



Choices 2005

University of Oregon Campus Transportation Analysis

February-May 2005

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Executive Summary

In February 2005 a random survey on usage of transportation to and from the University of Oregon was implemented by the Oregon Survey Research Lab. Four hundred and four (404) UO faculty and staff were surveyed, with a 73% response rate, and answered questions on the following:

- * means of transportation and use of parking on campus
- * knowledge of alternative programs offered by the Department of Public Safety and Lane Transit District (LTD)
- * likelihood of their taking advantage of possible incentives offered by the Department of Public Safety to encourage use of alternative means of transportation

Survey results revealed that a majority of faculty and staff drive alone (61.1%). Other means of transportation were used to a lesser degree: biking (12.6%), bussing (9.9%) and carpooling (7.4%).

More than half of faculty and staff surveyed purchased a parking permit for the 2004-5 academic year (57.2%). When asked what alternative they might choose should driving and parking on campus no longer be an option, bussing was the highest alternative means considered, though only 2 out of 10 considered it a likely alternative (21.8%).

A third of faculty and staff queried agreed somewhat (33.9%), while another third strongly agreed (30.9%) that construction of additional parking structures should be a high priority for the UO, even if it costs more for parking.

When asked about their knowledge regarding alternative transportation programs currently offered by the UO Department of Public Safety and LTD, a majority of faculty and staff reported not being very informed about programs offered by the Department of Public Safety (65% in both cases). Of those who drive alone, roughly the same percentages as the whole sample demonstrated varying

degrees of knowledge of current incentives offered. In comparison, LTD programs were generally known by faculty and staff. When asked about the likelihood of their using possible incentives, faculty and staff had mixed reactions to the incentives offered, with most answering that they would be unlikely to take advantage of incentives.

The responses to this survey will assist in the development of strategies to recruit "potential switchers", those faculty and staff who currently drive alone, who might be encouraged to use alternative means of transportation. Included in this group of potential switchers are individuals who already use a secondary means of transportation. **Those who drive alone and have a secondary means of transportation might be encouraged, through the use of incentives, to increase use of their secondary means at least some of the time.**

It is also notable that 6 out of 10 faculty and staff queried live within 1-3 miles of campus (62.6%), and that half of those living within this distance commute by car to and from campus (51.4%). Incentives might target those individuals who live close enough to campus to switch to alternative means when it is possible to do so.

Perhaps the most illuminating aspect of this survey is that faculty and staff do not have adequate knowledge about alternatives offered and therefore may not take more advantage of these alternatives.

It is recommended that the Department of Public Safety continue its efforts to educate faculty and staff on those alternatives, and also implement some incentives to encourage more use of alternatives. It may be effective to target the incentives at individuals based on their perceived need. For example, those faculty and staff with children and the need to accommodate family schedules before work might be encouraged to use LTD's Park and Ride. In all cases it seems a publicity effort on the part of the Department of Public Safety may prove to persuade some faculty and staff to change their means of transportation to and from campus at least some of the time.

Introduction

At university campuses nationwide the implementation of TDM, or Transportation Demand Management programs, can mitigate demand for and costly construction of parking structures. This results in a savings for the university, allocation of land for other infrastructure, and the encouragement of community and environmental health through alternative means of transport. These programs counter the assumption that parking demand and the “modal split”, or proportional use of different modes of transportation, are fixed. (Toor, p. 137) It has been demonstrated that the cost of providing more parking costs more than investing in alternative transportation programs: for example, at UC San Diego, it is estimated to cost \$2000 to accommodate one additional car, but \$1000 to reduce parking demand by one space through demand management (Toor, p.137).

The University of Oregon implements TDM to mitigate parking demand on campus; it has one of the lower parking space to population ratios in the country, according to Christine Thompson, UO campus planner. UO TDM programs for faculty and staff, include subsidizing free LTD bus passes, a carpool program, and guaranteed rides home.

UO’s programs can be compared to the parking and transportation resources available to City of Eugene employees. The City of Eugene contracts with Diamond Parking Services; parking rates compare at the following rates as listed in Table 1 (see Appendix 3 for original City of Eugene information).

Like UO, the City of Eugene offers the group LTD bus pass to its employees.

Comparing 2005 and 1996

A UO transportation survey in 1996 is used for comparison in the analysis of information collected in the 2005 survey, and was also used as a model for the development of the 2005 survey. In the 1996 questionnaire, also a telephone survey to faculty and staff, various reasons were cited for the lack of choosing alternative means or modes

of transportation. This survey resulted in recommendations to increase the availability and incentives for alternatives including expanded bus schedules, carpool, vanpool and even shuttle options.

An LTD survey in 2001 also provides valuable background information regarding attitudes towards alternative transportation methods. Comparisons are difficult to make to this survey, however, because the sample is a non-random group of faculty and staff who voluntarily returned a mail-in questionnaire.

Table 1. City of Eugene and University of Oregon Parking Rates (see Appendix 2, City of Eugene parking lots/rates)		
	<u>Eugene</u>	<u>UO</u>
Single Driver	\$30-55 per month depending on lot	\$13.92/month or \$167/academic year (<i>unreserved</i>) \$53.58/month \$643/academic year (<i>reserved 7 am-6 pm</i>) \$61.75/month or \$741/academic year (<i>reserved at all times</i>)
Rideshare (2 drivers)	\$15-27/mo., or half the cost of a single driver	no Rideshare offered
Carpool (3 or more drivers)	free	\$7/month or \$84/academic year (<i>unreserved</i>) \$24.08/month or \$289/academic year (<i>reserved 7 am-6pm</i>)

A new survey was authored by Fumiko Docker and Steve Mital, and implemented by the Oregon Survey Research Lab (OSRL) in February 2005 with the following objectives in mind.

Survey Objectives

1. to gauge faculty and staff use of parking and transportation modes,
2. to gauge faculty and staff knowledge of existing alternative programs,
3. to gauge faculty and staff likelihood to take advantage of possible incentives offered by the Department of Public Safety to encourage use of alternative means of transportation,
- 4. to determine how many faculty and staff might be targeted as “potential switchers”, those who drive alone to campus a majority of the time, but also occasionally use alternative transportation.**

The Survey

The telephone survey was developed based on the 1996 and 2001 campus transportation surveys (see survey instrument, Appendix 1). The survey was administered by OSRL via telephone to 404 faculty and staff from the mid to end of February.

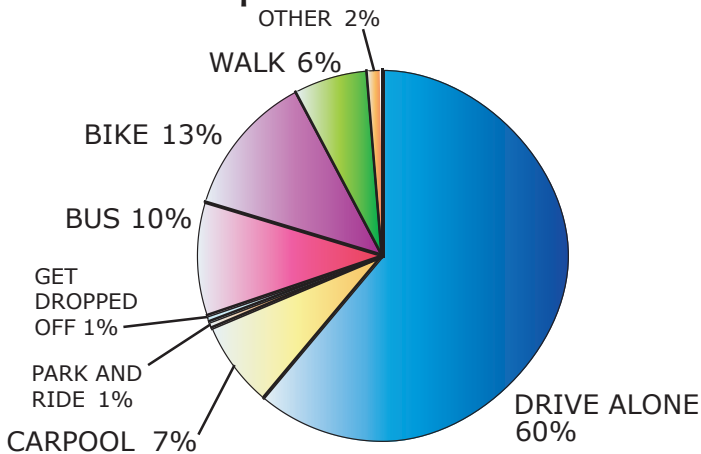
While the 1996 survey studied the student population along with faculty and staff, this new survey concentrated only on faculty and staff. The 1996 and LTD surveys tabulated geographical data of respondents by zip code; this survey asked faculty and staff for their distance in miles to campus. The survey asked respondents about their knowledge regarding existing programs to encourage alternative transportation. The survey also presented a number of possible incentives, to find out whether faculty and staff are amenable to the use of alternative means of transportation via these incentives. These expanded on incentive questions in the 2001 LTD survey.

Highlights

The campus transportation survey revealed a number of things regarding current attitudes towards transportation and parking issues on campus, discussed in detail in the next part of this report. The results indicate strategies that might be employed to recruit “potential switchers”, or individuals who currently drive alone, that might be encouraged to use alternative means of transportation through awareness and incentives.

Highlights of the research findings include the following:

2005 Modal Split



** 8 out of 10 (79.7%) faculty and staff members reported travel to and from campus based upon a traditional five day work schedule. A smaller percentage (7.7%) report to work just four days a week, while an equal percentage report commuting to and from work six days a week. Of faculty and staff, just 2.5% commute to and from campus every day of the week.

** The majority of faculty and staff surveyed are employed full time by the university (72%). 13.9% are part-time employees and 12.4% are employed during the academic calendar year.

