

2018 BIENNIAL TRANSPORTATION SURVEY REPORT



April 9, 2019

Cover image: Pedestrians walk past iconic flowerbeds -- planted by Physical Plant staff to create the shape of the letters "U" and "W" -- in front of Agricultural Hall at the University of Wisconsin-Madison during the first day of the fall semester on Sept. 2, 2014. Credit: Jeff Miller. UW-Madison



Image: On a sunny December day, pedestrians walk past the University Square complex and Student Services Tower at 333 East Campus Mall at the University of Wisconsin-Madison. Credit: Bryce Richter, Communications, UW-Madison

Staff at the University of Wisconsin–Madison Transportation Services produced this report.

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EXECUTIVE SUMMARY

The University of Wisconsin–Madison (UW) is a public land-grant university and prolific research institution. UW–Madison offers a complete spectrum of liberal arts studies, professional programs and student activities. More information about UW–Madison is at www.wisc.edu.

The 2018 biennial transportation survey is administered by Transportation Services (TS)¹, a department within Facilities Planning and Management (FP&M)². TS is charged with overseeing transportation on the UW campus and most of the associated infrastructure. For example, the 2015 Campus Master Plan³ notes that UW–Madison has the second lowest ratio of parking spaces provided to people of peer universities across the nation. In addition, TS manages an industry leading transportation demand management (TDM) program that administers campus bus service, an employee bus pass program, and bicycle activities. Attractive commute options and related support have allowed UW–Madison to maintain low parking ratios and endure a high quality campus experience.

UW–Madison has a long history of surveying on transportation behavior. The purpose of the survey is to obtain broad transportation and commuting characteristics of students and employees. The online questionnaire had 26 questions including a comment box. The survey was administered through Qualtrics from October 30 through November 21, 2018.

Three separate but similar surveys were sent to:

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

The 2018 mode share results reveal that 50 percent of UW–Madison faculty and staff drive alone to campus during good weather and 54 percent in bad weather respectively. These marks are well below the national drive alone average⁴ of 76 percent. UW Hospital employee's drive alone rate is slightly lower than the national average at 70 percent during good weather and 74 percent during bad weather.

UW faculty and staff also tend to take public transit, Metro Transit, to campus at a rate of 18 percent in good weather and 26 percent in bad weather. The national average for taking public transit to work is about 5 percent. UW Hospital employee's transit use is 9 percent in good weather and 10 percent in bad weather. Both UW faculty and staff and UW Hospital's transit use is greater than the national average.

UW–Madison students walk to campus during good weather more than any other mode. In bad weather, UW–Madison students tend to take Madison Metro (not campus routes) to campus. Bicycling continues to be a popular mode choice during good weather for UW–Madison students, and UW faculty and staff. In all, weather influences in mode choice.

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.

¹ Transportation Services homepage: <https://transportation.wisc.edu/>

² Facilities Planning and Management homepage: <https://facilities.fpm.wisc.edu/>

³ 2015 Campus Master Plan homepage: <http://www.masterplan.wisc.edu/>

⁴ Brookings Institute Study on Commuting: <https://www.brookings.edu/blog/the-avenue/2017/10/03/americans-commuting-choices-5-major-takeaways-from-2016-census-data/>

I. INTRODUCTION

A. UNIVERSITY OF WISCONSIN - MADISON

In achievement and prestige, the UW–Madison has long been recognized as one of America's great universities. A public, land-grant institution, UW–Madison offers a complete spectrum of liberal arts studies, professional programs and student activities. Spanning 936 acres along the southern shore of Lake Mendota, the campus is located in Madison, Wisconsin. The University has a student enrollment of 44,411 faculty and staff numbering 22,038 and nearly 441,731 living alumni. More information about the University can be found here: www.wisc.edu. The 2015 campus master plan which includes a long range transportation plan can be accessed at the following website: <http://www.masterplan.wisc.edu/>.

B. TRANSPORTATION SERVICES

The mission of Transportation Services (TS) is to “provide innovative transportation solutions that serve and support the University of Wisconsin-Madison.” Our objective is to “sustain and strengthen our cutting edge transportation programs” through our strategic priorities, which include amplifying customer service, accelerating multimodal transportation initiatives, and advancing technology to stay on the cutting edge. As an auxiliary enterprise, Transportation Services does not receive state funding. TS funding sources include parking revenues, student fees as designated by Associated Students of Madison (ASM), program revenue and fees, citation revenue and other income. Expenditures include capital and interest expense, salaries and fringe benefits, supplies and services, campus bus service, and the UW employee bus pass program. Expenditures total approximately \$22 million in fiscal year 2018-19.

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

C. SURVEY PURPOSE AND SCOPE

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

The purpose of the 2018 biennial transportation survey is to better understand transportation characteristics of UW–Madison students, UW–Madison employees and UW Hospital employees. The scope of the survey includes transportation to, from and within the UW–Madison campus. The survey does not ask attitudinal questions. Each biennial survey strives to maintain consistency with previous surveys to improve the Department’s understanding of transportation trends over time.



Map Resource: 2015 Campus Master Plan

II. SURVEY METHODOLOGY

Between 1997 and 2009, data collection for the surveys was completed by the UW Survey Center via hard copy paper surveys mailed to students and faculty/staff (and, beginning in 2006, to UW Hospital employees). Since 2010, with advances in web-based surveys and in light of the high relative cost of paper surveys, the UW-Madison biennial transportation survey has been administered online by TS staff.

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

In light of the change in survey method, UW Transportation Services is 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 different nature of online surveys.

A. SURVEY DESIGN

This biennial survey is used to conduct longitudinal analysis meaning consistency from year to year is important. Considering this, the 2018 survey is very similar to the previous online biennial transportation surveys with no major changes to survey design with the exception of the addition of an electric vehicle (EV) ownership question in 2016. Because TS recently installed several plug-in electric vehicle chargers on campus we want to track EV ownership and better understand the EV charging need. Lastly, small changes to readability and survey accessibility were made. See Appendix A, B and C for the survey questions and results.

B. SURVEY TARGETS

The survey targets were registered UW–Madison students, UW–Madison faculty and staff, and UW Hospital and Clinics staff. UW Hospital and Clinics staff employed at locations other than the main UW Hospital campus was not considered part of the study population with the exception of physicians who work at multiple locations including the main UW Hospital campus.

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

C. SAMPLE DESIGN

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

- 8,961 records were obtained from UW Health for all employees that may work at the UW Hospital main campus.
- 44,262 records were obtained from the Registrar’s office for enrolled UW–Madison students.
- 21,224 records were obtained from the UW-Madison Office of Human Resources.

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 in 2018 to 3,500 due to the consistently low response rate of this segment.

Sample Selection

Microsoft Excel was used to generate random numbers. These random numbers were assigned to email addresses. Those numbers were then sorted from lowest to highest and the first 2,000 (fac/staff & hospital) or 3,500 (student) records were selected for sampling.

D. PRE-TEST

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

E. EMAIL INVITATIONS

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

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

A third email (second reminder) was sent seven days after the first reminder to take the survey. The email was only sent to those participants that had not yet completed the survey.

The survey closed at 5PM on November 21st. Responses were saved by the Qualtrics survey software online. Responses were downloaded in several formats including Excel and PDF with all raw data to serve as a backup.

Table 1: Email Invitation Schedule

	INITIAL INVITE	1 ST REMINDER	2 ND REMINDER	CLOSE
All Surveys	Tue., Oct. 30	Thu., Nov. 8	Thu, Nov. 15 (students)* & Fri, Nov. 16	Wed., Nov. 21

*On 11/12/2018, changed to Thursday instead of Friday due to low responses and considering Thanksgiving.

III. RESULTS

This section includes selected results compared across students, UW faculty/staff and UW Hospital employees. For complete results including basic survey statistics see Appendix A, B, and C. A few cross-tab data tables are also presented. The data are not weighted. In comparison to the 2016 survey, response rates were lower for Students and UW Hospital, but up for UW Faculty and Staff. Survey timing, quality of email addresses from sources, junk mail filters and other factors may have contributed to the changes in response rates.

Table 2: Response Summary

	INVITATIONS SENT	SURVEYS STARTED*	SURVEYS COMPLETED	RESPONSE RATE
Students	3,500	570	498	14.2%
Faculty/Staff	2,000	668	617	30.9%
Hospital	2,000	685	627	31.4%

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

Figure 1: Survey Response Dates

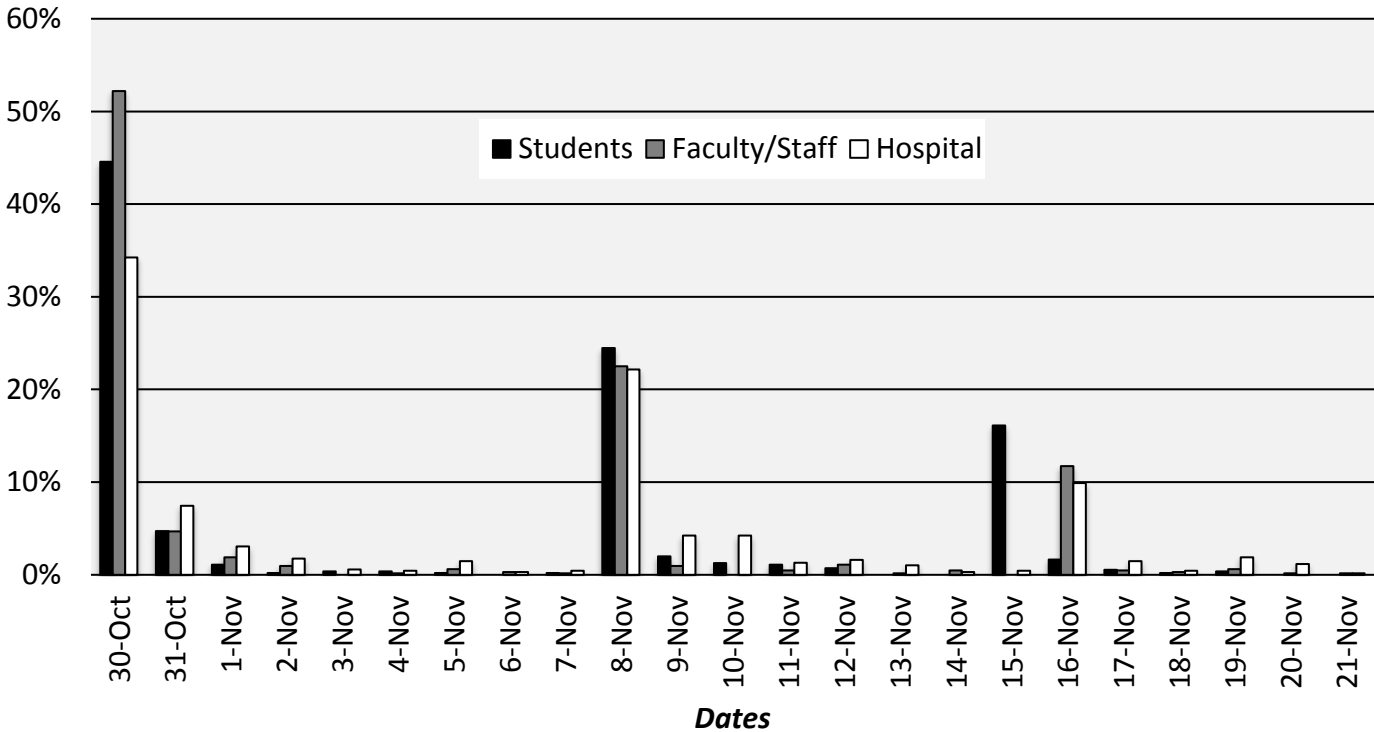
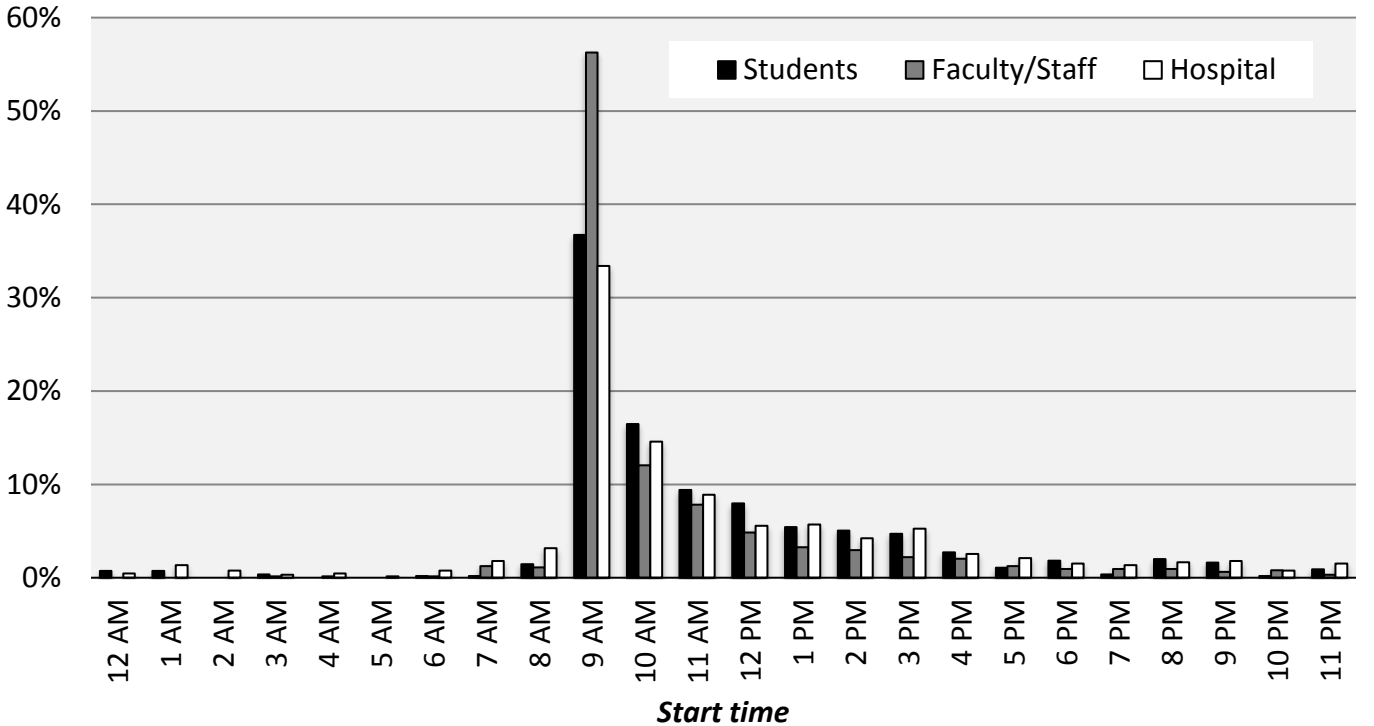


