

# 2014 BIENNIAL TRANSPORTATION SURVEY REPORT



January 15, 2015

Cover image: The Lake Mendota shoreline is pictured in an aerial view of the University of Wisconsin-Madison campus looking toward the downtown Madison skyline. Credit: Jeff Miller, University Communications, UW-Madison.



Image: A State of Wisconsin vanpool vehicle sits in a parking lot at the University of Wisconsin-Madison on Jan. 31, 2012. Credit: Bryce Richter, University Communications, UW-Madison

*This report was produced by staff at the University of Wisconsin–Madison, Transportation Services.*

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## EXECUTIVE SUMMARY

This is the final report of the 2014 biennial transportation survey administered by Transportation Services (TS) at the University of Wisconsin–Madison (UW). This report includes

- a brief review of survey methodology and
- presentation of selected findings.

The survey was administered through an online questionnaire from October 28 through November 19, 2014. Three separate but similar surveys were created and sent to:

- currently enrolled UW – Madison students,
- UW - Madison faculty and staff, and
- UW Hospital employees who work at the UW Hospital main campus.

The purpose of the survey is to obtain basic transportation and commuting characteristics of students and employees. The online questionnaire had 27 questions, took an average of about 5 minutes to complete and included a comment box as the final page. More women than men responded to the survey.

The results reveal that most UW – Madison faculty and staff and UW Hospital employees drive alone to work during both good and bad weather. The most common mode for UW – Madison students during good weather was walking and for bad weather was tied between walking and taking the Madison Metro bus. Bicycling continues to be a popular mode choice for UW faculty, staff and students, especially during good weather. Carpooling, vanpooling, private commuter buses, other bus systems, motorcycles and mopeds make up a smaller mode share for all groups.

As in previous surveys, results show an association between distance (from home to campus/the hospital) and mode choice. Those with a shorter distance reported higher mode shares of walking and biking while those with greater commute distance tend to drive alone.

Weather is also a factor in mode choice. Bad weather means respondents were more likely to drive alone or use the bus over walking, biking and other modes. Students are most likely to utilize the campus bus on a frequent basis during the day and night in any weather.

The survey is a snapshot of transportation on the UW - Madison campus and at the UW Hospital. Collecting this data helps Transportation Services better serve customers and tracking these trends over time helps plan for future transportation improvements.

More information on methodology can be found in Section II and results can be found in Section III or in Appendix A, B or C.



*Image: Bicyclists pedal in the bike lane along University Avenue against a backdrop of car lights and rush hour-traffic traveling through the heart of the University of Wisconsin-Madison campus at nightfall. In the background at left is a Madison Metro bus. Credit: Jeff Miller, University Communications, UW - Madison.*

## **I. INTRODUCTION**

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### **A. UNIVERSITY OF WISCONSIN - MADISON**

In achievement and prestige, the UW - Madison has long been recognized as one of America's great universities. A public, land-grant institution, UW - Madison offers a complete spectrum of liberal arts studies, professional programs and student activities. Spanning 936 acres along the southern shore of Lake Mendota, the campus is located in Madison, Wisconsin. The University has a student enrollment of 42,820, faculty and staff numbering 21,727 and nearly 415,000 living alumni. More information about the University can be found here: [www.wisc.edu](http://www.wisc.edu). The 2005 campus master plan can be accessed at the following website: [www.uc.wisc.edu/masterplan/](http://www.uc.wisc.edu/masterplan/). A technical Transportation Element can be found here: <https://fpm-www3.fpm.wisc.edu/campusplanning/>.

### **B. TRANSPORTATION SERVICES**

The mission of Transportation Services is to “provide innovative transportation solutions that serve and support the University of Wisconsin-Madison.” Our objective is to “sustain and strengthen our cutting edge transportation programs” through our strategic priorities, which include amplifying customer service, accelerating multimodal transportation initiatives, and advancing technology to stay on the cutting edge. As an auxiliary enterprise, Transportation Services does not receive state funding. TS funding sources include parking revenues, student fees as designated by ASM, program revenue and fees, citation revenue and other income. Expenditures include capital and interest expense, salaries and fringe benefits, supplies and services, campus bus service, and the UW employee bus pass program. Expenditures total approximately \$20 million in fiscal year 2015.

Charged with overseeing transportation on the UW - Madison campus, TS administers numerous programs that strive to meet the needs of campus visitors, employees, and students. TS manages about 13,000 parking stalls and much of the associated infrastructure. TS also manages commuter solutions programs such as carpooling, walking, biking and an employee bus pass program.

### **C. SURVEY PURPOSE AND SCOPE**

UW - Madison has a long history of surveying on transportation behavior. Surveys have been completed by Transportation Services in 1979, every year from 1981 to 1991, and roughly every other year since 1991. UW - Madison is unique amongst its peer institutions for tracking transportation trends for such a long period of time.

The purpose of the 2014 biennial transportation survey is to better understand transportation characteristics of UW - Madison students, UW - Madison employees and UW Hospital employees. The scope of the survey includes transportation to, from and within the UW - Madison campus. The survey does not ask attitudinal questions. Each biennial survey strives to maintain consistency with previous surveys to improve the Department’s understanding of transportation trends over time.



## **II. SURVEY METHODOLOGY**

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Between 1997 and 2009, data collection for the surveys was completed by the UW Survey Center via hard copy paper surveys mailed to students and faculty/staff (and, beginning in 2006, to UW Hospital employees). With advances in web-based surveys and in light of the high relative cost of paper surveys and ever-tightening budgets, the 2010, 2012 and 2014 surveys were administered online by TS staff.

Online surveys offer several advantages to paper-based surveys including lower cost, easier and quicker analysis, and faster reporting of results. In addition, home and work address data kept by several different sources for students, faculty and staff has become less reliable over time making paper survey mailings less effective and more costly.

In light of the change in survey method, UW Transportation Services is very aware that variations in response rate, response bias, and trends may occur. For this reason, we consider the 2010 survey something of a baseline to measure against future web-based surveys. Comparisons to surveys prior to 2010 must be made carefully due to the very different nature of online compared to paper surveys.

### **A. SURVEY DESIGN**

This biennial survey is used to conduct longitudinal analysis meaning consistency from year to year is important. Considering this, the 2014 survey is very similar to the 2010 and 2012 biennial transportation surveys with no additional questions or major changes to survey design. Small changes to readability and survey accessibility were made. See Appendix A, B and C for the survey questions and results.

### **B. SURVEY TARGETS**

The survey targets were registered UW - Madison students, UW - Madison faculty and staff, and UW Hospital and Clinics staff. UW Hospital and Clinics staff employed at locations other than the main UW Hospital campus were not considered part of the study population.

The survey targets were identified by collecting email addresses from data sources. If a member of the above identified groups did not have an email address on file then they were not included in the final survey sample. We anticipate that the majority of survey targets had an active email address.

### **C. SAMPLE DESIGN**

The study population is all currently enrolled UW - Madison students, UW - Madison faculty and staff, and UW Hospital and Clinics employees who work on the UW - Madison campus. The sampling frame is all cases of email addresses collected from the population.

5,295 records were obtained from UW Health for all employees that work at the UW Hospital main campus.

41,033 records were obtained from the Registrar's office for enrolled UW - Madison students.

20,570 records were obtained from the UW Division of Information Technology for UW faculty and staff.

#### *Sample Size*

A target of 500 responses for each of the three categories has been used in past surveys and is the target for this survey. Sampling 2,000 faculty and staff and 2,000 UW Hospital employees will typically



yield at least 500 responses each. To obtain 500 responses from students the sample size was increased to 3,000 due to the consistently low response rate of this segment.

*Sample Selection*

Microsoft Excel was used to generate random numbers. These random numbers were assigned to email addresses. Those numbers were then sorted from lowest to highest and the first 2,000 (fac/staff & hospital) or 3,000 (student) records were selected for sampling.

**D. PRE-TEST**

A pre-test was conducted by sending the draft survey out to Transportation Services staff. No major issues were identified with the format, wording or function of the survey.

**E. EMAIL INVITATIONS**

Survey invitations were sent via email to random participants broken down among three groups as defined in the sampling plan. The email contained instructions for taking the survey and an individual link for the survey. The link was unique to the user and could only be used to take the survey once. Survey participants were allowed to return to the survey if they did not complete it.

A second email contained a reminder to take the survey and was sent 9 days after the first email. The second email was sent only to those participants that had not yet completed the survey.

A third email was sent 8 days after the first reminder and contained a final reminder to take the survey. The email was only sent to those participants that had not yet completed the survey.

The survey closed at 8AM on November 20<sup>th</sup>. Responses were saved by the Qualtrics survey software online. Responses were downloaded in several formats including Excel and PDF with all raw data to serve as a backup.

Table 1: Email Invitation Schedule

|                    | <b>INITIAL INVITE</b> | <b>1<sup>ST</sup> REMINDER</b> | <b>2<sup>ND</sup> REMINDER*</b> | <b>CLOSE</b>      |
|--------------------|-----------------------|--------------------------------|---------------------------------|-------------------|
| <b>All Surveys</b> | Tue., Oct. 28 1PM     | Thu., Nov. 6 9AM               | Fri., Nov. 14 1PM               | Thu., Nov. 20 8AM |

\*This reminder only sent to students as UW Hospital and fac/staff response goals had been met.

### III. RESULTS

This section includes selected results compared across students, UW faculty/staff and UW Hospital employees. Also included are basic statistics for survey duration, start time and date. For complete results see Appendix A, B, and C. A few cross-tab data tables are also presented. The data are not weighted. Response rates for the 2014 survey were lower than those of the 2012 survey. Survey timing, quality of email addresses from sources, junk mail filters and other factors may have contributed to a decline in response rates.

Table 2: Response Summary

|                      | INVITATIONS SENT | SURVEYS STARTED* | SURVEYS COMPLETED | RESPONSE RATE |
|----------------------|------------------|------------------|-------------------|---------------|
| <b>Students</b>      | 3,000            | 509              | 461               | 15.4%         |
| <b>Faculty/Staff</b> | 2,000            | 623              | 596               | 29.8%         |
| <b>Hospital</b>      | 2,000            | 773              | 744               | 37.2%         |

\*Responses from partially completed surveys are included in analysis and final reporting.

