

## INTRODUCTION

The University of Oregon Office of Public Safety contracted with Lockwood Research to conduct a telephone survey with University of Oregon students to measure their awareness and attitudes regarding transportation and parking issues. Student's current use of transportation modes and willingness to use alternative transportation were also explored.

## METHODOLOGY

A telephone survey was conducted with 381 randomly chosen University of Oregon students. The sample size is sufficient to achieve a 95% confidence level in the survey results with a margin of error no greater than  $\pm 5$  percentage points. This means if 50% of the sample responded 'yes' and 50% 'no', you can be 95% sure that the total population's response would be between 45% and 55% (i.e.,  $50\% \pm 5\%$ ).

The survey was conducted between April 22 and May 4, 2006 using Lockwood Research's computer-aided telephone interviewing system (CATI). The survey instrument was pre-tested April 18 – 20<sup>th</sup> for clarity, accuracy, flow, length and factors which affect respondents' cooperation and attention. Based on the pre-test results the survey instrument was revised and finalized on April 21. The average length of time to complete the survey is 8 minutes. Human subjects approval was obtained prior to the pre-test.

## THE REPORT

This report is intended as a summary and overview of the research findings. For a more complete review of the survey findings refer to the data tables appended to the report. One statistic used in the analysis of the research data is the difference between proportions statistic. This statistic examines each banner column in turn and compares the answers given by the people in that column to the answers given by everybody else. It indicates which of their answers (if any) are more different than everybody else's answers than could be expected due to chance, given the sample sizes involved. If an answer is significantly different (at the 95% or 99% statistical level), it is mentioned in the report as being statistically more likely, or statistically less likely.

**HIGHLIGHTS OF RESEARCH FINDINGS**

- Over one-half of the sample is comprised of females (57%), and 43% are males.
- Nine out of ten respondents (94%) are full-time students.
- Nearly three-fourths of the sample (73%) lives off campus, and 27% live on campus.
- Only 3 percent (3%) of the sample does *not* travel to or from campus at least one day a week. Most students (30%) travel to or from campus five days a week.
- Nine percent (9%) of the sample do *not* have a car, and 17% indicate there is no car in their household available for them to drive. At least one-half (53%) of the sample has one car available.
- Six out of ten (59%) students primary means of travel to or from campus is without a vehicle; nearly one-fourth (22%) walk, 22% ride the LTD bus, and 15% ride a bike.
- At least three out of ten (31%) students' primary means of travel to or from campus during the week is to drive alone. Among those students in the sample who drive alone to or from campus, over one-half (54%) indicate they would prefer to get to or from campus in another way. The most frequently mentioned way they would like to travel to or from campus is by bus (35%), followed by bike (27%). Barriers to using these modes are *distance they have to travel* (19%), their *class schedule* (14%), and/or *time constraints* (14%).
- Most of the students in the sample (63%) use their primary means of transportation every time they travel to or from campus. Two-thirds (67%) of those who live off campus use the same transportation every time, compared to one-half (51%) of the students who live on campus.
- Proximity to campus is mentioned by one-fourth (25%) of the sample as the primary reason for using the chosen mode of transportation (14% *live close to campus*, 11% *have a distance to travel*), followed by *convenience / what is easiest* (24%).
- Two-thirds (66%) of the sample has a secondary means of transportation to get to or from campus. Students who live on campus are statistically more likely to have a second means of transportation (76%), while those students who live off campus are statistically more likely to say they do *not* have a secondary means (37%).

- Students who live off campus are statistically more likely to say their secondary mode of transportation is *driving alone* (24%), while those who live on campus are more likely to say their secondary means of transportation is *walking* (26%).
- Students who use a secondary means of transportation were asked to identify the primary reasons for using a second mode. At least one-fourth (26%) mentioned the *weather*, followed by 14% who mentioned their *class schedule*.
- At least four out of ten (42%) students who use a secondary means of transportation generally use the secondary mode every week. Over half (58%) of those who use their secondary mode every week are making one to two round trips a week with that mode. Roughly seven out of ten (69%) students who use their secondary mode at least every month are making one to two round trips every month. Those using their secondary mode only in good weather are making roughly 6 – 9 roundtrips when the weather is good.
- About one out of five respondents (19%) purchased a U of O parking permit for the 2005-06 academic year. A higher percent of students who live off campus purchased a parking permit (22%), than did students who live on campus (13%).
- Reasons for *not* purchasing a parking permit are *do not have a car* (41%), *too expensive* (23%), 17% *do not drive to campus*, and 15% feel it is *too hard to find a parking spot*.
- Students who did *not* purchase a parking permit (for a reason other than not having a car) park in the neighborhood around campus (31%), and 22% park at a meter.
- If driving alone and parking on campus no longer seemed a reasonable option, the first alternative means of transportation students would consider is the bus (39%).
- More students agree (52%) that *construction of additional parking structures should be a high priority for the U of O, even if it costs more for parking*, than disagree (44%). Parking issues were the most frequently mentioned topic among respondents who added an additional comment at the conclusion of the survey.
- The majority of students in the sample (95%) are traveling to the University from home, rather than arriving from work (5%). When choosing their current housing, 58% of the total sample said transportation to campus was *important* in making their decision (33% *very important*, 25% *somewhat important*).

- For 22% of the students who live off campus, transportation information was provided in their rental information; over one-half (52%) said transportation information was *not* provided. Seventeen percent (17%) of the students who live off campus do *not* live in rental housing. For those students who received transportation information with their rental housing, roughly three-fourths (73%) considered the information to be influential in making their ultimate decision about housing, of which one-fourth (25%) considered this information *very influential*.
- If the student were to move to new housing, 44% of the total sample considers transportation options to campus to be *very important* in their choice of location.
- Among the alternative transportation programs offered by the University of Oregon Department of Public Safety the program most students feel they have *thorough knowledge* of is the *free travel on LTD with their U of O student ID*, 80% claim thorough knowledge. The program the sample feels they have *no knowledge* about is *carpool incentives for three or more people* (80%). It is interesting to note that 73% of those students who carpool as their primary means of travel to or from campus indicate they have *no knowledge* of the carpool program incentives for three or more people.
- A list of eight (8) possible incentives to encourage use of alternative transportation were presented to the sample and respondents were asked to indicate how likely they would be to act on each incentive. The incentive with the highest likelihood of encouraging use of an alternative transportation mode is *more convenient bus service*, which includes bus routes through the student's neighborhood, faster and more frequent buses, as well as extended schedules in the evening. The four carpooling incentives have the highest percent of students saying *very unlikely* to act on this incentive.

## CONCLUSIONS AND RECOMMENDATIONS

Transportation to and from campus is an important issue to students. In fact, when choosing their current housing over one-half of the sample said transportation to campus was important in making their decision. If moving to new housing, 44% of the sample considers transportation options to campus to be very important in their choice of location. While transportation information was provided with rental information to only 22% of those who live off campus, three-fourths of those who received transportation information with their rental housing considered it to be influential in making their ultimate decision about housing. The U of O should try to encourage more rental housing managers to include transportation information to prospective renters.

Driving alone is the primary means of travel to or from campus for three out of ten students. Considering that three-fourths of the students who drive alone are statistically more likely to use this means every time they travel to or from campus, one goal should be encouraging students to use a secondary means of travel at least one or two days a week. Especially since six out of ten respondents are likely to consider a discount permit for students who drive to campus 2 – 3 days a week.

Over one-half of those who drive alone indicate they would prefer to get to or from campus in another way. The most frequently mentioned way they would prefer to travel is by bus. Reasons given for not using their preferred means of travel is the distance they commute, their class schedule and/or time constraints. Over one-half of the sample would be very or somewhat likely to ride the bus if there was more convenient bus service, which includes bus routes through their neighborhood, faster and more frequent buses, as well as extended schedules in the evening. Informing students of the benefits of LTD's new EmX service, and working with LTD planners on extending the bus schedule could increase the percent of students riding the bus as their primary or secondary means of travel.

One recommendation is to increase the awareness of the Park and Ride program; currently 48% of the sample have no knowledge of this program. Students who drive alone use a secondary means of travel because of the cost of driving alone/to save money on gas, and/or because it's too hard to find parking on campus. The Park and Ride program addresses both of these issues. Using a Park and Ride lot closer to home

reduces the vehicle miles driven and gas consumption, and the LTD bus is free for students. Students who need a car during the day can use a Park and Ride lot near campus and eliminate the need to find a parking space. One reason this program could be successful is the majority of students are already aware of the free bus riding program offered through Lane Transit District (LTD). Another reason is because if driving alone and parking on campus no longer seemed a reasonable option, the first alternative students would consider is the bus.

Very few students are aware of the carpool program that provides incentives for three or more people; even 73% of those who carpool as their primary means of travel to or from campus indicate they have no knowledge of the carpool program. This can be explained in part by the fact that one-half of the carpoolers live on campus and most likely carpool with friends when traveling off campus. Further reducing carpool parking permit fees does not appear to be as effective an incentive as free parking for carpoolers for a trial period, or providing desirable parking spaces designated for carpoolers only. Almost one-half of the sample would be very likely to try a discount 'Rideshare' or shared parking permit for two people. Still, the goal should be expanding the carpool program incentives among those who live off campus.

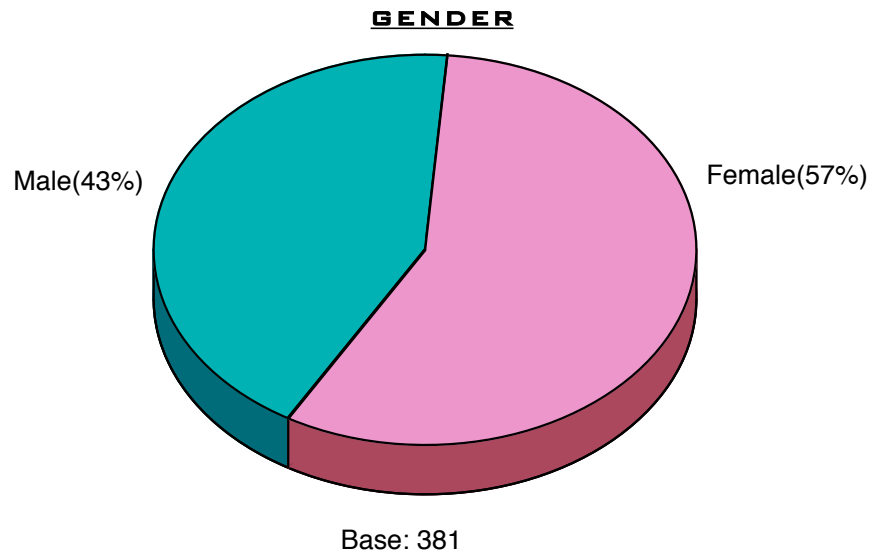
The most frequently mentioned comment at the conclusion of the survey was 'the U of O needs more parking.' One-half of the sample agrees that construction of additional parking structures should be a high priority for the U of O, even if it costs more for parking. However, only one out of five purchased a U of O parking permit for the 2005-06 academic year. Reasons for not purchasing (other than not having a car) are the cost of the permit and difficulty in finding a parking spot. As one student said, *"Purchasing a parking permit at the U of O is like buying a hunting permit, it just gives you the right to hunt for a parking spot."* Building a parking structure could add more parking spaces, but doesn't guarantee that students will pay a higher price for the parking. Without a parking permit, 31% park in the neighborhood around campus, which is free but also limited.

Free secure bike parking is an incentive that would encourage at least one-half of the non-bike riders to consider biking, especially during nice weather. However, there were many comments made about bike theft on campus so ensuring bike security is going to be critical to this program's success.

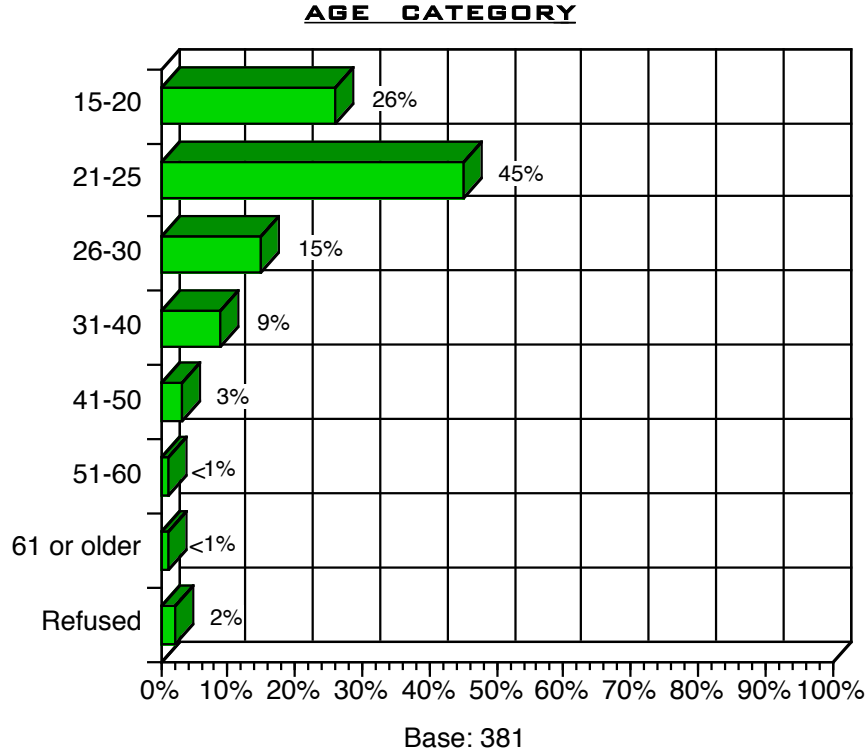
**THE SAMPLE**

Over one-half of the sample is comprised of females (57%), and 43% are males. Most of the students in the sample are 21 – 25 years old (45%). The sample is evenly distributed among the years of attendance (18% - 22%), with the exception of second year students who comprise 14% of the sample, and fifth year students who comprise 7% of the sample. Nine out of ten respondents (94%) are full-time students. Nearly three-fourths of the sample (73%) live off campus, and 27% live on campus.