** 8 out of 10 (78.7%) faculty and staff members use the same means of transportation to and from campus every day, while 21.3% reported using a secondary means of travel on

occasion. The most frequently used secondary means of transportation was biking (5.9%), with bussing coming in second (5.2%) and driving third (4.2%).

**When asked what alternative they would choose if driving alone and parking on campus no longer seemed a reasonable option, those who currently drive alone most commonly chose the bus as the first alternative (27.9%). Parking off campus or biking returned an equal percentage of responses (12.6%) as favored alternatives.

** 52.6% of those who drive alone to campus reported living within 1-3 miles of campus. Of those that drive to campus, 20.8% cited convenience as their reason for choosing to drive, while 15.3% reported that the distance from home was the main reason. Another 12.1% reported that their need to transport others was the main reason to drive to and from work.

** When asked whether construction of additional parking structures should be a priority, nearly 4 out of 10 of those who drive to and from campus as their primary means of transportation strongly agreed that it should be a priority (37.2%), while over a third somewhat agreed that it should be a priority (33.6%). Alternatively, 5.3% of drivers strongly disagreed and 19% somewhat disagreed that construction of additional parking should be a priority.

** A relatively small percentage of faculty and staff who drive alone as their primary means of transportation reported awareness of current programs offered by the UO Department of Public Safety. Nearly 7 out of 10 said they were not very informed of the carpool program incentives offered (65.2%), and the guaranteed ride home (65%). These percentages closely reflect the levels of awareness of all faculty and staff surveyed.

** While a large percentage of faculty and staff who drive alone as their primary means reported awareness of the free bus service

offered by LTD (87% were well informed), they reported much less knowledge regarding LTD's Park and Ride (only 28% were well informed), the guaranteed ride home (8.9% well informed) and carpool program incentives (12.6% well informed) offered by the Department of Public Safety.

** Of the possible incentives offered to faculty and staff to increase their use of alternative means of transportation, the most popular was more convenient bus service, including increased frequency and speed of buses, expanded routes and extended evening schedules. 30.4% of all faculty and staff surveyed were very likely to ride the bus if service were augmented.

** Over a third of all respondents reported a total household income in the \$40,000-\$70,000 range (35.9%), with 21.3% reporting a total income between \$70,000 and \$100,000. Nearly 6 out of 10 individuals in the \$40,000-\$70,000 range drive alone to and from campus (57.9%). Almost 7 out of 10 in the \$70,000-\$100,000 range drive alone (66.3%).

** Nearly 8 in 10 respondents ranged in age from 35-49 (38.9%), and 50-64 (39.1%). Of respondents in the 35-49 age range, 7 out of 10 live within 1-3 miles of campus (71.3%). Almost 3 out of 10 in this age range report having a secondary means of transportation (27.4%). In the 50-64 age range, over half live within 1-3 miles of campus (55.1%), and nearly 2 in 10 report having a secondary means of transportation (16.4%). These groups might be targeted as potential switchers.

** The survey results show that 7 out of 10 women choose to drive alone to campus as their primary means of transportation (69.2%), while just half of all men choose to drive alone. Men are slightly more prone than women to bike to campus: over half of all bikers are men, (54.9%). On the other hand, over half of all bus riders are women (55%).

** The survey also demonstrates that 3

out of 10 men have a secondary means of transportation (30%), while fewer than 2 out of 10 women do (14.5%). This should be qualified by saying that our survey found more men than women living between 1-3 miles of campus; 7 out of 10 men live this close to campus (70.6%), while under 6 out of 10 women live the within the same distance (56.8%).

** When asked what alternatives they might choose if driving no longer was an option, equal percentages of men and women responded that they would take the bus (21.8%). It is significant to note that a few more women than men would be in favor of carpooling (11.1% compared to 7.1%) and Park and Ride (7.7% to 2.4%), while men were slightly more in favor of biking (12.4% of men compared to 10.7% of women). There may be ways to target these demographic groups with incentives to encourage switching to alternatives.

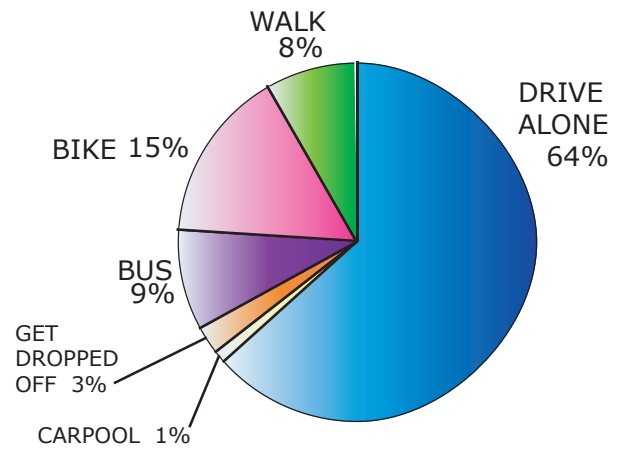
Primary Means of Transportation for Commuting to and from Work

Survey results were compared to the 1996 Transportation System Analysis. Very minor changes are revealed in the comparison of results of these two surveys. **The 2005 survey revealed that a majority of faculty and staff drive alone (60%), slightly lower than the 1996 survey (64% drive alone).**

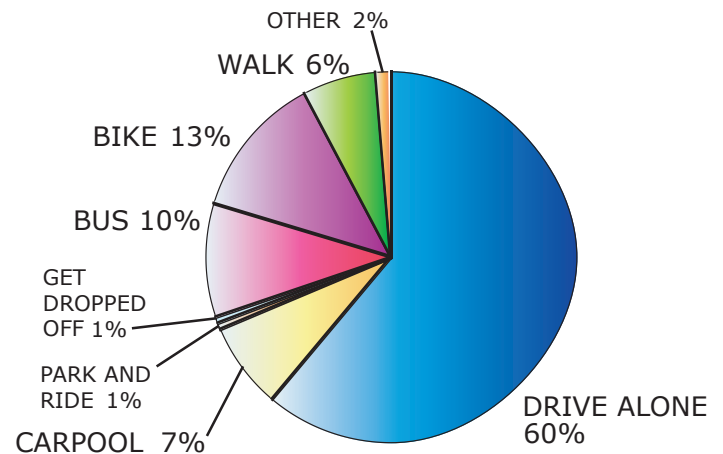
The University has experienced a small increase in the number of carpoolers to and from campus, up 7% from 1% in 1996. This is encouraging, and points to further recruitment to the carpool program.

Only two respondents reported using Park and Ride as their primary means of transportation, and this alternative could certainly be encouraged, especially for those faculty and staff who must transport others or run errands before and after work. This, along with the fact that the bus is a favored alternative (see Alternative Choices to Driving Alone), might encourage promotion of Park and Ride and bus services as an alternative to driving and parking on campus.

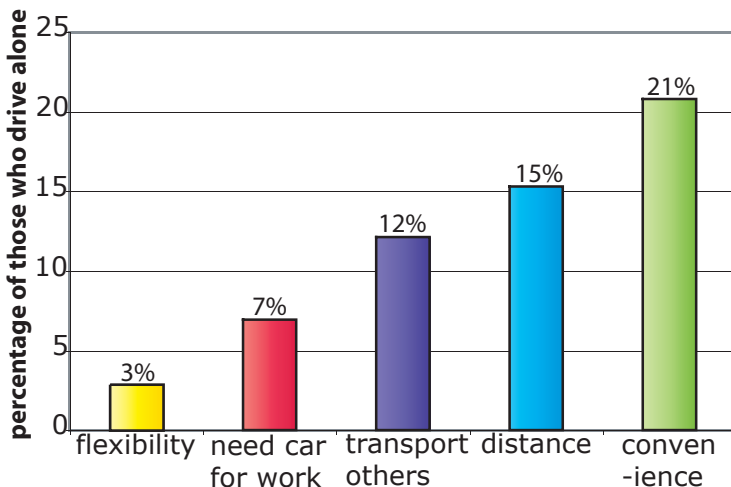
1996 Modal Split



2005 Modal Split



Reasons for Driving Alone



The most common reasons cited for the choice of driving alone as primary means of transportation was convenience (20.8%). Distance (15.3%), the transport of others (12.1%), and needing a car for work (6.9%) were other reasons cited for driving alone. For those that choose not to drive, 6.4% reported that biking and walking for exercise was their primary reason. 4.9% cited the lack of parking for not driving.

The tables to right and below compare the percentages of respondents to the 1996 and 2005 surveys by primary means of transportation and employment status.