Figure 2: Survey Response Start Time



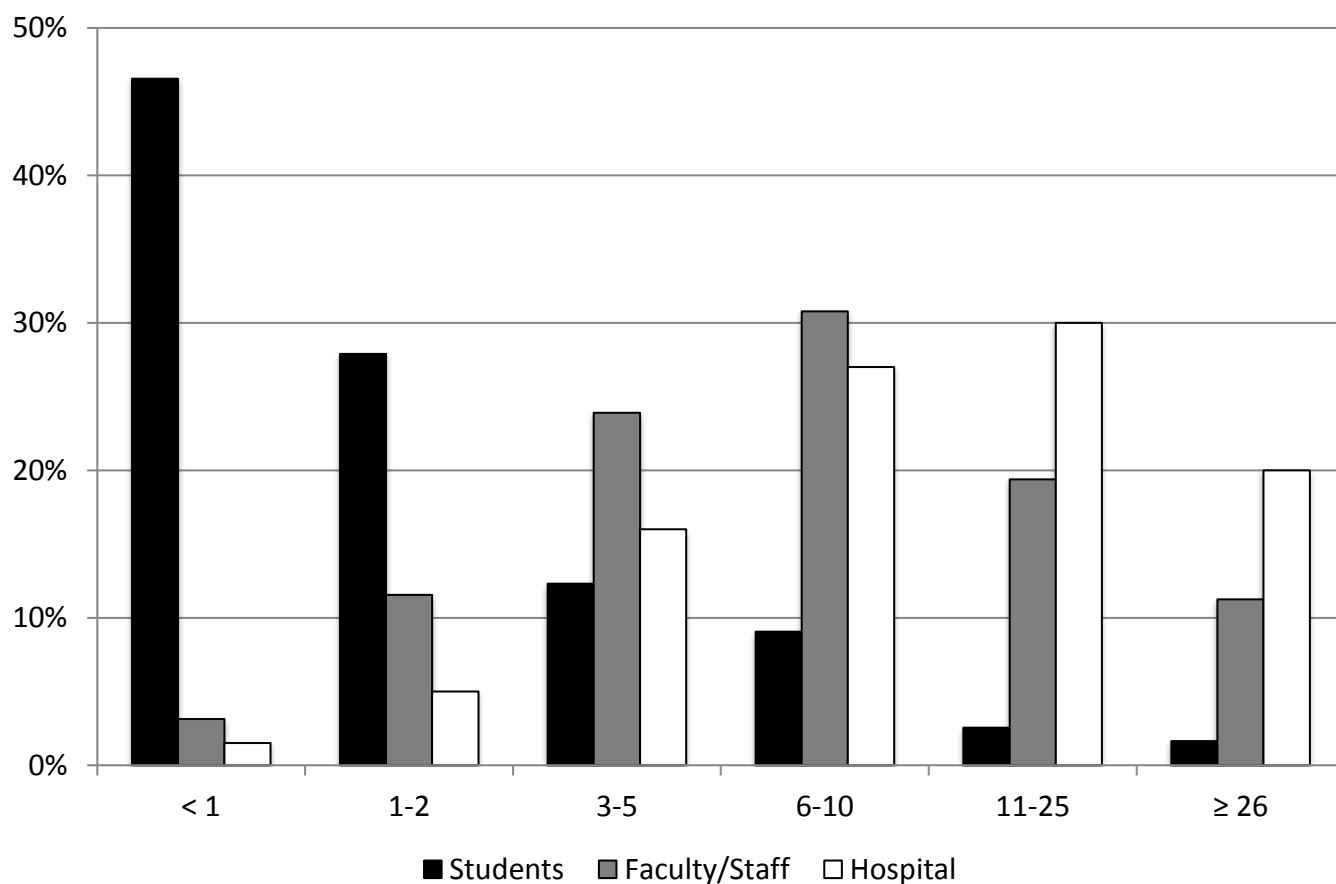
A. RESULTS BY QUESTION

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

Table 3: One-way Distance to Campus

	<i>Miles</i>												Total
	< 1		1-2		3-5		6-10		11-25		≥ 26		
Students	257	47%	154	28%	68	12%	50	9%	14	3%	9	2%	552
Faculty/Staff	20	3%	74	12%	153	24%	197	31%	124	19%	72	11%	640
Hospital	10	2%	34	5%	109	16%	179	27%	200	30%	133	20%	665
	287	15%	262	14%	330	18%	426	23%	338	18%	214	12%	1,857

Figure 3: One-way Distance to Campus



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

Table 4: Travel Mode to Campus

	Students		Faculty/Staff		Hospital		GW	BW
	GW	BW	GW	BW	GW	BW	Total	Total
Walk	239	158	39	24	13	14	291	196
Bicycle	102	23	95	19	36	5	233	47
Moped	20	8	4	0	1	0	25	8
Motorcycle	4	1	6	0	3	0	13	1
Drive alone	32	43	318	344	460	485	810	872
Private bus	1	1	8	8	39	36	48	45
Drop off	6	6	6	16	20	24	32	46
Carpool	1	3	24	24	13	12	38	39
Vanpool	0	0	5	5	1	1	6	6
Metro bus	106	199	112	167	60	69	278	435
Campus bus	28	97	2	8	2	3	32	108
Telecommute			5	4	0	0	5	4
Other bus	3	2	0	6	1	1	4	9
Other	5	4	14	12	10	8	29	24
Total	547	545	638	637	659	658	1844	1,840

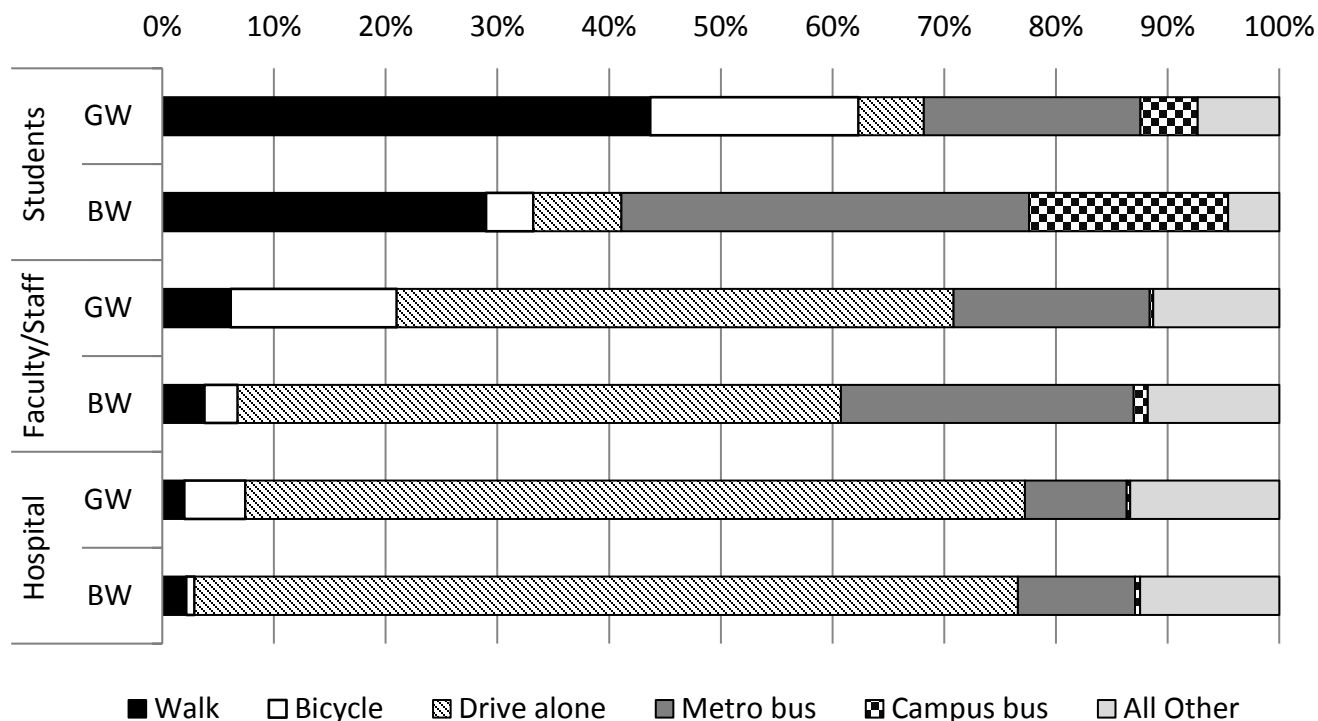
Note: GW=Good Weather, BW=Bad Weather

Table 5: Travel Mode to Campus (Percent)

