

**NOVEMBER 2021**

**UW-MADISON TRANSPORTATION SERVICES**

**CUSTOMER SATISFACTION SURVEY**



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### Purpose of survey

The 2021 Transportation Services Customer Satisfaction Survey measured the satisfaction of UW-Madison employees (faculty and staff), UW Hospital and Clinics employees, and UW students with Transportation Services products, services, and customer service they used in the prior year (November 2020 through November 2021).

The questionnaire provided an important feedback mechanism for a broad range of user groups, as well as signaled the department's interest in receiving feedback from the campus community.

Survey results may help Transportation Services identify areas where products, services, and communications strategies could be improved. Survey results may also help the department predict customer reception of key program changes implemented between the survey and the publication of its results, such as the Flex Gated value credential system, the new permit application system, and installation of several new BCycle stations on campus.

As the first survey of its kind, its results establish a baseline for overall customer satisfaction with Transportation Services products and services. To improve reporting in the future, subsequent surveys will improve and refine lines of questioning developed in this inaugural survey.

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### Definition of customer, user groups, and sub-groups in this survey

Anyone who walks, bikes, parks a car, rides a bus, or uses any other form of transportation on the UW-Madison campus is a **customer** of Transportation Services. This survey's responses come from three major **user groups**:

- UW employees (including faculty and staff)
- UW Hospital and Clinics employees
- UW students (including undergraduate, graduate, professional, etc.).

Within these user groups, several smaller sub-groups may be identified based on the products or services used. Customers may belong to more than one user group simultaneously and/or concurrently, at some times and not at others. Some sub-groups identified by this survey include, but are not limited to:

- Permit holders
- Bus pass holders
- Visitors (anyone who pays for hourly or short-term parking)
- Bus pass holders
- Users of bicycle parking facilities
- Campus bus riders
- BCycle users
- SAFEwalk users
- Carpoolers
- Park and ride permit holders
- Special event attendees who pay for event parking

Please note that **customer** and **survey respondent** / **survey participant** are used interchangeably in this report.



## What we discovered

The survey measured satisfaction in four dimensions:

- How easy it was to use a product or service
- Availability of products and services
- Value of products and services
- Health and safety measures of products and services

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### Ease of use: Highlights

- 53% of permit holders were satisfied with the parking permit application and purchase process
- 88% of employee bus pass holders were satisfied with how easy it is to purchase the bus pass
- 67% of campus bus riders were satisfied with how easy it is to use campus buses

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### Availability of products and service: Highlights

- 57% of permit holders were satisfied with the availability of parking space in their assigned lot
- 72% of permit holders were satisfied with the days and times their parking permits were valid
- 70% of cyclists were satisfied with the availability of bike racks on campus

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### Value of products and services: Highlights

- 40% of permit holders were **not** satisfied with the value of their parking permit for the price
- 89% of employee bus pass holders were satisfied with the value of the pass
- 62% of BCycle users were satisfied with the value of the discounted BCycle membership

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### Health and safety: Highlights

- 67% of permit holders were satisfied with the maintenance and upkeep in campus parking facilities
- 60% of campus bus riders were satisfied with health and safety precautions on campus buses
- 61% of park and ride users were satisfied with health and safety precautions on shuttles
- Only 40% of cyclists were satisfied with the safety and security of campus bike racks

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### Other findings

- 55% of respondents used at least one parking permit or pass type to park on campus.
- Nearly half of all respondents - 45% - did not hold a parking permit in the year before the survey.
- Of the groups surveyed, students were the largest user group of hourly (visitor) parking.

- The campus circulator buses (Routes 80, 81, 82, and 84) and bike racks were the two most popular services used by respondents who used active transportation modes.
- 57% of respondents visit the website [transportation.wisc.edu](https://transportation.wisc.edu) only a few times a year.
- There may be more carpoolers on campus than the Transportation Services knows about: 76% of respondents who reported having carpooled to campus did not know or were not sure if they were members of a registered carpool, or part of a carpool with a UW carpool permit.

## Looking ahead

While the survey results are reliable for most questions pertaining to customer satisfaction, three primary factors limit our ability to draw conclusions about *customer behavior* from the survey – i.e., their habits, choices, or how they use a product or service. Measuring customer behavior was not part of the survey’s original scope, but future surveys may want to consider different strategies to quantify behavior.

1. When the survey launched in November 2021, many respondents were still experiencing disruptions in their commute habits and typical use of Transportation Services products and services. Therefore, the survey cannot be used to draw conclusions about how customers typically use products and services.
2. Survey questions ask about products and services used in the “prior 12 months,” a timeframe that spanned two parking years. This impacts the reliability of responses from customers who reported using multiple permits, as the questioning did not specify if multiple permit use was concurrent, successive, or both. Future surveys will ask more specific lines of questioning about the use of parking permits.
3. Relatively small sample sizes for questions pertaining to services such as SAFEwalk, State of Wisconsin Vanpool, and daily parking permits adversely impact the margin of error for those responses. Transportation Services may consider conducting smaller surveys collected over a longer period to gather more reliable data about how these services used by smaller user groups.



## Survey Targets

### Timeline of email communications

Individual survey links were mailed to random lists of UW employees, UW Health employees, and students ("Group 1") using Qualtrics software. Respondents were allowed to leave and come back to the survey, and incomplete responses were collected after the survey closed. This method of distribution was chosen to prevent ballot box stuffing and control response groups.

The first email was sent to Group 1 on November 9, 2021. A reminder email was sent to recipients who had not yet opened the link on November 16, and a third reminder was sent on November 23.

To meet response goals, a second distribution of individual survey links was emailed to a random list of UW employees only on November 30, 2021 ("Group 2"). A reminder email was sent to recipients who had not yet opened the link on December 8.

Distribution timeline	
Survey Group 1 Launch	November 9, 2021
Survey Group 1 email reminder	November 16, 2021
Survey Group 1 second email reminder	November 23, 2021
Survey Group 2 Launch	November 30, 2021
Survey Group 2 email reminder (faculty/staff only)	December 8, 2021
Survey Close	December 15, 2021

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## Response goals and outcomes

To achieve statistical significance, 500 completed surveys were needed from each group of UW staff and faculty, UW Hospital and Clinics staff, and UW students.

Response goals and outcomes				
	Response goal	Surveys started	Surveys finished	Goal met?
UW staff and faculty	500	554	544	Yes
UW Hospital and Clinics staff	500	655	654	Yes
Students	500	559	542	Yes
Total survey responses	1500	1,768	1,740	Yes

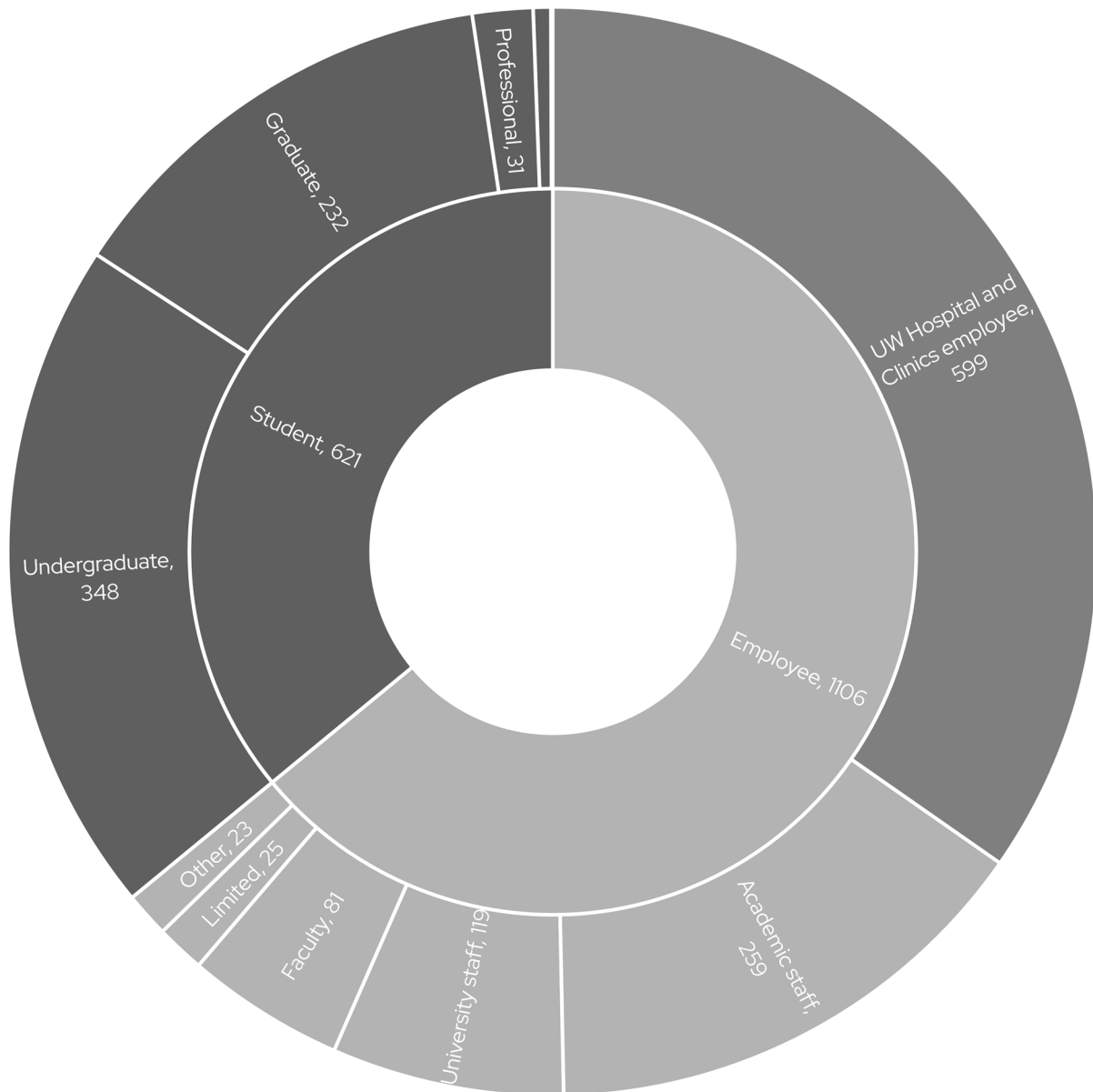
Statistical significance		
	Confidence level	Margin of error
UW staff and faculty	95%	4.0%
UW Hospital and Clinics staff	95%	4.0%
Students	95%	4.0%
All survey responses	95%	2.0%

## SUMMARY OF RESULTS

### University status of survey respondents

This chart shows how the survey respondents self-identified their affiliation with UW-Madison.

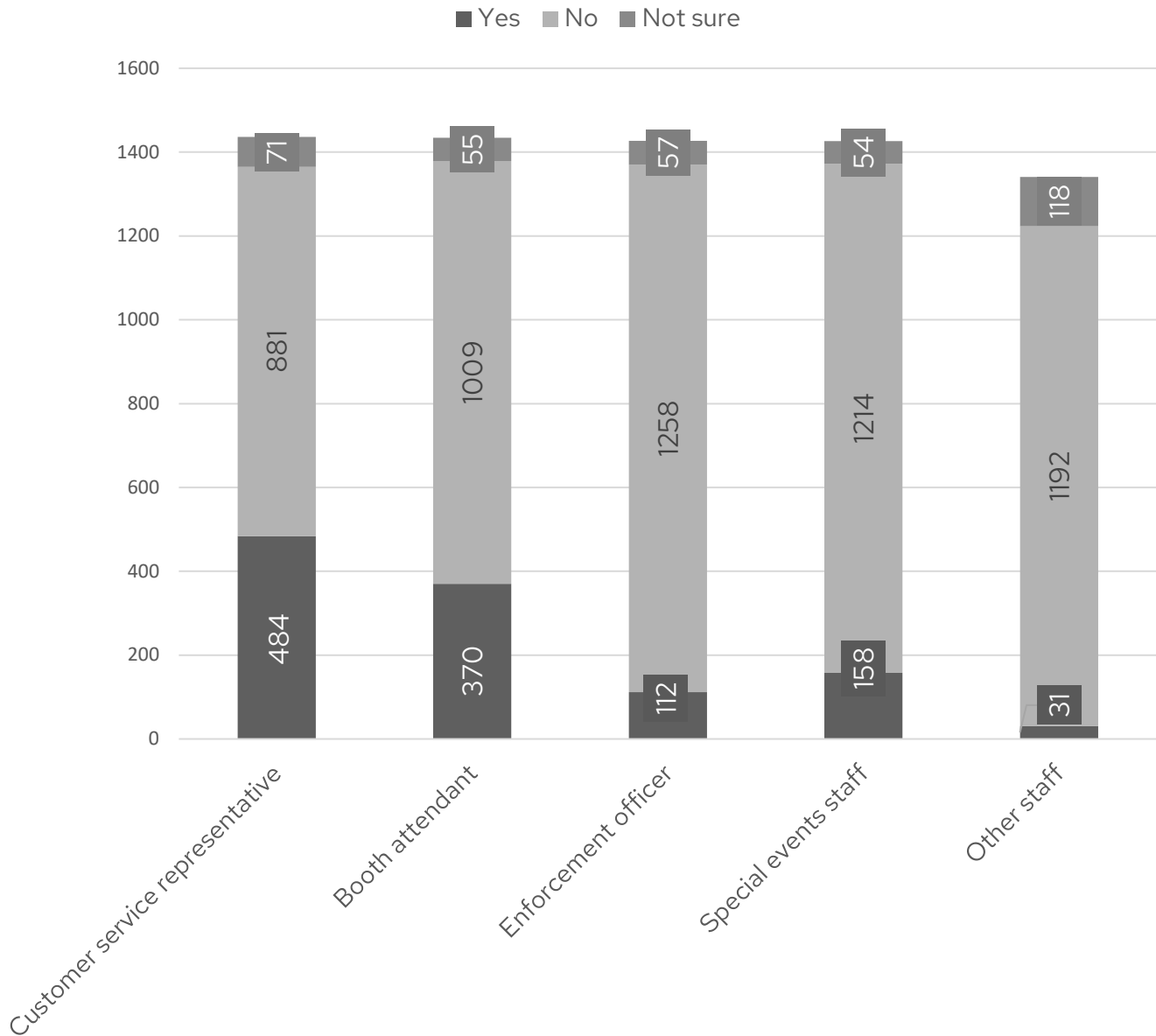
- 36% of respondents identified as students
- 29% identified as UW employees
- 35% identified as UW Hospital and Clinics employees



## Satisfaction with Transportation Services Customer Service

### Interactions with customer service

Customers were asked which Transportation Services customer-facing staff members they communicated with at least once in the prior year (Nov. 2020 – Nov. 2021). Respondents were allowed to select multiple customer-facing staff members.



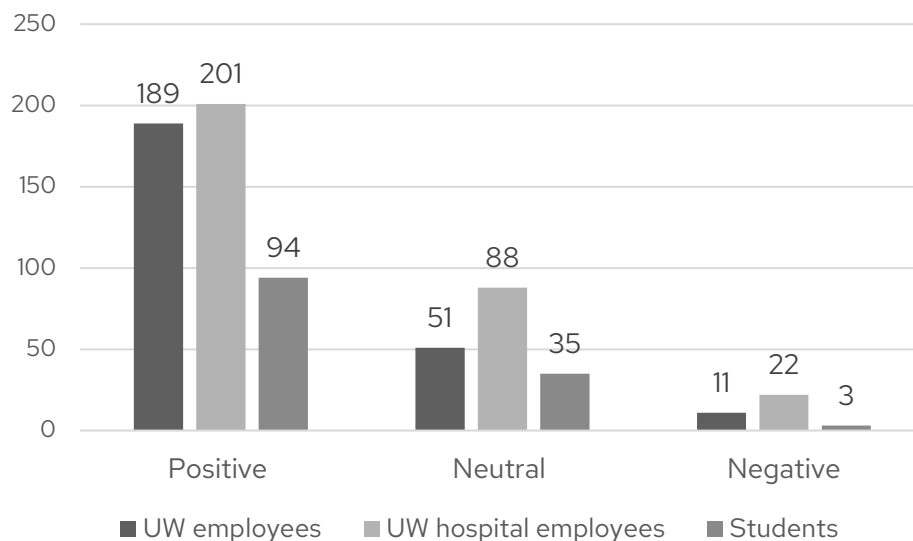
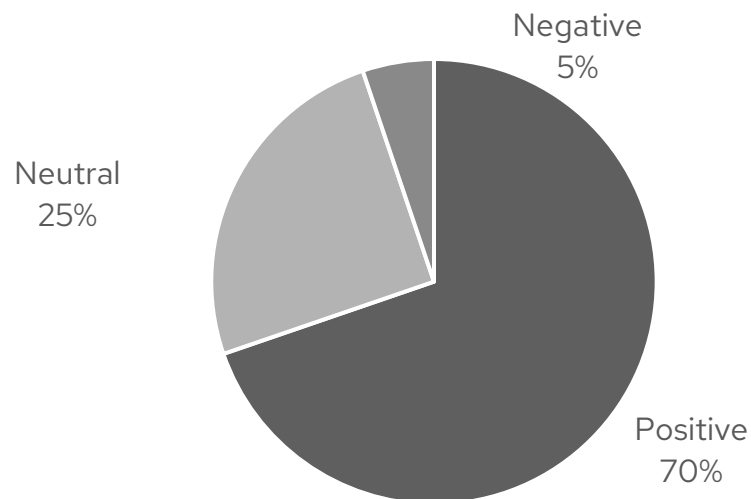
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## Professionalism of Transportation Services staff

Customers who reported communicating with Transportation Services staff members at least once in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the professionalism of the staff they interacted with.

694 respondents answered this question

- **Positive:** 70% of respondents were “very” or “extremely” satisfied with the professionalism of staff.
- **Neutral:** 25% of respondents were “somewhat” or “slightly” satisfied with the professionalism of staff.
- **Negative:** 5% of respondents were “not at all” satisfied with the professionalism of staff.



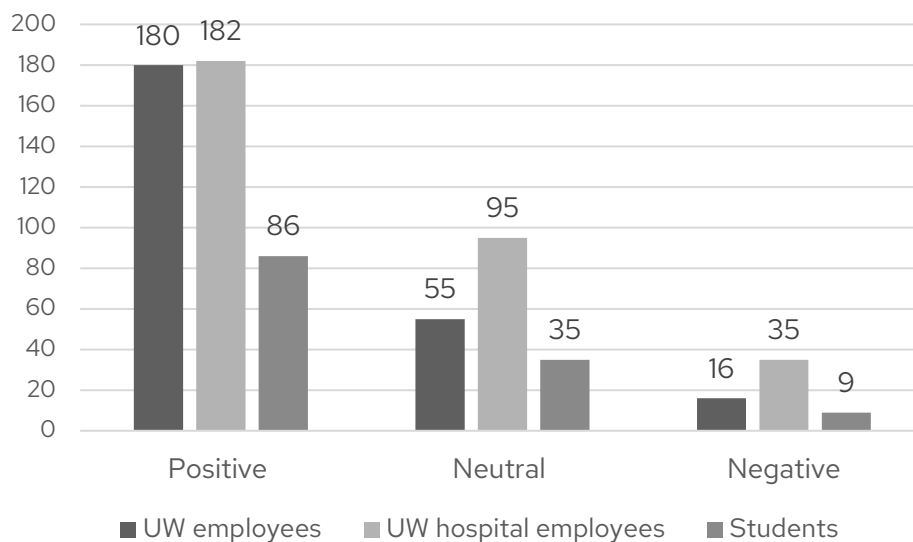
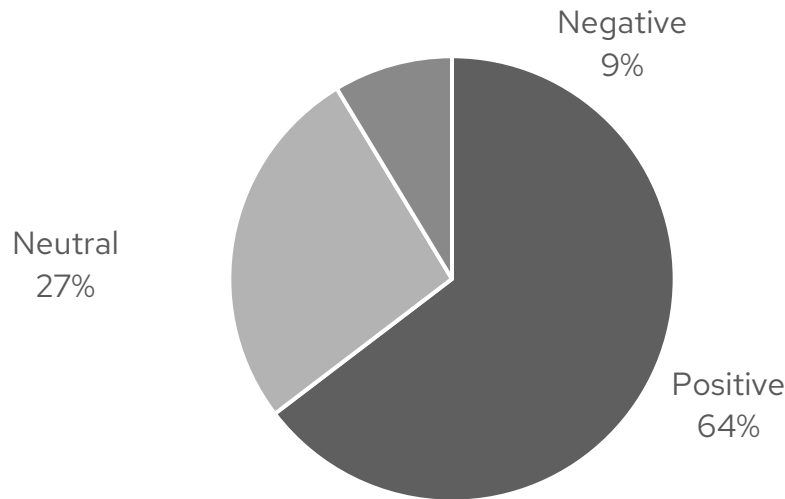
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## Level of customer service received

Customers who reported communicating with Transportation Services staff members at least once in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the level of customer service they received.

693 respondents answered this question

- **Positive:** 64% of respondents were “very” or “extremely” satisfied with the level of customer service.
- **Neutral:** 27% of respondents were “somewhat” or “slightly” satisfied with the level of customer service.
- **Negative:** 9% of respondents were “not at all” satisfied with the level of customer service.



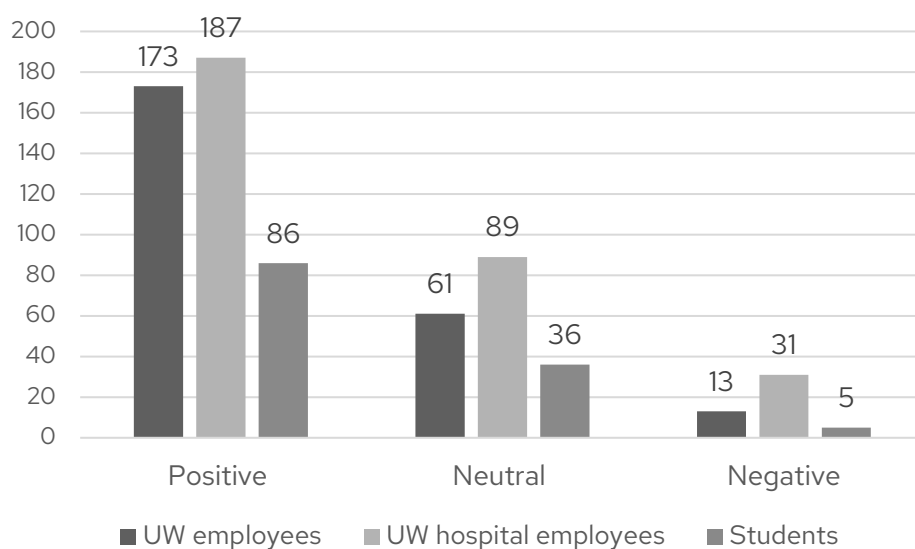
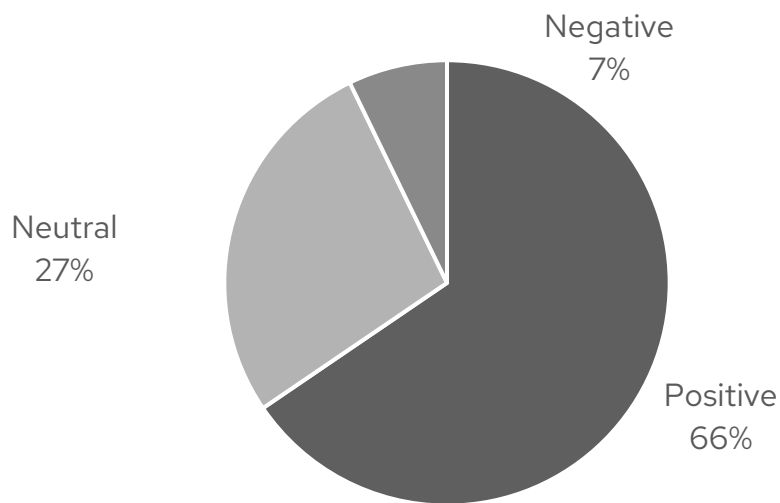
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## Quality of responses received from Transportation Services staff

Customers who reported communicating with Transportation Services staff members at least once in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the staff member's ability to answer their questions.

681 respondents answered this question

- **Positive:** 66% of respondents were "very" or "extremely" satisfied with the quality of response.
- **Neutral:** 27% of respondents were "somewhat" or "slightly" satisfied with the quality of response.
- **Negative:** 7% of respondents were "not at all" satisfied with the quality of response.





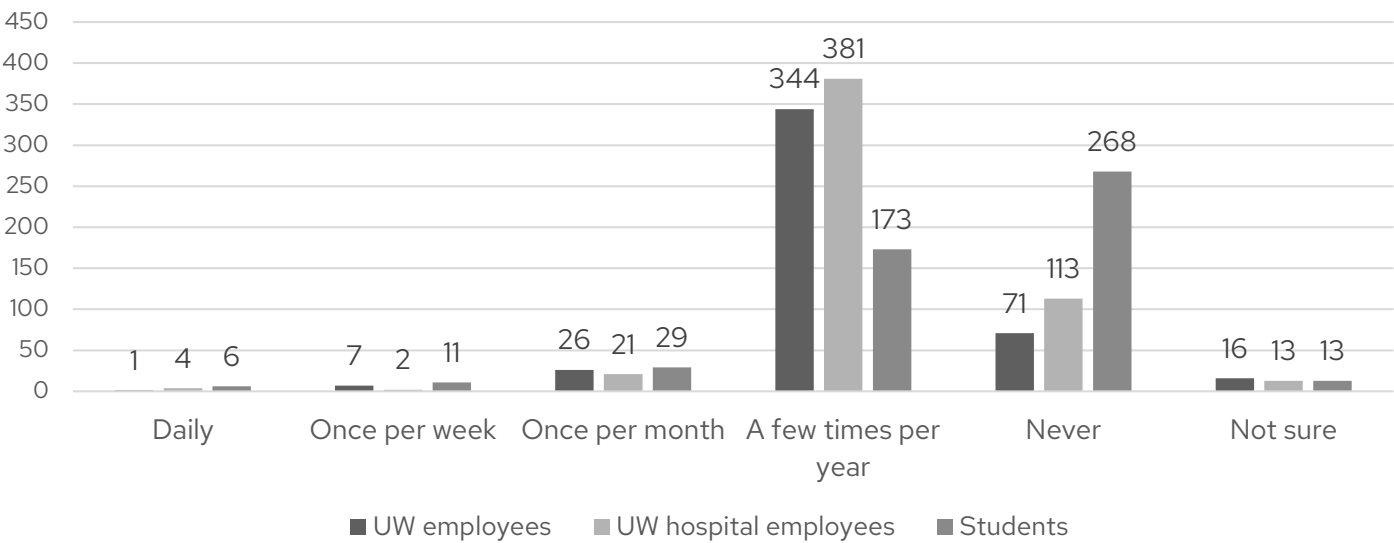
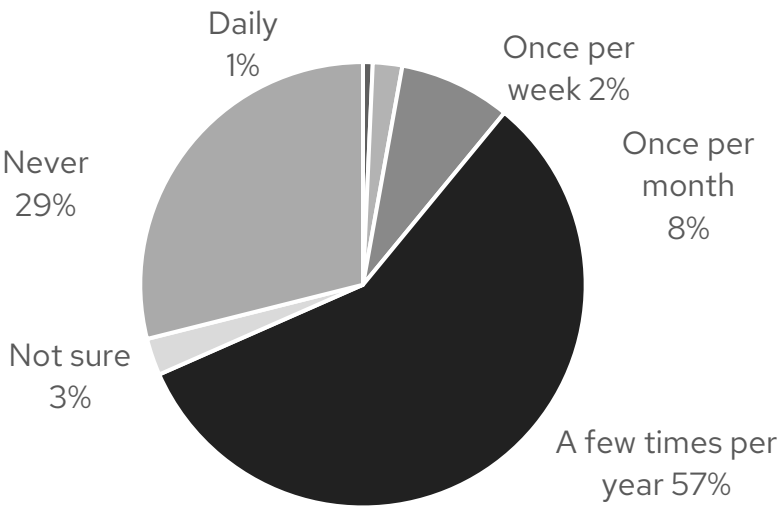
Satisfaction with Transportation Services Communications

Frequency of visits to transportation.wisc.edu

Survey participants were asked how often they visit the Transportation Services website, transportation.wisc.edu.

1499 respondents answered this question.

- 11 respondents visit the website daily.
- 20 respondents visit the website once per week.
- 76 respondents visit the website once per month.
- 898 respondents visit the website a few times per year.
- 452 respondents never visit the website.
- 42 respondents were not sure how often they visit the website.



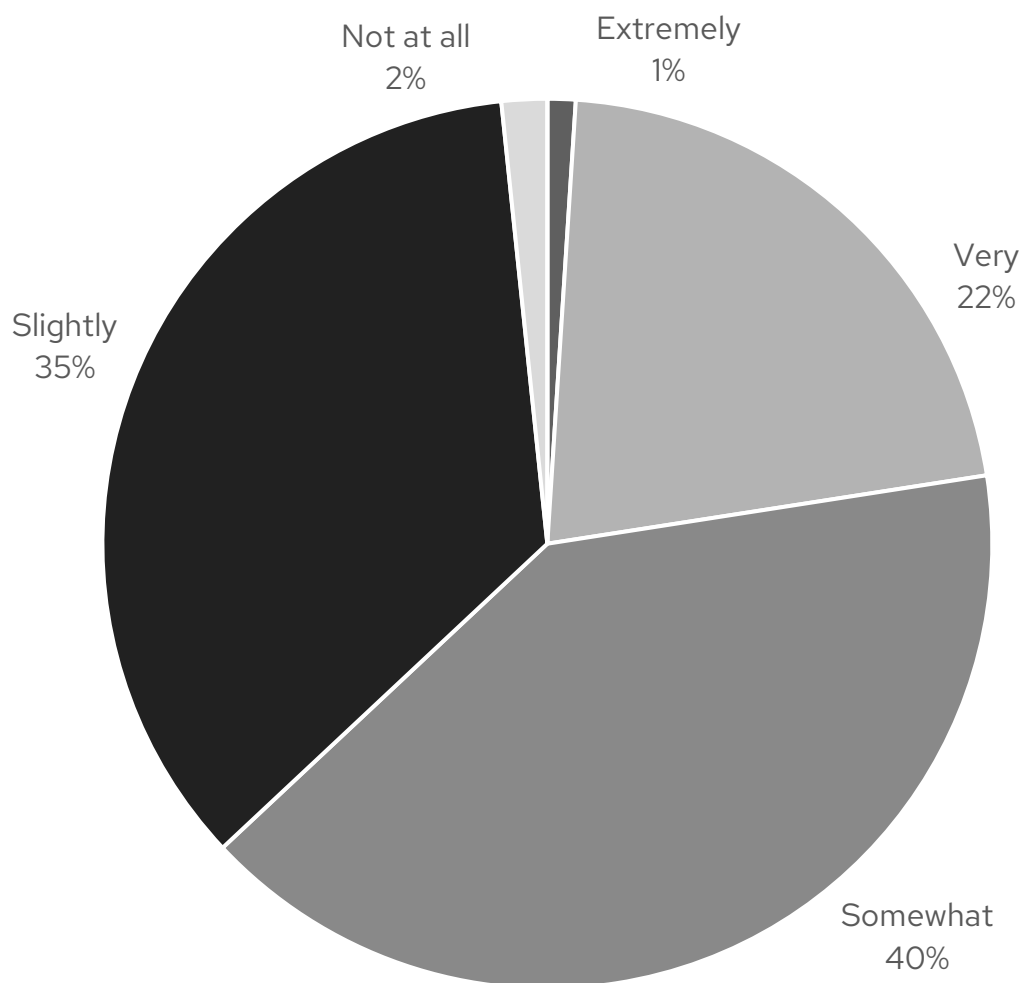
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## Ease of navigating the Transportation Services website

Survey participants were asked how easy it was to find the information they need on the Transportation Services website.

1001 respondents answered this question.

- 26 respondents said information is extremely easy to find on the website.
- 278 respondents said information is very easy to find on the website.
- 523 respondents said information is somewhat easy to find on the website.
- 111 respondents said information is slightly easy to find on the website.
- 63 respondents said information is not at all easy to find on the website.

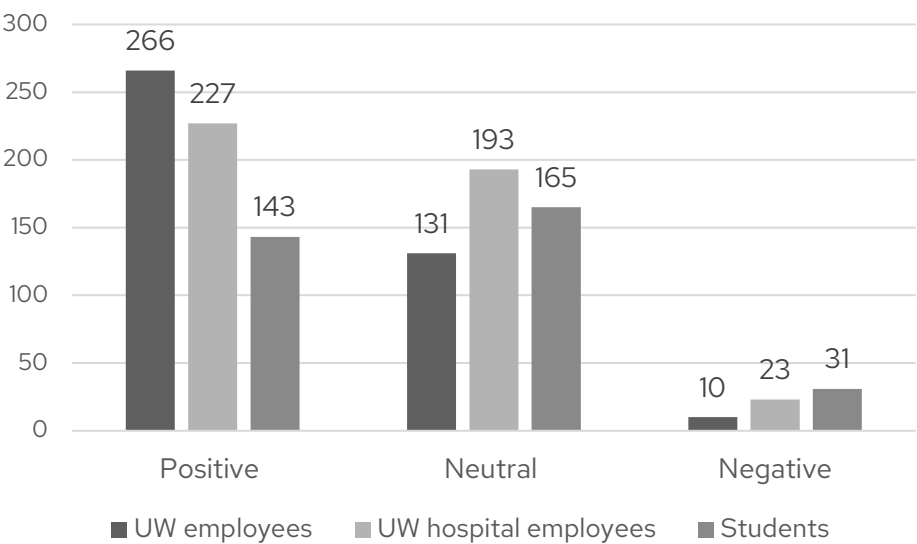
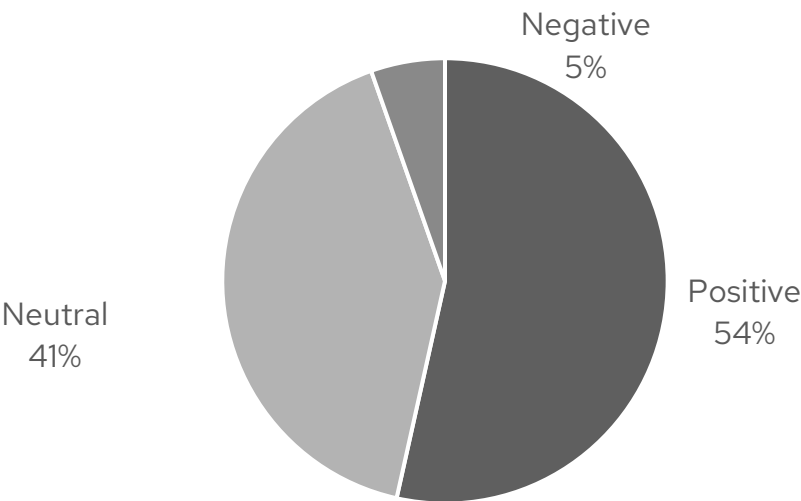


Frequency of communications from Transportation Services

Survey participants were asked how satisfied they were with how frequently Transportation Services communicates information to them, such as notices about lot relocations, detours, annual permit applications, etc.

1189 respondents answered this question

- **Positive:** 54% of respondents were “very” or “extremely” satisfied with communication frequency.
- **Neutral:** 41% of respondents were “somewhat” or “slightly” satisfied with communication frequency.
- **Negative:** 5% of respondents were “not at all” satisfied with communication frequency.

