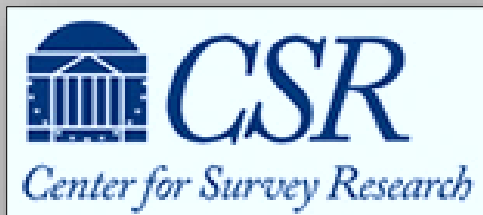


# 2017 UNIVERSITY OF VIRGINIA TRANSPORTATION SURVEY

Prepared for:

**Department of Parking and  
Transportation**

Prepared by:



*University of Virginia*

June 2017



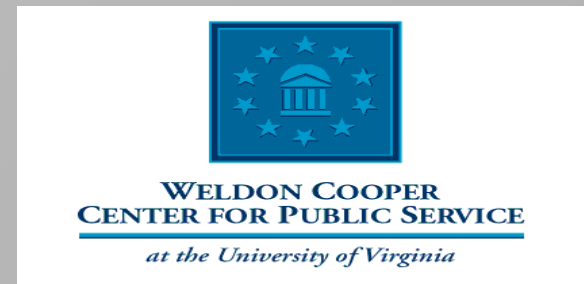
# 2017 University of Virginia Transportation Survey

Thomas M. Guterbock, Ph.D.  
CSR Director

James Ellis, Ph.D.  
Director of Research

Shayne Zaslow, M.S./M.A.

*CSR is a unit of the Weldon Cooper Center for Public Service at the University of Virginia*



# Thanks to the Survey Committee!

- Rebecca White  
Director,  
Department of Parking and Transportation
- Jonathan Monceaux  
Transportation Demand Management Professional,  
Department of Parking and Transportation

# Survey Design

# Purpose of the Survey

- Assess the basic commuting practices of UVA employees
- Determine use and awareness of existing programs offered by Parking and Transportation
- Assess the modes of transportation utilized by employees and their satisfaction with these modes
- Explore factors that would allow for mode changes
- Identify obstacles to switching modes
- Analyze by demographic groups

# Questionnaire Development

- Started with previous survey from 2014
- CSR prepared a draft of the questionnaire based on committee input
- Draft was edited and approved by the committee
- Questionnaire formatted for self-administration and programmed for web administration

# Survey Topics

- Personal daily commute to work at UVa
- Primary mode of transportation and follow-up items
  - Single operating vehicle (including licensed motorcycle/moped)
  - Carpool/Vanpool
  - UVA/CTS/JAUNT Transit
  - Bicycle (including unlicensed motorcycle/moped)
  - Walking
- Within primary modes: interest in alternate modes
- Other transportation issues
- Demographics

# Sample for the Survey

- Sample of UVa Faculty and Staff
- Sample was a disproportionate stratified sample
  - 400 Faculty and Administration
  - 400 Clerical and Technical
  - 400 Service and Maintenance
- Data are weighted for analysis to the population distribution by staff type, except where otherwise noted



# How the Survey Was Conducted

- Voluntary and confidential
- Paper Version
  - All mailings by UVa Messenger Mail
  - Sent to all Service and Maintenance employees regardless of email status, and others without emails
    - Advance notification letter
    - First survey packet
    - Second survey packet to non-responders
- Web Version (Qualtrics survey software)
  - Advance notification letter by UVa Messenger Mail
  - Invitation email
  - Reminder email to non-respondents
  - Closeout email to non-respondents

# Accuracy of the Survey

|                 | 2011      | 2014     | 2017     |
|-----------------|-----------|----------|----------|
| Sample          | 1200      | 1200     | 1200     |
| Completes       | 617       | 665      | 621      |
| Response Rate   | 51%       | 56%      | 51%      |
| Margin of error | +/- 4.5%* | +/- 4.3% | +/- 4.6% |

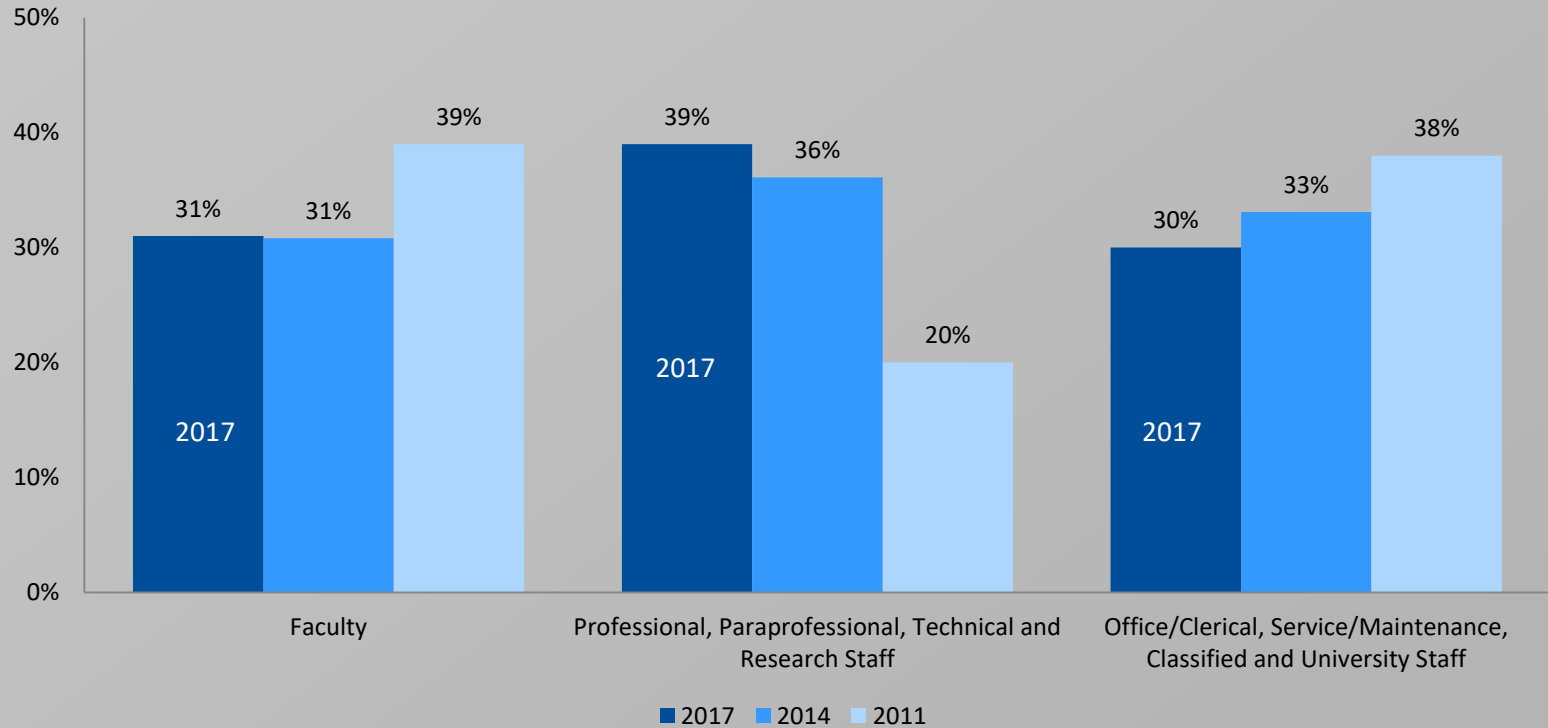
There are other sources of error in surveys besides sampling error. These errors can be difficult or impossible to measure.

# Paper and Web Versions

- Data collection period: May 2017 – July 2017
- Web completions – 538 (87% of completions)
  - Paper completions – 83 (13%)

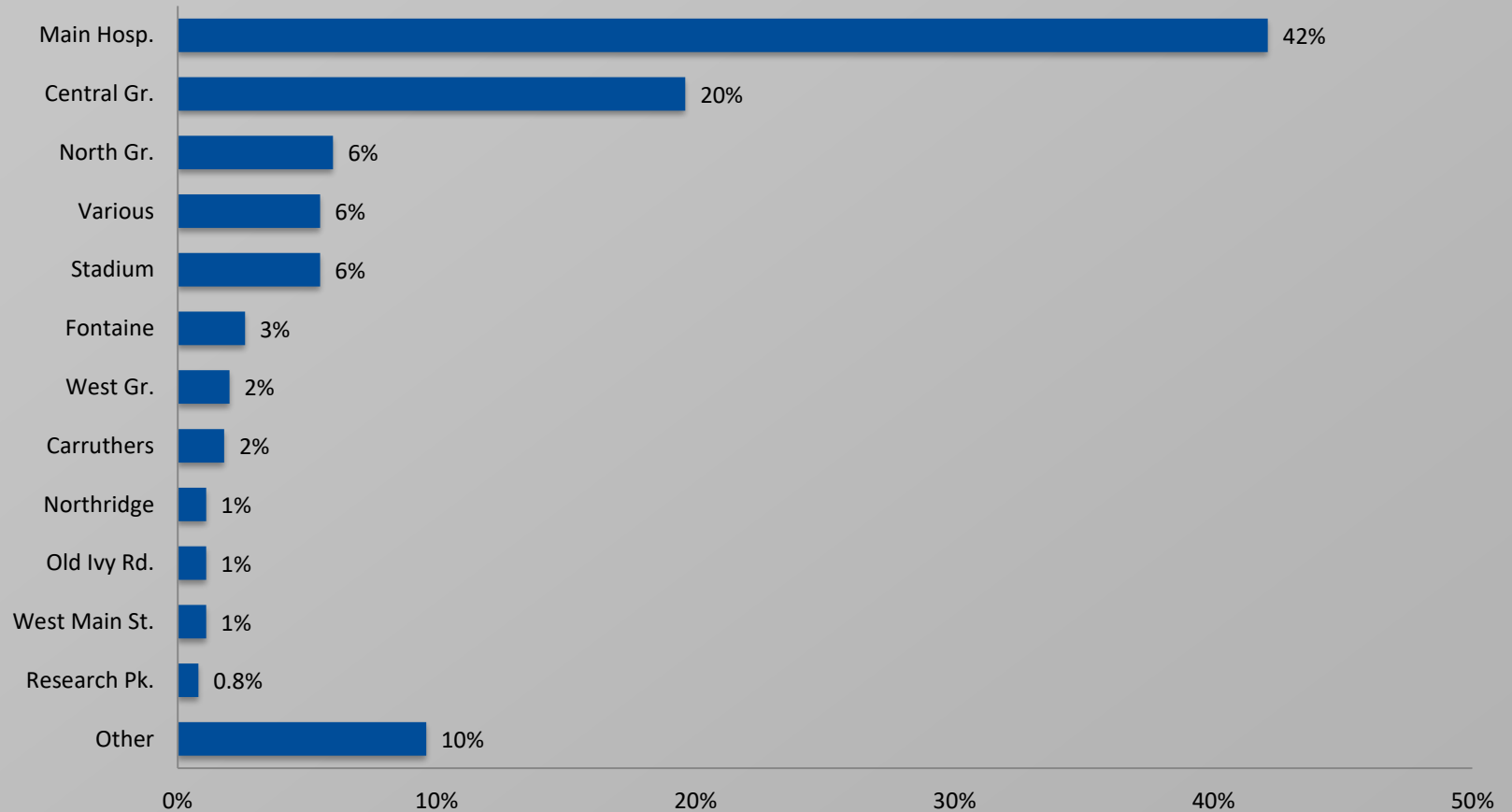
# Demographic Profile

# Primary Affiliation



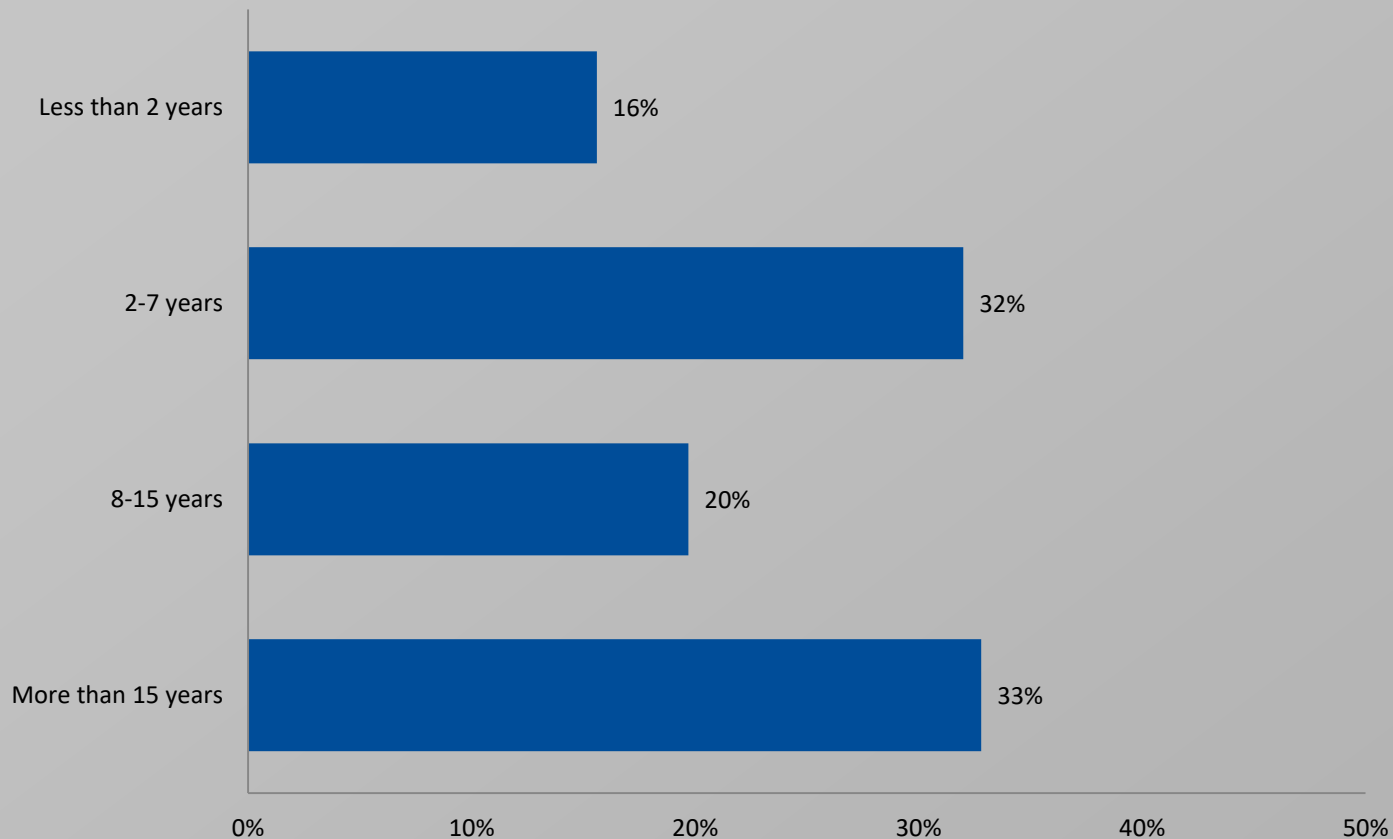
Unweighted data based on self-reported answers to “primary affiliation” in the survey (2011), and on pre-assigned sample type in 2014 and 2017.

