

Spring 2007

University of New Hampshire  
Transportation Policy Committee Surveys  
Summary Review

October 11, 2007



A summary of 2007 and 2001 transportation surveys  
completed on behalf of the University Transportation Policy Committee by the UNH Survey  
Research Center and the UNH Campus Planning Office.  
Document prepared by UNH Campus Planning

This document is available on the web at  
[www.unh.edu/transportation/tpc](http://www.unh.edu/transportation/tpc)

**Spring 2007 Transportation Policy Committee Surveys  
Summary Review**

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### Introduction:

In spring 2007 the UNH Transportation Policy Committee sponsored **two community-wide surveys** to gauge community attitudes regarding the UNH transportation system and campus mobility/accessibility issues. This work follows up on similar work done in 2001 and will assist the Committee in making recommendations to the administration regarding sustainable system improvements and necessary policy and practice changes. This report summarizes salient data from both 2007 surveys and, when appropriate, highlight changes since 2001.

A *phone survey* was developed and conducted by the UNH Survey Research Center. This consisted of a randomly administered sample of UNH faculty and staff. Over 400 completed interviews were tabulated.

An expanded web *survey* was developed by Campus Planning staff replicating many aspects of the phone survey but permitting full community participation. The survey was widely publicized in the Campus Journal and university web pages and resulted in over 1,200 completed interviews from a wide cross section of students, faculty and staff. The web survey represented the only direct student survey instrument.<sup>1</sup>

Efforts were made to ensure that both surveys posed similar comprehensive question sets. In some ways, the web survey was able to delve into a broader range of issues than the phone. Effort was also made to replicate several of the 2001 survey questions to permit comparison of attitudes over time. In truth, reflecting the evolved transportation system that has been put in place, the 2007 is much more comprehensive than the 2001 instrument which focused mainly on parking issues and commute patterns.<sup>2</sup>

This document will include a summary comparison of data from the 2007 web and phone surveys, and where appropriate, comparison to data in 2001. A PowerPoint presentation made to the TPC in October 2007 will develop some of the themes and observations relevant to the policy decisions pending in this academic year. All three survey instruments, complete data tabulations and the presentation will be available on the TPC website, [www.unh.edu/transportation/tpc](http://www.unh.edu/transportation/tpc).

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<sup>1</sup> As of 2002, UNH collects student local address and telephone contact information on a volunteer basis only. This has presented a significant challenge for transportation related planning – and surveying.

<sup>2</sup> The 2004 Campus Master plan provides additional information on this topic as well

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### Methodology:



#### Web survey:

The web based survey offered universal access with strong promotion from UNH media sources. The response rate was significant but, like any volunteer effort carries some bias that it represents those with strong opinions (favorable and unfavorable) and not average users who did not invest the time to seek out the web site. Nonetheless, we feel the survey provided excellent cross-sectional input and valuable information to the committee. It represents the largest sample of transportation opinions collected at UNH to date.

The survey was posted on SurveyMonkey.com, a survey website chosen for its user-friendliness and data organizing capabilities, between April 20<sup>th</sup> and May 10, 2007. During the period in which the survey was 'open' for responses, push advertisements were placed in both the campus journal and the TNH. A significant increase in responses was gained by the use of advertisement blocks on blackboard and by direct emails to the faculty senate and the PAT/OS councils.

**Respondents to the 2007 Web Survey**

|                            | #            | %           |
|----------------------------|--------------|-------------|
| Students                   | 453          | 37%         |
| Faculty                    | 70           | 6%          |
| Staff                      | 577          | 48%         |
| Employed & taking courses* | 70           | 6%          |
| Visitors*                  | 40           | 3%          |
| <b>Totals</b>              | <b>1,210</b> | <b>100%</b> |

\* These responses are excluded from direct data tabular analysis



#### Phone Survey:

The survey was completed by the UNH Survey Research Center May 2 -5, 2007. Attempts were made to contact sixteen hundred, twenty-seven (1,627) UNH faculty/staff. The survey had an impressive response rate of just under 25% with a refusal rate of under 5%.

**Respondents to the 2007 Phone Survey**

|               | #          | %           |
|---------------|------------|-------------|
| Faculty       | 116        | 29%         |
| Staff         | 289        | 71%         |
| <b>Totals</b> | <b>405</b> | <b>100%</b> |

## **Selected Analyses and Critical Observations:**

### **► Transit Services**

#### **Campus Connector**

As expected, students use the campus connector shuttle buses much more than faculty or staff (Table 2.2). Two of the routes, Gables and Woodslides, serve student residences. The only routes heavily frequented by faculty and staff are the West Edge Express and Mast Road (excluding Gables use for A-lot access).

- In the open-ended statements in the phone and web surveys, faculty and staff expressed a shared opinion that the West Edge Express is unreliable and is not meeting its advertised frequency schedule. This perceived lack of dependability hinders efforts to make non-core campus parking an attractive option for faculty and staff. UTS may wish to look at increasing resources to this route, revising schedules and/or investing in AVL technologies which would give waiting remote passengers information as to bus status. Other moderate cost improvements would be reconfiguration of West Edge transit pickup and waiting systems.
- There is a general feeling that some runs are underutilized/ might better have resources shifted to more critical, non-walking distance routes. Woodslides and the Dining Shuttles were seen as lower priorities.

#### **Wildcat Transit**

Over 50% of off-campus students state living within walking distance of a wildcat transit stop. It appears that for students, the location of Wildcat Transit routes are a significant factor in deciding on off-campus housing (Tables 6.2/6.3). This number is much higher than previously estimated or observed in earlier studies.

- Off-campus students often make recent and frequent housing decisions and are looking at Wildcat Transit routes.

Understandably, the ridership of Wildcat transit is much higher among students than faculty and staff (Table 2.3). Faculty and staff, on the whole, have been at their residences much longer. Thus, proximity to Wildcat transit was not a factor for many faculty and staff in moving to their residences.

- In the open-ended answers, many faculty and staff expressed a desire to see expanded, more frequent bus service with more runs and more stops. Although in most cases, the community feels the level and quality of service provided is good-very good.

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### **The Amtrak Downeaster**

Ridership among faculty, students and staff on the Downeaster rail line is also notable (Table 2.4). Over 50% of students have ridden the Downeaster at least once. The location in core campus assures that much of the ridership walks to the station.<sup>3</sup>

### **► Commuting and Parking**

#### **Changing Campus Visit Dynamics**

The overwhelming majority of faculty and staff commute in cars alone. However, only half of off-campus students report commuting by this method. This is a great improvement over 2001, where the percentage of students driving by themselves eclipsed faculty and staff, at 93%. Today, students are much more likely to carpool, take Wildcat transit, or walk to campus (Table 6.3).

Off campus students spend fewer days, and fewer hours per day on campus in the average week than faculty and staff (Tables 6.4 and 6.5). However, in 2001, two thirds of off-campus students spent less than 5 days on campus, and in 2007, only one third spent so few days on campus (6.4). This is a significant increase.

The trend appears to be increased student visits to campus for shorter periods of time – these points to a need for increased short-term parking access and/or improved intra-campus mobility. A number of factors could account for this, ranging from better and more frequent programming in the MUB, and better transit service for off-campus students.

There is no comparative data for the number of fac/staff hours spent per day on campus. Most faculty and staff are full-time, which helps to explain why they are on campus so often for so long. Full time students generally have nine to 15 classroom hours per week. Any additional time spent on campus is optional for studying, working, or recreation

#### **Commute Patterns**

From the standpoint of University policy, the Western Gateway (Main Street) is the primary and preferred entrance to campus. This represents an arterial collection of traffic from the west on Concord Road and from the south on NH 155. UNH has been successful in decreasing stated fac/staff commute access via Madbury Road but more efforts need to be done to encourage use of the Western Gateway.<sup>4</sup> This should be considered in all future UNH street and transit route changes.

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<sup>3</sup> A December 2006 platform survey of Durham riders provides concrete numbers and reiterates this data. The UNH station was designed to be a local community (not park and ride) station

<sup>4</sup> The Main Street project changed Edgewood Road @ Main Street to induce delays – this will discourage this route for UNH core campus bound commuters.