Figure 1: Survey Response Duration

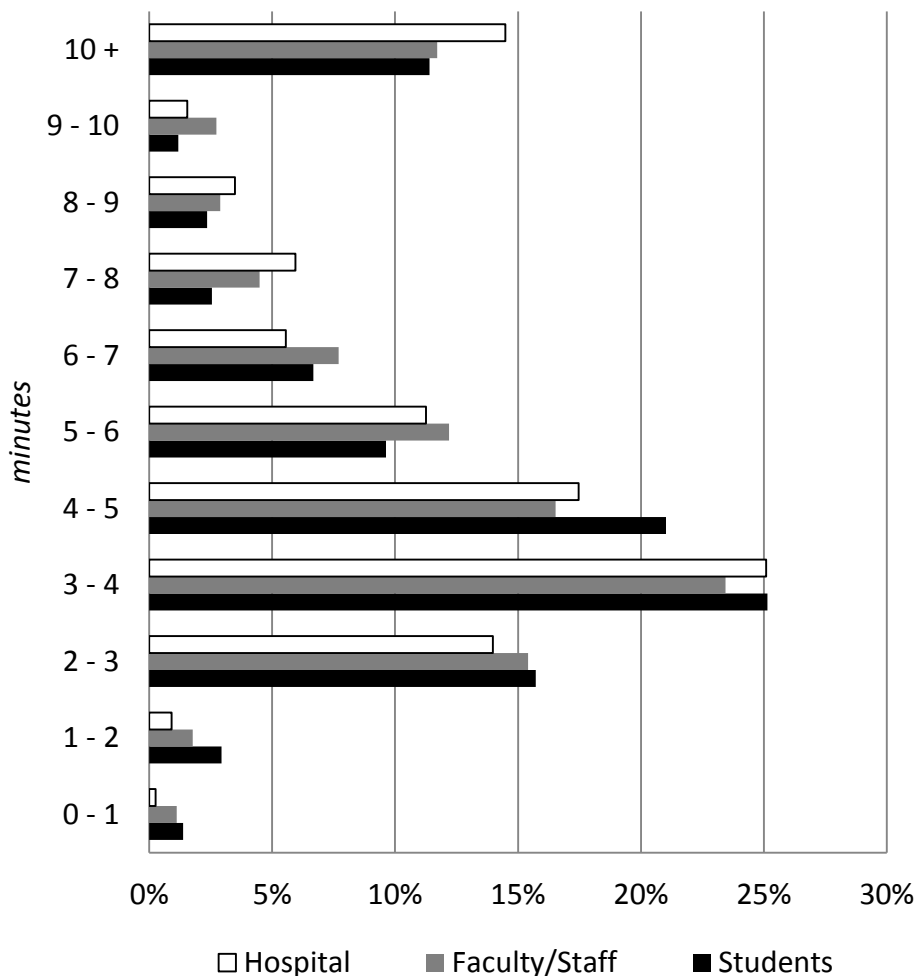


Figure 2: Survey Response Dates

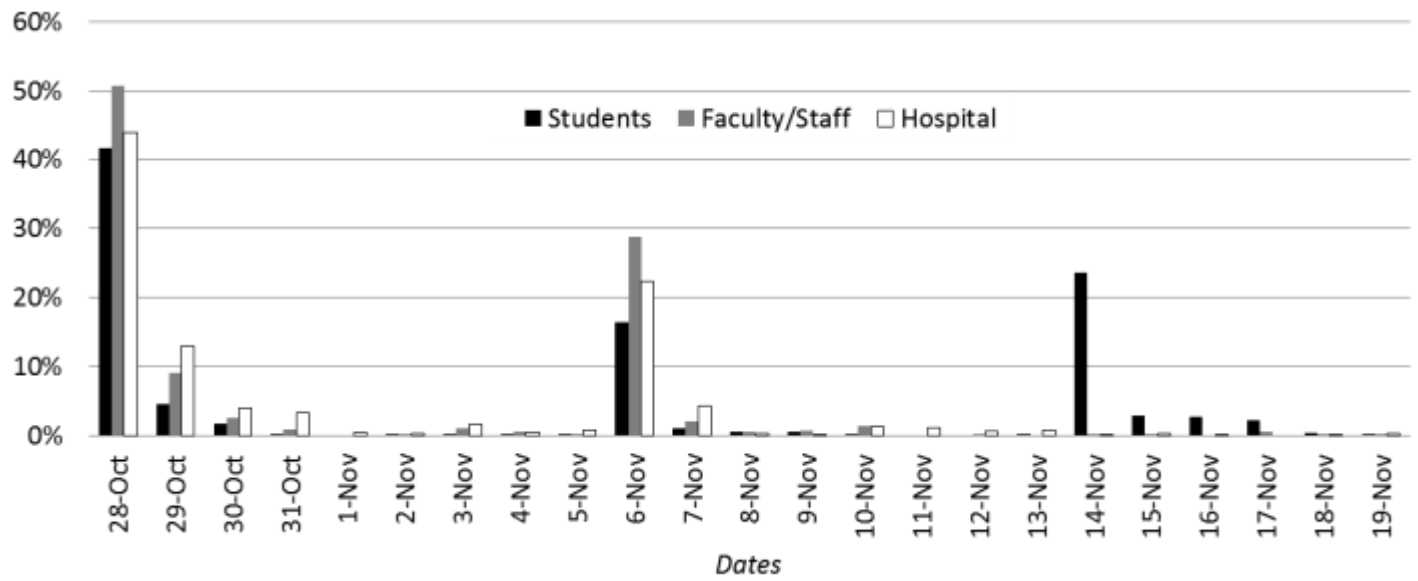
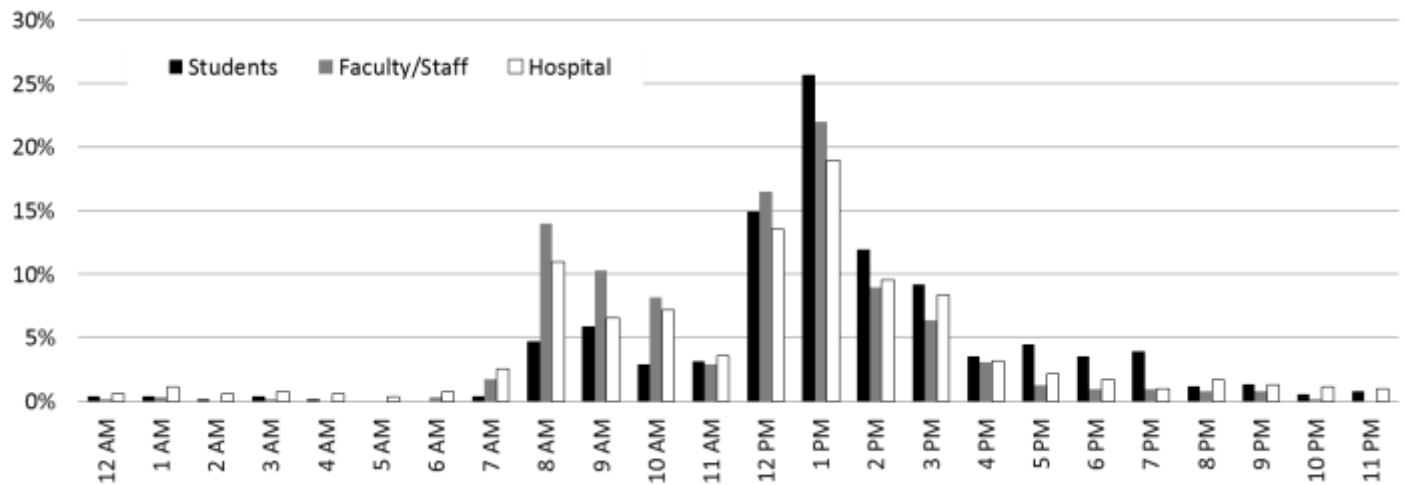


Figure 3: Survey Start Times



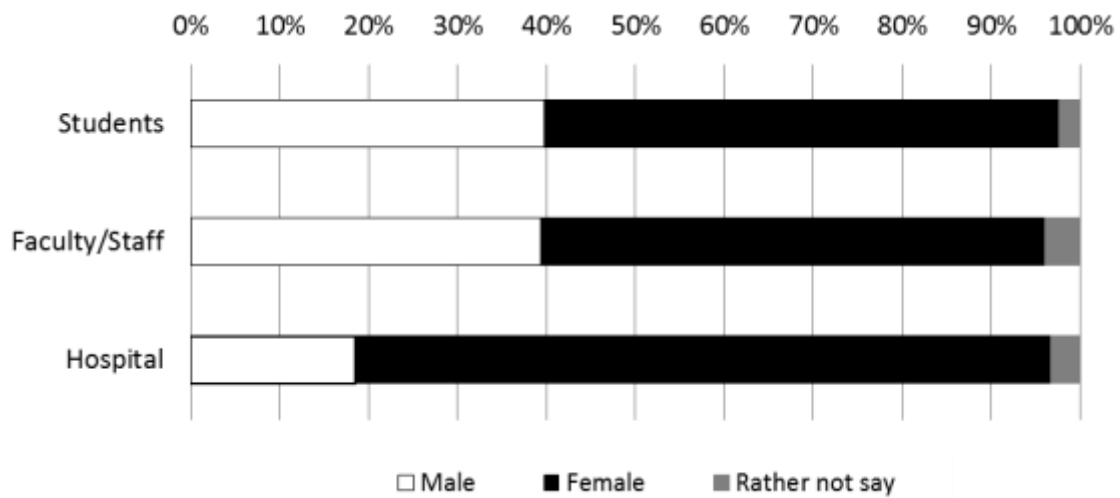
## A. RESULTS BY QUESTION

### What is your sex?

Table 3: Survey Respondents by Sex

|                      | Male |       | Female |       | Rather not say |      | Total |
|----------------------|------|-------|--------|-------|----------------|------|-------|
| <b>Students</b>      | 182  | 39.7% | 265    | 57.9% | 11             | 2.4% | 458   |
| <b>Faculty/Staff</b> | 235  | 39.3% | 339    | 56.7% | 24             | 4.0% | 598   |
| <b>Hospital</b>      | 137  | 18.5% | 580    | 78.2% | 25             | 3.4% | 742   |
| <b>Total</b>         | 554  | 30.8% | 1,184  | 65.9% | 60             | 3.3% | 1,798 |

Figure 4: Survey Respondents by Sex

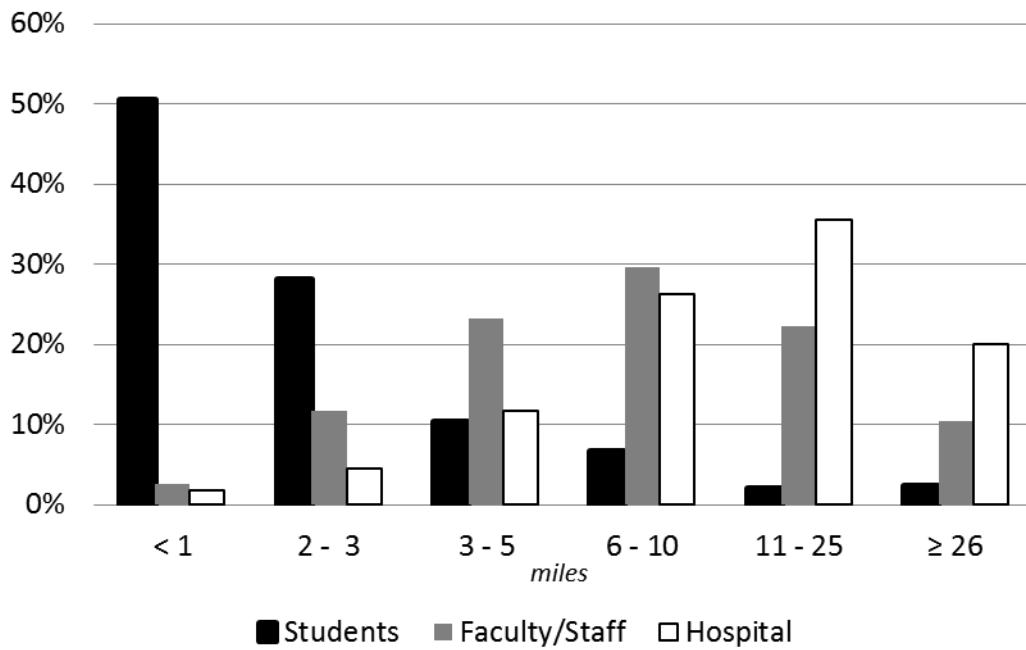


**How many miles is it one way from your current daily residence to campus / the hospital?**

Table 4: One-way Distance to Campus

|               | <i>miles</i>  |     |              |     |              |     |               |     |                |     |             |     | <b>Total</b> |
|---------------|---------------|-----|--------------|-----|--------------|-----|---------------|-----|----------------|-----|-------------|-----|--------------|
|               | <b>&lt; 1</b> |     | <b>2 - 3</b> |     | <b>3 - 5</b> |     | <b>6 - 10</b> |     | <b>11 - 25</b> |     | <b>≥ 26</b> |     |              |
| Students      | 257           | 50% | 143          | 28% | 53           | 10% | 34            | 7%  | 10             | 2%  | 12          | 2%  | 509          |
| Faculty/Staff | 16            | 3%  | 73           | 12% | 145          | 23% | 185           | 30% | 139            | 22% | 65          | 10% | 623          |
| Hospital      | 14            | 2%  | 35           | 5%  | 91           | 12% | 203           | 26% | 275            | 36% | 155         | 20% | 773          |
|               | 287           | 15% | 251          | 13% | 289          | 15% | 422           | 22% | 424            | 22% | 232         | 12% | 1,905        |

