



# **Park and Ride Survey Raw Data**

**April 30, 2014**

[www.transportation.wisc.edu](http://www.transportation.wisc.edu)

### **Survey Method and Design**

Three surveys were created:

- Lot 202 (Park St at Wingra) current permit holders
- Lot 203 (Hill Farms) current permit holders
- Returned permit customers for both lots combined

The surveys were set up on the Survey Monkey website. Invitations to complete their tailored survey were emailed to customers in the above groups. A 100% sample of all Park and Ride permit customers was sent invitations. Emails were extracted from T2 permit software from the preferred email address field. The survey opened on April 2, 2014 and closed on April 16, 2014.

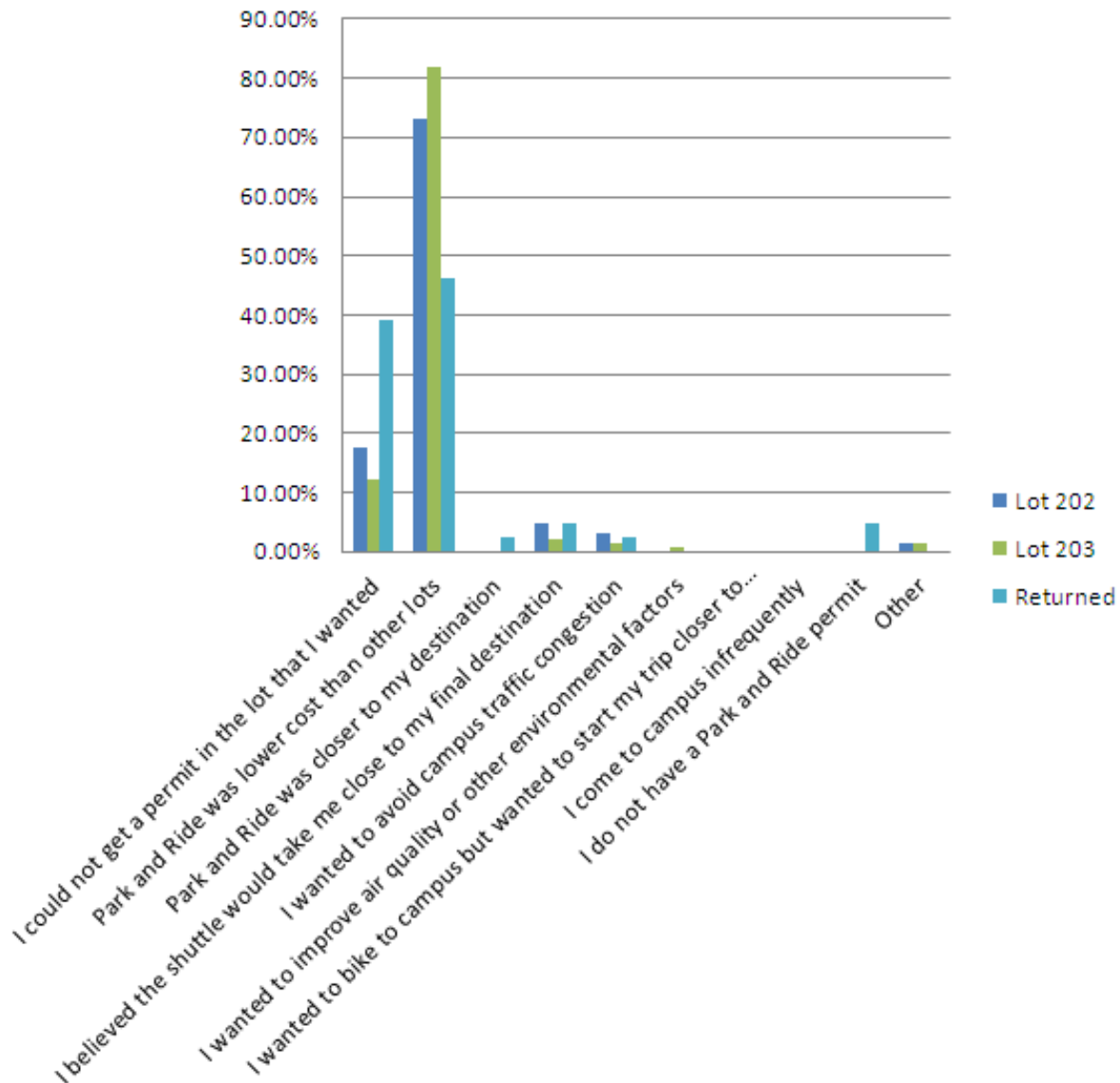
### **Response Rate**

- Lot 202 (Park St at Wingra)
  - Invitations: 72
  - Responses: 63
  - Response Rate: 88%
- Lot 203 (Hill Farms)
  - Invitations: 181
  - Responses: 138
  - Response Rate: 76%
- Returned Permits:
  - Invitations: 102
  - Responses: 63
  - Response Rate: 62%

*Question1 (All): What is the MAIN reason that you purchased a Park and Ride permit?*

1. What is the MAIN reason that you purchased a Park and Ride permit?	Lot 202	Lot 202	Lot 203	Lot 203	Returned	Returned
I could not get a permit in the lot that I wanted	17.50%	11	12.30%	17	39.00%	16
Park and Ride was lower cost than other lots	73.00%	46	81.90%	113	46.30%	19
Park and Ride was closer to my destination	0.00%	0	0.00%	0	2.40%	1
I believed the shuttle would take me close to my final destination	4.80%	3	2.20%	3	4.90%	2
I wanted to avoid campus traffic congestion	3.20%	2	1.40%	2	2.40%	1
I wanted to improve air quality or other environmental factors	0.00%	0	0.70%	1	0.00%	0
I wanted to bike to campus but wanted to start my trip closer to campus than from my home	0.00%	0	0.00%	0	0.00%	0
I come to campus infrequently	0.00%	0	0.00%	0	0.00%	0
I do not have a Park and Ride permit	0.00%	0	0.00%	0	4.90%	2
Other	1.60%	1	1.40%	2		2
Other (please specify)		1		4		2
answered question		63		138		41
skipped question		0		0		0

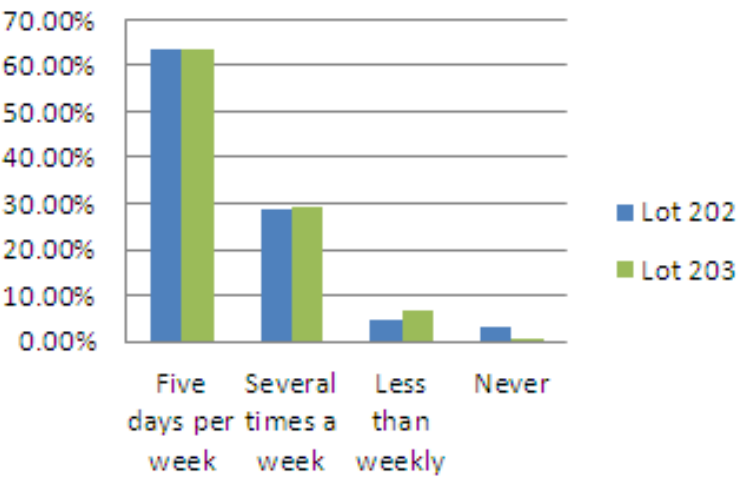
**1. What is the MAIN reason that you purchased a Park and Ride permit?**



Question 2 (Lot 202) & 203): How often do you ride the Lamers shuttle from your Park and Ride lot to campus?

