2019 University of Arkansas Transportation Survey
Background
Background

- The University of Arkansas Sustainability Department released an online survey to the campus through Sightlines assessing how all constituent groups get to campus and their satisfaction.

- We focus on five key areas of analysis:
  - Total trips to campus
  - What is the primary mode of getting to campus
  - Satisfaction levels with current transportation
  - Changes over the last five years in Mode-Share
  - User feedback
Sustainability Importance on Campus

How important is it that the University of Arkansas reduces its carbon footprint/impact on the environment?

- Extremely Important: 41%
- Very Important: 35%
- Neutral: 18%
- Unimportant: 4%
- Very Unimportant: 2%
UA Affiliate Groups
## Demographics of Survey Respondents

![Pie Chart: Respondent Type]

- **Faculty Member**: 3% (1,401 respondents)
- **Students**: 4% (27,778 respondents)
- **Staff Member**: 6% (3,372 respondents)

<table>
<thead>
<tr>
<th>UA Affiliate Group</th>
<th>Total Population</th>
<th>Number of Responses</th>
<th>Percentage of Campus Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Member</td>
<td>1,401</td>
<td>41</td>
<td>3%</td>
</tr>
<tr>
<td>Students</td>
<td>27,778</td>
<td>1,101</td>
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<td>217</td>
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</tbody>
</table>

*Slide includes data from all survey responses*
How People Get To Campus
How Are People Getting To Campus

Analyzing total trips to campus

- Drive Alone: 45%
- Bus: 19%
- Walk: 17%
- Bicycle: 4%
- Electric Scooter: 1%
- Motorcycle and Gas Scooter: 2%
- Apartment Shuttle: 4%
- Carpool or Dropped Off: 8%
Primary Modes of Transportation
How Are People Getting To Campus

Analyzing primary methods of travel vs. total trips to campus

**Total Trips to Campus**

- Drive Alone: 45%
- Walk: 17%
- Bus: 19%
- Electric Scooter: 1%
- Bicycle: 4%
- Apartment Shuttle: 4%
- Carpool or dropped off: 8%
- Motorcycle and Gas Scooter: 2%

**Primary Mode of Transportation**

- Drive Alone: 35%
- Walk: 15%
- Electric Scooter: 3%
- Bus: 17%
- Apartment Shuttle: 8%
- Motorcycle and Gas Scooter: 6%
- Carpool or dropped off: 9%
- Bicycle: 7%
Primary Mode of Transportation By Gender

Analyzing the most popular means of transportation by gender

Most Popular Means of Transportation

- Drive Alone
- Carpool or Dropped Off
- Motorcycle and Gas Scooter
- Bus
- Apartment Shuttle
- Electric Scooter
- Bicycle
- Walk

Male

Female
Satisfaction Among UA Commuters
Transportation Satisfaction

How satisfied are you with your transportation options when reaching the University?

Overall Transportation Satisfaction

- Highly satisfied: 20%
- Somewhat satisfied: 45%
- Neither satisfied nor dissatisfied: 16%
- Somewhat unsatisfied: 14%
- Highly dissatisfied: 5%
Satisfaction By Gender

How satisfied are you with your transportation options when reaching the University?

**Satisfaction By Gender**

Female

Male

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Bike Sharing Adoption
Bike Share Adoption

Have you Used the Bike Sharing Program on Campus?

- Yes: 21%
- No: 79%

2015 Razorbike Survey: Do you Use the Razorbike Service on Campus?

- Yes: 1.00%
- No: 99%
Bike Share Adoption by Primary Mode

Have you Used the Bike Sharing Program on Campus?

Primary Mode of Transportation:
- Biking
- Apartment Shuttle
- Walking
- Motorcycle
- Scooter
- Bus
- Carpool
- Driving

Primary Mode of Transportation:
- Yes
- No

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User Feedback
What would you do to improve transportation at UA? (Choose all that apply)

- Parking: 73.61%
- Alternate Transportation (Bus routes, Bike Trails, Sidewalks): 87.10%
Ways to Improve Transportation By Affiliate Group

Improving Transportation By Affiliate Group

- Faculty Member
- Staff Member
- Off Campus Student
- On-Campus Student

Parking
Alternate Transportation (Bus routes, Bike Trails, Sidewalks)
Targeted Rationale Behind Driving

For a year and a half I was commuting by being dropped off in the morning and taking the bus home. However, the bus time tables are inconvenient for staff—who work until 5:00—and unreliable. My bus line was actually more convenient in the summer, when it picked up at the Bus Depot (at the Union) than during the school year, when I needed to walk 12 minutes from my office building to the nearest bus stop (for my line). In terms of bicycling, I’ve biked to campus once. There is no good way to get to campus safely via bike (and it’s uphill). I definitely support the Maple Street cycletrack that is being proposed.

