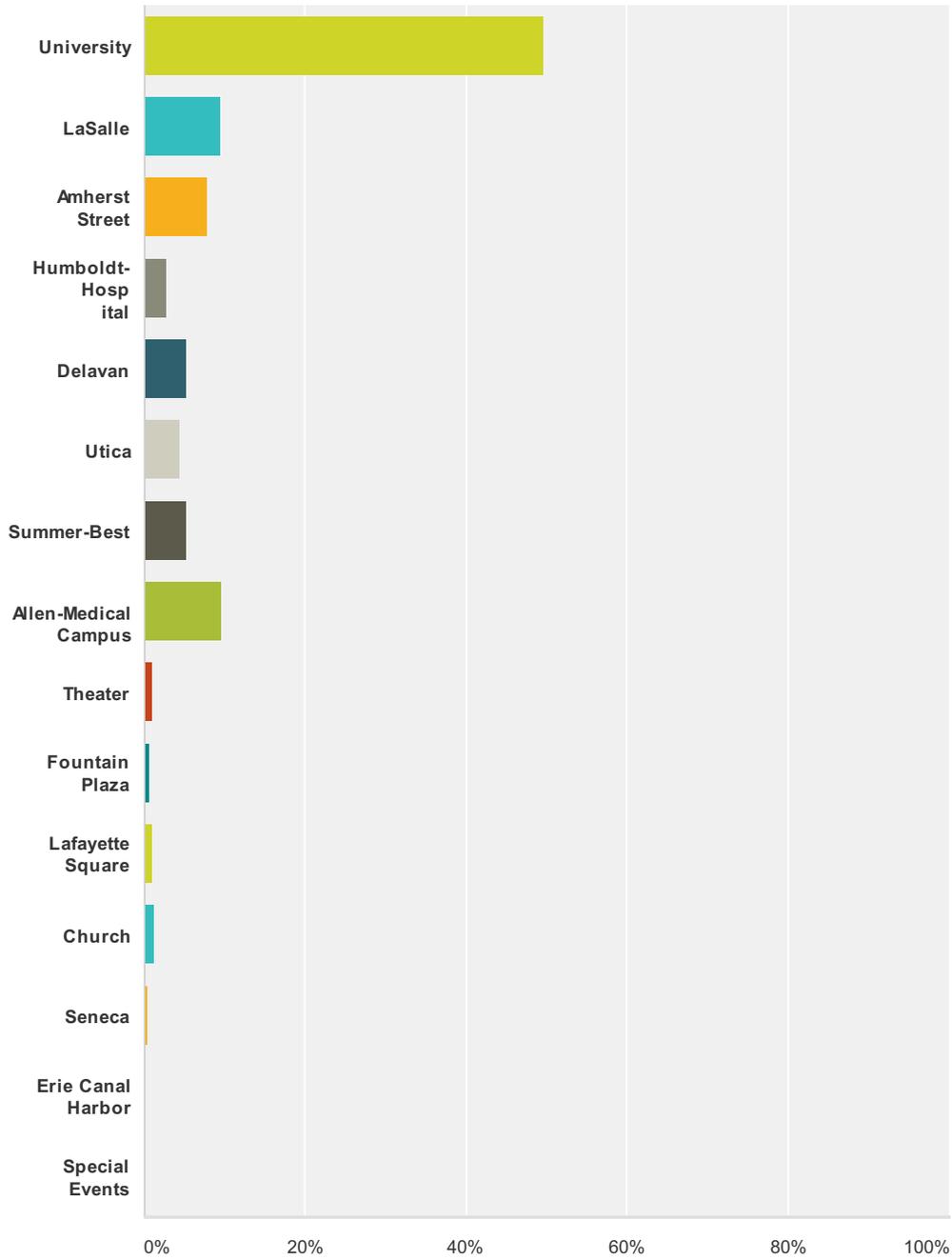
Answered: 613 Skipped: 32



Answer Choices	Responses
Before 7:00 AM	0% 0
7:00 AM to 10:00 AM	0.98% 6
10:00 AM to 2:00 PM	4.73% 29
2:00 PM to 6:00 PM	58.56% 359
After 6:00 PM	32.95% 202
I usually did not use Metro Rail for my return trip	2.77% 17
Total	613

Q18 What Metro Rail station did you most frequently use to begin your first trip of the day?

Answered: 614 Skipped: 31



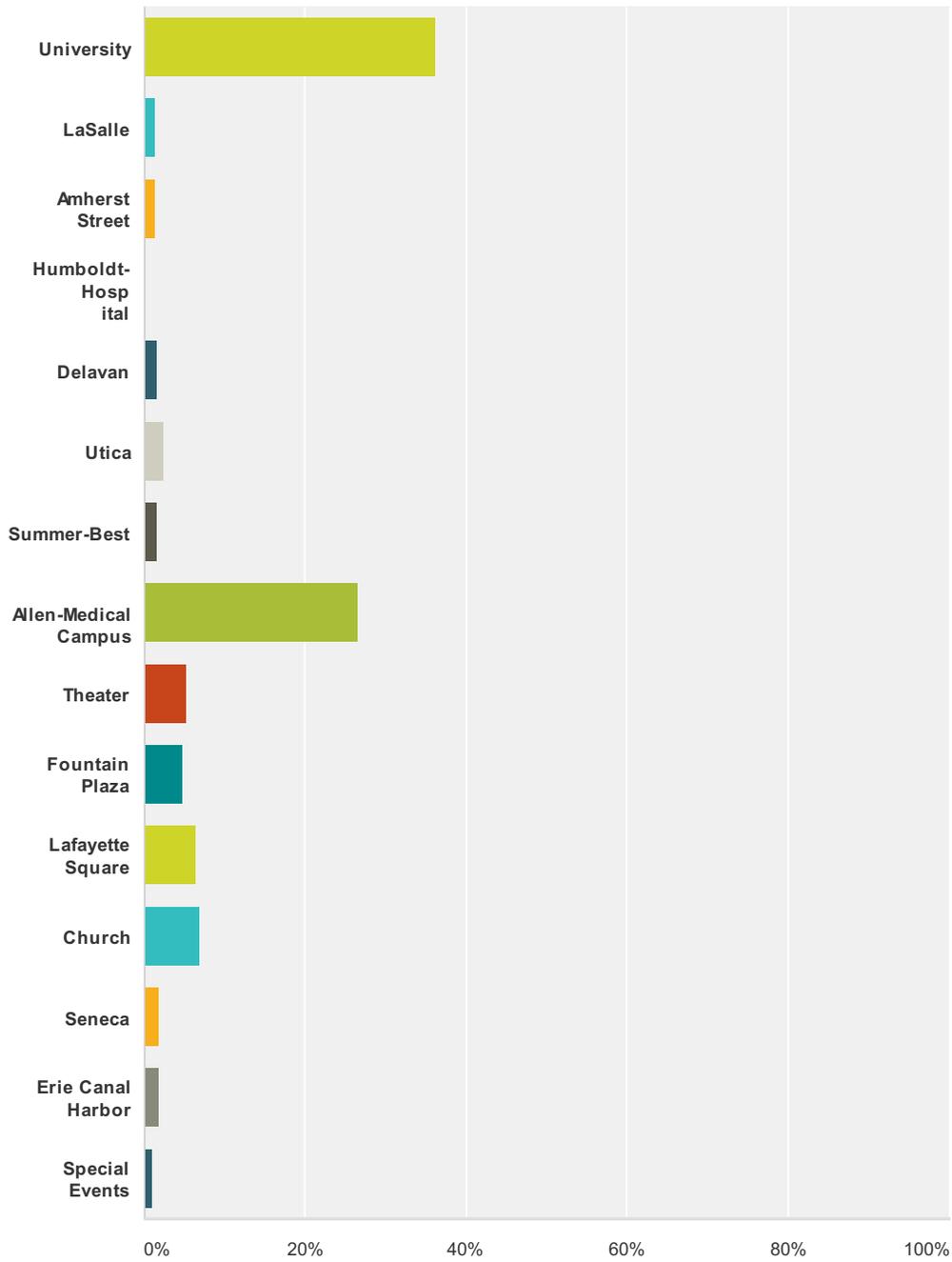
Answer Choices	Responses
University	49.51% 304
LaSalle	9.45% 58
Amherst Street	7.98% 49
Humboldt-Hospital	2.93% 18
Delavan	5.21% 32
Utica	4.56% 24

UB-NFTA Transit Pass Program Survey (Email)

Summer-Best	5.21%	32
Allen-Medical Campus	9.77%	60
Theater	1.14%	7
Fountain Plaza	0.65%	4
Lafayette Square	1.14%	7
Church	1.30%	8
Seneca	0.49%	3
Erie Canal Harbor	0.33%	2
Special Events	0.33%	2
Total		614

Q19 What Metro Rail station did you most frequently use for your return trip?

Answered: 612 Skipped: 33



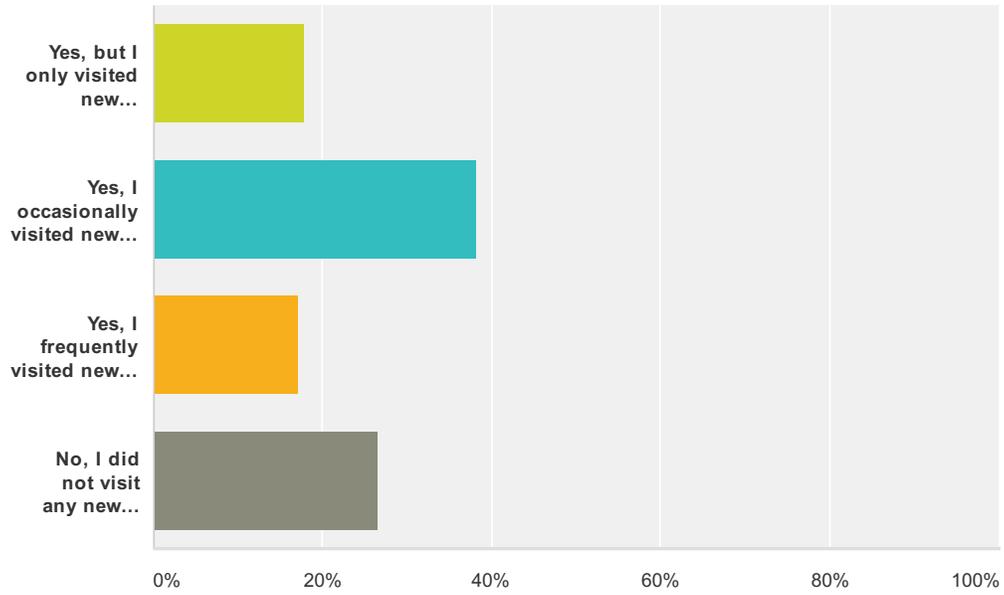
Answer Choices	Responses
University	36.11% 221
LaSalle	1.47% 9
Amherst Street	1.47% 9
Humboldt-Hospital	0.33% 2
Delavan	1.63% 10
Utica	2.45% 15

UB-NFTA Transit Pass Program Survey (Email)

Summer-Best	1.63%	10
Allen-Medical Campus	26.63%	163
Theater	5.23%	32
Fountain Plaza	4.90%	30
Lafayette Square	6.54%	40
Church	6.86%	42
Seneca	1.80%	11
Erie Canal Harbor	1.80%	11
Special Events	1.14%	7
Total		612

Q20 After receiving the UB-NFTA Transit Pass, did you use Metro Rail for travel to destinations you had not previously traveled to?

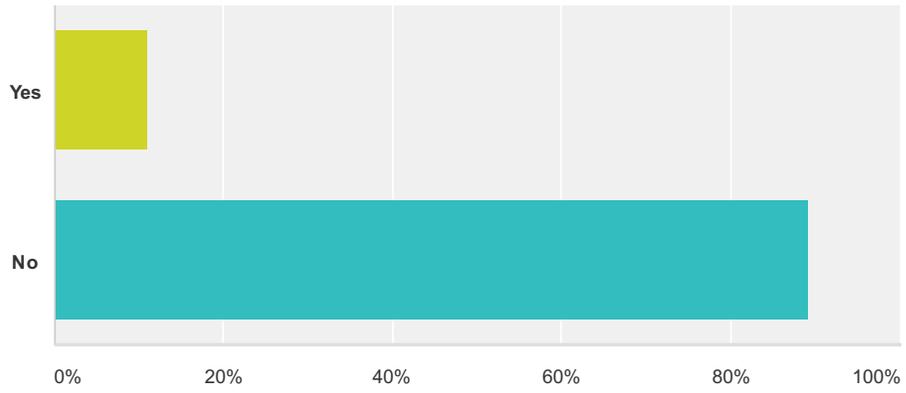
Answered: 605 Skipped: 40



Answer Choices	Responses	
Yes, but I only visited new destinations once or twice	18.02%	109
Yes, I occasionally visited new destinations	38.18%	231
Yes, I frequently visited new destinations	17.19%	104
No, I did not visit any new destinations	26.61%	161
Total		605

Q21 After receiving the free UB-NFTA Transit Pass, did you stop owning a personal vehicle?

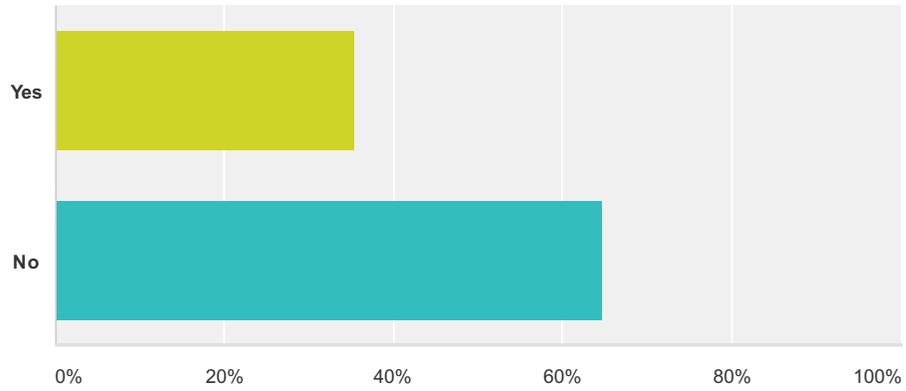
Answered: 581 Skipped: 64



Answer Choices	Responses
Yes	11.02% 64
No	88.98% 517
Total	581

Q22 If you did not own a vehicle before the pass, did you put off purchasing a vehicle (to a later date) because you received the free UB-NFTA Transit Pass?

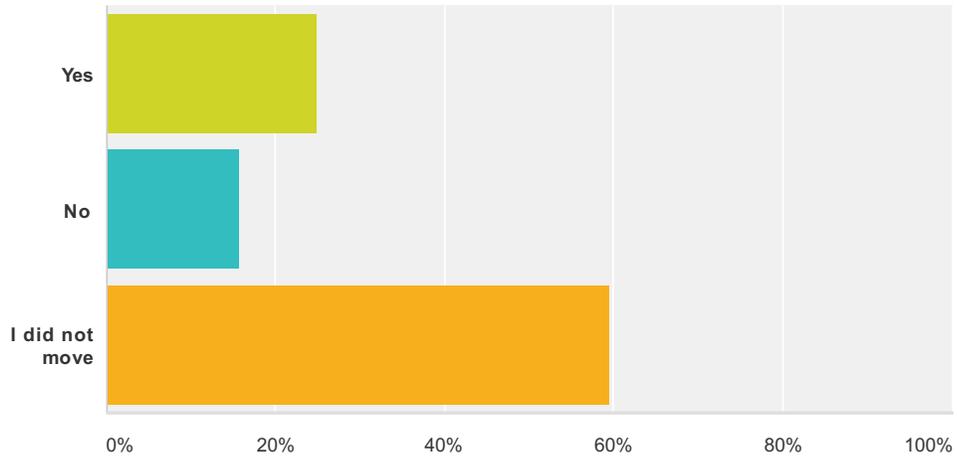
Answered: 449 Skipped: 196



Answer Choices	Responses
Yes	35.41% 159
No	64.59% 290
Total	449

Q23 If you moved at any time between Spring 2011 and Summer 2012, did having the UB-NFTA Transit Pass influence where you moved?

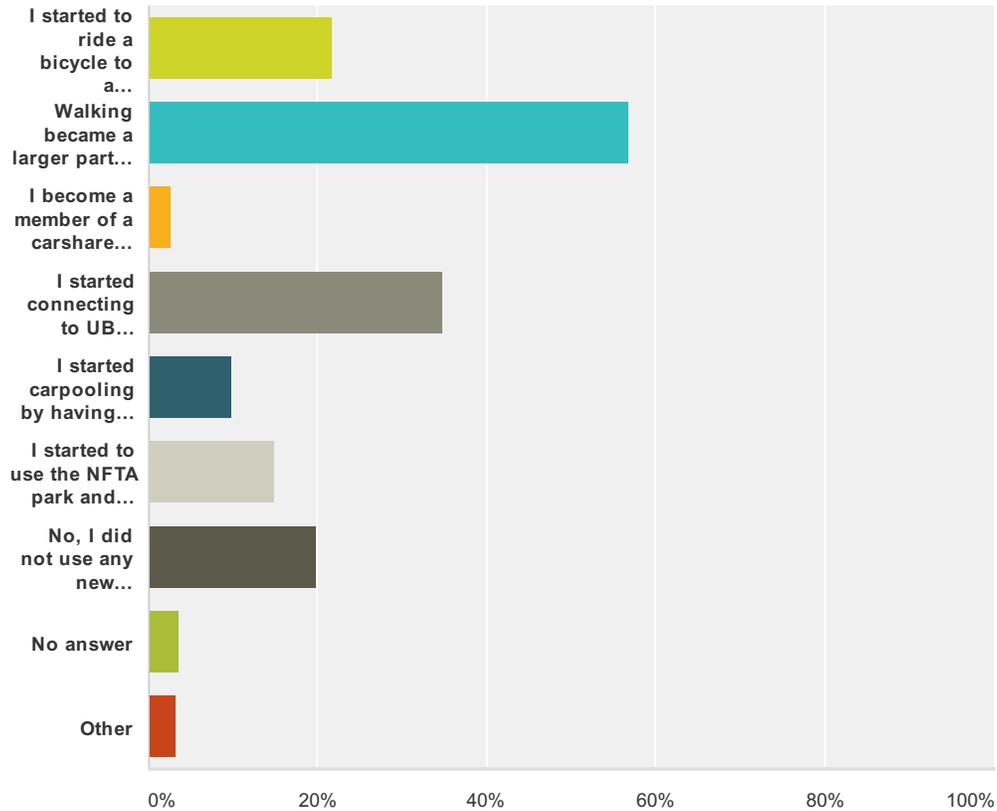
Answered: 601 Skipped: 44



Answer Choices	Responses
Yes	24.96% 150
No	15.64% 94
I did not move	59.40% 357
Total	601

Q24 After receiving the free UB-NFTA Transit Pass, did you begin to use any new transportation options? (Click all that apply)

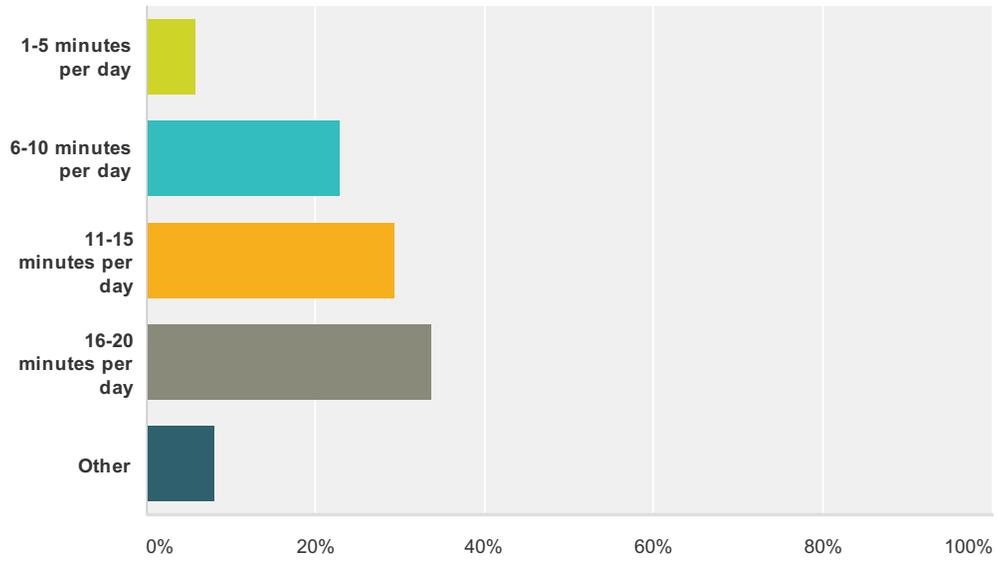
Answered: 610 Skipped: 35



Answer Choices	Responses
I started to ride a bicycle to a Metro Rail station	21.80% 133
Walking became a larger part of my commute	56.72% 346
I became a member of a carshare organization (Zip Car or Buffalo Carshare)	2.79% 17
I started connecting to UB stampede at University Station	34.75% 212
I started carpooling by having someone pick me up or drop me off at a Metro Rail Station	9.84% 60
I started to use the NFTA park and ride lots at LaSalle and University stations	14.92% 91
No, I did not use any new transportation options	19.84% 121
No answer	3.77% 23
Other	3.28% 20
Total Respondents: 610	

Q25 After receiving the UB-NFTA Transit Pass, how many additional minutes per day on average did you spend walking or biking?

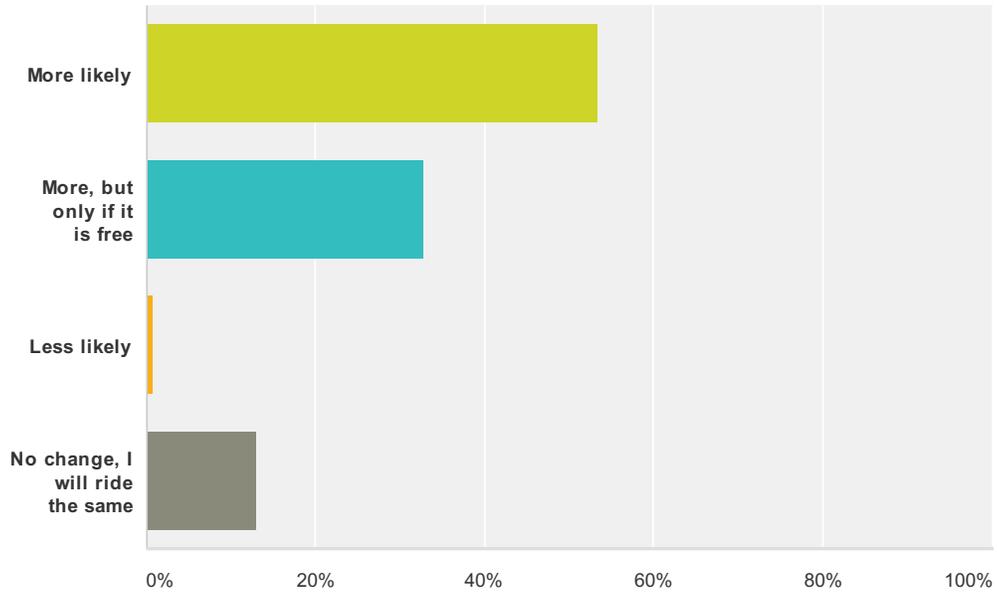
Answered: 374 Skipped: 271



Answer Choices	Responses	Count
1-5 minutes per day	5.88%	22
6-10 minutes per day	22.99%	86
11-15 minutes per day	29.41%	110
16-20 minutes per day	33.69%	126
Other	8.02%	30
Total		374

Q26 After your experience using the free UB-NFTA Transit Pass, will you be more, or less, likely to ride public transportation in the future (where ever you may be living)?

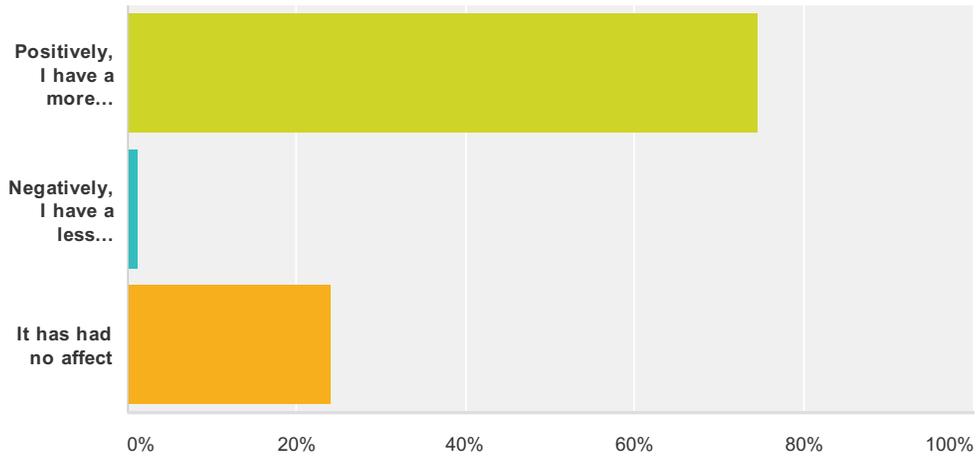
Answered: 606 Skipped: 39



Answer Choices	Responses
More likely	53.30% 323
More, but only if it is free	32.67% 198
Less likely	0.83% 5
No change, I will ride the same	13.20% 80
Total	606

Q27 How has your experience using the UB-NFTA Transit Pass affected your perception of public transportation?

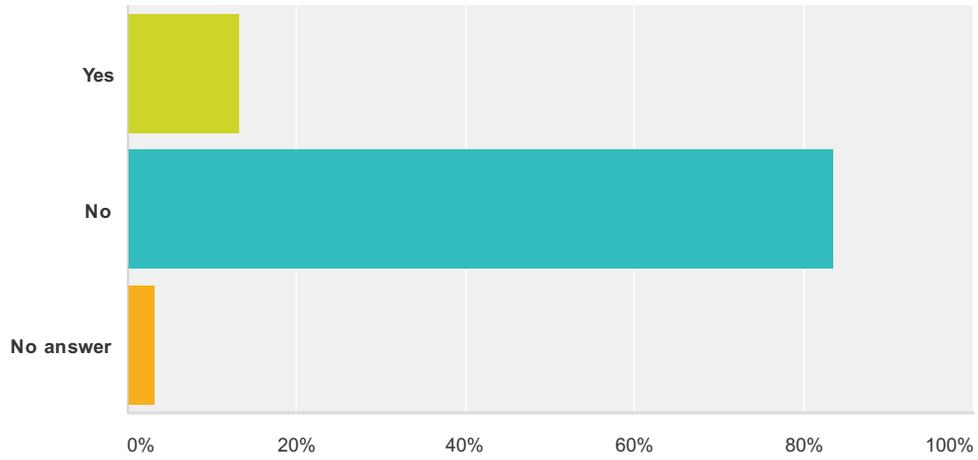
Answered: 593 Skipped: 52



Answer Choices	Responses	
Positively, I have a more favorable view of public transportation now	74.54%	442
Negatively, I have a less favorable view of public transportation now	1.35%	8
It has had no affect	24.11%	143
Total		593

Q28 Since the free UB-NFTA Transit Pass program concluded in August 2012, have you purchased a prepaid monthly NFTA pass?

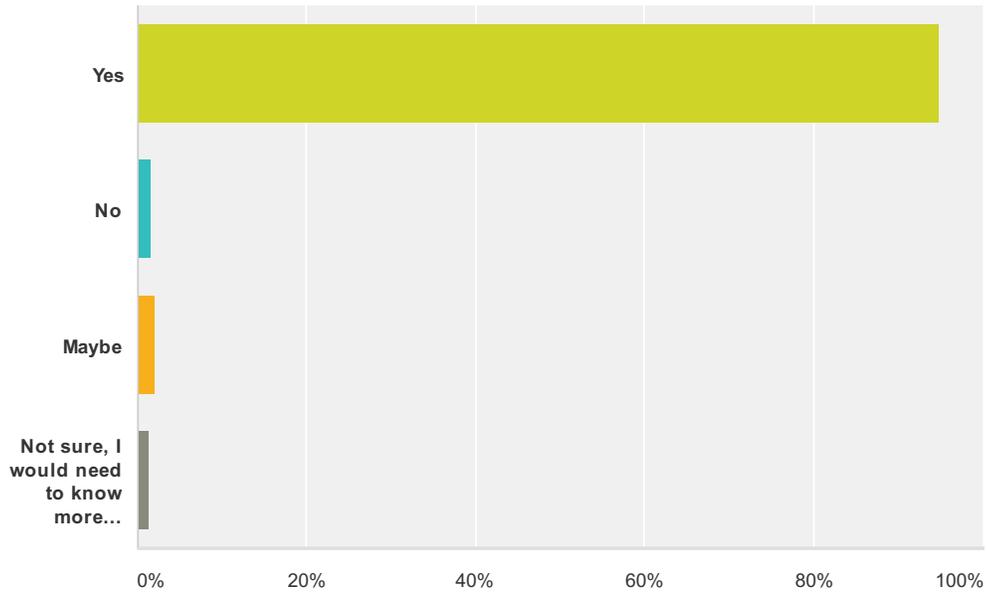
Answered: 605 Skipped: 40



Answer Choices	Responses
Yes	13.22% 80
No	83.47% 505
No answer	3.31% 20
Total	605

Q29 Would you be interested in receiving a free UB-NFTA Transit Pass if the program returned?

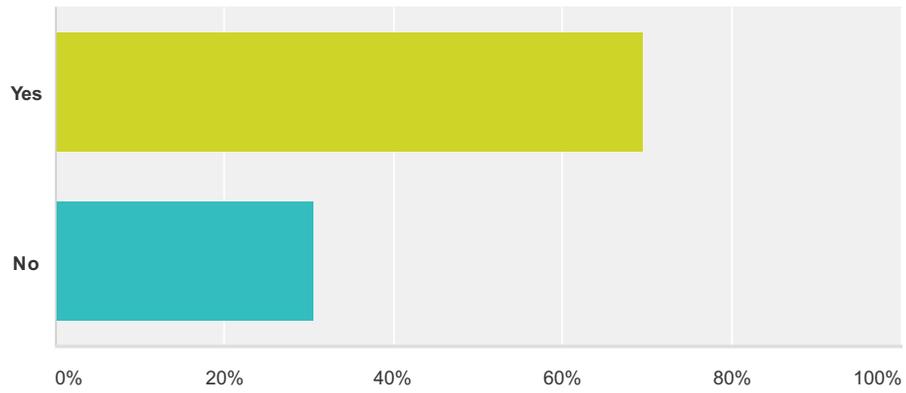
Answered: 620 Skipped: 25



Answer Choices	Responses	
Yes	94.68%	587
No	1.77%	11
Maybe	2.10%	13
Not sure, I would need to know more about the program	1.45%	9
Total		620

Q30 Do you own or have access to a motor vehicle (car, truck, motorcycle, etc.)

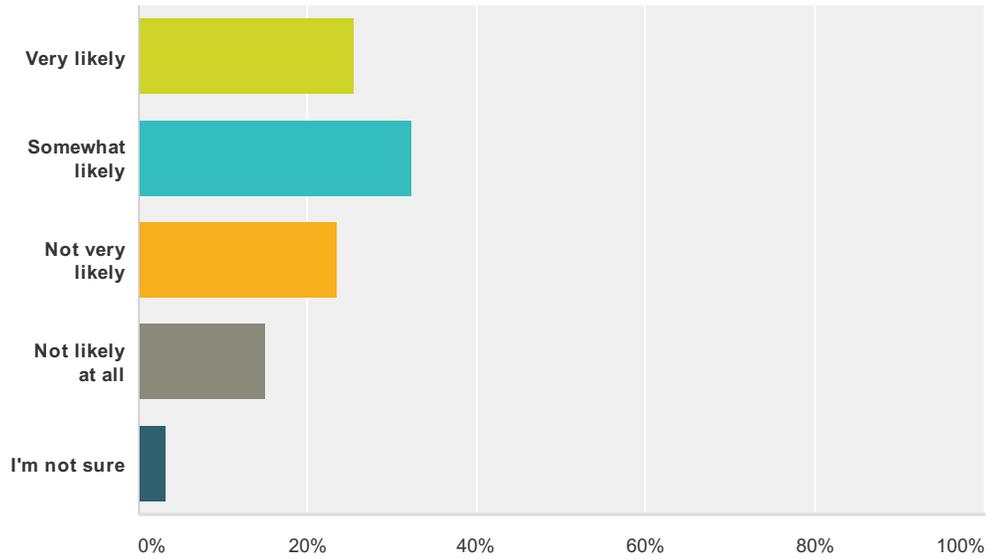
Answered: 620 Skipped: 25



Answer Choices	Responses	
Yes	69.35%	430
No	30.65%	190
Total		620

Q31 If you were to receive a free UB-NFTA Transit Pass, how likely would you be to stop using a motor vehicle?

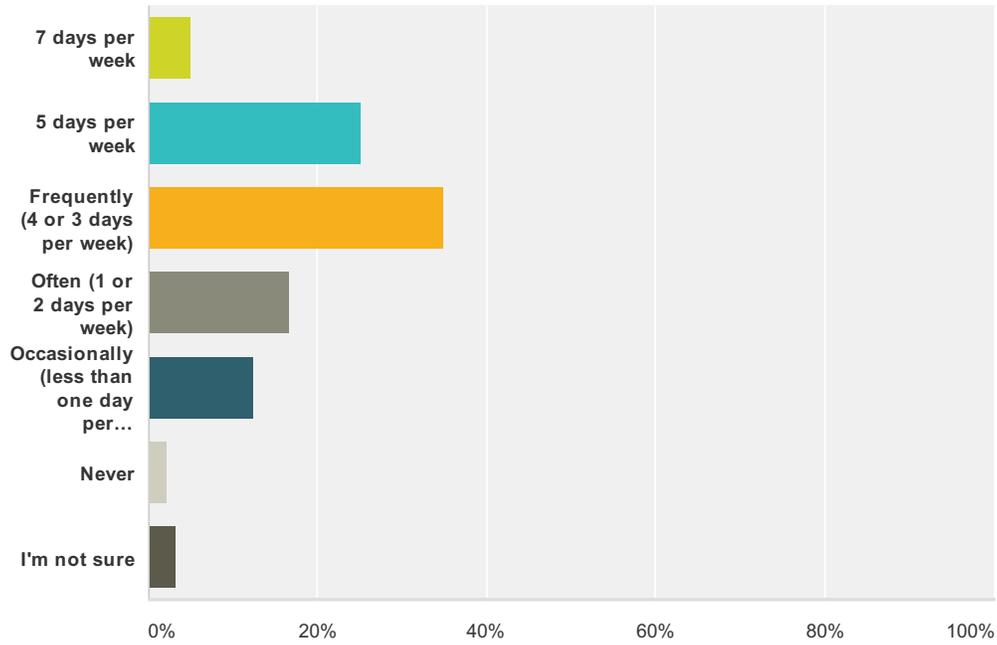
Answered: 429 Skipped: 216



Answer Choices	Responses
Very likely	25.64% 110
Somewhat likely	32.40% 139
Not very likely	23.54% 101
Not likely at all	15.15% 65
I'm not sure	3.26% 14
Total	429

Q32 If you were to receive a free UB-NFTA Transit Pass but still use a motor vehicle, how often do you think you would ride Metro Rail to school or work?