2. How often do you ride the Lamers shuttle from your Park and Ride lot to campus?	Lot 202	Lot 202	Lot 203	Lot 203
Five days per week	63.50%	40	63.50%	87
Several times a week	28.60%	18	29.20%	40
Less than weekly	4.80%	3	6.60%	9
Never	3.20%	2	0.70%	1
answered question		63		137
skipped question		0		1

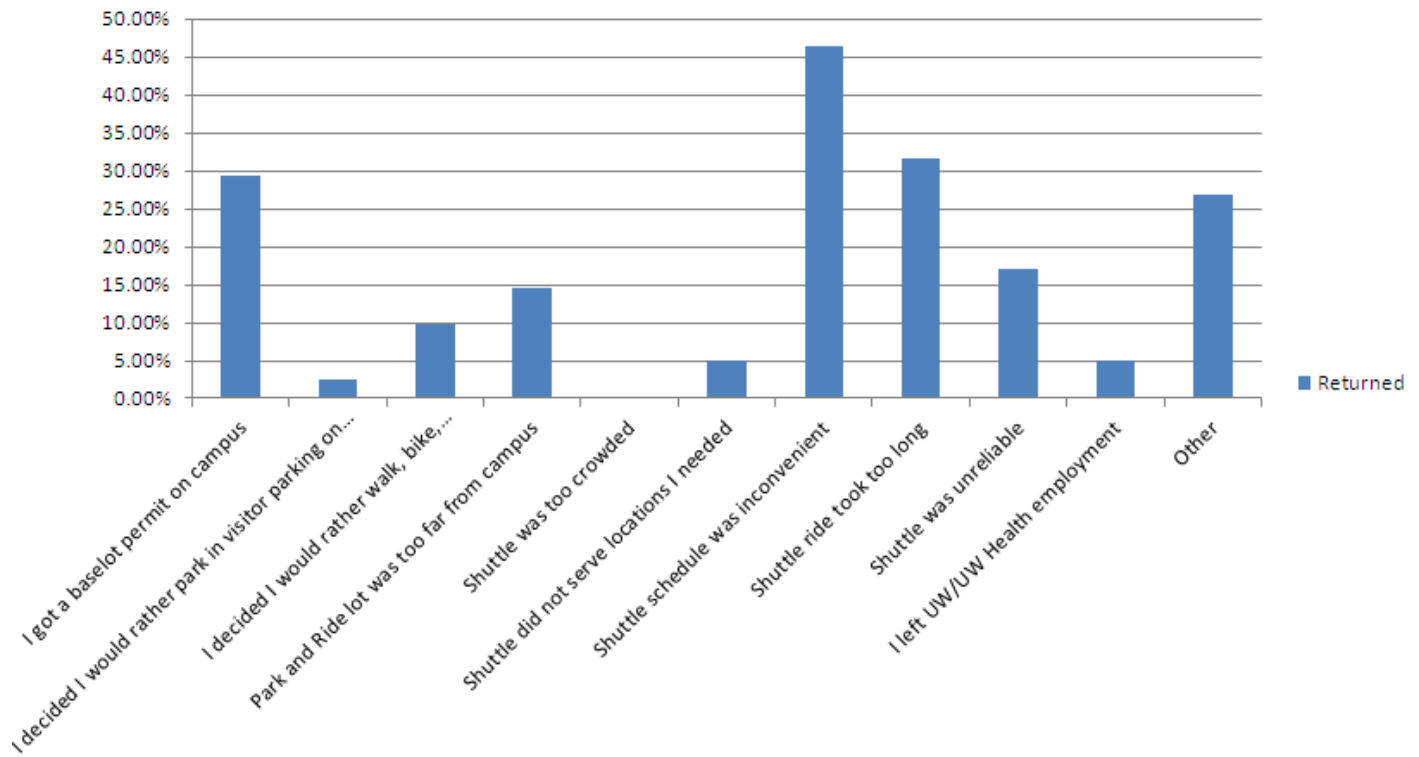
2. How often do you ride the Lamers shuttle from your Park and Ride lot to campus?



Question 2(Returned): Why did you return your Park and Ride permit? (you can select more than one answer)

2. (Returned) Why did you return your Park and Ride permit?	Returned	Returned
I got a baselot permit on campus	29.30%	12
I decided I would rather park in visitor parking on campus	2.40%	1
I decided I would rather walk, bike, carpool/vanpool, take bus	9.80%	4
Park and Ride lot was too far from campus	14.60%	6
Shuttle was too crowded	0.00%	0
Shuttle did not serve locations I needed	4.90%	2
Shuttle schedule was inconvenient	46.30%	19
Shuttle ride took too long	31.70%	13
Shuttle was unreliable	17.10%	7
I left UW/UW Health employment	4.90%	2
Other	26.80%	11
Other (please specify)		13
answered question		41
skipped question		0

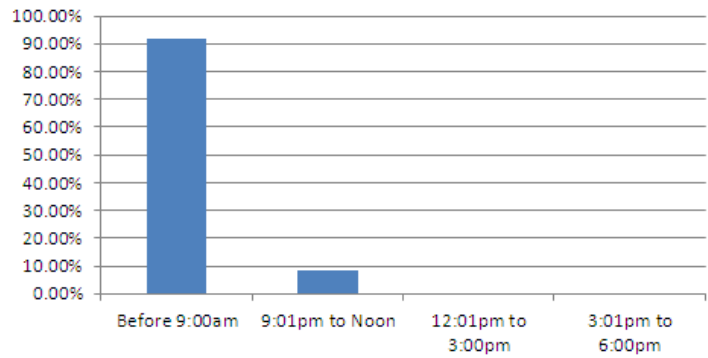
Returned-Why?



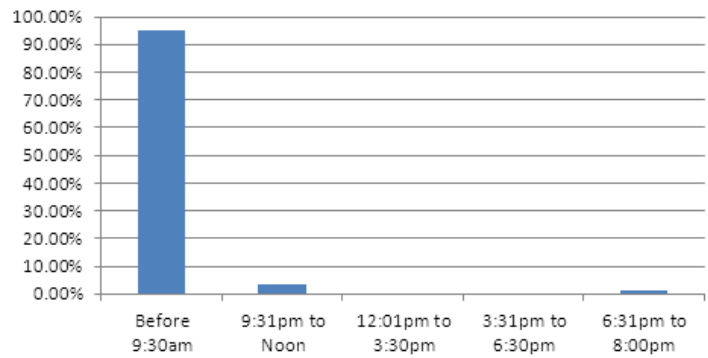
Question 3 (Lot 202 & 203): What time do you typically get on the shuttle to come to campus?

3. (Lot 202) What time do you typically get on the shuttle to come to campus?	Lot 202	Lot 202	
Before 9:00am	91.80%	56	
9:01pm to Noon	8.20%	5	
12:01pm to 3:00pm	0.00%	0	
3:01pm to 6:00pm	0.00%	0	
answered question		61	
skipped question		2	
3. (Lot 203) What time do you typically get on the shuttle to come to campus?	Lot 203	Lot 203	
Before 9:30am	94.90%	129	
9:31pm to Noon	3.70%	5	
12:01pm to 3:30pm	0.00%	0	
3:31pm to 6:30pm	0.00%	0	
6:31pm to 8:00pm	1.50%	2	
answered question		136	
skipped question		2	

