



UNIVERSITY of
ROCHESTER



2008 Parking and Transportation Opinion Survey Final Report

August 2008



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Executive Summary

INTRODUCTION

The growth of the University, both at the Medical Center and on the River Campus, has placed increased pressure on its already strained parking capacity. With construction of new facilities underway and others to begin in the near future, loss of existing parking space as well as increased demand for it by faculty, staff, students, patients, and visitors will continue.

Options for both short- and long-term parking solutions are being actively evaluated. In the near term, there will be an increase in the use of shuttle service to off-campus lots. In the long term, solutions under consideration include parking garages and programs aimed at encouraging the use of public transportation, carpools, vanpools, and bicycles. These programs also support the University's commitment to embrace sustainability programs and policies that minimize negative effects on the environment.

To help plan for future parking needs, the University conducted a parking and transportation survey. The University's goals for the project included the following:

1. Serve as a communication tool to inform employees of planned parking projects,
2. Provide employees with an opportunity to submit their input into the process,
3. Document employee commuting habits and behaviors,
4. Assess opinions and preferences about parking options, and
5. Assess opinions and preferences about Transportation Demand Management (TDM) measures including transit.

SURVEY METHODOLOGY

The survey population was defined as all full- and part-time employees of the Medical Center and River Campus, including off-site locations. A census survey was conducted. Respondents could return the paper survey in the enclosed prepaid envelope or complete the survey on-line through the identified web address.

The survey itself consisted of five pages of primarily multiple-choice questions and space for additional comments. The questions included general demographic data, existing commute and parking behavior, questions to assess preferences regarding commute, parking and TDM options, and a poll regarding knowledge of available transportation and parking services.

The survey was implemented over a three-week period, starting Monday, March 31, 2008 and closing on Friday, April 18, 2008. All mailed surveys post marked by and web-based surveys submitted on that date were accepted.

SURVEY RESPONSE

As detailed below, there were 5,428 completed surveys, a response rate of 24%:

	Medical Center	River Campus	Total
Web-based	2,419	646	3,065
Paper	1,856	507	2,363
Total	4,275	1,153	5,428

Of the total responses, 56% were web-based and 44% were paper copies received by mail. Medical Center responses made up 79% of the total, which is generally consistent with the Medical Center's share of employees within the survey population. The results also document a reasonable cross section across job categories although the service position may be underrepresented.

The following is a brief summary of the major survey results:

Mode Share

The following table summarizes the average weekday mode share for both campuses. For comparison, the mode share from the 2000 Census for Monroe County and the Rochester Central Business District (CBD) are provided.

	Combined	Medical Center	River Campus	Monroe County	CBD
Drive Alone	87.5%	89.4%	80.6%	82.7%	80.2%
Car-pool	7.4%	7.0%	8.6%	9.4%	10.3%
Transit	1.5%	0.8%	3.9%	2.3%	6.4%
Bike/Walk	3.1%	2.3%	5.9%	3.2%	3.0%
Telecommute	0.6%	0.4%	1.0%	2.4%	0.1%
Total	100%	100%	100%	100%	100%

Note - 85% of respondents have never used Rochester's Regional Transit Service (RTS).

Travel Behavior:

1. Early peak commuter periods: 40% arrive at work between 7:30-8:30 am and leave work between 4:30-5:30 pm.
2. Short to moderate commute:
 - a. 65% of respondents' commute takes 11-30 minutes
 - b. 70% of respondents travel between 3-20 miles to work
3. Satisfaction: 67% of respondents are satisfied or very satisfied with their commute
4. Convenience: 68% of respondents chose their commute method for its convenience
5. Primary reason for driving alone:
 - a. Irregular work hours
 - b. Need car for errands
6. Top concerns:
 - a. Parking
 - b. Cost of commute including gas

Changes in Behavior:

1. Difficult to change: Most respondents did not indicate that they would be swayed by incentives or services to change their commute.
2. Preference for carpool: If they did change their commute respondents indicated carpooling would be their preference.
3. Remote parking: The top ranked answer to a question regarding parking in a remote facility was that the respondent would not consider parking in one.
4. Preferred incentives: Reduced parking fees and increased shuttle service are identified as the preferred incentives to encourage use of off-site parking.

Differences between Medical Center and River Campus

1. The River Campus has a lower drive alone mode share and a higher bike/walk mode share than the region.
2. When asked what concerned them most about their commute – the following responses were provided:

Response	Medical Center (Rank/Percent)	River Campus (Rank/Percent)
No Concerns	1/24%	2/21%
Cost of commute including gas	2/23%	2/21%
Cost of Parking	3/19%	2/21%
Finding a convenient parking space	4/18%	1/23%

RECOMMENDATIONS

The survey highlights two areas requiring action. The first is to acknowledge that employees' concerns have been heard and that the University is committed to addressing concerns, when feasible, as part of its commitment to retain and recruit the best employees. The second is to make changes in the provision of parking and transportation services that reduce overall parking demand in an effort to support existing and future growth. The report provides a list of short- and long-term recommendations to achieve these goals.

Section I. Introduction

The University of Rochester is the largest employer in the Rochester metropolitan area. Located approximately 3 miles from downtown Rochester, the University serves 8,700 students and employs approximately 23,000 employees.

The University is both a medical center and an educational institution. Defined as an educational institution, the culture is more naturally geared towards a flexible work and academic schedule making it a less intensive traffic generator than other traditional businesses. However, as a thriving medical center, any transportation gains from the River Campus' flexible culture can at best be neutralized by the demands of rotating shifts and 24-hour operation of the medical center. Irregular work hours, the need for a personal vehicle during the day and the lack of convenient transit service, make driving with its companion parking, a major focus of each individual's work day. This focus will not be easily shifted to alternative modes of transportation without a financial investment and a strong marketing campaign.

To the University's credit, the Parking and Transportation Services department currently provides the following incentives and services to encourage alternative modes of transportation:

- Carpool and vanpool matching services through "Rideshare"
- A "Ride Home Program" - 24 hr/7day sponsored taxi service
- 2 free daily parking permits/month for people who use transit, walk, or bicycle to campus
- RTS bus passes sold on-site at Parking offices
- Discounted parking permits for carpool participants
- Zipcars located on campus
- Bicycle racks located throughout the University
- Free cross-campus shuttle service

The University has and continues to experience tremendous growth at the Medical Center and River Campus. This growth has placed additional pressure on an already strained parking supply. With the construction of a number of new facilities underway or planned to begin shortly, there is an anticipated loss of existing parking and demand for additional parking. To support the evaluation of options for short- and long-term parking solutions, a campus wide parking and transportation opinion survey was conducted to provide the University with an initial baseline assessment of transportation and parking initiatives and how the employee population commutes to campus. This report documents the survey methodology, implementation, and results. It also includes a series of recommendations to address existing concerns. Recommendations are also provided for additional Transportation Demand Management (TDM) measures to reduce parking demand and support sustainable transportation programs that minimize negative effects on the environment.

Section II. Overview of Survey Process

The survey population was defined as all full- and part-time employees of the Medical Center and River Campus, including off-site locations. Since a primary goal of the survey was its use as a communication tool, a census survey was conducted. A paper copy of the survey (provided in Appendix A) was mailed to the home address of 22,430 employees. For convenience, respondents could return the survey in the enclosed prepaid envelope or complete the survey on-line through the identified web address.

The survey packet consisted of a cover letter introducing the survey and its importance in exploring options and developing parking and transportation programs that will support the continued growth of the University community. To emphasize the University's commitment to the survey effort, the cover letter was signed by Peter G. Robinson, Vice President and Chief Operating Officer, University of Rochester Medical Center, and Ronald J. Paprocki, Senior Vice President for Administration and Finance and Chief Financial Officer, University of Rochester. The survey itself consisted of five pages with 31 primarily multiple-choice questions and space for additional comments. The questions included general demographic data, existing commute and parking behavior, questions to assess preferences regarding commute, parking and TDM options, and a poll regarding knowledge of available transportation and parking services.

The survey was implemented over a three-week period, starting Monday, March 31, 2008 and closing on Friday, April 18, 2008. The paper surveys were distributed via first class bulk mail the first week in April, with most receiving their survey the week of April 8th. A *University of Rochester News* e-mail announced the availability of the on-line survey on March 31. All mailed surveys post marked by and web-based surveys submitted on April 18 were accepted. The actual stop date to accommodate bulk return mail was Friday, April 25, 2008

Publicity regarding the survey and providing the link to the web based survey was provided in the following publications both in advance and while the survey was active:

- @Rochester
- Vital Signs
- Currents

E-mail letters were also sent to the Faculty Council and departments within the Medical Center asking for their support in publicizing the survey effort.

The total combined return for both the web and the paper survey was 5,428 or approximately 24 percent, a high rate of return for such a lengthy census based paper survey. Medical Center and River Campus were respectively 79% and 21% of the total. The high rate of return for the survey was not only due to the sensitivity and interest in the issues presented in the survey but also, to the convenience of both paper and web-based responses and publicity regarding its implementation.

To protect the privacy of respondents and to enhance the convenience of submitting the survey on-line, the surveys were not coded for tracking purposes. This approach generally increases response rates but eliminates the ability to ensure that the responses accurately represent the entire population. Therefore, the results from the survey do not establish a statistical base line to measure progress against itself but are an indicator of how

approximately 24 percent of the population commute to the Medical Center and the River Campus. A majority of the questions were geared toward parking issues and possible solutions and reflected respondent opinions in relation to the questions posed in the survey. Thus, the results that ranked among the highest percentiles can: provide support for programs and initiatives, be used as a guide to increase the use of current alternative transportation demand management (TDM) programs, and provide direction for implementing new TDM initiatives.

Because the survey was initially designed for scanning, there were no required questions and therefore no question on the paper survey had a 100 percent response rate. However, overall, the rate of response for all questions on the paper survey that were not multiple-response (more than one answer could be provided) are within the 95 percent reliability rate.

The respondents were extremely conscientious and thoughtful about completing the entire survey. The driving factor was the solicitation of opinions concerning parking issues and problems. This factor was determined by the incredibly large response to the last question that was a write in (text) question, coupled with the other text questions concerning commute satisfaction and particular parking option choices and text boxes.

Using a complex set of variables, each survey was validated as one survey per individual response. The selection of the job category was also used in the web survey as a login approach to cross reference the question “what is your job category” for the Medical Center and the River Campus in order to cross check one survey per individual. The paper survey had the identical questions. The job categories selected by the Office of Human Resources for the Medical Center and the River Campus are listed below with their respective rate of return.

JOB CATEGORIES

Medical Center	Percent Return	River Campus	Percent Return
Faculty	16.18	Faculty	24.16
Community Physician	0.75	NA	
Nursing Staff	25.5	NA	
Resident/House Staff	3.89	NA	
Professional/Technical	26.01	Professional/Technical	30.3
Administrative Staff-salary	14.37	Administrative Staff-salary	27.72
Administrative Staff-hourly	11.73	Administrative Staff-hourly	15.35
Service Position (environment, etc.)	1.56	Service Position (environment)	2.48

In general, the results of the survey are relatively representative of the various classifications of employees with the exception of “Service Position” which may be underrepresented.

In addition to the validation process, the web survey results for the Medical Center respondents were statistically analyzed, and the paper surveys individually scanned into an excel spreadsheet and analyzed. Both the paper and web results were combined into an Excel summary sheet for the Medical Center. This process was repeated for the River Campus respondents. Then all data results were combined into one data report for the entire University (copies of detailed summaries are provided in Appendix B).

Section III. Survey Results: Baseline Mode Split

Data results from survey question # 6 “Please indicate how you commuted to campus each day this week, (please note primary mode only)”, was totaled for each day by 13 different commute methods then by a 7-day week and a 5-day week. The results are statistically the same for the 7 and 5 day week and are summarized into the chart provided below. Respondents who were “Out of office/day off” are not counted in the determination of the mode split chart since they are not contributing trips.

SEVEN DAY WEEK MODE SPLIT

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	All Trips	Total Percent	Mode Percent		
Drove alone the entire way	1182	4262	4419	4318	4302	4093	1195	23771	23771	69.2%	DA	87.5%
Drove alone, then took public transportation	2	13	14	14	15	14	2	74				
Took public transportation the entire way	7	52	53	58	56	54	8	288				
Shared ride then took public transportation	0	4	6	6	4	5	0	25				
								387	387	1.1%	PT	1.4%
Rode in 2-person carpool*	21	239	235	245	225	243	21	1229				
Rode in 3-person carpool	0	12	13	11	15	10	1	62				
Dropped off at work	23	115	113	107	106	108	20	592				
vanpool	0	0	0	0	1	0	0	1				
Taxi	15	1	1	1	0	2	1	21				
								1905	1905	5.5%	RS	7.0%
Bicycled	9	62	60	63	61	42	18	315	315	0.9%	BK	1.2%
Walked	28	100	97	94	93	90	43	545	545	1.6%	WK	2.0%
Telecommuted (worked at home)	53	22	27	19	28	38	69	256	256	0.7%	Tele	0.9%
Out of office/day off	2390	382	340	329	341	495	2907	7184	7184	20.9%	Out	100.0%
								All Trips	34363	100.0%		

*A carpool carries 2 to 6 passengers, including the driver. A vanpool carries 7 or more passengers.

To use the data for comparison to another institution or to itself in a future survey, the analysis should take into consideration the survey method applied, the response rate and population representation, and the corresponding commuting and parking costs, supply of and demand for parking, and the availability and accessibility of public transit. All factors that may have an impact on mode split must be put in a current year context for comparison for each additional survey year. Although these factors are the most important ones that can influence the numbers, there are other factors that should be included such as the TDM incentives and disincentives available and at what cost to the employees.

Although 87.5 percent of employees drive alone to the campuses, 12.5 percent are using other alternatives, the majority or 7.0 percent carpool. In comparison, nationally 75.7 percent drive alone and 12.2 percent carpool. The presence of New York City and its high transit

share make the comparison to the state drive-alone share misrepresentative of the majority of the state. However, a better use of comparison statistics is the overall carpool rate for the state at 9.2 percent. The following chart provides a comparison of the 5-day mode share at the local level:

FIVE DAY WEEK MODE SPLIT COMPARISON

	Combined	Medical Center	River Campus	Monroe County	Rochester CBD
Drive Alone	87.5%	89.4%	80.6%	82.7%	80.2%
Car-pool	7.4%	7.0%	8.6%	9.4%	10.3%
Transit	1.5%	0.8%	3.9%	2.3%	6.4%
Bike/Walk	3.1%	2.3%	5.9%	3.2%	3.0%
Telecommute	0.6%	0.4%	1.0%	2.4%	0.1%
Total	100%	100%	100%	100%	100%

Mode share on the River Campus is generally consistent with the average in Monroe County with a slightly higher transit and bike/walk share. The higher transit and bike/walk share makes the drive-alone share on the River Campus comparable with the drive alone share in Rochester's Central Business District. In contrast, the Medical Center has a significantly higher drive alone share than the County average (89.4% as compared to 82.7%). Since the Medical Center accounts for the majority of the employees, the combined University mode share is higher than the local average. The high drive alone share shown here could be a result of the interest in drivers to participate in a survey that asked opinions regarding parking. Employees currently using transit may not have responded thinking that their input was not relevant in a Parking and Transportation Survey.

Section IV. Overview of Survey Results

BACKGROUND INFORMATION

Town: 21.2 percent of all respondents live in Rochester (all zip codes) followed by the surrounding towns of Brighton (9.8%), Greece (7.9%), Pittsford (6.3%) and Webster (4.2%). When segmented for Medical Center and River Campus, the Medical Campus follows a similar pattern with 18 percent living in Rochester, followed by Brighton (9.0%), Greece (9.0%), Pittsford (7.0%) and Webster (4.0%). The River Campus results are different in that more respondents live in Rochester (31%) and Brighton (11.9%) followed by Pittsford (4.7%), Greece (4.5%), Irondequoit (4.2%) and Webster (3.9%).

