



INDIANA UNIVERSITY
CENTER FOR SURVEY RESEARCH

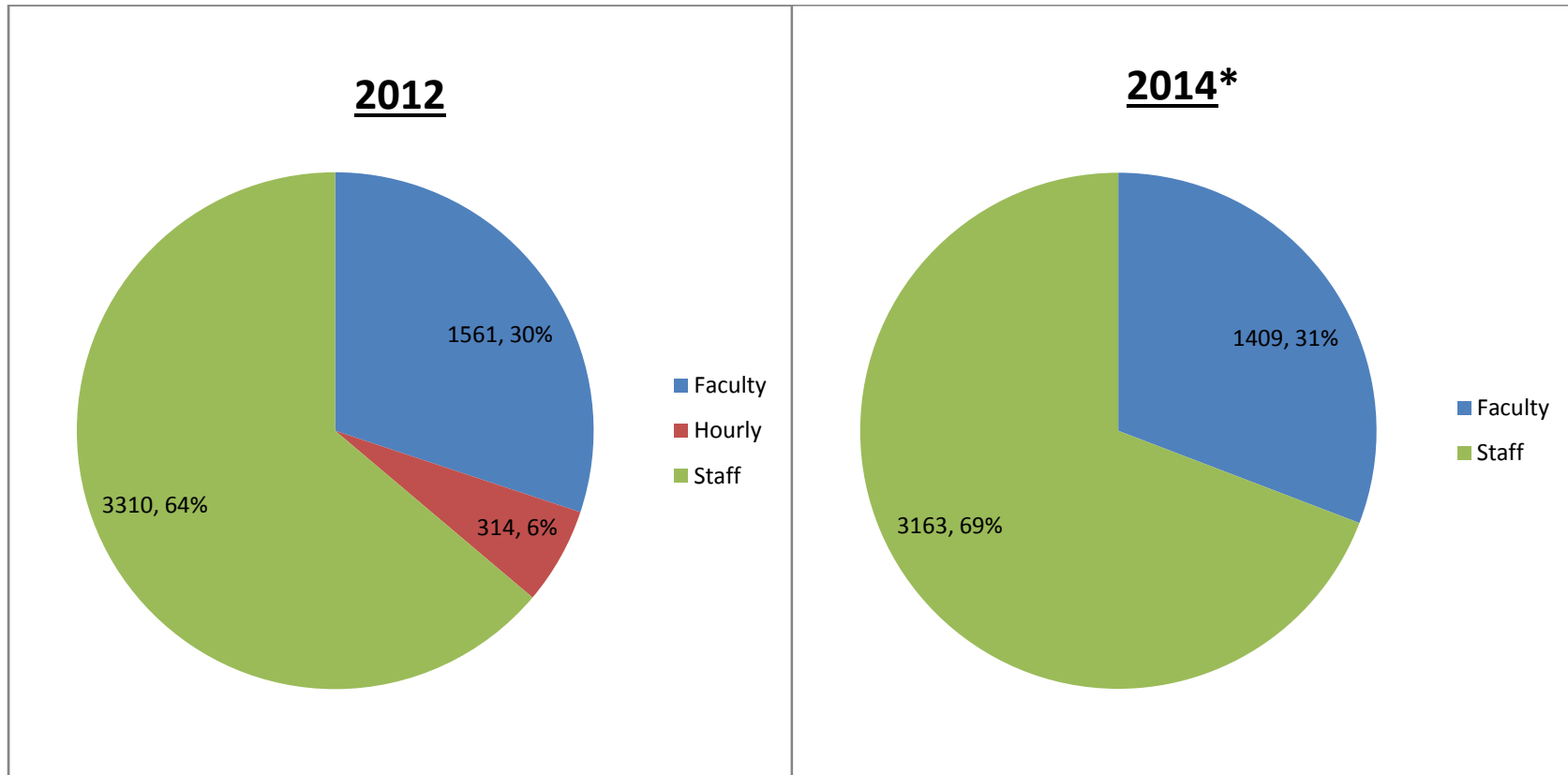
2014 Transportation Demand Management Survey
Indiana University Bloomington Survey Analysis
Employees

This report was prepared by the Indiana University Center for Survey Research. The Indiana University Transportation department contracted with the Center for Survey Research to conduct its survey during fall 2014.

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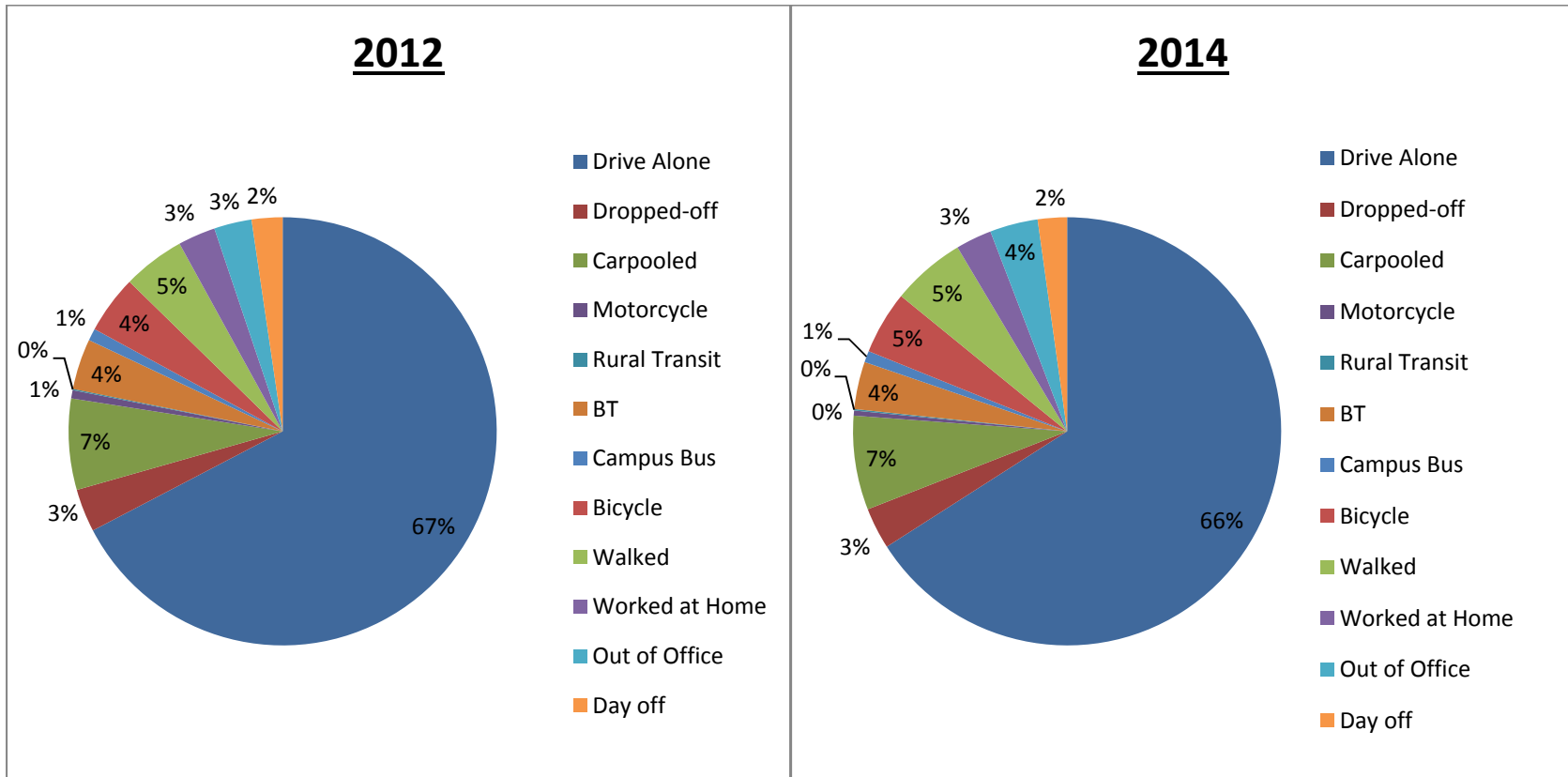
Demographics – Survey Responses by Affiliation



Survey responses (complete and partial surveys) broken out by affiliation, as provided in survey population lists.