Of 325 Faculty and Staff Surveyed in 1996...			
<i>Means of Transport</i>	<i>Full Time Employment</i>	<i>Part Time Employment</i>	TOTAL
Drive Alone	53.2%	9.8%	63%
Carpool/ Drop Off	1.8%	0.7%	2.5%
Carpool/ Park on Campus	0.9%	0.3%	1.2%
Bus	7.4%	1.8%	9.2%
Bike	12%	3.4%	15.4%
Walk	7%	1.2%	8.2%
Other	0.3%		0.3%
TOTAL	83%	17%	100%

Of 404 Faculty and Staff Surveyed in 2005...					
<i>Means of Transport</i>	<i>Full Time (12 Months)</i>	<i>Academic Calendar (Full Time)</i>	<i>Part Time</i>	<i>Other (Temporary/ Semi-Retired)</i>	TOTAL
Drive Alone	43.8%	7.2%	8.9%	0.7%	61%
Carpool/ Drop Off	0.5%	0.2%	0	0	0.7%
Carpool/ Park on Campus	5.4%	1.5%	0.5%	0	7.4%
Bus	8%	0.7%	1%	0.2%	10%
Park and Ride	0.2%	0	0.2%	0	0.4%
Bike	8.7%	2%	1.7%	0.2%	12.4%
Walk	4.2%	0.7%	1.2%	0	5.5%
Other	1.2%	0	0.2%	0	1.4%
TOTAL	72%	12.4%	14%	1.6%	100%

Secondary Means of Transportation

Faculty and staff surveyed were asked whether they use a secondary means of transportation in addition to their primary mode. Of all faculty and staff regardless of primary means of transportation, **21% responded that they had a secondary means.**

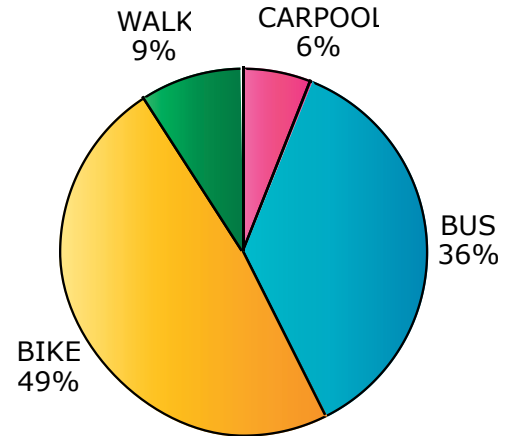
For those whose primary means of transportation is driving alone, the following secondary means of transportation were used with some frequency. Alternative means including biking (49%) and bussing (36%) seem to be favored.

Thirty-three respondents out of 404, or 8% of all faculty and staff surveyed, reported they primarily drive alone to and from campus, but that they have a secondary means of transportation as well. This group should be seen as “potential switchers”, those who already use multiple modes of transportation and could be encouraged to drive less and use alternatives more.

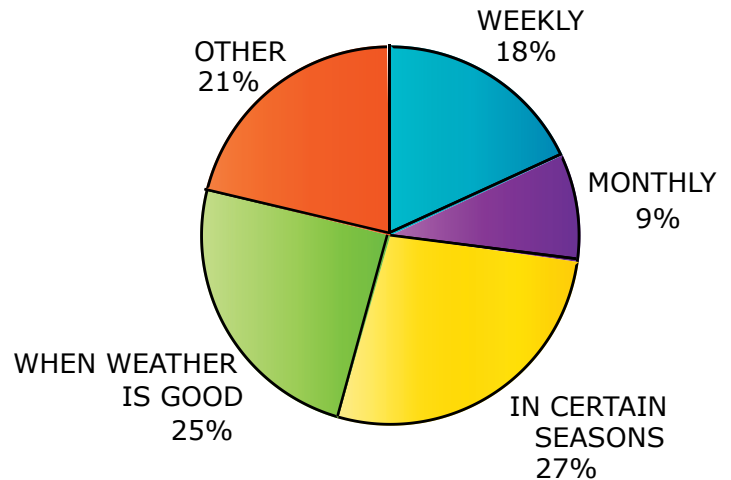
The faculty and staff surveyed in this questionnaire equal just over 10% of the entire population of faculty and staff at the University of Oregon. These individuals might be encouraged to use other modes as their primary means through the emphasis of incentives and support programs such as the guaranteed ride home. See Recommendations for further analysis of “Potential Switchers”.

If we multiply the numbers shown in the table at right by a factor of ten to obtain the potential total of the whole population of faculty and staff, we begin to see the possibilities in encouraging these “potential switchers” to use alternative means of transportation.

Secondary Means of Transportation: Lone Drivers



Secondary Means Frequency of Use: Lone Drivers

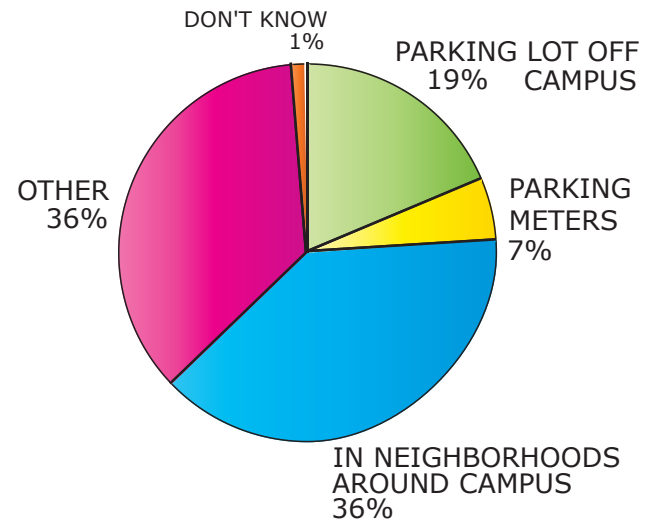


The Numbers: Of 404 Faculty and Staff Surveyed in 2005...			
Primary Means	Secondary Means		Potential Switchers
Drive Alone	Carpool/ Drop Off	0	0
33 respondents in all	Carpool/ Park	2	20
	Bus	12	120
	Bike	16	160
	Walk	3	30
Total “Potential Switchers”		33	330/8%

Parking On and Off Campus

More than half of faculty and staff surveyed purchased a parking permit for the 2004-5 academic year (57.2%). Sixty-one (61) out of 247, or 24.7% of all faculty and staff who drive alone as their primary means of transportation did not purchase a parking permit. When these drivers were asked what their parking strategy was, the following was reported. NOTE: The 36% who reported "other" were not asked to describe their parking strategy in the survey protocol.

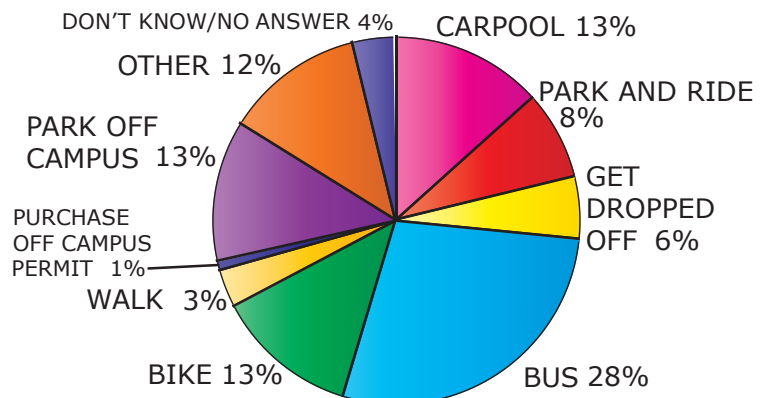
Non-permit Parking Strategies: Lone Drivers



Alternative Choices to Driving Alone

When asked what alternative they might choose should driving and parking on campus no longer be an option, **bussing was the alternative means more often considered, though not highly favored (27.9%) by those who already drive alone.** None of the alternatives were favored very highly, and it seems that a number of drivers would choose to park off campus instead (12.6%). Ninety eight respondents, or 24.3%, did not answer this question: our survey protocol waived this question for respondents who primarily use non-driving primary means of transportation.