TOWN SUMMARY CHART COMBINED

Towns	Medical Center	River Campus	Sum	Percent
Rochester	732	358	1090	21.18%
Brighton	367	138	505	9.81%
Greece	352	52	404	7.85%
Pittsford	270	56	326	6.34%
Webster	172	45	217	4.22%
Irondequoit	154	48	202	3.93%
Fairport	156	44	200	3.89%
Penfield	157	37	194	3.77%
Henrietta	156	32	188	3.65%
Chili	144	32	176	3.42%
Gates	125	21	146	2.84%
Spencerport	59	19	78	1.52%
Perinton	53	18	71	1.38%
West Henrietta	56	13	69	1.34%
Victor	53	11	64	1.24%
Honeoye Falls	48	10	58	1.13%
Hilton	47	8	55	1.07%

Hours on Campus: Almost half (49.8%) of all respondents claim they work 33 to 40 hours a week with more than a third (34.6%) working 40 plus hours. Medical Center respondents are almost the same with 49.6 percent and 34.6 percent respectively. River Campus is slightly higher in the 33 to 40 hour range at 50.4 percent and in the more than 40 hour range at 34.7 percent. The individual breakdown of hours is statistically insignificant from the overall percents.

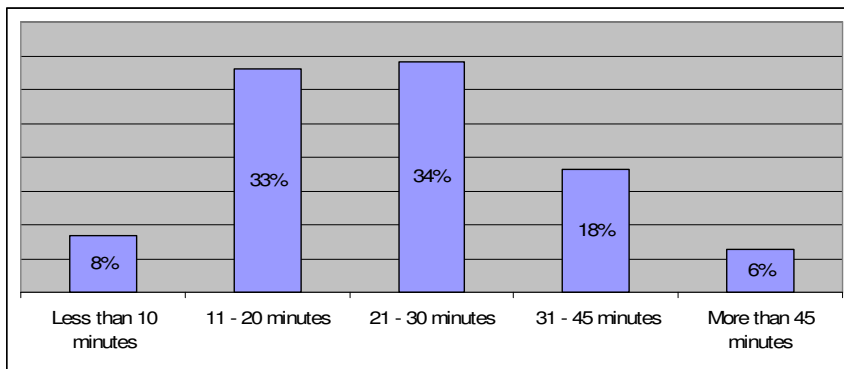
Need Use of Own Vehicle: Of more significance is the results of the question “How many days do you need to use your own vehicle during the day?”, as this is a major factor in removing employees from the prospect of switching to transit or ridesharing. A large proportion of respondents (44.4%) indicated the need to use their car during the day. Unless more is known about why they need to use their car it will be difficult to convince this population to leave their car at home. Conversely, only 22 percent do not use their car at all. This group would be a start for a targeted campaign for carpooling, if their hours matched and additional incentives were offered to coax them along.

THE COMMUTE

Travel Time (one way): In 2000, the national mean travel time to work was 25.5 minutes and in New York State it was 31.7 minutes. According to the survey results, the most selected commute times were:

- 21-30 minutes (one-way) – 34 percent
- 11 - 20 minutes – 33 percent, and
- 31 to 45 minutes – 18 percent.

TRAVEL TIME COMBINED CAMPUSES



Arrival and Departure: 36 percent of all respondents arrive at their campus destination between 7:30 am and 8:29 am, slightly earlier than the commonly defined peak hour of 8 am to 9 am, with 36 percent leaving during the corresponding shift hour of 4:30 pm to 5:29 pm, also slightly earlier than the commonly defined peak hour of 5 pm to 6 pm. Of interest and corresponding to the two types of employees at the University, 15.5 percent of respondents arrive early between 6 and 6:59 am and 16.5 percent leave between 3 and 4:29 pm.

ARRIVAL/DEPARTURE COMBINED CAMPUSES

Arrival Time		Departure Time	
5:00 - 5:59 am	3%	3:00 - 3:59 pm	8%
6:00 - 6:59 am	16%	4:00 - 4:29 pm	8%
7:00 - 7:29 am	13%	4:30 - 4:59 pm	19%
7:30 - 7:59 am	20%	5:00 - 5:29 pm	18%
8:00 - 8:29 am	18%	5:30 - 5:59 pm	14%
8:30 - 8:59 am	12%	6:00 - 6:59 pm	12%
9:00 - 9:59 am	7%	7:00 - 7:59 pm	8%
10:00 am - 1:59 pm	4%	8:00 pm - 7:59 am	6%
2:00 - 4:59 pm	3%	8:00 - 9:59 am	3%
5:00 PM	4%	10:00 am - 2:59 pm	4%

When survey results are separated by campus, 22.5 percent of Medical Center respondents arrive between 7:30 am and 8:29 am, with 35.7 percent leaving during the corresponding shift hour of 4:30 pm to 5:29 pm. The difference at the Medical Center is in the 6 am to 7:29 am shift where 18.4 percent arrive but leave between 4:30 pm and 4:59 pm. On the other hand, as one could assume, River Campus commutes are more evenly spread out. In the

morning 58.5 percent of respondents arrive on campus between 7:30 am and 8:59 am, with 40.7 or the majority arriving at the commonly defined 8 am to 9 am peak time.

The Medical Center has a split in shifts and slightly more complicated job categories making carpooling and transit use a bit more difficult. However, there are still 38.5 percent of the respondents arriving on campus between 7:30 am and 8:29 am and 35.7 percent leaving between 4:30 pm and 5:29 pm. Those parkers who arrive and leave during peak hours and who live near each other could be targeted for carpooling, or if they lived near a transit stop they could be targeted for recruitment into public transit.

ARRIVAL/DEPARTURE MEDICAL CENTER

Arrival Time		Departure Time	
5:00 - 5:59 am	4%	3:00 - 3:59 pm	9%
6:00 - 6:59 am	18%	4:00 - 4:29 pm	9%
7:00 - 7:29 am	14%	4:30 - 4:59 pm	19%
7:30 - 7:59 am	21%	5:00 - 5:29 pm	16%
8:00 - 8:29 am	17%	5:30 - 5:59 pm	14%
8:30 - 8:59 am	9%	6:00 - 6:59 pm	11%
9:00 - 9:59 am	5%	7:00 - 7:59 pm	9%
10:00 am - 1:59 pm	3%	8:00 pm - 7:59 am	7%
2:00 - 4:59 pm	4%	8:00 - 9:59 am	3%
After 5:00 pm	5%	10:00 am - 2:59 pm	4%

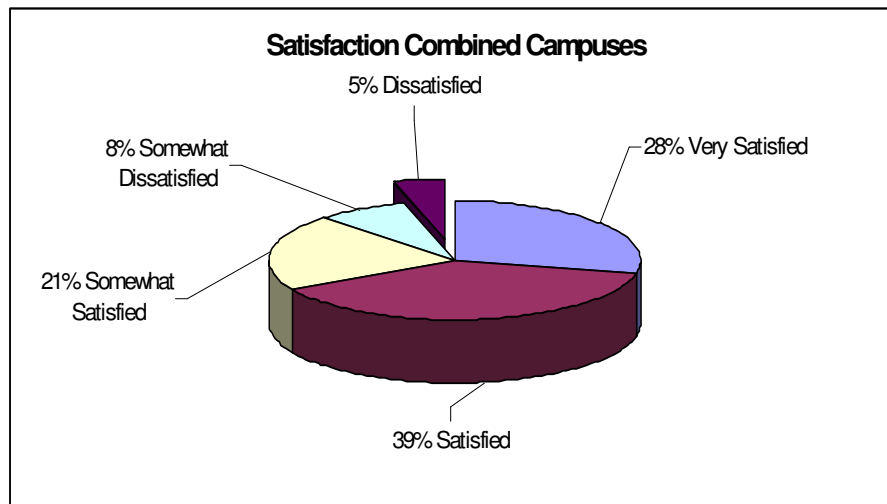
At the River Campus, more respondents stayed later spreading the afternoon peak departure time out over four segments: 15.9 percent between 4:30 and 4:59 pm; 25.5 percent between 5:00 and 5:29 pm; 15.7 percent between 5:30 and 5:59 pm; and lastly, 14.9 percent between 6:00 and 6:59 pm.

ARRIVAL/DEPARTURE RIVER CAMPUS

Arrival Time		Departure Time	
5:00 - 5:59 am	2%	3:00 - 3:59 pm	6%
6:00 - 6:59 am	5%	4:00 - 4:29 pm	8%
7:00 - 7:29 am	10%	4:30 - 4:59 pm	16%
7:30 - 7:59 am	18%	5:00 - 5:29 pm	25%
8:00 - 8:29 am	19%	5:30 - 5:59 pm	16%
8:30 - 8:59 am	22%	6:00 - 6:59 pm	15%
9:00 - 9:59 am	14%	7:00 - 7:59 pm	6%
10:00 am - 1:59 pm	8%	8:00 pm - 7:59 am	3%
2:00 - 4:59 pm	2%	8:00 - 9:59 am	2%

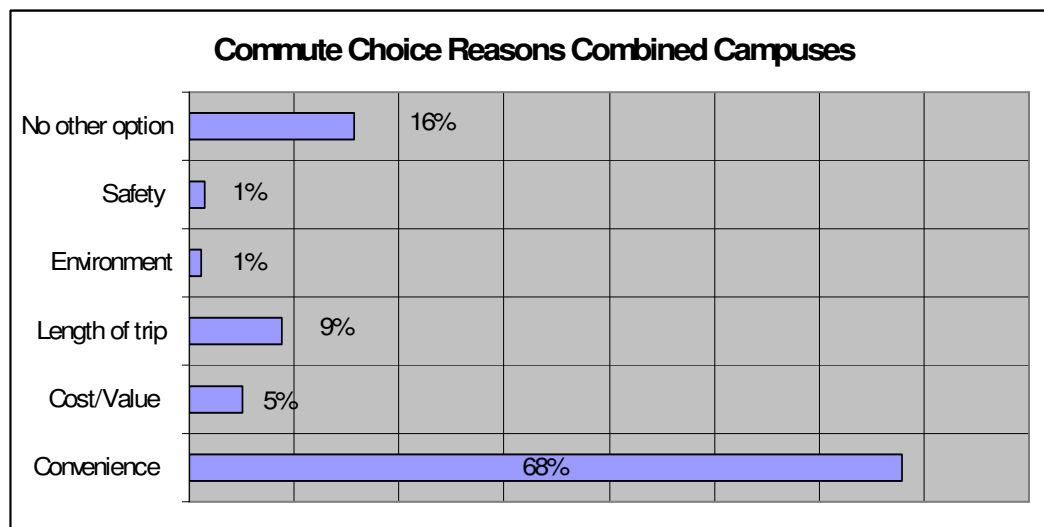
Approximately 40 percent of River Campus workforce arrives and departs during peak hours, and could be encouraged to carpool or take public transit.

Satisfaction: Overall 38.5 percent of all respondents are satisfied with their current commute to the University. More than a quarter (28.4%) of the respondents are “very satisfied” (1) with their commute, with only 4.5% dissatisfied (5). The majority or 87.6 percent of all respondents fall somewhere in the satisfied range (1, 2 and 3).



Medical Center results follow a similar response as the combined results: 27.6 percent of respondents are “very satisfied” (rating of 1 on a scale of 1-5), similarly only 4.3 percent are dissatisfied (5) and 67 percent fall somewhere in-between (2 – 4). The majority or 87.5 percent fall somewhere in the satisfied range (1, 2 and 3). River Campus differs slightly with almost a third (31.7%) “very satisfied”, and interestingly slightly more (5.2%) are also “dissatisfied”, yet still comparably overall satisfied at 87.7 percent within the range of 1, 2 and 3.

Commute Choice Reasons: More than two thirds (67.8%) of all respondents selected “Convenience” as the top reason for why they commute using their current mode. The drop to next highest reason is significant, as only 15.7 percent of the respondents selected “No other option”. The question was not multiple-response; respondents could only select one answer.



Commute Concerns: While 67.8 percent of all respondents chose their commute for its convenience, only 23 percent identified the cost of commuting including gas (in early April 2008 average price per gallon of regular unleaded was \$3.40), as their greatest concern.

Equally interesting is that 23 percent of all respondents said they had no concerns. Close enough to be almost tied for the second place concern were the selections “cost of parking” and “finding a convenient parking space”, 19.2% and 19.3% respectively.

It is important to note, however, that 229 respondents selected “if other please explain.” The comments fall into roughly four identifiable categories. They are in order of rank: Parking (21.8%), Location of Lots (12.2%), Safety (11.8%) and Environment (10.5%). Safety and the Environment were not provided as part of the question’s response list and should be added to future Commute Concerns questions. As noted above, the question did include the “cost of parking” and “finding a convenient parking space” as response choices. When the fill-in category for “parking” and “location of lots” is combined with the selection “cost of parking” and “finding a convenient parking space”, parking related issues is the top commute concern (72.8%).

DRIVING TO CAMPUS

Drive Alone Reasons: The question was multiple-response so respondents could select more than one reason why they drive alone. For all respondents, the top 6 reasons for driving to the University are:

WHAT ARE YOUR REASONS FOR DRIVING ALONE?

Combined Results	Rank	Percent
Hours on campus are irregular	1	45.1%
Need car for errands or appointments	2	35.3%
Need car in case of emergencies	3	25.5%
Driving alone takes less time	4	22.4%
Enjoy my privacy, prefer to drive alone	5	22.3%
Public transit doesn’t work for me	6	22%

Six categories were highlighted here because 4, 5 and 6 were clustered closely together at 22 percent each.

Reasons 2 and 3 indicate two reasons why respondents need the use of a car during the day and can be correlated to the earlier question concerning this particular barrier to using alternative mode to work. Taken together, these two reasons could lend support for increased Zipcar spaces and higher visibility of the Zipcar program at the University.

CHANGING BEHAVIOR

The survey was conducted in April 2008 when the average gasoline prices started at \$3.40 per gallon and ended the month at \$3.75. In the few months that followed and during the scanning and data analysis process, gasoline prices exceeded \$4.00 per gallon. Under these changing circumstances, it is possible that the incentives and services offered in the survey may have received more attention and willingness on behalf of the respondents to consider switching to an alternative mode of transportation.

Most respondents did indicate they would “Not Likely” change their current commute, however if they did change, ridesharing received the most interest overall with “free guaranteed ride home” the category selected most often. Interestingly, for transit, a “free guaranteed ride home” also had the highest rank. “Although the University sponsors a “Ride

Home Program” using a pre-paid ticket system with a designated taxi service, it is possible that this program may be perceived as confusing and cumbersome when compared to other type of Guaranteed or Emergency Ride Home programs in the TDM industry. “Cash rewards or gift certificates for employees who walk or bicycle to work” ranked first in this section of incentives and third highest in interest overall.

How likely to change to Transit: The top 3 “Very Likely” alternatives that would encourage respondents who drive alone are:

1. “Free guaranteed ride home in case of emergency” (16.9%);
2. “Improved public transit routes and schedules” (15.5%); and
3. “Flexible hours to accommodate public transit schedule” (9.6%).

How likely to change to Carpool/Vanpool: The top 3 “Very Likely” alternatives that would encourage respondents who drive alone are:

1. “Free guaranteed ride home in case of emergency” (19.2%);
2. “Reduced parking fees” (18.13%); and
3. “Preferential parking for carpools and vanpools (18%).

How likely to change to Bicycle/Walk: The top 3 “Very Likely” alternatives that would encourage respondents who drive alone are:

1. “Cash rewards or gift certificates” (15.8%);
2. “Secure, weather protected bicycle storage” (14.8%); and
3. “Secure, convenient bicycle racks” (14.2%).

Preferred Commute Options to Driving Alone: When asked to rank their top three (3) commute options to consider instead of driving alone, carpool was the first preference at 46.2 percent, public transit was second at 29.8 percent (interesting considering only 13% of the respondents answered yes to “have you ever used the RTS to commute to campus”), and Bicycle/Walk was third choice at 24.5 percent.

PARKING

Parking at the University to the uninitiated appears to be vast, complex, and spread out including lots, garages and zones, not to mention two separate campus locations and a wide variety of permit types. Faculty, staff and students who must bring a car to campus may only pay to park through the Parking Office.