# Primary Work Location



Unweighted Data

# Length of Service with UVa

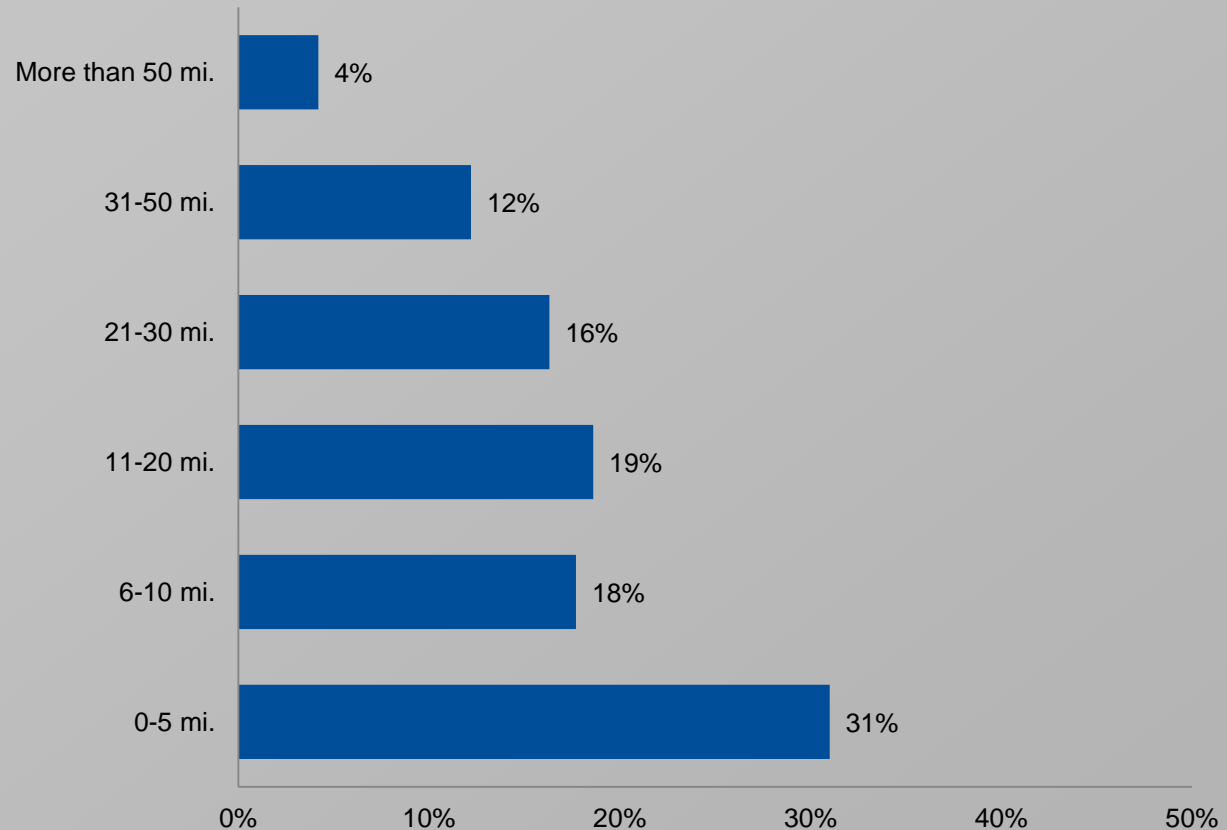


# Survey Results

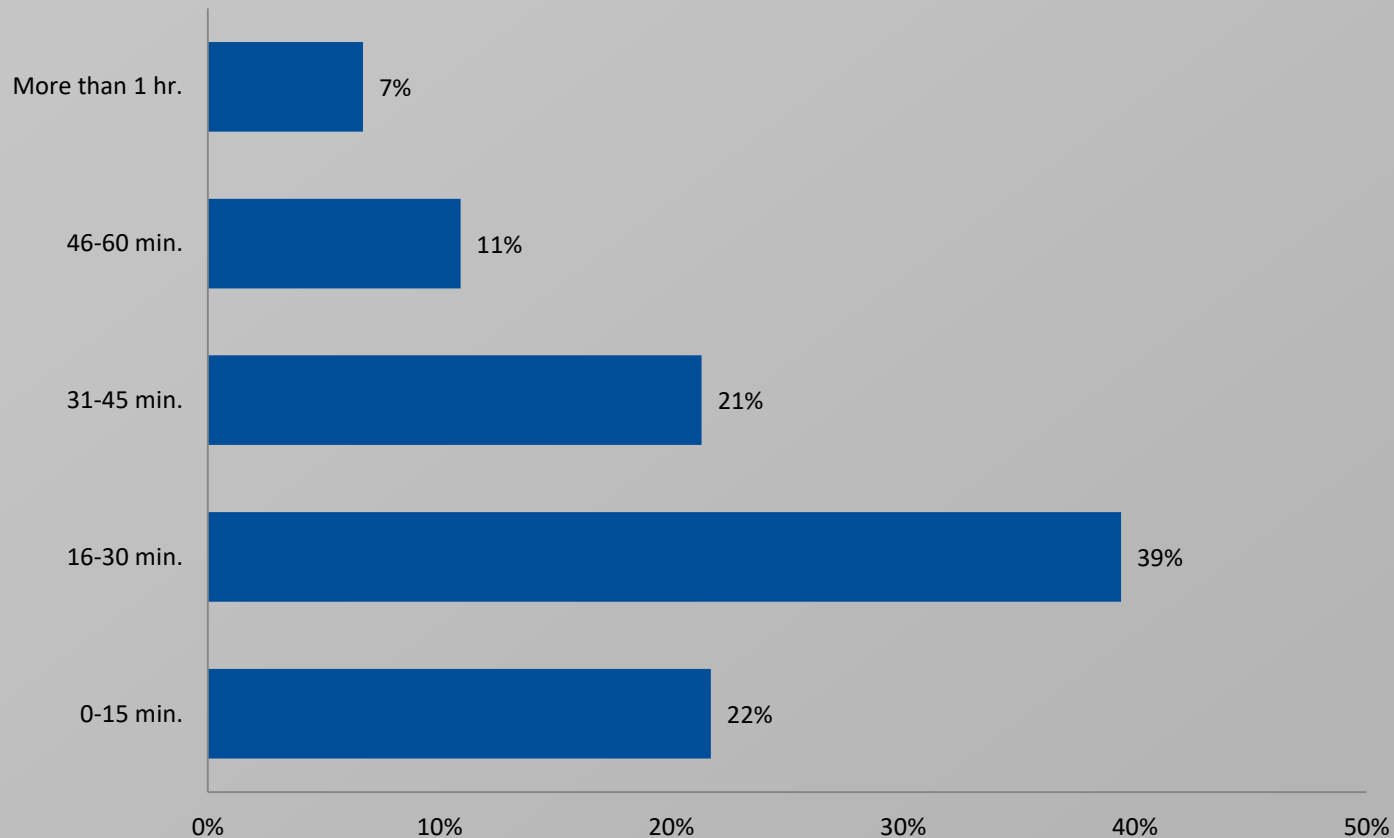
## Personal Daily Commute to Work



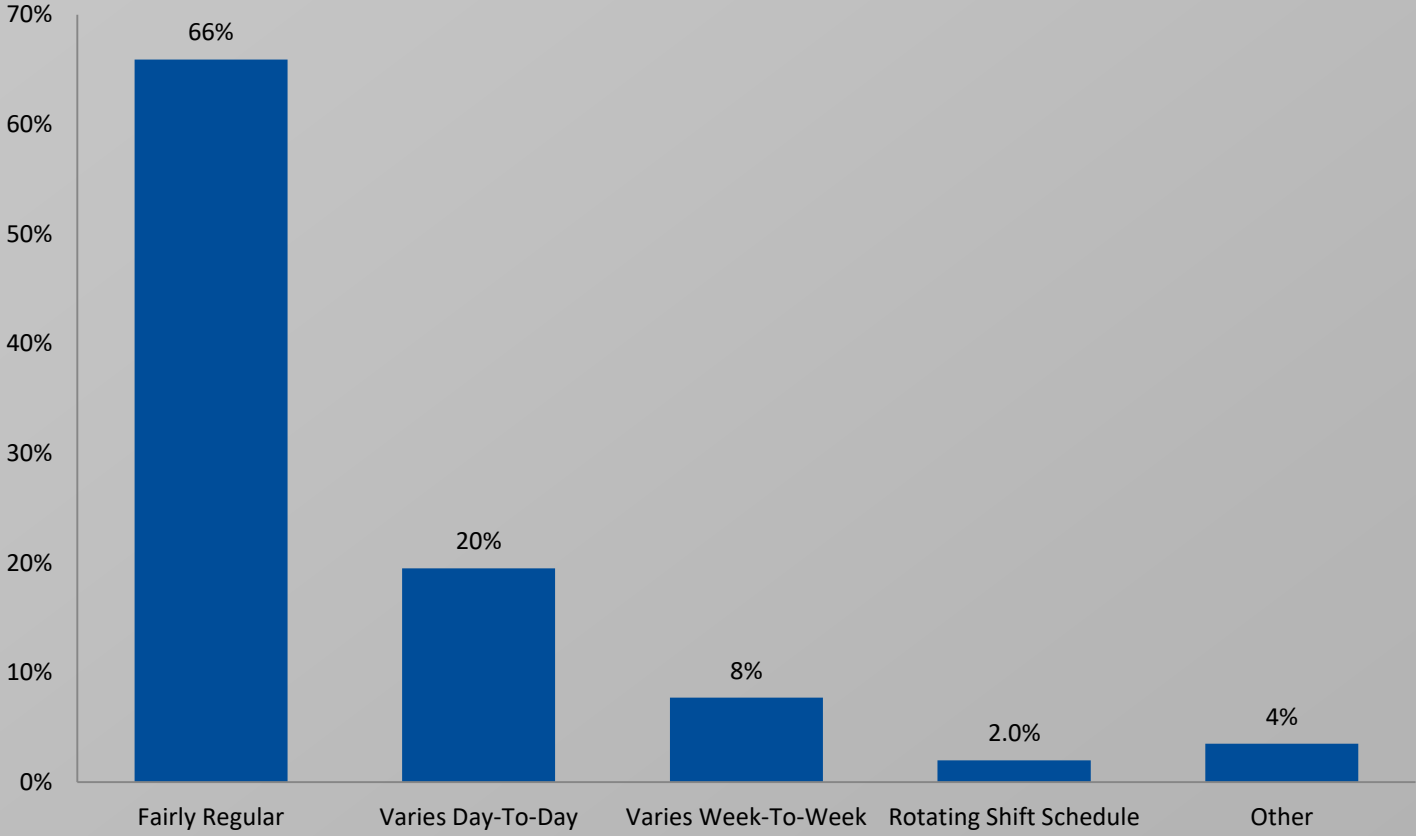
# Commuting Distance



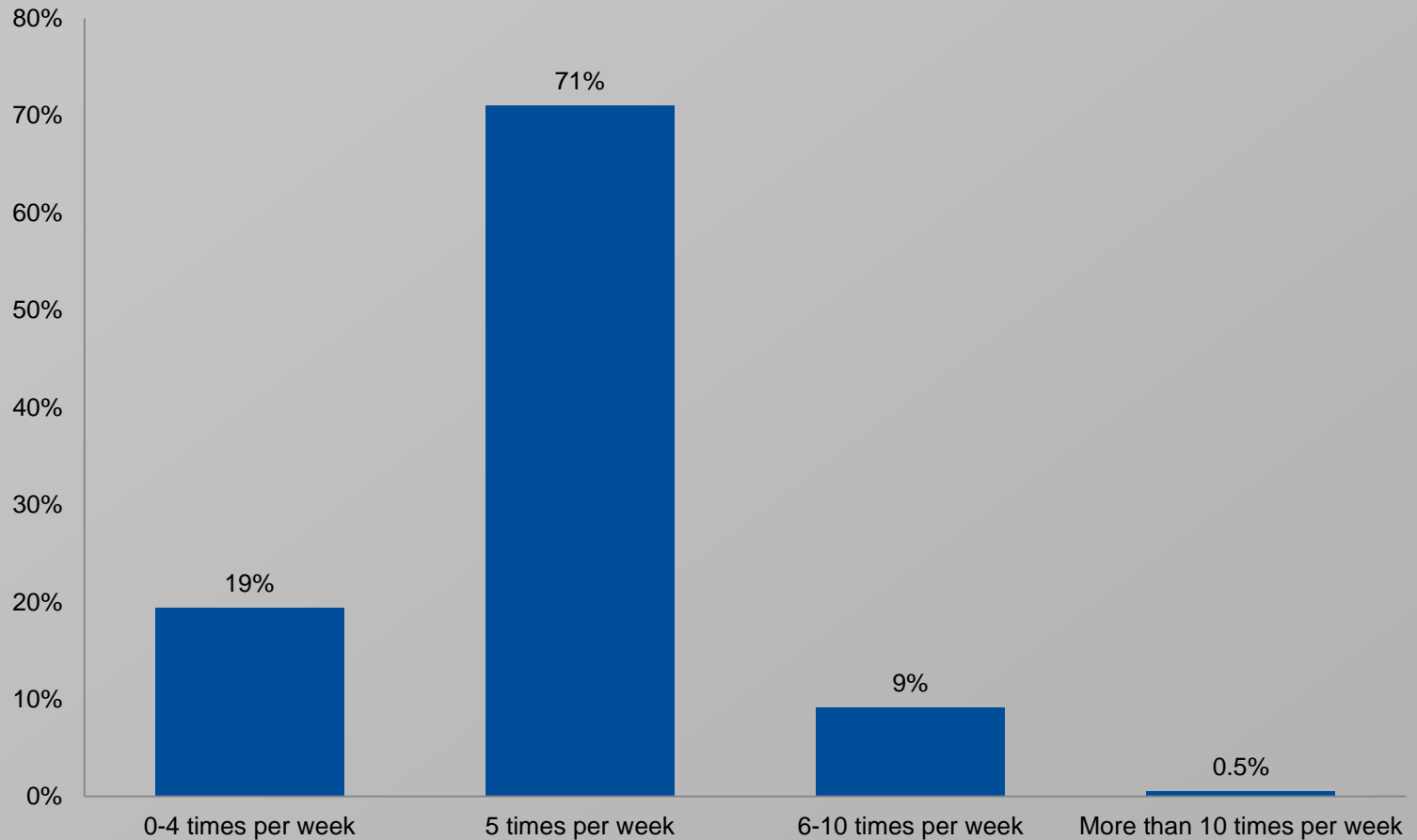
# Commuting Time



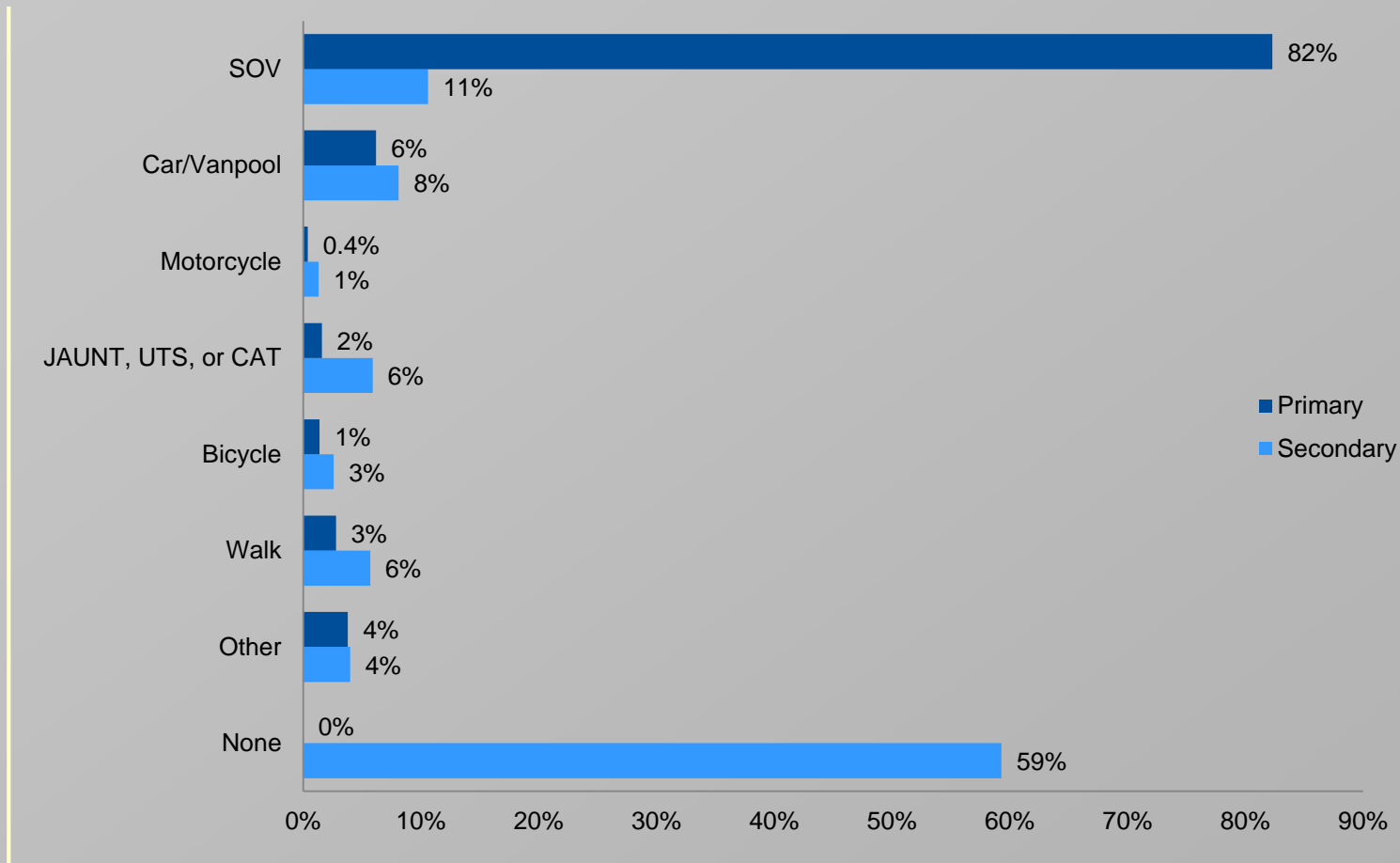