	Students		Faculty/Staff		Hospital	
	GW	BW	GW	BW	GW	BW
Walk	44%	29%	6%	4%	2%	2%
Bicycle	19%	4%	15%	3%	5%	1%
Moped	4%	1%	1%	0%	0%	0%
Motorcycle	1%	0%	1%	0%	0%	0%
Drive alone	6%	8%	50%	54%	70%	74%
Private bus	0%	0%	1%	1%	6%	5%
Drop off	1%	1%	1%	3%	3%	4%
Carpool	0%	1%	4%	4%	2%	2%
Vanpool	0%	0%	1%	1%	0%	0%
Metro bus	19%	37%	18%	26%	9%	10%
Campus bus	5%	18%	0%	1%	0%	0%
Telecommute			1%	1%	0%	0%
Other bus	1%	0%	0%	1%	0%	0%
Other	1%	1%	2%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%

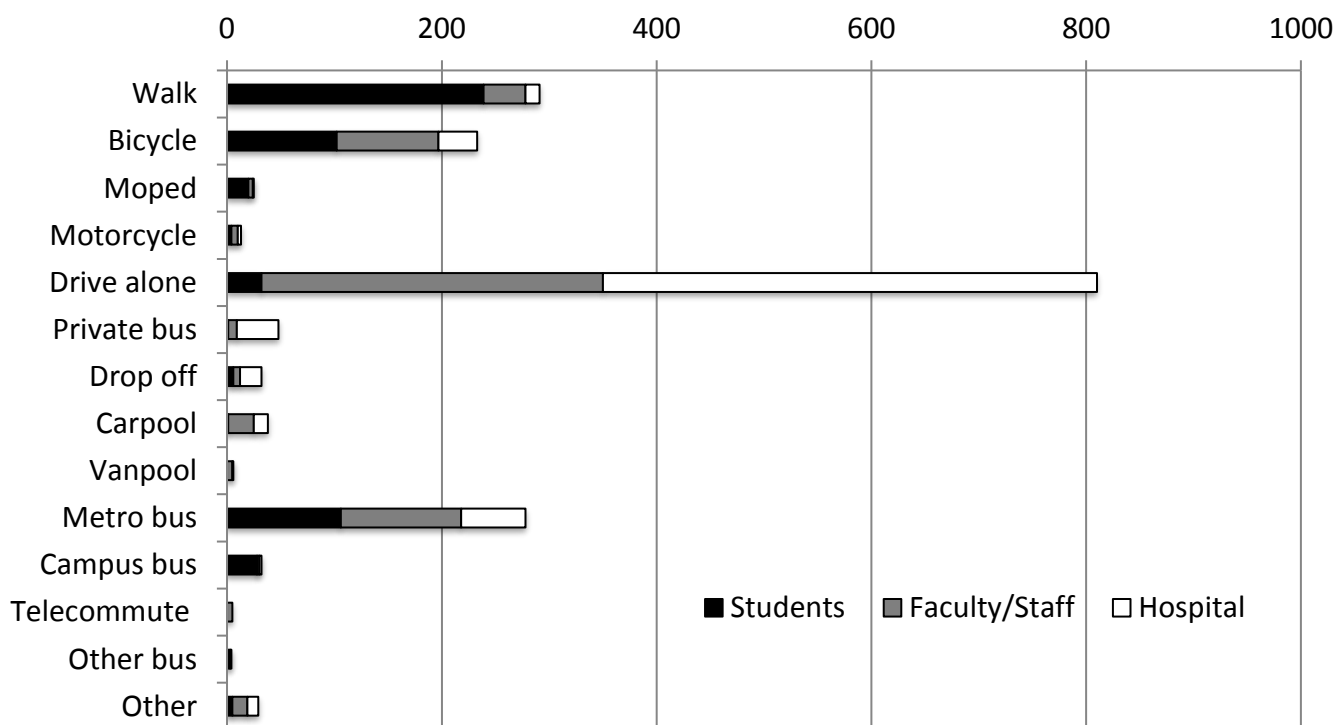
Note: GW=Good Weather, BW=Bad Weather

Figure 4: Travel Mode to Campus



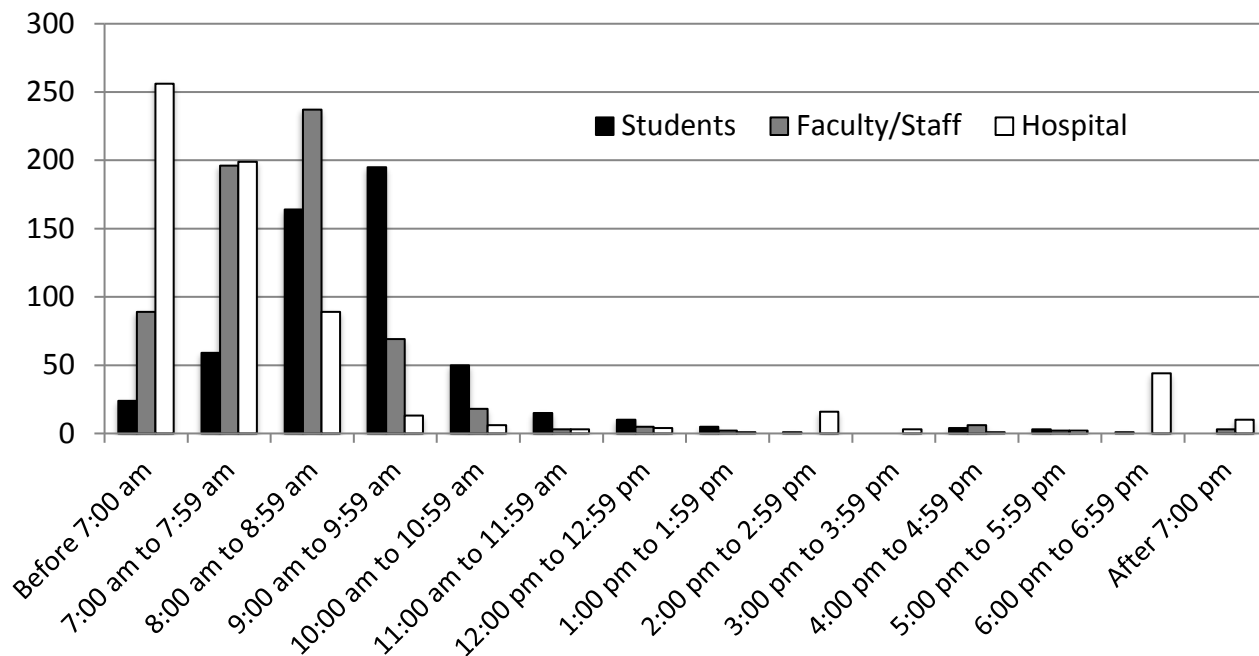
Note: GW=Good Weather, BW=Bad Weather. Modes with 5% or more mode share are shown individually.

Figure 5: Travel Mode to Campus (Good Weather)



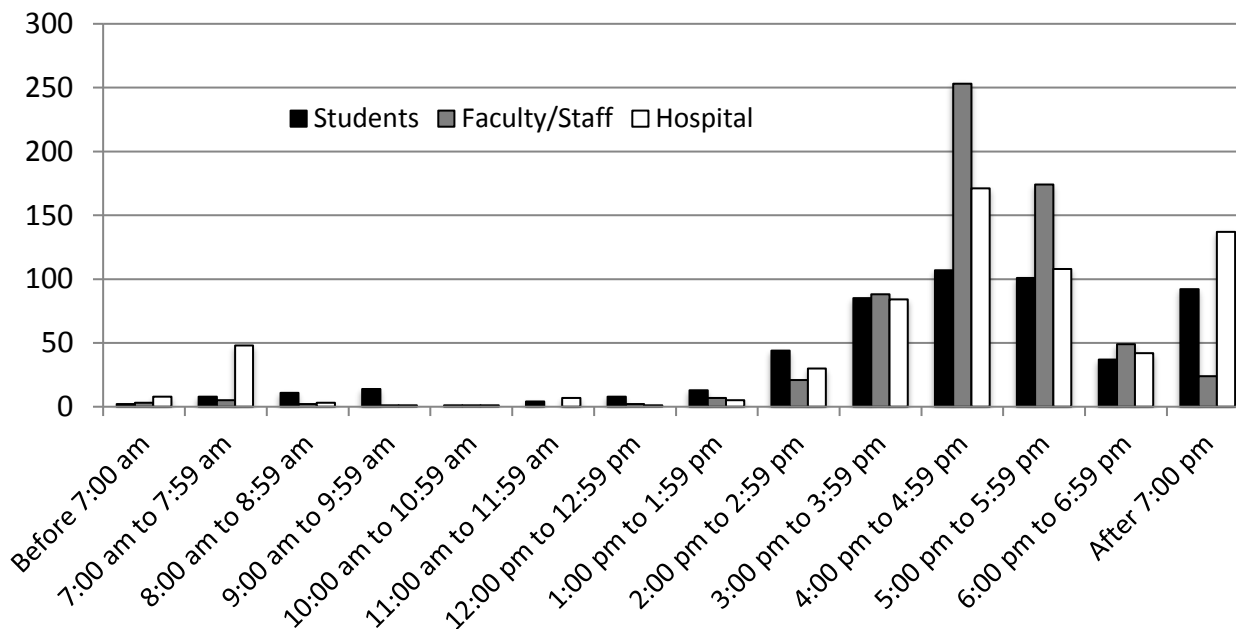
When do you usually arrive on campus/to the hospital for the day?

Figure 6: Arrival Time to Campus/Hospital



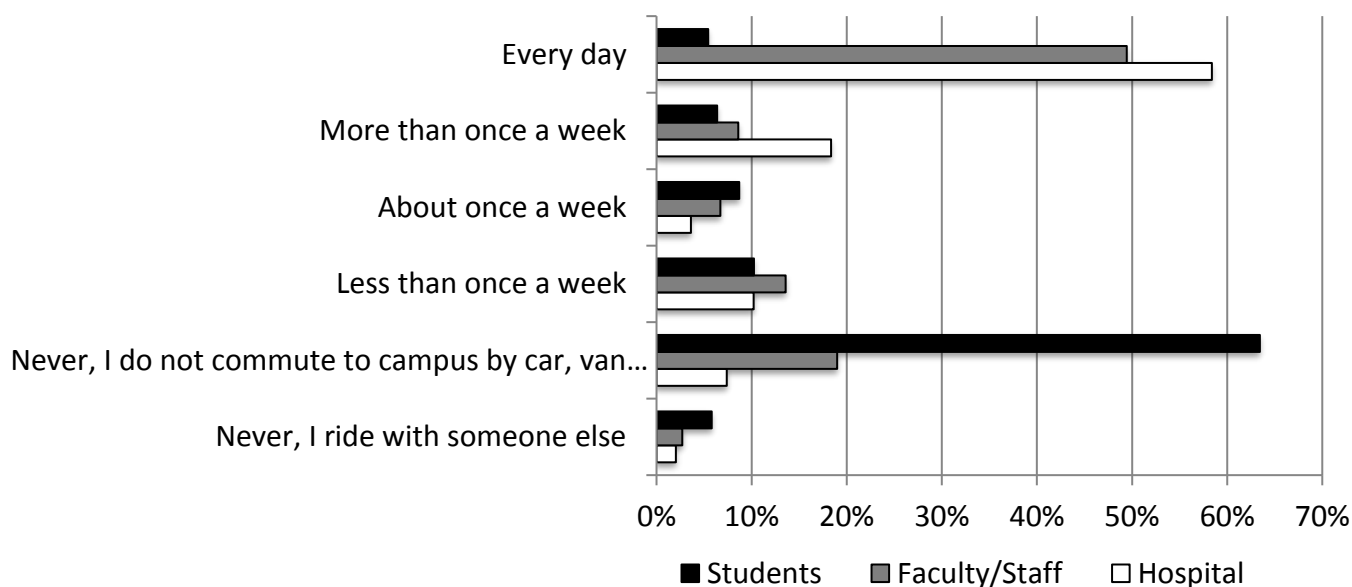
When do you usually leave campus/the hospital for the day?

