

2019 University of Arkansas Transportation Survey



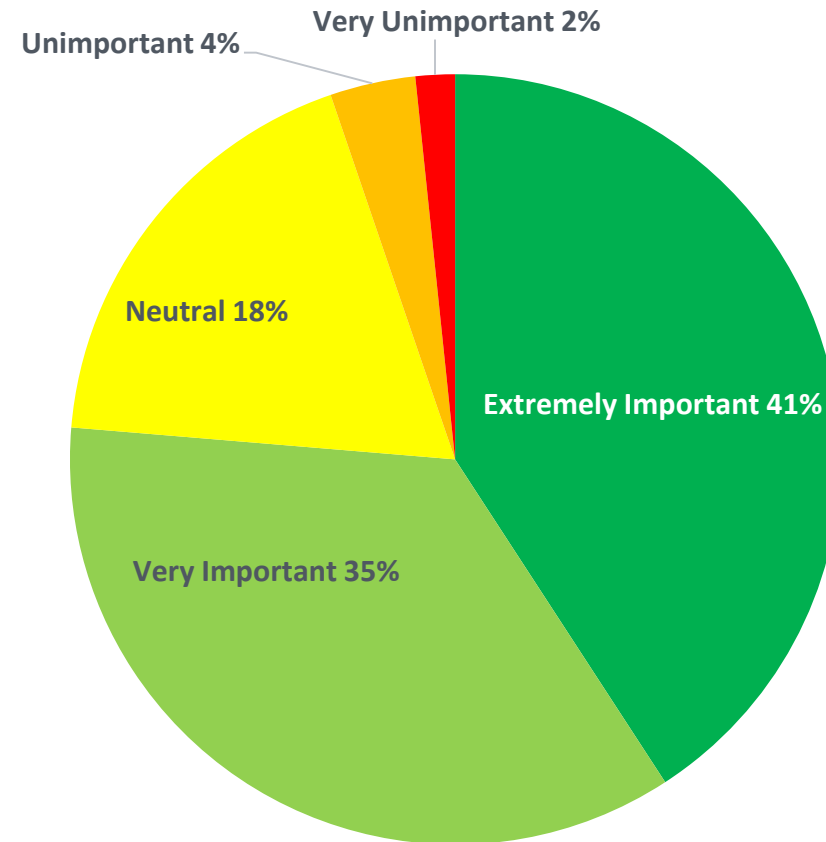
Background



- 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?

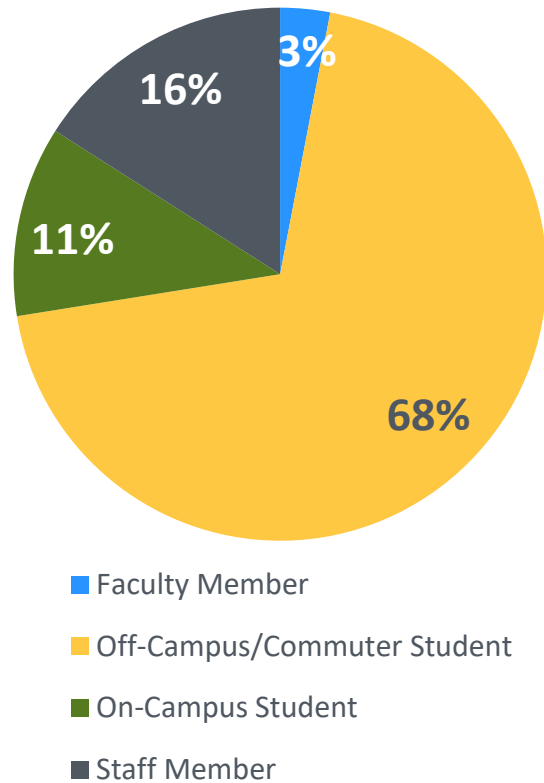


UA Affiliate Groups



Demographics of Survey Respondents

Respondent Type



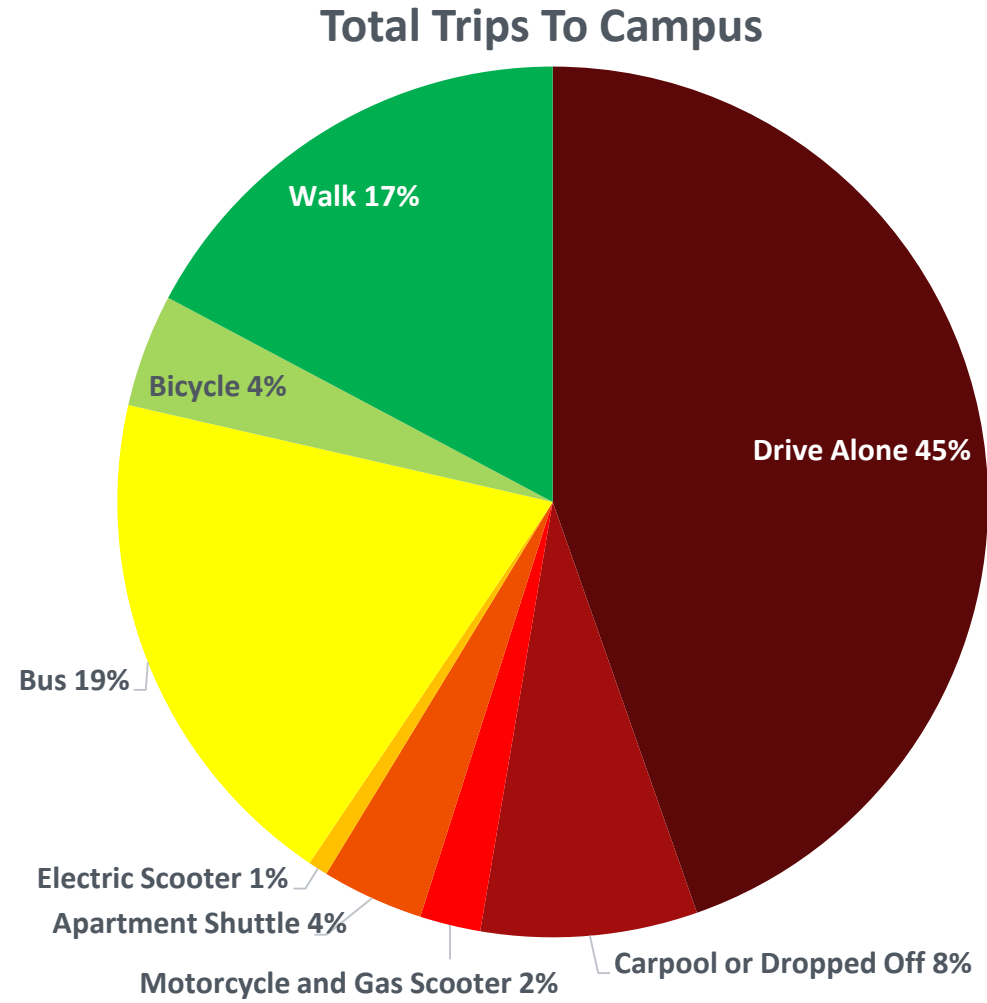
UA Affiliate Group	Total Population	Number of Responses	Percentage of Campus Population
Faculty Member	1,401	41	3%
Students	27,778	1101	4%
Staff Member	3372	217	6%