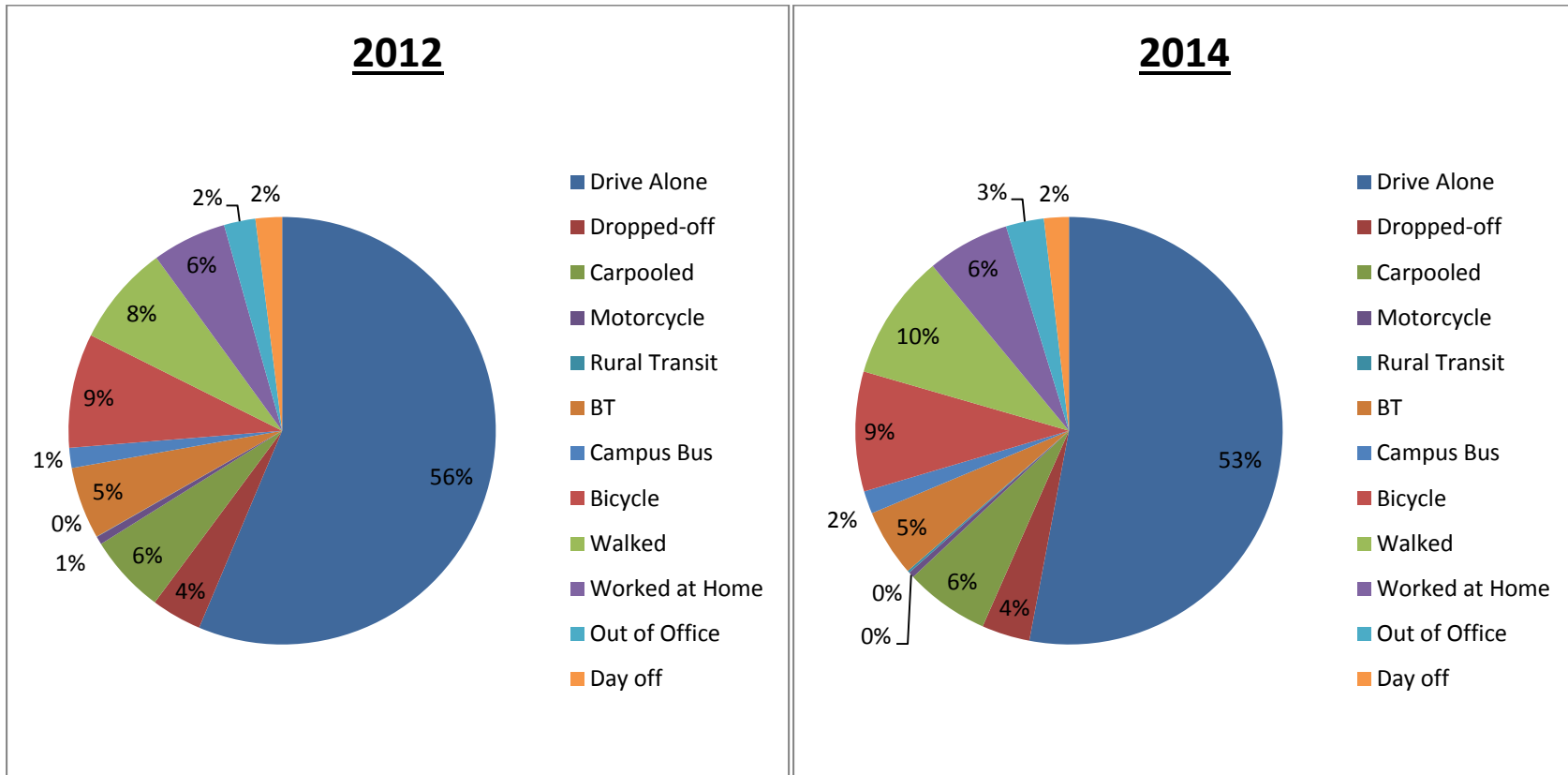
**Hourly employees were not provided by IU in 2014 survey population lists.*

Commuter Behavior - Mode Share, University Total



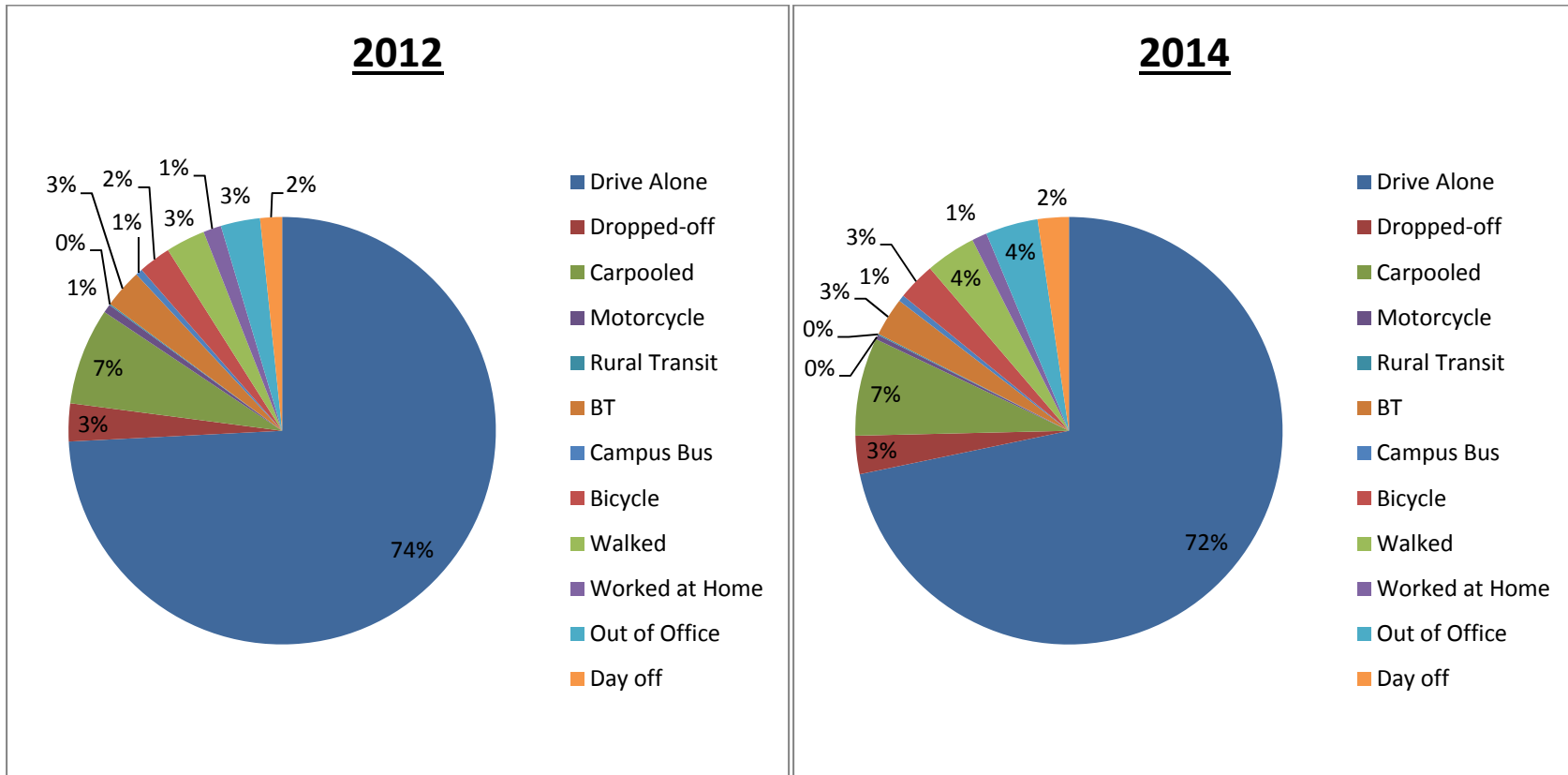
Distribution of primary commuting mode overall

Commuter Behavior – Mode Share, Faculty



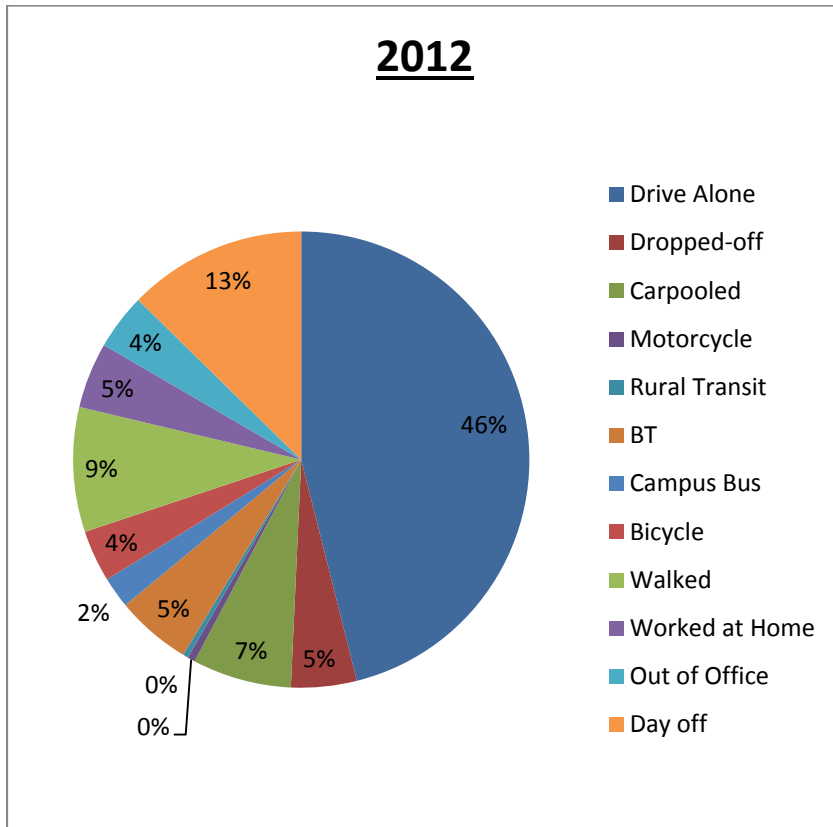
Distribution of commuting mode by affiliation (Faculty)