Figure 7: Departure Time from Campus/Hospital



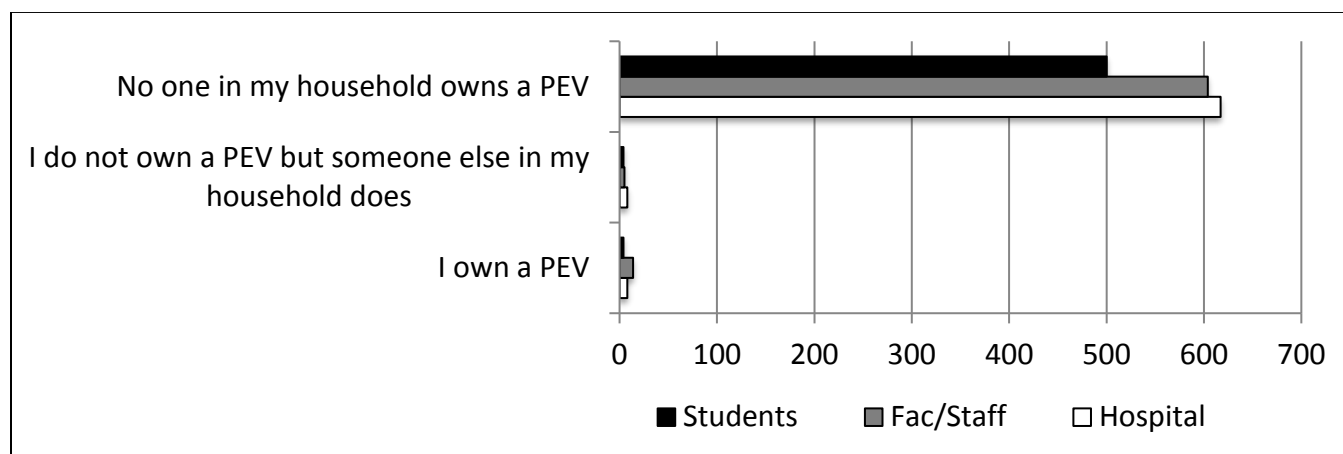
On average, how many days a week do you DRIVE a car, van, or truck to campus? (Not motorcycle, scooter, moped, etc.)

Figure 8: Frequency Driving to Campus



Do you or anyone in your household own a Plug-In Electric Vehicle (PEV)? This is a car that can be plugged in to charge.

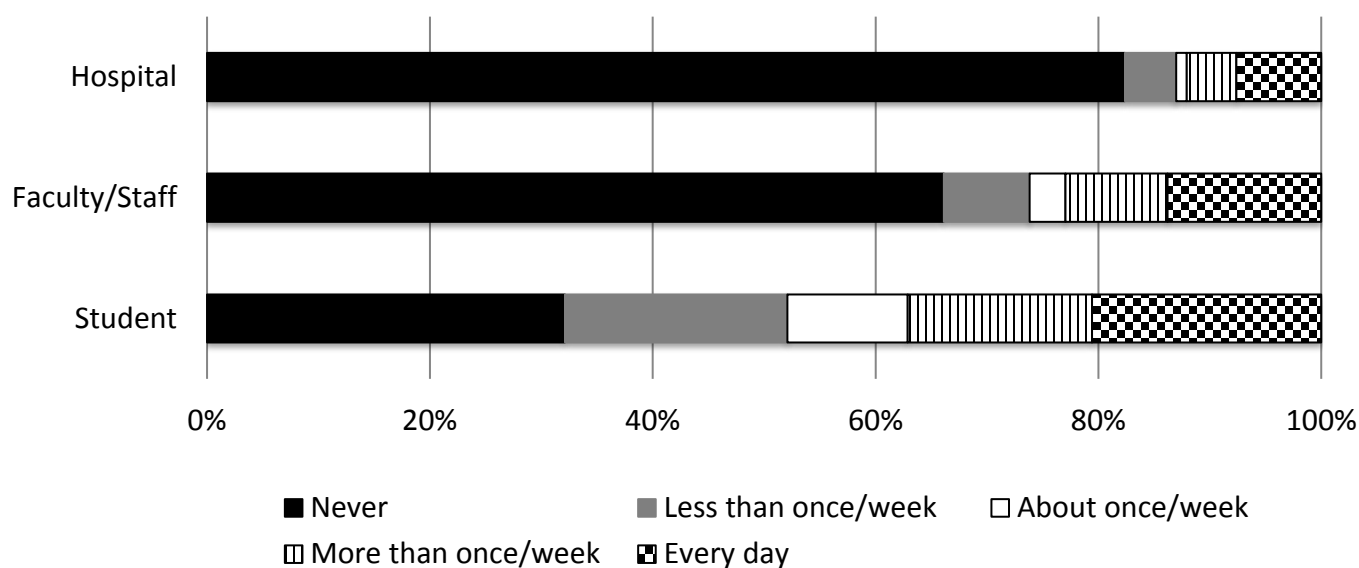
Figure 9: PEV Ownership



	Students		Fac/Staff		Hospital		Total
I own a PEV	1%	4	2%	14	1%	8	26
I do not own a PEV but someone else in my household does	1%	4	1%	5	1%	8	17
No one in my household owns a PEV	98%	500	97%	604	97%	617	1721
Total	100%	508	100%	623	100%	633	1764

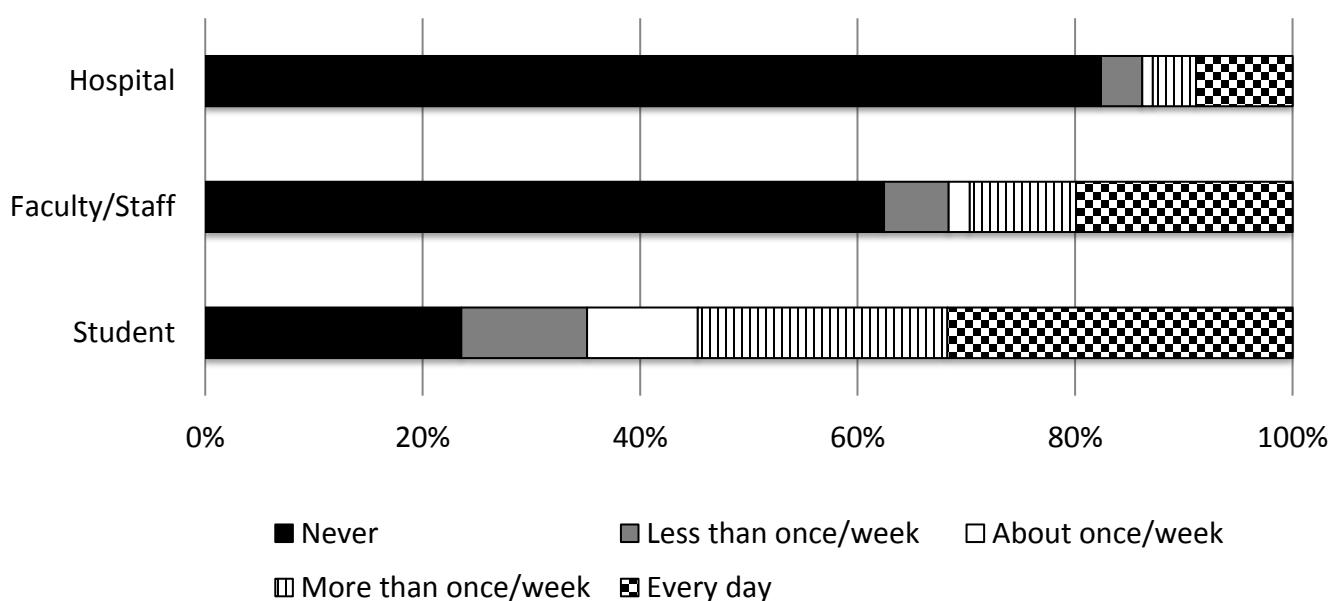
During GOOD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?

Figure 10: Ride Metro Bus (Good Weather)



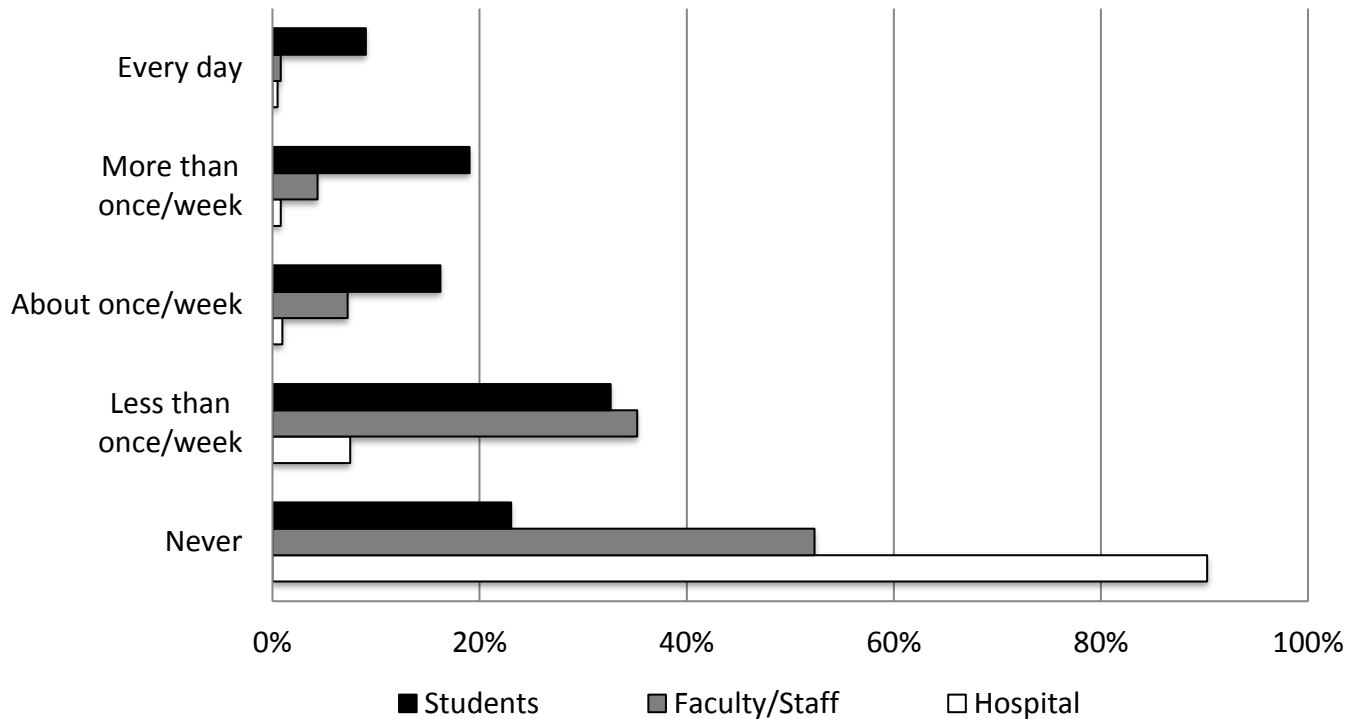
During BAD WEATHER how often, if ever, do you commute to campus by a Madison Metro Bus?

