

2015 UNC Campus Commuting Survey



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December 2015



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

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INTRODUCTION

The University of North Carolina at Chapel Hill conducts biennial commuter surveys to better understand the commuting behavior of employees and students. Since 1997, a random sample of employees and students are invited by email to complete the survey. The information gained from these surveys helps the University plan future multimodal mobility options, programs, and incentives for the campus community.

In 1997, the University commissioned its first study of campus commuting patterns. The purpose of the study was to survey both students and employees about the various travel modes they used to commute to campus, as well as their origins and destinations. The data gathered was used to help the UNC Department of Transportation and Parking and the Town of Chapel Hill plan for University and Town transportation needs. This study was repeated in 2001, 2004, 2007, 2009, and 2011, 2013, and is now completed every other year.

In 2015, the University again surveyed the campus community to determine how campus commuting patterns have changed over the last two years. This new study provides comprehensive information about the current state of campus commuter behavior and characteristics, makes comparisons to the 1997- 2013 studies where possible and relevant, and offers analysis of trends and the implications of these trends for on and off-campus decision makers.

The report is divided into several sections: a brief explanation of the study's methodology, a chapter detailing employee commuting patterns, a chapter detailing student commuting patterns, and finally a discussion of major findings. A complete summary of survey responses, as well as the web-based survey instruments, are included in the appendix.

METHODOLOGY

The survey was distributed to a random sample of UNC-Chapel Hill faculty, staff, and students, as well as UNC Hospital employees. Development of the questionnaire, the sampling techniques used, response rates obtained, and analyses conducted are described below.

The Survey Questionnaire

The questionnaire used in the current study was originally developed for the 1997 survey, and has undergone only slight modifications for the 2001, 2004, 2007, 2009, 2011, and 2013 administrations. The 2015 survey was re-designed and pre-tested by Transportation & Parking with the intent to be direct, brief, and solicit more responses. Most questions were close-ended and check boxes were used to make answering these questions simple and efficient. Open-ended questions were used for numerical responses and a few qualitative free responses where respondents list reasons they do or do not use certain modes to travel to campus.

Separate sections were developed to elicit more detailed information from those who drive and those who take the bus to campus, and the survey directed individuals to appropriate sections of the survey based on their travel behavior.

Copies of the full web-based questionnaires for employees and students are provided in Appendices 2 and 3.

Population and Sample

The 2015 study utilized the same methodology for determining sample size as the 1997, 2001, 2004, 2007, 2009, 2011, and 2013 studies (see previous reports for details). Of the combined population of faculty and staff at the University and UNC Hospitals, a random sample was drawn using employee records obtained from the personnel databases of those organizations. Completed responses totaling 1,067 of 4,110 were received for a response rate of 26%. The student population consisted of all undergraduate, graduate, and professional students who lived off-campus during fall 2015. From this population, a random sample of 2,472 was drawn. A total of 511 completed responses were received for a response rate of 21%. The analysis in this report for employees and students considers all respondents who partially or completely filled out the survey. A total of 881 employee respondents and 389 student respondents completed the survey in its entirety.

Administration of the Survey

All students and employees in the target sample received an email announcement directing them to the website containing the on-line survey, and one email reminder sent approximately seven days after the first announcement. The responses went directly to a secured server in the UNC Transportation & Parking Department.

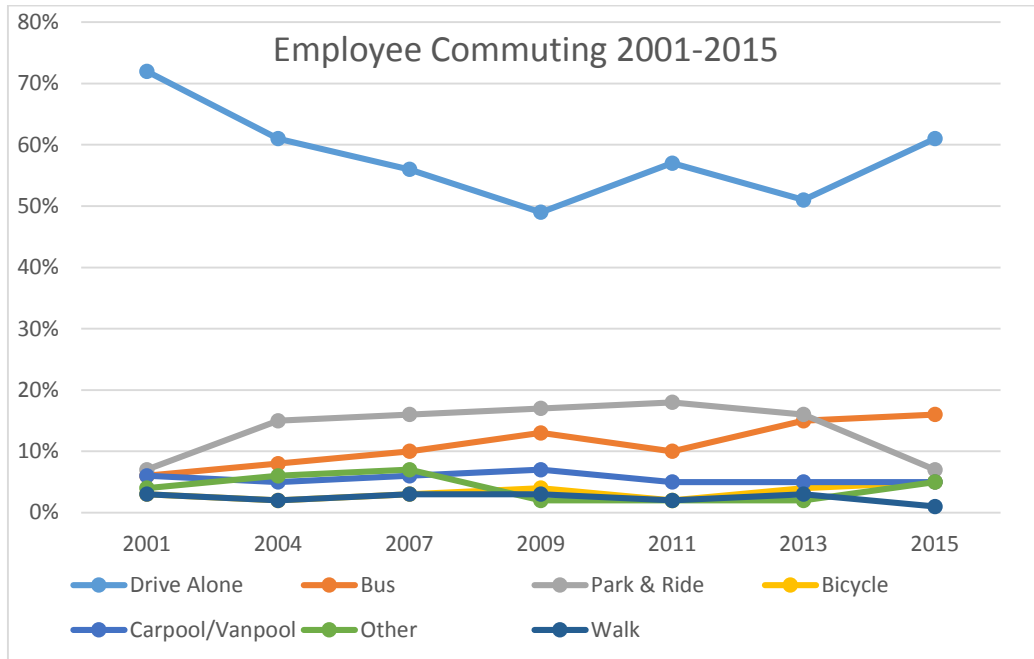
The results were analyzed using Qualtrics and Microsoft Excel was used to create the tables and cross-tabulations in this report.

SURVEY RESULTS

Employee and Commuter Student Mode Splits (2001-2015)

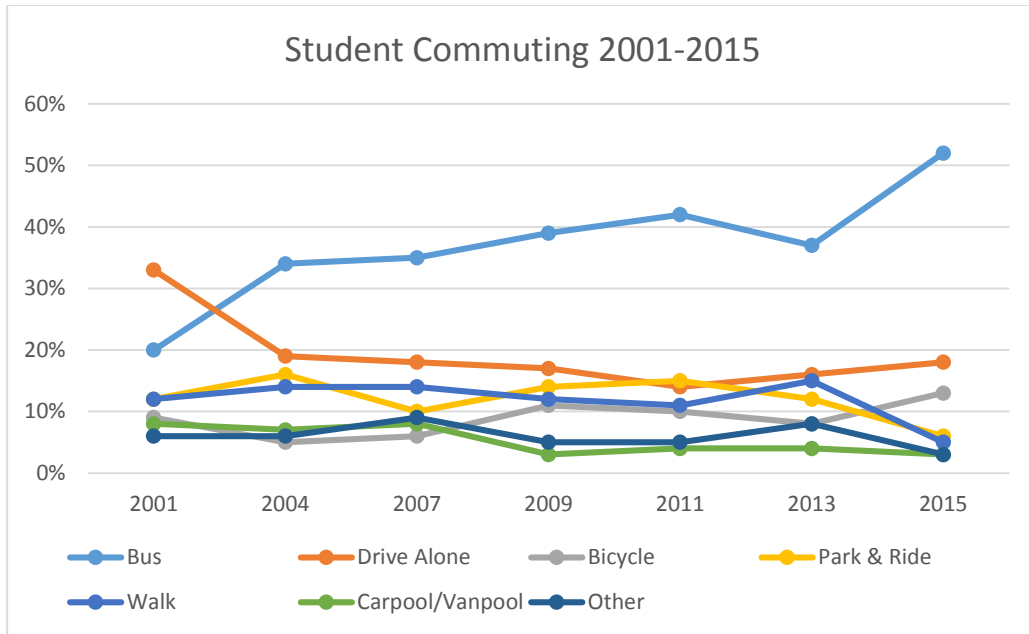
The type of transportation people use to travel is known as a mode. A 'mode split' comprises the total picture of all the different transportation types people use to travel. Tracking and studying a mode split is an essential component in developing sustainable transportation options in our region. The UNC mode split results aid staff to determine the effectiveness of transportation options and incentive programs.