# Normal Work Schedule and Variation



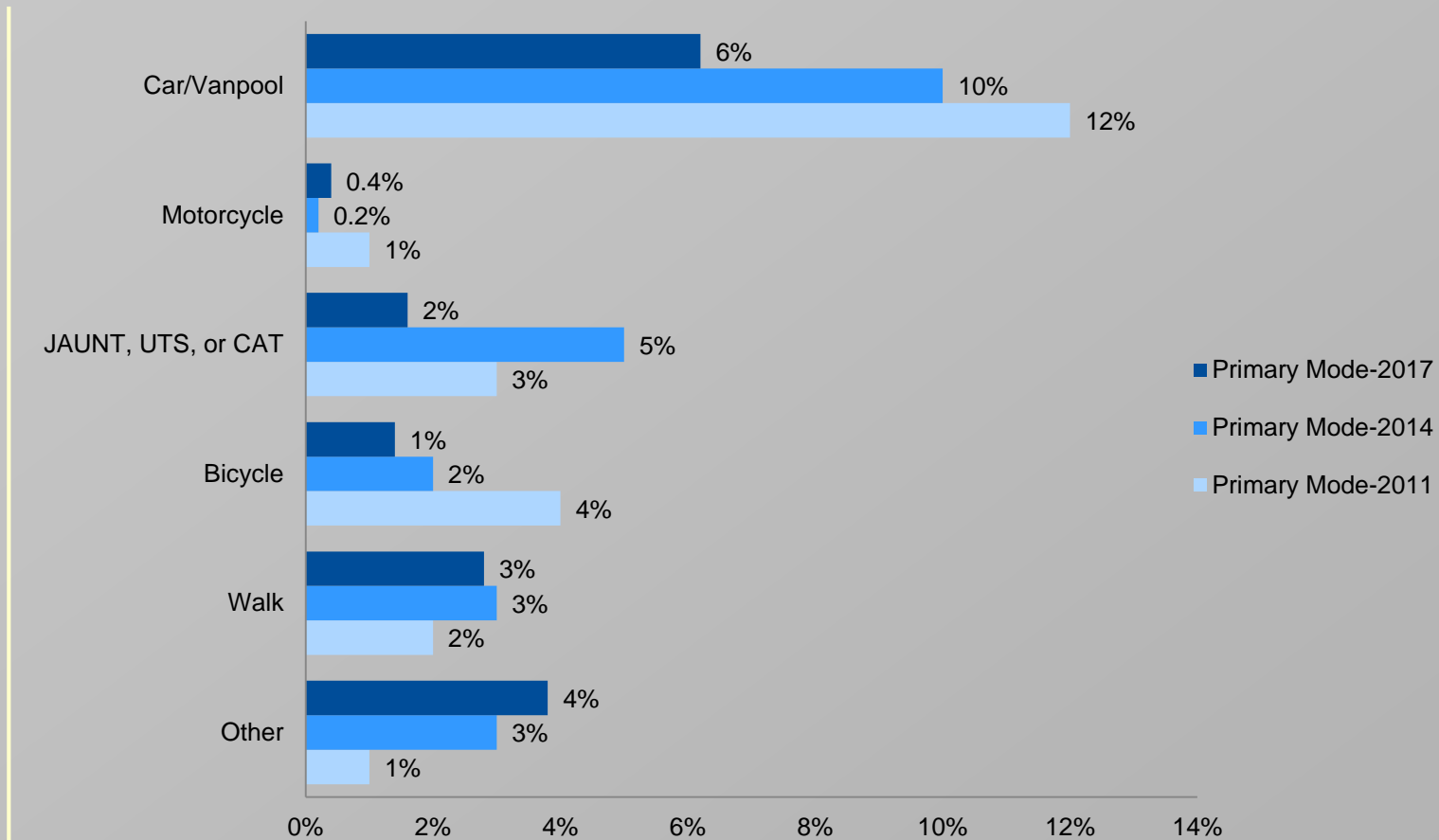
# Number of Round-trip Commutes



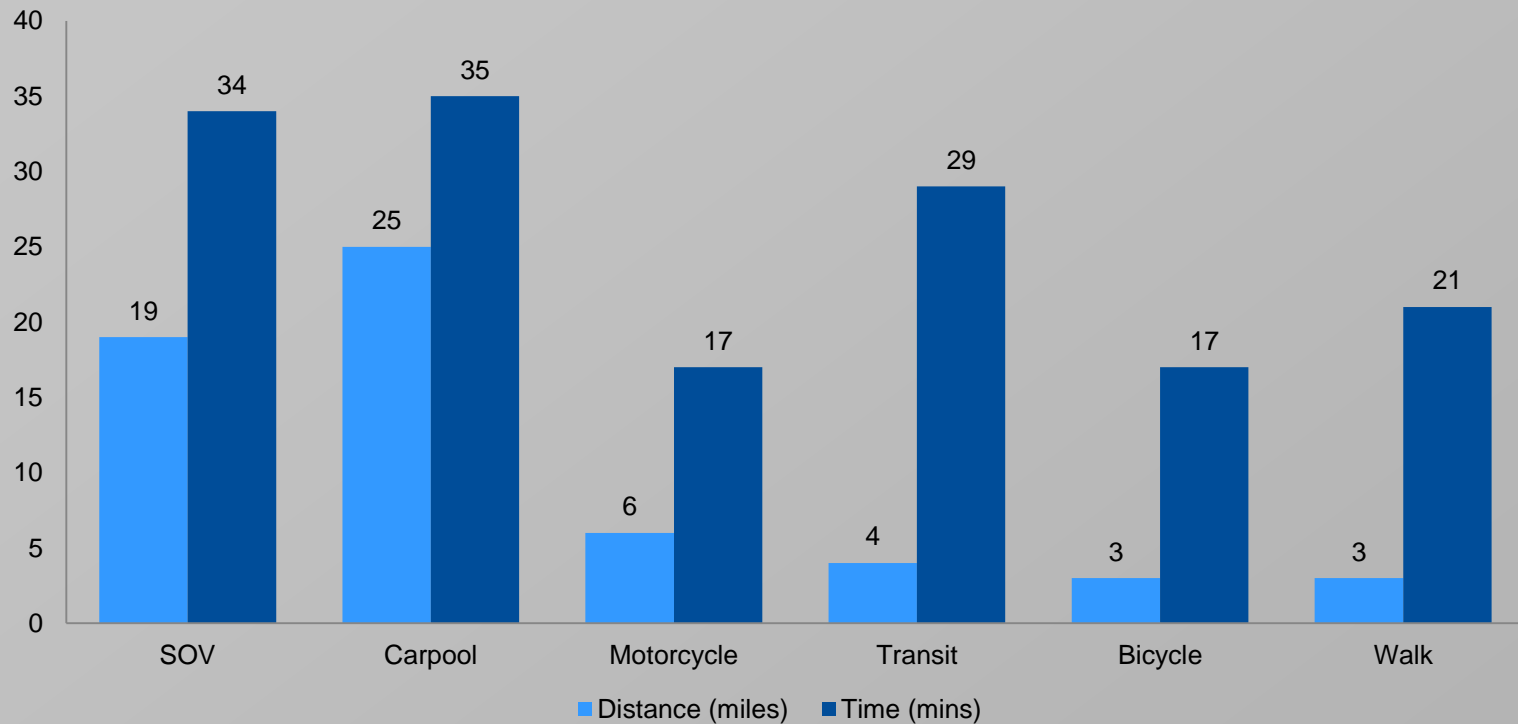
# Modes of Transportation to Work



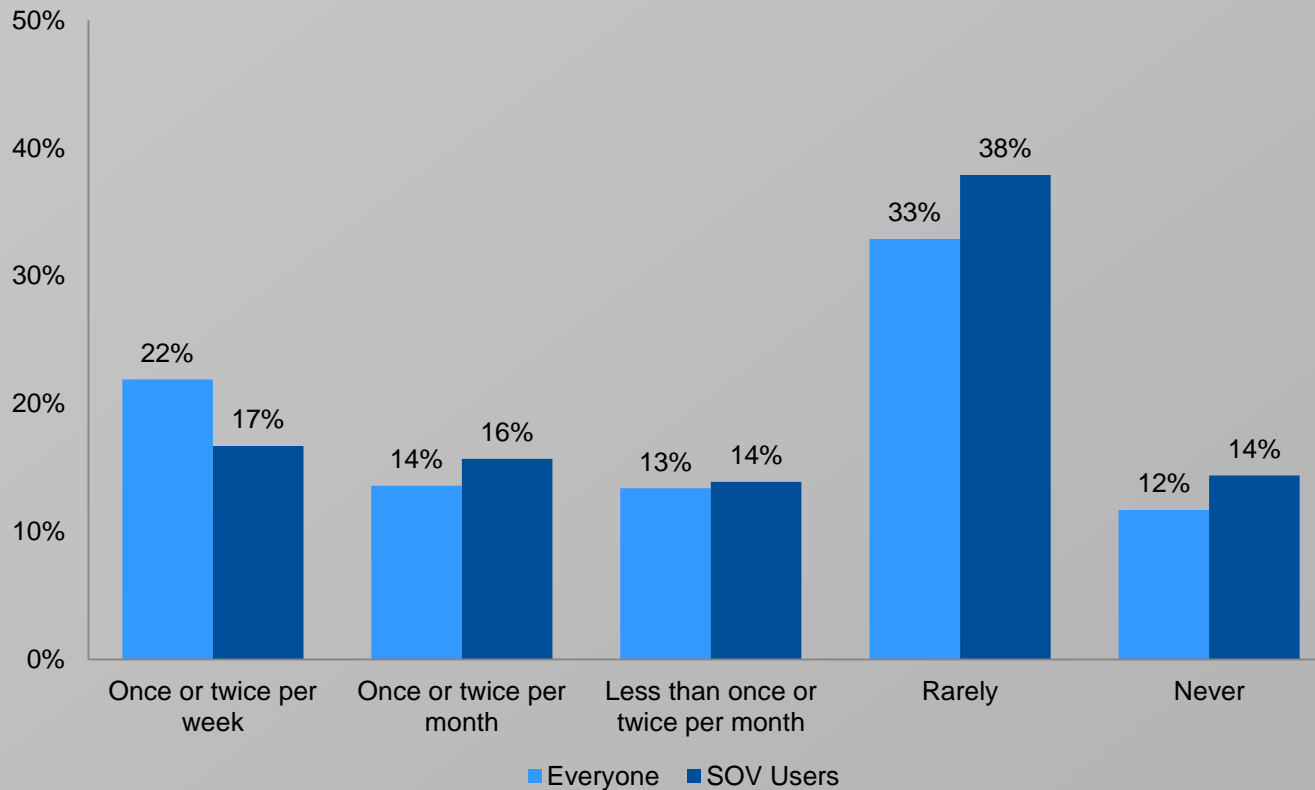
# Primary Modes that are not SOV



# 2017 Commute Distance/Time by Modes



# Frequency of Using Secondary Mode

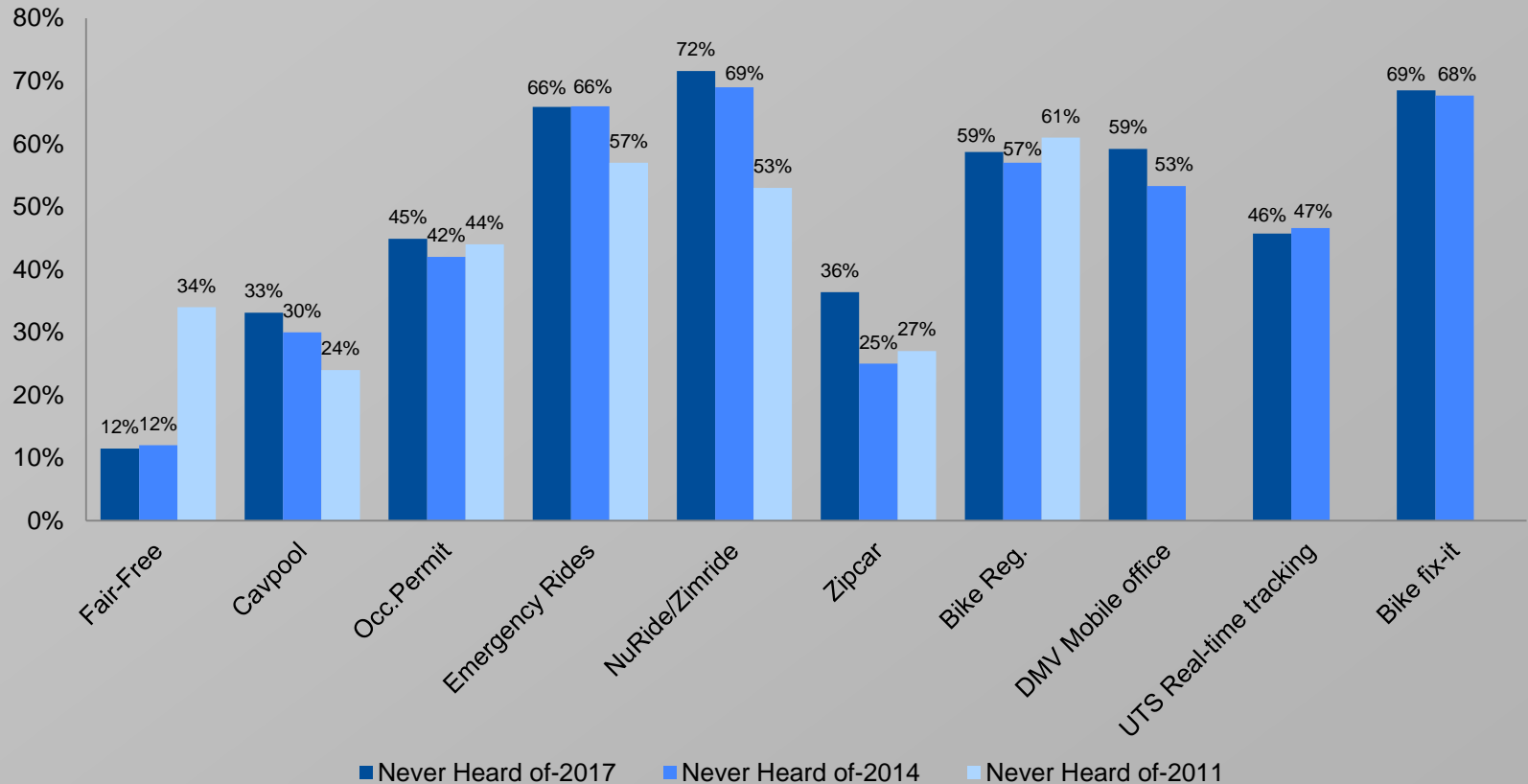