Figure 11: Ride Metro Bus (Bad Weather)



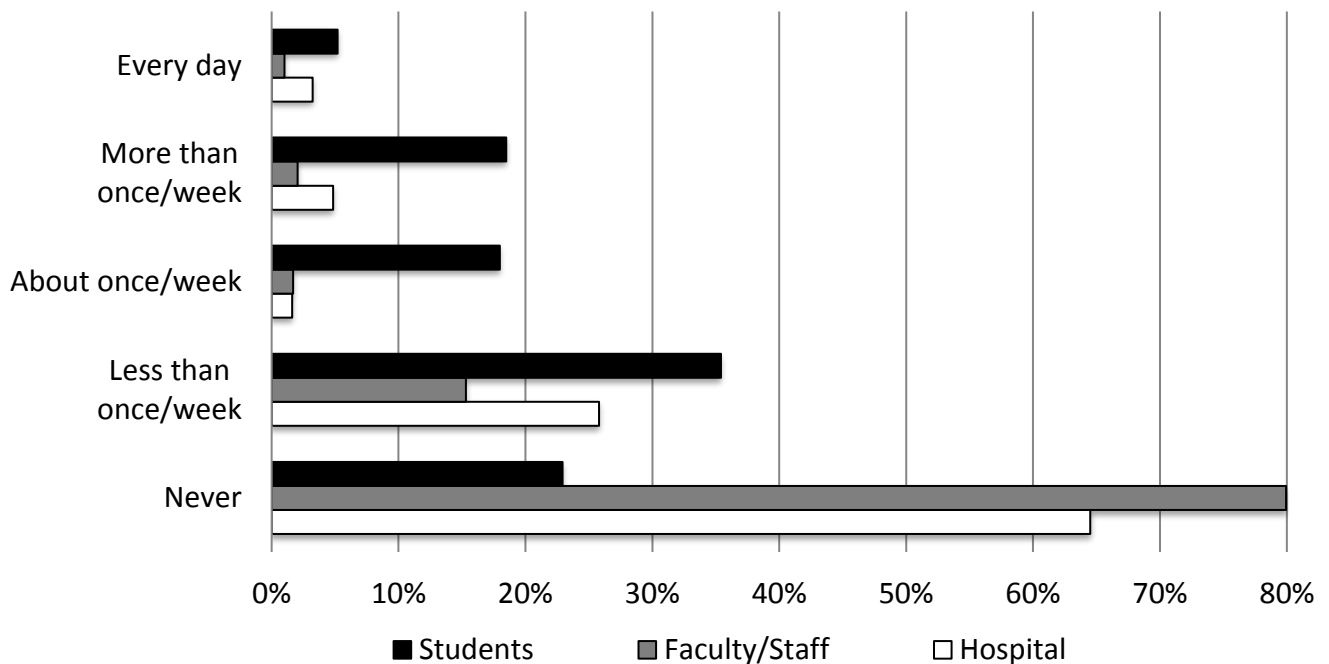
How often, if ever, do you ride the campus bus (Routes 80, 81, 82, 84)?

Figure 12: Frequency Riding the Campus Bus



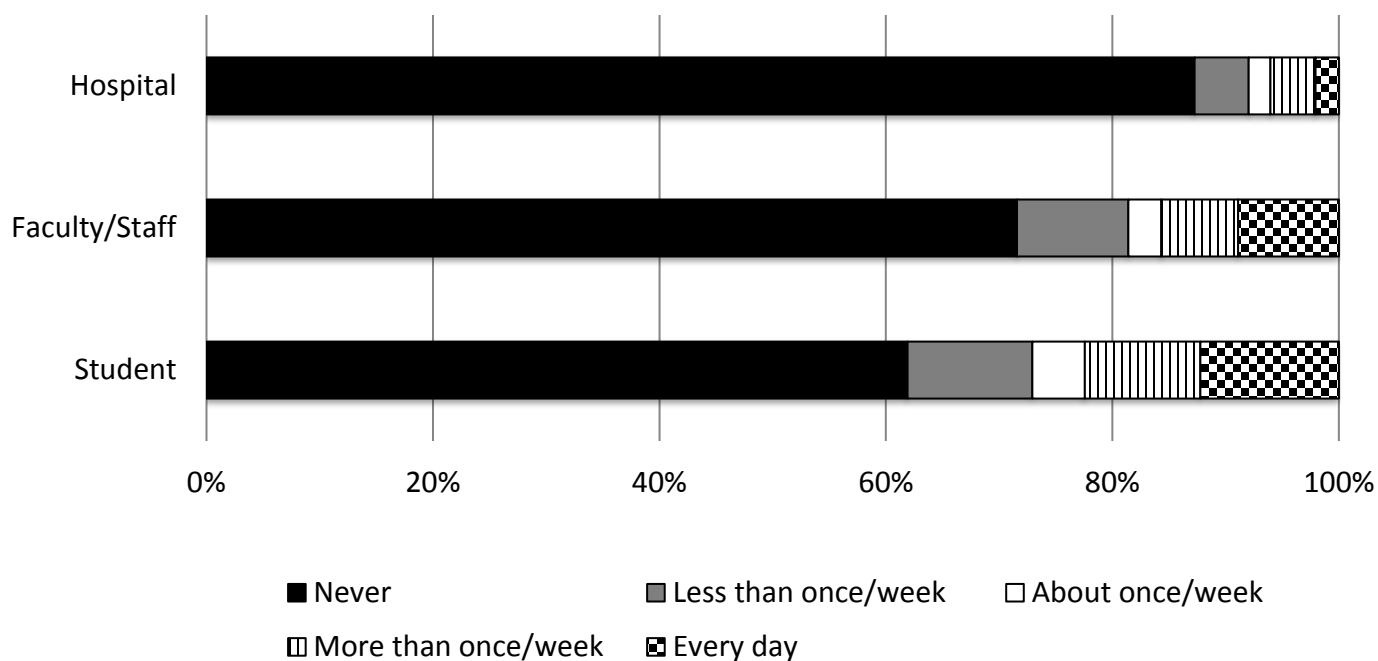
How often, if ever, do you ride the campus bus AT NIGHT (Routes 80, 81, 82)?

Figure 13: Frequency Riding the Campus Bus at Night



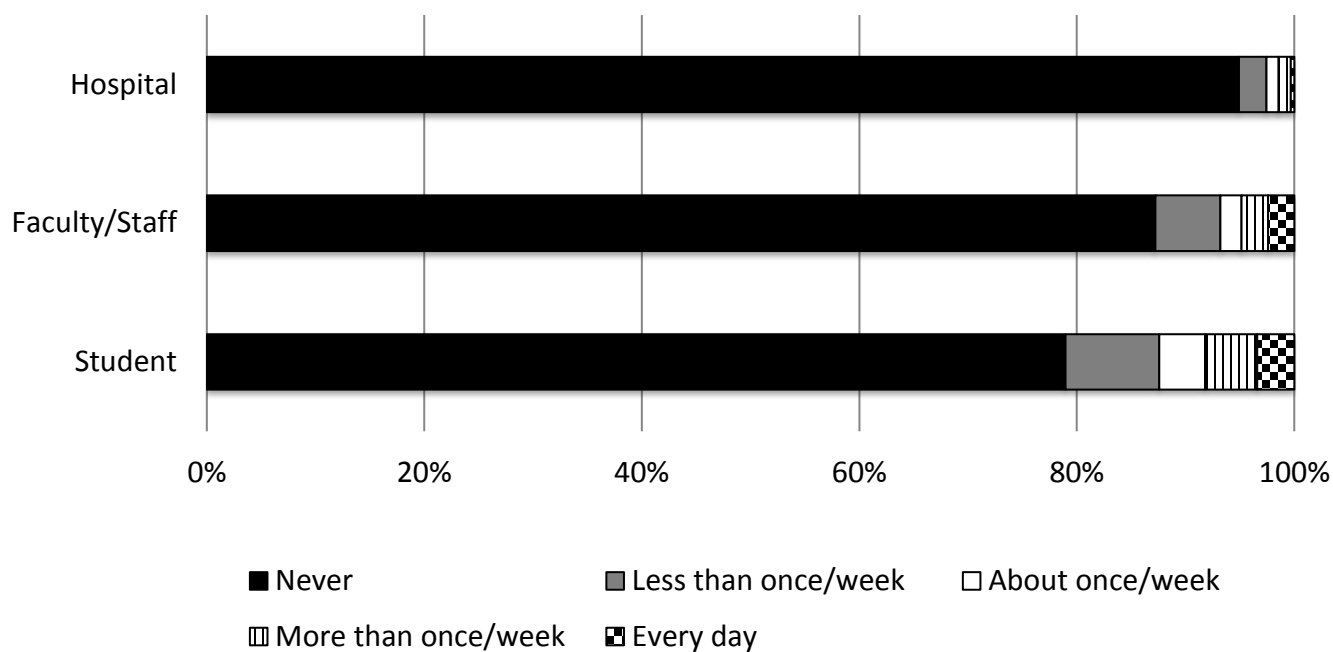
How often, if ever, do you bicycle to campus in GOOD WEATHER?

Figure 14: Bicycle to Campus (Good Weather)



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

Figure 15: Bicycle to Campus (Bad Weather)

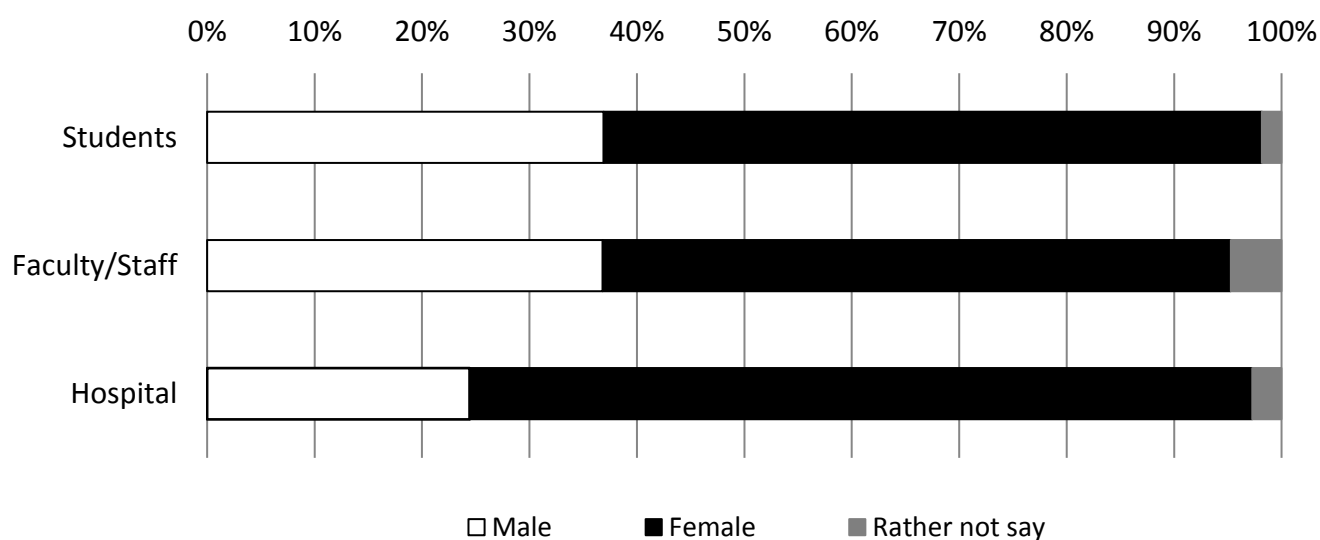


What is your sex?

Table 6: Survey Respondents by Sex

	Male		Female		Rather not say		Total
Students	183	36.90%	304	61.29%	9	1.81%	496
Faculty/Staff	226	36.81%	359	58.47%	29	4.72%	614
Hospital	152	24.44%	453	72.83%	17	2.73%	622
Total	561	32.4%	1,116	64.4%	55	3.2%	1,732

Figure 16: Survey Respondents by Sex



B. CROSS-TABBED RESULTS

Selected cross-tabbed tables are presented below.