Commuter Behavior – Mode Share, Staff



Distribution of commuting mode by affiliation (Staff)

Commuter Behavior – Mode Share, Hourly Employees

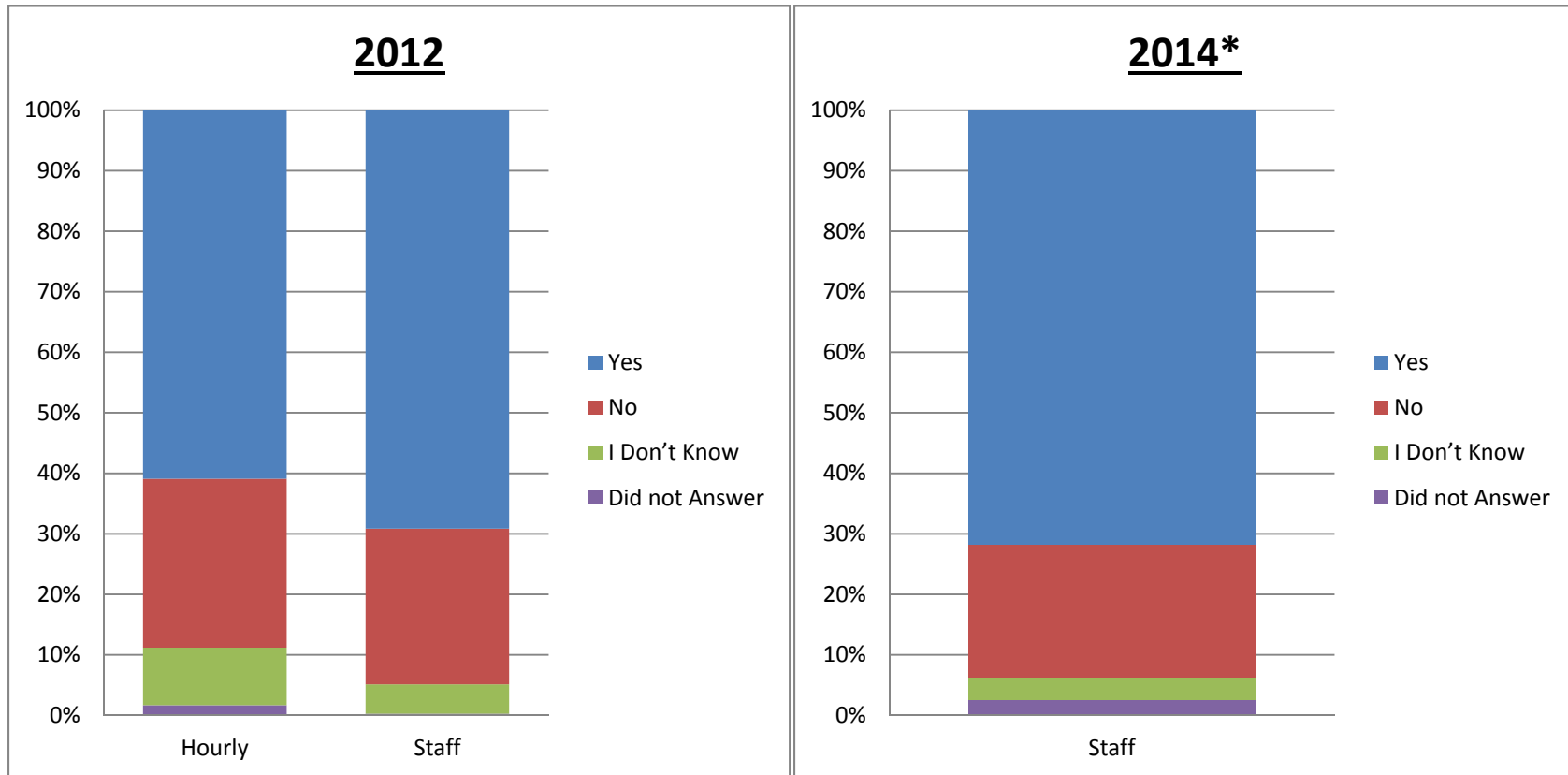


(No Chart Available 2014*)

Distribution of commuting mode by affiliation (Hourly)

**Hourly employees were not provided by IU in survey population lists.*

Commuter Behavior - Flex Time Awareness

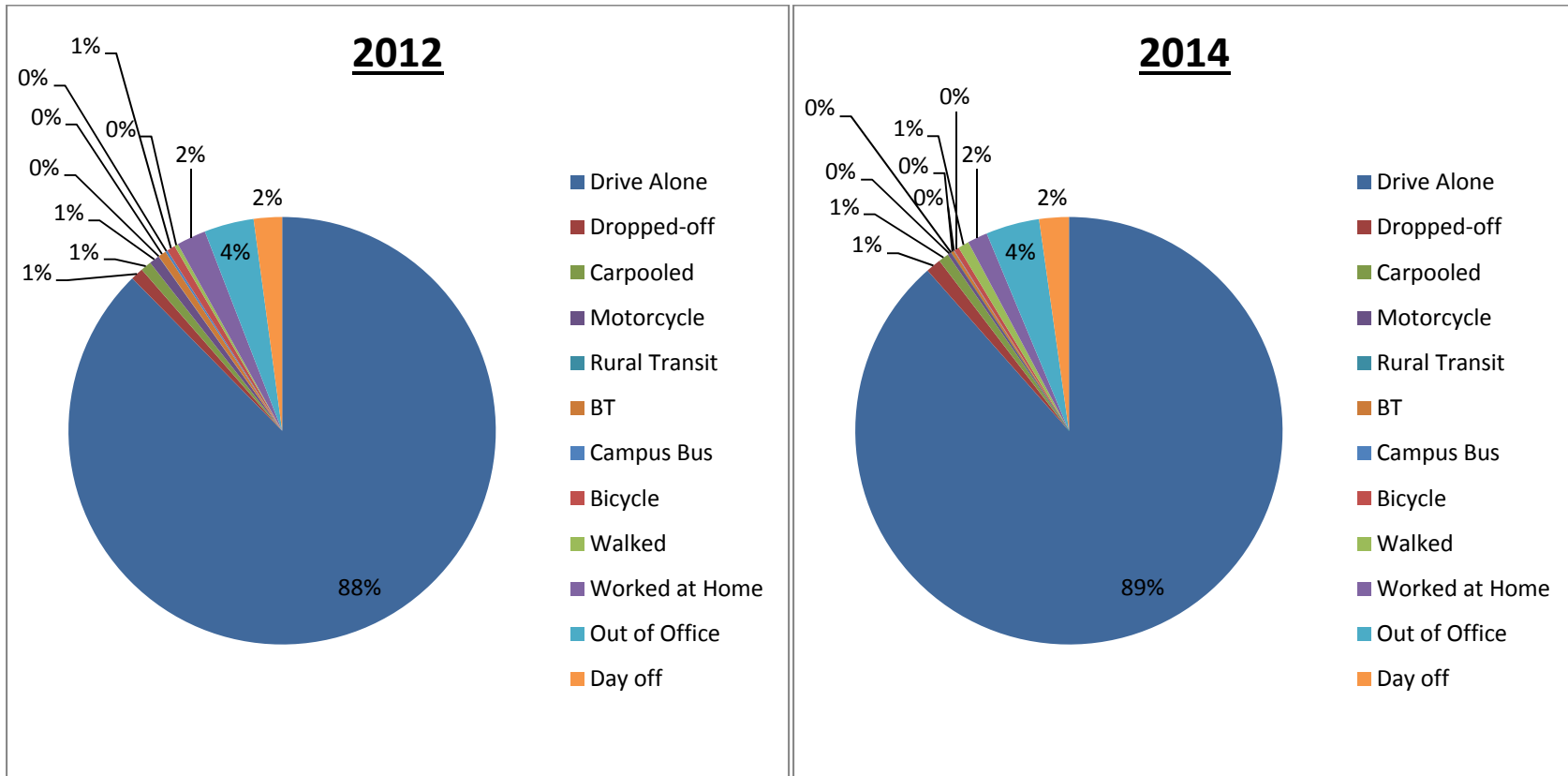


Responses by affiliation (Staff only) to survey item

"Does your employer allow you to have flex time (e.g., flexibility in arrival, departure, and/or lunch times)?"