# Primary and Secondary Modes

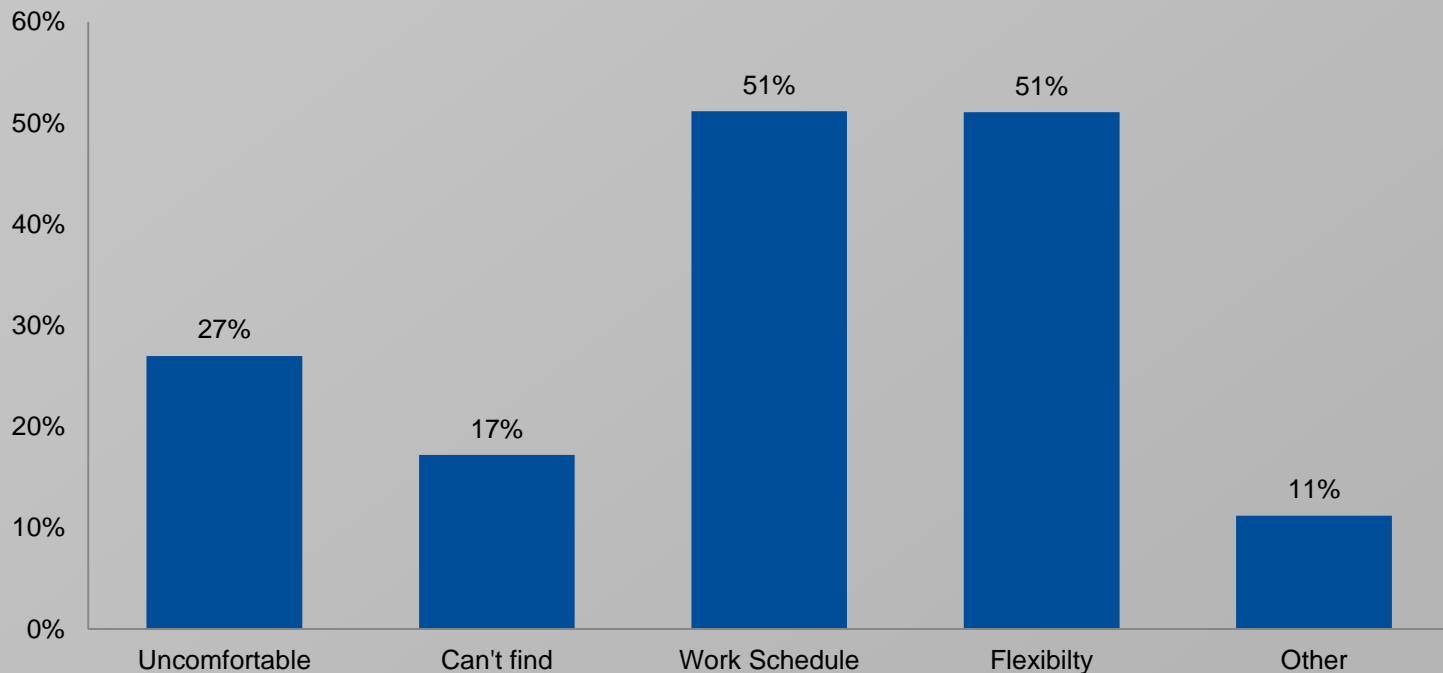
- 67% of SOV users have no secondary mode of transportation
- 37% of Car/Vanpoolers use SOV for secondary mode of transportation
- 33% of Bicyclists use SOV for secondary mode of transportation
- 50% of Transit users walk to work as a secondary mode of transportation

