

2012 BIENNIAL TRANSPORTATION SURVEY REPORT



March 26, 2013

Cover image: UW fans cross the pedestrian bridge spanning Campus Dr. Credit: University Communications, UW-Madison.



Image: This traffic circle is adjacent to University of Wisconsin-Madison-owned farmland sited for the future development of University Research Park 2. Credit: University Communications, UW-Madison

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

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EXECUTIVE SUMMARY

This is the final report of the 2012 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 February 5 through February 27, 2013. Three separate but similar surveys were created and sent to:

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



Image: Pedestrians and bicyclists make their way along State St. Credit: University Communications, UW-Madison.

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 which is typical of these types of surveys.

Results show that driving alone is the most common commute mode among UW-Madison faculty and staff and UW Hospital employees while walking is the most common commute mode among UW students. Taking the campus bus, Madison Metro bus and biking are three other more common modes. Carpooling, vanpooling, private commuter buses, other bus systems, motorcycles and mopeds all make up a smaller mode share. This is consistent with the 2010 Transportation Survey.

Results also show that those that live closer to the UW-Madison campus or UW Hospital tend to drive alone less while those that live farther away are more likely to drive alone to work. Those that live close (within 5 miles) are the most likely to walk, bike, or use a moped. Those that live farthest away (beyond 11 miles) are most likely to drive alone, carpool or vanpool.

Weather is also a factor in mode choice. During bad weather students, faculty and staff, and Hospital employees are less likely to walk, bike, motorcycle or moped and more likely to take the Metro bus, campus bus or drive. 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 III and complete results can be found in Section IV or in Appendix A, Appendix B or Appendix C.

I. INTRODUCTION

This section provides background information on the University of Wisconsin–Madison and Transportation Services. Also discussed are the survey purpose and scope.

The University of Wisconsin-Madison has a long history of surveying on transportation behavior. Surveys have been completed by UW Transportation Services in 1979, every year from 1981 to 1991, and roughly every other year since 1991 (in '93, '95, '97, '99, '01, '03, '06, '07). UW-Madison is unique amongst its peer institutions for tracking transportation trends for such a long period of time.

A. UNIVERSITY OF WISCONSIN-MADISON

In achievement and prestige, the University of Wisconsin–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 935 acres along the southern shore of Lake Mendota, the campus is located in Madison, Wisconsin. The University has a student enrollment of 42,099, faculty and staff numbering 18,524 and nearly 375,000 living alumni. More information about the University can be found here: www.wisc.edu. The 2005 campus master plan can be accessed at the following website: 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, UW 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 totaling \$20.1 million in FY 2012-13. Expenditures include capital and interest expense, salaries and fringe benefits, supplies and services, campus bus service, and the UW employee bus pass program. Expenditures will total approximately \$19.1 million in FY 2012-13.

Charged with overseeing transportation on the University of Wisconsin-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

The purpose of the 2012 biennial transportation survey is to better understand transportation characteristics of University of Wisconsin-Madison students, University of Wisconsin-Madison employees and University of Wisconsin 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

This section introduces the survey methodology and includes discussions of survey design, survey targets, sample design, pre-test and email invitations.

Since 1997, the data collection for the surveys has been 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 and 2012 surveys were administered online.

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 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 web versus paper surveys.

A. SURVEY DESIGN

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

B. SURVEY TARGETS

The survey targets were registered UW-Madison students, UW-Madison faculty and staff, and UW Hospital and Clinics staff. The UW Hospital and Clinics staff targeted were those staff that worked primarily at the UW Hospital campus location that includes the UW Clinical Science Center, American Family Children's Hospital, Wisconsin Institute for Medical Research, and other UW Health and affiliated locations with UW Health employees.

The survey targets were identified by collecting anonymous 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 email address and that it was active.

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.

6,079 records were obtained from UW Health for all employees that work at the UW Hospital main campus. Each record contained an email address.

36,523 records were obtained from the Registrar's office for enrolled UW-Madison students. Each record contained an email address.

19,413 records were obtained from the Vice Chancellor for Finance and Administration's office for UW faculty and staff. 861 records had no email address. A final total of 18,552 records with email addresses were selected.

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 2,500 or 3,000 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

The survey was sent out 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. If the person only partially completed the survey, the software remembered where within the survey the person left off and allowed them to begin at that spot if they returned to the survey at a later day.

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 February 28th. 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. No data cleaning was needed as the results were presented as Qualtrics presents them – in simple analysis format (i.e. sums, percentages, etc.).

Table 1: Email Invitation Schedule

	INITIAL INVITE	1 ST REMINDER	2 ND REMINDER
Students	Tuesday, Feb. 5 th 11AM	Thursday, Feb. 14 th 9AM	Friday, Feb. 22 nd 1PM
Faculty/Staff	Tuesday, Feb. 5 th 11AM	Thursday, Feb. 14 th 9AM	Friday, Feb. 22 nd 1PM
Hospital	Tuesday, Feb. 5 th 11AM	Thursday, Feb. 14 th 9AM	Friday, Feb. 22 nd 1PM

Note: The survey closed for all groups 8AM Thursday, February 28th.

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, Appendix B, and Appendix C. A few cross-tab data tables are also presented. The data are not weighted.

Table 2: Response Summary

	INVITATIONS SENT	SURVEYS STARTED*	SURVEYS COMPLETED	RESPONSE RATE
Students	3,000	586	560	18.7%
Faculty/Staff	2,000	677	665	33.3%
Hospital	2,000	895	873	43.7%

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

Figure 1: Survey Response Duration

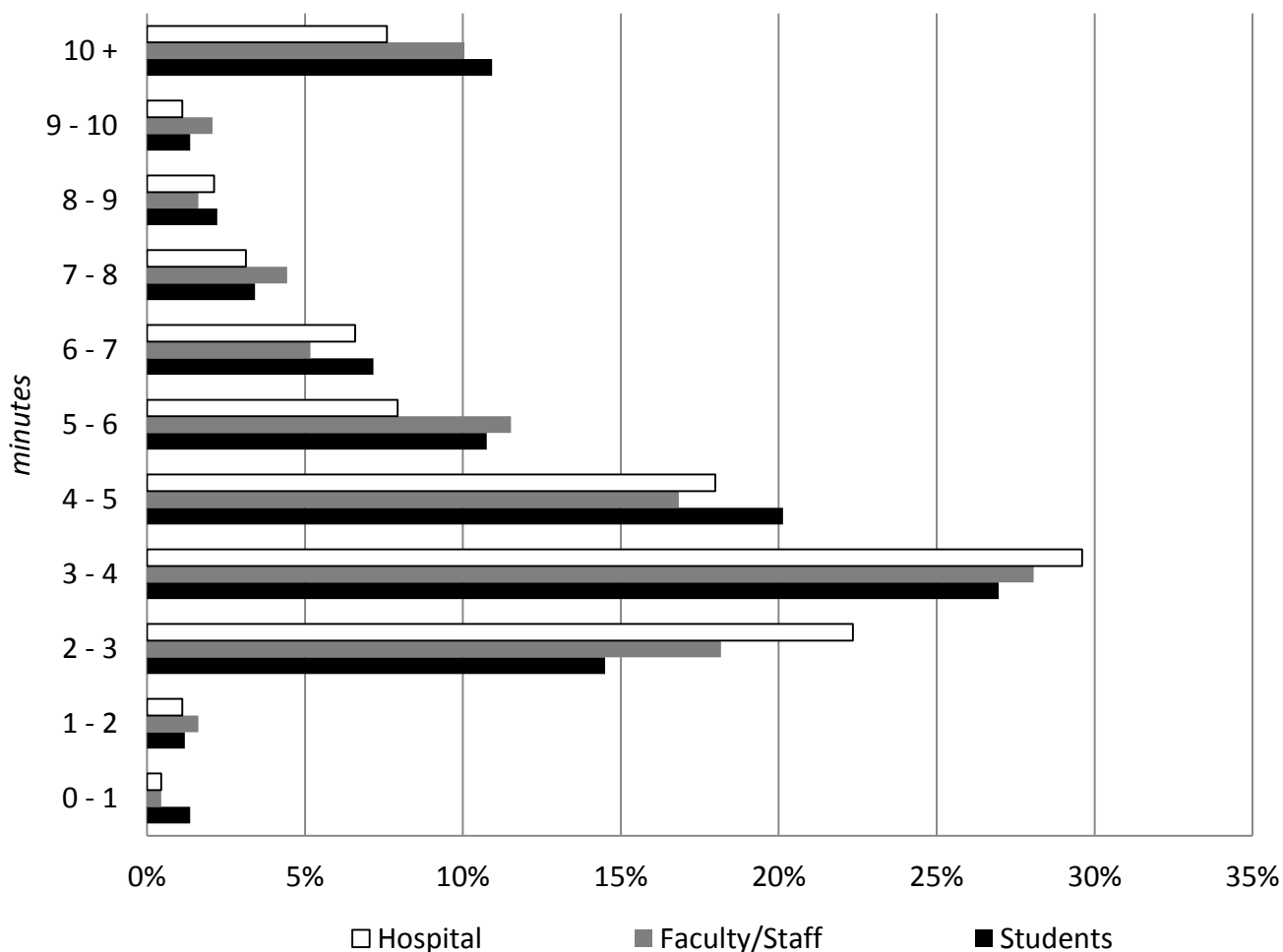


Figure 2: Survey Response Dates

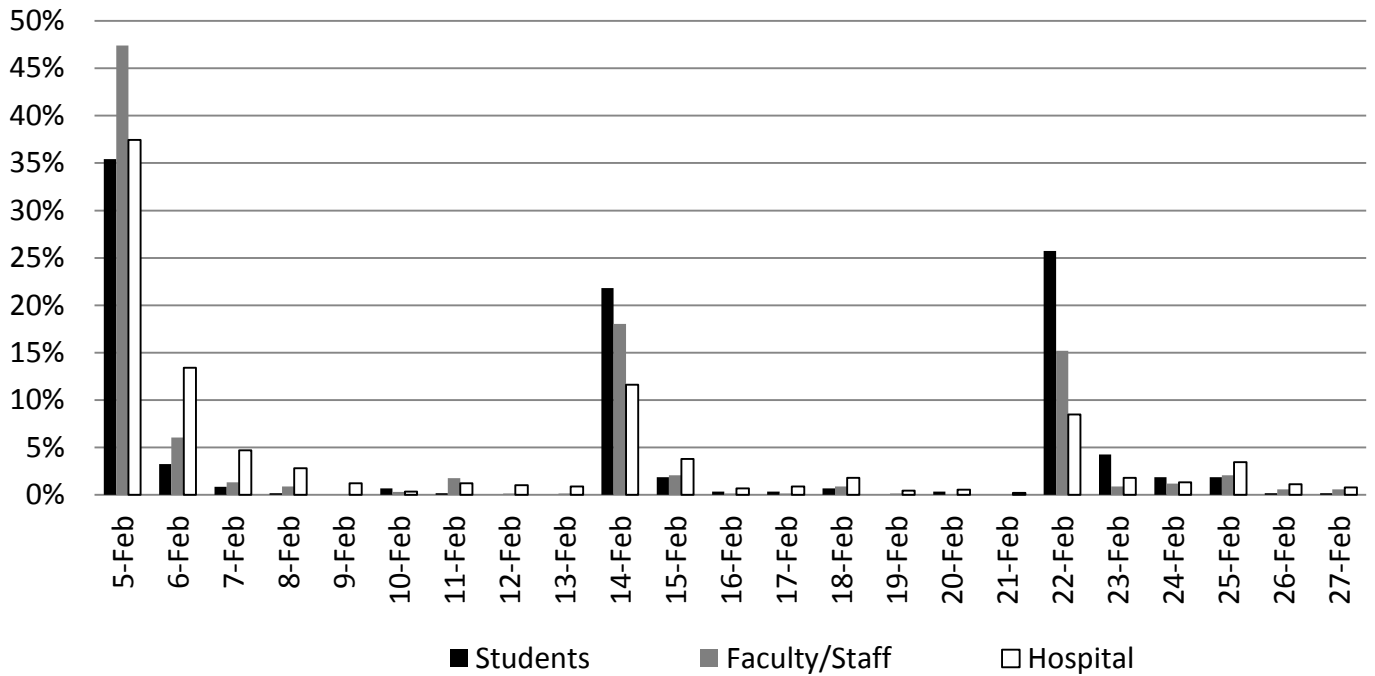
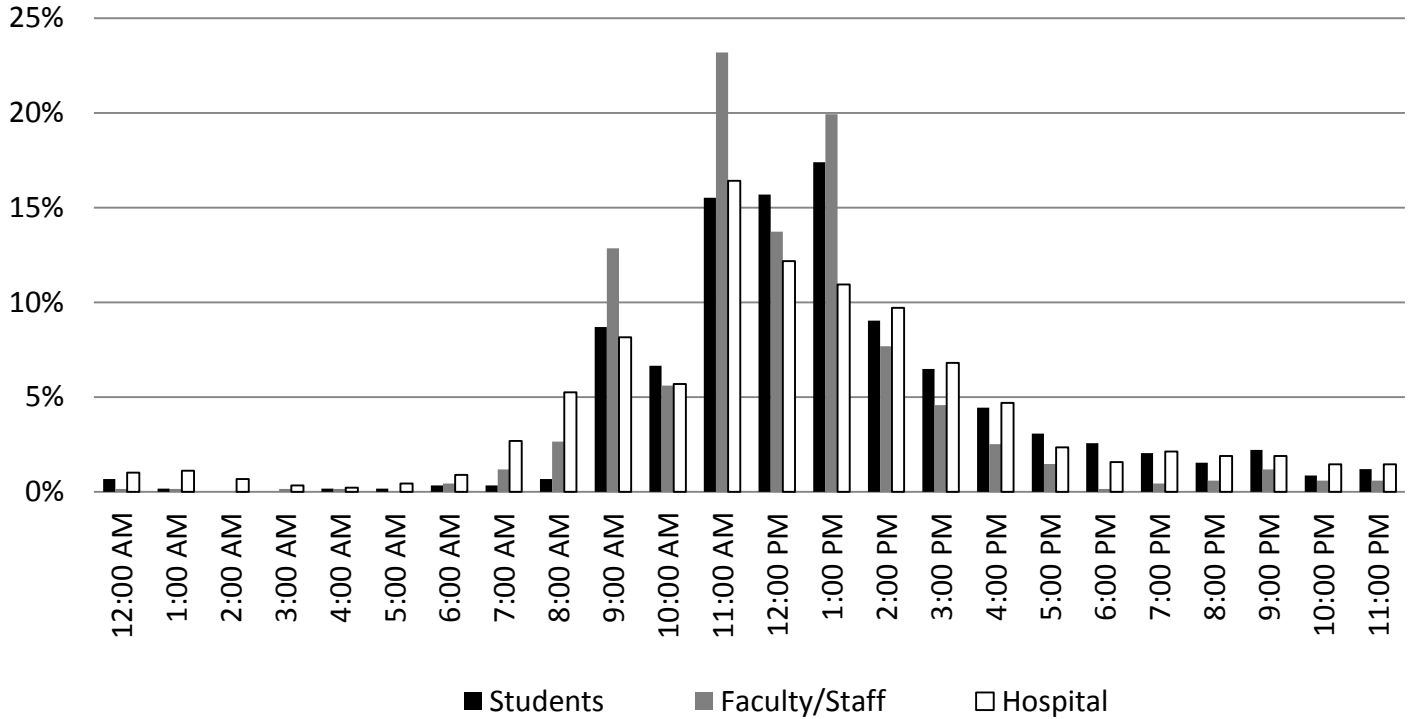