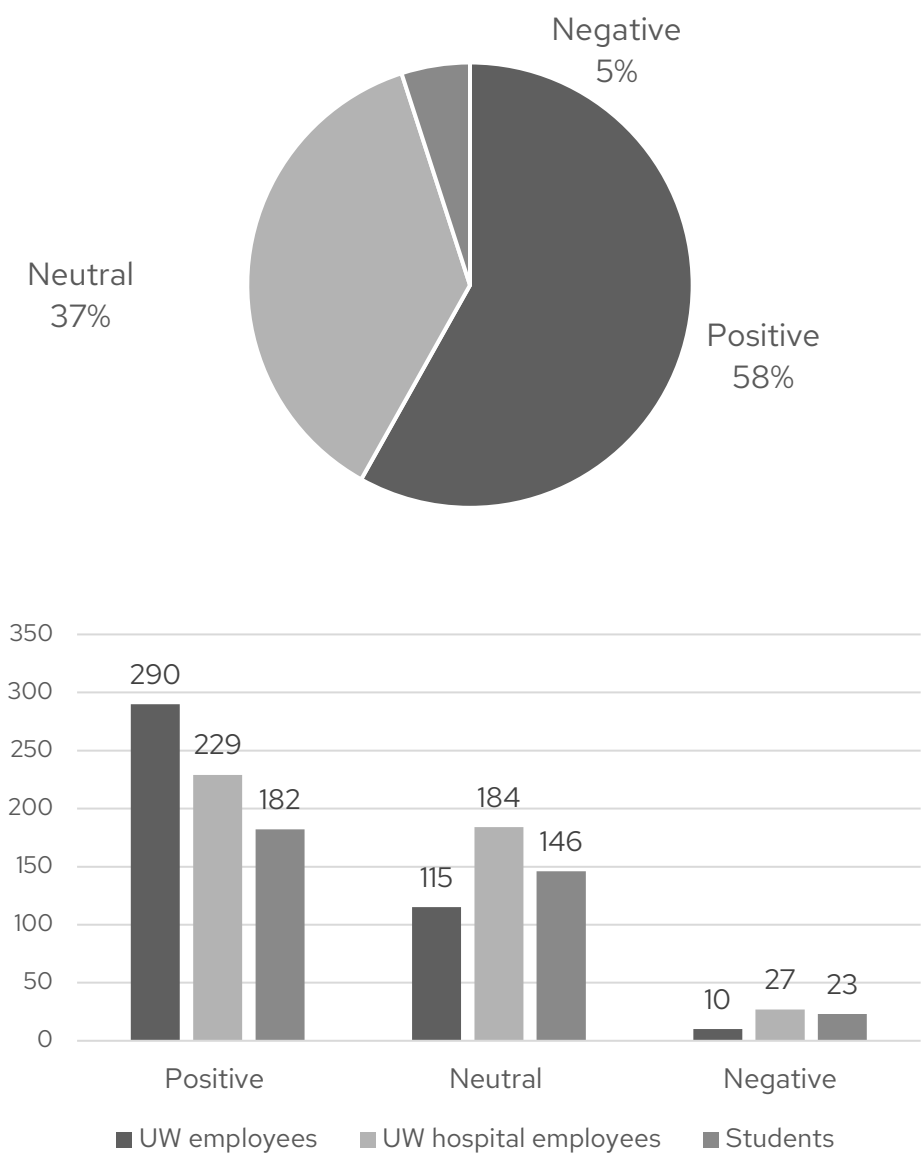


Communication channels used by Transportation Services

Survey participants were asked how satisfied they were with the communications channels Transportation Services uses to communicate with customers, such as email, campus newsletters, and social media.

1206 respondents answered this question

- **Positive:** 58% of respondents were “very” or “extremely” satisfied with communication modes.
- **Neutral:**37% of respondents were “somewhat’ or “slightly” satisfied with communication modes.
- **Negative:** 5% of respondents were “not at all” satisfied with communication modes.

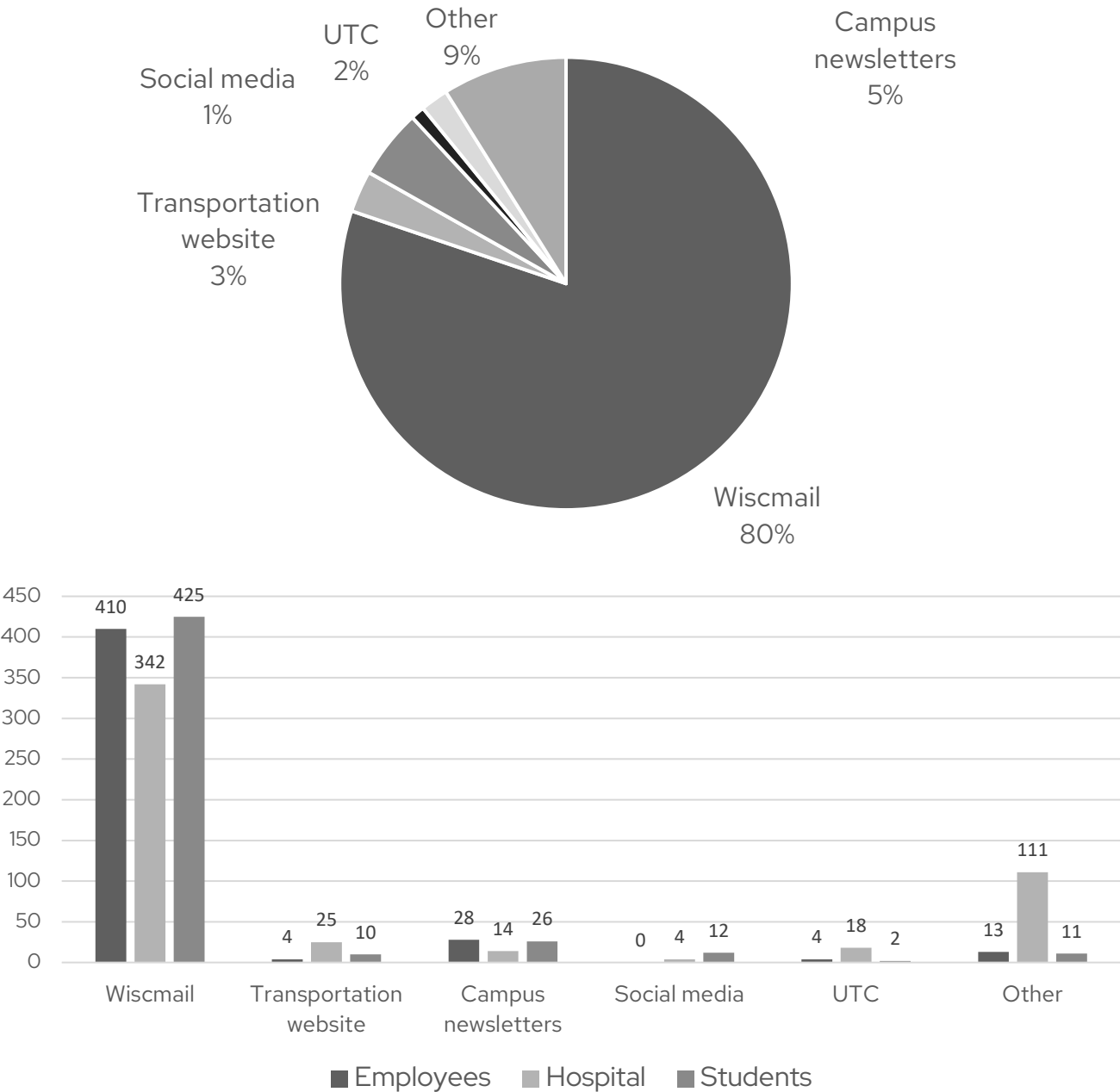


Communications channels preferences

Survey participants were asked which communications channels they preferred to receive important announcements from Transportation Services.

1460 respondents answered this question.

- 1177 respondents prefer to receive communications through Wiscmail.
- 39 respondents prefer to visit the Transportation Services website for information.
- 68 respondents prefer to receive communications through campus newsletters, such as InsideUW.
- 16 respondents prefer to receive information through social media, such as Twitter and Facebook.
- 23 respondents prefer to receive information through their Unit Transportation Coordinator (UTC).
- 136 respondents prefer to receive information through some other means.



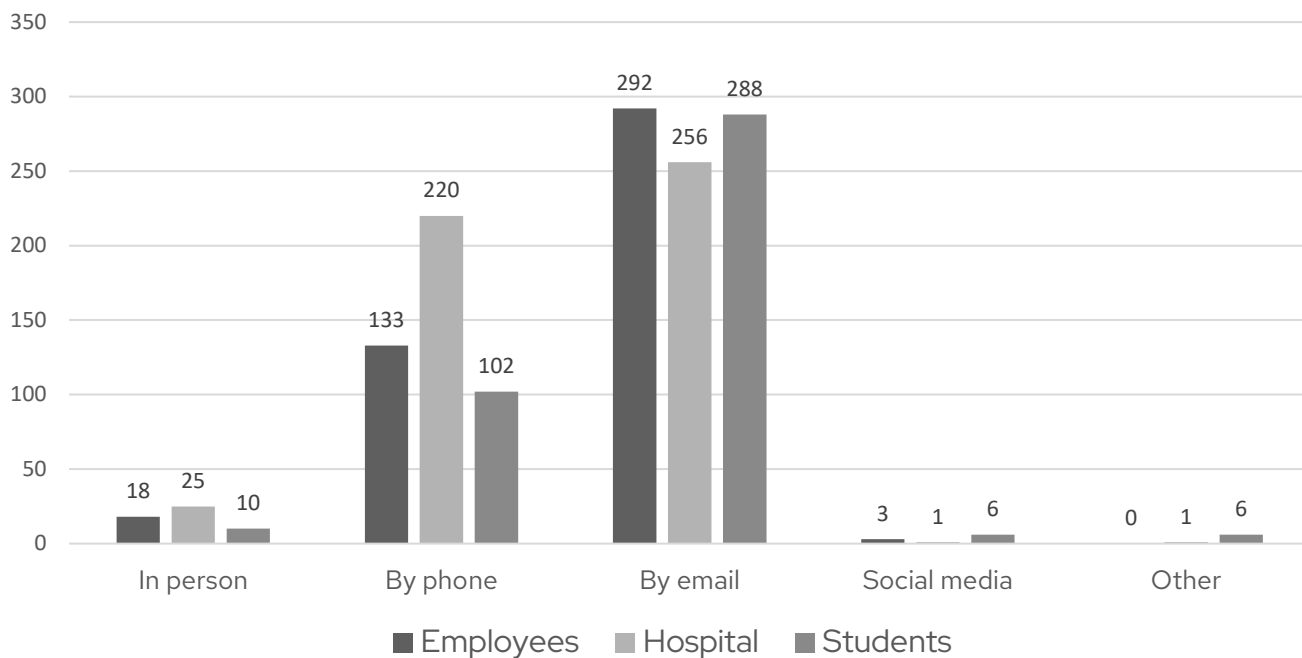
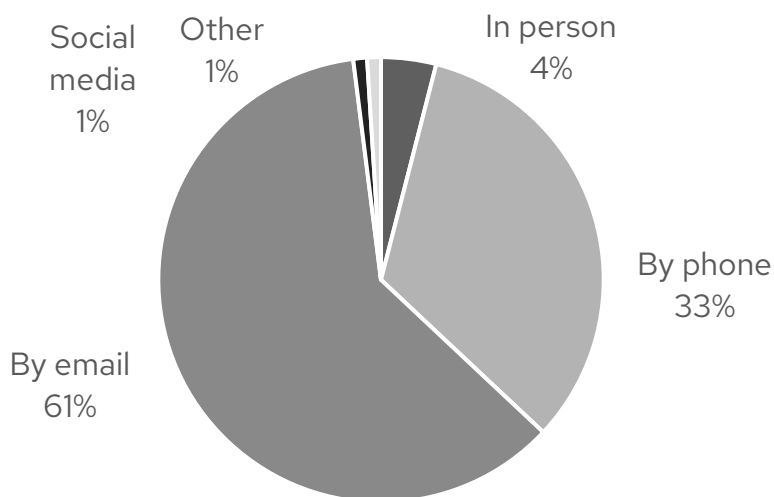
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## Preferred ways to contact Transportation Services

Survey participants were asked how they prefer to get in touch with Transportation Services when they have a question or concern.

1361 respondents answered this question.

- 836 respondents prefer to get in touch with Transportation Services by email.
- 455 respondents prefer to get in touch with Transportation Services by phone.
- 53 respondents prefer to get in touch with Transportation Services in person.
- 10 respondents prefer to get in touch with Transportation Services over social media.
- 7 respondents prefer to get in touch with Transportation Services through some other means.



## Open-Ended Response Regarding Communicating with Transportation Services

Respondents were invited to share more feedback about their experiences communicating with Transportation Services in an open-ended question. 134 respondents answered the question, and many addressed more than one topic in their response. The response topics were categorized and tallied in the table below.

- 43% of respondents were UW employees
- 43% of respondents were UW Hospital and Clinics employees
- 14% of respondents were students, whether graduate, undergraduate, or other

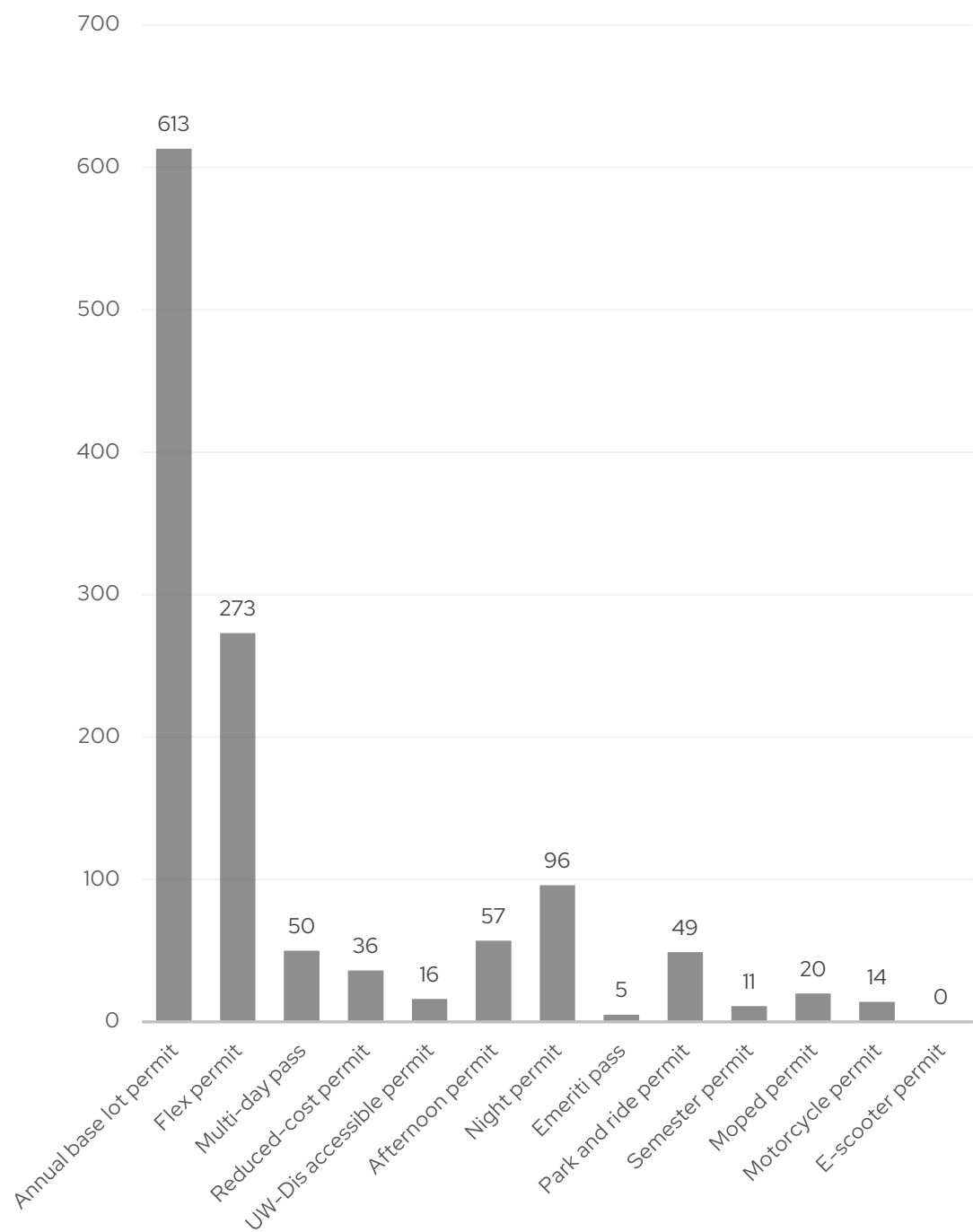
Topic	UW Employees	UW Hospital	UW Students	Total
Happy with customer service from Transportation Services	12	6	2	20
Staff helped the respondent solve a problem	7	3	-	10
The website is helpful	-	-	1	1
Wants more advanced notice and better instructions for special events impacts	3	2	1	6
Wants AFCH location to reopen	-	3	-	3
Difficult to get questions answered by TS staff	9	18	4	31
Dissatisfied with professionalism of TS staff	10	18	3	31
Responses from different TS staff are inconsistent	6	7	-	13
Parking rules don't always make sense	5	3	2	10
Website and web materials are confusing/difficult to use	5	4	-	9
Program information doesn't always make sense	2	2	-	4
There are too many long/irrelevant emails from TS	4	-	-	4
Did not receive important emails from TS	-	1	3	4
Parking application system is difficult to use	1	2	-	3



# Parking Permits and Customer Behavior

## Parking permits held by survey participants

Customers were asked which parking permit types they used to park on campus in the prior year (Nov. 2020 – Nov. 2021). A count of 807 respondents – 55% – reported using at least one permit or pass to park either on campus or an off-campus park and ride. The chart below shows the number of permit and pass types customers reported having purchased in the prior year.



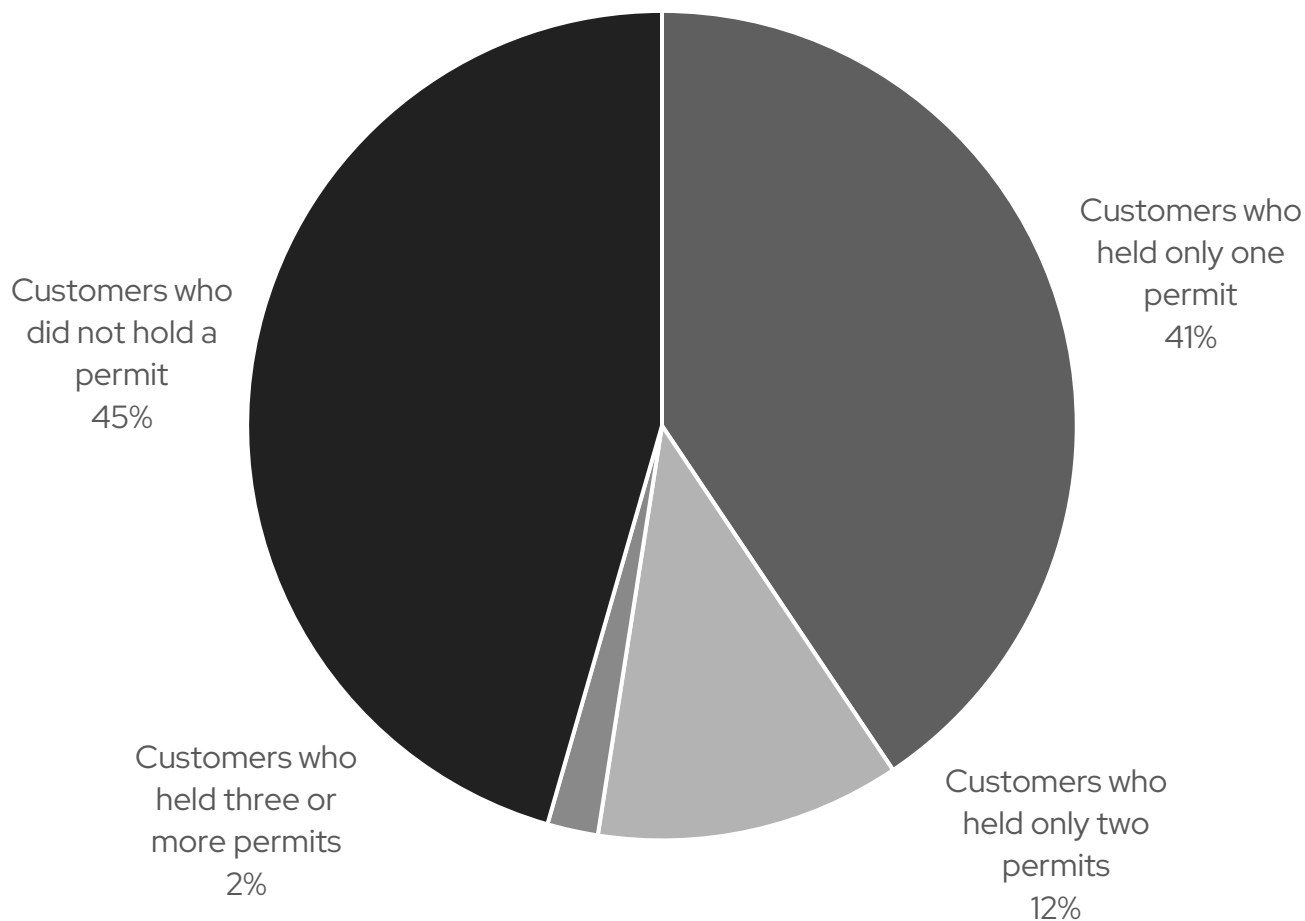
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## Customers with multiple parking permits

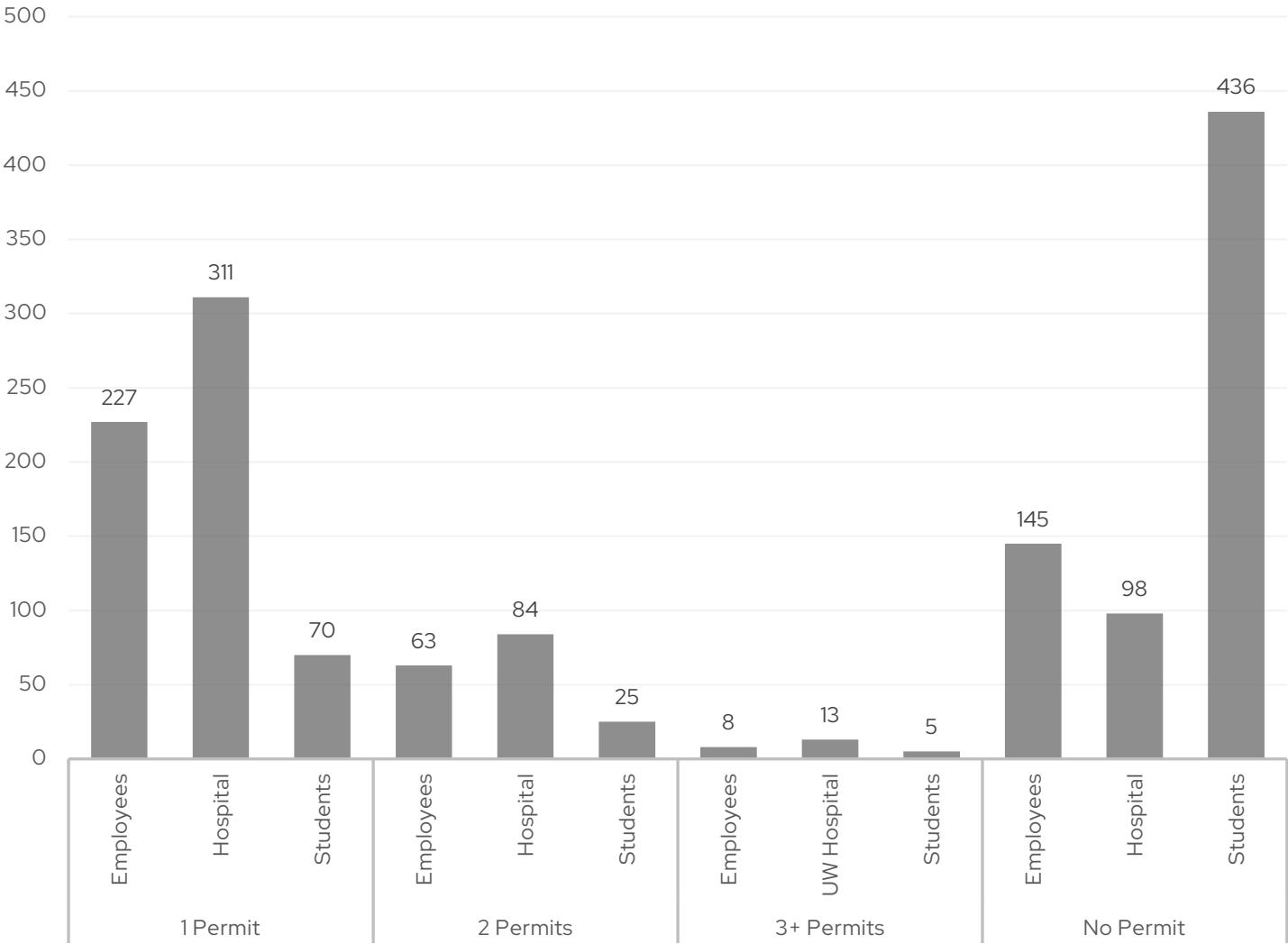
Customers were asked what types of parking permits or passes they used to park on campus in the prior 12 months (Nov. 2020 through Nov. 2021).

Respondents were allowed to select more than one permit or pass type. 199 respondents reported using two or more parking permits or passes during that timeframe. This means some customers may have:

- (a) exchanged their permit for a different product type;
  - (b) applied for a different product type during the annual renewal permit process; and/or,
  - (c) purchased two or more product types and used them concurrently.
- 55% of respondents used at least one permit or pass to park on campus.
  - 41% of respondents used ONLY ONE type of permit or pass to park on campus.
  - 12% of respondents used ONLY TWO types of permits or passes to park on campus.
  - 2% of respondents used THREE OR MORE types of permits or passes to park on campus.
  - 45% of respondents did not use any of the parking permit or pass types listed to park on campus.



The chart below shows the count of survey respondents who reported holding zero, one, two, or three-plus parking permits/passes in the prior year (Nov. 2020 – Nov. 2021). These counts are broken down by customer category.



	UW students		UW employees		UW Hospital		Total responses	
# permits	Count	% students	Count	%employees	Count	% hospital	Count	% total
None	436	81%	145	33%	98	19%	679	46%
Only one	70	13%	227	51%	311	75%	608	41%
Only two	25	5%	63	14%	84	17%	172	12%
Three plus	5	1%	8	2%	13	3%	27	2%

## Permit types held by survey respondents (table)

The table below shows how many UW students, UW employees, and UW Hospital employees reported using one or more of the below parking permits or passes to park on campus at any time in the prior 12 months (Nov. 2020 – Nov. 2021).

Permit/pass type	UW students	UW employees	UW hospital employees	Total
<b>Base lot permit</b>	44	212	357	<b>613</b>
<b>Flex permit</b>	13	164	96	<b>273</b>
<b>Multi-day pass</b>	14	19	17	<b>50</b>
<b>Reduced cost permit</b>	21	3	12	<b>36</b>
<b>UW-Dis permit</b>	0	8	8	<b>16</b>
<b>Afternoon permit</b>	21	8	28	<b>57</b>
<b>Night permit</b>	17	16	63	<b>96</b>
<b>Emeriti pass</b>	3	5	0	<b>8</b>
<b>Park and ride permit</b>	7	8	34	<b>49</b>
<b>Semester permit</b>	10	0	1	<b>11</b>
<b>Moped permit</b>	11	6	1	<b>20</b>
<b>Motorcycle permit</b>	4	5	5	<b>14</b>
<b>E-scooter permit</b>	0	0	0	<b>0</b>
<b>TOTAL</b>	<b>162</b>	<b>454</b>	<b>622</b>	<b>1240</b>

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## Customers with only one permit

41% of respondents used only ONE type of permit or pass to park on campus from Nov. 2020 – Nov. 2021. The table below shows how many students, employees, and UW Hospital employees used only one permit or pass type to park on campus during that timeframe, and which permit or pass they used.

<b>Permit type – ONLY ONE</b>	<b>UW students</b>	<b>UW employees</b>	<b>UW Hospital employees</b>	<b>Total</b>
<b>Base lot permit</b>	16	122	234	<b>372</b>
<b>Flex permit</b>	7	94	44	<b>145</b>
<b>Multi-day pass</b>	5	4	4	<b>13</b>
<b>Reduced cost permit</b>	9	0	0	<b>9</b>
<b>UW-Dis permit</b>	0	0	2	<b>2</b>
<b>Afternoon permit</b>	9	1	7	<b>17</b>
<b>Night permit</b>	4	3	6	<b>13</b>
<b>Emeriti pass</b>	3	2	0	<b>5</b>
<b>Park and ride permit</b>	2	1	14	<b>17</b>
<b>Semester permit</b>	7	0	0	<b>7</b>
<b>Moped permit</b>	9	0	0	<b>9</b>
<b>Motorcycle permit</b>	2	0	0	<b>2</b>
<b>E-scooter permit</b>	0	0	0	<b>0</b>
<b>TOTAL</b>	<b>70</b>	<b>227</b>	<b>311</b>	<b>611</b>

## Customers with only two permits

12% of respondents used ONLY TWO types of permits or passes to park on campus from Nov. 2020 – Nov. 2021. The table below shows how many students, employees, and UW Hospital employees used two permit or pass types to park on campus during the given timeframe, and which permits and/or passes they used.

<b>Permit types - ONLY TWO</b>	<b>UW students</b>	<b>UW employees</b>	<b>UW Hospital employees</b>	<b>Total</b>
<b>Base Lot and Flex</b>	1	41	17	<b>59</b>
<b>Base Lot and MDP</b>	3	7	1	<b>11</b>
<b>Base Lot and Reduced Cost</b>	8	0	7	<b>15</b>
<b>Base Lot and UW-Dis</b>	0	1	1	<b>2</b>
<b>Base Lot and Afternoon</b>	1	0	7	<b>8</b>
<b>Base Lot and Night</b>	0	0	26	<b>26</b>
<b>Base Lot and Emeriti</b>	0	1	0	<b>1</b>
<b>Base Lot and Park &amp; Ride</b>	1	0	3	<b>4</b>
<b>Base Lot and Moped</b>	1	1	0	<b>2</b>
<b>Base Lot and Motorcycle</b>	0	2	1	<b>3</b>
<b>Flex and MDP</b>	0	3	2	<b>5</b>
<b>Flex and UW-Dis</b>	0	2	0	<b>2</b>
<b>Flex and Night</b>	1	0	9	<b>10</b>
<b>Flex and Park &amp; Ride</b>	0	0	2	<b>2</b>
<b>Flex and Moped</b>	0	1	0	<b>1</b>
<b>Flex and Motorcycle</b>	1	1	0	<b>2</b>
<b>MDP and Night</b>	0	1	1	<b>2</b>
<b>MDP and Park &amp; Ride</b>	0	0	1	<b>1</b>
<b>Reduced Cost and UW-Dis</b>	0	0	1	<b>1</b>

<b>Reduced Cost and Afternoon</b>	1	0	0	<b>1</b>
<b>Reduced Cost and Semester</b>	4	0	0	<b>4</b>
<b>Afternoon and Night</b>	3	0	1	<b>4</b>
<b>Afternoon and Park &amp; Ride</b>	0	0	2	<b>2</b>
<b>Night and Emeriti</b>	0	1	0	<b>1</b>
<b>Night and Park &amp; Ride</b>	0	1	2	<b>3</b>
<b>Emeriti and Motorcycle</b>	0	0	1	<b>1</b>
<b>TOTAL</b>	<b>25</b>	<b>63</b>	<b>84</b>	<b>173</b>



## Customers with three or more permits

2% of respondents used THREE types of permits or passes to park on campus from Nov. 2020 – Nov. 2021. The table below shows how many students, employees, and UW Hospital employees used three permit or pass types to park on campus during the given timeframe, and which permits and/or passes they used.

Permit type	UW students	UW employees	UW Hospital	Total
Base Lot, Flex, MDP	0	1	0	1
Base Lot, Flex, Reduced Cost	1	0	0	1
Base Lot, Flex, Afternoon	0	1	1	2
Base Lot, Flex, Night	0	1	0	1
Base Lot, Flex, Moped	0	1	0	1
Base Lot, MDP, Reduced Cost	1	0	0	1
Base Lot, MDP, Afternoon	0	0	1	1
Base Lot, MDP, Night	1	0	3	4
Base Lot, MDP, Park & Ride	0	1	0	2
Base Lot, Reduced Cost, Night	0	0	2	2
Base Lot, Reduced, Cost, Moped	1	0	0	1
Base Lot, Reduced Cost, Park & Ride	0	0	1	1
Base Lot, Afternoon, Night	1	2	1	4
Base Lot, Night, Motorcycle	0	0	1	1
Base Lot, Park and Ride, Motorcycle	0	1	0	1
Flex, MDP, Night	0	0	1	1
Flex, MDP, and Park Ride	0	0	1	1
Flex, Night, Moped	0	0	1	1
<b>TOTAL</b>	<b>5</b>	<b>8</b>	<b>13</b>	<b>27</b>

Satisfaction with Parking Permits and Benefits

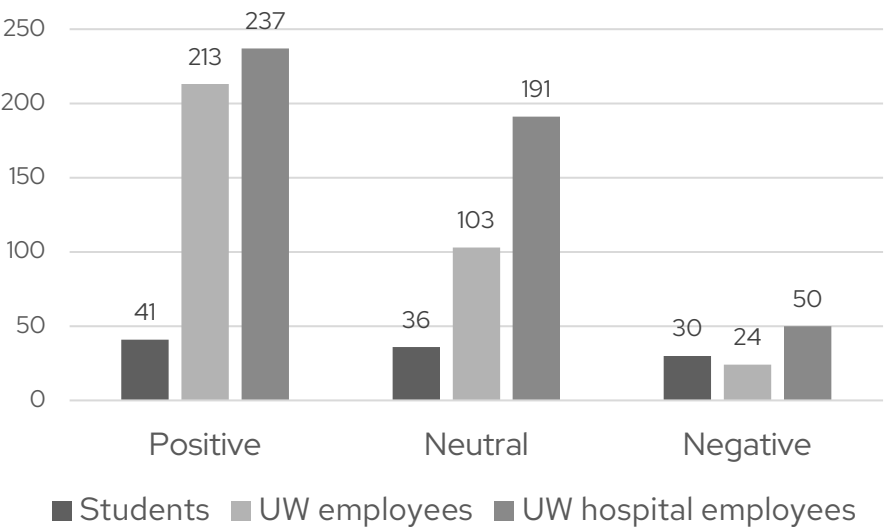
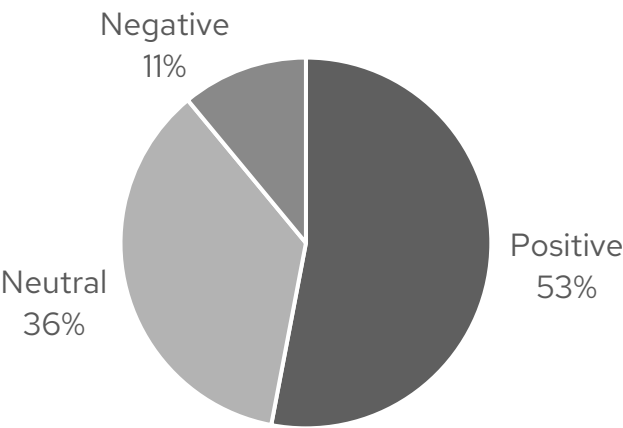
Permit application and purchase process

The pie chart below shows permit holder satisfaction levels with the permit application and purchase process.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

925 respondents answered this question

- **Positive:** 53% of permit holders were “very” or “extremely” satisfied with the application/purchase process.
- **Neutral:** 36% of permit holders were “somewhat” or “slightly” satisfied with the application/purchase process.
- **Negative:** 11% of permit holders were “not at all” satisfied with the application/purchase process.