Figure 5: One-way Distance to Campus



## During good/bad weather what is your most frequent way of traveling to campus?

Table 5: Travel Mode to Campus

|              | Students   |            | Faculty/Staff |            | Hospital   |            | GW Total     | BW Total     |
|--------------|------------|------------|---------------|------------|------------|------------|--------------|--------------|
|              | GW         | BW         | GW            | BW         | GW         | BW         |              |              |
| Walk         | 250        | 161        | 26            | 15         | 14         | 13         | 290          | 189          |
| Bicycle      | 112        | 17         | 108           | 23         | 40         | 5          | 260          | 45           |
| Moped        | 12         | 8          | 5             | 0          | 1          | 0          | 18           | 8            |
| Motorcycle   | 2          | 0          | 5             | 0          | 13         | 0          | 20           | 0            |
| Drive alone  | 27         | 36         | 321           | 346        | 538        | 571        | 886          | 953          |
| Private bus  | 0          | 2          | 1             | 0          | 7          | 5          | 8            | 7            |
| Drop off     | 4          | 7          | 16            | 30         | 18         | 32         | 38           | 69           |
| Carpool      | 3          | 5          | 20            | 23         | 29         | 28         | 52           | 56           |
| Vanpool      | 0          | 0          | 13            | 11         | 2          | 2          | 15           | 13           |
| Metro bus    | 72         | 161        | 86            | 144        | 85         | 88         | 243          | 393          |
| Campus bus   | 22         | 103        | 3             | 10         | 0          | 1          | 25           | 114          |
| Other bus    | 0          | 1          | 1             | 0          | 4          | 4          | 5            | 5            |
| Other        | 2          | 2          | 14            | 15         | 20         | 21         | 36           | 38           |
| <b>Total</b> | <b>506</b> | <b>503</b> | <b>619</b>    | <b>617</b> | <b>771</b> | <b>770</b> | <b>1,896</b> | <b>1,890</b> |

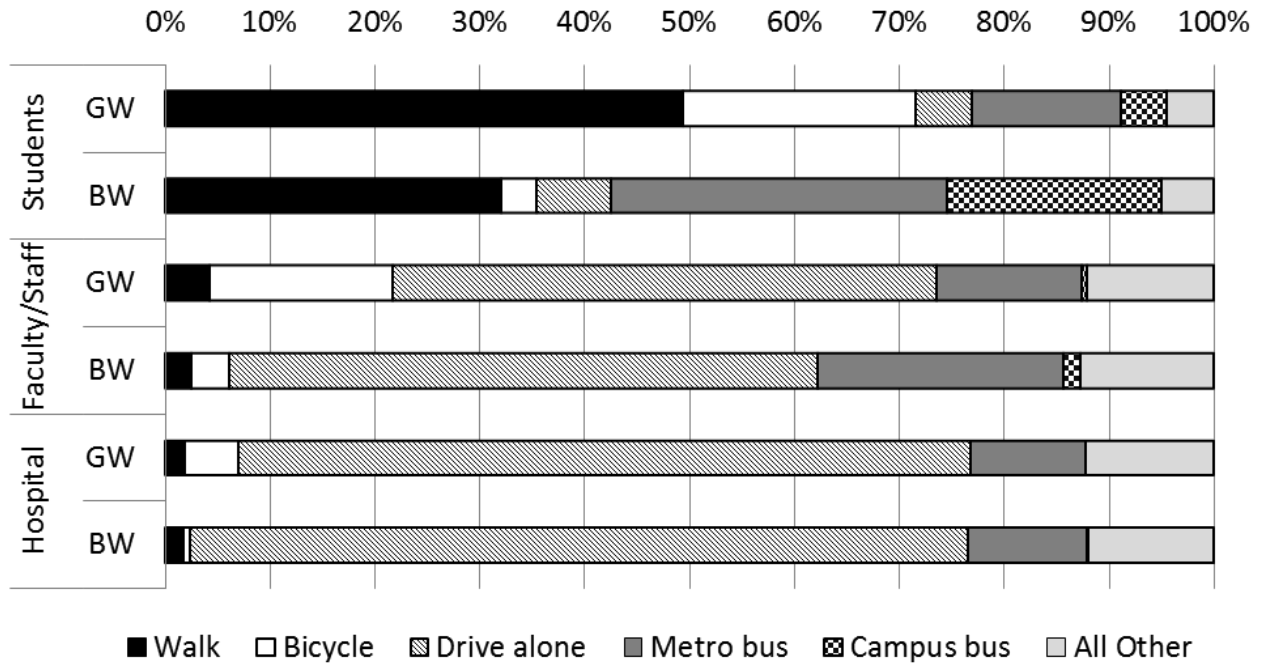
Note: GW=Good Weather, BW=Bad Weather

Table 6: Travel Mode to Campus (Percent)

|              | Students    |             | Faculty/Staff |             | Hospital    |             |
|--------------|-------------|-------------|---------------|-------------|-------------|-------------|
|              | GW          | BW          | GW            | BW          | GW          | BW          |
| Walk         | 49%         | 32%         | 4%            | 2%          | 2%          | 2%          |
| Bicycle      | 22%         | 3%          | 17%           | 4%          | 5%          | 1%          |
| Moped        | 2%          | 2%          | 1%            | 0%          | 0%          | 0%          |
| Motorcycle   | 0%          | 0%          | 1%            | 0%          | 2%          | 0%          |
| Drive alone  | 5%          | 7%          | 52%           | 56%         | 70%         | 74%         |
| Private bus  | 0%          | 0%          | 0%            | 0%          | 1%          | 1%          |
| Drop off     | 1%          | 1%          | 3%            | 5%          | 2%          | 4%          |
| Carpool      | 1%          | 1%          | 3%            | 4%          | 4%          | 4%          |
| Vanpool      | 0%          | 0%          | 2%            | 2%          | 0%          | 0%          |
| Metro bus    | 14%         | 32%         | 14%           | 23%         | 11%         | 11%         |
| Campus bus   | 4%          | 20%         | 0%            | 2%          | 0%          | 0%          |
| Other bus    | 0%          | 0%          | 0%            | 0%          | 1%          | 1%          |
| Other        | 0%          | 0%          | 2%            | 2%          | 3%          | 3%          |
| <b>Total</b> | <b>100%</b> | <b>100%</b> | <b>100%</b>   | <b>100%</b> | <b>100%</b> | <b>100%</b> |