The following series of graphs illustrate the demographic profile of the sample.

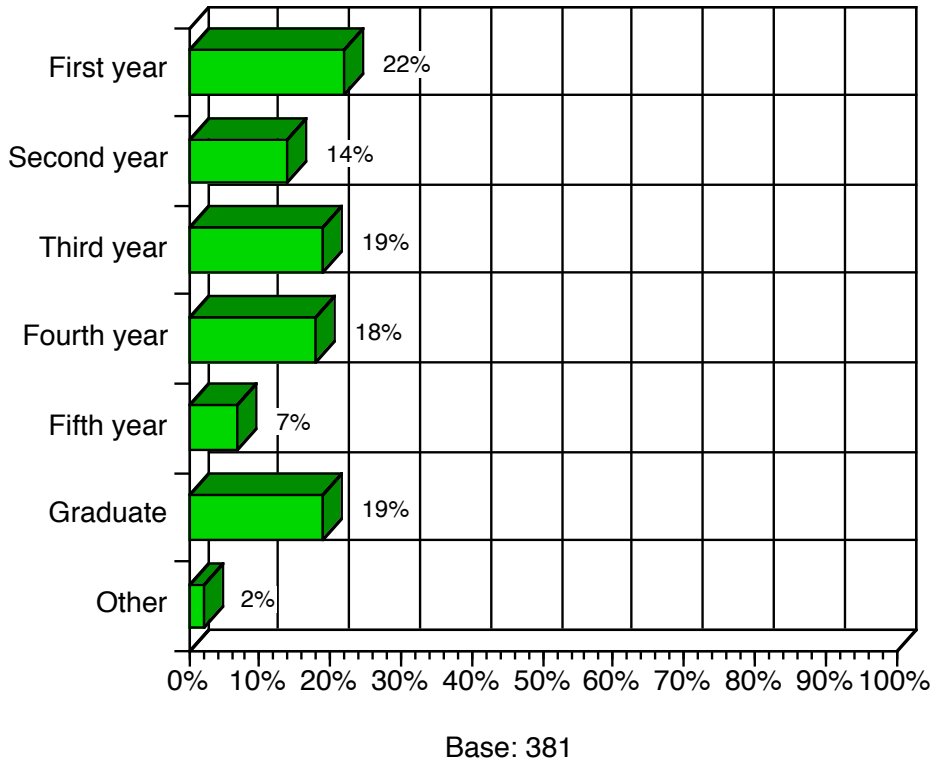


Respondents 15-20 are statistically more likely to be first year students (65%) or second year students (25%). Respondents 21-25 are statistically more likely to be third year students (28%) or fourth year students (31%). Respondents 26 – 30 and 31-40 are statistically more likely to be graduate students (41% and 62%, respectively).



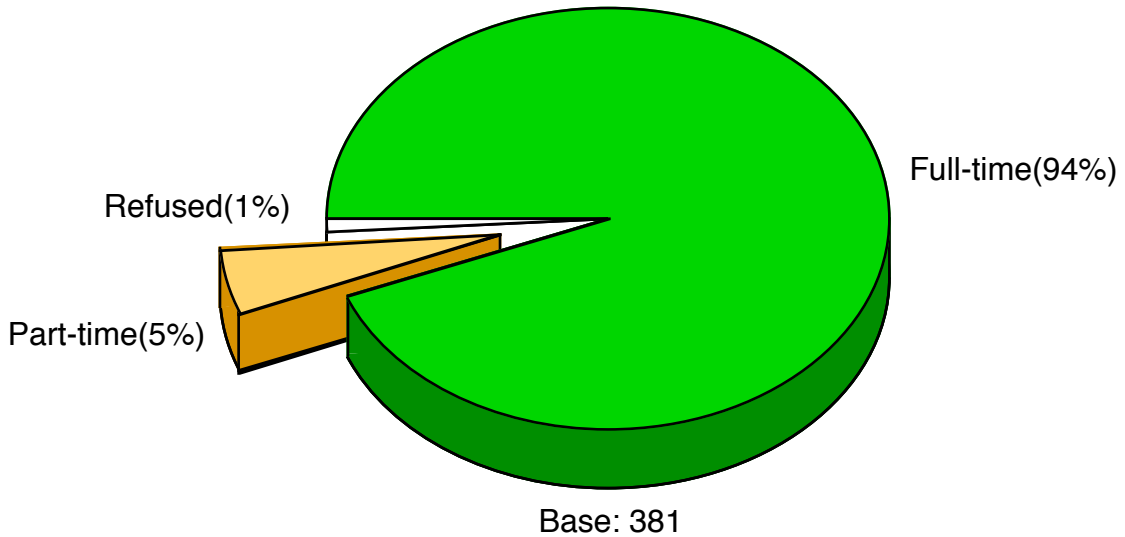
**NUMBER OF YEARS IN ATTENDANCE AT U OF O**

Respondents who are first year students are statistically more likely to live on campus (63%), and/or be full-time students (99%).

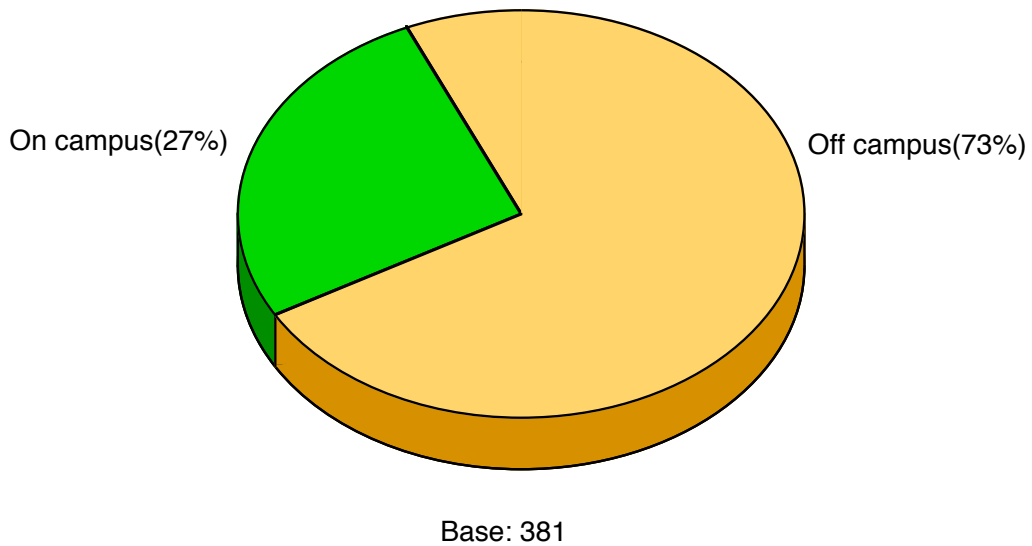




**STUDENT'S ENROLLMENT STATUS**



**STUDENT'S RESIDENCE**



Respondents who live off campus are statistically more likely to be fourth year, fifth year or graduate students.

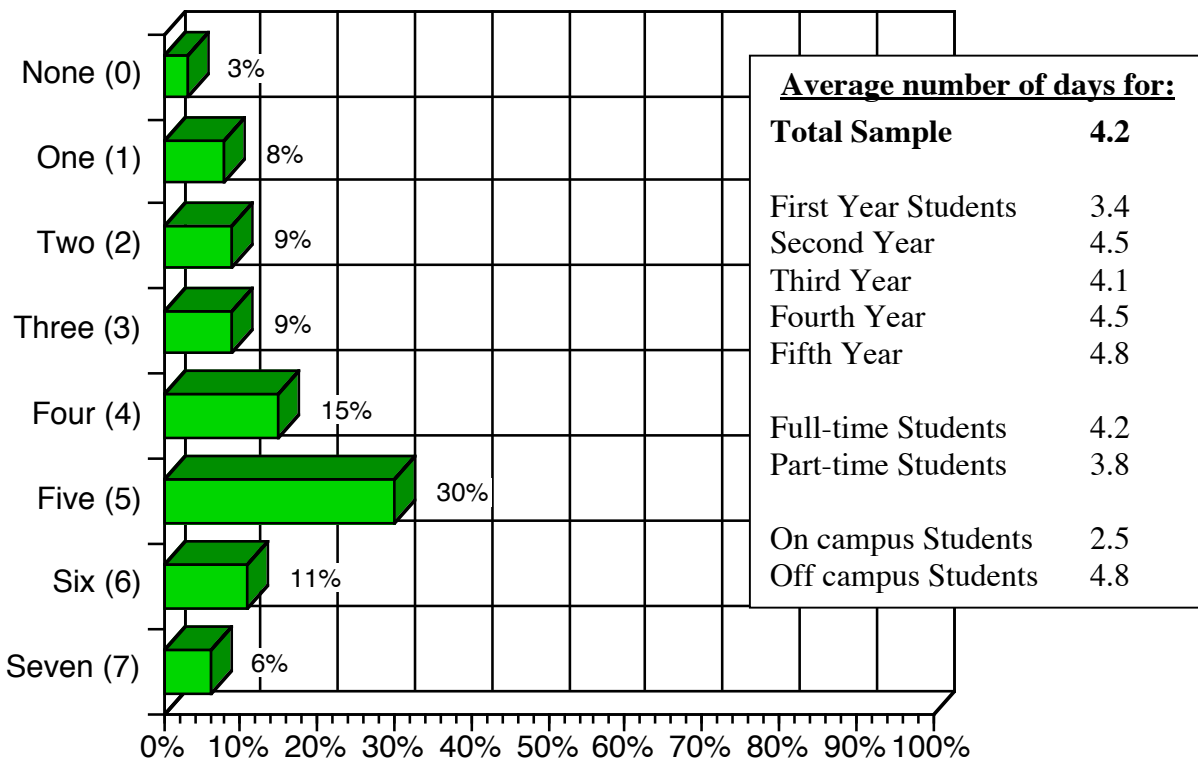
**STUDENT'S CURRENT USE OF TRANSPORTATION**

There is only 3 percent (3%) of the sample that does *not* travel to or from campus at least one day a week. These ten students who do *not* travel off campus on a weekly basis represent 10% of all students who live on campus.

The majority of the sample (97%) travels to or from campus at least one day a week, with the peak number (30%) traveling to or from campus five days a week. One-third (34%) of those traveling to or from campus five days a week drive alone, roughly one-fourth (26%) travel by LTD bus, and 23% walk.

Seventeen percent of the sample travels to or from campus *more than* five days a week. Only 6% of those who live on campus travel *from* campus six or seven days a week, compared to 21% of those who live off campus that travel *to* campus more than five days a week. Nearly three-fourths (73%) of those who travel to or from campus six days a week are biking (40%) or walking (33%); only 13% drive alone. One-half (50%) of the students who mentioned seven days a week travel by bike (21%) or walk (29%), while one-fourth (25%) drive alone.

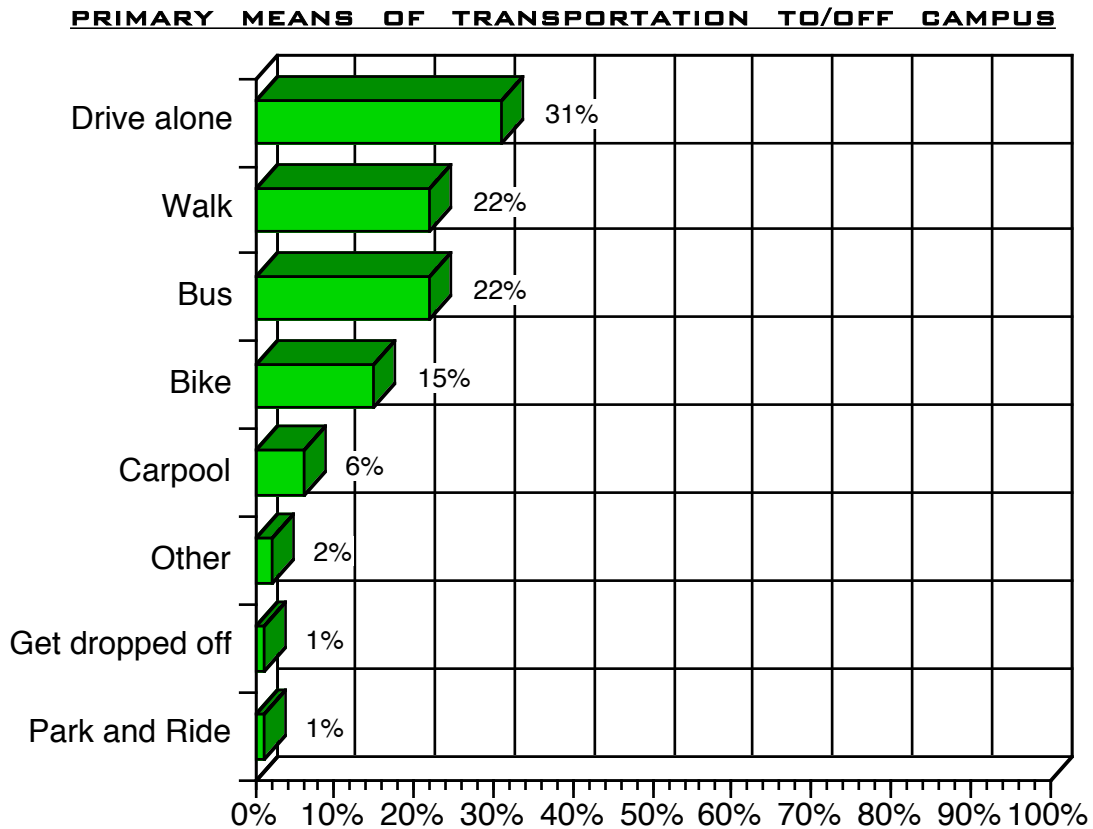
**NUMBER OF DAYS A WEEK STUDENT TRAVELS TO/OFF CAMPUS**



## UNIVERSITY OF OREGON STUDENT TRANSPORTATION SURVEY 2006

Six out of ten (59%) students primary means of travel to or from campus is without a vehicle; nearly one-fourth (22%) walk, 22% ride the LTD bus, and 15% ride a bike. The youngest students, those 15 – 20, are statistically more likely to carpool (12%), get dropped off (4%), or ride the bus (30%). This age group is also statistically *less* likely to drive alone (21%). Carpoolers and bus riders are statistically more likely to live on campus. Over one-half of the carpoolers (55%) live on campus, and 34% of the bus riders live on campus.