How People Get To Campus



How Are People Getting To Campus

Analyzing total trips to campus



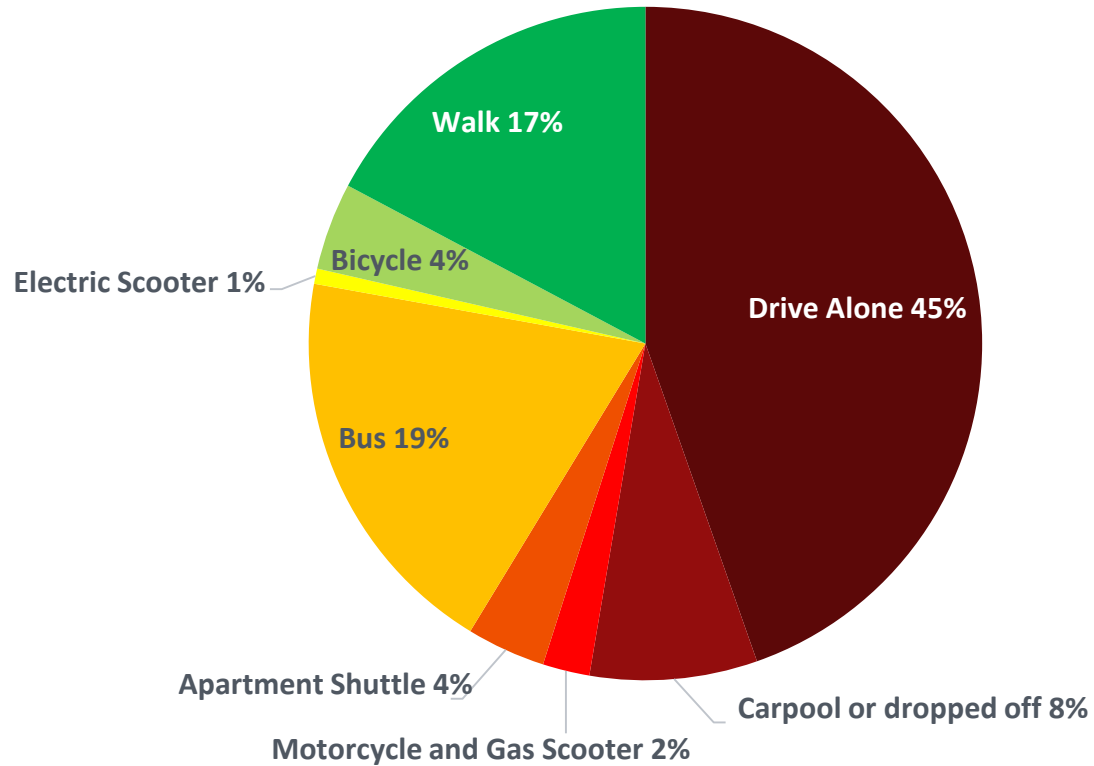
Primary Modes of Transportation



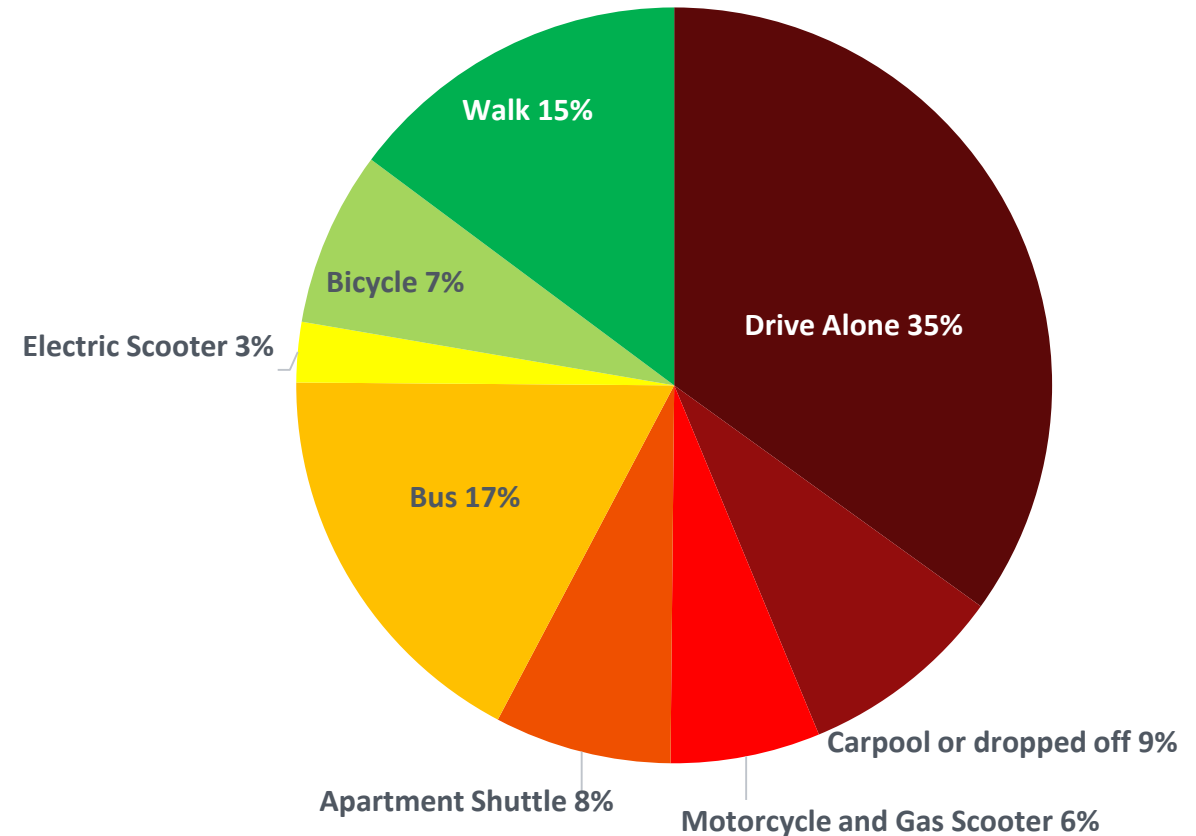
How Are People Getting To Campus

Analyzing primary methods of travel vs. total trips to campus

Total Trips to Campus



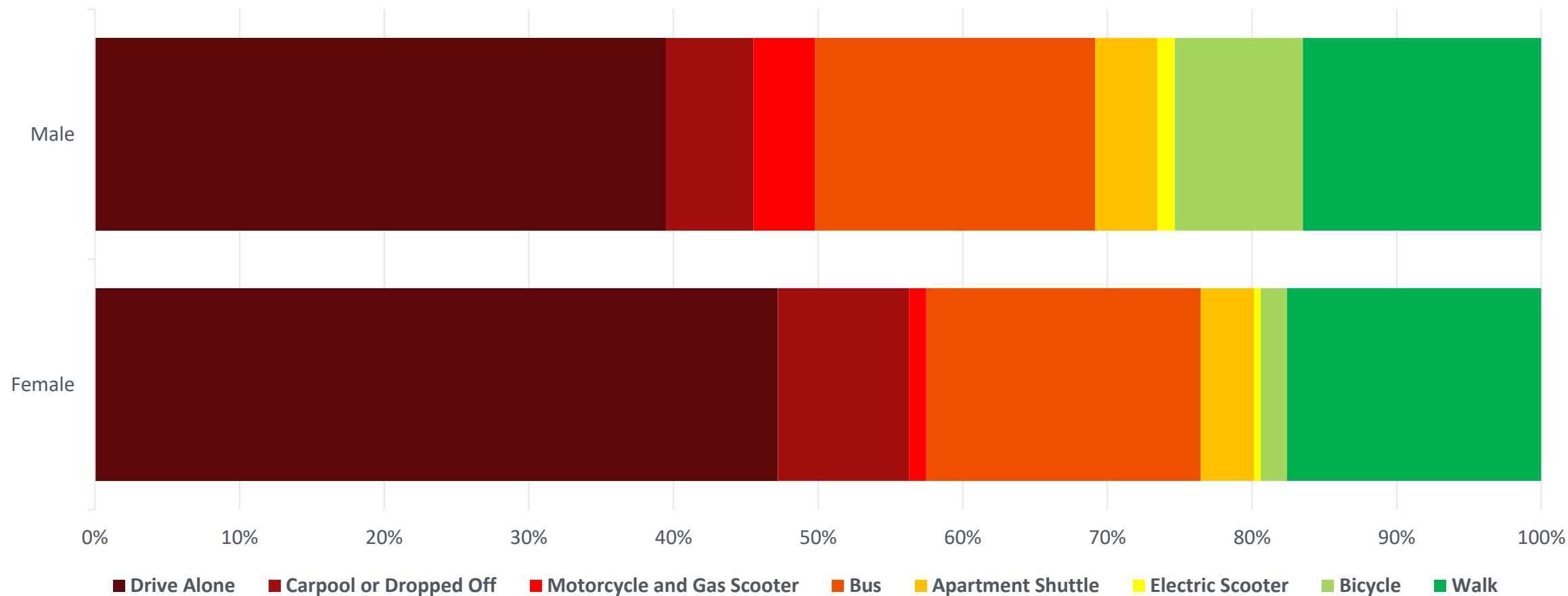