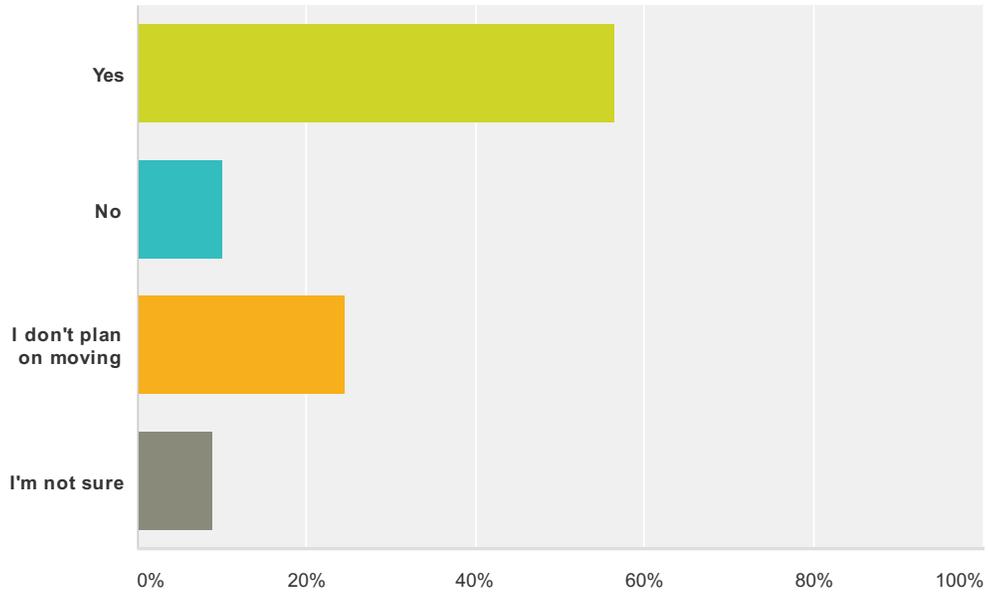
Answered: 430 Skipped: 215



Answer Choices	Responses
7 days per week	5.12% 22
5 days per week	25.12% 108
Frequently (4 or 3 days per week)	34.88% 150
Often (1 or 2 days per week)	16.74% 72
Occasionally (less than one day per week)	12.56% 54
Never	2.33% 10
I'm not sure	3.26% 14
Total	430

Q33 If you are considering moving in the future, would having a free UB-NFTA Transit Pass influence your decision about a new location?

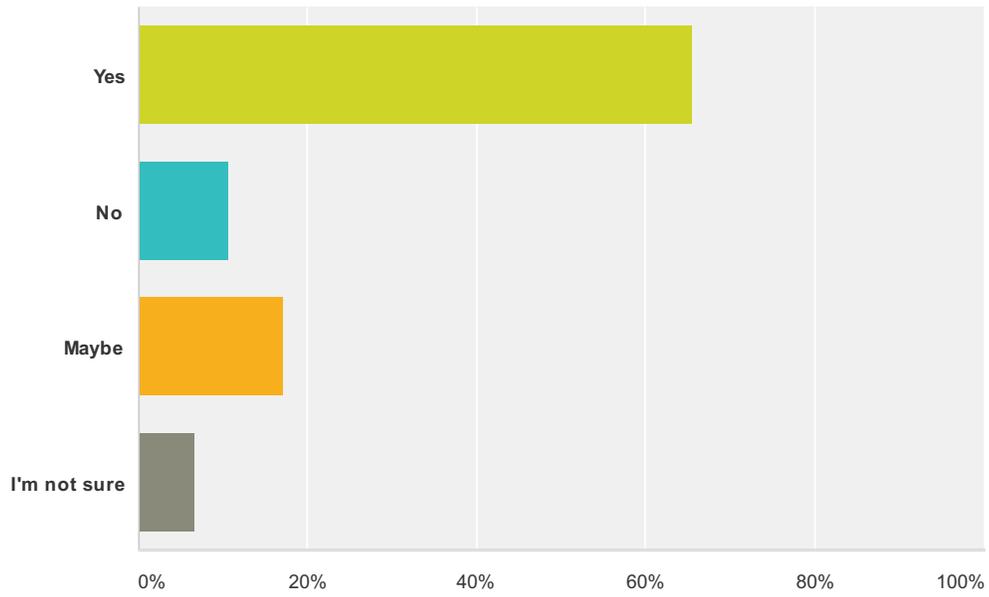
Answered: 615 Skipped: 30



Answer Choices	Responses	
Yes	56.42%	347
No	10.08%	62
I don't plan on moving	24.55%	151
I'm not sure	8.94%	55
Total		615

Q34 In choosing a new place to live, is its location from a Metro Rail station important?

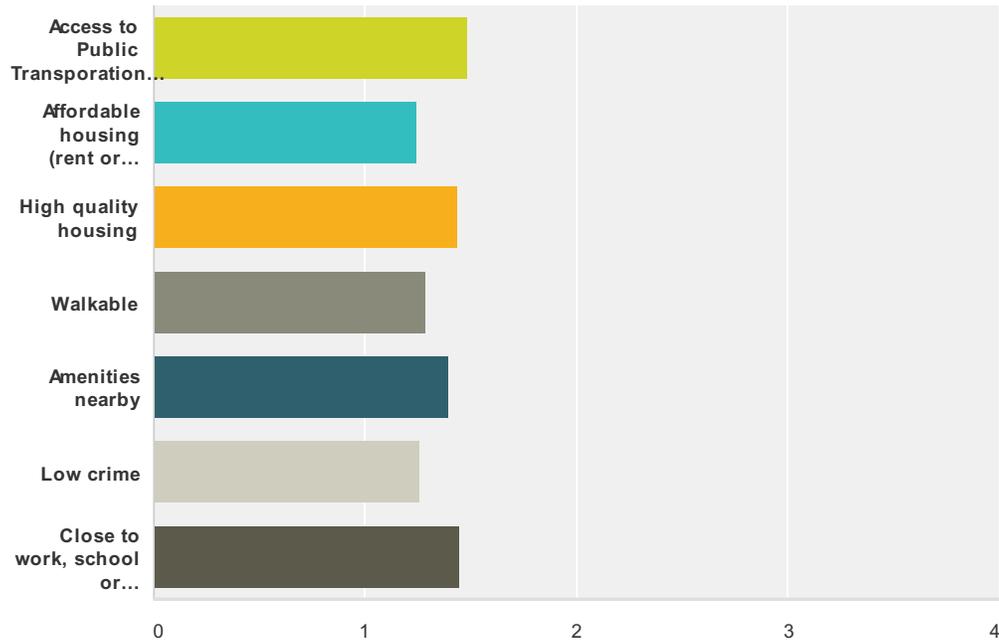
Answered: 605 Skipped: 40



Answer Choices	Responses
Yes	65.45% 396
No	10.74% 65
Maybe	17.19% 104
I'm not sure	6.61% 40
Total	605

Q35 How important to you are the following characteristics of a neighborhood that you would like to live in?

Answered: 614 Skipped: 31



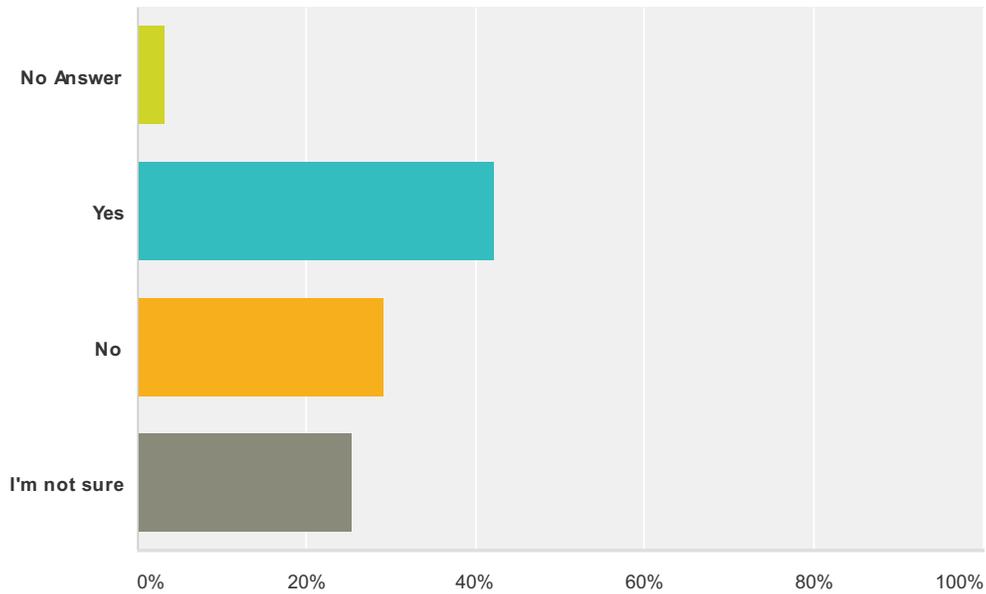
	Very Important	Somewhat Important	Not Important	I'm Not Sure	Total	Average Rating
Access to Public Transportation (train or bus)	58.24% 357	35.24% 216	5.71% 35	0.82% 5	613	1.49
Affordable housing (rent or own)	78.69% 480	18.69% 114	1.97% 12	0.66% 4	610	1.25
High quality housing	61.66% 378	33.77% 207	3.75% 23	0.82% 5	613	1.44
Walkable	73.69% 451	23.69% 145	2.12% 13	0.49% 3	612	1.29
Amenities nearby	63.99% 391	32.73% 200	2.78% 17	0.49% 3	611	1.40
Low crime	76.92% 470	20.62% 126	1.64% 10	0.82% 5	611	1.26
Close to work, school or destinations you visit regularly	59.87% 364	35.86% 218	3.45% 21	0.82% 5	608	1.45

Q36 Are there any particular neighborhoods in the Buffalo-Niagara region that you would consider very attractive to live in?

Answered: 302 Skipped: 343

Q37 The pilot UB-NFTA Transit Pass program was funded by UB, although students were not charged. Another way to fund such programs is to pass the cost on directly to students through student fees. Would you support an increase in student fees to support the UB-NFTA Transit Pass Program which would provide unlimited free rides on NFTA Metro Rail for all UB students?

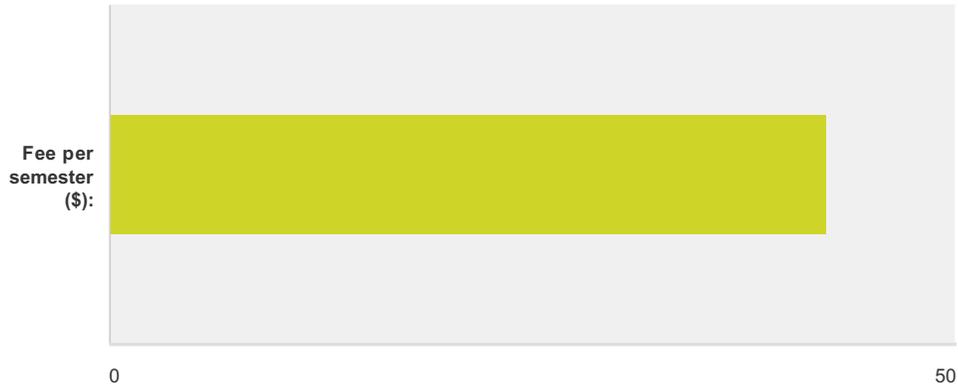
Answered: 614 Skipped: 31



Answer Choices	Responses
No Answer	3.26% 20
Yes	42.18% 259
No	29.15% 179
I'm not sure	25.41% 156
Total	614

Q38 What value increase in student fees per semester would you support?

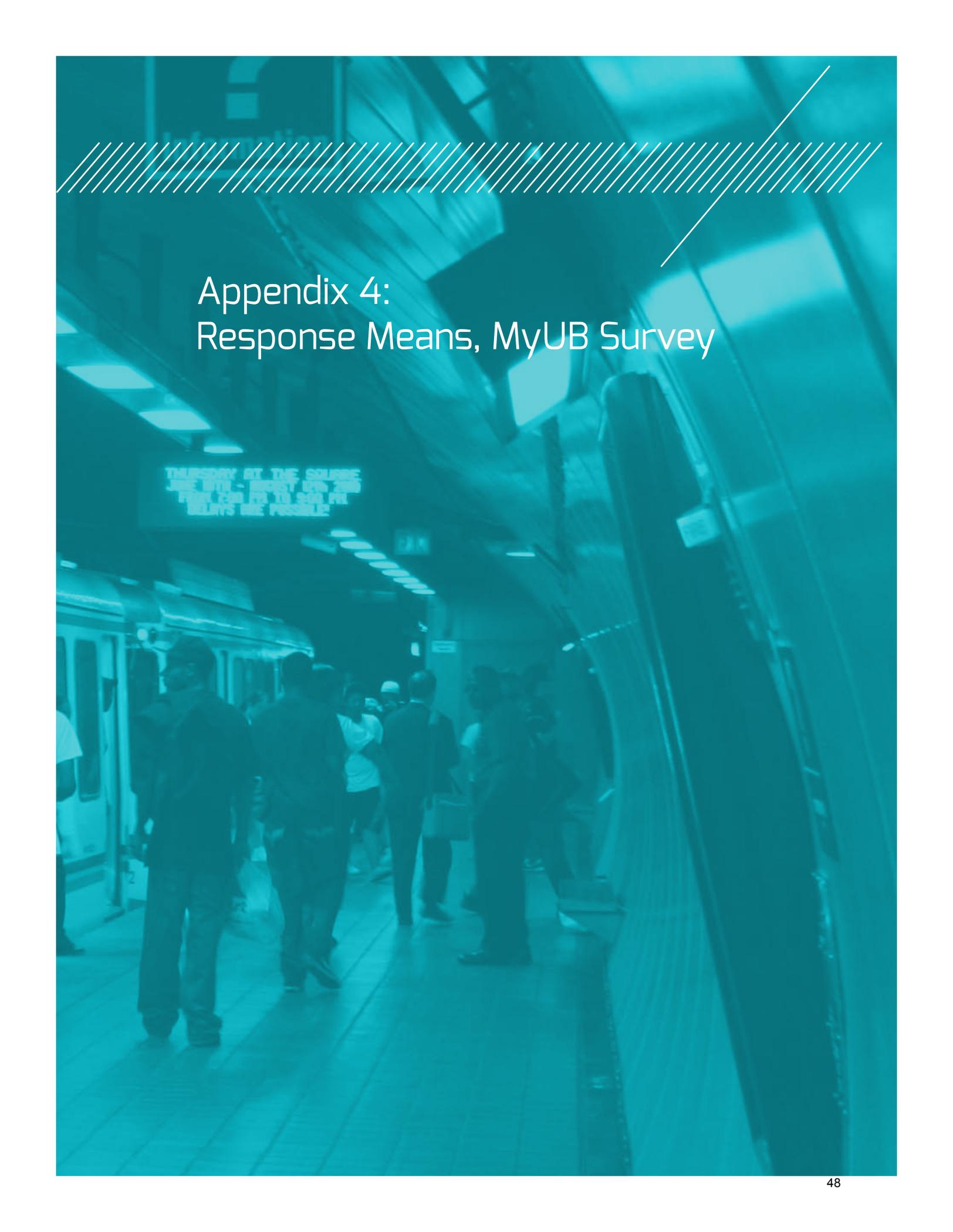
Answered: 377 Skipped: 268



Answer Choices	Average Number	Total Number	Responses
Fee per semester (\$):	42.31	15,952	377
Total Respondents: 377			

Q39 Use this space to tell us any other thoughts you have about the pilot UB-NFTA Transit Pass program.

Answered: 338 Skipped: 307

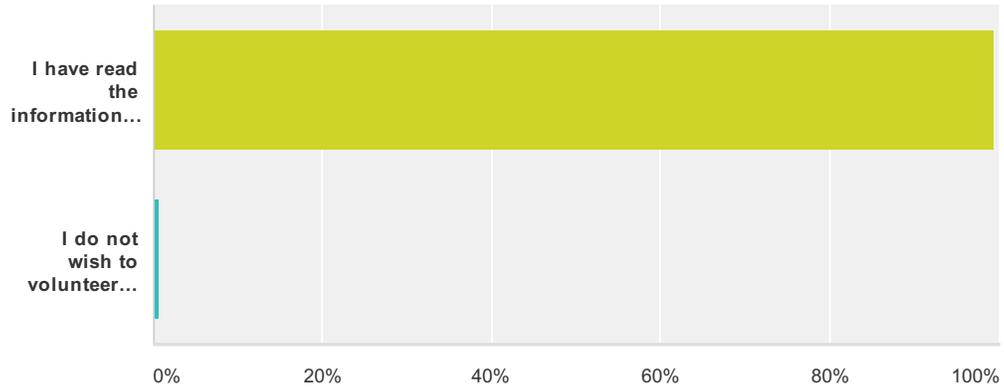


Appendix 4:
Response Means, MyUB Survey

Survey questions were generated using SurveyMonkey, for the Passive (MyUB) Survey. The survey was developed using a response logic tree, so that respondents were presented with only relevant questions based on their answers. Consequently, some questions have seemingly high numbers of “No Answer” Responses. This is especially apparent when looking at numbers relevant to the UB-NFTA Transit Pass, as all but 65 respondents to this survey did not have a UB-NFTA Transit Pass, and therefore were asked only the hypothetical questions about a returned pass.

Q1 Please read the consent information below before taking the survey.

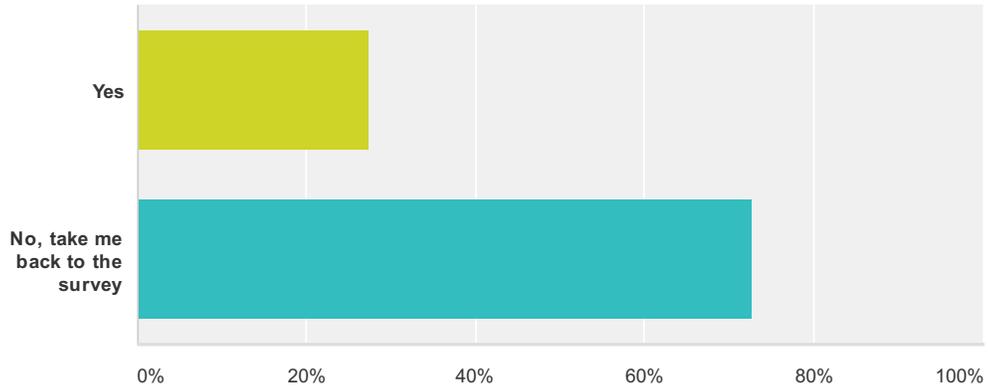
Answered: 754 Skipped: 0



Answer Choices	Responses	
I have read the information provided to me and I voluntarily agree to participate in this study.	99.34%	749
I do not wish to volunteer for this study.	0.66%	5
Total		754

Q2 Are you sure you want to exit the survey?

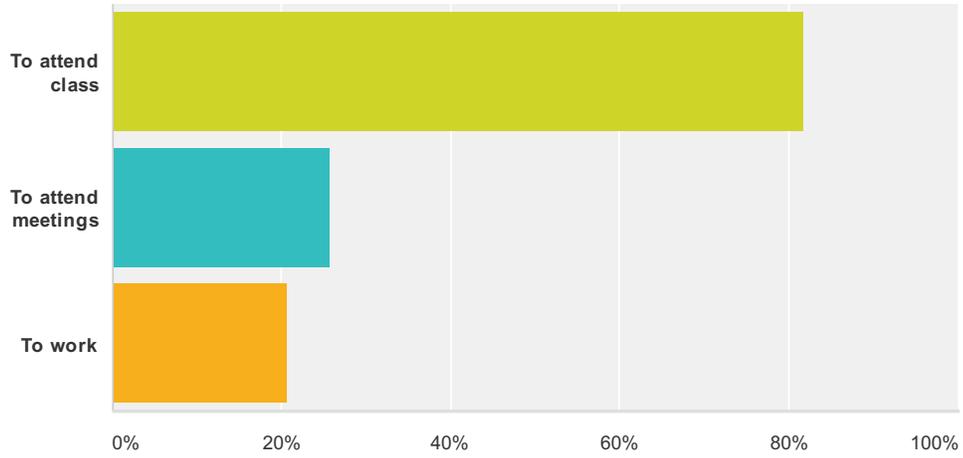
Answered: 11 Skipped: 743



Answer Choices	Responses	
Yes	27.27%	3
No, take me back to the survey	72.73%	8
Total		11

Q3 Did you regularly travel to UB South or Downtown campuses during the Spring 2011, Fall 2011 and Spring 2012 semesters for any of the following reasons? (select all that apply)

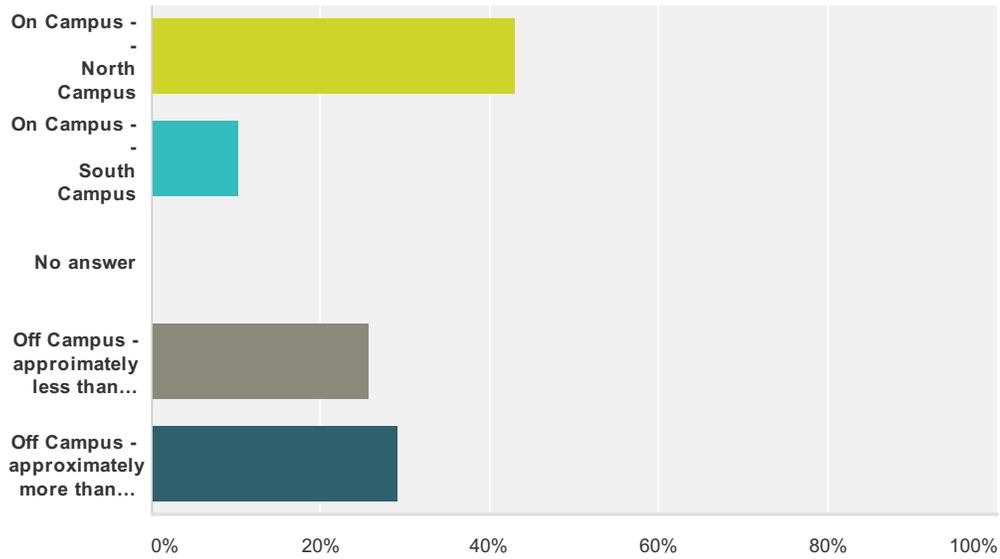
Answered: 424 Skipped: 330



Answer Choices	Responses
To attend class	81.60% 346
To attend meetings	25.71% 109
To work	20.75% 88
Total Respondents: 424	

Q4 Where did you live during the following semesters: Spring 2011, Fall 2011 and Spring 2012? (select all that apply)

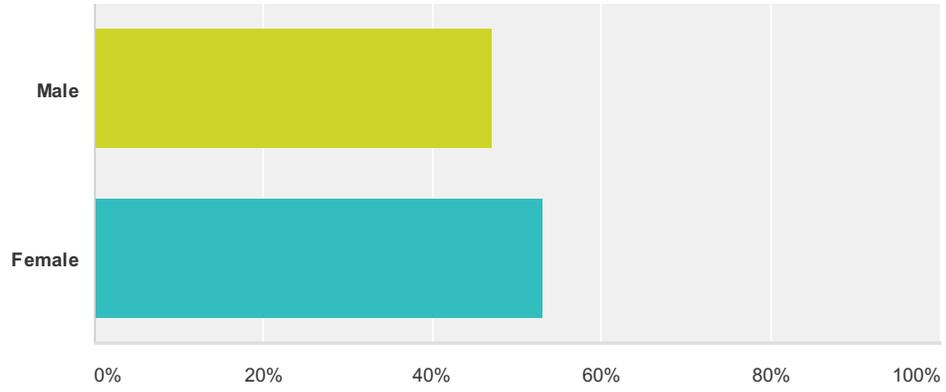
Answered: 565 Skipped: 189



Answer Choices	Responses
On Campus -- North Campus	43.01% 243
On Campus -- South Campus	10.27% 58
No answer	0% 0
Off Campus - approximately less than 3/4 miles from a Metro Station	25.84% 146
Off Campus - approximately more than 3/4 miles from a metro station	29.20% 165
Total Respondents: 565	

Q5 What is your sex?

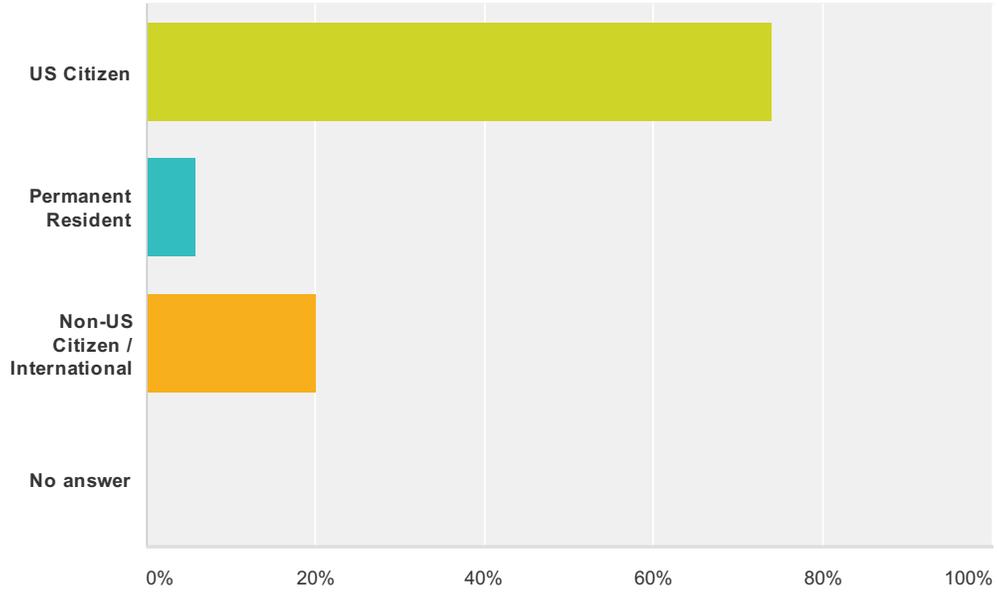
Answered: 628 Skipped: 126



Answer Choices	Responses	
Male	46.97%	295
Female	53.03%	333
Total		628

Q6 What is your citizenship?

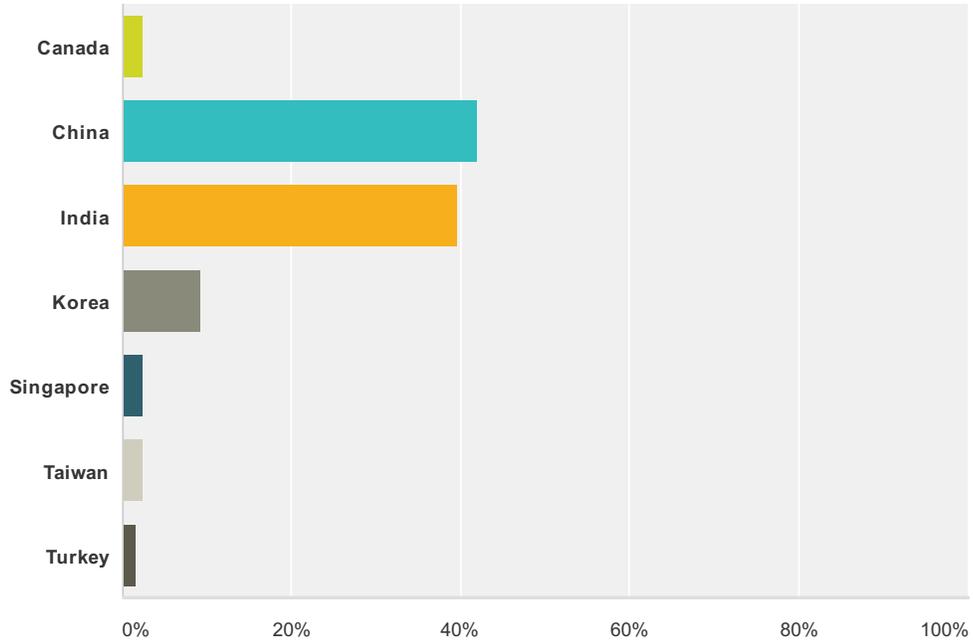
Answered: 634 Skipped: 120



Answer Choices	Responses
US Citizen	73.82% 468
Permanent Resident	5.99% 38
Non-US Citizen / International	20.19% 128
No answer	0% 0
Total	634

Q7 What country are you originally from?

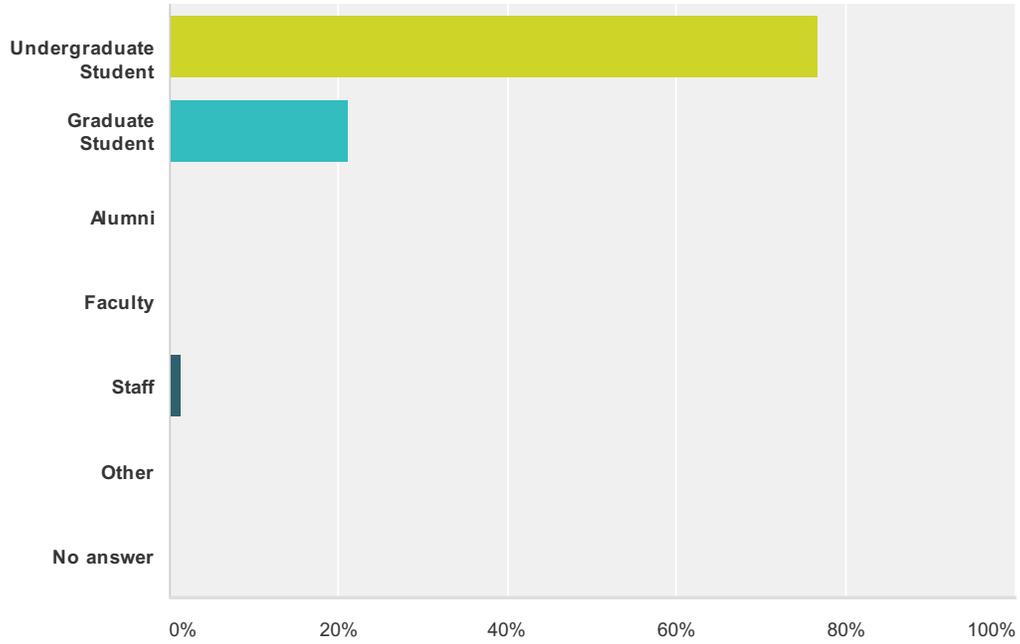
Answered: 119 Skipped: 635



Answer Choices	Responses
Canada	2.52% 3
China	42.02% 50
India	39.50% 47
Korea	9.24% 11
Singapore	2.52% 3
Taiwan	2.52% 3
Turkey	1.68% 2
Total	119

Q8 What is your current affiliation with UB?

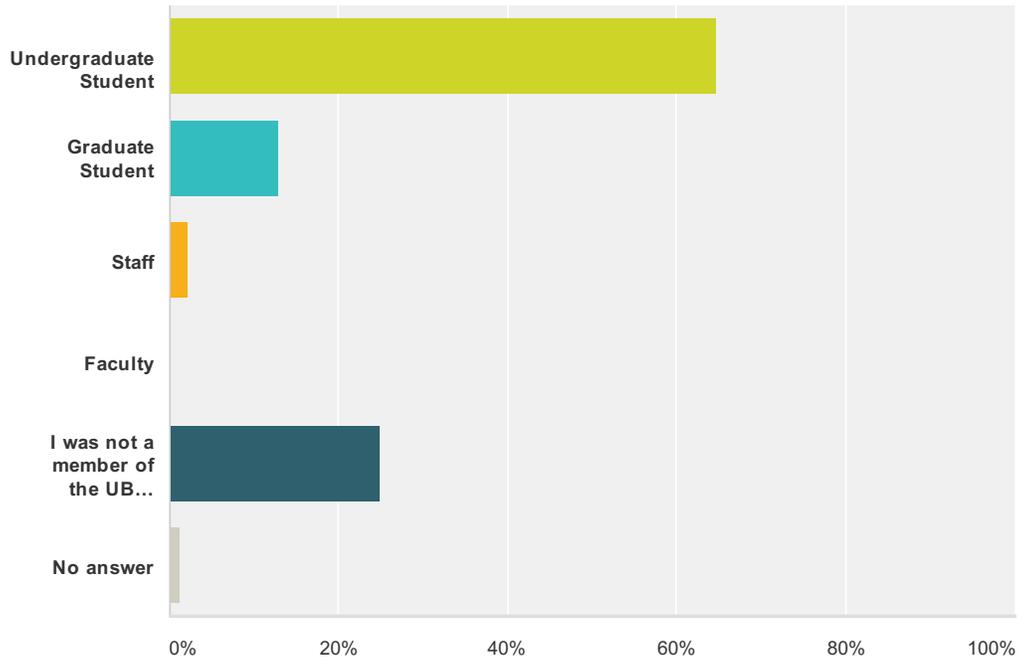
Answered: 630 Skipped: 124



Answer Choices	Responses	Count
Undergraduate Student	76.67%	483
Graduate Student	21.11%	133
Alumni	0.32%	2
Faculty	0.32%	2
Staff	1.43%	9
Other	0.16%	1
No answer	0%	0
Total		630

Q9 What was your affiliation at UB during the following semesters: Spring 2011, Fall 2011 or Spring 2012 (click all that apply)?

