

Summer 2021 Sustainability Scholars Program Internship Opportunity

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing sustainability across the region.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
- Be sure to review the [application guide](#) to confirm your eligibility before applying.

Applications close at midnight on Sunday January 31, 2021.

Research project title

Communications and engagement best practices to support the development of mobility/congestion pricing: A review of lessons learned from key cities that are exploring congestion pricing

Project description

Overview:

Many cities and regions throughout North America are looking towards congestion pricing (or mobility pricing) as a means to reduce traffic, provide a sustainable source of revenue for transit investments, and to promote fairness and equity. Studies have shown that congestion pricing is perhaps the single greatest policy tool available to reduce congestion while supporting economic growth and maintaining freedom of movement. Research also shows that concerns about equity and affordability can be mitigated through the design of the system – including discounts and exemptions for vulnerable road users – and through how the revenue is used. Yet with so much promise, a comprehensive congestion pricing system has yet to be implemented anywhere in North America. While several cities and regions are at various stages of exploring the feasibility of congestion pricing in their respective jurisdictions, collaboration between these cities remains low. Given the complexity of congestion pricing as a policy tool, and the challenges of gaining public and political support, there is value in understanding some of the successful communications and engagement strategies and actions that cities have deployed, as well as those that have been less successful.

Purpose of the Project:

The purpose of this project is to tap into the lessons learned from other jurisdictions that are studying congestion pricing in order to understand some of the common ingredients that are required for success from a communications and engagement perspective. TransLink would like to learn more about the successful strategies employed by these jurisdictions as we continue to navigate through the political processes towards a regional mobility pricing policy. The outcome of this project will help to inform communications and engagement approaches, as well as the pathways and strategies towards implementation of a regional mobility pricing system.

Deliverables

A good portion of the preliminary work will focus on designing research questions and an interview script to use while conducting semi-structured informational interviews with different city officials.

Using the data gathered from the interviews, and drawing on desk-based research the Scholar will deliver a final report containing a summary of their completed work complemented by a final presentation to key stakeholders. The report should include:

- Background information on 3-5 cities or jurisdictions that are considering congestion pricing across North America (including the rationale, objectives, and local context)
- Details on the communications, engagement, and marketing strategies that have been employed by jurisdictions when engaging with decision-makers, stakeholders, and the public (including messaging, framing, nomenclature, and an understanding of what strategies and approaches have been successful, and what has not been successful, common threads across jurisdictions, etc.)
- Tactical approaches used when engaging with decision-makers (understanding the political windows of opportunity, timelines, political cycles, different levels of government, congestion pricing pilots, and whether they were mandatory or voluntary, temporary or permanent, etc.)
- The communications and engagement action plan employed by jurisdictions
- Summary of the lessons learned by jurisdictions to help inform political pathways and processes for Metro Vancouver
- 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 May 3 and August 13, 2021
- The Scholar is to complete hours between 9 am and 5 pm Monday to Friday, approximately 20 hours per week

Required/preferred Skills and Background

- Excellent research and writing skills
- Demonstrated interest in sustainability
- Interest in mobility pricing and/or transportation policy analysis
- Experience conducting stakeholder engagement events, including facilitation skills, is an asset
- Familiarity with research methodologies and survey techniques
- Excellent communication, public speaking, and presentation skills
- Community engagement experience
- Familiarity conducting focus group research
- Strong analytical skills
- Ability to work independently and take initiative

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- ☒ Deadline oriented
- ☒ Project management and organizational skills
- ☒ Desired interest, capacity, and comfort in interacting with strangers to conduct surveys and collect information

Applications close **midnight Sunday January 31, 2021**

Apply here: [Click here to apply](#)

Contact Karen Taylor at sustainability.scholars@ubc.ca if you have questions

Useful Resources

We are holding a special **resume preparation workshop for prospective Scholars** on January 19. [Click here for details and to register.](#)

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>