Primary Mode of Transportation



Primary Mode of Transportation By Gender

Analyzing the most popular means of transportation by gender

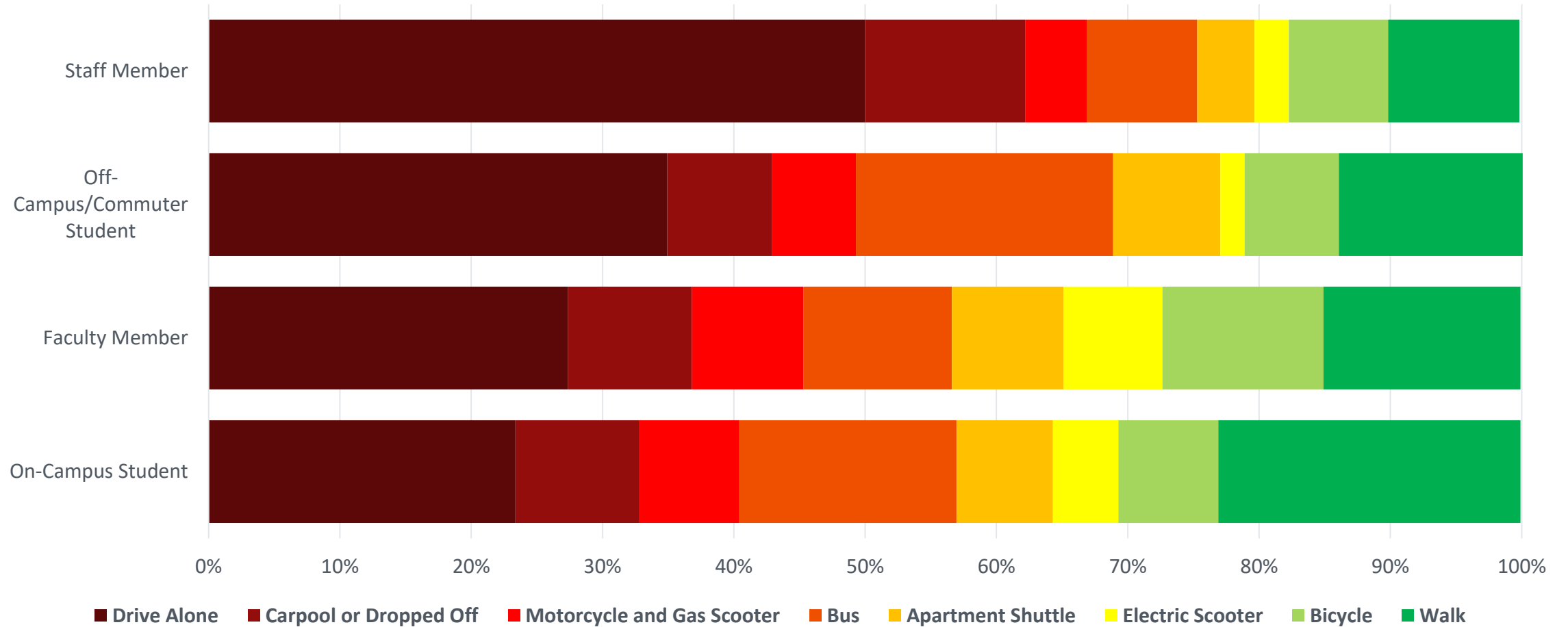
Most Popular Means of Transportation



Primary Mode of Transportation by Affiliate Group



Primary Mode of Transportation



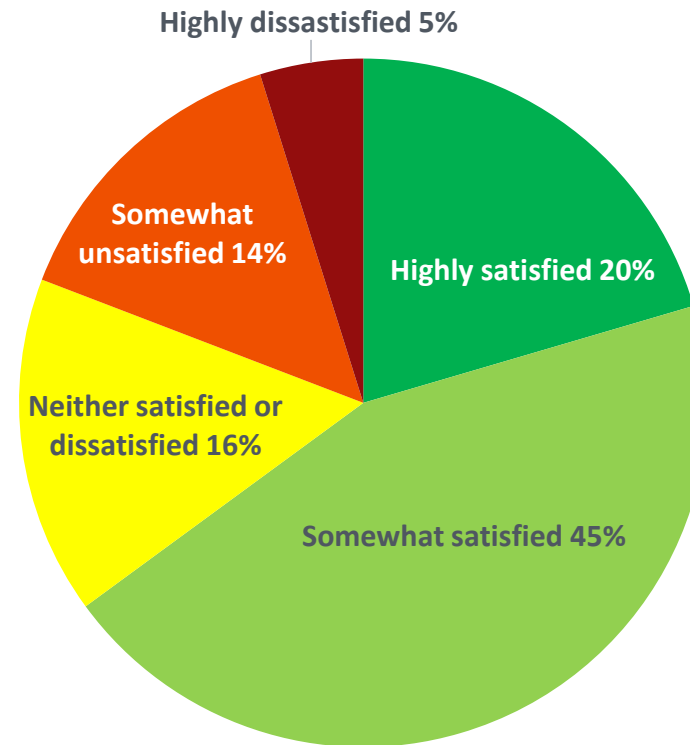