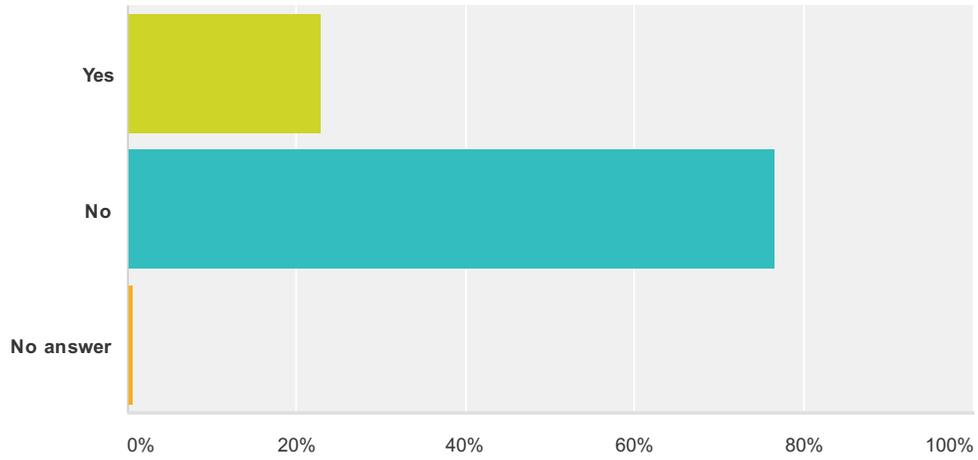
Answered: 630 Skipped: 124



Answer Choices	Responses
Undergraduate Student	64.60% 407
Graduate Student	13.02% 82
Staff	2.22% 14
Faculty	0.16% 1
I was not a member of the UB community during those semesters	24.92% 157
No answer	1.27% 8
Total Respondents: 630	

Q10 Were you aware that there was a free UB-NFTA Transit Pass program at UB during the Spring 2011, Fall 2011 and Fall 2012 semesters?

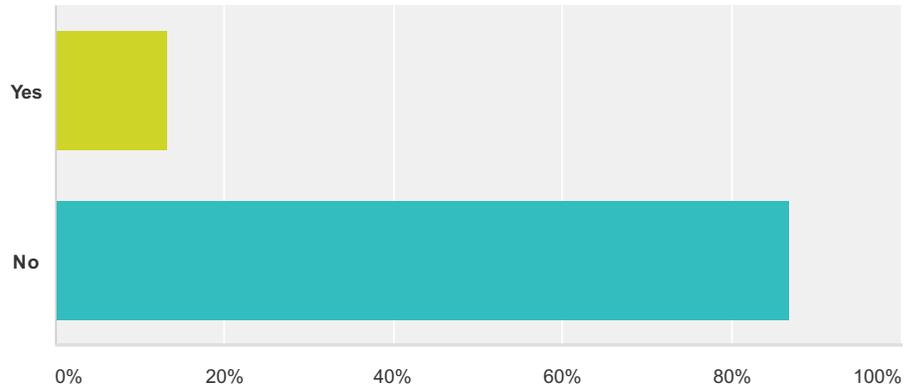
Answered: 424 Skipped: 330



Answer Choices	Responses
Yes	22.88% 97
No	76.42% 324
No answer	0.71% 3
Total	424

Q11 Did you participate in the free UB-NFTA Transit Pass program? This program provided UB students, faculty and staff with unlimited pre-paid rides on Metro Rail.

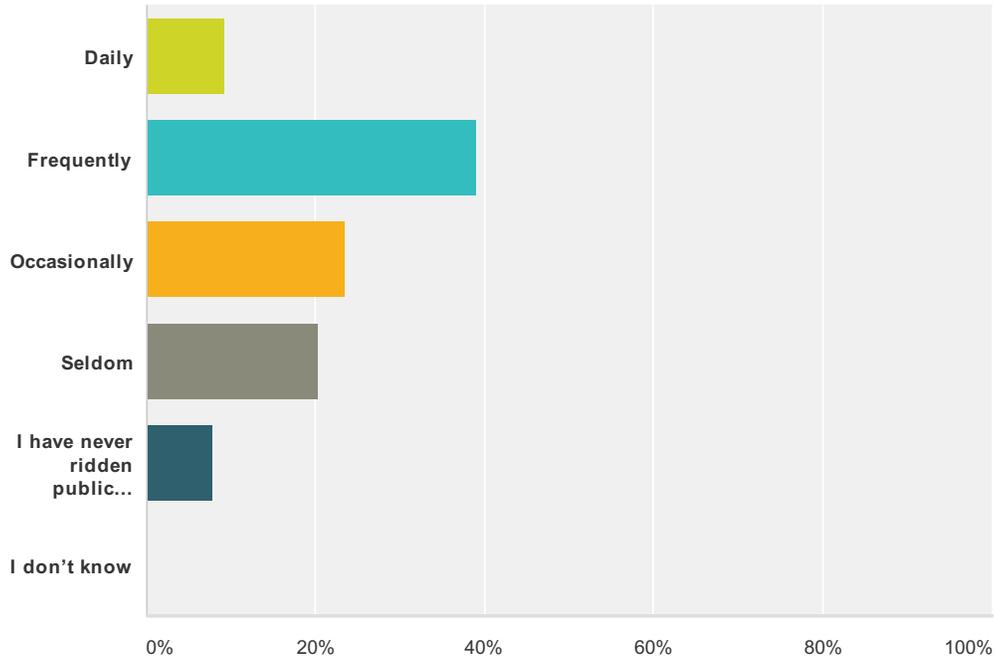
Answered: 491 Skipped: 263



Answer Choices	Responses	
Yes	13.24%	65
No	86.76%	426
Total		491

Q12 Before your time at UB, how often did you use public transportation (train or bus)?

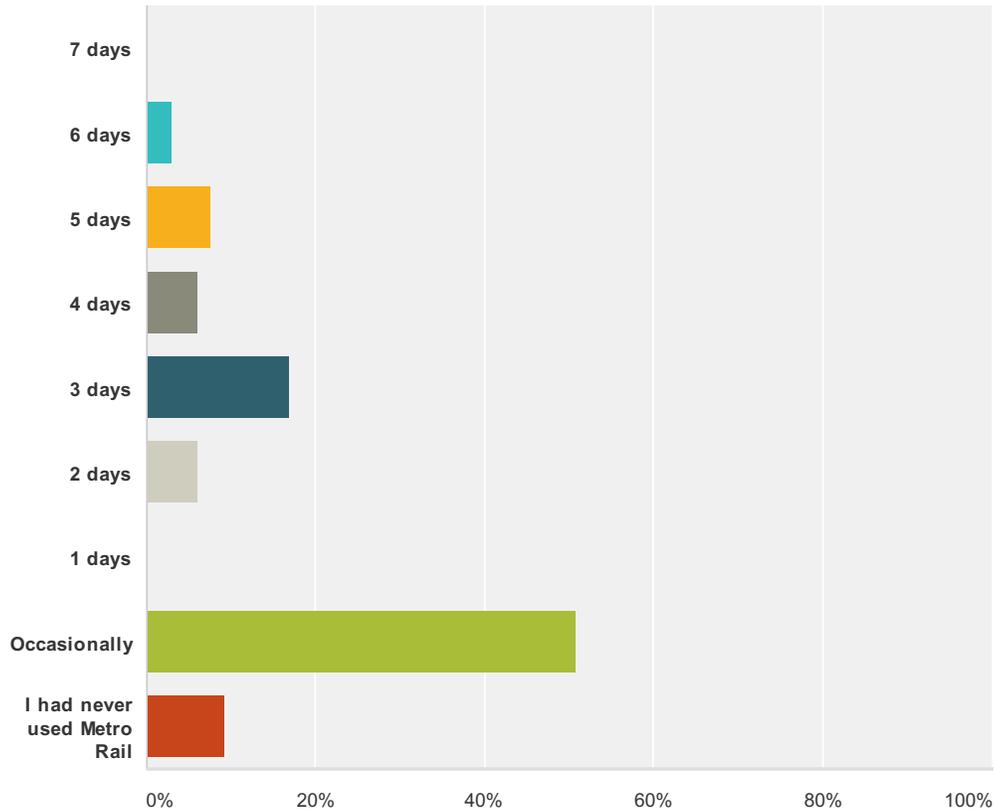
Answered: 64 Skipped: 690



Answer Choices	Responses	
Daily	9.38%	6
Frequently	39.06%	25
Occasionally	23.44%	15
Seldom	20.31%	13
I have never ridden public transportation before	7.81%	5
I don't know	0%	0
Total		64

Q13 Before receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA’s Metro Rail?

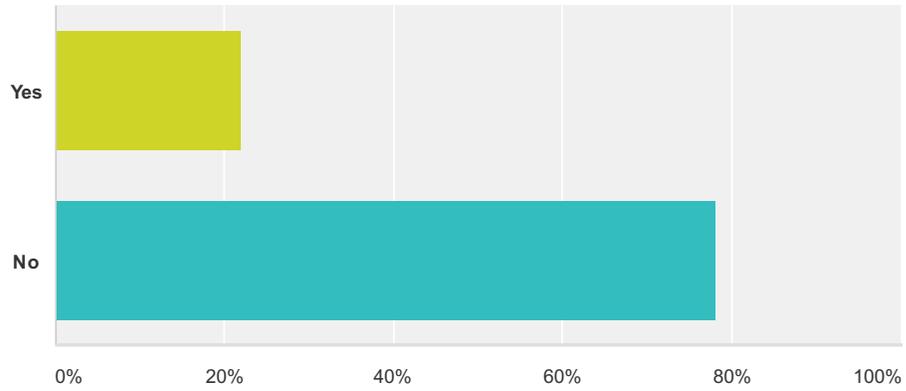
Answered: 65 Skipped: 689



Answer Choices	Responses
7 days	0% 0
6 days	3.08% 2
5 days	7.69% 5
4 days	6.15% 4
3 days	16.92% 11
2 days	6.15% 4
1 days	0% 0
Occasionally	50.77% 33
I had never used Metro Rail	9.23% 6
Total	65

Q14 Before receiving the free UB-NFTA Transit Pass, did you regularly buy a monthly NFTA pass for Metro Rail and Metro Bus?

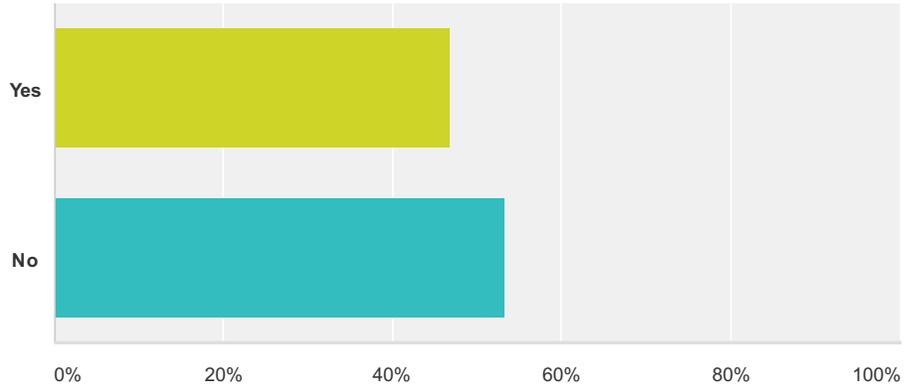
Answered: 64 Skipped: 690



Answer Choices	Responses
Yes	21.88% 14
No	78.13% 50
Total	64

Q15 Before receiving the free UB-NFTA Transit Pass, did you have access to a personal vehicle?

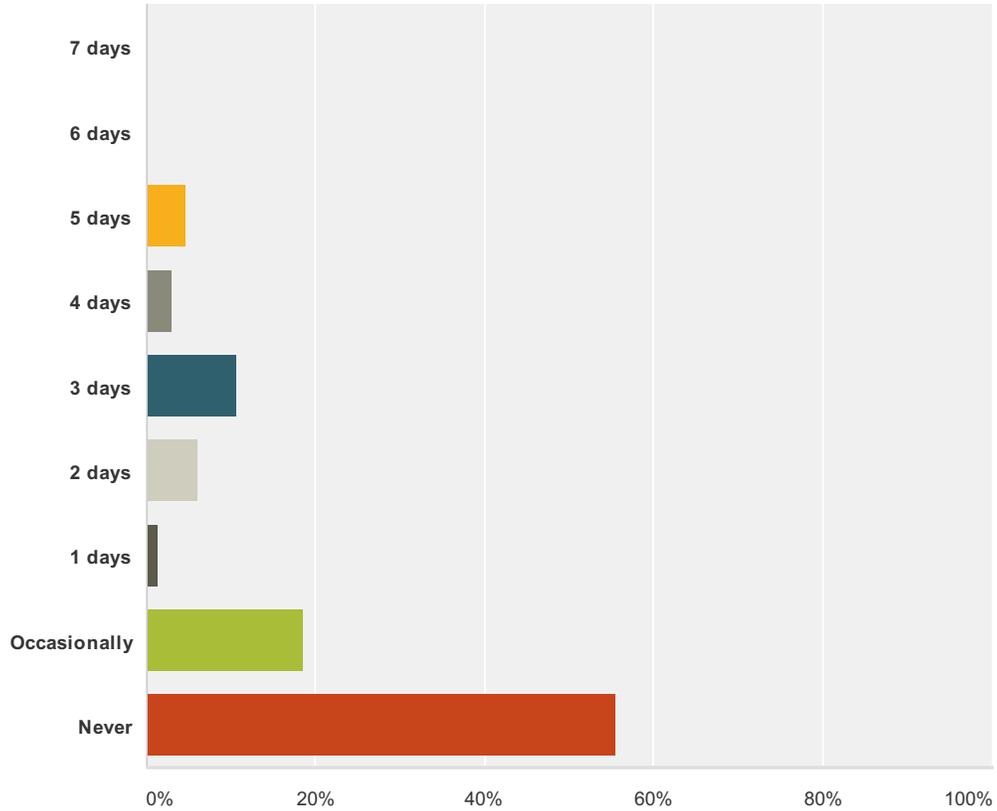
Answered: 64 Skipped: 690



Answer Choices	Responses	
Yes	46.88%	30
No	53.13%	34
Total		64

Q16 Before receiving the free UB-NFTA Transit Pass, how many days per week on average did you ride the “Blue line” shuttle bus operated by UB between South Campus and the Downtown Campus?

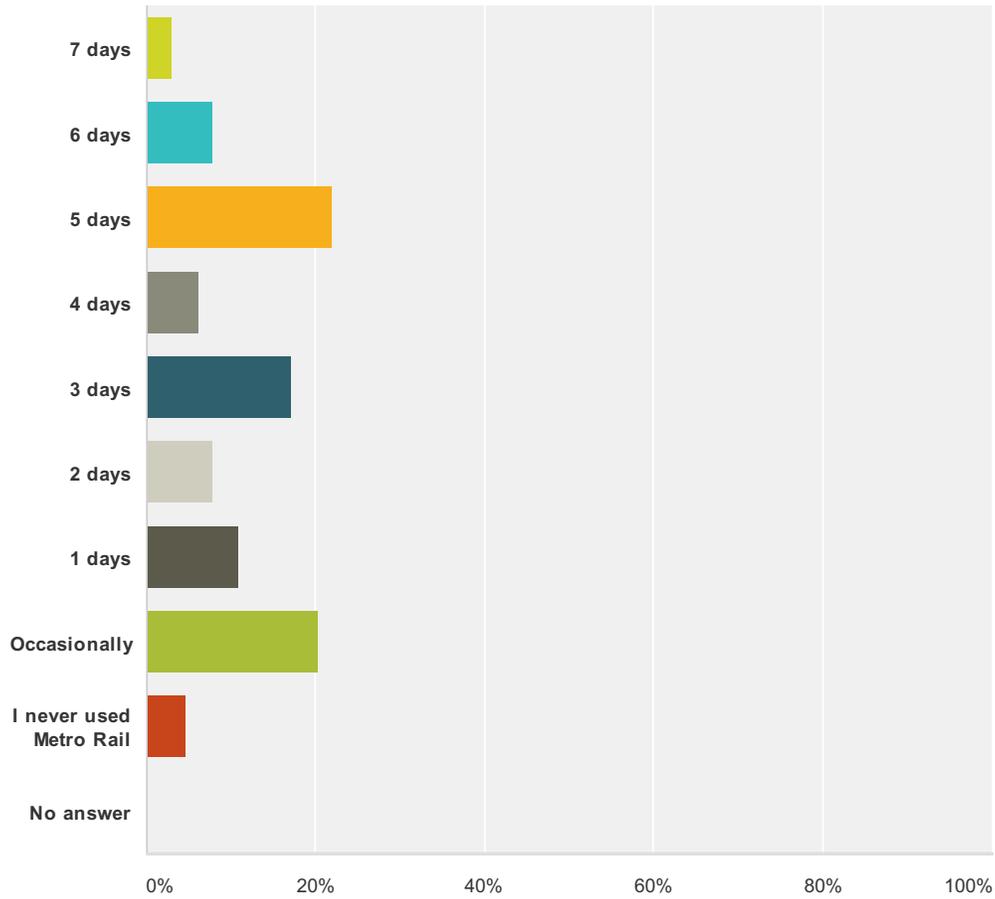
Answered: 65 Skipped: 689



Answer Choices	Responses	
7 days	0%	0
6 days	0%	0
5 days	4.62%	3
4 days	3.08%	2
3 days	10.77%	7
2 days	6.15%	4
1 days	1.54%	1
Occasionally	18.46%	12
Never	55.38%	36
Total		65

Q17 After receiving the UB-NFTA Transit Pass, how many days per week on average did you use NFTA’s Metro Rail?

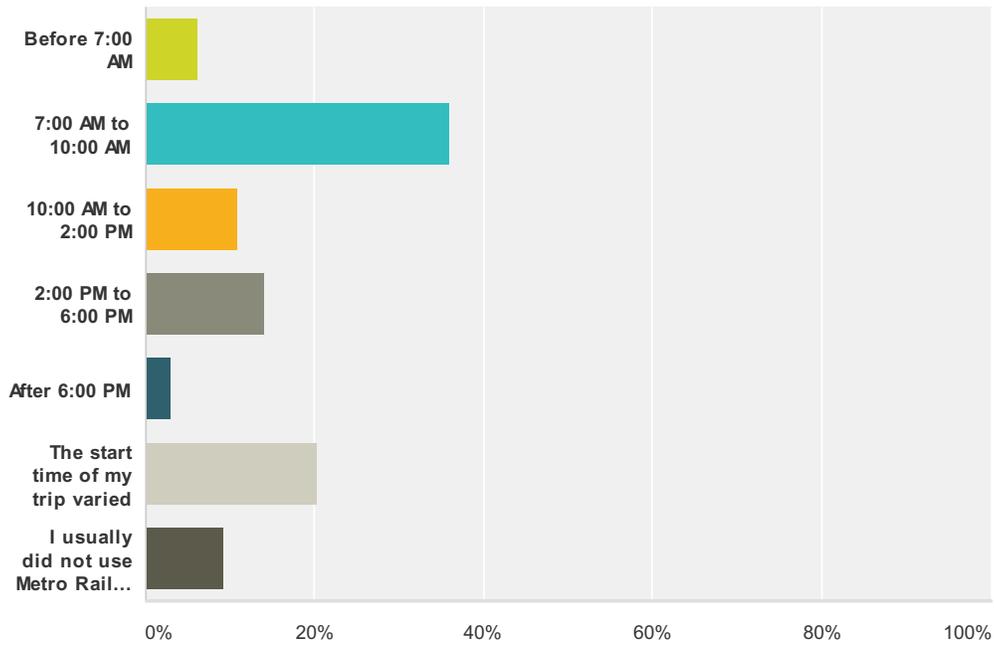
Answered: 64 Skipped: 690



Answer Choices	Responses	
7 days	3.13%	2
6 days	7.81%	5
5 days	21.88%	14
4 days	6.25%	4
3 days	17.19%	11
2 days	7.81%	5
1 days	10.94%	7
Occasionally	20.31%	13
I never used Metro Rail	4.69%	3
No answer	0%	0
Total		64

Q18 At what time did you most frequently begin your first trip of the day?

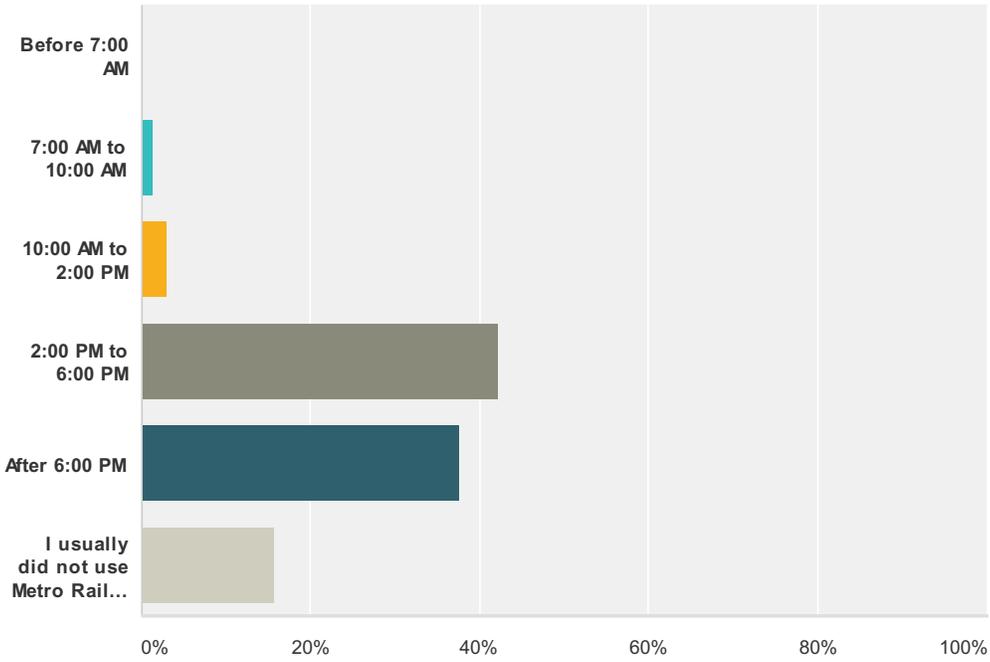
Answered: 64 Skipped: 690



Answer Choices	Responses
Before 7:00 AM	6.25% 4
7:00 AM to 10:00 AM	35.94% 23
10:00 AM to 2:00 PM	10.94% 7
2:00 PM to 6:00 PM	14.06% 9
After 6:00 PM	3.13% 2
The start time of my trip varied	20.31% 13
I usually did not use Metro Rail to commute to my destination	9.38% 6
Total	64

Q19 At what time did you most frequently begin your return trip?

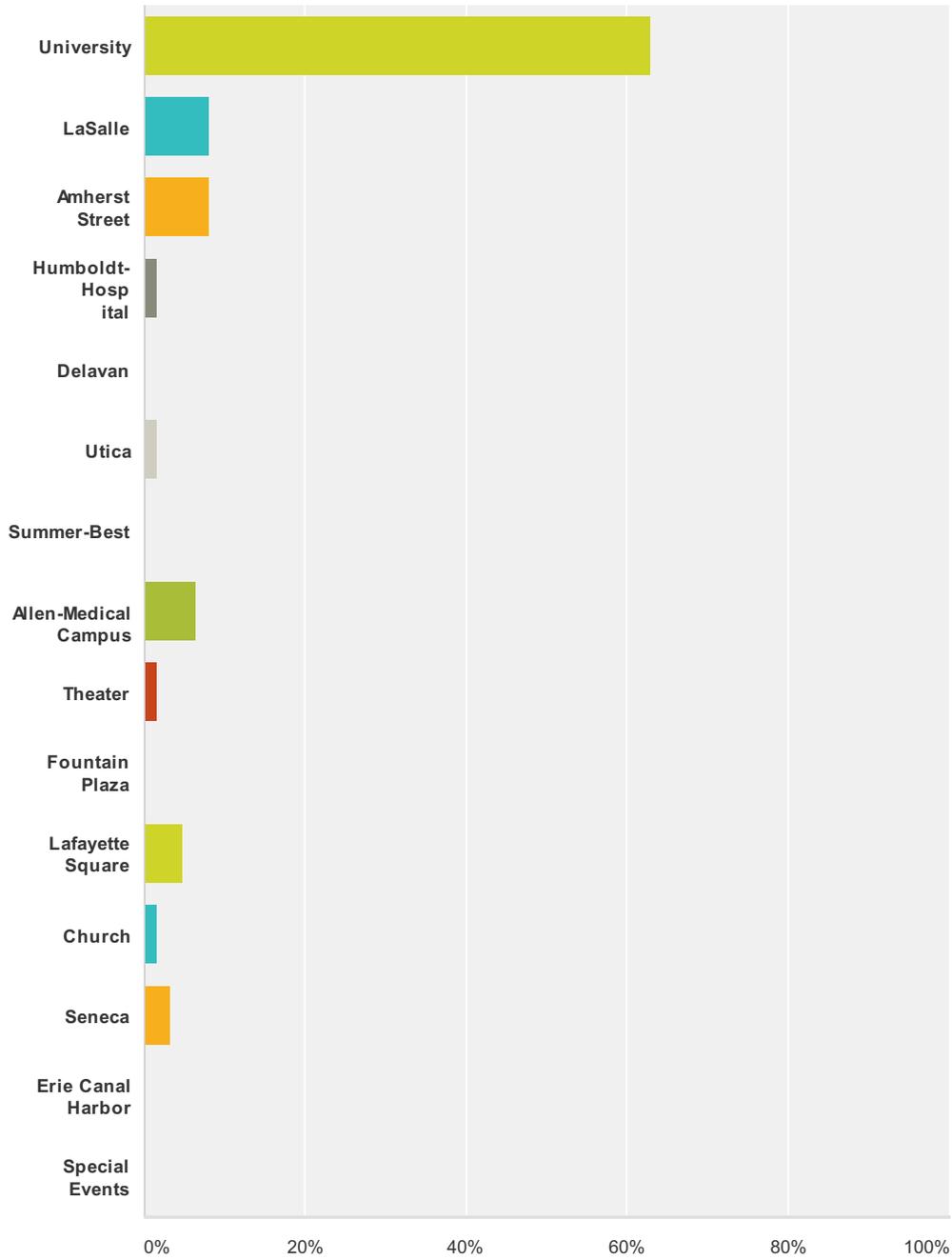
Answered: 64 Skipped: 690



Answer Choices	Responses	
Before 7:00 AM	0%	0
7:00 AM to 10:00 AM	1.56%	1
10:00 AM to 2:00 PM	3.13%	2
2:00 PM to 6:00 PM	42.19%	27
After 6:00 PM	37.50%	24
I usually did not use Metro Rail for my return trip	15.63%	10
Total		64

Q20 What Metro Rail station did you most frequently use to begin your first trip of the day?

Answered: 62 Skipped: 692



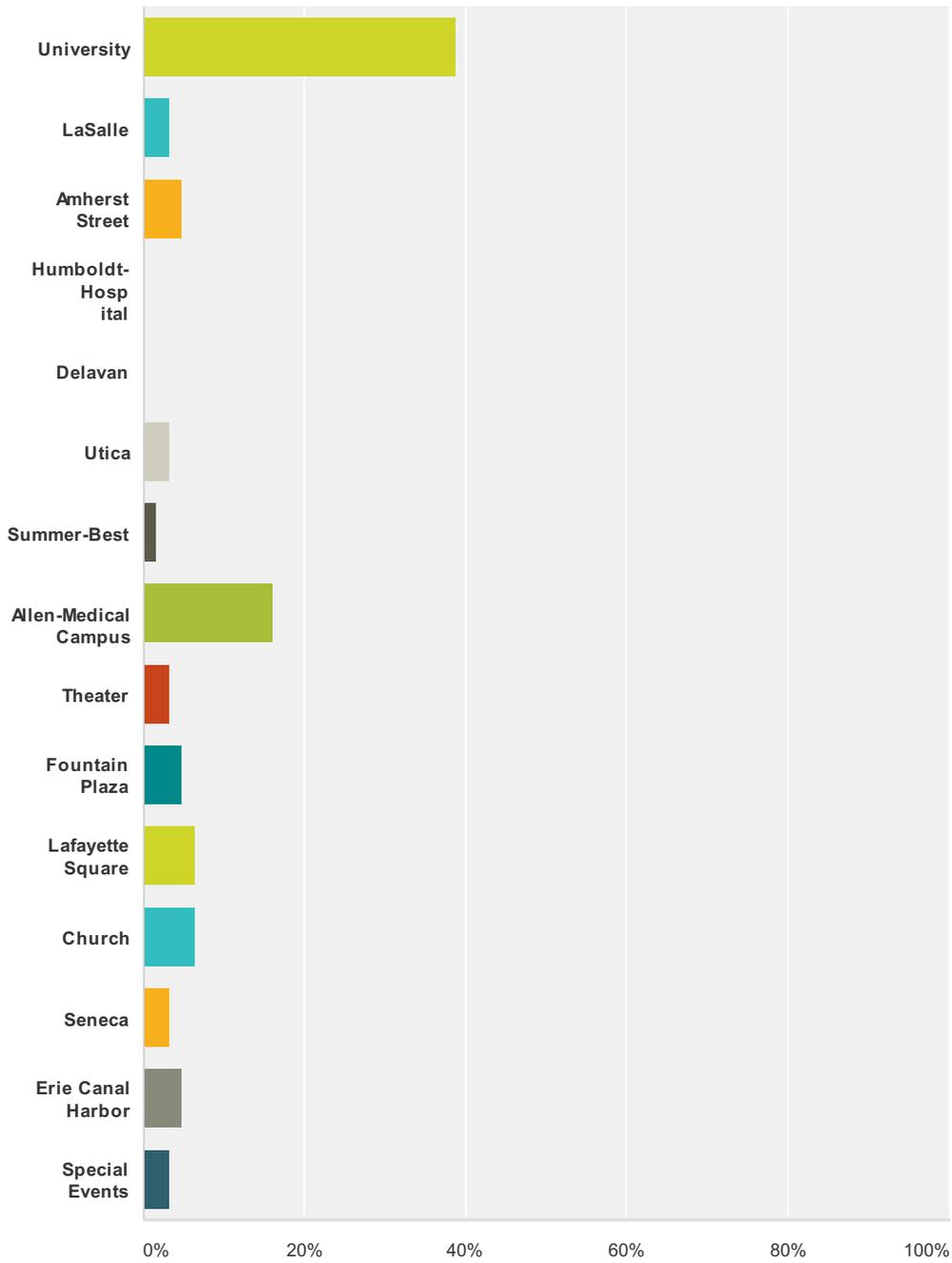
Answer Choices	Responses
University	62.90% 39
LaSalle	8.06% 5
Amherst Street	8.06% 5
Humboldt-Hospital	1.61% 1
Delavan	0% 0
Utica	1.61% 69 1

UB-NFTA Transit Pass Program Survey (MyUB)

Summer-Best	0%	0
Allen-Medical Campus	6.45%	4
Theater	1.61%	1
Fountain Plaza	0%	0
Lafayette Square	4.84%	3
Church	1.61%	1
Seneca	3.23%	2
Erie Canal Harbor	0%	0
Special Events	0%	0
Total		62

Q21 What Metro Rail station did you most frequently use for your return trip?

Answered: 62 Skipped: 692



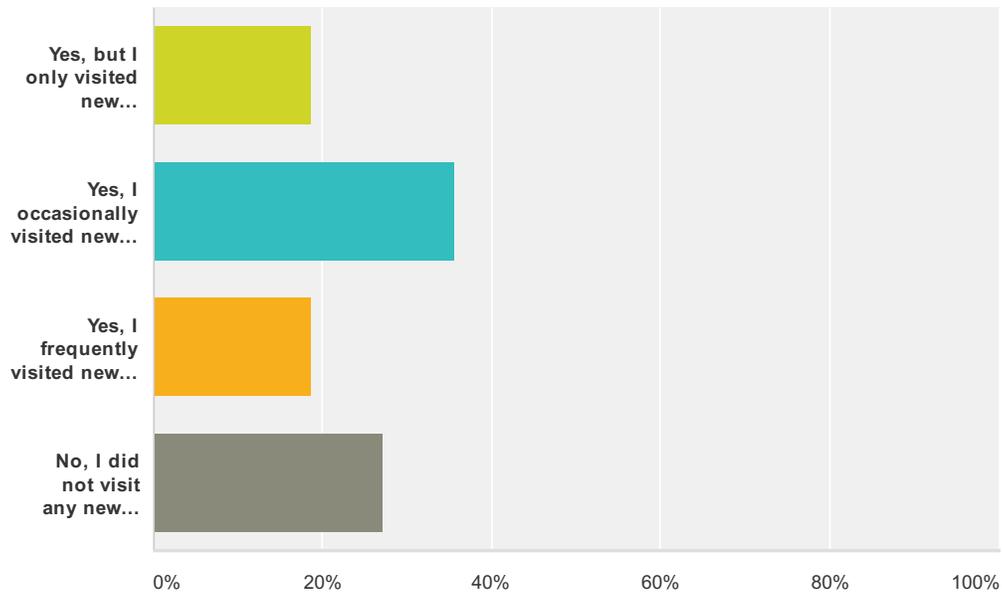
Answer Choices	Responses
University	38.71% 24
LaSalle	3.23% 2
Amherst Street	4.84% 3
Humboldt-Hospital	0% 0
Delavan	0% 0
Utica	3.23% 2

UB-NFTA Transit Pass Program Survey (MyUB)

Summer-Best	1.61%	1
Allen-Medical Campus	16.13%	10
Theater	3.23%	2
Fountain Plaza	4.84%	3
Lafayette Square	6.45%	4
Church	6.45%	4
Seneca	3.23%	2
Erie Canal Harbor	4.84%	3
Special Events	3.23%	2
Total		62

Q22 After receiving the UB-NFTA Transit Pass, did you use Metro Rail for travel to destinations you had not previously traveled to?