Lot 202 Come to Campus

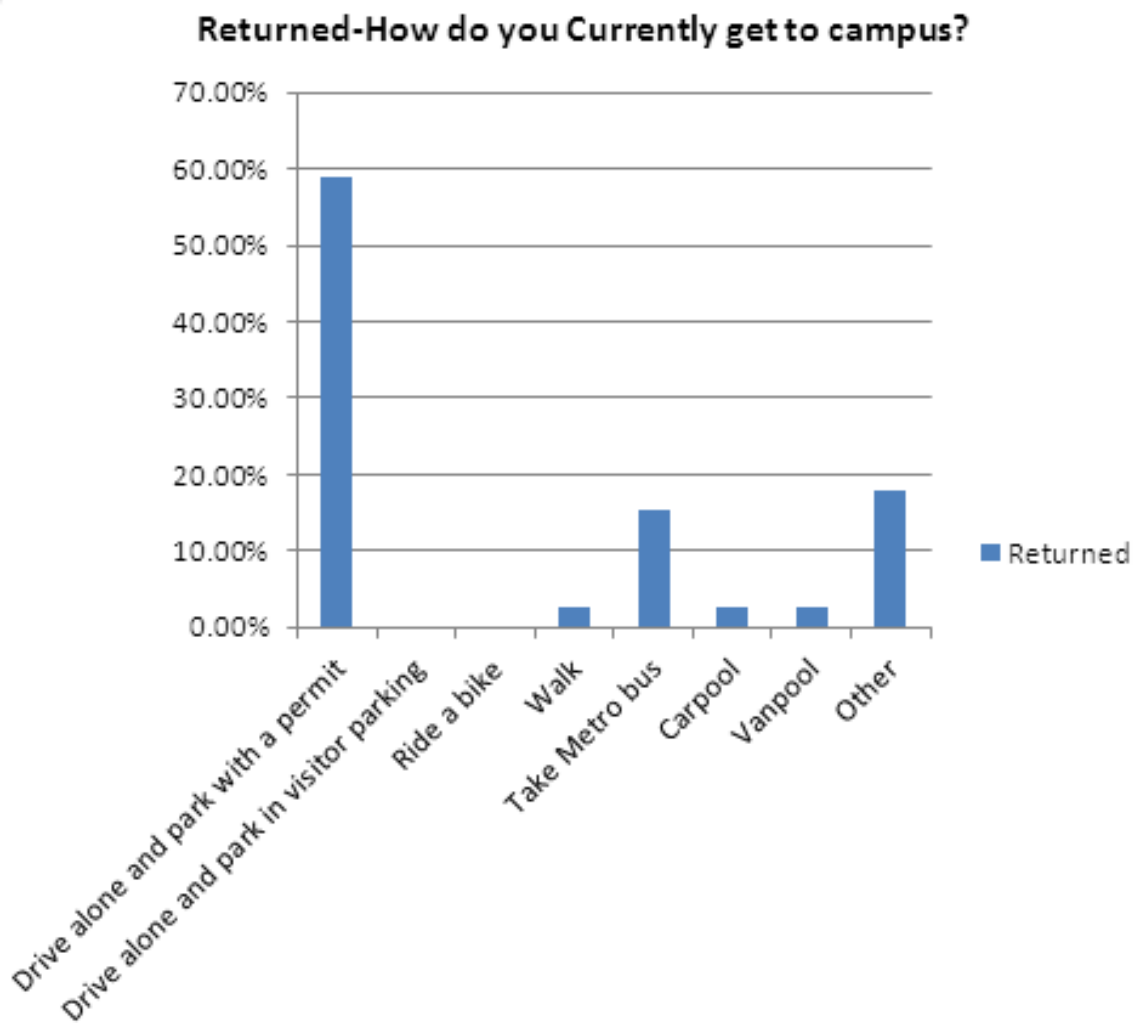


Lot 203 Come to Campus



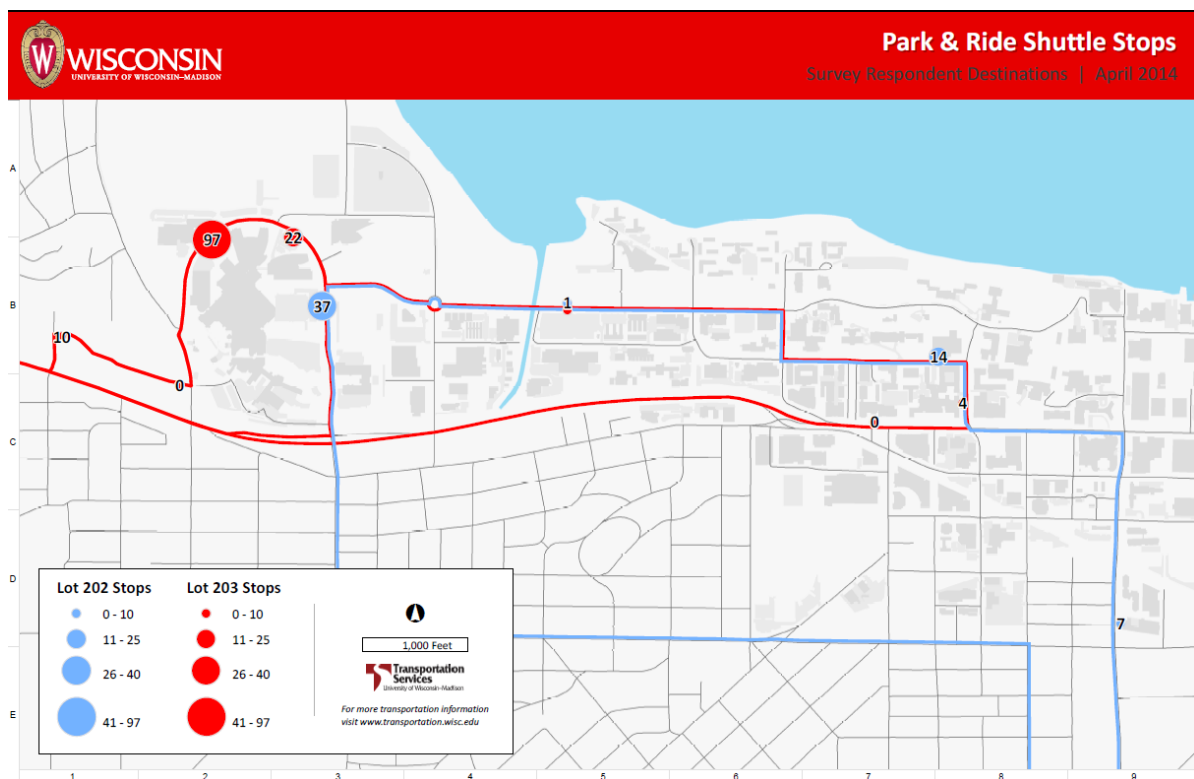
Question 3 (Returned): How do you currently get to campus?

3. (Returned) How do you currently get to campus?	Returned	Returned
Drive alone and park with a permit	59.00%	23
Drive alone and park in visitor parking	0.00%	0
Ride a bike	0.00%	0
Walk	2.60%	1
Take Metro bus	15.40%	6
Carpool	2.60%	1
Vanpool	2.60%	1
Other	17.90%	7
Other (please specify)		7
answered question		39
skipped question		2



Question 4 (Lot 202 & 203): What stop do you most often get off at on campus?

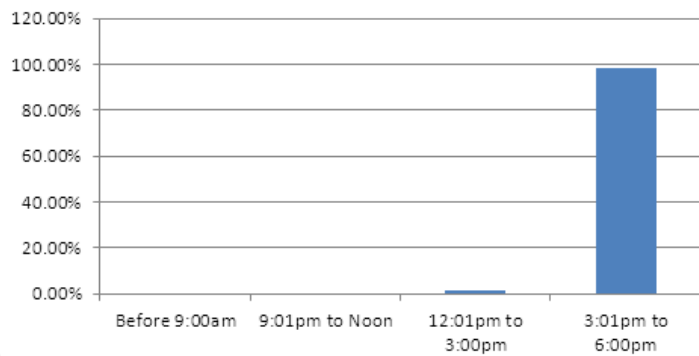
4. (Lot 202) What stop do you most often get off at on campus?	Lot 202	Lot 202
21 N Park St	9.80%	6
Van Hise (Linden at Charter)	23.00%	14
Natatorium	3.30%	2
Hospital (Highland Ave at Observatory)	63.90%	39
The driver drops me off somewhere else	0.00%	0
answered question		61
skipped question		2
4. (Lot 203) What stop do you most often get off at on campus?	Lot 203	Lot 203
Marshall Court West	6.60%	9
Marshall Court East	11.00%	15
WIMR	33.10%	45
HSLC	43.40%	59
Natatorium	0.70%	1
MSC	2.20%	3
Gen-Biotech	0.00%	0
The driver drops me off somewhere else	2.90%	4
answered question		136
skipped question		2



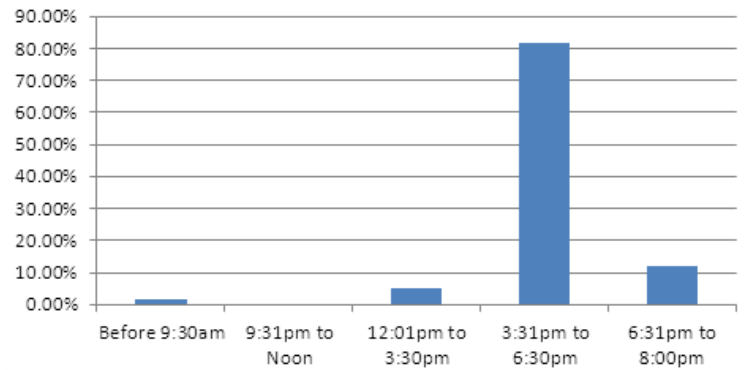
Question 5 (Lot 202 & 203): What time do you typically get on the shuttle to return to the Park and Ride lot?