At least three out of ten (31%) students in the sample say their primary means of travel to or from campus during the week is to drive alone. Eight out of ten (79%) students driving alone live off campus and are traveling to campus.



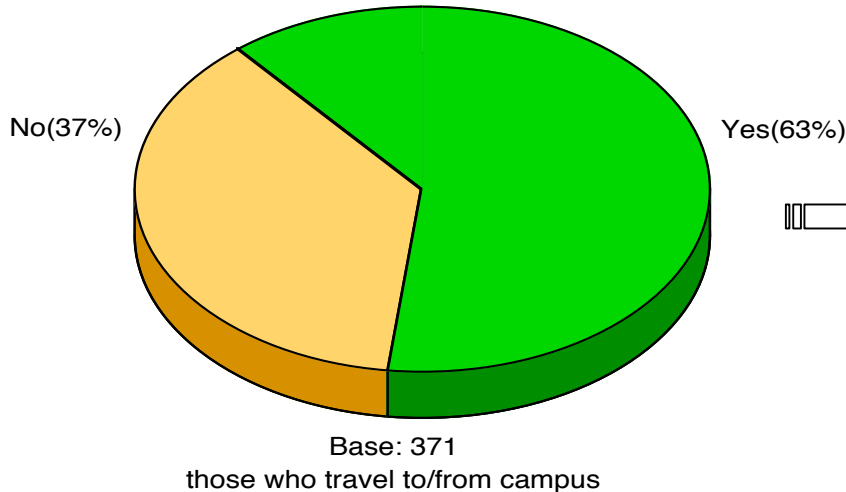
Base: 371  
those who travel to/from campus

Among the 'other' transportation modes mentioned, one student uses a taxi, one rides a motorcycle, one student mentioned they split their time between driving alone and carpooling, and one splits their time between driving alone and biking.

## UNIVERSITY OF OREGON STUDENT TRANSPORTATION SURVEY 2006

Most of the students in the sample (63%) use their primary means of transportation every time they travel to or from campus. Two-thirds (67%) of those who live off campus use the same transportation every time, compared to one-half (51%) of the students who live on campus. Students who live on campus, and or are 15 – 20 years old, are statistically more likely to say they do *not* use this means of transportation every time.

### DO YOU USE THIS TRANSPORTATION EVERY TIME YOU TRAVEL TO/OFF CAMPUS?



- Students who drive alone are statistically more likely to use this means every time they travel to or from campus (76%).
- Two-thirds (65%) of the students who walk do so every time.
- 55% of students who ride the bus do so every time.
- 52% who bike do so every time.

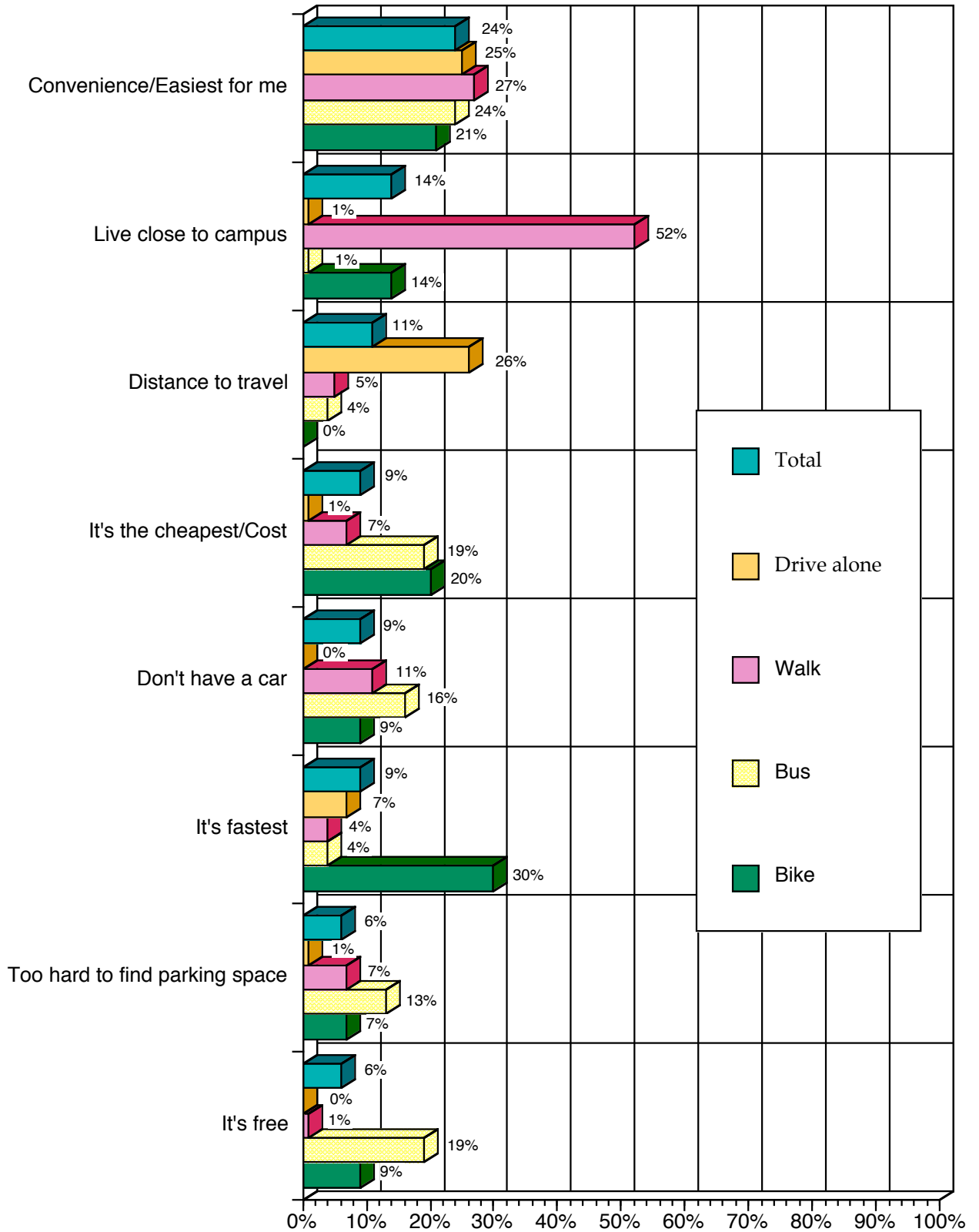
Proximity to campus is mentioned by one-fourth (25%) of the sample as the primary reason for using the chosen mode of transportation (14% *live close to campus*, 11% have a *distance to travel*), followed by *convenience/what is easiest* (24%). Students who live off campus are more likely to say their primary reason is they *live close to campus* (18%). Those who live on campus are statistically more likely to say their primary reason is *to get around* (7%), *to go to parents house* (7%), and / or *only for shopping* (4%).

Nine percent (9%) of the sample do *not* have a car, and 17% indicate there is no car in their household available for them to drive. Students who are between 15-20 years old are statistically more likely to say they do *not* have a car (16%), as well as first year students (17%), and those who live on campus (20%).

Respondents between 21 - 25 years old are statistically more likely to say they *live close to campus* (20%), and / or that *it is too hard to find a parking space* (10%). Those between 26-30 years old are more likely to say *it's better for the environment* (13%), and those between 31 – 40 years old are statistically more likely to have mentioned *childcare/children's schedules* (15%), and / or *the bus doesn't run in my neighborhood* (9%).

UNIVERSITY OF OREGON STUDENT TRANSPORTATION SURVEY 2006

PRIMARY REASON MEANS OF TRANSPORTATION IS USED



Base: 371  
those who travel to/from campus

As can be seen in the chart on the previous page, the primary reason for choosing a means of transportation is, in many instances, influenced by specific factors. For example, students who drive alone to or from campus are statistically more likely to say the primary reason they drive alone is the *distance they have to travel* (26%), and/or due to their *work schedule* (13%), *class schedule* (10%), or *childcare/children's schedule* (7%).

Students who ride the LTD bus to or from campus are statistically more likely to say the primary reason they ride the bus is it's *the cheapest/cost* (19%), *it's free* (19%), *don't have a car* (16%), *too hard to find a parking space* (13%), *the weather* (11%), *to save on gasoline* (10%), and/or *best option for me* (8%).

Students who bike to or from campus are statistically more likely to say the primary reason they bike is *it's fastest* (30%), *it's the cheapest/cost* (20%), *it's better for the environment* (14%), *I like the exercise* (13%), *to avoid having to park at all* (11%).

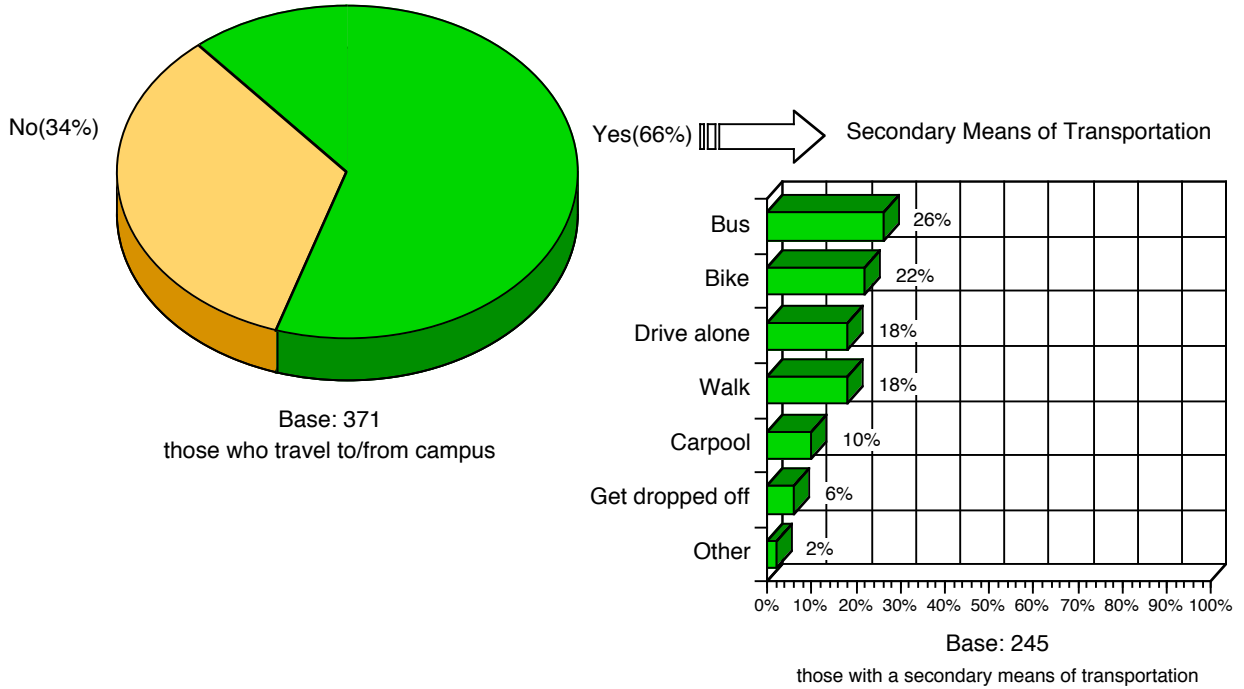
Students who walk to or from campus are statistically more likely to say the primary reason they walk is they *live close to campus* (52%), and/or because it's *enjoyable/like it* (10%).

Two-thirds (66%) of the sample have a secondary means of transportation to get to or from campus. Students who live on campus are statistically more likely to have a second means of transportation (76%), while those students who live off campus are statistically more likely to say they do *not* have a secondary means (37%). Students who live off campus are statistically more likely to say their secondary mode of transportation is *driving alone* (24%), while those who live on campus are more likely to say their secondary means of transportation is *walking* (26%).

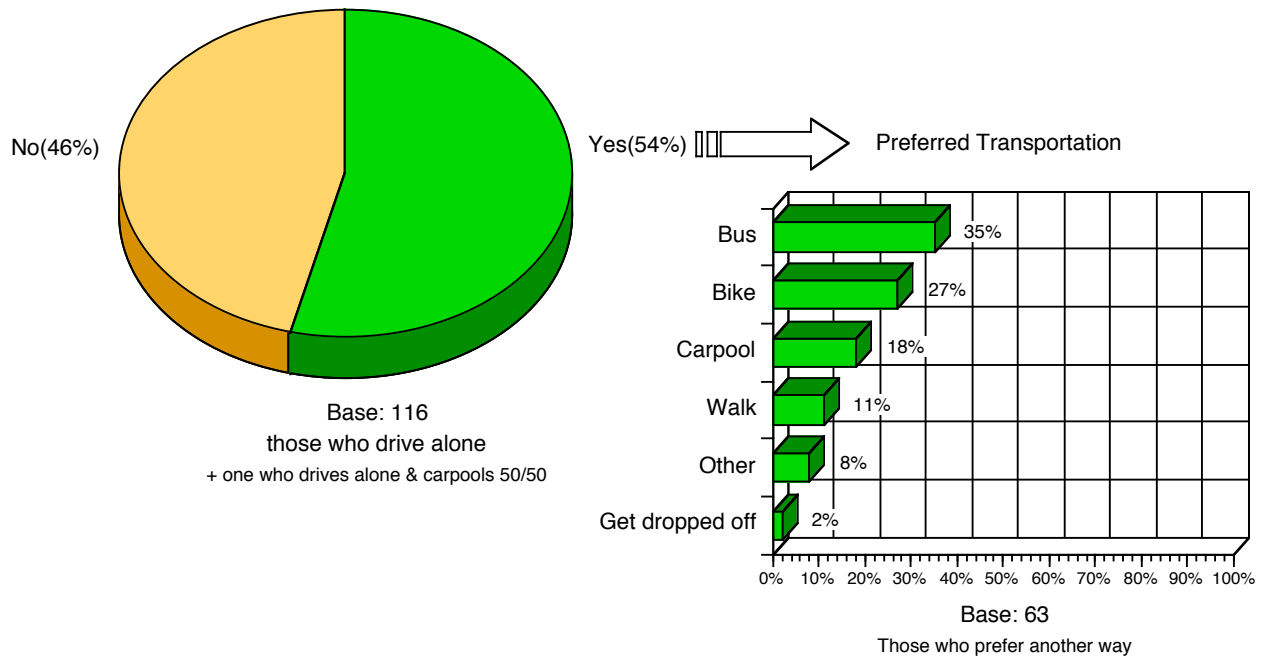
Among those students in the sample who drive alone to or from campus, over one-half (54%) indicate they would prefer to get to or from campus in another way. The most frequently mentioned way they would like to travel to or from campus is by bus (35%), followed by bike (27%).