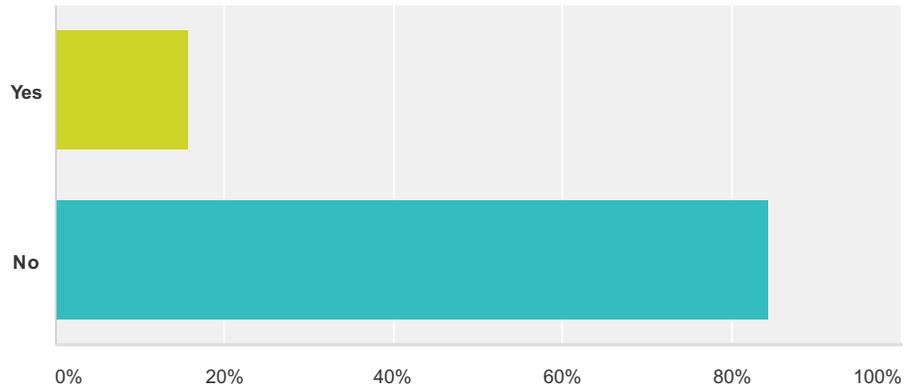
Answered: 59 Skipped: 695



Answer Choices	Responses
Yes, but I only visited new destinations once or twice	18.64% 11
Yes, I occasionally visited new destinations	35.59% 21
Yes, I frequently visited new destinations	18.64% 11
No, I did not visit any new destinations	27.12% 16
Total	59

Q23 After receiving the free UB-NFTA Transit Pass, did you stop owning a personal vehicle?

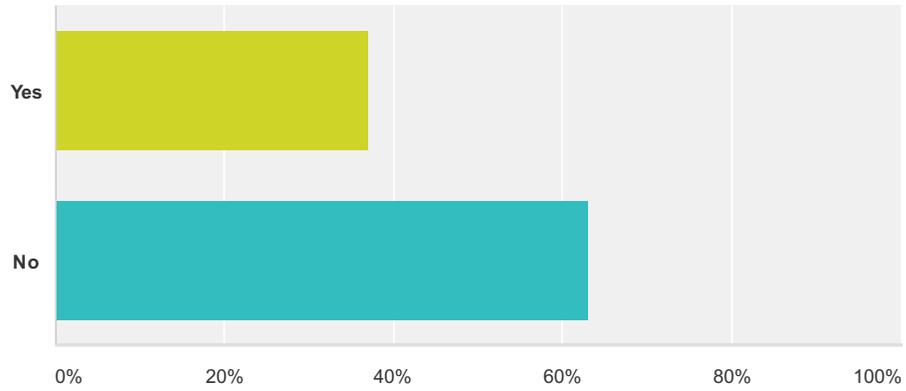
Answered: 57 Skipped: 697



Answer Choices	Responses	
Yes	15.79%	9
No	84.21%	48
Total		57

Q24 If you did not own a vehicle before the pass, did you put off purchasing a vehicle (to a later date) because you received the free UB-NFTA Transit Pass?

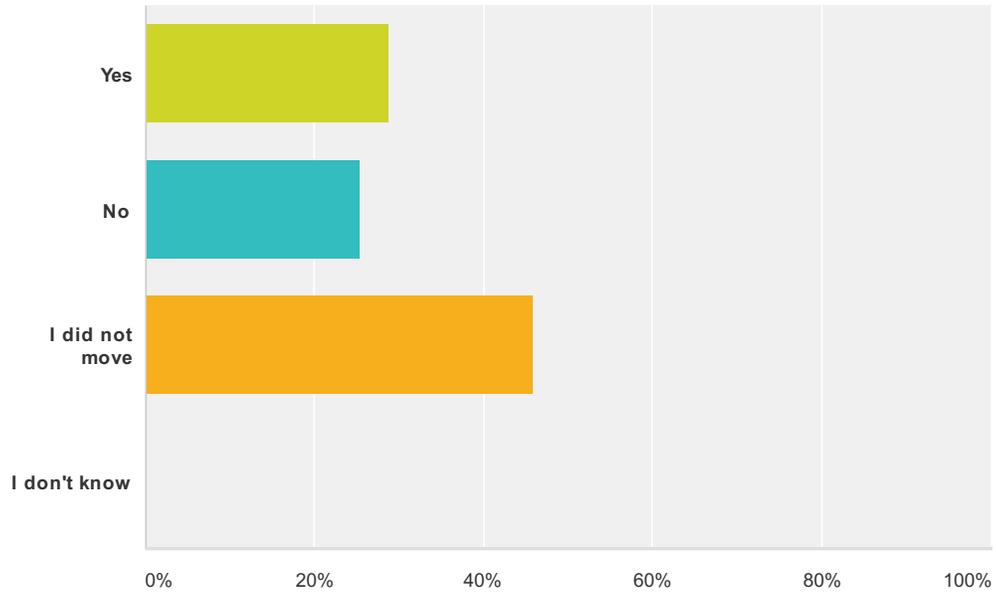
Answered: 54 Skipped: 700



Answer Choices	Responses
Yes	37.04% 20
No	62.96% 34
Total	54

Q25 If you moved at any time between Spring 2011 and Summer 2012, did having the UB-NFTA Transit Pass influence where you moved?

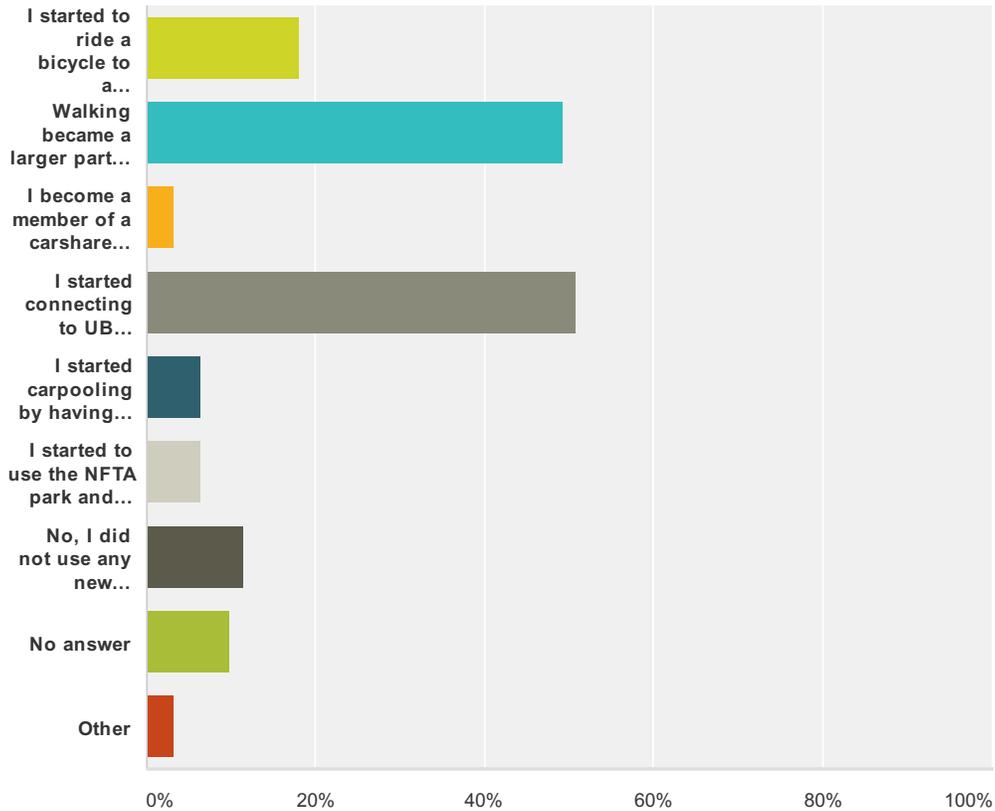
Answered: 59 Skipped: 695



Answer Choices	Responses	
Yes	28.81%	17
No	25.42%	15
I did not move	45.76%	27
I don't know	0%	0
Total		59

Q26 After receiving the free UB-NFTA Transit Pass, did you begin to use any new transportation options? (Click all that apply)

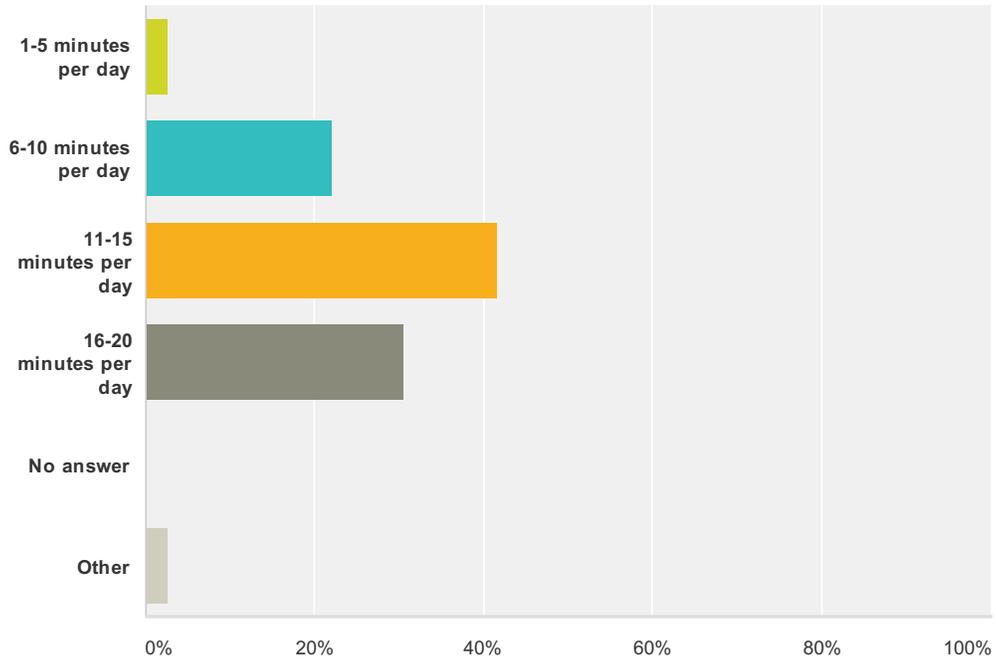
Answered: 61 Skipped: 693



Answer Choices	Responses	
I started to ride a bicycle to a Metro Rail station	18.03%	11
Walking became a larger part of my commute	49.18%	30
I become a member of a carshare organization (Zip Car or Buffalo Carshare)	3.28%	2
I started connecting to UB stampede at University Station	50.82%	31
I started carpooling by having someone pick me up or drop me off at a Metro Rail Station	6.56%	4
I started to use the NFTA park and ride lots at LaSalle and University stations	6.56%	4
No, I did not use any new transportation options	11.48%	7
No answer	9.84%	6
Other	3.28%	2
Total Respondents: 61		

Q27 After receiving the UB-NFTA Transit Pass, how many additional minutes per day on average did you spend walking or biking?

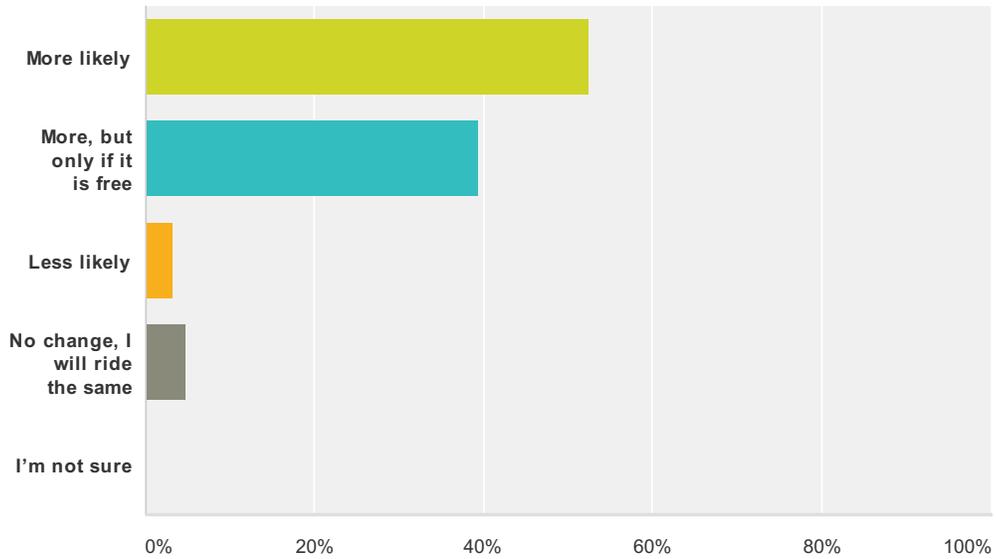
Answered: 36 Skipped: 718



Answer Choices	Responses
1-5 minutes per day	2.78% 1
6-10 minutes per day	22.22% 8
11-15 minutes per day	41.67% 15
16-20 minutes per day	30.56% 11
No answer	0% 0
Other	2.78% 1
Total	36

Q28 After your experience using the free UB-NFTA Transit Pass, will you be more, or less, likely to ride public transportation in the future (where ever you may be living)?

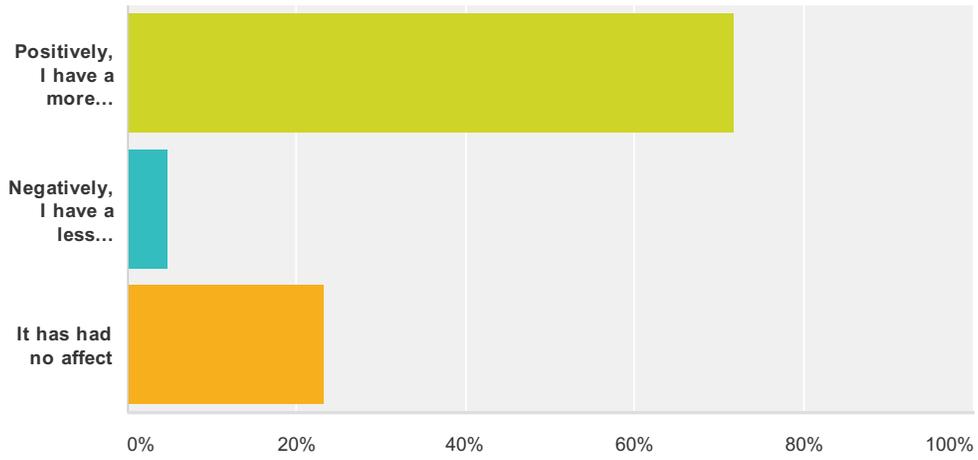
Answered: 61 Skipped: 693



Answer Choices	Responses	Count
More likely	52.46%	32
More, but only if it is free	39.34%	24
Less likely	3.28%	2
No change, I will ride the same	4.92%	3
I'm not sure	0%	0
Total		61

Q29 How has your experience using the UB-NFTA Transit Pass affected your perception of public transportation?

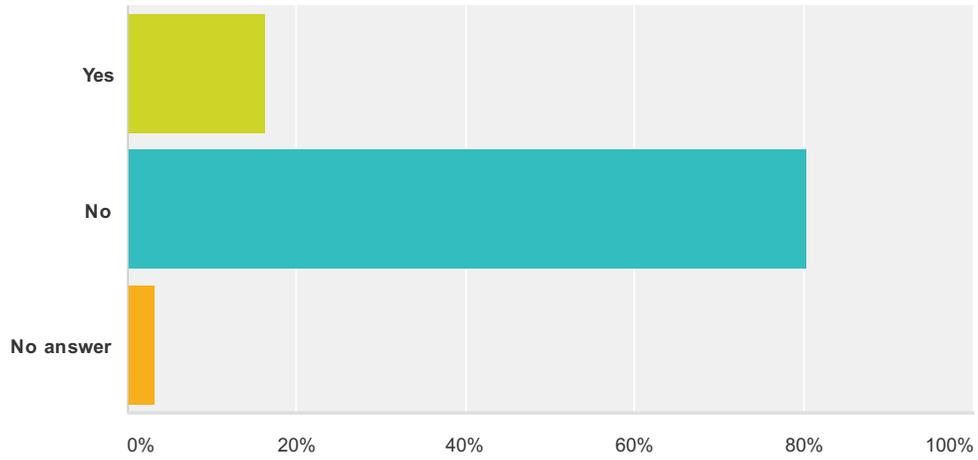
Answered: 60 Skipped: 694



Answer Choices	Responses
Positively, I have a more favorable view of public transportation now	71.67% 43
Negatively, I have a less favorable view of public transportation now	5% 3
It has had no affect	23.33% 14
Total	60

Q30 Since the free UB-NFTA Transit Pass program concluded in August 2012, have you purchased a prepaid monthly NFTA pass?

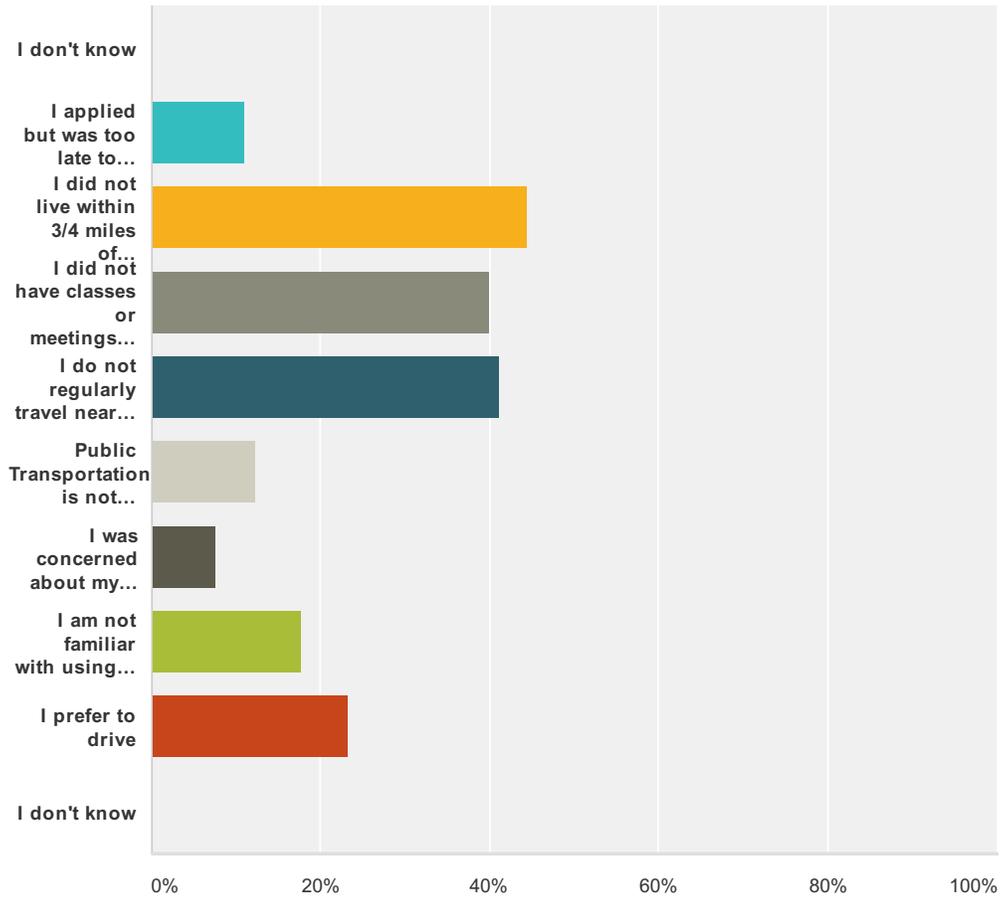
Answered: 61 Skipped: 693



Answer Choices	Responses
Yes	16.39% 10
No	80.33% 49
No answer	3.28% 2
Total	61

Q31 Why did you not participate in the free UB-NFTA Transit Pass program? (Click all that apply)

Answered: 90 Skipped: 664

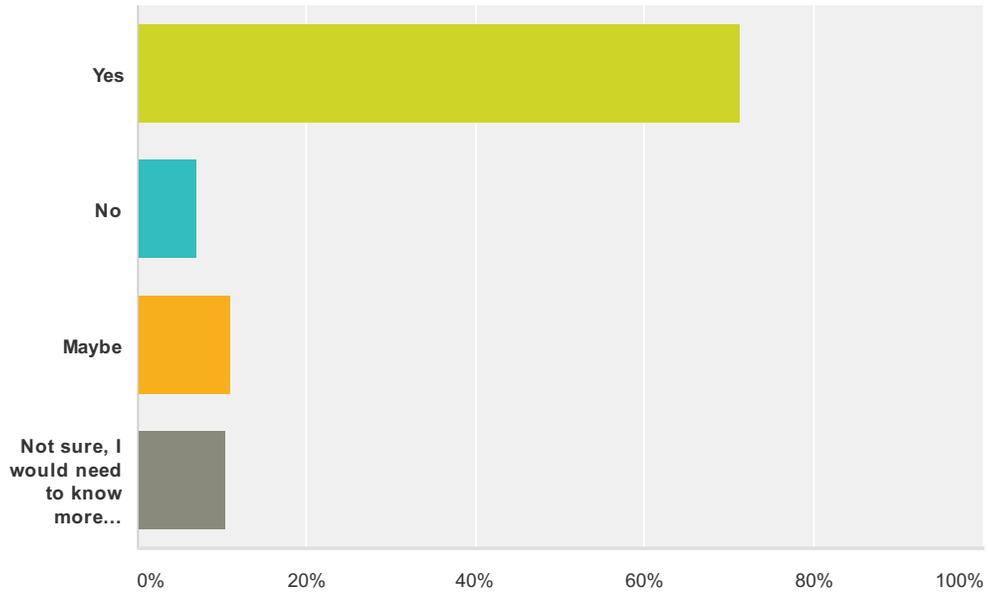


Answer Choices	Responses
I don't know	0% 0
I applied but was too late to receive a UB-NFTA Transit Pass	11.11% 10
I did not live within 3/4 miles of a Metro Station (as required on the application)	44.44% 40
I did not have classes or meetings on the South or Downtown Campuses (as required on the application)	40% 36
I do not regularly travel near any of the Metro Rail stations	41.11% 37
Public Transportation is not reliable enough for me to use	12.22% 11
I was concerned about my personal safety while using Metro Rail	7.78% 7
I am not familiar with using public transportation	17.78% 16
I prefer to drive	23.33% 21
I don't know	0% 0

Total Respondents: 90

Q32 Would you be interested in receiving a free UB-NFTA Transit Pass if the program returned?

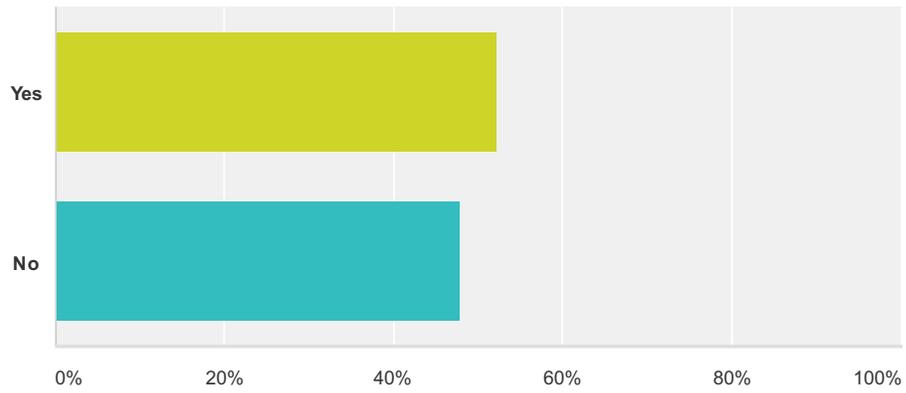
Answered: 561 Skipped: 193



Answer Choices	Responses
Yes	71.30% 400
No	7.13% 40
Maybe	11.05% 62
Not sure, I would need to know more about the program	10.52% 59
Total	561

Q33 Do you own or have access to a motor vehicle (car, truck, motorcycle, etc.)

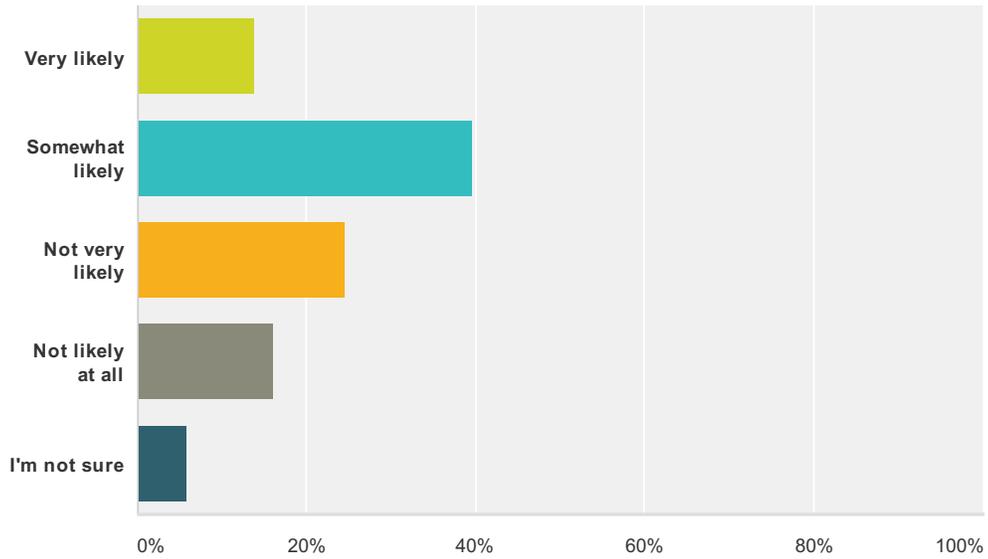
Answered: 563 Skipped: 191



Answer Choices	Responses	
Yes	52.22%	294
No	47.78%	269
Total		563

Q34 If you were to receive a free UB-NFTA Transit Pass, how likely would you be to stop using a motor vehicle?

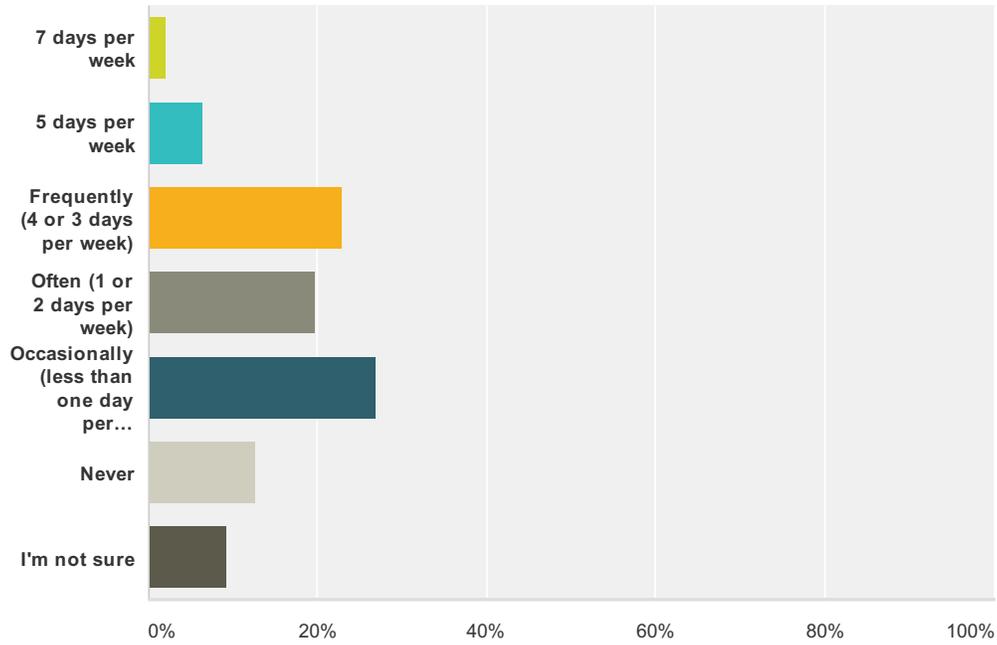
Answered: 293 Skipped: 461



Answer Choices	Responses
Very likely	13.99% 41
Somewhat likely	39.59% 116
Not very likely	24.57% 72
Not likely at all	16.04% 47
I'm not sure	5.80% 17
Total	293

Q35 If you were to receive a free UB-NFTA Transit Pass but still use a motor vehicle, how often do you think you would ride Metro Rail to school or work?

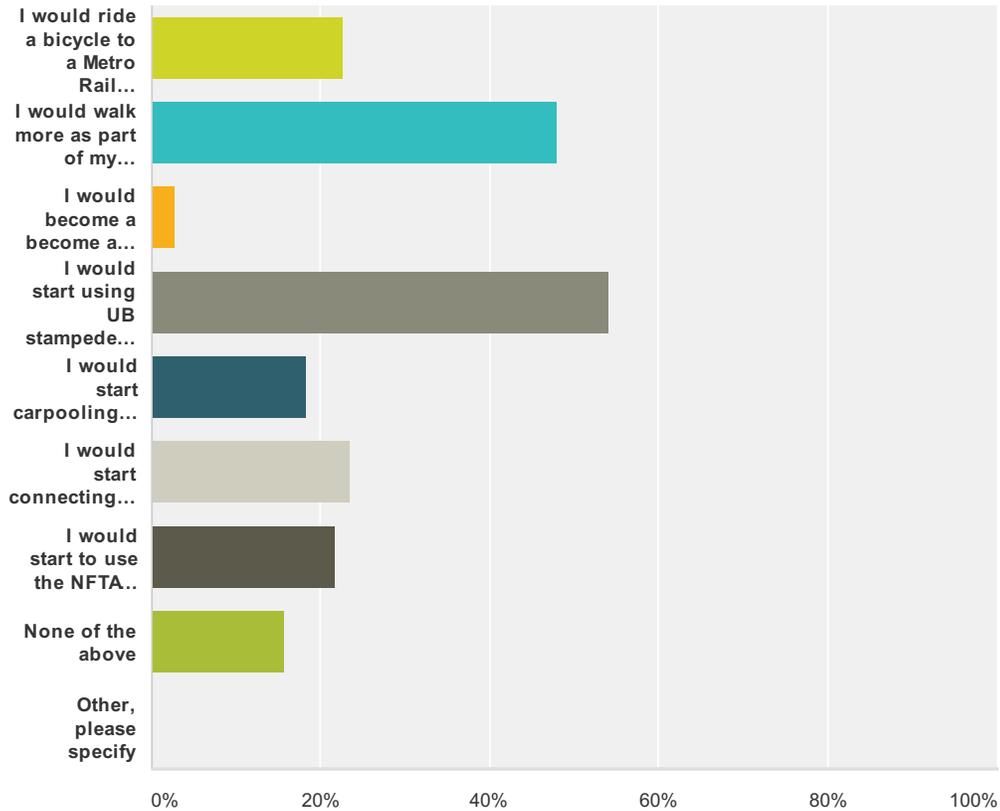
Answered: 293 Skipped: 461



Answer Choices	Responses
7 days per week	2.05% 6
5 days per week	6.48% 19
Frequently (4 or 3 days per week)	22.87% 67
Often (1 or 2 days per week)	19.80% 58
Occasionally (less than one day per week)	26.96% 79
Never	12.63% 37
I'm not sure	9.22% 27
Total	293

Q36 If you had free access to the Metro Rail, would you try any additional transportation options? (Click all that you would try)

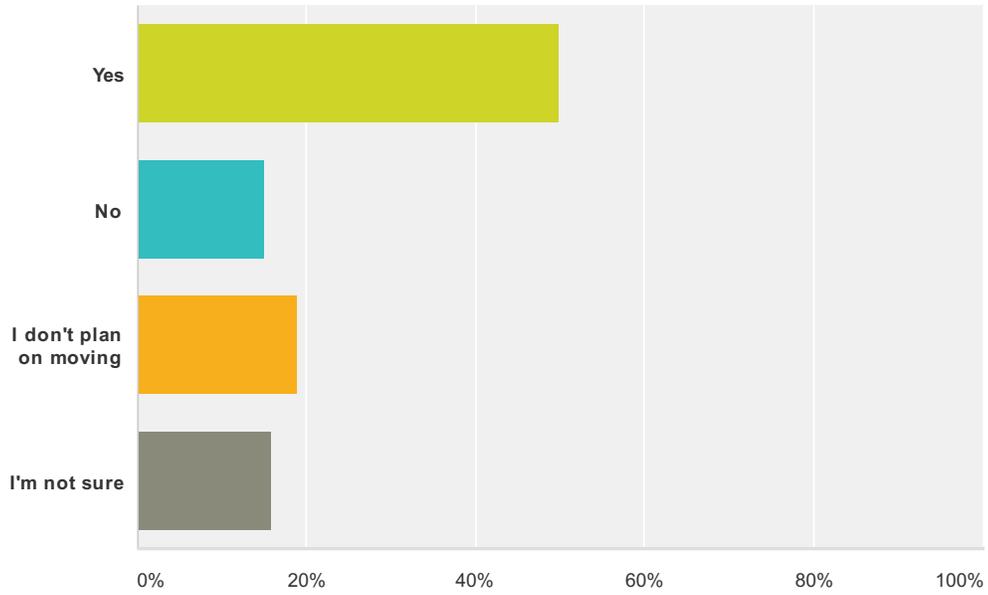
Answered: 285 Skipped: 469



Answer Choices	Responses
I would ride a bicycle to a Metro Rail station	22.81% 65
I would walk more as part of my commute	48.07% 137
I would become a member of a carshare organization (Zip Car or Buffalo Carshare)	2.81% 8
I would start using UB stampede to travel between North and South campuses	54.04% 154
I would start carpooling by having someone pick me up or drop me off at a Metro Rail Station	18.25% 52
I would start connecting to NFTA bus service	23.51% 67
I would start to use the NFTA park and ride lots at LaSalle and University Stations	21.75% 62
None of the above	15.79% 45
Other, please specify	0% 0
Total Respondents: 285	

Q37 If you are considering moving in the future, would having a free UB-NFTA Transit Pass influence your decision about a new location?

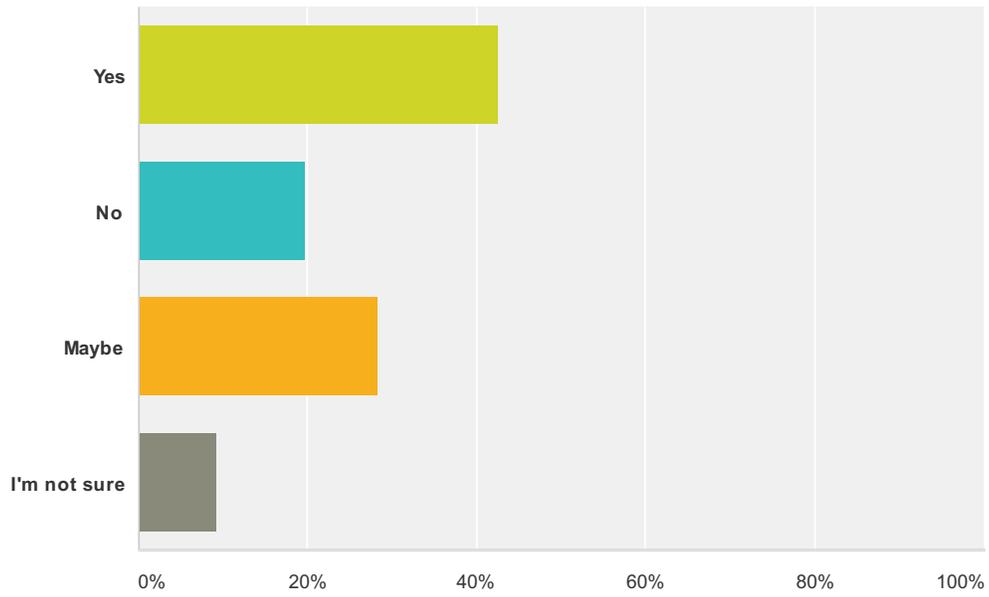
Answered: 618 Skipped: 136



Answer Choices	Responses	
Yes	49.84%	308
No	15.21%	94
I don't plan on moving	18.93%	117
I'm not sure	16.02%	99
Total		618

Q38 In choosing a new place to live, is its location from a Metro Rail station important?