Figure 3: Survey Start Times



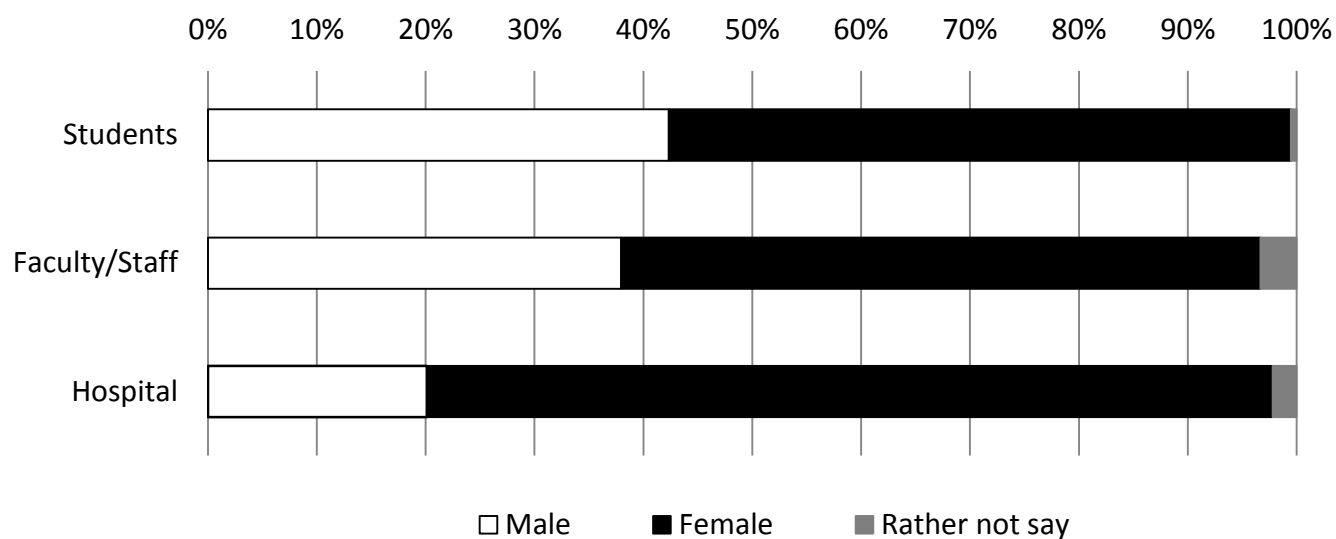
A. RESULTS BY QUESTION

What is your sex?

Table 3: Survey Respondents by Sex

	Male		Female		Rather not say		Total
Students	237	42.3%	320	57.1%	3	0.5%	560
Faculty/Staff	252	38.0%	390	58.7%	22	3.3%	664
Hospital	174	20.1%	672	77.7%	19	2.2%	865
Total	663	31.7%	1,382	66.2%	44	2.1%	2,089

Figure 4: Survey Respondents by Sex

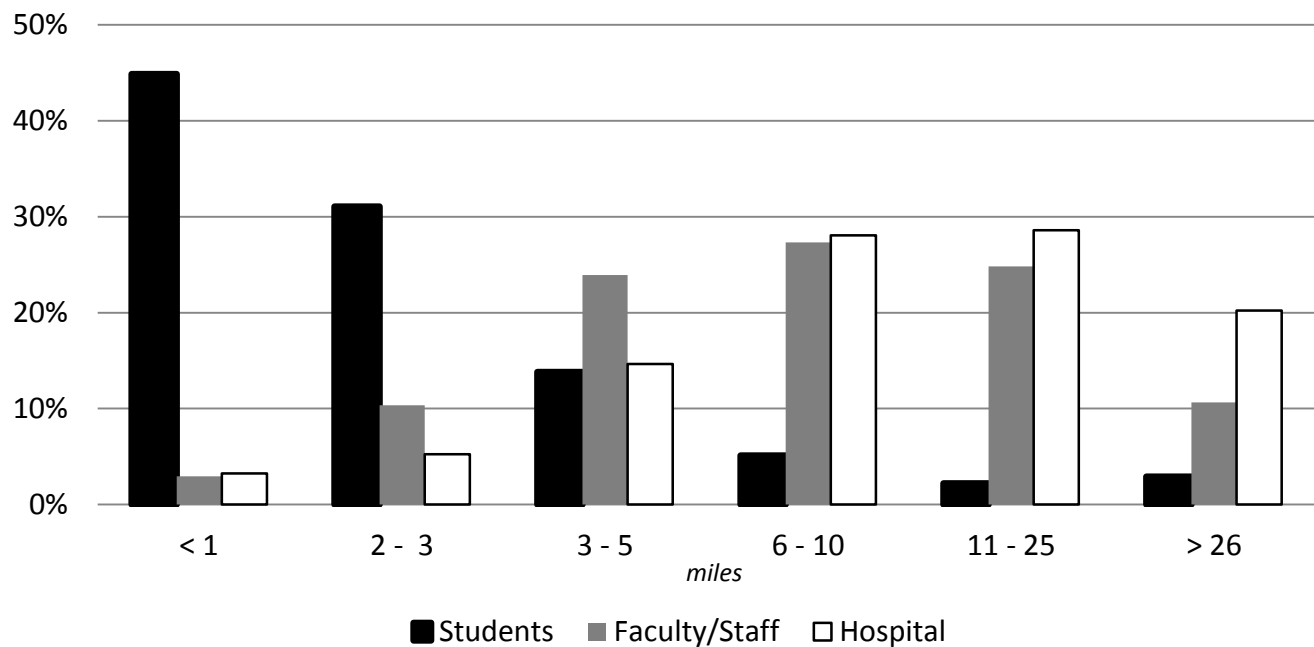


How many miles is it one way from your current daily residence to campus / the hospital?

Table 4: One-way Distance to Campus

	<i>miles</i>												Total
	< 1		2 - 3		3 - 5		6 - 10		11 - 25		> 26		
Students	263	45%	182	31%	81	14%	30	5%	13	2%	17	3%	586
Faculty/Staff	20	3%	70	10%	162	24%	185	27%	168	25%	72	11%	677
Hospital	29	3%	47	5%	131	15%	251	28%	256	29%	181	20%	895
Total	312	14%	299	14%	374	17%	466	22%	437	20%	270	13%	2,158

Figure 5: One-way Distance to Campus



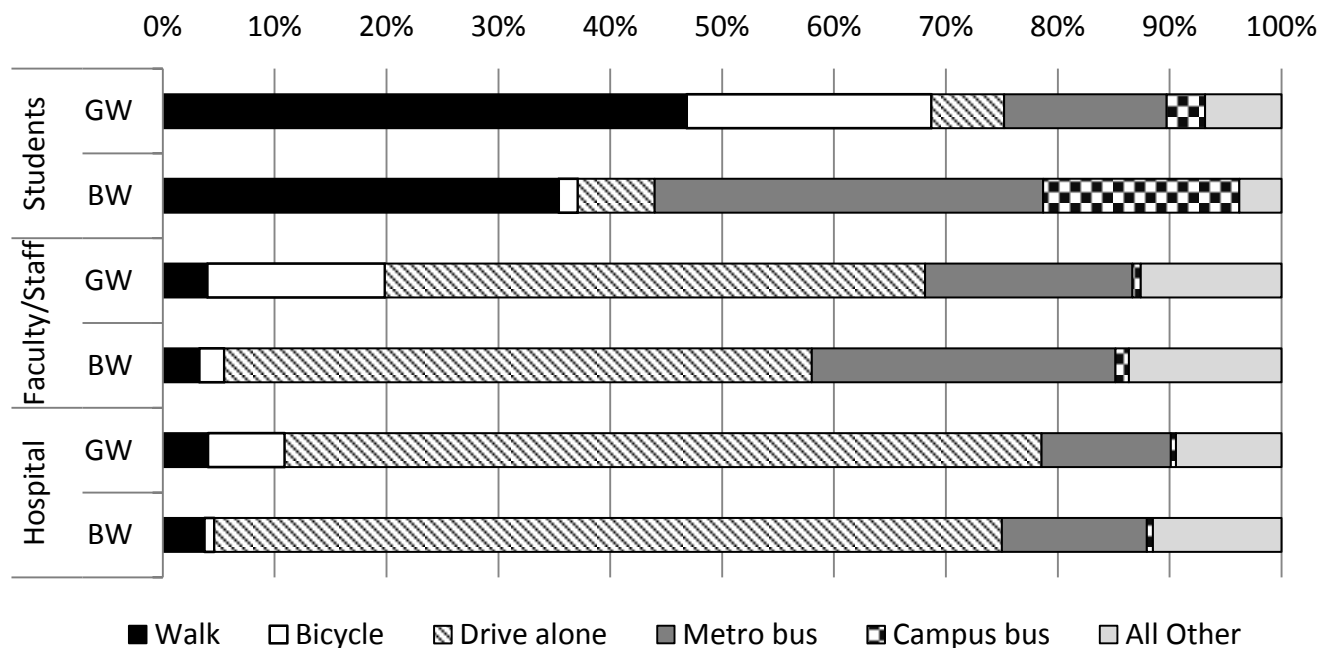
During good/bad weather what is your most frequent way of traveling to campus?

Table 5: Travel Mode to Campus

	Students		Faculty/Staff		Hospital		GW Total	BW Total
	GW	BW	GW	BW	GW	BW		
Walk	274	206	27	22	36	33	337	261
Bicycle	128	10	107	15	61	8	296	33
Moped	28	6	3	0	4	0	35	6
Motorcycle	3	2	13	0	12	0	28	2
Drive alone	38	40	326	354	602	625	966	1,019
Private bus	3	5	0	0	3	7	6	12
Drop off	2	5	15	32	24	48	41	85
Carpool	3	3	34	37	19	25	56	65
Vanpool	0	0	10	9	8	8	18	17
Metro bus	85	202	125	183	103	115	313	500
Campus bus	20	102	5	8	4	5	29	115
Other bus	1	0	0	2	2	1	3	3
Other	0	1	10	12	12	13	22	26
Total	585	582	675	674	890	888	2,150	2,144

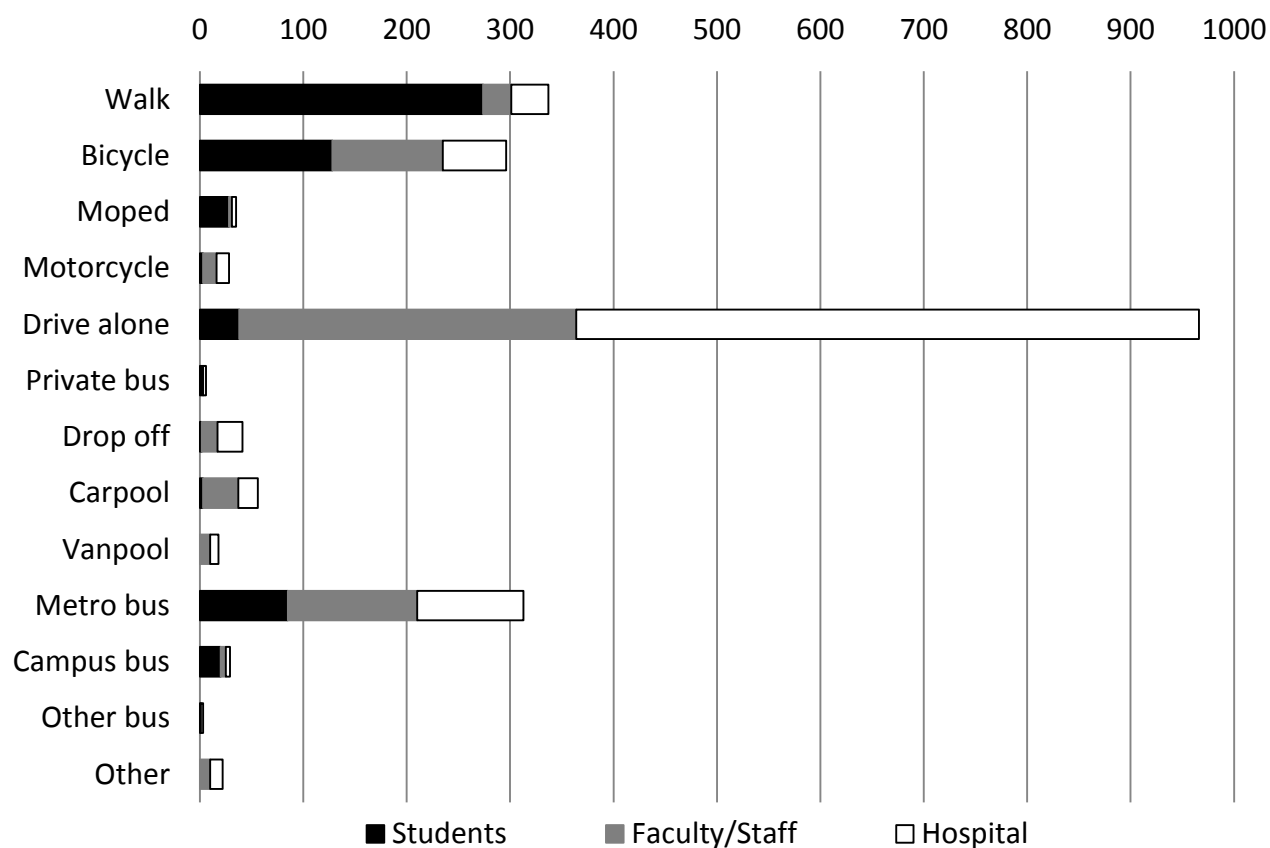
Note: GW=Good Weather, BW=Bad Weather.