First Alternative (If driving alone was no longer an option)

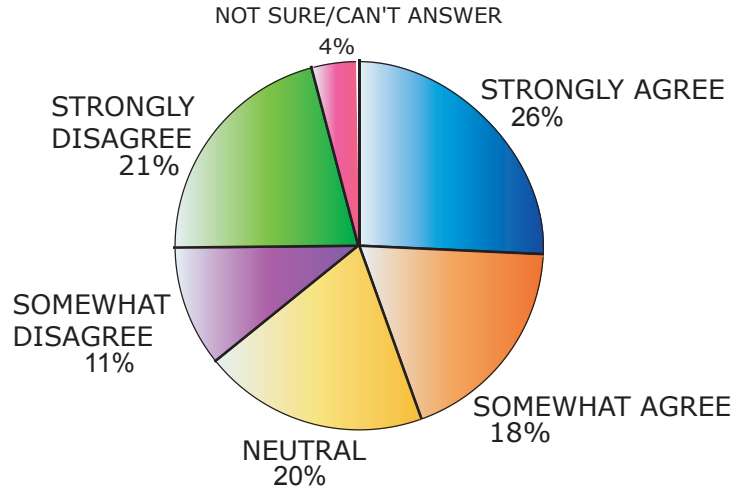


Opinion: Construction of Additional Parking

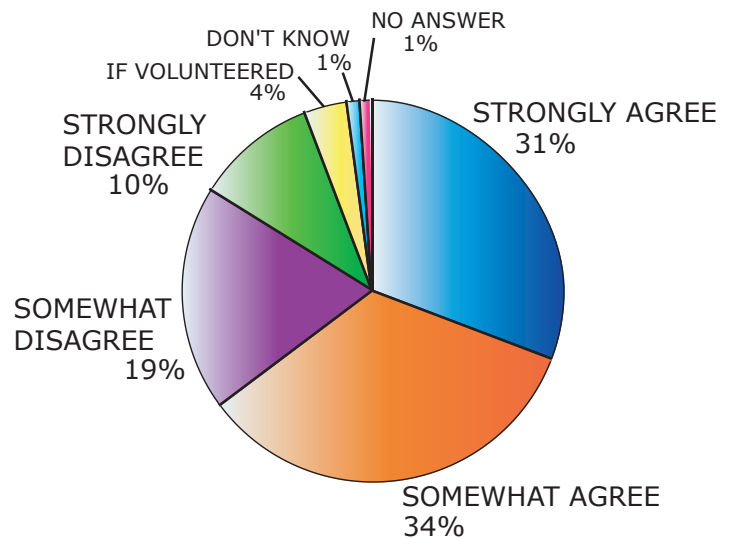
A third of all faculty and staff queried agreed somewhat (33.9%), while another third strongly agreed (30.9%) that “construction of additional parking structures should be a high priority for the UO, even if it costs more for parking”. Comparing these results to the 1996 Transportation System Analysis, this represents an increase in agreement: just 26.5% said they “strongly agreed” and 18.8% “somewhat agreed” with the statement in 1996. The percentage of those who “strongly disagree” has decreased significantly in the last nine years, from 21.5% to just 1 in 10 respondents, or 10.4%. **Overall faculty and staff express a stronger wish for the construction of additional parking now than they did in 1996, and opposition to parking is lower than it was in the past.** It is important to note that no “neutral” choice was given to respondents in the 2005 survey, but was offered respondents to the 1996 survey, and this affects the comparison of the results.

Construction of Additional Parking a Priority?

1996 Opinions



2005 Opinions



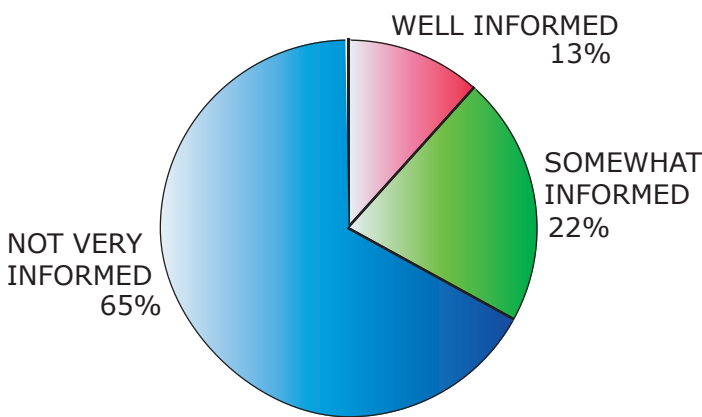
Of 404 Faculty and Staff Surveyed in 2005...						
Primary Means	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know/ Other	TOTAL Respondents
Drive Alone	22.8%	20.5%	11.6%	1.7%	2.9%	61.1%
Carpool/Drop Off	0	0.7%	0	0	0	0.7%
Carpool/Park	3.2%	2.7%	0	1.2%	0.2%	7.4%
Bus	3%	3%	1.7%	0.7%	0.5%	9.9%
Bike	0.5%	3.7%	3.9%	3.9%	0.5%	12.6%
Walk	1.5%	2.5%	1%	0.2%	0	6.2%
Other	0	0.5%	0.5%	0.2%	0.2%	1.5%
TOTAL	30.9%	33.9%	19.1%	10.4%	5.7%	100%

Knowledge of Existing Alternative Transportation Programs

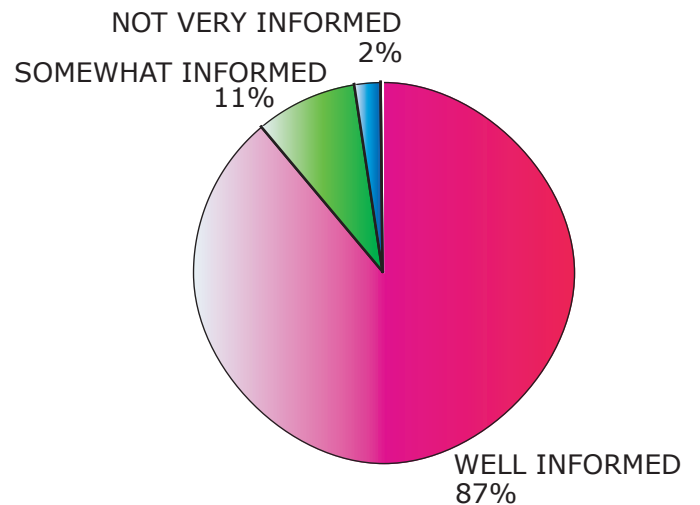
When asked about their knowledge regarding alternative transportation programs currently offered by the UO Department of Public Safety and LTD, **a majority of faculty and staff who drive alone as their primary means of transportation reported not being very informed about programs**

offered by the Department of Public Safety (65% in both cases). This reflects the overall awareness of the entire sample surveyed. In comparison, LTD programs were generally known by faculty and staff who primarily drive alone. This indicates that current programs offered at the University of Oregon through the Department of Public Safety should be promoted to increase awareness and potential usage by faculty and staff.

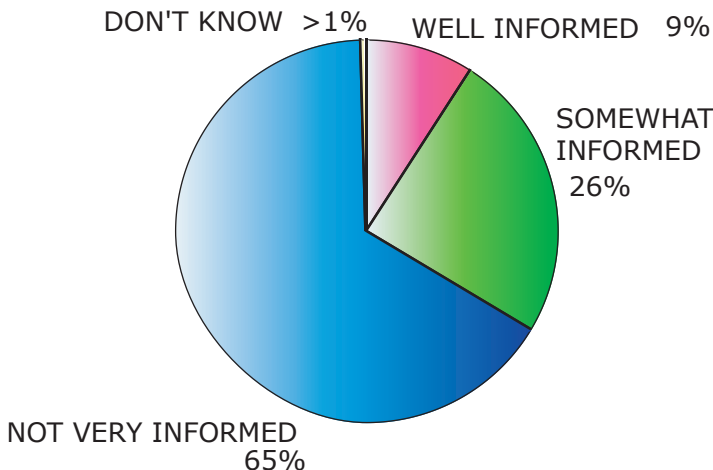
Knowledge of Carpool Program Incentives: Lone Drivers



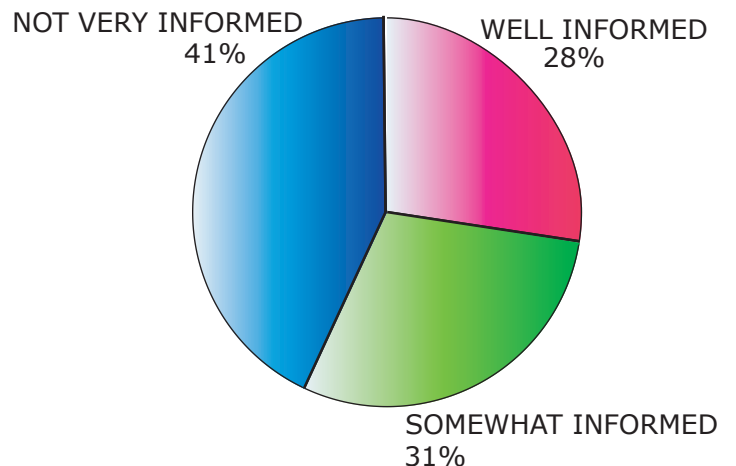
Knowledge of Free Travel on LTD: Lone Drivers



Knowledge of Guaranteed Ride Home: Lone Drivers



Knowledge of Park and Ride: Lone Drivers



Reaction to Possible Incentives to Encourage Alternative Transportation

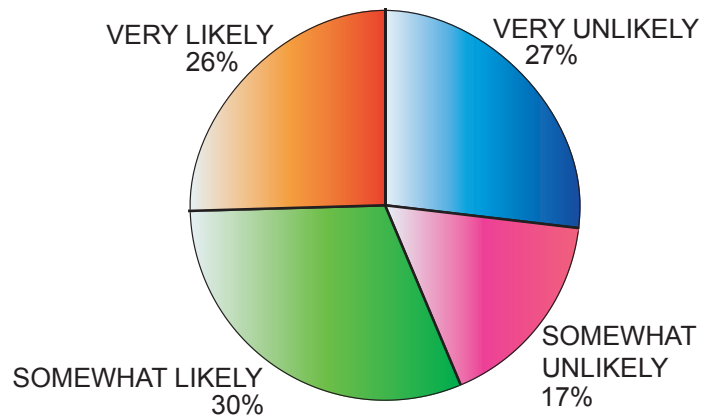
When asked about the likelihood of their using possible incentives, faculty and staff that drive alone as their primary means of transportation had mixed reactions to the incentives offered, with most answering that they would be unlikely to take advantage of incentives.