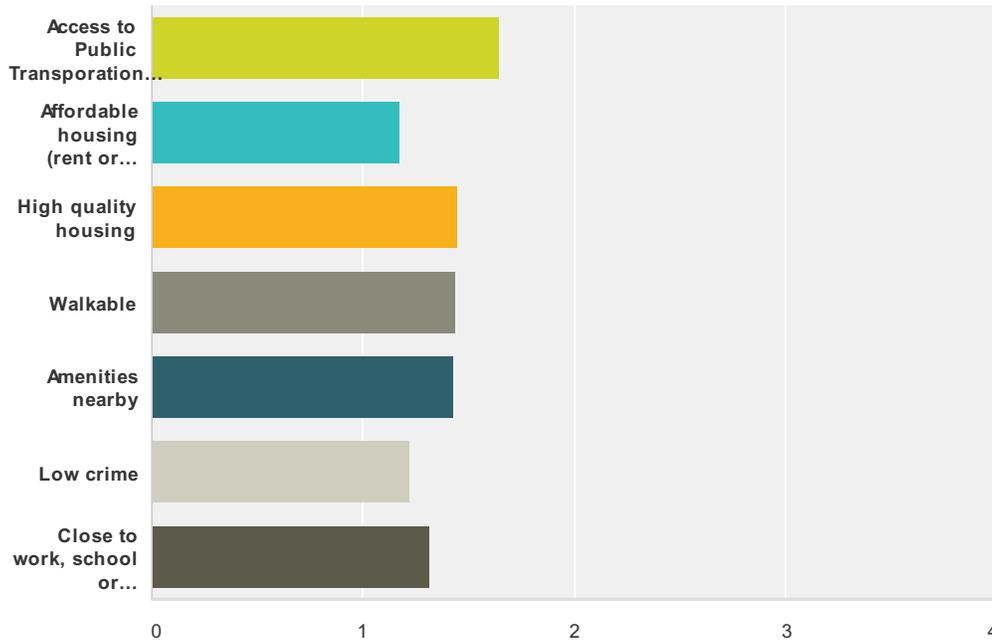
Answered: 620 Skipped: 134



Answer Choices	Responses
Yes	42.58% 264
No	19.68% 122
Maybe	28.39% 176
I'm not sure	9.35% 58
Total	620

Q39 How important to you are the following characteristics of a neighborhood that you would like to live in?

Answered: 619 Skipped: 135



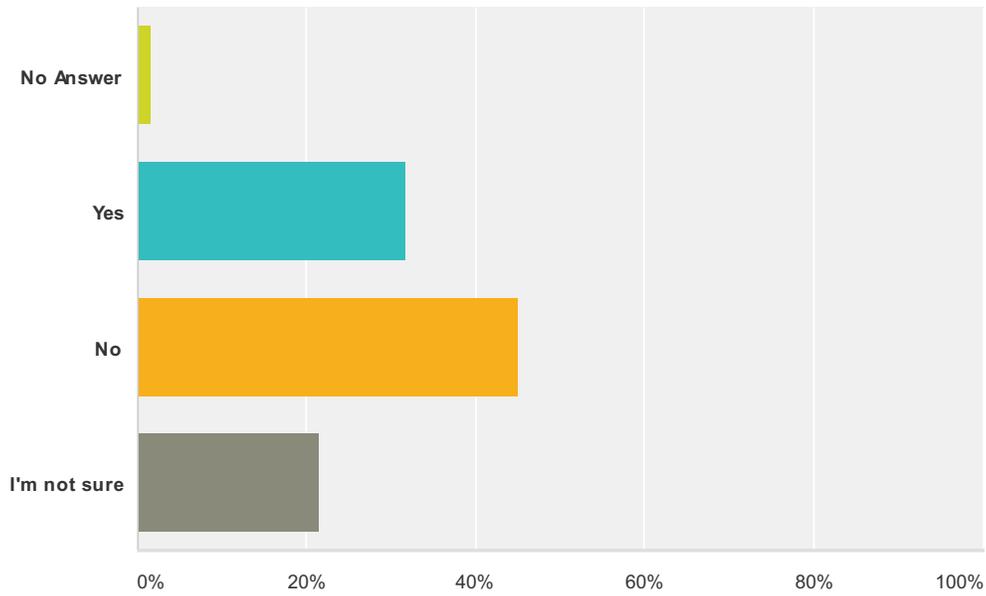
	Very Important	Somewhat Important	Not Important	I'm Not Sure	Total	Average Rating
Access to Public Transportation (train or bus)	50.24% 310	35.82% 221	12.48% 77	1.46% 9	617	1.65
Affordable housing (rent or own)	85.78% 531	12.12% 75	1.29% 8	0.81% 5	619	1.17
High quality housing	60.06% 370	35.55% 219	3.57% 22	0.81% 5	616	1.45
Walkable	62.34% 384	32.31% 199	4.06% 25	1.30% 8	616	1.44
Amenities nearby	61.75% 381	34.85% 215	2.27% 14	1.13% 7	617	1.43
Low crime	81.58% 505	15.99% 99	1.62% 10	0.81% 5	619	1.22
Close to work, school or destinations you visit regularly	71.04% 439	26.21% 162	2.10% 13	0.65% 4	618	1.32

Q40 Are there any particular neighborhoods in the Buffalo-Niagara region that you would consider very attractive to live in?

Answered: 248 Skipped: 506

Q41 The pilot UB-NFTA Transit Pass program was funded by UB, although students were not charged. Another way to fund such programs is to pass the cost on directly to students through student fees. Would you support an increase in student fees to support the UB-NFTA Transit Pass Program which would provide unlimited free rides on NFTA Metro Rail for all UB students?

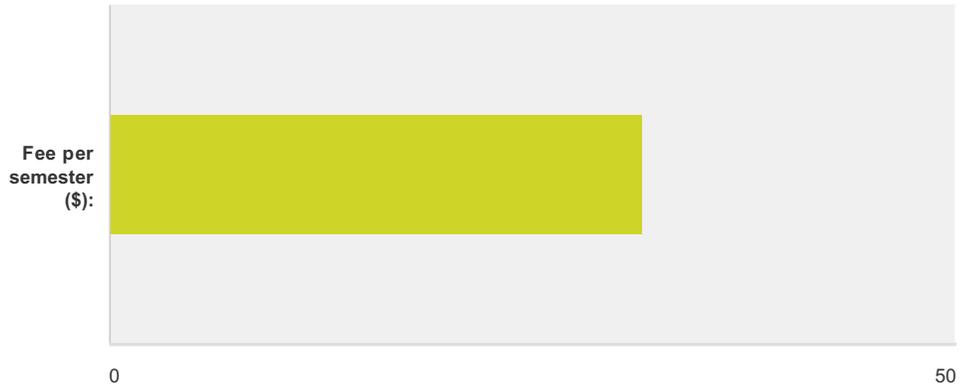
Answered: 620 Skipped: 134



Answer Choices	Responses
No Answer	1.61% 10
Yes	31.77% 197
No	45% 279
I'm not sure	21.61% 134
Total	620

Q42 What value increase in student fees per semester would you support?

Answered: 370 Skipped: 384



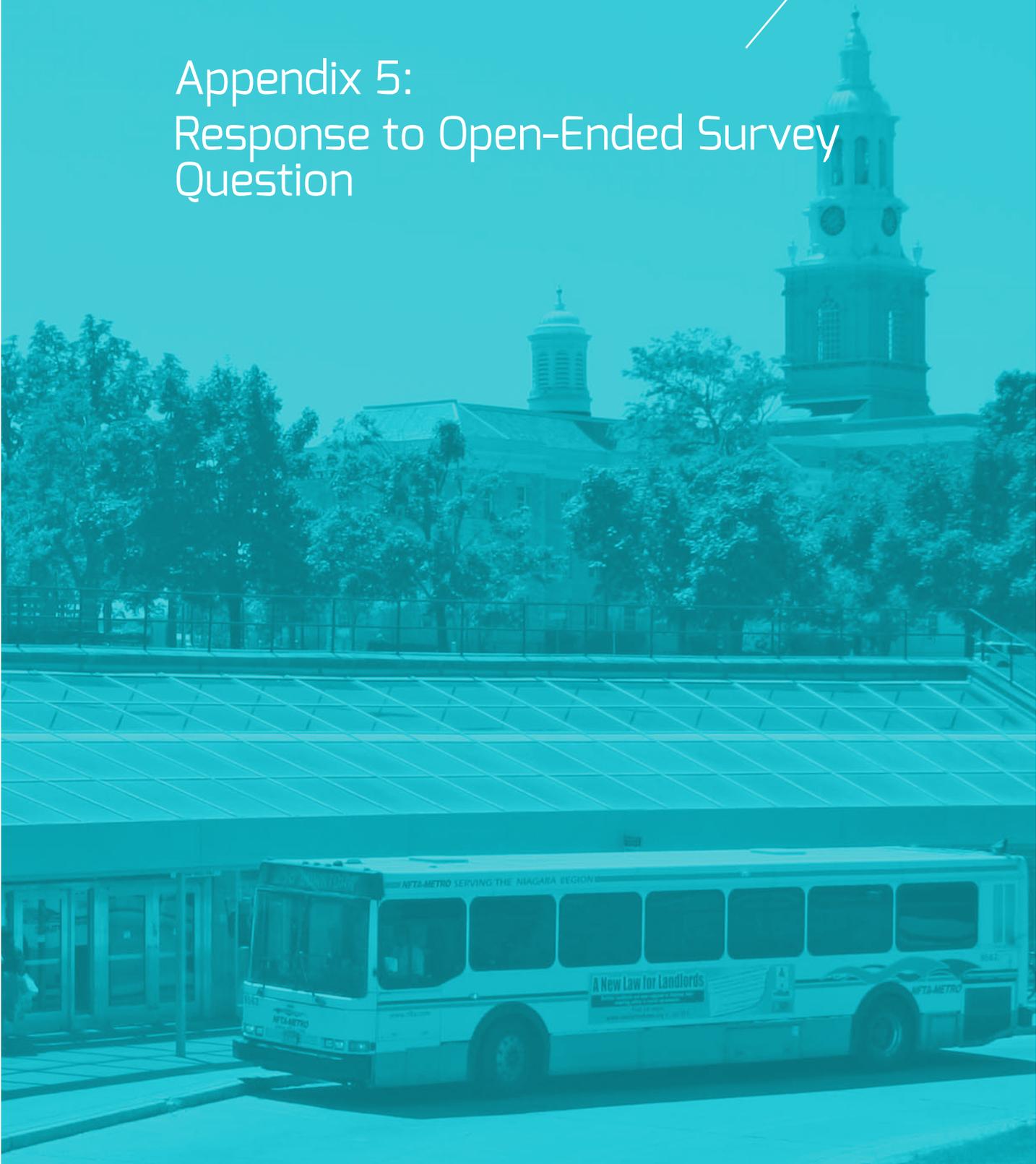
Answer Choices	Average Number	Total Number	Responses
Fee per semester (\$):	31.51	11,657	370
Total Respondents: 370			

Q43 Use this space to tell us any other thoughts you have about the pilot UB-NFTA Transit Pass program.

Answered: 204 Skipped: 550



Appendix 5: Response to Open-Ended Survey Question



Original written responses of former pass users from both the Active (Email) and Passive (MyUB) surveys are shown below. Of 708 Responses, 364 people provided comments to an open-ended question regarding the UB-NFTA Pilot Transit Pass Program. The comments appear in an unedited format as provided to us by SurveyMonkey. These comments provide the basis of the quotes highlighted throughout the report.

Number	Affiliation	Comment
1	Graduate Student	great idea, parking is a huge issue for south campus so this really helps students get to class on time
2	Graduate Student	I think free rides on NFTA bus is much more important than NFTA Rail to specially students who do not own a personal vehicle, for both personal and work purpose. It will also allow students who are now restricted to staying near south campus to move to safer and better neighborhoods.
3	Graduate Student	bring it back!
4	Graduate Student	I loved it and hope to see it return while i am still a student. Also, increase it for faculty/staff/alumni in those areas for a nominal fee if necessary.
5	Faculty	I think riding the metro/bus should be free as long as it is for work-related privileges and subsidized by SUNY or UB. So a free pass between South and Buffalo Niagara campuses should be available to UB employees. However, it would be very useful to have available completely free, unrestricted passes at a very reduced rate. Quite frankly, the rates that are currently charged for NFTA fares are ridiculously high and that is why I don't use their services on a regular basis. I would if I could afford it. So if UB provides some kind of fare card, much like that available for the Washington DC metro area, which permits me to travel at very reduced rates, I would consider using public transportation, including the buses, much more frequently.
6	Undergraduate Student	It is very useful and should include bus pass as well. There should be an option to choose from bus or rail service at a price of \$40 per month and a combined service for \$75 per month.
7	Graduate Student	It was a great program and I am looking forward to when it is re-instated. It makes going to school very convenient. It is good for the environment and also good for us,as we are encouraged to walk to and from the station. Other universities and colleges in Buffalo have access to the free Metro Pass. It is a shame that a large University like UB cannot offer its students the same.
8	Graduate Student	I thought that it was great! I was sad that it was over, I enjoyed using the metro!
9	Undergraduate Student	Raise tuition more for something that was always included in tuition? Are you fucking serious? My life was made hell as I had to bike for an entire semester from canisius college area through whatever weather to get to class everyday because I purchased a house down there with the intention of using the free metro passes, this caused severe backpain for me that I have had for a year. My emotions on the whole subject are for UB to fuck the fuck off.
10	Alumni	saved me lots of money using the rail.
11	Undergraduate Student	This is ridiculous, all of the other schools provide passes for free, even community colleges do. Our transportation cost is already higher than all of the other schools. It's about time UB swallows some costs considering how much we already give them. There is absolutely no was that they can't make the buses more efficient so that they can use the money to get us passes without charging.
12	Staff	I really liked the program-while I had access to a vehicle during the program, my husband and I were able to easily share a car. Becoming a one-car family has been a great experience.
13	Alumni	This program was great for helping me to get to work and class. I valued the fact that I did not need to use my car as often and I saved money. I was very sad to learn that the pilot program was over and that during my last semester I would need to begin relying on my car once again.
14	Graduate Student	When I came to Buffalo I was surprised the UB students don't get free or discounted passes, while other universities do. I think the pilot was good and I hope the program comes back in the future.
15	Graduate Student	It was particularly useful in the summer months when I am more inclined to want to walk to a metro station. (In the winter I prefer my car). Maybe a summer months student pass would be a good option?
16	Graduate Student	I have used public transport in other cities and greatly enjoy the convenience. However, Buffalo's public transport feels very unsafe. Both the metro station itself and the walk on Main street to the metro are not okay at night especially while carrying school books and a laptop. There needs to be better lighting, more police/other commuters.
17	Undergraduate Student	I loved having an NFTA pass! I used it a lot to run errands downtown, explore buffalo, and it was incredibly helpful during my internship/independent study (and I think it would allow others access to opportunities like internships that they wouldn't have had otherwise). Honestly though, instead of raising student activity fees, I would prefer a re-allocation of resources away from places like SA, who put on concerts that only 1/40th of the student population are interested in, and to the UB-NFTA transit pass program, which would enrich the city of buffalo, perhaps stimulate the economy in buffalo (if only a little bit), and allow the entire student population access to areas, shops, and other destinations they would not have been able to experience without the pass. It allows students to: events at the first niagara center, at coca-cola field (like the wing fest, the step up for down syndrome walk, and, of course, bisons games), the theater district, allentown, and so on.

18	Graduate Student	I think it's a great program. I believe that the norm is for schools to work with public transportation to facilitate commuting for the students. I didn't think that the transportation fair had to be increased by a lot, because I have a feeling that most students who live on-campus would not need to use the pass much.
19	Alumni	n/a
20	Graduate Student	[Deleted-Response Consisted of Contact Information]
21	Undergraduate Student	I think it's an excellent program. It gives students the chance to use public transportation in Buffalo instead of driving. Parking on South Campus is horrible. Instead people can park anywhere along the line and take the train in. I wish they would ad bus service to the pass at UB too.
22	Alumni	The convenience of having the pass when i did not have bus fare on certain days. It also allowed me to explore many attractions Buffalo has to offer. Which in turn helped me to develop my research skills needed for many of my courses. I do plan to return to UB in the fall as a Grad student. If the UB-NFTA transit Pass program returns, many future and current students would be grateful.
23	Alumni	It was greatly convenient to use this program. I never had to spend a ton of time planning trips. I'm not a driver, so it was great to be able to get around the city on my own without begging for rides. I also felt like this would be a great program to peg as a green initiative, since it could get students out of their cars.
24	Undergraduate Student	I think UB should have a free metro pass for their students, especially considering that this is a very respected school and many other educational institutions in Buffalo also have free metro passes for their students. This is a huge cost in transport per month for students to adhere to.
25	Graduate Student	It was a great program - I wish it would come back. Saved gas, saved money, less pollution.
26	Alumni	I thought it was a wonderful program when I was a student. I used it A lot for the time when I as doing an internship downtown. I think it should be an option for future students.
27	Graduate Student	I had access to a free transit pass during undergrad at Canisius, so it was important to me to have continued access to public transportation when I came to UB as a graduate student. Fortunately I was able to join the pilot program my first year here. I've had to make due without a pass over the last two semesters, and it's been an inconvenience to say the least.
28	Undergraduate Student	Should include the bus as well
29	Graduate Student	I would really appreciate if the program is continued as this was really helpful for me. I have lab on downtown campus and the blue line does not work after 8 pm, and metro is the only way to get back from lab.
30	Undergraduate Student	Using the Metro keeps students off the streets, driving, and puts them on the Train after they have been drinking.
31	Undergraduate Student	Don't be stingy UB. We already pay a very expensive fee.
32	Graduate Student	it would be nice to have a semester pass even if it cost up to \$100 a semester.
33	Graduate Student	The pass was helpful when I had an internship in the theater district, where parking is very difficult/expensive. While I have a car, I know many international students and others without cars that have trouble getting around easily and would benefit from these passes. Extending the passes to the city buses would also be beneficial, since the metro is so limited in its range.
34	Graduate Student	I think it is a wonderful idea, especially since the north campus is outside of Buffalo. It seems that making the north campus more accessible to people living in the city of Buffalo would be quite beneficial to the city as well. If it isn't a hassle to commute to the north campus, then more people would consider living in the city. At the very least, UB students should receive a discount on NFTA fares.
35	Undergraduate Student	it was a good experience especially for the breakes.
36	Undergraduate Student	It greatly encouraged me to get downtown into the Buffalo community which I think is the greatest opportunity this area has and needs to take advantage of. I was able to take part in so many school related events like speakers and conferences as well as sporting events, art exhibitions and volunteering at outreach programs. Buffalo needs to get students into the city to foster growth and vitality.
37	Staff	Without the ability to use the bus system with the train, the original program could not have lived up to its potential. The ability to get to the mall, airport or live further than walking distance from the train line are what make the transit system an option instead of driving a car.
38	Graduate Student	I cannot lay enough stress on how convenient the pilot program was for me. I am working in Roswell Park Cancer Institute and Blue Line services are not sufficiently flexible. The transit pass allowed me to commute at my will as well as on the weekends. I feel thats its imperative that the program is brought back in action.
39	Undergraduate Student	The NFTA uses UB south campus for their rail and bus service. The fact that UB doesn't take advantage of this is ridiculous. When the program ended UB should have gotten rid of the NFTA on south campus completely. The rail program should also be advertised better among all students so that people are aware that such a program exists
40	Undergraduate Student	I was really disappointed to see this ended. It would also be nice to see UB have a metro bus program like most of the other local universities do.

41	Faculty	A very good idea. Will become more useful and important when the Medical School goes downtown. Also, if the metrorail is ever extended to north campus, this will become indispensable.
42	Graduate Student	It is more convenient than the Blue Line and makes it redundant. Maybe the savings from stopping the Blue Line could be used to fund the transit pass for students?
43	Undergraduate Student	Would not support an increase in student tuition because I am not sure of the percentage of students who actually benefit the implementation of the program.
44	Graduate Student	I ride my bicycle and I sometimes I would have liked to ride the metro and bring my bicycle along but I do not feel comfortable doing so because I would need to take the elevator. I have been approached before by individuals who have made me feel uncomfortable in closed quarters when carrying my bike in the elevator.
45	Graduate Student	I benefited from it and it was hassle free.
46	Faculty	Charge faculty and staff 50 to 100 per semester.
47	Graduate Student	UB-NFTA Transit Pass assured my coming to school in time every day. Blue line services are not very reliable, not frequent and it takes two time longer to get school with a Blue line in comparison to the subway. Besides, Blue line finishes it's work too early in the night.
48	Undergraduate Student	I think all students having free passes will not only effect the students but also the greater buffalo area as more students would be more inclined to visit new areas
49	Staff	I really enjoyed riding the train, I had no negative experiences and it allowed me to feel more closely associated with the community in which I enjoyed. By 5:00pm it's usually working people on the transit system and I had no problems at all.
50	Staff	Please re-instate this program. It is wasteful & redundant to have a train, a metro bus, AND the UB Blue Line all traveling the SAME route, from South Campus to downtown!!! Thsi is waste of UB and NYS tax-payers' money! UB people should be subsidized to take the train and/or bus!!!
51	Graduate Student	I loved it. I used it every chance I could. I used to live in Atlanta and I would pay \$30 per month for a student discount monthly pass. I would even be willing to pay that, but \$75 is way too much money for such a small train. If you brought the program back I would use it as often as possible, and I would be willing to buy a discounted monthly pass from UB if they were available.
52	Graduate Student	For graduate students part of the Roswell Park program the activity fees charged do not seem reasonable. As we do not need UB parking passes, UB computers, etc. it would be nice to get a Metro pass from our fees that would actually be useful for getting back and forth from the Downtown campus to South campus.
53	Graduate Student	INCLUDE BUS SERVICE IN THIS PROGRAM, YOU IDIOTS! Why just the metro line? Students live all over, and you would benefit from recognizing that. It would help the city because you would give access to college students to all parts of town (where they would spend money.) I refuse to believe I am the first person to think of this. Think of it... ask students to by a semester pass for 60 dollars. Using this pass, students can go anywhere on NFTA. Even though the monthly pass is \$75, students (rather, their parents) will recognize that \$60 is a killer deal, and would not think twice about paying it if it is part of tuition. There are OVER 20,000 students. Just multiply that by 60. This is how much NFTA makes in a semester; twice that is how much they make in a year. You can even make the per-semester cost \$120, and parents would still see this as a deal. How is this a bad thing?
54	Graduate Student	I really enjoyed this program. It really encouraged me to walk more. Now that I don't have the pass I've been driving more and I really miss the walking.
55	Staff	The idea is good, but unfortunately the NFTA infrastructure just doesn't exist so there is little benefit to using the UB-NFTA Transit Pass. JUST using the UB-NFTA Transit Pass actually INCREASED my commute time and DECREASED the level of personal safety I felt during my commute.
56	Undergraduate Student	I thought it was great. It opened up the city of buffalo to me and cut my cost of transportation. I feel that a small fraction of students took advantage of the program, and a very small percent used the pass for daily commutes. Overall, I believe the pass increases UB's influence and reach into our city. It breaks the incredibly insular tendencies of the two main campuses and allows students to feel connected to the city and not just the school.
57	Graduate Student	Please bring it back
58	Alumni	Taking away the free pass is unconscionable for urban planning students who are supposed to be educated and be proponents of public transportation for the future vitality of cities, not to mention the public health and environmental considerations. Just very disappointing and poorly executed for this to be rescinded.
59	Undergraduate Student	I really loved the subway in the short time I got to use it. It saved me a ton of money, and really made my stay at UB a lot safer. Living on the West Side (about the only place I could afford to live and not have my car broken into nightly like the Heights) driving in winter was SCARY. There were many icy days where I could still get to class. I was so, so sad to not have that pass anymore-- Buffalo State has it, so why can't we? I think UB needs to swallow their pride and realize that the shuttles aren't that great. The Stampede is fine, but the shuttles are unpredictable, and I never can get to where I'm going even vaguely on time.
60	Undergraduate Student	not at this time
61	Undergraduate Student	Having a NFTA stop on campus without offering passes like other local colleges do seems unfair to UB students

62	Undergraduate Student	It would be nice to see the hours of the NFTA trains extended later (past 1 am)
63	Undergraduate Student	I would really like this program to start again, it was very useful to me personally. However, I do not want to pay UB any more money than I already do. So I would not support an increase in school fees just to get this. I would rather pay NFTA personally and continue buying my monthly passes if this was the case.
64	Staff	Continue to use the metro-rail for special events; using the transit pass program, found it cost effective when compared to parking
65	Graduate Student	None
66	Graduate Student	I really appreciated it while it existed and would like to see it return. It seems strange that other colleges in the community have complete NFTA passes and UB students get nothing (not that the Stampede service isn't appreciated).
67	Staff	This was a great program that made my commute much easier and greener! Now I pay \$4 for 4 stops a day, roundtrip from Amherst to University, which just doesn't seem reasonable. I would gladly pay a flat fee for the year, because a monthly pass is never worth its cost for me. Please bring back the UB passes!
68	Graduate Student	I would strongly take public transportation if there is nfta metro pass. It would be of great help. it prevents using motor vehicle often and hence encourages less usage of fuel. I hope we would get it again
69	Staff	The program for me was great. It got me out riding my bike to the metro station and saved me the hassle of bringing my car to downtown buffalo. I would not buy a monthly pass however because I already own a car and I don't think there would be any cost savings to me. I do believe the program should continue and should be expanded for those who live more than 3/4 a mile from the station. I am only a 15 minute bike ride from the university station and I enjoyed riding my bike. It was something that I normally would not be able to do without the pass.
70	Graduate Student	it was a great idea, kindly get it back without an increase in fees. thanks.
71	Graduate Student	I thought it was very helpful when I was living near South Campus and took the light rail when I had to go downtown to go to the hospital or to Allen st for volunteer work. I also took the light rail to the bus station one time. However, I would not pay 75\$ myself for a monthly pass as I only took it at most once or a twice a week, and not every week. I don't like the idea of increasing student fees to cover an unlimited pass as Buffalo is built in a way that having a car is a necessity and I wouldn't be able to get rid of my car even if I had unlimited public transportation.
72	Alumni	I think making it easier for masses to get around the city will be immensely important for the growth of Buffalo and UB. Buffalo is much too spread out (especially its commerce and nightlife), and making it easier for people to get around without the need of personal vehicles is important. The city is not walkable, as it exists right now, and public transportation is really the only solution to making the city function as an urban epicenter without walkability. Relying on personal vehicles is not an option. I enjoyed exploring Buffalo since I was part of the pilot program and I hope UB continues its power in the city to promote programs like this.
73	Undergraduate Student	Thought 1: I used the NFTA buses more than I used the Metro Rail. The program should extend beyond just the rail and be more similar to the programs offered at other schools in the area. Thought 2: UB-NFTA should offer students a discount on the monthly passes for the entire transit system, but only if they want to purchase it. There is no reason to charge every student an extra fee if they're not going to use the program.
74	Staff	As a staff member I would not mind paying a small fee to include the pass with the cost of my parking hang tag, since I might use a combination of both services to address transportation to and from the campus.
75	Other	Very useful!!
76	Graduate Student	It was a great way to see the city and experience Buffalo.
77	Graduate Student	I saved a great deal of gas money by commuting. When the program ended I mostly rode my bike. My car got wrecked, and I rode the bike until it was too cold/snowy. I was forced to spend thousands of dollars on a replacement car that I would not have spent if the program were still available. I put it off for quite a while because the website did not say the the program was not going to be renewed this year, only that it had not yet been renewed. At one point I got snow in my boot during my walk to lab and nearly froze my foot, and it's your fault.
78	Graduate Student	The program was awesome. it was a huge disappointment when it stopped. The NFTA metro costs of 75 a month is a racket, and hardly worth the costs during the winter months when it's use is the most appealing. The daily and one way trip are comparably ridiculous, and the insignificant reduction in price for the monthly pass seems like a joke. I think that the ub-nfta pass helped resolve that issue. it made using public transport not only affordable but appealing. For the most part I'd rather drive my car or take the blue line which wastes A LOT of my time than pay those ridiculous bus fares. I would greatly support the UB-NFTA pass program and know of many other who would too, and who did while it lasted, a moved with thought that it would continue, because again it saved money compared to actually paying those ridiculous prices. Which become even more ridiculous when taken into account the number of people who you see don't even have a pass and run from the pass checkers and get away when they see them.
79	Staff	I was pleased to have the opportunity to be a part of this program and I thought it worked out well for me.

		Although I own a car and a motorcycle, I also own a bike and skateboard and was able to have that many more options when choosing how I wanted to get to my destinations. It was nice to have Green(er) options available easily when it was convenient for me.
80	Graduate Student	Lost the pass just when I needed it most
81	Alumni	I really liked this program.
82	Graduate Student	It was a great program, and made it possible for me to afford volunteer internships downtown.
83	Undergraduate Student	I really like the program so please bring it back!
84		The program was excellent. It greatly increased my mobility and allowed me to explore the Buffalo area. Please, please bring this program back.
85	Undergraduate Student	I believe that it is very convenient for students to have. I myself use the Metro every single day to get to UB, and having this pass would get rid of the financial burden in that respect
86	Faculty	I was sorry it was discontinued.
87	Graduate Student	Student ridership on the metro rail made it appear more safe. I think encouraging students to use the metro rail service by providing free passes is mutually beneficial, until the metro rail establishes a good reputation in the community.
88	Undergraduate Student	i think that the UB-NFTA transit pass is not necessary now because UB has increased the times of the blue line and the transit pass is not necessary any longer, ub has met the needs of its students without having to increase or add another charge to their tuition
89	Graduate Student	I thought the program was very helpful for many students that needed it almost immediately. One of the great functions was to ensure students who wanted to enjoy a social life were able to take a free ride down to the Chippewa strip from the University station. It would be helpful for everybody in general and would allow students to socialize more by being able to enjoy and explore Buffalo in a safe and cost efficient manner.
90	Undergraduate Student	Tuition and fees are constantly being raised. UB should use the fees it takes from the so-called "Student Excellence Fee", and use it to fund this Free UB-NFTA Transit Pass.
91	Undergraduate Student	none
92	Undergraduate Student	UB Fees go up anyways. Since blue line and other buses for UB are limited, might as well use money to give students the ability to travel throughout Buffalo with a little more freedom. many of the other schools in the area provide NFTA passes to their students. The Metro line is limited as well the pass should include bus services too.
93	Graduate Student	It was a helpful program especially for international students with limited or no access to private vehicle.
94	Faculty	UB's communication about the program was poor. It was a good idea but not well implemented.
95	Undergraduate Student	I think this program is very important for commuters, and for students to be able to get off campus. I think that if students have to sign up for the pass, it will limit the amount of people who use the pass, and these numbers could be used to determine how much extra money students should have to pay in their mandatory fees.
96	Undergraduate Student	(PLEASE READ ENTIRE THOUGHT)- bring it back or downtown buffalo is going to continue to go down the dumps. This is a college based city. Make events downtown focused for students and the buffalo economic revenue will rise. Stop being stingy and greedy for money. You raise prices for public transportation like you really need it. Then turn around and the NFTA buys a new train with a computerized voice(which has little space by the way). The public cares more about affordability. "Public" transportation shouldn't be priced in a way that has students and residents scrapping for change to avoid a \$50 ticket!!!!!! Not to mention the transit police who abuse authority. So the least you can do is give back and stop being cheap. Thank you. By the way you guys need some economic majors to help with your costs and raise profit. If so I'm your man, but seriously give and you will recieve.
97	Staff	There are several things that NFTA needs to improve: the quality, cleanliness and safety, and monitoring the behavior of its patrons on the metro rail system-so that people will want to use this system.
98	Graduate Student	The UB-NFTA transit pass was very helpful to me particularly during the summer period and other times when the university is not running its regular schedule and the blue line shuttle rounds are extended to hourly intervals instead of every 30 mins. As a graduate student working towards to research degree, there is no difference between semester on- and off- sessions, as I had to commute to my downtown Roswell Park office on a daily basis. Also because I often had to take classes either at the UB South campus or at Roswell, the NFTA transportation was very helpful as it ran more frequently and so helped me meet my tight schedules running from one location to another. I often work till very late at night, so I would use the NFTA metro after hours, when the blue line shuttle would have stopped working. However, I find quite uncomfortable the NFTA rail at night because I don't feel safe at all. I had an issue with some questions on your survey - your assumption that if one had a car, then it would mean that car was being used to commute between campuses. On the contrary, as I mentioned earlier on in the survey, I use my car to get to the UB South campus from my off-campus location, to get on either the blue line or the NFTA metro. This is because of the difficulty and additional costs involved in getting a slot for parking at RCPI campus. The only reason I would take my car would be if I had a very important

		appointment to get to and I was running late and would not be able to make if I were to use public transportation, OR if I had to get to my RPCI office in weekends. Finally, I would not in any way support being billed extra student fees for the NFTA pass. I feel that the comprehensive fees I currently pay should be more than adequate to cover those costs. Thank you.
99	Staff	I liked the program a lot. I believe the student fees if used, should be minimal. The rail system isn't used by all and they have a great deal of fees already.
100	Graduate Student	I really liked the program. I share a car with my spouse (non-UB) and the program made it easier for me to commute by train/Stampede. I hardly ever take the train now that it is over.
101	Undergraduate Student	It should include a bus pass. I still had to pay for a daily pass despite having the rail. Buff State has that program and I wish we did too.
102	Undergraduate Student	While I didn't use the transit pass regularly, it was a very nice tool to have when I needed it. I find the rail to be a safe, reliable option to get downtown for work or events. When I get an internship downtown within the next two years I would love to have access to the transit pass!
103	Staff	it worked well while it lasted, encouraged environmentally friendly option. Now I drive much more. Wish it didn't stop since there are two people in my household who had moved specifically based on access to free metro, now there is just more driving and carbon emissions instead
104	Undergraduate Student	PLEASE FOR THE LOVE OF GOD DO THE PROGRAM AGAIN, IT WAS AMAZING, ONE OF THE FEW THINGS THIS SCHOOL HAS DONE THAT WASN'T A COMPLETE WASTE OF MONEY AND TIME. I WAS FINALLY ABLE TO EXPLORE BUFFALO, THE STICKER WAS SUPER CONVENIENT. THIS PROGRAM COULD REALLY BRING STUDENTS INTO THE CITY AND SPUR THE LOCAL ECONOMY
105	Graduate Student	It was a great program and I benefited a lot from it. I know a lot of people who used to ride the metro rail all the time who don't anymore. My thought is: Bring it back!
106	Undergraduate Student	Would really appreciate if the pass can work on the bus. Many schools can use their card on the bus but not UB.
107	Graduate Student	Consider expansion into bus passes.
108	Graduate Student	It is essential!
109	Staff	It was a great program. I wish you would bring it back.
110	Undergraduate Student	If other schools are given the opportunity to have free NFTA passes ie.ECC, BUFFALO STATE COLLEGE, etc. UB should be granted the same privilege. The school takes a lot of our money and uses it on miscellaneous things, so why not put it where it will be of great use.
111	Graduate Student	If we have to pay for the pass through the fees, then what's the point of this Program? Is it going to be subsidized? If the transportation fee covers the 'blue line', can this program be free but substitute the blue line?
112	Graduate Student	Please bring it back for future students.
113	Undergraduate Student	Very helpful.
114	Graduate Student	I loved the program. Cannot possibly understand why it no longer exists.
115	Graduate Student	It was great! It should be permanent.
116	Graduate Student	Buying a monthly pass or buying a \$4 round-trip ticket is much more expensive than driving 2 miles to South Campus and parking for free; so I rarely take Metro Rail since the pass program was discontinued.
117	Graduate Student	Please see my answer to the section on other neighborhood characteristics, as I basically answered this question in that space. Simply, I think when students get enrolled in UB, if they are told about the other options - free NFTA or student supported NFTA fees (maybe optional fees if you want the pass) packaged with a Buffalo CarShare membership, and if students are convinced this is a feasible option, I think a lot more students would at least try out this option. Coming from someone who lived in NYC for many years before moving to Buffalo for graduate school, I can tell you that if I were told about and convinced this was an alternate to buying a car when I moved to Buffalo, I would have tried it out at least for a year or so to make my own opinion. I was never presented with this being a feasible option for transportation in Buffalo (everyone I talked to, from people who grew up in Buffalo to those in school here told me that I would absolutely need a car), so I purchased one (painfully, since we can't borrow more money in student loans to buy a car). Since I relied solely on public transportation in NYC, I was, of course, saddened by the reality but bought into it. I do hope that you consider a campaign, perhaps jointly with the NFTA and CarShare to make alternate modes of transportation a viable option for UB students going forward.
118	Faculty	The program is convenient and offers a fast alternative for UB affiliates who have to travel from UB to the Medical campus and back.
119	Graduate Student	It was an amazing program. It was greener, easier, and cheaper than driving downtown. I have since graduated and moved to a town without public transportation and I very much miss the Metro Rail.
120	Graduate Student	I really hope this program returns. I know a lot of students like and utilize it and especially International students who do not have cars.