5. (Lot 202) What time do you typically get on the shuttle to return to the Park and Ride lot?	Lot 202	Lot 202
Before 9:00am	0.00%	0
9:01pm to Noon	0.00%	0
12:01pm to 3:00pm	1.60%	1
3:01pm to 6:00pm	98.40%	60
answered question		61
skipped question		2
5. (Lot 203) What time do you typically get on the shuttle to return to the Park and Ride lot?	Lot 203	Lot 203
Before 9:30am	1.50%	2
9:31pm to Noon	0.00%	0
12:01pm to 3:30pm	5.10%	7
3:31pm to 6:30pm	81.60%	111
6:31pm to 8:00pm	11.80%	16
answered question		136
skipped question		2

Lot 202 Return to Lot



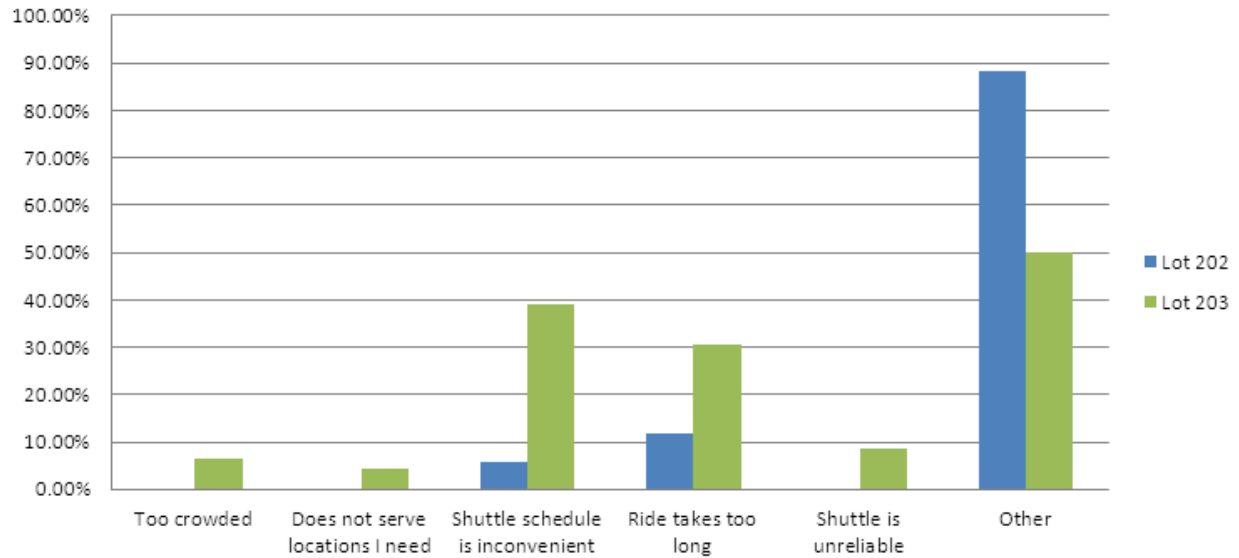
Lot 203 Return to Lot



Question 6 (Lot 202 & 203): If you ride the shuttle infrequently or never, why? (you can select more than one answer)

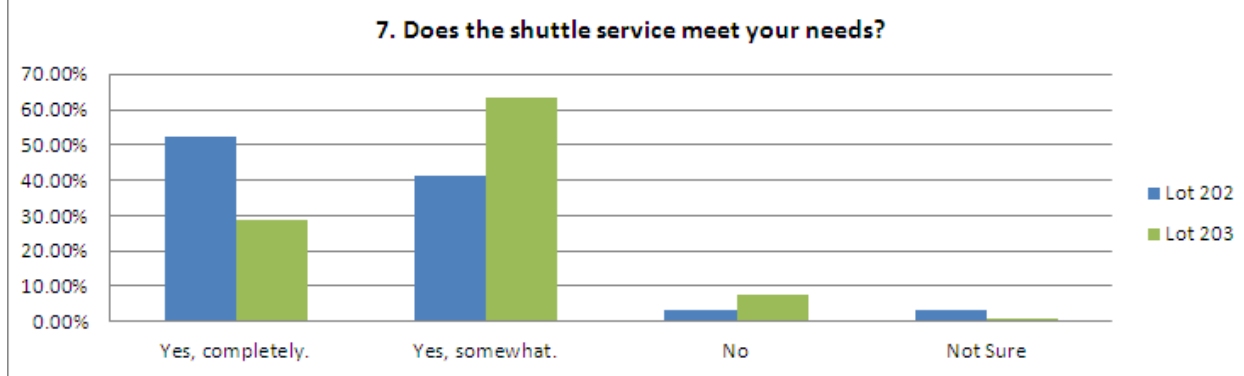
6. If you ride the shuttle infrequently or never, why? (you can select more than one answer)	Lot 202	Lot 202	Lot 203	Lot 203
Too crowded	0.00%	0	6.50%	3
Does not serve locations I need	0.00%	0	4.30%	2
Shuttle schedule is inconvenient	5.90%	1	39.10%	18
Ride takes too long	11.80%	2	30.40%	14
Shuttle is unreliable	0.00%	0	8.70%	4
Other	88.20%	15	50.00%	23
Other (please specify)		18		26
answered question		17		46
skipped question		46		92

6. If you ride the shuttle infrequently or never, why? (you can select more than one answer)



Question 7(Lot 202 & 203): Does the shuttle service meet your needs?

7. Does the shuttle service meet your needs?	Lot 202	Lot 202	Lot 203	Lot 203
Yes, completely.	52.40%	33	28.70%	39
Yes, somewhat.	41.30%	26	63.20%	86
No	3.20%	2	7.40%	10
Not Sure	3.20%	2	0.70%	1
answered question		63		136
skipped question		0		2



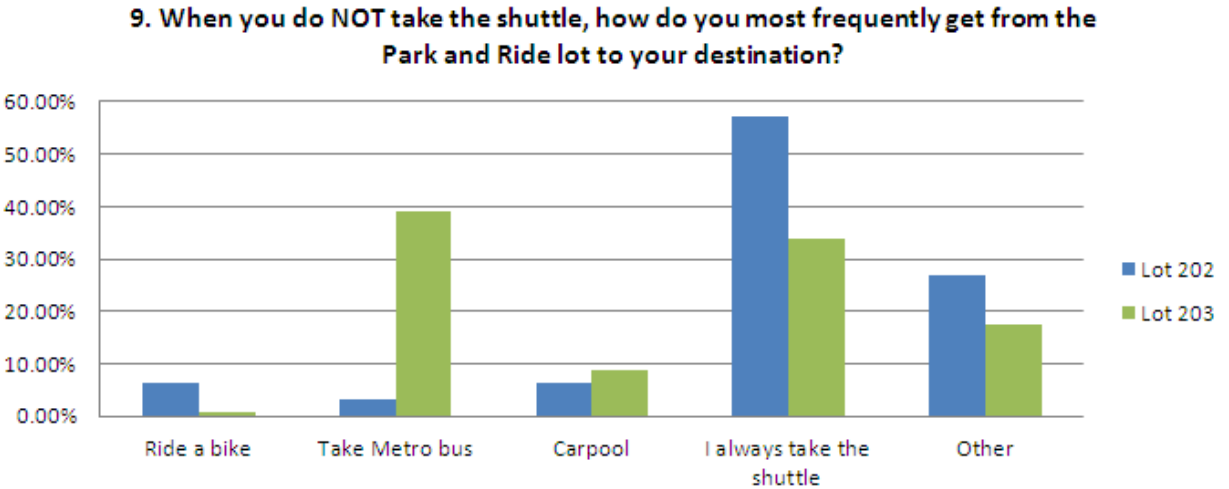
Question 8(Lot 202 (Park St at Wingra) & 203): If the shuttle does not meet your needs, why?