Nearly 3 in 10, or **26-30% of respondents** who primarily drive alone reported **that they would be somewhat or very likely to consider using the bus** if service became more convenient (this includes faster and more frequent service, bus routes through one's neighborhood, and extended evening schedules). It should be noted that the LTD bus drivers' strike took place at the same time that this survey was implemented; whether or not this affected responses positively or negatively is not known. We might generally infer that bus service is seen as a promising incentive to encourage drivers to switch to.

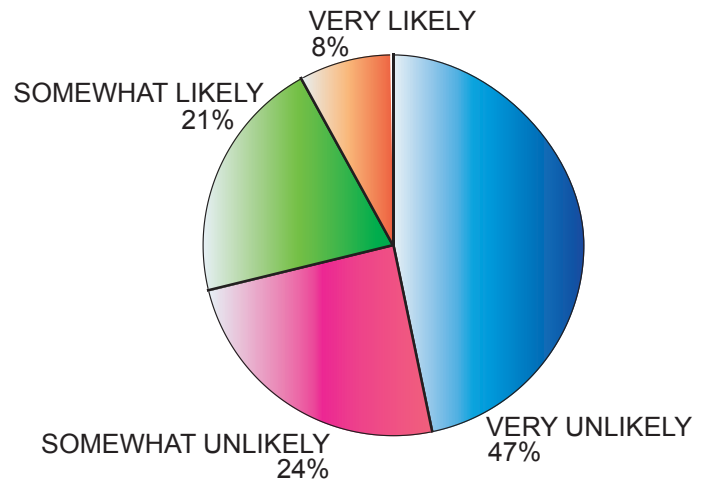
When asked if they might take advantage of a free trial for carpoolers, those who responded that they would be very likely or somewhat likely responded at **8 and 21% respectively**. If we put this in perspective of the total population of faculty and staff, we might estimate that 32 to 85 individuals who drive alone as their primary means of transportation might be willing to try the carpool program through offer of an extended free trial.

When asked whether they might try carpooling with further reduced carpool permit fees, 13-19% of respondents answered that they would be at least somewhat likely to try carpooling. Based on the total population, **between 52 and 77 drivers might potentially take advantage of the carpool program should fees be reduced**.

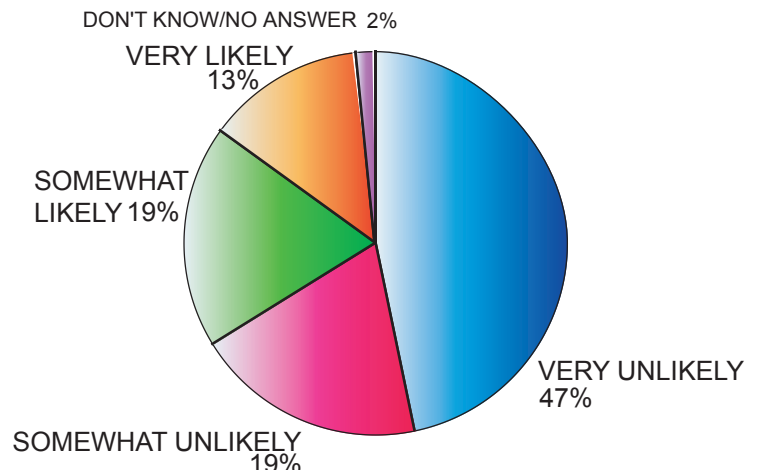
More Convenient Bus Service: Lone Drivers



Free Trial for Carpoolers: Lone Drivers



Further Reduced Carpool Permit Fees: Lone Drivers



There has also been a relatively more favorable response to designated parking spaces for carpoolers over other incentives: 23% were somewhat likely and 15% of drivers were very likely to consider carpooling if designated parking spots in desirable locations were made available.

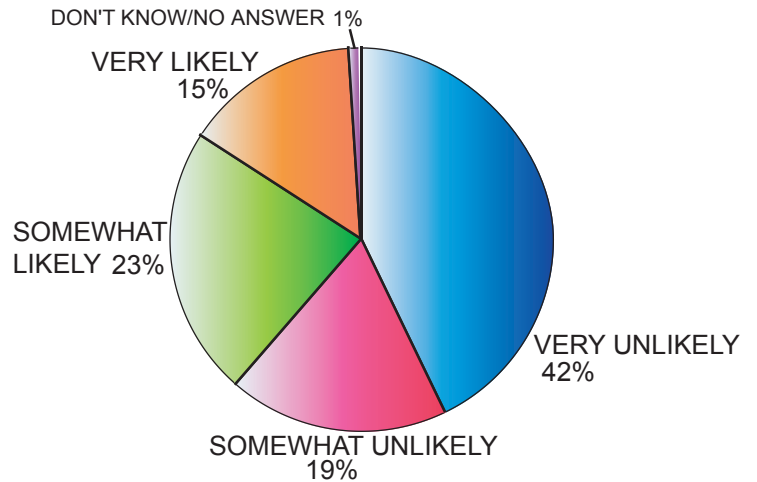
We can estimate that between 61 and 92 drivers might take advantage of this alternative were it offered. It seems carpooling is a viable alternative to offer, and especially might be marketed to women, who have been found to use carpooling more often than men. More on demographic results are discussed at the end of this report.

Between 19% and 24% of faculty and staff who drive alone as their primary means replied that they would be very likely or somewhat likely, to take advantage of a “Rideshare” permit for two people, an option currently offered by the City of Eugene but not offered at the University of Oregon. This option would work very well for couples who both work at the university. We might estimate that between 77 and 97 drivers could potentially take advantage of this incentive.

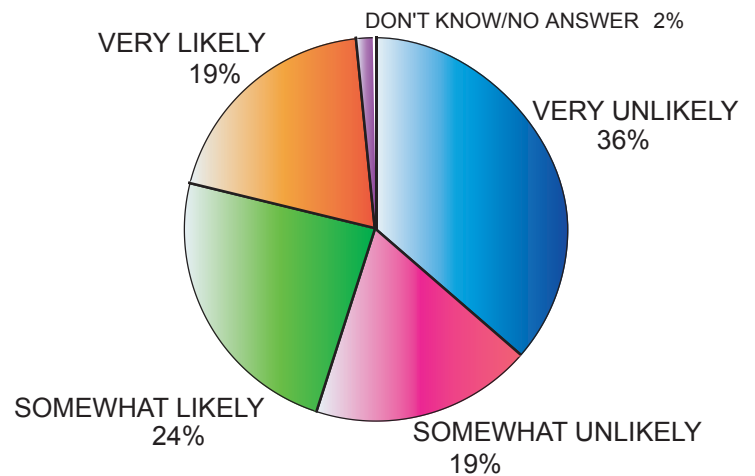
While the overall numbers of those who would be “very likely” to try the above alternatives are low, these are inexpensive options that would be relatively easy to implement, begin to reduce the current shortage of parking, and give a much needed boost to the carpool program.

The survey results show that between 25% and 26% drivers are somewhat and very likely to take advantage of a discount parking permit for part-time commuting purposes. While the majority of drivers are full-time employees, this type of permit might begin to attract those who already have a secondary means of transportation, and can be encouraged to use their secondary means more often through the purchase of a 2-3 day parking permit.