121	Graduate Student	It is more convenient and speed than the blue line.
122	Graduate Student	It was great, I hope you bring it back!
123	Alumni	I liked that I didn't have to pay to ride the rail, but it would have been nice if it was valid on buses as well.
124	Graduate Student	It was a great program, I was sad to see it end. I moved recently and moved further from a Metro station because I no longer had free access to the Metro. I would use it a lot more if it were free to students.
125	Undergraduate Student	Should have more frequent trips.
126	Graduate Student	I want it back
127	Graduate Student	I would support an increase in the student fee to provide free NFTA pass if it also covered NFTA bus as well.
128	Other	Not everyone lives in the city or near nfta public transportaion, therefore not everyone needs a pass. However once the medical campus is completed im sure many more people will require the use of public transport
129	Alumni	Good one
130	Graduate Student	great program which provided accessibility for Metro nearby resident students
131	Graduate Student	It was great for me when I started my internship. It was very convenient and a money saver! I would support offering students free access to the metro. I don't think students should be charged to use it.
132	Undergraduate Student	I thought the UB-NFTA Transit Pass was somewhat pointless because you still had to end up paying for an all day pass if you had to take the bus during your commute. The UB-NFTA Transit Pass is pointless if you're commute only consist of 3 stops on the train, but a 30-min bus ride/
133	Staff	bring it back
134	Graduate Student	I thought it was a great program and it allowed me to visit and support other areas of Buffalo, where without the pass I don't do that anymore.
135	Undergraduate Student	The pass made summer job opportunities much more attractive, which was why I decided to stay in Buffalo for the summer.
136	Faculty	so many colleges and universities have these deals with their cities. For example in Pittsburgh, all students ride free from Pitt, CMU others. If UB really wants to be green, this is a no brainer!
137	Graduate Student	Bring it back!
138	Staff	Please continue it and extend it to buses.
139	Graduate Student	I am very disappointed that the pass was not renewed. The metro rail is an asset for UB and its students. Most universities and colleges in the area offer an NFTA pass for their students. The Blue Line is inferior and inconvenient to use.
140	Undergraduate Student	I thought it was a very effective way to stimulate use of public transportation. People will significantly be more likely to get the UB-NFTA pass and use it if it is free. Charging the students in any way would most likely create a negative connotation toward NFTA and UB
141	Graduate Student	I do not have a lot of money, so I cannot afford a \$75 pass.
142	Graduate Student	I think, the free-NFTA Transit pass should be available for UB students who need it or live near Metro Stations, not for all UB students. Most of my friends live near North Campus and have cars, and they have never used Metro service.
143	Graduate Student	the pilot UB-NFTA Transit Pass program was great, I hope it returns!
144	Graduate Student	The dissolution of the program disgusts me. Instead, you build a parking lot on South campus? Way to go green, UB... I happily rode the Metro my first year as a graduate student. It cut down on waste of gasoline, plus that brisk walk to the train was great exercise. Because I do have a car, it does not make sense for me to buy a monthly pass since I would not use it enough for the cost to make sense. Use your fees in other ways to make this free again. Binghamton University where I went for undergrad makes ALL buses in town FREE for students. Follow their lead.
145	Faculty	The transit pass program was a great addition to sustainability programming at UB. I was shocked that the pilot program was discontinued without an announcement to the UB community. It is shameful that UB operates the Blue Line shuttle that duplicates a light rail route. It is also shameful that UB publicizes many sustainability initiatives (UB Green, UB Breathe, etc) but does not have a transit pass program. The transit pass program brings enormous benefits to students, faculty, and staff, all of UB, and greater Buffalo.
146	Alumni	The program should be introduced again for all the students.
147	Undergraduate Student	It is a great program and a shame UB cannot just cut Tripathi's ridiculous paycheck and actually help out students. No more payoffs to old employees - focus on the betterment of the student population. Every other school/college near the subway line has a program. Why not UB?
148	Graduate Student	I think that priority should be making a contiguous line from downtown to north campus. It would save cost, vastly increase public transportation usage, and become an economic generator for all stops along the line.

149	Undergraduate Student	Why not include the bus system into the metro pass as well? You could greatly increase the number of people on the system that travel to the universities campuses if people had not only the option to travel by rail but also by the extensive bus system, if this were the case I could understand the implementation of a higher fee per semester, it would still need to be a reasonable amount however as not everyone would theoretically be utilizing the system.
150	Graduate Student	If the free pass system is too much \$\$, maybe a punch-card program? A certain number of free rides per semester.
151	Faculty	It was great - anything to get people to use cars less. I hold an extreme view - that until gas is as high as it is in Europe, Americans won't change their consumption unless they feel it in the wallet. Public transportation will increase when parking is tighter and gas is higher, IMHO. Thanks for the program.
152	Graduate Student	I really appreciated the NFTA Transit Program as it allowed me to visit campus on all days of the week and in the evenings. After the program was discontinued I took the Blue Line. This was, however, not an option for many students. The shuttle only stops at Allen station and this stop is not walkable if you live further out. The shuttle also doesn't run in the weekends/evenings, which is inconvenient. Most universities offer transportation cards to their students or discounts and I think UB shouldn't be an exception. I also think that international students suffered the most from the program's discontinuation; most of them don't own a car and they rely heavily on public transport. We pay an extra fee of 100 dollars a semester because we are international students and it would be nice if we could see something back of that in the form of better/more accessible means of transportation.
153	Undergraduate Student	I feel that the program should include the buses as well. All the other schools in the area that have a rail system also include buses. I take 2 buses to get to school, or one bus and a rail ride. It would make life much easier if this were implemented.
154	Undergraduate Student	I think that this should have already been provided for us. I feel ashamed to be paying fee's to for some of the things that my money is going towards. Transportation is something that should be a priority over such things.
155	Other	It was a fantastic benefit, but since I'm eligible for a senior discount on the rail line, the fare is low and the pass is just a bonus.
156	Graduate Student	I like the program, it made taking public transportation to work an easy decision because I saved on gas and parking. Bring back the program!
157	Graduate Student	I very much enjoyed the option. I ended up buying a car (was sharing one previously) because many of my classes got out late and I didn't feel safe walking home from the metro after a certain hour. I would use the service again, though, if my classes were not too late.
158	Graduate Student	Just look at the overflowing parking lots on both North and South Campus and ask yourselves how successful UB has been in their campaign to reduce single-vehicle transport. The free NFTA pass was an excellent step in the right direction. Eliminating it was moronic and shows a deep lack of vision on the parts of both UB and NFTA.
159	Undergraduate Student	This pass helped me immensely. I could not afford on-campus housing or a car, so it did help with my commute from South Campus to my house. After a developing skin condition made commuting by bike nearly impossible for me, I had to walk. During the time of the NFTA Pass, I walked to amherst station. Currently without the pass, I have to walk from UB South Campus to my house taking 1 hour (because I can not afford a train and bus ticket EVERY TIME I try to go to school). I also talked to other commuters who did not know of the program. This one girl transferred to UB from Canisius College because it was too expensive. She ended up paying the monthly charge for the rail and bus pass so she can commute to where she lived downtown. On top of being a full-time student, she also had to have a full-time job. It is unfair and not just that the involuntary \$171.75 transportation fee that every student pays, does not have ANY money allocated to off-campus low-income students. The fees adds up to \$7 Million per year. \$3.8 Million is used to sustain the buses. Disregarding the fact that the Blue Line is acting counterproductive to the whole UBGreen initiative (because the subway that covers the majority of the route), and the fact that UB spent \$350,000 on 28 new buses (totalling \$9.8 Million) when many times buses that come in waves of 2-4 which is not efficient, it is terrible that commuters need to pay a fine for services not useful to them. I hope people will understand that this pass is not just used for UB students who have to commute to the medical campus. It's also for low-income and inner-city STUDENTS who cannot afford living on dorm or buying/sustaining a car, etc. I try not to complain, but when hardships suffered by me and others can be prevented, that is when change needs to happen.
160	Undergraduate Student	the program made me want to go out more. I didn't have to worry about train fare. A lot of college students don't carry cash around and it just made oife easier. I didn't have to pull out money from an ATM just to use two dollars.
161	Staff	I value the ability to ride the rail every work day and for activities downtown during the weekends. The trains run on schedule. There have been times when the conductor needs to intervene ore often to abide by the rules of not eating, drinking, smoking etc. There needs to be more spot checks to ensure that riders have a valid proof of payment; I hear too many riders say that they don't have a ticket and see too many riders hop off the train when they see an inspector. I like the new cars but I do NOT like the automated messaging ie: "the train is ready to move- stay away from the doors" etc. It is just too "busy and noisy"- I think people know that the train is ready to move etc. and honestly I look forward to a QUIET RIDE in to work and a quiet ride back home. I have heard other people express the same. Please afford UB the opportunity to provide free passes again. Downtown Buffalo is becoming very exciting and this is another way to get people out and about and explore our great city!
162	Graduate	I rarely used the metro rail prior to the implementation of the pilot program. After, I was using the rail 4-6 times

	Student	a week roundtrip. I strongly urge UB to reinvest in the program as I think it would have lasting benefits to the community of Buffalo and Amherst as well as the University students and culture.
163	Alumni	Although I did not use it a lot, I would have in previous years had this program been rolled out sooner.
164	Undergraduate Student	I would only vote for student fee increase if metro rail was expanded directly to north campus so no transfer is needed.
165	Alumni	A fee should not be charged since we are charged enough for things we sometimes do not use. The pilot was very helpful for me as i worked downtown and parking is difficult to find. Thanks!
166	Undergraduate Student	I think that the university makes a lot of money off of its students, and they should provide a free metro pass without a new fee because one of their campuses is downtown.
167	Undergraduate Student	The program was very good and allowed me to reduce my rent by moving further away from campus; since the cancellation of the program I have been forced to purchase a car.
168	Graduate Student	I think that the UB-NFTA Transit Pass program was a fantastic asset. I am currently in my third year of law school, and found it invaluable to get to my part-time job, as well as internships, clerkships, and the courts in general. When it was taken away, I started using the \$2.00/day parking on Washington and St. Michael's Place, and would walk to the theatre station to grab the train to court or church. This wasn't so bad until theatre closed. Now there is no cheap parking that doesn't involve a significant walk to and from work. In the summer, its not so bad, but in the winter it is horrible. Now I spend close to \$7.00/day to park. The free NFTA pass made life alot easier. I would jump on the train at the park and ride at lasalle, and read a chapter in a book on my way to and from work. This is another thing that I lost when the contract ran out. I am graduating in May, so it will no longer effect me, but I think that the Pass should be brought back.
169	Graduate Student	It would be really useful if the Metro pass could be an unlimited Bus and/or Rail pass; as is the case with other colleges in the area. If we are going to pay a discounted fee for this privilege then we should have access to all kinds of public transportation. Given the linear trajectory of the metro line, access to a radial network of buses is a necessity. If that increases the student fees marginally then that is acceptable. In my opinion, a fee hike between \$40-\$50 that includes unlimited access to BOTH buses and the rail is reasonable.
170	Graduate Student	I think it contributed to the environment we live in. I am so sad that it ended because money became more important to the two parties (UB and NFTA) than the greenery. Paradoxically, the metro is very rarely full; so there was no way it would be at loss by reaching an agreement with UB. Let's save Earth! Keep money in the community by not spending on gas! TY!
171	Staff	It was a great free program and should continue.
172	Graduate Student	I currently pay approximately \$60 a month in fares, seven months out of the year. The remainder of the year I use the train much less. Unless the increase in fees is considerably less than the amount I'm already paying, it would provide no benefit. If UB cannot negotiate something which qualifies as a deal with NFTA, then UB does not know how to negotiate, because students are clearly not buying monthly passes.
173	Graduate Student	Great program. Changed my commute and activity level hugely! Make sure it's safe for females
174	Undergraduate Student	I hope the program returns because it will help many International students like me who are living off campus
175	Undergraduate Student	I would support adding this to student fees but only for those student who need it. It should not be required of students who would not use the pass.
176	Faculty	It is absurd that there are transit pass programs at the other colleges in Buffalo, but not at UB. This is particularly strange given that we are ON one of the metro stations.
177	Graduate Student	It was a great program that many people relied in and was good for the city, the rail system and the university. The fact that it did not continue shows a lack of concern for those who relied upon it. Even if a free-student-pass contract could not be agreed to how could neither side agree to a reduced pass for UB students? The only people who didn't suffer from this decision were the people making it.
178	Faculty	This was a terrific program that will hopefully come back to life in the future. Rather than subsidizing and encouraging car driving through extraordinarily low parking fees, UB should encourage the use of public transportation through programs like this.
179	Graduate Student	Please bring it back!
180	Graduate Student	I took a while (about 6 months) to sign up for the pass and start using it. Once I did, I began using it frequently and found that it made my daily commute for school and work much easier. The no-cost availability of the UB-NFTA Transit Pass was a significant factor in getting me to embrace public transportation as a regular part of my daily activities and has had the very positive effect of getting me to fit regular exercise into my busy schedule by walking or biking to and from the station several days a week. As an added benefit, I have found that, despite the longer commute time in comparison to driving a car, I am often able to get work done during my commute so the added commute time is not a major hindrance to my schedule. The availability of the free UB-NFTA Transit Pass is especially important in this regard because I typically cannot read while riding the UB Blue Line shuttle due to motion sickness. The smoother ride and more direct route of the Metro Rail rarely results in physical discomfort of this sort. After the UB-NFTA Transit Pass program ended, I looked into purchasing a pass for myself, but the cost is prohibitive for a family (or even an individual) living on a graduate assistant stipend. Simply put, the UB-NFTA Transit Pass program made a significant difference in my daily life and I sincerely hope

		that it is reinstated soon!
181	Graduate Student	Very convenient program!!
182	Undergraduate Student	It was widely used and convenient. Opened up travel to other parts of the city for many students. A real shame that the bureaucracy of the City and University killed it.
183	Undergraduate Student	This program brings convenience to students and helps to save on transportation costs, especially for international students (or students in general) who are on a tight budget and do not even have the option of owning a vehicle. Sometimes circumstance are that we had to live a distance away from the university and thus having the pass would be of great help. Also, having the pass grants us a peace of mind and a sense of security as I live in a neighborhood that is not safe, and I dread the idea of having to walk to campus for 15-20 minutes everyday in such a relatively high crime neighborhood. My roommate just got robbed recently under bright daylight (12PM) around our area. I was, and still am very disappointed to know that the program was discontinued last year. Thanks.
184	No answer	It was excellent and helpful. Please resume the program.
185	Faculty	wish it were brought back
186	Alumni	I also think, it would not hurt to pay \$300 extra with student's fees in case the NFTA transit pass allowed free rail AND bus transportation for each semester.
187	Undergraduate Student	Transit pass should include bus routes, not just rail
188	Staff	I enjoyed it. Was very disappointed when I tried to reNew and it was no longer available. I used it to save on gas, parking, traffic frustration. I feel this program is a great way to help positively integrate UB's Staff and students into the greater community of Western New York.
189	Graduate Student	it made transportation much easier
190	Undergraduate Student	I want it back!! It was great for encouraging students to explore the city they go to school in!!!
191	Graduate Student	The program makes sense. UB needs to do a better job of spending the fees that they currently receive from students for things that will positively impact the community. This program is one of those things.
192	Staff	Since I lived so close to work it saved me a lot of money. Parking cost included
193	Graduate Student	I changed the place that I live and Transit Pass program affected my decision a lot. I used to live near North Campus but now I live in Summer Street, Buffalo. I am paying 75 dollars to NFTA metro every month. And I think as a graduate student, and a teaching assistant, I should have a right to have either a free pass program or a discount when I am using the public transportation. Personally, I do not have a car and I do not want to buy one. So this program would really help me if UB decided to give it to students again. Thanks a lot.
194	Undergraduate Student	None.
195	Alumni	Not well communicated to students that the service was available
196	Alumni	It is an elective program and anyone willing to participate it could make a set contribution towards the program, which would always turn out to be smaller than buying a monthly pass or day passes. Having the free pass over the semesters made my proud that UB was taking care of its students.
197	Undergraduate Student	I greatly appreciated it because I used the metro almost four to five times a week. I hope you continue this program, it's a great asset to college students like me.
198	Staff	I did benefit from using the program since I work downtown. Driving and parking downtown is very expensive. I would love to see the program reinstated.
199	Graduate Student	1. Rail is not enough; it should be a bus pas for the whole metro system. 2. Other nearby colleges have their student IDs double as bus passes. I was so disappointed before I came to Buffalo, looking at the NFTA website, and realizing that I was coming to the only school that didn't have a deal with the NFTA. (I've attended several schools in other parts of the country; this is the only one I have been to that doesn't provide free or subsidized transit.) It is especially infuriating because UB's campus is way out in nowhere-ville (transit-wise). So the campus that is hardest to reach is also the only one that doesn't provide a bus pass, especially with all the lip service it pretends to pay with "UB Car free". 3. What they did at the University of Washington (at least in 2004) is: every quarter, students would be charged \$40 extra, and they would receive a sticker that made their student ID a bus pass. They could go to student services, relinquish the sticker, and get \$40 back. So the program was optional, but it was OPT OUT not opt in. (Also, at the time, a monthly bus pass was \$100, so it was a really good deal for students.) I think UB could really benefit from something like that. 4. UB is an incredibly car-based university. There are several reasons for this: Location: north campus is not really within walking distance of grocery stores or coffee shops or bars. Architecture: The campus is encircled by a highway. University message = Pedestrians keep out. Transit: Very few bus lines even go to north campus. Most large state universities are transit hubs, as lots of people all over the community head to those universities. Here at UB, there is virtually no NFTA transit that comes here (buses 44 and 35 is all). To be fair: UB tries to mitigate this a little with the stampede. Attitude: a friend once complained to me that he could never find parking when he arrived on campus. That being the case, he felt that UB had admitted too many students, and that enrollment should have been capped to provide everyone with parking. I was floored. Of all the things (# classrooms; class

		size; etc), he felt the limiting factor on enrollment should be parking! Weather: Nobody wants to walk / bike / stand at a bus stop when it is snowing and windy. Providing students with a bus pass won't change anything overnight, but it could be a start to making UB a less car-obsessed university. 5. Unrelated - I feel like my answers are a bit skewed. The year before the pilot program, I walked to campus every day. The year of the pilot program, I moved closer to downtown, first to Allen/Elmwood, then to Fargo/Jersey. My spike in transit use is due to my move, not to the pass; I would have been using the NFTA that year anyway.
200	Undergraduate Student	The program was great when it existed. UB should encourage it and allow all students to participate in order to decrease car traffic throughout buffalo
201	Graduate Student	I loved this program and I was unhappy that it was discontinued. As somebody who doesn't drive due to vision problems, it was a great help to me. I already use public transportation to get to work, my unpaid internship which the school requires, etc. Transportation costs are a *huge* issue for students. We pay so much for tuition, some students are working just to put gas in their car to get here. The least you guys can do is offer a bus and/or train pass; that's just my opinion.
202	Graduate Student	I moved to a neighborhood where i would be able to take the subway to school everyday and was VERY disappointed when the program was cancelled. It was very unfair to the students to not let them know that the program was cancelled until after everyone moved. I know many people who still use the subway system including my room mate and I and it should be reinstated.
203	Graduate Student	It is now cheaper for me to drive my car to campus every day than to take the metro. When I had the pass, I drove only rarely. Suspending the program drastically increased my fuel consumption and commute time.
204	Graduate Student	I LOVED having a transit pass - I started bicycling 7 miles to a metro station every day (rain or shine!) and learned to keep dry clothes at work for rainy days. 7 miles home at night was no problem, and I lost weight and slept better. I have taken the bus several times during the winter when my car broke down...having a Transit Pass would have made my commute easier and safer (I had to walk downtown alone to the bus depot late at night). PLEASE BRING THIS PROGRAM BACK!!!!!! <3
205	Staff	Loved the program, and still use the metro rail.
206	Undergraduate Student	Please bring back this program, for it is very important to mant student who live on the rail line, and effected student in a very negative way towards NFTA transportation.
207	Faculty	Bring it back, please!
208	Staff	I see schools in the area that provide passes to rail AND bus. Why not provide access to all methods of public transportation.
209	Alumni	If I didn't have the free UB-NFTA Transit Pass I would of never been able to get to class. It saved my life and helped me graduate on time! I did not realize it was a program only offered for a short time. I think UB should always offer this program! I now have reliable transportation but am attending UB again in the Fall for Graduate school I was considering getting another free Metro Pass and not driving the 13 miles everyday, since its not offered I guess that is not an option. I am glad they offered it while I was still in undergrad without a car!
210	Undergraduate Student	I wish not only NFTA Transit pass, but also for bus too
211	Graduate Student	I'm not abreast of the relationship between UB and NFTA but the fact that their exists both the blue line and the metro is the worst sort ineffectual spending. I assume the blue line is costly to own and operate yet it adds no additional transportation options for UB students, faculty and staff. The cost of the blue line should be used to provide free transportation on the metro for UB community members. Eliminating the blue line in favor of metro passes should save UB money while eliminate blue line bus emissions.
212	No answer	For the student part of the program (which doesn't concern me), have you looked at how Ohio State did their program? For a \$15 fee per student who wanted one, they would get a semester pass for use in the city of Columbus. Only those students paid the fee.
213	Undergraduate Student	To increase the student fee so ALL UB students will have free access to the rail sounds ridiculous. Many people probably have no need for it, I like how it was run in 2011.
214	Undergraduate Student	It was a great program and I would love to see it return. Especially as the university expands its downtown campus.
215	Staff	Buffalo State has a transportation fee and free metro passes for students as a result. I think UB should use the NFTA public transportation system rather than have their own. This is how other most universities in city areas function
216	Staff	It was a wonderful program. The blue shuttle is extremely wasteful. I would ride my bike to work (6.2 mi) if there was a facility to shower and keep a locker.
217	Graduate Student	I think the bus should also be included in the programs. Other schools in the buffalo area such as ECC and Buffalo State College, not only include the metro rail but nfta bus as well
218	Faculty	Was a great program, was sorry to see it go
219	Undergraduate Student	City of Buffalo should subsidize this program to offer all full-time students in this region the free rides for public transportation!
220	Graduate Student	I prefer the UB Blue line to commute since I do not feel safe traveling alone in the trains, especially after 5:30. It would be great if the UB Blue line frequency remains at 2 buses by the hour instead of one bus by the hour since I feel much safer in the bus when I am traveling late.
221	Graduate	Well, its ridiculous that UB being such a big school, they do not have provisions for students to travel to places

	Student	for work related reasons. Blue Line frequency is not enough either that it can be considered. Overall, it is really disappointing to note that you guys ruined the relations with NFTA. However, that's not my concern. All I care about is the free pass or take minimum liek \$10 a month or something for the pass.
222	Undergraduate Student	I thought the program was great. I found myself using the metro more often, and going downtown more often. I would have never taken the Metro as many times as I did for the ridiculous \$4.00 round trip ticket that it is now. I think programs like this help both the City of Buffalo, and the NFTA, as well as students who need and cannot afford to ride the Metro daily at it ridiculous cost's.
223	Staff	great program,I'am thankful it was offerd,it made me use the system a lot more
224	Graduate Student	I loved UB-NFTA, but Blue line bus really has stepped up, and is becoming more popular. It is safe, on time, has its route really perfected. I think the Blue line is increasing in popularity as time passes, and only question is whether it will be able to meet the demand over time...
225	Graduate Student	it was great! hope it doesn't cost too much to re-start
226	Graduate Student	It is a valuable transportation option for students with limited financial resources, especially with the high cost of gas. I was VERY disappointed to see the pilot program end. I used the NFTA train often from where I live when I had the pass, and I would LOVE for this program to return. PLEASE make this happen.
227	Staff	Even though I only used the program occasionally to attend meetings downtown (as I work on the South Campus and live within walking distance) I appreciated its availability. I think it's important to encourage car-free options and would like to see the program reinstated. I know that other co-workers also used and appreciated this service.
228	Graduate Student	You should think about including bus as well. There are many places in Buffalo that are not accessible through the rail system, but are accessible to buses.
229	Faculty	NFTA uses university property at the south campus. This should give the university a lot of leverage in working out a program that benefit students and staff.
230	Alumni	it's a shame that the program is gone. transport in buffalo is really awful. it's absurd that we subsidize other students' parking, but they can't pay for pub trans. this is especially relevant to graduate students who are less likely to be living on campus. also, let's make the pass CONNECT WITH THE BUS SYSTEM. what's so hard about that? i'd pay for it.
231	Graduate Student	I really enjoyed that program. As a law student infrequently have to go downtown for my internships and meetings. It has be a huge financial strain on me this academic year without the metro pass. I think it should return
232	Undergraduate Student	Reduced fare would be great if free pass is not possible
233	Graduate Student	I wish it would have lasted for longer
234	Staff	The transit pass program should be expanded to include a semester discounted rate for faculty and staff about the same cost as it would be to students. The program should also include access to buses, and increase in frequency of buses during the peak operating hours (7am-9am; 4pm-6pm) on the north south campus routes to alleviate the congestion of the ub stampede.
235	Alumni	While the subway works great for me, and I have chosen to live near it so that I can use it, I recognize that it is not for everyone. As such, there seems to be an ethical conflict in proposing to tax all students in order to pay for the passes of those who choose to use NFTA's systems. Penalizing those who do not use public transit seems a poor incentive to encourage ridership.
236	Graduate Student	I thought the pilot program was very useful, and noticeably reduced congestion on campus on the days that I did drive. Furthermore, I think that if a student pass is not granted, expansion of the Blue line should be setup to make stops at more locations between South Campus and the medical campus.
237	Graduate Student	Buffalo State and other schools with campuses closer to downtown have a program that allows students access to the bus system. I am not sure how this program works, but think it would be a great opportunity for UB to consider, especially considering the new downtown campus and the fact that law students spend a lot of time downtown at the courts and firms. I believe that many students would benefit from this type of program, even if UB offered discounted bus passes. The Metro Rail was nice, but very limited in departure and arrival points. I used the Transit Pass 5 days a week during the summer to get to an internship downtown, but still had to drive to get to the park and ride lot. Living off campus, I can currently walk to a bus stop, so I pay to use the bus a few days a week. Many students live off campus and are closer to bus stops than Metro Rail stops.
238	Undergraduate Student	I think the pilot program should be brought back because it is very expensive to continuously buy a pass every time I want to travel out of UB. If this pass was available to all students I feel that more people will travel through out the city and actually see what buffalo is about instead of staying on campus in a dorm all day etc. this will also provide a way for UB students to get around with minimun cost.
239	Graduate Student	For \$75 a month, it was cheaper for me to drive and park, as well as more convenient since I do not have to wait for a train. If I am going to use public transportation, it has to be worth it. I would be willing to pay a reduced fee to have a pass, it doesn't have to necessarily have to be free. Also, if UB was able to make a deal with NFTA where only the people that wanted passes paid a reduced fee, I would do that as well. More official monitoring of the subway itself is a concern though. There were times when I felt uncomfortable due to the other

		individuals using the train. I was very uncomfortable riding "after hours" by myself.
240	Undergraduate Student	I really enjoyed the program. I thought it was a logical idea, and to take it away was disappointing. I feel that even if students are using it seldom to explore the city, they are doing something that they never could have or would have before having this pass. This has the possibility of increasing the money spent within the City rather than the suburb of Amherst. Also, I feel that many students would use this pass to go out for a weekend night of drinking down town. This pass would ensure they have a safe option to make the trip and prevent students from drunk driving. I strongly support public transit and this program.
241	Faculty	It's a disgrace that this program was canceled. UB should do everything it can to encourage students and faculty to choose sustainable transportation options. My wife and I share one car, which wouldn't be possible without the Metro Rail and the Stampede. (Bus service has improved significantly since I joined, so that's a plus.) Passing this cost on to students is ridiculous. On-campus parking passes are *extraordinarily* cheap: \$7 / year, really? At any other university that would be the monthly or weekly pass rate, not for a year. If you want to subsidize bus passes, force car commuters that contribute to sprawl and pollution to pay more, not students. I drive several days a week when I have early classes but would be happy to pay much, much more for a parking permit if I knew that the proceeds were funding public transportation passes.
242	Graduate Student	It would be really useful if it can be extended to bus services too even if it demands a higher fee
243	Graduate Student	I thought that this was a great program, but I would not support an increase to student fees to cover the program. The students are already charged for transportation services that they do not use.
244	Alumni	I am extremely disappointed that this program wasn't continued this semester. That, coupled with the lack of communication about the program until now, makes me question the ability of this department to really serve the needs of students on campus and off.
245	Graduate Student	How much are we paying for other things like alumni arena. I am also paying this student excellence fee and that is a ridiculous charge
246	Staff	I wish it would return - it was an excellent benefit of working at UB and I used the train to commute often. I feel the fare is a bit steep for such a limited rail system. Add buses to the program?
247	Staff	I appreciated being provided with a free transit pass. As a result, I definitely took advantage of the rail line to commute to work, run errands downtown, and experience the train with my young children.
248	Staff	It was beneficial to me, but I used it to get to meetings with UB clients on the medical campus from my main street office. I did not use it to get from my home to work.
249	Undergraduate Student	Please bring it back. If UB wants to be so "green" they should give passes back to students and pay whatever fee necessary. Now I'm causing pollution with my car and wasting gas money.
250	Undergraduate Student	If Undergrads are going to be charged, I believe that \$5-\$10 per students times every undergraduate student is plenty of money to fund this program, don't get greedy UB. On the other hand, I support this program 100% because I actually need to go downtown multiple times a week and have to present \$2 EVERYTIME I need to go to my work/internship. In my opinion, the shuttles are inconsistent and adhere to a somewhat ridiculous schedule. With a downtown campus, you would think there would be multiple ways for students to get downtown and the train would most convenient way. Point is, the easier you make it for students to go downtown, the more students will travel downtown, and with more students traveling downtown, more \$\$\$ will be generated, and hopefully revitalize the area. UB has had the power to do this for decades, and have taken their time at the expense of the students and the downtown community as well.
251	Graduate Student	It was a great idea !
252	Graduate Student	Extend the transit pass to the bus system. NFTA transit needs to improve (more frequent service).
253	Graduate Student	Low fee increase due to percentage of students likely to utilize service
254	Graduate Student	I thought the UB-NFTA Transit Pass program was EXCELLENT. I wish it had also included riding the buses! I used the NFTA all the time to go study, get to school, and get to meetings. I have been living in Buffalo for 2 years without a car, and really no access to a car. I would really URGE UB and the NFTA to get a program together because I think it is highly beneficial. I do not want to move from my current location, within 3/4 from UB South Campus; however, I spent just as much money on public transportation each month that I could save if I just get a car and move to a nicer and safer neighborhood. The safety of the public transportation stops around Summer-Best, etc. has motivated me to start looking for a car, despite my greatest attempt to NOT get a car. I think including the bus system into the Transit Program would be best because I think this would open up Elmwood area for students too.
255	Graduate Student	For the students living downtown, having access to the Transit Pass was crucial, the loss of the pass has increased the mileage on my car and cost me way more money in gas than an increase in students fees would.
256	Alumni	I loved this program. I feel that it's one of the best thing UB has done to connect with the Buffalo community and encourage its students to actually live in Buffalo instead of the suburbs.
257	Undergraduate Student	I thought this Pass program was fantastic and a huge reason why I attended UB as a student. I love the city of Buffalo, and feel it is important (and would attract more students) if others could go into the city more; for shows at theatres, sabres games, bisons games, concerts, restaurants, cafes, parks etc. I also used it all the time