The charts below show the method UNC employees and students used to travel to campus:



*The 2015 Survey split bus results into Local Bus- Chapel Hill Transit (9%) and Regional Bus (7%).

*'Other' category includes telework, dropped off, and motorcycle/scooter.



*The 2015 Survey split Bus into Local Transit-Chapel Hill Transit (43%) and Regional Bus (9%).

Employee Mode Splits

	2001	2004	2007	2009	2011	2013	2015
Drive Alone	0.72	0.61	0.56	0.49	0.57	0.51	0.61
Bus	0.06	0.08	0.10	0.13	0.10	0.15	0.16
Park & Ride	0.07	0.15	0.16	0.17	0.18	0.16	0.07
Bicycle	0.03	0.02	0.03	0.04	0.02	0.04	0.05
Carpool/Vanpool	0.06	0.05	0.06	0.07	0.05	0.05	0.05
Other	0.04	0.06	0.07	0.02	0.02	0.02	0.05
Walk	0.03	0.02	0.03	0.03	0.02	0.03	0.01

Commuter Student Mode Splits

	2001	2004	2007	2009	2011	2013	2015
Drive Alone	0.33	0.19	0.18	0.17	0.14	0.16	0.18
Bus	0.20	0.34	0.35	0.39	0.42	0.37	0.52
Park & Ride	0.12	0.16	0.10	0.14	0.15	0.12	0.06
Bicycle	0.09	0.05	0.06	0.11	0.10	0.08	0.13
Carpool/Vanpool	0.08	0.07	0.08	0.03	0.04	0.04	0.03
Other	0.06	0.06	0.09	0.05	0.05	0.08	0.03
Walk	0.12	0.14	0.14	0.12	0.11	0.15	0.05

Notes:

1. Bus data was split into Local and Regional for this year's Survey
2. 'Other' includes motorcycle/scooter, dropped off, and telework

Employee Mode Split

- The percentage of employees who drive alone to campus increased to 61%, the highest level since 2004.
- Park & Ride decreased to 7% from 16%, equaling the lowest percentage since 2001, due in part to the recent introduction of fees to use Park & Ride lots.
- Bus ridership is the highest it has ever been, likely due to some Park & Ride users shifting to transit.

Commuter Student Mode Split

- Reported bus usage increased from 37% in 2013 to a high of 52%. Local Chapel Hill Transit (43%) and Regional bus (9%) usage were separated for the first time in the 2015 Survey.
- Bicycle usage increased 5% from 2013 to 13%.
- Park & Ride decreased from 12% to 6% and walking decreased from 15% to a low of 5%. These decreases are likely the result of the significant shifts to transit usage.

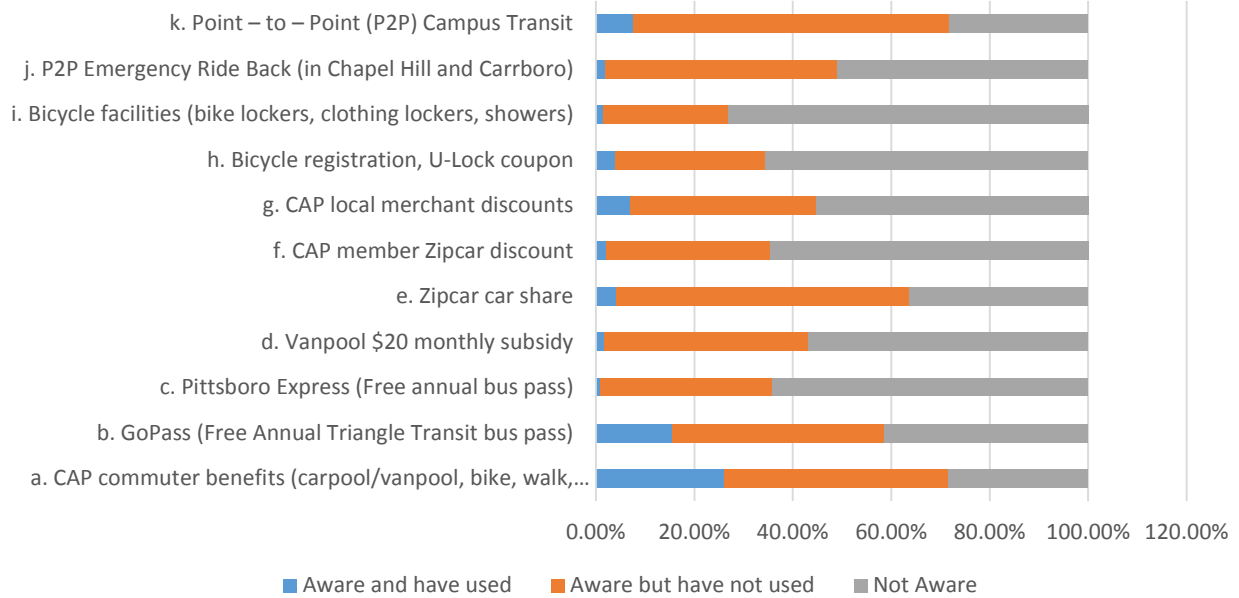
Other Survey Data Highlights

In order to effectively promote use of modes of transportation other than driving it is important to understand commuter preferences and behaviors and the factors that influence their travel choices. These sections highlight data from the survey that will help develop programs and policies to enhance mobility to campus.

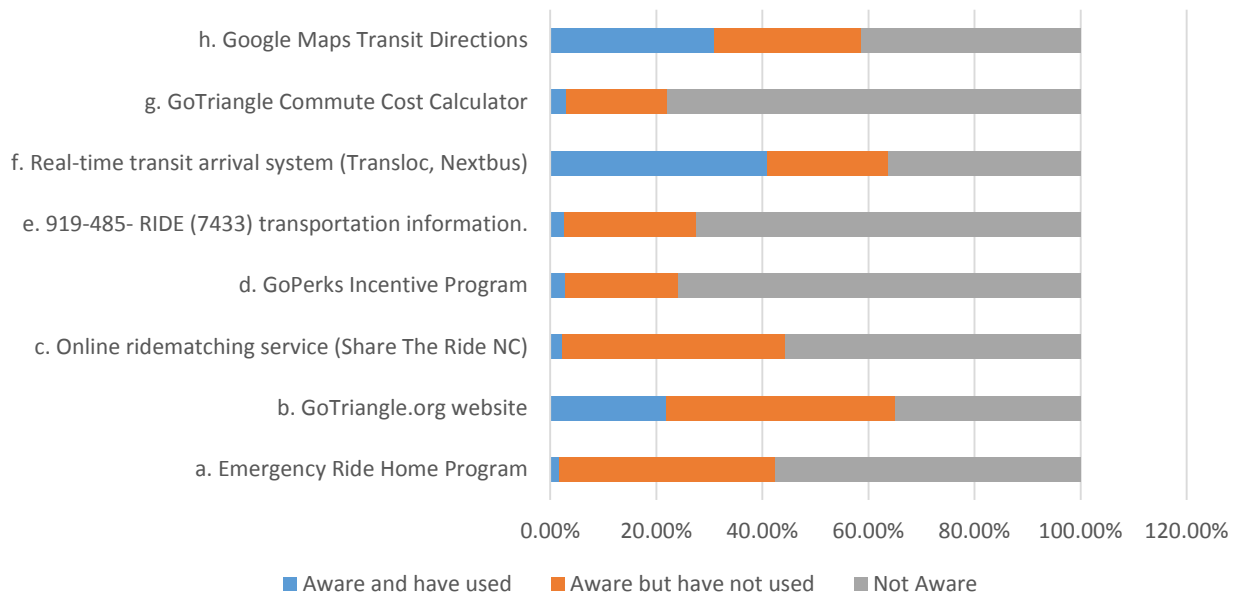
Reasons for Not Riding the Bus or Carpooling

