

2:1 Formal Report Proposal

To: Mr. Kevin Desmond, Translink CEO

From: Pedraum Safarzadeh

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Subject: Proposal for Implementing More Bus Stops at the UBC Vancouver Campus

Introduction

Translink is a very well known public transit company in Metro Vancouver. Used by thousands of customers on a daily basis, many customers are still left unsatisfied and leave complaints on the Translink social media pages. Particularly in the UBC neighborhood, there is a major ongoing issue with the location of bus stops on the UBC campus. Even though the campus is very large, currently, most bus stops are localized in the northeast corner near Wesbrook Mall and University Boulevard.

Statement of Problem

The west side of the campus is underserved by the current bus routes. Buildings like West Mall Swing Space, CIRS, and the Mathematics building are at least a 15 minute walk to the nearest bus loop and students who have classes or study in these buildings are at a significant disadvantage and inconvenience. Nighttime commuters are at a relatively high risk from long walks as hazards such as cold/wet weather conditions, aggressive animals searching for food, car collisions from poor visibility, or the risk of assault can be of concern. Due to these safety concerns, nighttime commuters may resort to calling taxis or getting picked up by family or friends instead of purchasing monthly bus passes from Translink.

Proposed Solution

One possible solution is to add bus stops located on West Mall and Lower Mall, which cover all the bus routes that currently depart from UBC. Building an entire large bus loop may be difficult as space is limited in that area and some buildings may need to get demolished. However, there are currently bus stops on Lower Mall for the C18 and C20 bus routes, which serve as community shuttles only operating in the UBC area. These existing bus stops on Lower Mall along with more bus stops added on West Mall can be used as additional stops. The first stop will still be at one of the current three bus loops where space is abundant and the new bus stops on West Mall and Lower Mall will be either the second, third or fourth stop, depending on the bus route. The walk to a bus stop from the major and most populated buildings at UBC should then decrease to

about 5 minutes or less, as both sides of the campus will have stops for all possible bus routes currently departing from UBC.

Scope

To assess the feasibility of adding more bus stops at the UBC Campus, I plan to pursue the following areas of inquiry:

1. What proportion of the UBC community commute to the UBC campus using public transit?
2. Which areas of the UBC campus are the most populated?
3. What is the demand for adding bus stops on the west side of the campus?
4. Do individuals who commute home from UBC at night feel safe walking to the bus stop?
5. Is there enough space on streets for bus stops to be added?

Methods

My primary source of research will be surveying the UBC community particularly at buildings like West Mall Swing Space or the Mathematics building to determine the demand for bus stops in close proximity to those buildings. I will ensure that the individuals I survey are commuters rather than living on campus in order to produce more accurate results and better support my areas of inquiry relating to Translink. I will also reach out to AMS Safewalk to obtain information regarding safety on the west side of the campus, where bus stops are lacking. As a secondary source, I will include photographs of any possible areas on campus where a bus stop can be incorporated.

My Qualifications

I have been riding with Translink for over 10 years and have been a UBC student since 2015, so I am very familiar with the bus routes that depart and arrive at UBC. I developed communication, decision-making and customer service skills through team projects done in my Computer Science courses at UBC and also through working as a Sales Associate at Puma Canada for 6 months. I can use these skills to properly communicate with Translink customers at UBC and make effective decisions based on customer demand.

Conclusion

With the population of UBC students on campus increasing each year, there is a much greater chance that students will move to buildings on the west side of the campus as the buildings near the current bus loops become more crowded. With the housing prices in the UBC area also increasing each year, many people will live off campus and getting rides home will be relied upon heavily. Translink has an excellent opportunity to increase revenue here because with my proposed solution, the safety concern for individuals will be eliminated and a lot more monthly bus passes will be purchased. Even with the cost of implementing more bus stops, Translink will certainly make a profit in the long term with the increase of customers purchasing bus passes per year. I hope to get your approval and begin my study very soon.