Satisfaction Among UA Commuters



Transportation Satisfaction

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

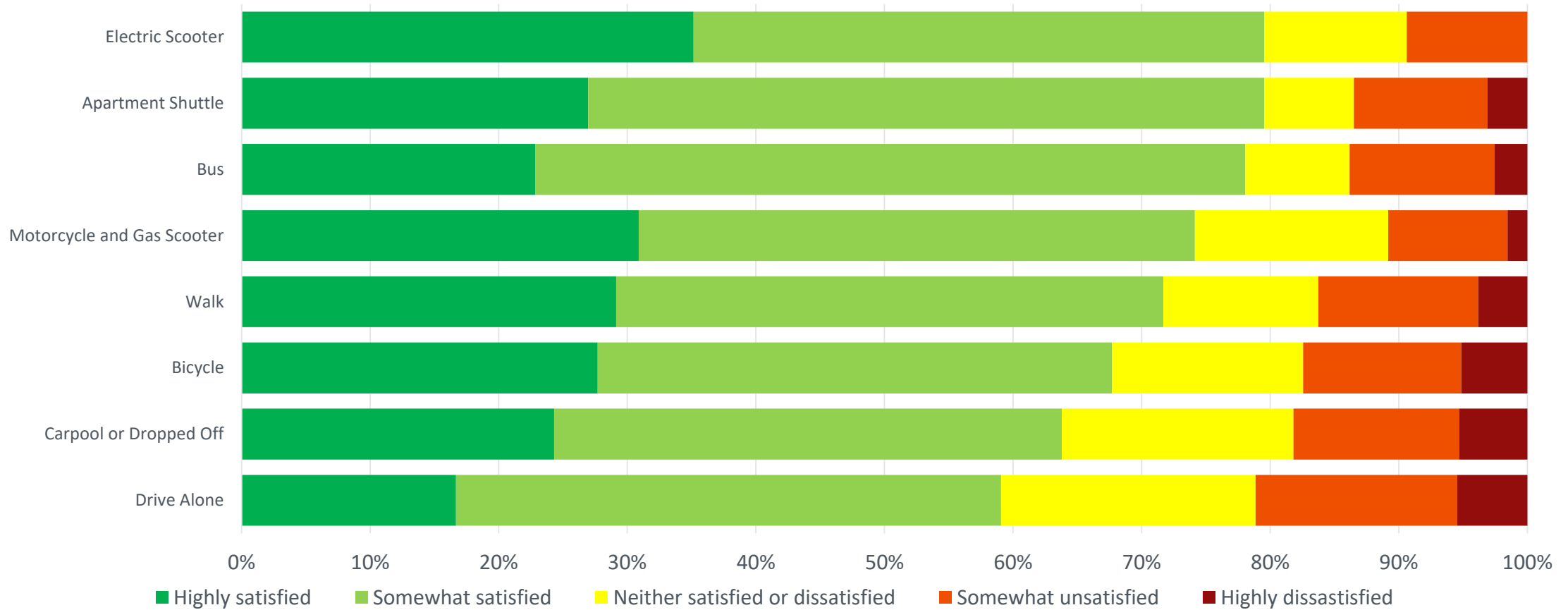
Overall Transportation Satisfaction



Satisfaction by Primary Mode of Transportation



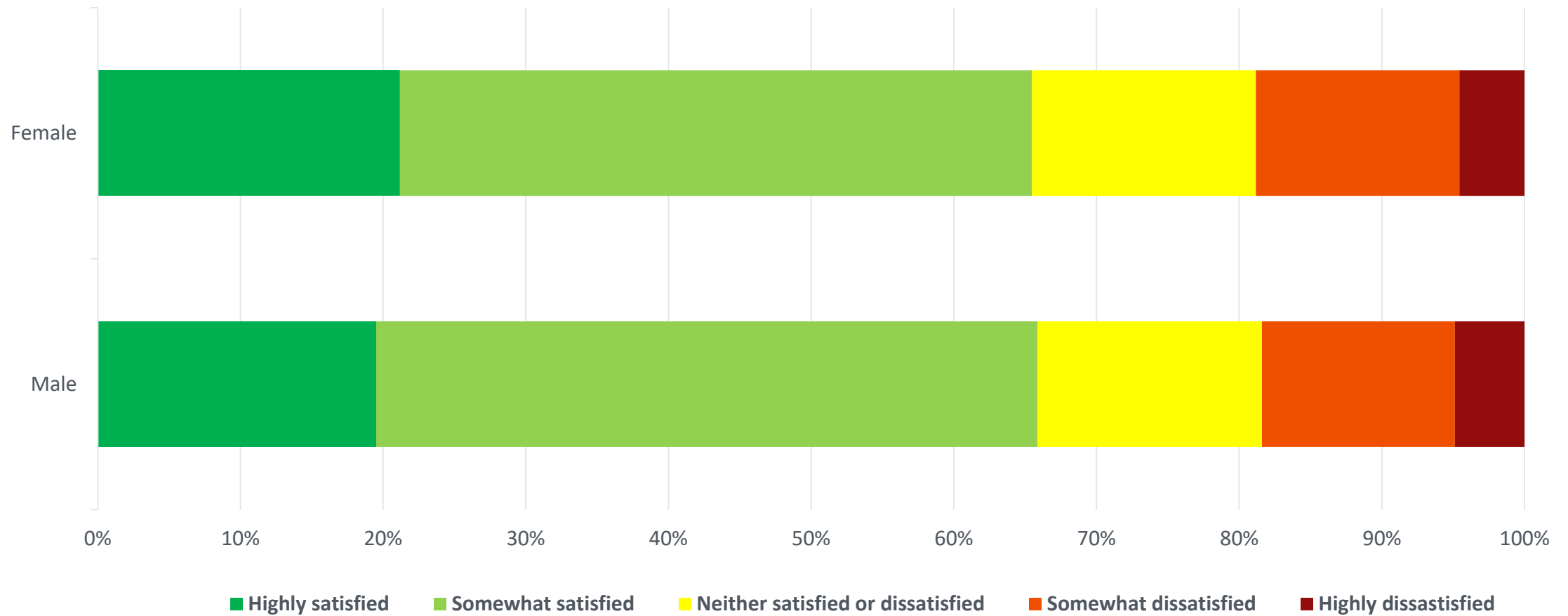
Transportation Satisfaction



Satisfaction By Gender

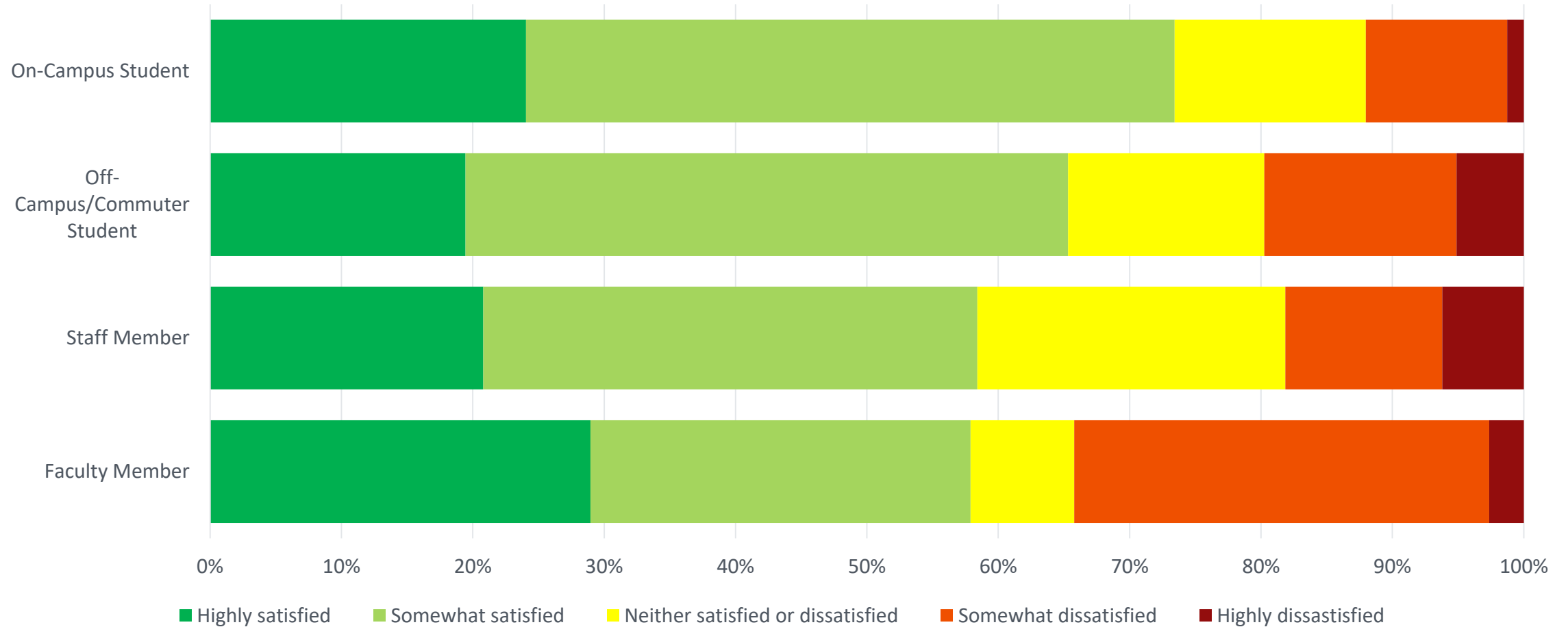