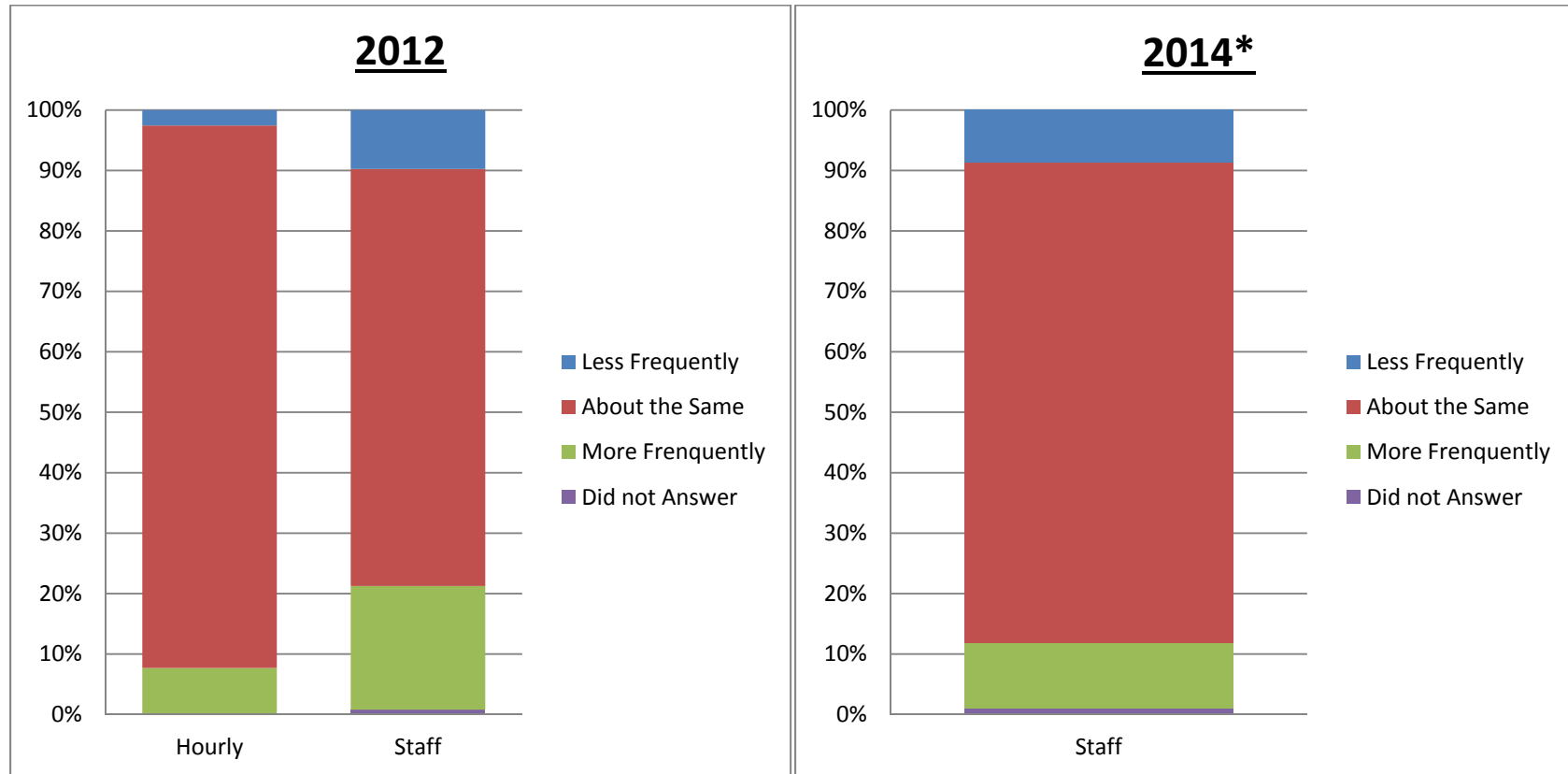
**Hourly employees were not provided by IU in survey population lists.*

Commuter Behavior - Flex Time User Mode Split



Distribution of commuting mode by affiliation (Staff only) who are flex time commuters.

Commuter Behavior - Flex Time and Use of Alternative Transportation



Responses by affiliation (Staff only) to survey item

“If your work schedule were more flexible, would you use alternative transportation (e.g., bicycling, walking, transit) to commute less frequently, about the same, or more frequently?”

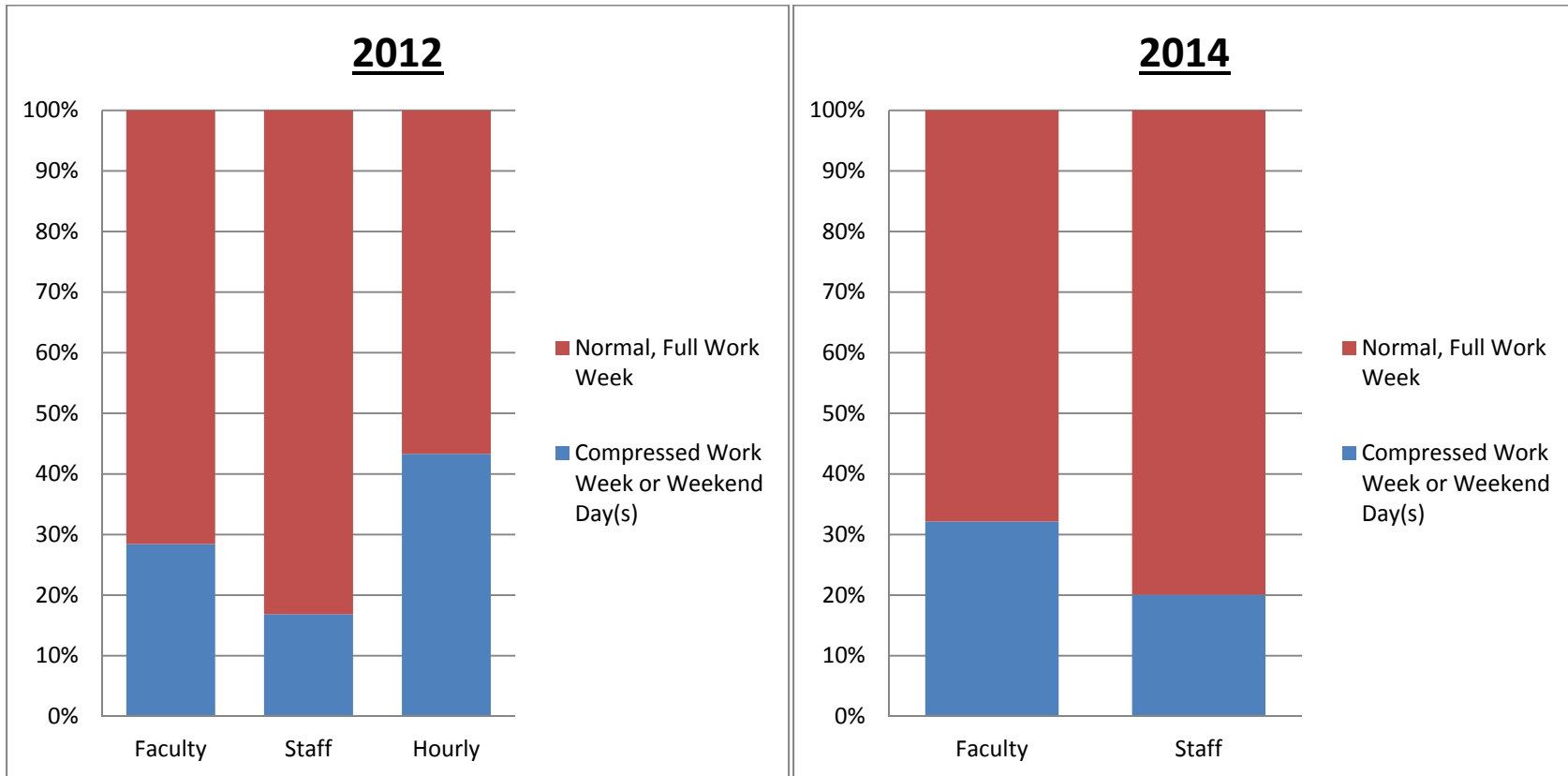
**Hourly employees were not provided by IU in survey population lists.*