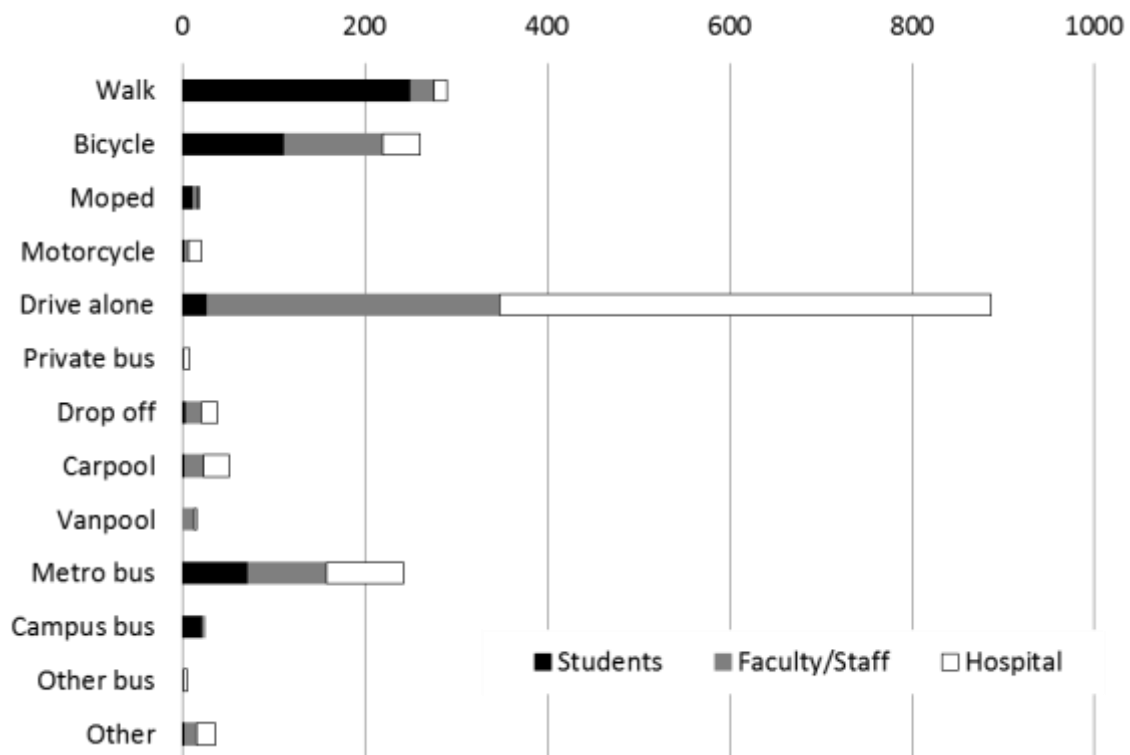
Note: GW=Good Weather, BW=Bad Weather

Figure 6: Travel Mode to Campus



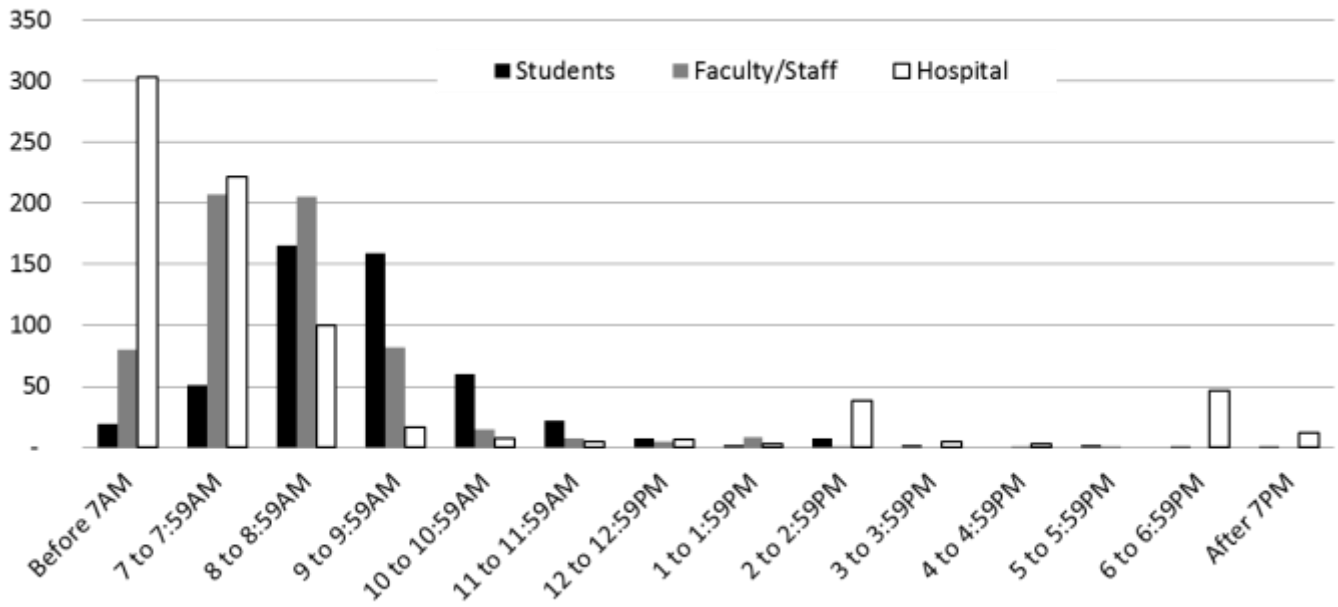
Note: GW=Good Weather, BW=Bad Weather. Modes with 5% or more mode share are shown individually.

Figure 7: Travel Mode to Campus (Good Weather)



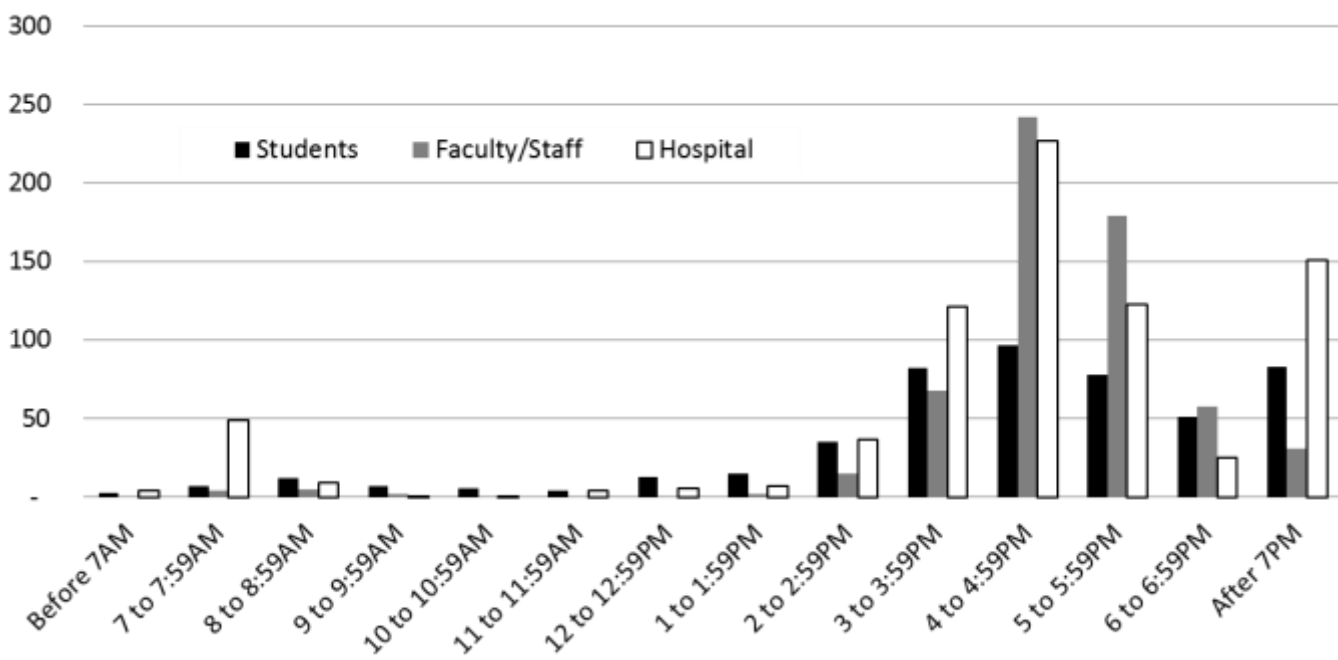
**When do you usually arrive on campus/to the hospital for the day?**

Figure 8: Arrival Time to Campus/Hospital



**When do you usually leave campus/the hospital for the day?**

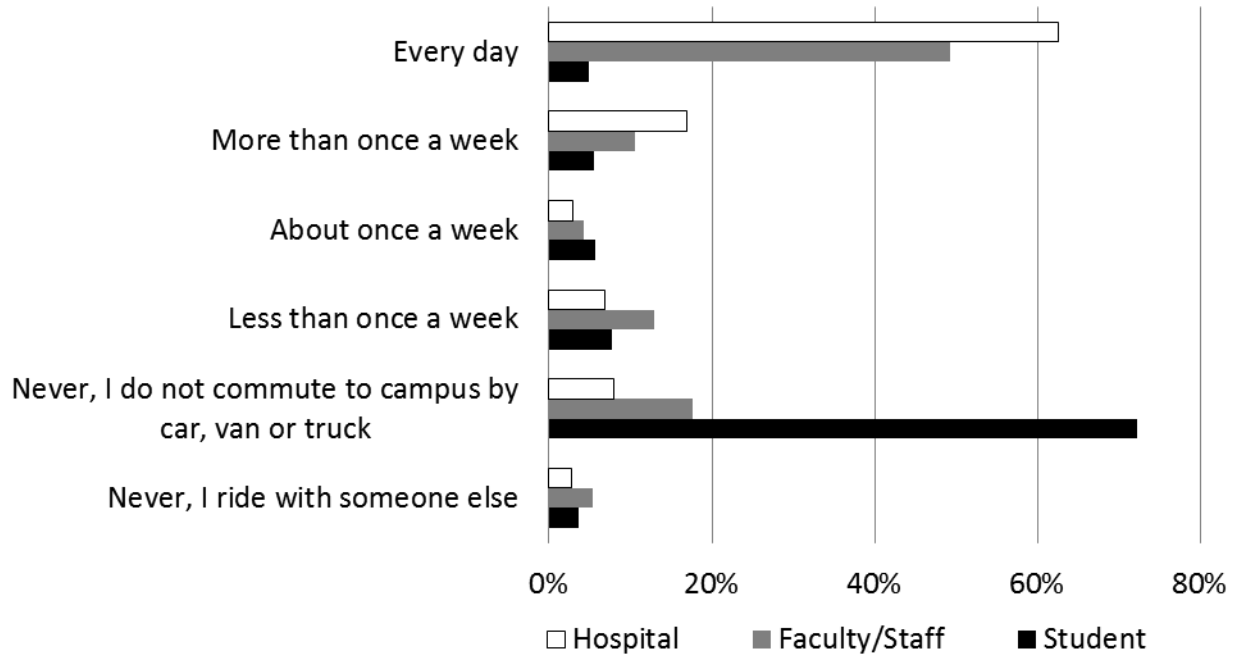
Figure 9: Departure Time from Campus/Hospital





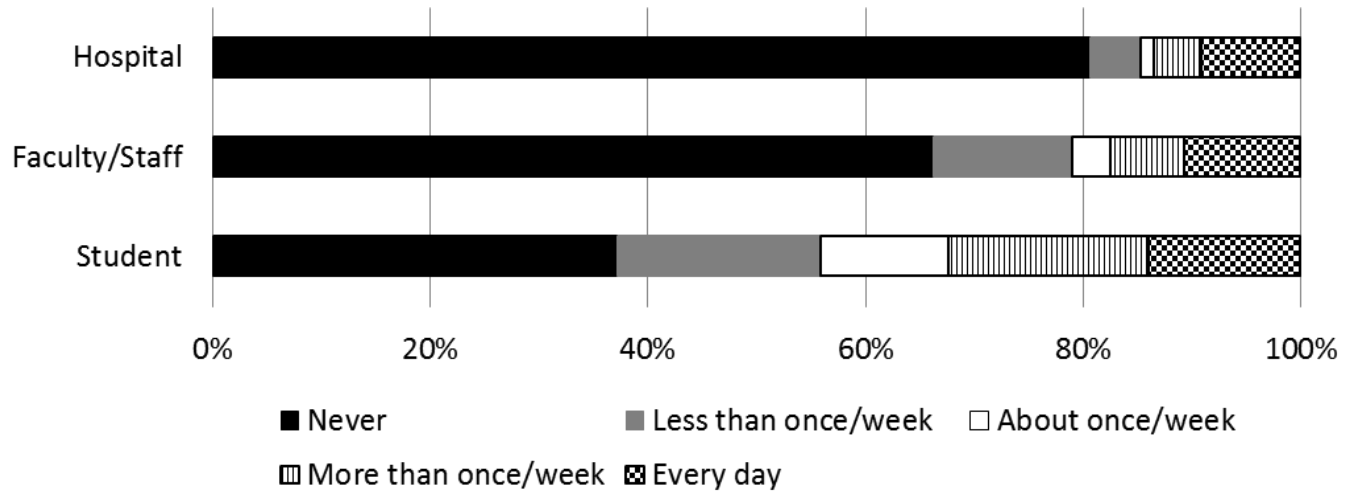
**On average, how many days a week do you DRIVE a car, van, or truck to campus? (Not motorcycle, scooter, moped, etc.)**

Figure 10: Frequency Driving to Campus



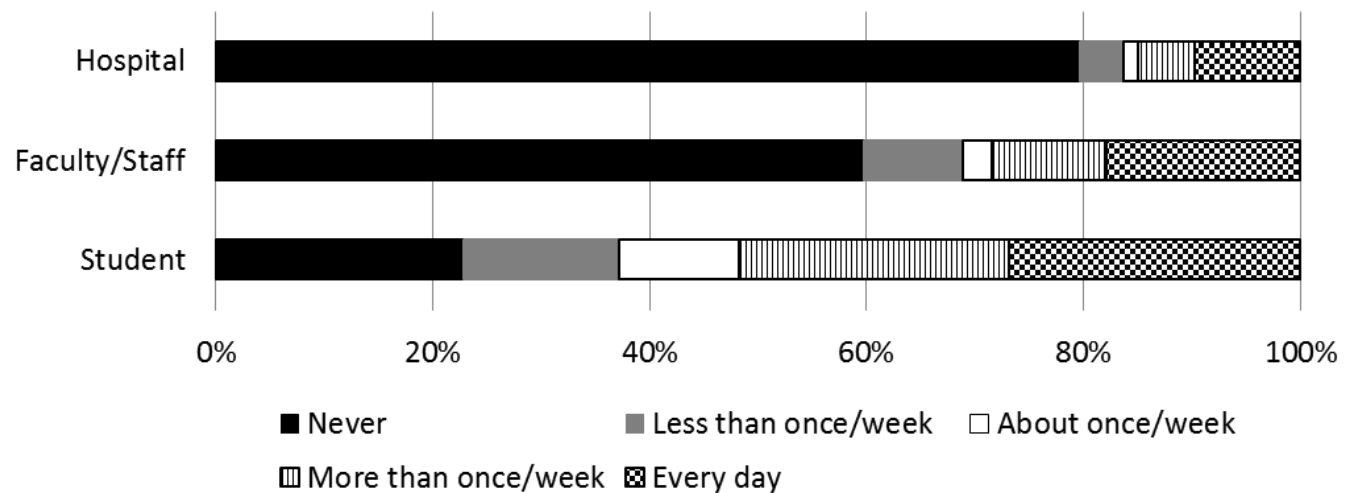
**During GOOD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?**