How satisfied are you with your transportation options when reaching the University?

Satisfaction By Gender



Satisfaction by Affiliate Group

Transportation Satisfaction

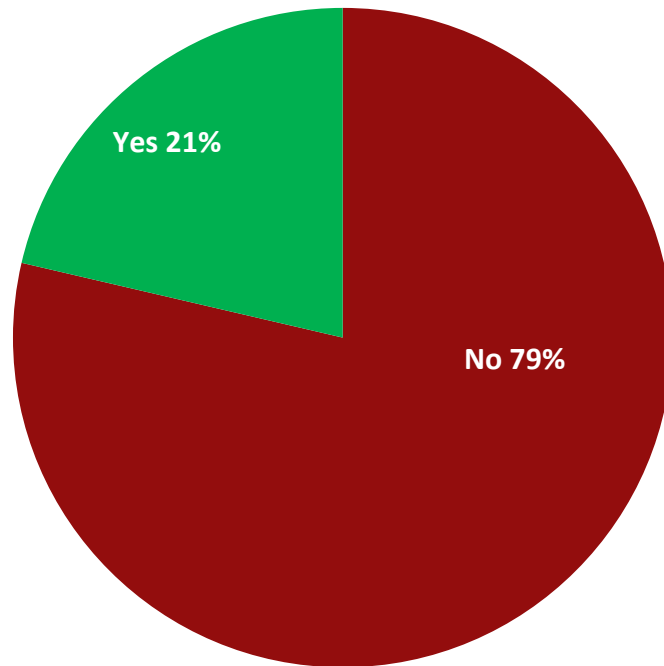


Bike Sharing Adoption

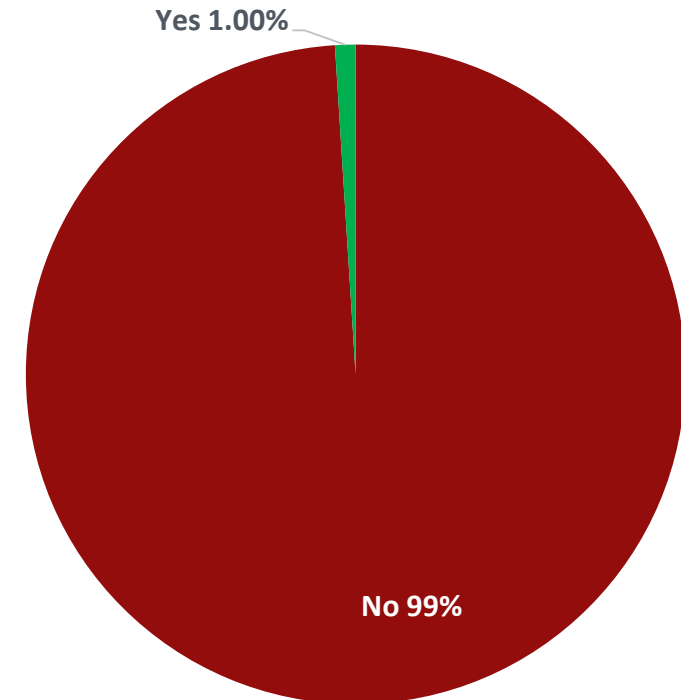


Bike Share Adoption

Have you Used the Bike Sharing Program on Campus?