I do walk or bike on the Greenway, until approaching campus, since there’s not a good link.

Too far to walk with mostly no sidewalks & too many health problems to ride a bike anymore.

There is no bus route convenient to my home; The bike route is unsafe and terrifying.

I would use mass transit if I didn’t have to pay for a yearly parking pass

Too far to use any other transportation.

I have a Harmon garage pass. For the price of that I better make use of driving to it.

I actually use a combination of driving and alternative . . .

Taking my car when I need it is faster and I have gotten stuck on campus at night when my bus isn’t running which meant I had to walk which isn’t super safe for a woman.

My home is too far away to bike/walk, and I don’t feel like I can always trust the Razorback transit buses to be on time or to show up.
Ways to Improve Transit

How can the University of Arkansas Improve its Transit?

- Increased frequency: 40%
- More bus stop locations: 36%
- Improved stop amenities (shelters, benches, bike parking, signage, maps etc.): 24%
Targeted Suggestions To Improve Transportation

Design and put some seats in bus stops to provide a suitable environment for students, especially when they are waiting for the bus. Also, simple kind of roofs in there would be so helpful during rainy days.

It can be difficult to find a ‘smooth’ way across campus when I’m riding my bike. I’ve had to carry it down a flight of stairs before to get to the HPER from the other side of campus. Perhaps a trail through campus? Which is similar to a sidewalk but a more direct route?

Parking is always an issue. I am appalled that staff and faculty pay for their parking. I have never worked at a place where employees were expected to do so.

An app that actually shows real-time arrivals and departures!

Parking is too expensive. There should be a discount if you carpool.

Smaller, more frequent buses along each route.

In the end, paying $17/month for a staff parking permit was easier and more cost efficient than taking the bus, which I had been doing for a year and a half.

Parking passes should cost a lot more; it’s the only way to get people to change their behavior. We could scale it for staff ... housing is cheaper in West Fork, and their salaries are terrible. But faculty members and students from the suburbs of Dallas should be on their feet, on a bike, on a bus ... or paying thousands of dollars to park a machine, because that’s the actual long-term cost of accommodating one car per person.

Bike connectivity!!!!!!
Key Takeaways
• Overall we found that 76% of people that were surveyed responded that it was either extremely important or very important to reduce their carbon footprint.

• Within the sample we observe that about 45% of people commute to campus by car, among those most likely to drive are staff and commuter students.
• 65% of people surveyed were either highly satisfied or somewhat satisfied with transportation options on campus

• Targeted suggestions for transportation improvement included:
  • Creating a smartphone application to track the bus and apartment shuttles
  • Increasing access to the safe-ride service
  • Increasing the amount of bike lanes on campus
  • Improving bus stop amenities
  • Encouraging car-pooling amongst drivers
  • Partnership with e-scooter providers
Appendix
Visitors Responses
How Do Visitors Get to Campus?

Analyzing total trips to campus by visitors

- Drive Alone: 66%
- Carpool or dropped off: 11%
- Motorcycle and Gas Scooter: 1%
- Bus: 6%
- Apartment Shuttle: 1%
- Electric Scooter: 0%
- Walk: 10%
- Bicycle: 5%
- Electric Scooter: 0%
- Walk: 10%
Primary Mode of Transportation for Visitors

Analyzing primary mode of transportation for visitors

Primary Mode of Transit - Visitors

- Drive Alone: 20%
- Carpool: 13%
- Motorcycle and Gas Scooter: 10%
- Bus: 9%
- Apartment Shuttle: 11%
- Scooter: 9%
- Bike: 14%
- Walk: 12%

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Visitor Transportation Satisfaction

How satisfied are you with your transportation options when reaching the University?

- Highly satisfied: 21%
- Somewhat satisfied: 46%
- Neither satisfied nor dissatisfied: 4%
- Somewhat dissatisfied: 21%
- Highly dissatisfied: 8%

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