Figure 6: Travel Mode to Campus



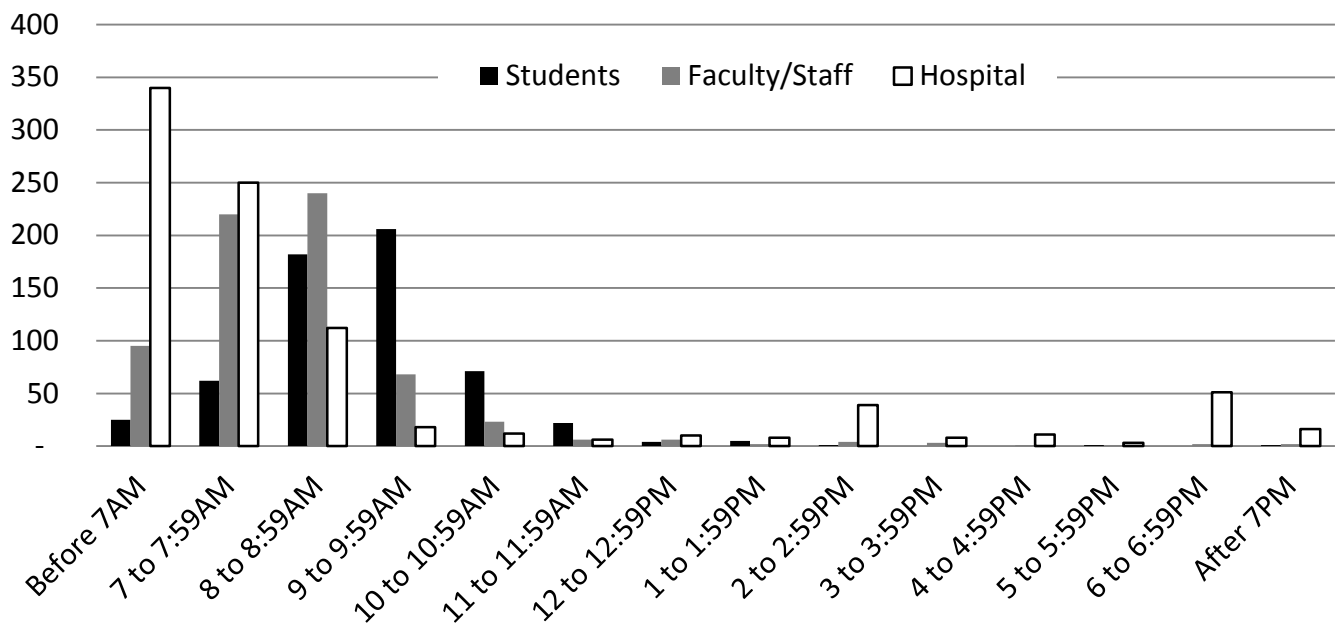
Note: GW=Good Weather, BW=Bad Weather. Modes with 5% or more mode share are shown individually.

Figure 7: Travel Mode to Campus (Good Weather)



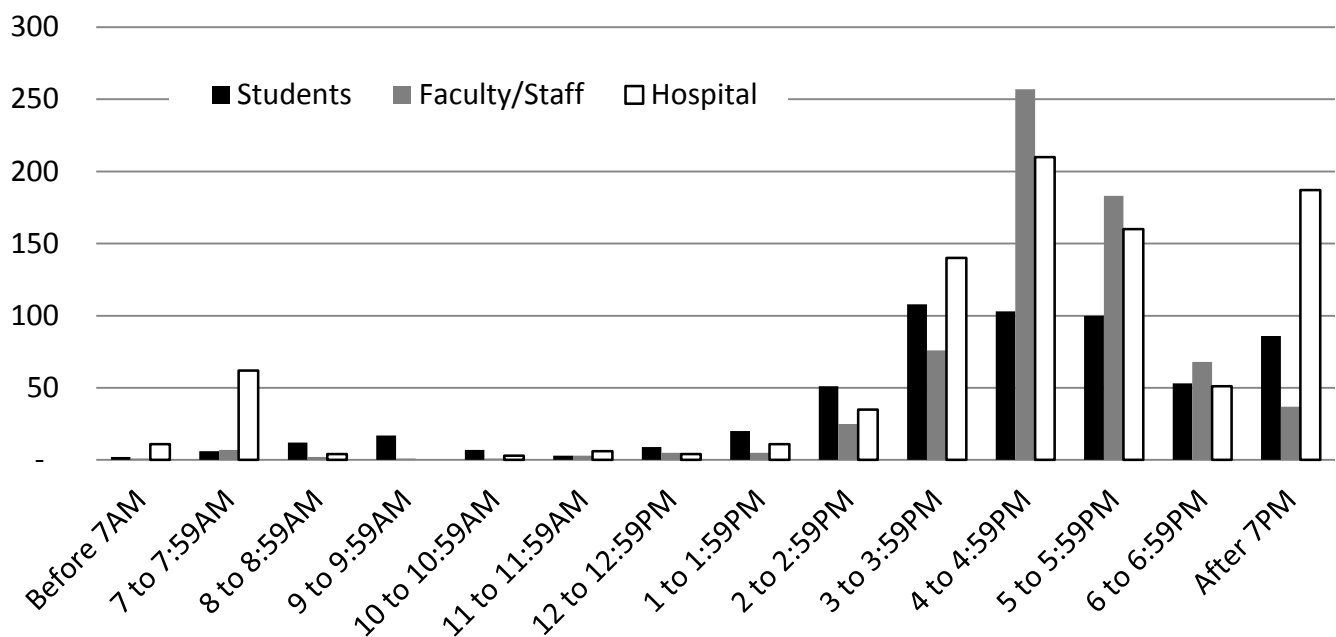
When do you usually arrive on campus/to the hospital for the day?

Figure 8: Arrival Time to Campus/Hospital



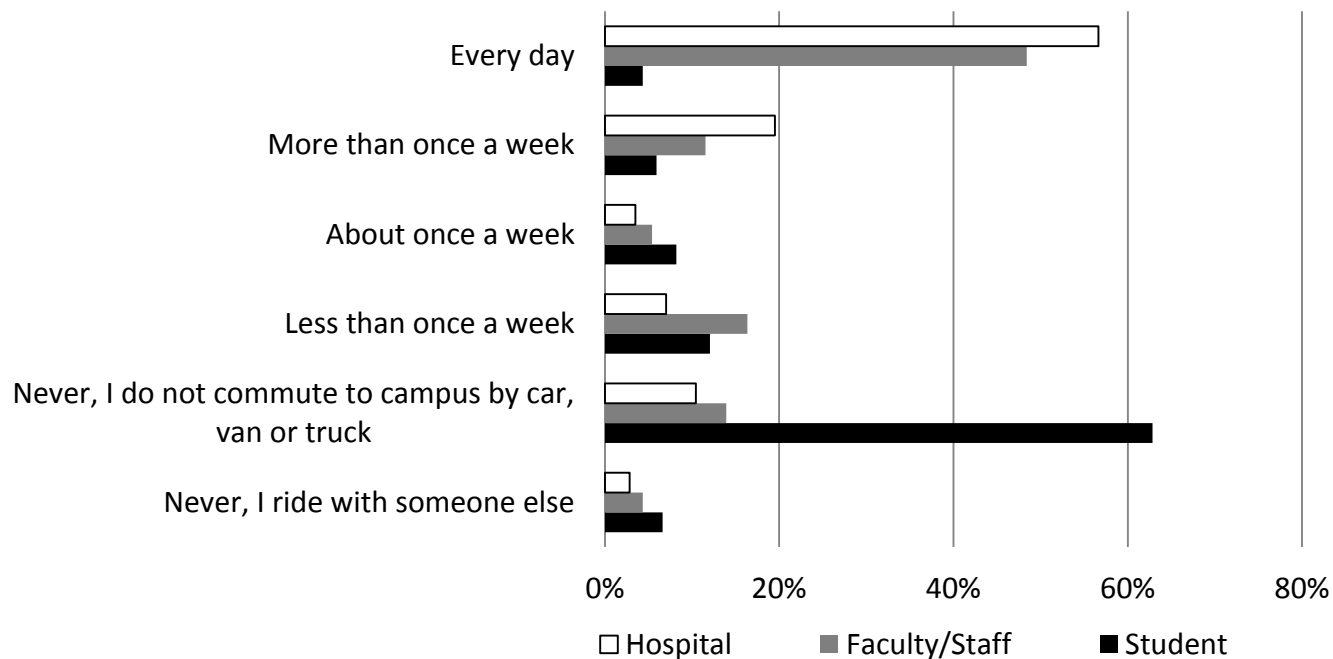
When do you usually leave campus/ the hospital for the day?

Figure 9: Departure Time from Campus/Hospital



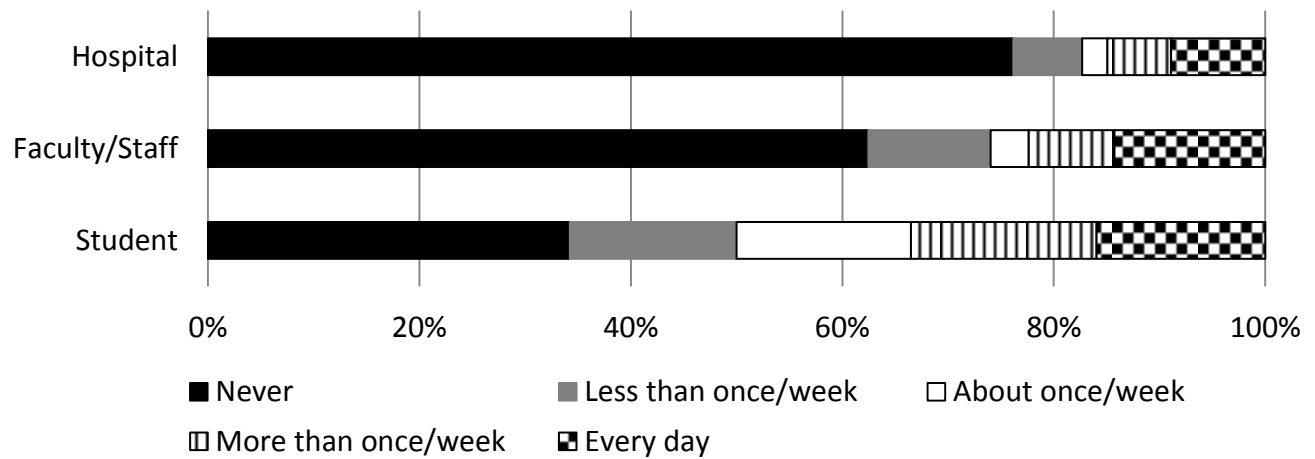
On average, how many days a week do you DRIVE a car, van, or truck to campus? (Not motorcycle, scooter, moped, etc.)

Figure 10: Frequency Driving to Campus



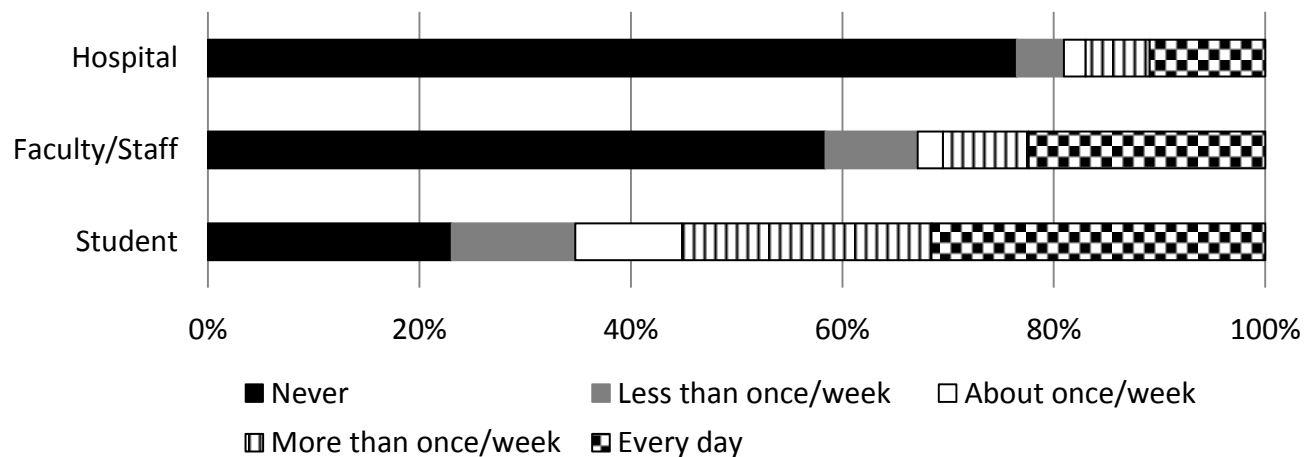
During GOOD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?

Figure 11: Ride Metro Bus (Good Weather)



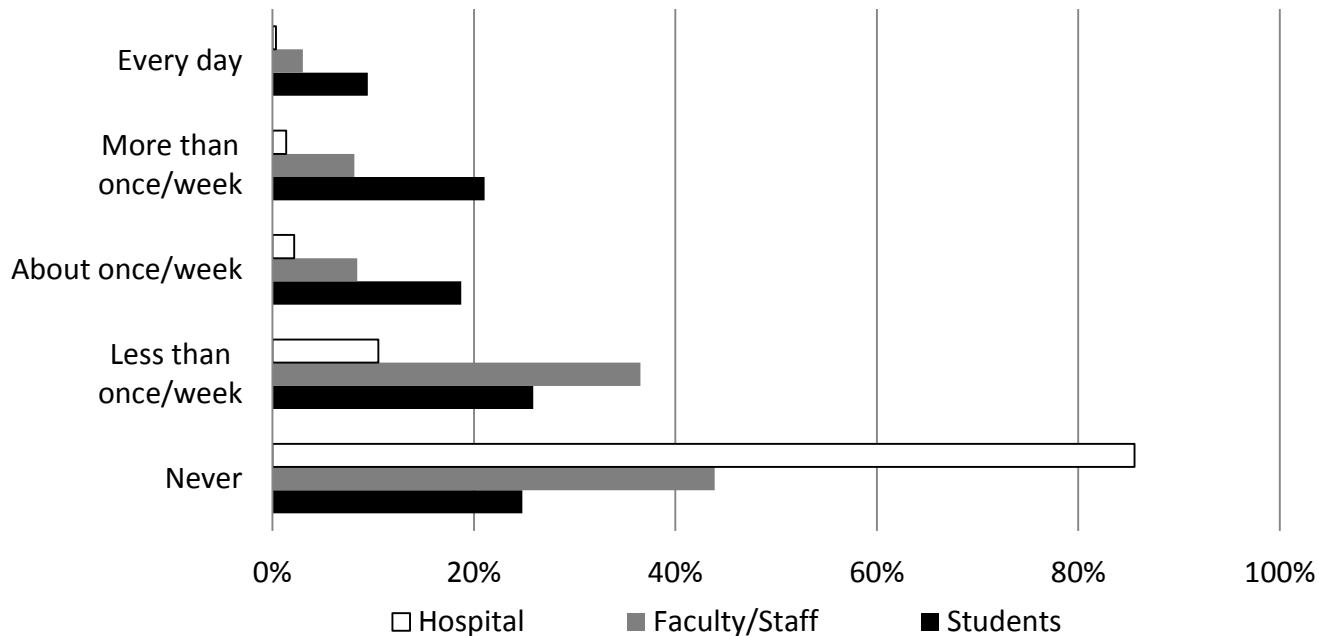
During BAD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?