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

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

		Less than 1 mile	1 to 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	75%	27%	3%	0%	0%	0%
	Bicycle	15%	34%	37%	5%	1%	0%
	Moped	0%	0%	1%	1%	1%	0%
	Motorcycle	0%	0%	1%	2%	1%	0%
	Drive alone in a car, truck, or van	5%	11%	27%	61%	73%	81%
	Private commuter bus (i.e. intercity bus service)	0%	3%	0%	2%	2%	0%
	Someone drops me off (not carpool)	0%	0%	1%	0%	3%	0%
	Carpool member	0%	0%	0%	5%	6%	10%
	State vanpool member	0%	0%	1%	0%	1%	4%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	5%	20%	28%	20%	10%	3%
	Campus Bus (Route 80, 81, 82, 84)	0%	0%	1%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	3%	0%	2%	0%	0%
	Other	0%	3%	1%	3%	3%	1%
	Telecommute (i.e. work remotely)	0%	0%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%

This table should be interpreted as: 75% of faculty/staff who live less than one mile from campus walk to work during good weather.

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

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	71%	35%	3%	2%	0%	0%
Bicycle	18%	22%	28%	4%	0%	14%
Moped	2%	8%	1%	2%	0%	0%
Motorcycle	0%	1%	1%	0%	0%	0%
Drive alone in a car, truck, or van	0%	0%	3%	27%	79%	86%
Private commuter bus (i.e. intercity bus service)	0%	0%	0%	2%	0%	0%
Someone drops me off (not carpool)	0%	1%	0%	10%	0%	0%
Carpool member	0%	0%	0%	0%	7%	0%
State vanpool member	0%	0%	0%	0%	0%	0%
Madison Metro city bus (NOT Route 80, 81, 82, 84)	2%	27%	54%	41%	14%	0%
Campus Bus (Route 80, 81, 82, 84)	5%	5%	7%	6%	0%	0%
Other public bus system (i.e. Monona Transit)	0%	1%	0%	2%	0%	0%
Other	1%	0%	1%	4%	0%	0%
Total	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 71% of students who live less than one mile from campus walk to campus during good weather.

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

Please answer the following questions for times that you travel to the UW Hospital 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 the hospital? Please select one.</i>						
Walk	78%	12%	1%	1%	0%	0%
Bicycle	11%	41%	14%	3%	1%	0%
Moped	0%	0%	1%	0%	0%	0%
Motorcycle	0%	0%	0%	1%	1%	0%
Drive alone in a car, truck, or van	0%	15%	50%	77%	80%	79%
Private commuter bus (i.e. intercity bus service)	0%	3%	4%	3%	7%	12%
Someone drops me off (not carpool)	0%	9%	5%	3%	2%	2%
Carpool member	0%	0%	3%	0%	3%	4%
State vanpool member	0%	0%	0%	0%	0%	1%
Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	18%	22%	10%	6%	1%
Campus Bus (Route 80, 81, 82, 84)	11%	3%	0%	0%	0%	0%
Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	0%	0%
Other	0%	0%	1%	2%	1%	2%
Telecommute (i.e. work remotely)	0%	0%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 78% of respondents that live less than one mile from the Hospital walk to work during good weather.

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

	<i>What is your household income?</i>									
	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 campus? Please select one.</i>										
Walk	33%	33%	5%	18%	10%	6%	0%	3%	5%	3%
Bicycle	0%	0%	19%	8%	13%	3%	20%	14%	17%	17%
Moped	0%	0%	5%	0%	0%	0%	0%	0%	0%	2%
Motorcycle	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Drive alone in a car, truck, or van	33%	67%	19%	31%	52%	38%	54%	60%	55%	50%
Private commuter bus (i.e. intercity bus service)	0%	0%	0%	6%	2%	3%	0%	0%	0%	0%
Someone drops me off (not carpool)	0%	0%	0%	2%	0%	6%	0%	0%	1%	1%
Carpool member	0%	0%	0%	2%	0%	3%	0%	9%	5%	5%
State vanpool member	0%	0%	0%	0%	2%	3%	0%	0%	1%	0%
Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	0%	52%	33%	21%	35%	26%	14%	10%	16%
Campus Bus (Route 80, 81, 82, 84)	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
Other public bus system (i.e. Monona Transit)	33%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	3%	5%
Telecommute (i.e. work remotely)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 33% of respondents with incomes between \$15,000-\$24,999 walk to campus during good weather.

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

		<i>Where do you currently live?</i>		
		Eagle Heights / University Houses	University residence hall	Other
<i>During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.</i>	Walk	18%	76%	37%
	Bicycle	29%	15%	19%
	Moped	6%	1%	4%
	Motorcycle	0%	0%	1%
	Drive alone in a car, truck, or van	0%	0%	8%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%
	Someone drops me off (not carpool)	0%	0%	2%
	Carpool member	0%	0%	0%
	State vanpool member	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	0%	1%	25%
	Campus Bus (Route 80, 81, 82, 84)	47%	7%	3%
	Other public bus system (i.e. Monona Transit)	0%	0%	1%
	Other	0%	0%	1%
Total		100%	100%	100%

This table should be interpreted as: 47% of respondents who live at Eagle Heights / University Houses take the campus bus to campus during good weather.

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

During GOOD WEATHER, what is your most frequent way of traveling to campus? Please select one.	What is your student status?							
		Freshman	Sophomore	Junior	Senior	Graduate	Professional	Special/Guest
	Walk	74%	59%	55%	46%	18%	30%	16%
	Bicycle	15%	20%	12%	22%	21%	4%	42%
	Moped	1%	5%	9%	4%	2%	0%	5%
	Motorcycle	0%	2%	0%	2%	0%	0%	0%
	Drive alone in a car, truck, or van	0%	2%	9%	3%	9%	13%	11%
	Private commuter bus (i.e. intercity bus service)	0%	0%	0%	0%	1%	0%	0%
	Someone drops me off (not carpool)	0%	0%	0%	1%	1%	13%	0%
	Carpool member	0%	0%	0%	0%	1%	0%	0%
	State vanpool member	0%	0%	0%	0%	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	1%	8%	12%	15%	38%	30%	21%
	Campus Bus (Route 80, 81, 82, 84)	8%	2%	1%	5%	6%	9%	5%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	2%	0%	0%
Other	0%	2%	0%	0%	1%	0%	0%	
	Total	100%	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 74% of freshman respondents indicated their most frequent way of traveling to campus was walking during good weather.

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

		<i>What is your household income?</i>									<i>I would rather not say</i>
		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>During GOOD WEATHER, what is your most frequent way of traveling to the hospital? Please select one.</i>	Walk	0%	0%	5%	0%	0%	11%	0%	0%	2%	3%
	Bicycle	11%	17%	5%	0%	3%	8%	3%	3%	6%	7%
	Moped	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
	Motorcycle	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%
	Drive alone in a car, truck, or van	56%	50%	54%	66%	51%	57%	53%	83%	77%	71%
	Private commuter bus (i.e. intercity bus service)	0%	0%	5%	16%	14%	11%	6%	0%	5%	5%
	Someone drops me off (not carpool)	0%	8%	3%	0%	9%	0%	3%	3%	3%	5%
	Carpool member	0%	0%	3%	0%	3%	0%	3%	0%	2%	3%
	State vanpool member	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
	Madison Metro city bus (NOT Route 80, 81, 82, 84)	33%	17%	19%	18%	17%	11%	31%	6%	4%	4%
	Campus Bus (Route 80, 81, 82, 84)	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%
	Other public bus system (i.e. Monona Transit)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Other	0%	0%	0%	0%	0%	3%	0%	6%	1%	3%
	Telecommute (i.e. work remotely)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

This table should be interpreted as: 56% of respondents with incomes below \$15,000 reported driving to the hospital during good weather.