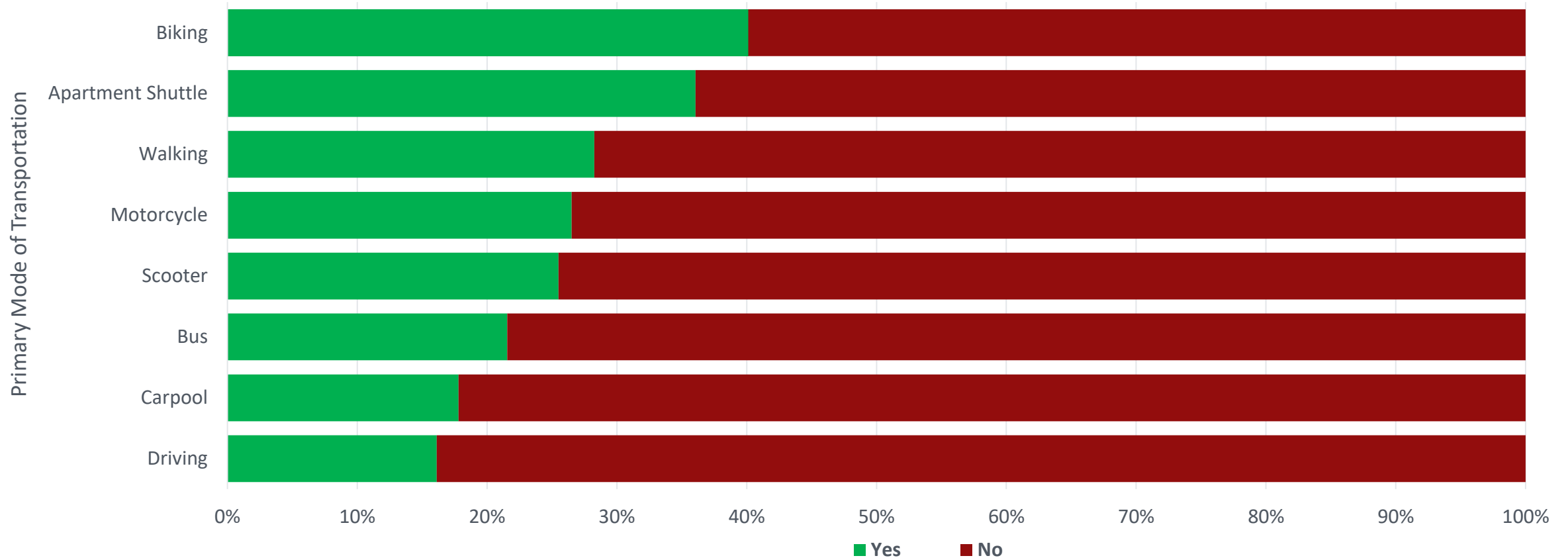


2015 Razorbike Survey: Do you Use the Razorbike Service on Campus?



Bike Share Adoption by Primary Mode

Have you Used the Bike Sharing Program on Campus?

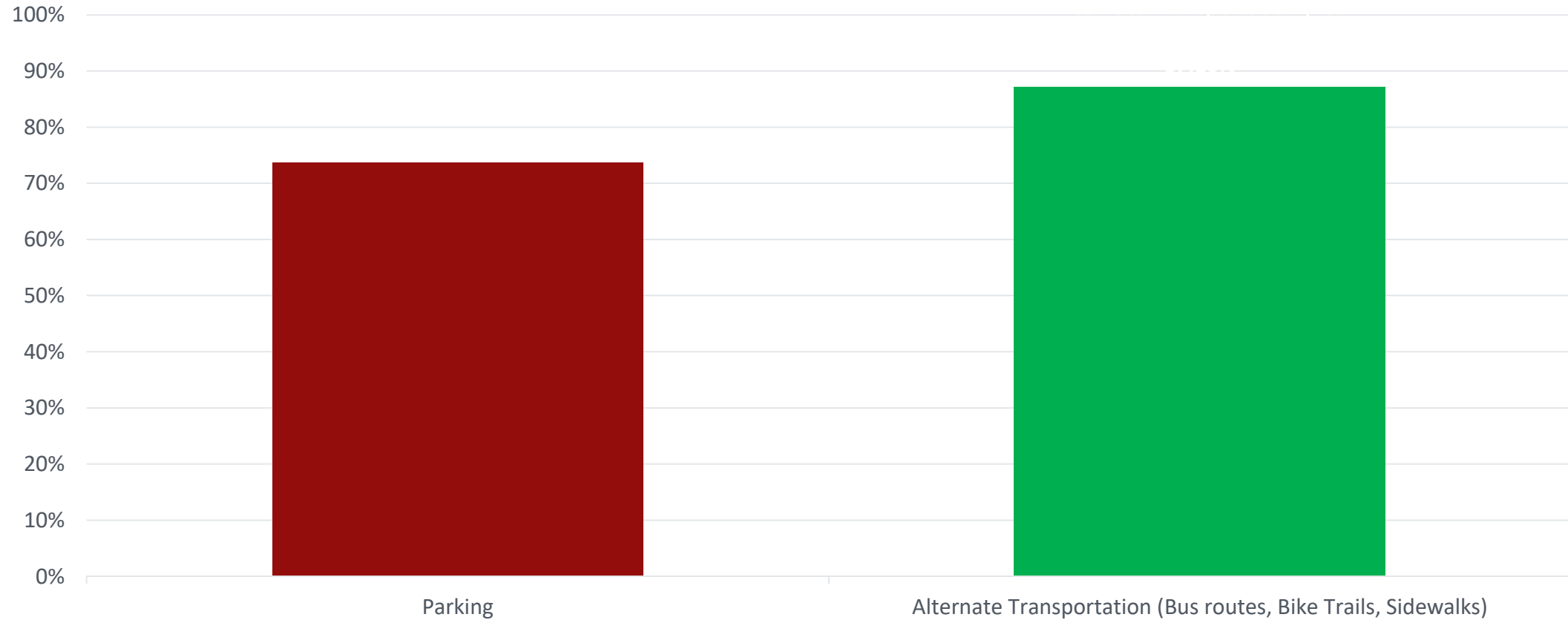


User Feedback



User Feedback to Improve Transportation

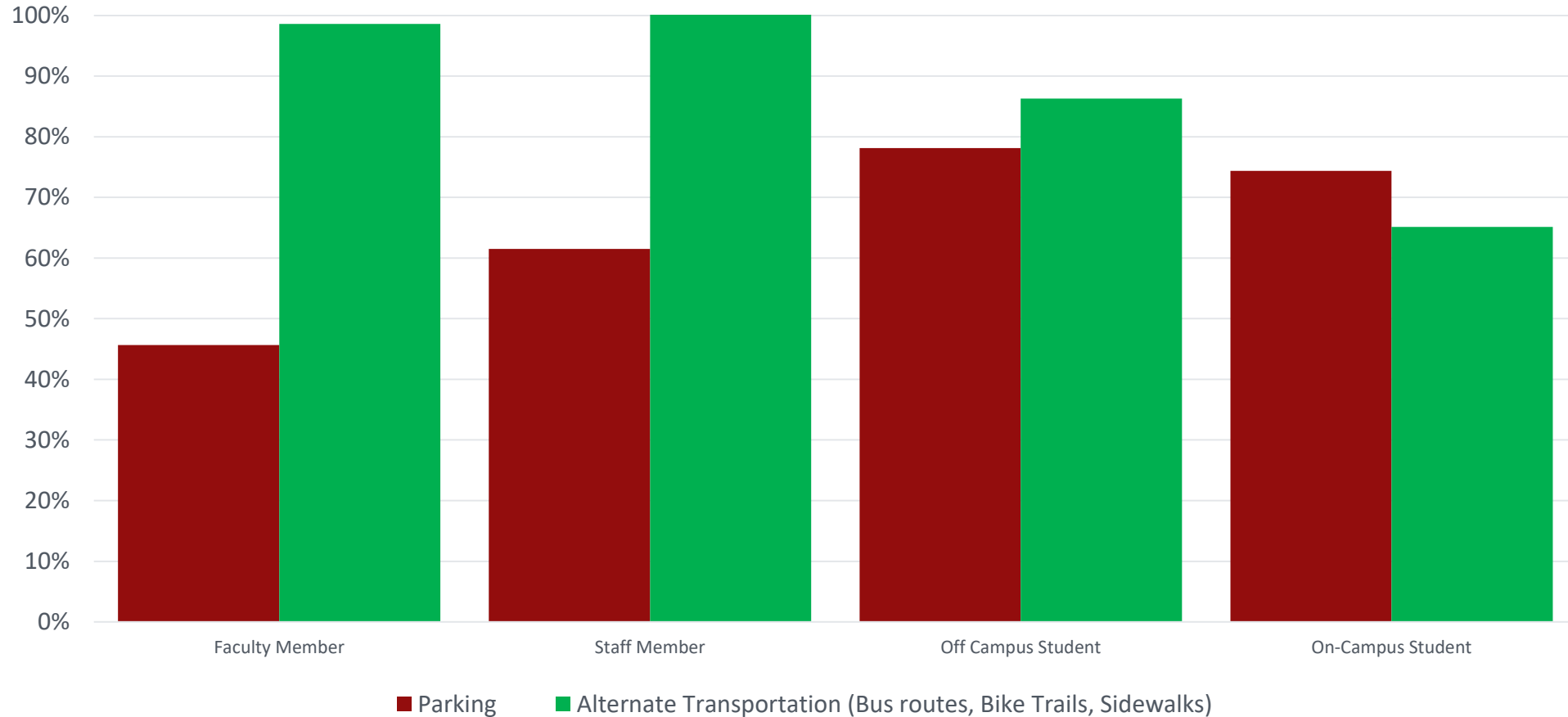
What would you do to improve transportation at UA? (Choose all that apply)