Employees provided common reasons why they do not ride the bus or carpool/vanpool more often. The most common reason reported was a personal vehicle was needed for childcare/family responsibilities and errands, followed by an irregular work schedule, and needing a vehicle in case of an emergency. The number of employees who are unaware of Triangle area and UNC emergency ride home programs is over 50% for both and over 40% of those aware have never utilized the service.

UNC Employee Program/Incentive Awareness



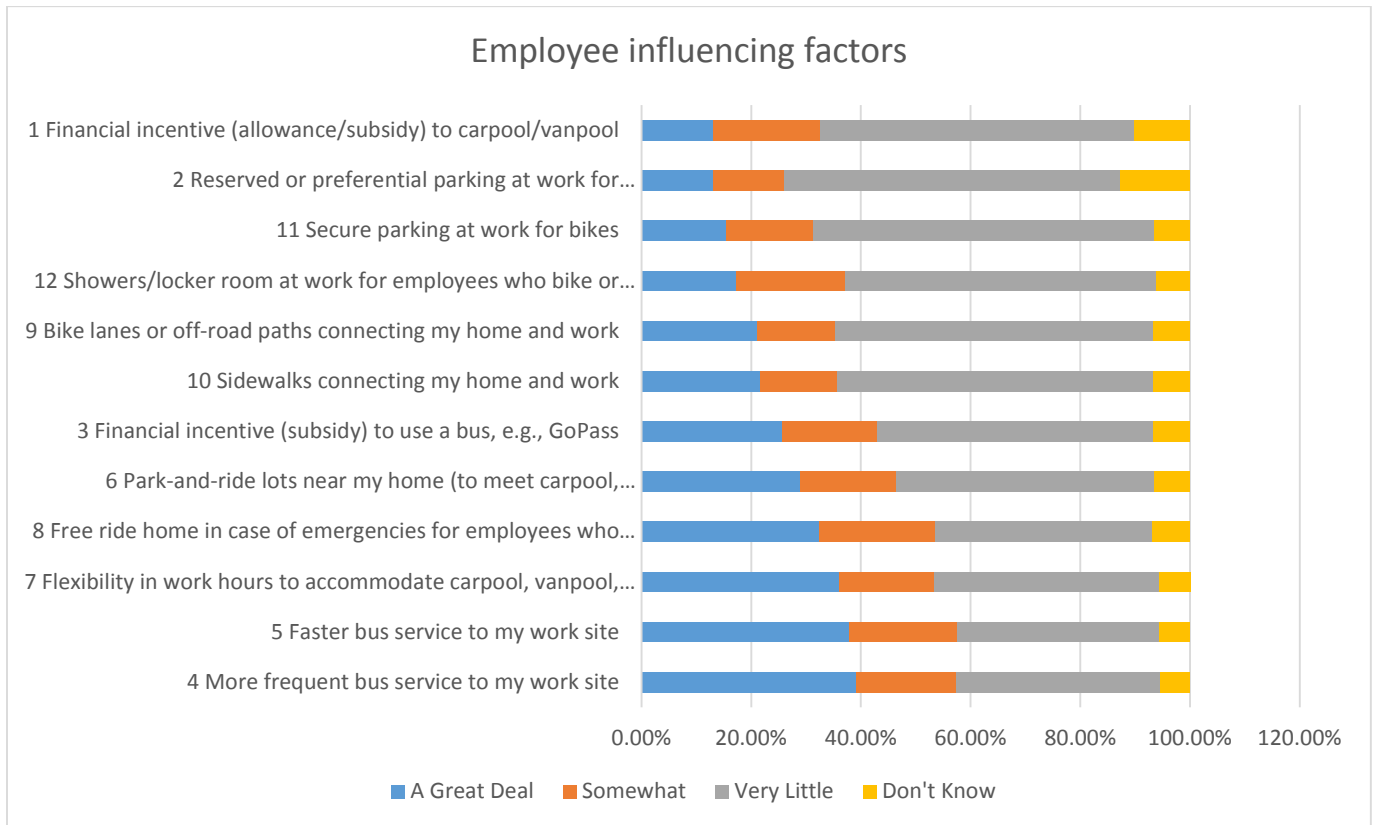
Triangle Employee Program/Incentive Awareness



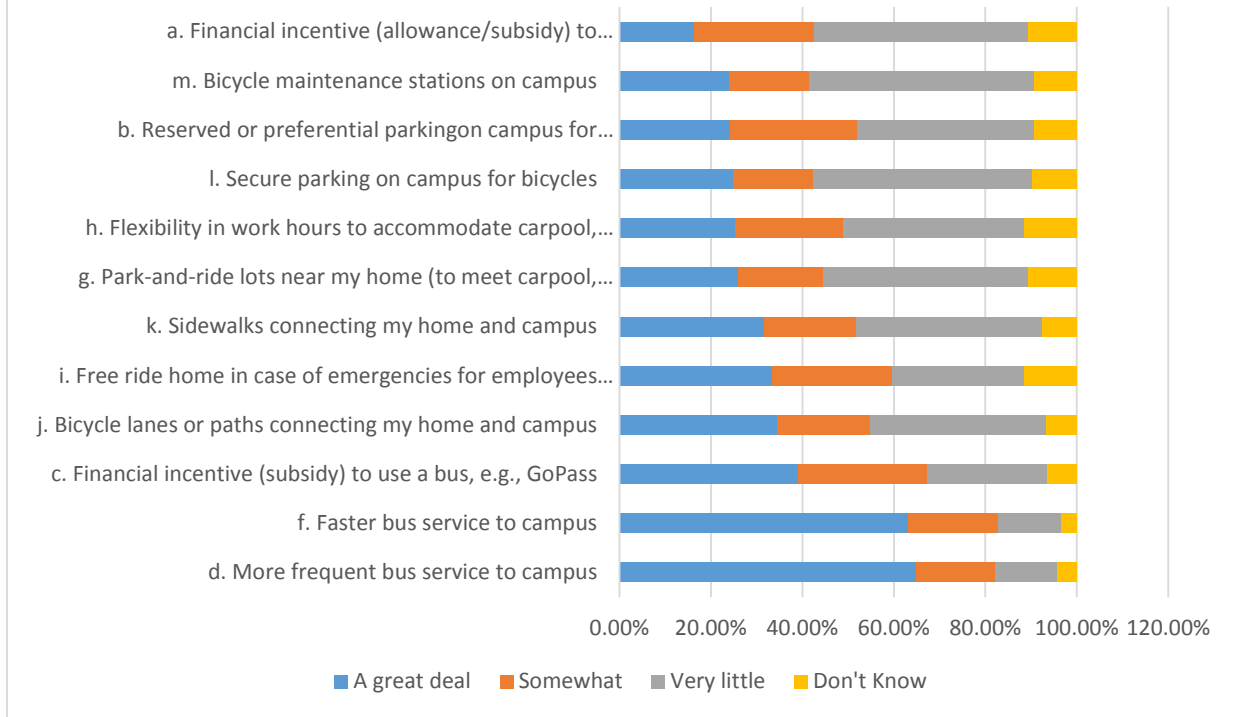
Students cited irregular schedules, the bus taking too long compared to a car, and the bus running too infrequently near their home. The majority of off campus student housing is within a ¼ mile of a Chapel Hill Transit bus stop which points to the need for increased frequency to accommodate irregular schedules. Chapel Hill Transit’s North-South Corridor Bus Rapid Transit study and

subsequent installation of a BRT system along the Martin Luther King Jr Boulevard/South Columbia Street corridor may alleviate these concerns by providing fast, frequent service to campus.