The top graph on the following page illustrates the percent of the sample that has a secondary means of transportation, with the distribution of secondary modes mentioned. The bottom graph illustrates the percent of students who drive alone and would prefer to use another means, and the distribution of transportation preferences.

**SECONDARY MEANS OF TRANSPORTATION TO/OFF CAMPUS**



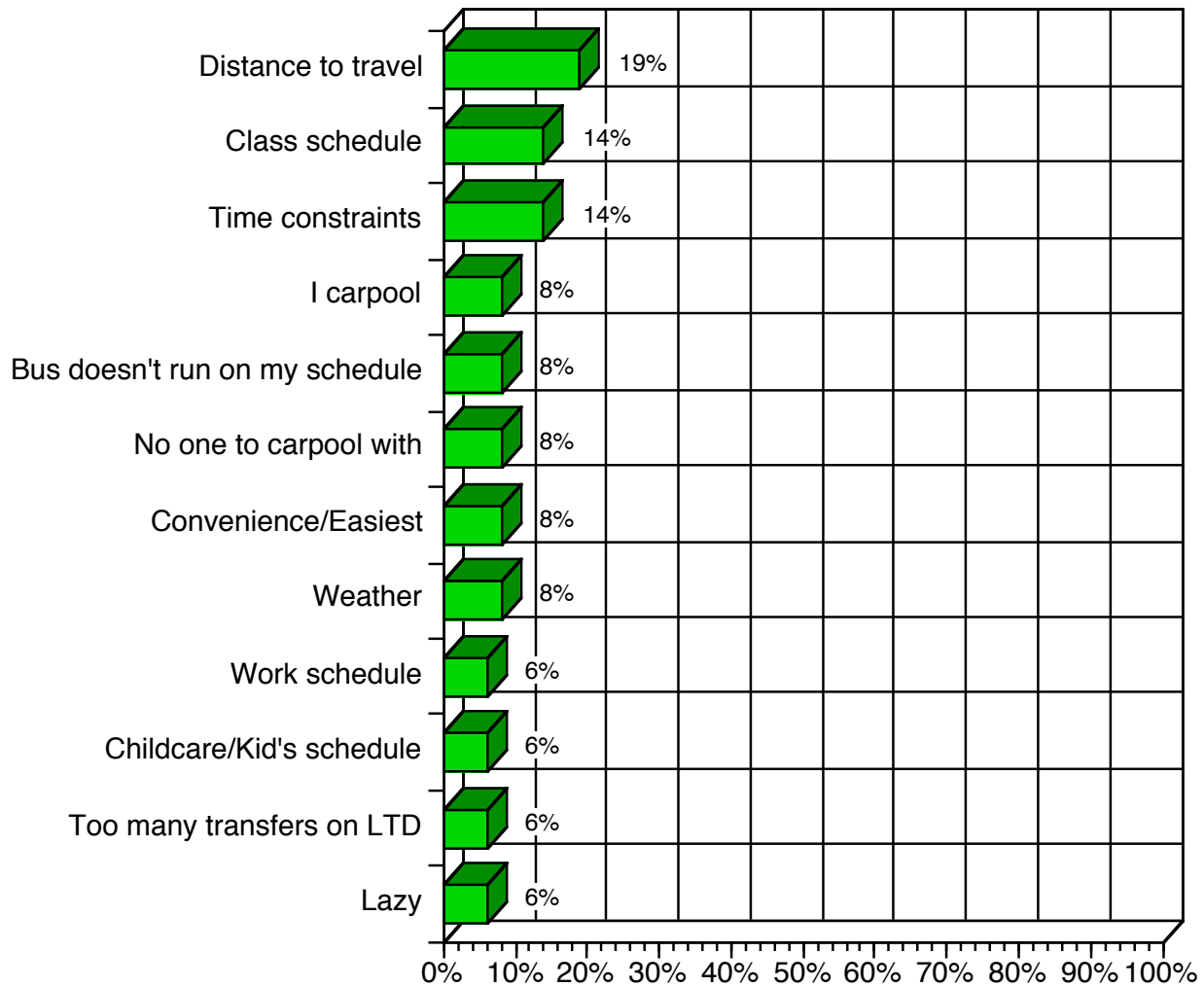
**PREFERRED TRANSPORTATION TO/OFF CAMPUS**



Students who drive alone as their primary means of travel to or from campus are statistically more likely to ride the bus as their secondary means (39%). Students who bike as their primary means of travel are statistically more likely to say walking is their secondary means (40%), while those who walk as their primary means are statistically more likely to mention biking is their secondary means (35%).

Although over one-half (54%) of the students who drive alone to or from campus indicate they would prefer to use another means of transportation (such as the bus (35%), bike (27%), or carpool (18%)), they don't, mostly due to the *distance they have to travel* (19%), their *class schedule* (14%), and or due to *time constraints* (14%).

**REASON PREFERRED MEANS OF TRANSPORTATION IS NOT USED**



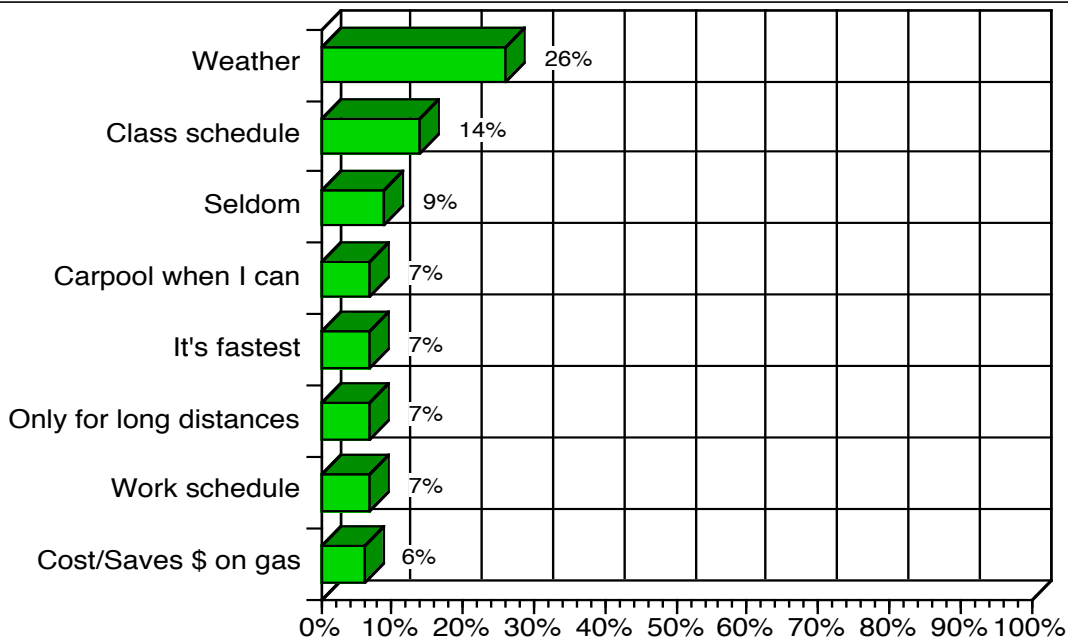
Base: 63

Those who prefer another way



Students who do use a secondary means of transportation were asked to identify the primary reasons for using a second mode. At least one-fourth (26%) mentioned the *weather*, followed by 14% who mentioned their *class schedule*. Students who live off campus are statistically more likely to mention *weather* (31%), and /or *when I'm running late* (6%). Those who live on campus are more likely to mention *only for long distances* (16%), and /or *when I can't find another way* (7%). Students in their second year at the U of O are also statistically more likely to mention *weather* (43%), while students in their first year are more likely to mention *only for long distances* (15%).

**REASONS FOR USING SECONDARY TRANSPORTATION TO/OFF CAMPUS**



Base: 245

those with a secondary means of transportation

Students using each of the modes listed across the top of the table below, as their primary means to get to /from campus, are statistically more likely to mention each reason for using their secondary means of travel.

| DRIVE ALONE                    | WALK                     | BIKE          | BUS                           |
|--------------------------------|--------------------------|---------------|-------------------------------|
| cost/ to save gas money (21%)  | it's fastest (20%)       | weather (44%) | after bus stops running (12%) |
| too hard to find parking (11%) | for long distances (18%) |               | miss the bus (11%)            |
| car is not running (11%)       |                          |               |                               |

At least four out of ten (42%) students who use a secondary means of transportation generally use the secondary mode every week. First year students are statistically more likely to use their secondary mode of transportation *every month* (30%), while second year students are more likely to use the secondary mode in *certain seasons* (22%). Students who live off campus are also more likely to use the secondary mode in *certain seasons* (14%).

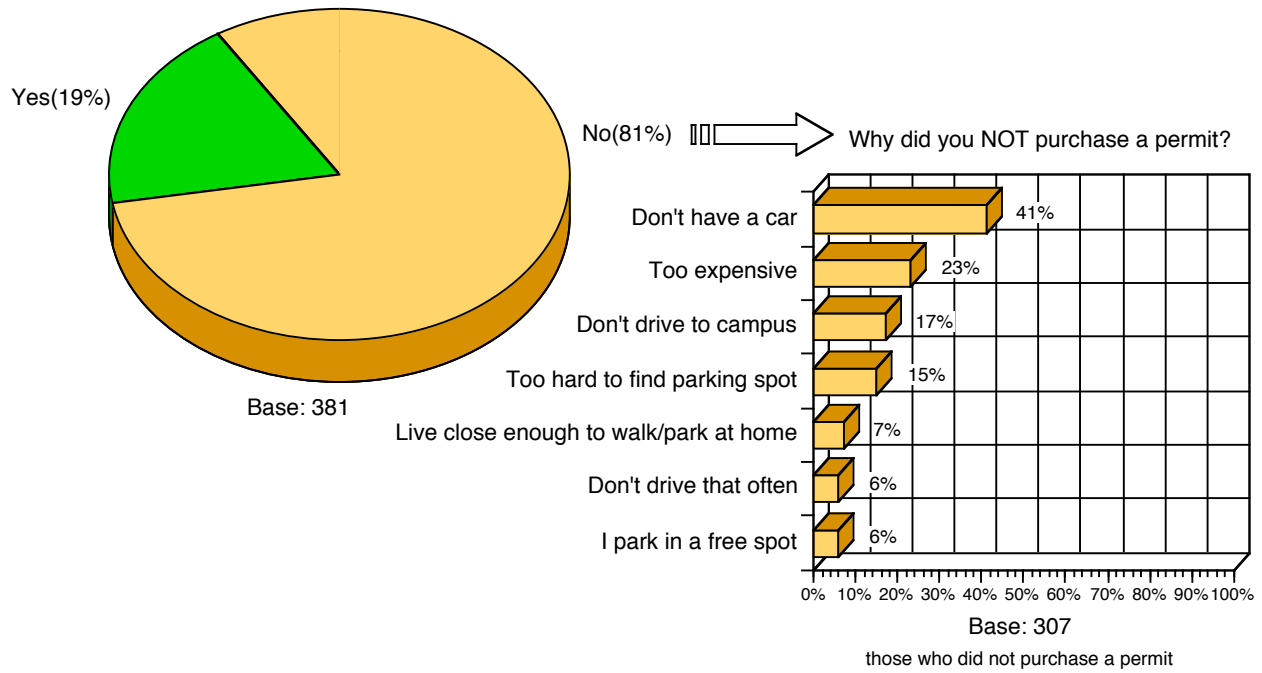
The table below shows the frequency that secondary mode users are using the second mode of transportation, and the percent of round trips made at each frequency. For example, over half (58%) of those who use the secondary mode every week are making one to two round trips a week with that mode. Roughly seven out of ten (69%) students who use their secondary mode at least every month are making one to two round trips every month. Those using their secondary mode only in good weather are making roughly 6 – 9 roundtrips when the weather is good.