Parking has not only an environmental impact, but also a financial cost to the University. As demand for parking increases, new parking spaces will be needed. Taking into account current construction costs, if a new underground parking garage were to be built, the price tag could be as high as \$42 million for only 350 spaces, or \$120,000 apiece. To begin to catalogue what incentives might be used to persuade some of the employees to switch from parking to other alternatives, a variety of questions were asked in the survey to collect qualitative data for target marketing. The following are the summary results of the questions.

Medical Center respondents had six parking options. More than half of respondents parked at Lots: Crittenden, 2 Lattimore and Lot A. The chart below lists the results.

**MEDICAL CENTER
WHERE IS YOUR VEHICLE USUALLY PARKED?**

Location	Percent
a. Garage	17.19
b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH	13.57
c. Lot 1: Reserved	7.99
d. Lots: 1 Crittenden, 2 Lattimore, Lot A	55.30
e. Remote Lots: IOLA	3.16
f. MHPB/Townhouse	2.79

River Campus respondents had almost twice as many (11) choices for parking. More than half (54%) are spread out among Zone 1 though 3 lots, with Zone 2 North with the most parkers (18%). The chart below lists the results.

**RIVER CAMPUS
WHERE IS YOUR VEHICLE USUALLY PARKED?**

Location	Percent
a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots	3.91
b. Zone 1B: Todd Lot	0.88
c. Zone 1 South: south end of Intercampus Dr., Lot	11.06
d. Zone 1 North: Faculty Rd., Library Rd. and Lot	11.25
e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot	15.07
f. Zone 2 North: north end of Intercampus Dr., Lot	18.00
g. Zone 3: Park & Wilson No. Lots	16.73
h. Properties: Mt. Hope & Eastman Campuses	2.84
i. TH/MHPB: Towne Hse, MT Hope Prof. Bld.	9.88
j. LLE/COI: Laser Lab, Center for Optical Imaging	5.68
k. RRC: River Road Complex	4.70

Evaluating parking options: Cost, location and safety/security were the top three issues respondents would consider when evaluating parking options. If the First Choice selections were ranked, cost (43.7%), location (42%), convenience (34.9%) and safety/security (32.6%) would be 1st through 4th in percent choice.

Willing to pay for garage parking: Question 21 was an open ended write in question asking: "What would you be willing to pay for garage parking?" Because it was essentially a write in question the answers were varied, incomplete and in many instances became another forum for respondents to voice their opinion. However, many respondents indicated that they would not pay more than they pay for surface parking, equally as many indicated it should be free, others provided a range up to \$900 per year for the Medical Center and to \$600 per year for the River Campus, and others indicated a \$300 to \$500 range. With these varied and somewhat un-useful responses, the one point that loomed was that none of the respondents indicated they would pay even the current price of garage parking, \$1,061 per year.

Park off-site: When given five choices to select from that would encourage respondents to park in an off-site facility, 36.7 percent selected “would not consider parking in a remote facility” as their First Choice, 24.7% selected “increased shuttle services” as a Second Choice and “20.6 percent selected “improved shuttle vehicles” as their Third Choice. However, if just the First Choice selection is ranked “reduced parking fees” is a close second at 31 percent. Therefore, when the “would not consider” option is removed, reduced parking fees and increased shuttle services are the preferred incentives that would encourage off-site parking.

KNOWLEDGE OF SERVICES OFFERED

Results of respondents indicated that overall knowledge of services, offered by the Parking and Transportation Services department, is low. Of all choices respondents were most likely aware (32.6%) of on-line Bus and Shuttle information.

KNOWLEDGE OF SERVICES OFFERED

Service	Percent Aware
Carpool match directory	12.28
Reduced parking rates for carpool vehicles	21.46
Guaranteed ride home service	10.27
Zipcar car sharing service	20.97
Purchase of RTS bus passes	14.34
Bus and shuttle information, maps and schedules on-line	32.55

Clearly there is a need for a larger more targeted marketing effort to educate the entire population to the services and programs that already exist. Especially in the area of carpooling where respondents indicated carpooling is their first choice they would consider doing if they switched from driving alone. Carpooling is usually coupled with a Guaranteed Ride Home (GRH) program. The presence of a GRH ranked high as an incentive to change behavior of driving alone. In addition, 60.8 percent of all respondents indicated that they need to use their cars for errands or appointments during the day, therefore Zipcar information along with more Zipcars on campus would clearly help reduce the identified need for using their car during the day. These three services/programs are not huge expenditures and would go a long way to reduce the demand for parking.

Following the need for more targeted marketing, it is important to note that only 55 percent of all respondents indicated that they had visited the University Parking and Transportation Services website. This would indicate that information about services provided through the Parking Office are not reaching a significant share of the campus population.

Section V. Comment Summary

At the conclusion of the survey, employees were provided with the opportunity to provide additional comments or suggestions. The following is a general summary of the most common comments in six categories:

PARKING

1. concern with over-selling of lots; can not leave lots mid-day for meetings, lunch, etc.; need to know protocol of what to do when assigned lot is full; multiple mention of these issues in Townhouse and Library lots
2. concern with paying for parking – too expensive
3. need for additional parking/garage – some acknowledgement that there would be additional fee; suggested garage in Lot 1 with covered walkway to MC, other locations – Wegman's lot/center of River Campus
4. need for dedicated employee garage, i.e. RGH
5. concern with restrictions on garage use for doctor's appointment; too onerous to have to notify Parking Office
6. parking fees should be pro-rated based on salary
7. need for reduced rates for part-time use
8. resident students should not be given premium spaces (i.e. Townhouse); residents should park in remote lots
9. need to address illegal parking (without correct permit) – need for gated access/towing; ticketing is insufficient; specific concerns with Townhouse/Library/garage
10. need for all-day shuttles to existing lots
11. need to accommodate on-call staff/residents with close-in parking
12. shuttle to lola inconvenient
13. concern with concept of remote parking and increased shuttle travel time/safety; some acceptance of remote parking of provided free of charge
14. concern with pedestrian safety across Lattimore/Crittenden
15. concern with handicapped accessibility; not honoring permits – need to pay premium for close-in parking
16. concern with maintenance of existing lots – pavement condition, lighting and snow removal; concern with size of existing spaces – damage to vehicles
17. dissatisfaction with 3D parking arrangement – length of time it takes, damage to vehicles, attendants attitude
18. all employees, even off-site locations such as Corporate Woods and Clinton Crossing, should pay for parking
19. need for motorcycle/scooter parking

CARPOOL

1. need to allow combined Medical Center/River Campus carpool
2. need for more publicity
3. need for Guaranteed Ride Home
4. need for day passes for participants
5. make available to two people at one address
6. should provide priority carpool spaces

SHUTTLE

1. need to extend service through commuting period and maintain schedule during breaks/summer
2. need consistent schedule on Red Line and more frequent service
3. need for route to serve 19th Ward/Genesee Valley Park
4. need clarification that Red/Green/Blue Lines are available to all University members or just students
5. congestion on River Campus – Eastman route
6. need for transfer points to RTS route

TRANSIT

1. need for direct routes from suburbs, particularly Park-n-Ride lots, to University; specific requests included – Pittsford, Fairport, Eastview, Avon, Leroy, Brockport, Rush, Greece and Hilton; suggestion to map employee residents and work with RTS to develop route that better serve the population
2. need to make bus pass purchases available on River Campus
3. RTS needs improved schedules; RTS routes are too difficult to understand
4. suggest support of light rail in Rochester

WALK/BIKE

1. need for financial incentives
2. concern with safety, particularly at footbridge
3. need for Guaranteed Ride Home
4. suggest roadside assistance program
5. need for shower/locker facilities in all buildings
6. need adjustable parking rates for those who wish to bike in good weather
7. need for covered/secure parking
8. need for more parking – racks filled with abandoned bikes
9. need for bike lanes/share the road signs on major roads – Elmwood and Highland

GENERAL

1. need more space for comments
2. request documentation of how parking fees are used
3. need to publicize all transportation services more
4. suggest making telecommuting available
5. suggest building more off-site locations
6. comments on lack of customer-oriented service by the parking office – staff vehicles/ staff attitude

Section VI. Recommendations

The survey highlights two areas requiring action. The first is to acknowledge that employees' concerns have been heard and that the University is committed to addressing concerns, when feasible, as part of its commitment to retain and recruit the best employees. The second is to make changes in the provision of parking and transportation services that reduce overall parking demand in an effort to support existing and future growth. The following is a list of recommendations to achieve these goals.

ADDRESS EXISTING PARKING AND TRANSPORTATION CONCERNS

Short Term Recommendations

1. Minimize overselling of permits, particularly to the already constrained Townhouse and Library lots. Employees receiving permits to lots with documented overcrowding should receive direct notification (with annual permit or through a separate mailing) of procedures to follow when parking is unavailable. Warning tickets should be used for first time offenders.
2. Reminders of restrictions on employee parking in the garage and procedures to follow when garage parking is desired should be provided to employees annually when they are issued a new permit. Warning tickets should be used for first time offenders.
3. Increase enforcement of illegal parking (incorrect permit use).
4. Improve shuttle service to Lola Campus – reduce wait time between shuttles.
5. Enhance pedestrian safety to parking lots.
 - a. At the crossing of Lattimore/Kendrick Road at Crittenden Boulevard consider coordination with Monroe County Department of Transportation to reduce the cycle length, increasing the length of the pedestrian “WALK” signal and install a pedestrian countdown signal.
 - b. On Crittenden Boulevard, enforcement of “NO PARKING/NO STOPPING” zones should be increased. Curb extensions and installation of high visibility crosswalks should be considered at crosswalks where curbside activity will remain.
6. Provide motorcycle/scooter parking to encourage the use of these smaller vehicles and discourage their parking at racks designated for bicycles.
7. Allow carpool permits to be issued to employees on different campuses (Medical Center/River Campus). Based on preliminary survey results this service is being offered for the 2008-2009 permit year.
8. Allow for carpool permits to be issued to two employees at the same address.

Long Term Recommendations

1. Establish parking design guidelines using Level of Service criteria. As maintenance of parking lots occurs, all spaces should be made consistent with these standards to address concerns regarding ease of access to spaces and potential vehicle damage.
2. Provide additional garage parking at both the Medical Center and River Campus.
3. Continue to provide customer service training for all employees that have direct interaction with customers.

TRANSPORTATION DEMAND MANAGEMENT

One way to address the University of Rochester parking supply constraints is to reduce the parking demand by encouraging employees to shift from driving alone to alternative modes of transportation. As documented by the survey, the University of Rochester drive alone mode share is 87.5 percent. An additional 7 percent of employees use a form of rideshare. Taken together, approximately 94.5 percent of the trips to campus are in a vehicle. Only 1.4 percent of all commuters uses public transit, 1.2 percent bike, 2 percent walk, and 0.9 percent telecommutes or works from home. The higher the drive alone rate, especially when it is above 50 percent, the more likely it is to achieve additional reductions. General industry standards, cited by the Environmental Protection Agency (EPA), indicate that TDM programs can support up to a 15 percent shift away from driving alone.

Using the National standard of a 15 percent shift, the University would have to reduce from an 87.5 percent drive alone rate to a 72.5 percent rate, significantly lower than the average for Monroe County (82.7%) and the Rochester CBD (80.2%). Accomplishing this reduction with the University's relatively high drive alone share without implementing rather drastic measures is unlikely. A more attainable goal might be a 5 percent decrease in the number of employees who drive alone to work. This reduction would bring the University to a drive alone rate consistent with the Monroe County average. However, in order to accomplish even a 5 percent reduction goal, additional incentives to help employees switch to other alternative modes need to be implemented in tandem with upgrading the current incentives that are offered. Programs and incentives should match the level of interest indicated in the survey results.

Even though the University's walking and bicycling mode rate is relatively low, 2 and 1 percent respectively, there is definitely room for improvement. Comparing the walk/bike results to the number of survey respondents that live within 1 mile for walking and 5 miles for bicycling, it would seem as though shifting even 1 to 2 percent of the drivers to bicycling and/or walking may be an achievable short term goal.

In order to increase the knowledge and use of alternatives to driving and parking it is recommended that the University develop and implement a formal Transportation Demand Management (TDM) program, building on its existing services. The objective of TDM is to apply cost-effective measures that will address supply and demand problems and generally improve access to and mobility around campus. TDM programs need to consider and address the fact that commuters evaluate convenience, cost and time when choosing an alternative. Based on the survey responses and employee preferences, TDM efforts should focus first on carpool options, followed by shuttle services. The next step would be to enhance transit services and encourage walking and bicycling.

Short Term Recommendations

Formalize an on-site commuter services program:

1. Designate the Parking and Transportation Services department as a clearinghouse for all transportation demand management/commuter services information and programs.
2. Identify a Transportation Coordinator.
3. Conduct a branding exercise to name and develop a logo for the TDM program. All future publicity and services will use the logo to continue marketing of the program.

4. Develop a short- and long-term TDM program plan.
5. Implement, monitor and evaluate TDM programs.
6. Market TDM services:
 - a. Develop a marketing plan for use of the University newspapers as well as other print and web media.
 - b. Develop specific brochures that explain the University's commuter program and distribute to employees and students.
 - c. Post and distribute announcements, flyers, posters, etc.
 - d. Hold promotional events that will recruit employees to use ridesharing, public transit, bicycling and walking. Use high profile events such as National Transportation Week in May.

Zipcar:

1. To reduce the need for the use of personal cars during the day for business purposes, the existing Zipcar program should be expanded to include a Department Program. Any employee within a participating Department would be able to reserve and use a Zipcar vehicles for business purposes during the day.
2. To reduce the need for use of personal vehicles during the day for personal use, there needs to be increased marketing of the existing Zipcar program.

Carpool and Vanpool:

1. Upgrade and formalize the ride-matching program through the Parking Office to be more proactive in its working relation to "AlterNet rides".
2. Implement a formal preferential parking program that offers reserved parking for employees who carpool or vanpool to work starting in one parking lot or garage.
3. Publicize carpool benefits and services: If employees were to change their commute choice to carpool or transit, the incentive to encourage that shift was most often noted as the Guaranteed Ride Home (GRH) service followed by reduced parking fees. The lack of knowledge about these existing programs is a compelling reason to increase their visibility. It is a low cost item with a high potential for change especially when taken together with the implementation of other incentives or measures.

Transit:

1. Serve as a resource and provide additional information about RTS and its transit schedules and other up-to-date information about the services to employees and students through the Parking and Transportation services web page and TDM promotional material.
2. When letters are issued regarding annual parking registration include information on bus and shuttle services.
3. Institute a pilot program for a free transit pass program, for up to three months that would encourage those who have access to the bus to try it at no risk. The program would be implemented with the guarantee of a re-issued parking permit if transit doesn't meet their needs.

Long Term Recommendations

Periodic Survey: Conduct an electronic stratified random sample survey of the University's faculty, staff and students (for an employee population of 23,000 the sample size would be 1,015) following the current categories used for this survey. It is recommended that this survey take place every two to three years. Collecting data

overtime, utilizing a survey and process that is geared toward tracking specific data on commuting trips is essential to the University's success in achieving reductions in driving-alone and thereby reducing the demand on parking.

Commuter Scheduling Changes:

1. Encourage telecommuting. Telecommuting allows commuters to work at a location other than the main campus, from one day a week to the entire week in locations that may include home, a satellite work center, or a neighborhood work center shared by several employers.
2. Encourage the use of Flextime. Flextime involves establishing a policy to allow commuters to set their own start and end times for a typical day giving commuters flexibility to set up carpools and to take public transportation.
3. Encourage the use of a Compressed Work Week. This involves adopting a schedule that allows commuters to work more hours per week but fewer days. Typical schedules may include 9 days over 2 weeks, or 4 days over 1 week.

Carpools and Vanpools:

1. Map employee places of residence to evaluate the potential for additional carpools and develop ways to focus marketing of carpool/vanpool benefits to them.
2. Develop a vanpool program by target marketing to specific zip codes (at least more than 20 miles one-way).
 - a. Promote vanpooling at transportation events to recruit employees;
 - b. Investigate a vanpool incentive program.