Commuter Behavior - Employees Commuting to Campus



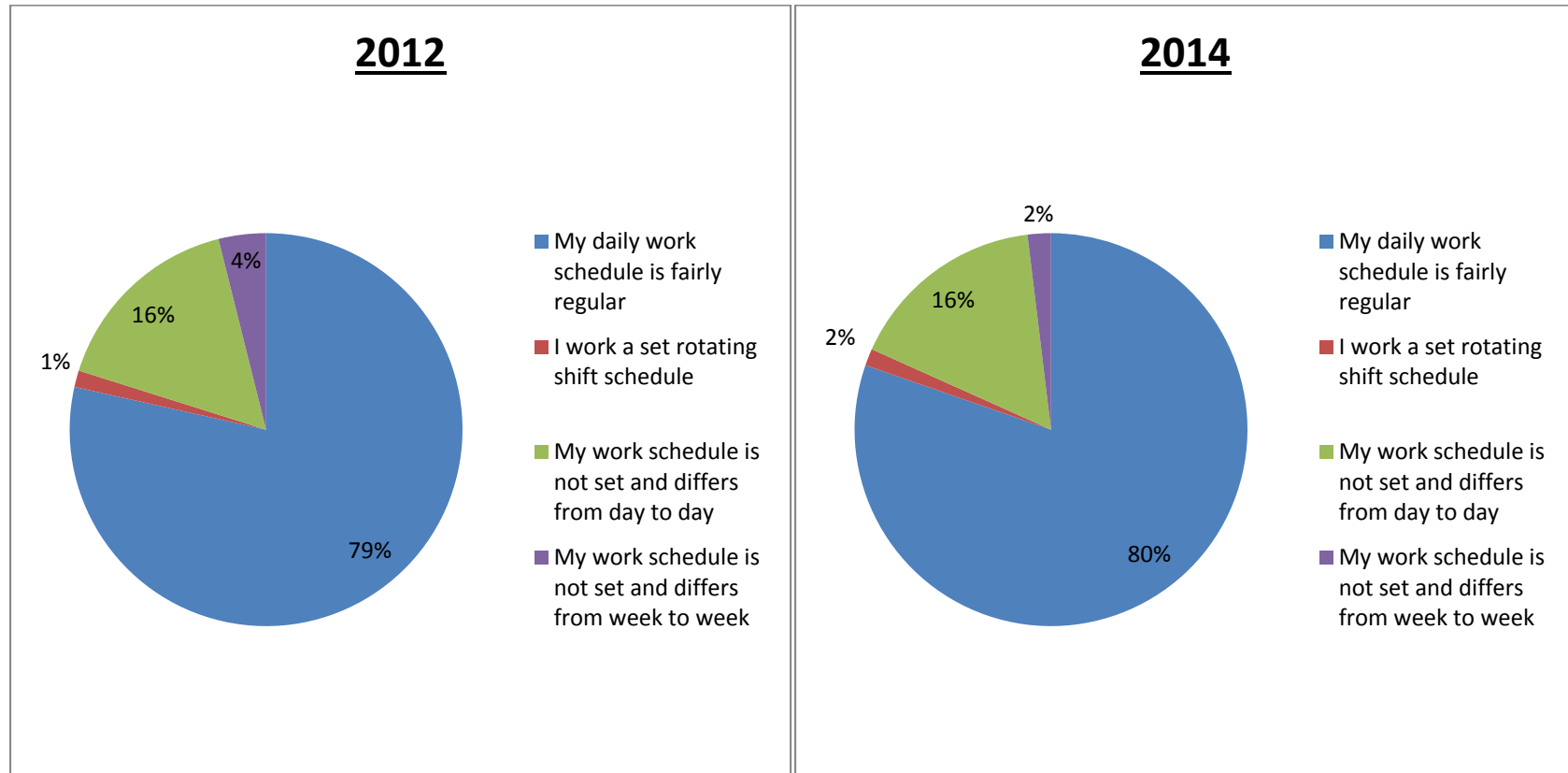
Number of people commuting to campus each day per week, by affiliation.

Commuter Behavior - Type of Work Schedule, by Affiliation



Distribution of commuting schedule by affiliation.

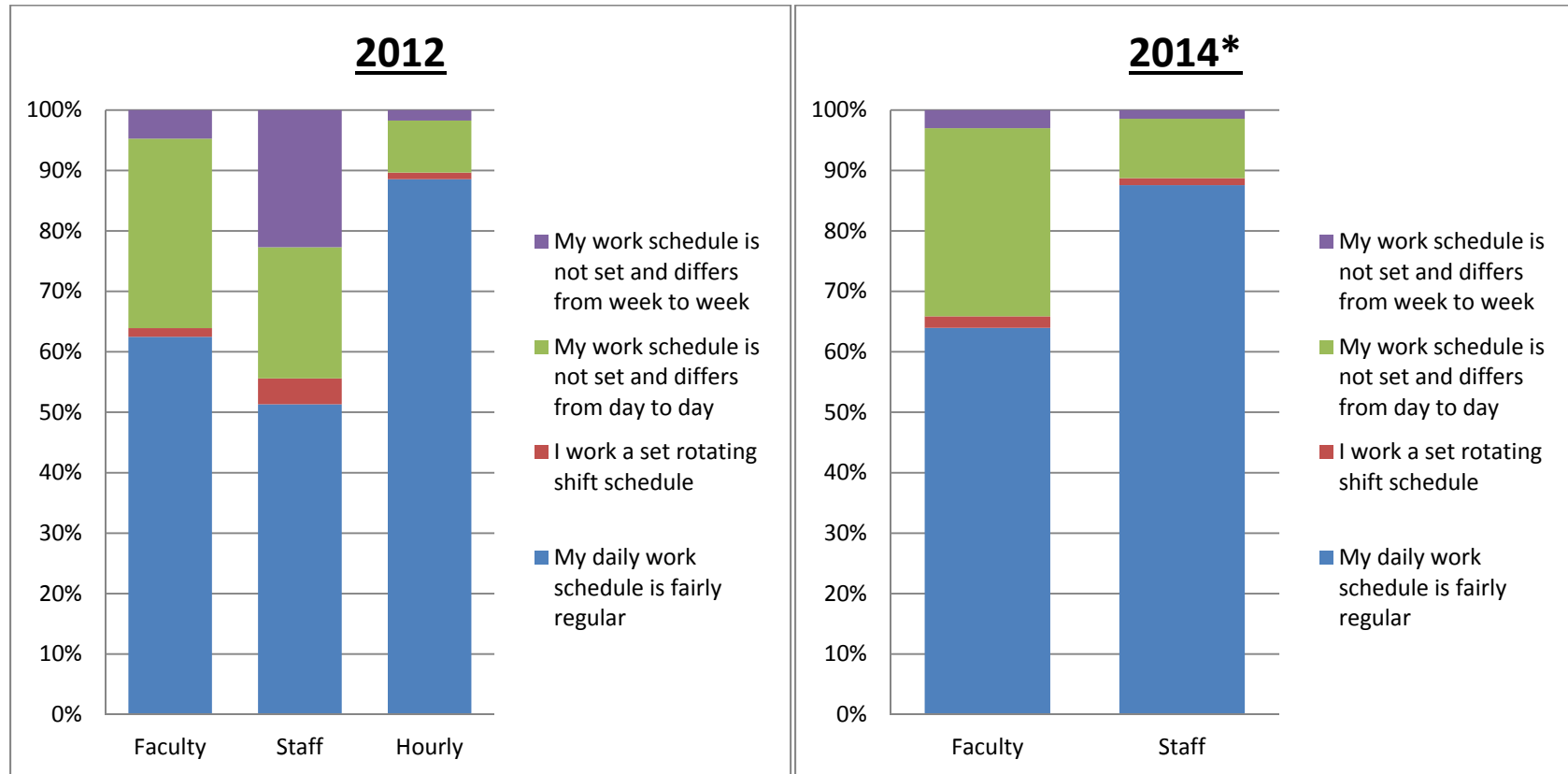
Commuter Behavior – Work Schedule Regularity



Distribution of responses to survey item

“Which of the following best describes your normal work schedule?”