**FREQUENCY OF USING SECONDARY MEANS OF TRANSPORTATION**

|                 | TOTAL | 1 – 2<br>ROUNDRIPS | 3 – 5<br>ROUNDRIPS | 6 – 9<br>ROUNDRIPS | 10 +<br>ROUNDRIPS |
|-----------------|-------|--------------------|--------------------|--------------------|-------------------|
| EVERY WEEK      | 42%   | 58%                | 23%                | 10%                | 5%                |
| EVERY MONTH     | 16%   | 69%                | 18%                | 5%                 | 5%                |
| GOOD WEATHER    | 13%   | 13%                | 25%                | 34%                | 19%               |
| CERTAIN SEASONS | 10%   | 28%                | 32%                | 8%                 | 24%               |
| OTHER           | 20%   | 39%                | 37%                | 12%                | 6%                |

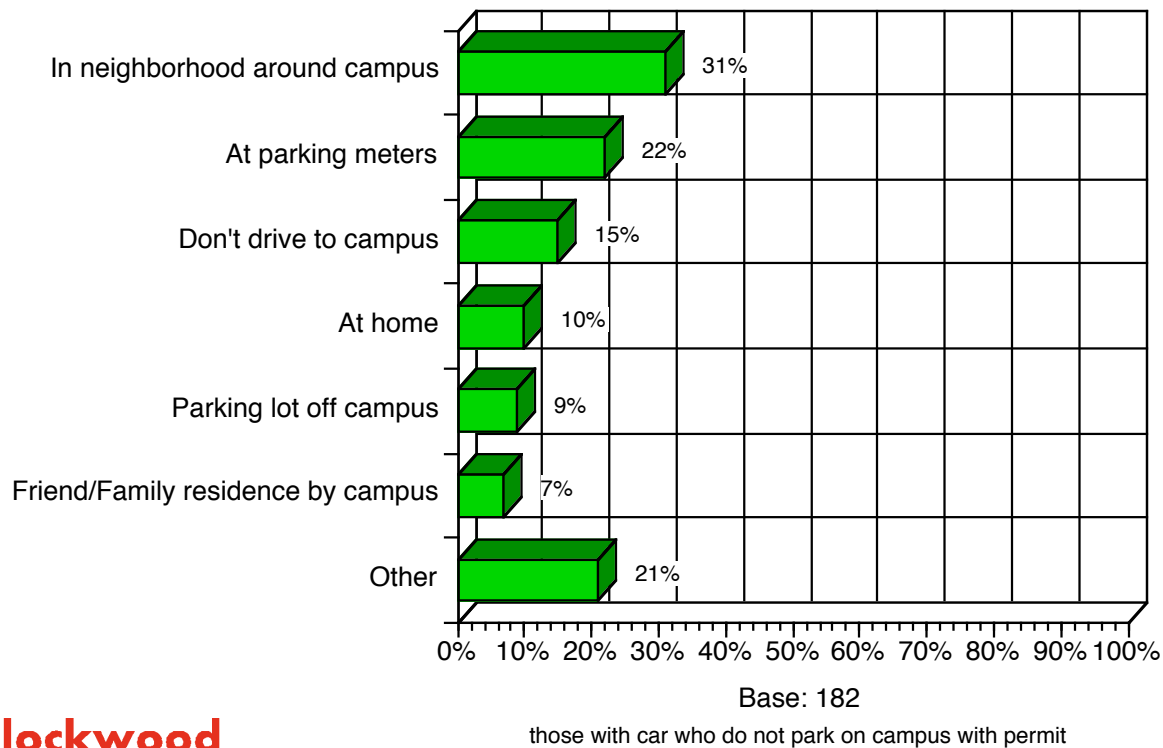
About one out of five respondents (19%) purchased a U of O parking permit for the 2005-06 academic year. A higher percent of students who live off campus purchased a parking permit (22%), than did students who live on campus (13%). The number one reason mentioned for *not* purchasing a parking permit is *do not have a car* (41%). Nearly one-fourth (23%) of those who did not purchase a permit mentioned it is *too expensive*, 17% *do not drive to campus*, and 15% feel it is *too hard to find a parking spot*.

**DID YOU PURCHASE A U OF O PARKING PERMIT FOR 2005-06 YEAR?**



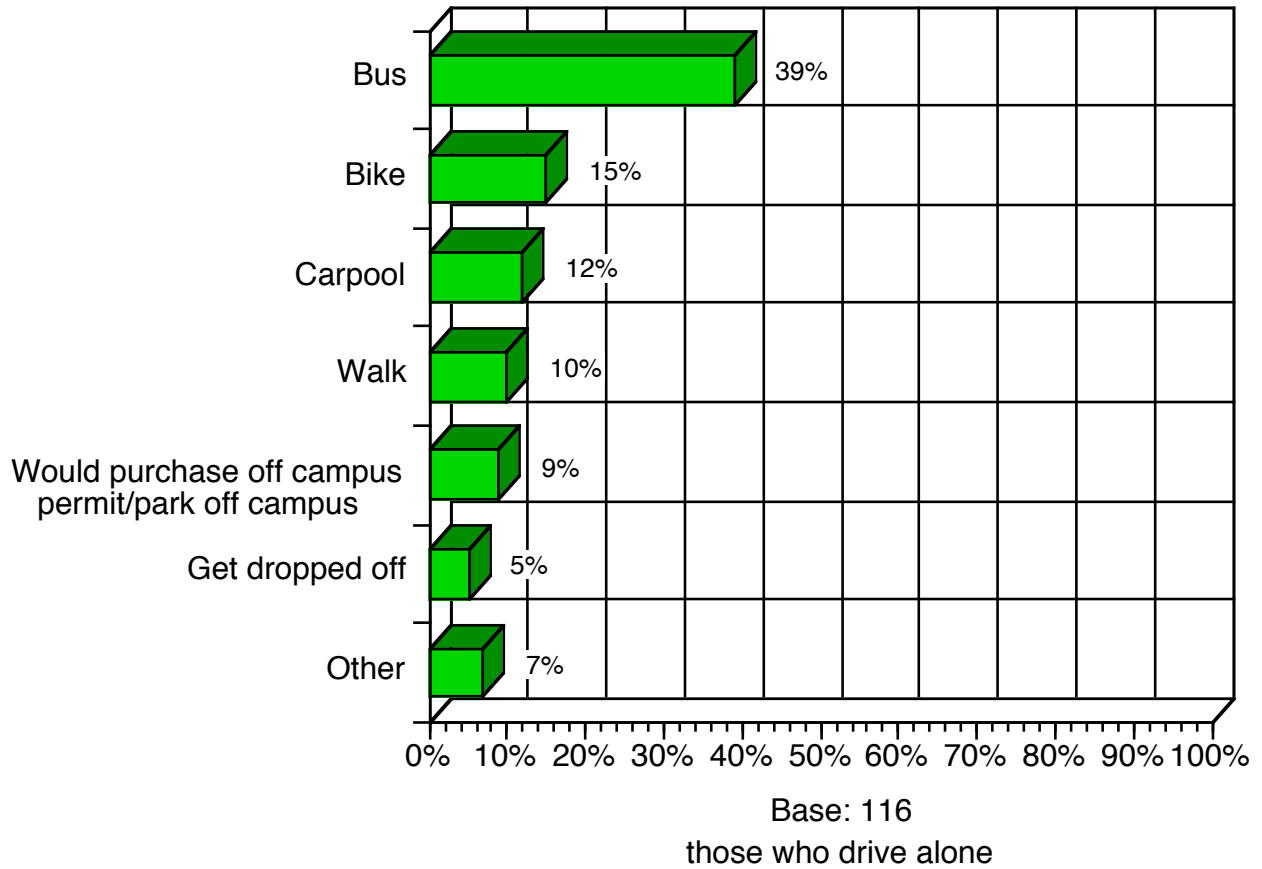
Students who did *not* purchase a parking permit for a reason other than not having a car were asked, 'if you do not park on campus with a permit, where do you park?' Among this sub-sample (which represents 48% of the total sample), 31% indicate they park in the neighborhood around campus, and 22% mention parking at a meter.

**WITHOUT A PARKING PERMIT, WHERE DO YOU PARK?**

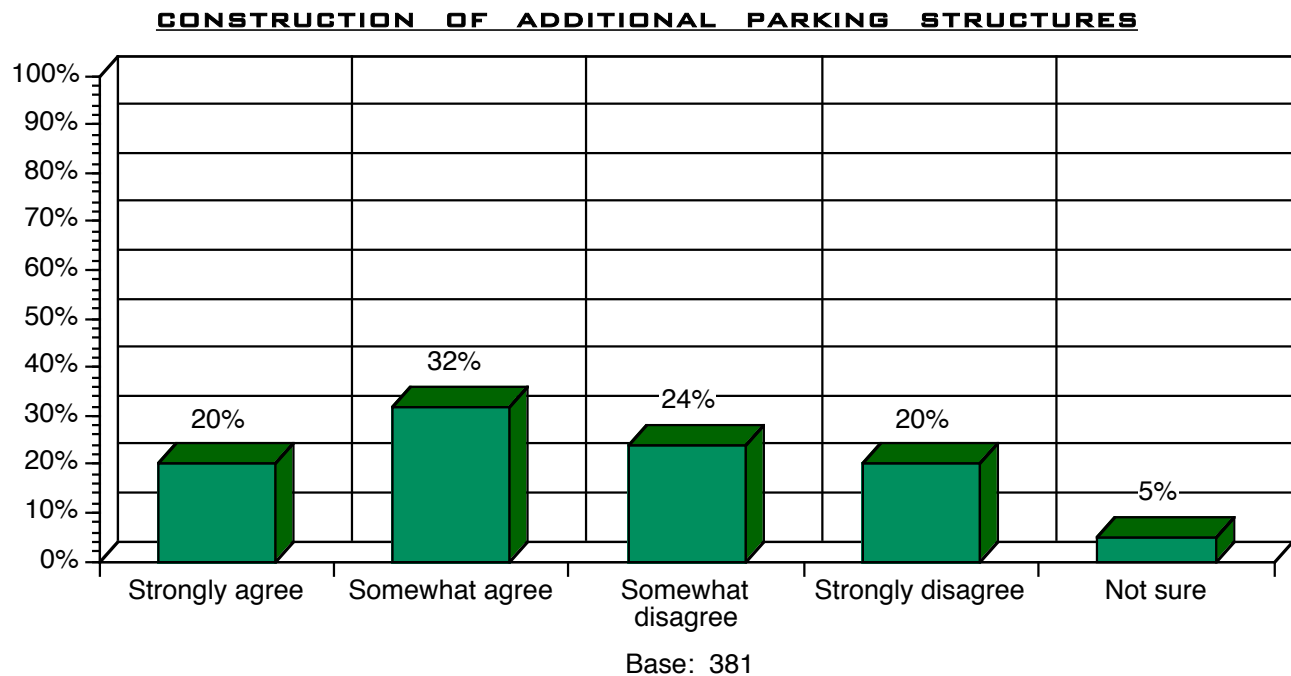


If driving alone and parking on campus no longer seemed a reasonable option to students in the sample who drive alone to or from campus, the first alternative means of transportation they would consider is the bus (39%). Three students said, *there is no alternative*, and two students said they *would not be able to attend the U of O* if driving alone and parking on campus were no longer an option.

**ALTERNATE TRANSPORTATION TO DRIVING ALONE & PARKING ON CAMPUS**

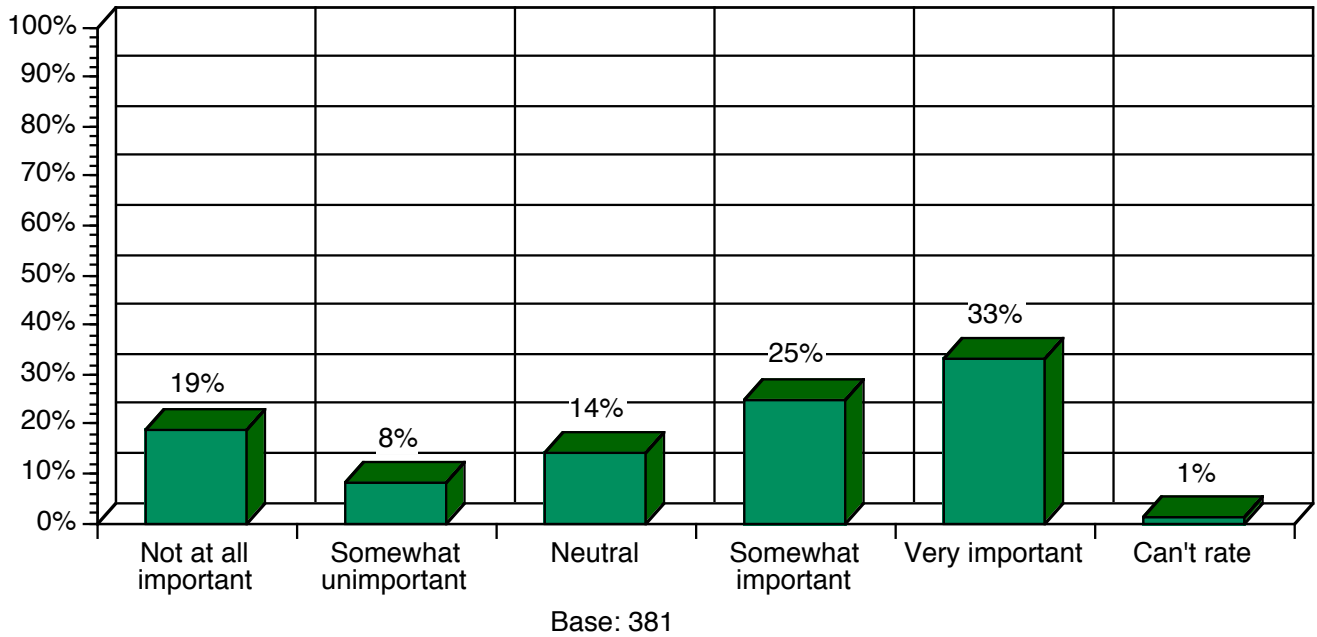


The total sample of students were asked how much they agree or disagree with the statement, *Construction of additional parking structures should be a high priority for the U of O, even if it costs more for parking.* More students agree (52%) with the statement than disagree (44%). Students who drive alone as their primary means of transportation to or from campus are statistically more likely to *strongly agree* (37%). First year students and/or those 15 – 20 years old are statistically more likely to *somewhat agree* (45% and 42%, respectively). Fourth year students are statistically more likely to *strongly disagree* (29%), as are those students who ride a bike as their primary means of transportation to or from campus (34%).