Figure 12: Ride Metro Bus (Bad Weather)



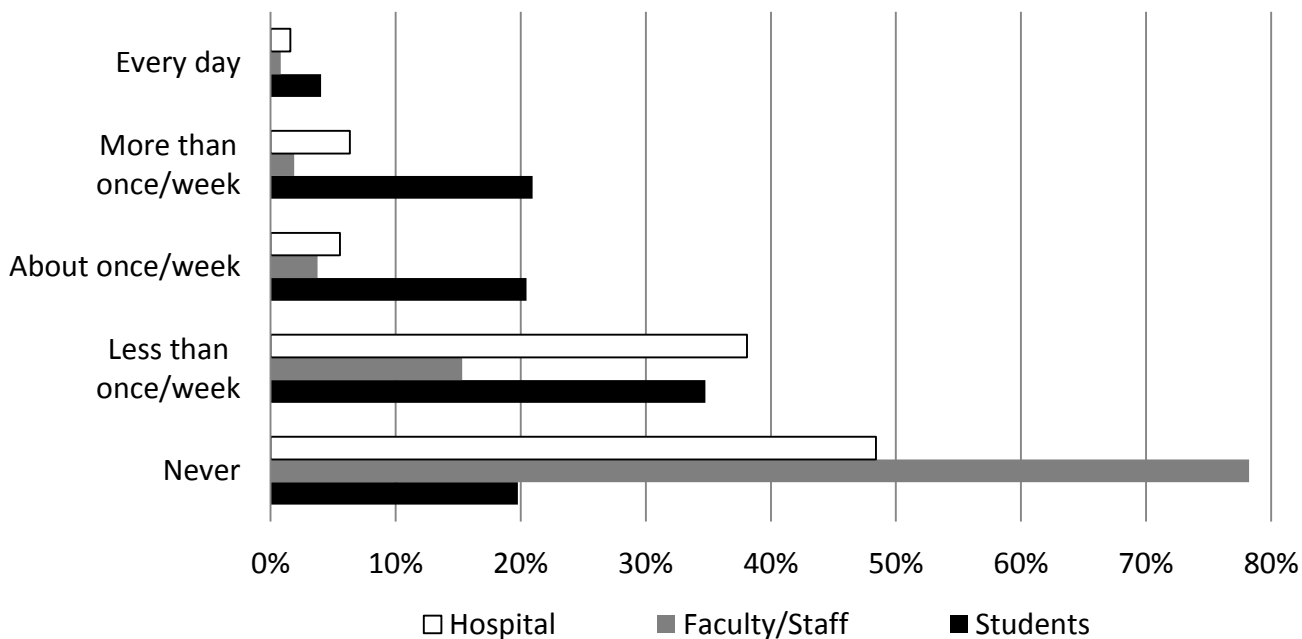
How often, if ever, do you ride the campus bus (Routes 80, 81, 82, 84)?

Figure 13: Frequency Riding the Campus Bus



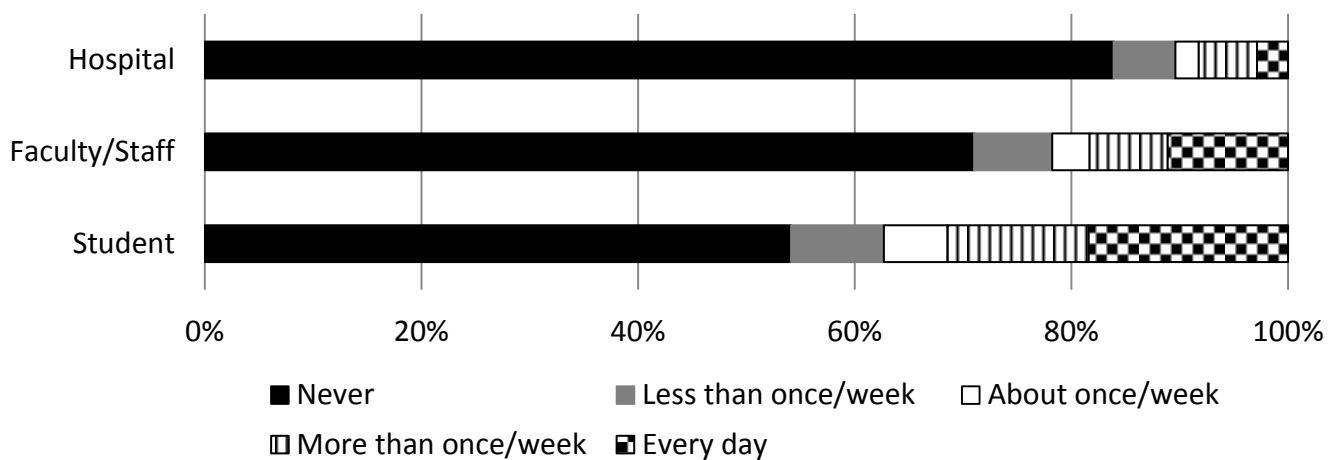
How often, if ever, do you ride the campus bus AT NIGHT (Routes 80, 81, 82)?

Figure 14: Frequency Riding the Campus Bus at Night



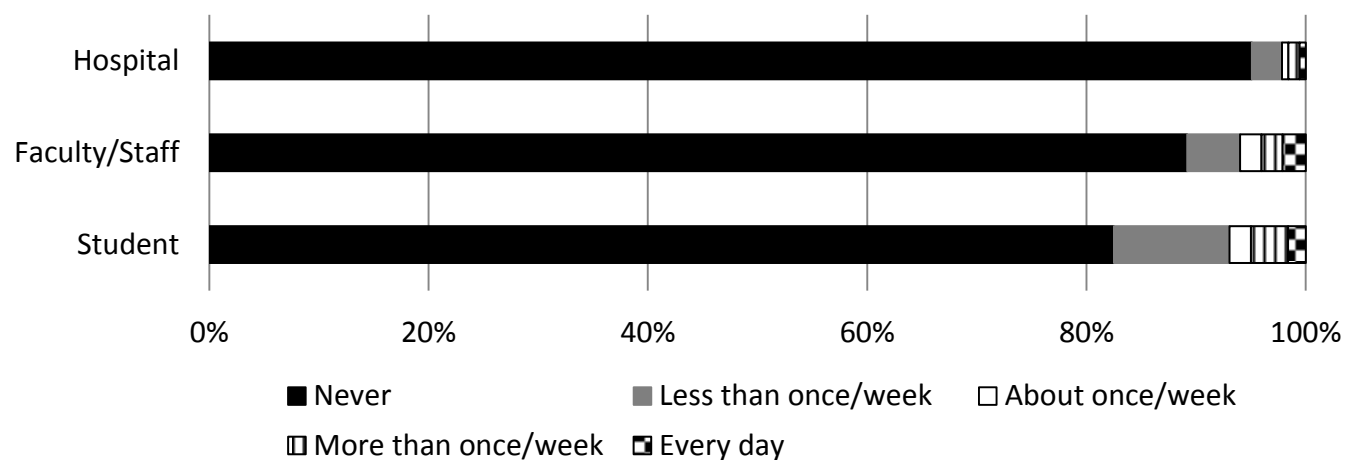
How often, if ever, do you bicycle to campus in GOOD WEATHER?

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.

Figure 17: 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 2 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	55%	17%	2%	0%	1%	0%
	Bicycle	20%	40%	29%	13%	3%	0%
	Moped	0%	0%	1%	1%	0%	0%
	Motorcycle	0%	1%	2%	2%	2%	0%
	Drive alone in a car, truck, or van	10%	17%	25%	57%	69%	71%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%	0%	0%	0%
	Someone drops me off (not carpool)	0%	0%	1%	3%	2%	4%
	Carpool member	0%	1%	5%	3%	8%	8%
	State vanpool member	0%	0%	0%	0%	2%	10%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	15%	20%	31%	21%	10%	4%
	Campus Bus (Route 80, 81, 82, 84)	0%	1%	2%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	0%	0%
	Other	0%	1%	1%	1%	3%	3%
Total		100%	100%	100%	100%	100%	100%

This table should be interpreted as: 55% of faculty/staff who live less than one mile from campus walk to work during good weather.

Figure 18: Mode by Distance (Students, Good Weather)

		How many miles is it one way from your current daily residence to campus? Please select one.					
During GOOD WEATHER, what is your most frequent way of traveling to campus? 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	81%	31%	4%	0%	8%	0%
	Bicycle	11%	37%	35%	10%	0%	0%
	Moped	3%	8%	2%	3%	8%	0%
	Motorcycle	0%	0%	1%	3%	8%	0%
	Drive alone in a car, truck, or van	0%	2%	7%	20%	46%	88%
	Private commuter bus (i.e. intercity bus service)	0%	0%	1%	7%	0%	0%
	Someone drops me off (not carpool)	0%	0%	1%	3%	0%	0%
	Carpool member	0%	0%	0%	7%	0%	6%
	State vanpool member	0%	0%	0%	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	1%	16%	42%	47%	31%	0%
	Campus Bus (Route 80, 81, 82, 84)	2%	5%	6%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	0%	6%
	Other	0%	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 81% of students who live less than one mile from campus walk to campus during good weather.

Figure 19: 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
During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.	Walk	72%	17%	5%	0%	0%	1%
	Bicycle	14%	26%	18%	8%	0%	0%
	Moped	3%	2%	1%	0%	0%	0%
	Motorcycle	0%	2%	1%	2%	1%	2%
	Drive alone in a car, truck, or van	3%	15%	45%	70%	83%	83%
	Private commuter bus (i.e. intercity bus service)	0%	2%	0%	0%	0%	1%
	Someone drops me off (not carpool)	3%	6%	4%	2%	2%	2%
	Carpool member	0%	0%	0%	2%	4%	3%
	State vanpool member	0%	0%	0%	0%	0%	4%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	26%	24%	14%	8%	2%
	Campus Bus (Route 80, 81, 82, 84)	3%	4%	1%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	0%	1%	0%	0%	0%
	Other	0%	0%	2%	2%	1%	2%
Total		100%	100%	100%	100%	100%	100%

This table should be interpreted as: 72% of respondents that live less than one mile from the Hospital walk to work during good weather.

Figure 20: Mode by Income (Faculty/Staff, 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 campus? Please select one.	Walk	50%	7%	0%	7%	2%	5%	6%	0%	4%	2%
	Bicycle	25%	21%	19%	12%	12%	21%	15%	11%	21%	9%
	Moped	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
	Motorcycle	0%	0%	2%	0%	0%	0%	4%	0%	3%	2%
	Drive alone in a car, truck, or van	25%	36%	36%	42%	37%	42%	47%	40%	53%	59%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Someone drops me off (not carpool)	0%	0%	0%	0%	2%	0%	2%	2%	3%	3%
	Carpool member	0%	0%	2%	5%	4%	2%	4%	13%	7%	2%
	State vanpool member	0%	0%	0%	2%	2%	0%	0%	4%	0%	3%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	21%	38%	28%	35%	30%	19%	29%	8%	16%
	Campus Bus (Route 80, 81, 82, 84)	0%	7%	2%	5%	0%	0%	2%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Other	0%	7%	0%	0%	6%	0%	0%	0%	1%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

This table should be read: 50% of respondents with incomes below \$15,000 walk to campus during good weather.

Figure 21: Mode by Residence (Students, Good Weather)

		Where do you currently live?		
		Eagle Heights / University Houses	University residence hall	Other
During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.	Walk	20%	90%	38%
	Bicycle	36%	6%	25%
	Moped	4%	1%	5%
	Motorcycle	0%	0%	1%
	Drive alone in a car, truck, or van	4%	0%	8%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%
	Someone drops me off (not carpool)	0%	0%	0%
	Carpool member	0%	0%	1%
	State vanpool member	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	0%	19%
	Campus Bus (Route 80, 81, 82, 84)	36%	3%	2%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%
	Other	0%	0%	0%
	Total	100%	100%	100%

This table should be interpreted as: 20% of respondents who live at Eagle Heights / University Houses walk to campus during good weather.

Figure 22: Mode by Status (Students, Good Weather)

		<i>What is your student status?</i>						
		Freshman	Sophomore	Junior	Senior	Graduate	Professional	Special/Guest
<i>During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.</i>	Walk	90%	70%	53%	51%	13%	33%	45%
	Bicycle	4%	20%	24%	17%	34%	22%	0%
	Moped	1%	3%	10%	9%	1%	0%	9%
	Motorcycle	0%	0%	1%	0%	1%	0%	0%
	Drive alone in a car, truck, or van	0%	0%	1%	8%	14%	6%	18%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%	1%	1%	0%	0%
	Someone drops me off (not carpool)	0%	0%	1%	0%	1%	0%	0%
	Carpool member	0%	0%	0%	0%	1%	6%	0%
	State vanpool member	0%	0%	0%	0%	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	1%	3%	9%	12%	28%	33%	27%
	Campus Bus (Route 80, 81, 82, 84)	3%	3%	2%	3%	6%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	1%	0%	0%	0%	0%	0%
	Other	0%	0%	0%	0%	0%	0%	0%
	Total	100%	100%	100%	100%	100%	100%	100%

This table should be read: 90% of freshman respondents indicated their most frequent way of traveling to campus was walking during good weather.