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**Routes Used to Access Campus - Stated Commute Patterns - %**

| Route                     | 2001<br>Phone<br>Fac/Staff | 2001<br>All<br>(Phone) | 2007<br>Phone<br>Fac/Staff | 2007<br>All<br>(Web) |
|---------------------------|----------------------------|------------------------|----------------------------|----------------------|
| <b>Western Gateway</b>    | <b>41</b>                  | <b>37</b>              | <b>38</b>                  | <b>38</b>            |
| <b>Madbury Road</b>       | 23                         | 22                     | 21                         | 26                   |
| <b>108 (N/S) Gateways</b> | 34                         | 32                     | 25                         | 29                   |

### **Carpool**

Students are more likely than faculty and staff to **carpool**, as nearly a quarter report doing so regularly, versus just over ten percent (table 7.2). It also takes students less time to get to campus from their residences than faculty and staff (table 7.3) despite using transportation modes such walking and transit at higher rates which are slower than driving (table 6.3). Students, by nature of parking lot designation, also park further from core campus than faculty and staff.

### **Intra-day vehicle movement**

Perhaps surprising is that nearly half of students, faculty and staff move their vehicles during the day before they leave (table 7.4). This could mean that they are parking in metered parking, or moving from one permit lot to another. This is also up from 2001, where the rates were much lower for students, and somewhat lower for faculty and staff (table 7.4). In the open end responses, faculty and staff expressed reasons for moving cars during the day such as going to lunch, errands, and job-related movement such as going to meetings or to remote areas of campus. They also explained that once a core-area parking spot is given up, they are often 'forced' to circle campus looking for another spot.

- Emphasis needs to be placed on parking in remote lots to reduce the perception of necessary hunting, which is wasteful of both time and energy.
- UNH needs to redouble its unsuccessful efforts to provide intra-campus mobility for people and packages - by revitalization of Cat Courier, increased promotion of the Campus Connector Routes or policies which make intra-campus private vehicle car movement less attractive. The Park Once model should be promoted.

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### ► System Satisfaction Overall

Overall, students, faculty and staff are very satisfied with transportation at and around UNH Durham. Overall, the satisfaction with parking has improved since 2001 (chart 8.5). A testament to the effectiveness of the University's TDM measures, there is now even a portion who have never used the parking services!

For the Campus Connector and Wildcat Transit services, everything from condition of vehicles, to frequency of service, to shelter conditions was rated as good (tables 8.2 and 8.3). Satisfaction with the Downeaster was also good, except for the cost of a ticket, which was fair for student responses.

The average satisfaction for specific aspects of parking and sidewalks was good, except for lower ratings regarding snow removal and conditions of sidewalks (table 8.1). Effective snow removal, with our New England winters and our Campus of over 300 acres of side walks and roadways has been an ongoing challenge, in particular, for students with disabilities. <sup>5</sup>

In line with a strong walking campus and effective TDM measures, faculty and staff surveyed felt that the convenience and availability of parking was not especially high (chart 8.5). This is in line with our Master Plan policies which accommodate, but do not cater to, car use. Many steps have been taken to reduce core-campus parking congestion, and that the relative difficulty that is experienced in finding parking right outside of every building is a step forward. However, UNH needs to continue to segregate and increase the supply of true-short term parking (through short term meters and enforced 10 minute drop-off spaces) to address comments regarding lack of short-term access to buildings.

Information, signage, permits and lot conditions all have high satisfaction (chart 8.5).

### ► Awareness and support of TDM measures

The University of New Hampshire is a climate education campus, and we have been recognized as such with awards such as the EPA best workplace, Energy star

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<sup>5</sup> According to Michelle Hayes, Director of Facility Operations, significant changes have been implemented as of the 2007 snow season. Individual buildings have been permanently assigned to staff members who remain responsible for clear and safe passage of their assigned buildings throughout a snow event. A grounds and event support crew has been specifically assigned to clear all accessible routes and curb cuts continually throughout an event. This crew works closely with our ADA compliance officer to identify all accessible routes for our students prior to the start of the school year. In addition, a major commitment in 2008 has been made toward the capital replacement of aging snow equipment which has contributed to lost time in the past.

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designation for several buildings, and the James Hall Renovation will be LEED certified. The UNH community unanimously supports this, as nearly all students, faculty and staff feel UNH transportation should demonstrate best environmental practices (table 9.10). The majority of the community also feels that UNH should encourage less environmentally impacting transportation choices through TDM measures (10.12).

However, the awareness of TDM measures and transportation-related initiatives in place is low (Table 9.1-9.7). Most faculty and staff know of the Master Plan walking campus initiative, yet only a quarter of students are. Most of the UNH community is aware of alternative fuel use by the transit fleet, but few know that UNH is an EPA designated Best Workplace for Commuters for five years running.

Knowledge about alternative transportation programs like the carpool lot, guaranteed ride home, cat cycles, and cat courier is low, and their use is negligible (Tables 9.1-9.7). In fact, 81% of carpoolers do so independently of the carpool lot. (Highlights 11.5).

The community needs to know about programs, policies, and initiatives that are already in place or those that are proposed in order for them to become successful. A sizable proportion of the UNH community reports having changed their transportation choices within the past two years out of concern for energy costs and/or climate change (Table 10.13).

- UTS or the UNH administration needs to devote a small share of its resources to promotions of transportation initiatives – and the rationale for such initiatives. The desire for a beautiful, safe, walkable, and sustainable campus is already felt by most if not all community members. More education and dialogue needs to take place in order to balance these desires with the desires for convenient, fast, and inexpensive transportation services.

### ► Willingness to Pay and Pricing strategies.

In 2001, the transportation policy committee estimated the full cost of maintaining a parking spot at \$200/yr. When asked at that time, less than half of the respondents favored increasing the cost of parking fees to reflect the actual maintenance cost (chart 10.2). A new estimate for the cost of maintaining a parking spot has not been calculated for the last fiscal year. We do know that net capital construction costs per space (estimated in 2001 at \$2000) have shown to be closer to \$5,500 in recent lot construction projects (2006).

For the 2007 survey, respondents were asked to estimate the cost of maintaining a parking space. The web survey and phone survey asked the same question, but

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provided different scales in which a response could be made (charts 9.8). The majority of respondents' estimates were lower than the official estimated cost for 2001. Clearly, the UNH community is still not properly informed of the true economic costs of parking (never mind social and environmental costs).

Yet, without knowing the actual cost of parking maintenance, many students, faculty and staff would rather pay more for the existing parking services rather than have them cut back (chart 10.5 and table 10.5a). This, in itself, is a key and astonishing change in UNH community attitude towards the transportation system and reflects an awareness and appreciation of the changes that have been put in place. Likewise, many community members would be willing to pay more for permits in order to build a parking garage (chart 10.9).

Certainly, the upcoming academic year will require a tempering of the UNH community with the true costs of the transportation system and necessary parking permit prices to make that system sustainable. The challenge for the TPC is to make these necessary changes while maintaining the positive outlook and services that are in place at this time. There is no doubt that this will require ongoing education and public outreach.



In the open ended responses, many faculty and staff members expressed the notion that employees should not be charged for parking. One even went so far to say "I think charging is like charging to use the bathroom." While employees bear some of the costs associated with parking services, much of it is subsidized by the University and indirectly, students. This is clearly out of line with TDM measures and our position as a climate education campus. In the least, the incentives for faculty and staff to drive to work alone should be reduced in order to make a level playing field for alternative transportation modes.

Support for various pricing strategies was assessed in the surveys (charts 10.1), but these are by no means the only options. The TPC challenge is to develop an equitable and principled system which ensures that all users invest in and benefit from equally in the campus transportation system.

**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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**2.2 Campus Connector ridership**



| <b>How often do you ride the campus connector shuttle buses?</b>                                 | <b>Daily</b>    | <b>Sometimes</b> | <b>Never</b>    |
|--|-----------------|------------------|-----------------|
|  <b>Student</b> | 25 <sup>1</sup> | 58 <sup>2</sup>  | 17 <sup>3</sup> |
|  <b>F/S</b>     | 1               | 13               | 86              |

<sup>1</sup>Students who use it *multiple times daily* or *Daily* = 106/428= 25%

<sup>2</sup>*Most days or some days or rarely* 250/428= 58%

<sup>3</sup>*Never or not aware of this route* 72/428= 17%



**2.3 Wildcat Transit ridership**

| <b>How often do you ride Wildcat Transit?</b>  | <b>Daily</b> | <b>Sometimes</b> | <b>Never</b>    |
|--|--------------|------------------|-----------------|
|  <b>Student</b> | 9            | 58               | 42 <sup>4</sup> |
|  <b>F/S</b>     | 2            | 6                | 92              |

52% of students who live off campus use Wildcat Transit.




<sup>4</sup>Students: *Only a few times or never or not aware* = never.

**2.4 Downeaster ridership**

| <b>How often do you ride the Downeaster rail service?</b>  | <b>At least once a month</b> | <b>At least once a semester</b> | <b>Less often/ Never</b> |
|--|------------------------------|---------------------------------|--------------------------|
|  <b>Student</b> | 11                           | 17                              | 72                       |
|  <b>F/S</b>     | 2                            | 17                              | 80                       |

58% of students have ridden the Downeaster train at least once.