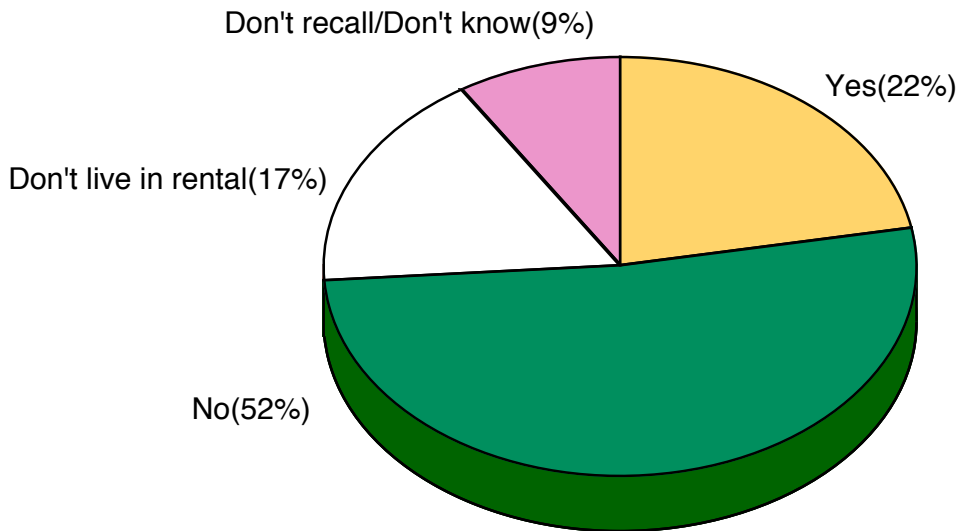
The majority of students in the sample (95%) are traveling to the University from home, rather than arriving from work (5%). When choosing their current housing, 58% of the total sample said transportation to campus was *important* in making their decision (33% *very important*, 25% *somewhat important*). Students who walk as their primary means of travel to or from campus are statistically more likely to say transportation was *very important* (46%) when making their decision about their housing choice. Students who drive alone as their primary means of travel to or from campus are statistically more likely to say transportation was *not at all important* (30%), or *somewhat unimportant* (14%). The graph on the following page shows the distribution of response.

**IMPORTANCE OF TRANSPORTATION WHEN CHOOSING HOUSING**



For 22% of the students who live off campus, transportation information was provided in their rental information; over one-half (52%) said transportation information was *not* provided. Seventeen percent (17%) of the students who live off campus do *not* live in rental housing. First year students are statistically more likely to not live in rental housing off-campus.

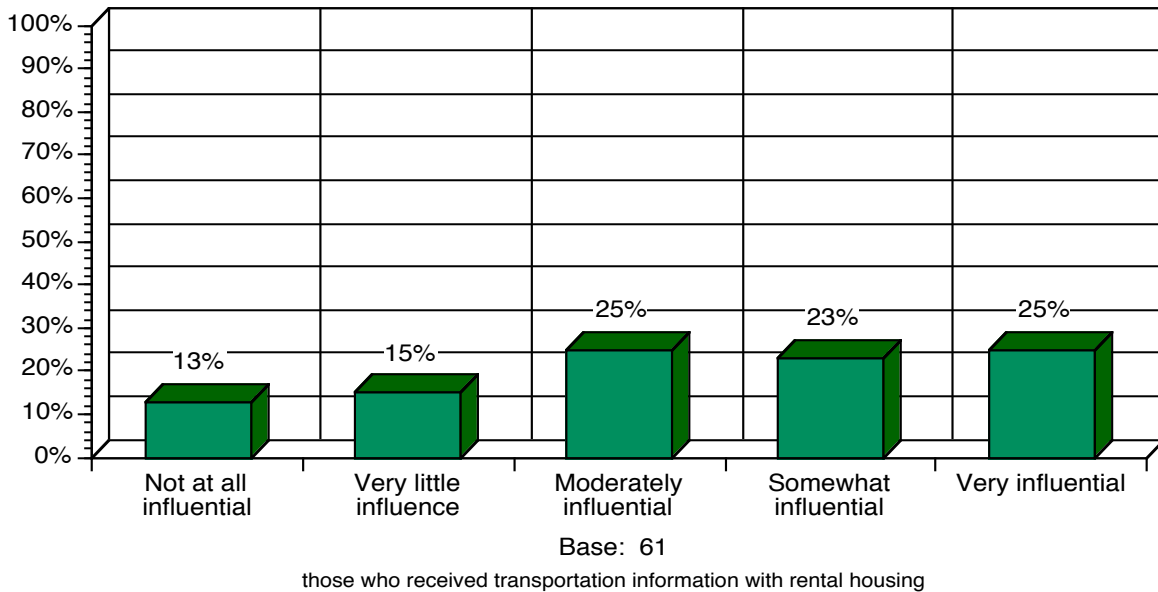
**WAS TRANSPORTATION INFORMATION PROVIDED WITH RENTAL?**



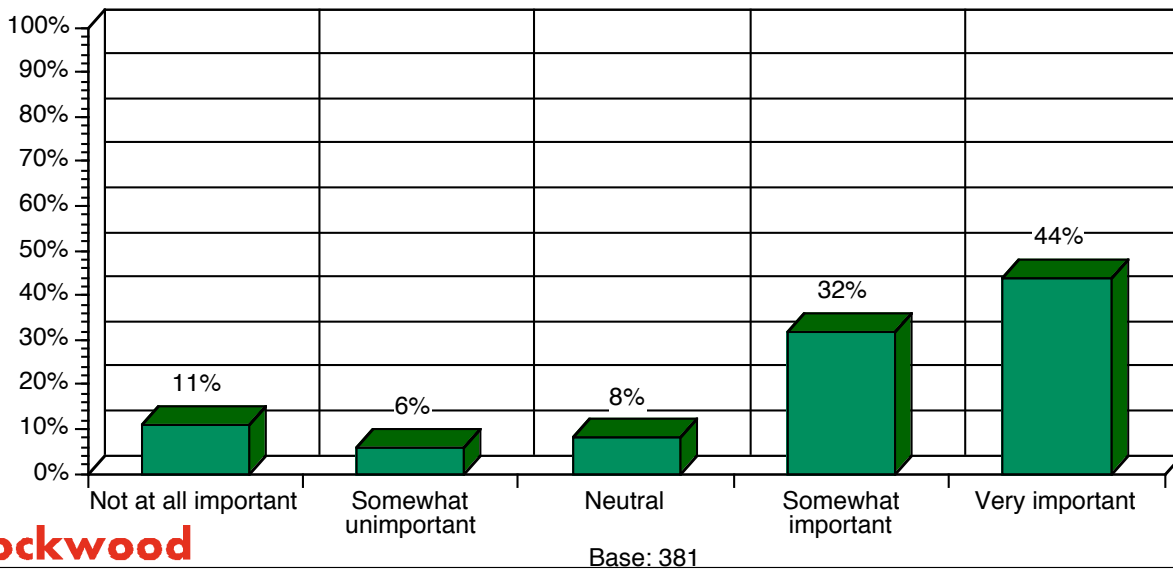
Base: 272  
those who live off campus

For those students who received transportation information with their rental housing, roughly three-fourths (73%) considered the information to be influential in making their ultimate decision about housing, of which one-fourth (25%) considered this information *very influential*. If they were to move to new housing, 44% of the total sample considers transportation options to campus to be *very important* in their choice of location. Students who live on campus are statistically more likely to say transportation options are *very important* in their choice of location (56%). Students who live off campus are statistically more likely to say transportation options to campus are *not at all important* (13%) or *somewhat unimportant* (8%).

**LEVEL OF INFLUENCE OF TRANSPORTATION INFORMATION**



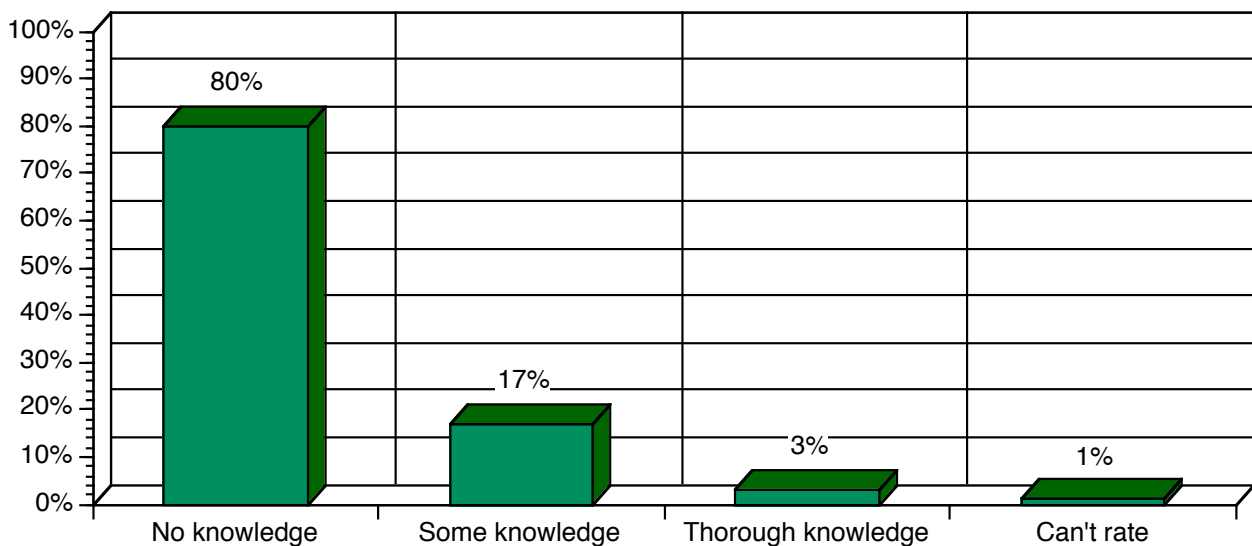
**IMPORTANCE OF TRANSPORTATION OPTIONS WHEN CHOOSING HOUSING**



**KNOWLEDGE OF ALTERNATIVE TRANSPORTATION PROGRAMS**

The University of Oregon Department of Public Safety provides a variety of alternative transportation programs and wanted to measure the perceived knowledge of these programs among students. The program most students feel they have *thorough knowledge* of is the *free travel on LTD with their U of O student ID*, 80% claim thorough knowledge. The program the sample feels they have *no knowledge* about is *carpool incentives for three or more people* (80%). First year students and/or those who live on campus are statistically more likely to say they have *no knowledge* of the *Park and Ride program* (67% and 62%, respectively). Students who live off campus are statistically more likely to say they have *thorough knowledge* of the *Park and Ride program* (15%).

**CARPOOL PROGRAM INCENTIVES FOR THREE OR MORE PEOPLE**

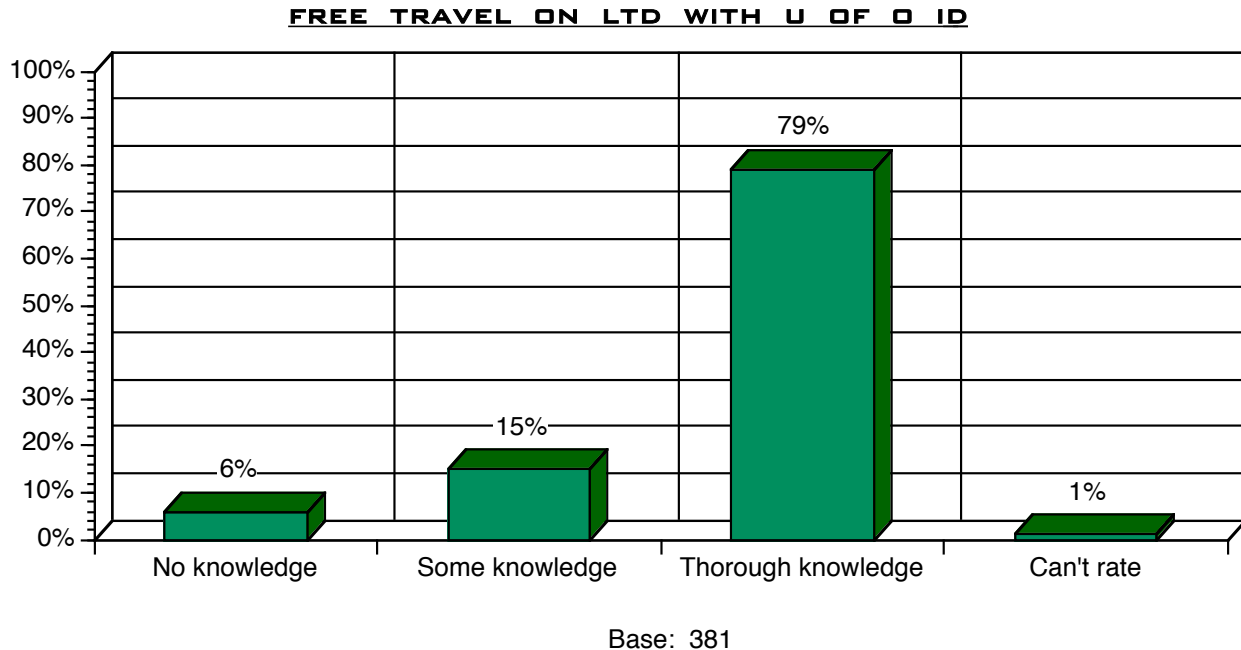


Base: 381

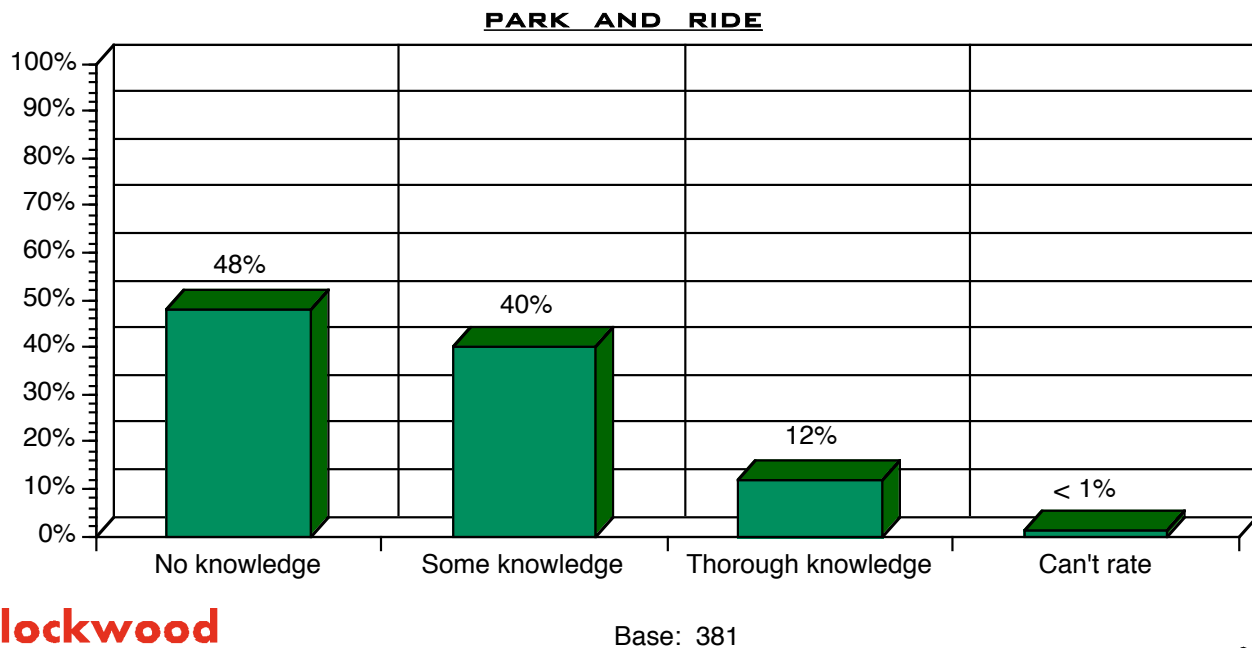
It is interesting to note that 73% of those students who carpool as their primary means of travel to or from campus indicate they have *no knowledge* of the carpool program incentives for three or more people.