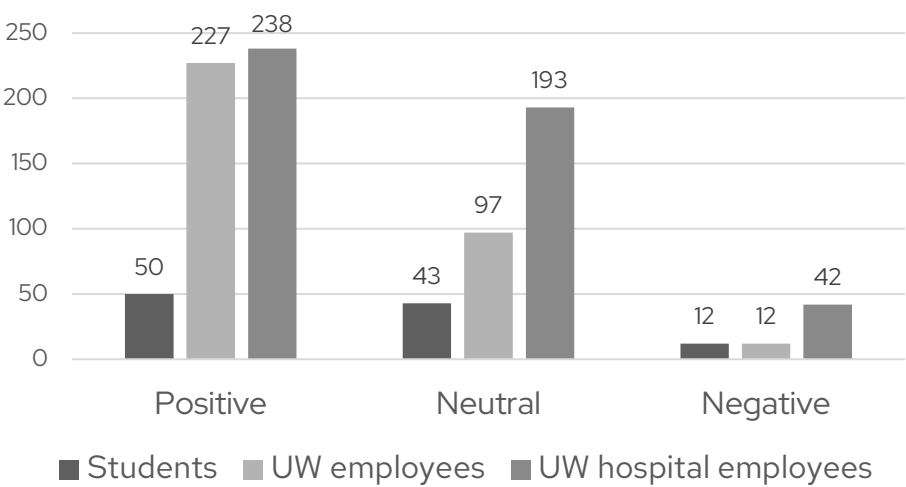
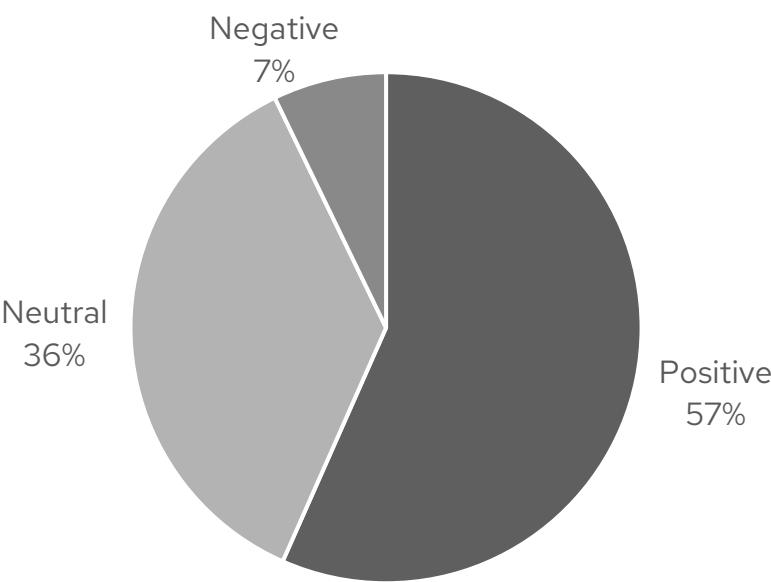
Availability of space in assigned parking lot(s)

The pie chart below shows permit holder satisfaction levels with the availability of parking spaces in assigned lot(s)

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

920 respondents answered this question

- **Positive:** 57% of permit holders were “very” or “extremely” satisfied with parking availability
- **Neutral:** 36% of permit holders were “somewhat” or “slightly” satisfied with parking availability
- **Negative:** 7% of permit holders were “not at all” satisfied with parking availability



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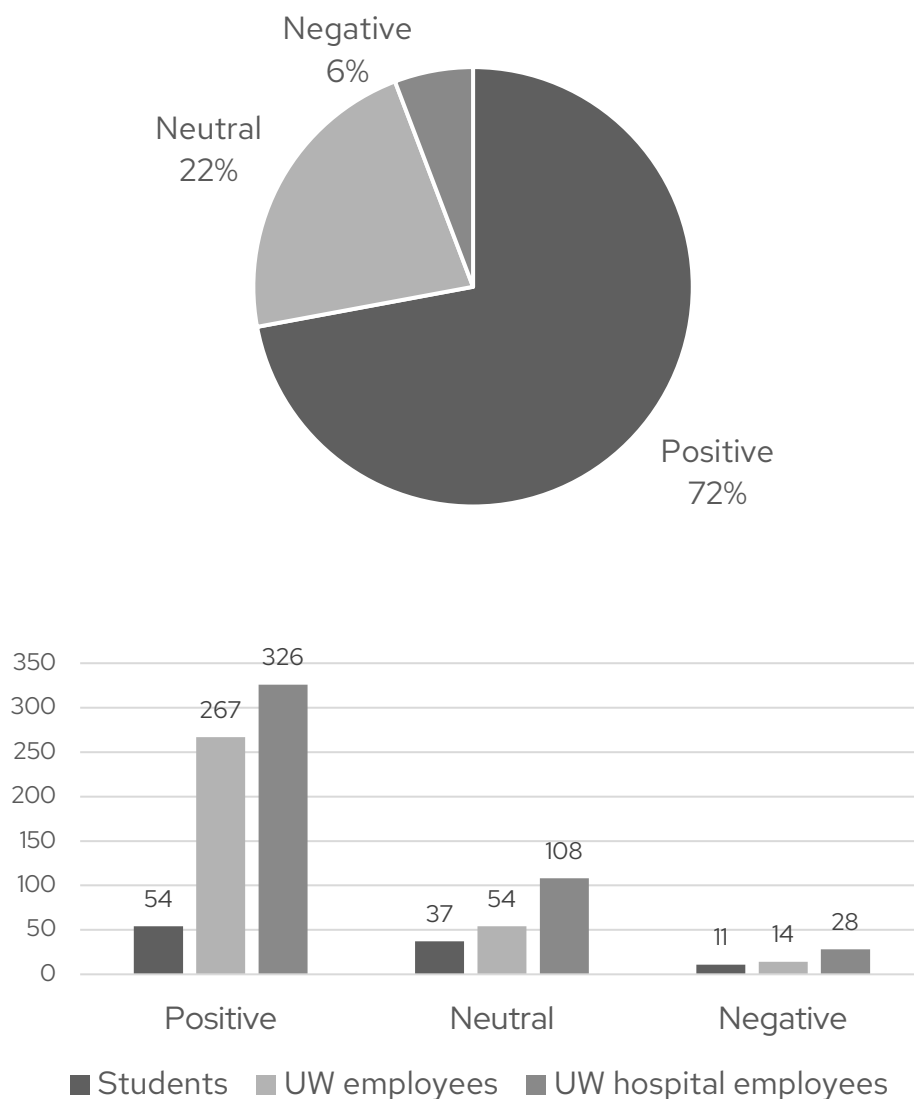
Days/times parking permits are valid

The pie chart below shows permit holder satisfaction levels with the days and times parking permits are valid.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

899 respondents answered this question

- **Positive:** 72% of permit holders were "very" or "extremely" satisfied with the days/times permits are valid
- **Neutral:** 36% of permit holders were "somewhat" or "slightly" satisfied with the days/times permits are valid
- **Negative:** 7% of permit holders were "not at all" satisfied with the days/times permits are valid



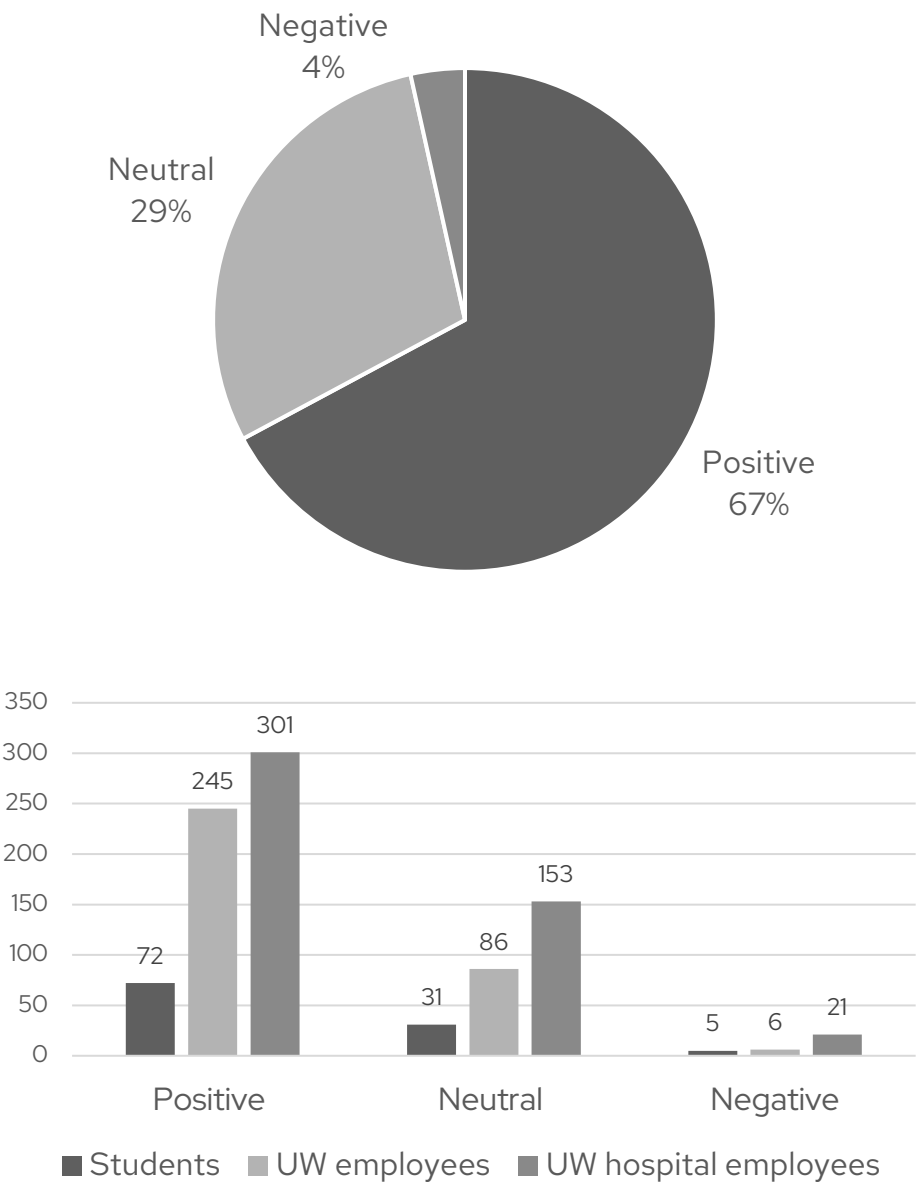
Maintenance and upkeep of parking facilities

The pie chart below shows permit holder satisfaction levels with the maintenance and upkeep of parking facilities.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

920 respondents answered this question

- **Positive:** 67% of all respondents were “very” or “extremely” satisfied with maintenance and upkeep
- **Neutral:** 29% of all respondents were “somewhat” or “slightly” satisfied with maintenance and upkeep
- **Negative:** 4% of all respondents were “not at all” satisfied with maintenance and upkeep



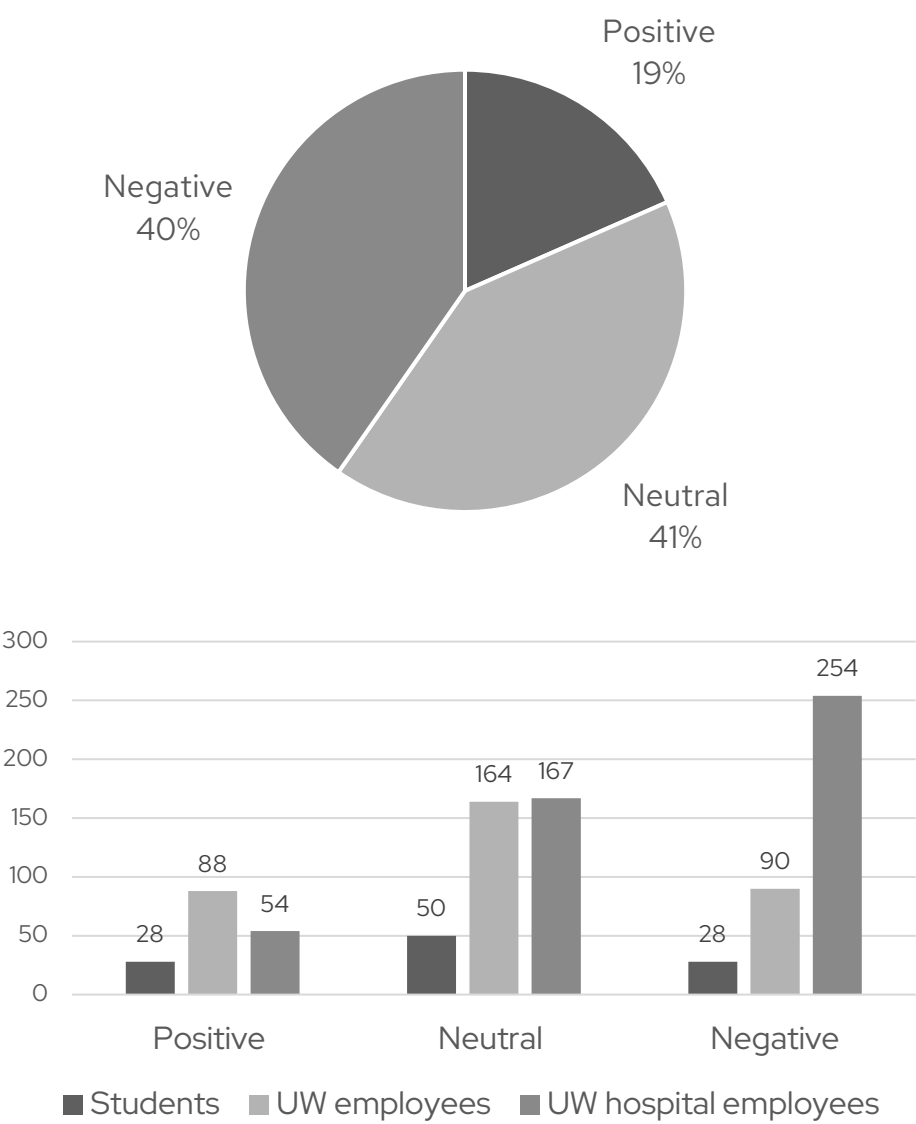
Overall value of parking permit or pass for the price

The pie chart below shows overall customer satisfaction with the value of a parking permit or pass for the price.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

923 respondents answered this question

- **Positive:** 19% of all respondents were “very” or “extremely” satisfied with the value of their parking permit.
- **Neutral:** 41% of all respondents were “somewhat” or “slightly” satisfied with the value of their parking permit.
- **Negative:** 40% of all respondents were “not at all” satisfied with the value of their parking permit.



Satisfaction with Enforcement and Appeals

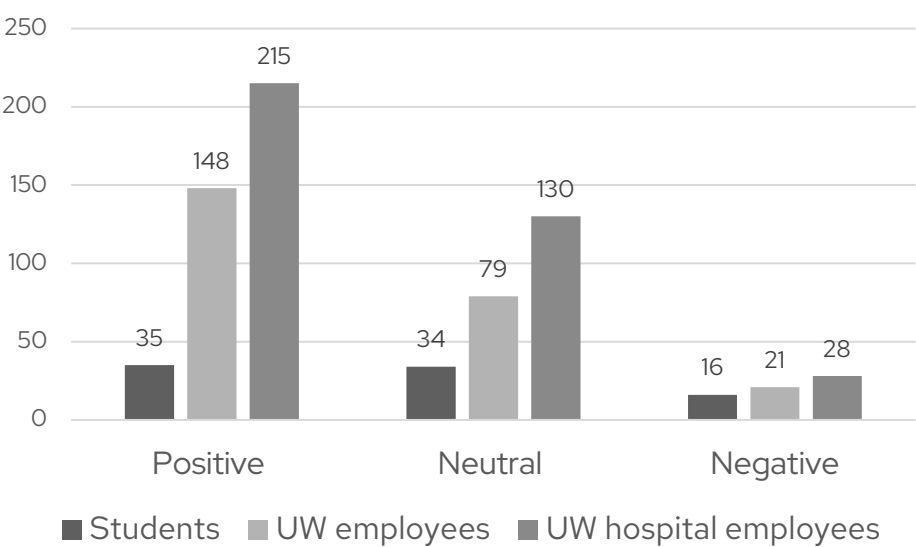
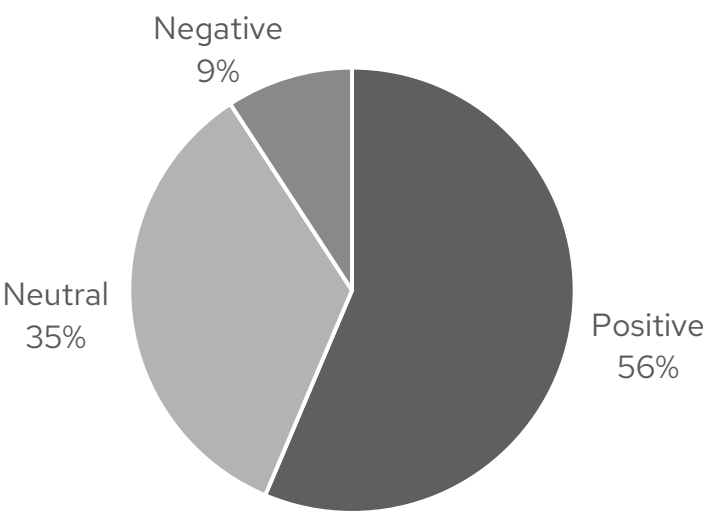
Consistency of parking enforcement

The pie chart below shows customer satisfaction levels with the consistency of parking enforcement.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

706 respondents answered this question

- **Positive:** 56% of all respondents were "very" or "extremely" satisfied with consistency of enforcement
- **Neutral:** 34% of all respondents were "somewhat" or "slightly" satisfied with consistency of enforcement
- **Negative:** 9% of all respondents were "not at all" satisfied with consistency of enforcement





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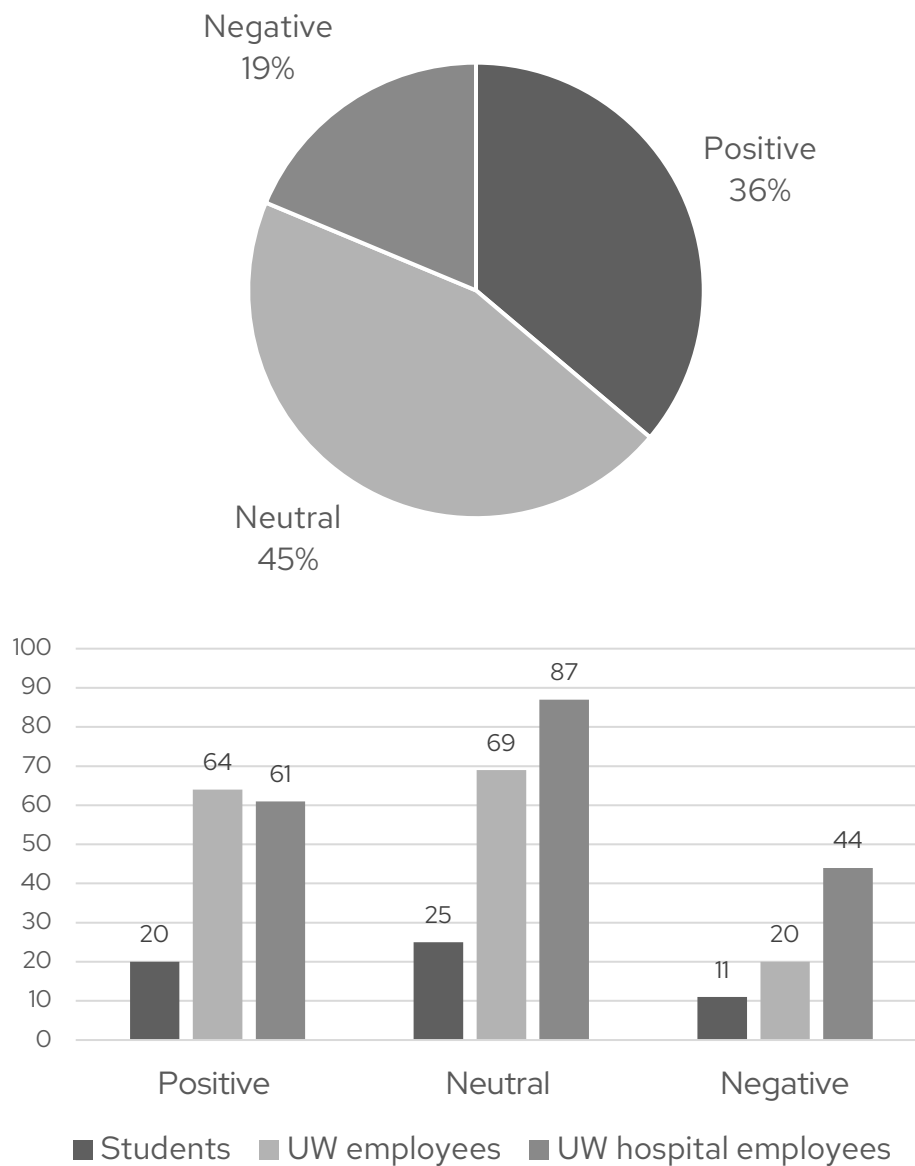
## Ease of appealing a citation

The pie chart below shows customer satisfaction levels with the ease of appealing a citation.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

401 respondents answered this question

- **Positive:** 36% of all respondents were "very" or "extremely" satisfied with the ease of appealing a citation.
- **Neutral:** 45% of all respondents were "somewhat" or "slightly" satisfied with the ease of appealing a citation.
- **Negative:** 19% of all respondents were "not at all" satisfied with the ease of appealing a citation.

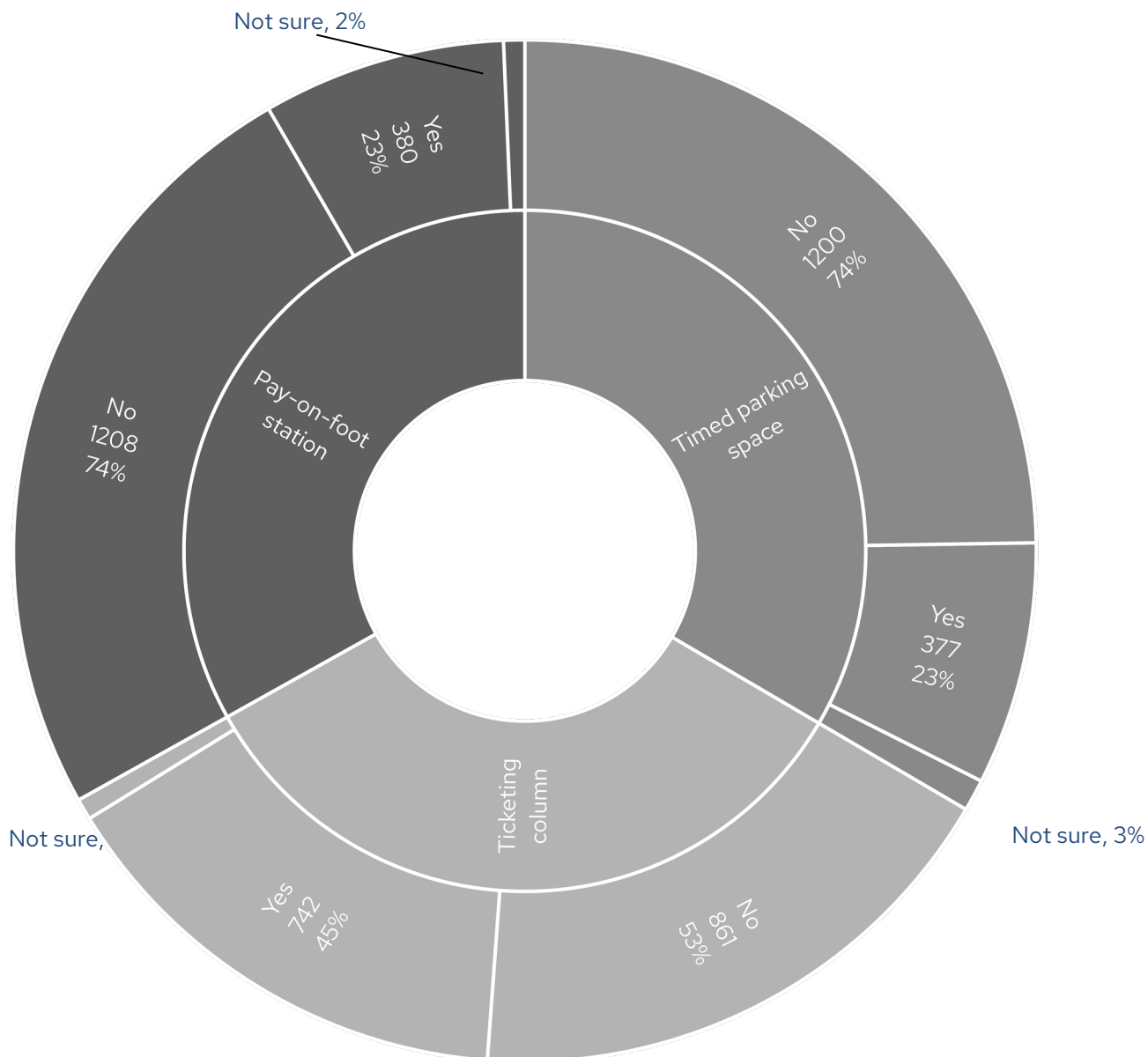


## Satisfaction with Visitor and Short-Term Parking

### How customers paid for visitor parking

Customers were asked if they ever paid for hourly on-campus parking at some point during the prior year (Nov. 2020 – Nov. 2021).

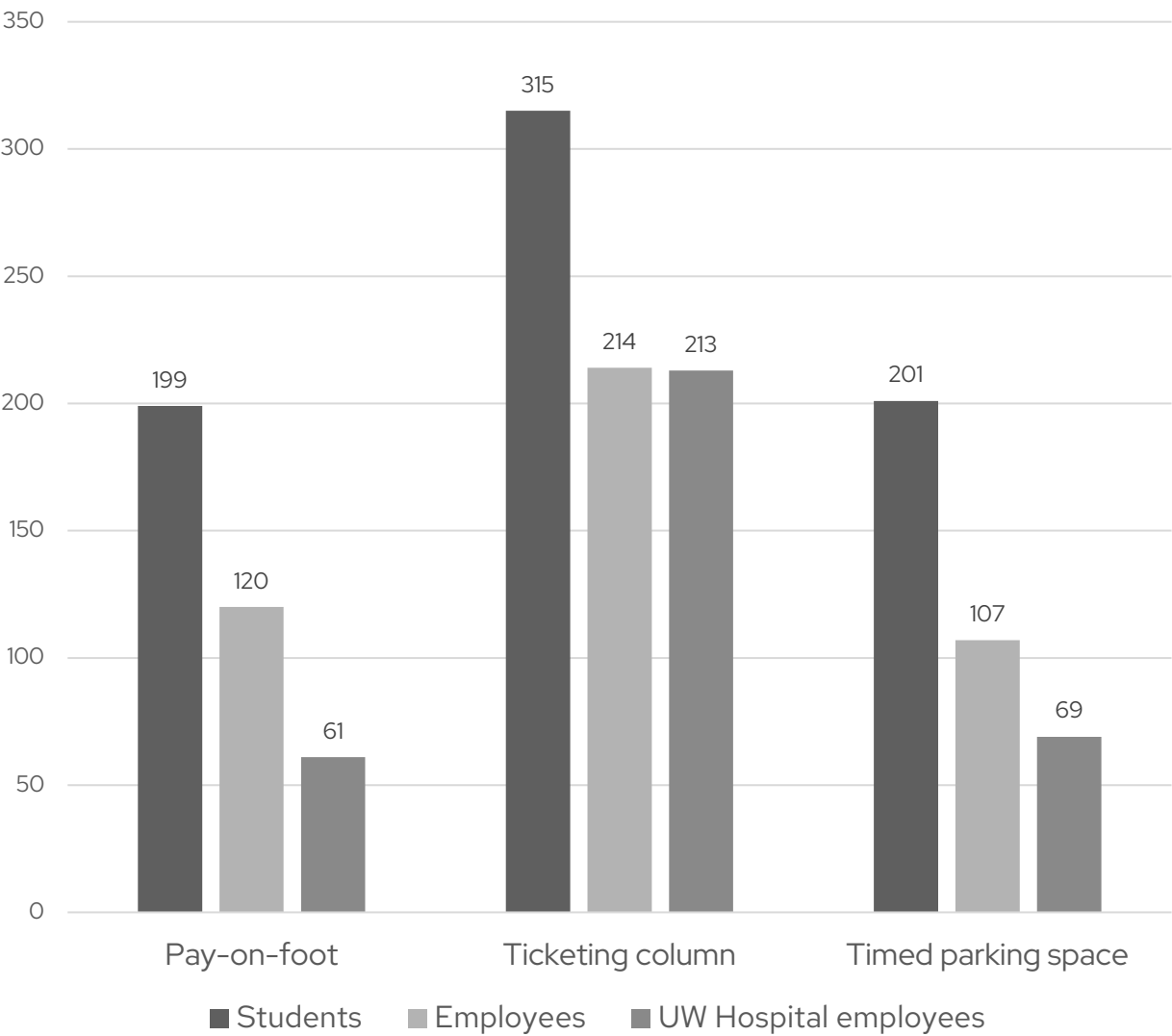
- 380 respondents – 23% – reported using a pay-on-foot station at a parking garage to pay for hourly parking.
- 742 respondents – 45% – reported paying at a gate column when exiting a parking facility.
- 377 respondents – 23% – reported using a timed parking space in a campus parking lot.



Customers who paid for hourly (visitor) parking, by university status

Customers were asked if they ever paid for hourly on-campus parking at some point during the prior year (Nov. 2020 – Nov. 2021).

The bar chart below shows how many UW employees, UW Hospital employees, and UW students reported paying for hourly parking at a pay-on-foot station, a ticketing column at a parking lot exit lane, or a timed parking space.



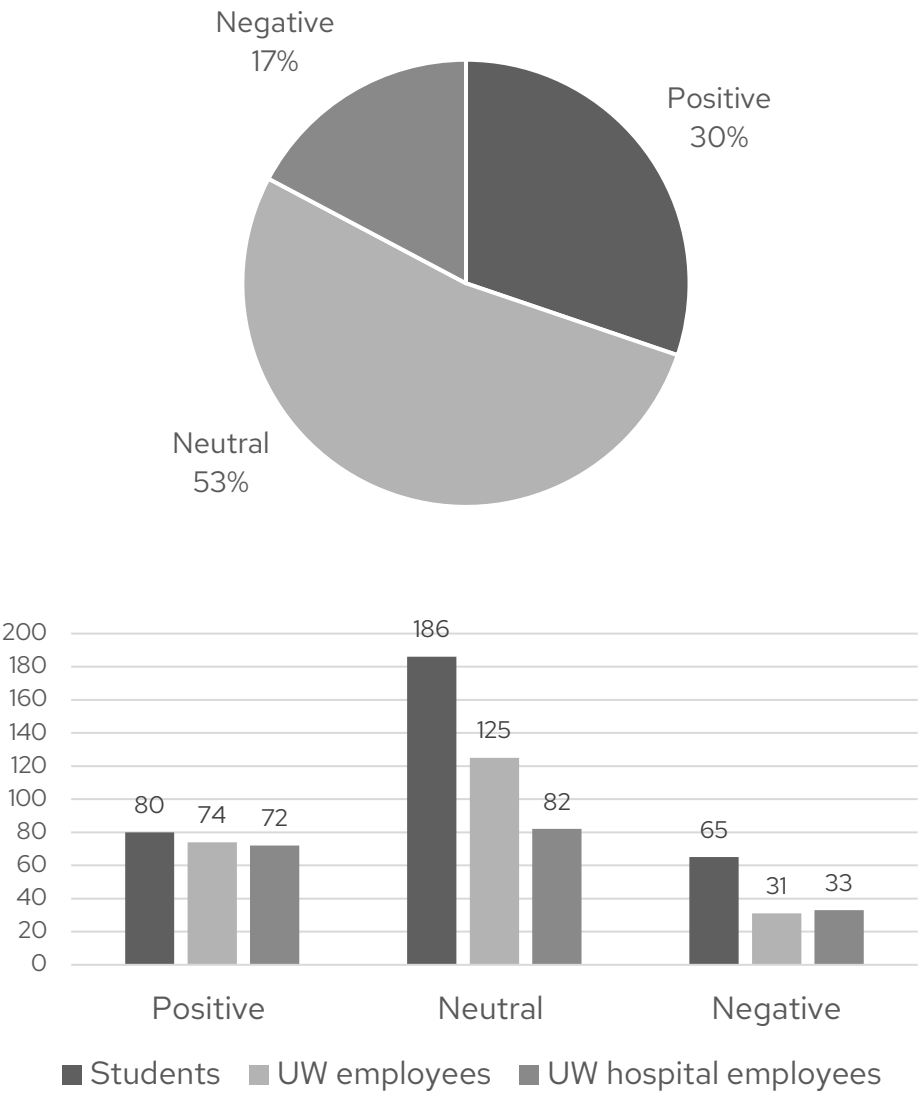
Availability of hourly parking at campus parking facilities

The pie chart below shows parking garage visitor satisfaction levels with the availability of hourly parking at campus parking facilities.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

748 respondents answered this question

- **Positive:** 30% of garage visitors were “very” or “extremely” satisfied with the availability of hourly parking on campus.
- **Neutral:** 53% of garage visitors were “somewhat” or “slightly” satisfied with the availability of hourly parking on campus.
- **Negative:** 17% of garage visitors were “not at all” satisfied with the availability of hourly parking on campus.



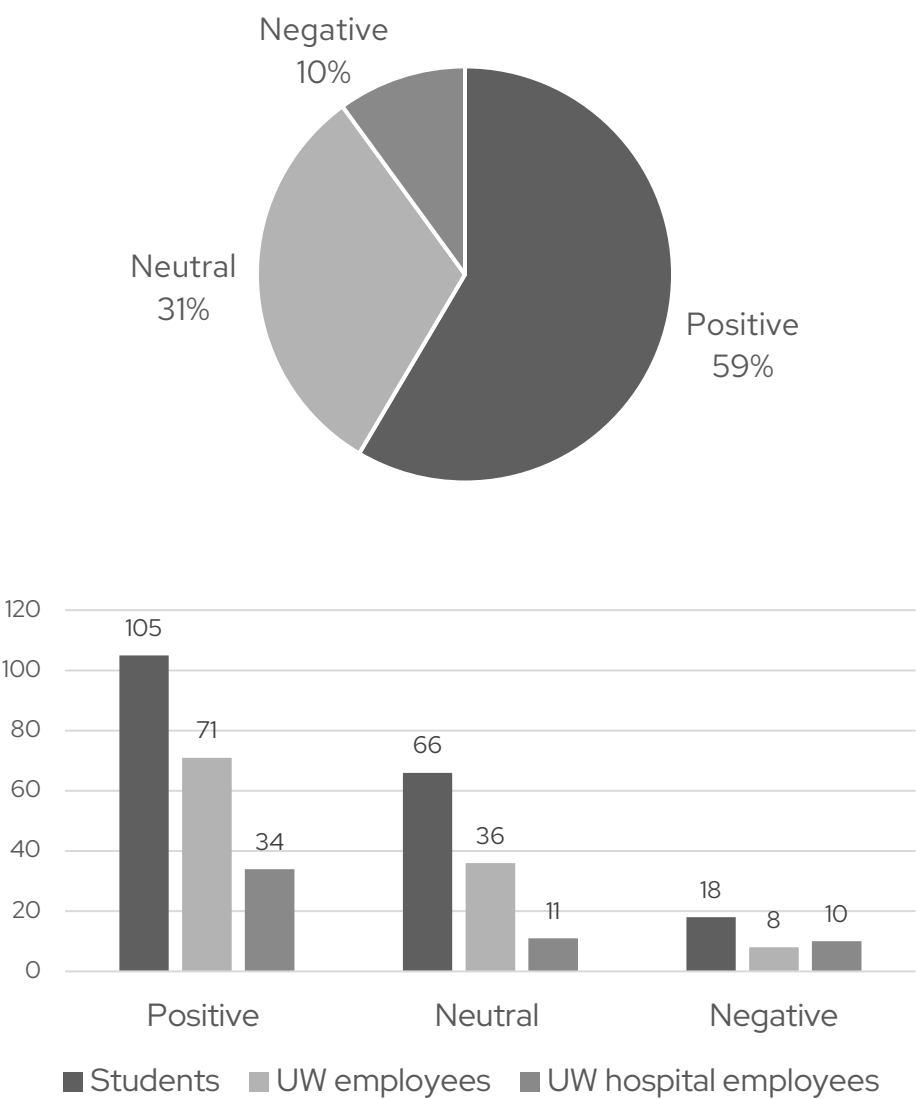
Ease of paying for hourly parking at a pay-on-foot station

The pie chart below shows parking garage visitor satisfaction levels with the ease of paying for parking at a pay-on-foot station.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

359 respondents answered this question

- **Positive:** 59% of garage visitors were “very” or “extremely” satisfied with paying at a pay-on-foot station.
- **Neutral:** 31% of garage visitors were “somewhat” or “slightly” satisfied with paying at a pay-on-foot station.
- **Negative:** 10% of garage visitors were “not at all” satisfied with paying at a pay-on-foot station.