Figure 11: Ride Metro Bus (Good Weather)



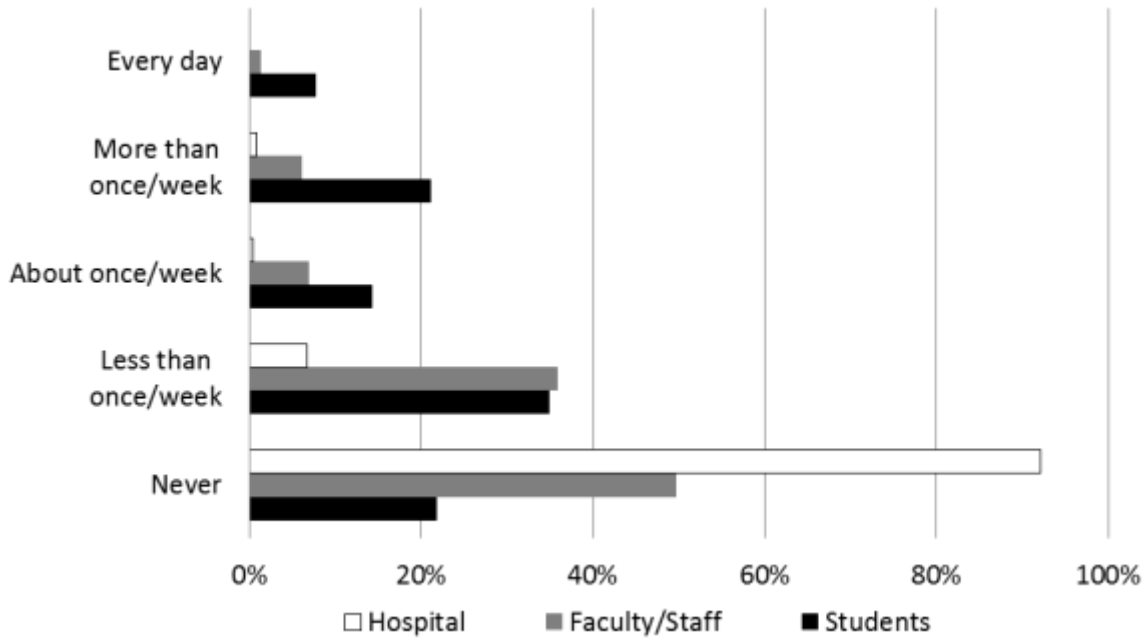
**During BAD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?**

Figure 12: Ride Metro Bus (Bad Weather)



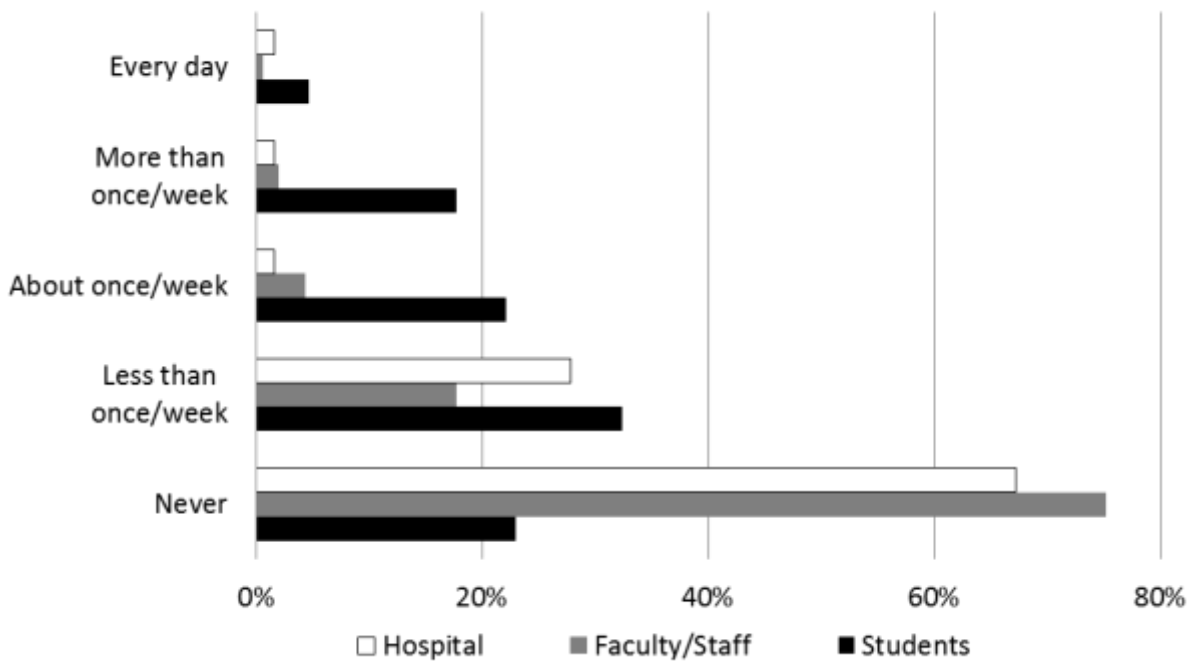
**How often, if ever, do you ride the campus bus (Routes 80, 81, 82, 84)?**

Figure 13: Frequency Riding the Campus Bus



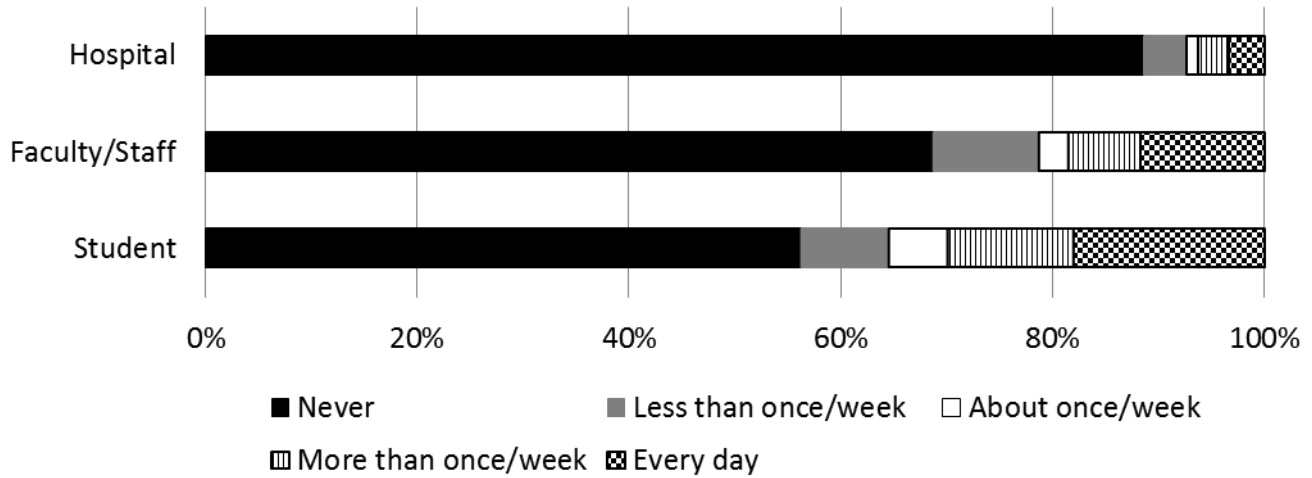
**How often, if ever, do you ride the campus bus AT NIGHT (Routes 80, 81, 82)?**

Figure 14: Frequency Riding the Campus Bus at Night



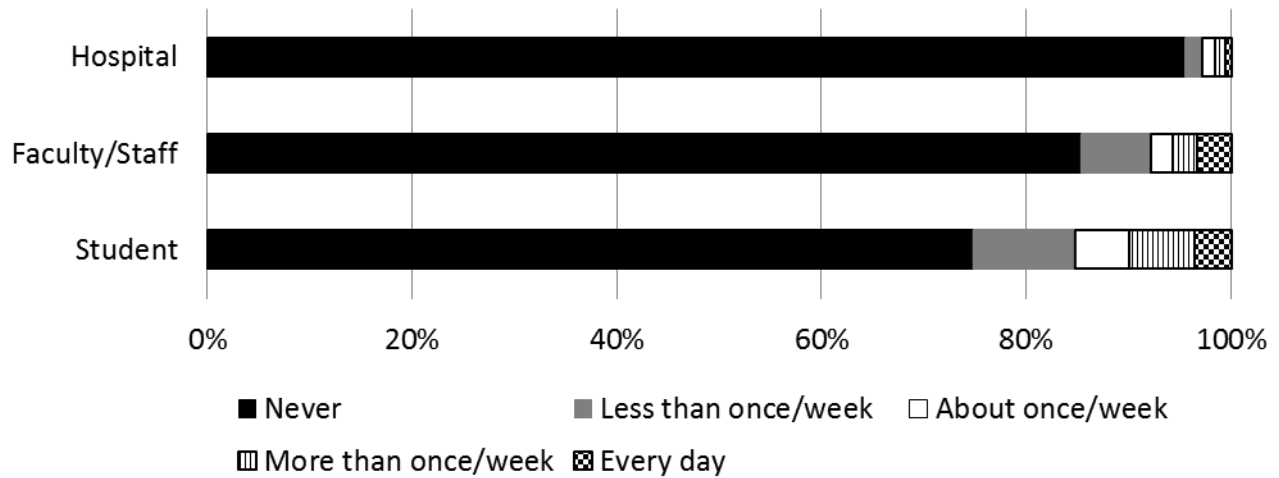
**How often, if ever, do you bicycle to campus in GOOD WEATHER?**

Figure 15: Bicycle to Campus (Good Weather)



**How often, if ever, do you bicycle to campus in BAD WEATHER?**

Figure 16: Bicycle to Campus (Bad Weather)



## B. CROSS-TABBED RESULTS

Selected cross-tabbed tables are presented below.