C. SUMMARY OF COMMENTS

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

Table 14: Summary of Comments by Group

	Total Comments
Students	76
Faculty/Staff	171
Hospital	197
Total	444

IV. TRANSPORTATION TRENDS

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

A. LONG-TERM TRENDS

Figure 17: Trends: Faculty/Staff Good Weather Mode

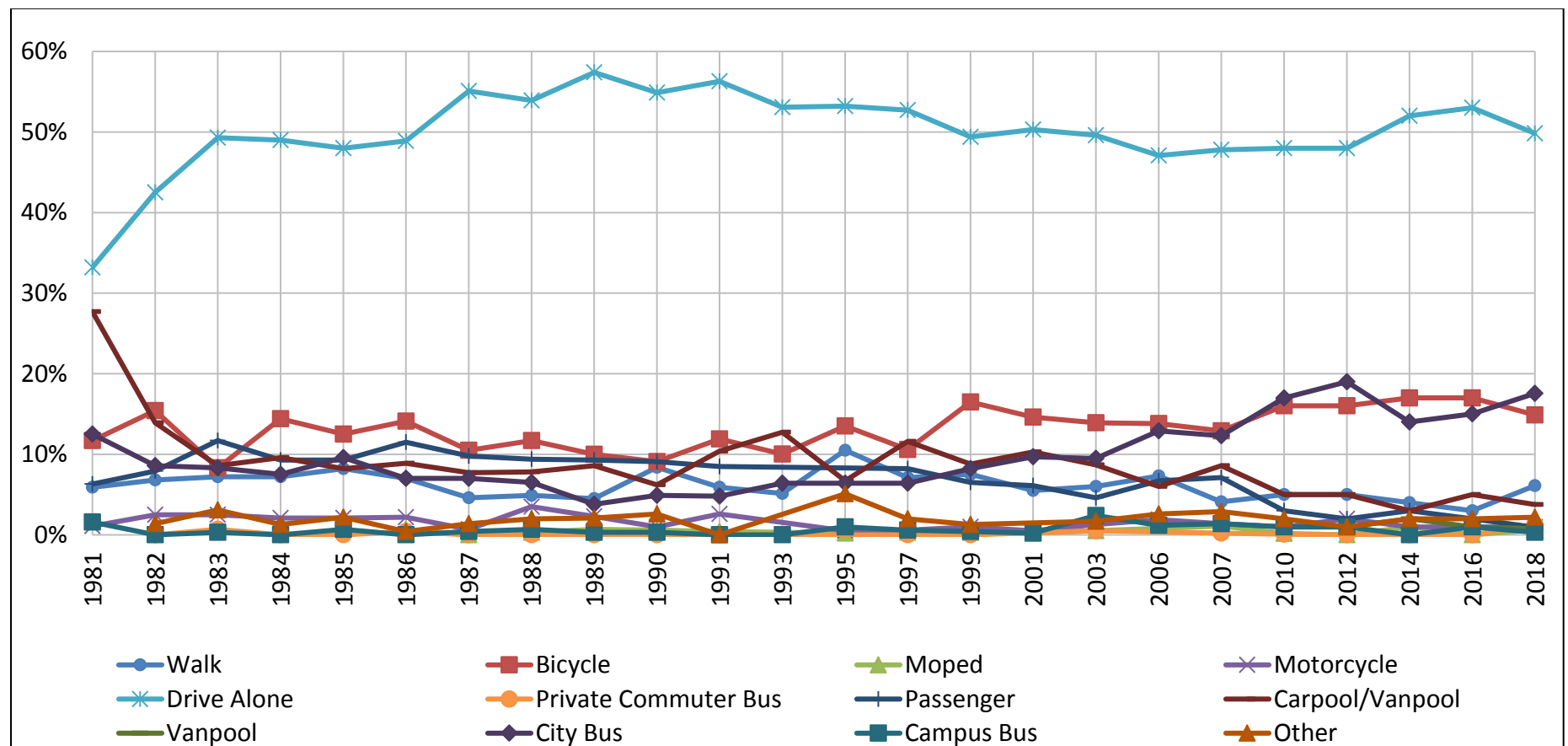
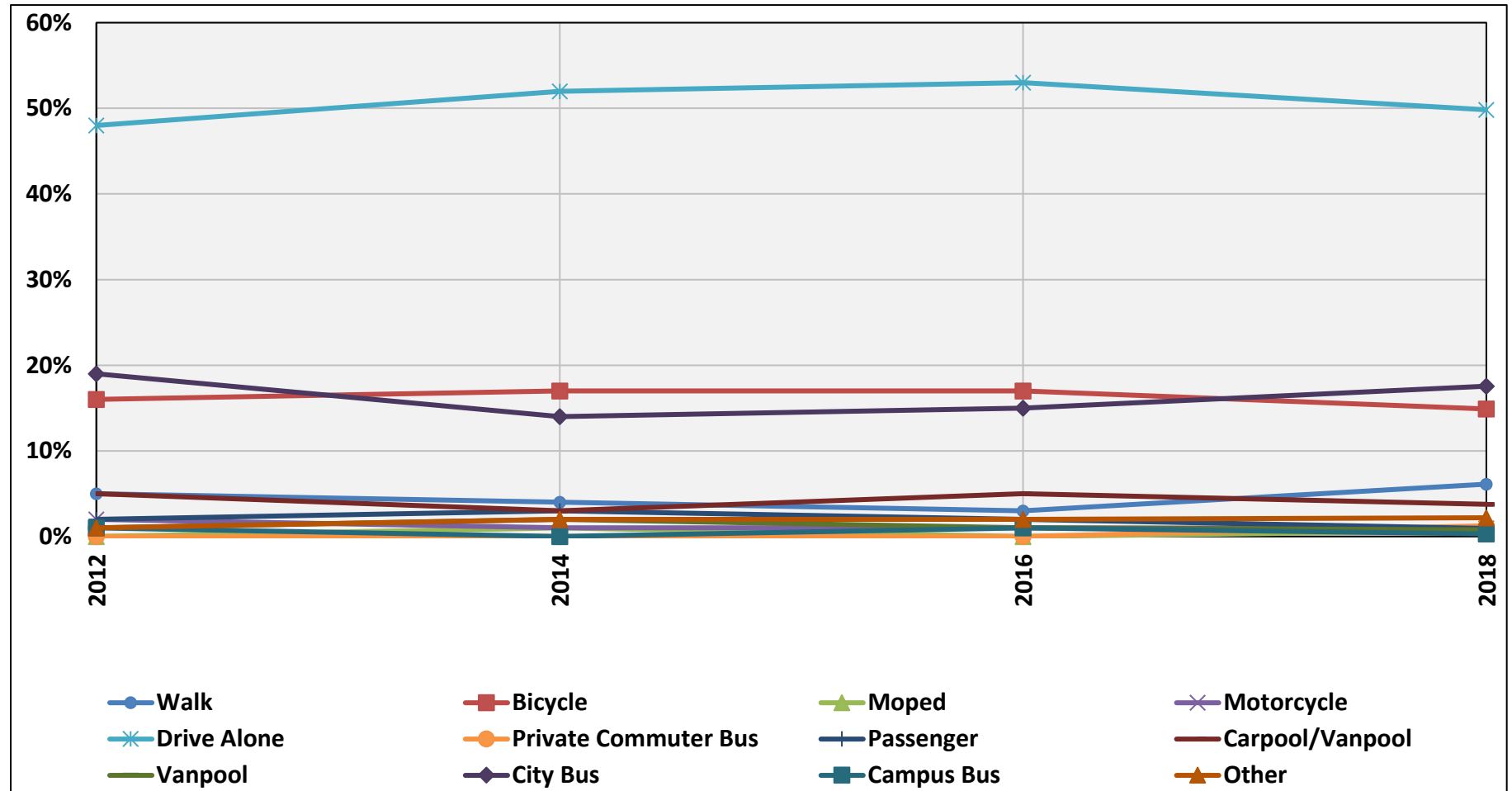
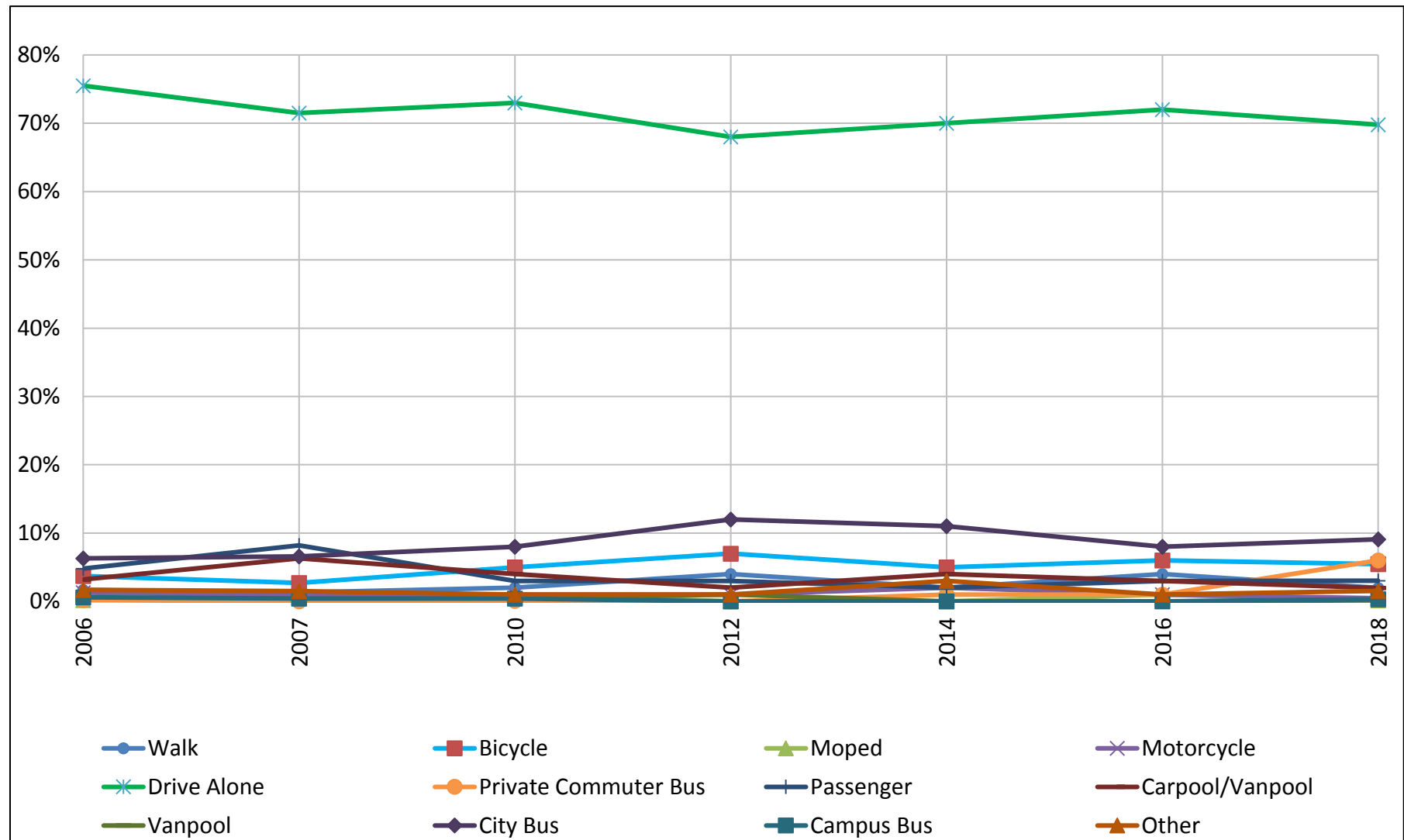


Figure 18: Trends: Faculty/Staff Good Weather Mode (2010-2018)*



*Figure 18 utilizes the same data as Figure 17, but is a snapshot of the mode trends only from 2010-2018.

Figure 19: Trends: Hospital Good Weather Mode*



*Figure 19 spans only from the years 2006-2018 because UW-Madison TS did not survey the hospital before the year 2006.