# Awareness of Transportation Services

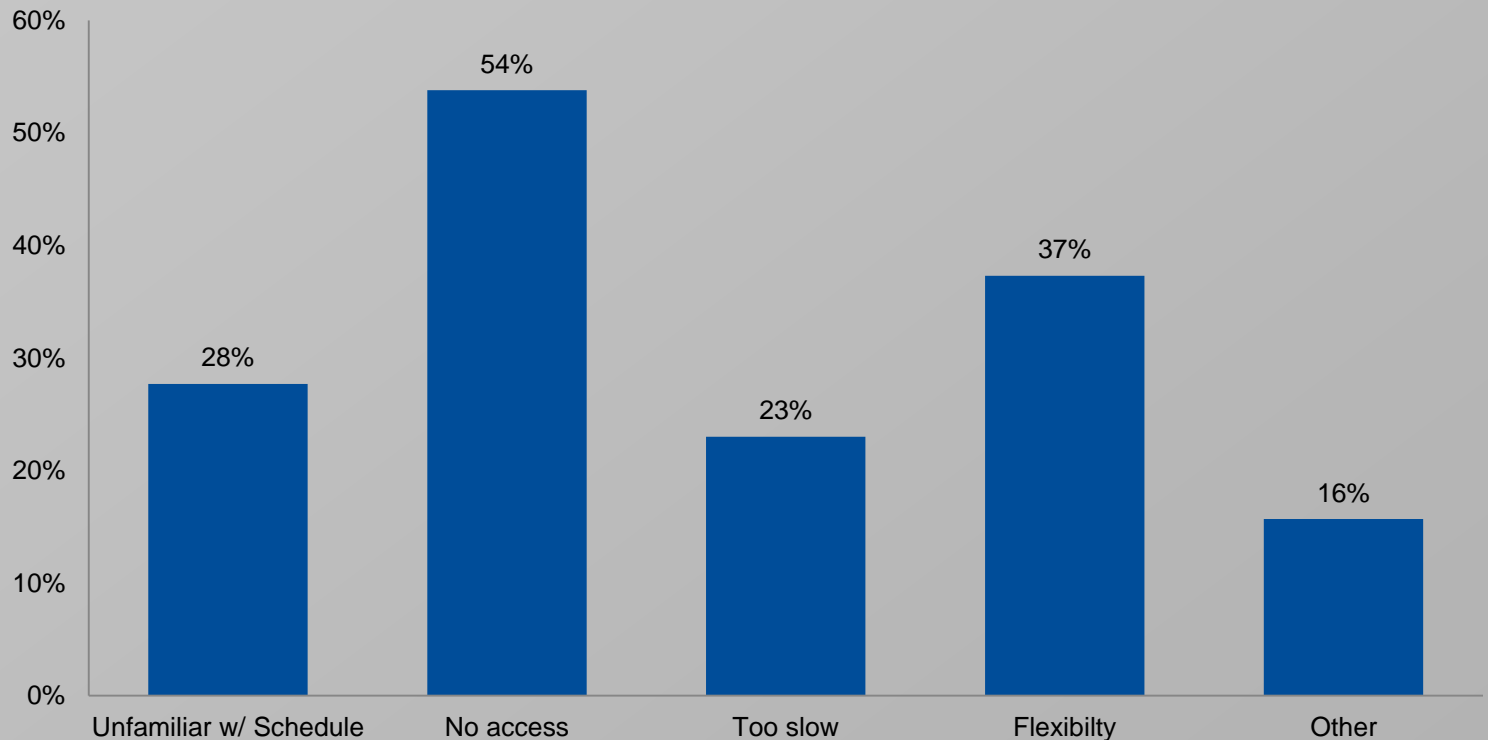


# ALTERNATE MODES OF TRANSPORTATION

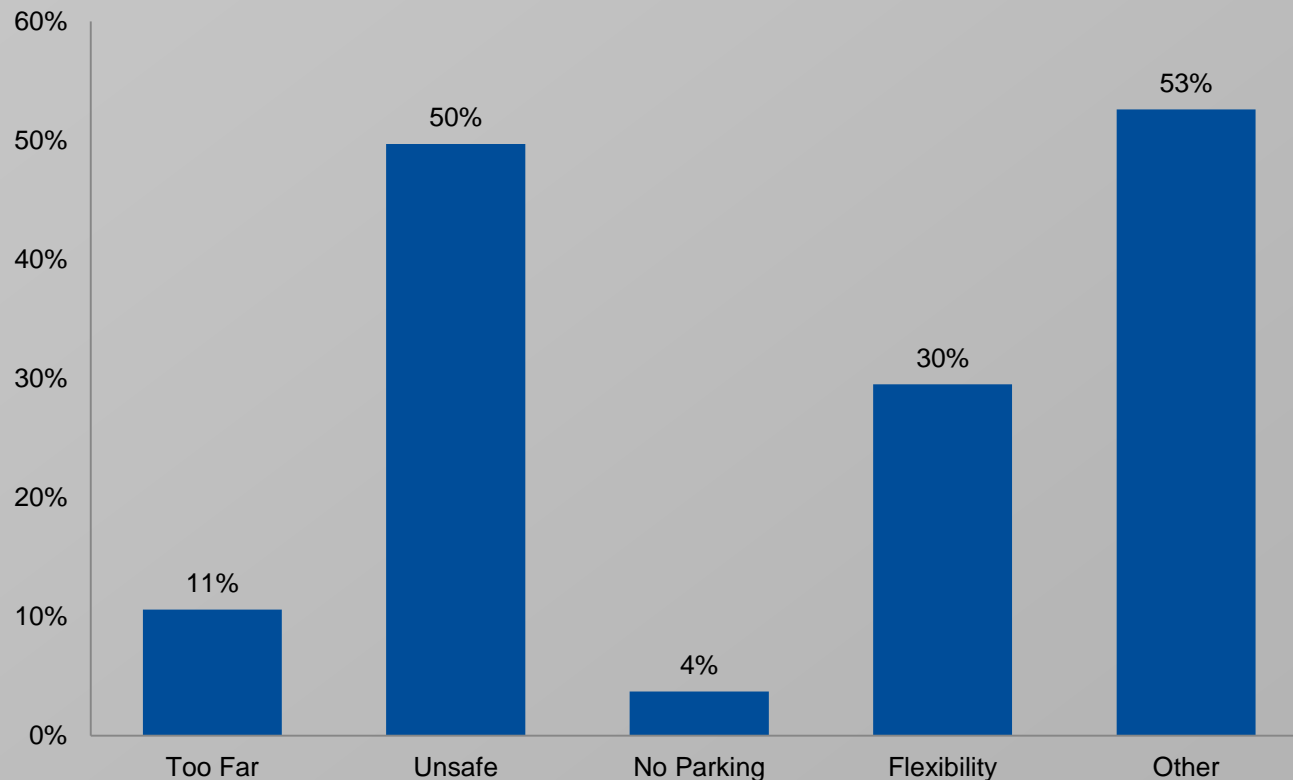
# Why SOV Users Have Not Tried Carpool/Vanpooling



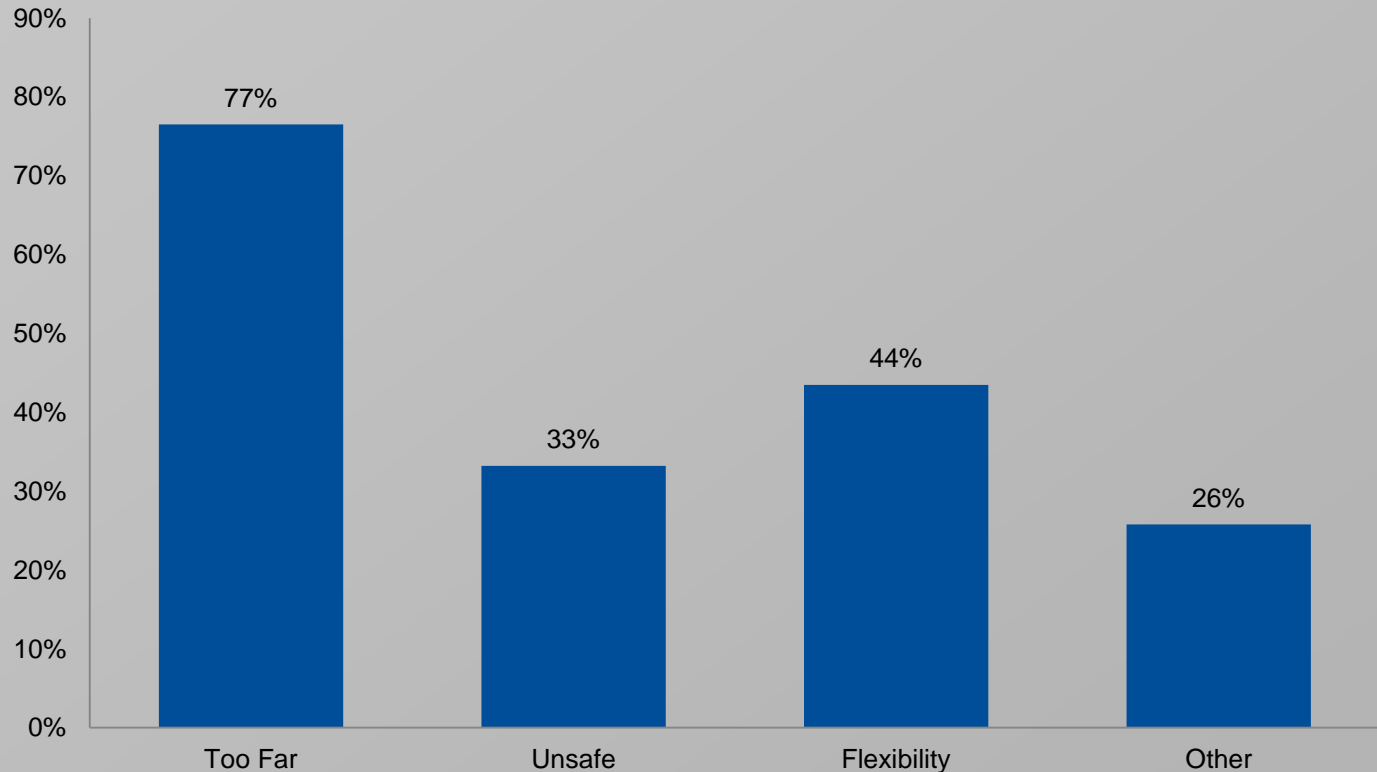
# Why SOV Users Have Not Tried Transit



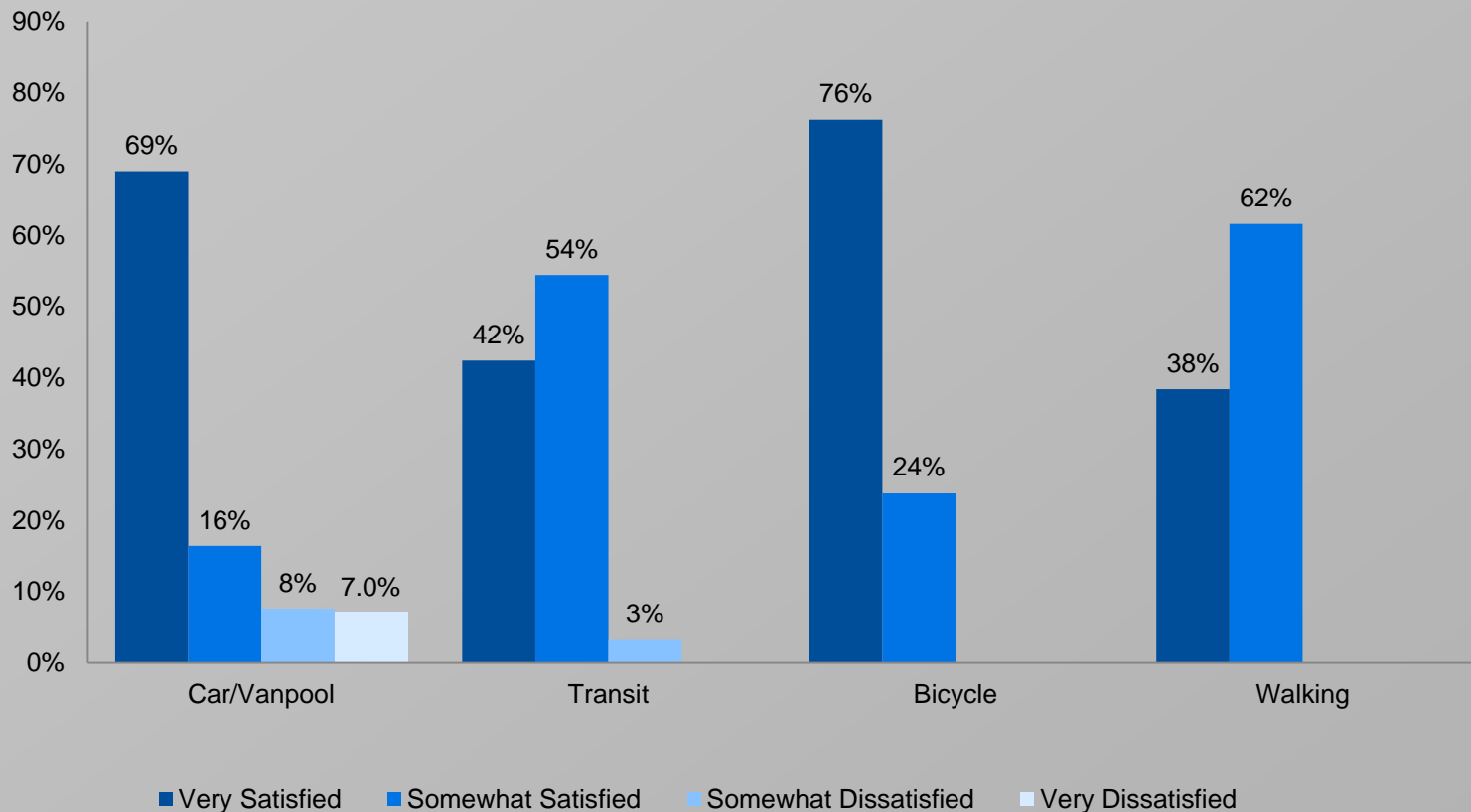
# Why SOV Users Have Not Tried Bicycling (commute less than 4 miles)