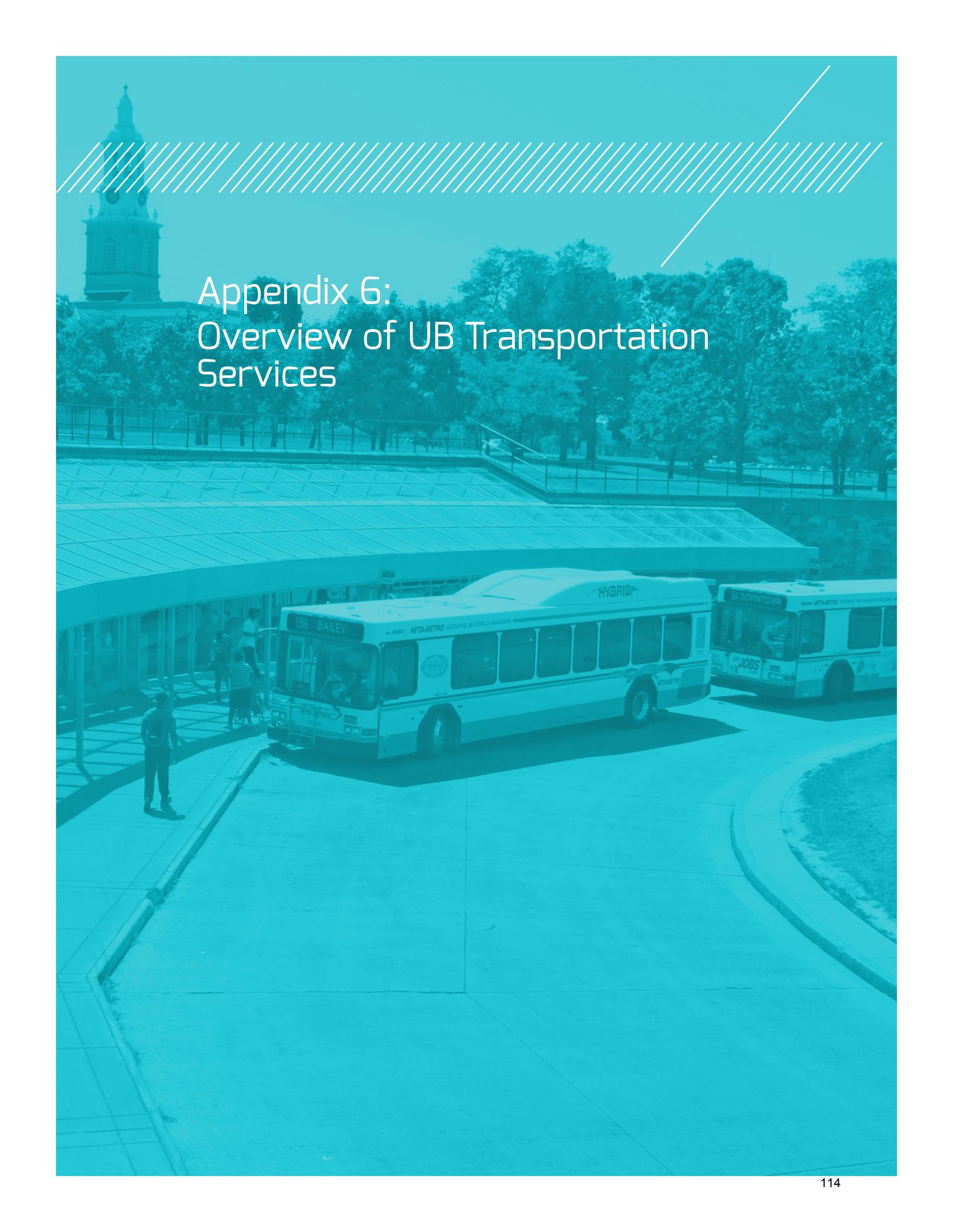
		to get to my job downtown, to bus terminals or train stations to go home for breaks, or simply, to enjoy a beautiful day in the city. I have already contacted people regarding my disappointment in the suspension of this program but nothing was done. I really hope UB brings this Transit pass program back into action. I think it will help a lot of students learn more (and love) the Buffalo area, and will help a lot of students (especially nursing) get downtown to allen st for their clinicals at the hospital. I think it will enrich UB students as a whole if they had this type of program to explore and learn to love the area surrounding them, and to not just feel restricted by UB's campus.
258	Staff	It was great to offer this program on a trial basis. I hope these survey results provide useful information for the program's future.
259	Graduate Student	It was a great program. It may trips to the downtown campus far more easy and affordable.
260	Graduate Student	An excellent program that should be afforded to all UB students free of cost so as to encourage student engagement with the Buffalo community.
261	Undergraduate Student	While not used very frequently, when used it provided a safe, easy, and quick trip to the places I needed and wanted to be downtown.
262	Graduate Student	I did move to my location on Amherst Street thinking I would use the metro to get to South campus and Childrens Hospital - not having the free pass this year, I drive every day. If we have it in our student fee's everyone should get one instead of having to apply for it. I love the free metro pass, when I was going out to dinner or visiting friends or planing anything I would plan around the metro so I could take public transportation and avoid driving there. It was very nice, I would be part of the program again if it were to come back.
263	Graduate Student	This was great please subsidize this program and bring it back. It was beneficial to not have as much traffic and driving to and from school. I was also more willing to go back to campus if I needed anything because it was merely a train ride without having to deal with traffic or cost of gas
264	Faculty	Perhaps existing student fees could be reallocated?
265	Staff	I would actually be willing to pay a reasonable fee - I'm not sure what agreement NFTA reached with ECC, but given that the pass improves my access to the Stampede as well, and I do like to ride my bike in in the summer, but also use the stampede to take my bike to South Campus on really hot days, so it would be really useful to me to have the pass, as well.
266	Graduate Student	I already pay fees for transportation services but since I don't own a car I don't get anything out of itso if you charged a fee, a metric that took that into account should be applied and not a base increase for all students
267	Other	I thought it was a great way to bring more students downtown via Metro Rail, when previously many did not venture downtown or did not do so in a sustainable way
268	Undergraduate Student	I'd like it back. . . I have adjusted to the Blue Line but the pass was far more convenient. If I miss the Blue Line it's a half hour wait, while the rail was only usually 10-15. I would like to add that the drivers on the Blue Line are all very agreeable people that have made the service entirely worry free.
269	Graduate Student	This program was very useful and it was nice that it was fully subsidized/free (paid for by UB and therefore students and the state). I used it at least 5 days/week throughout the academic year and 3 days/week in the summer. But I think a more fair way to do it would be to partially subsidize the program, making a semester-long unlimited pass available to students for maybe \$50-100. That's cheaper than the cost of driving to school everyday and it encourages people to use public transport more often, but it does not unfairly burden students who would not use the system.
270	Staff	I enjoyed using the program as an alternative to driving. The only negative aspects are the amount of time it added and the change between rail and bus at University Station. My drive time is about 20 minutes. Using the rail/bus combination was anywhere from 40-1:40, depending on time of day/year.
271	Graduate Student	Please reinstate the program. It is fucking crazy that students at every other university in Buffalo have free access to the public transportation system. UB students should also have fee access to Buffalo's public buses. You guys really fucked me up having the program for such a short period of time and hen discontinuing it.
272	Undergraduate Student	Please bring it back. So many people relied on it and the blue line system is always late.
273	Graduate Student	I thought it was a great program, however there is no control in place to prevent students from getting it just to have to ride downtown and use it for quick transportation instead for working or school reason. I think it is a great program to have and it would benefit a large amount of people.
274	Undergraduate Student	Push for the rail pass should be tied to the current study of expanding rail service to the north campus and the opening of the medical school in 2016.
275	Undergraduate Student	I want it back!
276	Staff	I think individual student fees should not be increased too highly since not everyone will use it. I also think the transit hours should be extended to later than midnight to accomodate people being out later with the bars, etc. being open later.
277	Graduate Student	It should never have stopped. Considering the cost of tuition and all the other things students have to pay for, this program should give free rail AND bus passes to any student enrolled who asks for it. No questions, no applications. This is a no-brainer.
278	Undergraduate	If we could extend the use to bus passes as well, I think Buffalo would become more walkable.

	Student	
279	Graduate Student	I wish it included both rail and bus. I would travel to more new locations/destinations if I knew I could take the bus there and back.
280	Undergraduate Student	It was a great program that I was sad to see gone.
281	Graduate Student	If UB is to continue to attract graduate students and upper classmen, it is essential to understand that they'd prefer to live in Buffalo. The reasons for this are many and obvious. Out of my cohort in the English Department, I can only think of two students who live in Amherst. The freedom to take the train without too much financial strain is a tremendous bonus for those students living near Canisius, Summer St., etc. The fact that other local institutions--ECC comes to mind--provide these services for free but have much smaller student bodies is a source of frustration for UB students; why are there not already similar programs here? Why not even reduced fare? This Transit Pass program needs to happen sooner than later if UB is to realize it's future is in Buffalo, not Amherst.
282	Alumni	It really should have included the buses as well. If Buffalo State, ECC, Medaille, and practically every other school in the Buffalo city limits can negotiate a deal, there is no reason that UB shouldn't be able to. Even if the program was only available to commuter students or there was a small semesterly fee (and by small I do mean small, maybe \$50), it would have drastically changed my living situation my last year at UB.
283	Graduate Student	Restrict based on need (distance from campus)
284	Graduate Student	Another possibility would be to arrange some kind of student reduction on the Metro Pass. Students at Buff State, I believe, already get a reduced fare. In many other places I have lived, a reduced fare is available for students (i.e. London Underground, Berlin Metro) and it's a good solution. That way, you wouldn't need to provide the passes completely for free, but could offer a month's pass for, say, \$40 or \$50. This would also be an attractive option for students.
285	Faculty	Having the pass allowed me to use public transit to go between the Med & So. Campuses without having to use my car. Often I would park at the metro lot on So Campus and take the train to the Med Campus. The metro is more frequent than the Blue and thus more convenient. It was conducive to using public transit rather than my car for frequent excursions from the Med Campus to either the North or So. Campuses. I was very disappointed when the program was not renewed.
286	Staff	Since husband and I share his vehicle, the pass made transport to/from work painless. I was not aware that we could use the pass for more than to/from work. I am very grateful for the period the pass was available. Blue Line suffices but is less convenient/timely. Thank you for the opportunity to participate in the survey.
287	Graduate Student	I think this is a vital service which connects our campus and neighborhood to downtown; part of the benefit of any university experience is also access to the city through university programs. In the case of south campus the pass helps connect the campus to the new downtown campus and waterfront development
288	Graduate Student	It needs to be connected to the bus system to be more effective. I would sell my car if that was the case.
289	Undergraduate Student	I thought it was a great program and I am confused as to why UB is one of the only schools that doesn't have an NFTA program for the students, especially when the station is on campus. Also, I believe that it would be beneficial for all students to have this encouragement to use the rail to explore more opportunities in Buffalo. There are many places in the city of Buffalo that students could gain valuable experience at that are accessible from the rail.
290	Alumni	Please bring back the free pass. Greatly helpful for international students like us. Easy and faster transportation especially during holidays when Blue Line does not operate.
291	Undergraduate Student	With the move of the medical campus to downtown UB needs more reliable transportation to get people down there. I used my pass (when it was free) to commute from south campus to lab at the COE everyday. I was also working part time at the public library then too and was able to use my pass to get to work there. I used the university park and ride lot and saved a considerable amount on gas (not to mention probably helped the environment). Since the pass was discontinued I have stopped take the metro because I can't afford 4 dollars a day or 75 a month and the blue line is simply not unreliable. You can't really replace a train that runs every 10 minutes with something that runs every half hour. I would love to get my metro pass back
292	Staff	It was convenient having the option of taking the metrorail to work and back when needed, and it was an especially nice perk that the service was free. Thanks.
293	Graduate Student	It was nice while it lasted.
294	Faculty	Excellent success
295	Graduate Student	I take the train to and from UB every day and found the pass very convenient. I pay \$75 per month now, a cost that has dissuaded many students I know who used to regularly take the train from taking the train at all. It would be great to add bus service onto the pass because having access to the bus as well really makes not having a car not such a problem. Please find a way to bring the pass back!
296	Faculty	Most of the people that use the UB NFTA pass are most likely employees (Faculty, staff) of UB. IF the university could pay half of the monthly pass, (\$38), it would still be much cheaper than the parking that is available at the BNMC. A shuttle runs between south and downtown campus but times are limited and when students are on

		break the shuttle times are even less frequent, which is a problem for UB employees that work regardless of student breaks. I cant imagine the amount that is paid in gasoline/diesel per week for those shuttles buses is worth the amount of people that ride them. Paying for metro passes would be more efficient and better for the environment.
297	Graduate Student	It was great, please bring it back!
298	Faculty	Ideally, the Pass program should be the same cost as a parking tag to be a viable option.
299	Staff	I miss having this program. Part of the reason i moved to where i did was i was one block from the metro and could get to school (north) in the same time as driving without having to pay for gas. When it was removed, three of the people in my house switched from metro to each driving there own car. Ub has horribly inefficient parking, the metro helped solve this problem. Finally, I wish the metro ran all the way to north so we did not have to switch to buses. It seems like over time it would be cheaper to have a route that way vs having the stampede.
300	Faculty	It was wonderful. It eliminated a problem of downtown parking. We had a chance of feeling the metro during a snowstorm when the roads were very bad.
301	Staff	Thanks for doing this survey!
302	Undergraduate Student	I used it frequently and liked the fact that I could reduce my carbon imprint by doing so. It also saved me the expense of gas, wear and tear on my car. I found it to be very effective.
303	Staff	I thought it was a great program and I'd like to see UB continue to support and encourage the use of public transit by faculty, staff and students. It's a change that won't happen overnight though since most of us (staff and faculty at least) have cars. Moreover, I would actually be inclined to take public transit on more days but it would cost me a lot to do so. The monthly cost of the NFTA pass vastly outweighs the gas money I spend, any insurance I'd save through less driving, and parking fees associated with the UB pass.
304	Faculty	I think that if there were an increase in fees the pass should include buses.
305	Graduate Student	It's a damn shame they discontinued the program. I'm not entirely sure why we need the blue line shuttle when it offers nothing the metro rail doesn't. it seems like the university could scrap that and use the money for metrorail passes.
306	Staff	This was a great program. UB wants to be a pioneer in the Buffalo area, however, the lack of availability of these passes is devastating to students. I'm a former student myself, and without the metro, I don't know where I'd be. People cannot believe that UB of all places, who is trying to take over Buffalo, does not offer these passes to their students, faculty, and staff. Every other school in this area offers this service, except the school that wants to make their presence known in the Buffalo area.
307	Graduate Student	I really missed this program for the last two semesters. It saves gas, increases my activity level and keeps cars off of the already crowded parking lots on the South campus.
308	Undergraduate Student	It was a great program however I think that the entire cost should not be transferred to all students. It would have to be affordable (less than the \$75 a month) and optional since not students would use the rail.
309	Graduate Student	The UB-NFTA Transit Pass was very useful to me. I am a student and therefore in a budget so purchasing the monthly pass now is very difficult. It will be equally difficult to have a raise on the fees in order to get the pass. I think UB can provide a few passes for students. After all we pay so many other fees that one more would be too much.
310	Graduate Student	This was a fantastic programme. I really wish it were still available.
311	Graduate Student	I had the free pass in undergrad and the first year of graduate school and it made travel decisions much easier. I found that my peers and myself planned our outings and destinations around the metro schedule
312	Graduate Student	It was a great program. I rode the metro multiple times a day. Get rid of the stupid blue line and just have metro passes available to students. This is not rocket science.
313	Undergraduate Student	This program is very good and needs to be brought back. It benefits the students financially and helps them be more prone to travel within buffalo.
314	Graduate Student	Public transportation should be made available without a drastic increase - the NFTA program may try to get as much money as it can out of UB to help its flailing budget, but it is slightly ridiculous that UB is one of the only schools without access to Buffalo proper.
315	Graduate Student	With the medical campus moving downtown, as well as other additions to the BNMC, I believe it will be essential to have another program such as this, that is by all means permanent, because the parking downtown is nonexistent already.
316	Staff	The pilot program was a great way of encouraging the denizens of UB to use public transportation and to further encourage the development of the BNMC medical corridor. Hopefully this will encourage the city to revive once more and increase access between the suburbs and city.
317	Graduate Student	The program helped me get downtown for an internship and it was great bc I could take the bus or park on south campus and then not have to worry about finding a parking spot or paying for parking downtown. It was a great option for me because I have a limited budget as a student.
318	Graduate Student	It was a wonderful program and was critical to my ability to volunteer downtown, away from north campus. If I couldn't have ridden public transportation for free, I could not have afforded to volunteer.
319	Graduate	This is an immensely important service. I really wish the state would prioritize affordable public transit and

	Student	subsidize the cost for organizations to provide discounted or free passes to their members. I would like to see these services expand eventually and I know the shuttle and train service was essential for my ability to get to class and balance work.
320	Graduate Student	none
321	Graduate Student	The school makes enough money through tuition to pay for the few students who might use the program. Take it from the "excellence fee" whatever the fuck that is.
322	Staff	The program was GREAT! I stopped driving my car and was able to use this program to commute between South Campus and Downtown Campus. After it ended I started using the Blue Line, however, it is less convenient. I would be in support of a small cost for this program, but not the monthly fee of the metro
323	Graduate Student	The school has really Placed a financial Burden on me This year. I'm disappointed. I pay for parking lots and parking enforcement with my tuition, students with vehicles shouldn't mind paying for a metro pass.
324	Graduate Student	Unlike many other sustainable campuses, UB requires students to pay parking and transportation fees regardless of whether they drive their own car or use the Metro Rail and North/South campus shuttle. This penalizes those who do not use the parking lots, especially when the University does not offer a rail pass to compensate for us having to pay these fees. I used the metro rail 4 times per week last year and to not offer metro rail passes creates undue burden on this student, among others, who pay hundreds of dollars for the parking and transportation. Furthermore, it directly contradicts the purpose of UB Green, which is to reduce carbon emissions, by costing the public transit user more and the one-man-car much less. UB should strive to reduce carbon by NOT automatically including parking fees in a student's tuition, thereby making students actively choose if driving to campus is worth the cost.
325	Graduate Student	UB NFTA pass program immensely benefited international students like me who could not afford a car. I feel that this program should be revived. Adding a nominal and reasonable fee to the semester fee for unlimited rides in NFTA would be a good idea.
326	Graduate Student	It was great to have this option as a student.
327	Undergraduate Student	I was very upset that this didnt come through after August 2012. For someone who is active on campus this really hurt me going home everyday and forced me to stay on North a lot more. Every other school has this and I just like others I've talked to are dumbfounded as to why UB for being part of Buffalo for so long has not done something about this. No the students should not pay for this because I feel like in University like this we already pay around 100 for transportation fees however if someone lives off campus or only needs public transportation to travel from South campus to downtown then why do they need to pay so much for not even using the busses? Money is saved from these programs and should be allocated properly to get a Free pass if UB is too worried about saving money. If UB and the program was really trying to become closer to the Buffalo Community then they would keep this free and would see a return on investment in the long term.
328	Graduate Student	Please bring it back!
329	Alumni	When I was a student at UB, the Pass was available. Because of it, I went down town more often, attended more events in the city. If Buffalo wants to bring back life to the city, you need to get people down there. This is one was to increase access to the city. More people in the city reduces the negative stigmas of the city and increases activity, economically and culturally.
330	Graduate Student	I used the rail pass everyday and was very disappointed when the pilot ended, as were many other students. The NFTA also ticketed many people after they expired! UB and the NFTA should work together.
331	Alumni	For those who used it, it was a god-send. Got me to and from work for 3 months before it ran out and I needed to obtain a vehicle.
332	Graduate Student	This program was great while it lasted and needs to come back.
333	Staff	If NFTA Rail were extended to the North Campus, I would utilize park and ride at the north campus and commute to south or downtown via Metra Rail most days.
334	Graduate Student	I would say, it could be offered for a small fee. Say \$50 to \$100 per semester. This will eliminate those who are taking the pass JUST because it is FREE. My total expenses during the 1 year period of NFTA pass would have been less than \$75. I took it because it was free. Though it helped me, there might be a few who might need this NFTA pass more than me.
335	Staff	I enjoyed having the pass, the only issue was connecting between campuses on cramped stampede busses that didn't seem to always be on schedule.
336	Alumni	I loved the program! Alot of other colleges give students metro passes that can be used on the bus and train! It was good to see that UB was making an effort to try to implement the program.
337	Graduate Student	I think it was a very good experience being able to utilize the free nfta pass. It helped me save money on gas and get to and from my apartment which at the time was very close to the utica station. I believe if I were still a student and were given the option to opt in or out I would opt in. I think it would be beneficial to students if you called out that it allows for easy access to downtown, First Niagara Center, and a walk away from elmwood.
338	Staff	It was a great program that benefited a lot of people. I often try to avoid the rail now since I have to pay at least \$4 to go and come back. It was great for shorter visits, lectures, and talking to professors as well as exploring

		new areas.
339	Graduate Student	I thought it was great and well worth it. Every other college in the area has a free metro program. As the biggest college, UB should have one too whether it is funded by student fees or through the university. I was very upset when the program was cut.
340	Undergraduate Student	The pass was useful for special events and encouraged me to take public transit more often and use my personal vehicle less.
341	Graduate Student	It was really easy to commute between South and Downtown campus to attend seminars without wasting much time on commuting.
342	Undergraduate Student	I really enjoy riding the Metro
343	Undergraduate Student	This school is expensive enough. Free transportation should be one of the many gifts from attending this school
344	Graduate Student	Free pass is good, i dont think increase the transportation fee is a good idea, because not a lot people need take that.
345	Undergraduate Student	Why was it ended?
346	Undergraduate Student	I do not think most students need it.
347	Undergraduate Student	UB misallocates enough student expenses. I don't think it's too much to ask of the University to pay for a Student Life Service as opposed to enrolling another unfortunate grad student at any discount. The University needs to start thinking more about the students and what would actually benefit them (why does it cost money to apply to the University but any student is accepted into the Studio art program who has a 2.0 gpa, lower the ridiculous food costs, why does it cost more to dorm than to take classes, privately printed, insanely expensive textbooks, still no Greek row, etc) instead of fantasizing about how to socialize the Walmart of higher education. Give students a free transit pass, allocate funds more appropriately. If UB is so concerned about the students, maybe they should realize that we're here for a quality education, and not for marketing purposes.
348	Undergraduate Student	PLEASE bring back this program. I loved having the ability to freely explore the downtown Buffalo area without having to pay for a ticket. The Metro is expensive and having the pass as a college student makes my life much more easy. It will be much easier for me to travel if I have this pass again.
349	Undergraduate Student	Excellent program to promote transportation sustainability at UB. I was shocked when UB administration canceled it without an announcement or administration. UB sustainability initiatives embarrassingly lack a transit-pass program, which should be the easiest thing to establish.
350	Graduate Student	I think the pilot program went very well as continuing the program would benefit commuters and those who work.
351	Undergraduate Student	I donot want the transit pass if we have to pay more student fee
352	Undergraduate Student	It would be extremely helpful to continue this program for those students who live off - campus, especially those like myself who cannot afford a personal vehicle while paying for tuition.
353	Undergraduate Student	It absolutely should continue. I mean - there is a station ON CAMPUS!!!
354	Undergraduate Student	I thought it was a great program and I was dissappointed to see that it was not renewed for the 2012-2013 academic year.
355	Undergraduate Student	Bring it back. It really helped commuters since we struggle enough as it is
356	Undergraduate Student	I greatly appreciated having free trips on the Metro Rail Station. After the program was canceled, I was happy that I was living on campus in 2012-2013 because I would have had a difficult time getting to and from class easily.
357	Undergraduate Student	Passes should have been distributed in the union or on south rather than from ellicott.
358	Undergraduate Student	It had been very helpful for me to commute to North campus since all my classes are there though I live around South campus
359	Undergraduate Student	It helps student to live in cheaper, affordable housing everywhere around south campus, and eases students to commute.
360	Undergraduate Student	Please reconsider to continue the program. It helps me and other students a lot.
361	Undergraduate Student	I wish this program supported unlimited bus rides too.
362	Undergraduate Student	It was a very good program because it allowed me to get to school each day without having to pay \$2 each way. I hope that something of its sort will be implemented again, or perhaps something more expansive such as the bus passes that practically every other Buffalo college has.
363	Graduate Student	I hope it can be effect for longer time.
364	Staff	Wonderful idea. I miss it. It was extremely helpful.



Appendix 6:
Overview of UB Transportation
Services

UB Parking and Transportation Services Currently offers transportation services to Students, Faculty, and Staff to link the University campuses, to provide access to remote parts of the North Campus, to serve as park and ride services on the North Campus, and to provide students limited access to specific shopping destinations. The tables below provide an overview of the areas served by UB Transportation Services.

Intra-campus Shuttles

Name	Campuses Connected	Peak Frequency of Service (Academic Year)	Peak Frequency of Service (Outside Academic Year)	Weekend/Holiday Service
UB Stampede	North and South	Five Minutes	20 Minutes	30-60 Minutes
Blue Line	South and Downtown	Half-Hour	Hour	None

North Campus Intercampus Shuttles

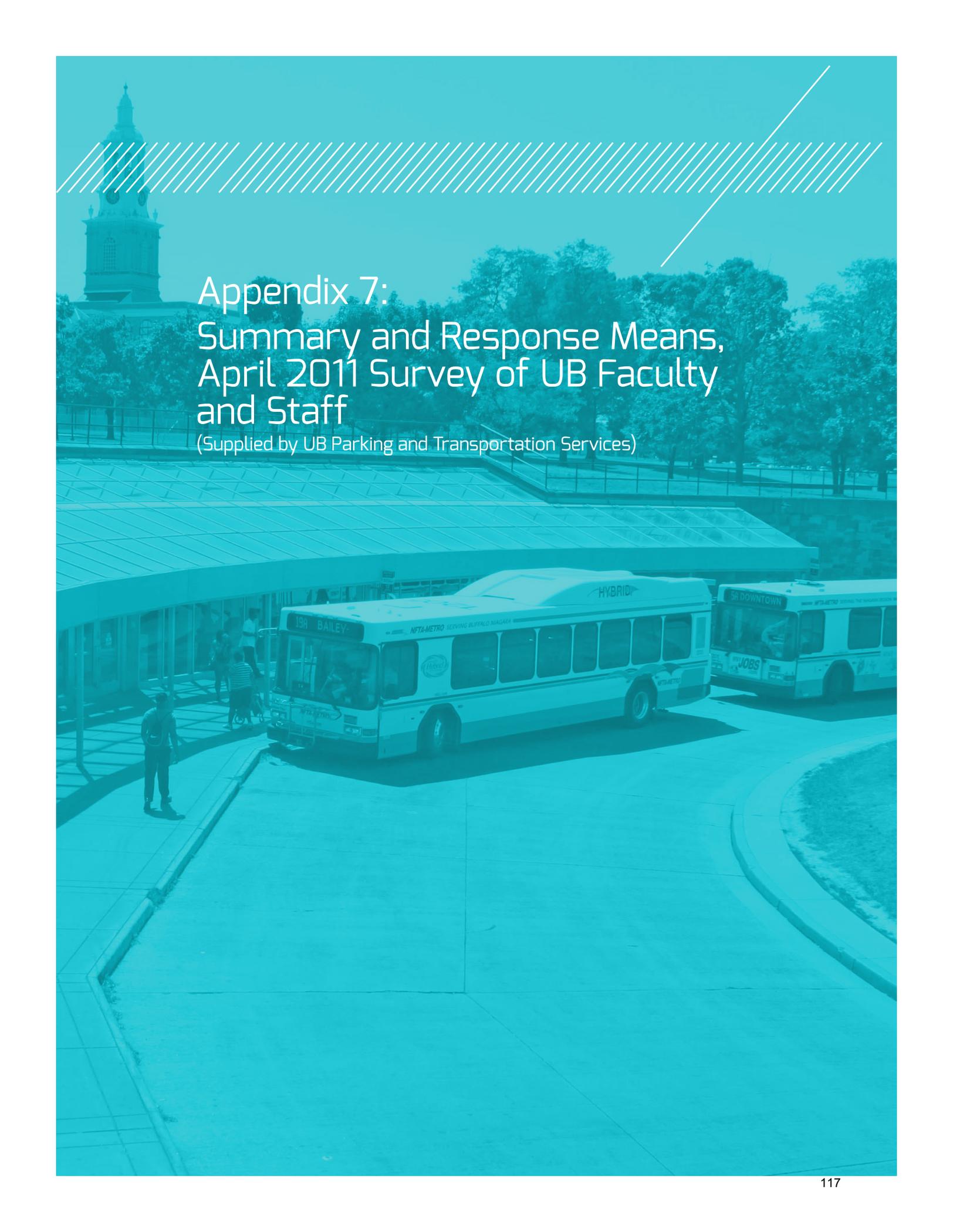
Name	Areas Connected	Peak Frequency of Service (Academic Year)	Peak Frequency of Service (Outside Academic Year)	Weekend/Holiday Service
Express Service	Ellicott Complex and Academic Spine	Every Five Minutes	None	None
North Campus Shuttle	Campus Circulator	Every 10 Minutes	20 Minutes	20 Minutes
Green Line Shuttle	Park and Ride Shuttle between Academic Spine and Center for Tomorrow (400-space outlying parking lot)	Every 10 Minutes	None	None

South Campus Intercampus Shuttles

Name	Areas Connected	Peak Frequency of Service (Academic Year)	Peak Frequency of Service (Outside Academic Year)	Weekend/Holiday Service
Orange Line	Campus Circulator	On Call	None	None

Shuttles to Off Campus Areas

Name	Areas Connected	Frequency of Service (Academic Year)	Peak Frequency of Service (Outside Academic Year)	Weekend/Holiday Service
Mall to Market Shuttle	Residence Halls to Maple Road Shopping Destinations	Wednesday and Saturday Evenings during Academic Year	None	Saturdays during Academic Year



Appendix 7:
Summary and Response Means,
April 2011 Survey of UB Faculty
and Staff
(Supplied by UB Parking and Transportation Services)

In April 2011, while the UB-NFTA Pilot Transit Pass Program was in operation, UB Parking and Transportation Services conducted a survey of participants in its UB-NFTA Pilot Transit Pass Program. This survey was directed to potential respondents by email. The summary report contained in this appendix was provided to the research team by staff members from UB Parking and Transportation Services. A similar survey which was accessible to students was also conducted during the same time, and is available in Appendix 8. Both of these surveys were similarly formatted: therefore some of the questions in the Faculty and Staff Survey are not useful for gauging certain aspects of the pass, for example the percentage of faculty and staff who had heard about the program.

NFTA Rail Pass Survey Summary of Faculty/Staff Responses

(Survey sent to only faculty/staff who applied for the free rail pass)

1. 103 responses
2. 92.4% reported using their vehicle less often since getting the pass
3. Since receiving the pass, 27% reported using it daily; 38% used it more than 5 times
Prior to getting the free pass, 12.6% used the rail daily; 17.7% used it often and 57% used it occasionally
4. 47.5% of the faculty/staff reported using the pass on both weekdays and weekends; 65% used the pass between 7:00 – 10:00 a.m. for departure, and 69.6% used it to return between 2:00 – 6:00 p.m.

They reported that their trips most frequently began from:

- a) University Station at Main-Circle (32.5%).
- b) Amherst Street Station (12.5%)
- c) LaSalle Station (11.25%)
- d) Utica Station (11.25%)

Main-Circle was reported as the most frequent destination (51.9%). The Allen Hospital Station was the second most frequent destination (36.7%)

5. Faculty/staff reported using the pass most frequently to:
 - a. Get to class or work on the Downtown Campus (33.75%)
 - b. Get to the South Campus to connect with the UB Stampede to the North Campus (26.25%)
 - c. Get to class or work on the South Campus (25%)

Q1. Are you aware of the UB NFTA rail pass program?

Count	Percent	
104	99.05%	Yes
1	0.95%	No
105		Respondents

Q2. Have you applied for a free NFTA rail pass through Parking and Transportation Services?

Count	Percent	
103	100.00%	Yes
0	0.00%	No
103		Respondents

Q3. Since receiving the free rail pass sticker from UB, how often have you used it?

Count	Percent	
27	26.73%	Daily
39	38.61%	More than 5 times
20	19.80%	1 - 5 times
15	14.85%	Haven't used it yet
101		Respondents

Q4. On what days of the week have you used the rail pass?

Count	Percent	
43	52.44%	Weekdays
0	0.00%	Saturday and/or Sunday
39	47.56%	Both weekdays and weekends
82		Respondents

Q5. When you have used the rail pass, have you used it most often for one-way or round-trip?

Count	Percent	
4	4.88%	One-way
70	85.37%	Round-trip
8	9.76%	About equally for one-way and round-trips
82		Respondents

Q6. When you have used the rail pass, at what time of day have you used it most frequently to begin your trip?

Count	Percent	
4	4.88%	Before 7:00 am
52	63.41%	7:00 am - 10:00 am
19	23.17%	10:00 am - 2:00 pm
6	7.32%	2:00 pm - 6:00 pm
1	1.22%	After 6:00 pm
0	0.00%	Did not use rail to get to my destination
82		Respondents

Q7. When you have used the rail pass, at what time of day have you used it most frequently to make your return trip?

Count	Percent	
0	0.00%	Before 7:00 am
0	0.00%	7:00 am - 10:00 am
6	7.41%	10:00 am - 2:00 pm
56	69.14%	2:00 pm - 6:00 pm
19	23.46%	After 6:00 pm
0	0.00%	Did not use rail on my return trip
81		Respondents

Q8. When you travel using the NFTA rail pass on your UB Card, what is your most frequent trip purpose?