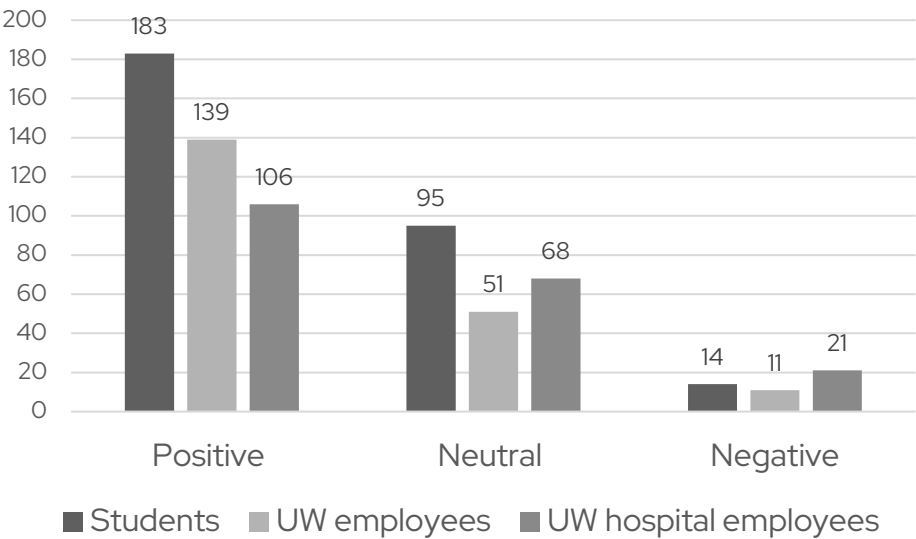
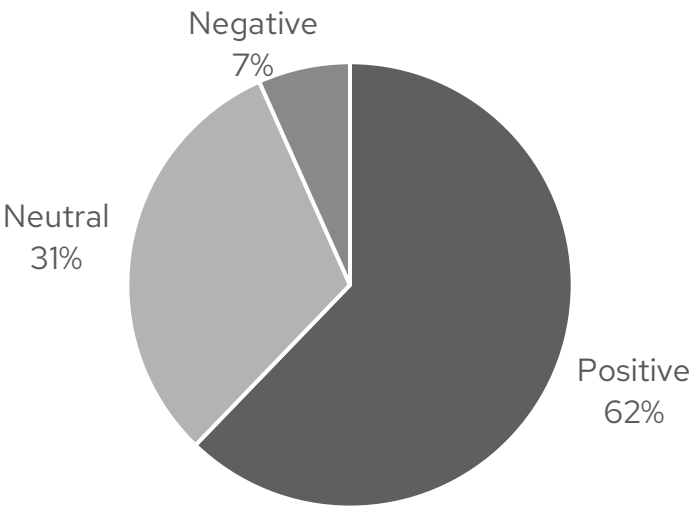
Ease of paying for hourly parking at a ticketing column at an exit lane

The pie chart below shows parking garage visitor customer satisfaction levels with the ease of paying for parking a ticketing column at a parking garage exit lane.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

688 respondents answered this question

- **Positive:** 62% of garage visitors were “very” or “extremely” satisfied with paying at an exit lane.
- **Neutral:** 31% of garage visitors were “somewhat” or “slightly” satisfied with paying at an exit lane.
- **Negative:** 7% of garage visitors customers were “not at all” satisfied with paying at an exit lane.



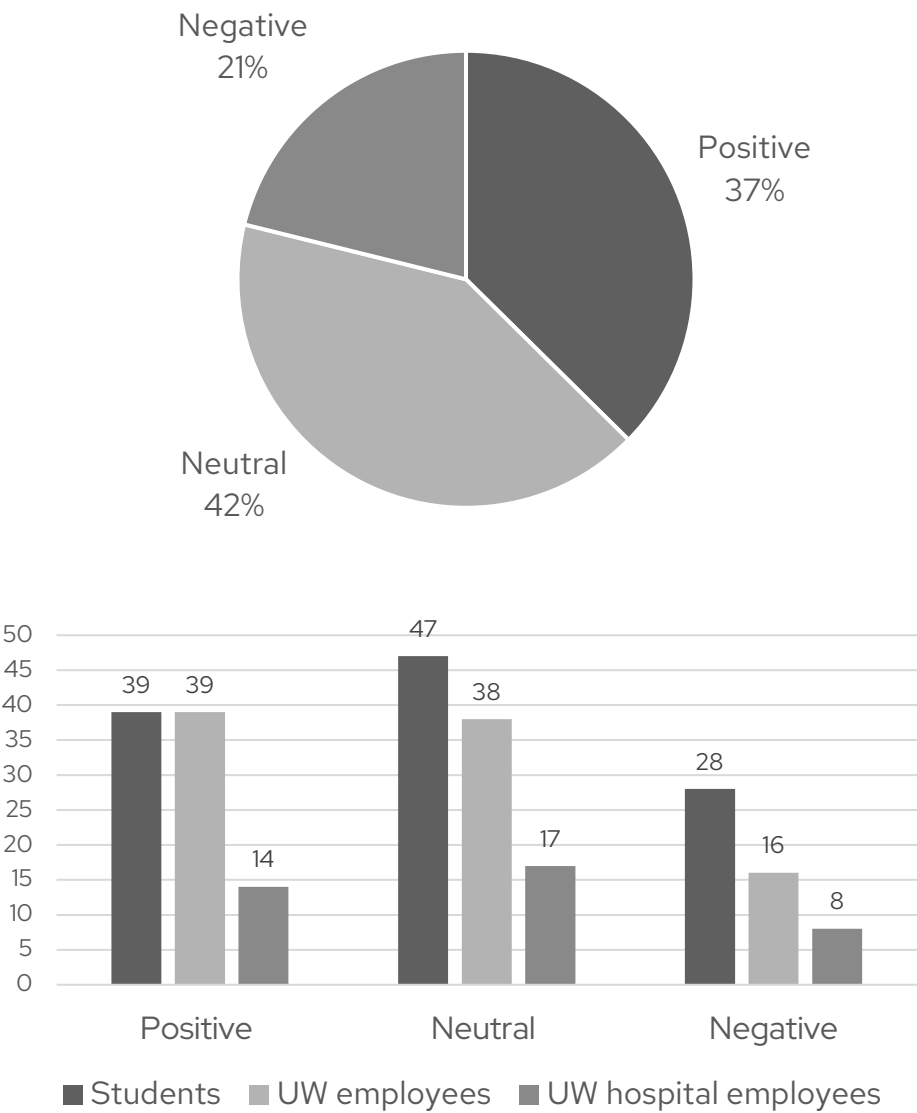
Ease of paying for hourly parking with ParkMobile at a timed parking space

The pie chart below shows ParkMobile customer satisfaction levels with the ease of paying with ParkMobile at a timed parking space.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

246 respondents answered this question

- **Positive:** 37% of ParkMobile customers were “very” or “extremely” satisfied with paying with ParkMobile at a timed parking space.
- **Neutral:** 42% of ParkMobile customers were “somewhat” or “slightly” satisfied with paying with ParkMobile at a timed parking space.
- **Negative:** 21% of ParkMobile customers were “not at all” satisfied with paying with ParkMobile at a timed parking space.

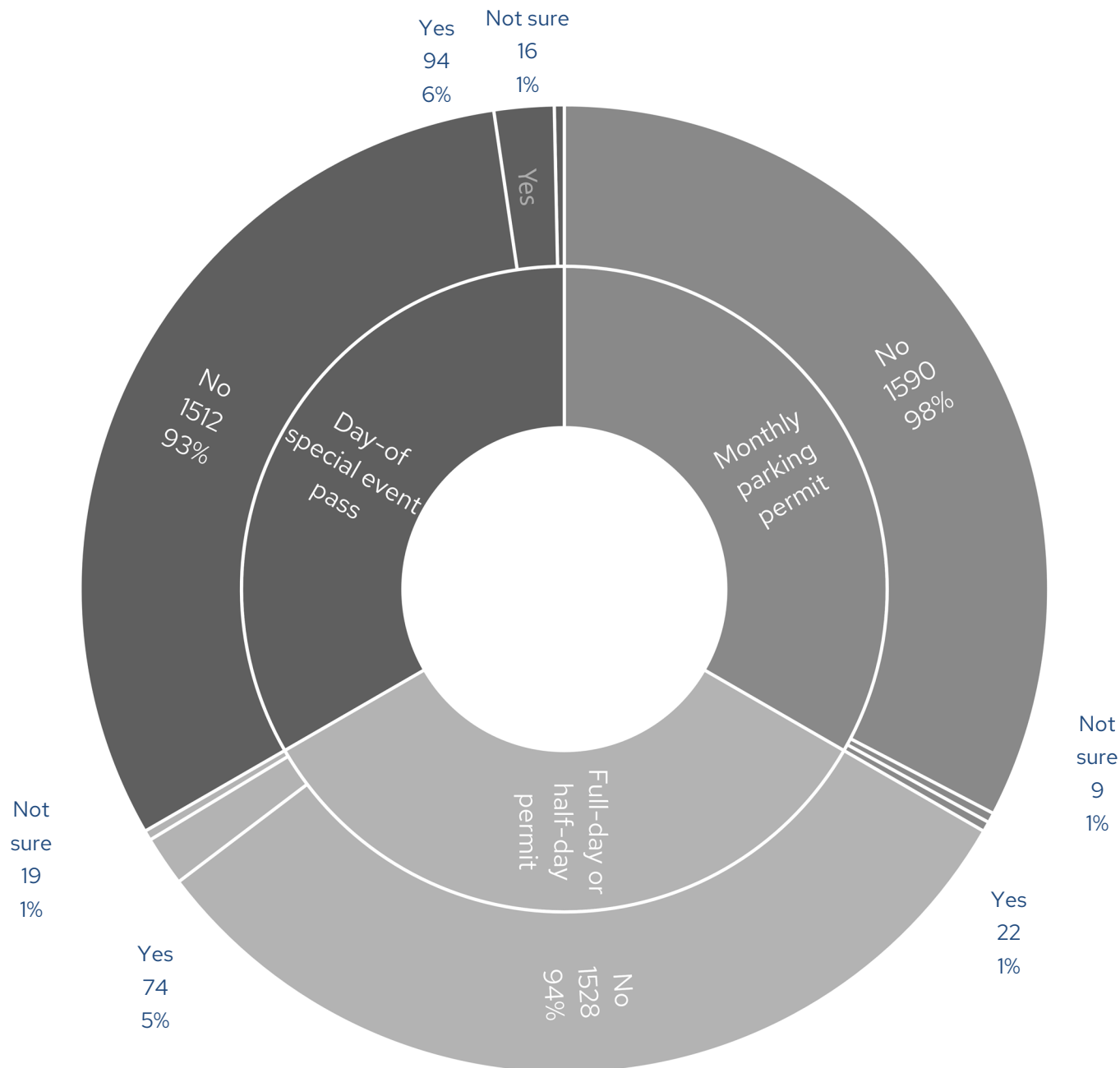


## Satisfaction with Other Short-Term Parking

Customers who paid for other types of short-term parking

Customers were asked if they ever paid for some other type of short-term parking at some point during the prior year (Nov. 2020 – Nov. 2021).

- 94 respondents – 6% – reported using a day-of special event parking pass.
- 74 respondents – 5% - reported using a half-day or full-day parking pass.
- 22 respondents – 1% - reported using a monthly parking permit.





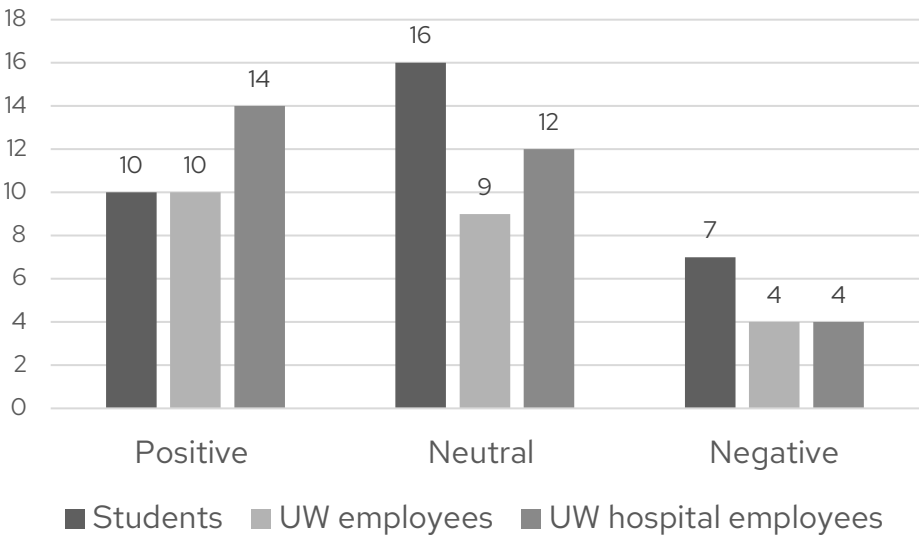
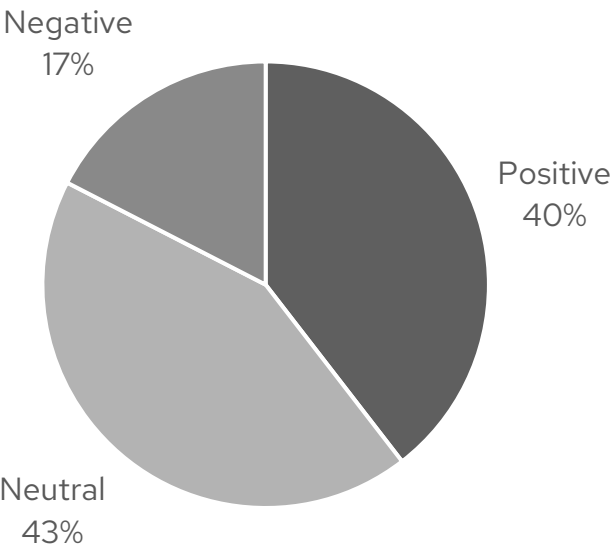
Ease of purchasing day-of event parking

The pie chart below shows event attendee satisfaction levels with the ease of purchasing a day-of parking pass for a campus event.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

86 respondents answered this question

- **Positive:** 40% of event attendees were "very" or "extremely" satisfied with the ease of purchasing day-of event parking.
- **Neutral:** 43% of event attendees were "somewhat" or "slightly" satisfied with the ease of purchasing day-of event parking.
- **Negative:** 17% of event attendees were "not at all" satisfied with the ease of purchasing day-of event parking.



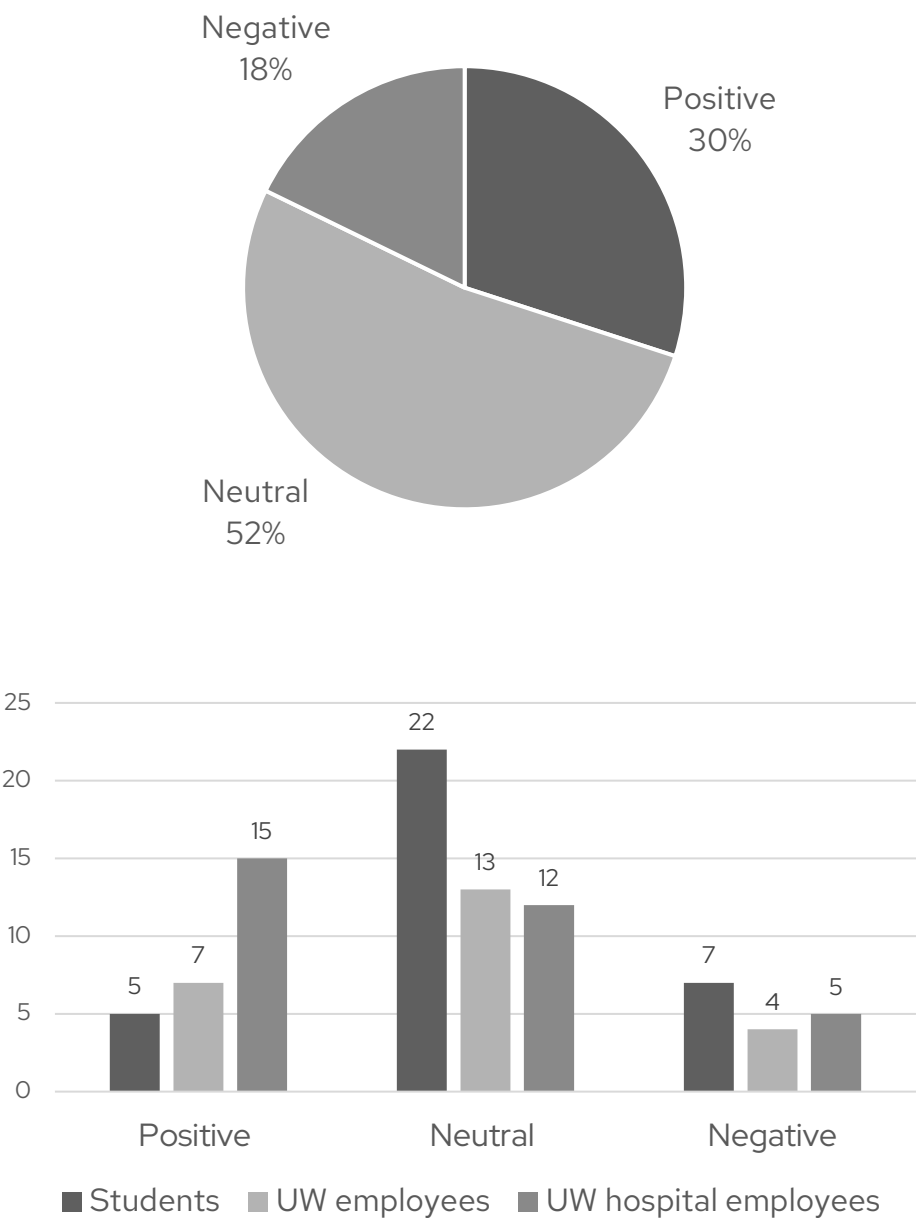
Availability of day-of parking passes for special events

The pie chart below shows event attendee satisfaction levels with the availability of day-of event parking passes.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

90 respondents answered this question

- **Positive:** 30% of event attendees were “very” or “extremely” satisfied with the availability of day-of parking passes for special events.
- **Neutral:** 52% of event attendees were “somewhat” or “slightly” satisfied with the availability of day-of parking passes for special events.
- **Negative:** 18% of event attendees were “not at all” satisfied with the availability of day-of parking passes for special events.



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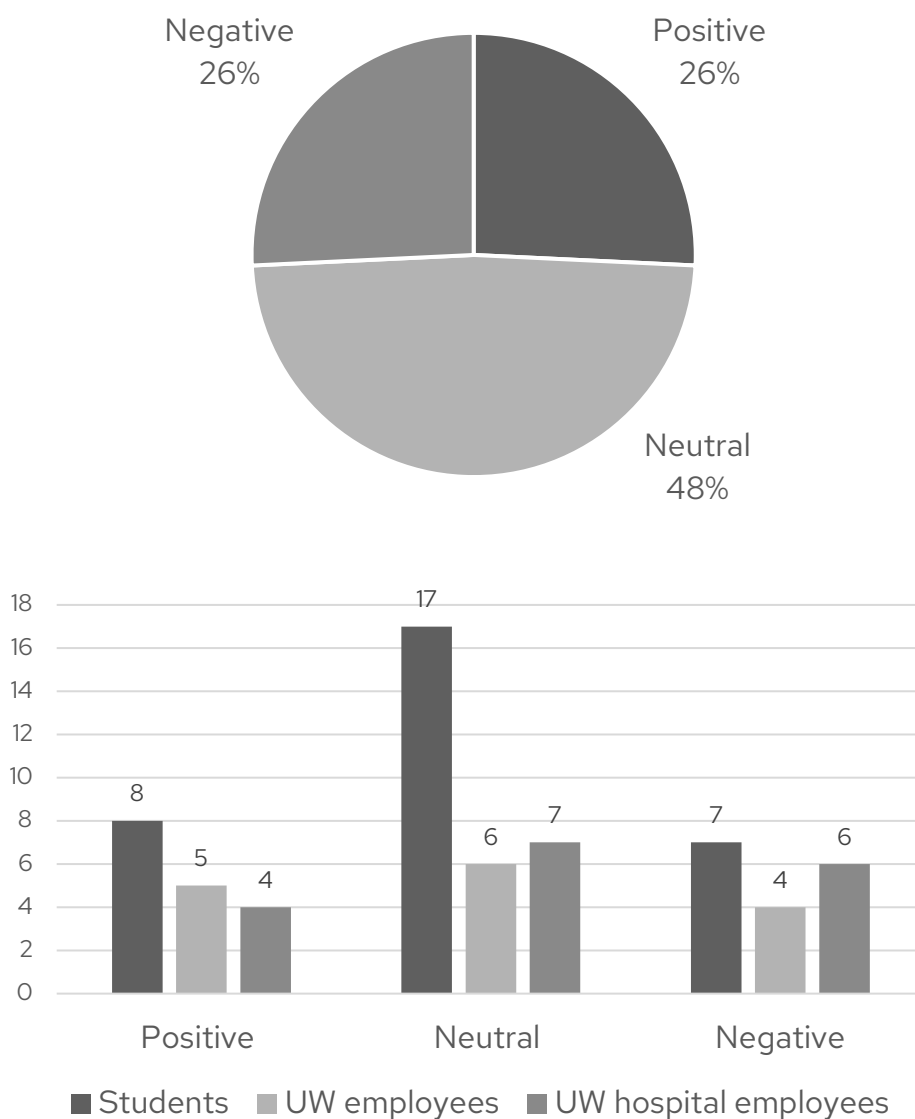
## Ease of purchasing a half-day or full-day permit

The pie chart below shows visitor parking customer satisfaction levels with the ease of purchasing a half-day or full-day permit.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

66 respondents answered this question

- **Positive:** 26% of visitor parkers were "very" or "extremely" satisfied with the ease of purchasing a half-day or full-day permit.
- **Neutral:** 48% of visitor parkers were "somewhat" or "slightly" satisfied with the ease of purchasing a half-day or full-day permit.
- **Negative:** 26% of visitor parkers were "not at all" satisfied with the ease of purchasing a half-day or full-day permit.



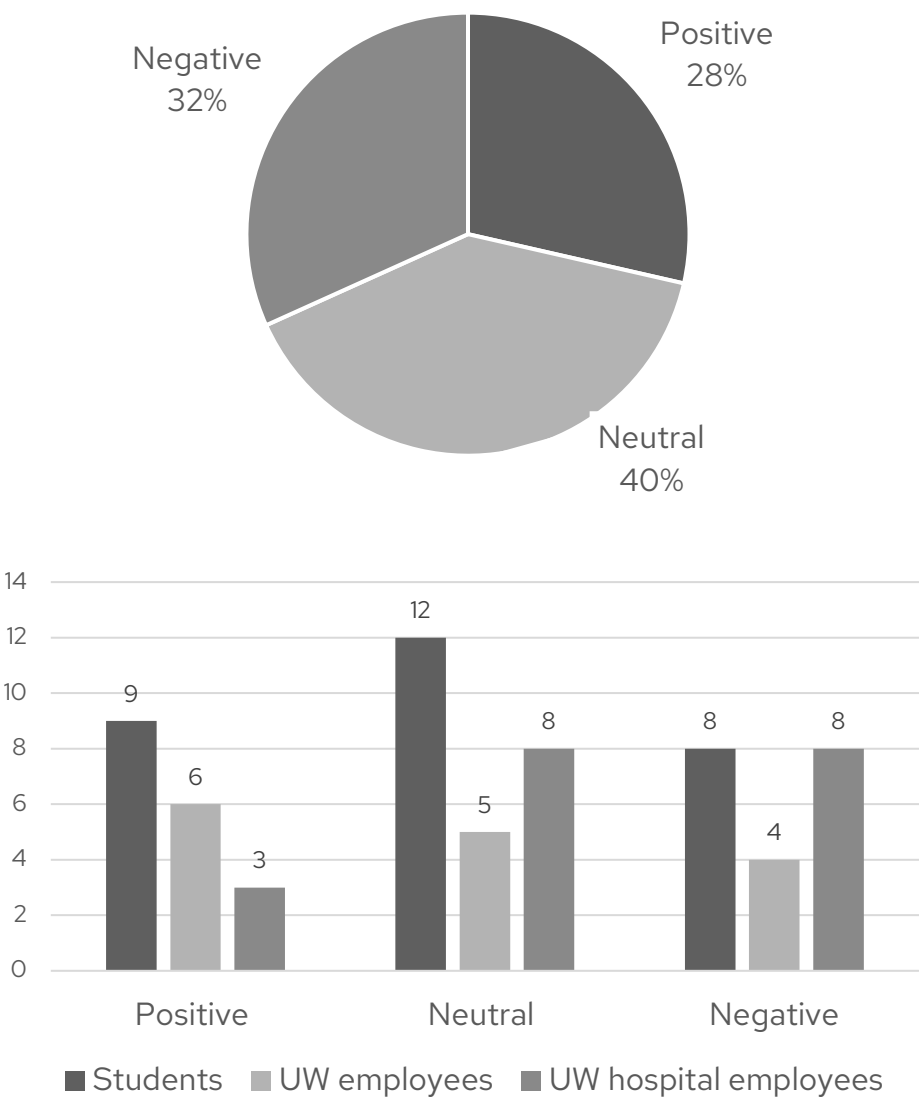
Availability of half-day or full-day permits

The pie chart below shows visitor parking customer satisfaction levels with the availability of half-day or full-day permits.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

63 respondents answered this question

- **Positive:** 28% of visitor parkers were "very" or "extremely" satisfied with the availability of half-day or full-day permits.
- **Neutral:** 40% of visitor parkers were "somewhat" or "slightly" satisfied with the availability of half-day or full-day permits.
- **Negative:** 32% of visitor parkers were "not at all" satisfied with the availability of half-day or full-day permits.



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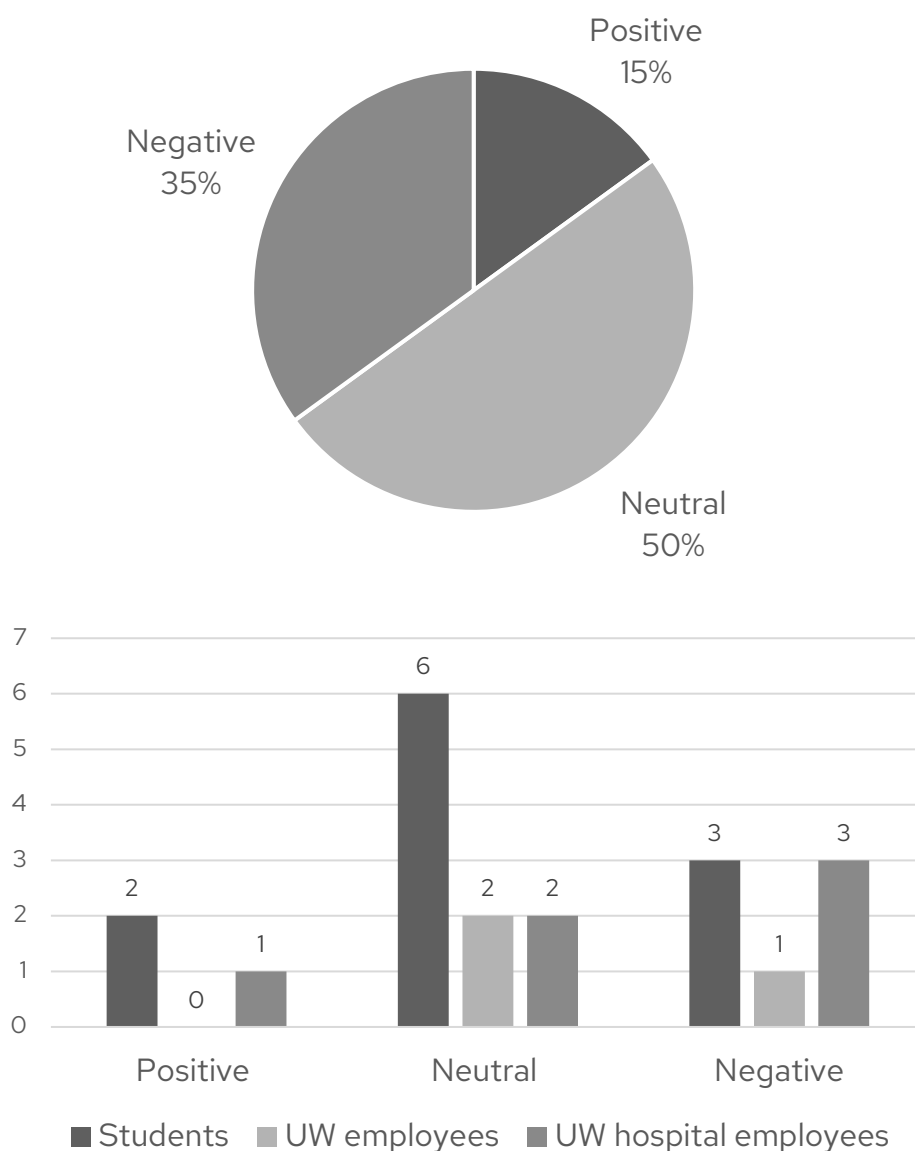
## Ease of purchasing a monthly parking permit

The pie chart below shows monthly permit customer satisfaction levels with the ease of purchasing a monthly parking permit.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

20 respondents answered this question

- **Positive:** 15% of monthly permit customers were "very" or "extremely" satisfied with the ease of purchasing a monthly parking permit
- **Neutral:** 50% of monthly permit customers were "somewhat" or "slightly" satisfied with the ease of purchasing a monthly parking permit
- **Negative:** 35% of monthly permit customers were "not at all" satisfied with the ease of purchasing a monthly parking permit



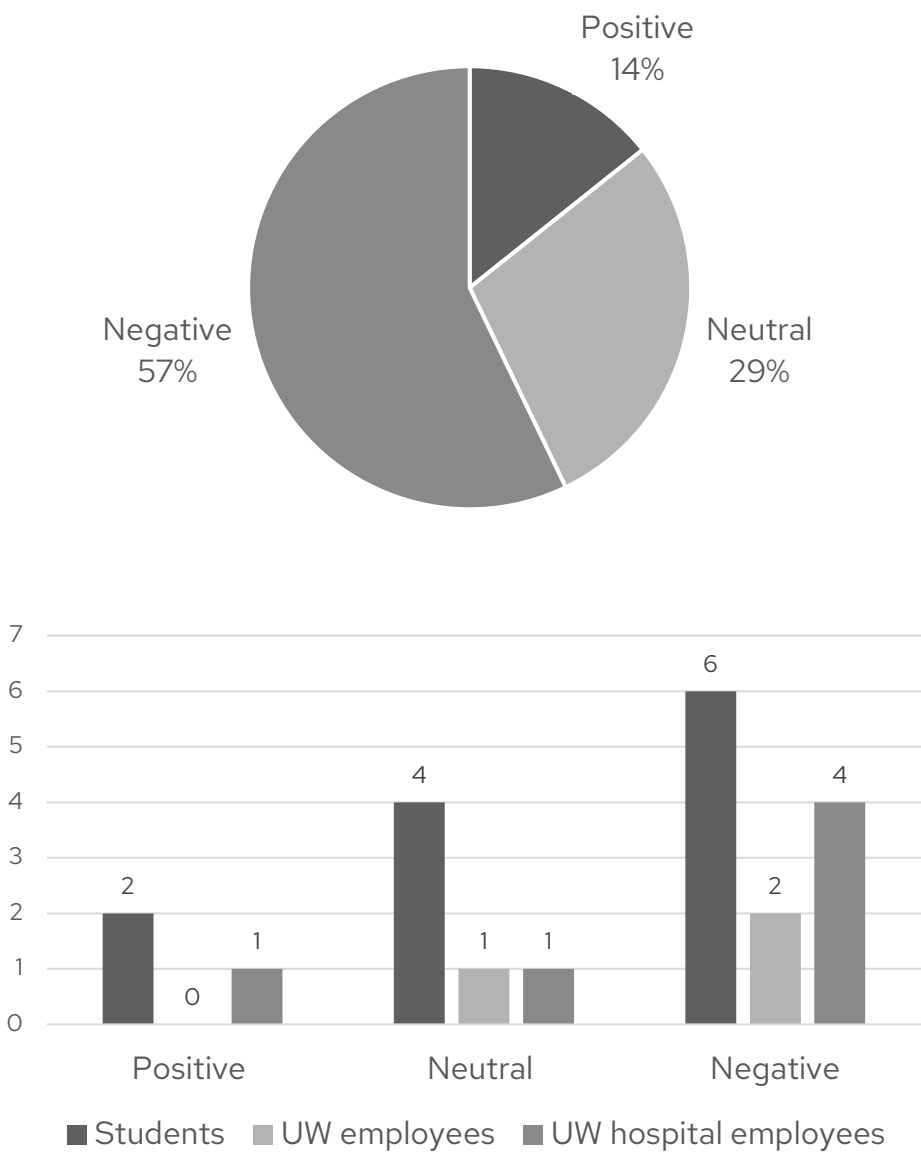
Availability of monthly permits

The pie chart below shows monthly permit customer satisfaction levels with the availability of monthly parking permits.

The bar chart below shows the number of response types (positive, negative, or neutral) based on university status.

21 respondents answered this question

- **Positive:** 14% of monthly permit customers were “very” or “extremely” satisfied with the availability of monthly parking permits.
- **Neutral:** 29% of monthly permit customers were “somewhat” or “slightly” satisfied with the availability of monthly parking permits.
- **Negative:** 57% of monthly permit customers were “not at all” satisfied with the availability of monthly parking permits.



## Open-ended response regarding experiences parking a vehicle on campus

All respondents were invited to share more feedback about their experiences parking a vehicle on campus in an open-ended question. 776 respondents answered the question, and many addressed more than one topic in their response. The response topics were categorized and tallied in the table below.