Commuter Behavior – Work Schedule Regularity, by Affiliation

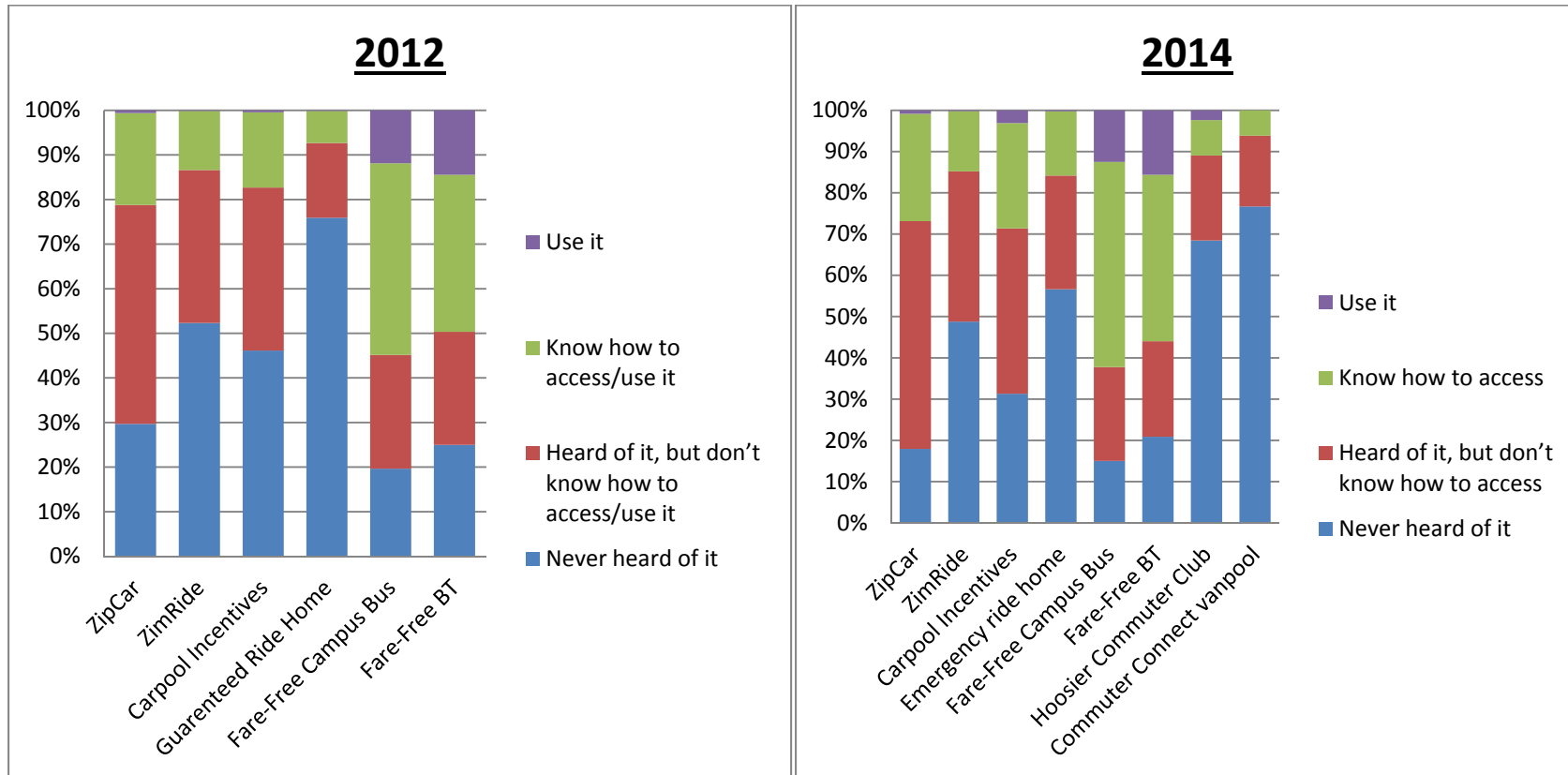


Distribution of responses by affiliation to survey item

“Which of the following best describes your normal work schedule?”

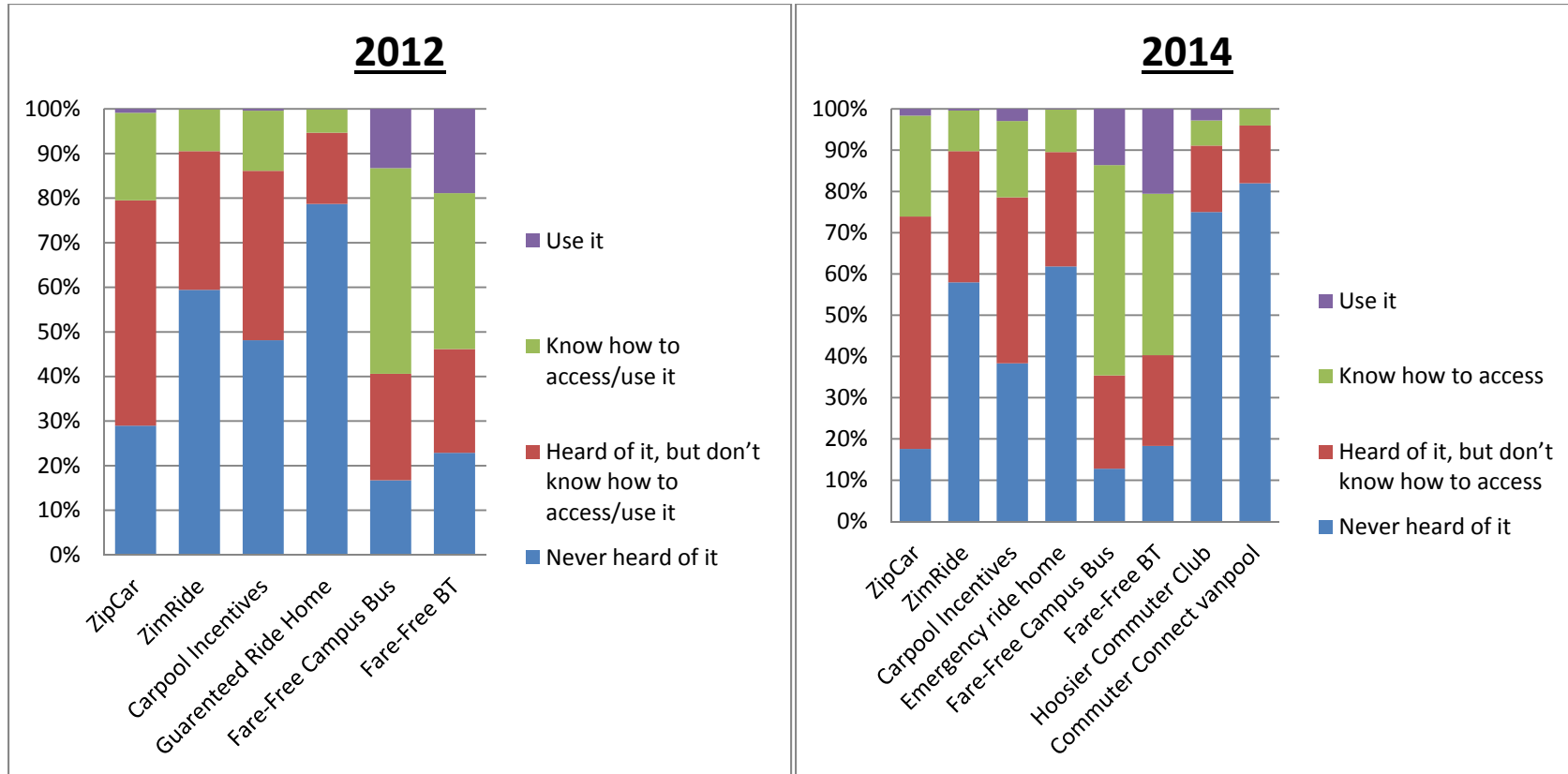
**Hourly employees were not provided by IU in survey population files.*