Figure 23: Mode by Income (Hospital, 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
<i>During GOOD WEATHER, what is your most frequent way of traveling to the hospital? Please select one.</i>										
Walk	33%	0%	3%	0%	12%	1%	5%	5%	2%	3%
Bicycle	14%	0%	8%	3%	6%	11%	9%	2%	10%	5%
Moped	0%	0%	2%	0%	3%	0%	0%	0%	0%	0%
Motorcycle	0%	4%	0%	0%	1%	1%	0%	2%	2%	2%
Drive alone in a car, truck, or van	14%	40%	49%	68%	57%	65%	77%	75%	76%	71%
Private commuter bus (i.e. intercity bus service)	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Someone drops me off (not carpool)	0%	4%	2%	3%	0%	5%	3%	2%	3%	3%
Carpool member	0%	0%	0%	5%	0%	4%	2%	0%	2%	4%
State vanpool member	0%	4%	3%	0%	0%	1%	0%	3%	0%	1%
Madison Metro city bus (NOT Route 80, 81, 82, 84)	29%	48%	29%	16%	16%	9%	5%	7%	4%	10%
Campus Bus (Route 80, 81, 82, 84)	10%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Other public bus system (i.e. Monona Transit)	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%
Other	0%	0%	3%	5%	0%	1%	0%	5%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

This table should be read: 33% of respondents with incomes below \$15,000 reported walking 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. Similar comments are coded by topic and summarized below. Coding (the transfer of qualitative responses to quantitative reporting) of survey comments is not presented for rigorous scrutiny but for a “quick summary” of survey comments. For complete, verbatim comments, please see Appendix A, Appendix B, or Appendix C. This summary of comments does not include comments received from questions where participants answered “other” and provided further information.

Table 6: Summary of Comments

	Comments
Students	92
Faculty/Staff	104
Hospital	72
Total	268

Table 7: Summary of Comments Related to Bus Service

Comment	Students	Faculty/Staff	Hospital
More campus bus service	21	4	-
Bring back route 85	6	1	-
More campus night service	5	-	-
More Metro bus service	8	10	8
Change 80 geography	2	-	-
Appreciate campus bus	6	2	-
Buses not on time	7	1	3
Dissatisfied with drivers/buses	4	-	-
Keep (free) pass program	1	8	6
Other	7	4	2
Total	67	30	19

Table 8: Summary of Comments Related to Car Parking

Comments	Students	Faculty/Staff	Hospital
Less enforcement	3	-	-
More enforcement	-	1	-
More parking spots	4	3	1
More infrequent parking options	1	8	6
Generally dissatisfied with TS	1	3	1
Dissatisfied with priority/application system	1	2	2
Satisfied with Flex program	-	2	-
Dissatisfied with Flex program	-	-	-
Parking too expensive	1	3	10
Parking too cheap	-	-	-
Parking cost just right	-	1	-
Other	-	1	2
Total	11	24	22

Table 9: Summary of Comments Related to Bicycles

Comments	Students	Faculty/Staff	Hospital
Off-campus bike facilities	1	-	-
Biking not safe (traffic, etc.)	1	2	2
Bikes causing problems	3	-	-
More incentives to bike	-	-	1
On-campus bike facilities	-	1	1
Total	5	3	4

Table 10: Summary of Comments Related to Mopeds

Comments	Students	Faculty/Staff	Hospital
Dissatisfied with new moped regulations	8	-	-
Moped lots seem empty often	3	-	-
Total	11	-	-

Table 11: Summary of Comments Related to Pedestrians

Comments	Students	Faculty/Staff	Hospital
Related to snow clearing	-	2	1

D. MAPS

Figure 24: Percent of Hospital Employees who Bike to Work in Good Weather by Distance

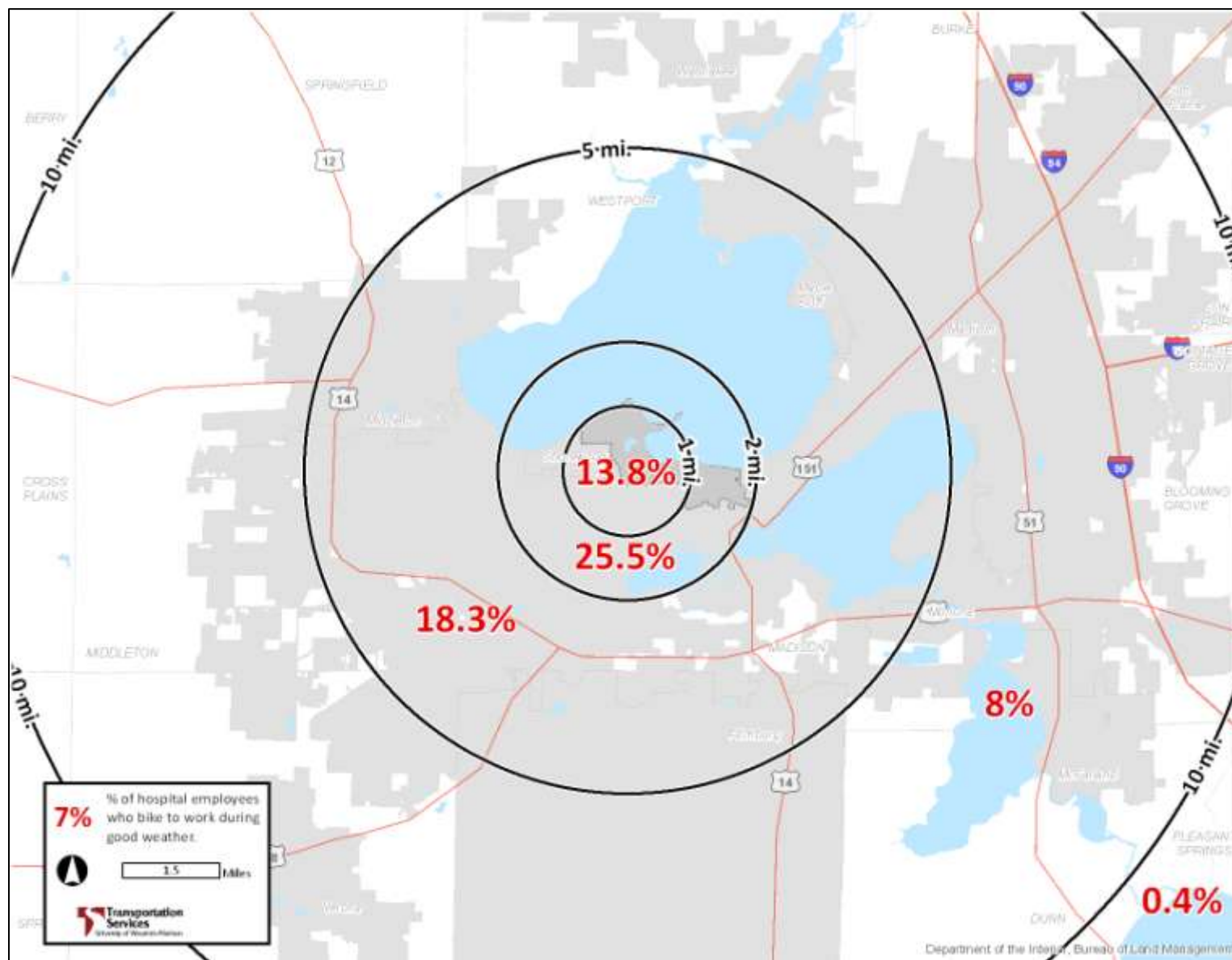


Figure 25: Percent of Hospital Employees who Drive to Work Alone in Good Weather by Distance

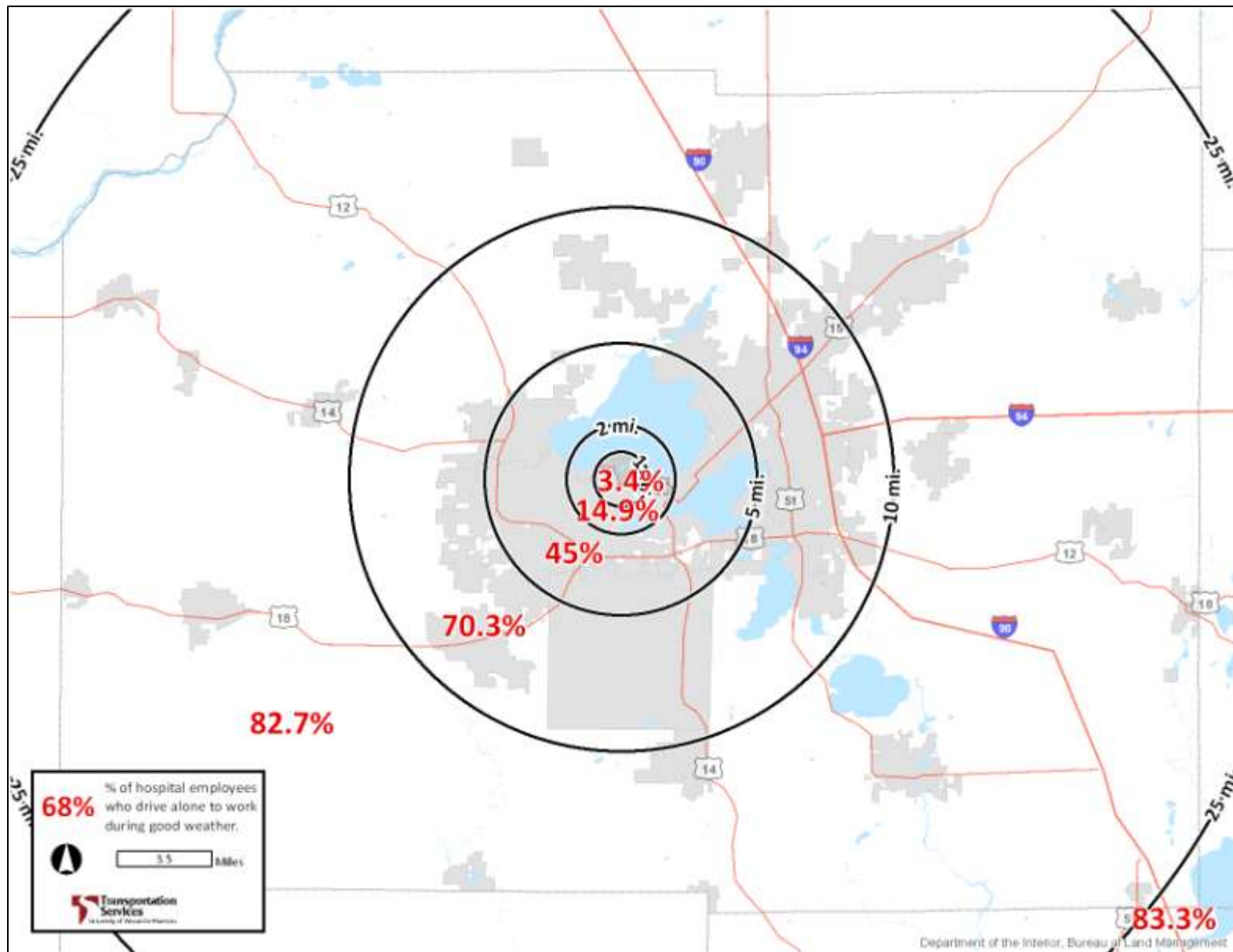


Figure 26: Percent of Hospital Employees who take Metro Transit to Work in Good Weather by Distance

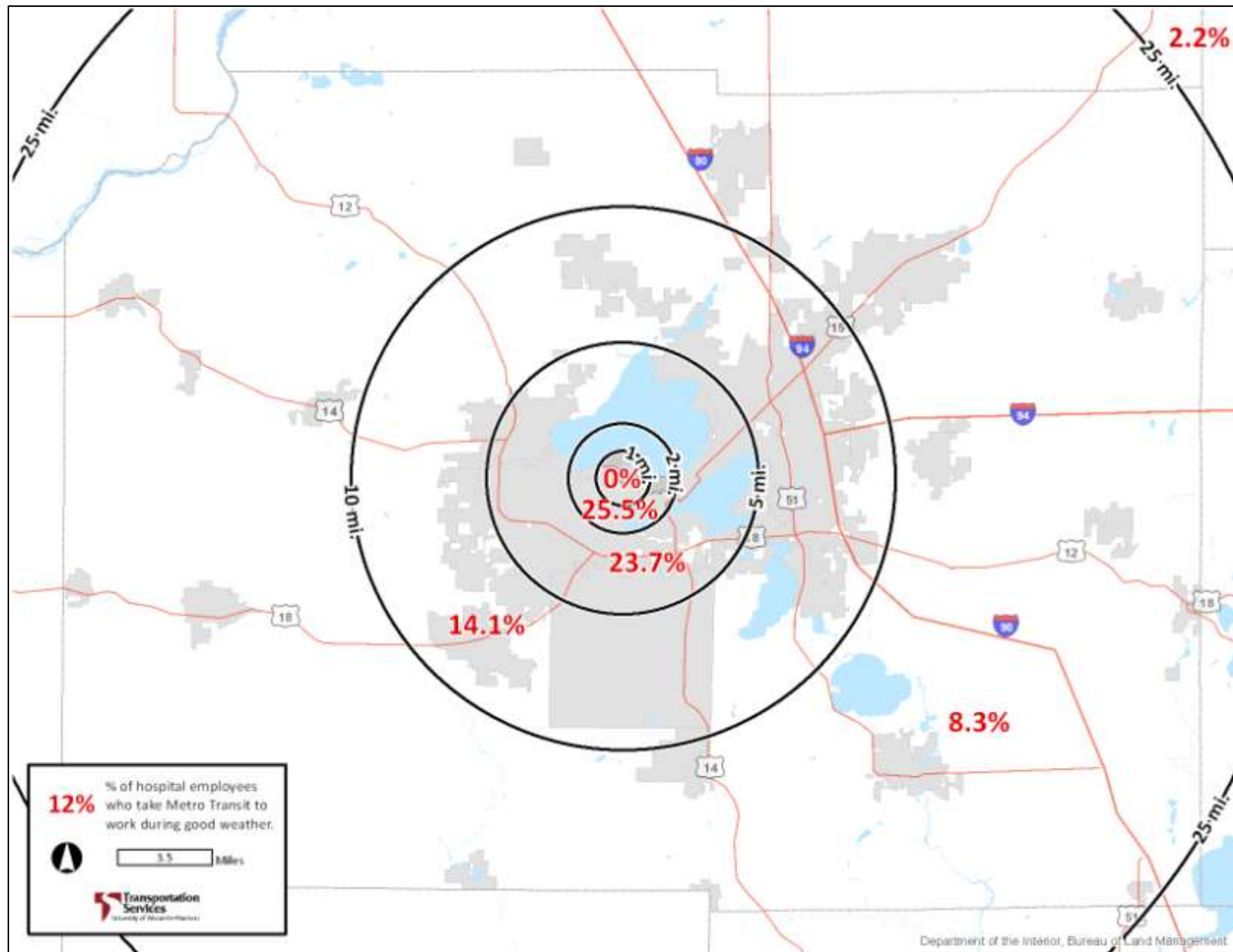


Figure 27: Percent of Students who Drive Alone to Campus in Good Weather by Distance