- 30% of respondents were UW employees
- 44% of respondents were UW Hospital and Clinics employees
- 25% of respondents were students, whether graduate, undergraduate, or other

Topic	UW Employees	UW Hospital	UW Students	Total
Happy with parking assignment	3	11	-	14
Happy with Flex permit/ParkMobile system	5	3	-	8
Happy with parking availability	2	3	3	8
Happy with garage safety/maintenance	2	2	1	5
Happy with the opportunity to give feedback IN A SURVEY	3	1	-	4
Happy with customer service	2	3	-	5
Happy with alternate mode options	3	-	-	3
Other positive comments	1	2	-	3
Tends to use alternate commute modes or telecommutes	19	12	3	34
Wants to see more flexible parking options	15	8	3	26
Wants to see a sliding scale/lower cost permit options	7	11	7	25
Wants better parking options for students	-	-	14	14
Parks on City of Madison streets, not on campus	4	2	6	12
Wants to see more park and ride options	3	8	1	12
Does not park on campus	-	-	10	10
Wants to see license plate recognition technology	3	6	1	10
Wants to see improved EV charging infrastructure	3	5	1	9
Wants to see more free after-hours parking	-	-	9	9

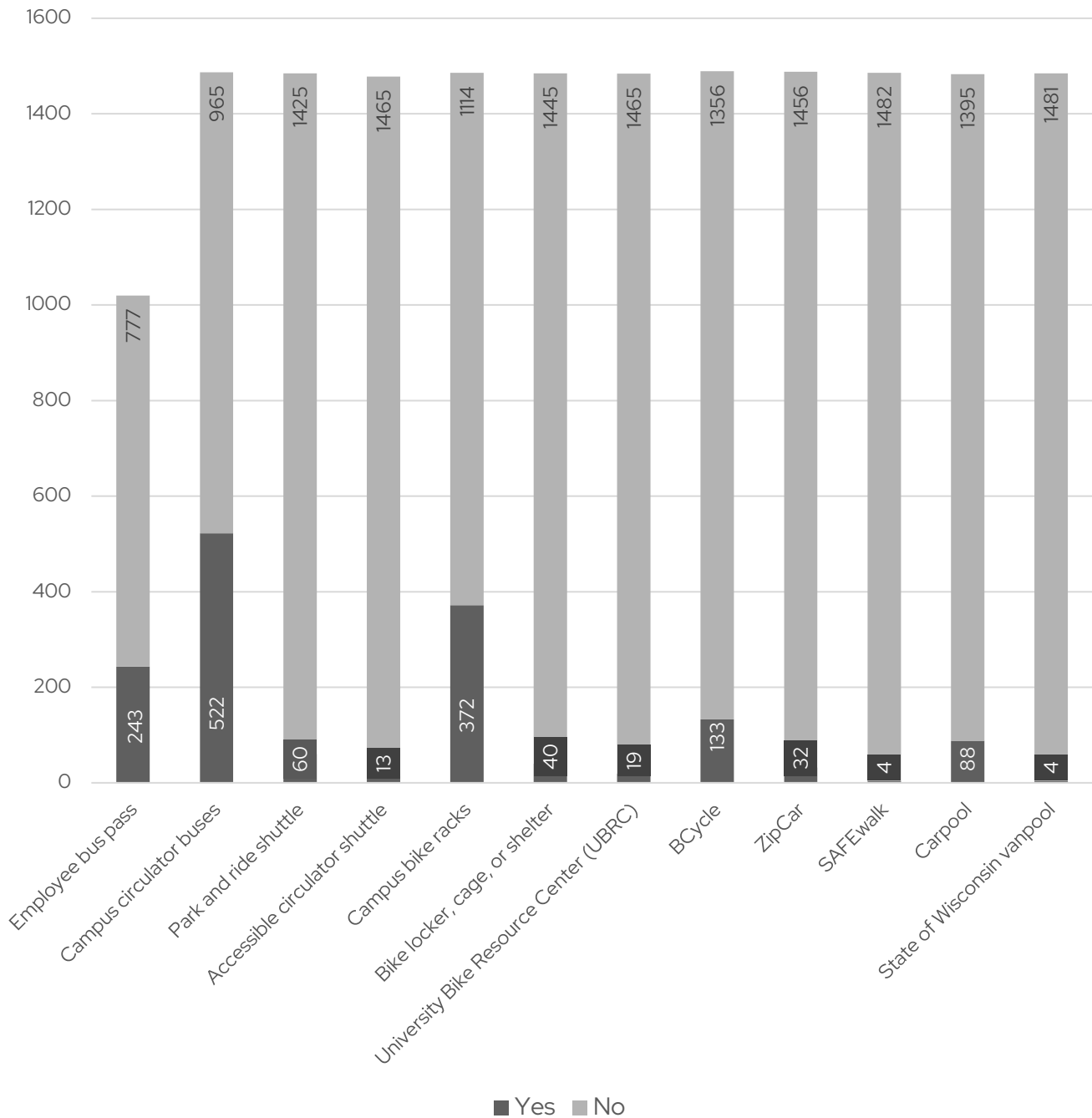
Wants parking to be more expensive	2	-	6	<b>8</b>
Wants separate entrances for permit holders and visitors	-	7	-	<b>7</b>
Wants to see improved moped/motorcycle parking options	-	-	7	<b>7</b>
Pays for private parking elsewhere	3	-	3	<b>6</b>
Wants UW Health to run parking or reimburse employees	-	6	-	<b>6</b>
Wants better safety and wayfinding (Lot 75)	-	2	-	<b>2</b>
Wants to see more accessible parking	-	-	2	<b>2</b>
Wants to see better signage for drop off/loading zones	2	-	-	<b>2</b>
Unhappy about the high cost of parking	65	166	47	<b>278</b>
Unhappy with ParkMobile app	17	10	2	<b>152</b>
Unhappy about availability and/or location of assigned lot	27	35	51	<b>113</b>
Unhappy with annual application process	15	26	14	<b>55</b>
Unhappy about having to pay for parking at all	13	27	6	<b>46</b>
Unhappy about long lines or malfunctioning gate equipment	8	27	2	<b>37</b>
Concerned that the high cost of parking is not equitable	13	16	5	<b>34</b>
Unhappy about parking situation during special events	14	9	10	<b>33</b>
Unhappy about safety conditions/stall sizes in parking lots	13	16	2	<b>31</b>
Unhappy about inconsistent enforcement	10	9	8	<b>27</b>
Available permit options don't meet parking needs	6	16	1	<b>23</b>
Concerned that alternate commute modes are not viable	9	6	4	<b>19</b>
Unhappy with customer service	1	13	3	<b>17</b>
Unhappy about maintenance conditions in parking lots	3	12	-	<b>15</b>
Unhappy with the entire parking system	4	2	8	<b>14</b>



## Active/Alternative Transportation Offerings

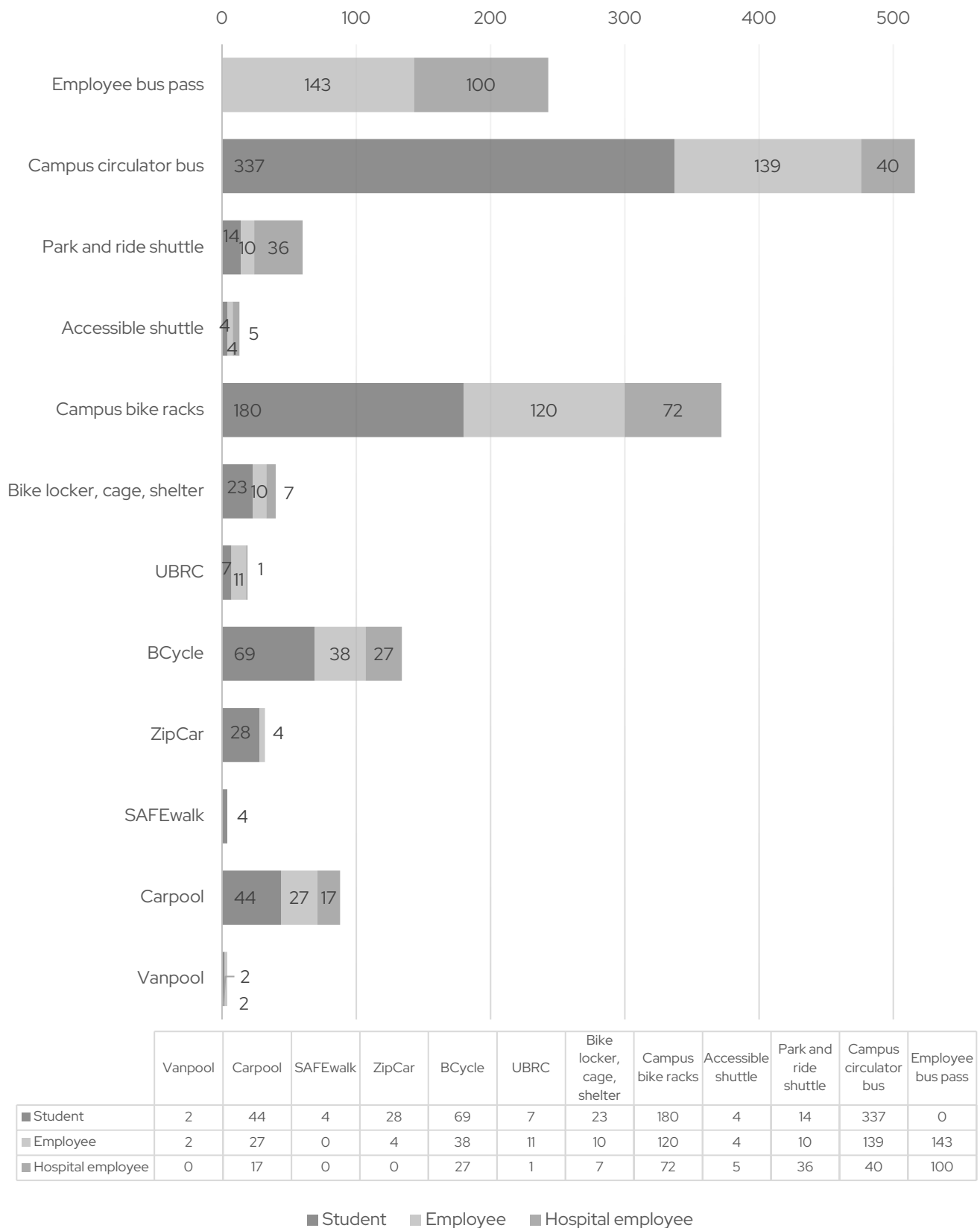
### Use of active/alternative transportation support services offered by Transportation Services

Customers were asked which active/alternative transportation support services they used at least once in the prior year (Nov. 2020 – Nov. 2021). Respondents were allowed to select more than one service. The chart below shows how many respondents reported using one or more of these offerings, and those who reported not using these offerings.

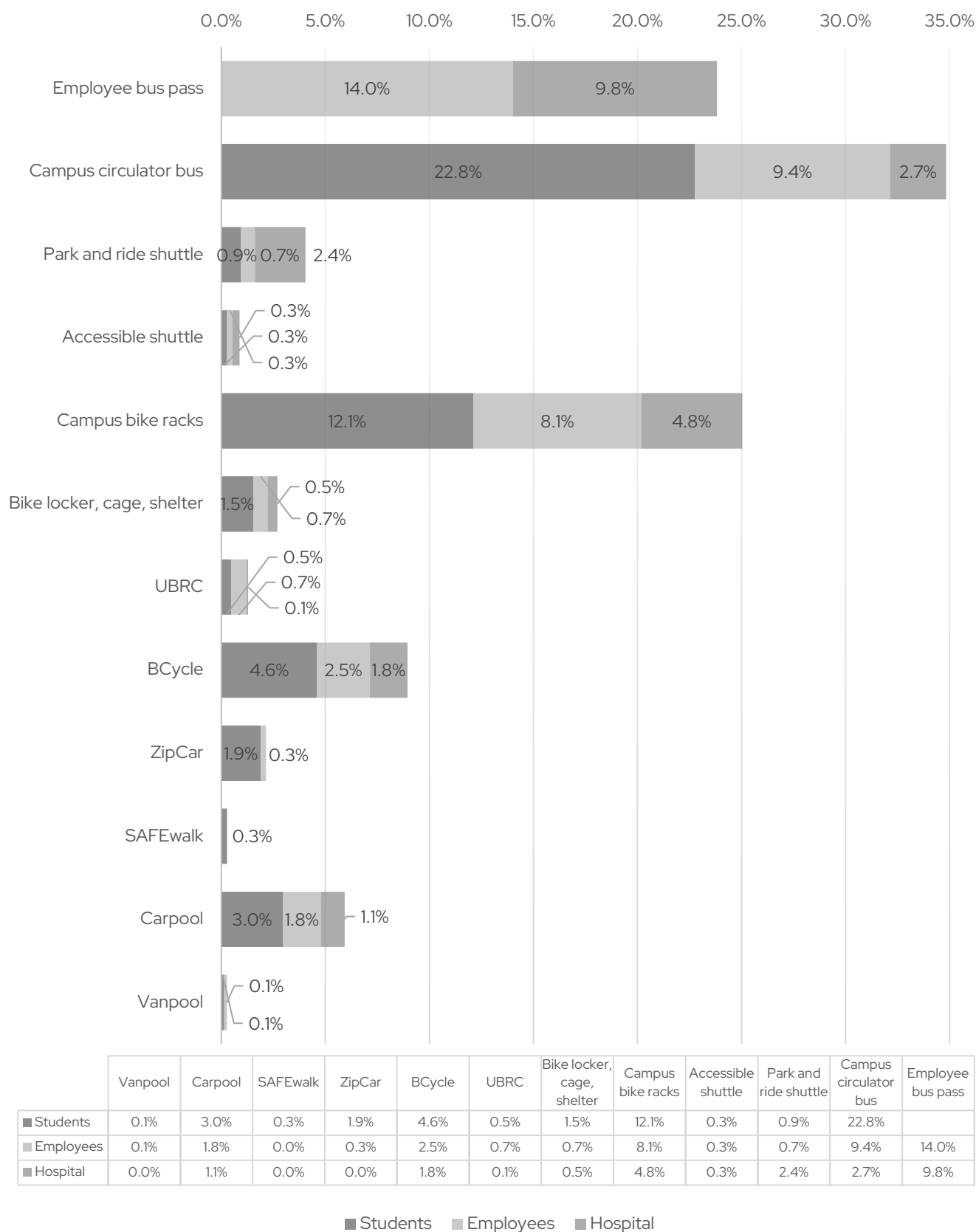


## Use of active transportation support services by user group

The chart below breaks down the number of surveyed students, UW employees, and UW Hospital employees who reported using the listed transportation support services in the prior year (November 2020 – November 2021).

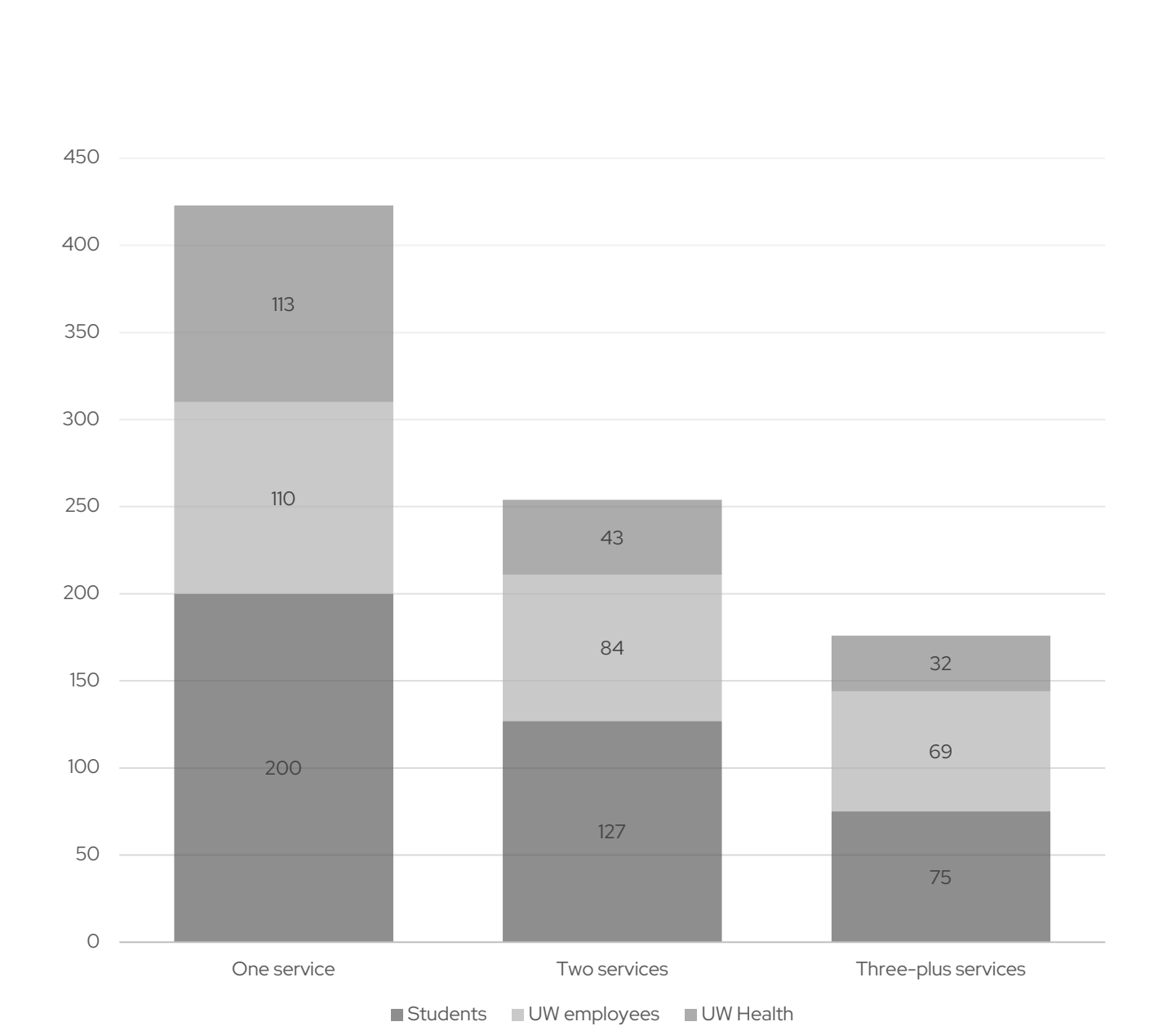


The chart below shows extrapolated percentages of the total campus community who are likely to have used the listed active or alternative transportation support services from November 2020 – November 2021.



Use of multiple active transportation support services

UW-Madison supports multimodal transportation activities. Some customers reported using more than one active/alternative transportation mode or service from November 2020 – November 2021. The chart below shows the count of customers who reported using only one, two, and three or more active/alternative transportation modes or services.



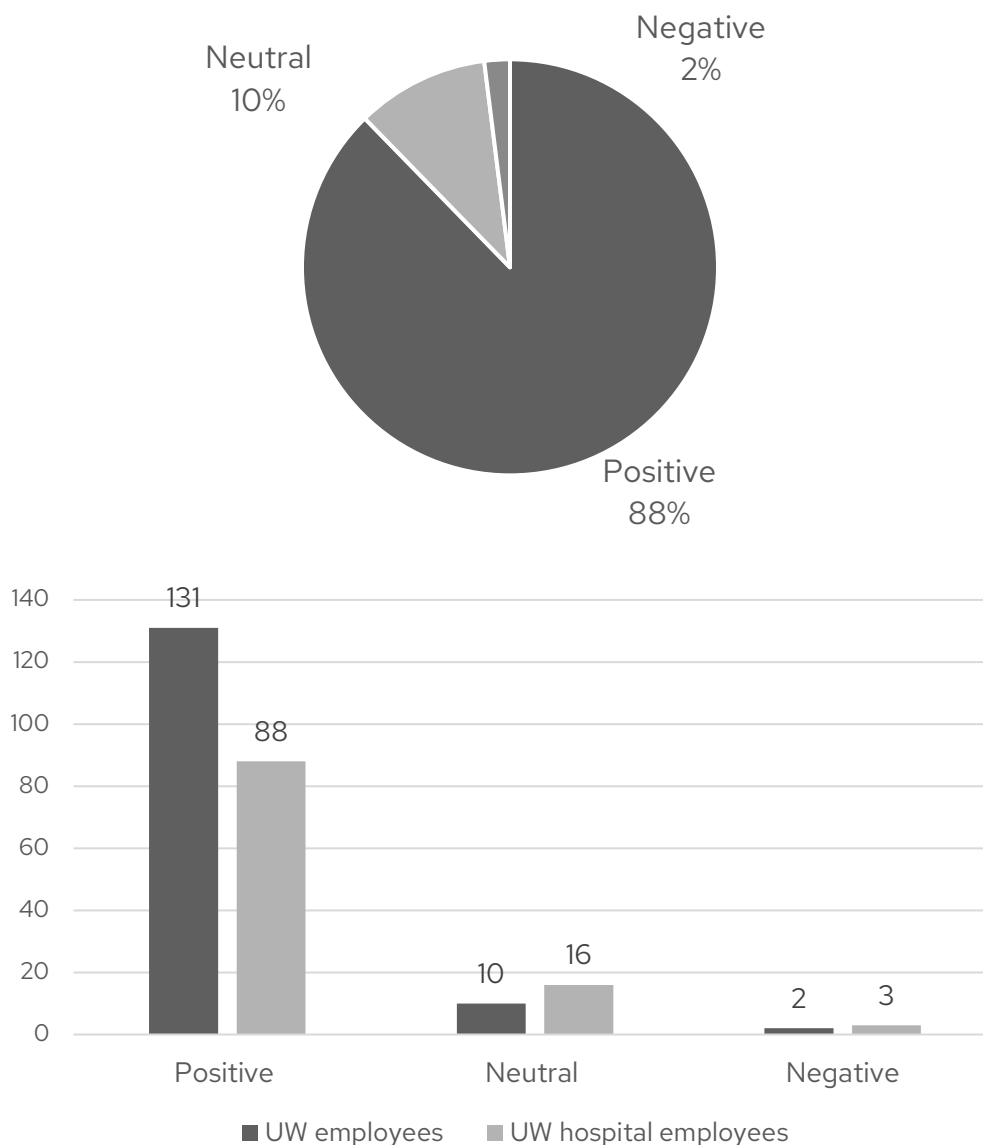
## Satisfaction with Active Transportation Support Services

### Ease of purchasing an employee bus pass

Customers who reported holding an employee bus pass in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of purchasing the bus pass. Note: students are not eligible for employee bus passes.

252 respondents answered this question

- **Positive:** 88% of employee bus pass holders were “very” or “extremely” satisfied with the ease of purchasing an employee bus pass.
- **Neutral:** 10% of employee bus pass holders were “somewhat” or “slightly” satisfied with the ease of purchasing an employee bus pass.
- **Negative:** 2% of employee bus pass holders were “not at all” satisfied with the ease of purchasing an employee bus pass.



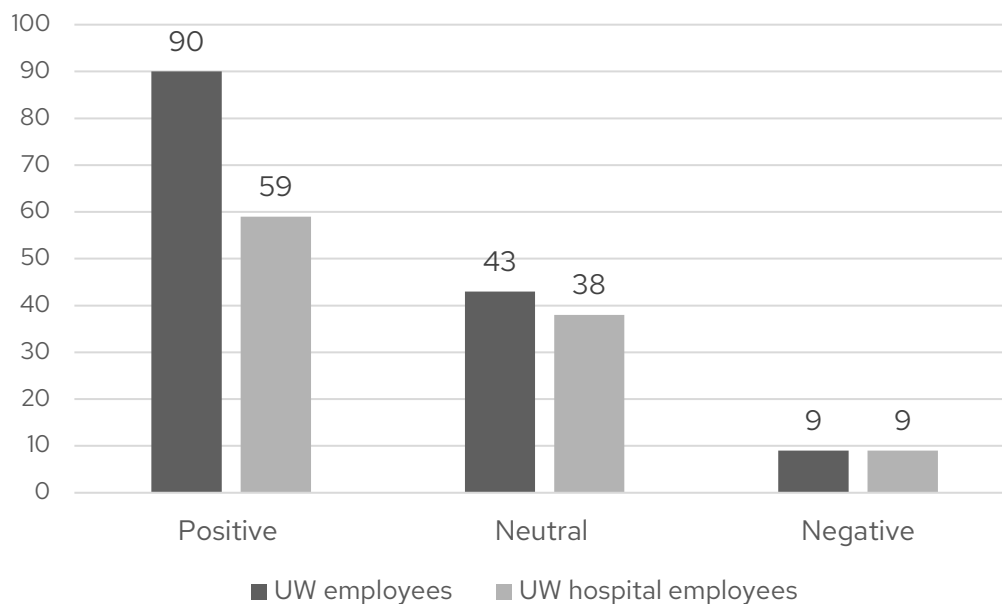
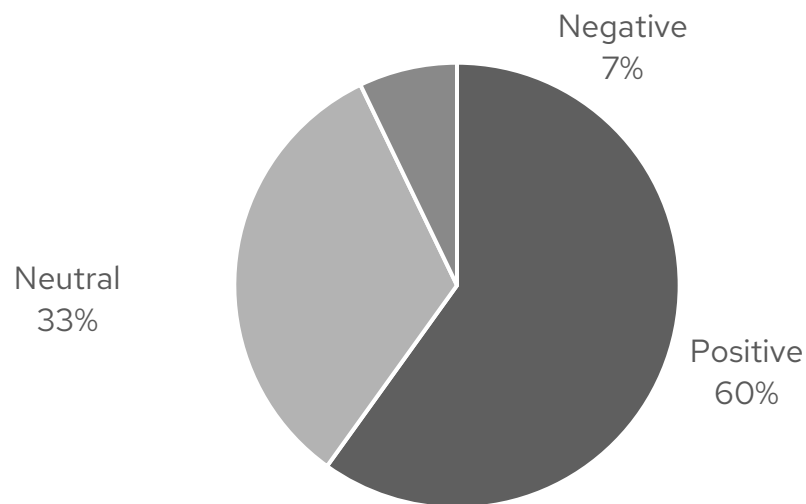
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## How well the bus pass supports commute to campus

Customers who reported holding an employee bus pass in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with how well the bus pass supports their commute to campus.

252 respondents answered this question

- **Positive:** 60% of employee bus pass holders were “very” or “extremely” satisfied with how well the employee bus pass supports their commute to campus.
- **Neutral:** 33% of employee bus pass holders were “somewhat” or “slightly” satisfied with how well the employee bus pass supports their commute to campus.
- **Negative:** 7% employee bus pass holders were “not at all” satisfied with how well the employee bus pass supports their commute to campus.



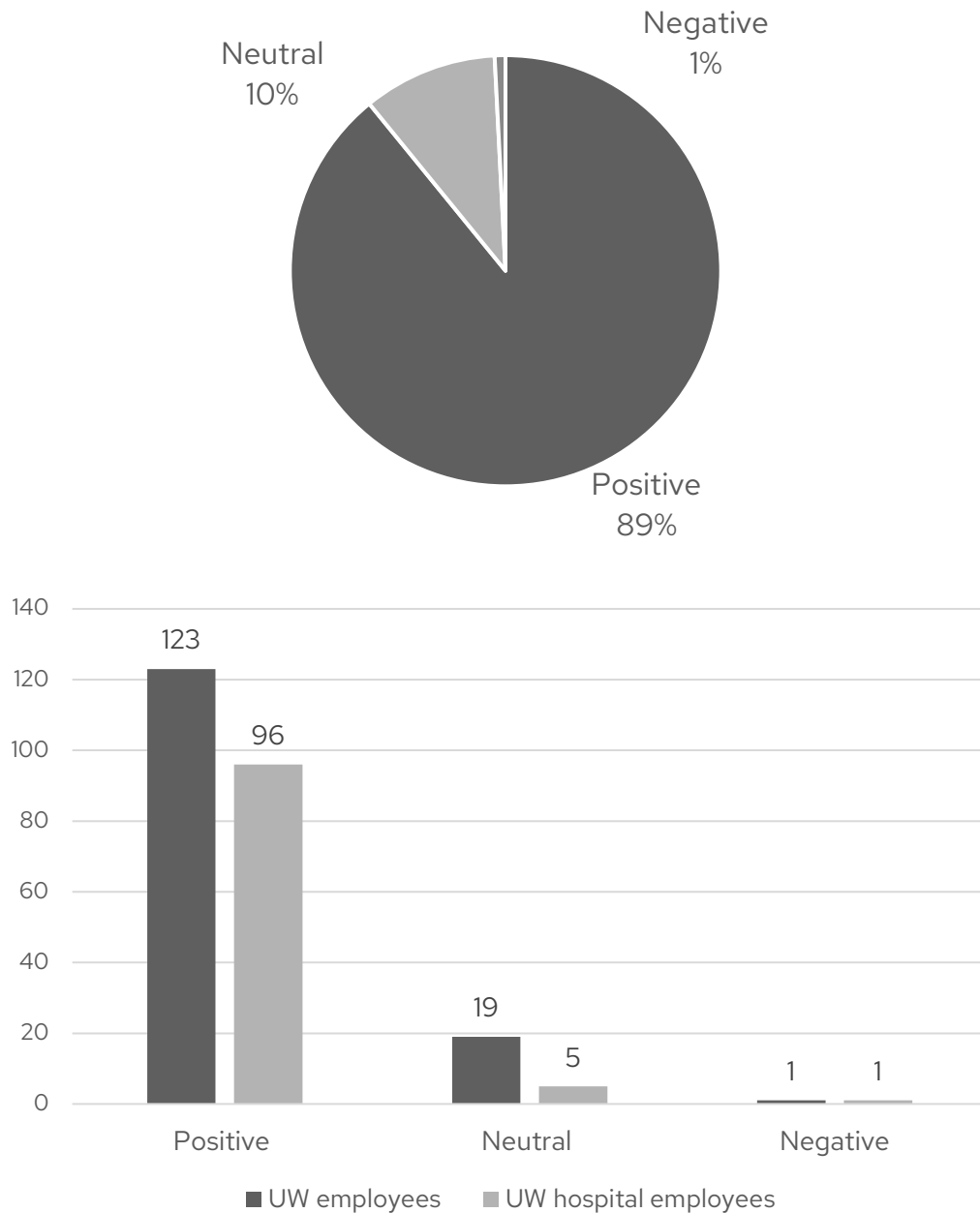
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## Value of employee bus pass

Customers who reported holding an employee bus pass in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the value of the pass for the price.

248 respondents answered this question

- **Positive:** 89% of all respondents were “very” or “extremely” satisfied with the value of the bus pass.
- **Neutral:** 10% of all respondents were “somewhat” or “slightly” satisfied with the value of the bus pass.
- **Negative:** 1% of all respondents were “not at all” satisfied with the value of the bus pass.

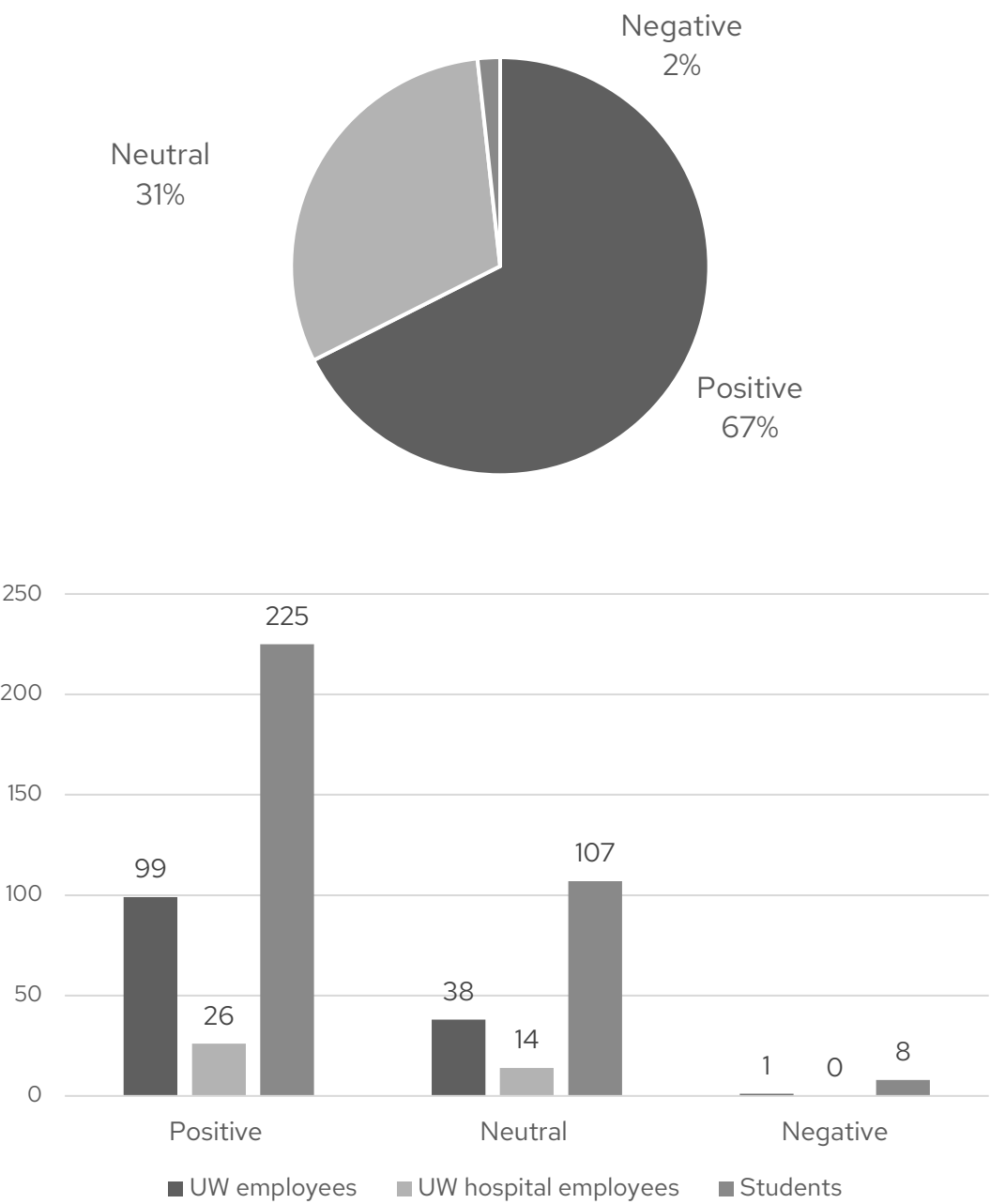


Ease of using campus bus (Route 80, 81, 82, 84)

Customers who reported using the campus bus in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were how easy it was to ride the campus bus to get to, from, and around on campus.

518 respondents answered this question

- **Positive:** 67% of campus bus riders were “very” or “extremely” satisfied with the ease of using the campus bus.
- **Neutral:** 31% of campus bus riders were “somewhat” or “slightly” satisfied with the ease of using the campus bus.
- **Negative:** 2% of campus bus riders were “not at all” satisfied with the ease of using the campus bus.





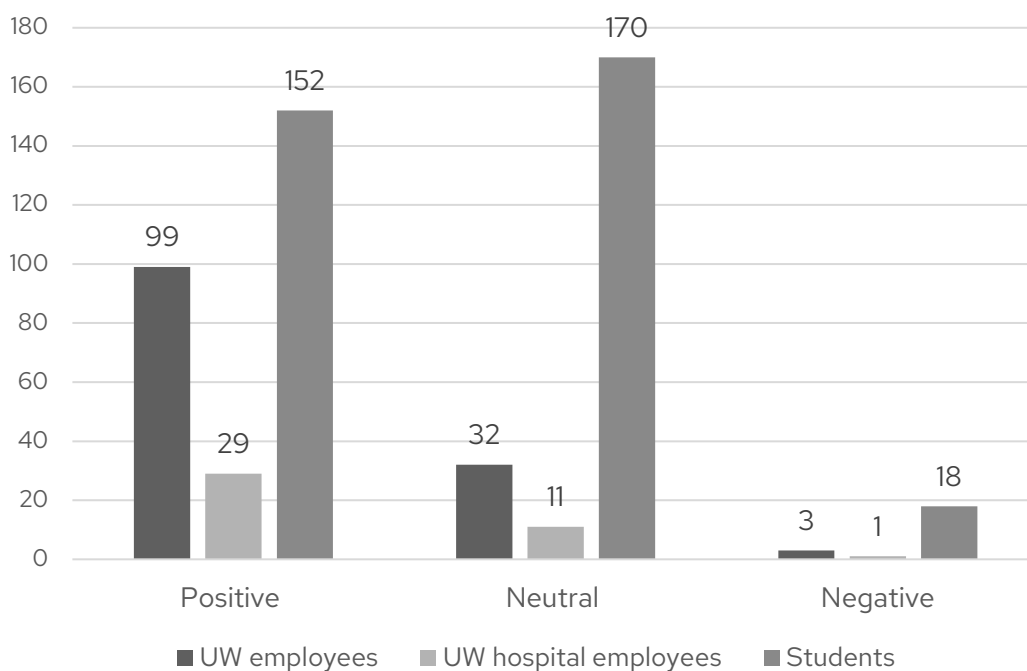
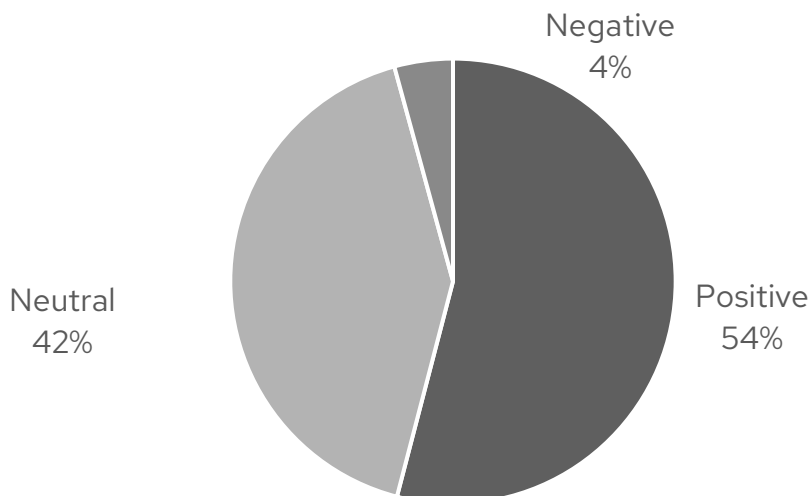
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## Campus bus reliability (Route 80, 81, 82, 84)

Customers who reported using the campus bus in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the reliability of campus bus routes.