University of Rochester Shuttle: Cross-Campus transportation and shuttle services are available to anyone with a current University ID, however, with the need to increase the use of off-site parking, shuttle service will need to be enhanced to encourage more people to use the off-site parking. Based on survey data, the results indicate a willingness to use the Shuttle if the services were increased and if the shuttle vehicles were improved. Because the survey did not ask particular questions about the current shuttle service, there is a need for further investigation on how best to serve faculty and staff and student on the University's Shuttle. This could be accomplished through Focus Groups or field data collection on existing shuttles.

Transit:

1. Provide an employee bus pass subsidy. To encourage bus use, the purchase of monthly/annual bus pass should be equal to or less than the average monthly/annual cost for lot parking. The purchase of the bus pass should be made convenient by automatic payroll deduction and mailing of passes to participants. As of July 2008, payroll deduction is available for the purchase of annual bus passes with pre-tax money.
2. Map employee places of residence with RTS routes and Park-n-Ride lots to assess the potential for transit use and provide transit information and benefits to those employees who could be served.
3. Using employee mapping work with RTS to modify existing routes and schedules to better serve the University.
4. Institute a Universal Pass program in cooperation with RTS.

Walk/Bike:

1. Develop a Departmental Bike Program by purchasing 10 bicycles such that 10 individual departments can each have a bicycle for members of a department to use around campus as an environmentally sustainable and healthy means of transport during the work day and encouraging commuters to leave their car at home. Employees sign out the bike (this can be done seamlessly through online scheduling software) to attend meetings or other destinations on campus.
2. Develop Transportation Guidelines that will enhance the pedestrian and bicycle environment through:
 - Secured, weather protected bicycle storage.
 - Bicycle-lane and crosswalk striping.
 - Improved roadway surfaces.
 - Improved sidewalk conditions.

Mix of Land Uses: To reduce the need for personal vehicles during the day for errands, the University should consider the incorporation of a mix of uses into future development projects. Land uses that would reduce vehicle trips during the day would include dry-cleaners, banks, convenience stores, restaurants and cafes. These types of uses would also be appropriate in buildings designed to wrap around parking lots or the incorporation of ground floor uses in future parking structures. This type of parking facility design would provide an attractive walking environment while increasing the security of the area.

ADDITIONAL MEASURES TO CONSIDER

Parking Cap: To achieve a higher drive alone share percent reduction than 5 percent, a cap on the amount of new parking spaces being built would be an important added measure that could push additional employees to change their commuting habits. If new spaces are tied proportionally to the number of new employees based on a proposed 5 percent reduction or a drive alone rate of 82.5 percent, then the base number of new parking spaces would follow the percent per mode to the new employees. For example:

- 100 new employees
- 82.5% drive alone = 82.5 parking spaces
- 7% carpool (assuming 2 employees per car) = 3.5 parking spaces
- Total increase in parking = 86 parking spaces

Parking Financial Model: As development occurs, existing parking is displaced or lost and additional demand is generated by the increase in employees, patients and visitors. The development of a parking financial model should be considered. The model should identify anticipated parking demand, loss of existing parking, and the projected parking required to meet future demand and its associated cost. The model should also identify funding resources including requiring projects to replace lost parking and provide sufficient parking to meet their demand or payment of a development fee into a parking fund.

Appendix A: Final Survey

March 21, 2008

Dear University Employee:

Your assistance is requested as we plan for the University of Rochester's future parking needs. The growth of the University, both at the Medical Center and on River Campus, has placed increased pressure on its already strained parking capacity. With construction of new facilities underway and others to begin in the near future, loss of existing parking space as well as increased demand for it by faculty, staff, students, patients, and visitors will continue.

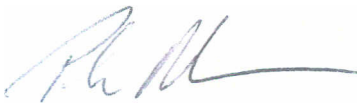
Options for both short- and long-term parking solutions are being actively evaluated. In the near term, there will be an increase in the use of shuttle service to off-campus lots. In the long term, solutions under consideration include parking garages and programs aimed at encouraging the use of public transportation, carpools, vanpools, and bicycles. These programs also support the University's commitment to embrace sustainability programs and policies that minimize negative effects on the environment.

To help plan for the future parking needs of the entire University, we are conducting a University-wide survey. Please complete the enclosed survey and return it in the enclosed prepaid envelope by April 18, 2008, or, if you prefer, the survey may be accessed on line at:

<http://www.ashtonsurvey.com/cgi-bin/rws3.pl?FORM=UniversityofRochester>

Completion of the survey will be valuable in helping us to explore options and develop parking and transportation programs that will best meet the needs of and support the continued growth of the University community. Thank you.

Sincerely,



Peter G. Robinson
Vice President and Chief Operating Officer
University of Rochester Medical Center



Ronald J. Paprocki
Senior Vice President for Administration
and Finance and Chief Financial Officer
University of Rochester



Have you considered that an employee with a 12-mile commute each way, driving a vehicle that gets 24 miles to the gallon, with an average price of gas of \$3.05/gallon spends an average of \$60/mo. on gas. If you add the cost of Lot parking @\$20 to \$45/mo., the typical employee pays \$80 - \$105/mo, not including car payments, insurance, or maintenance. By comparison, an unlimited bus pass is \$56/mo. and a 2-person carpool would reduce parking costs to \$5/month per person. A shift to transit or carpool also reduces the amount of fossil fuels burned and the associated impact on air quality. These types of changes contribute to the establishment of a sustainable transportation system balancing the need for campus access with environmental values.

This survey is being conducted to give us more information about employee current commute patterns and preferences on parking now and in the future. All data is anonymous and will be kept in strict confidence. **Please complete and return all five pages by 4/18/08.**

Background Information *Please fill in the circle or write in the space provided. Select one only*

- | | |
|--|---|
| <p>1. What town do you live in? _____</p> <p>2. What time do you usually arrive to work?</p> <p>5:00 - 5:59 am <input type="radio"/></p> <p>6:00 - 6:59 am <input type="radio"/></p> <p>7:00 - 7:29 am <input type="radio"/></p> <p>7:30 - 7:59 am <input type="radio"/></p> <p>8:00 - 8:29 am <input type="radio"/></p> <p>8:30 - 8:59 am <input type="radio"/></p> <p>9:00 - 9:59 am <input type="radio"/></p> <p>10:00 am - 1:59 pm <input type="radio"/></p> <p>2:00 - 4:59 pm <input type="radio"/></p> <p>After 5:00 pm <input type="radio"/></p> <p>4. How many hours are you scheduled to work each week?</p> <p>a. Less than 16 <input type="radio"/></p> <p>b. 17 - 24 <input type="radio"/></p> <p>c. 25 - 32 <input type="radio"/></p> <p>d. 33 - 40 <input type="radio"/></p> <p>e. More than 40 <input type="radio"/></p> | <p>1a. and Zip code? _____</p> <p>3. What time do you usually leave work?</p> <p>3:00 - 3:59 pm <input type="radio"/></p> <p>4:00 - 4:29 pm <input type="radio"/></p> <p>4:30 - 4:59 pm <input type="radio"/></p> <p>5:00 - 5:29 pm <input type="radio"/></p> <p>5:30 - 5:59 pm <input type="radio"/></p> <p>6:00 - 6:59 pm <input type="radio"/></p> <p>7:00 - 7:59 pm <input type="radio"/></p> <p>8:00 pm - 7:59 am <input type="radio"/></p> <p>8:00 - 9:59 am <input type="radio"/></p> <p>10:00 am - 2:59 pm <input type="radio"/></p> <p>5. How many days do you need to use your own vehicle during the day?</p> <p>a. None <input type="radio"/></p> <p>b. 1 to 2 <input type="radio"/></p> <p>c. 3 to 4 days <input type="radio"/></p> <p>d. Every day <input type="radio"/></p> |
|--|---|

Daily Commute to Work Information *Select one only for each day*

6. Please indicate how you commuted to work each day this week (please note primary mode only).

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
a. Drove alone the entire way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Drove alone, then took public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Took public transportation the entire way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Shared ride then took public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Rode in 2-person carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Rode in 3-person carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Rode in vanpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Dropped off at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Bicycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Walked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Telecommuted (worked at home)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Out of office/day off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Medical Center Employees: please answer questions 7, 8, and 9. River Campus, Eastman, or MAG skip to # 10.

7. What is your job category? Medical Center only Select one only

- a. Faculty
 - b. Community Physician
 - c. Nursing Staff
 - d. Resident/House Staff
 - e. Professional/Technical
 - f. Administrative Staff-salary
 - g. Administrative Staff-hourly
 - h. Service Position (environmental, etc.)
- If other please specify: _____

8. Please mark your worksite.

- a. Medical Center
- b. MHPB/Townhouse
- c. Highland Hospital
- d. Clinton Crossing
- e. Corporate Woods
- f. CVRI

If other please specify: _____

9. If you drive, where is your vehicle usually parked?

- a. Garage
- b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH
- c. Lot 1: Reserved
- d. Lots: 1 Crittenden, 2 Lattimore, Lot A
- e. Remote Lots: IOLA
- f. MHPB/Townhouse

If other please specify: _____

River Campus, Eastman, or MAG Employees: please answer questions 10, 11 and 12. MC Employees skip to #13.

10. What is your job category? River Campus, Eastman, or MAG only Select one only

- a. Faculty
 - b. Professional/Technical
 - c. Administrative Staff-salary
 - d. Administrative Staff-hourly
 - e. Service Position (environmental etc.)
- If other please specify: _____

11. Please mark your worksite.

- a. River Campus
- b. South Campus
- c. Eastman School of Music

- d. Memorial Art Gallery
- e. MHPB/Townhouse

If other please specify: _____

12. If you drive, where is your vehicle usually parked?

- a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots
 - b. Zone 1B: Todd Lot
 - c. Zone 1 South: south end of Intercampus Dr., Lot
 - d. Zone 1 North: Faculty Rd., Library Rd. and Lot
 - e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot
 - f. Zone 2 North: north end of Intercampus Dr., Lot Intercampus Dr, Towers, & River Lots
 - g. Zone 3: Park & Wilson No. Lots
 - h. Properties: Mt. Hope & Eastman Campuses
 - i. TH/MHPB: Towne Hse, MT Hope Prof. Bld.
 - j. LLE/COI: Laser Lab, Center for Optical Imaging
 - k. RRC: River Road Complex
- If other please specify: _____



Medical Campus and River Campus Commute Information *Select one only*

13. How long on average does it take you to commute to work, door to door? (minutes one-way)

- a. Less than 10 minutes
- b. 11 - 20 minutes
- c. 21 - 30 minutes
- d. 31 - 45 minutes
- e. More than 45 minutes

14. How many miles on average do you travel from home to work? (miles one way)

- a. Less than 2 miles
- b. 3 - 10 miles
- c. 11 - 20 miles
- d. 21 - 40 miles
- e. More than 40 miles

15. How satisfied are you with your current commute?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Satisfied | Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Dissatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If dissatisfied, please explain in the space below: _____

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?
Select all that apply

- | | |
|---|---|
| a. Enjoy my privacy, prefer to drive alone <input type="radio"/> | h. Unaware of public transportation modes <input type="radio"/> |
| b. Hours are irregular <input type="radio"/> | i. Public transit schedules/routes do not work for me <input type="radio"/> |
| c. Need car for business <input type="radio"/> | j. Public transit costs too much <input type="radio"/> |
| d. Need car for errands before/after work <input type="radio"/> | k. Public transit is unsafe <input type="radio"/> |
| e. Difficult finding others to carpool with <input type="radio"/> | l. Need car in case of emergencies <input type="radio"/> |
| f. Driving alone takes less time <input type="radio"/> | m. Do not have another option <input type="radio"/> |
| g. Take children to school or daycare <input type="radio"/> | |

17. Why have you chosen your current commute method to campus? *Select one only*

- | | |
|--|---|
| a. Convenience <input type="radio"/> | e. Safety <input type="radio"/> |
| b. Cost/Value <input type="radio"/> | f. No other option <input type="radio"/> |
| c. Length of trip <input type="radio"/> | g. If other, please explain in the space below: _____ |
| d. Environment - air quality <input type="radio"/> | |

18. What concerns you most about your current commute? *Select one only*

- | | |
|--|---|
| a. Overall travel time from home to work <input type="radio"/> | e. Congestion on streets and highways <input type="radio"/> |
| b. Cost of commute, including gas prices <input type="radio"/> | f. Frustration of commuting <input type="radio"/> |
| c. Cost of parking <input type="radio"/> | g. No concerns <input type="radio"/> |
| d. Finding a convenient parking space <input type="radio"/> | h. If other please explain in the space below: _____ |

Commute Information Continued

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? Select one choice for each option

Transit	Very Likely	Somewhat Likely	Not likely
a. Discount on public transit pass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Sale of public transit bus passes at work or through mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. On-site information of public transit routes and schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Improved public transit routes and schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Express shuttle from Park & Ride lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Shuttle Service to Highland Hospital area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Flexible hours to accommodate public transit schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Free guaranteed ride home in case of emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool/Vanpool	Very Likely	Somewhat Likely	Not likely
j. Reduced parking fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Preferential or reserved parking for employees who rideshare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Assistance finding a carpool match	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Car made available for business use during day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Flexible hours to accommodate carpool schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Free guaranteed ride home in case of emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle/ walk	Very Likely	Somewhat Likely	Not likely
q. Established bike routes or lanes on city streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Cash rewards or gift certificates for employees who walk or bicycle to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. Secure, convenient bicycle racks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. Secure, weather protected bicycle storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
u. Bicycle route and parking maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
v. Shower and locker facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	<i>First Choice</i>	<i>Second Choice</i>	<i>Third Choice</i>	<i>Would not consider</i>
a. Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Safety/security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Weather protection (garage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Reserved space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Shuttle services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parking Information Continued

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking?

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	First Choice	Second Choice	Third Choice	Would not Consider
a. Reduced parking fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Increased shuttle services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Improved shuttle vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Enhanced security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Would not consider parking in a remote facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Public Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Bicycle/Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Have you ever used Regional Transit Service (RTS) to commute to campus?

Yes No

25. Have you visited the University Parking and Transportation Services web page at:

<http://www.rochester.edu/parking/index.html?>

Yes No

26. I am aware that the following services are available through the Parking/Transportation Services Office.

Select all that apply

- a. Carpool match directory
- b. Reduced parking rates for carpool vehicles
- c. Guaranteed ride home service in case of emergency
- d. ZipCar car sharing service
- e. Purchase of RTS bus passes at Medical Center Parking Office
- f. Bus and shuttle information, maps and schedules on-line

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions:

Appendix B: Survey Response Summaries

University of Rochester Parking and Transportation Opinion Survey
Combined Results

Medical Center Employees: please answer questions 7, 8, and 9. River Campus, Eastman, or MAG skip to # 10. page 2

7. What is your job category? Medical Center only *Select one only*

a. Faculty	16.18	f. Administrative Staff-salary	14.37
b. Community Physician	0.75	g. Administrative Staff-hourly	11.73
c. Nursing Staff	25.5	h. Service Position (environmental, etc.)	1.56
d. Resident/House Staff	3.89	<i>If other please specify.</i>	
e. Professional/Technical	26.01		

8. Please mark your worksite.

a. Medical Center	91.26
b. MHPB/Townhouse	2.26
c. Highland Hospital	0.79
d. Clinton Crossing	1.47
e. Corporate Woods	3.63
f. CVRI	0.58

If other please specify:

9. If you drive, where is your vehicle usually parked?

a. Garage	17.19
b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH	13.57
c. Lot 1: Reserved	7.99
d. Lots: 1 Crittenden, 2 Lattimore, Lot A	55.3
e. Remote Lots: IOLA	3.16
f. MHPB/Townhouse	2.79

If other please specify:

River Campus, Eastman, or MAG Employees: please answer questions 10, 11 and 12. MC Employees skip to #13.