Table 7: Mode by Distance (Faculty/Staff, Good Weather)

*Please answer the following questions for times that you travel to the UW campus for work. Please select one.*

|   |   | Less than 1 mile | 1 to 3 miles | 3 to 5 miles | 6 to 10 miles | 11 to 25 miles | 26 miles or more |
|---|---|------------------|--------------|--------------|---------------|----------------|------------------|
| <i>During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.</i> | Walk  | 63%              | 19%          | 1%           | 0%            | 0%             | 0%               |
|   | Bicycle   | 19%              | 41%          | 36%          | 10%           | 3%             | 0%               |
|   | Moped   | 0%               | 3%           | 1%           | 1%            | 0%             | 0%               |
|   | Motorcycle  | 0%               | 1%           | 1%           | 1%            | 0%             | 2%               |
|   | Drive alone in a car, truck, or van               | 0%               | 16%          | 35%          | 59%           | 78%            | 65%              |
|   | Private commuter bus (i.e. intercity bus service) | 0%               | 0%           | 0%           | 0%            | 1%             | 0%               |
|   | Someone drops me off (not carpool)                | 0%               | 3%           | 3%           | 2%            | 3%             | 5%               |
|   | Carpool member                                    | 0%               | 1%           | 1%           | 5%            | 4%             | 5%               |
|   | State vanpool member                              | 0%               | 0%           | 0%           | 0%            | 1%             | 17%              |
|   | Madison Metro city bus (NOT Route 80, 81, 82, 84) | 13%              | 12%          | 20%          | 17%           | 8%             | 5%               |
|   | Campus Bus (Route 80, 81, 82, 84)                 | 6%               | 1%           | 1%           | 0%            | 0%             | 0%               |
|   | Other public bus system (i.e. Monona Transit)     | 0%               | 0%           | 0%           | 1%            | 0%             | 0%               |
|   | Other   | 0%               | 1%           | 0%           | 4%            | 2%             | 3%               |
|   | Total   | 100%             | 100%         | 100%         | 100%          | 100%           | 100%             |

This table should be interpreted as: 63% of faculty/staff who live less than one mile from campus walk to work during good weather.

Table 8: Mode by Distance (Students, Good Weather)

|   |   | <i>How many miles is it one way from your current daily residence to campus? Please select one.</i> |              |              |               |                |                  |
|---|---|---|--------------|--------------|---------------|----------------|------------------|
|   |   | Less than 1 mile  | 1 to 2 miles | 3 to 5 miles | 6 to 10 miles | 11 to 25 miles | 26 miles or more |
| During GOOD WEATHER, what is your most frequent way of traveling to campus?<br>Please select one. | Walk  | 70%   | 43%          | 12%          | 3%            | 0%             | 8%               |
|   | Bicycle   | 21%   | 30%          | 21%          | 12%           | 0%             | 0%               |
|   | Moped   | 2%  | 3%           | 2%           | 0%            | 0%             | 0%               |
|   | Motorcycle  | 0%  | 0%           | 2%           | 3%            | 0%             | 0%               |
|   | Drive alone in a car, truck, or van               | 0%  | 0%           | 8%           | 26%           | 78%            | 50%              |
|   | Private commuter bus (i.e. intercity bus service) | 0%  | 0%           | 0%           | 0%            | 0%             | 0%               |
|   | Someone drops me off (not carpool)                | 0%  | 1%           | 0%           | 6%            | 0%             | 8%               |
|   | Carpool member                                    | 0%  | 0%           | 0%           | 0%            | 0%             | 25%              |
|   | State vanpool member                              | 0%  | 0%           | 0%           | 0%            | 0%             | 0%               |
|   | Madison Metro city bus (NOT Route 80, 81, 82, 84) | 1%  | 17%          | 48%          | 50%           | 22%            | 0%               |
|   | Campus Bus (Route 80, 81, 82, 84)                 | 4%  | 5%           | 8%           | 0%            | 0%             | 0%               |
|   | Other public bus system (i.e. Monona Transit)     | 0%  | 0%           | 0%           | 0%            | 0%             | 0%               |
|   | Other   | 0%  | 0%           | 0%           | 0%            | 0%             | 8%               |
| Total   |   | 100%  | 100%         | 100%         | 100%          | 100%           | 100%             |

This table should be interpreted as: 70% of students who live less than one mile from campus walk to campus during good weather.

Table 9: Mode by Distance (Hospital, Good Weather)

*How many miles is it one way from your current daily residence to the hospital? Please select one.*

|   | Less than 1 mile | 1 to 2 miles | 3 to 5 miles | 6 to 10 miles | 11 to 25 miles | 26 miles or more |
|---|------------------|--------------|--------------|---------------|----------------|------------------|
| Walk  | 38%              | 11%          | 2%           | 0%            | 0%             | 1%               |
| Bicycle   | 46%              | 26%          | 18%          | 4%            | 0%             | 0%               |
| Moped   | 0%               | 3%           | 0%           | 0%            | 0%             | 0%               |
| Motorcycle  | 0%               | 0%           | 0%           | 2%            | 3%             | 1%               |
| Drive alone in a car, truck, or van               | 0%               | 23%          | 49%          | 68%           | 83%            | 78%              |
| Private commuter bus (i.e. intercity bus service) | 0%               | 3%           | 2%           | 0%            | 1%             | 0%               |
| Someone drops me off (not carpool)                | 0%               | 0%           | 3%           | 3%            | 1%             | 3%               |
| Carpool member                                    | 0%               | 0%           | 0%           | 4%            | 3%             | 8%               |
| State vanpool member                              | 0%               | 0%           | 0%           | 0%            | 0%             | 1%               |
| Madison Metro city bus (NOT Route 80, 81, 82, 84) | 15%              | 34%          | 20%          | 15%           | 6%             | 4%               |
| Campus Bus (Route 80, 81, 82, 84)                 | 0%               | 0%           | 0%           | 0%            | 0%             | 0%               |
| Other public bus system (i.e. Monona Transit)     | 0%               | 0%           | 0%           | 0%            | 1%             | 1%               |
| Other   | 0%               | 0%           | 5%           | 1%            | 3%             | 3%               |
| Total   | 100%             | 100%         | 100%         | 100%          | 100%           | 100%             |

*During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.*

This table should be interpreted as: 38% of respondents that live less than one mile from the Hospital walk to work during good weather.

Table 10: Mode by Income (Faculty/Staff, Good Weather)

|   | What is your household income? |                   |                   |                   |                   |                   |                   |                   |                    |                        |
|---|--------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|------------------------|
|   | Under \$15,000                 | \$15,000-\$24,999 | \$25,000-\$34,999 | \$35,000-\$44,999 | \$45,000-\$54,999 | \$55,000-\$64,999 | \$65,000-\$74,999 | \$75,000-\$84,599 | \$85,000 or higher | I would rather not say |
| Walk  | 0%                             | 20%               | 3%                | 5%                | 10%               | 2%                | 5%                | 5%                | 3%                 | 3%                     |
| Bicycle   | 100%                           | 20%               | 10%               | 14%               | 10%               | 19%               | 16%               | 23%               | 23%                | 13%                    |
| Moped   | 0%                             | 0%                | 3%                | 0%                | 2%                | 2%                | 2%                | 0%                | 0%                 | 0%                     |
| Motorcycle  | 0%                             | 0%                | 0%                | 2%                | 2%                | 0%                | 0%                | 2%                | 1%                 | 0%                     |
| Drive alone in a car, truck, or van               | 0%                             | 40%               | 35%               | 44%               | 39%               | 56%               | 54%               | 44%               | 53%                | 63%                    |
| Private commuter bus (i.e. intercity bus service) | 0%                             | 0%                | 3%                | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                 | 0%                     |
| Someone drops me off (not carpool)                | 0%                             | 0%                | 5%                | 0%                | 0%                | 5%                | 5%                | 7%                | 1%                 | 3%                     |
| Carpool member                                    | 0%                             | 0%                | 5%                | 0%                | 5%                | 0%                | 2%                | 0%                | 6%                 | 2%                     |
| State vanpool member                              | 0%                             | 0%                | 3%                | 5%                | 5%                | 2%                | 4%                | 5%                | 0%                 | 1%                     |
| Madison Metro city bus (NOT Route 80, 81, 82, 84) | 0%                             | 20%               | 33%               | 23%               | 24%               | 12%               | 11%               | 12%               | 9%                 | 14%                    |
| Campus Bus (Route 80, 81, 82, 84)                 | 0%                             | 0%                | 0%                | 2%                | 2%                | 0%                | 0%                | 0%                | 0%                 | 0%                     |
| Other public bus system (i.e. Monona Transit)     | 0%                             | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                 | 1%                     |
| Other   | 0%                             | 0%                | 3%                | 5%                | 0%                | 2%                | 2%                | 2%                | 2%                 | 2%                     |
| Total   | 100%                           | 100%              | 100%              | 100%              | 100%              | 100%              | 100%              | 100%              | 100%               | 100%                   |

This table should be interpreted as: 20% of respondents with incomes between \$15,000-\$25,000 bike to campus during good weather.



Table 11: Mode by Residence (Students, Good Weather)

|   | <i>Where do you currently live?</i>               |                              |       |      |
|---|---|------------------------------|-------|------|
|   | Eagle Heights /<br>University Houses              | University<br>residence hall | Other |      |
| <i>During GOOD WEATHER, what is your most frequent way of traveling to campus?<br/>Please select one.</i> | Walk  | 24%                          | 81%   | 39%  |
|   | Bicycle   | 29%                          | 13%   | 26%  |
|   | Moped   | 0%                           | 1%    | 2%   |
|   | Motorcycle  | 0%                           | 0%    | 1%   |
|   | Drive alone in a car, truck, or van               | 0%                           | 0%    | 8%   |
|   | Private commuter bus (i.e. intercity bus service) | 0%                           | 0%    | 0%   |
|   | Someone drops me off (not carpool)                | 0%                           | 0%    | 1%   |
|   | Carpool member                                    | 0%                           | 0%    | 1%   |
|   | State vanpool member                              | 0%                           | 0%    | 0%   |
|   | Madison Metro city bus (NOT Route 80, 81, 82, 84) | 12%                          | 0%    | 19%  |
|   | Campus Bus (Route 80, 81, 82, 84)                 | 35%                          | 5%    | 2%   |
|   | Other public bus system (i.e. Monona Transit)     | 0%                           | 0%    | 0%   |
|   | Other   | 0%                           | 0%    | 1%   |
|   | Total   | 100%                         | 100%  | 100% |

This table should be interpreted as: 24% of respondents who live at Eagle Heights / University Houses walk to campus during good weather.

Table 12: Mode by Status (Student, Good Weather)

|   | <i>What is your student status?</i> |           |        |        |          |              |               |
|---|-------------------------------------|-----------|--------|--------|----------|--------------|---------------|
|   | Freshman                            | Sophomore | Junior | Senior | Graduate | Professional | Special/Guest |
| Walk  | 82%                                 | 69%       | 48%    | 42%    | 15%      | 47%          | 25%           |
| Bicycle   | 12%                                 | 21%       | 31%    | 29%    | 28%      | 11%          | 33%           |
| Moped   | 1%                                  | 1%        | 6%     | 1%     | 2%       | 0%           | 0%            |
| Motorcycle  | 0%                                  | 1%        | 0%     | 0%     | 1%       | 0%           | 0%            |
| Drive alone in a car, truck, or van               | 0%                                  | 1%        | 3%     | 10%    | 9%       | 26%          | 0%            |
| Private commuter bus (i.e. intercity bus service) | 0%                                  | 0%        | 0%     | 0%     | 0%       | 0%           | 0%            |
| Someone drops me off (not carpool)                | 0%                                  | 0%        | 2%     | 0%     | 2%       | 0%           | 0%            |
| Carpool member                                    | 0%                                  | 0%        | 0%     | 1%     | 1%       | 0%           | 0%            |
| State vanpool member                              | 0%                                  | 0%        | 0%     | 0%     | 0%       | 0%           | 0%            |
| Madison Metro city bus (NOT Route 80, 81, 82, 84) | 0%                                  | 3%        | 5%     | 14%    | 39%      | 11%          | 33%           |
| Campus Bus (Route 80, 81, 82, 84)                 | 5%                                  | 3%        | 5%     | 4%     | 4%       | 5%           | 8%            |
| Other public bus system (i.e. Monona Transit)     | 0%                                  | 0%        | 0%     | 0%     | 0%       | 0%           | 0%            |
| Other   | 0%                                  | 1%        | 2%     | 0%     | 0%       | 0%           | 0%            |
| Total   | 100%                                | 100%      | 100%   | 100%   | 100%     | 100%         | 100%          |

This table should be interpreted as: 82% of freshman respondents indicated their most frequent way of traveling to campus was walking during good weather.