Answers summarized in the open-ended responses at the end

8. If the shuttle does not meet your needs, why?	Lot 202	Lot 203
	20	66
answered question	20	66
skipped question	43	72

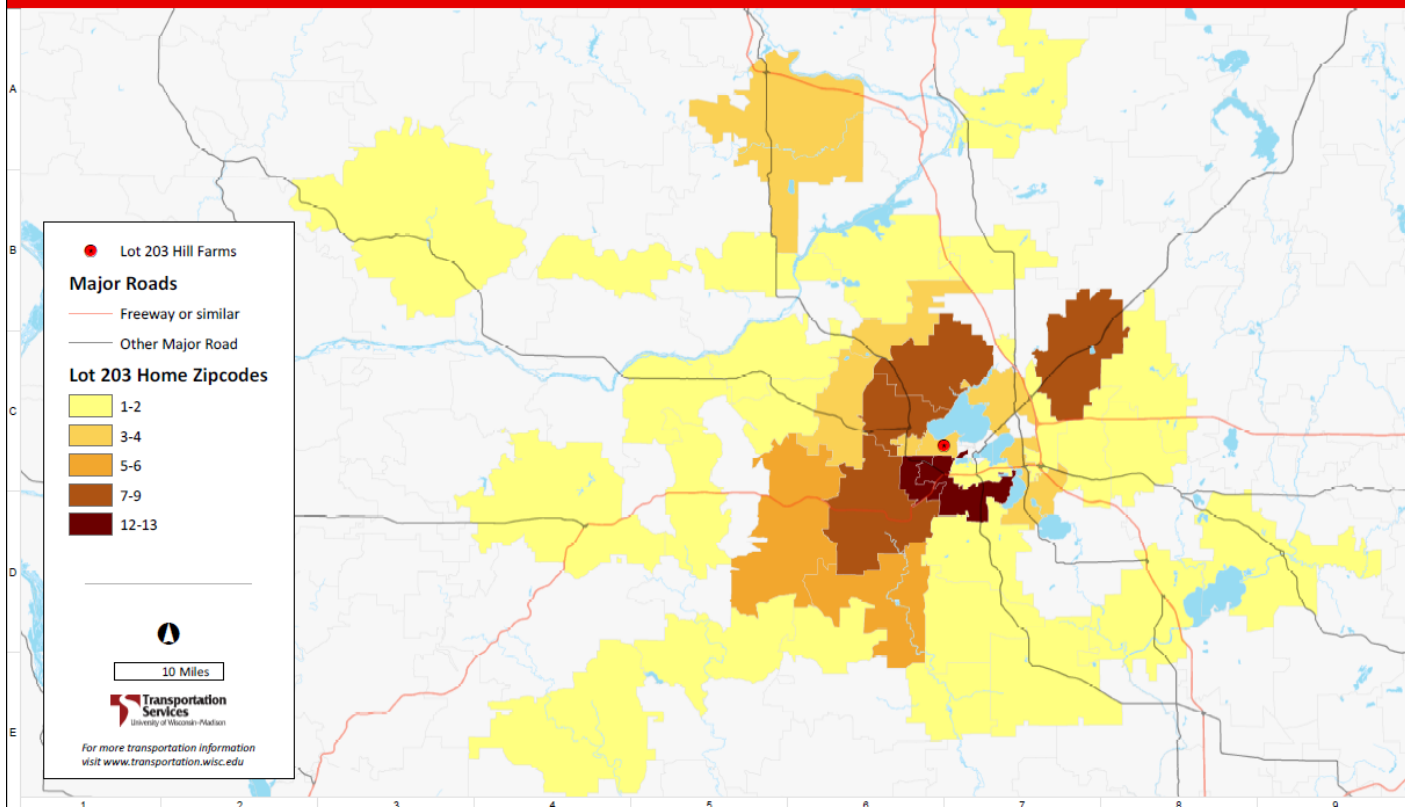
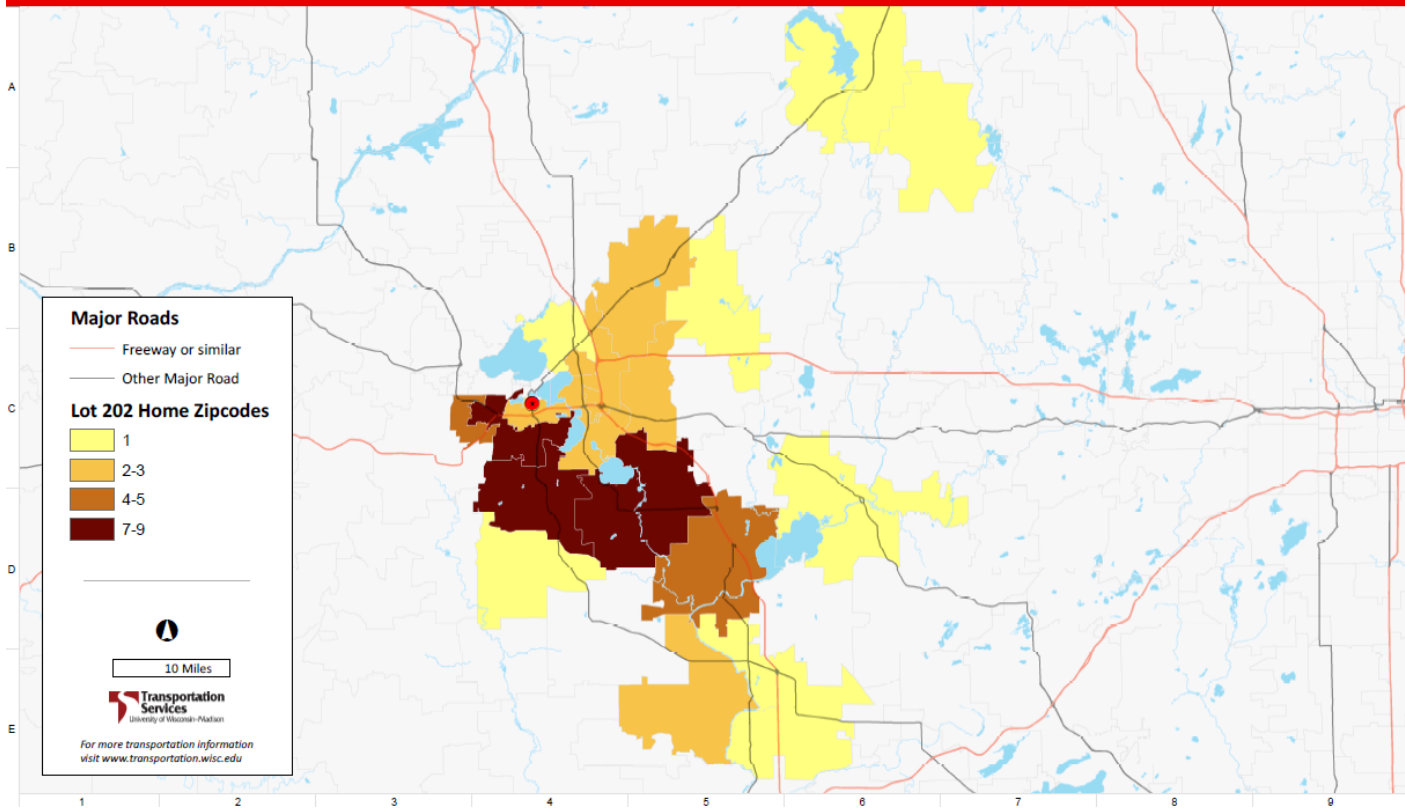
Question 9 (Lot 202 & 203): When you do NOT take the shuttle, how do you most frequently get from the Park and Ride lot to your destination?