**6.2 and 6.3 Access and use of Wildcat transit stops**




| <b>Is there a wildcat transit stop within a 5 minute walk of your residence, and do you use it to get to UNH regularly?</b>   | <b>Yes, and I use it to get to UNH</b> | <b>Yes, but I don't use regularly</b> | <b>No</b> |
|---|--|---------------------------------------|-----------|
|  <b>Off-campus Students</b><br>(2001 data) | 24<br>(1%)                             | 30<br>(21%)                           | 46        |
|  <b>Faculty and Staff</b>                  | 9                                      | 12                                    | 79        |
|  <b>Faculty and Staff</b><br>(2001 data)   | 2<br>(2%)                              | 20<br>(17%)                           | 78        |

## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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93% of students living off campus who live within a 5 minute walk of a Wildcat Transit have used it.

### 6.3 Means of transportation to UNH

| How do you typically get to UNH from your residence? <sup>5</sup>                |   | <i>Drive by myself</i> | <i>Carpool</i> | <i>Wildcat Transit</i> | <i>Walk</i> | <i>Other</i> |
|--|---|------------------------|----------------|------------------------|-------------|--------------|
|  | <b>Off-campus Students</b><br>(2001 data) | 50<br>(93%)            | 8<br>(2%)      | 20<br>(1%)             | 15<br>(2%)  | 5<br>(2%)    |
|  | <b>Faculty and Staff</b>                  | 88                     | 5              | 3                      | 2           | 2            |
|  | <b>Faculty and Staff</b><br>(2001 data)   | 85<br>(88%)            | 4<br>(6%)      | 2<br>(2%)              | 4<br>(3%)   | 5<br>(1%)    |




<sup>5</sup> The percentages for the web results are found by adding the *always* and *most of the time* categories for each direction.

### 6.4<sup>6</sup> Days per week at UNH

| How many days per week do you travel to UNH?  |   | <i>0-4</i>  | <i>5</i>    | <i>6-7</i> |
|---|---|-------------|-------------|------------|
|  | <b>Off-campus Students</b><br>(2001 data) | 34<br>(69%) | 32<br>(24%) | 34<br>(6%) |
|  | <b>Faculty and Staff</b>                  | 17          | 68          | 15         |
|  | <b>Faculty and Staff</b><br>(2001 data)   | 16<br>(20%) | 72<br>(71%) | 9<br>(10%) |

<sup>6</sup> The 2001 data comes from Q3: How many days in an average week do you take your primary means of transportation to UNH?

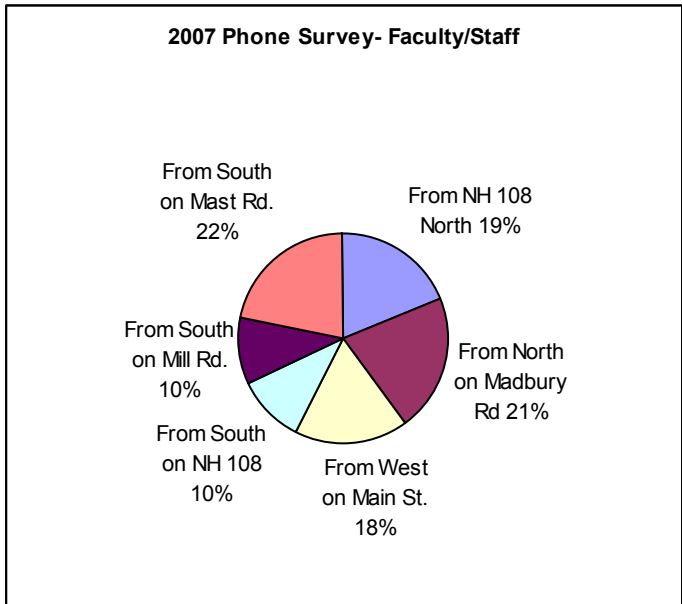
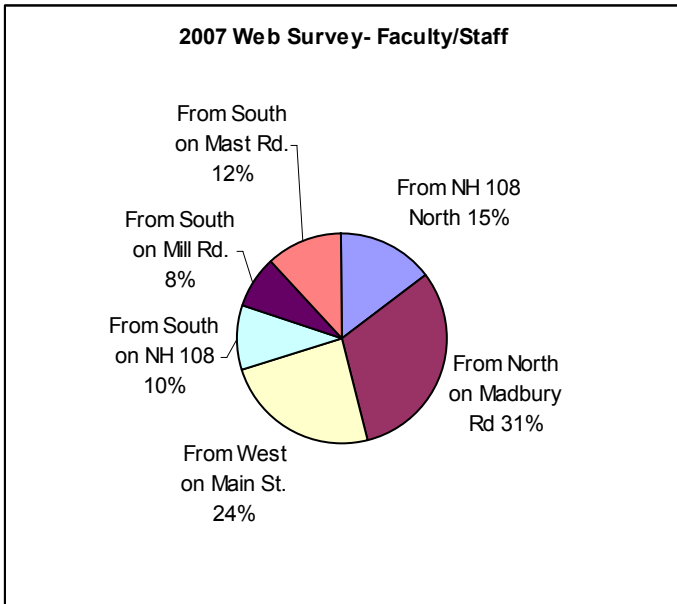
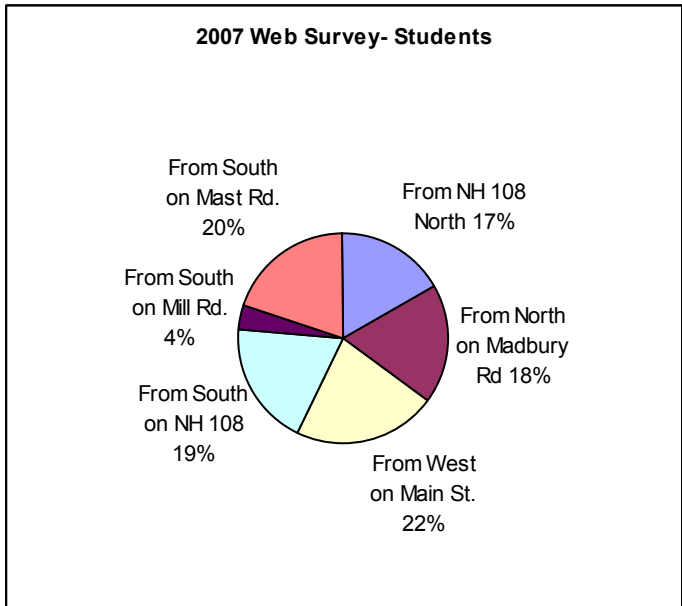
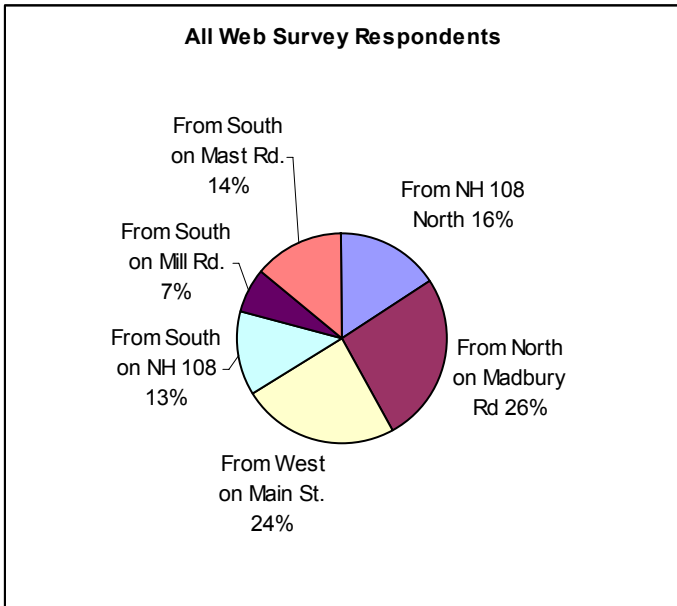
### 6.5 Hours per day at UNH

| How many hours per day do you spend at UNH?   |                            | <i>1-4</i> | <i>5-7</i> | <i>8+</i> |
|---|----------------------------|------------|------------|-----------|
|  | <b>Off-campus Students</b> | 15         | 62         | 24        |
|  | <b>F/S</b>                 | 2          | 37         | 61        |
|  | <b>F/S</b>                 | 4          | 10         | 87        |

# Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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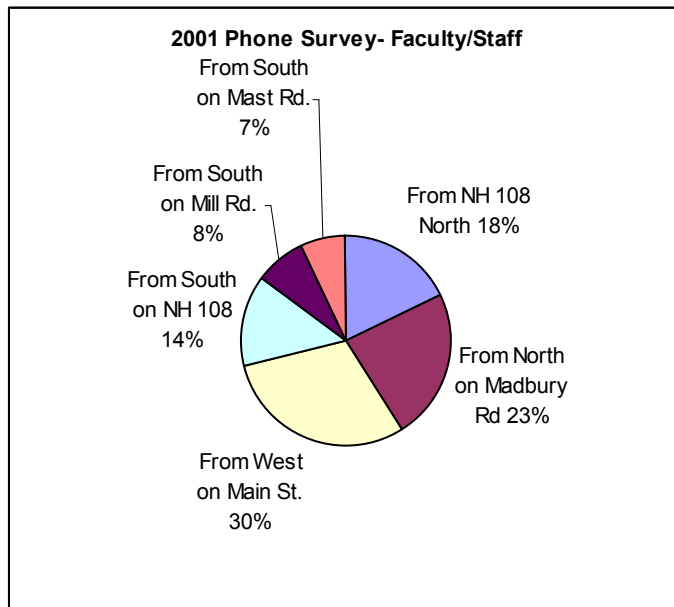
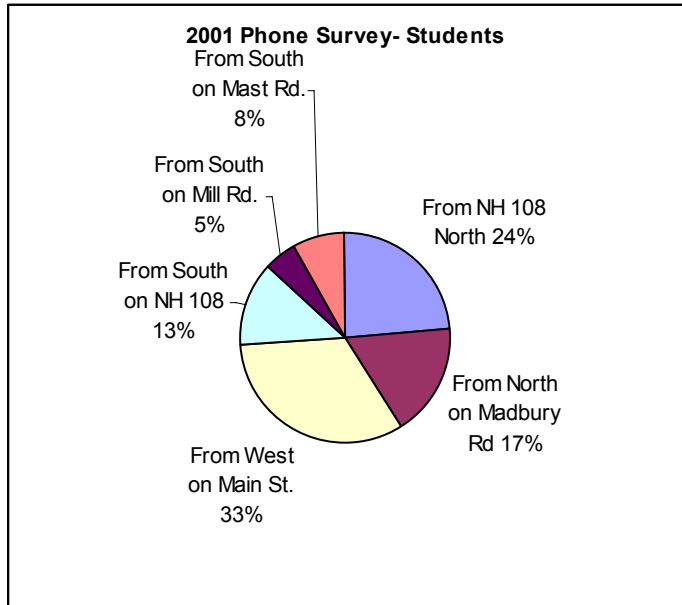
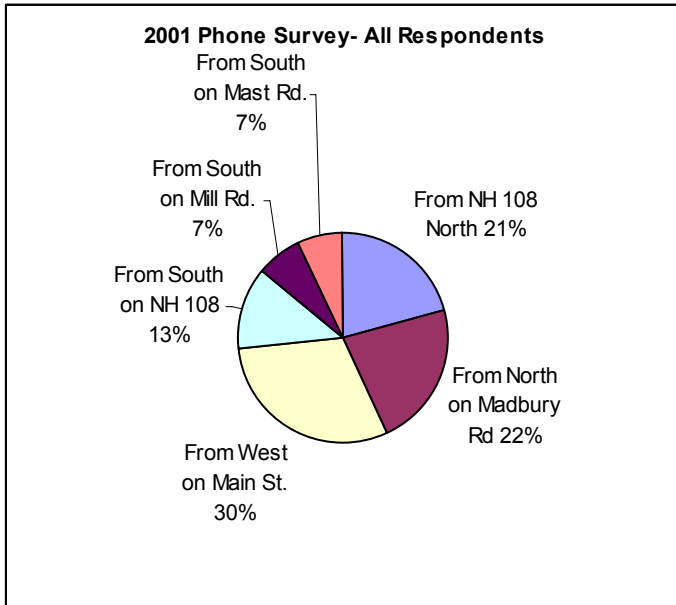
## 6.6<sup>7,8</sup> Route used into campus



<sup>7</sup> The percentages for the web results are found by adding the *always* and *most of the time* categories for each direction.

## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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Note that West via Main St. is the preferred entrance.

<sup>8</sup> The 2001 data had a category *route 4 from Portsmouth*. The responses were divided evenly between the categories *route 108 from Dover, Madbury Road, and Route 4 from Lee* to make the data comparable to the 2007 data. There was also a 2% *I don't know* response rate for the 2001 data.

Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)




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**7.2<sup>9</sup> Commuter carpooling**




| For car commuters, how many people are in your car, most of the time?   | <i>Just one</i> | <b>2</b> | <b>3+</b> |
|---|-----------------|----------|-----------|
|  <b>Student (off-campus)</b> | 76              | 19       | 4         |
|  <b>F/S</b>                  | 88              | 11       | 1         |
|  <b>F/S</b>                  | 89              | 10       | 1         |

<sup>9</sup>The percentages for the web results are found by adding the *always* and *most of the time* categories for each direction.

**7.3 Commute length**

| How many minutes does it take you to get from your home to UNH?                                    | <i>10 or Less</i> | <i>11-20</i> | <i>21-30</i> | <i>More than 30</i> |
|--|-------------------|--------------|--------------|---------------------|
|  <b>Student</b> | 37                | 29           | 21           | 13                  |
|  <b>F/S</b>     | 20                | 39           | 36           | 5                   |
|  <b>F/S</b>     | 22                | 36           | 24           | 18                  |




**7.4 Mid-day car moving**

| Do you move your car on campus during the day before leave at the end of the work/school day?                  | <b>Yes</b>   | <b>No</b>    |
|--|--------------|--------------|
|  <b>Student</b> (2001 data) | 38%<br>(13%) | 62%<br>(87%) |
|  <b>F/S</b>                 | 40%          | 60%          |
|  <b>F/S</b> (2001 data)     | 48%<br>(26%) | 52%<br>(74%) |

Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)




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**8.1<sup>10</sup> Satisfaction with various parking and transportation aspects**

| Average answers to satisfaction questions for parking and sidewalks<br>Scale: Excellent-Good-Fair-Poor |  Student |  F/S |  F/S |
|--|---|---|---|
| <b>Condition of Sidewalks for pedestrians</b>  | Good  | Good  | Good  |
| <b>Accommodation of bicyclists</b>   | Good  | Good  |   |
| <b>Bike storage/ racks</b>   | Good  | Good  | Good  |
| <b>Parking lot conditions</b>  | Good  | Good  |   |
| <b>Winter snow removal in parking lots</b>   | Good/Fair   | Good/Fair   |   |
| <b>Winter snow removal on sidewalks</b>  | Fair  | Fair  | Fair  |




<sup>10</sup> Not all questions asked in the web survey were asked in the phone survey. The “average” is the median answer. If the median is close to or between two answers, both were listed. The median was also always the mode answer.

**8.2<sup>11</sup> Campus connector satisfaction**

| Average answers to satisfaction questions For Campus Connector service<br>Scale: Excellent-Good-Fair-Poor |  Student |  F/S |  F/S |
|---|---|---|---|
| <b>Overall condition of vehicles</b>  | Good  | Good  | Good  |
| <b>Drivers</b>  | Good  | Good  | Good  |
| <b>Shelter/Stop conditions</b>  | Good  | Good  | Good  |
| <b>Frequency of service</b>   | Good/Fair   | Good  | Good  |
| <b>On-time performance/ reliability</b>   | Good/Fair   | Good  | Good  |
| <b>Web site</b>   | Good  | Good  | Good  |

<sup>11</sup> 16% of students and 58% of faculty and staff replied *I don't know* for web survey.  
53% of faculty and staff from the phone survey replied *I don't know or never used*.