518 respondents answered this question

- **Positive:** 54% of campus bus riders were “very” or “extremely” satisfied with campus bus reliability.
- **Neutral:** 42% of campus bus riders were “somewhat” or “slightly” satisfied with campus bus reliability.
- **Negative:** 4% of campus bus riders were “not at all” satisfied with campus bus reliability.



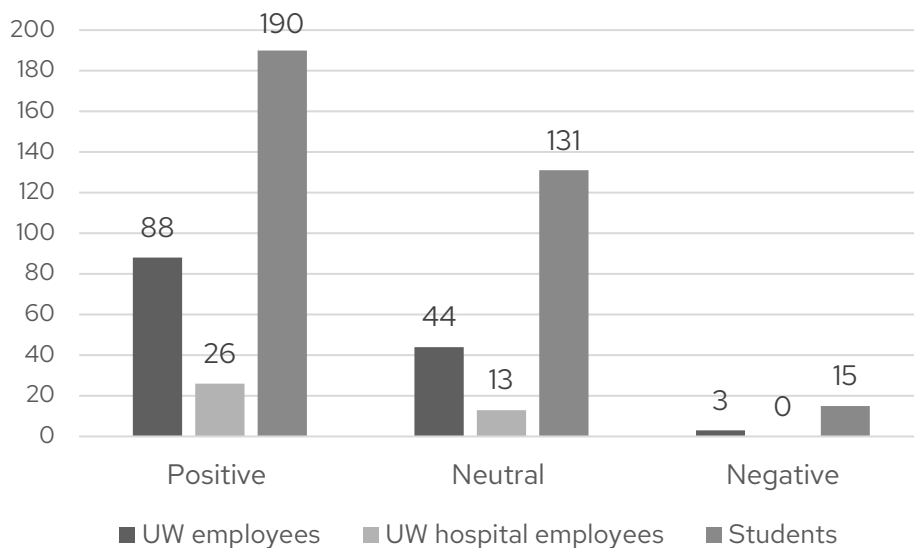
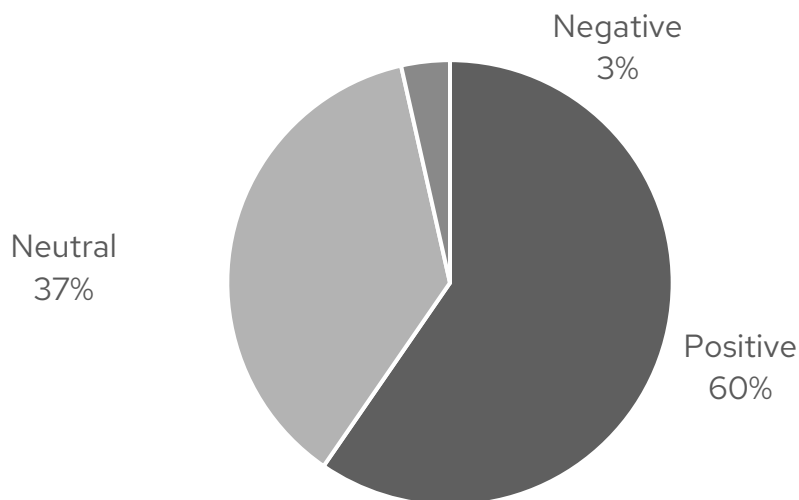
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## Health and safety measures on campus buses

Customers who reported using the campus bus in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with health and safety measures on campus buses.

510 respondents answered this question

- **Positive:** 60% of campus bus riders were “very” or “extremely” satisfied with health and safety on campus buses.
- **Neutral:** 37% of campus bus riders were “somewhat” or “slightly” satisfied with health and safety on campus buses.
- **Negative:** 3% of campus bus riders were “not at all” satisfied with health and safety on campus buses.



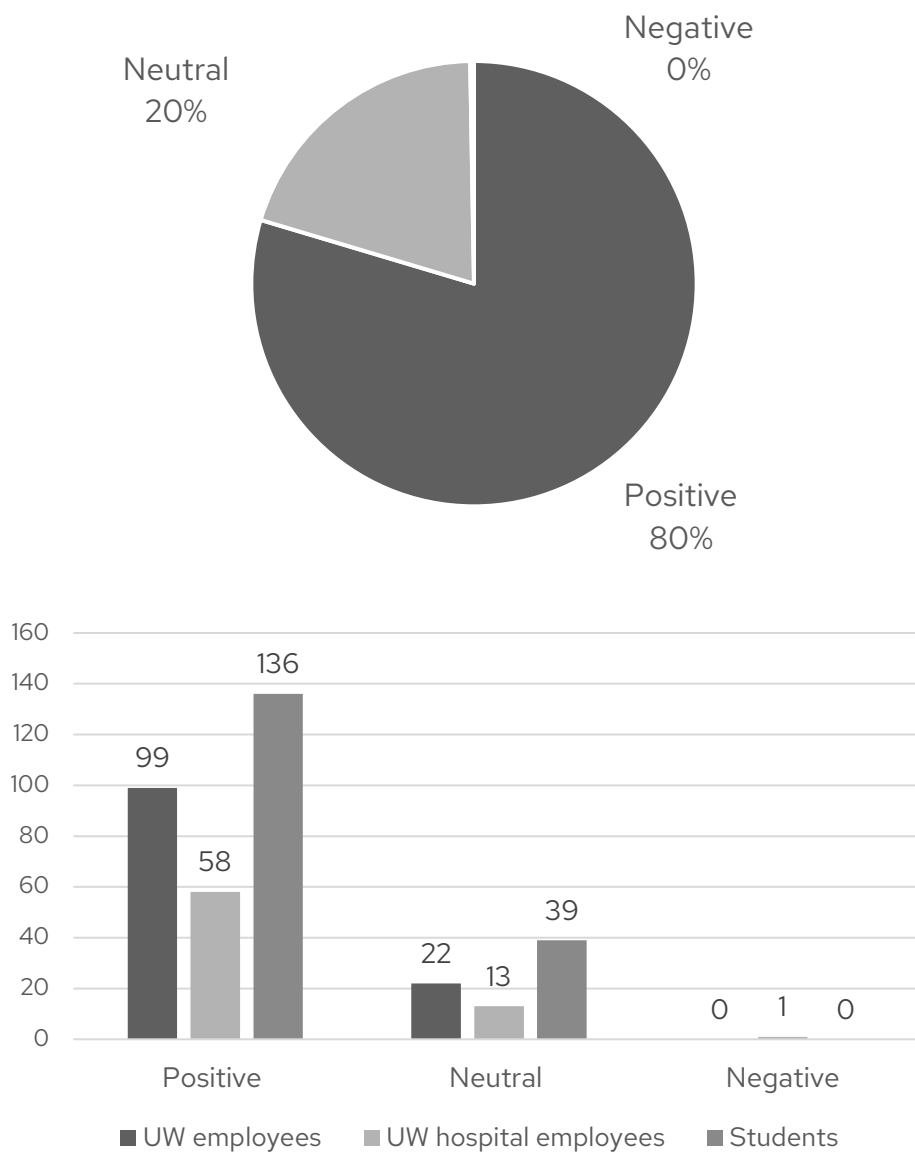
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## Ease of using bike racks on campus

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with how easy it was to use the bike racks on campus.

368 respondents answered this question

- **Positive:** 80% of cyclists were “very” or “extremely” satisfied with how easy it is to use campus bike racks.
- **Neutral:** 20% of cyclists were “somewhat” or “slightly” satisfied with how easy it is to use campus bike racks.
- **Negative:** 0% of cyclists were “not at all” satisfied with how easy it is to use campus bike racks.

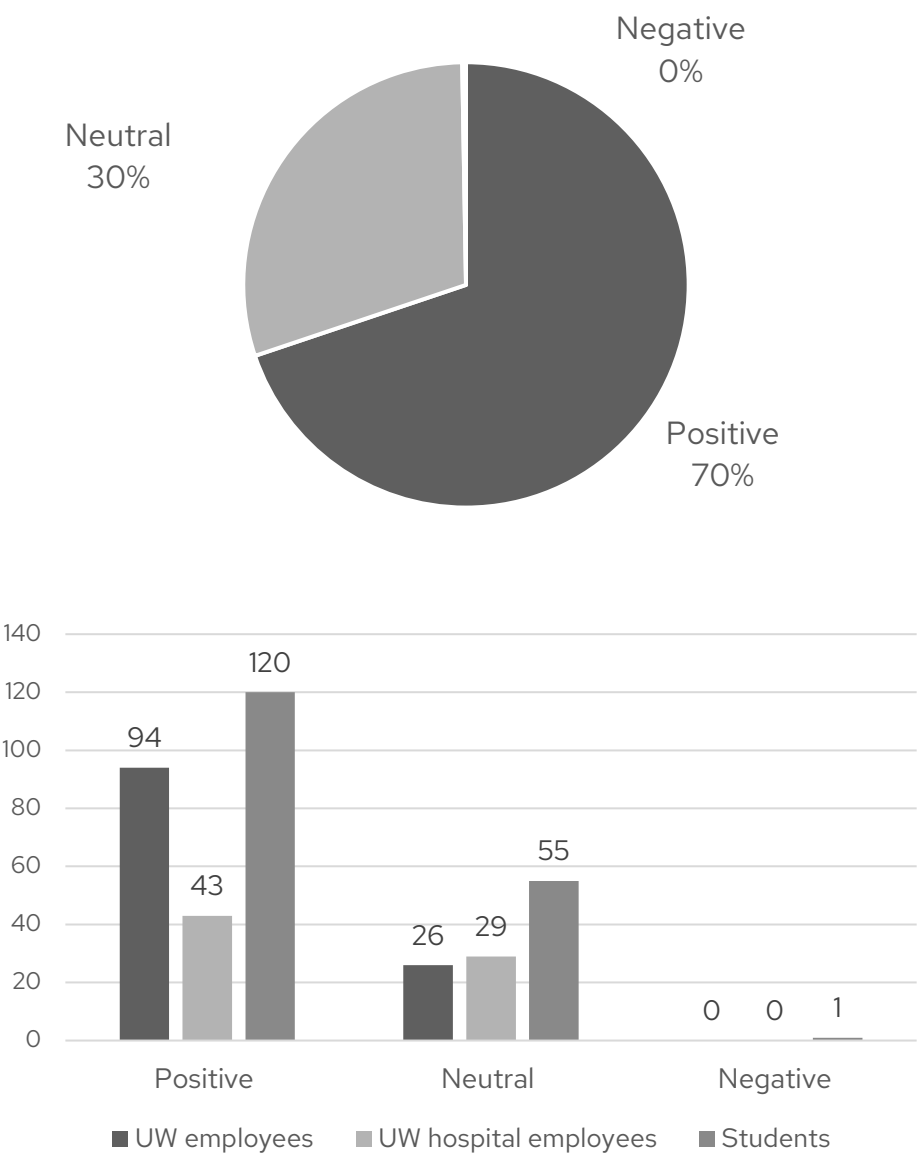


Availability of bike racks on campus

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the availability of bike racks on campus.

368 respondents answered this question

- **Positive:** 70% of cyclists were “very” or “extremely” satisfied with the availability of bike racks on campus.
- **Neutral:**30% of cyclists were “somewhat’ or “slightly” satisfied with the availability of bike racks on campus.
- **Negative:** 0% of cyclists were “not at all” satisfied with the availability of bike racks on campus.



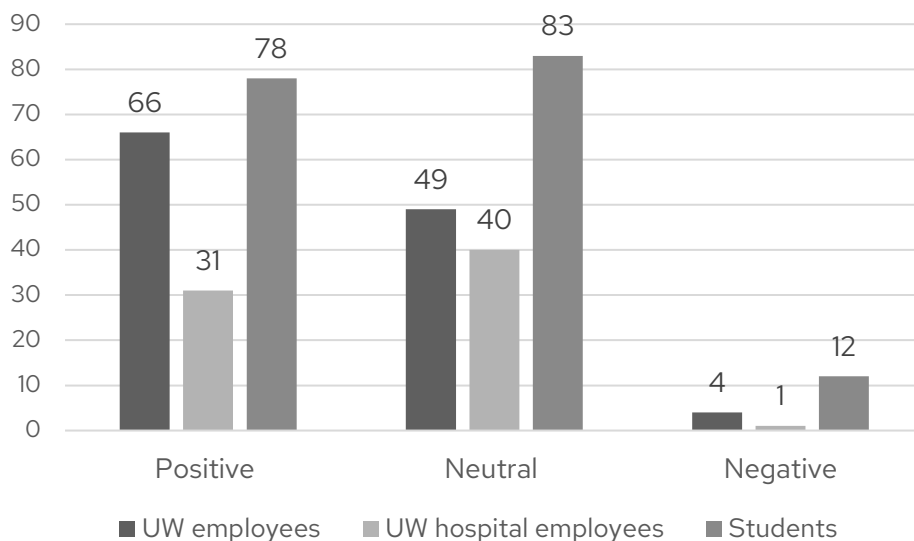
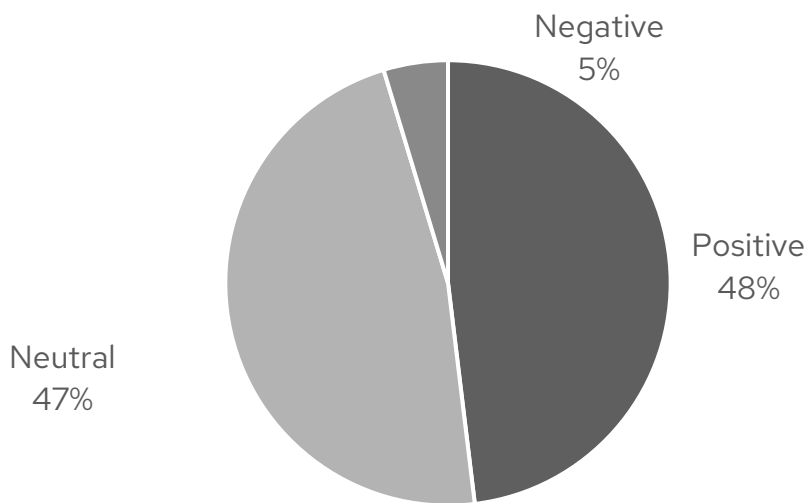
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## Security of bike racks on campus

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the security of bike racks on campus.

364 respondents answered this question

- **Positive:** 48% of all respondents were “very” or “extremely” satisfied with the security of bike racks on campus.
- **Neutral:** 47% of all respondents were “somewhat” or “slightly” satisfied with the security of bike racks on campus.
- **Negative:** 5% of all respondents were “not at all” satisfied with the security of bike racks on campus.



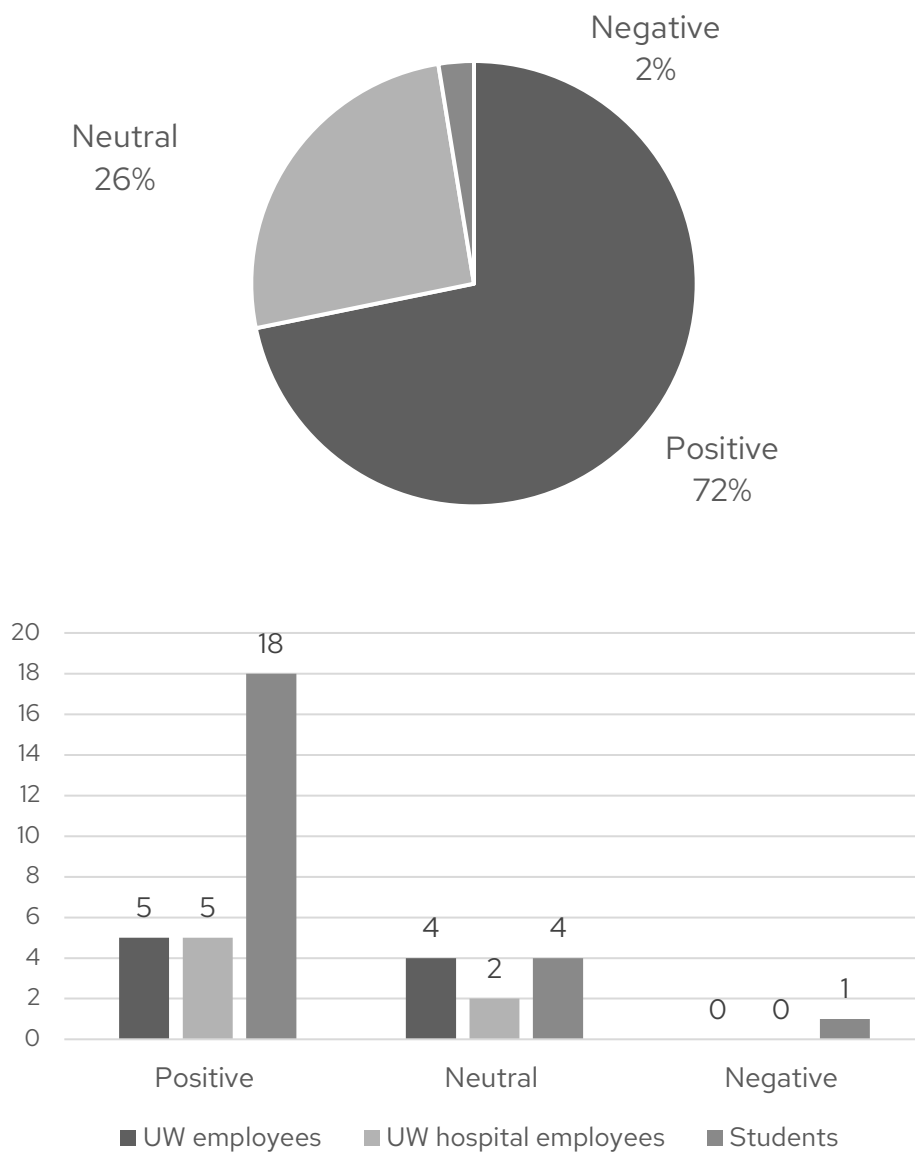
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## Ease of using bike storage facilities (bike lockers/cages)

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of using bike storage facilities, such as bike lockers or cages.=.

39 respondents answered this question

- **Positive:** 72% of cyclists were “very” or “extremely” satisfied with the ease of using bike storage facilities.
- **Neutral:** 26% of cyclists were “somewhat” or “slightly” satisfied with the ease of using bike storage facilities.
- **Negative:** 2% of cyclists were “not at all” satisfied with the ease of using bike storage facilities.

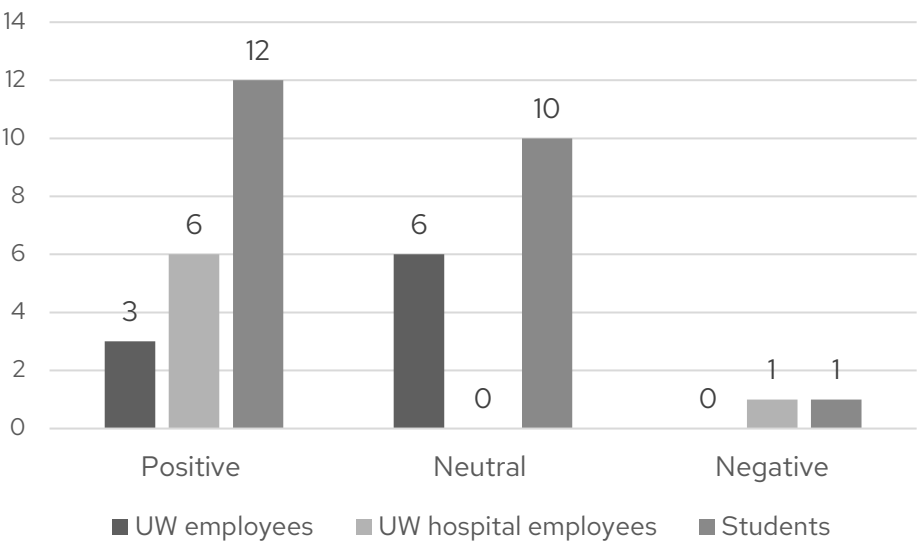
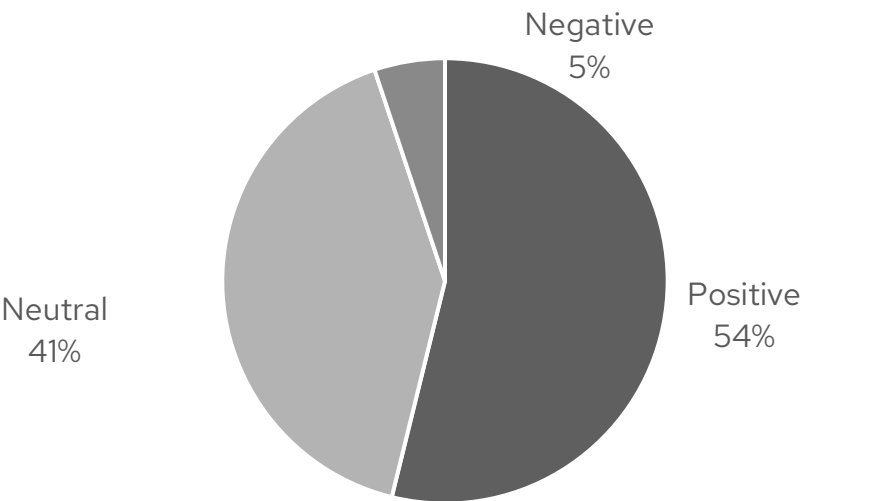


Availability of bike storage facilities (bike lockers/cages)

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the availability of bike storage facilities, such as bike lockers or cages.

39 respondents answered this question

- **Positive:** 54% of cyclists were “very” or “extremely” satisfied with the availability of bike storage facilities.
- **Neutral:** 41% of cyclists were “somewhat” or “slightly” satisfied with the availability of bike storage facilities.
- **Negative:** 5% of cyclists were “not at all” satisfied with the availability of bike storage facilities.



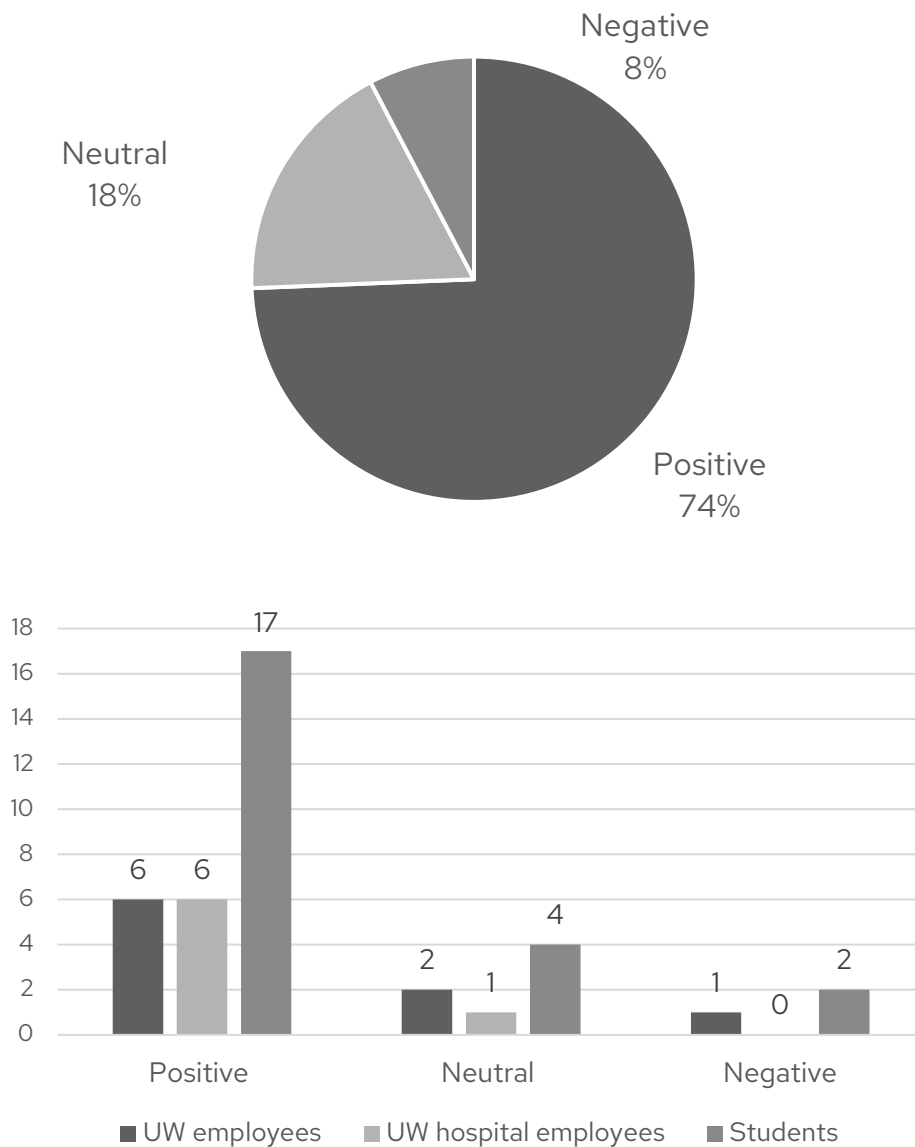
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## Security of bike storage facilities (bike lockers/cages)

Customers who reported using campus bike facilities in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the security of bike storage facilities, such as bike lockers or cages.

39 respondents answered this question

- **Positive:** 74% of cyclists were “very” or “extremely” satisfied with the security of bike storage facilities.
- **Neutral:** 18% of cyclists were “somewhat” or “slightly” satisfied with the security of bike storage facilities.
- **Negative:** 8% of cyclists were “not at all” satisfied with the security of bike storage facilities.





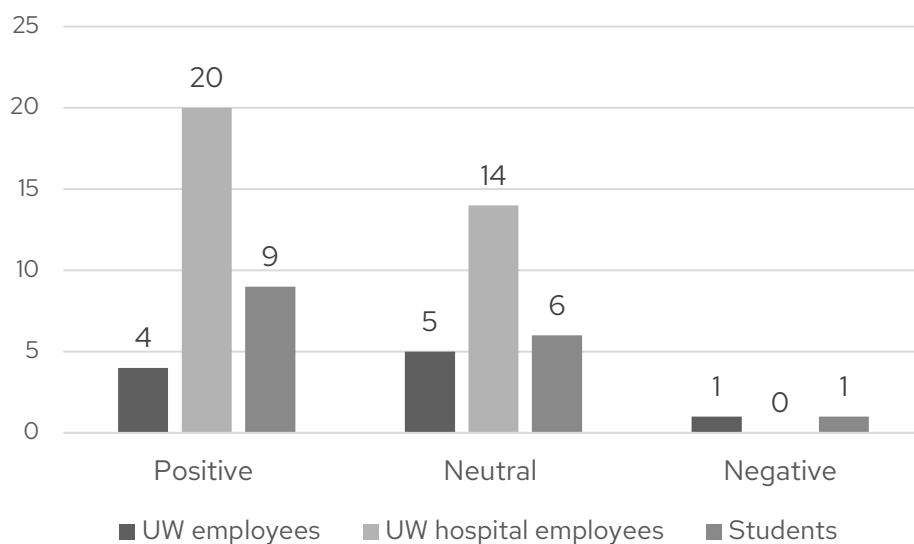
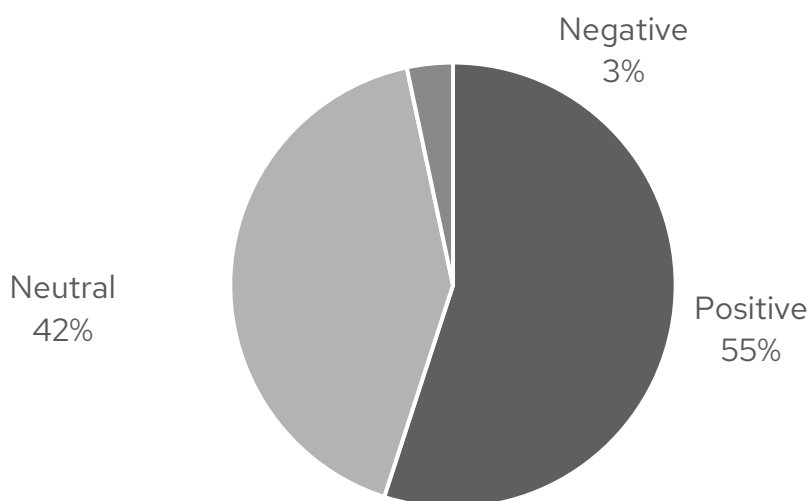
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## Ease of using park and ride shuttles to get to and from campus

Customers who reported using the park and ride in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of using the park and ride shuttle to get to and from campus. (Note: since the date of this survey, one of the two UW-sponsored park and ride lots was discontinued.)

60 respondents answered this question

- Positive: 55% of park and ride users were “very” or “extremely” satisfied with the ease of using the park and ride shuttle to get to and from campus.
- Neutral: 42% of park and ride users were “somewhat” or “slightly” satisfied with the ease of using the park and ride shuttle to get to and from campus.
- Negative: 3% of park and ride users were “not at all” satisfied with the ease of using the park and ride shuttle to get to and from campus.



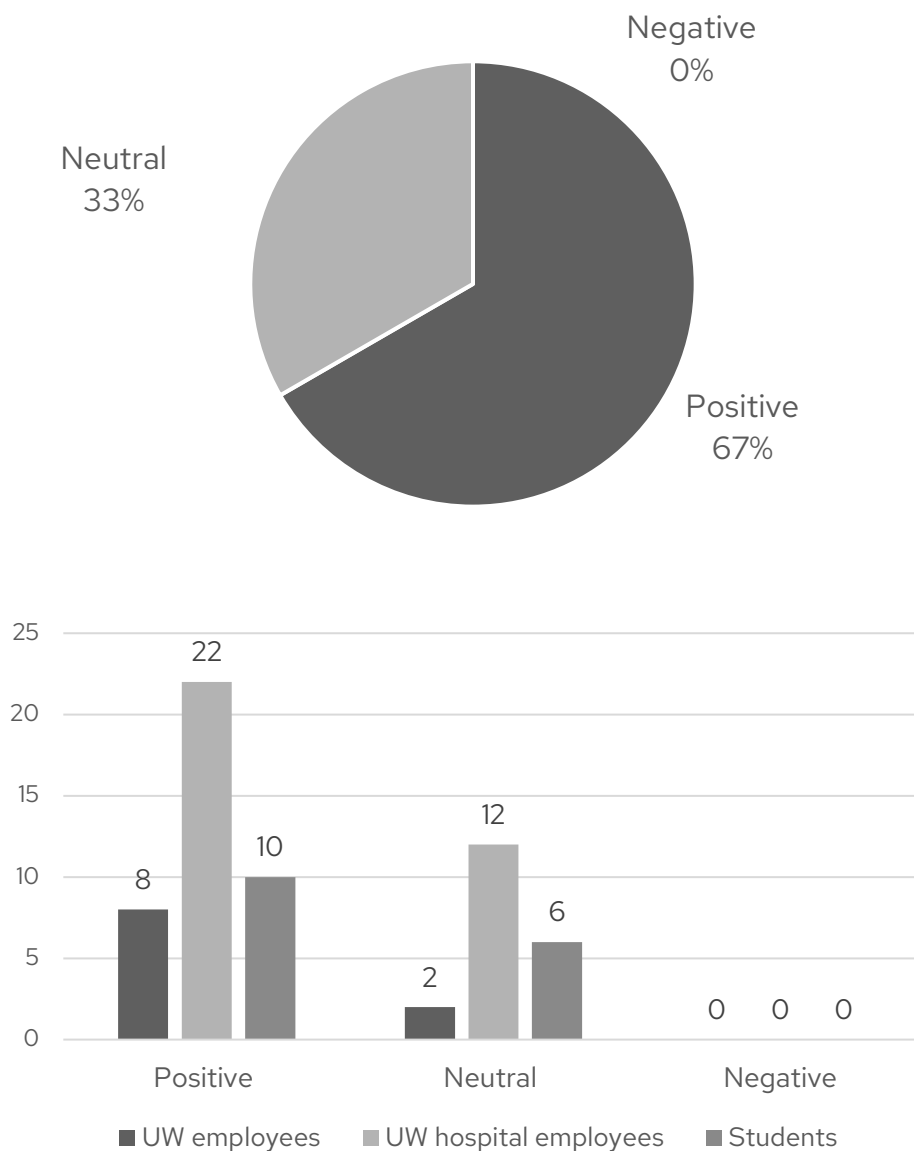
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## Reliability of park and ride shuttles

Customers who reported using the park and ride in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the reliability of park and ride shuttles. (Note: since the date of this survey, one of the two UW-sponsored park and ride lots was discontinued.)

60 respondents answered this question

- Positive: 67% of park and ride users were “very” or “extremely” satisfied with the reliability of the park and ride shuttle.
- Neutral: 33% of park and ride users were “somewhat” or “slightly” satisfied with the reliability of the park and ride shuttle.
- Negative: 0% of park and ride users were “not at all” satisfied with the reliability of the park and ride shuttle.