It is not surprising that students who ride the bus as their primary means of travel to or from campus are statistically more likely to say they have *thorough knowledge* of the free travel on LTD with their U of O student ID (91%).



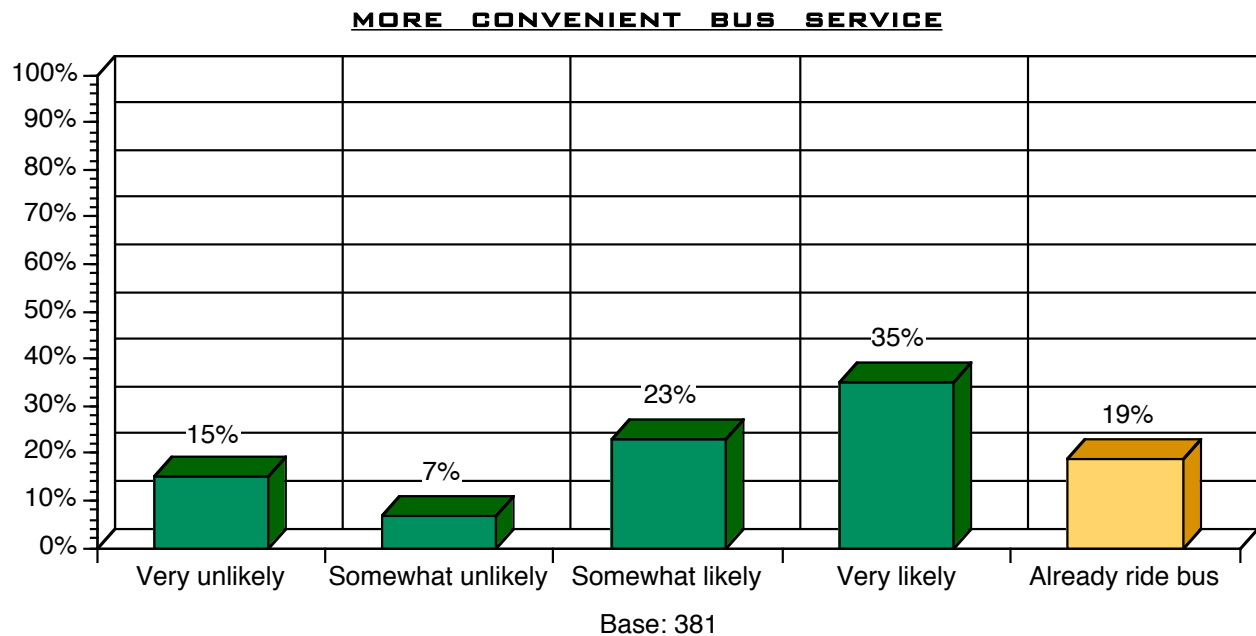
Students who drive alone as their primary means of travel to or from campus are statistically more likely to say they have *some knowledge* of the Park and Ride program (48%), while those who ride the bus are statistically more likely to say they have *thorough knowledge* of the program (19%).



**INCENTIVES TO ENCOURAGE USE OF ALTERNATIVE TRANSPORTATION**

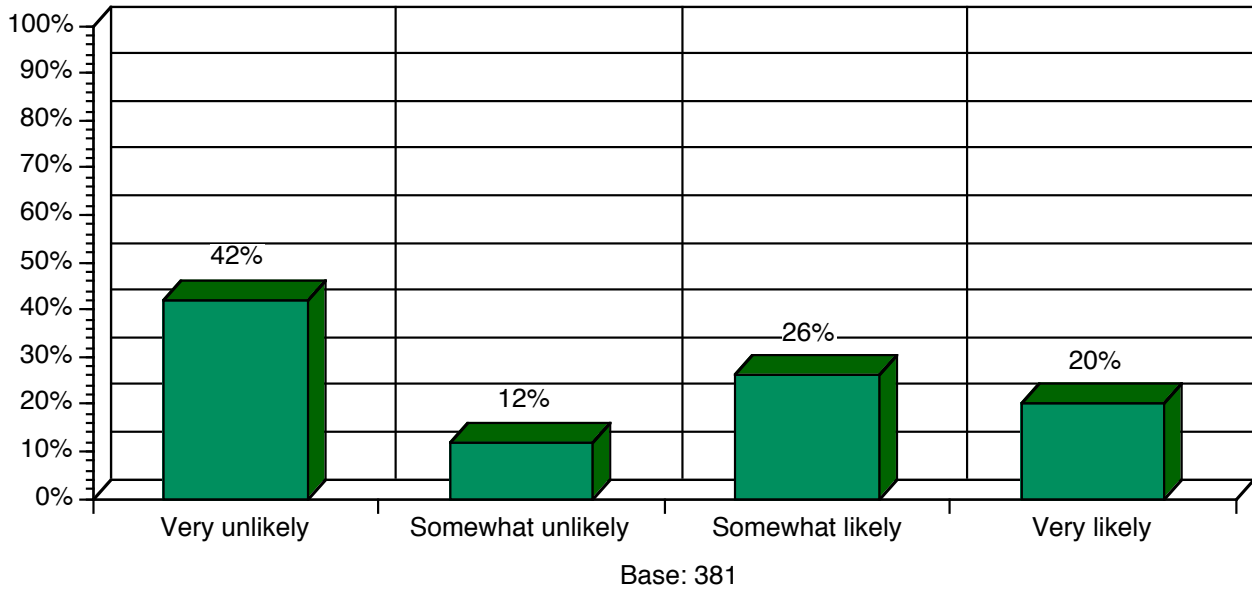
A list of eight (8) possible incentives to encourage use of alternative transportation were presented to the sample and they were asked to indicate how likely they would be to act on each incentive. The order of the list of incentives was rotated for each respondent to reduce any list order bias.

The incentive with the highest likelihood of encouraging use of an alternative transportation mode is *more convenient bus service*, which includes bus routes through the student’s neighborhood, faster and more frequent buses, as well as extended schedules in the evening. Over one-half of the total sample (58%) said they are *somewhat likely* (23%) or *very likely* (35%) to act on this incentive. Nineteen percent (19%) indicate they already use the bus service.



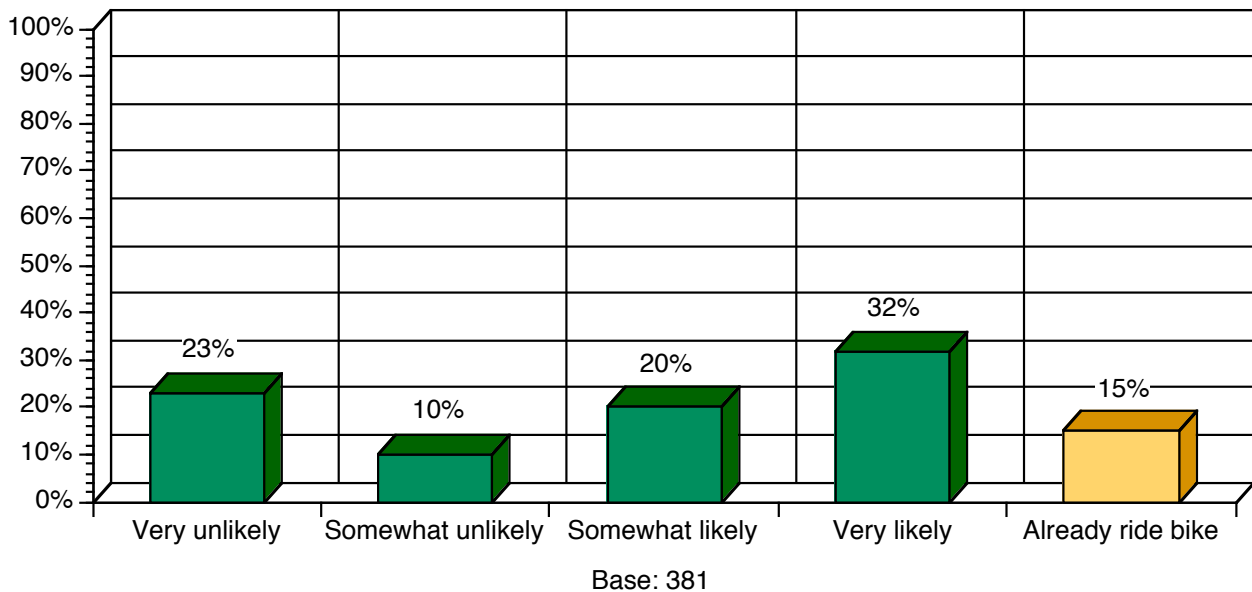
Slightly less than one-half of the total sample (46%) said they would be likely to act on a more flexible class schedule to accommodate using alternate transportation. First year students are statistically more likely to indicate they are *somewhat likely* to act on this incentive (38%). See top graph on the following page.

**A MORE FLEXIBLE CLASS SCHEDULE**



Approximately one-half (52%) of the total sample would be likely to use free secure bike parking as an incentive (32% *very likely*, 20% *somewhat likely*). Female respondents are statistically more likely to say they are *very unlikely* to use free secure bike parking as an incentive to ride a bike to or from campus (28%), as well as students who live off campus (26%). Fifteen percent (15%) of the sample indicates they already ride a bike. Bike theft was comment frequently made at the conclusion of the survey.

