

# UBC Sustainability Scholars Program

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on paid sustainability internship projects. Successful candidates work under the guidance of a mentor from one of our partner organizations, and are immersed in real world learning where they can apply their research skills and contribute to advancing organizational sustainability goals.

For more information about the Sustainability Scholars Program and to apply to work on this project, please visit the [Student Opportunities](#) page.

Don't forget to review the application guide (PDF) before applying.

Applications close **midnight Sunday September 22, 2019.**

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## Research project title

Designing a study to assess the impacts of fare capping on transit ridership: Encouraging sustainable transportation through behavioural insights

## Sustainability Goal or Operations Plan objective

Encouraging sustainable transportation

## Outline scope of project and why it is of value to your organization. Describe how and when the Scholar's work will be actionable.

- TransLink recently undertook a comprehensive Transit Fare Review. Fare products, including monthly passes, were assessed as part of the fare review, and further research is needed to understand the impacts of changes to these fare products. Monthly passes are used to pay for about 1/3 of all trips taken on transit, and account for more than \$200M in fare revenue for TransLink. Moving from pre-paid monthly passes to fare capping as a method to provide frequent rider discounts may result in significant impacts to ridership and revenue. TransLink staff are not aware of any research on this topic and are interested in developing a study to assess the impacts.
- Scholar would pursue a best-practices review of fare products and conduct a literature review of related studies on behavioural insights
- Scholar would be responsible for designing a research study to assess the impact of new fare products on ridership and revenue. Research design would include survey design, privacy best-practices including working with the privacy officer at TransLink, and an ethics review.
- The scholar would be responsible for consulting with internal TransLink stakeholders to ensure study design and content meets their needs. Mentor would provide appropriate introductions and contacts.

## Deliverables

*Note that a final deliverable (either a full report or, if the report contains confidential information, an executive summary) is required by the end of the program (March 15, 2020). The deliverable will be archived in the online public-facing [Scholars Project Library](#).*

- A final report, containing a summary review of fare capping best practices and a literature review of related behavioural insights
- Research design proposal including survey and detailed methods
- Recommendations on privacy best practices for protection of personal information
- Presentation to the key internal stakeholders at TransLink
- A final report [or Executive Summary] for the UBC Sustainability Scholars online project library.

### **Time Commitment**

- This project will take **250** hours to complete.
- This project must be completed between October 21, 2019 and March 1<sup>st</sup>, 2020
- The Scholar is to complete hours on their own time, approximately 12 hours per week, with a regular weekly check-in (by email, phone, or Skype) during regular work hours. Some meetings will be required at TransLink's offices at Sapperton Station in New West.

### **Required/preferred Skills and Background**

- Excellent research and writing skills
- Familiarity with research methodologies and survey techniques
- Statistical analysis
- Strong analytical skills
- Ability to work independently
- Project management and organizational skills
- Strong background in economics and behavioural economics in particular would be an asset.

Applications close **midnight Sunday September 22.**

Apply here:

<http://sustain.ubc.ca/scholarsopportunities>

To learn more about the program here:

<https://sustain.ubc.ca/ubc-sustainability-scholars-program>

Read the FAQ and application guidelines to confirm your eligibility to participate in the program here:

<http://sustain.ubc.ca/scholarsopportunities>

Contact Karen Taylor at [sustainability.scholars@ubc.ca](mailto:sustainability.scholars@ubc.ca) if you have questions.