# Why SOV Users Have Not Tried Walking (commute less than 4 miles)

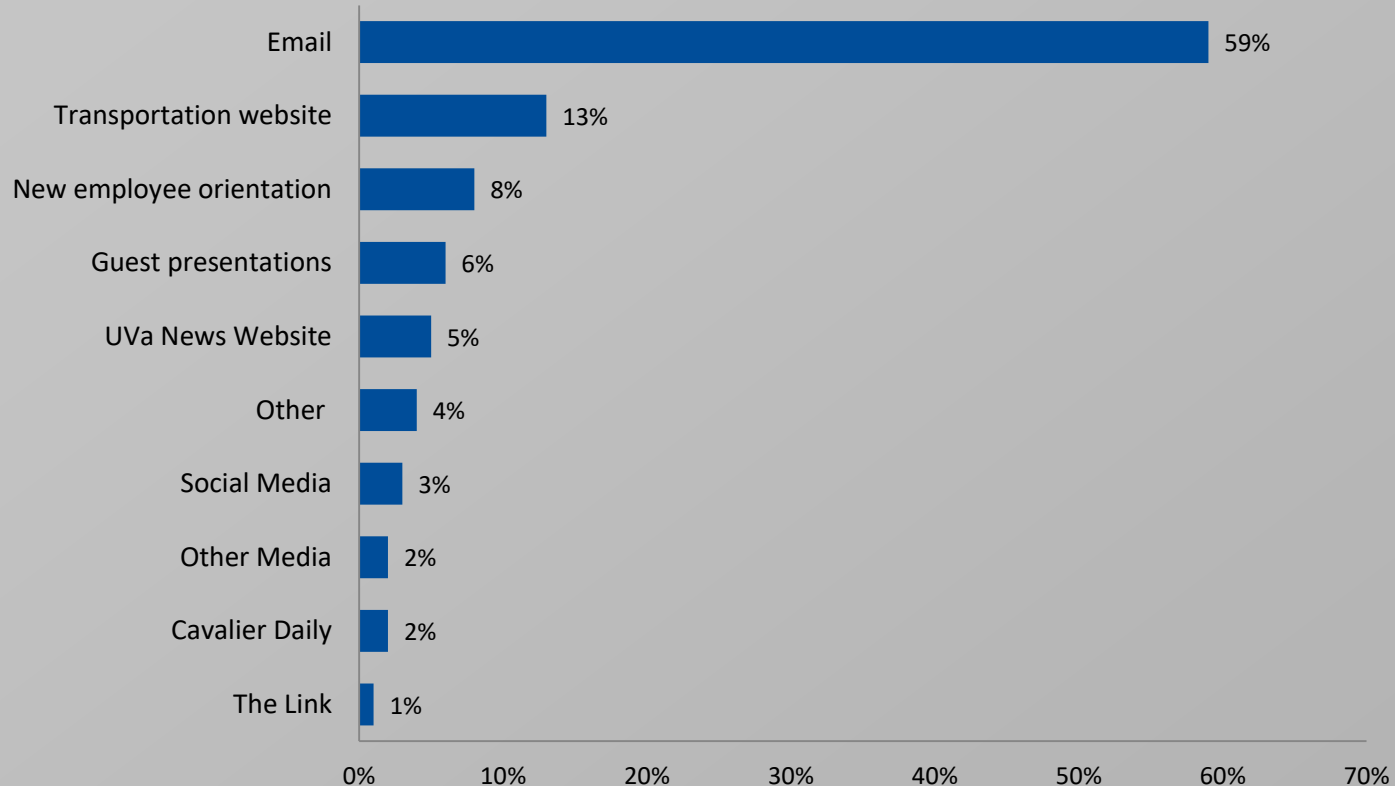


# Satisfaction with Alternate Modes of Transportation



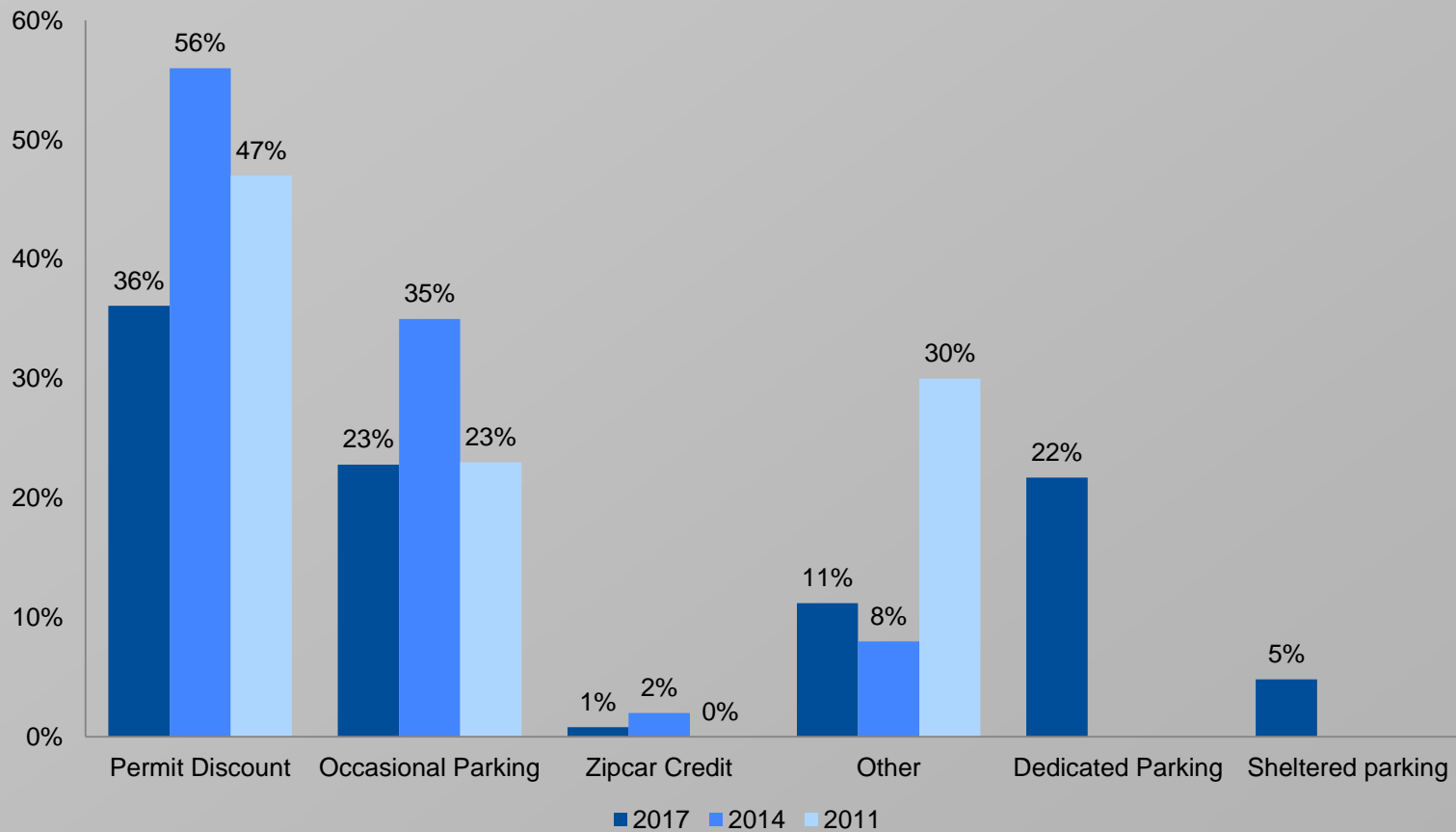


# Best Way to Learn About Modes of Transportation

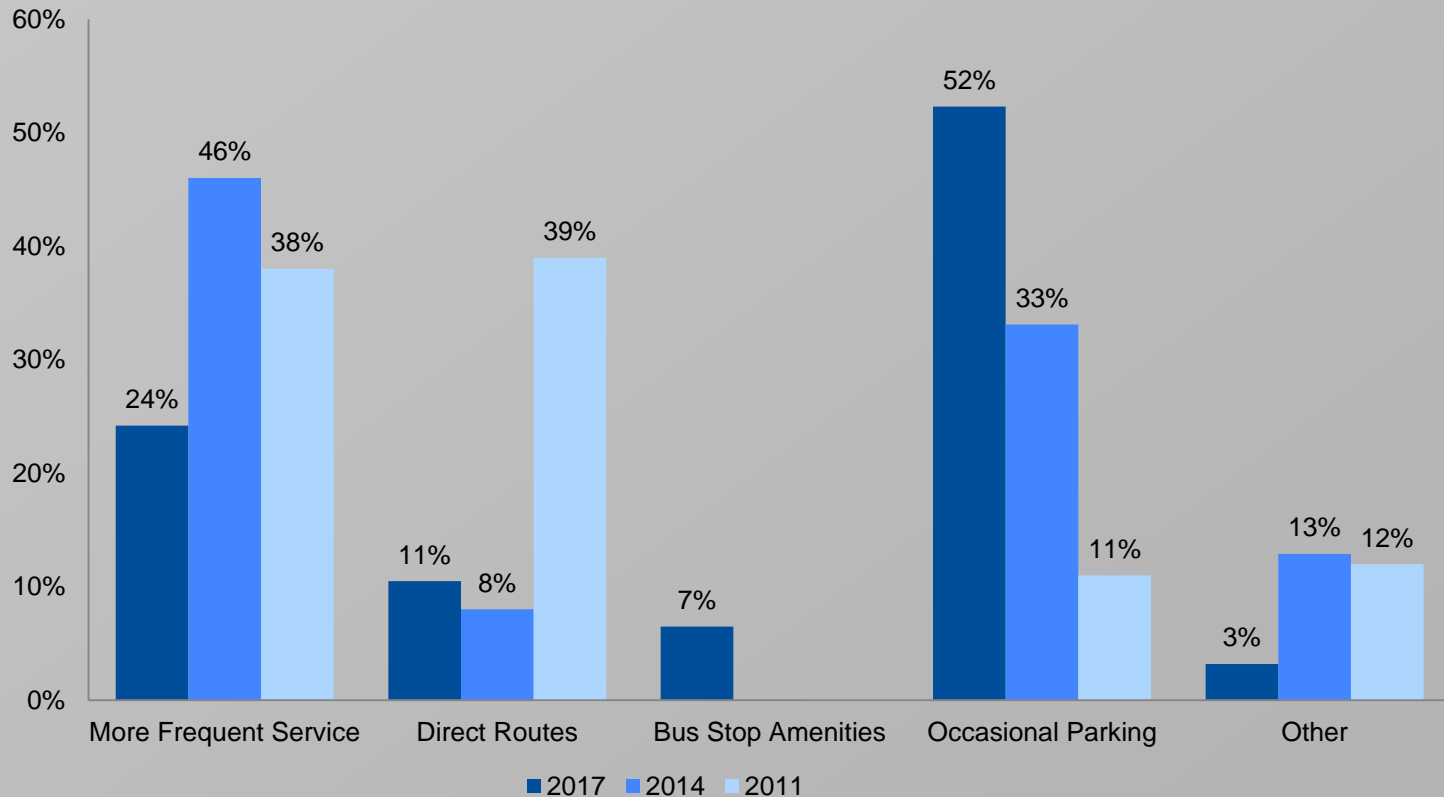


More than one answer accepted for 17 paper surveys where respondents checked more than one. Percentages add to more than 100%.

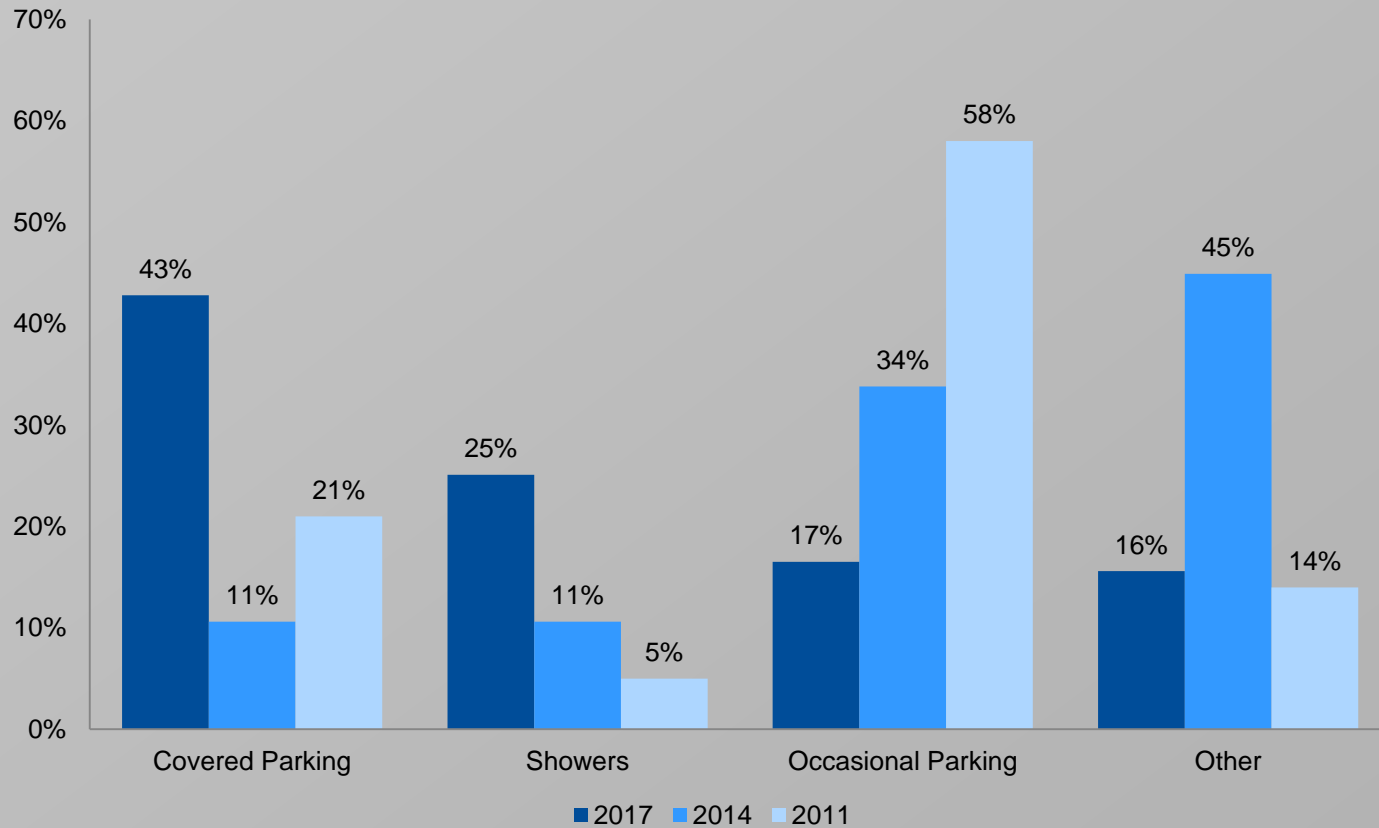
# Most Desired Improvement for Car/Vanpools



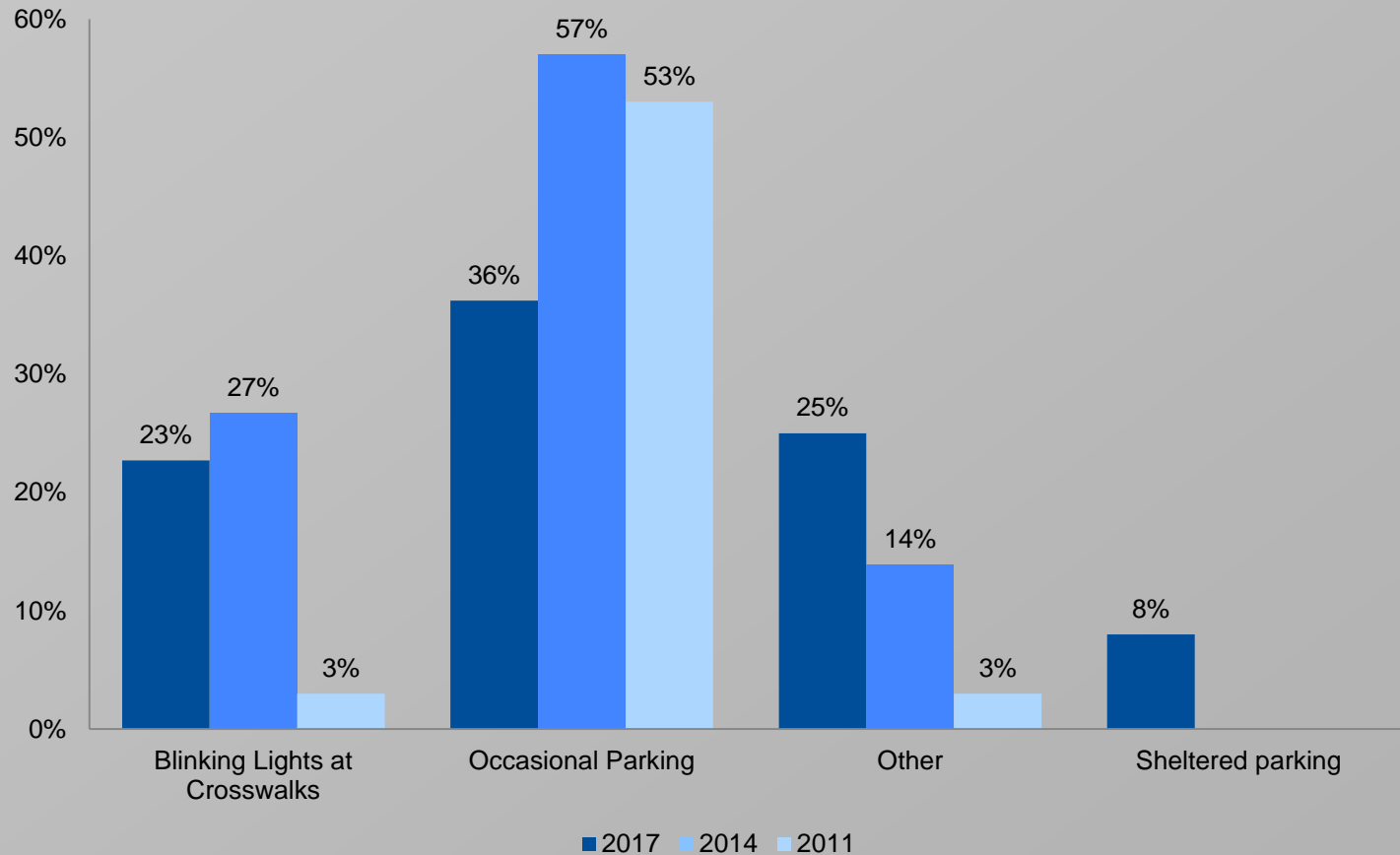
# Most Desired Improvement for Transit Users