Table 13: Mode by Income (Hospital, Good Weather)

|  |   | What is your household income? |                   |                   |                   |                   |                   |                   |                   |                    | I would rather not say |
|--|---|--------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|------------------------|
|  |   | Under \$15,000                 | \$15,000-\$24,999 | \$25,000-\$34,999 | \$35,000-\$44,999 | \$45,000-\$54,999 | \$55,000-\$64,999 | \$65,000-\$74,999 | \$75,000-\$84,599 | \$85,000 or higher |                        |
| During GOOD WEATHER, what is your most frequent way of traveling to the hospital? Please select one. | Walk  | 0%                             | 0%                | 2%                | 5%                | 3%                | 2%                | 1%                | 4%                | 2%                 | 0%                     |
|  | Bicycle   | 0%                             | 8%                | 3%                | 2%                | 5%                | 3%                | 7%                | 5%                | 7%                 | 4%                     |
|  | Moped   | 0%                             | 0%                | 0%                | 0%                | 0%                | 0%                | 1%                | 0%                | 0%                 | 0%                     |
|  | Motorcycle  | 0%                             | 0%                | 3%                | 5%                | 3%                | 0%                | 1%                | 0%                | 2%                 | 1%                     |
|  | Drive alone in a car, truck, or van               | 50%                            | 77%               | 57%               | 57%               | 69%               | 70%               | 68%               | 74%               | 74%                | 72%                    |
|  | Private commuter bus (i.e. intercity bus service) | 0%                             | 0%                | 3%                | 2%                | 0%                | 2%                | 0%                | 0%                | 0%                 | 0%                     |
|  | Someone drops me off (not carpool)                | 0%                             | 0%                | 0%                | 2%                | 5%                | 0%                | 3%                | 2%                | 3%                 | 3%                     |
|  | Carpool member                                    | 0%                             | 8%                | 2%                | 5%                | 3%                | 3%                | 1%                | 2%                | 5%                 | 6%                     |
|  | State vanpool member                              | 0%                             | 0%                | 0%                | 0%                | 0%                | 0%                | 1%                | 0%                | 0%                 | 1%                     |
|  | Madison Metro city bus (NOT Route 80, 81, 82, 84) | 0%                             | 8%                | 28%               | 21%               | 10%               | 15%               | 10%               | 7%                | 6%                 | 11%                    |
|  | Campus Bus (Route 80, 81, 82, 84)                 | 0%                             | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                | 0%                 | 0%                     |
|  | Other public bus system (i.e. Monona Transit)     | 0%                             | 0%                | 0%                | 0%                | 0%                | 0%                | 3%                | 2%                | 0%                 | 1%                     |
|  | Other   | 50%                            | 0%                | 2%                | 0%                | 3%                | 5%                | 1%                | 5%                | 2%                 | 2%                     |
|  | Total   | 100%                           | 100%              | 100%              | 100%              | 100%              | 100%              | 100%              | 100%              | 100%               | 100%                   |

This table should be interpreted as: 50% of respondents with incomes below \$15,000 reported driving to the hospital during good weather.

### C. SUMMARY OF COMMENTS

The final page of the survey contained a comment box. The purpose of collecting comments was to obtain feedback on the survey instrument and transportation issues at UW-Madison. For complete, verbatim comments, please see Appendix A, B, or C.

Table 14: Summary of Comments by Group

|               | Total Comments |
|---------------|----------------|
| Students      | 78             |
| Faculty/Staff | 192            |
| Hospital      | 226            |
| Total         | 496            |

## IV. CONCLUSION

This section presents a brief summary of transportation trends. This section does not offer further analysis of the survey or of transportation policy in general as this is outside the scope of the document.