Survey respondents were asked what services or benefits would make them consider using a mode of transportation other than their personal vehicle. More frequent and faster bus service were cited as factors both employees and students provided that would make them reconsider driving to campus.



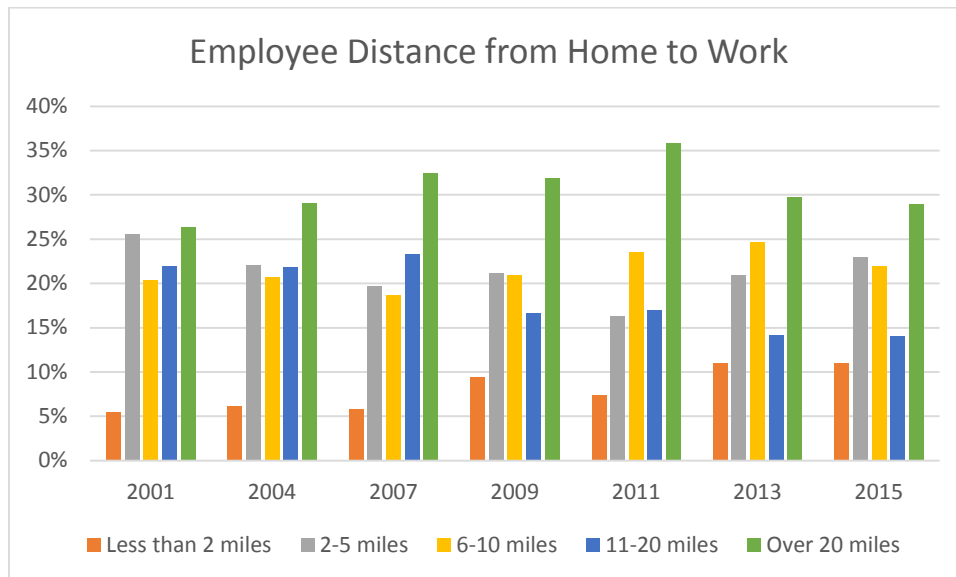
Student Influencing Factors



Distance from UNC

Employees and students who drive alone and live less than five miles from campus are at 27% and 66%, which is consistent with past surveys. Respondents living less than five miles from campus place the survey respondents within the Chapel Hill-Carrboro area and a number of different transportation options. The number of those living within five miles increased slightly to 34% from 2011's 24%. Those living over 20 miles away decreased in 2015 to 29% vs the 2011 high of 36%.

See the chart below for historical details:



The top four reasons employees living less than five miles from campus gave for not bicycling more to campus include: the roads connecting campus are unsafe, they have child care responsibilities, there is no place to shower at work, and there is a lack of bike lanes/separated paths. Students indicated that routes to campus are too hilly/difficult, roads are unsafe to ride on, there is a lack of bike lanes/paths, and there is no shower at their destination. Dedicating more transportation funding to bicycle improvements may alleviate concerns about unsafe road conditions by separating people from high speed motor vehicle traffic. Future bike share programs should consider electric bicycles as an option for those who think cycling is too difficult an endeavor. Twenty percent of employees who stop on the way to work do so to drop off and pick up children. Increasing the connectivity and safety of cycling infrastructure coupled with flexible schedules may facilitate those parents to ride with or take their children to school by bicycle.

The shift in employees driving alone and decrease in those who used Park & Ride are the only significant changes compared to the 2013 Survey. The popularity of the NC 54, Jones Ferry Road, and Regional Transit Center lots declined compared to 2013. Southpoint Mall emerged as the second most popular lot for those parking and riding a bus, increasing from 1% in 2013 to 13% in this year's survey. The District Drive lot in Raleigh also increased significantly from 1% in 2013 to 6%. This may indicate that former Park & Ride permit holders shifted to direct regional bus transit routes.







APPENDIX 1: SUMMARY OF SURVEY RESPONSES

Employee Responses

UNC Employee Commuter Survey 2015

Last Modified: 12/17/2015

1. 1. How far is it from home to your workplace?

#	Answer		Response	%
2	b. 2-5 miles		246	23%
3	c. 6-10 miles (e.g. Durham)		234	22%
5	e. 21-30 miles (e.g. Raleigh, Cary, Efland, Mebane, Apex)		214	20%
4	d. 11-20 miles (e.g. Hillsborough, Pittsboro)		153	14%
1	a. Less than 2 miles (e.g. Carrboro)		112	11%
6	f. Over 30 miles (e.g. Burlington, Henderson, Roxboro, Greensboro)		97	9%
	Total		1,056	100%

2. 2. When you drive, what major road do you use to approach campus?

#	Answer	Response	%
4	d. 54 E (From Raleigh/I-40 direction)	242	23%
3	c. 15-501 S (From Pittsboro direction)	154	15%
1	a. 86 N Martin Luther King Blvd - (From I-40/Hillsborough direction)	154	15%
2	b. 15-501 N (From I-85/Durham direction)	118	11%
5	e. 54 W Bypass (From Graham/Mebane direction)	112	11%
9	i. I never drive to campus	104	10%
8	h. Other	93	9%
6	f. W Franklin (From Carrboro direction)	43	4%
7	g. East Franklin Street (From Durham direction)	37	4%
	Total	1,057	100%

3. 3. When you drive, what street do you use to enter campus?

#	Answer	Response	%
7	g. Raleigh Rd/South Rd	195	21%
6	f. Manning Dr	181	20%
2	b. S. Columbia	151	17%
1	a. N. Columbia	84	9%
8	h. Cameron Ave	83	9%
9	i. I never drive to campus	80	9%
5	e. Hillsborough/Raleigh St	71	8%
3	c. Mason Farm Rd	54	6%
4	d. McCauley St	16	2%
	Total	915	100%

4. 4. In a typical week, how often do you commute (by car, bus, bicycle, etc.) to UNC?

#	Question	0	1	2	3	4	5	6	7	Total Responses
1	Days Per Week	33	15	13	37	66	768	64	16	1,012
2	Nights Per Week (after 6 PM)	455	98	45	25	9	26	1	5	664

5. 5. How often do you leave the campus during the day for work-related reasons?

#	Answer	Response	%
2	b. Rarely	597	58%
1	a. Never	171	17%
6	f. Once per week	107	10%
7	g. Twice per week	58	6%
3	c. Once per day	42	4%
8	h. Three or more times per week	30	3%
4	d. Twice per day	20	2%
5	e. Three or more times per day	11	1%
	Total	1,036	100%

6. 5a. If you leave campus during the day for work-related reasons, where do you go?