Count	Percent	
27	32.93%	Get to class or work on the Downtown Campus
20	24.39%	Get to class or work on the South Campus
22	26.83%	Get to the South Campus to connect with the UB Stampede to the North Campus
0	0.00%	Shopping
5	6.10%	Attend events
0	0.00%	Social
8	9.76%	Other (please specify)
	Count	Percent
	1	12.50%
	1	12.50%
	1	12.50%
	1	12.50%
	1	12.50%
	1	12.50%
	1	12.50%
	1	12.50%
82		Respondents

Q9. When using the NFTA rail system, what rail station do you use most frequently to start your trip?

Count	Percent	
26	31.71%	University (Main-Circle)
10	12.20%	LaSalle
10	12.20%	Amherst Street
3	3.66%	Humboldt Hospital
5	6.10%	Delavan/Canisius College
9	10.98%	Utica
4	4.88%	Summer/Best
8	9.76%	Allen Medical Hospital
3	3.66%	Theater
0	0.00%	Fountain Plaza
2	2.44%	Lafayette Square
2	2.44%	Church Street
0	0.00%	Seneca
0	0.00%	Events only
82		Respondents

Q10. What station is your most frequent destination?

Count	Percent	
42	51.85%	University (Main-Circle)
0	0.00%	LaSalle
0	0.00%	Amherst Street
2	2.47%	Humboldt Hospital
0	0.00%	Delavan/Canisius College
0	0.00%	Utica
0	0.00%	Summer/Best
29	35.80%	Allen Medical Hospital
0	0.00%	Theater
1	1.23%	Fountain Plaza
5	6.17%	Lafayette Square
2	2.47%	Church Street
0	0.00%	Seneca
0	0.00%	Events only
81		Respondents

Q11. Prior to getting the free rail pass from UB, how often did you use the NFTA Metro Rail?

Count	Percent	
10	12.35%	Daily
14	17.28%	Often
47	58.02%	Occasionally
10	12.35%	Never
81		Respondents

Q12. Since getting the NFTA rail pass from UB, have you used it to get to new destinations or old destinations more frequently?

Count	Percent	
14	17.50%	I have used the rail pass to get to one or more destinations I didn't go to before
46	57.50%	I have used the rail pass to get to one or more destinations more frequently than in the past.
20	25.00%	The rail pass has had no real affect on where or how often I go.
80		Respondents

Q13. Do you own or have use of a vehicle for transportation?

Count	Percent	
68	83.95%	Yes
13	16.05%	No
81		Respondents

Q14. Since getting the NFTA rail pass from UB, have you used your vehicle more often, less often, or about the same?

Count	Percent	
0	0.00%	Used my vehicle more often
5	7.35%	Used my vehicle about the same
63	92.65%	Used my vehicle less often
68		Respondents

Q15. What are the primary reasons you chose not to apply for the free NFTA rail pass?

Count	Percent	
0	0.00%	
0		Respondent

Q16. Are you interested in more information about the rail pass program through UB?

Count	Percent	
1	100.00%	Yes
0	0.00%	No
1		Respondent

Q17. Gender:

Count	Percent	
40	41.24%	Female
57	58.76%	Male
97		Respondents

Q18. Citizenship:

Count	Percent	
84	86.60%	U.S. Citizen
6	6.19%	U.S. Permanent Resident
7	7.22%	International
97		Respondents

Q19. Are you Hispanic or Latino?

Count	Percent	
3	3.41%	Yes
85	96.59%	No
88		Respondents

Q20. Race:

Count	Percent	
1	1.14%	American Indian or Alaskan Native
3	3.41%	Asian
6	6.82%	Black or African American
1	1.14%	Native Hawaiian or Other Pacific Islander
73	82.95%	White
4	4.55%	Two or more races
88		Respondents

Q21. Level:

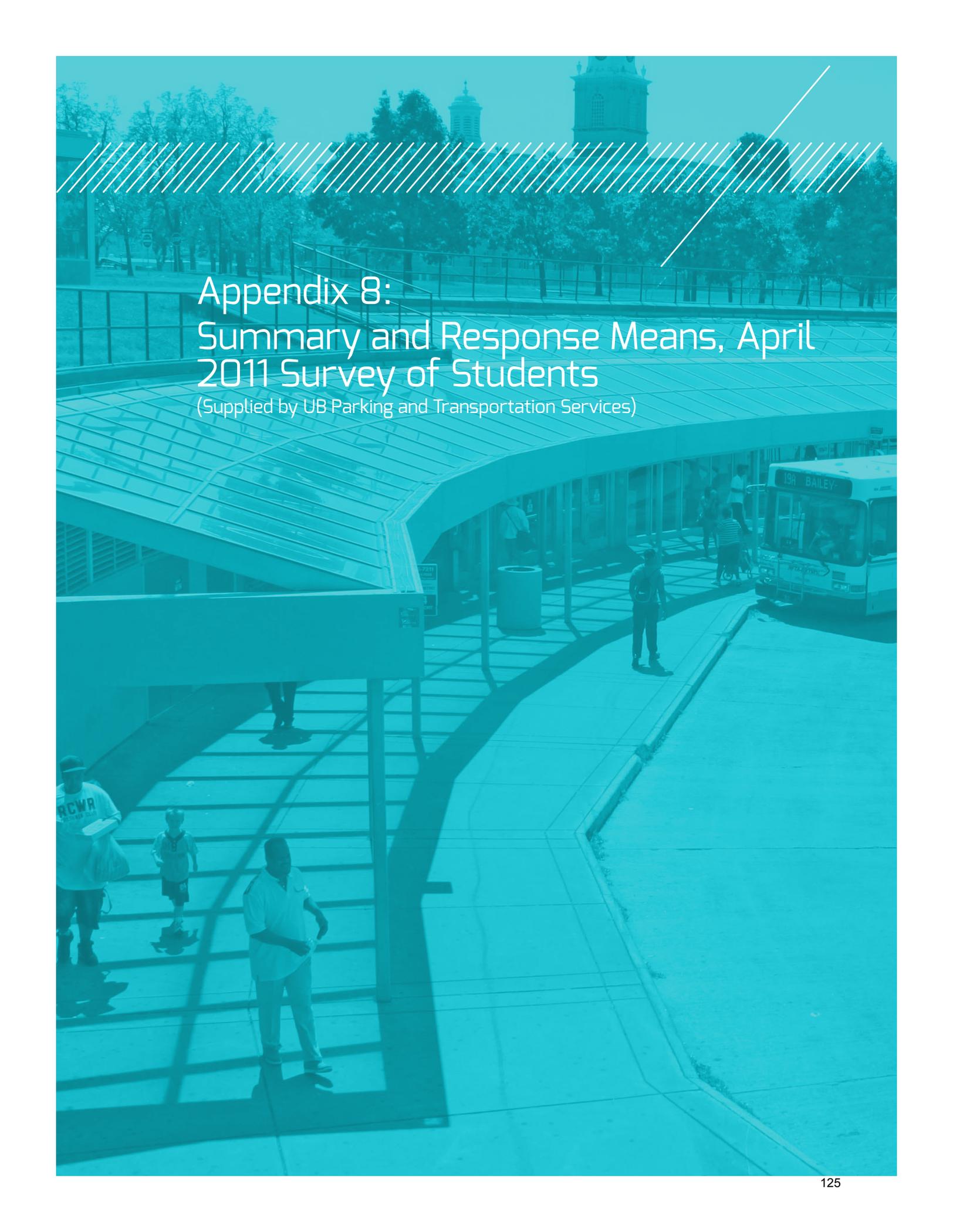
Count	Percent	
0	0.00%	Freshman
0	0.00%	Sophomore
0	0.00%	Junior
0	0.00%	Senior
6	6.25%	Grad/Prof

Q21. Level:

Count	Percent	
37	38.54%	Faculty member
52	54.17%	Staff member
1	1.04%	Other (please specify)
96		Respondents

Q22. This semester, I live:

Count	Percent	
0	0.00%	On-campus (in a UB assigned Residence Hall/Apt)
0	0.00%	Off-campus (with family)
0	0.00%	Off-campus (with friends/other students)
0	0.00%	Off-campus (I live alone)
0		Respondent



Appendix 8:
Summary and Response Means, April
2011 Survey of Students
(Supplied by UB Parking and Transportation Services)

In April 2011, while the UB-NFTA Pilot Transit Pass Program was in operation, UB Parking and Transportation Services conducted a survey of participants in its UB-NFTA Pilot Transit Pass Program. This survey was made available to all UB Community Members on MyUB, in the same location where this report's passive survey was made available to students in April 2013. A description of MyUB can be found in Appendix 2. The summary report contained in this appendix was provided to the research team by staff members from UB Parking and Transportation Services. A similar survey to gauge additional responses from Faculty and Staff members was also conducted during the same time, with the results of this survey made available to pass holders in Appendix 7.

NFTA Rail Pass My Opinion Survey Summary of Student Responses

1. 519 responses; 58% reported that they were aware of the free pass program; 41.6% were not; of those that were aware of the program, 39% had applied for the pass

2. 84.4% reported using their vehicle less often since getting the pass

3. Since receiving the pass, 39% reported using it daily; 41.8% used it more than 5 times

Prior to getting the free pass, 18.8% used the rail daily; 32% used it often and 42% used it occasionally

4. 71% of the students reported using the pass on both weekdays and weekends; 43% used the pass between 7:00 – 10:00 a.m. for departure, and 54% used it to return between 2:00 – 6:00 p.m.

They reported that their trips most frequently began from the University Station at Main-Circle (58.5%). Main-Circle was also reported as the most frequent destination from other areas (37%). The Allen Hospital Station was the second most frequent destination (20%)

5. Students reported using the pass most frequently to:

- a. Get to the South Campus to connect with the UB Stampede to the North Campus (27%)
- b. Get to class or work on the Downtown Campus (25%)
- c. Attend events (10%)
- d. Other: volunteering, internships, research, job interviews, etc. (21.7%)

Q1. Are you aware of the UB NFTA rail pass program?

Count	Percent	
303	58.38%	Yes
216	41.62%	No
519		Respondents

Q2. Have you applied for a free NFTA rail pass through Parking and Transportation Services?

Count	Percent	
117	39.00%	Yes
183	61.00%	No
300		Respondents

Q3. Since receiving the free rail pass sticker from UB, how often have you used it?

Count	Percent	
46	39.32%	Daily
49	41.88%	More than 5 times
13	11.11%	1 - 5 times
9	7.69%	Haven't used it yet
117		Respondents

Q4. On what days of the week have you used the rail pass?

Count	Percent	
28	26.17%	Weekdays
3	2.80%	Saturday and/or Sunday
76	71.03%	Both weekdays and weekends
107		Respondents

Q5. When you have used the rail pass, have you used it most often for one-way or round-trip?

Count	Percent	
4	3.74%	One-way
84	78.50%	Round-trip
19	17.76%	About equally for one-way and round-trips
107		Respondents

Q6. When you have used the rail pass, at what time of day have you used it most frequently to begin your trip?

Count	Percent	
3	2.83%	Before 7:00 am
46	43.40%	7:00 am - 10:00 am
29	27.36%	10:00 am - 2:00 pm
20	18.87%	2:00 pm - 6:00 pm
8	7.55%	After 6:00 pm
0	0.00%	Did not use rail to get to my destination
106		Respondents

Q7. When you have used the rail pass, at what time of day have you used it most frequently to make your return trip?

Count	Percent	
0	0.00%	Before 7:00 am
0	0.00%	7:00 am - 10:00 am
5	4.67%	10:00 am - 2:00 pm
58	54.21%	2:00 pm - 6:00 pm
42	39.25%	After 6:00 pm
2	1.87%	Did not use rail on my return trip
107		Respondents

Q8. When you travel using the NFTA rail pass on your UB Card, what is your most frequent trip purpose?

Count	Percent	
27	25.47%	Get to class or work on the Downtown Campus
10	9.43%	Get to class or work on the South Campus
29	27.36%	Get to the South Campus to connect with the UB Stampede to the North Campus
1	0.94%	Shopping
11	10.38%	Attend events
5	4.72%	Social
23	21.70%	Other (please specify)
Count	Percent	
1	4.35%	attending events, social, shopping, get to South,
1	4.35%	Class/Lab at Roswell Park
1	4.35%	community service through UBSSW
1	4.35%	Everything listed above
1	4.35%	Get to class at D'youville College
1	4.35%	Get to class on the North Campus, and get to work Downtown
1	4.35%	Get to clinical rotation sites on the Downtown Medical hospitals
1	4.35%	get to my internship downtown
1	4.35%	Get to my internship downtown
1	4.35%	Get to work Downtown
1	4.35%	I have class at both downtown and south and work downtown
1	4.35%	I've done an equal mix of trips for events/dinner and for job interviews.
1	4.35%	Internship
2	8.70%	Internship Downtown
1	4.35%	project group
1	4.35%	research
1	4.35%	To get to and from class and home
1	4.35%	to get to my downtown internship
1	4.35%	volunteer downtown
1	4.35%	Volunteer Downtown
1	4.35%	word
106		Respondents

Q9. When using the NFTA rail system, what rail station do you use most frequently to start your trip?

Count	Percent	
62	58.49%	University (Main-Circle)
5	4.72%	LaSalle
6	5.66%	Amherst Street
3	2.83%	Humboldt Hospital
9	8.49%	Delavan/Canisius College
4	3.77%	Utica
5	4.72%	Summer/Best
7	6.60%	Allen Medical Hospital
1	0.94%	Theater
1	0.94%	Fountain Plaza
1	0.94%	Lafayette Square
1	0.94%	Church Street
1	0.94%	Seneca
0	0.00%	Events only
106		Respondents

Q10. What station is your most frequent destination?

Count	Percent	
39	37.14%	University (Main-Circle)
1	0.95%	LaSalle
0	0.00%	Amherst Street
2	1.90%	Humboldt Hospital
4	3.81%	Delavan/Canisius College
2	1.90%	Utica
2	1.90%	Summer/Best
21	20.00%	Allen Medical Hospital
5	4.76%	Theater
6	5.71%	Fountain Plaza
10	9.52%	Lafayette Square
6	5.71%	Church Street
6	5.71%	Seneca
1	0.95%	Events only
105		Respondents

Q11. Prior to getting the free rail pass from UB, how often did you use the NFTA Metro Rail?

Count	Percent	
20	18.87%	Daily
34	32.08%	Often
45	42.45%	Occasionally
7	6.60%	Never
106		Respondents

Q12. Since getting the NFTA rail pass from UB, have you used it to get to new destinations or old destinations more frequently?

Count	Percent	
37	34.91%	I have used the rail pass to get to one or more destinations I didn't go to before
50	47.17%	I have used the rail pass to get to one or more destinations more frequently than in the past.

Q12. Since getting the NFTA rail pass from UB, have you used it to get to new destinations or old destinations more frequently?

Count	Percent	
19	17.92%	The rail pass has had no real affect on where or how often I go.
106		Respondents

Q13. Do you own or have use of a vehicle for transportation?

Count	Percent	
45	42.45%	Yes
61	57.55%	No
106		Respondents

Q14. Since getting the NFTA rail pass from UB, have you used your vehicle more often, less often, or about the same?

Count	Percent	
1	2.22%	Used my vehicle more often
6	13.33%	Used my vehicle about the same
38	84.44%	Used my vehicle less often
45		Respondents

Q15. What are the primary reasons you chose not to apply for the free NFTA rail pass?

Count	Percent	
162	100.00%	
162		Respondents

Q16. Are you interested in more information about the rail pass program through UB?

Count	Percent	
180	84.51%	Yes
33	15.49%	No
213		Respondents

Q17. Gender:

Count	Percent	
281	56.65%	Female
215	43.35%	Male
496		Respondents

Q18. Citizenship:

Count	Percent	
413	82.60%	U.S. Citizen
26	5.20%	U.S. Permanent Resident
61	12.20%	International
500		Respondents

Q19. Are you Hispanic or Latino?

Count	Percent	
19	4.43%	Yes

Q19. Are you Hispanic or Latino?

Count	Percent	
410	95.57%	No
429		Respondents

Q20. Race:

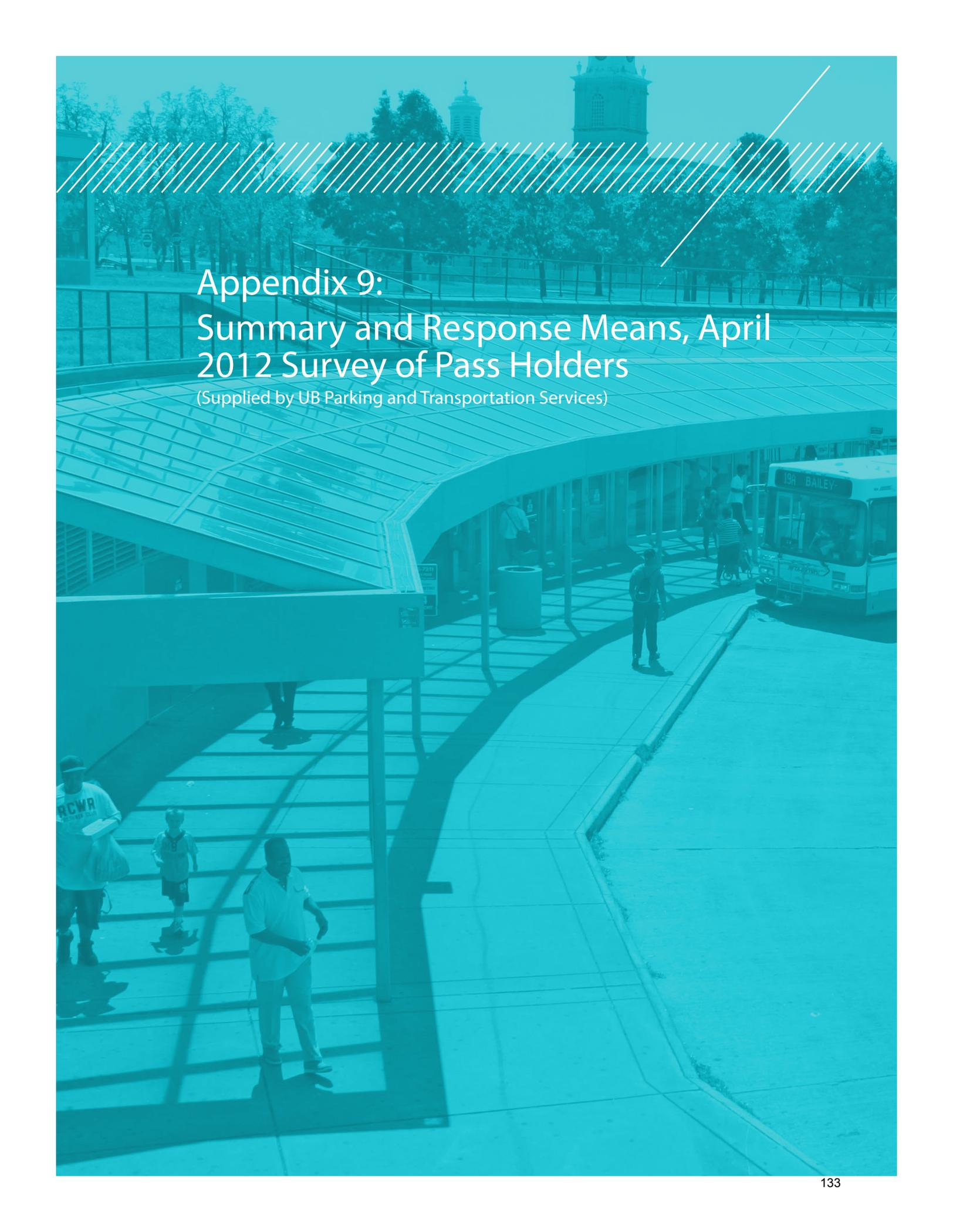
Count	Percent	
4	0.95%	American Indian or Alaskan Native
38	9.00%	Asian
42	9.95%	Black or African American
1	0.24%	Native Hawaiian or Other Pacific Islander
312	73.93%	White
25	5.92%	Two or more races
422		Respondents

Q21. Level:

Count	Percent	
62	12.55%	Freshman
75	15.18%	Sophomore
117	23.68%	Junior
83	16.80%	Senior
144	29.15%	Grad/Prof
2	0.40%	Faculty member
1	0.20%	Staff member
10	2.02%	Other (please specify)
494		Respondents

Q22. This semester, I live:

Count	Percent	
150	44.91%	On-campus (in a UB assigned Residence Hall/Apt)
81	24.25%	Off-campus (with family)
71	21.26%	Off-campus (with friends/other students)
32	9.58%	Off-campus (I live alone)
334		Respondents



Appendix 9:
Summary and Response Means, April
2012 Survey of Pass Holders
(Supplied by UB Parking and Transportation Services)

In April 2012, while the UB-NFTA Pilot Transit Pass Program was in operation, UB Parking and Transportation Services conducted a survey of participants in its UB-NFTA Pilot Transit Pass Program. This survey was directed to potential respondents by email. This survey combined responses from all participating groups; Students, faculty, and staff, and asked questions similar to the 2011 survey.

Q1. Since receiving the free rail pass sticker from UB, how often have you used it?		
Count	Percent	
277	31.73%	Daily
516	59.11%	More than 5 times
67	7.67%	1-5 times
13	1.49%	Haven't used it yet
873		Respondents

Q2. On what days of the week have you used the rail pass?		
Count	Percent	
528	60.48%	Both weekdays and weekends
276	31.62%	Weekdays
32	3.67%	Saturday and/or Sunday
37	4.24%	No Answer
873		Respondents

Q3. When you have used the rail pass, have you used it most often for one-way or round-trip?		
Count	Percent	
730	83.62%	Round-trip
20	2.29%	One-way
85	9.74%	About equally for one-way and round-trips
38	4.35%	No Answer
873		Respondents

Q4. When you have used the rail pass, at what time of day have you used it most frequently to begin your trip?		
Count	Percent	
22	2.52%	Before 7:00 a.m.
423	48.45%	7:00 a.m. - 10:00 a.m.
188	21.53%	10:00 a.m. - 2:00 p.m.
152	17.41%	2:00 p.m. - 6:00 p.m.
43	4.93%	After 6:00 p.m.
5	0.57%	Did not use rail to get to my destination
40	4.58%	No Answer
873		Respondents

Q5. When you have used the rail pass, at what time of day have you used it most frequently to make your return trip?		
Count	Percent	
1	0.11%	Before 7:00 a.m.
16	1.83%	7:00 a.m. - 10:00 a.m.
57	6.53%	10:00 a.m. - 2:00 p.m.
443	50.74%	2:00 p.m. - 6:00 p.m.
313	35.85%	After 6:00 p.m.
5	0.57%	Did not use rail on my return trip
38	4.35%	No Answer
873		Respondents

Q6. When you travel using the NFTA rail pass on your UB Card, what is your most frequent trip purpose?		
Count	Percent	
249	28.52%	Get to class or work on the Downtown Campus
110	12.60%	Get to class or work on the South Campus
215	24.63%	Get to the South Campus to connect with the UB Stampede to the North Campus
78	8.93%	Attend events
14	1.60%	Shopping
41	4.70%	Social
126	14.43%	Other
40	4.58%	No Answer
873		Respondents

Q7. When using the NFTA rail system, what rail station do you use most frequently to start your trip?		
Count	Percent	
442	50.63%	University
66	7.56%	LaSalle
21	2.41%	Humboldt Hospital
61	6.99%	Amherst Street
38	4.35%	Delavan/Canisius College
50	5.73%	Utica
40	4.58%	Summer/Best
77	8.82%	Allen Medical Hospital
7	0.80%	Theater
9	1.03%	Fountain Plaza
7	0.80%	Lafayette Square
10	1.15%	Church Street
3	0.34%	Seneca
42	4.81%	No Answer
873		Respondents

Q8. What station is your most frequent destination?		
Count	Percent	
290	33.22%	University
10	1.15%	LaSalle
9	1.03%	Amherst Street
13	1.49%	Humboldt Hospital
6	0.69%	Delavan/Canisius College
14	1.60%	Utica
13	1.49%	Summer/Best
197	22.57%	Allen Medical Hospital
38	4.35%	Theater
43	4.93%	Fountain Plaza
70	8.02%	Lafayette Square
31	3.55%	Seneca
83	9.51%	Church Street
10	1.15%	Events only
46	5.27%	No Answer
873		Respondents

Q9. Prior to getting the free rail pass from UB, how often did you use the NFTA Metro Rail?		
Count	Percent	
54	6.19%	Daily
423	48.45%	Often
146	16.72%	Occasionally
73	8.36%	Never
177	20.27%	No Answer
873		Respondents

Q10. Since getting the NFTA rail pass from UB, have you used it to get to new destinations or old destinations more frequently?		
Count	Percent	
305	34.94%	I have used the rail pass to get to one or more destinations I didn't go to before
377	43.18%	I have used the rail pass to get to one or more destinations more frequently than in the past.
140	16.04%	The rail pass has had no real affect on where or how often I go.
51	5.84%	No Answer
873		Respondents

Q11. Do you own or have use of a vehicle for transportation?		
Count	Percent	
459	52.58%	Yes
361	41.35%	No
53	6.07%	No Answer
873		Respondents

Q12. Since getting the NFTA rail pass from UB, have you used your vehicle more often, less often, or about the same?		
Count	Percent	
2	0.23%	Used my vehicle more often
359	41.12%	Used my vehicle less often
97	11.11%	Used my vehicle about the same
415	47.54%	No Answer
873		Respondents

Q13. If NFTA bus service was added into the UB rail pass program for a discounted rate, would you be interested?		
Count	Percent	
449	51.43%	Yes, I would pay for a discounted pass that would include bus and rail service
374	42.84%	No, I am satisfied with the current free rail pass program
50	5.73%	No Answer
873		Respondents

Q14. Gender:		
Count	Percent	
378	43.30%	Female
446	51.09%	Male
49	5.61%	No Answer
873		Respondents

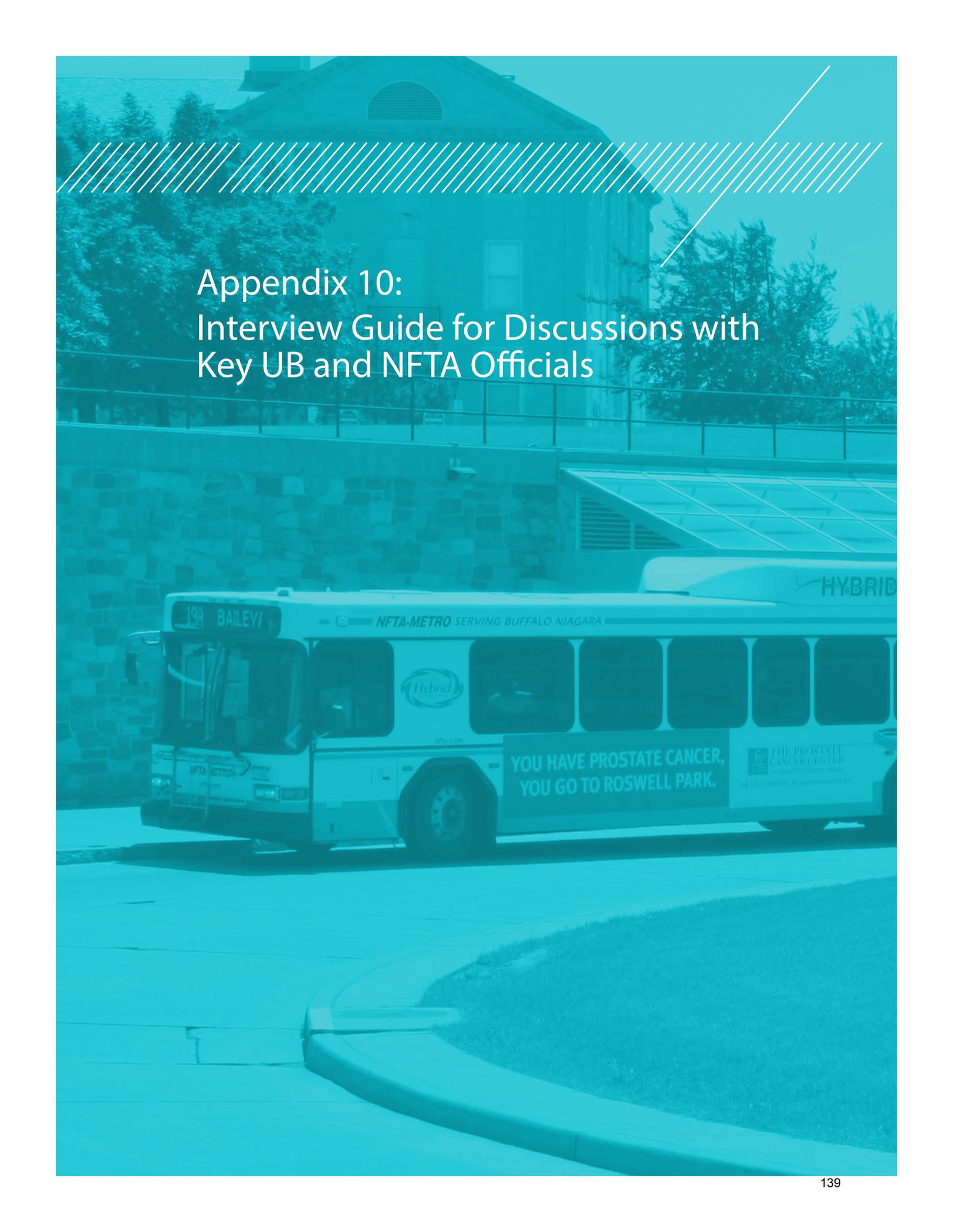
Q15. Citizenship:		
Count	Percent	
601	68.84%	U.S. Citizen
28	3.21%	U.S. Permanent Resident
202	23.14%	International
42	4.81%	No Answer
873		Respondents

Q16. Are you Hispanic or Latino?		
Count	Percent	
39	4.47%	Yes
579	66.32%	No
255	29.21%	No Answer
873		Respondents

Q17. Race:		
Count	Percent	
2	0.23%	American Indian or Alaskan Native
41	4.70%	Asian
56	6.41%	Black or African American
4	0.46%	Native Hawaiian or Other Pacific Islander
464	53.15%	White
42	4.81%	Two or more races
264	30.24%	No Answer
873		Respondents

Q18. Current UB affiliation:		
Count	Percent	
36	4.12%	Freshman
36	4.12%	Sophomore
61	6.99%	Junior
89	10.19%	Senior
457	52.35%	Grad/Prof
47	5.38%	Faculty Member
84	9.62%	Staff Member
19	2.18%	Other (Please Specify)
44	5.04%	No Answer
873		Respondents

Q19. This semester, I live:		
Count	Percent	
80	9.16%	On-campus (in a UB assigned Residence Hall/Apt)
84	9.62%	Off-campus (with friends/other students)
35	4.01%	Off-campus (with family)
22	2.52%	Off-campus (I live alone)
652	74.68%	No Answer
873		Respondents

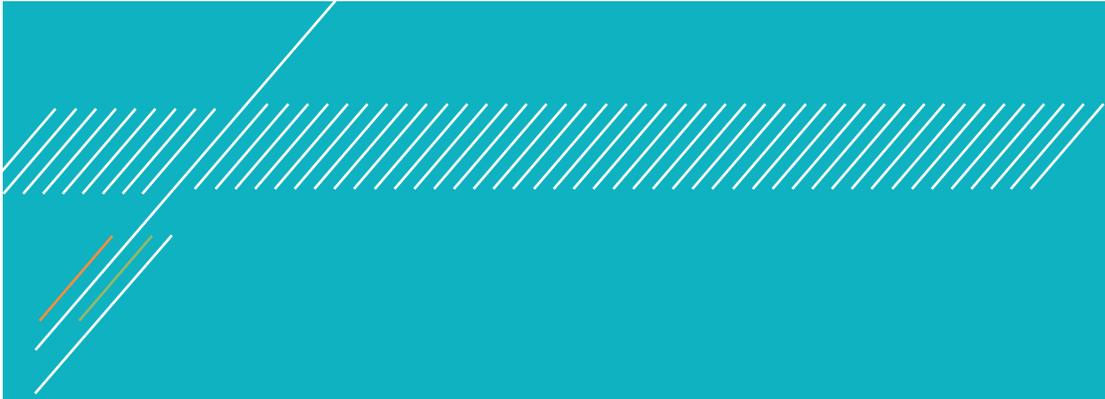
The background image shows a white hybrid bus with a large advertisement on its side. The advertisement reads "YOU HAVE PROSTATE CANCER, YOU GO TO ROSWELL PARK." and includes the Roswell Park Cancer Institute logo. The bus is labeled "NFTA-METRO SERVING BUFFALO NIAGARA" and "HYBRID". The bus is parked on a paved area in front of a stone wall and a building. The entire image is overlaid with a teal color and a white diagonal hatched pattern in the upper left corner.

Appendix 10: Interview Guide for Discussions with Key UB and NFTA Officials

In February 2013, after the conclusion of the UB-NFTA Pilot Transit Pass, research team members conducted interviews with key officials at UB and the NFTA. The interview guide on the following page framed the discussions with these individuals. In order to maintain their anonymity, quotes and ideas which were provided to the research team are mentioned as belonging to UB or NFTA officials, depending on their affiliation.

Interview Guide

1. What do you see as the most important benefit which can be obtained by reinstating the UB-NFTA transit pass program?
2. Are you aware of any disadvantages which were associated with the program?
3. How would reinstating the transit pass program further UB's sustainability goals?
4. What has been the feedback from the UB community and wider community concerning the August 2012 discontinuation of the pilot program?
5. What role does student input or feedback play in determining university transportation options like the transit pass program?
6. The pilot transit pass program concluded in August 2012. Is there an interest in resuming the program?
7. What barriers currently exist in re-instituting the transit pass program?
8. In terms of long term sustainability and reducing the University's carbon footprint, does UB have any specific targets established for reducing Greenhouse Gas emissions from its transportation sector?
9. In the book *Transportation & Sustainable Campus Communities: Issues, Examples, Solutions* (2004), authors Will Toor and Spenser Havlick note that the key to any alternative transportation effort is how it is marketed to its end users. Toor and Havlick reported a 6-14% reduction in automobile driving as a result of strong marketing to campus communities. How are transportation alternatives, including the transit pass program and other alternatives, marketed to the students and faculty? Are you aware of any plans to increase marketing efforts for transportation alternatives, in order to help the University meet its Greenhouse Gas Emission reduction goals?



Appendix

Connections Beyond Campus

An Evaluation of the
Niagara Frontier Transportation Authority -
University at Buffalo Pilot Transit Pass Program



School of Architecture and Planning
UB Regional Institute