Figure 20: Trends: Student Good Weather Mode

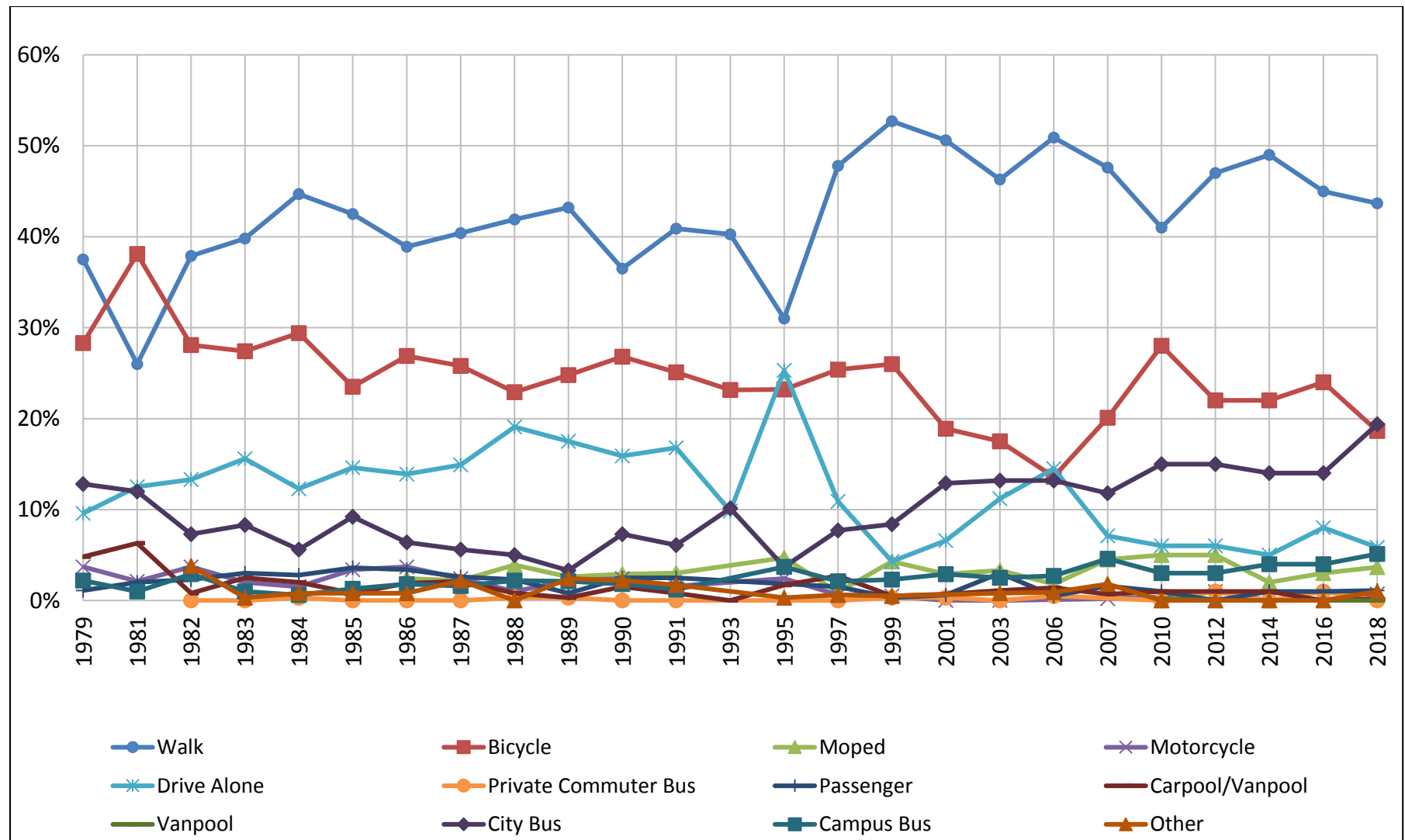
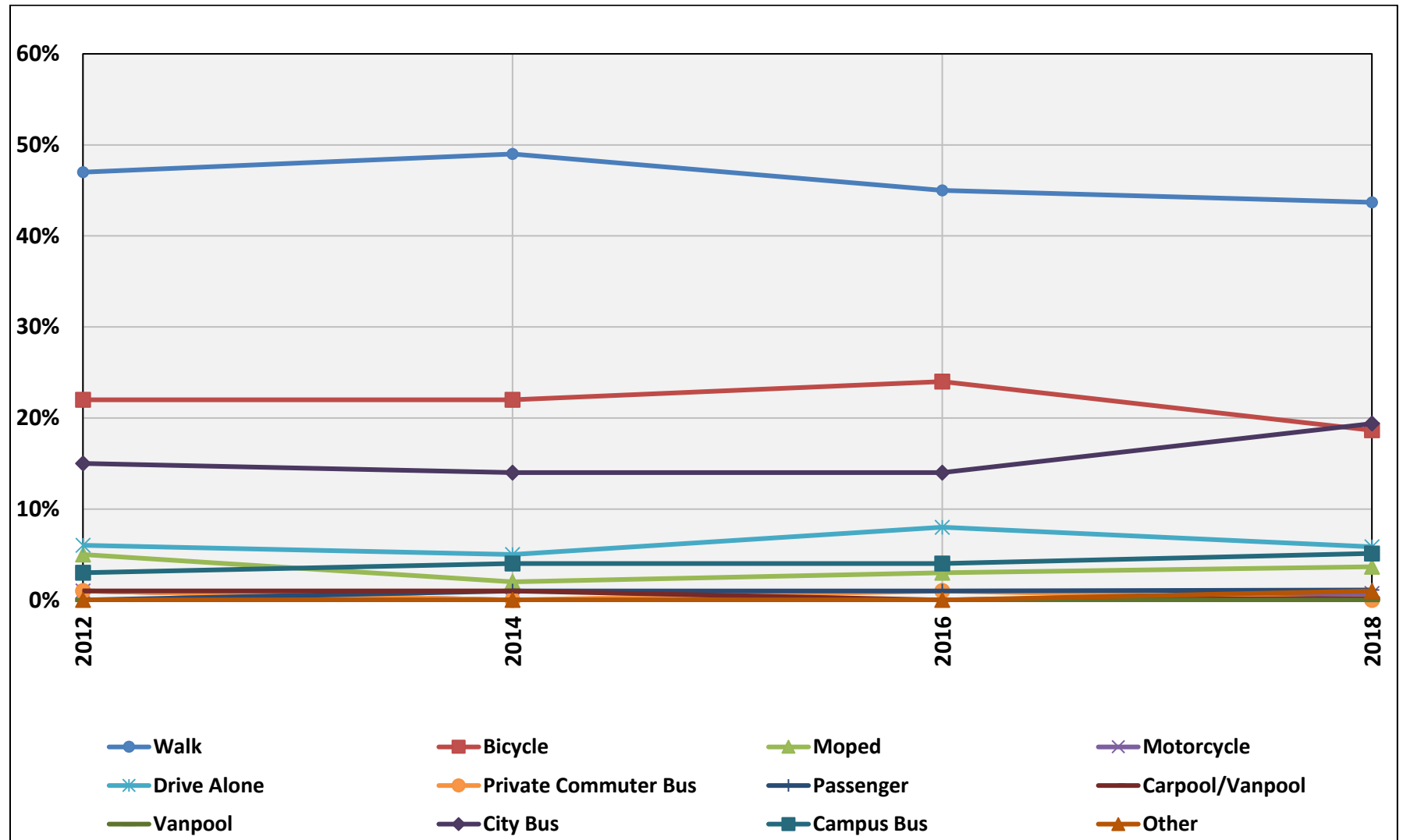


Figure 21: Trends: Student Good Weather Mode (2010-2018)*



*Figure 21 utilizes the same data as Figure 20, but is a snapshot of the mode trends only from 2010-2018.

Figure 22: Trends: Faculty/Staff One-way Commute Distance

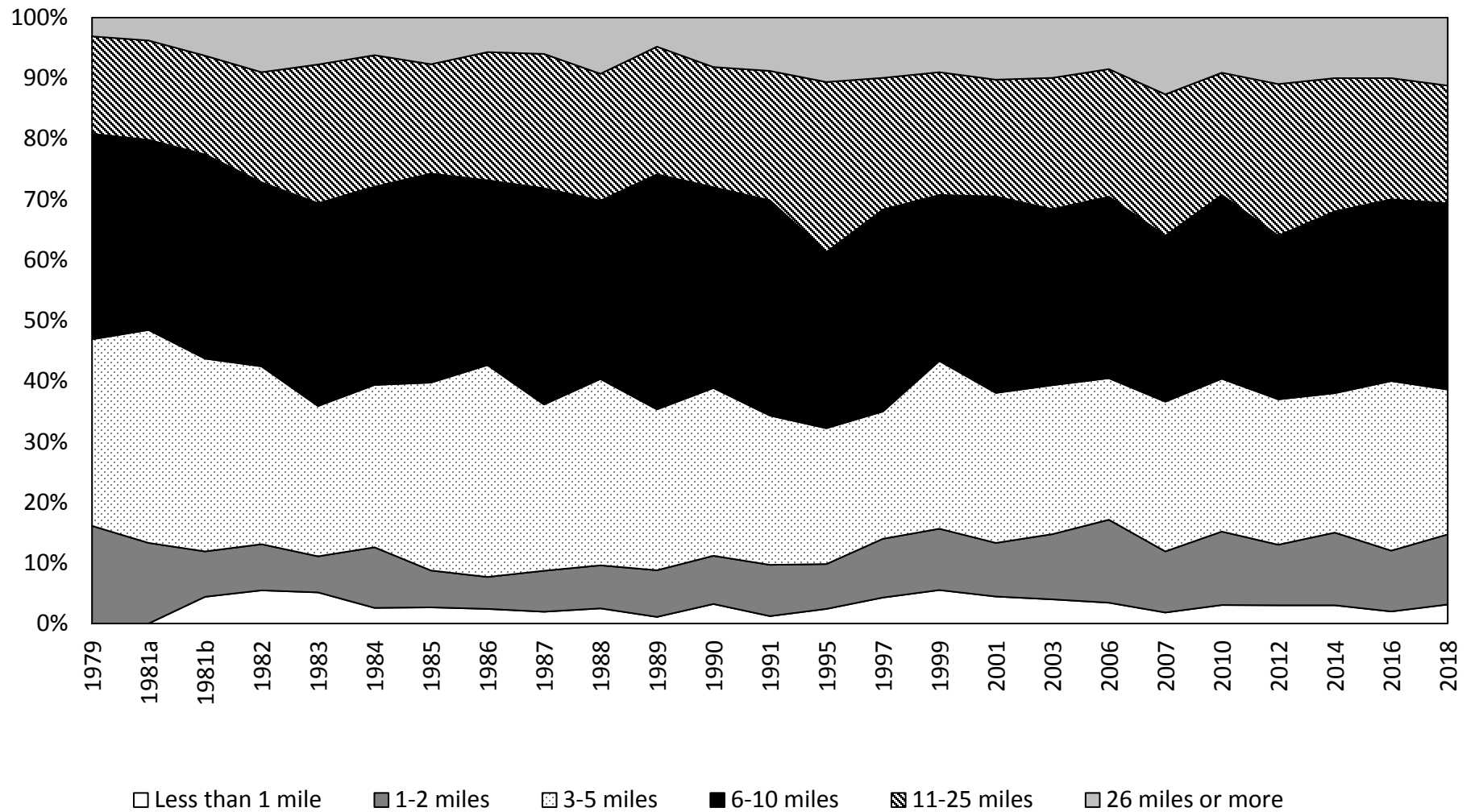


Figure 23: Trends: Students One-way Commute Distance

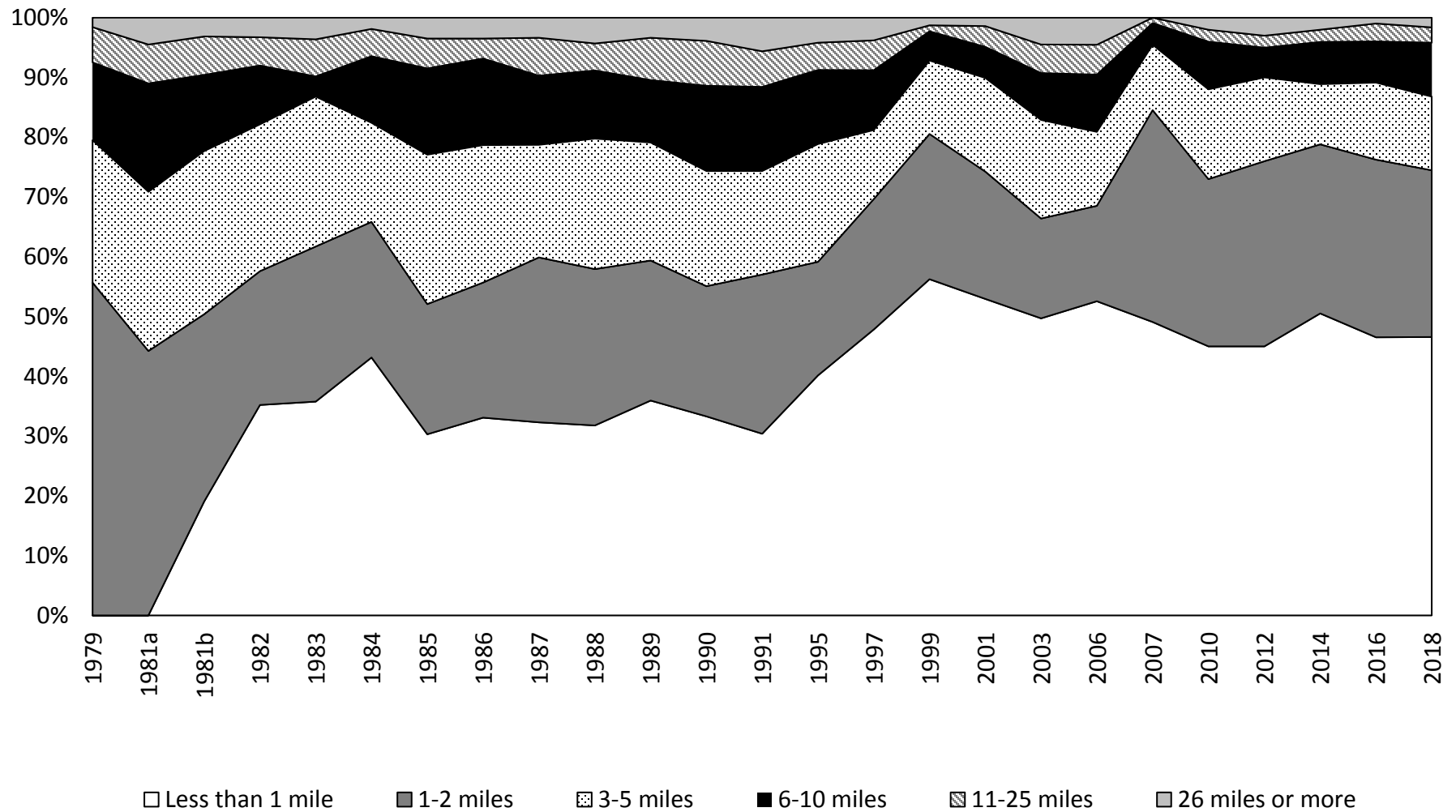


Figure 24: Trends: Hospital One-way Commute Distance