#	Answer	Response	%
6	f. Other (please specify):	452	62%
3	c. Administrative Office Bldg.	153	21%
1	a. Friday Center	73	10%
4	d. Facilities (Horney Bldg.)	40	6%
5	e. Frank Porter Graham	6	1%
2	b. Hedrick Office Bldg.	2	0%
	Total	726	100%

7. 5b. If you leave campus during the day, where do you usually go? Please select all that apply.

#	Answer	Response	%
8	h. Personal Appointments (Doctor, Dentist, Attorney, etc.)	606	68%
1	a. Restaurant	466	53%
2	b. Bank/Credit Union	267	30%
9	j. Other (please specify):	168	19%
3	c. Grocery Store	110	12%
4	d. Drug Store	104	12%
7	g. Other Shopping	62	7%
6	f. Gym/Fitness Center	37	4%
5	e. Dry Cleaner	15	2%

8. 5c. How do you travel when you go off campus during the day?

#	Answer	Response	%
3	c. Private car	658	67%
6	f. Walk	277	28%
1	a. Bus	259	27%
2	b. Staff car or UNC vehicle	71	7%
8	I do not leave campus during the day.	63	6%
5	e. Bicycle	55	6%
7	g. Other (please specify):	31	3%
4	d. Zipcar	15	2%

9. 6. How do you typically travel to work? Choose one option for each day. If you use more than one type of transportation on a single day, check the type you use for the longest distance of your trip.

#	Question	Tuesday	Total Responses
1	a. Drive Alone (NOT PARK & RIDE)	596	3,236
2	b. Park & Ride (served by Chapel Hill Transit)	67	337
3	c. Carpool	41	191
4	d. Vanpool	9	45
5	e. Local Bus (Chapel Hill Transit)	83	415
6	g. Motorcycle/Scooter	10	49
12	g. Regional Bus (Triangle Transit, PART, Chatham Transit)	73	357
7	h. Walk	12	84
8	i. Bicycle	51	255
9	j. Dropped off by Friend/Spouse	12	69
10	k. Telework from home	5	76
11	l. Other (Please list, the space will expand as you type):	16	95
19	m. I do not work on this day	1	491

10. 6a. When you are on campus, how do you typically travel?

#	Answer	Response	%
5	e. Walk	669	67.71%
3	c. Private Vehicle	125	12.65%
1	a. Bus	107	10.83%
2	b. UNC Vehicle	48	4.86%
4	d. Bicycle	22	2.23%
6	g.. Other	13	1.32%
7	f. Motorcycle/Scooter	4	0.40%
	Total	988	100.00%

reasons you don't use these transportation options to get to campus or don't use them more often. (Mark up to three reasons.)

#	Answer		Response	%
1	Too far to walk		561	61%
2	Too far to bike		388	42%
12	I live more than 10 miles from work		369	40%
5	Roads to campus are unsafe for biking (too much traffic, speed limit too high)		150	16%
11	Other reasons (specify)		120	13%
8	No place to shower when I get to work		100	11%
7	Lack of bike lanes or separated off-road paths on the route between my home and campus		90	10%
3	No sidewalks / incomplete sidewalks on the route between my home and work		83	9%
6	Route to campus is too hilly or difficult to ride a bike		68	7%
4	Intersections are unsafe to cross on the route between my home and work		64	7%
13	I usually walk or bike to campus		56	6%
9	No place to park a bike at my destination		6	1%

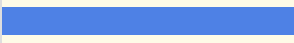



12. 8. Following is a list of services or programs available to commuters in the Triangle area. For each, please indicate if you are aware of this service and if you have used the service. Please check one option for each service.

#	Question	Aware and have used	Aware but have not used	Not Aware	Total Responses
1	a. Emergency Ride Home Program	1.73%	40.67%	57.61%	927
2	b. GoTriangle.org website	21.84%	43.24%	34.92%	925
3	c. Online ridematching service (Share The Ride NC)	2.28%	41.96%	55.76%	920
4	d. GoPerks Incentive Program	2.83%	21.30%	75.87%	920
5	e. 919-485-RIDE (7433) transportation information.	2.71%	24.78%	72.51%	924
6	f. Real-time transit arrival system (Transloc, Nextbus)	40.89%	22.89%	36.23%	922
7	g. GoTriangle Commute Cost Calculator	2.94%	19.15%	77.91%	919
8	h. Google Maps Transit Directions	30.92%	27.68%	41.41%	925

13. 8b. Following is a list of services or programs available to UNC employees. For each, please indicate if you are aware of this service and if you have used the service. Please check one option for each service.

#	Question	Aware and have used	Aware but have not used	Not Aware	Total Responses
1	a. CAP commuter benefits (carpool/vanpool, bike, walk, transit)	25.97%	45.69%	28.34%	928
2	b. GoPass (Free Annual Triangle Transit bus pass)	15.48%	43.23%	41.29%	930
3	c. Pittsboro Express (Free annual bus pass)	0.65%	35.22%	64.13%	920
4	d. Vanpool \$20 monthly subsidy	1.73%	41.45%	56.82%	924
5	e. Zipcar car share	4.22%	59.52%	36.26%	924
6	f. CAP member Zipcar discount	2.18%	33.19%	64.64%	919
7	g. CAP local merchant discounts	7.06%	37.68%	55.27%	921
8	h. Bicycle registration, U-Lock coupon	3.81%	30.61%	65.58%	918
9	i. Bicycle facilities (bike lockers, clothing lockers, showers)	1.41%	25.41%	73.18%	921
10	j. P2P Emergency Ride Back (in Chapel Hill and Carrboro)	1.85%	47.28%	50.87%	918
11	k. Point - to - Point (P2P) Campus Transit	7.51%	64.31%	28.18%	919

14. 9. Do you stop on the way to or from work on most days?

#	Answer		Response	%
4	d. No, not usually		589	63%
3	c. Yes, other (please specify)		187	20%
1	a. Yes, child pick-up or drop-off		169	18%
2	b. Yes, pick-up or drop-off spouse or friends		21	2%

17. 11. How important are each of the following factors in how you choose to get to work (e.g., car, bus, etc.)?

#	Question	Very Little	Somewhat	A Great Deal	Don't Know	Total Responses
4	4 More frequent bus service to my work site	37.26%	18.29%	39.17%	5.27%	891
6	5 Faster bus service to my work site	36.97%	19.55%	37.98%	5.51%	890
8	7 Flexibility in work hours to accommodate carpool, vanpool, or bus schedules	41.06%	17.32%	36.00%	5.62%	889
9	8 Free ride home in case of emergencies for employees who carpool / vanpool / ride buses	39.55%	21.12%	32.47%	6.85%	890
7	6 Park-and-ride lots near my home (to meet carpool, vanpool, or bus)	47.19%	17.42%	28.99%	6.40%	890
3	3 Financial incentive (subsidy) to use a bus, e.g., GoPass	50.28%	17.36%	25.64%	6.72%	893
11	10 Sidewalks connecting my home and work	57.74%	14.01%	21.69%	6.55%	885
10	9 Bike lanes or off-road paths connecting my home and work	58.07%	14.24%	21.08%	6.61%	892
13	12 Showers/locker room at work for employees who bike or walk to work	56.68%	19.98%	17.28%	6.06%	891
12	11 Secure parking at work for bikes	62.13%	15.96%	15.39%	6.52%	890
2	2 Reserved or preferential parking at work for carpools/vanpools	61.19%	12.94%	13.16%	12.71%	889
1	1 Financial incentive (allowance/subsidy) to carpool/vanpool	57.30%	19.55%	13.03%	10.11%	890