**8.3<sup>12</sup> Wildcat transit satisfaction**




| Average answers to satisfaction questions For Wildcat Transit service<br>Scale: Excellent-Good-Fair-Poor |  Student |  F/S |  F/S |
|--|---|---|---|
| <b>Overall condition of vehicles</b>   | Excellent/Good  | Good  | Good  |
| <b>Drivers</b>   | Good  | Good  | Excellent/Good  |
| <b>Shelter/Stop conditions</b>   | Good  | Good  | Good  |
| <b>Frequency of service</b>  | Good  | Good/Fair   | Good  |
| <b>On-time performance/ reliability</b>  | Good  | Good  | Good  |
| <b>Web site</b>  | Good  | Good  | Good  |

## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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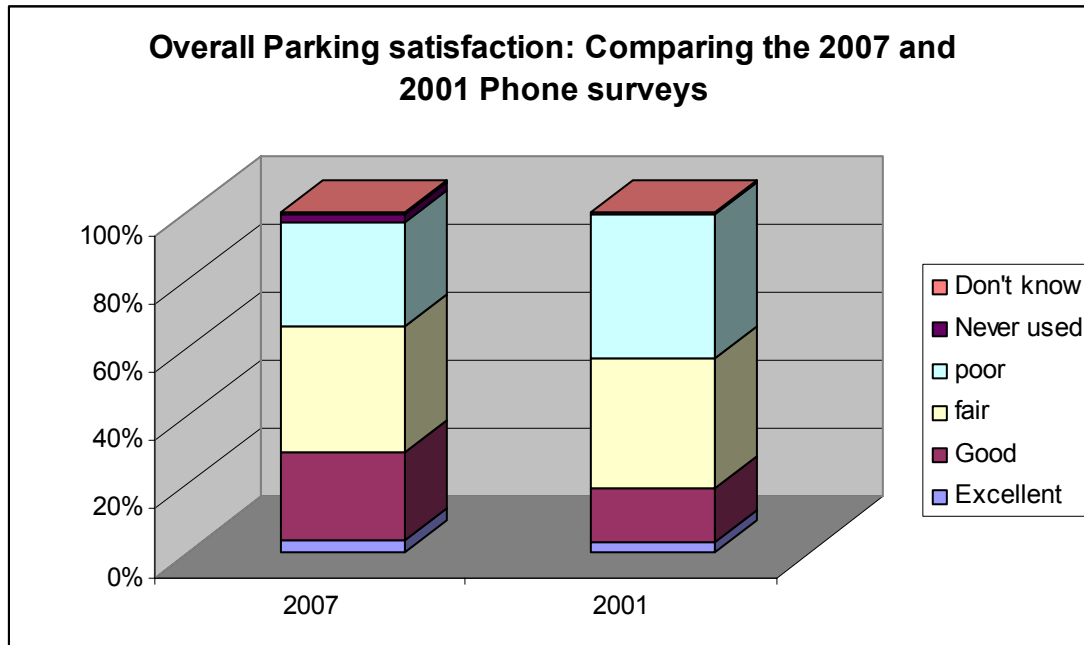
<sup>12</sup> 23% of students and 65% of faculty and staff replied *I don't know* for web survey.

### 8.4<sup>13</sup> Amtrak Downeaster satisfaction

| Median answers to satisfaction questions<br>For the Downeaster train service<br>Scale: Excellent-Good-Fair-Poor |  Student |  F/S |  F/S |
|---|---|---|---|
| <b>Schedule times and frequency</b>   | Good  |   | Good  |
| <b>Condition of the Durham Station</b>  | Good  |   | Good  |
| <b>Cost of a ticket</b>   | Fair  |   | Good  |
| <b>Ease of Purchasing tickets</b>   | Good  |   | Good  |
| <b>Comfort and convenience of on-train ride</b>   | Excellent/Good  |   | Good  |

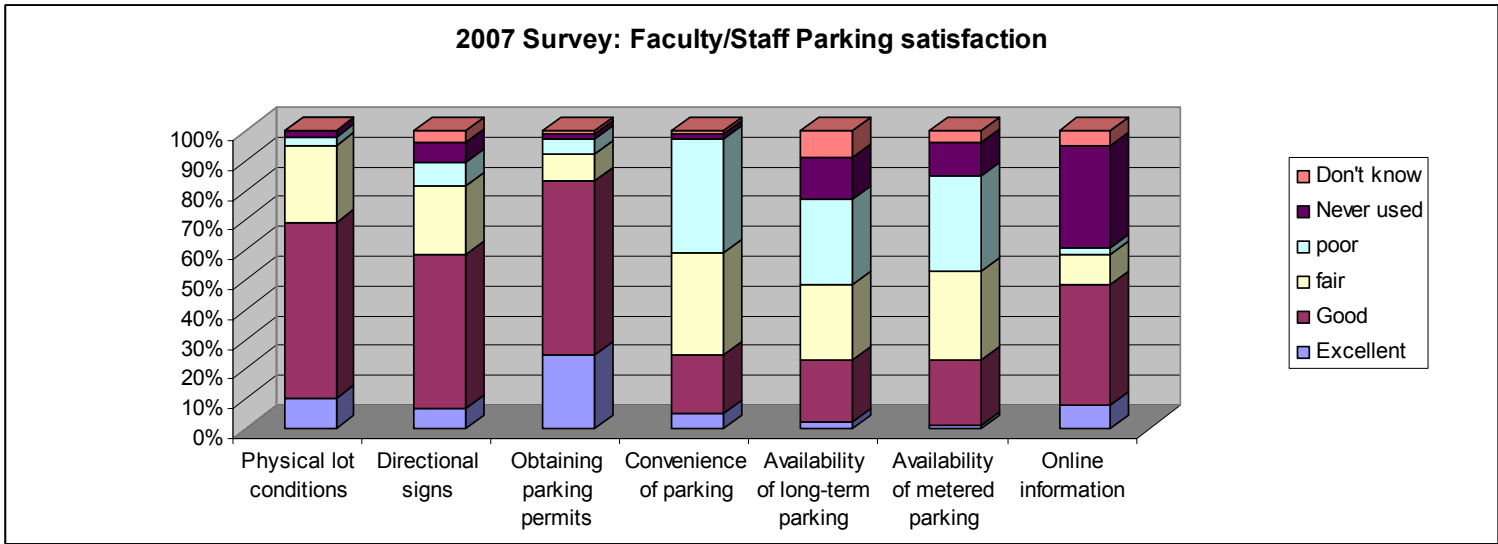
<sup>13</sup> 35% of students responded *I don't know* on the web survey. Unfortunately, due to an error with programming the survey, the faculty and staff were not asked on the web survey.

### 8.5 Parking satisfaction



**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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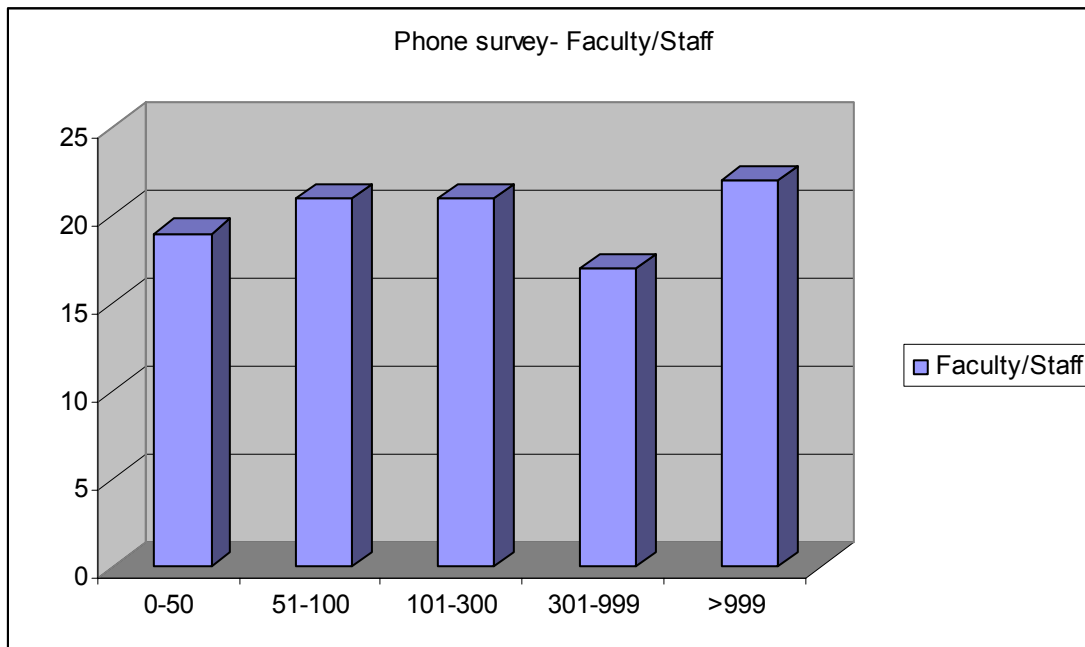
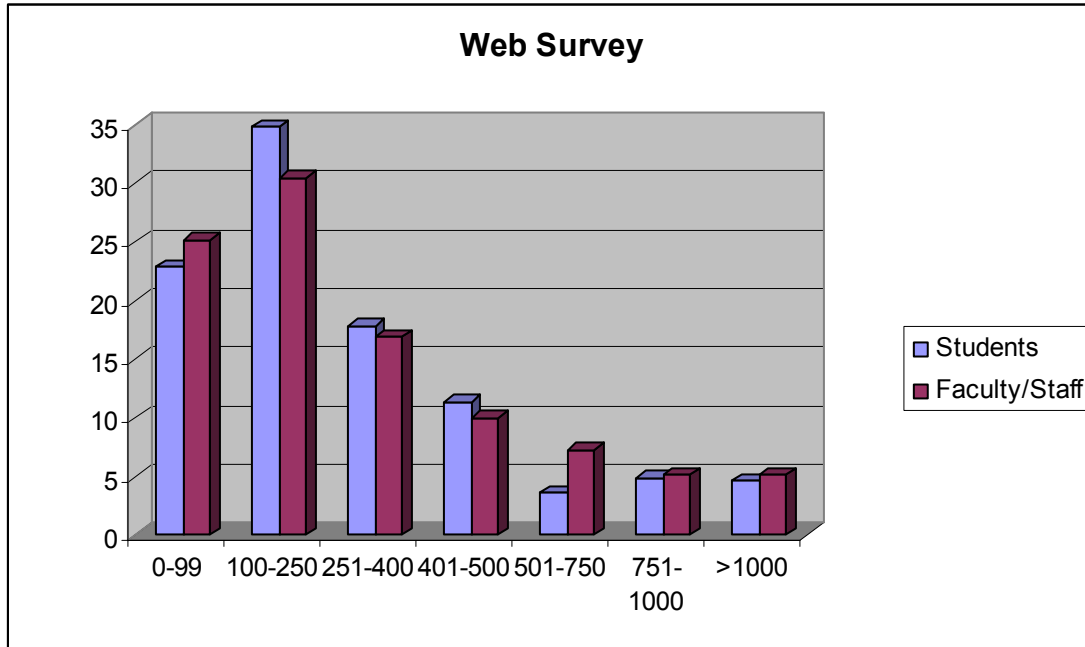
**9.1-9.7 Awareness and use of TDM measures**