Ways to Improve Transportation By Affiliate Group



Improving Transportation By Affiliate Group



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.

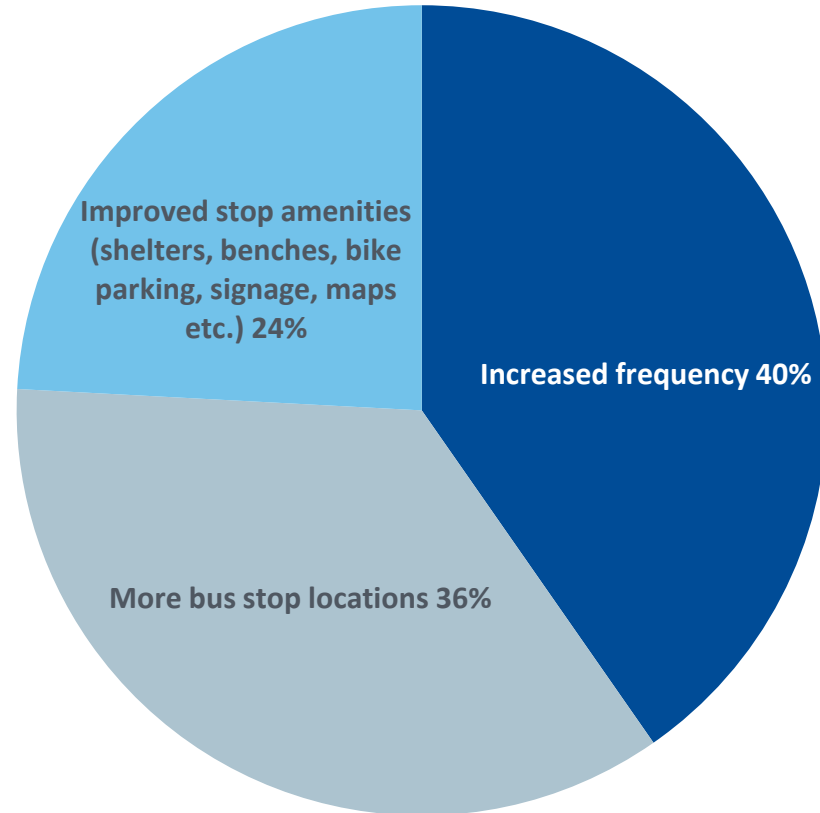
I actually use a combination of driving and alternative . . .

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?



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.

Bike connectivity!!!!!!

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.

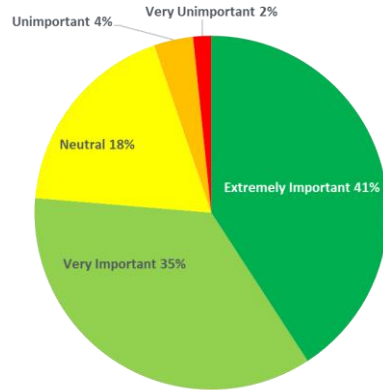
Parking passes should cost a lot more; it's the only way to get people to change their behavior. We could scale it for staff ... housing is cheaper in West Fork, and their salaries are terrible. But faculty members and students from the suburbs of Dallas should be on their feet, on a bike, on a bus ...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

Key Takeaways



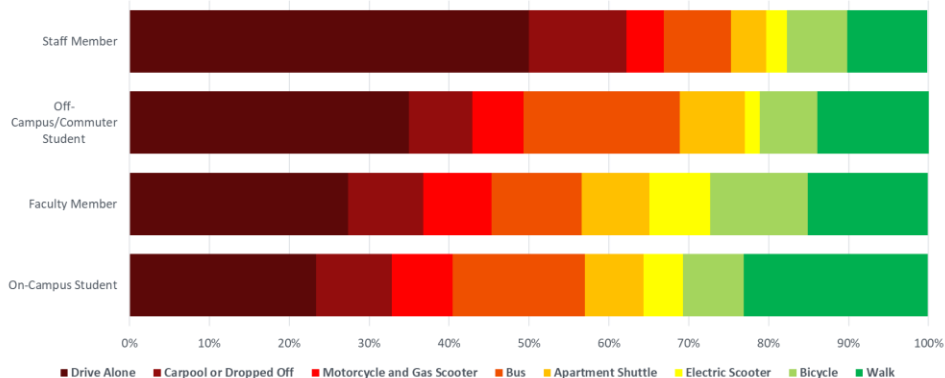
Key Takeaways

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



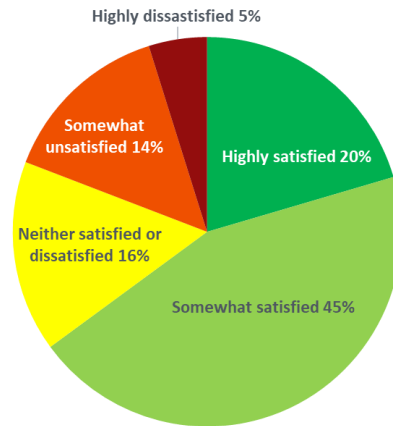
- Overall we found that 76% of people that were surveyed responded that it was either extremely important or very important to reduce their carbon footprint.
- Within the sample we observe that about 45% of people commute to campus by car, among those most likely to drive are staff and commuter students