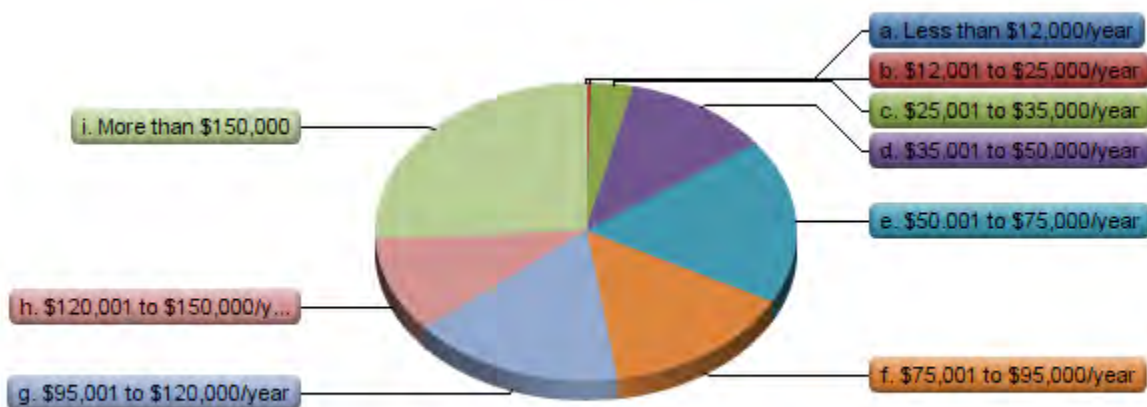
19. 13. What is your gender?

#	Answer	Response	%
1	a. Male	329	37%
2	b. Female	549	62%
3	c. Other (please specify)	3	0%
	Total	881	100%

20. 13. Your age is:

#	Answer	Response	%
5	e. 50-64 years	369	42%
4	d. 35-49 years	315	36%
3	c. 25-34 years	135	15%
6	f. 65 years or more	49	6%
2	b. 18-24 years	15	2%
1	a. 17 years or less	0	0%
	Total	883	100%

21. 14. What is the combined total annual income (before taxes) of your household?



#	Answer	Response	%
9	i. More than \$150,000	212	26%
5	e. \$50,001 to \$75,000/year	146	18%
7	g. \$95,001 to \$120,000/year	131	16%
6	f. \$75,001 to \$95,000/year	121	15%
4	d. \$35,001 to \$50,000/year	93	11%
8	h. \$120,001 to \$150,000/year	85	10%
3	c. \$25,001 to \$35,000/year	26	3%
2	b. \$12,001 to \$25,000/year	3	0%
1	a. Less than \$12,000/year	1	0%
	Total	818	100%

24. 17. Which of the following best describes your position?

#	Answer	Response	%
3	c. University Employee: Full-Time	828	94%
4	d. University Employee: Part-Time	38	4%
1	a. Hospital Employee: Full-Time	12	1%
2	b. Hospital Employee: Part-Time	0	0%
	Total	878	100%

27. 20. Do you Park & Ride (Park, then take the bus) to get to work at least one time per week?

#	Answer	Response	%
1	Yes	141	16%
2	No	745	84%
	Total	886	100%

28. 21. How do you get from your home to the Park and Ride lot?

#	Answer	Response	%
3	c. Drive	126	91%
2	b. Dropped off by friend/spouse	5	4%
5	e. Other (please specify):	4	3%
1	a. Walk	4	3%
4	d. Bicycle	0	0%
	Total	139	100%

29. 22. Which parking lot do you usually use?

13	d. Friday Center c. Southpoint Mall (Durham)	18	13%
	Village/15-501 South	17	12%
17	b. Other (please specify location):	16	11%
8	County	13	9%
11	a. District Drive (Raleigh)	9	6%
12	(Hillsborough)	8	6%
7	g. Jones Ferry Rd	8	6%
2		8	6%
1	a. Carrboro Plaza	6	4%
16		5	4%
18	f. Patterson Place Durham	4	3%
10		3	2%
5	e. NC 54	3	2%
14	Tobacco Deck (Durham)	2	1%
15	e. Regional Transit Center (RTP)	1	1%
6		0	0%

30. 23. Why do you use this lot?

#	Answer		Response	%
1	a. Closest to home		88	63%
2	b. Best bus service		31	22%
3	c. Only one with parking available		6	4%
4	d. Other		15	11%
	Total		140	100%

31. 24. How long have you been using Park & Ride (any lot)?

#	Answer		Response	%
4	d. More than 3 years		74	53%
3	c. 1-3 years		30	22%
2	b. 3 months-11 months		21	15%
1	a. Less than 3 months		14	10%
	Total		139	100%

32. 24. If you drive to work (not Park & Ride) on most days, do you...?

#	Answer		Response	%
1	a. Drive Alone		570	65%
4	d. I do not drive		226	26%
2	b. Carpool/Vanpool		47	5%
3	c. Get dropped off by friend/spouse		28	3%
	Total		871	100%

35. 27. Where do you usually park?

#	Answer	Response	%
1	a. Permit or zone parking pass (please specify permit/zone):	486	79%
5	e. Private parking arrangement (please specify)	45	7%
6	f. Other location (please list):	34	6%
3	c. Municipal parking lot or deck (please specify)	25	4%
2	b. Pay daily rate in UNC parking lot or deck (please specify lot/deck)	19	3%
4	d. On street (please specify)	6	1%
	Total	615	100%

37. 29. How do you get from where you park to your workplace?

#	Answer	Response	%
1	a. Walk	580	94%
2	b. Bike	6	1%
3	c. Take the bus (list which bus):	34	5%
	Total	620	100%

Q1.23 16. Where is your work location?

Department: (1)
Building: (2)
Campus Box #: (3)

Q1.24 17. Which of the following best describes your position?

- a. Hospital Employee: Full-Time (1)
- b. Hospital Employee: Part-Time (2)
- c. University Employee: Full-Time (3)
- d. University Employee: Part-Time (4)

Q1.25 18. What comments/suggestions do you have for improving transportation to/from and on campus?

Q1.26 19. What would encourage you to use a form of transportation other than your car?

Q1.27 Section II: Park & Ride or Bus

Q1.28 20. Do you Park & Ride (Park, then take the bus) to get to work at least one time per week?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Section III: Drive Alone (Not Park & ...

Q1.29 21. How do you get from your home to the Park and Ride lot?

- a. Walk (1)
- b. Dropped off by friend/spouse (2)
- c. Drive (3)
- d. Bicycle (4)
- e. Other (please specify): (5) _____

Q1.30 22. Which parking lot do you usually use?

- a. Carrboro Plaza (1)
- b. Eubanks Rd (2)
- d. Friday Center (4)
- e. NC 54 (5)
- f. Hedrick (6)
- g. Jones Ferry Rd (7)
- h. Chatham County (8)
- i. Southern Village/15-501 South (9)
- j. 725 MLK Blvd (Sheps Center) (10)
- a. District Drive (Raleigh) (11)
- b. Durham Tech (Hillsborough) (12)
- c. Southpoint Mall (Durham) (13)
- d. American Tobacco Deck (Durham) (14)
- e. Regional Transit Center (RTP) (15)
- f. Patterson Place Durham (18)
- a. Private off campus lot (16) _____
- b. Other (please specify location): (17) _____

Q1.31 23. Why do you use this lot?