| Initiative                                    | Aware of % |     |     | Aware and Used % |     |     | Never Heard of It % |     |     |
|---|------------|-----|-----|------------------|-----|-----|---------------------|-----|-----|
|   |            |     |     |                  |     |     |                     |     |     |
|   | Student    | F/S | F/S | Student          | F/S | F/S | Student             | F/S | F/S |
| <b>Carpool Lot</b>                            | 44         | 52  | 47  | 3                | 2   | 4   | 53                  | 47  | 49  |
| <b>Guaranteed Ride Home</b>                   | 25         | 27  | 24  | 1                | 1   | 0   | 73                  | 73  | 75  |
| <b>Cat-Cycles</b>                             | 34         | 53  | 33  | 1                | 3   | 2   | 64                  | 45  | 65  |
| <b>Cat Courier</b>                            | 15         | 16  | 14  | <1               | 1   | 1   | 84                  | 83  | 85  |
| <b>EPA Best Workplace Designation</b>         | 12         | 17  | 28  |                  |     |     | 88                  | 83  | 72  |
| <b>Transit Fleet Alt Fuel Use</b>             | 85         | 81  | 87  |                  |     |     | 15                  | 19  | 13  |
| <b>Master Plan Walking Campus Initiatives</b> | 25         | 66  | 75  |                  |     |     | 75                  | 35  | 25  |

## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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**9.8<sup>14</sup> Estimated cost of parking spot maintenance**  
**What do you think is the cost of maintaining a surface parking spot for one year?**

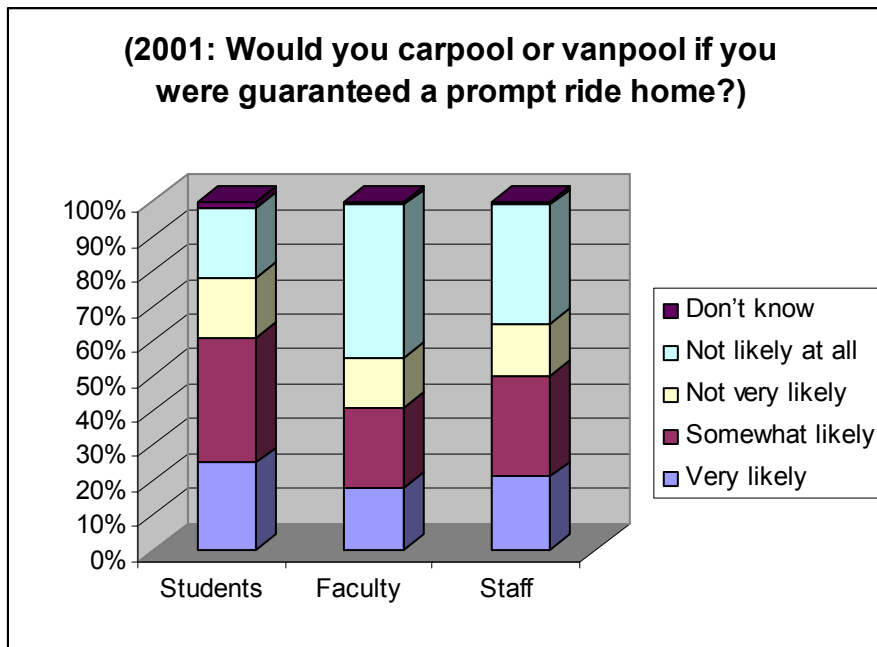
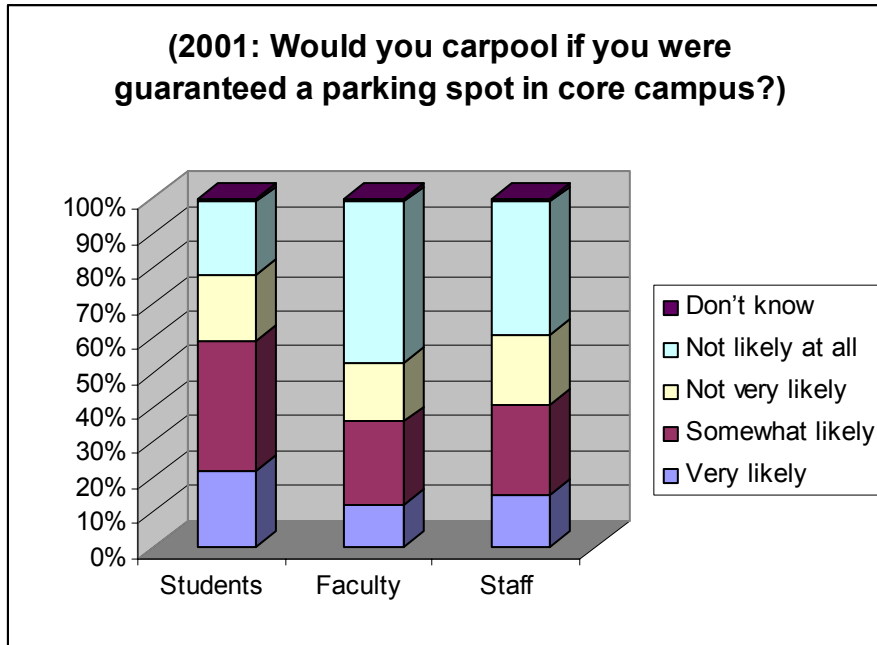


<sup>14</sup> In the phone survey, 24% responded *I don't know*. These responses were removed.

# Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)



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## 9.9 Interest in TDM measures: 2001 Phone survey

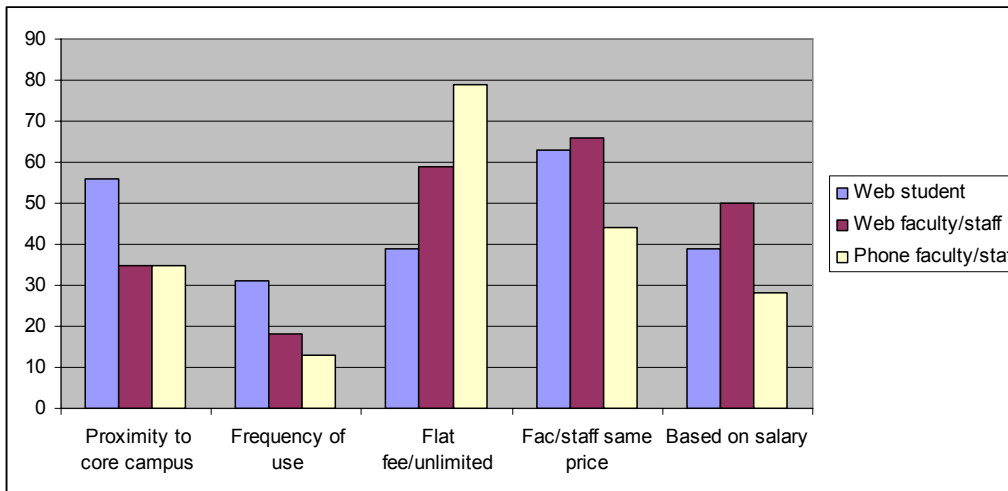


## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

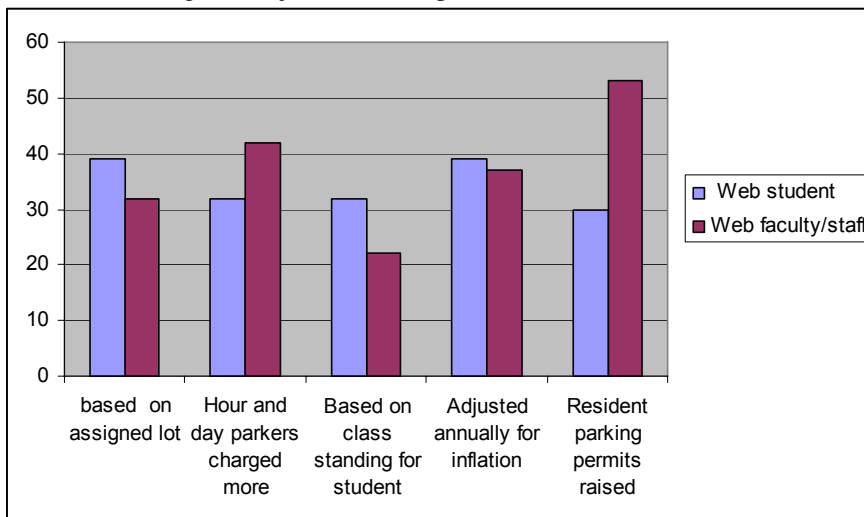
### 9.10 Importance of best environmental practices

| <i>Importance of UNH Transportation demonstrating best environmental practices</i> |  |  |
|--|---|---|
|  | <b>Student</b>  | <b>F/S</b>  |
| <b>Very Important</b>  | 69  | 74  |
| <b>Somewhat Important</b>  | 27  | 23  |
| <b>Important subtotal</b>  | <b>96</b>   | <b>97</b>   |
| <b>Not Important</b>   | 4   | 3   |
| <b>Unsure</b>  | 2   | 2   |

### 10.1<sup>15</sup> Support for pricing strategies



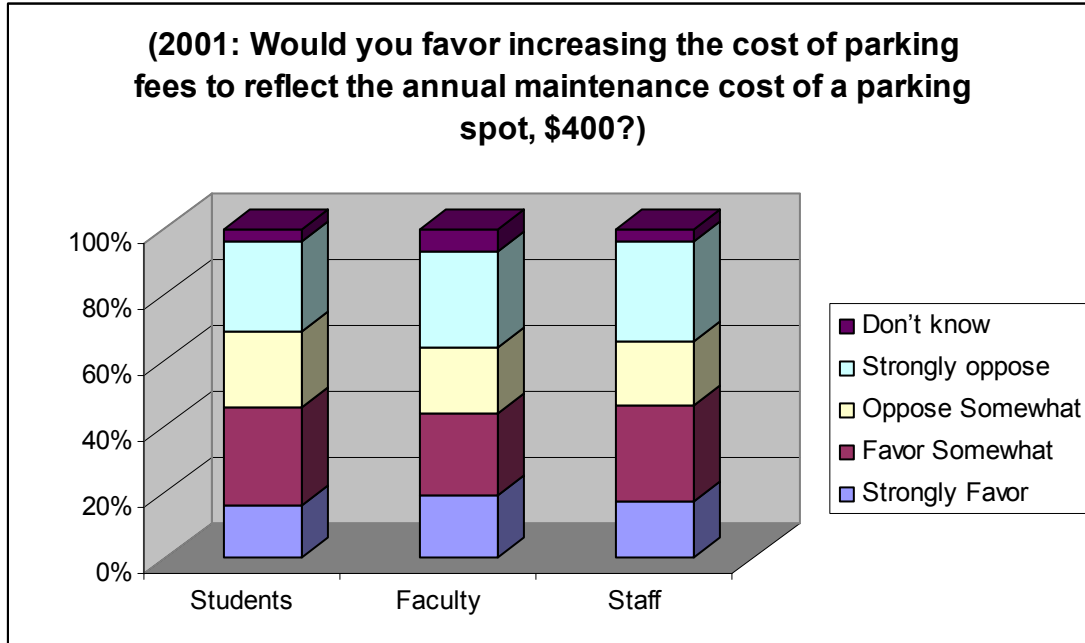
<sup>15</sup>A significant number of web survey respondents were unsure. Those responses were removed for this data, and the categories adjusted to add up to 100%.



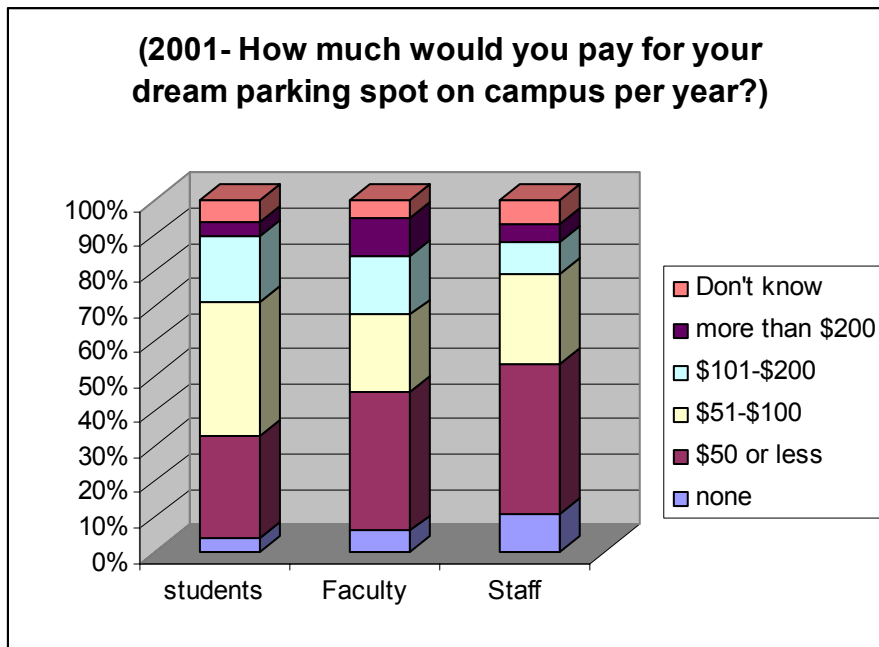
**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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**10.2 Willingness to pay actual maintenance cost of parking spot: Phone 2001 only**



**10.3 Maximum willingness to pay for parking: Phone 2001 only**

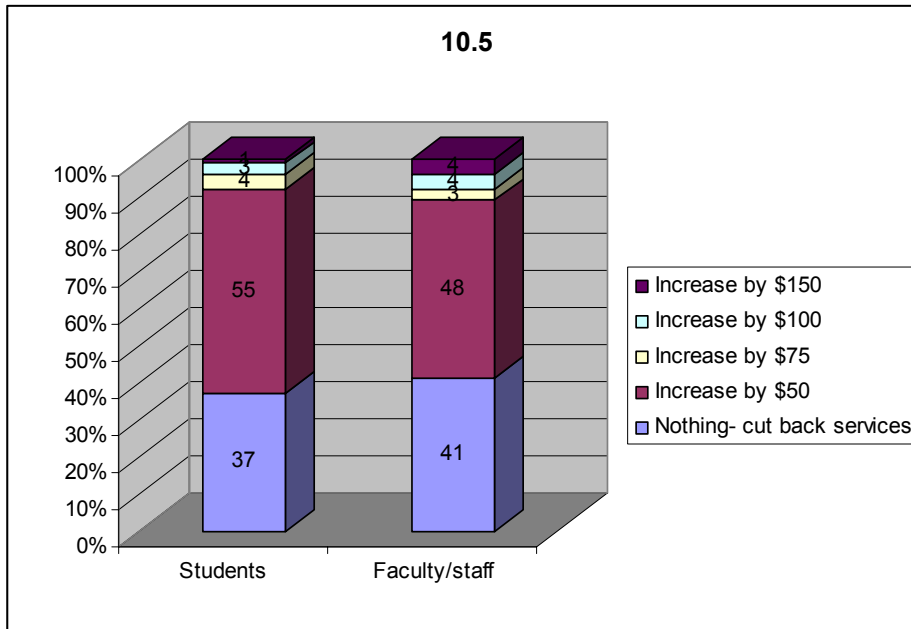


## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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### 10.5 Willingness to pay for existing parking services: Web version