Primary Mode of Transportation

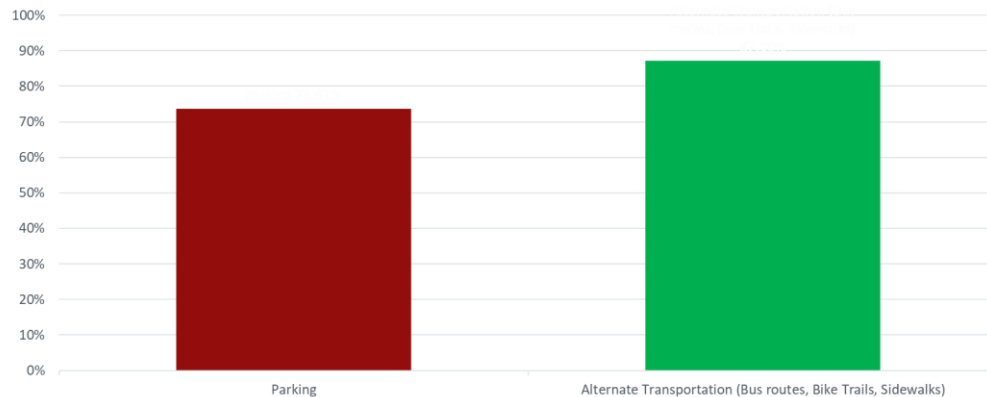


Key Takeaways

Overall Transportation Satisfaction



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



- 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

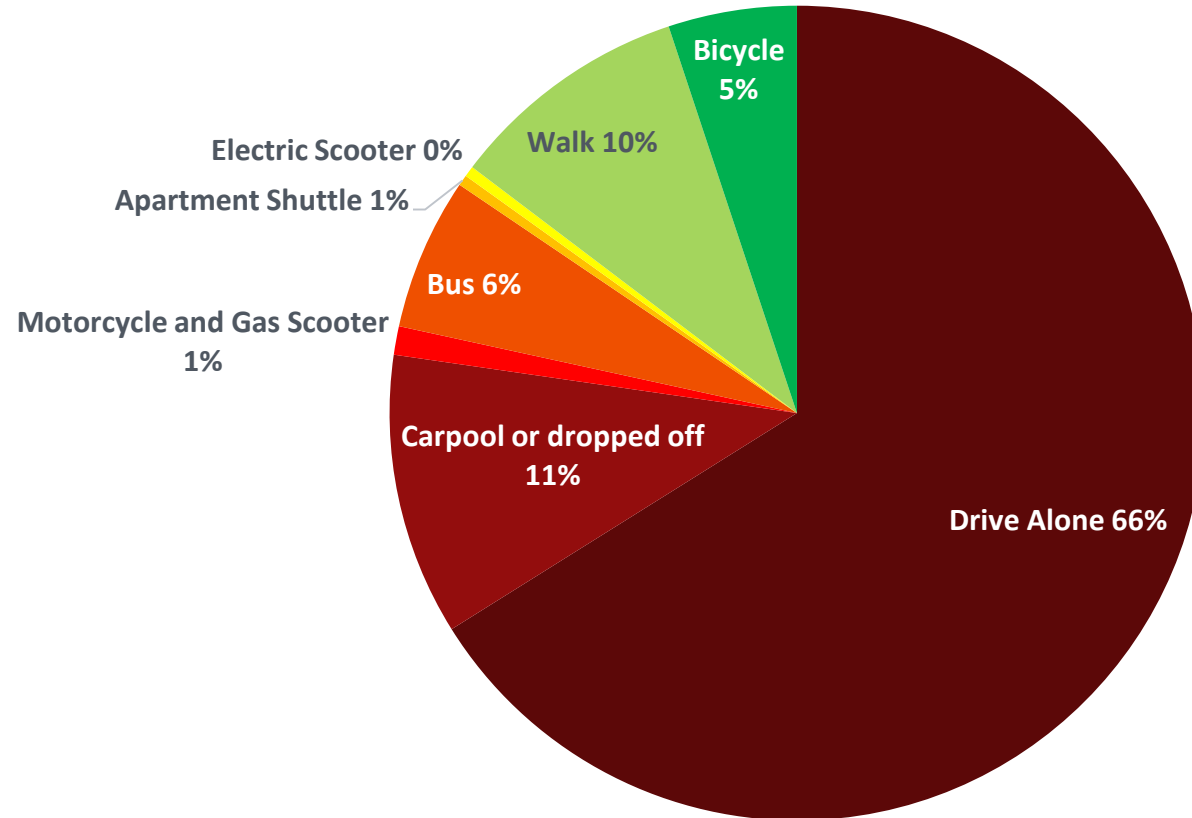


Visitors Responses



How Do Visitors Get to Campus?

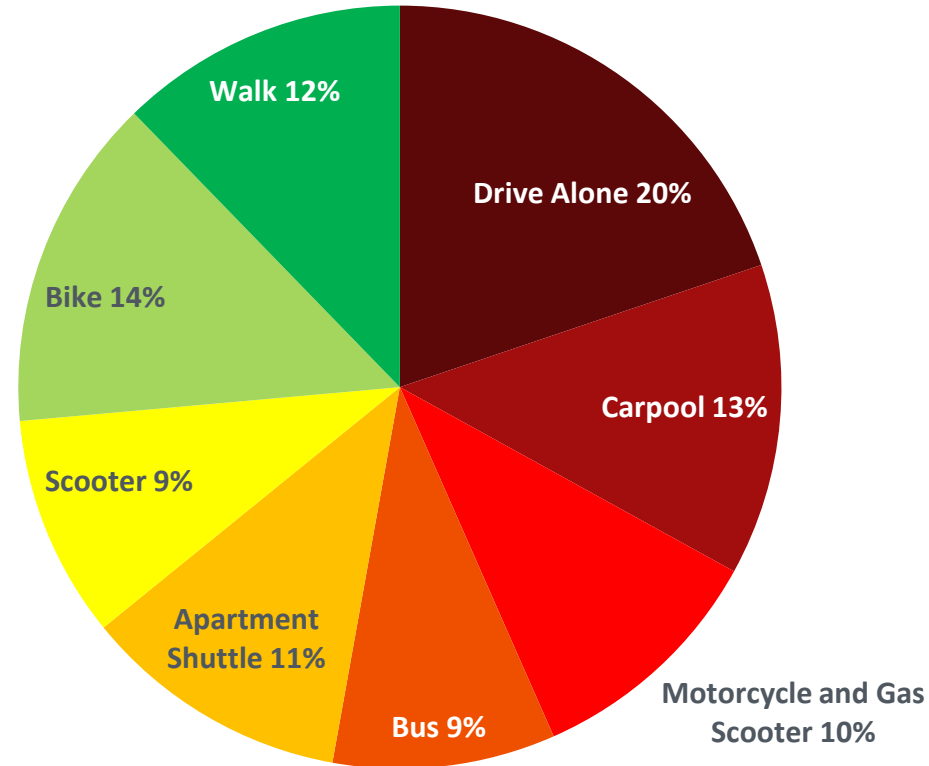
Analyzing total trips to campus by visitors



Primary Mode of Transportation for Visitors

Analyzing primary mode of transportation for visitors

Primary Mode of Transit - Visitors



Visitor Transportation Satisfaction

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

Transportation Satisfaction