- a. Closest to home (1)
- b. Best bus service (2)
- c. Only one with parking available (3)
- d. Other (4)

Q1.32 24. How long have you been using Park & Ride (any lot)?

- a. Less than 3 months (1)
- b. 3 months-11 months (2)
- c. 1-3 years (3)
- d. More than 3 years (4)

Q1.33 Section III: Drive Alone (Not Park & Ride) or Carpool/Vanpool

Q1.34 24. If you drive to work (not Park & Ride) on most days, do you...?

- a. Drive Alone (1)
- b. Carpool/Vanpool (2)
- c. Get dropped off by friend/spouse (3)
- d. I do not drive (4)

If d. I do not drive Is Selected, Then Skip To End of Survey

Q41 25. Please check below the reasons you don't carpool, vanpool, or ride a bus to work or don't use these transportation options more often. (Mark up to three reasons.)

- I need vehicle during work hours for business reasons (1)
- I need vehicle during work hours for personal reasons (2)
- I need vehicle on the way to/from work for personal errands or childcare/family responsibilities (3)
- My work schedule is irregular (4)
- I want my vehicle in case of an emergency (5)
- I do not know anyone with whom to carpool or vanpool (6)
- The bus trip takes too long compared to driving my car (7)
- The bus travels near my home or workplace too infrequently (8)
- Bus stop is too far from my home or workplace (9)
- Carpooling and vanpooling require too much coordination (10)
- I do not feel safe using the bus (11)
- I am not familiar with bus schedules (12)
- Other reasons (please specify) (13) _____

Q1.36 26. Including yourself, how many people typically ride in your carpool/vanpool? (Please write a number)

Q1.37 27. Where do you usually park?

- a. Permit or zone parking pass (please specify permit/zone): (1) _____
- b. Pay daily rate in UNC parking lot or deck (please specify lot/deck) (2) _____
- c. Municipal parking lot or deck (please specify) (3) _____
- d. On street (please specify) (4) _____
- e. Private parking arrangement (please specify) (5) _____
- f. Other location (please list): (6) _____

Q1.38 28. How much do you pay to park?

- a. Per day: \$ (1)
- b. Per month: \$ (2)
- c. Per year: \$ (3)

Q1.39 29. How do you get from where you park to your workplace?

- a. Walk (1)
- b. Bike (2)
- c. Take the bus (list which bus): (3) _____

APPENDIX 3: Student Survey Instrument

University Student Commuter Survey - Oct 2015

Q56 1. How far do you live from campus?

- a. Less than 2 miles (e.g. Carrboro) (1)
- b. 2-5 miles (2)
- c. 6-10 miles (e.g. Durham) (3)
- d. 11-20 miles (e.g. Hillsborough, Pittsboro) (4)
- e. 21-30 miles (e.g. Raleigh, Cary, Efland, Mebane, Apex) (5)
- f.. Over 30 miles (e.g. Burlington, Henderson, Roxboro, Greensboro) (6)

Q4 2. When you drive, what major road do you use to approach campus?

- a. Route 86 / N Martin Luther King Blvd - (From I-40/Hillsborough direction) (1)
- b. 15-501 N (From I-85/Durham direction) (2)
- c. 15-501 S (From Pittsboro direction) (3)
- d. 54 E (From Raleigh/I-40 direction) (4)
- e. 54 W Bypass (From Graham/Mebane direction) (5)
- f. W Franklin (From Carrboro direction) (6)
- g. East Franklin Street (From Durham direction) (7)
- h. I never drive to campus (9)
- i. Other (8) _____

If h. I never drive to campus is Selected, Then Skip To 4. In a typical week, how often do you...

Q5 3. When you drive, what street do you use to enter campus?

- a. N. Columbia (1)
- b. S. Columbia (2)
- c. Mason Farm Rd (3)
- d. McCauley St (4)
- e. Hillsborough/Raleigh St (5)
- f. Manning Dr (6)
- g. Raleigh Rd/South Rd (7)
- h. Cameron Ave (8)
- i. I Never Drive to Campus (9)

Q6 4. In a typical week, how often do you come to campus?

	0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 (6)	6 (7)	7 (8)
Days Per Week (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nights Per Week (after 6 PM) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 5. How often do you leave the campus during the day?

- a. Never (1)
- b. Rarely (2)
- c. One time (3)
- d. Two times (4)
- e. Three or more times (5)

If a. Never Is Selected, Then Skip To 6a. How do you typically travel to ca...

Q8 5a. If you leave campus during the day, where do you usually go?

- a. Restaurant (1)
- b. Bank/Credit Union (2)
- c. Grocery Store (3)
- d. Drug Store (4)
- e. Dry Cleaner (5)
- f. Gym/Fitness Center (6)
- g. Other Shopping (7)
- h. Personal Appointments (Doctor, Dentist, Attorney, etc.) (8)
- j. Other (please specify): (9) _____

Q10 5b. How do you travel when you go off campus?

- a. Bus (1)
- b. UNC vehicle (2)
- c. Private car (3)
- d. Zip car (4)
- e. Bicycle (5)
- f. Walk (6)
- g. Scooter (8)
- g. Other (please specify): (7) _____

Q11 6. How do you typically travel to campus? Choose one option for each day. If you use more than one type of transportation on a single day, check the type you use for the longest distance of your trip.

	Monday (1)	Tuesday (2)	Wednesday (3)	Thursday (4)	Friday (5)	Saturday (6)	Sunday (7)
a. Drive Alone (NOT PARK & RIDE) (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Park & Ride (Served by Chapel Hill Transit) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Carpool (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Vanpool (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Local Bus (Chapel Hill Transit) (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Regional Bus (Triangle Transit, PART, Chatham Transit) (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Motorcycle/scooter (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Walk (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Bicycle (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Dropped off by Friend/Spouse (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Telework from home (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Other (Please list, the space will expand as you type): (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q44 6a. If you do not usually walk or bicycle to campus, please indicate below the reasons you don't use these transportation options to get to campus or don't use them more often. (Mark up to three reasons.)

- I usually walk or bicycle to campus (12)
- Too far to walk (1)
- Too far to bike (2)
- No sidewalks / incomplete sidewalks on the route between my home and campus (3)
- Intersections are unsafe to cross on the route between my home and campus (4)
- Roads to campus are unsafe for biking (too much traffic, speed limit too high) (5)
- Route to campus is too hilly or difficult to ride a bike (6)
- Lack of bike lanes or separated off-road paths on the route between my home and campus (7)
- No place to shower when I get to campus (8)
- No place to park a bike at my destination (9)
- I live more than 10 miles from campus (11)
- Other reasons (specify) (10) _____

Q17 7. Please fill in the following table about your travel schedule to campus on a typical day (door-to-door). (Please type in the time (ex. 5:15) and select AM or PM.)

	AM (1)	PM (2)	Time (1)
Leave Home (1)	<input type="radio"/>	<input type="radio"/>	
Arrive at Campus (2)	<input type="radio"/>	<input type="radio"/>	
Leave Campus (3)	<input type="radio"/>	<input type="radio"/>	
Arrive at Home (4)	<input type="radio"/>	<input type="radio"/>	

Q16 7a. Do you stop on the way to or from campus on most days?

- a. Yes, child pick-up or drop-off (1)
- b. Yes, pick-up or drop-off spouse or friends (2)
- c. Yes, other (please specify) (3) _____
- d. No, not usually (4)

Q59 8. How do you typically travel on campus?