10. What is your job category? River Campus, Eastman, or MAG only *Select one only*

a. Faculty	24.16	d. Administrative Staff-hourly	15.35
b. Professional/Technical	30.3	e. Service Position (environmental etc.)	2.48
c. Administrative Staff-salary	27.72	<i>If other please specify</i>	

11. Please mark your worksite.

a. River Campus	80.8
b. South Campus	4.11
c. Eastman School of Music	4.11

d. Memorial Art Gallery	1.15
e. MHPB/Townhouse	9.84

If other please specify:

12. If you drive, where is your vehicle usually parked?

a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots	3.91	g. Zone 3: Park & Wilson No. Lots	16.73
b. Zone 1B: Todd Lot	0.88	h. Properties: Mt. Hope & Eastman Campuses	2.84
c. Zone 1 South: south end of Intercampus Dr., Lot	11.06	i. TH/MHPB: Towne Hse, MT Hope Prof. Bld.	9.88
d. Zone 1 North: Faculty Rd., Library Rd. and Lot	11.25	j. LLE/COI: Laser Lab, Center for Optical Imaging	5.68
e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot	15.07	k. RRC: River Road Complex	4.7
f. Zone 2 North: north end of Intercampus Dr., Lot Intercampus Dr, Towers, & River Lots	18	<i>If other please specify:</i>	

University of Rochester Parking and Transportation Opinion Survey
Combined Results

Medical Campus and River Campus Commute Information *Select one only* *page 3*

13. How long on average does it take you to commute to work, door to	14. How many miles on average do you travel from
a. Less than 10 minutes 8.44	a. Less than 2 miles 7.18
b. 11 - 20 minutes 33.07	b. 3 - 10 miles 39.88
c. 21 - 30 minutes 34.05	c. 11 - 20 miles 35.33
d. 31 - 45 minutes 18.14	d. 21 - 40 miles 14.23
e. More than 45 minutes 6.3	e. More than 40 miles 3.37

15. How satisfied are you with your current commute?

Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied
28.43	38.54	20.65	7.89	4.5

If dissatisfied, please explain in the space below:

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?

Select all that apply (Does not equal 100%, can select more than 1 reason)

a. Enjoy my privacy, prefer to drive alone 22.27	h. Unaware of public transportation modes 2.71
b. Hours are irregular 45.12	i. Public transit schedules/routes do not work for me 22.02
c. Need car for business 11.18	j. Public transit costs too much 1.18
d. Need car for errands before/after work 35.26	k. Public transit is unsafe 3.21
e. Difficult finding others to carpool with 19.62	l. Need car in case of emergencies 23.53
f. Driving alone takes less time 22.38	m. Do not have another option 13.95
g. Take children to school or daycare 14.02	

17. Why have you chosen your current commute method to campus? *Select one only*

a. Convenience 67.82	e. Safety 1.42
b. Cost/Value 5.07	f. No other option 15.69
c. Length of trip 8.89	If other, please explain in the space below:
d. Environment - air quality 1.11	

18. What concerns you most about your current commute? *Select one only*

a. Overall travel time from home to work 7.47	e. Congestion on streets and highways 5.33
b. Cost of commute, including gas prices 22.95	f. Frustration of commuting 2.25
c. Cost of parking 19.62	g. No concerns 23.12
d. Finding a convenient parking space 19.26	If other please explain in the space below:

University of Rochester Parking and Transportation Opinion Survey
Combined Results

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? *Select one choice for each option*

	Very Likely	Somewhat Likely	Not likely
Transit			
a. Discount on public transit pass	7.01	14.11	78.88
b. Sale of public transit bus passes at work or through mail	4.8	12.05	83.15
c. On-site information of public transit routes and schedules	5.35	14.4	80.25
d. Improved public transit routes and schedules	15.5	22.25	62.25
e. Express shuttle from Park & Ride lots	11.2	20.04	68.77
f. Shuttle Service to Highland Hospital area	2.73	4.57	92.7
g. Flexible hours to accommodate public transit schedule	9.64	15.85	74.51
h. Free guaranteed ride home in case of emergency	16.93	23.87	59.2
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	9.22	17.28	73.5
Carpool/Vanpool			
j. Reduced parking fees	18.13	31.6	50.27
k. Preferential or reserved parking for employees who rideshare	18.06	29.8	52.14
l. Assistance finding a carpool match	13.82	29	57.18
m. Car made available for business use during day	12.87	23.21	64.12
n. Flexible hours to accommodate carpool schedule	13.24	24.15	62.61
o. Free guaranteed ride home in case of emergency	19.15	27.79	53.05
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	9.61	18.69	71.7
Bicycle/ walk			
q. Established bike routes or lanes on city streets	13.57	13.08	73.36
r. Cash rewards or gift certificates for employees who walk or bicycle to work	15.83	12.12	72.05
s. Secure, convenient bicycle racks	14.15	12.98	72.87
t. Secure, weather protected bicycle storage	14.77	12.75	72.48
u. Bicycle route and parking maps	11.17	11.6	77.23
v. Shower and locker facilities	13.33	12.48	74.19

University of Rochester Parking and Transportation Opinion Survey
Combined Results

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	<i>First Choice</i>	<i>Second Choice</i>	<i>Third Choice</i>	<i>Would not consider</i>
a. Cost	43.73	28.04	22.5	5.72
b. Location	42.05	36.39	17.1	4.46
c. Convenience	34.93	27.76	29.9	7.4
d. Safety/security	32.57	22.76	26.37	18.29
e. Weather protection (garage)	16.85	15.21	21.55	46.3
f. Reserved space	13.15	14.5	19.69	52.66
g. Shuttle services	6.59	9.41	17.07	66.92

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking?
Page 5

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	<i>First Choice</i>	<i>Second Choice</i>	<i>Third Choice</i>	<i>Would not Consider</i>
a. Reduced parking fees	31.06	17.9	11.05	43.7
b. Increased shuttle services	27.47	24.72	8.27	43.17
c. Improved shuttle vehicles	9.07	12.35	20.58	57.25
d. Enhanced security	12.22	12.16	18.57	55.45
e. Would not consider parking in a remote facility	36.7	2.11	4.69	58.89

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	<i>First Choice</i>	<i>Second Choice</i>	<i>Third Choice</i>	<i>Would not consider</i>
a. Carpool	46.21	16.99	12.54	33.31
b. Public Transit	16.12	29.8	11.26	57.83
c. Bicycle/Walk	16.89	10.39	24.49	68.63

24. Have you ever used Regional Transit Service (RTS) to commute to campus?

Yes	No
12.98	87.02

25.

Have you visited the University Parking and Transportation Services web page at:

Yes	No
56	44

<http://www.rochester.edu/parking/index.html?>

26. I am aware that the following services are available through the Parking/Transportation Services Office.

Select all that

a. Carpool match directory	12.28
b. Reduced parking rates for carpool vehicles	21.46
c. Guaranteed ride home service in case of emergency	10.27
d. Zipcar car sharing service	20.97
e. Purchase of RTS bus passes at Medical Center Parking Office	14.34
f. Bus and shuttle information, maps and schedules on-line	32.55

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions:

University of Rochester Parking and Transportation Opinion Survey
Combined Results - Ranked

U of R Medical and River Campus Survey Results Total MC - 4,275 Total RC - 1,153 Grand Total 5,428

Background Information *Please fill in the circle or write in the space provided. Select one only* *page 1*

<p>1. What town do you live in? Text</p>	<p>1a. and Zip code? Text</p>
<p>2. What time do you usually arrive to work?</p>	
<p>5:00 - 5:59 am 3.35</p> <p>6:00 - 6:59 am 15.54 3</p> <p>7:00 - 7:29 am 13.28</p> <p>7:30 - 7:59 am 20.34 1</p> <p>8:00 - 8:29 am 17.82 2</p> <p>8:30 - 8:59 am 11.67</p> <p>9:00 - 9:59 am 6.89</p> <p>10:00 am - 1:59 pm 4.12</p> <p>2:00 - 4:59 pm 3.16</p> <p>After 5:00 pm 3.84</p> <p style="text-align: right;">100.01</p>	<p>3. What time do you usually leave work?</p> <p>3:00 - 3:59 pm 8.14</p> <p>4:00 - 4:29 pm 8.41</p> <p>4:30 - 4:59 pm 18.67 1</p> <p>5:00 - 5:29 pm 18.25 2</p> <p>5:30 - 5:59 pm 14.01 3</p> <p>6:00 - 6:59 pm 11.99</p> <p>7:00 - 7:59 pm 8.39</p> <p>8:00 pm - 7:59 am 5.85</p> <p>8:00 - 9:59 am 2.67</p> <p>10:00 am - 2:59 pm 3.62</p> <p style="text-align: right;">100</p>
<p>4. How many hours are you scheduled to work each week?</p>	
<p>a. Less than 16 3.98</p> <p>b. 17 - 24 6.71</p> <p>c. 25 - 32 4.91</p> <p>d. 33 - 40 49.78 1</p> <p>e. More than 40 34.62</p> <p style="text-align: right;">100</p>	<p>5. How many days do you need to use your own vehicle during the day?</p> <p>a. None 21.96</p> <p>b. 1 to 2 22.19</p> <p>c. 3 to 4 days 11.49</p> <p>d. Every day 44.36 1</p> <p>e. More than 40 34.62</p> <p style="text-align: right;">100</p>

Daily Commute to Work Information *Select one only for each day*

6. Please indicate how you commuted to work each day this week (please note primary mode only).

	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
a. Drove alone the entire way	31.69%	80.97%	82.17%	82.01%	81.99%	78.80%	27.89%
b. Drove alone, then took public transportation	0.05%	0.25%	0.26%	0.27%	0.29%	0.27%	0.05%
c. Took public transportation the entire way	0.19%	0.99%	0.99%	1.10%	1.07%	1.04%	0.19%
d. Shared ride then took public transportation	0.00%	0.08%	0.11%	0.11%	0.08%	0.10%	0.00%
e. Rode in 2-person carpool	0.56%	4.54%	4.37%	4.65%	4.29%	4.68%	0.49%
f. Rode in 3-person carpool	0.00%	0.23%	0.24%	0.21%	0.29%	0.19%	0.02%
g. Rode in vanpool	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%
h. Dropped off at work	0.62%	2.18%	2.10%	2.03%	2.02%	2.08%	0.47%
i. Bicycled	0.24%	1.18%	1.12%	1.20%	1.16%	0.81%	0.42%
j. Walked	0.75%	1.90%	1.80%	1.79%	1.77%	1.73%	1.00%
k. Taxi	0.40%	0.02%	0.02%	0.02%	0.00%	0.04%	0.02%
l. Telecommuted (worked at home)	1.42%	0.42%	0.50%	0.36%	0.53%	0.73%	1.61%
m. Out of office/day off	64.08%	7.26%	6.32%	6.25%	6.50%	9.53%	67.84%
	100.00%	100.02%	100.00%	100.00%	100.01%	100.00%	100.00%

University of Rochester Parking and Transportation Opinion Survey
Combined Results - Ranked

Medical Center Employees: please answer questions 7, 8, and 9. River Campus, Eastman, or MAG skip to # 10.				page 2
7. What is your job category? Medical Center only <i>Select one only</i>				
a. Faculty	16.18		f. Administrative Staff-salary	14.37
b. Community Physician	0.75		g. Administrative Staff-hourly	11.73
c. Nursing Staff	25.5	2	h. Service Position (environmental, etc.)	1.56
d. Resident/House Staff	3.89		<i>If other please specify:</i>	
e. Professional/Technical	26.01	1		
	72.33			27.66 99.99
8. Please mark your worksite.				
a. Medical Center	91.26	1	9. If you drive, where is your vehicle usually parked?	
b. MHPB/Townhouse	2.26		a. Garage	17.19
c. Highland Hospital	0.79		b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH	13.57
d. Clinton Crossing	1.47		c. Lot 1: Reserved	7.99
e. Corporate Woods	3.63		d. Lots: 1 Crittenden, 2 Lattimore, Lot A	55.3 1
f. CVRI	0.58		e. Remote Lots: IOLA	3.16
<i>If other please specify:</i>	99.99		f. MHPB/Townhouse	2.79
			<i>If other please specify:</i>	100
River Campus, Eastman, or MAG Employees: please answer questions 10, 11 and 12. MC Employees skip to #13.				
10. What is your job category? River Campus, Eastman, or MAG only <i>Select one only</i>				
a. Faculty	24.16	3	d. Administrative Staff-hourly	15.35
b. Professional/Technical	30.3	1	e. Service Position (environmental etc.)	2.48
c. Administrative Staff-salary	27.72	2	<i>If other please specify:</i>	
	82.18			17.83 100.01
11. Please mark your worksite.				
a. River Campus	80.8	1	d. Memorial Art Gallery	1.15
b. South Campus	4.11		e. MHPB/Townhouse	9.84
c. Eastman School of Music	4.11		<i>If other please specify:</i>	
	89.02			10.99 100.01
12. If you drive, where is your vehicle usually parked?				
a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots	3.91		g. Zone 3: Park & Wilson No. Lots	16.73 2
b. Zone 1B: Todd Lot	0.88		h. Properties: Mt. Hope & Eastman Campuses	2.84
c. Zone 1 South: south end of Intercampus Dr., Lot	11.06	5	i. TH/MHPB: Towne Hse, MT Hope Prof. Bld.	9.88
d. Zone 1 North: Faculty Rd., Library Rd. and Lot	11.25	4	j. LLE/COI: Laser Lab, Center for Optical Imaging	5.68
e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot	15.07	3	k. RRC: River Road Complex	4.7
f. Zone 2 North: north end of Intercampus Dr., Lot Intercampus Dr, Towers, & River Lots	18	1	<i>If other please specify:</i>	
	60.17			39.83 100

University of Rochester Parking and Transportation Opinion Survey
Combined Results - Ranked

Medical Campus and River Campus Commute Information *Select one only* *page 3*

13. How long on average does it take you to commute to work, door to

a. Less than 10 minutes	8.44	
b. 11 - 20 minutes	33.07	2
c. 21 - 30 minutes	34.05	1
d. 31 - 45 minutes	18.14	
e. More than 45 minutes	6.3	
	100	

14. How many miles on average do you travel

a. Less than 2 miles	7.18	
b. 3 - 10 miles	39.88	1
c. 11 - 20 miles	35.33	2
d. 21 - 40 miles	14.23	
e. More than 40 miles	3.37	
	99.99	

15. How satisfied are you with your current commute?

Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	
28.43	38.54	20.65	7.89	4.5	100.01
	1				

If dissatisfied, please explain in the space below:

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?