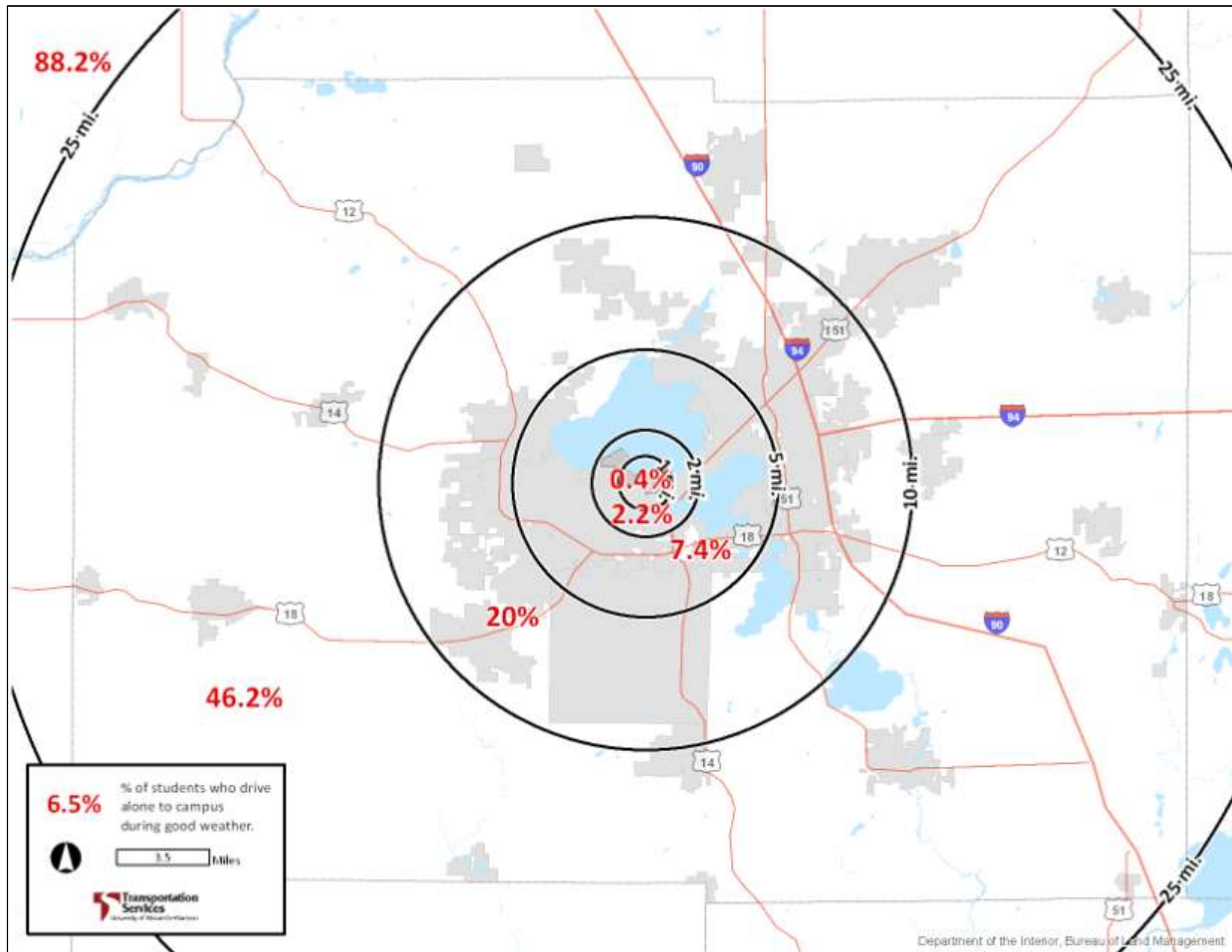


Figure 28: Percent of Students who Bike to Campus in Good Weather by Distance

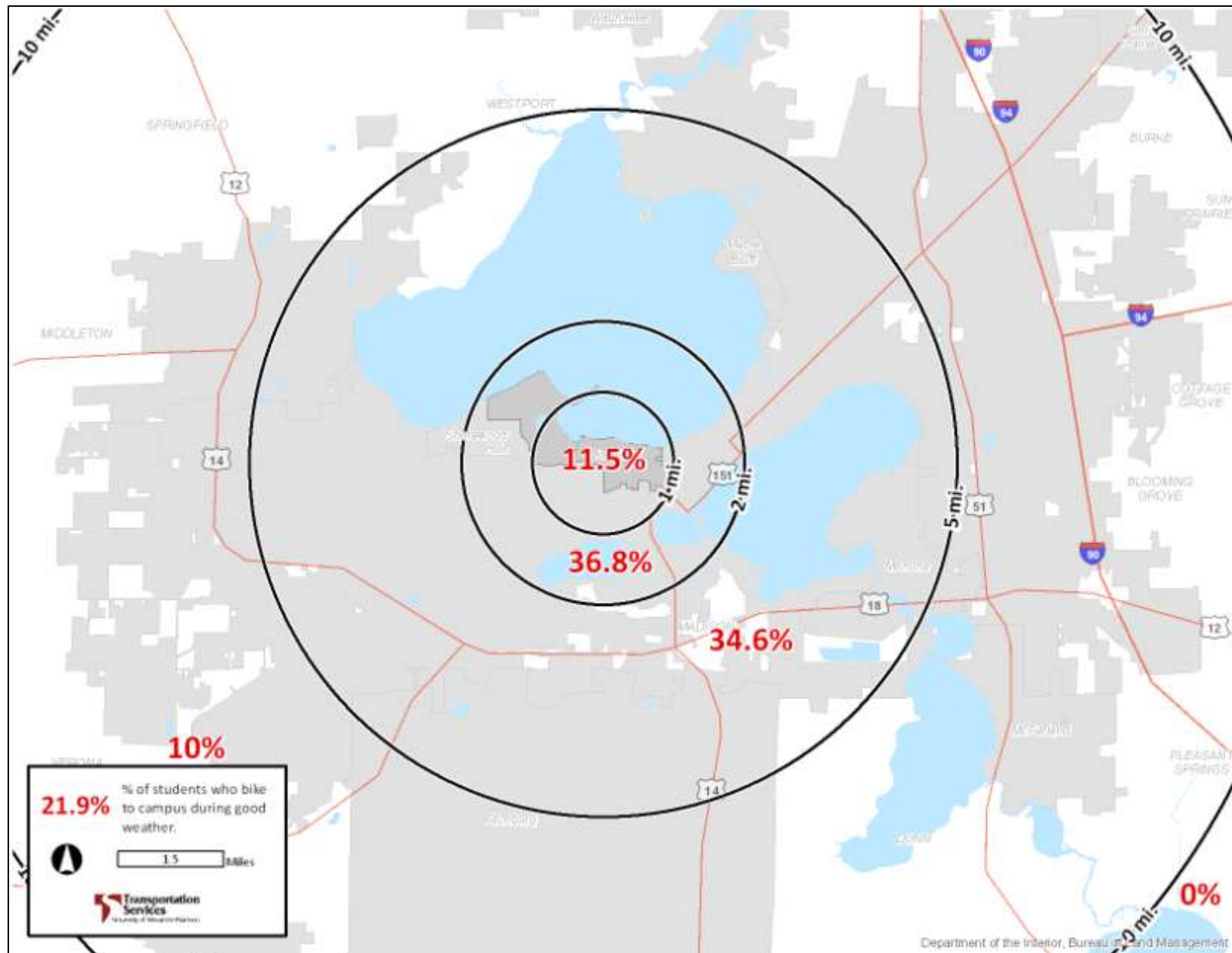


Figure 29: Percent of Students who Walk to Campus in Good Weather by Distance

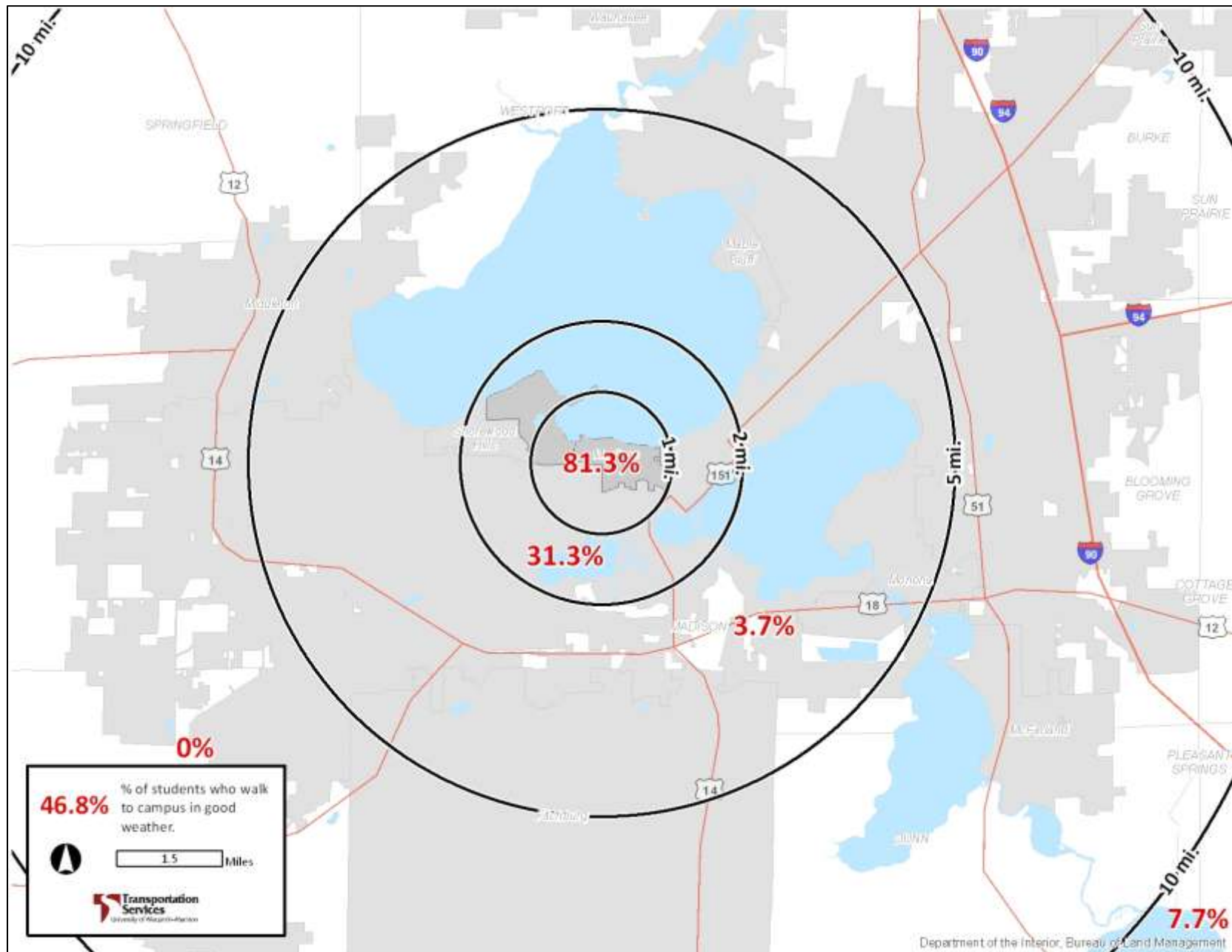


Figure 30: Percent of Students who take Madison Metro to Campus in Good Weather by Distance

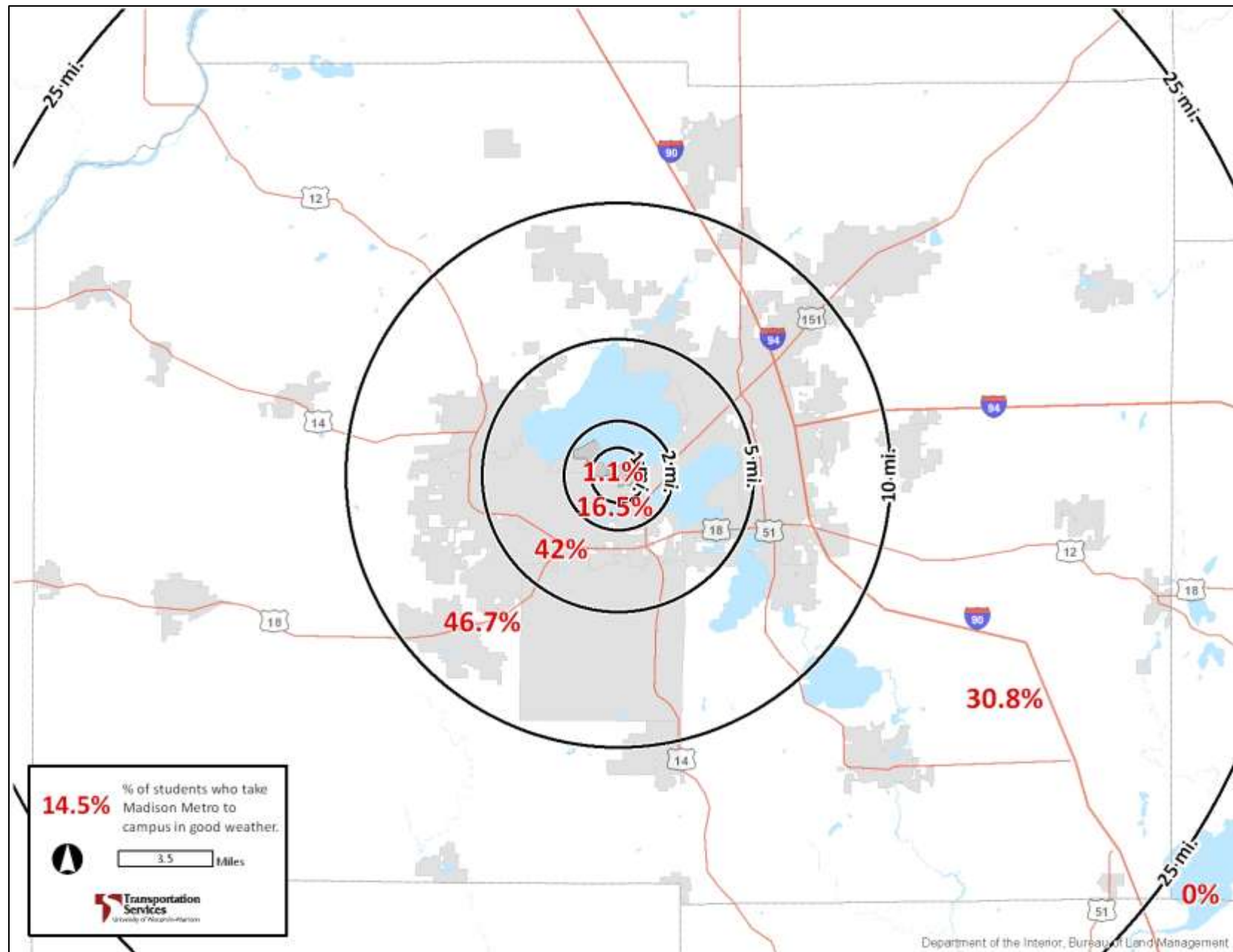


Figure 31: Percent of Faculty/Staff who Drive Alone to Campus in Good Weather by Distance