- a. Bus (1)
- b. UNC Vehicle (2)
- c. Private Vehicle (3)
- d. Bicycle (4)
- e. Walk (5)
- f. Scooter (6)
- g. Other (7)

Q13 9. Following is a list of services or programs available to commuters in the Triangle area. For each, please indicate if you are aware of this service and if you have used the service. Please check one option for each service.

	Aware and have used (1)	Aware but have not used (2)	Not Aware (3)
a. Emergency Ride Home Program (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. GoTriangle.org website (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Online ridematching service (Share The Ride NC) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. GoPerks Incentive Program (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. 919-485-RIDE (7433) transportation information (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Real-time transit arrival system (TransLoc, NextBus) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. GoTriangle Commute Cost Calculator (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Google Maps Transit Directions (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42 10. Following is a list of services or programs available to UNC students. For each, please indicate if you are aware of this service and if you have used the service. Please check one option for each service.

	Aware and have used (1)	Aware but have not used (2)	Not Aware (3)
a. CAP commuter benefits (carpool/vanpool, bike, walk, transit) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. GoPass (Free Annual Triangle Transit bus pass) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Pittsboro Express (Free annual bus pass) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Vanpool \$20 monthly subsidy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Zipcar car share (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. CAP member Zipcar discount (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. CAP local merchant discounts (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Bicycle registration, U-Lock coupon (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Tar Heel Bikes Bike Share (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Point - to - Point (P2P Campus Transit) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. P2P Airport Break Shuttle (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. P2P Emergency Ride Back (in Chapel Hill and Carrboro) (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 11. How much would each of the following services and benefits influence you to use the type of transportation noted in bold? If you use the service now, please indicate how much it influenced you to use that type of transportation.

	Very little (1)	Somewhat (2)	A great deal (3)	Don t Know (4)
a. Financial incentive (allowance/subsidy) to carpool/vanpool (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Reserved or preferential parking on campus for carpools/vanpools (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Financial incentive (subsidy) to use a bus, e.g., GoPass (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. More frequent bus service to campus (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Faster bus service to campus (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Park-and-ride lots near my home (to meet carpool, vanpool, or bus) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Flexibility in work hours to accommodate carpool, vanpool, or bus schedules (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Free ride home in case of emergencies for employees who carpool / vanpool / ride buses (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Bicycle lanes or paths connecting my home and campus (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Sidewalks connecting my home and campus (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Secure parking on campus for bicycles (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Bicycle maintenance stations on campus (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 12. What is your gender?

- a. Male (1)
- b. Female (2)
- c. Other (please specify) (3) _____

Q26 13. Your age is:

- a. 17 years or less (1)
- b. 18-24 years (2)
- c. 25-34 years (3)
- d. 35-49 years (4)
- e. 50-64 years (5)
- f. 65 years or more (6)

Q28 14. Where do you live?

City: (1)

County: (2)

Zipcode: (3)

Nearest Street Intersection (ex. Elm & Third): (4)

Q29 15. Which of the following best describes your student status?

- a. Undergraduate (1)
- b. Graduate (2)
- c. Professional (Medical, Health Affairs, Pharmacy, Dental, Law, etc.) (3)
- d. Post Baccalaureate (4)

Q30 16. Are you a full time or part time student?

- a. Full Time (1)
- b. Part Time (2)

Q51 17. Do you have a job off campus?

- a. Full-Time Job (1)
- b. Part-Time Job (2)
- c. I do not have an off campus job (3)

If c. I do not have an off cam... Is Selected, Then Skip To 20. What comments/suggestions do you...

Q52 18. How do you travel to your off campus job?

- a. Private Vehicle (1)
- b. Bicycle (2)
- c. Walk (3)
- d. Bus (4)
- e.. Motorcycle/Scooter (5)
- f. Other (please specify): (6) _____

Q31 19. What comments/suggestions do you have for improving transportation to/from and on campus?

Q32 20. What would encourage you to use a form of transportation other than your car?

Q33 Section II: Park & Ride or Bus

Q34 21. Do you Park & Ride (Park, then take the bus) to get to work at least one time per week?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Section III: Drive Alone (Not Park & ...

Q35 22. How do you typically get from your home to the Park and Ride lot?

- a. Walk (6)
- b. Bicycle (4)
- c. Dropped off by friend/spouse (2)
- d. Drive (3)
- e. Other (please specify): (5) _____

Q36 23. Which parking lot do you typically use?

- a. Carrboro Plaza (1)
- b. Eubanks Rd (2)
- c. Friday Center (4)
- d. NC 54 (5)
- e. Hedrick (6)
- f. Jones Ferry Rd (7)
- g. Chatham County (8)
- h. Southern Village/15-501 South (9)
- i. 725 MLK Blvd (Sheps Center) (10)
- a. District Drive (Raleigh) (11)
- b. Durham Tech (Hillsborough) (12)
- c. Southpoint Mall (Durham) (13)
- d. American Tobacco Deck (Durham) (14)
- e. Regional Transit Center (RTP) (15)
- f. Patterson Place (Durham) (19)
- a. Private off campus lot (please specify) (16) _____
- b. Other (please specify): (17) _____

Q37 24. Why do you use this lot?

- a. Closest to home (1)
- b. Best bus service (2)
- c. Only one with parking available (3)
- d. Other (4)

Q38 25. How long have you been using Park & Ride (any lot)?

- a. Less than 3 months (1)
- b. 3 months-11 months (2)
- c. 1-3 years (3)
- d. More than 3 years (4)

Q43 Section III: Drive Alone (Not Park & Ride) or Carpool/Vanpool

Q44 26. If you drive to campus (not Park & Ride) on most days, do you...?

- a. Drive alone (1)
- b. Carpool/Vanpool (2)
- c. Get dropped off by friend/spouse (3)
- d. I do not drive (4)

If d. I do not drive Is Selected, Then Skip To End of Survey

Q43 27. Please check below the reasons you don't carpool, vanpool, or ride a bus to campus or don't use these transportation options more often. (Mark up to three reasons.)

- I need a vehicle during class hours for business reasons (10)
- I need a vehicle during class hours for personal reasons (3)
- I need a vehicle on the way to/from work for personal errands or childcare/family responsibilities (4)
- My schedule is irregular (5)
- I want my vehicle in case of an emergency (6)
- I've never considered anything other than driving alone (7)
- I do not know anyone with whom to carpool or vanpool Click to write (8)
- The bus trip takes too long compared to driving my car (9)
- The bus travels near my home or workplace too infrequently (18)
- Bus stop is too far from my home or workplace (19)
- Carpooling and vanpooling require too much coordination (20)
- I do not feel safe using the bus (21)
- I am not familiar with bus schedules (22)
- Other reasons (specify) (23) _____

Q46 28. If you carpool or vanpool, how many people regularly ride in your carpool/vanpool including yourself?

Q47 29. Where do you usually park?

- a. Permit or zone parking pass (please specify permit/zone): (1) _____
- b. Pay daily rate in UNC parking lot or deck (please specify lot/deck) (2) _____
- c. Municipal parking lot or deck (please specify) (3) _____
- d. On street (please specify) (4) _____
- e. Private parking arrangement (please specify) (5) _____
- f. Other location (please list): (6) _____

Q48 30. How much do you pay to park?

- a. Per day: \$ (1)
- b. Per month: \$ (2)
- c. Per year: \$ (3)

Q49 31. How do you get from where you park to your campus destination?

- a. Walk (1)
- b. Bike (2)
- c. Take the bus (list which bus): (3) _____