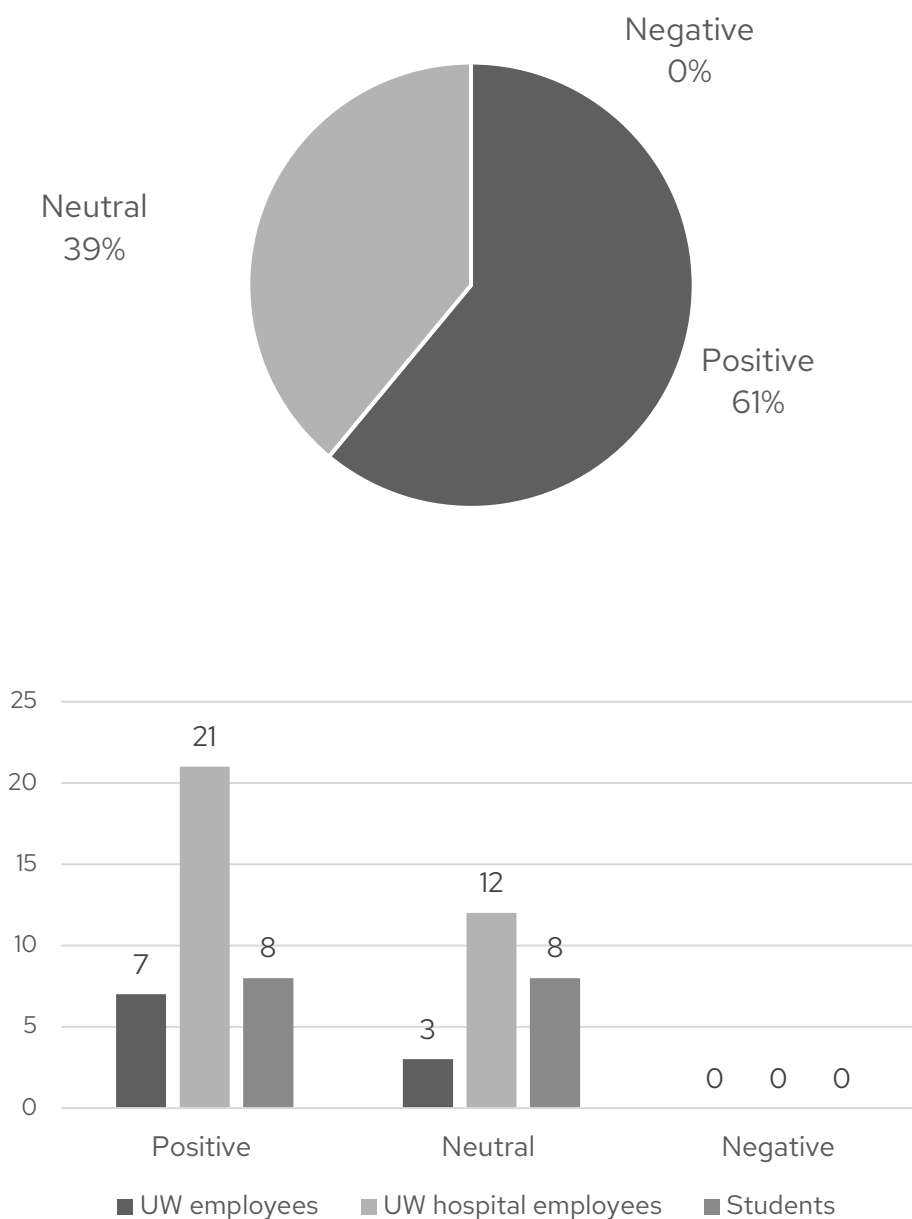
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## Health and safety measures on park and ride shuttles

Customers who reported using the park and ride in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the health and safety measures in place on park and ride shuttles. (Note: since the date of this survey, one of the two UW-sponsored park and ride lots was discontinued.)

59 respondents answered this question

- **Positive:** 61% of park and ride users were “very” or “extremely” satisfied with health and safety measures on park and ride shuttles.
- **Neutral:** 39% of park and ride users were “somewhat” or “slightly” satisfied with health and safety measures on park and ride shuttles.
- **Negative:** 0% of park and ride users were “not at all” satisfied with health and safety measures on park and ride shuttles.



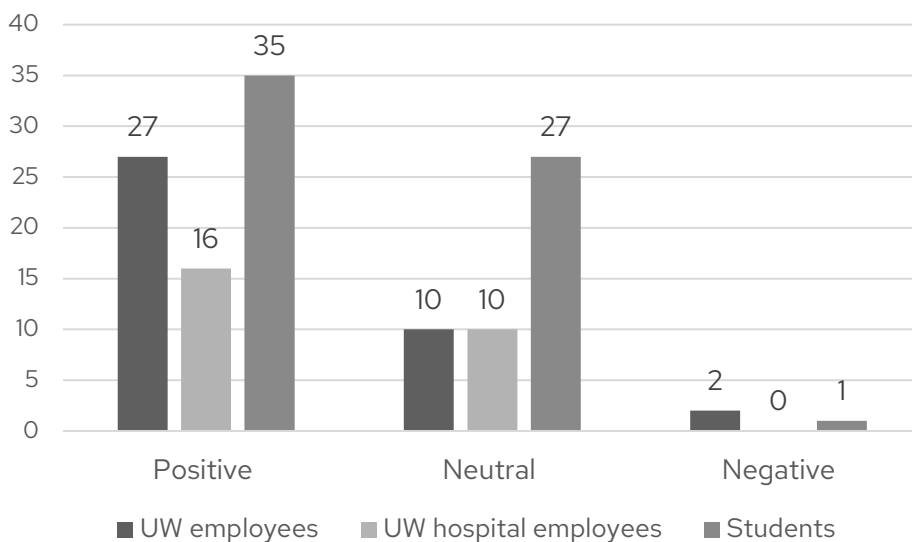
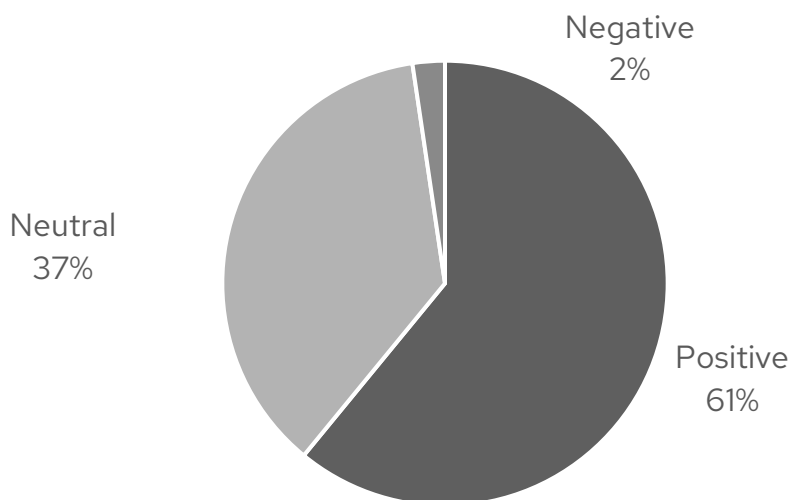
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## Ease of using BCycle to get to, from, and around on campus

Customers who reported using BCycle services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of using BCycles to get to, from, and around on campus.

128 respondents answered this question

- **Positive:** 61% of BCycle users were “very” or “extremely” satisfied with the ease of using BCycles to get to, from, and around on campus.
- **Neutral:** 37% of BCycle users were “somewhat” or “slightly” satisfied with the ease of using BCycles to get to, from, and around on campus.
- **Negative:** 2% of BCycle users were “not at all” satisfied with the ease of using BCycles to get to, from, and around on campus.

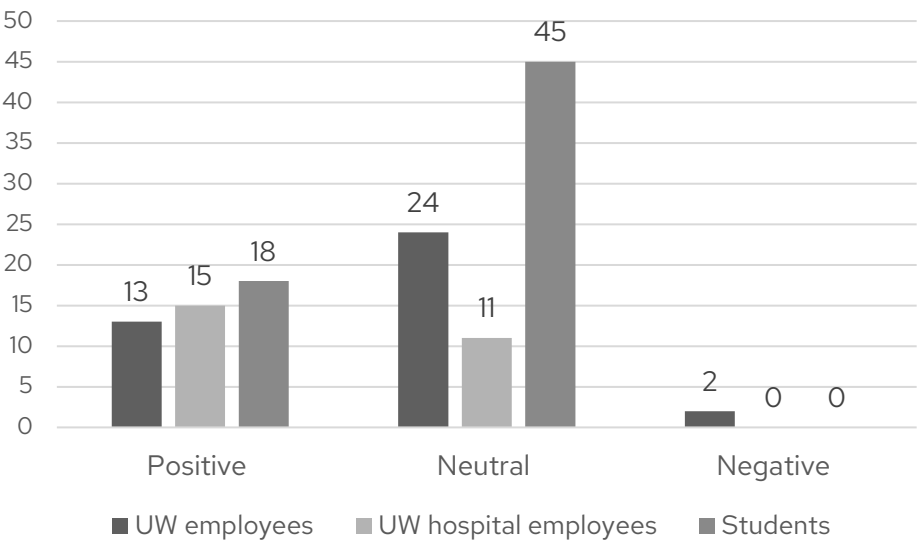
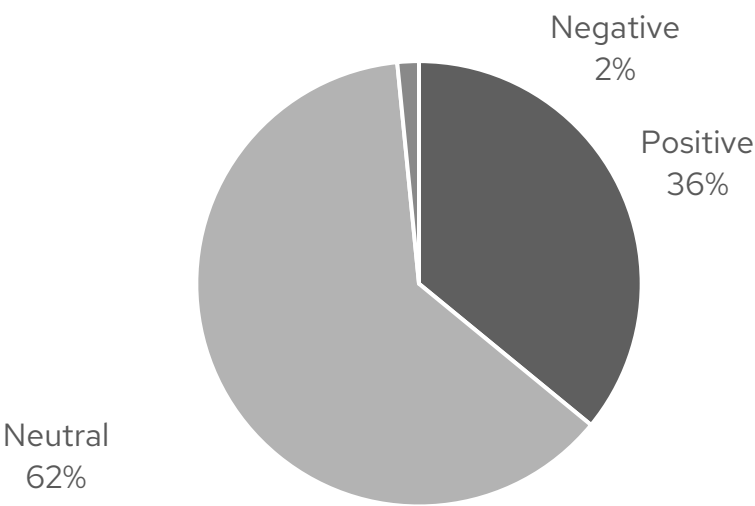


Availability of BCycles on campus

Customers who reported using BCycle services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the availability of BCycles on campus. Note: since the date of the survey, eight new BCycle stations were installed on the UW-Madison campus. (Note: since the date of the survey, additional BCycle stations were installed on campus.)

128 respondents answered this question

- **Positive:** 36% of BCycle users were “very” or “extremely” satisfied with the availability of BCycles on the UW-Madison campus.
- **Neutral:** 62% of BCycle users were “somewhat” or “slightly” satisfied with the availability of BCycles on the UW-Madison campus.
- **Negative:** 2% of BCycle users were “not at all” satisfied with the availability of BCycles on the UW-Madison campus.

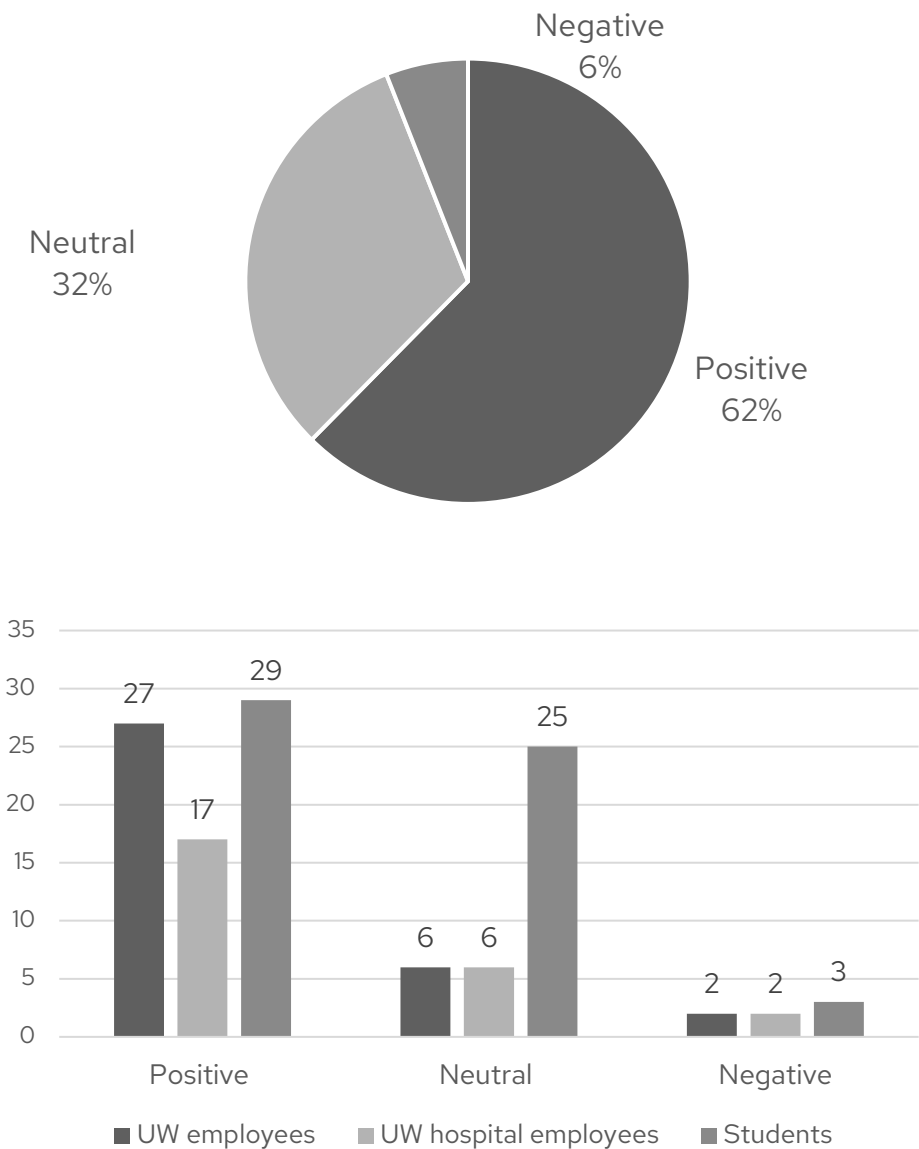


Value of BCycle membership discount for students, employees, and affiliates

Customers who reported using BCycle services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the value of the BCycle membership discount for UW-Madison affiliates. (Note: since the date of the survey, membership benefits have increased.)

117 respondents answered this question

- **Positive:** 62% of BCycle users were “very” or “extremely” satisfied with the value of the BCycle discount.
- **Neutral:** 32% of BCycle users were “somewhat” or “slightly” satisfied with the value of the BCycle discount.
- **Negative:** 6% of BCycle users were “not at all” satisfied with the value of the BCycle discount.



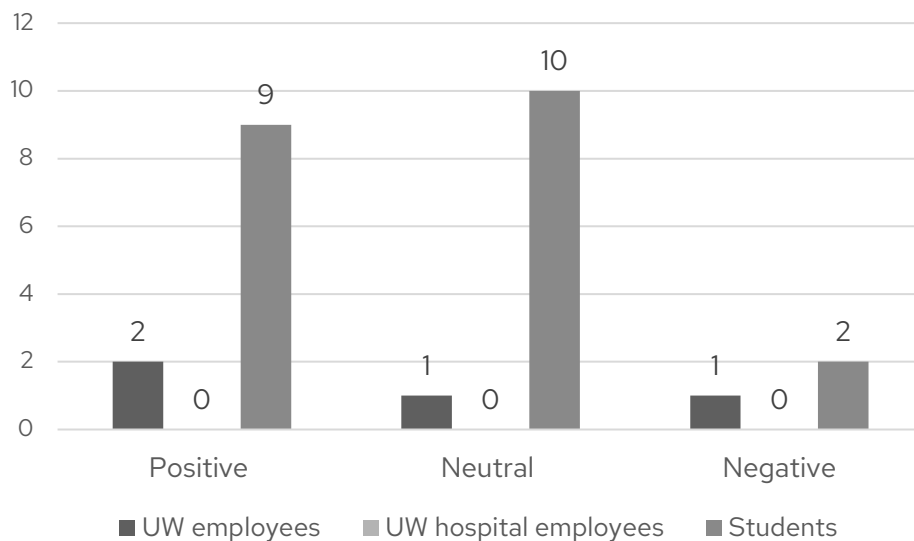
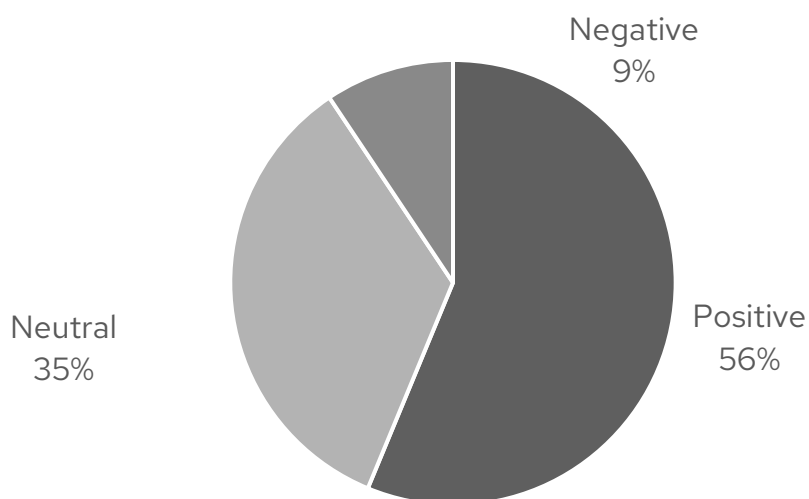
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## Ease of using ZipCar to get to, from, and around on campus

Customers who reported using ZipCar carsharing services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of using ZipCar to get to, from, and around on campus.

32 respondents answered this question

- Positive: 56% of ZipCar users were “very” or “extremely” satisfied with the ease of using ZipCar to get to, from, or around on campus.
- Neutral: 35% of ZipCar users were “somewhat” or “slightly” satisfied with the ease of using ZipCar to get to, from, or around on campus.
- Negative: 9% of ZipCar users were “not at all” satisfied with the ease of using ZipCar to get to, from, or around on campus.





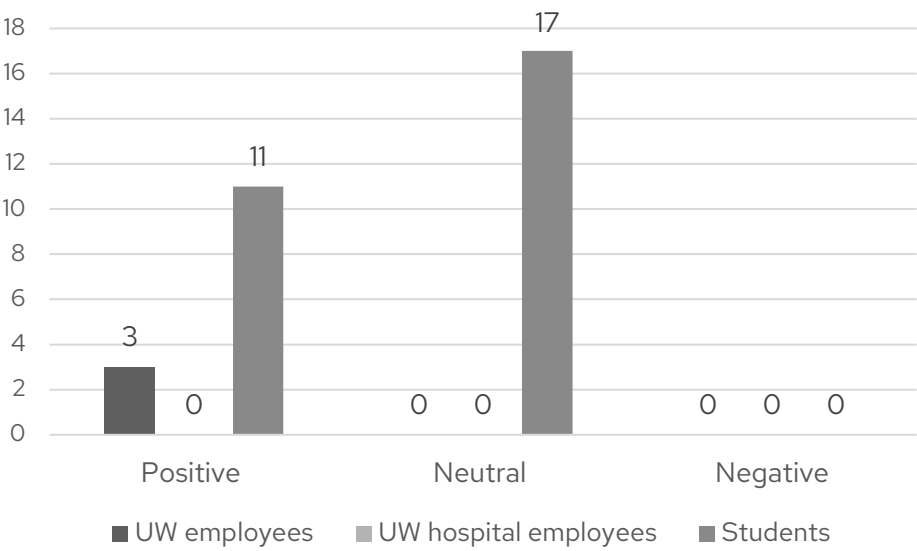
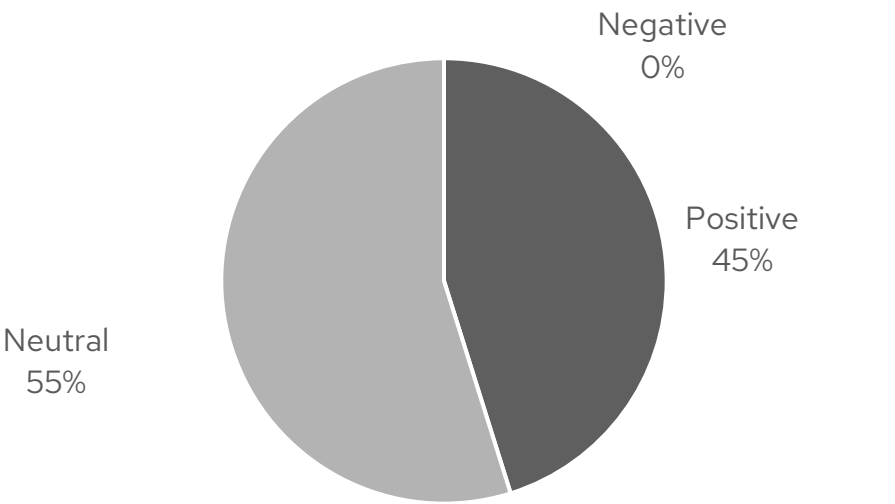


Availability of ZipCars on campus

Customers who reported using ZipCar carsharing services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the availability of ZipCars on campus.

31 respondents answered this question

- **Positive:** 45% of ZipCar users were “very” or “extremely” satisfied with the availability of ZipCars on campus.
- **Neutral:** 55% of ZipCar users were “somewhat” or “slightly” satisfied with the availability of ZipCars on campus.
- **Negative:** 0% of ZipCar users were “not at all” satisfied with the availability of ZipCars on campus.

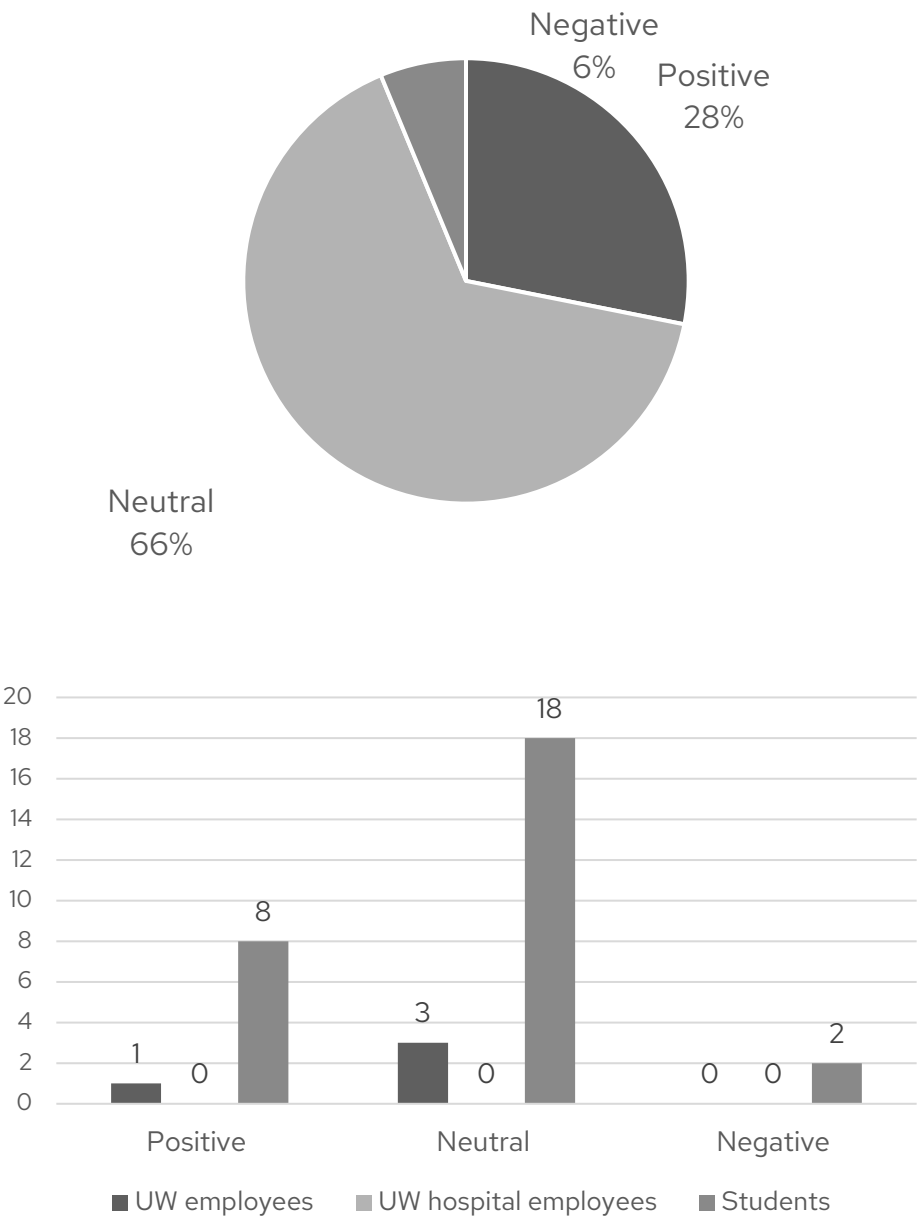


Value of ZipCar for the price of membership

Customers who reported using ZipCar carsharing services in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the value of ZipCar for the membership cost.

32 respondents answered this question

- **Positive:** 28% of ZipCar users were “very” or “extremely” satisfied with the value of ZipCar service for the cost.
- **Neutral:** 66% of ZipCar users were “somewhat” or “slightly” satisfied with the value of ZipCar service for the cost.
- **Negative:** 6% of ZipCar users were “not at all” satisfied with the value of ZipCar service for the cost.



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## Satisfaction with the hours SAFEwalk is available

Customers who reported using SAFEwalk in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the hours SAFEwalk is available. (Note: only students and no employees responded to this question.)

4 students answered this question

- **Positive:** 50% of SAFEwalk users were “very” or “extremely” satisfied with the hours SAFEwalk is available.
- **Neutral:** 50% of SAFEwalk users were “somewhat” or “slightly” satisfied with the hours SAFEwalk is available.
- **Negative:** 0% of SAFEwalk users were “not at all” satisfied with the hours SAFEwalk is available.



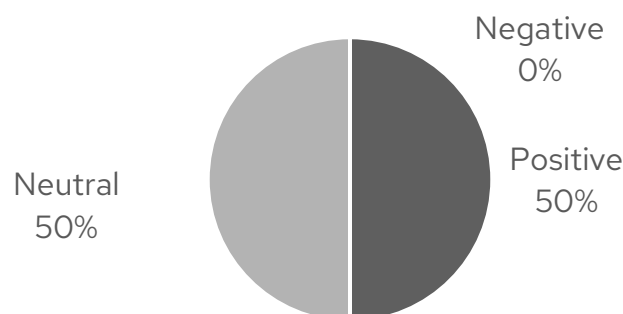
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## Ease of scheduling a SAFEwalk

Customers who reported using SAFEwalk in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of scheduling a SAFEwalk. (Note: only students and no employees responded to this question.)

4 students answered this question

- **Positive:** 50% of SAFEwalk users were “very” or “extremely” satisfied with the hours SAFEwalk is available.
- **Neutral:** 50% of SAFEwalk users were “somewhat” or “slightly” satisfied with the hours SAFEwalk is available.
- **Negative:** 0% of SAFEwalk users were “not at all” satisfied with the hours SAFEwalk is available.



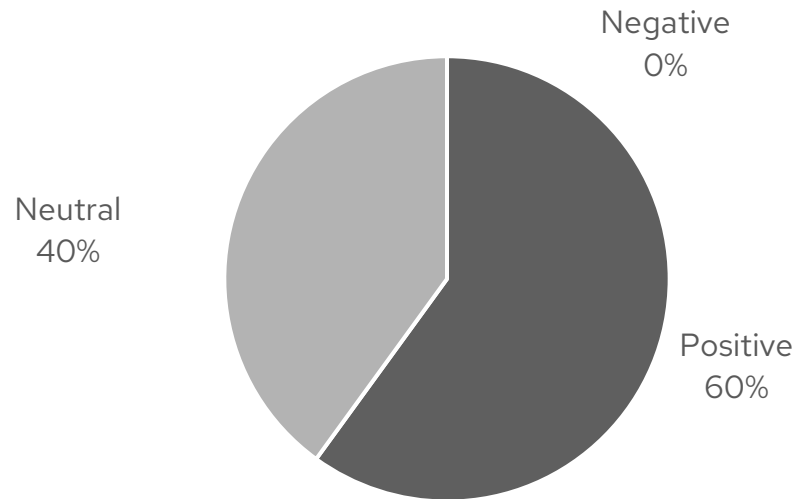
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## Value of SAFEwalk service

Customers who reported using SAFEwalk in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the value of service SAFEwalk provides. (Note: only students and no employees responded to this question.)

5 students answered this question

- Positive: 50% of SAFEwalk users were “very” or “extremely” satisfied with the value of SAFEwalk service.
- Neutral: 50% of SAFEwalk users were “somewhat” or “slightly” satisfied with the value of SAFEwalk service.
- Negative: 0% of SAFEwalk users were “not at all” satisfied with the value of SAFEwalk service.



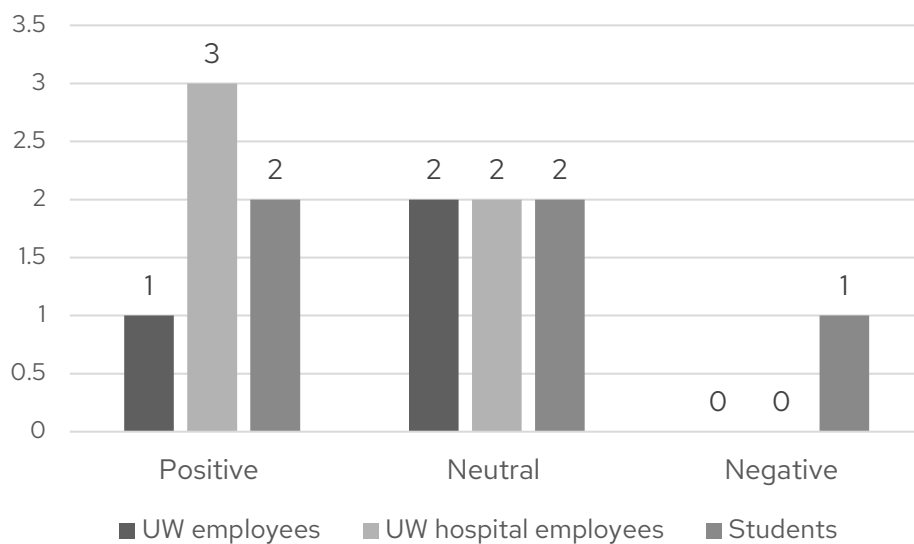
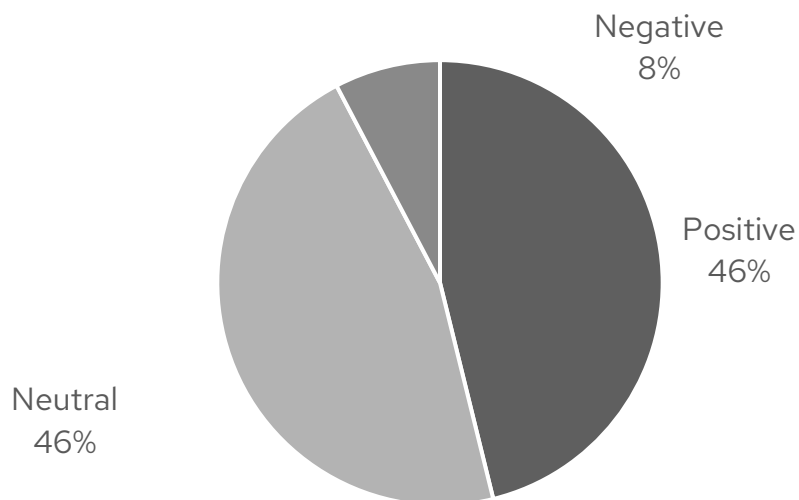
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## Ease of using the accessible circulator shuttle

Customers who reported using the accessible circulator shuttle in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of using the shuttle to get around on campus.

13 respondents answered this question

- **Positive:** 46% of shuttle users were “very” or “extremely” satisfied with the ease of using the accessible circulator shuttle.
- **Neutral:** 46% of shuttle users were “somewhat” or “slightly” satisfied with the ease of using the accessible circulator shuttle.
- **Negative:** 8% of shuttle users were “not at all” satisfied with the ease of using the accessible circulator shuttle.

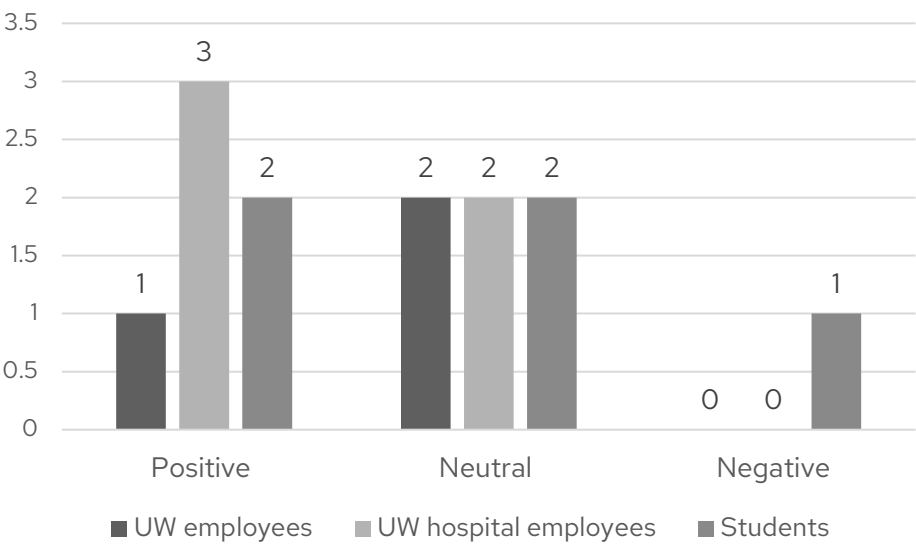
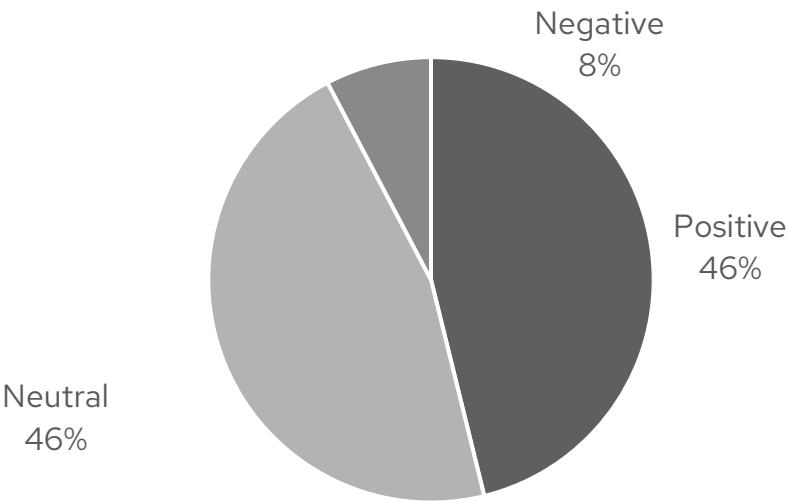


Availability of fixed accessible circulator shuttle stops

Customers who reported using the accessible circulator shuttle in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the availability of fixed shuttle stop locations. (Note: in 2022, the accessible shuttle fixed shuttle stops were discontinued, and the service became pre-scheduled or on-call only.)

13 respondents answered this question

- **Positive:** 46% of shuttle users were “very” or “extremely” satisfied with the availability of fixed shuttle stops.
- **Neutral:** 46% of shuttle users were “somewhat” or “slightly” satisfied with the availability of fixed shuttle stops.
- **Negative:** 8% of shuttle users were “not at all” satisfied with the availability of fixed shuttle stops.