9. When you do NOT take the shuttle, how do you most frequently get from the Park and Ride lot to your destination?	Lot 202	Lot 202	Lot 203	Lot 203
Ride a bike	6.30%	4	0.70%	1
Take Metro bus	3.20%	2	39.00%	53
Carpool	6.30%	4	8.80%	12
I always take the shuttle	57.10%	36	33.80%	46
Other	27.00%	17	17.60%	24
Other (please specify)		18		29
answered question		63		136
skipped question		0		2



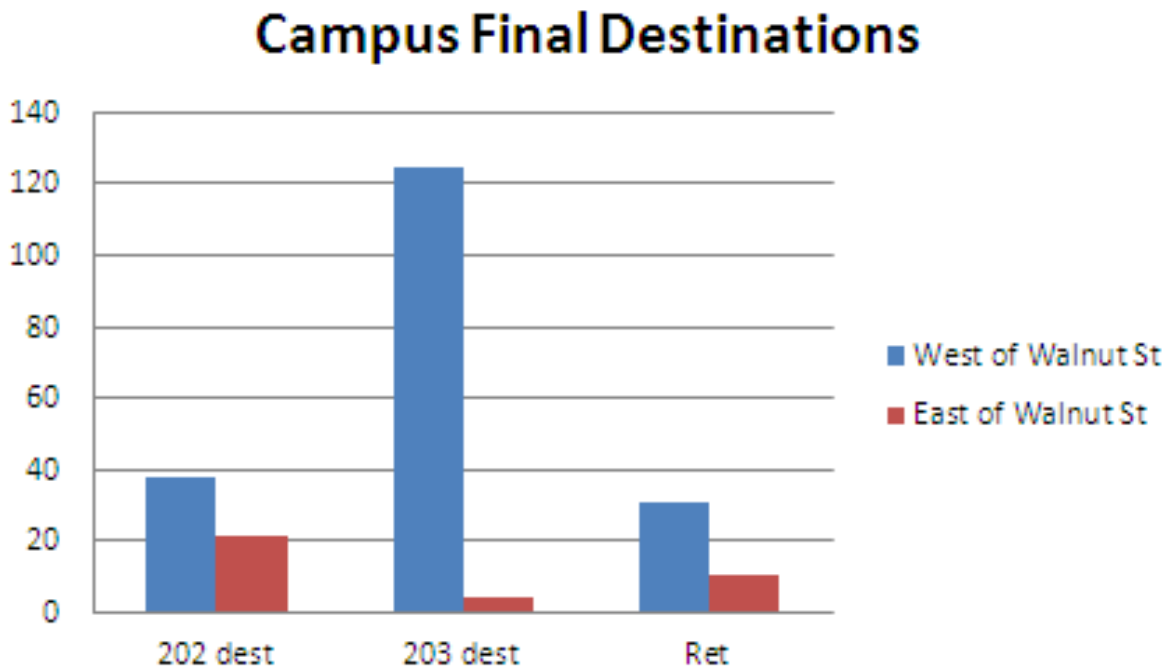
Question 10 (All): Home Zip Code - open ended for all three groups

Home Zip Lot 202		Home Zip Lot 203		Home Zip Returned	
Row Label	Count of 202 zip	Row Label	Count of 203 zip	Row Label	Count of ret zip
53039	1	53183	1	53503	1
53521	1	53502	1	53511	1
53527	2	53503	1	53526	1
53534	5	53507	2	53527	2
53538	1	53508	6	53529	1
53539	1	53515	1	53536	1
53545	1	53516	1	53548	1
53546	1	53521	1	53551	1
53548	2	53527	2	53561	1
53558	3	53528	4	53562	2
53575	9	53529	3	53574	1
53589	7	53530	1	53575	1
53590	2	53531	1	53583	1
53704	1	53533	2	53589	2
53711	8	53534	1	53590	4
53713	2	53536	1	53593	1
53714	3	53538	2	53597	2
53716	3	53555	1	53703	1
53718	3	53558	3	53704	1
53719	4	53559	2	53705	1
53916	1	53560	1	53711	3
(blank)		53562	9	53713	3
Grand Tot	61	53572	5	53714	1
		53574	2	53716	1
		53575	2	53717	1
		53577	1	53718	1
		53578	2	53719	1
		53581	2	53925	1
		53590	7	(blank)	
		53593	8	Grand Total	39
		53597	9		
		53598	2		
		53704	4		
		53705	4		
		53711	13		
		53713	1		
		53716	3		
		53717	4		
		53718	1		
		53719	12		
		53911	1		
		53913	3		
		53954	1		
		(blank)			
		Grand Tot	134		



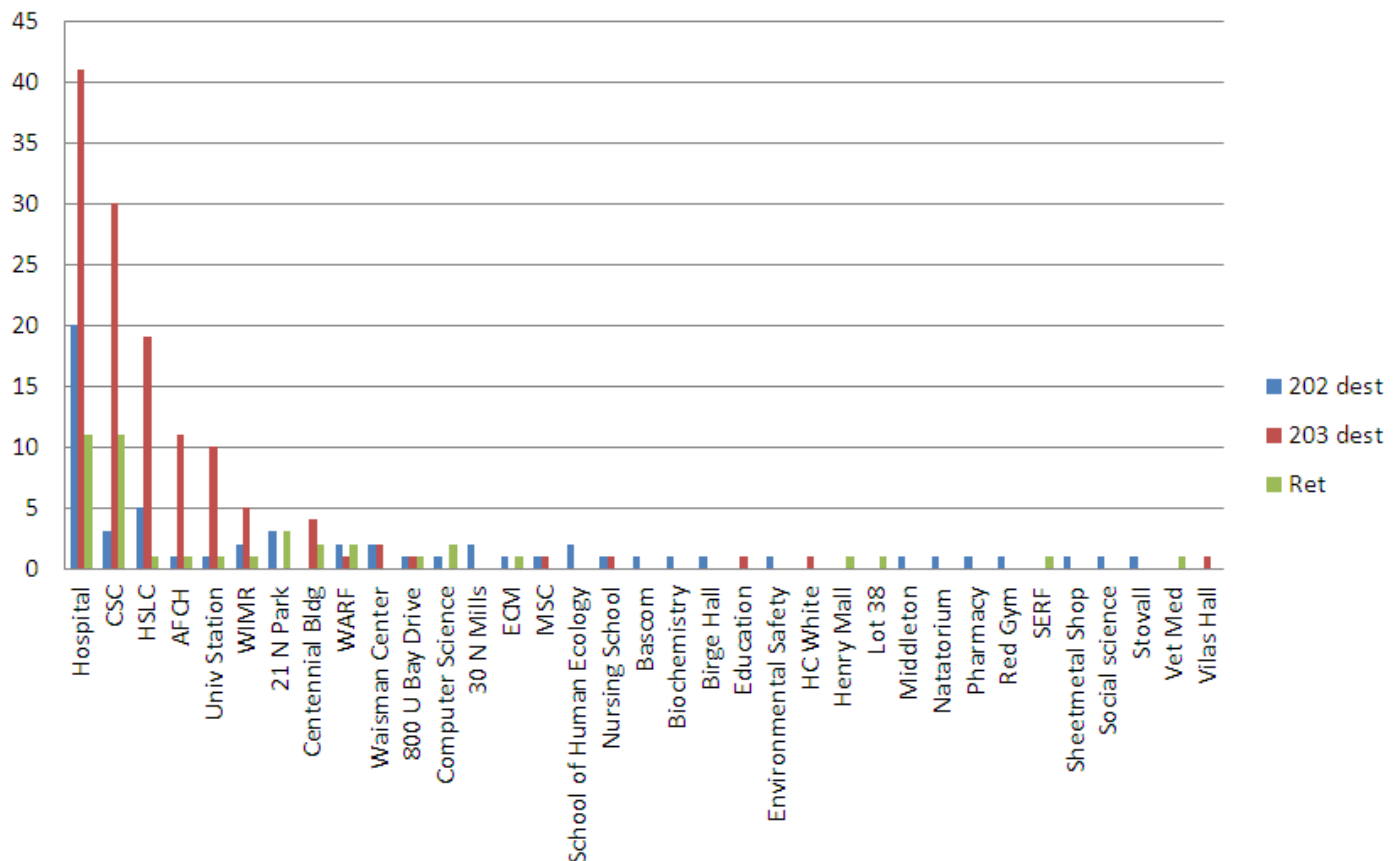
Question 11: (All) Campus Destination (Building)- open ended for all three groups

