



# SUSTAINABLE TRANSPORTATION COHORT

LEAD: ANOOP DAYAL

PARTNER UNIT: [TRANSLINK](#)

PARTNER MENTOR: MARIEE DEVEREUX, BLAIR SMITH, LOTTE VENG

SUSTAINABILITY HUB MENTOR: [KSHAMTA HUNTER](#)

## Introduction

In Metro Vancouver, the need for **sustainable and healthy transportation** is becoming increasingly urgent as the region faces the dual challenges of climate change and urban congestion. **Active transportation**, which includes walking, biking, and taking transit, has proven to be a key solution in reducing **emissions**, improving **air quality**, and enhancing **public health** (National Active Transportation Strategy, 2021). These modes of transport not only contribute to reducing the risk of chronic diseases but also help mitigate climate change impacts by cutting down on greenhouse gas emissions (World Health Organization, 2022). With these benefits in mind, TransLink – Metro Vancouver’s transportation authority– has played a leading role in promoting active transportation options for residents across the region.

TransLink has already made great strides in supporting transportation for children with initiatives like the *TravelSmart4Kids Strategy*, which works to encourage elementary and secondary school students to utilize active forms of transport by educating them about their health and environmental benefits. However, there remains a gap in programs specifically targeting older youth in the 18-21 age range, who are experiencing a significant shift in their travel habits as they transition from high school to post-secondary education or the workforce. While 48% of youth aged 13-18 travel as passengers in cars, this reliance drops to 20% in the 19-24 age group as they make more trips by bus, bike, and car (TransLink Trip Diary, 2023). Some young adults are facing long commutes to post-secondary institutions or work, while others are starting new jobs close to home or moving into campus residences, where walking or biking may become their primary mode of transportation. This transition often requires navigating new, sometimes unfamiliar, or more complex commutes.

The Sustainable Transportation cohort aims to address this gap by fostering **active and sustainable transportation behaviours** among **youth aged 18-21**. By developing targeted **education packages and resources**, this cohort will help young people make more sustainable and healthy mobility choices that support both personal wellbeing and regional climate goals.





## UBC Context

UBC offers a unique and strategic setting for this work, providing direct access to the 18-21-year-old demographic we are seeking to impact. The positionality of this work within the UBC Sustainability Hub means it aligns with campus-wide strategic goals while also allowing us to leverage existing resources, such as work being done by UBC Wellbeing and UBC Campus + Community Planning, to foster lasting change in transportation behaviour.

The goals of this cohort directly connect to a variety of multi-jurisdictional and campus-wide key strategic plans. These include nine key plans, whose specific goals and targets are detailed in the Appendix. At the international level, this cohort supports [Goals 3, 11, 12, and 13](#) of the United Nations' Sustainable Development Goals (SDGs). It also aligns with several UBC plans, including [Goals 7, 10, and 14](#) of the UBC Sustainability Hub's strategic plan, the Climate Emergency Task Force Report, the 2030 Climate Action Plan, UBC Wellbeing's Strategic Framework, and the UBC Transportation Plan (currently undergoing an update). Importantly, the work of this cohort complements TransLink's [Transport 2050 strategy](#), while also supporting both the Government of Canada's [National Active Transportation Strategy](#) and B.C.'s [Move. Commute. Connect. strategy](#).

## Learning Objectives

1. Gain a comprehensive understanding of the environmental, health, and social benefits of active transportation and be able to effectively communicate these to targeted audiences.
2. Learn to develop engaging, informative materials (both print and digital) including informational packages, videos, and social media content tailored to different audiences and communication platforms.
3. Develop skills in conducting outreach activities such as surveys and engagement booths, gathering insights into current attitudes and behaviours related to active transportation, and using this data to inform project work.
4. Enhance collaboration skills by working with other cohorts, UBC student groups, and regional partners to amplify active transportation messaging.
5. Learn to implement and assess the effectiveness of community-based outreach campaigns, ensuring that the work produced can lead to lasting change and contribute to long-term sustainable transportation goals.



## Ambassador Projects

### 1. Travel Options Resource Guide

This first project focuses on creating an accessible, comprehensive information packet for 18-21 years olds to explore the full range of sustainable transportation options available to them across Metro Vancouver. In addition to covering the U-Pass and GradPass programs, the guide will highlight various active and public transport options, including biking, walking, scootering, and bike-share services. The goal is to equip young people with the knowledge they need to make informed, sustainable mobility choices that align with their personal and environmental values. The info packet will be available in both print and digital formats to allow for maximum accessibility.