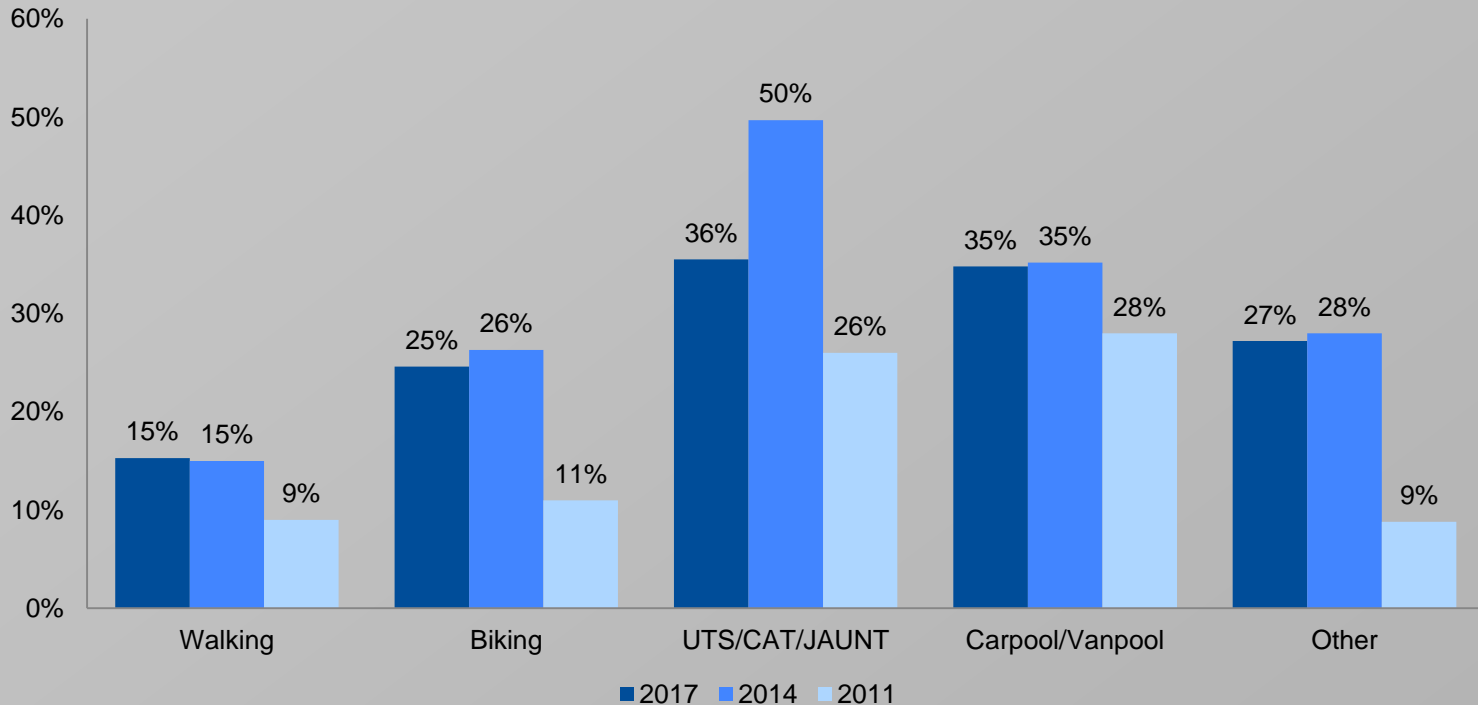
# Most Desired Improvement for Bicyclists



# Most Desired Improvement for Walkers

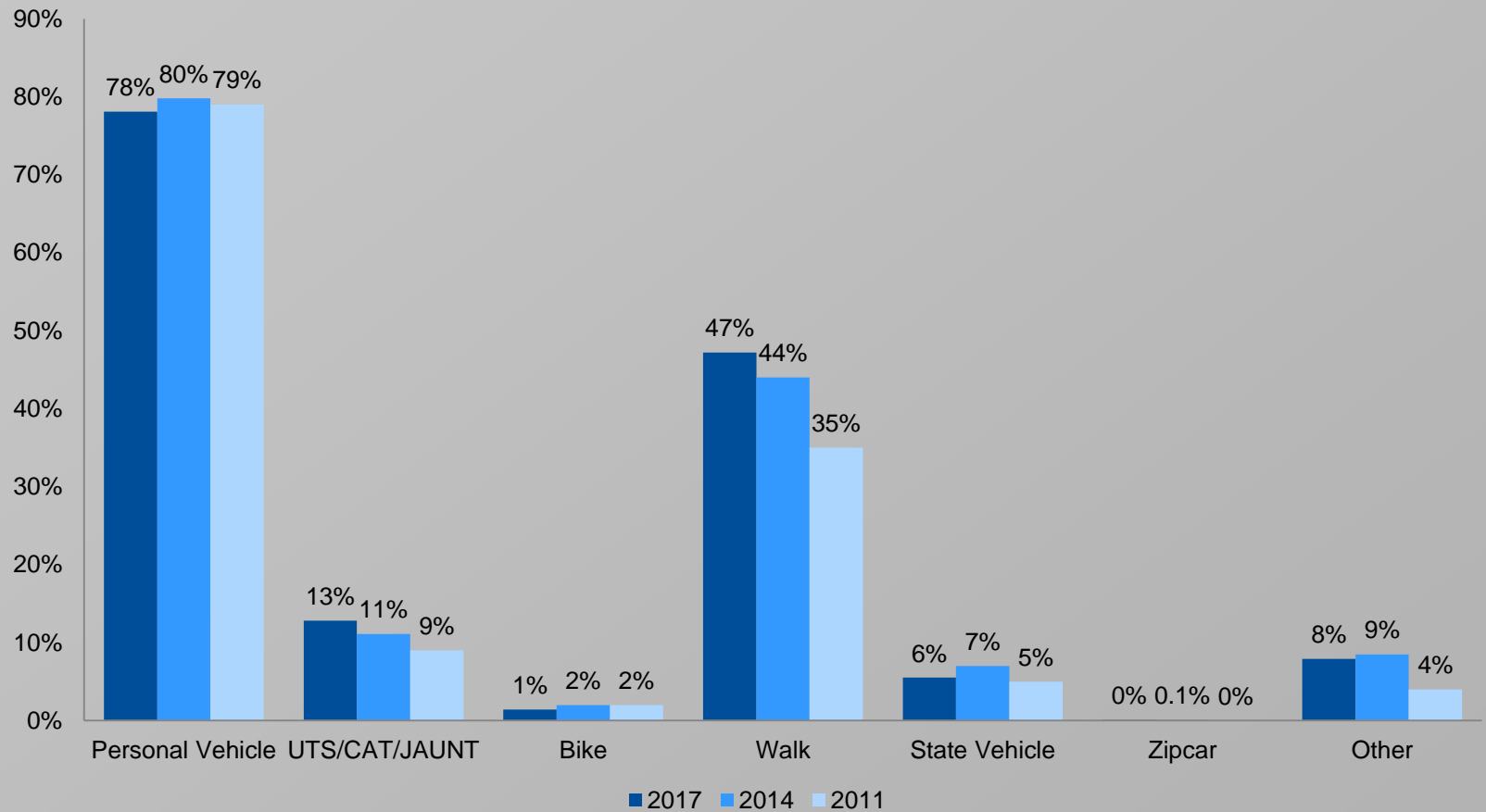


# Alternate Modes SOV Users Willing to Try

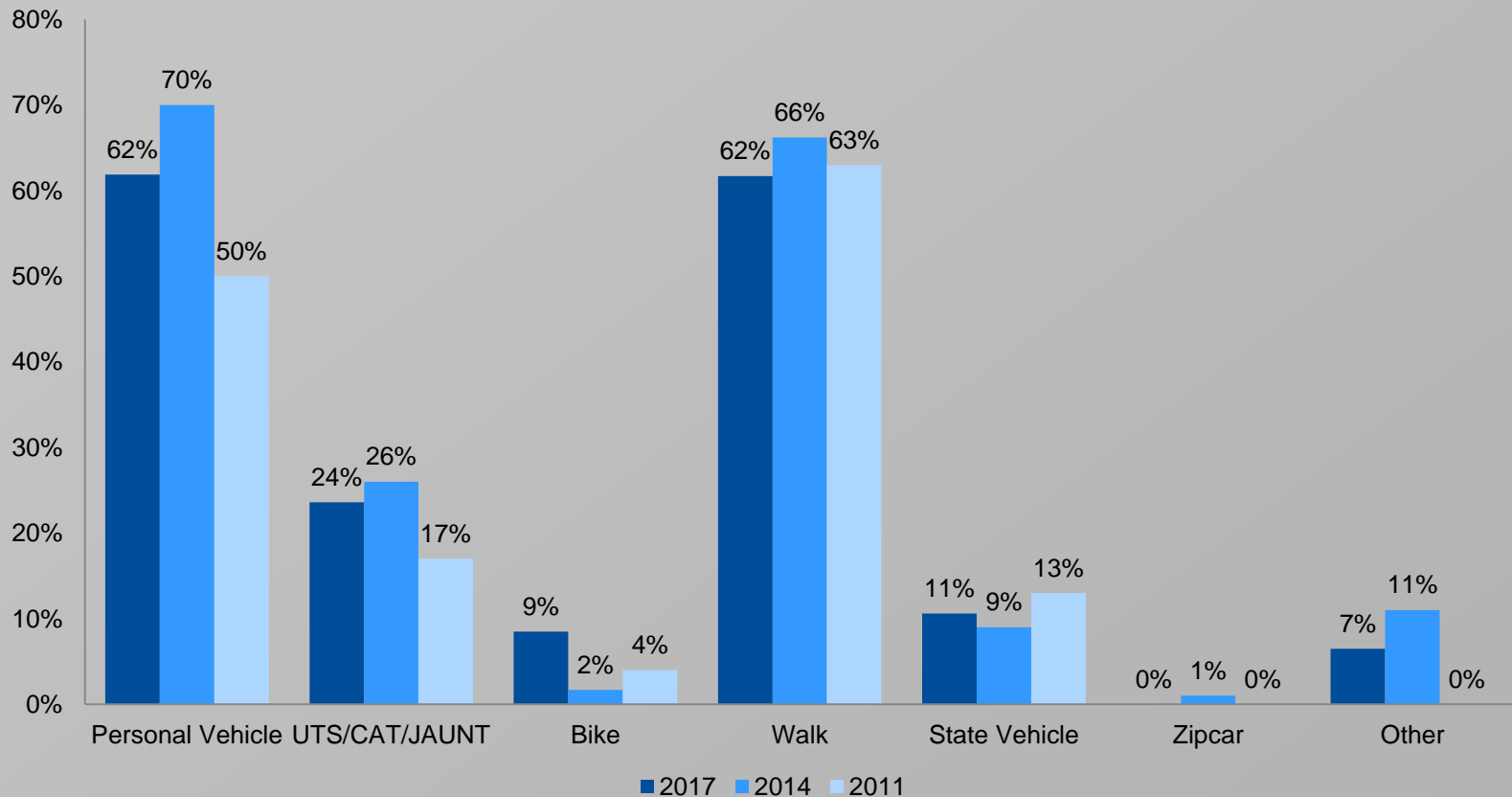


In 2011, an additional 8.8% of respondents; in 2014, 28% of respondents also indicated “Other” as a mode they would be willing to try.

