

## UBC Students Launch Campaign for Rapid Transit Now

FOR IMMEDIATE RELEASE

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Vancouver, BC—The Alma Mater Society of UBC Vancouver (AMS) has launched an aggressive campaign to express students' concern about Metro Vancouver's recommendation to de-prioritize a rapid transit line down the Broadway Corridor to UBC in its Regional Growth Strategy.

In a [letter](#) submitted to Metro Vancouver today, the AMS is sending a clear message to Metro Vancouver staff and politicians, and key transit decision-makers, that the more than 46,000 undergraduate and graduate students of UBC's Vancouver campus need rapid transit now.

"UBC students need rapid transit now, and we're tired of waiting quietly," said Bijan Ahmadian, President of the students' society. "Transit riders make more than 100,000 transit trips on the Broadway Corridor every day—more than the Canada Line or the Millennium Line. Fully 44,000 of these trips go all the way to UBC. Despite service improvements, 4,000 transit riders are left behind by full 99B Line buses every day. UBC transit ridership is expected to grow by 10% every year, so it's only going to get worse."

"Despite this, Metro Vancouver's draft Regional Growth Strategy recommends bumping UBC students to the back of the line for rapid transit – leaving us waiting for 30, 40, 50 years. Or forever."

The AMS launched a campaign last week to encourage students to demonstrate their support for rapid transit to UBC. Since then [www.ubclinenow.com](http://www.ubclinenow.com) has had 7,500 unique visitors. More than 3,000 people have used the website to email Metro Vancouver; and more than 10,000 people were invited by their friends to a related Facebook [page](#) and [event](#).

The students will submit their formal response to Metro Vancouver and present their view to the Metro Vancouver Regional Planning Committee on November 5. The Society is also writing to all Metro Vancouver Mayors and key MLAs, MPs, and others to ensure their voice is heard on this important issue by appropriate decision-makers.

"Metro Vancouver staff are not only undermining our transit leadership, but also reaching beyond their mandate. We understand that the Provincial Government and TransLink have committed to building a rapid transit UBC Line. TransLink is conducting technical studies to determine the best technology approach. Metro Vancouver is playing politics, and students are suffering as a result," said Ahmadian.

"UBC students, faculty, staff, and alumni live and vote throughout Metro Vancouver. We can and will hold our elected officials accountable."

UBC students have long been advocates of affordable, efficient transit and sustainable transportation. The AMS was instrumental in the inception and adoption of the region-wide U-Pass. Aggressive transit advocacy by UBC and the AMS led to a doubling of UBC transit ridership in the last eight years. Trips to and from UBC by transit versus other kinds of transportation increased from 18 to 47 per cent. Studies show that U-Pass users continue to use transit even after graduation.

#### ABOUT THE AMS:

The UBC Alma Mater Society (AMS) represents over 46,000 UBC students as well as students at affiliated colleges. The mission statement of the AMS is “to improve the quality of the educational, social, and personal lives of the students of UBC”.

The AMS operates student services, student owned businesses, resource groups, and clubs. In addition to offering services to students, the AMS is an advocate of students’ issues and ensures the needs of students are presented to the University administration and the federal, provincial, and municipal governments.

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