Select all that apply *Does not add up to 100%*

a. Enjoy my privacy, prefer to drive alone	22.27	5	h. Unaware of public transportation modes	2.71
b. Hours are irregular	45.12	1	i. Public transit schedules/routes do not work for me	22.02
c. Need car for business	11.18		j. Public transit costs too much	1.18
d. Need car for errands before/after work	35.26	2	k. Public transit is unsafe	3.21
e. Difficult finding others to carpool with	19.62		l. Need car in case of emergencies	23.53
f. Driving alone takes less time	22.38	4	m. Do not have another option	13.95
g. Take children to school or daycare	14.02			

17. Why have you chosen your current commute method to campus? *Select one only*

a. Convenience	67.82	1	e. Safety	1.42
b. Cost/Value	5.07		f. No other option	15.69
c. Length of trip	8.89			
d. Environment - air quality	1.11		If other, please explain in the space below:	
	82.89			17.11
				100

18. What concerns you most about your current commute? *Select one only*

a. Overall travel time from home to work	7.47		e. Congestion on streets and highways	5.33
b. Cost of commute, including gas prices	22.95	2	f. Frustration of commuting	2.25
c. Cost of parking	19.62	3	g. No concerns	23.12
d. Finding a convenient parking space	19.26	4		
	69.3		If other please explain in the space below:	
				30.7
				100

University of Rochester Parking and Transportation Opinion Survey
Combined Results - Ranked

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? Select one choice for each option

	Very Likely	Somewhat Likely	Not likely	
Transit				
a. Discount on public transit pass	7.01	14.11	78.88	100
b. Sale of public transit bus passes at work or through mail	4.8	12.05	83.15	100
c. On-site information of public transit routes and schedules	5.35	14.4	80.25	100
d. Improved public transit routes and schedules	2	15.5	22.25	62.25
e. Express shuttle from Park & Ride lots	11.2	20.04	68.77	100.01
f. Shuttle Service to Highland Hospital area	2.73	4.57	92.7	100
g. Flexible hours to accommodate public transit schedule	3	9.64	15.85	74.51
h. Free guaranteed ride home in case of emergency	1	16.93	23.87	59.2
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	9.22	17.28	73.5	100
Carpool/Vanpool				
j. Reduced parking fees	2	18.13	31.6	50.27
k. Preferential or reserved parking for employees who rideshare	3	18.06	29.8	52.14
l. Assistance finding a carpool match	13.82	29	57.18	100
m. Car made available for business use during day	12.87	23.21	64.12	100.2
n. Flexible hours to accommodate carpool schedule	13.24	24.15	62.61	100
o. Free guaranteed ride home in case of emergency	1	19.15	27.79	53.05
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	9.61	18.69	71.7	100
Bicycle/ walk				
q. Established bike routes or lanes on city streets	13.57	13.08	73.36	100.01
r. Cash rewards or gift certificates for employees who walk or bicycle to work	1	15.83	12.12	72.05
s. Secure, convenient bicycle racks	3	14.15	12.98	72.87
t. Secure, weather protected bicycle storage	2	14.77	12.75	72.48
u. Bicycle route and parking maps	11.17	11.6	77.23	100
v. Shower and locker facilities	13.33	12.48	74.19	100

Parking Information Note: Because the request for 3 choices could not be controlled, answers do NOT total 100%

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	First Choice	Second Choice	Third Choice	Would not consider
a. Cost	1	43.73	28.04	22.5
b. Location	2	42.05	36.39	17.1
c. Convenience		34.93	27.76	29.9
d. Safety/security	3	32.57	22.76	26.37
e. Weather protection (garage)		16.85	15.21	21.55
f. Reserved space		13.15	14.5	19.69
g. Shuttle services		6.59	9.41	17.07

University of Rochester Parking and Transportation Opinion Survey
Combined Results - Ranked

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking?
Page 5

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	First Choice	Second	Third	Would not
a. Reduced parking fees	31.06	17.9	11.05	43.7
b. Increased shuttle services 2	27.47	24.72	8.27	43.17
c. Improved shuttle vehicles 3	9.07	12.35	20.58	57.25
d. Enhanced security	12.22	12.16	18.57	55.45
e. Would not consider parking in a remote facility 1	36.7	2.11	4.69	58.89

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool 1	46.21	16.99	12.54	33.31
b. Public Transit 2	16.12	29.8	11.26	57.83
c. Bicycle/Walk 3	16.89	10.39	24.49	68.63

24. Have you ever used Regional Transit Service (RTS) to commute to campus?

Yes	No
12.98	87.02

100

25. Have you visited the University Parking and Transportation Services web page at:

Yes	No
56	44

100

<http://www.rochester.edu/parking/index.html?>

26. I am aware that the following services are available through the Parking/Transportation Services Office. Select all that apply

Does NOT add up to 100%

Select all

a. Carpool match directory	12.28	
b. Reduced parking rates for carpool vehicles	21.46	2
c. Guaranteed ride home service in case of emergency	10.27	
d. ZipCar car sharing service	20.97	3
e. Purchase of RTS bus passes at Medical Center Parking Office	14.34	
f. Bus and shuttle information, maps and schedules on-line	32.55	1

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions:

U of R Medical Center Survey 2008 - 4,275 - Combined On-line and Paper Results in Percen

Background Information *Please fill in the circle or write in the space provided. Select one only* page 1

<p>1. What town do you live in? Text</p> <p>2. What time do you usually arrive to work?</p> <table border="0" style="width: 100%;"> <tr><td>5:00 - 5:59 am</td><td style="text-align: right;">3.78</td></tr> <tr><td>6:00 - 6:59 am</td><td style="text-align: right;">18.43</td></tr> <tr><td>7:00 - 7:29 am</td><td style="text-align: right;">14.12</td></tr> <tr><td>7:30 - 7:59 am</td><td style="text-align: right;">21.04</td></tr> <tr><td>8:00 - 8:29 am</td><td style="text-align: right;">17.47</td></tr> <tr><td>8:30 - 8:59 am</td><td style="text-align: right;">8.95</td></tr> <tr><td>9:00 - 9:59 am</td><td style="text-align: right;">4.98</td></tr> <tr><td>10:00 am - 1:59 pm</td><td style="text-align: right;">2.94</td></tr> <tr><td>2:00 - 4:59 pm</td><td style="text-align: right;">3.59</td></tr> <tr><td>After 5:00 pm</td><td style="text-align: right;">4.69</td></tr> </table> <p>4. How many hours are you scheduled to work each week?</p> <table border="0" style="width: 100%;"> <tr><td style="padding-left: 20px;">a. Less than 16</td><td style="text-align: right;">3.57</td></tr> <tr><td style="padding-left: 20px;">b. 17 - 24</td><td style="text-align: right;">7.12</td></tr> <tr><td style="padding-left: 20px;">c. 25 - 32</td><td style="text-align: right;">5.08</td></tr> <tr><td style="padding-left: 20px;">d. 33 - 40</td><td style="text-align: right;">49.61</td></tr> <tr><td style="padding-left: 20px;">e. More than 40</td><td style="text-align: right;">34.61</td></tr> </table>	5:00 - 5:59 am	3.78	6:00 - 6:59 am	18.43	7:00 - 7:29 am	14.12	7:30 - 7:59 am	21.04	8:00 - 8:29 am	17.47	8:30 - 8:59 am	8.95	9:00 - 9:59 am	4.98	10:00 am - 1:59 pm	2.94	2:00 - 4:59 pm	3.59	After 5:00 pm	4.69	a. Less than 16	3.57	b. 17 - 24	7.12	c. 25 - 32	5.08	d. 33 - 40	49.61	e. More than 40	34.61	<p>1a. and Zip code? Text</p> <p>3. What time do you usually leave work?</p> <table border="0" style="width: 100%;"> <tr><td>3:00 - 3:59 pm</td><td style="text-align: right;">8.63</td></tr> <tr><td>4:00 - 4:29 pm</td><td style="text-align: right;">8.53</td></tr> <tr><td>4:30 - 4:59 pm</td><td style="text-align: right;">19.42</td></tr> <tr><td>5:00 - 5:29 pm</td><td style="text-align: right;">16.29</td></tr> <tr><td>5:30 - 5:59 pm</td><td style="text-align: right;">13.57</td></tr> <tr><td>6:00 - 6:59 pm</td><td style="text-align: right;">11.18</td></tr> <tr><td>7:00 - 7:59 pm</td><td style="text-align: right;">8.94</td></tr> <tr><td>8:00 pm - 7:59 am</td><td style="text-align: right;">6.65</td></tr> <tr><td>8:00 - 9:59 am</td><td style="text-align: right;">2.99</td></tr> <tr><td>10:00 am - 2:59 pm</td><td style="text-align: right;">3.81</td></tr> </table> <p>5. How many days do you need to use your own vehicle during the day?</p> <table border="0" style="width: 100%;"> <tr><td style="padding-left: 20px;">a. None</td><td style="text-align: right;">22.56</td></tr> <tr><td style="padding-left: 20px;">b. 1 to 2</td><td style="text-align: right;">20.67</td></tr> <tr><td style="padding-left: 20px;">c. 3 to 4 days</td><td style="text-align: right;">11.29</td></tr> <tr><td style="padding-left: 20px;">d. Every day</td><td style="text-align: right;">45.48</td></tr> </table>	3:00 - 3:59 pm	8.63	4:00 - 4:29 pm	8.53	4:30 - 4:59 pm	19.42	5:00 - 5:29 pm	16.29	5:30 - 5:59 pm	13.57	6:00 - 6:59 pm	11.18	7:00 - 7:59 pm	8.94	8:00 pm - 7:59 am	6.65	8:00 - 9:59 am	2.99	10:00 am - 2:59 pm	3.81	a. None	22.56	b. 1 to 2	20.67	c. 3 to 4 days	11.29	d. Every day	45.48
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Daily Commute to Work Information *Select one only for each day*

6. Please indicate how you commuted to work each day this week (please note primary mode only)

	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
a. Drove alone the entire way	24.4	78.99	82.69	80.23	80.02	75.98	23.72
b. Drove alone, then took public transportation	0	0.19	0.23	0.21	0.21	0.23	0.05
c. Took public transportation the entire way	0.02	0.47	0.47	0.47	0.44	0.47	0.07
d. Shared ride then took public transportation	0	0.05	0.07	0.05	0.02	0.07	0
e. Rode in 2-person carpool	0.4	4.02	3.88	4.16	3.81	4	0.37
f. Rode in 3-person carpool	0	0.16	0.19	0.19	0.3	0.21	0.02
g. Rode in vanpool	0	0	0	0	0	0	0.05
h. Dropped off at work	0.47	2.29	2.08	1.94	2.01	1.99	0.44
i. Bicycled	0.09	0.75	0.7	0.7	0.68	0.49	0.26
j. Walked	0.42	1.45	1.43	1.38	1.36	1.47	0.68
k. Taxi	0.35	0	0	0	0	0.02	0.02
l. Telecommuted (worked at home)	0.51	0.26	0.42	0.23	0.42	0.47	0.91
m. Out of office/day off	40.14	8.12	7.25	7.06	7.3	10.15	52.94

Medical Center Employees Only Page 2

7. What is your job category? Medical Center *Select one only*

a. Faculty	16.18	f. Administrative Staff-salary	14.37
b. Community Physician	0.75	g. Administrative Staff-hourly	11.73
c. Nursing Staff	25.5	h. Service Position (environmental etc.)	1.56
d. Resident/House Staff	3.89	<i>If other please specify:</i>	
e. Professional/Technical	26.01		

8. Please mark your worksite. Medical Center *Select one only*

a. Medical Center	91.26
b. MHPB/Townhouse	2.26
c. Highland Hospital	0.79
d. Clinton Crossing	1.47
e. Corporate Woods	3.63
f. CVRI	0.58

If other please specify:

9. If you drive, where is your vehicle usually parked?

a. Garage	17.19
b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH	13.57
c. Lot 1: Reserved	7.99
d. Lots: 1 Crittenden, 2 Lattimore, Lot A	55.3
e. Remote Lots: IOLA	3.16
f. MHPB/Townhouse	2.79

If other please specify:

Medical Campus and River Campus Commute Information *Select one only page 3*

13. How long on average does it take you to commute to work, door to door? (minutes one-way)

a. Less than 10 minutes	7.59
b. 11 - 20 minutes	31.28
c. 21 - 30 minutes	35.45
d. 31 - 45 minutes	19.04
e. More than 45 minutes	6.64

14. How many miles on average do you travel from home to work? (miles one way)

a. Less than 2 miles	6.07
b. 3 - 10 miles	38.11
c. 11 - 20 miles	37.09
d. 21 - 40 miles	15.14
e. More than 40 miles	3.59

15. How satisfied are you with your current commute?

Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied
27.56	39.03	20.91	8.19	4.31

If dissatisfied, please explain in the space below:

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?
Select all that apply (Multiple Choice - does not add up to 100)

a. Enjoy my privacy, prefer to drive alone	28.28	h. Unaware of public transportation modes	3.44
b. Hours are irregular	57.29	i. Public transit schedules/routes do not work for me	27.95
c. Need car for business	14.2	j. Public transit costs too much	1.5
d. Need car for errands before/after work	44.77	k. Public transit is unsafe	4.07
e. Difficult finding others to carpool with	24.91	l. Need car in case of emergencies	29.87
f. Driving alone takes less time	28.42	m. Do not have another option	17.71
g. Take children to school or daycare	17.8		

17. Why have you chosen your current commute method to campus? *Select one only*

a. Convenience	58.25	e. Safety	2.01
b. Cost/Value	3.92	f. No other option	27.46
c. Length of trip	7.58	<i>If other, please explain in the space below:</i>	
d. Environment - air quality	0.75		

University of Rochester Transportation and Parking Opinion Survey 2008
Medical Center

18. What concerns you most about your current commute? Select one only

a. Overall travel time from home to work	7.75	e. Congestion on streets and highways	5.69
b. Cost of commute, including gas prices	23.37	f. Frustration of commuting	2.07
c. Cost of parking	19.2	g. No concerns	23.57
d. Finding a convenient parking space	18.35	If other please explain in the space below:	

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? Select one choice for each option

	Very Likely	Somewhat Likely	Not likely
Transit			
a. Discount on public transit pass	6.04	12.99	80.97
b. Sale of public transit bus passes at work or through mail	4.45	10.99	84.56
c. On-site information of public transit routes and schedules	4.78	13	82.21
d. Improved public transit routes and schedules	13.35	20.75	65.9
e. Express shuttle from Park & Ride lots	11.37	19.37	69.26
f. Shuttle Service to Highland Hospital area	2.85	4.88	92.28
g. Flexible hours to accommodate public transit schedule	8.86	15.13	76.01
h. Free guaranteed ride home in case of emergency	16.25	23.25	60.5
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	8.63	16.54	74.83
Carpool/Vanpool			
	Very Likely	Somewhat Likely	Not likely
j. Reduced parking fees	17.8	30.91	51.3
k. Preferential or reserved parking for employees who rideshare	17.44	30.02	52.54
l. Assistance finding a carpool match	13.59	28.37	58.04
m. Car made available for business use during day	11.59	22.39	66.02
n. Flexible hours to accommodate carpool schedule	13.05	23.85	63.1
o. Free guaranteed ride home in case of emergency	19.01	27.35	53.65
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	9.25	18.34	72.41
Bicycle/ walk			
	Very Likely	Somewhat Likely	Not likely
q. Established bike routes or lanes on city streets	12.23	11.81	75.96
r. Cash rewards or gift certificates for employees who walk or bicycle to work	14.65	11.01	74.34
s. Secure, convenient bicycle racks	13.16	11.76	75.08
t. Secure, weather protected bicycle storage	13.71	11.62	74.66
u. Bicycle route and parking maps	10.59	10.67	78.74
v. Shower and locker facilities	12.62	11.61	75.77

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options

	<i>First Choice</i>	<i>Second Choice</i>	<i>Third Choice</i>	<i>Would not consider</i>
a. Cost	43.43	27.99	22.46	6.13
b. Location	42.86	36.17	16.85	4.12
c. Convenience	35.3	27.43	29.99	7.28
d. Safety/security	33.99	23.37	26.16	16.47
e. Weather protection (garage)	19.39	16.13	22.55	41.93
f. Reserved space	12.72	14.72	20.32	52.24
g. Shuttle services	6.55	9.58	16.13	67.75

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking?

Page 5

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choice that would encourage you to park in an off-site facility.