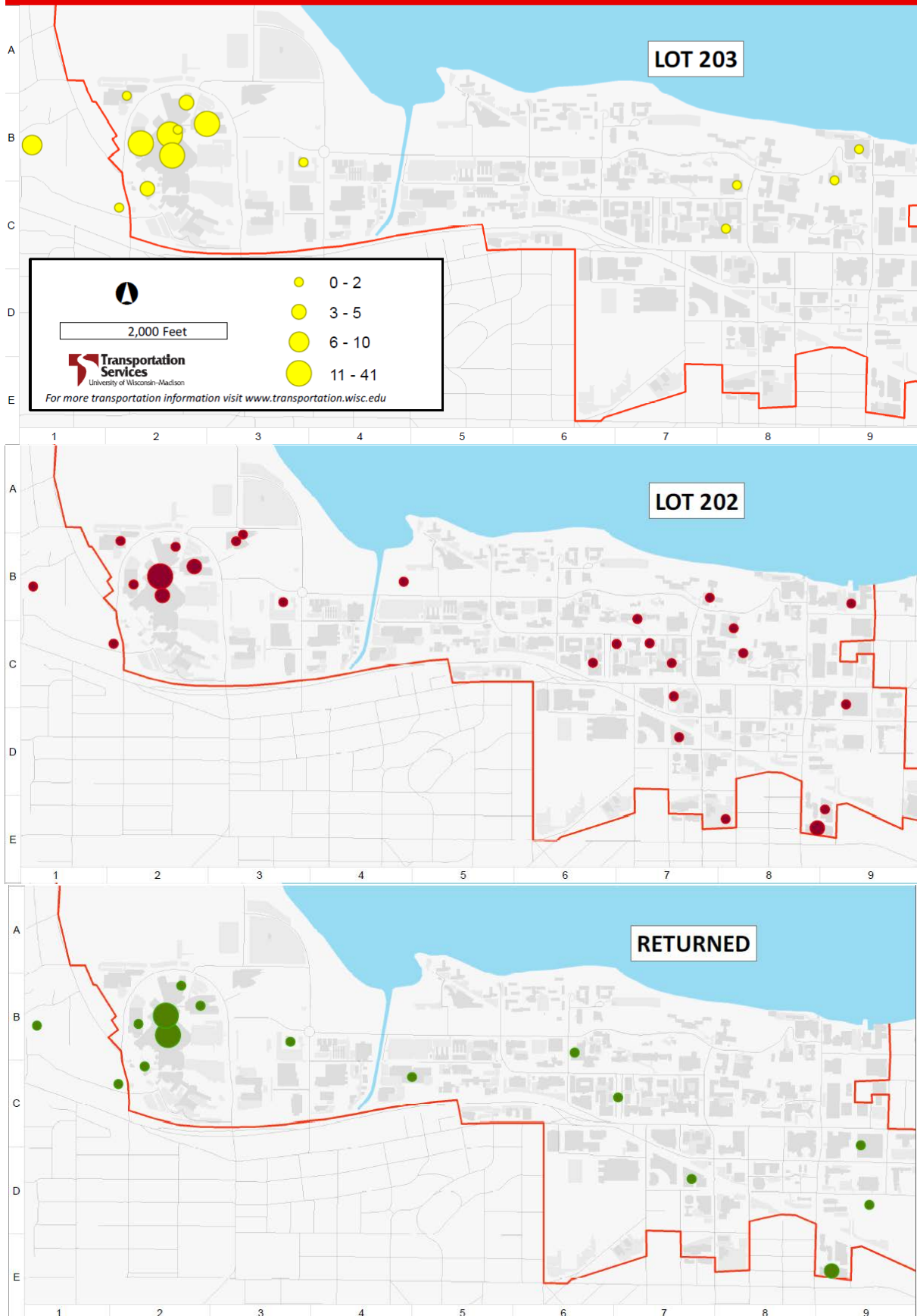
	202 dest	203 dest	Ret	All
West of Walnut St	38	125	31	194
East of Walnut St	21	4	10	35



	202 dest	203 dest	Ret	All
Hospital	20	41	11	72
CSC	3	30	11	44
HSLC	5	19	1	25
AFCH	1	11	1	13
Univ Station	1	10	1	12
WIMR	2	5	1	8
21 N Park	3		3	6
Centennial Bldg		4	2	6
WARF	2	1	2	5
Waisman Center	2	2		4
800 U Bay Drive	1	1	1	3
Computer Science	1		2	3
30 N Mills	2			2
ECM	1		1	2
MSC	1	1		2
School of Human Ecology	2			2
Nursing School	1	1		2
Bascom	1			1
Biochemistry	1			1
Birge Hall	1			1
Education		1		1
Environmental Safety	1			1
HC White		1		1
Henry Mall			1	1
Lot 38			1	1
Middleton	1			1
Natatorium	1			1
Pharmacy	1			1
Red Gym	1			1
SERF			1	1
Sheetmetal Shop	1			1
Social science	1			1
Stovall	1			1
Vet Med			1	1
Vilas Hall		1		1