### A. LONG-TERM TRENDS

Figure 17: Trends: Faculty/Staff Good Weather Mode

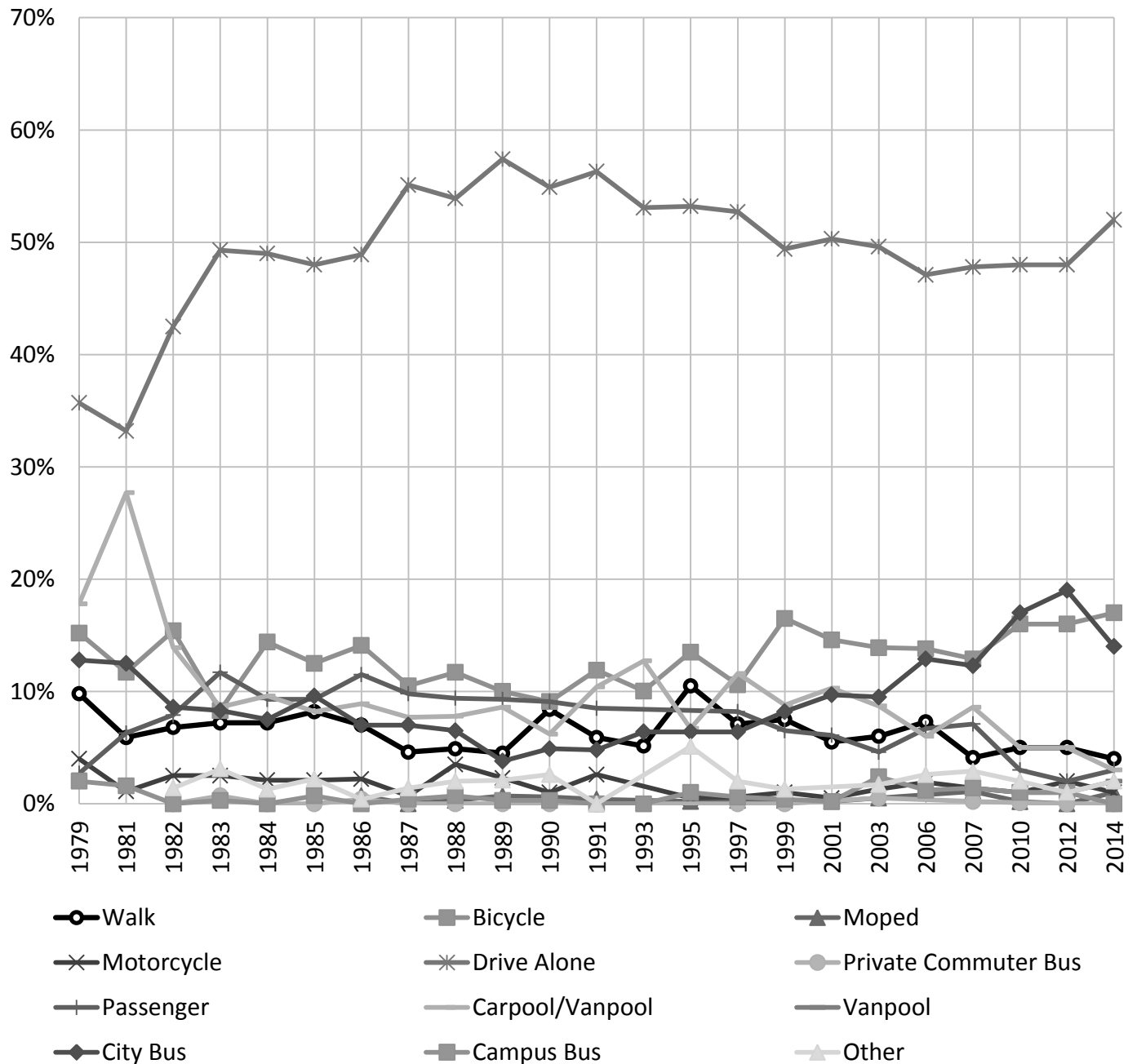


Figure 18: Trends: Hospital Good Weather Mode

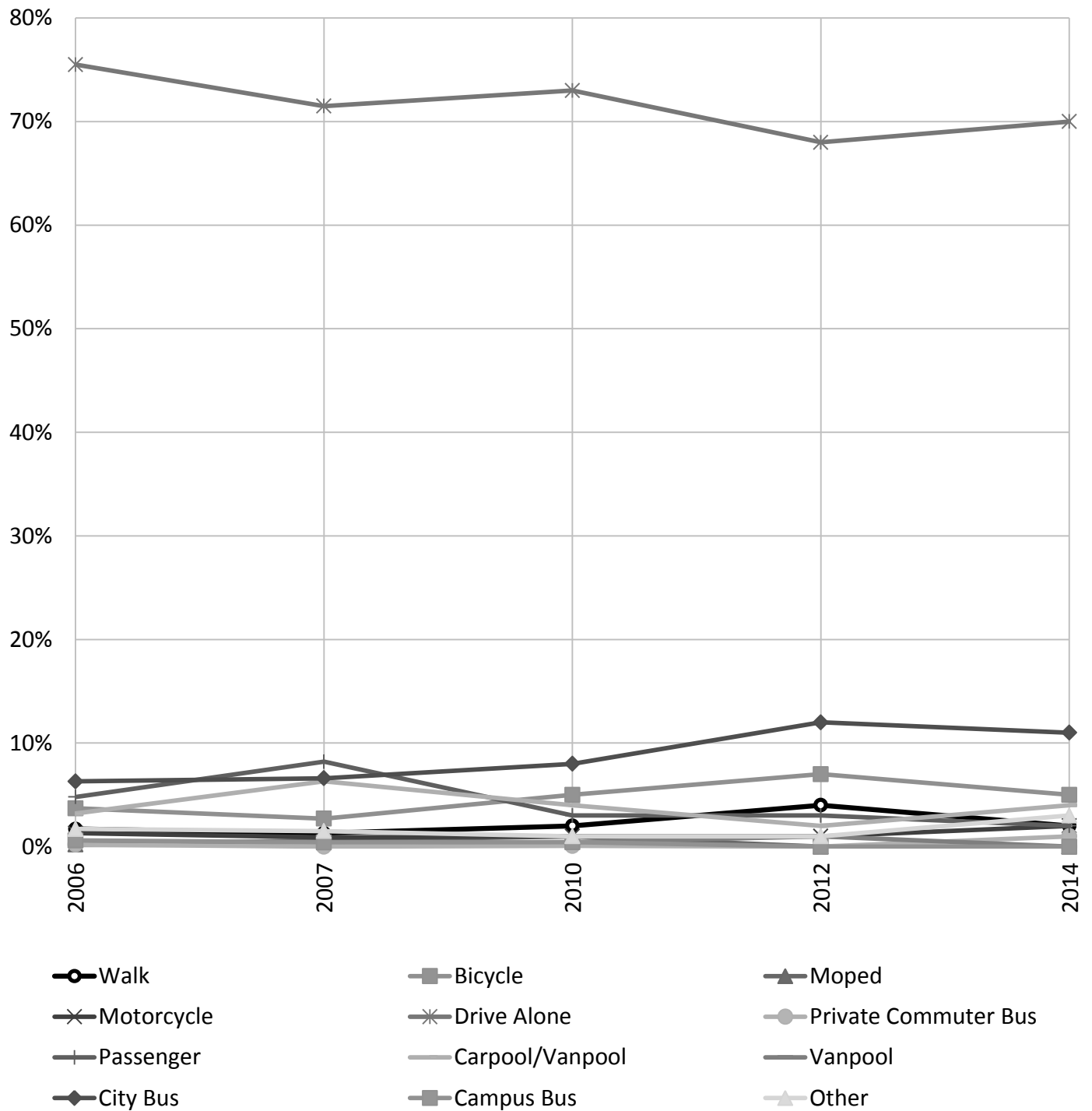


Figure 19: Trends: Student Good Weather Mode

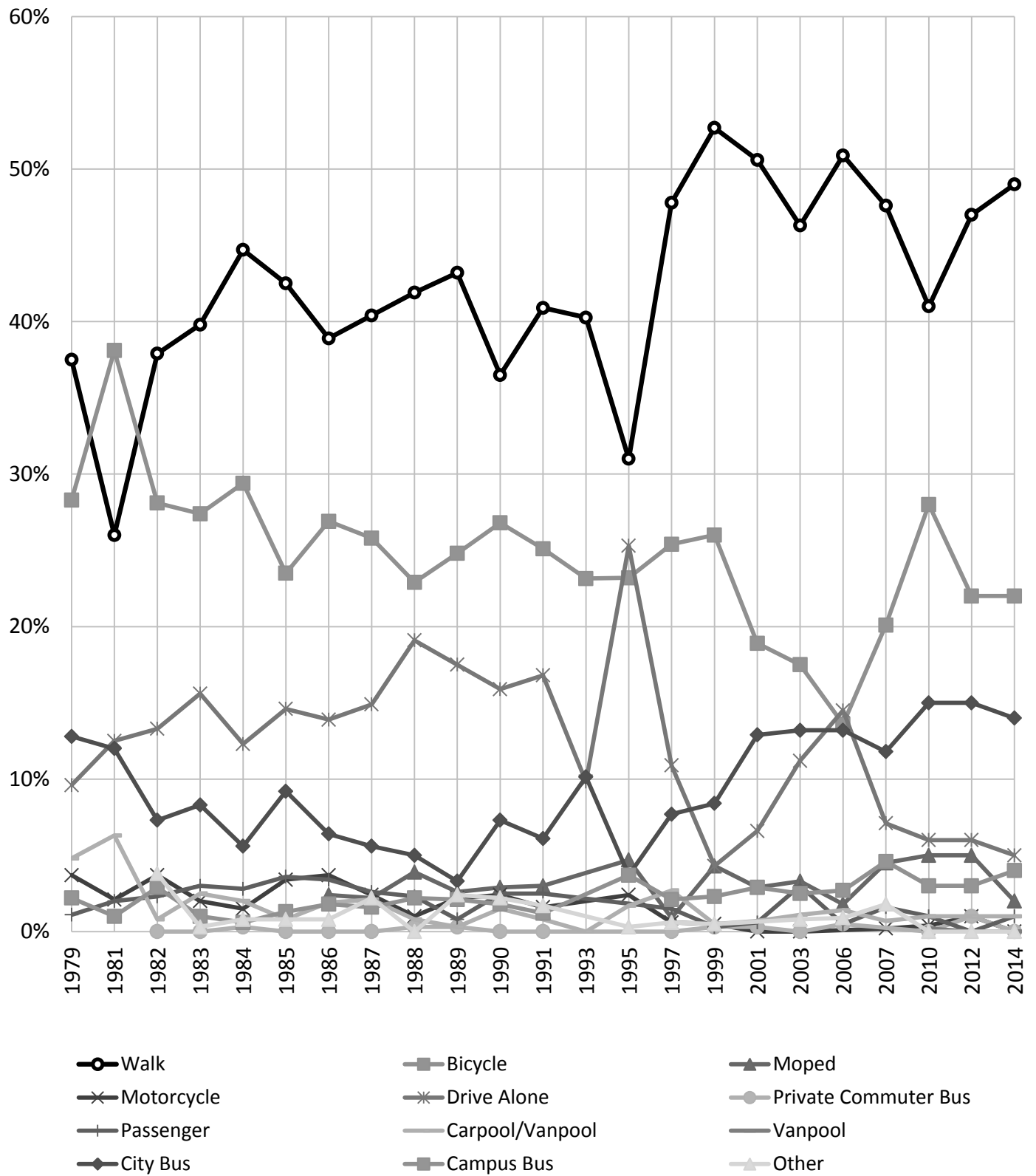


Figure 20: Trends: Faculty/Staff One-way Commute Distance

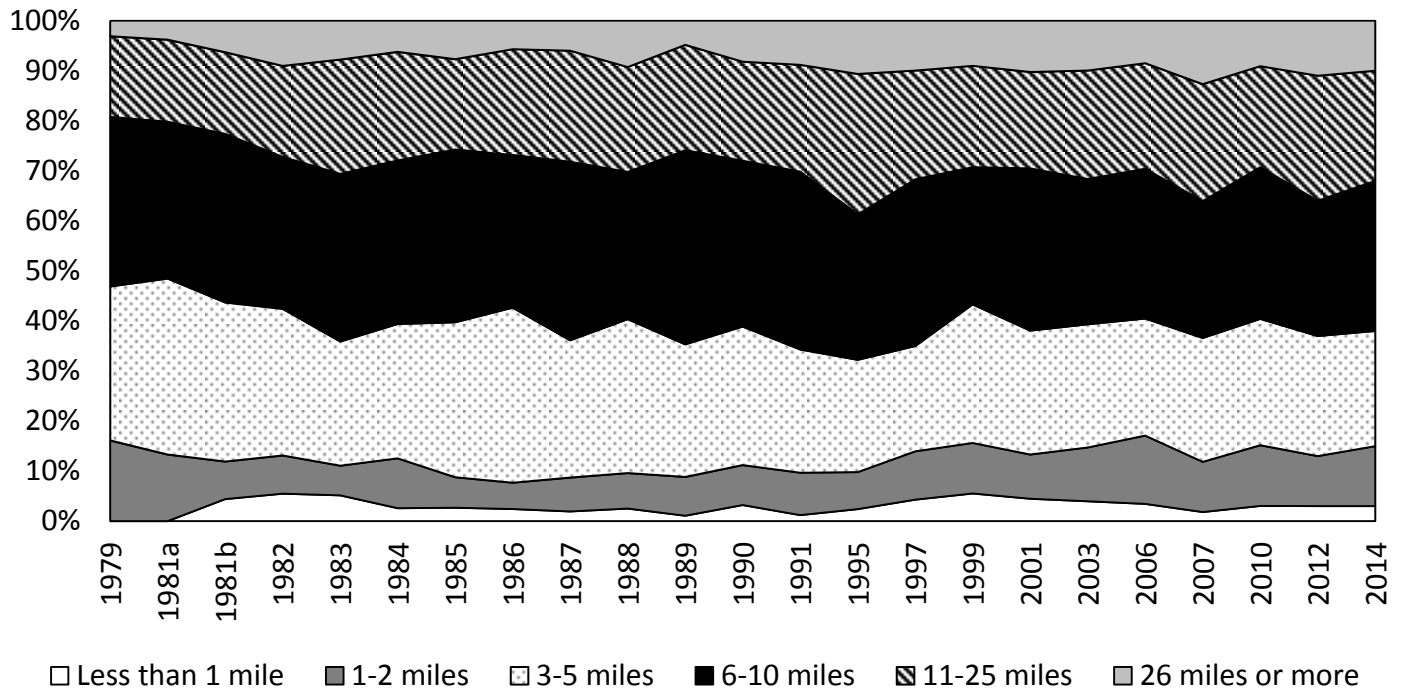


Figure 21: Trends: Students One-way Commute Distance

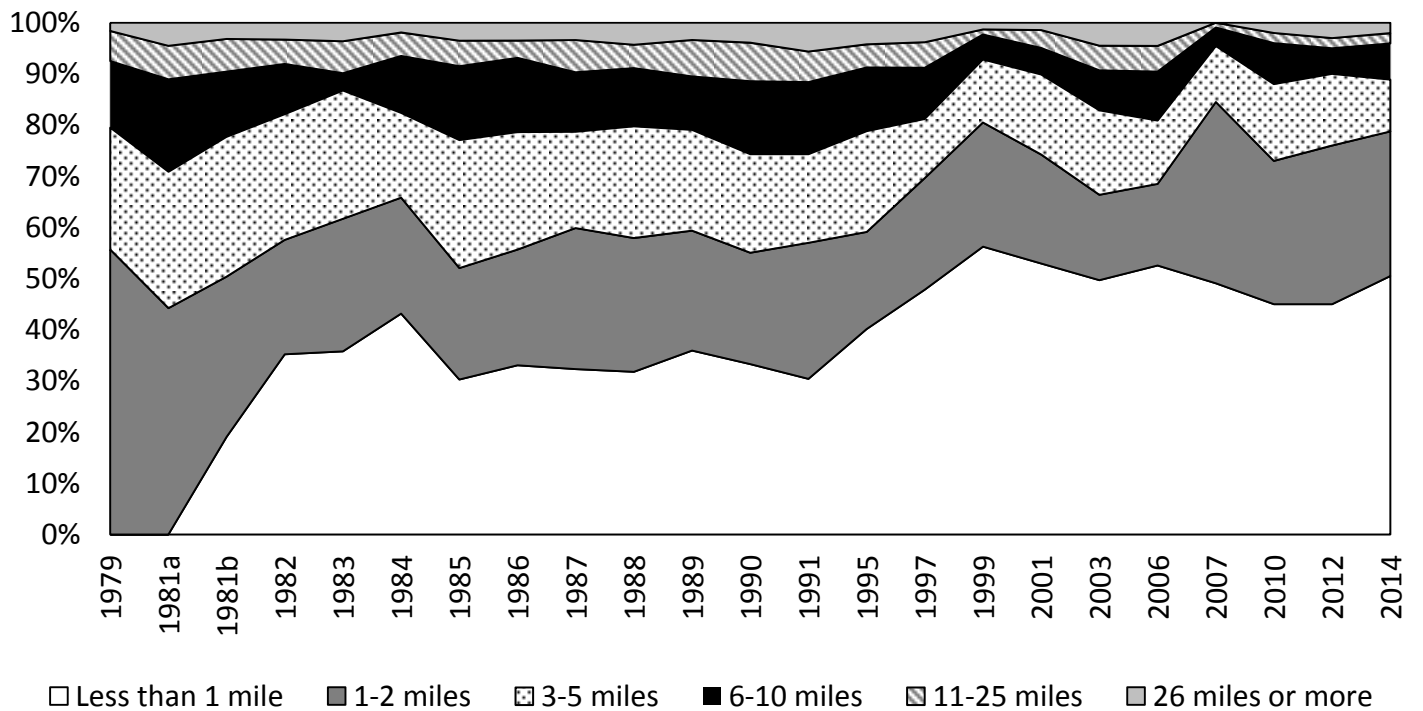




Figure 22: Trends: Hospital One-way Commute Distance