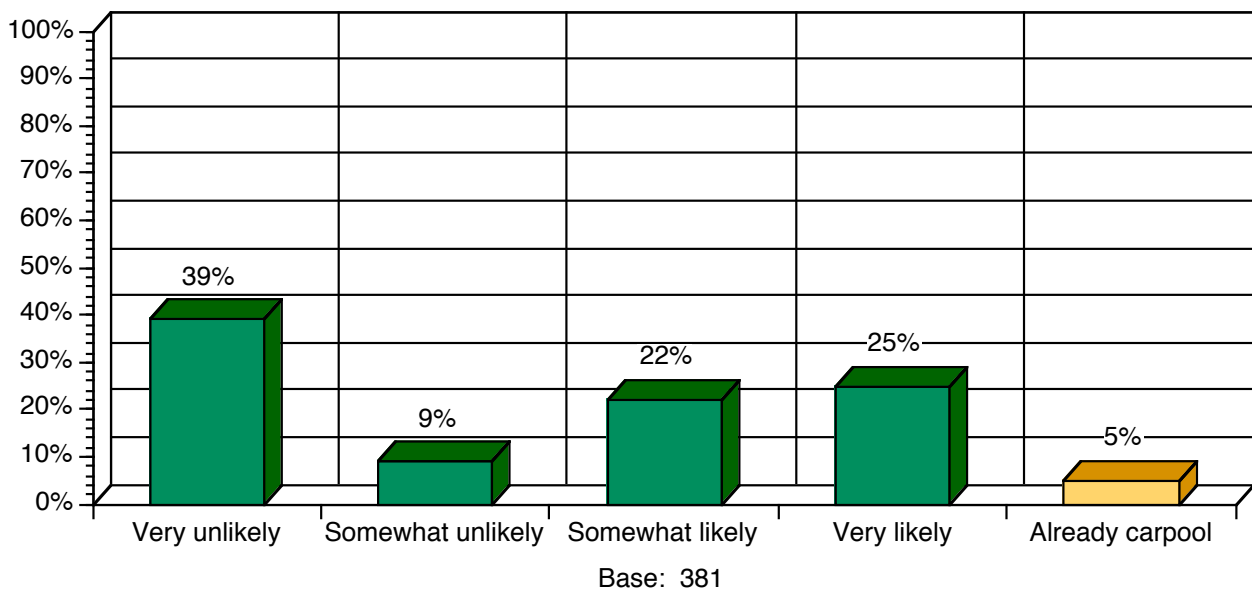
**FREE SECURE BIKE PARKING**



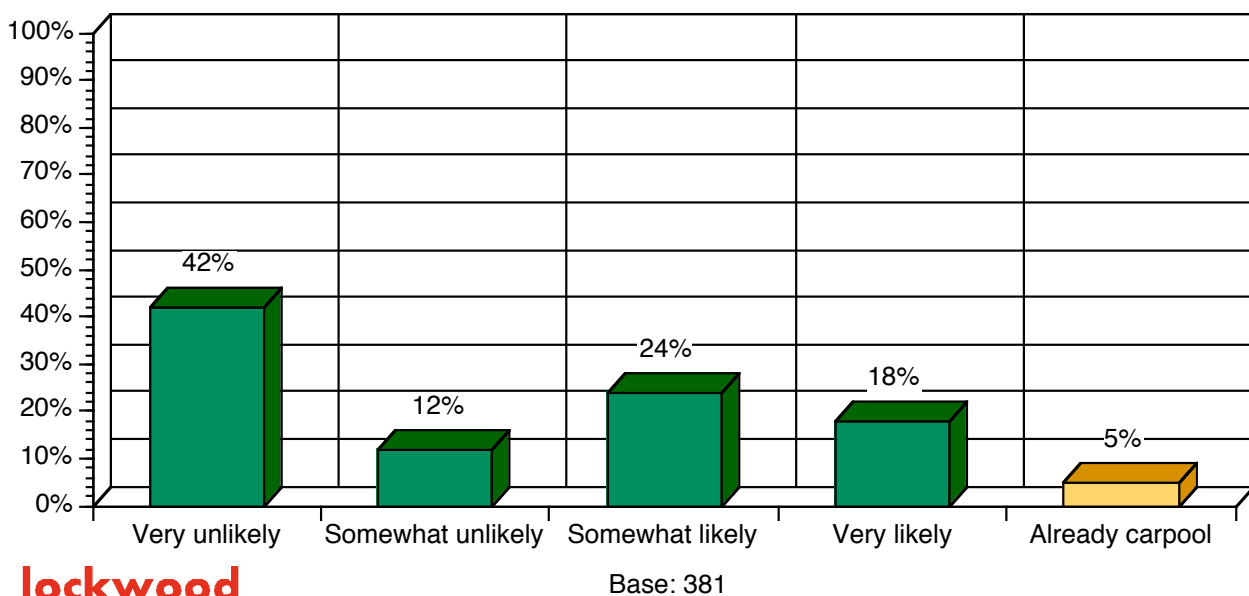
The four carpooling incentives have the highest percent of students saying *very unlikely* to act on this incentive (39% - 43%). Five percent (5%) of the sample indicate they already carpool. Female respondents are statistically more likely to be carpooling (7%).

Female respondents who don't already carpool are statistically more likely to say they are *very likely* to act on the incentive of free parking for carpoolers for a trial period (29%), along with second year students (39%). Second year students are also statistically more likely to say they are *very likely* to act on further reduced permit fees for carpool parking (30%).

**FREE PARKING FOR CARPOOLERS FOR A TRIAL PERIOD**

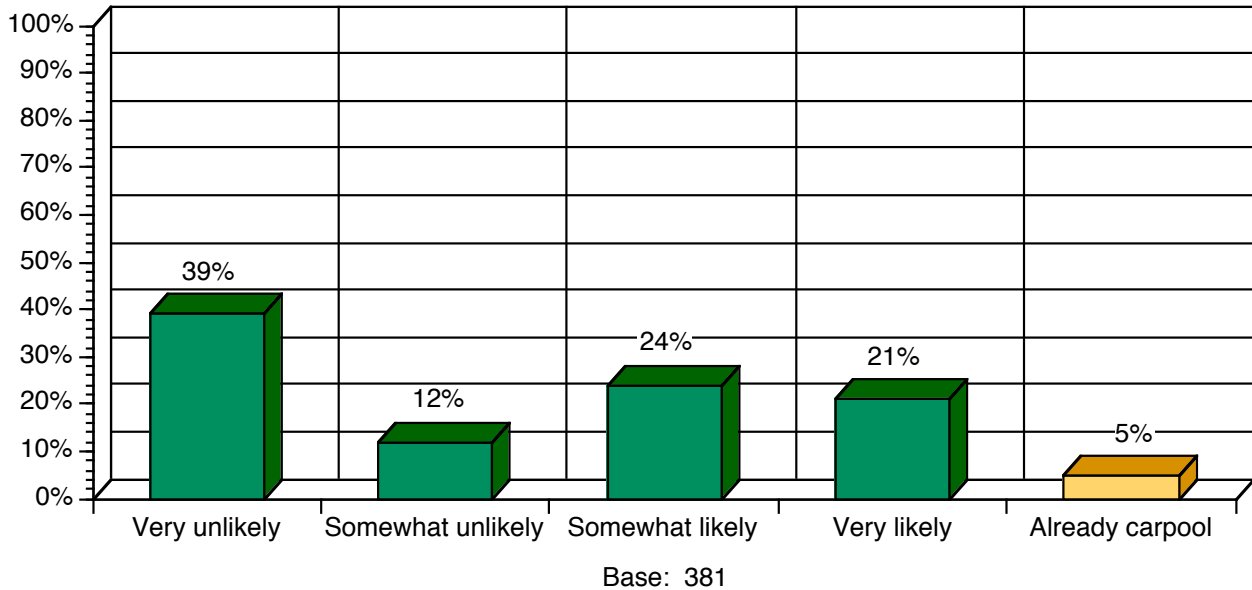


**FURTHER REDUCED CARPOOL PARKING PERMIT FEES**

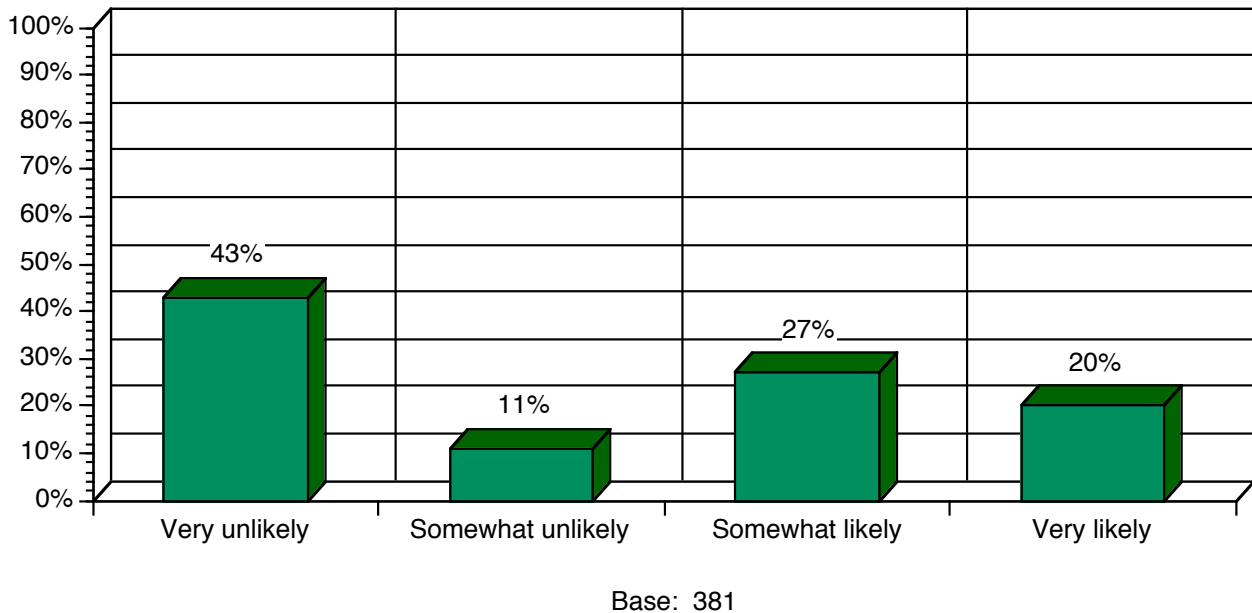


Second year students are statistically more likely to say they are *very likely* to act on desirable parking spaces designated for carpoolers only (35%).

**DESIRABLE PARKING SPACES DESIGNATED FOR CARPOOLERS ONLY**

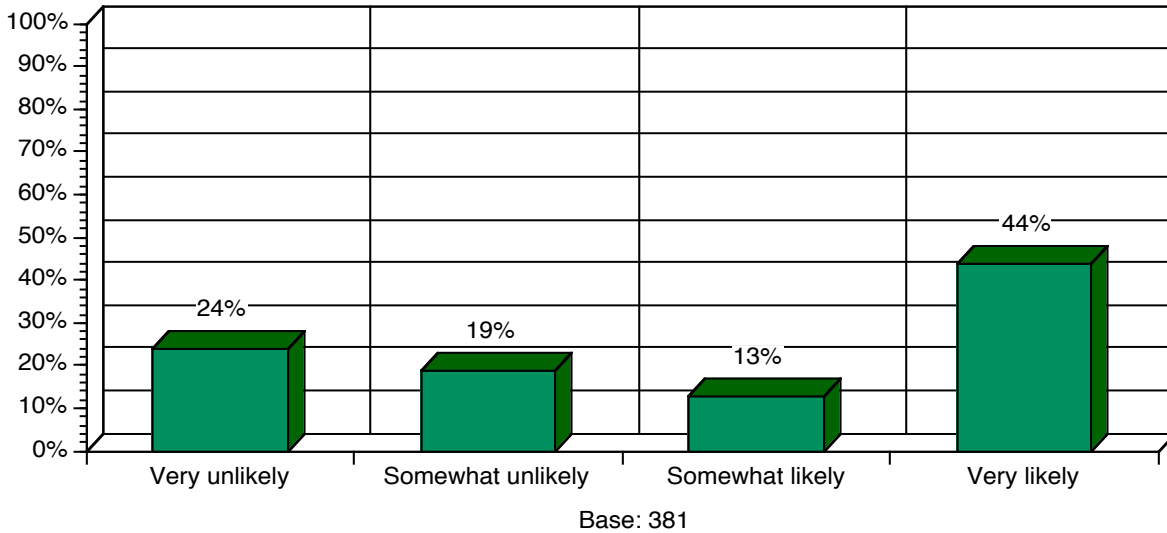


**A DISCOUNT "RIDESHARE" OR SHARED PARKING PERMIT FOR TWO PEOPLE**



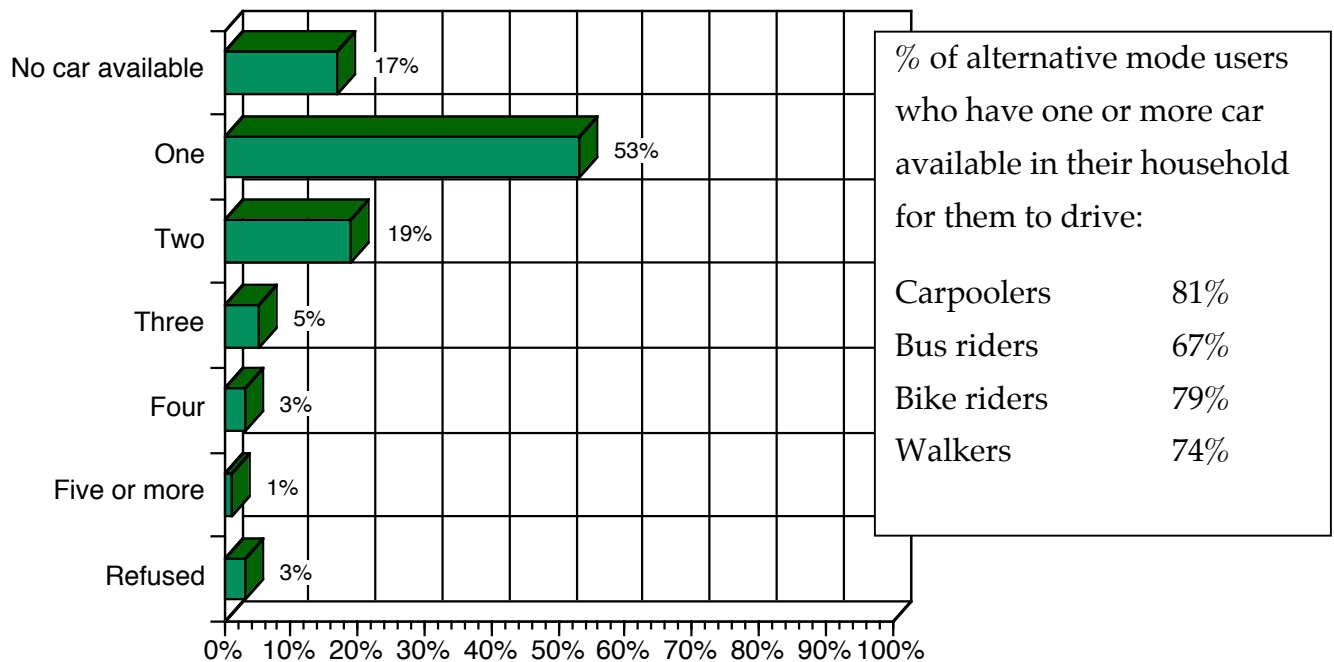
Roughly six out of ten respondents (57%) are likely to act on the incentive of a discount parking permit for students who drive to campus only two or three days a week.

**DISCOUNT PERMIT FOR STUDENTS WHO DRIVE TO CAMPUS 2-3 DAYS/ WEEK**



Eight out of ten (83%) respondents indicate there is at least one car available in their household for them to drive. At least one-half (53%) of the sample has one car available. The most cars available in one household is ten (10). Roughly one-half (52%) of the students who have *no* car available for them to drive live on campus.

**NUMBER OF CARS AVAILABLE IN HOUSEHOLD TO DRIVE**



**ADDITIONAL COMMENTS**

About one-fourth (23%) of the sample included an additional comment at the conclusion of the survey. First year students, those 15 – 20 years old, and/or students who live on campus are statistically more likely to say they had no additional comment. Students who live off campus are statistically more likely to have included an additional comment (28%). The most frequent comments are about parking and LTD bus service.

The graph below ranks the top mentions. Please refer to data table 50 for a complete list of responses.