### 2. Active Transportation Video Series + Toolkit

This second project will focus on raising awareness about the benefits of active transportation – walking, biking, and bussing – through a series of engaging short-form videos. The videos will showcase the positive impacts of these sustainable modes of transportation on health, the environment, and daily life, while emphasizing how our transportation choices directly influence our wellbeing. The goal is to make active transportation feel fun, accessible, and easy to integrate into everyday routines for 18–21-year-olds. The video content will be situated in the context of UBC but will have an accompanying toolkit with customizable scripts, key facts, and video templates so that other organizations can easily adapt the content to their needs.

### 3. Community Placemaking

This project aims to explore the intersection of the built environment, sustainable transportation, and personal wellbeing through a series of community engagement activities. In collaboration with the Climate Wellbeing and Environmental Justice cohorts, Ambassadors will set up interactive booths at False Creek. For the purposes of this cohort, we will focus on gaining insights from 18–21-year-olds to share their stories about how their daily interactions with public spaces and transit impact their sense of wellbeing. The findings from this engagement will play a key role in informing the creation of resources for the primary projects, ensuring that the materials developed resonate with the target demographic and address their specific needs during this transition period in their lives.

**DISCLAIMER:** The projects undertaken by this cohort may change in response to shifting partner interests and evolving goals.





## References

National Active Transportation Strategy 2021-2026. (2021). In *Government of Canada* [Report]. <https://housing-infrastructure.canada.ca/alt-format/pdf/nats-snta/nats-strat-snta-en.pdf>

*TransLink 2023 Trip Diary*. (2022). TransLink. <https://www.translink.ca/plans-and-projects/data-and-information/research-and-insights/trip-diary-survey>

World Health Organization. (2022, June 7). *Cycling and walking can help reduce physical inactivity and air pollution, save lives and mitigate climate change*. <https://www.who.int/europe/news/item/07-06-2022-cycling-and-walking-can-help-reduce-physical-inactivity-and-air-pollution--save-lives-and-mitigate-climate-change>



## Appendix

### Organization

Sustainable Development Goals (SDGs)

### Goal

Goal 3: Ensure healthy lives and promote well-being at all ages.

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.

- Target 11.2: Safe, affordable, accessible, and sustainable transport systems.
  - “Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.”

Goal 12: Ensure sustainable consumption and production patterns.

- Target 12.8: Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Goal 13: Take urgent action to combat climate change and its impacts.

- Target 13.3: Improve education, awareness-raising and capacity on climate change mitigation, adaptation, impact reduction and early warning.

UBC Sustainability Hub Strategic Plan 2022-2027

**GOAL (7)** Cultivate the use of transformative pedagogies, including a variety of enriched, experiential and applied learning approaches, for sustainability education across UBC and beyond.

**GOAL (10)** Advance scholarship and disseminate knowledge on climate emergency/action, biodiversity, resilient communities and the circular economy.

**GOAL (14)** Leverage UBC’s role as a public university and global sustainability thought leader to support people, governments and other universities to accelerate their impact on sustainability and climate justice.

Climate Emergency Task Force Report

Support community wellbeing in the face of the climate crisis.

Expand climate education opportunities and resources for the UBC community and broader public.

Develop new and strengthen existing partnerships to tackle the climate emergency.



Organization

Goal

The UBC Vancouver Climate Action Plan 2030

By 2030, achieve a 45% reduction in commuting emissions from 2010 levels.  
By 2030, 75% of UBC faculty, staff and students will be aware of UBC's climate action goals and participating in UBC's evolving and expanding culture of sustainability.

UBC Wellbeing Strategic Framework

Focus: Built & Natural Environments

- Active Transportation – Increase trips to and from UBC made by walking, cycling, or transit by 2025.

Focus: Physical Activity

- Target: Move More – 10% reduction in the prevalence of physical inactivity for UBC community members by 2025.

UBC Transportation Plan

Target 1: Sustainable Travel

- By 2040 at least two-thirds of all trips to and from UBC will be made by walking, cycling, or transit.

Transport 2050

Goal 1: By 2050, active transportation and transit are competitive choices accounting for at least half of all passenger trips, with taxi, ride-hail, and carshare accounting for most of the remaining passenger trips.

- Strategy 1.1: Make active transport the most convenient choice for most shorter trips.
- Strategy 1.2: Make transit the most convenient choice for longer trips.

The Government of Canada's National Active Transportation Strategy

Raise public awareness about the benefits of active transportation and promote its use.  
Support active transportation as a positive user experience, particularly for vulnerable communities, by promoting safe and accessible project designs.





Organization

Move. Commute.  
Connect.:  
B.C.'s Active  
Transportation  
Strategy

Goal

Goal 1: Inspiring British Columbians to choose active transportation.

- Initiative 2: Develop incentives to encourage active transportation use and uptake.
- Initiative 3: Launch a province-wide campaign to promote active transportation and its benefits.

Goal 3: Working together and planning for active transportation.

- Initiative 4: Support local and regional network planning to connect communities and advance active transportation.

