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**For immediate release**

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## UA study: Traffic patterns within UA campus show opportunities to improve area congestion

A recently completed University of Arizona Needs Assessment Study, funded by Pima Association of Governments, shows that 59 percent of travelers to the UA drive alone or carpool and 66 percent of the total UA population live within five miles of the campus.

The study, conducted by Morrison-Maierle Inc. for the UA and Pima Association of Governments, was accepted on June 26 by the PAG Regional Council.

The study includes discussion on several travel demand management measures that could be implemented to address congestion in and around the UA campus area. The top five measures included:

- Deploying a universal transit pass (all students receive a Sun Tran/modern streetcar pass with payment of tuition and fees).
- Increasing on-campus parking costs.
- Creating freshman packets that contain only information on alternative transportation modes.
- Increasing marketing of alternatives to parents of incoming students.
- Identifying more telecommuting opportunities for UA staff.

More than 100 travel demand management measures were evaluated as part of the study. The study also describes public comments received during an open house for the study.

"We are very excited to have this study completed. It gives us a basis upon which to build our transportation plans. We understand our responsibility as a major trip generator and we want to do our part to help not only our students, faculty and staff, but also our neighbors and the region by addressing congestion," said David Heineking, associate director of operations for UA Parking & Transportation Services.

In addition, the study outlines several projects that could help address transportation needs in the area. These potential projects include: expanding the modern streetcar route; conducting a feasibility study of a UA neighborhood transit circulation system, and improving intersection capacity at the intersection of Speedway Boulevard and Euclid Avenue. The streetcar project, from the UA campus to downtown, will be funded initially through the Regional Transportation Authority. Additional funding sources for these potential projects have not been identified.

To view the full study or its executive summary, please visit [www.PAGnet.org](http://www.PAGnet.org).

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Please visit [www.PAGnet.org](http://www.PAGnet.org) for more information.*