	First Choice	Second Choice	Third Choice	Would not consider
a. Reduced parking fees	29.79	15.79	11.02	43.4
b. Increased shuttle services	25.85	23	8.15	42.99
c. Improved shuttle vehicles	9.19	12.99	19.54	58.27
d. Enhanced security	12.36	12.44	19.07	56.14
e. Would not consider parking in a remote facility	35.8	2.1	4.5	57.6

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool	43.87	14.38	10.09	31.66
b. Public Transit	12.52	26.24	9.98	51.26
c. Bicycle/Walk	13.69	8.58	11.85	65.88

24. Have you ever used Regional Transit Service (RTS) to commute to campus?

Yes	No
10.56	89.44

25. Have you visited the University Parking and Transportation Services web page at:

Yes	No
53.22	46.76

<http://www.rochester.edu/parking/index.html?>

26. I am aware that the following services are available through the Parking/Transportation Services Office. Select all

(Multiple Choice - does not add up to 100)

a. Carpool match directory	19.61
b. Reduced parking rates for carpool vehicles	35.25
c. Guaranteed ride home service in case of emergency	16
d. ZipCar car sharing service	24.57
e. Purchase of RTS bus passes at Medical Center Parking Office	22.26
f. Bus and shuttle information, maps and schedules on-line	46.44

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments o

U of R Medical Center Survey 2008 - 4,275 - Combined On-line and Paper Results in Percent

Background Information Please fill in the circle or write in the space provided. Select one only page 1

1. What town do you live in?	Text	1a. and Zip code?	Text
2. What time do you usually arrive to work?		3. What time do you usually leave work?	
5:00 - 5:59 am	3.78	3:00 - 3:59 pm	8.63
6:00 - 6:59 am	18.43 2	4:00 - 4:29 pm	8.53
7:00 - 7:29 am	14.12 4	4:30 - 4:59 pm	19.42 1
7:30 - 7:59 am	21.04 1	5:00 - 5:29 pm	16.29 2
8:00 - 8:29 am	17.47 3	5:30 - 5:59 pm	13.57 3
8:30 - 8:59 am	8.95	6:00 - 6:59 pm	11.18 4
9:00 - 9:59 am	4.98	7:00 - 7:59 pm	8.94
10:00 am - 1:59 pm	2.94	8:00 pm - 7:59 am	6.65
2:00 - 4:59 pm	3.59	8:00 - 9:59 am	2.99
After 5:00 pm	4.69	10:00 am - 2:59 pm	3.81
4. How many hours are you scheduled to work each week?		5. How many days do you need to use your own vehicle during the day?	
a. Less than 16	3.57	a. None	22.56
b. 17 - 24	7.12	b. 1 to 2	20.67
c. 25 - 32	5.08	c. 3 to 4 days	11.29
d. 33 - 40	49.61 1	d. Every day	45.48 1
e. More than 40	34.61 2		

Daily Commute to Work Information Select one only for each day

6. Please indicate how you commuted to work each day this week (please note primary mode only).

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
a. Drove alone the entire way	24.4	78.99	82.69	80.23	80.02	75.98	23.72
b. Drove alone, then took public transportation	0	0.19	0.23	0.21	0.21	0.23	0.05
c. Took public transportation the entire way	0.02	0.47	0.47	0.47	0.44	0.47	0.07
d. Shared ride then took public transportation	0	0.05	0.07	0.05	0.02	0.07	0
e. Rode in 2-person carpool	0.4	4.02	3.88	4.16	3.81	4	0.37
f. Rode in 3-person carpool	0	0.16	0.19	0.19	0.3	0.21	0.02
g. Rode in vanpool	0	0	0	0	0	0	0.05
h. Dropped off at work	0.47	2.29	2.08	1.94	2.01	1.99	0.44
i. Bicycled	0.09	0.75	0.7	0.7	0.68	0.49	0.26
j. Walked	0.42	1.45	1.43	1.38	1.36	1.47	0.68
k. Taxi	0.35	0	0	0	0	0.02	0.02
l. Telecommuted (worked at home)	0.51	0.26	0.42	0.23	0.42	0.47	0.91
m. Out of office/day off	40.14	8.12	7.25	7.06	7.3	10.15	52.94

Medical Center Employees Only Page 2

7. What is your job category? Medical Center *Select one only*

a. Faculty	16.18	3
b. Community Physician	0.75	
c. Nursing Staff	25.5	2
d. Resident/House Staff	3.89	
e. Professional/Technical	26.01	1

f. Administrative Staff-salary	14.37	4
g. Administrative Staff-hourly	11.73	5
h. Service Position (environmental etc.)	1.56	

If other please specify:

8. Please mark your worksite. Medical Center *Select one only*

a. Medical Center	91.26	1
b. MHPB/Townhouse	2.26	
c. Highland Hospital	0.79	
d. Clinton Crossing	1.47	
e. Corporate Woods	3.63	
f. CVRI	0.58	

If other please specify:

9. If you drive, where is your vehicle usually parked?

a. Garage	17.19	
b. Close in Lots: 3 So., 4 Wegmans, 6 Middle Dr., 7 Annex, EDC, HWH	13.57	
c. Lot 1: Reserved	7.99	
d. Lots: 1 Crittenden, 2 Lattimore, Lot A	55.3	1
e. Remote Lots: IOLA	3.16	
f. MHPB/Townhouse	2.79	

If other please specify:

Medical Campus and River Campus Commute Information *Select one only page 3*

13. How long on average does it take you to commute to work, door to door? (minutes one-way)

a. Less than 10 minutes	7.59	
b. 11 - 20 minutes	31.28	2
c. 21 - 30 minutes	35.45	1
d. 31 - 45 minutes	19.04	
e. More than 45 minutes	6.64	

14. How many miles on average do you travel from home to work? (miles one way)

a. Less than 2 miles	6.07	
b. 3 - 10 miles	38.11	1
c. 11 - 20 miles	37.09	2
d. 21 - 40 miles	15.14	
e. More than 40 miles	3.59	

15. How satisfied are you with your current commute?

Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied
27.56	39.03	20.91	8.19	4.31
2	1	3		

If dissatisfied, please explain in the space below:

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?

Select all that apply

(Multiple Choice - does not add up to 100)

a. Enjoy my privacy, prefer to drive alone	28.28	5	h. Unaware of public transportation modes	3.44	
b. Hours are irregular	57.29	1	i. Public transit schedules/routes do not work for me	27.95	
c. Need car for business	14.2		j. Public transit costs too much	1.5	
d. Need car for errands before/after work	44.77	2	k. Public transit is unsafe	4.07	
e. Difficult finding others to carpool with	24.91		l. Need car in case of emergencies	29.87	3
f. Driving alone takes less time	28.42	4	m. Do not have another option	17.71	
g. Take children to school or daycare	17.8				

17. Why have you chosen your current commute method to campus? *Select one only*

a. Convenience	58.25	1	e. Safety	2.01	
b. Cost/Value	3.92		f. No other option	27.46	2
c. Length of trip	7.58				
d. Environment - air quality	0.75				

If other, please explain in the space below:

University of Rochester Transportation and Parking Opinion Survey 2008
Medical Center - Ranked

18. What concerns you most about your current commute? *Select one only*

a. Overall travel time from home to work	7.75		e. Congestion on streets and highways	5.69
b. Cost of commute, including gas prices	23.37	2	f. Frustration of commuting	2.07
c. Cost of parking	19.2	3	g. No concerns	23.57
d. Finding a convenient parking space	18.35	4		1

If other please explain in the space below:

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? *Select one choice for each option*

		Very Likely	Somewhat Likely	Not likely
Transit				
a. Discount on public transit pass		6.04	12.99	80.97
b. Sale of public transit bus passes at work or through mail		4.45	10.99	84.56
c. On-site information of public transit routes and schedules		4.78	13	82.21
d. Improved public transit routes and schedules	3	13.35	20.75	65.9
e. Express shuttle from Park & Ride lots	2	11.37	19.37	69.26
f. Shuttle Service to Highland Hospital area		2.85	4.88	92.28
g. Flexible hours to accommodate public transit schedule		8.86	15.13	76.01
h. Free guaranteed ride home in case of emergency	1	16.25	23.25	60.5
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking		8.63	16.54	74.83
Carpool/Vanpool				
		Very Likely	Somewhat Likely	Not likely
j. Reduced parking fees	2	17.8	30.91	51.3
k. Preferential or reserved parking for employees who rideshare	3	17.44	30.02	52.54
l. Assistance finding a carpool match		13.59	28.37	58.04
m. Car made available for business use during day		11.59	22.39	66.02
n. Flexible hours to accommodate carpool schedule		13.05	23.85	63.1
o. Free guaranteed ride home in case of emergency	1	19.01	27.35	53.65
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking		9.25	18.34	72.41
Bicycle/ walk				
		Very Likely	Somewhat Likely	Not likely
q. Established bike routes or lanes on city streets		12.23	11.81	75.96
r. Cash rewards or gift certificates for employees who walk or bicycle to work	1	14.65	11.01	74.34
s. Secure, convenient bicycle racks	3	13.16	11.76	75.08
t. Secure, weather protected bicycle storage	2	13.71	11.62	74.66
u. Bicycle route and parking maps		10.59	10.67	78.74
v. Shower and locker facilities		12.62	11.61	75.77

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	First Choice	Second Choice	Third Choice	Would not consider
a. Cost	43.43	27.99	22.46	6.13
b. Location	42.86	36.17	16.85	4.12
c. Convenience	35.3	27.43	29.99	7.28
d. Safety/security	33.99	23.37	26.16	16.47
e. Weather protection (garage)	19.39	16.13	22.55	41.93
f. Reserved space	12.72	14.72	20.32	52.24
g. Shuttle services	6.55	9.58	16.13	67.75

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking?
 Page 5

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	First Choice	Second Choice	Third Choice	Would not consider
a. Reduced parking fees 1& 2	29.79	15.79	11.02	43.4
b. Increased shuttle services	25.85	23	8.15	42.99
c. Improved shuttle vehicles 3&4	9.19	12.99	19.54	58.27
d. Enhanced security	12.36	12.44	19.07	56.14
e. Would not consider parking in a remote facility	35.8	2.1	4.5	57.6

If not, please indicate why in the space provided:

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool	43.87	14.38	10.09	31.66
b. Public Transit	12.52	26.24	9.98	51.26
c. Bicycle/Walk	13.69	8.58	11.85	65.88

24. Have you ever used Regional Transit Service (RTS) to commute to campus?
 Yes 10.56 No 89.44

25. Have you visited the University Parking and Transportation Services web page at:
<http://www.rochester.edu/parking/index.html?>
 Yes 53.22 No 46.76

26. I am aware that the following services are available through the Parking/Transportation Services Office. Select all
 (Multiple Choice - does not add up to 100)

a. Carpool match directory	19.61
b. Reduced parking rates for carpool vehicles 2	35.25
c. Guaranteed ride home service in case of emergency	16
d. ZipCar car sharing service	24.57
e. Purchase of RTS bus passes at Medical Center Parking Office	22.26
f. Bus and shuttle information, maps and schedules on-line 1	46.44

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions:

University of Rochester Transportation and Parking Opinion Survey 2008
River Campus

U of R River Campus Survey 2008 - 1,153 - Combined On-line and Paper Results in Percent

Background Information *Please fill in the circle or write in the space provided. Select one only*

<p>1. What town do you live in? Text</p> <p>2. What time do you usually arrive to work?</p> <p>5:00 - 5:59 am 1.76</p> <p>6:00 - 6:59 am 4.93</p> <p>7:00 - 7:29 am 10.2</p> <p>7:30 - 7:59 am 17.77</p> <p>8:00 - 8:29 am 19.09</p> <p>8:30 - 8:59 am 21.64</p> <p>9:00 - 9:59 am 13.9</p> <p>10:00 am - 1:59 pm 8.44</p> <p>2:00 - 4:59 pm 1.58</p> <p>After 5:00 pm 0.7</p> <p>4. How many hours are you scheduled to work each week?</p> <p style="padding-left: 40px;">a. Less than 16 5.5</p> <p style="padding-left: 40px;">b. 17 - 24 5.15</p> <p style="padding-left: 40px;">c. 25 - 32 4.28</p> <p style="padding-left: 40px;">d. 33 - 40 50.39</p> <p style="padding-left: 40px;">e. More than 40 34.67</p>	<p>1a. and Zip code? Text</p> <p>3. What time do you usually leave work?</p> <p>3:00 - 3:59 pm 6.37</p> <p>4:00 - 4:29 pm 7.96</p> <p>4:30 - 4:59 pm 15.92</p> <p>5:00 - 5:29 pm 25.46</p> <p>5:30 - 5:59 pm 15.65</p> <p>6:00 - 6:59 pm 14.94</p> <p>7:00 - 7:59 pm 6.37</p> <p>8:00 pm - 7:59 am 2.92</p> <p>8:00 - 9:59 am 1.5</p> <p>10:00 am - 2:59 pm 2.92</p> <p>5. How many days do you need to use your own vehicle during the day?</p> <p style="padding-left: 40px;">a. None 19.74</p> <p style="padding-left: 40px;">b. 1 to 2 27.84</p> <p style="padding-left: 40px;">c. 3 to 4 days 12.25</p> <p style="padding-left: 40px;">d. Every day 40.18</p>
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Daily Commute to Work Information *Select one only for each day*

6. Please indicate how you commuted to work each day this week (please note primary mode only).

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
a. Drove alone the entire way	12.06	76.76	76.67	77.02	76.41	73.29	15.7
b. Drove alone, then took public transportation	0.17	0.43	0.35	0.43	0.52	0.35	0
c. Took public transportation the entire way	0.52	2.78	2.86	3.3	3.21	2.95	0.43
d. Shared ride then took public transportation	0	0.17	0.26	0.35	0.26	0.17	0
e. Rode in 2-person carpool	0.35	5.81	5.98	5.81	5.38	6.24	0.43
f. Rode in 3-person carpool	0	0.43	0.43	0.26	0.17	0.09	0
g. Rode in vanpool	0	0	0	0	0.09	0	0
h. Dropped off at work	0.26	1.47	2.08	2.08	1.73	1.99	0.09
i. Bicycled	0.43	2.6	2.6	2.86	2.78	1.82	0.61
j. Walked	0.87	3.3	3.12	3.04	3.04	2.34	1.21
k. Taxi	0	0.09	0.09	0.09	0	0.09	0
l. Telecommuted (worked at home)	2.69	0.95	0.78	0.78	0.87	1.56	2.6
m. Out of office/day off	58.46	3.04	2.6	2.34	2.52	5.29	55.85

University of Rochester Transportation and Parking Opinion Survey 2008
River Campus

River Campus, Eastman, or MAG Employees: please answer questions 10, 11 and 12. MC Employees skip to #13.

- 10. What is your job category? River Campus, Eastman, or MAG only Select one only**
- | | | | |
|--------------------------------|-------|--|-------|
| a. Faculty | 24.16 | d. Administrative Staff-hourly | 15.35 |
| b. Professional/Technical | 30.3 | e. Service Position (environmental etc.) | 2.48 |
| c. Administrative Staff-salary | 27.72 | <i>If other please specify:</i> | |

- 11. Please mark your worksite.**
- | | | | |
|----------------------------|------|---------------------------------|------|
| a. River Campus | 80.8 | d. Memorial Art Gallery | 1.15 |
| b. South Campus | 4.11 | e. MHPB/Townhouse | 9.84 |
| c. Eastman School of Music | 4.11 | <i>If other please specify:</i> | |

- 12. If you drive, where is your vehicle usually parked?**
- | | | | |
|---|-------|--|-------|
| a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots | 3.91 | g. Zone 3: Park & Wilson No. Lots | 16.73 |
| b. Zone 1B: Todd Lot | 0.88 | h. Properties: Mt. Hope & Eastman Campuses | 2.84 |
| c. Zone 1 South: south end of Intercampus Dr., Lot | 11.06 | i. TH/MHPB: Towne Hse, MT Hope Prof. Bld. | 9.88 |
| d. Zone 1 North: Faculty Rd., Library Rd. and Lot | 11.25 | j. LLE/CO: Laser Lab, Center for Optical Imaging | 5.68 |
| e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot | 15.07 | k. RRC: River Road Complex | 4.7 |
| f. Zone 2 North: north end of Intercampus Dr., Lot Intercampus Dr, Towers, & River Lots | 18 | <i>If other please specify:</i> | |

Medical Campus and River Campus Commute Information Select one only

- | | | | |
|---|-------|---|-------|
| 13. How long on average does it take you to commute to work, door to door? (minutes one-way) | | 14. How many miles on average do you travel from home to work? (miles one way) | |
| a. Less than 10 minutes | 11.62 | a. Less than 2 miles | 11.37 |
| b. 11 - 20 minutes | 39.7 | b. 3 - 10 miles | 46.55 |
| c. 21 - 30 minutes | 28.87 | c. 11 - 20 miles | 28.74 |
| d. 31 - 45 minutes | 14.79 | d. 21 - 40 miles | 10.83 |
| e. More than 45 minutes | 5.02 | e. More than 40 miles | 2.51 |

- 15. How satisfied are you with your current commute?**
- | | | | | | |
|--|-----------------------|------------------|---------------------------|------------------------------|---------------------|
| | Very Satisfied | Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Dissatisfied |
| | 31.66 | 36.68 | 19.66 | 6.79 | 5.2 |

If dissatisfied, please explain in the space below:

- 16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone? Select all that apply (Multiple Choice, does not add up to 100%)**
- | | | | |
|---|-------|--|-------|
| a. Enjoy my privacy, prefer to drive alone | 24.28 | h. Unaware of public transportation modes | 3.73 |
| b. Hours are irregular | 51.26 | i. Public transit schedules/routes do not work for m | 33.91 |
| c. Need car for business | 20.38 | j. Public transit costs too much | 1.39 |
| d. Need car for errands before/after work | 50.04 | k. Public transit is unsafe | 2.86 |
| e. Difficult finding others to carpool with | 22.46 | l. Need car in case of emergencies | 26.19 |
| f. Driving alone takes less time | 25.59 | m. Do not have another option | 12.84 |
| g. Take children to school or daycare | 14.05 | | |

- 17. Why have you chosen your current commute method to campus? Select one only**
- | | | | |
|------------------------------|------|---|-------|
| a. Convenience | 58.6 | e. Safety | 1.85 |
| b. Cost/Value | 6.03 | f. No other option | 23.91 |
| c. Length of trip | 7.87 | <i>If other, please explain in the space below:</i> | |
| d. Environment - air quality | 1.75 | | |

University of Rochester Transportation and Parking Opinion Survey 2008
River Campus

18. What concerns you most about your current commute? *Select one only*

a. Overall travel time from home to work	6.42	e. Congestion on streets and highways	3.99
b. Cost of commute, including gas prices	21.4	f. Frustration of commuting	2.92
c. Cost of parking	21.21	g. No concerns	21.4
d. Finding a convenient parking space	22.67	If other please explain in the space below:	

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? *Select one choice for each option*

Transit	Very Likely	Somewhat Likely	Not likely
a. Discount on public transit pass	10.68	18.34	70.98
b. Sale of public transit bus passes at work or through mail	6.12	16.06	77.82
c. On-site information of public transit routes and schedules	7.49	19.69	72.81
d. Improved public transit routes and schedules	23.51	27.88	48.61
e. Express shuttle from Park & Ride lots	10.52	22.59	66.89
f. Shuttle Service to Highland Hospital area	2.3	3.39	94.31
g. Flexible hours to accommodate public transit schedule	12.57	18.57	68.86
h. Free guaranteed ride home in case of emergency	19.52	26.25	54.23
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	11.46	20.1	68.45
	Very Likely	Somewhat Likely	Not likely
Carpool/Vanpool			
j. Reduced parking fees	19.41	34.23	46.37
k. Preferential or reserved parking for employees who rideshare	20.4	28.97	50.63
l. Assistance finding a carpool match	14.71	31.37	53.92
m. Car made available for business use during day	16.75	26.35	56.91
n. Flexible hours to accommodate carpool schedule	13.99	25.3	60.71
o. Free guaranteed ride home in case of emergency	19.73	29.49	50.78
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking	10.99	20	69.01
	Very Likely	Somewhat Likely	Not likely
Bicycle/ walk			
q. Established bike routes or lanes on city streets	18.56	17.79	63.65
r. Cash rewards or gift certificates for employees who walk or bicycle to work	20.29	16.29	63.41
s. Secure, convenient bicycle racks	17.91	17.61	64.48
t. Secure, weather protected bicycle storage	18.79	17.03	64.19
u. Bicycle route and parking maps	13.36	15.16	71.49
v. Shower and locker facilities	15.98	15.78	68.24

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	First Choice	Second Choice	Third Choice	Would not consider
a. Cost	44.82	28.25	22.66	6.35
b. Location	39.11	37.18	18.03	8.33
c. Convenience	33.55	29.01	29.57	11.13
d. Safety/security	27.04	20.39	27.19	25.19
e. Weather protection (garage)	5.93	11.23	17.8	47.89
f. Reserved space	14.66	13.72	17.48	45.79
g. Shuttle services	6.75	8.79	20.65	48.15

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking? Text answers

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	First Choice	Second Choice	Third Choice	Would not consider
a. Reduced parking fees	36.55	27.05	11.22	45.04
b. Increased shuttle services	34.48	32.18	8.76	43.97
c. Improved shuttle vehicles	9.1	10.62	25.64	56.6
d. Enhanced security	11.73	11.14	21.11	52.93
e. Would not consider parking in a remote facility	40.87	2.17	5.57	64.86

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool	60.45	32.93	27.52	43.31
b. Public Transit	37.93	51.42	19.04	55.32
c. Bicycle/Walk	36.13	21.29	20.84	85.16

24. Have you ever used Regional Transit Service (RTS) to commute to campus? **Yes** **No**
22 78

25. Have you visited the University Parking and Transportation Services web page at: **Yes** **No**
<http://www.rochester.edu/parking/index.html?> 66.25 33.75

26. I am aware that the following services are available through the Parking/Transportation Services Office. Select all that apply (Multiple Choice, does not add up to 100%)

a. Carpool match directory	13.53
b. Reduced parking rates for carpool vehicles	20.82
c. Guaranteed ride home service in case of emergency	12.49
d. ZipCar car sharing service	48.83
e. Purchase of RTS bus passes at Medical Center Parking Office	17.69
f. Bus and shuttle information, maps and schedules on-line	51.86

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions: Text answers

U of R River Campus Survey 2008 - 1,153 - Combined On-line and Paper Results in Percent

Background Information *Please fill in the circle or write in the space provided. Select one only*

1. What town do you live in?	Text	1a. and Zip code?	Text
5:00 - 5:59 am	1.76	3:00 - 3:59 pm	6.37
6:00 - 6:59 am	4.93	4:00 - 4:29 pm	7.96
7:00 - 7:29 am	10.2	4:30 - 4:59 pm	15.92 2
7:30 - 7:59 am	17.77 3	5:00 - 5:29 pm	25.46 1
8:00 - 8:29 am	19.09 2	5:30 - 5:59 pm	15.65 3
8:30 - 8:59 am	21.64 1	6:00 - 6:59 pm	14.94 4
9:00 - 9:59 am	13.9	7:00 - 7:59 pm	6.37
10:00 am - 1:59 pm	8.44	8:00 pm - 7:59 am	2.92
2:00 - 4:59 pm	1.58	8:00 - 9:59 am	1.5
After 5:00 pm	0.7	10:00 am - 2:59 pm	2.92
4. How many hours are you scheduled to work each week?		5. How many days do you need to use your own vehicle during the day?	
a. Less than 16	5.5	a. None	19.74
b. 17 - 24	5.15	b. 1 to 2	27.84
c. 25 - 32	4.28	c. 3 to 4 days	12.25
d. 33 - 40	50.39 1	d. Every day	40.18 1
e. More than 40	34.67 2		

Daily Commute to Work Information *Select one only for each day*

6. Please indicate how you commuted to work each day this week (please note primary mode only).

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
a. Drove alone the entire way	12.06	76.76	76.67	77.02	76.41	73.29	15.7
b. Drove alone, then took public transportation	0.17	0.43	0.35	0.43	0.52	0.35	0
c. Took public transportation the entire way	0.52	2.78	2.86	3.3	3.21	2.95	0.43
d. Shared ride then took public transportation	0	0.17	0.26	0.35	0.26	0.17	0
e. Rode in 2-person carpool	0.35	5.81	5.98	5.81	5.38	6.24	0.43
f. Rode in 3-person carpool	0	0.43	0.43	0.26	0.17	0.09	0
g. Rode in vanpool	0	0	0	0	0.09	0	0
h. Dropped off at work	0.26	1.47	2.08	2.08	1.73	1.99	0.09
i. Bicycled	0.43	2.6	2.6	2.86	2.78	1.82	0.61
j. Walked	0.87	3.3	3.12	3.04	3.04	2.34	1.21
k. Taxi	0	0.09	0.09	0.09	0	0.09	0
l. Telecommuted (worked at home)	2.69	0.95	0.78	0.78	0.87	1.56	2.6
m. Out of office/day off	58.46	3.04	2.6	2.34	2.52	5.29	55.85

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River Campus, Eastman, or MAG Employees: please answer questions 10, 11 and 12. MC Employees skip to #13.

10. What is your job category? River Campus, Eastman, or MAG only *Select one only*

a. Faculty	24.16	3	d. Administrative Staff-hourly	15.35	4
b. Professional/Technical	30.3	1	e. Service Position (environmental etc.)	2.48	5
c. Administrative Staff-salary	27.72	2	<i>If other please specify:</i>		

11. Please mark your worksite.

a. River Campus	80.8	1	d. Memorial Art Gallery	1.15	4
b. South Campus	4.11	3	e. MHPB/Townhouse	9.84	2
c. Eastman School of Music	4.11	3	<i>If other please specify:</i>		

12. If you drive, where is your vehicle usually parked?

a. Zone 1A: Dewey, Gavett, Harkness, Meliora Lots	3.91	9	g. Zone 3: Park & Wilson No. Lots	16.73	2
b. Zone 1B: Todd Lot	0.88	11	h. Properties: Mt. Hope & Eastman Campuses	2.84	10
c. Zone 1 South: south end of Intercampus Dr., Lot	11.06	5	i. TH/MHPB: Towne Hse, MT Hope Prof. Bld.	9.88	6
d. Zone 1 North: Faculty Rd., Library Rd. and Lot	11.25	4	j. LLE/COI: Laser Lab, Center for Optical Imaging	5.68	7
e. Zone 2 South: Bridge & Trustee Rd. Lots, north end of Park Lot	15.07	3	k. RRC: River Road Complex	4.7	8
f. Zone 2 North: north end of Intercampus Dr., Intercampus Dr, Towers, & River Lots	18	1	<i>If other please specify:</i>		

Medical Campus and River Campus Commute Information *Select one only*

13. How long on average does it take you to commute to work, door to door? (minutes one-way)

a. Less than 10 minutes	11.62	4
b. 11 - 20 minutes	39.7	1
c. 21 - 30 minutes	28.87	2
d. 31 - 45 minutes	14.79	3
e. More than 45 minutes	5.02	5

14. How many miles on average do you travel from home to work? (miles one way)

a. Less than 2 miles	11.37	3
b. 3 - 10 miles	46.55	1
c. 11 - 20 miles	28.74	2
d. 21 - 40 miles	10.83	4
e. More than 40 miles	2.51	5

15. How satisfied are you with your current commute?

Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied
2	1	3	4	5
31.66	36.68	19.66	6.79	5.2

If dissatisfied, please explain in the space below:

16. 86% of drivers in Monroe County drive alone to work. What are your reasons for driving alone?

Select all that apply

a. Enjoy my privacy, prefer to drive alone	24.28	6	h. Unaware of public transportation modes	3.73	11
b. Hours are irregular	51.26	1	i. Public transit schedules/routes do not work for r	33.91	3
c. Need car for business	20.38	8	j. Public transit costs too much	1.39	13
d. Need car for errands before/after work	50.04	2	k. Public transit is unsafe	2.86	12
e. Difficult finding others to carpool with	22.46	7	l. Need car in case of emergencies	26.19	4
f. Driving alone takes less time	25.59	5	m. Do not have another option	12.84	10
g. Take children to school or daycare	14.05	9			

17. Why have you chosen your current commute method to campus? Select one only

a. Convenience	58.6	1	e. Safety	1.85	5
b. Cost/Value	6.03	3	f. No other option	23.91	2
c. Length of trip	7.87	4	<i>If other, please explain in the space below:</i>		
d. Environment - air quality	1.75	6			

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18. What concerns you most about your current commute? *Select one only*

a. Overall travel time from home to work	6.42	4	e. Congestion on streets and highways	3.99	5
b. Cost of commute, including gas prices	21.4	2	f. Frustration of commuting	2.92	6
c. Cost of parking	21.21	3	g. No concerns	21.4	2
d. Finding a convenient parking space	22.67	1	If other please explain in the space below:		

19. How likely would you be to change to ridesharing, transit or other commuting alternatives if the following incentives or services were available? *Select one choice for each option*

		Very Likely	Somewhat Likely	Not likely
Transit				
a. Discount on public transit pass		10.68	18.34	70.98
b. Sale of public transit bus passes at work or through mail		6.12	16.06	77.82
c. On-site information of public transit routes and schedules		7.49	19.69	72.81
d. Improved public transit routes and schedules	1	23.51	27.88	48.61
e. Express shuttle from Park & Ride lots		10.52	22.59	66.89
f. Shuttle Service to Highland Hospital area		2.3	3.39	94.31
g. Flexible hours to accommodate public transit schedule		12.57	18.57	68.86
h. Free guaranteed ride home in case of emergency	2	19.52	26.25	54.23
i. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking		11.46	20.1	68.45
Carpool/Vanpool				
		Very Likely	Somewhat Likely	Not likely
j. Reduced parking fees	3	19.41	34.23	46.37
k. Preferential or reserved parking for employees who rideshare	1	20.4	28.97	50.63
l. Assistance finding a carpool match		14.71	31.37	53.92
m. Car made available for business use during day		16.75	26.35	56.91
n. Flexible hours to accommodate carpool schedule		13.99	25.3	60.71
o. Free guaranteed ride home in case of emergency	2	19.73	29.49	50.78
p. Provision of on-site services including enhanced dining, increased daycare, dry-cleaning and banking		10.99	20	69.01
Bicycle/ walk				
		Very Likely	Somewhat Likely	Not likely
q. Established bike routes or lanes on city streets	3	18.56	17.79	63.65
r. Cash rewards or gift certificates for employees who walk or bike to work	1	20.29	16.29	63.41
s. Secure, convenient bicycle racks		17.91	17.61	64.48
t. Secure, weather protected bicycle storage	2	18.79	17.03	64.19
u. Bicycle route and parking maps		13.36	15.16	71.49
v. Shower and locker facilities		15.98	15.78	68.24

Parking Information

20. Please rank in order of preference, the top three issues you would consider when evaluating parking options.

	First Choice	Second Choice	Third Choice	Would not consider
a. Cost	1 44.82	28.25	22.66	6.35
b. Location	2 39.11	37.18	18.03	8.33
c. Convenience	3 33.55	29.01	29.57	11.13
d. Safety/security	27.04	20.39	27.19	25.19
e. Weather protection (garage)	5.93	11.23	17.8	47.89
f. Reserved space	14.66	13.72	17.48	45.79
g. Shuttle services	6.75	8.79	20.65	48.15

21. The cost to provide garage parking is substantially greater than the cost of surface parking. What is the most you would be willing to pay for garage parking? Text answers

22. Off-site parking (i.e. Iola Campus) is currently \$227/year or \$18.90/month. Please indicate top 3 choices that would encourage you to park in an off-site facility.

	First Choice	Second Choice	Third Choice	Would not consider
a. Reduced parking fees	36.55	27.05	11.22	45.04
b. Increased shuttle services	2 34.48	32.18	8.76	43.97
c. Improved shuttle vehicles	3 9.1	10.62	25.64	56.6
d. Enhanced security	11.73	11.14	21.11	52.93
e. Would not consider parking in a remote facility	1 40.87	2.17	5.57	64.86

If not, please indicate why in the space provided: _____

General Information

23. Please rank in order of preference, the top three commute options you would consider using instead of driving alone.

	First Choice	Second Choice	Third Choice	Would not consider
a. Carpool	1 & 3 60.45	32.93	27.52	43.31
b. Public Transit	2 37.93	51.42	19.04	55.32
c. Bicycle/Walk	36.13	21.29	20.84	85.16

24. Have you ever used Regional Transit Service (RTS) to commute to campus?

Yes	No
22	78

25. Have you visited the University Parking and Transportation Services web page at:

<http://www.rochester.edu/parking/index.html?>

Yes	No
66.25	33.75

26. I am aware that the following services are available through the Parking/Transportation Services Office. Select all that apply

a. Carpool match directory	13.53	5
b. Reduced parking rates for carpool vehicles	20.82	3
c. Guaranteed ride home service in case of emergency	12.49	6
d. ZipCar car sharing service	48.83	2
e. Purchase of RTS bus passes at Medical Center Parking Office	17.69	4
f. Bus and shuttle information, maps and schedules on-line	51.86	1

27. Thank you for your time. The survey is complete. Please use the following space to provide additional comments or suggestions: Text answers