# How SOV Primary Users Get to Errands and Meetings

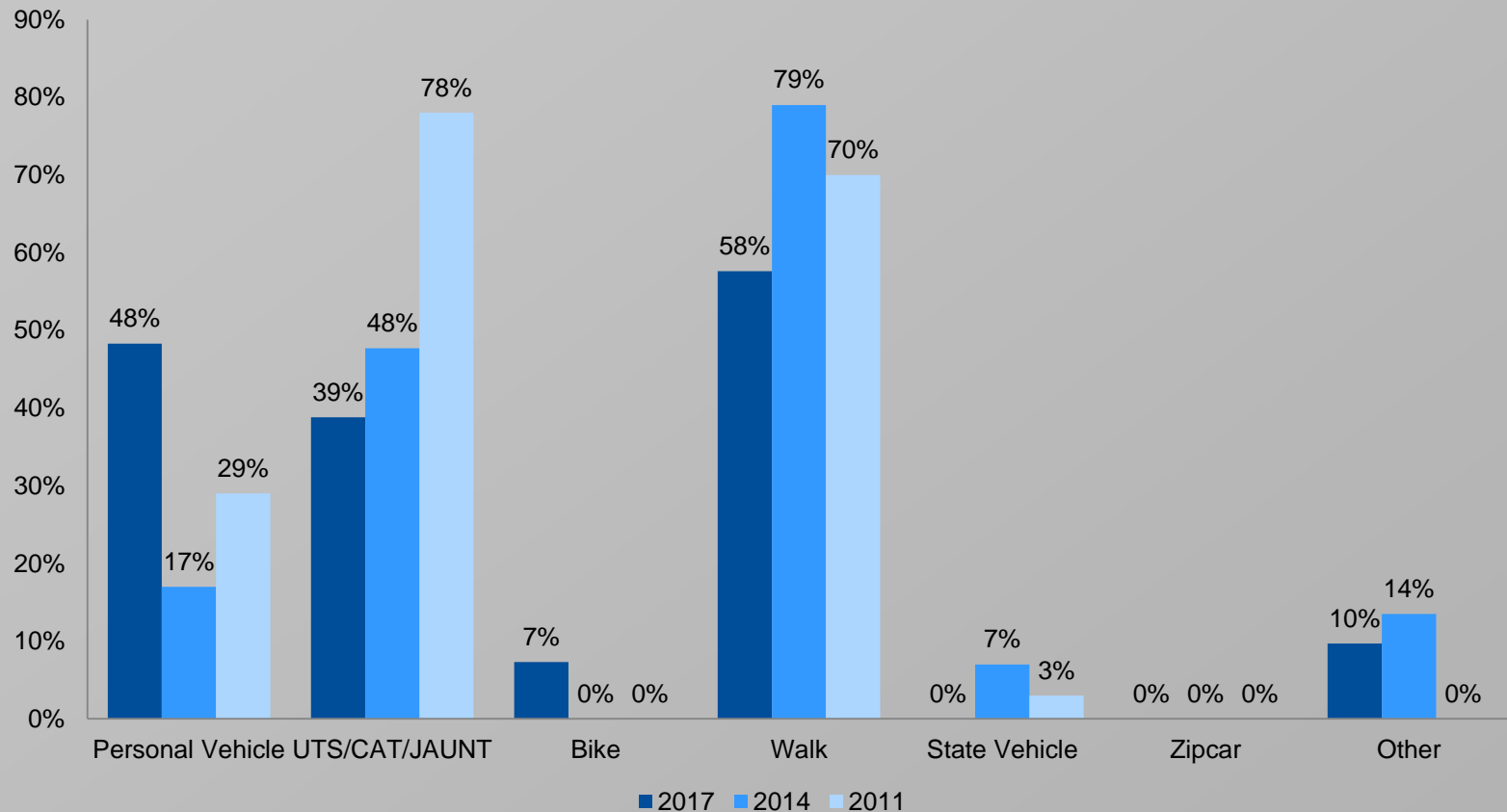


# How Car/Van Pool Primary Users Get to Errands and Meetings

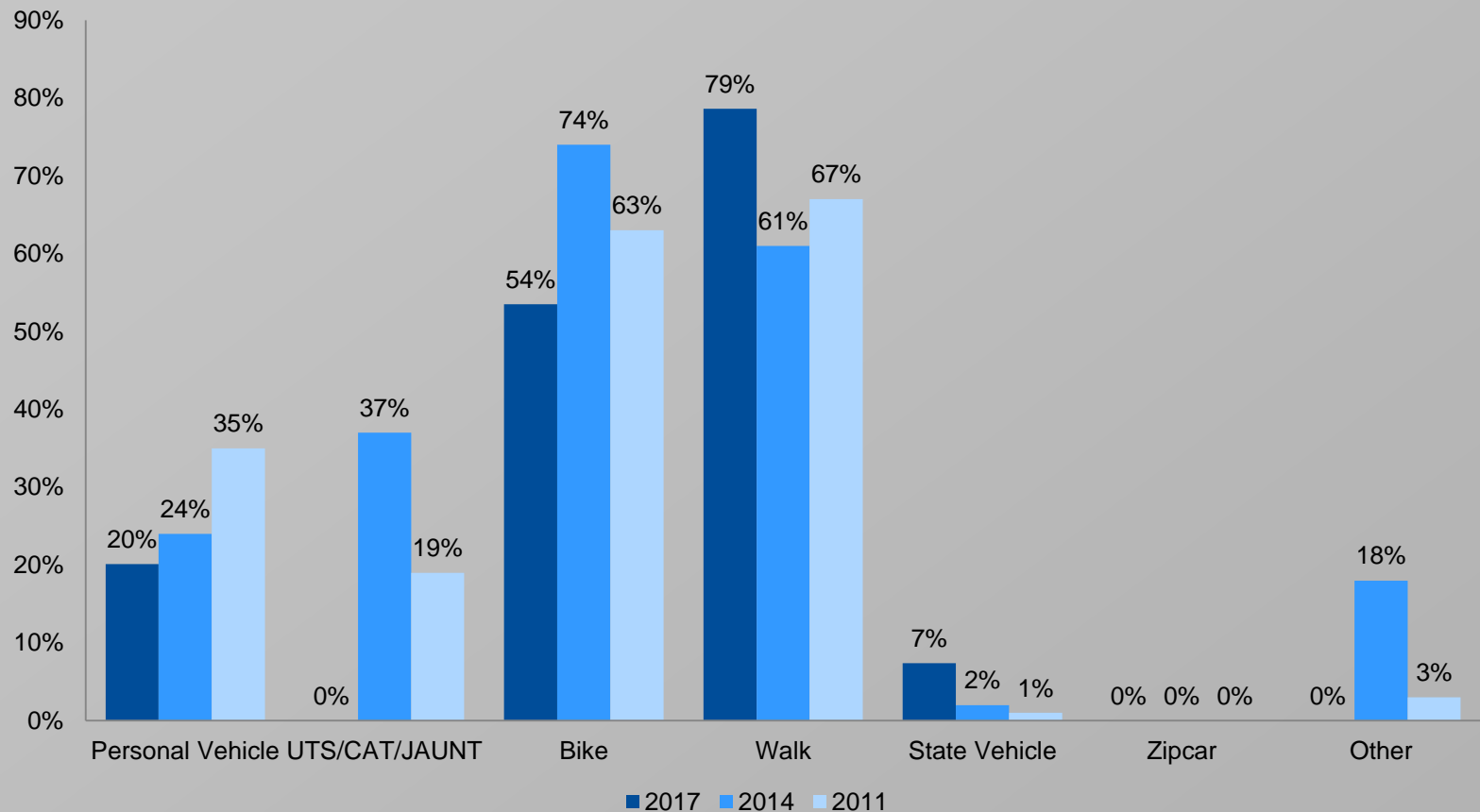




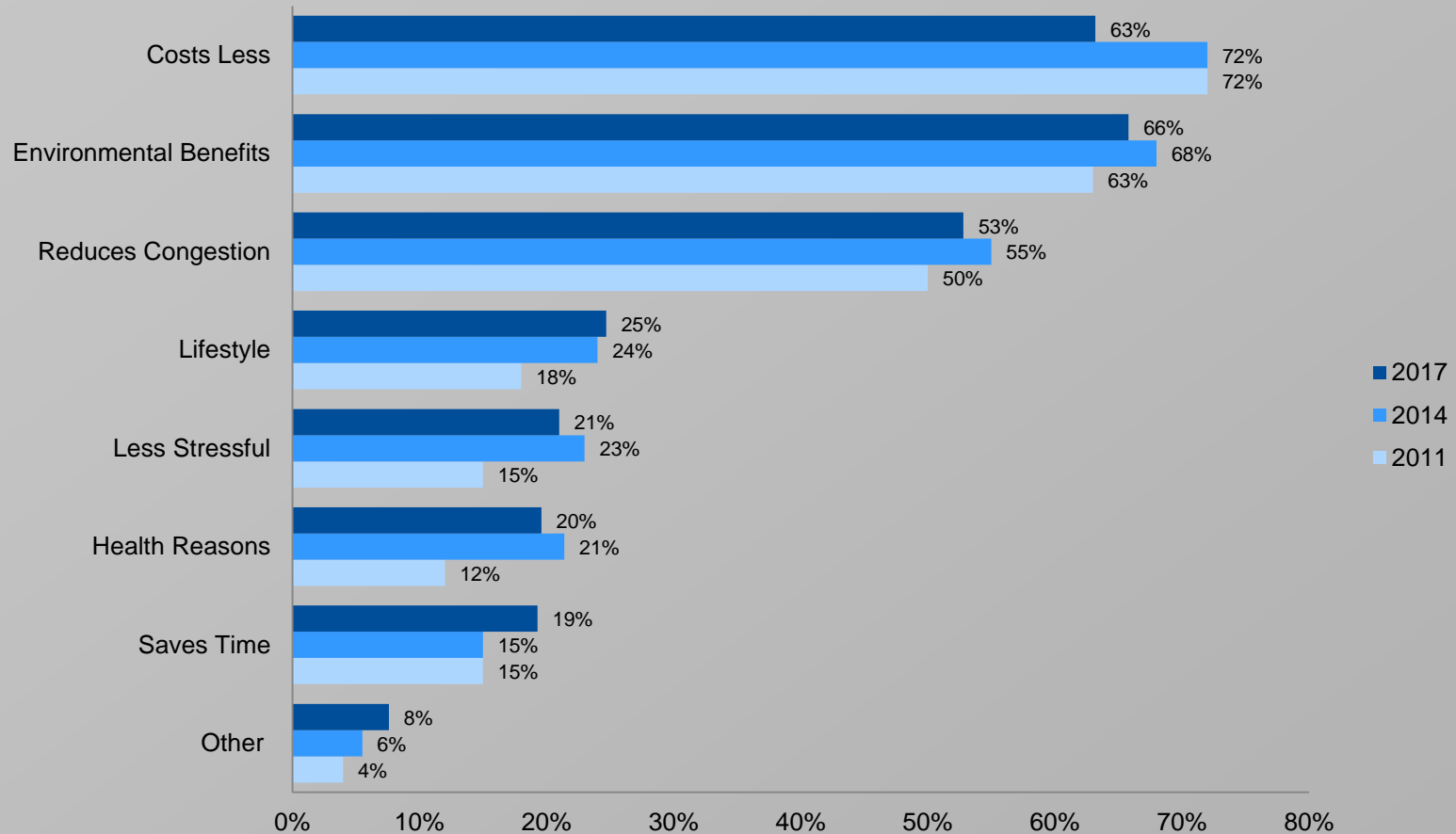
# How Transit Primary Users Get to Errands and Meetings



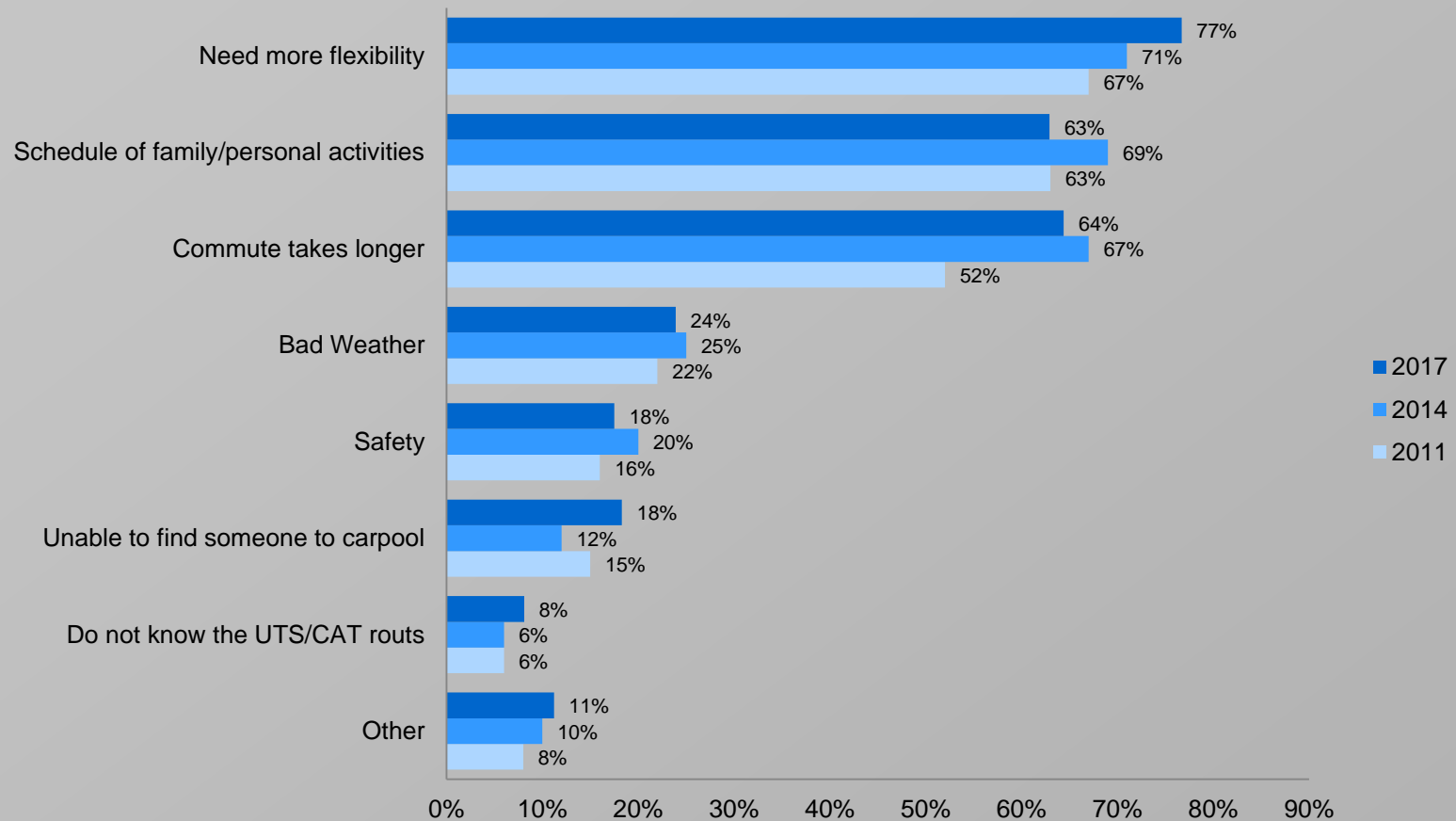
# How Bicycle Primary Users Get to Errands and Meetings



# Top Reasons to Use Alternative Modes of Transportation



# Top Reasons NOT to Use Alternative Forms of Transportation



# 2017 University of Virginia Transportation Survey

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