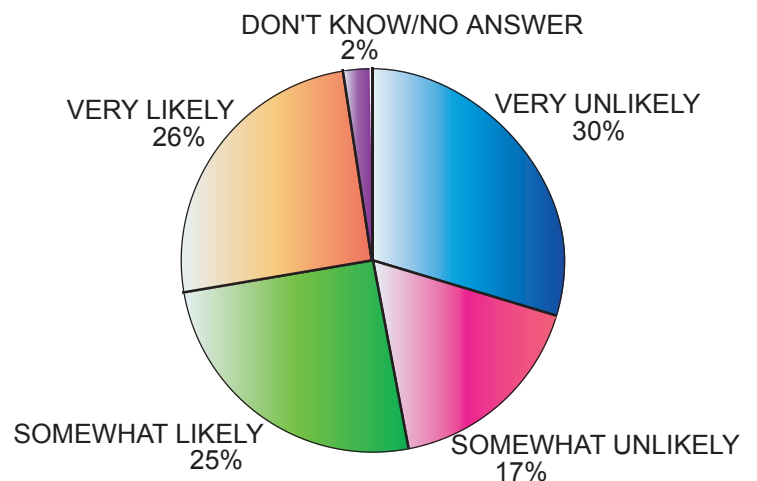
Designated Spaces for Carpoolers: Lone Drivers



Rideshare Permit: Lone Drivers



Discount Permit for 2-3 Day Commuters: Lone Drivers



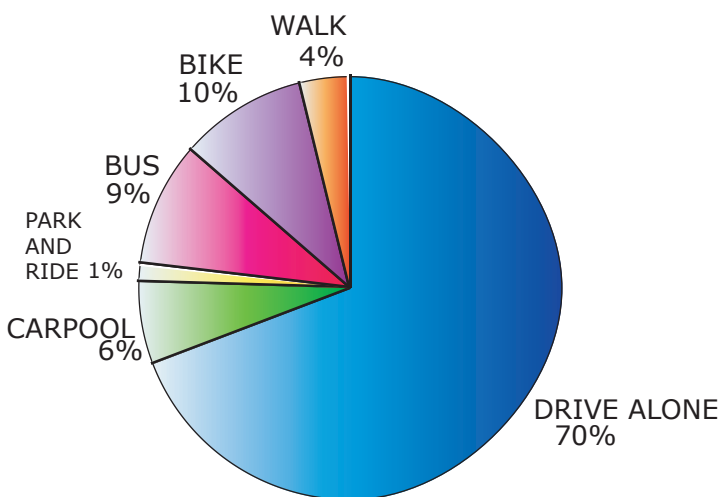
Demographic Comparisons: Current Use and Possible Incentives

Three demographic factors that showed some significant differences in response to the survey include gender and distance from campus, and to a lesser degree, age. Other demographic information collected includes number of cars available in each household, income levels and highest level of education, but these demographic groups did not provide as much information regarding the pinpointing of “potential switchers”. In the following section, particular aspects of each of these groups are highlighted as might affect the targeting of “potential switchers”. Especially when connected with the distance each gender lives from campus and current use of alternatives or reaction to incentives, the potential for encouraging the switch to alternative means becomes a very good possibility.

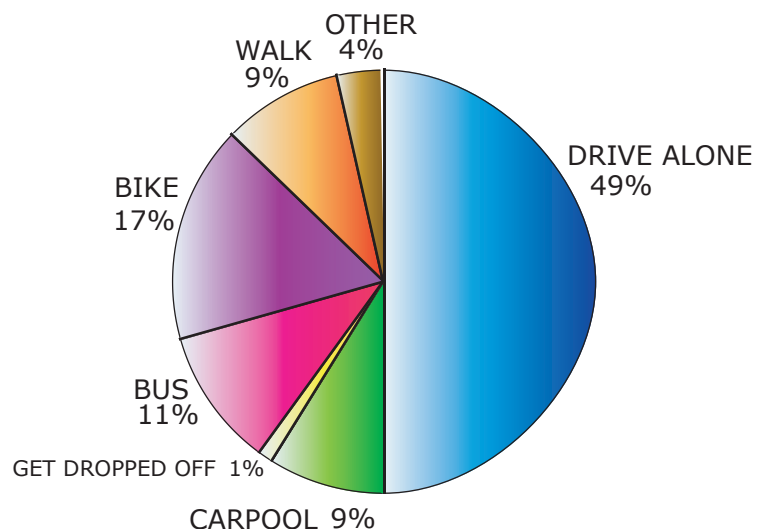
Gender

Of 404 faculty and staff, 234 women and 170 men were surveyed. The survey results show that **7 out of 10 women choose to drive alone to campus as their primary means, while just half of all men choose to drive alone.** Men are more slightly prone than women to bike to campus: over half of all bikers are men (54.9%). On the other hand, over half of all bus riders are women (55%).

Women: Primary Means of Transportation

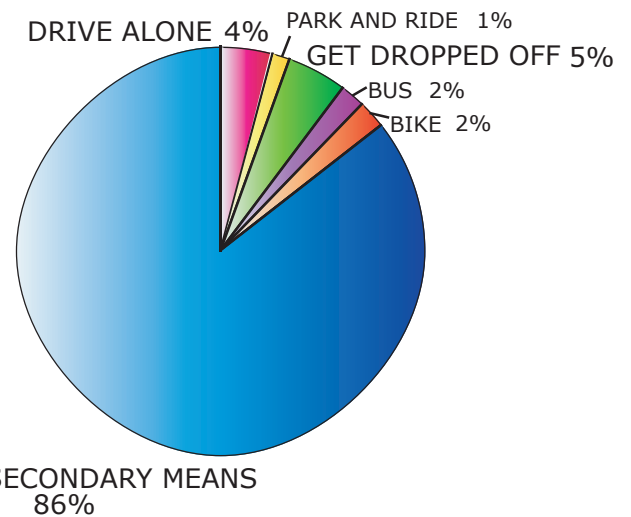


Men: Primary Means of Transportation

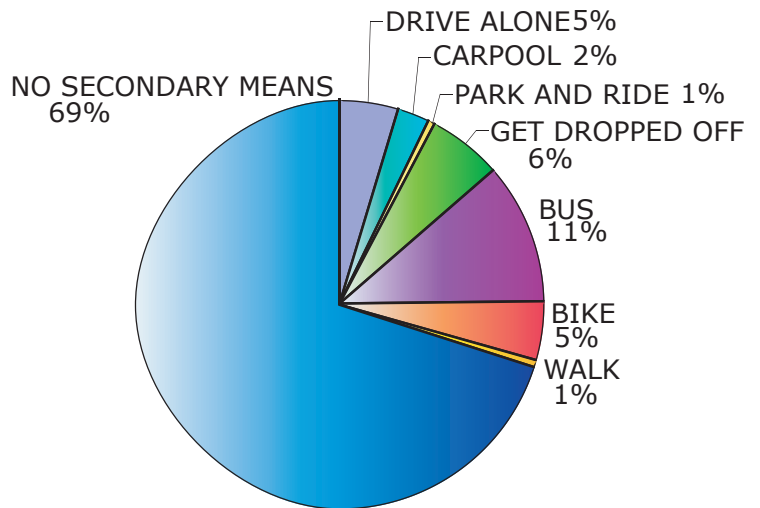


The survey also demonstrates that **3 out of 10 men have a secondary means of transportation, (30%), while fewer than 2 out of 20 women do (14.5%)**. This should be qualified by saying that the survey found more men than women living between 1-3 miles of campus; 7 out of 10 men live this close to campus (70.6%), while under 6 out of 10 women live within the same distance (56.8%). See graphs comparing gender difference in distance from campus with other data on the next page.