Awareness – Program Awareness, All Users



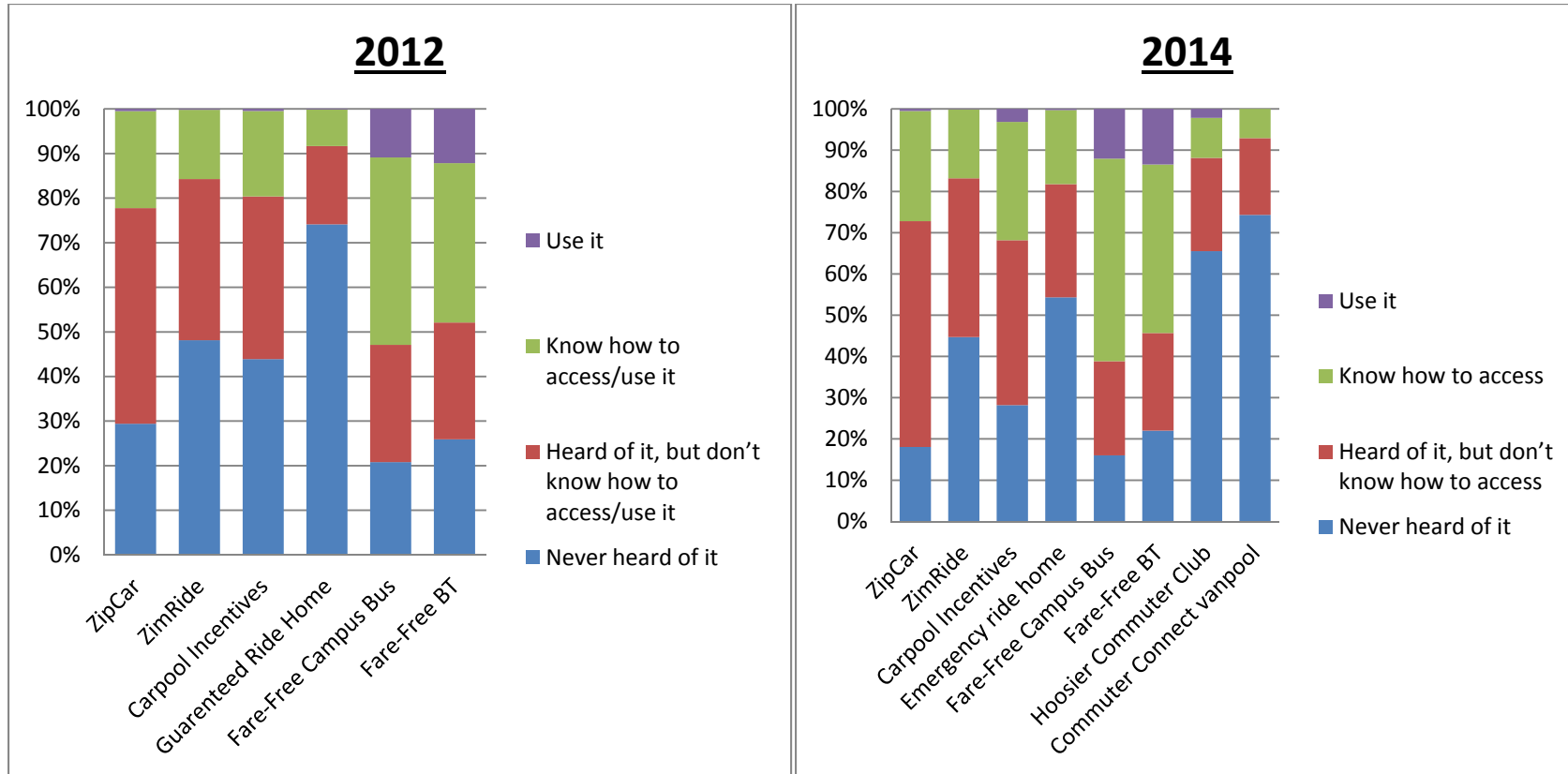
Awareness of IUB transportation programs

Awareness – Program Awareness, Faculty



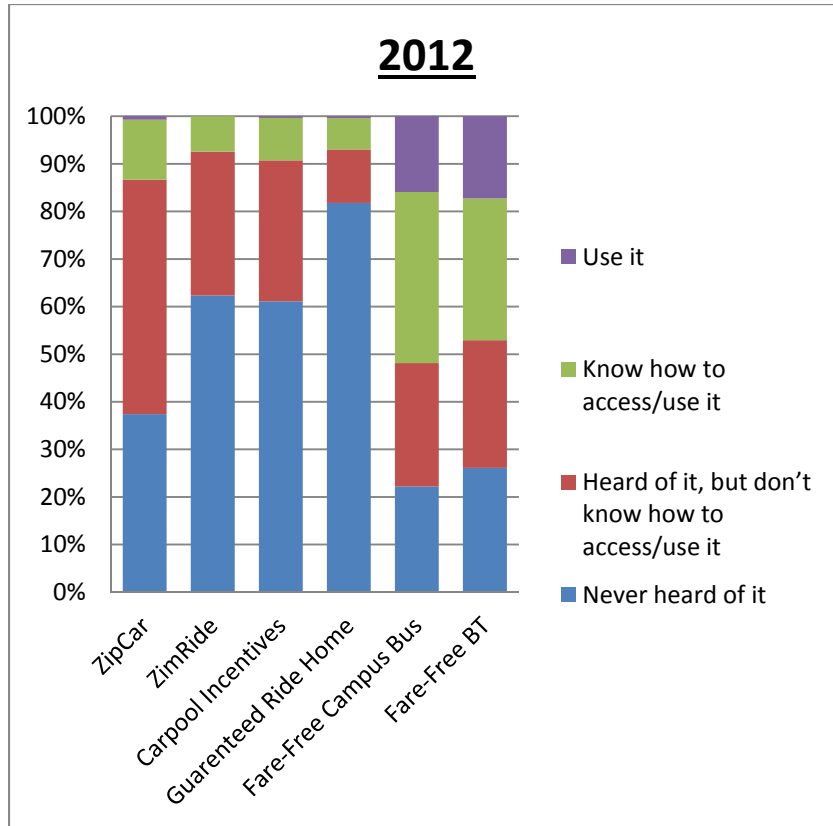
Awareness of IUB transportation programs by affiliation (Faculty)

Awareness- Program Awareness, Staff



Awareness of IUB transportation programs by affiliation (Staff)

Awareness – Program Awareness, Hourly Employees

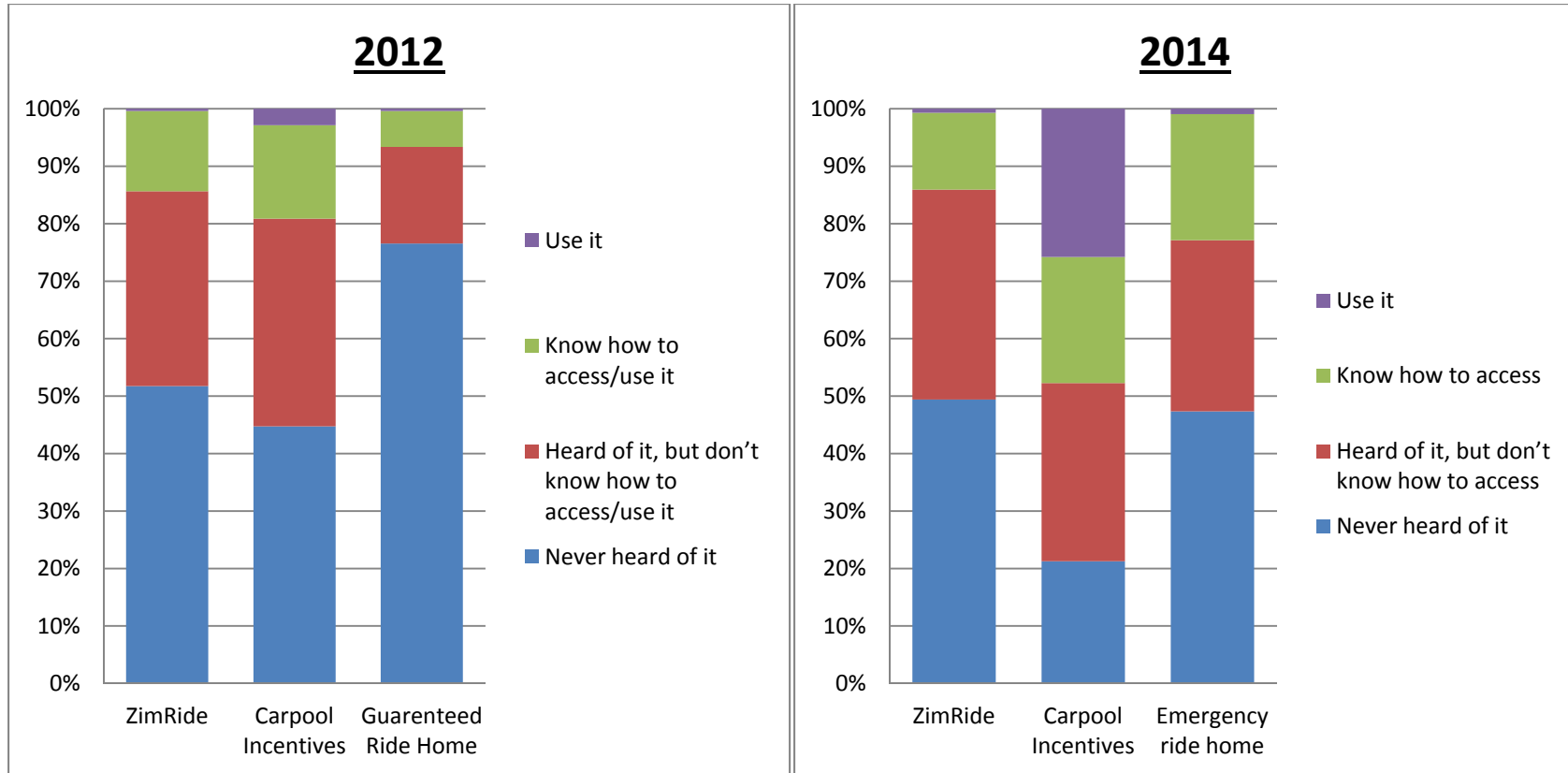


(No chart available 2014*)