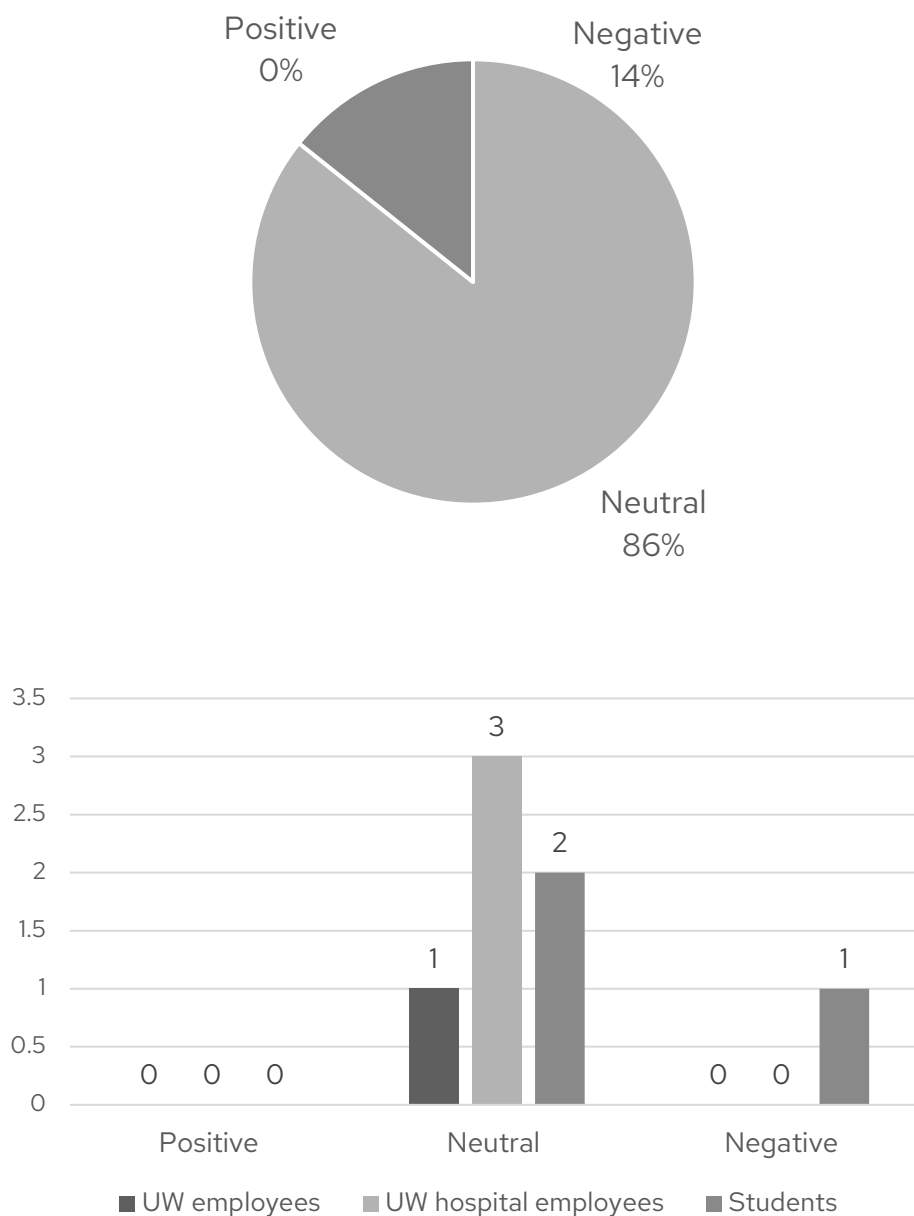


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## Ease of scheduling an accessible shuttle pick-up

Customers who reported using the accessible circulator shuttle in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with how easy it was to schedule an accessible shuttle pick-up.

- 7 respondents answered this question
- **Positive:** 0% of shuttle users were “very” or “extremely” satisfied with the ease of scheduling an accessible shuttle pick-up.
- **Neutral:** 86% of shuttle users were “somewhat” or “slightly” satisfied with the ease of scheduling an accessible shuttle pick-up.
- **Negative:** 14% of shuttle users were “not at all” satisfied with the ease of scheduling an accessible shuttle pick-up.

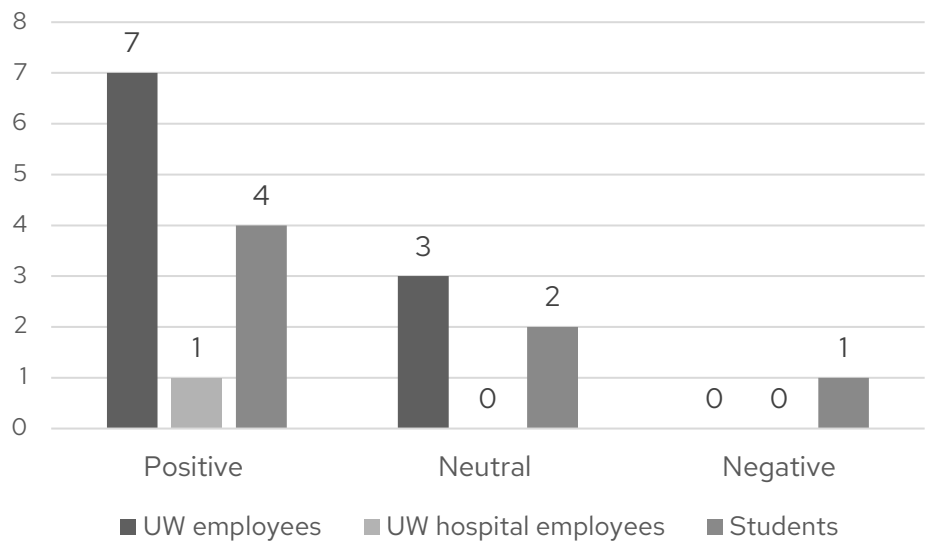
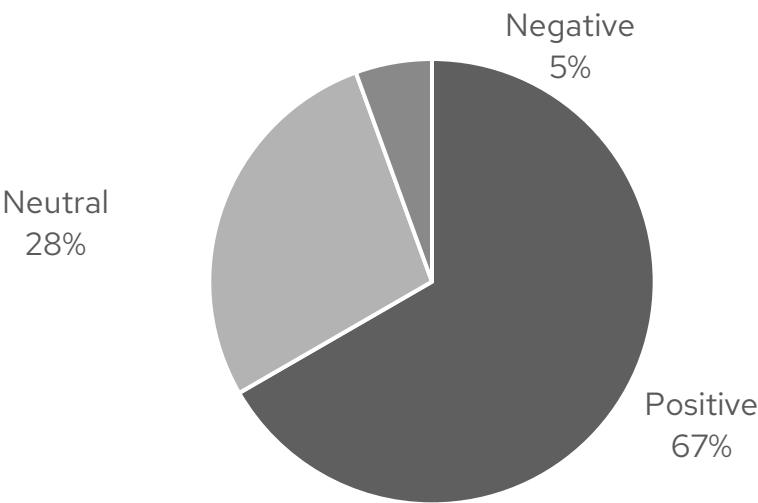


Satisfaction with the hours the UBRC is open

Customers who reported using the University Bike Resource Center in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the hours the UBRC is open.

18 respondents answered this question

- **Positive:** 67% of UBRC users were “very” or “extremely” satisfied with the UBRC’s open hours.
- **Neutral:** 28% of UBRC users were “somewhat” or “slightly” satisfied with UBRC’s open hours.
- **Negative:** 5% of UBRC users were “not at all” satisfied with the UBRC’s open hours.





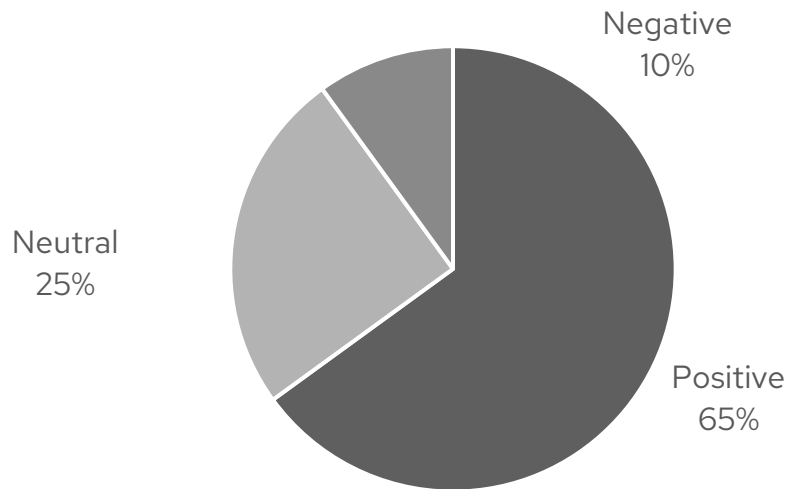
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## Satisfaction with assistance provided by UBRC staff

Customers who reported using the University Bike Resource Center in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the assistance provided by UBRC staff.

20 respondents answered this question

- **Positive:** 65% of UBRC users were “very” or “extremely” satisfied with UBRC staff assistance.
- **Neutral:** 25% of UBRC users were “somewhat” or “slightly” satisfied with UBRC staff assistance.
- **Negative:** 10% of UBRC users were “not at all” satisfied with UBRC staff assistance.



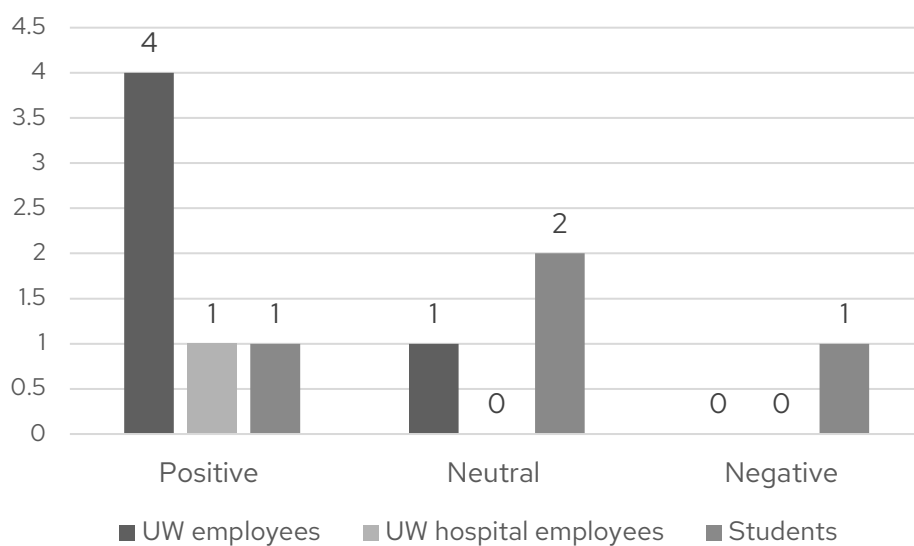
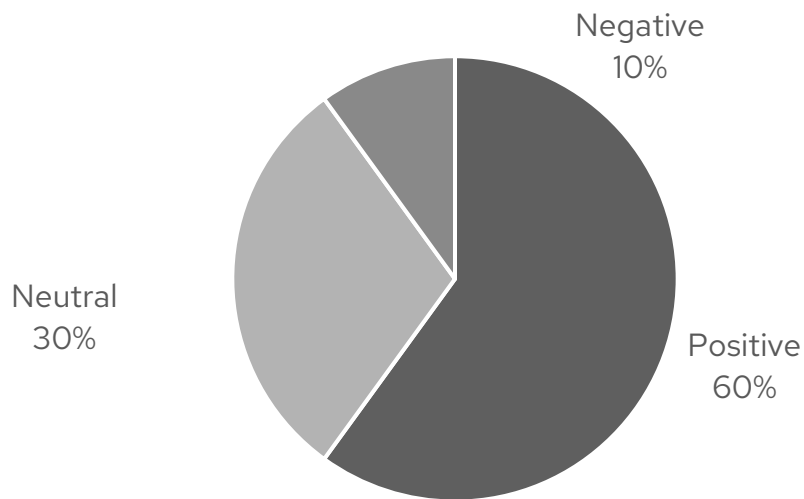
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## Satisfaction with UBRC class offerings

Customers who reported using the University Bike Resource Center in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with classes offered by the UBRC.

10 respondents answered this question

- **Positive:** 60% of UBRC users were “very” or “extremely” satisfied with UBRC class offerings.
- **Neutral:** 30% of UBRC users were “somewhat” or “slightly” satisfied with UBRC class offerings.
- **Negative:** 10% of UBRC users were “not at all” satisfied with UBRC class offerings.

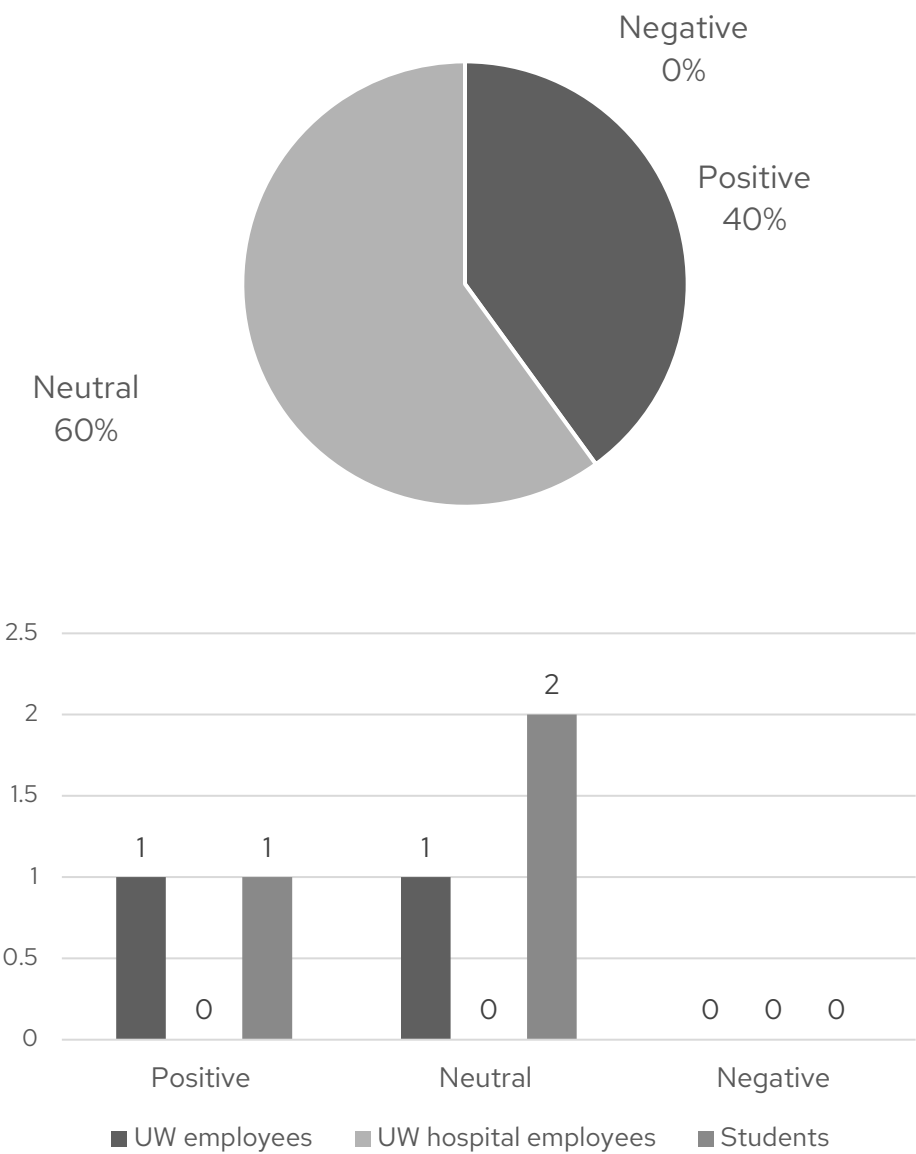


Ease of enrolling in local State of WI vanpool service

Customers who reported using State of Wisconsin vanpool in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of enrolling in a vanpool that provided service in their area.

5 respondents answered this question

- Positive: 40% of vanpool users were “very” or “extremely” satisfied with the ease of enrolling in the State of WI Vanpool.
- Neutral:60% of vanpool users were “somewhat’ or “slightly” satisfied with the ease of enrolling in the State of WI Vanpool.
- Negative: 10% of vanpool users were “not at all” satisfied with the ease of enrolling in the state of WI Vanpool.

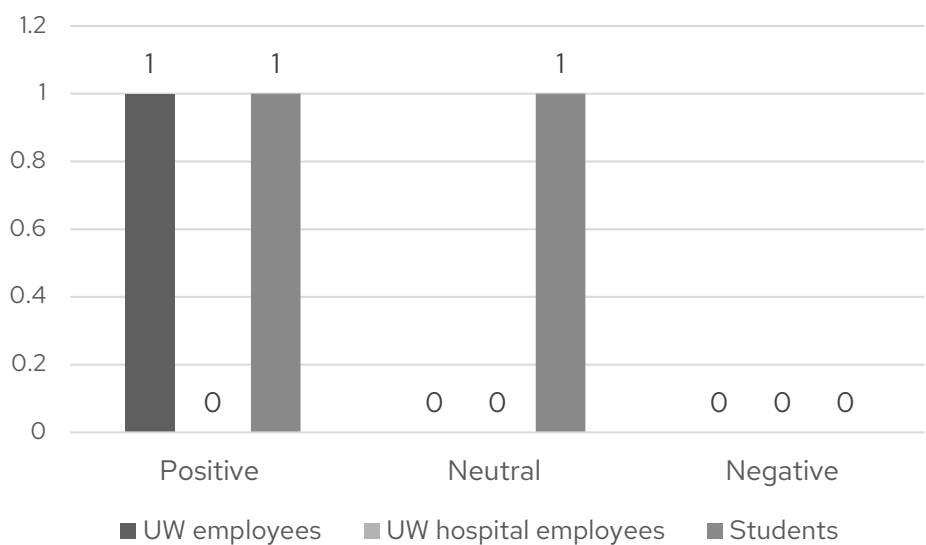
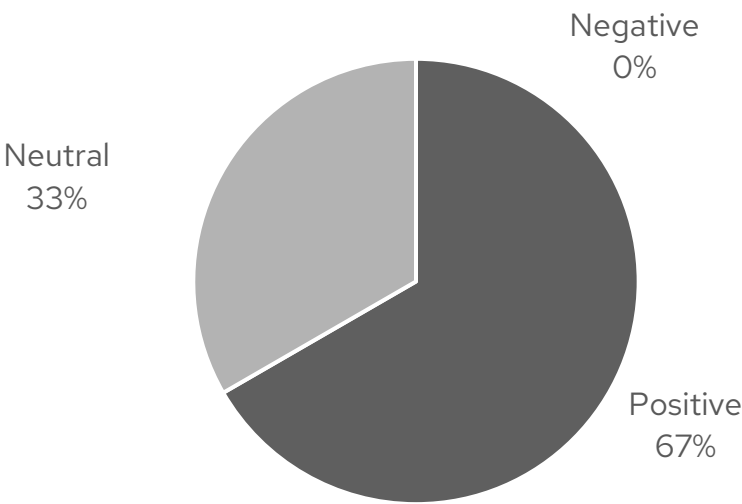


Incentives for enrolling in State of WI vanpool service

Customers who reported using State of Wisconsin vanpool in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the incentives for enrolling in the service, such as the Emergency Ride Home program and priority base lot assignments for vans.

3 respondents answered this question

- **Positive:** 67% of vanpool users were “very” or “extremely” satisfied with vanpooling incentives.
- **Neutral:** 33% of vanpool users were “somewhat” or “slightly” satisfied with vanpooling incentives.
- **Negative:** 0% of vanpool users were “not at all” satisfied with vanpooling incentives.

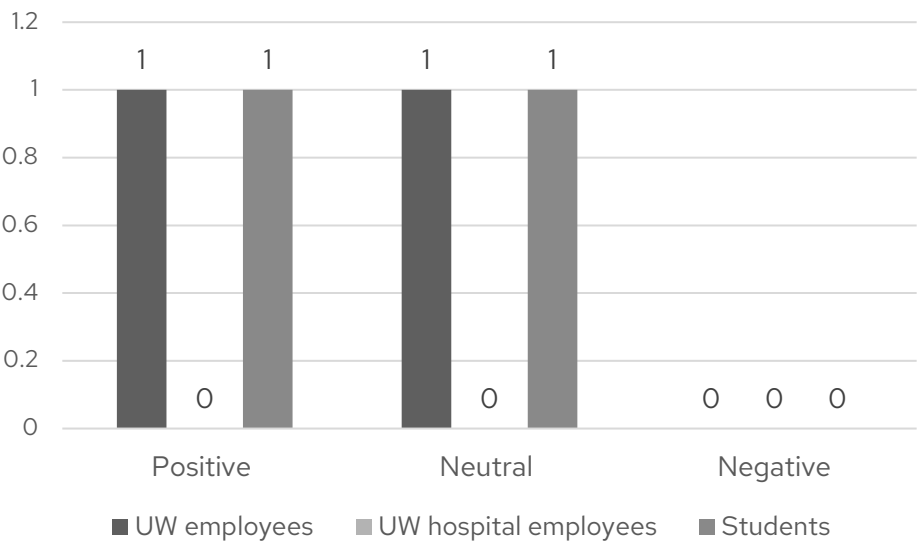
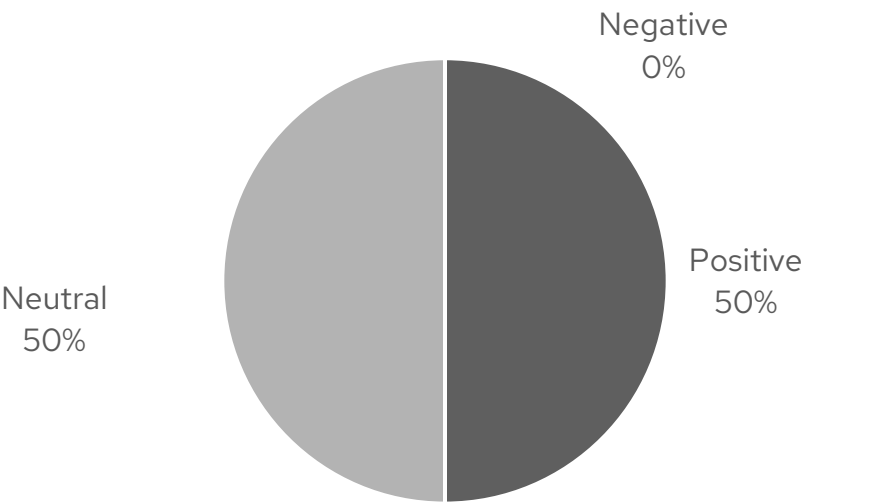


Value of State of WI vanpool service for cost

Customers who reported using State of Wisconsin vanpool in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the value of State of Wisconsin vanpool service for the price they paid to use the service.

4 respondents answered this question

- **Positive:** 50% of vanpool users were “very” or “extremely” satisfied with vanpooling incentives.
- **Neutral:** 50% of vanpool users were “somewhat” or “slightly” satisfied with vanpooling incentives.
- **Negative:** 0% of vanpool users were “not at all” satisfied with vanpooling incentives.



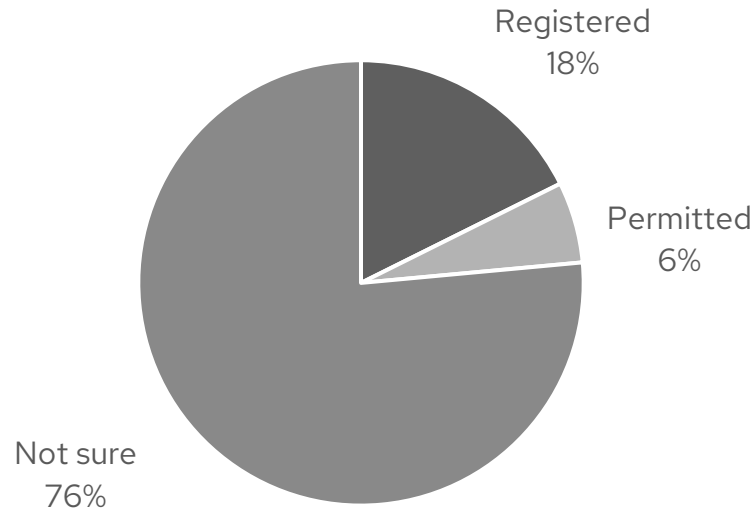
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## Carpool registration and carpool permits

Customers who reported carpooling to campus in the prior year (Nov. 2020 – Nov. 2021) were asked if their carpool was registered or permitted with Transportation Services.

88 respondents answered this question.

- 18% of carpoolers reported being a member of a registered carpool.
- 6% of carpoolers reported being a member of a carpool with a UW carpool permit.
- 76% of carpoolers were not sure if they were a member of a registered carpool or permitted carpool.



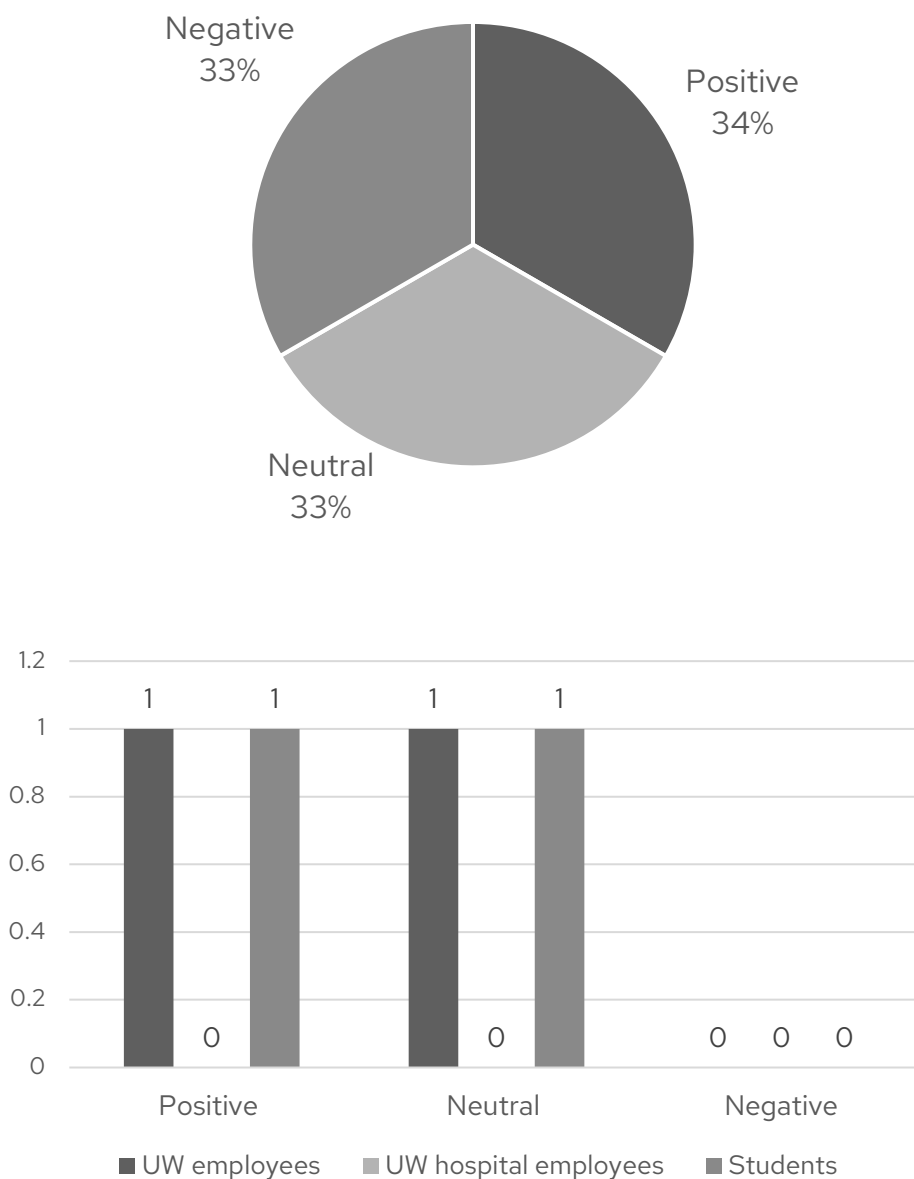
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## Ease of registering a carpool or applying for a carpool permit

Customers who reported carpooling in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of registering a carpool or applying for a carpool permit.

9 respondents answered this question

- **Positive:** 34% of carpoolers were “very” or “extremely” satisfied with the ease of registering a carpool or applying for a carpool permit.
- **Neutral:** 33% of carpoolers were “somewhat” or “slightly” with the ease of registering a carpool or applying for a carpool permit.
- **Negative:** 33% of carpoolers were “not at all” satisfied with the ease of registering a carpool or applying for a carpool permit.







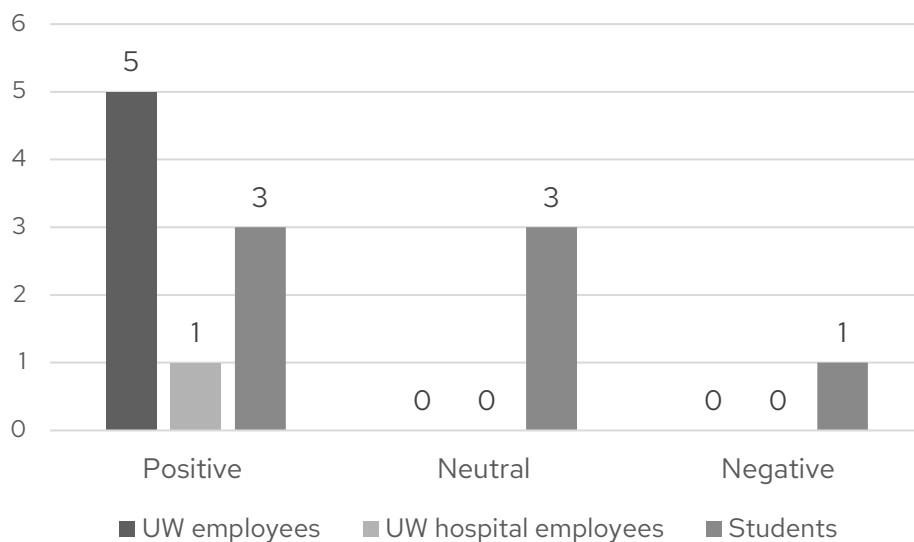
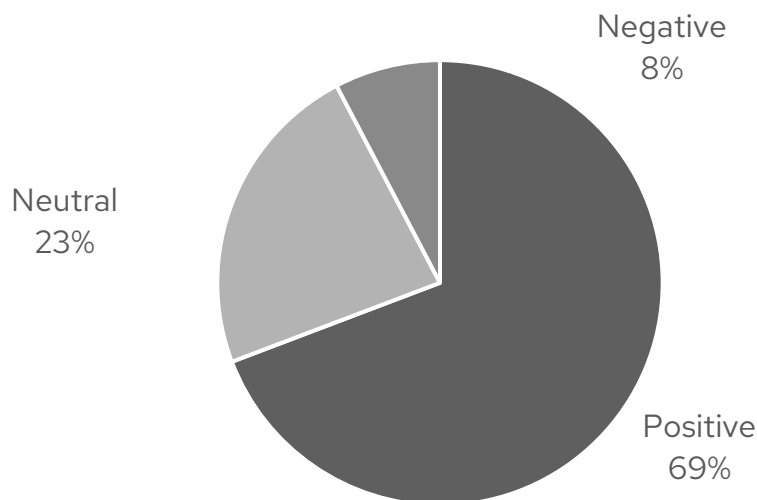
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## Carpool benefits offered by Transportation Services

Customers who reported carpooling in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with carpooling benefits, such as free daily parking passes and Emergency Ride Home vouchers.

13 respondents answered this question

- **Positive:** 69% of carpoolers were “very” or “extremely” satisfied with carpooling benefits.
- **Neutral:** 23% of carpoolers were “somewhat” or “slightly” with carpooling benefits.
- **Negative:** 8% of carpoolers were “not at all” satisfied with carpooling benefits.



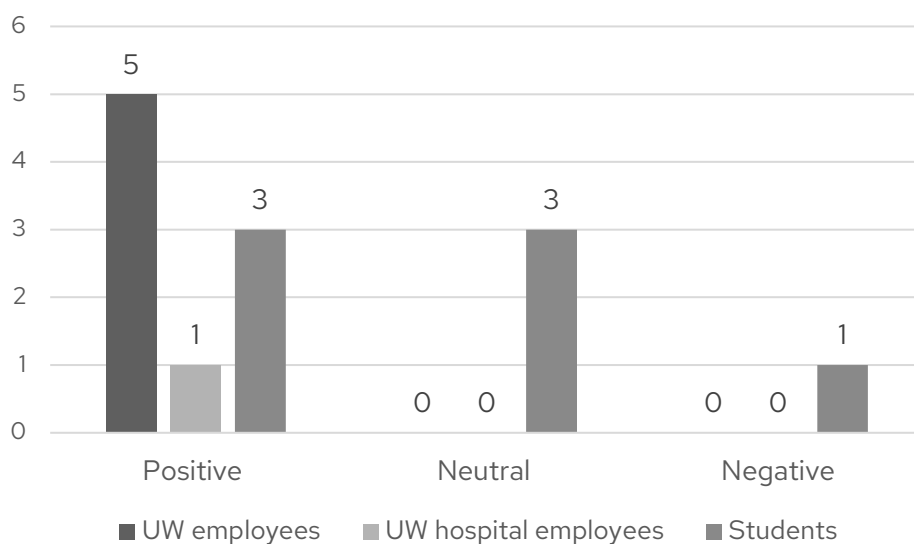
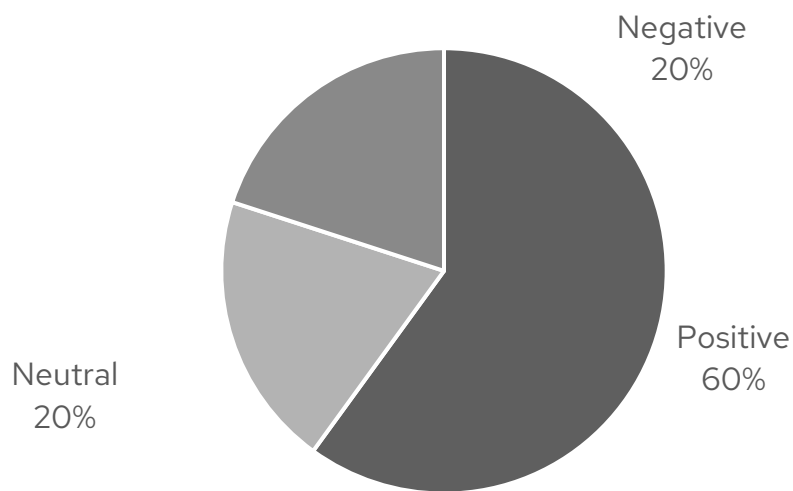
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## Ease of adding or removing carpool members

Customers who reported carpooling in the prior year (Nov. 2020 – Nov. 2021) were asked how satisfied they were with the ease of updating members in their registered or permitted carpool.

5 respondents answered this question

- **Positive:** 60% of carpoolers were “very” or “extremely” satisfied with the ease of updating carpool members.
- **Neutral:** 20% of carpoolers were “somewhat” or “slightly” with the ease of updating carpool members
- **Negative:** 20% of carpoolers were “not at all” satisfied with the ease of updating carpool members.



## Open-Ended Response Regarding Active Transportation Offerings

Respondents were invited to share more feedback about their experiences using active transportation resources sponsored or promoted by Transportation Services. 337 respondents answered the question, and many addressed more than one topic in their response. The response topics were categorized and tallied in the table below.

- 37% of open-ended responses were from UW employees
- 28% of open-ended responses were from UW Hospital and Clinics employees
- 34% of open-ended responses were from students, whether graduate, undergraduate, or other

Topic	UW Employees	UW Hospital	UW Students	Total
Happy with public transit	4	3	10	17
Happy with campus bicycling infrastructure	3	1	7	14
Happy with bus pass	7	2	1	10
Happy with bike parking availability	4	1	4	9
Happy with support for other transportation modes	4	3	1	8
Wants to see improved public transit to/through campus	22	15	39	76
Wants better BCycle stations, availability, maintenance, and/or pricing	10	3	11	24
Wants better lighting/security/repair stations near bike parking areas	1	4	12	17
Wants improved park and ride options/shuttle service	3	13	-	16
Wants more and/or better bike racks	2	5	5	12
Wants to see more covered bike parking	5	3	2	10
Wants to see better infrastructure to support multiple modes on and/or near campus	3	1	6	10
Avoiding public transit due to COVID-related health concerns or Metro Transit service reductions during COVID	21	11	9	41
Public transit is too crowded or unreliable	16	2	17	35
Metro Transit buses are difficult to track	1	1	23	25

Active transportation modes are not available or viable (i.e., live too far away, Metro Transit does not serve area, irregular work schedule)	6	23	5	<b>24</b>
Did not know about certain active mode options	3	1	2	<b>6</b>
State Vanpools are too difficult to register or organize	4	1	-	<b>5</b>
Carpools are too difficult to register	1	2	1	<b>4</b>
Active commute options are not viable for employees with children	2	2	-	<b>4</b>
Zipcar registration is difficult/too expensive	1	-	2	<b>3</b>