*Web survey question: UNH raised fac/staff/commuter permits to \$50 (from \$32) in 2004. In that year a student transportation fee was also adopted (now \$50/yr) which provides non-parking services. It is projected that core campus commuter parking permits will have to be increased significantly in the next two years to maintain existing parking and transit services. Should UNH increase fees or cut services?*



### 10.5a Willingness to pay for existing parking services: Phone version

*Phone survey question: Because of increased costs, the cost of all parking permits will either have to be increased by a minimum of \$50 or the level of transportation services, such as lot enforcement, resurfacing, expansion, and transit services, will have to be cut back. Would you be willing to pay \$100 a year for a parking permit to keep the current level of transportation services at UNH or should transportation services be cut back?*

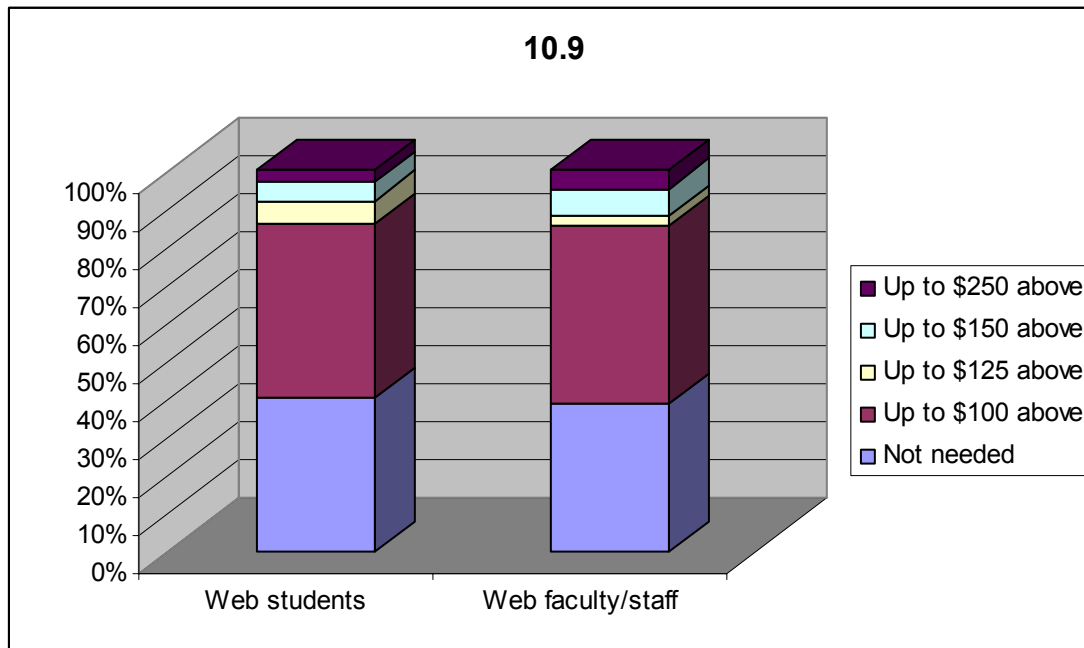
|                     | Willing to pay \$100 | Cut back service | Don't know |
|---------------------|----------------------|------------------|------------|
| Phone Faculty/staff | 51%                  | 36%              | 14%        |

**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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**10.9 Willingness to pay for Parking garages: Web only**

*Web survey question: The campus master plan suggests, that over time, two parking garages be built within walking distance of the core campus to accommodate and consolidate commuter and event parking. These garages would add convenience and free up core campus land for redevelopment. Current construction and finance estimates project garages would require between \$100 and \$250 additional on top of ALL UNH commuter parking permits. How much above your current commuter parking permit, if anything, are you willing to pay specifically to introduce parking structures to the UNH campus? (Check the highest level you would consider?)*



**10.11<sup>16</sup> Most important determinants of mode of transportation**



| What are the most important factors in determining how you get to UNH? | <i>Most important</i>         | <i>Second</i> | <i>Third</i>        | <i>Fourth</i>                |
|--|-------------------------------|---------------|---------------------|------------------------------|
| Student  | Reliability (convenience)     | Convenience   | Travel time         | Fuel costs                   |
| F/S  | Reliability (no alternatives) | Convenience   | Travel time         | Private vehicle availability |
| F/S  | No alternatives               | Convenience   | Parking convenience | Travel time                  |

<sup>16</sup>There were different options available to respondents of the phone survey and the web survey.




**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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**10.12 Favor for TDM measures**

| As a climate education campus, should UNH parking and transportation policies encourage less environmentally impacting transportation choices such as expanded transit, bicycle/pedestrian investment and limited parking expansion? | <i>Strongly favor</i> | <i>Favor somewhat</i> | <i>Oppose somewhat</i> | <i>Strongly oppose</i> |
|--|-----------------------|-----------------------|------------------------|------------------------|
|  <b>Student</b>  | 31                    | 45                    | 18                     | 6                      |
|  <b>F/S</b>  | 31                    | 49                    | 13                     | 7                      |

**10.13 Transportation choice changed by climate change and/or energy costs**

| In the past two years, have energy costs or concerns about climate change caused you to change your transportation choices? | <i>Both</i> | <i>Energy costs</i> | <i>Climate change</i> |
|---|-------------|---------------------|-----------------------|
|  <b>Student (off-campus)</b>               | 35          | 15                  | 6                     |
|  <b>F/S</b>                              | 25          | 10                  | 4                     |
|  <b>F/S</b>                              | █           | 23                  | 21                    |

## Spring 2007 Transportation Policy Committee Surveys Comparison Tables (web-phone-2001)

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### 11.1 Student response highlights

- 96% are full-time traditional students
- 56% (66%) live on campus and 9% others live in Durham
- 49% are upper-class people (will graduate in 2007 or 2008)

### 11.2 On-campus student highlights (2001 answer)

- 31% (25%) work off campus
- 7% Access an off-campus job via Wildcat Transit
- 65% (73%) Who work off campus always or mostly drive.
- 27% (3%) Who work off campus always or mostly use Wildcat Transit
- 89% (95%) Travel off campus for non-work reasons
- 82% (92%) Travel off campus 1-4 days for non-work reasons
- 57% (73%) Travel off campus 1-2 days for non-work reasons
- 43% (38%) Keep a car in an UNH maintained lot - 3% in off-campus lot
- 83% Think that resident parking permits should not be raised.
- 10% Use the Dover route more than once a month
- 35% Use the Portsmouth/Newington route more than once a month
- 10% Use the Newmarket Route more than once a month
- 36% Ride the Downeaster at least once a semester
- 14% Ride the Downeaster at least once a month
- 60% Support parking permit fees based on proximity to core campus

### 11.3 All residents within a 5 minute walk of Wildcat transit

- 54% Always or mostly drive alone to campus.
- 32% Always or mostly ride Wildcat Transit to campus
- 86% Own their own vehicle
- 7% share a vehicle

### 11.4 Visitor highlights – 40 respondents, 3% of total.

- 80% Are aware that the campus connector is free to the public.
  - 56% Are visiting the campus specifically, or are parents of students.
  - 53% Always drive by themselves when they visit campus.
  - 74% Have traveled to UNH 7 or more times in the past 6 months.
  - 48% Found the survey from the UNH main page.
- The median rating for visitor access, transit services, and the overall campus was *adequate*, and the median rating for parking and information signage was *fair*.

**Spring 2007 Transportation Policy Committee Surveys  
Comparison Tables (web-phone-2001)**

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**11.5 Faculty and staff highlights**

- 69% of walkers *strongly* or *somewhat favor* a parking proximity pricing plan
- 50% of bikers
- 58% of drivers *strongly* or *somewhat oppose* a parking proximity pricing plan
- 69% of carpoolers
- 81% of carpoolers do so independently of the UNH carpool lot or permit

|  | Faculty   | Staff     |
|--|-----------|-----------|
| Spend more than 8 hours on campus per day        | 77%       | 91%       |
| Only and always drive to campus                  | 79% (85%) | 86% (90%) |
| Commute more than 10 minutes to campus           | 66%       | 82%       |
| Park in B-Lot                                    | 44% (36%) | 26% (21%) |
| Typically make stops on the way from home to UNH | 21% (26%) | 10% (20%) |

FULL SURVEY RESULTS AVAILABLE  
ON THE TPC WEB PAGE ONLY