Women: Secondary Means of Transportation

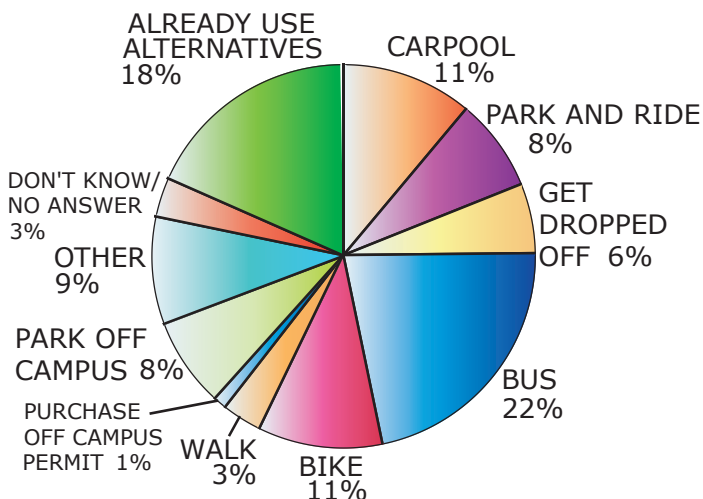


Men: Secondary Means of Transportation

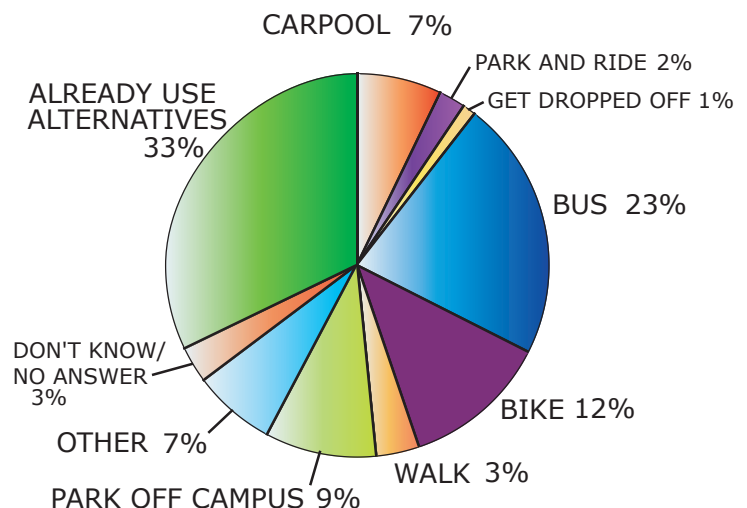


When asked what alternatives they might choose if driving no longer was an option, equal percentages of men and women responded that they would take the bus (21.8%). It is significant to note that a few more women than men would be in favor of carpooling (11.1% compared to 7.1%) and Park and Ride (7.7% to 2.4%), while men were slightly more in favor of biking (12.4% of men compared to 10.7% of women). There may be ways to target these demographic groups with incentives to encourage switching to alternatives.

Women: Alternative Choices



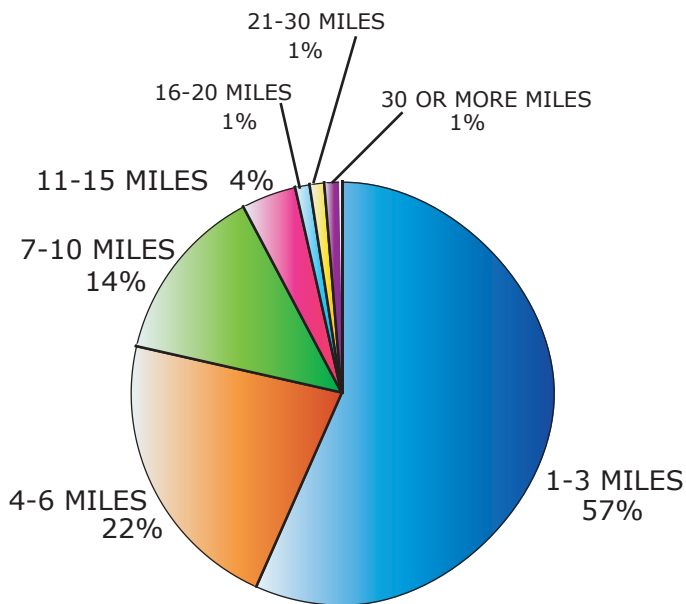
Men: Alternative Choices



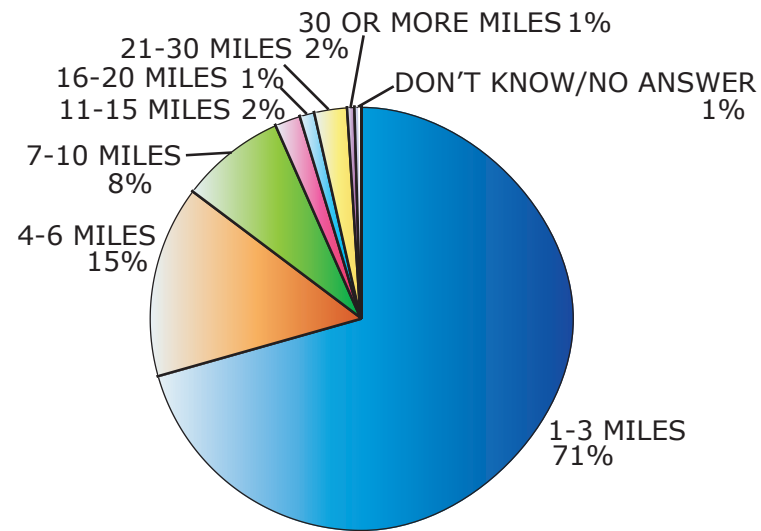
Distance from Campus

Men demonstrated greater use of alternative means of transportation as their primary mode, as well as greater use of a secondary means of transportation. However, men on the whole live closer to campus than women: 7 out of 10 men live from 1-3 miles of the UO campus (70.6%), while under 6 out of 10 women live within the same distance (56.8%). This may partly account for the lower numbers of women who use alternative means and secondary means of transportation.

Women: Distance from Campus



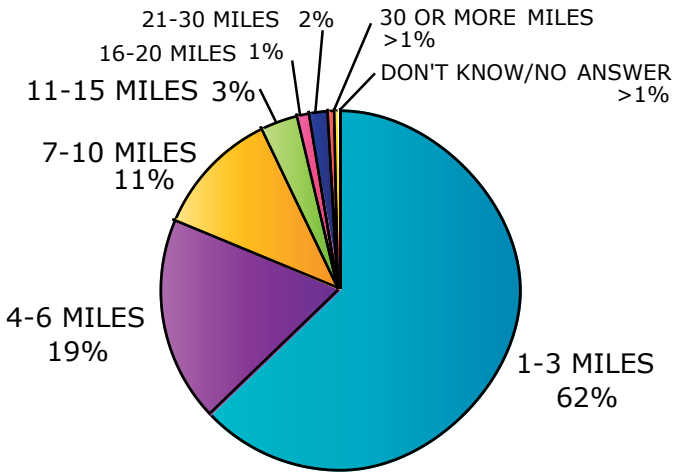
Men: Distance from Campus



Distance from Campus: More Faculty and Staff have less distance to travel

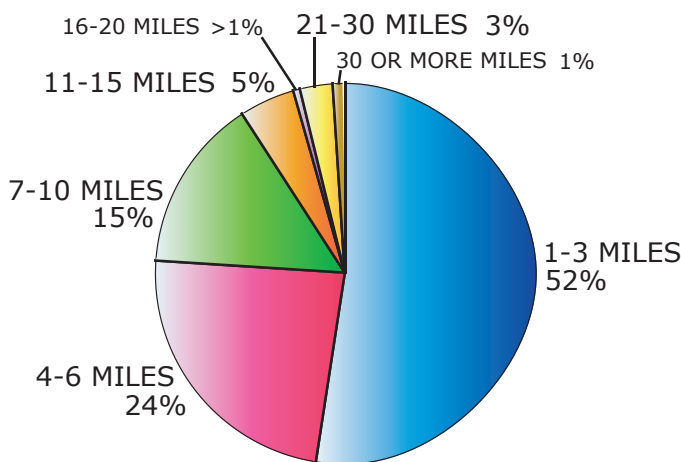
The graph below displays the percentages of all 404 faculty and staff surveyed and the distance of their homes from campus.

Distance to Campus: All Surveyed



Our survey results show that 52% of all those who drive alone live within 1-3 miles of campus. What are the possibilities of encouraging these individuals to use alternative means of transportation?

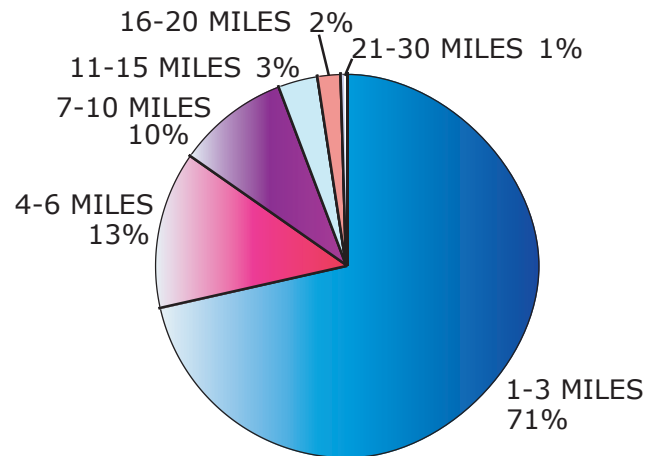
Distance to Campus: Lone Drivers



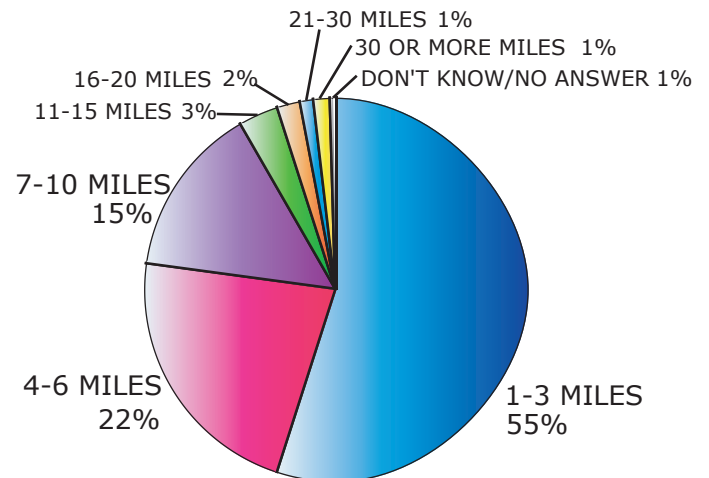
Age

Comparisons by age are somewhat significant in determining current use and the promotion of incentives and alternatives to different age groups. **The overwhelming majority of faculty and staff members are between the ages of 35 and 64:** nearly 8 in 10 respondents ranged in age from 35-49 (38.9%), and 50-64 (39.1%). Of respondents in the 35-49 age range, 7 out of 10 live within 1-3 miles of campus (71.3%). In the 50-64 age range, over half live within 1-3 miles of campus (55.1%).