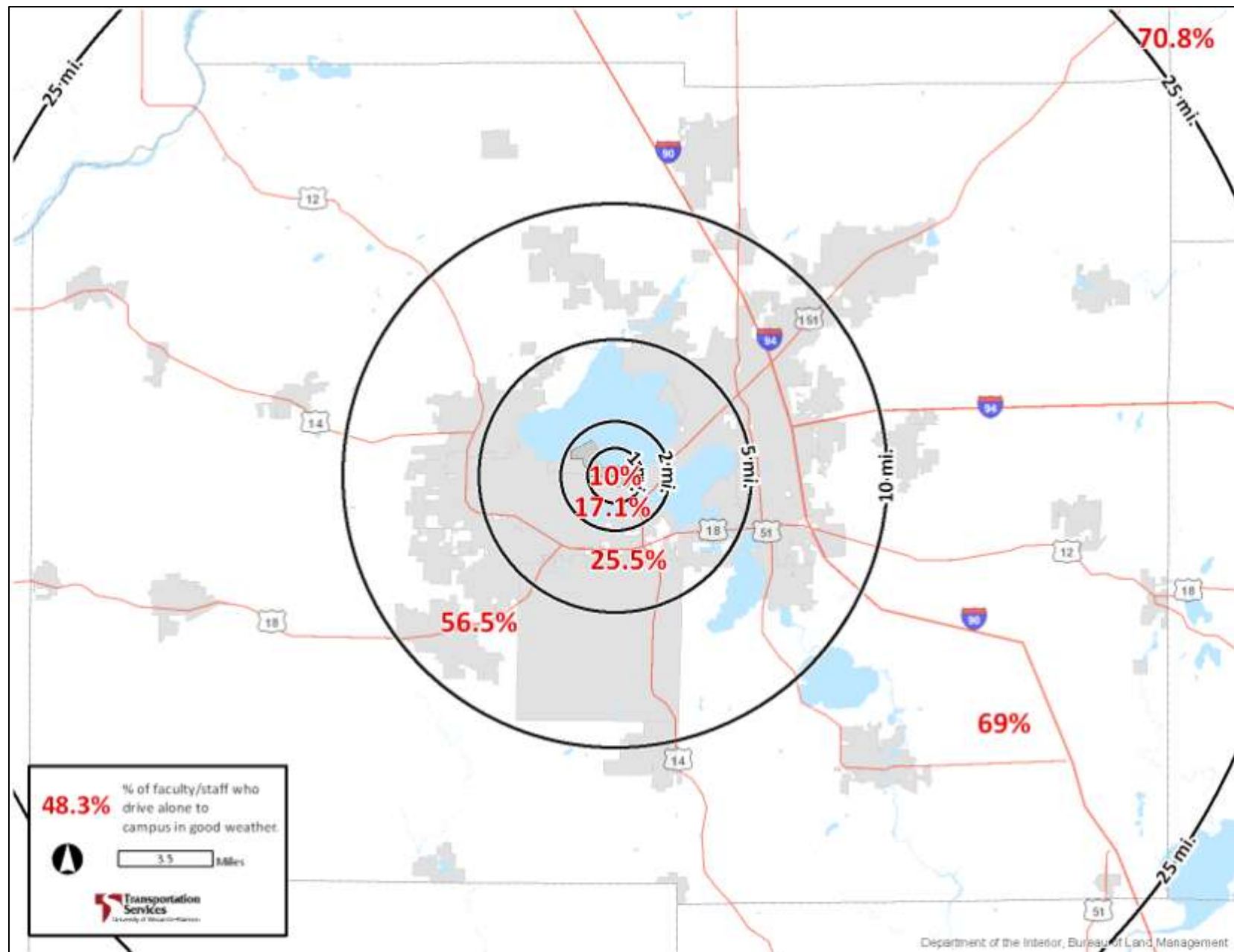


Figure 32: Percent of Faculty/Staff who Bike to Campus in Good Weather by Distance

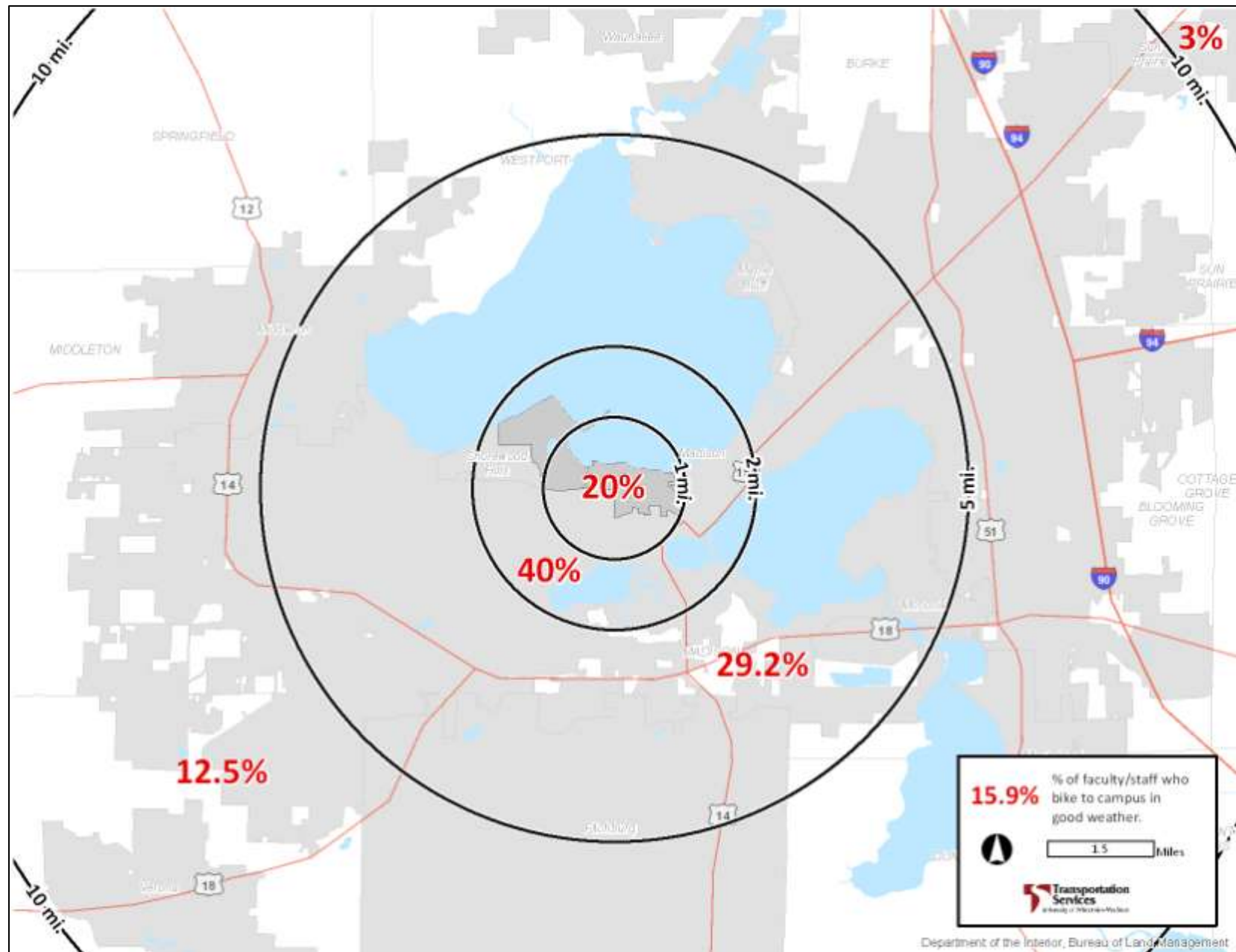
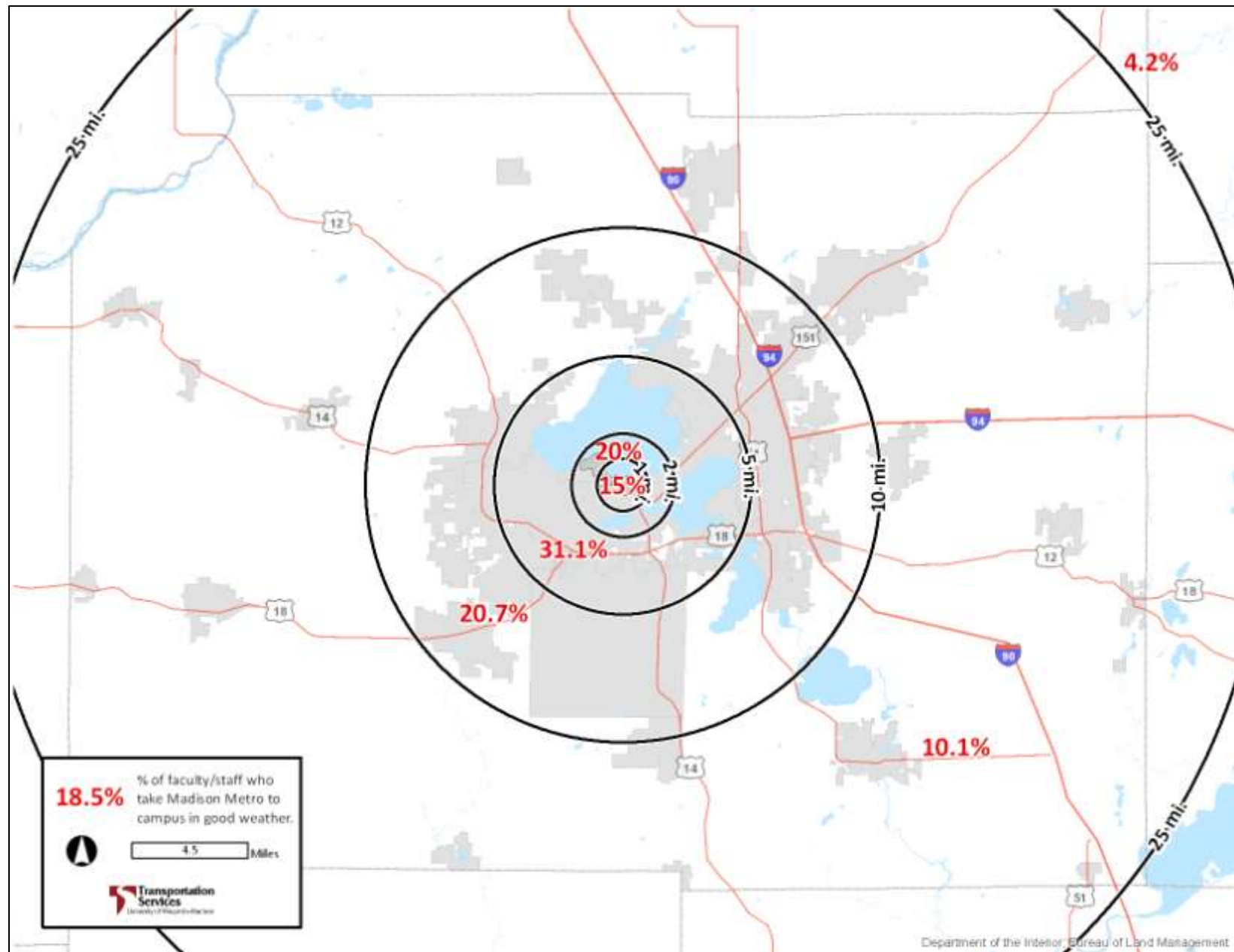


Figure 33: Percent of Faculty/Staff who take Madison Metro to Campus in Good Weather by Distance



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 34: Trends: Faculty/Staff Good Weather Mode