## Campus Final Destinations

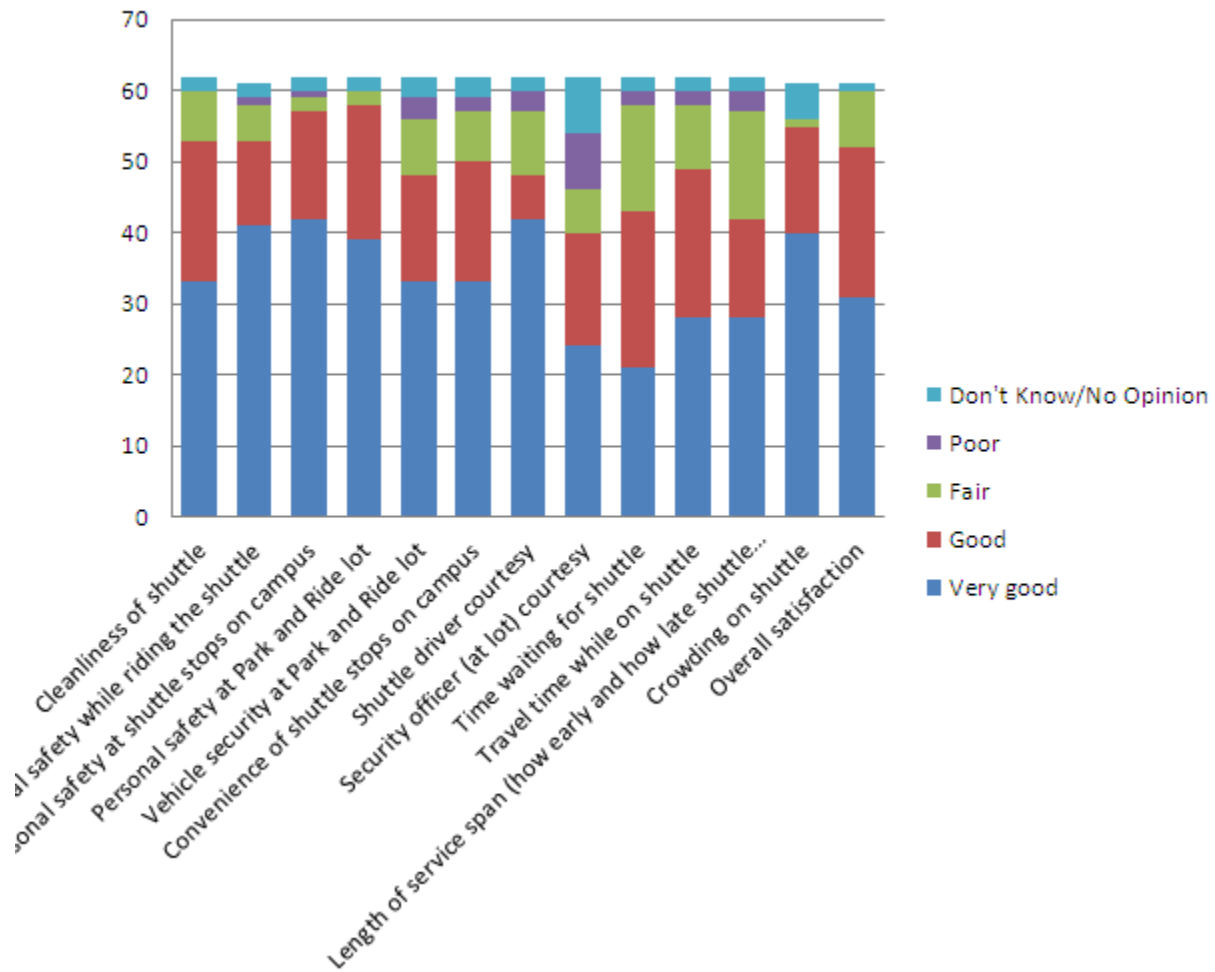




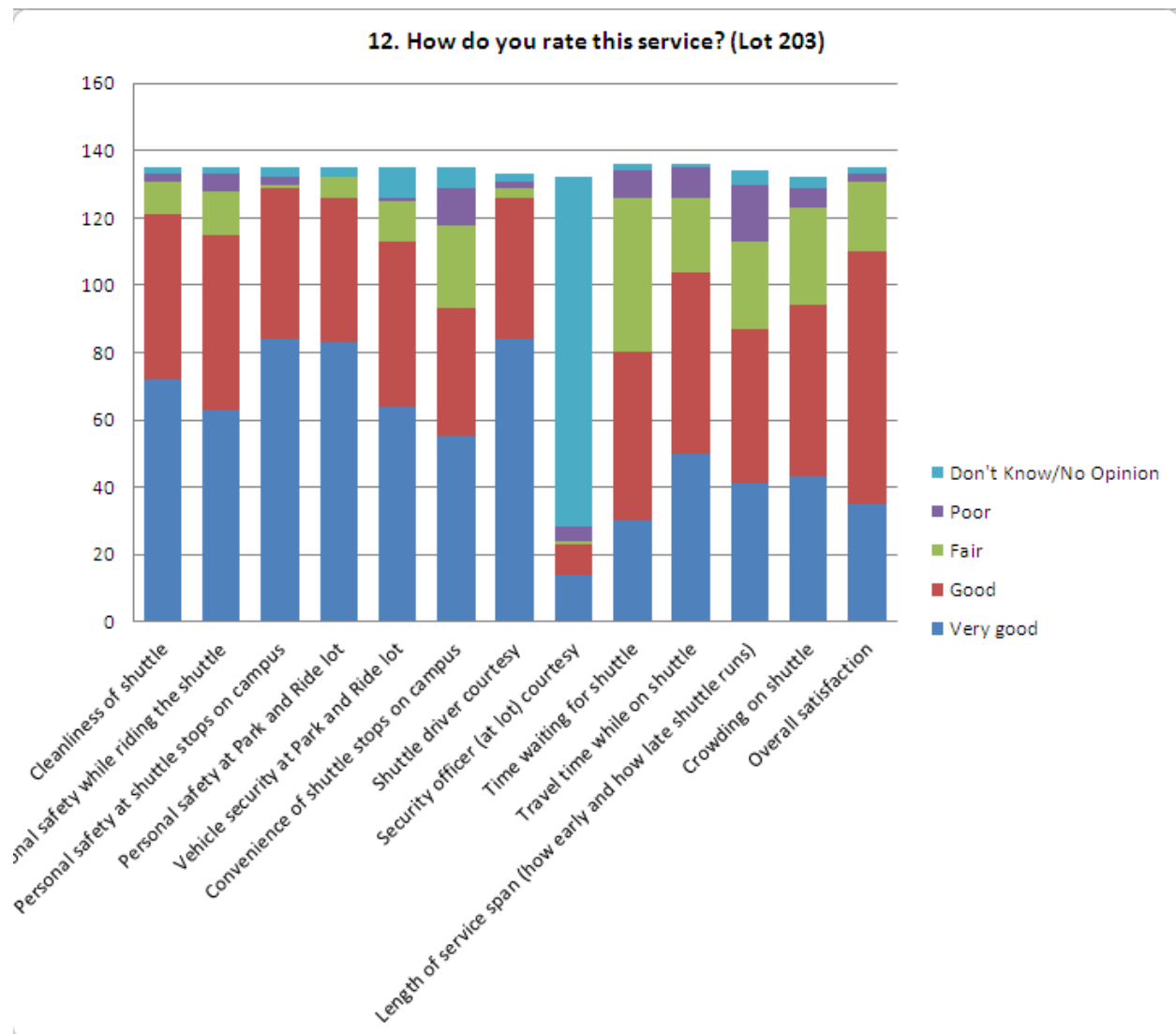
Question 12 (Lot 202 & 203): How do you rate this service?

	Lot 202						
12. How do you rate this service?	Very good	Good	Fair	Poor	Don't Know/No Opinion	Response Count	
Cleanliness of shuttle	33	20	7	0	2	62	
Personal safety while riding the shuttle	41	12	5	1	2	61	
Personal safety at shuttle stops on campus	42	15	2	1	2	62	
Personal safety at Park and Ride lot	39	19	2	0	2	62	
Vehicle security at Park and Ride lot	33	15	8	3	3	62	
Convenience of shuttle stops on campus	33	17	7	2	3	62	
Shuttle driver courtesy	42	6	9	3	2	62	
Security officer (at lot) courtesy	24	16	6	8	8	62	
Time waiting for shuttle	21	22	15	2	2	62	
Travel time while on shuttle	28	21	9	2	2	62	
Length of service span (how early and how late shuttle runs)	28	14	15	3	2	62	
Crowding on shuttle	40	15	1	0	5	61	
Overall satisfaction	31	21	8	0	1	61	
answered question							62
skipped question							1

12. How do you rate this service? (Lot 202)



	Lot 203					
12. How do you rate this service?	Very good	Good	Fair	Poor	Don't Know/No Opinion	Response Count
Cleanliness of shuttle	72	49	10	2	2	135
Personal safety while riding the shuttle	63	52	13	5	2	135
Personal safety at shuttle stops on campus	84	45	1	2	3	135
Personal safety at Park and Ride lot	83	43	6	0	3	135
Vehicle security at Park and Ride lot	64	49	12	1	9	135
Convenience of shuttle stops on campus	55	38	25	11	6	135
Shuttle driver courtesy	84	42	3	2	2	133
Security officer (at lot) courtesy	14	9	1	4	104	132
Time waiting for shuttle	30	50	46	8	2	136
Travel time while on shuttle	50	54	22	9	1	136
Length of service span (how early and how late shuttle runs)	41	46	26	17	4	134
Crowding on shuttle	43	51	29	6	3	132
Overall satisfaction	35	75	21	2	2	135
answered question						136
skipped question						2



Question 13 (All): Please let us know if you have any further feedback about the Park and Ride and/or the Park and Ride shuttle.

13. Please let us know if you have any further feedback about	Lot 202	Lot 203	Returned
	32	57	18
answered question	32	57	18
skipped question	31	81	23

The following categorizes all open-ended question responses to all questions.

	Lot 202 (Park St at Wingra)	Lot 203 (Hill Farms)	Returned
<b>Driver-related or Security officer-related</b>			
Driver #1 Complaint	7		
Unnamed Driver Complaint	8	8	1
Driver #1 Kudos	3		
Driver #2 Kudos	6		
Driver #3 Kudos		1	
Unnamed Driver Kudos	2	3	1
Runs late or waits for people when shouldn't	4	3	
Leaves early/doesn't wait long enough at stop	0	13	
Complaint about smoke smell	3	7	
Complaint about air freshener smell	2		
Complaint about driver playing music/talk radio		4	
Complaint about driver using cell phone while driving		3	
Drivers have complained about wage/benefits/hours		4	
Complaint about hostility between security and shuttle drivers	3		
Complaint about security guards	4		
Like having security at lot	3		
<b>Service Related</b>			
Unpredictable Schedule	2	5	2
Walk from 21 Park too far	2		
Want real time data	2		
want longer span	8	13	1

want different pickup times	4	19	1
Want shuttle to reverse direction for afternoon	2	1	
Doesn't like turn onto U Bay Drive		2	
Want shorter headways off peak	1	10	
Want shorter headways in general		7	
Metro bus boots shuttle from stops	1		
More stops/move stops	3	9	
Reduce number of stops		1	
Return trip too long		2	
Want shuttle to just serve Hospital		13	1
Wants peak service to serve central campus too		2	1
Like having the long/short route combo		1	
Wants afternoon peak to start earlier		3	
Overcrowding/standing		11	
Overcrowding/passing		2	
Non-permit holders taking shuttle		1	
Complaint about illegal parkers	2		
Car damaged at lot		1	
Complaint about snow removal/salting	1		
Want free occasional parking on campus	1	1	
Generic shuttle/P&R kudos	2	6	4