Age 35-39: Distance to Campus

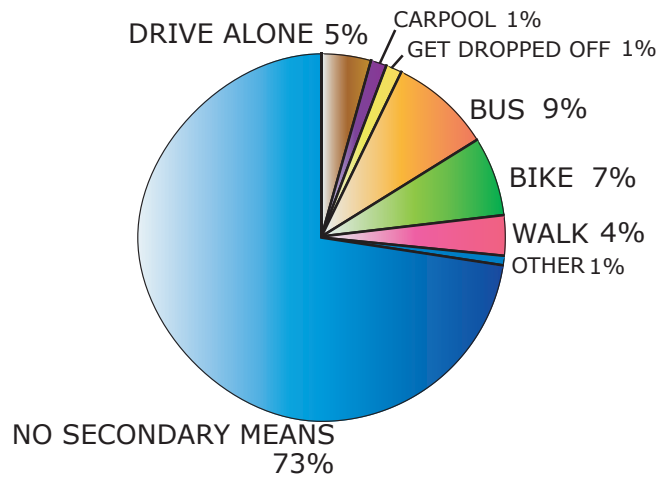


Age 50-64: Distance to Campus

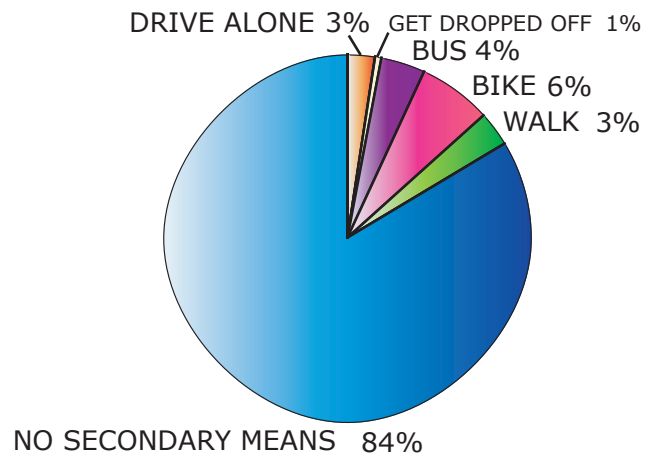


Almost 3 in 10 in the 35-49 age range have a secondary means of transportation (27.4%), while the majority do not (72.6%). Nearly 2 in 10 report having a secondary means of transportation (16.5%) in the 50-64 age range, while the majority do not (83.5%). These groups might be targeted as potential switchers, and the promotion of those alternatives, including biking and walking, that include health and exercise could be highlighted in a campaign encouraging the use of alternatives.

Age 35-49: Secondary Means



Age 50-64: Secondary Means



In the table below, age is cross tabulated with primary means of transportation. The percentage to the right of each number of actual respondents is the percentage, out of 404 respondents, of those who use each mode fall in each age category.

<i>The Numbers: Of 404 Faculty and Staff Surveyed in 2005...</i>							
<i>Age/Primary Means</i>	<i>Under 25</i>	<i>25-34</i>	<i>35-49</i>	<i>50-64</i>	<i>65 and over</i>	<i>Refused</i>	<i>TOTAL</i>
Drive Alone	0.7%	10%	22.3%	26.5%	1%	0.7%	61.1%
Carpool/Drop Off	0	0.2%	0.5%	0	0	0	0.7%
Carpool/Park	0.2%	1%	3.5%	2.2%	0.2%	0	7.2%
Bus	0.2%	1.7%	3.5%	4.2%	0.2%	0	10%
Park and Ride	0	0.2%	0.2%	0	0	0	0.5%
Bike	0	3.2%	5%	4.2%	0.2%	0	12.6%
Walk	0	1.5%	3%	1.7%	0	0	6.2%
Other	0	0.2%	1%	0.2%	0	0	1.5%
TOTAL	1.2%	18.1%	38.9%	39.1%	1.7%	0.7%	100%

Recommendations

For Future Study

While this survey has produced a wealth of information concerning current usage and attitudes towards transportation and parking on the University of Oregon campus, several items for future study might be followed in order to round out the results gathered.

1. Due to time and budgetary constraints, follow-up questions regarding changes in means of transportation in the last three years were not adequately addressed. Further study might address the 23% who responded that their means of transportation has changed in the last three years. What are the changes they have made in their transportation choices to and from campus?
2. Sixty-one respondents, or 24.7% of those who responded that their primary means is driving alone to campus did not purchase a parking permit. Eight carpoolers (26.7%) reported not purchasing a parking permit as well.
3. Further study of faculty and staff living within 1-3 miles of campus, their specific needs and desires might be implemented.

Parking Issues

It seems that opinions regarding parking and transportation have changed slightly over the course of nine years since the 1996 Transportation System Survey was conducted. Parking has certainly been seen as a greater issue in the minds of faculty and staff, yet there is also an indication that they are more amenable to alternative modes now than ever before. There seems to be less opposition to construction of parking structures as there was in 1996, and there certainly is greater support for a parking structure now than before. The percentage of faculty that strongly agreed that construction of additional parking should be

a priority went from 26% in 1996 to 31% in 2005, and the percentage of those who strongly disagree has gone down from 21% in 1996 to just 10% in 2005.

Potential Switchers

Of respondents already using a secondary means, 70 out of 85, or 82.4%, live within 1-3 miles of campus. Of all the faculty and staff surveyed, a total of 253 (62.6%) surveyed live within the same three-mile radius, and of these, 130 (51.4%) drive alone to campus as their primary means. If half of the population of faculty and staff living within 1-3 miles could be encouraged to use other means of transportation, the parking squeeze on campus might be significantly reduced. It seems a combination of incentives are required, including an increase in public awareness of support programs such as the guaranteed ride home, or advertising the convenience of Park and Ride to those who need to transport others while commuting to and from work.

Carpooling appears to be quite a promising alternative and incentive to promote among faculty and staff, as 10-14% indicated that they were very likely to switch were further incentives introduced. Women faculty and staff members might specifically be targeted with carpooling incentives, since they tend to live farther away from campus and seem more amenable to carpooling than men. Promotion of the carpooling program should be a high priority for the Department of Public Safety.

The Rideshare program, currently offered by the City of Eugene to its employees but not by the University of Oregon, also appears to be a very promising alternative to single parking permits. Rideshare permits would be offered to pairs of individuals at a discount, though they should be slightly higher in price than the carpool permit for three or more drivers.

Response to the survey indicates that faculty and staff do not feel well informed about alternatives currently offered, and therefore may not take more advantage

of them. The guaranteed ride home and carpooling incentives should be reintroduced in a publicity campaign to faculty and staff. It is recommended that the Department of Public Safety continue its efforts to educate faculty and staff on those alternatives, and also implement some incentives to encourage more use of alternatives; for example, implementation of the Rideshare program or some form of preferred or designated parking for carpoolers. It may be effective to target the incentives at individuals based on their perceived need. For example, those faculty and staff with children and the need to accommodate family schedules or errands around work might be encouraged to use LTD's Park and Ride.

It seems that Park and Ride is underused at this point; an effort to promote the benefits of this program should be implemented. In all cases it seems a publicity campaign on the part of the Department of Public Safety may prove to persuade some faculty and staff to change their means of transportation to and from campus, and alleviate the current need for more parking.

References

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Appendices

A. Campus Transportation Survey Instrument and Raw Data

- 1) Sample and Response Rates Report
- 2) Topline Frequency Results in Survey Instrument
- 3) Narrative Answers: Open-Ended Questions
- 4) Cross Tabulated Survey Variables

B. City of Eugene Parking Fees