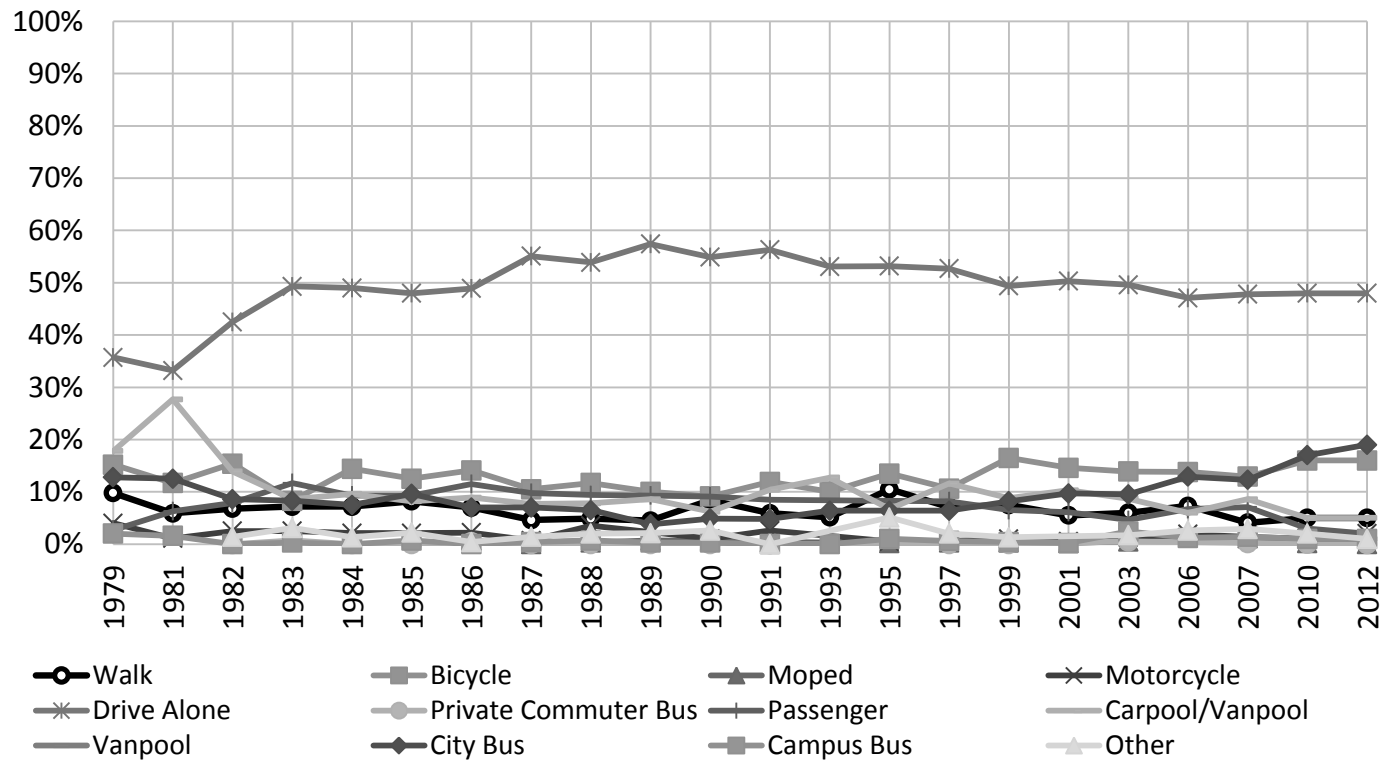


Figure 35: Trends: Hospital Good Weather Mode

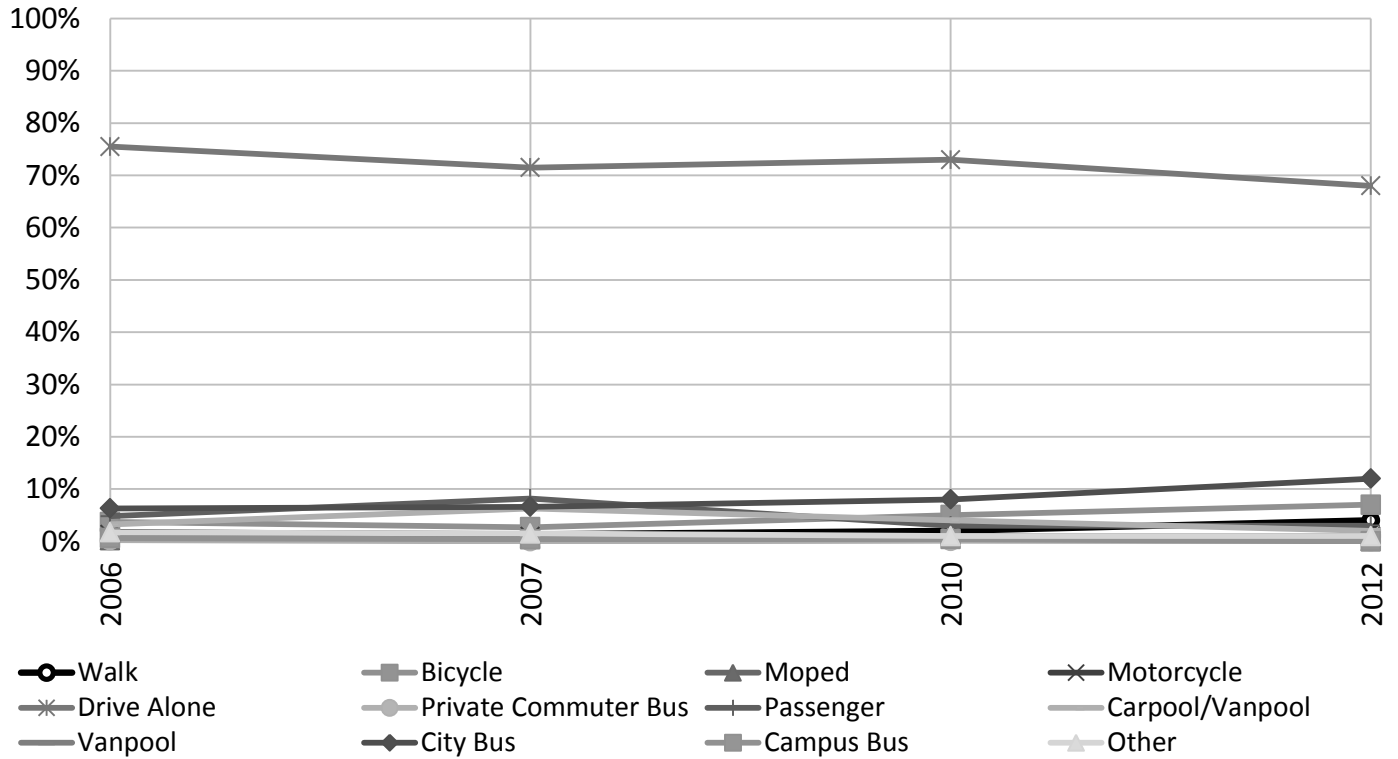


Figure 36: Trends: Student Good Weather Mode

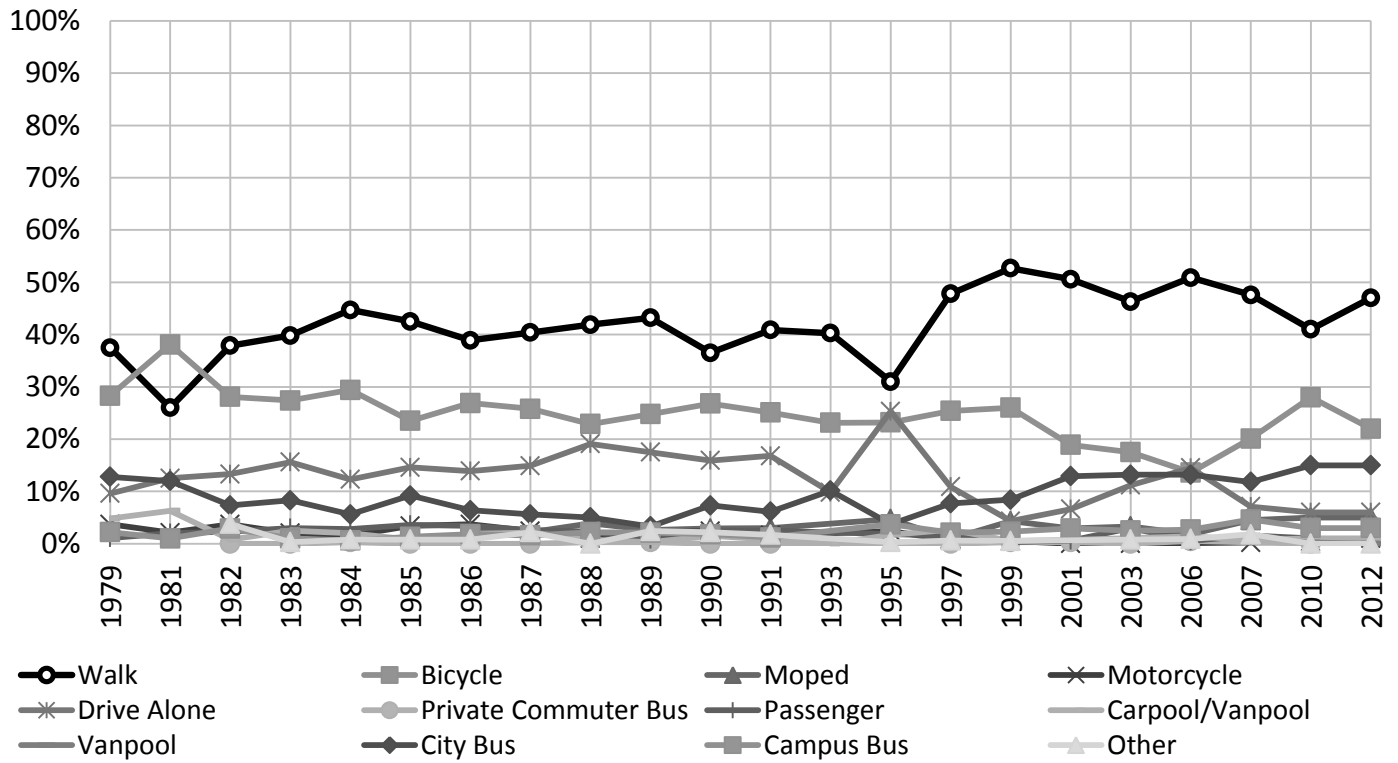


Figure 37: Trends: Faculty/Staff One-way Commute Distance

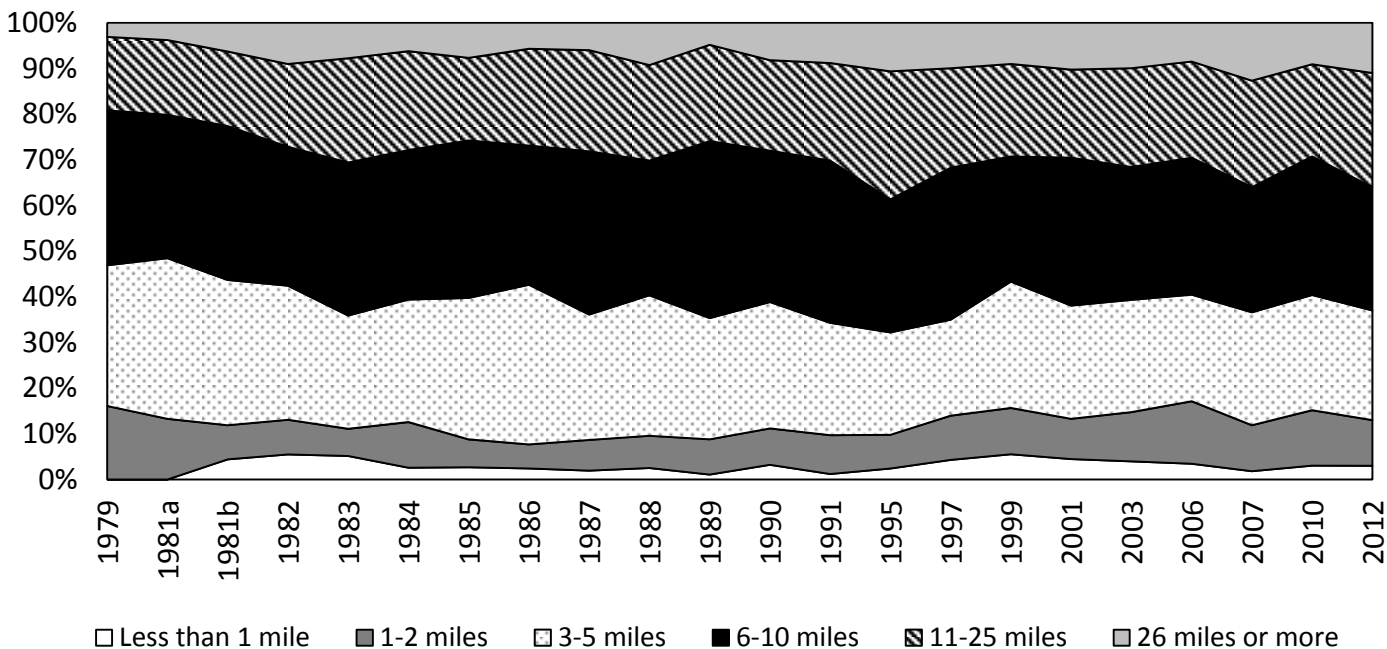


Figure 38: Trends: Students One-way Commute Distance

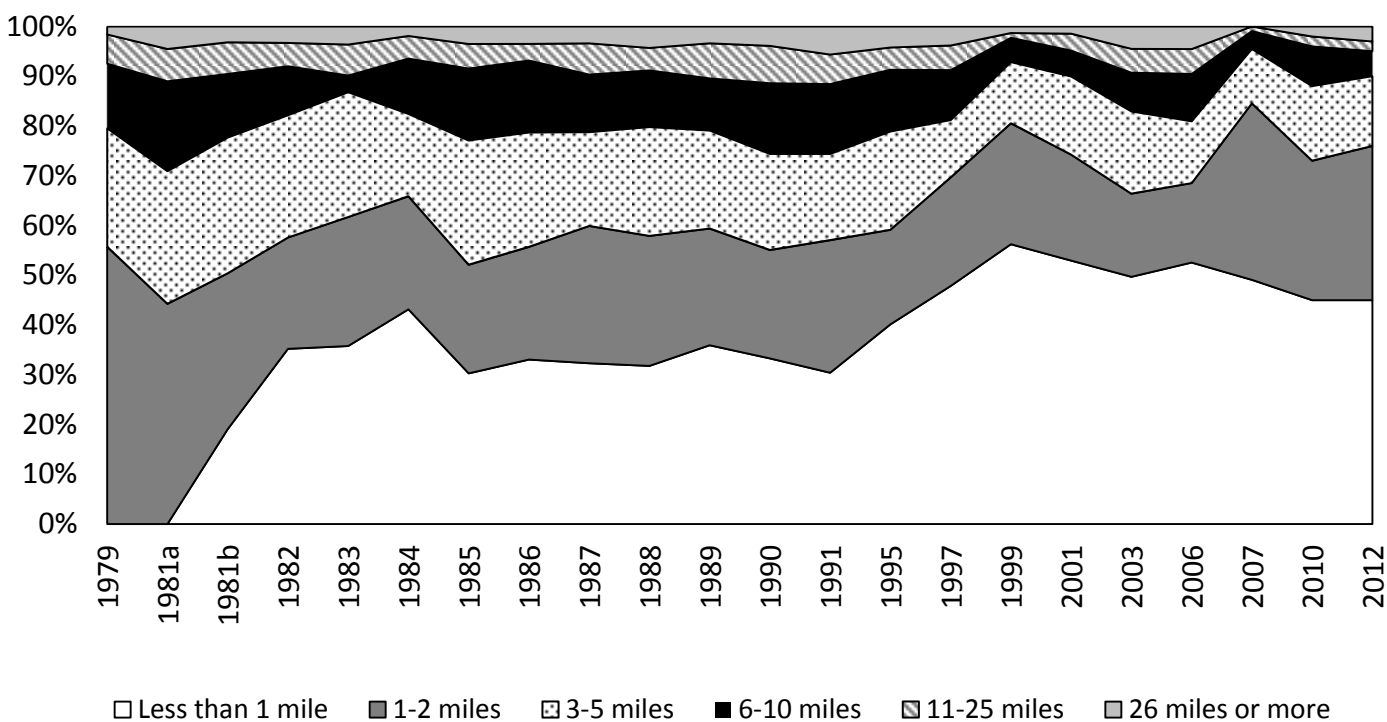


Figure 39: Trends: Hospital One-way Commute Distance