Awareness of IUB transportation programs by affiliation (Hourly)

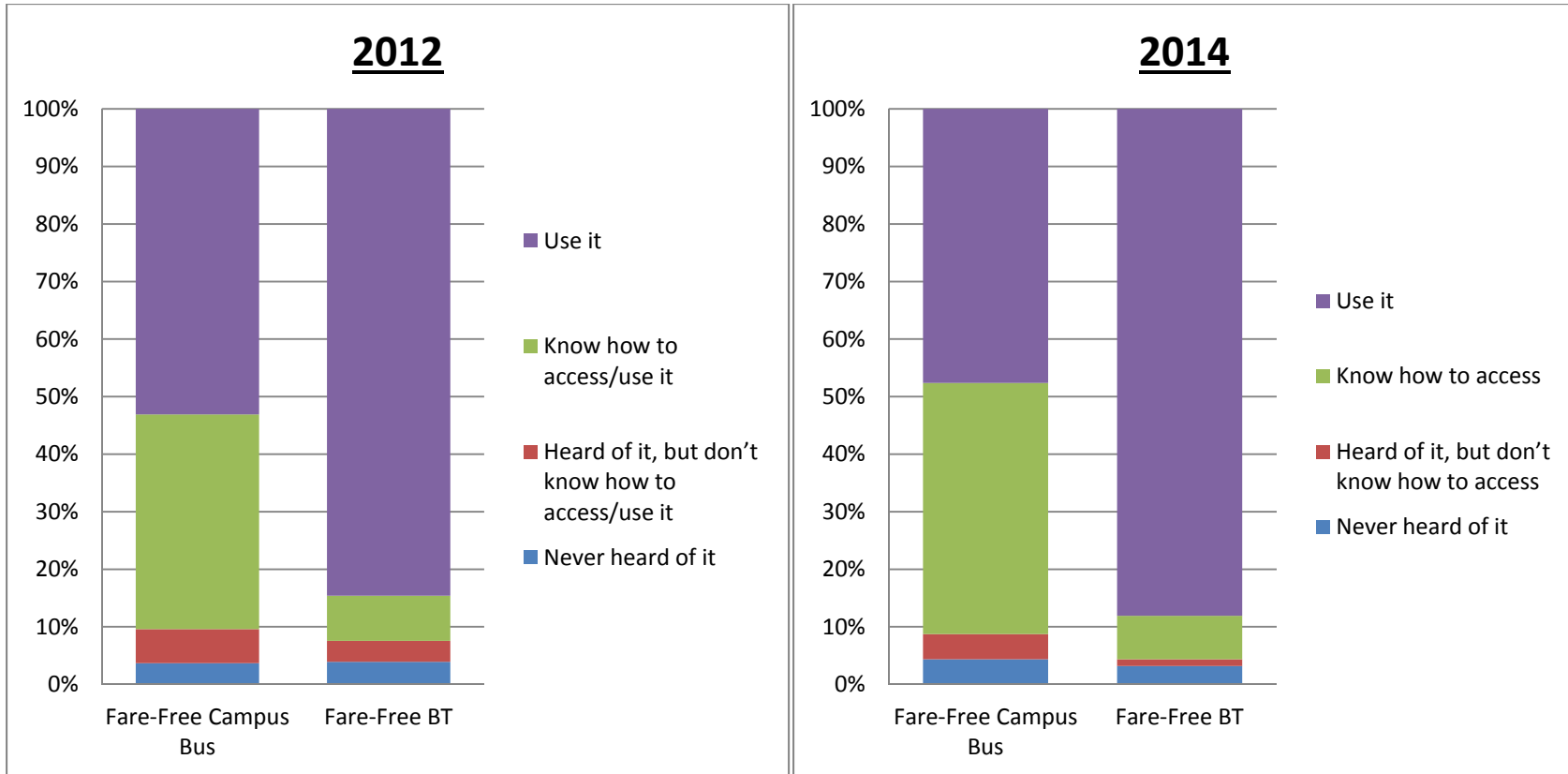
**Hourly employees were not provided by IU in survey population lists.*

Awareness – Program Awareness, Carpoolers



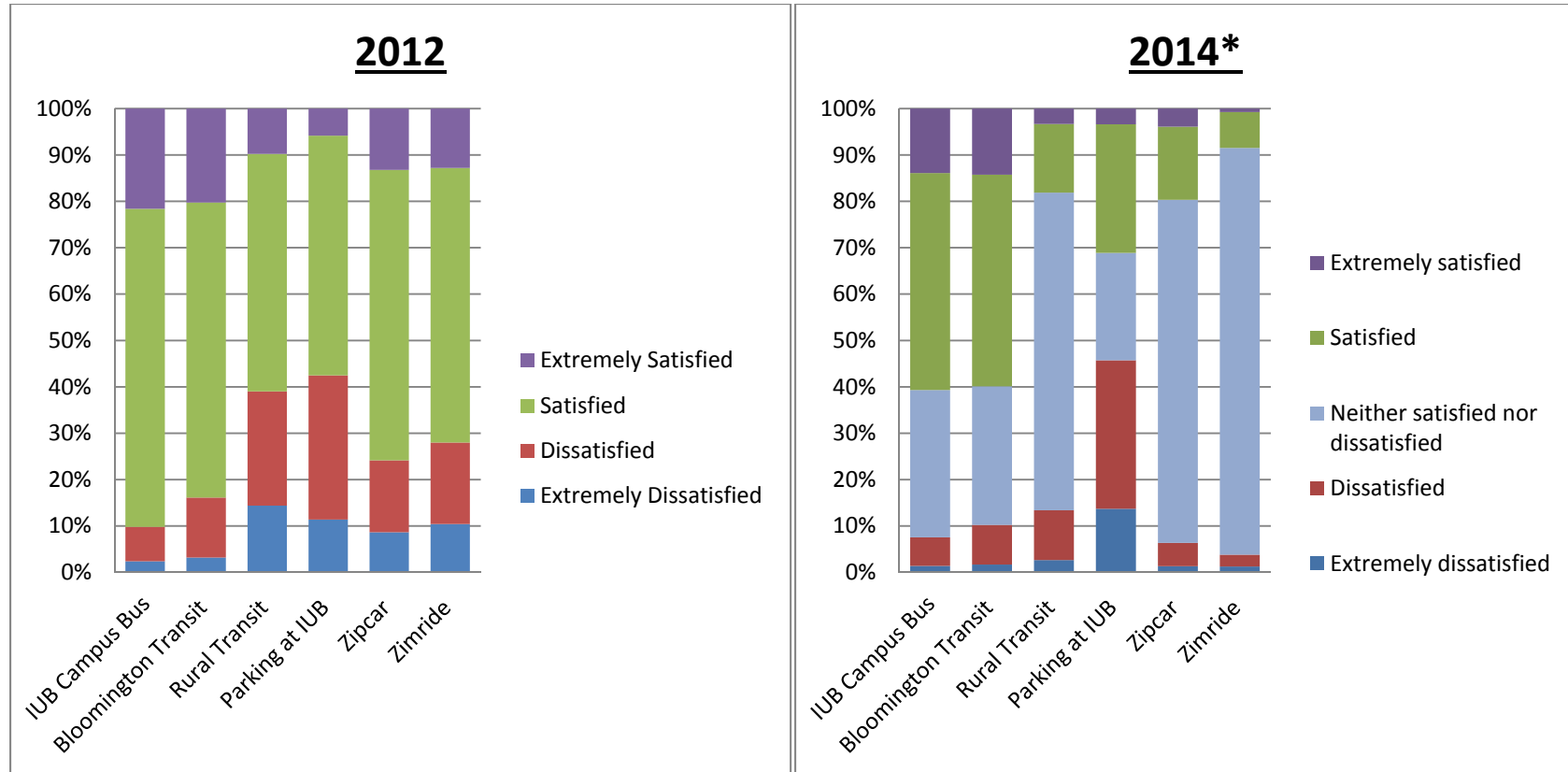
Awareness of IUB carpool transportation programs (All carpoolers)

Program Awareness, Transit Riders



Awareness of IUB transit transportation programs (All transit riders)

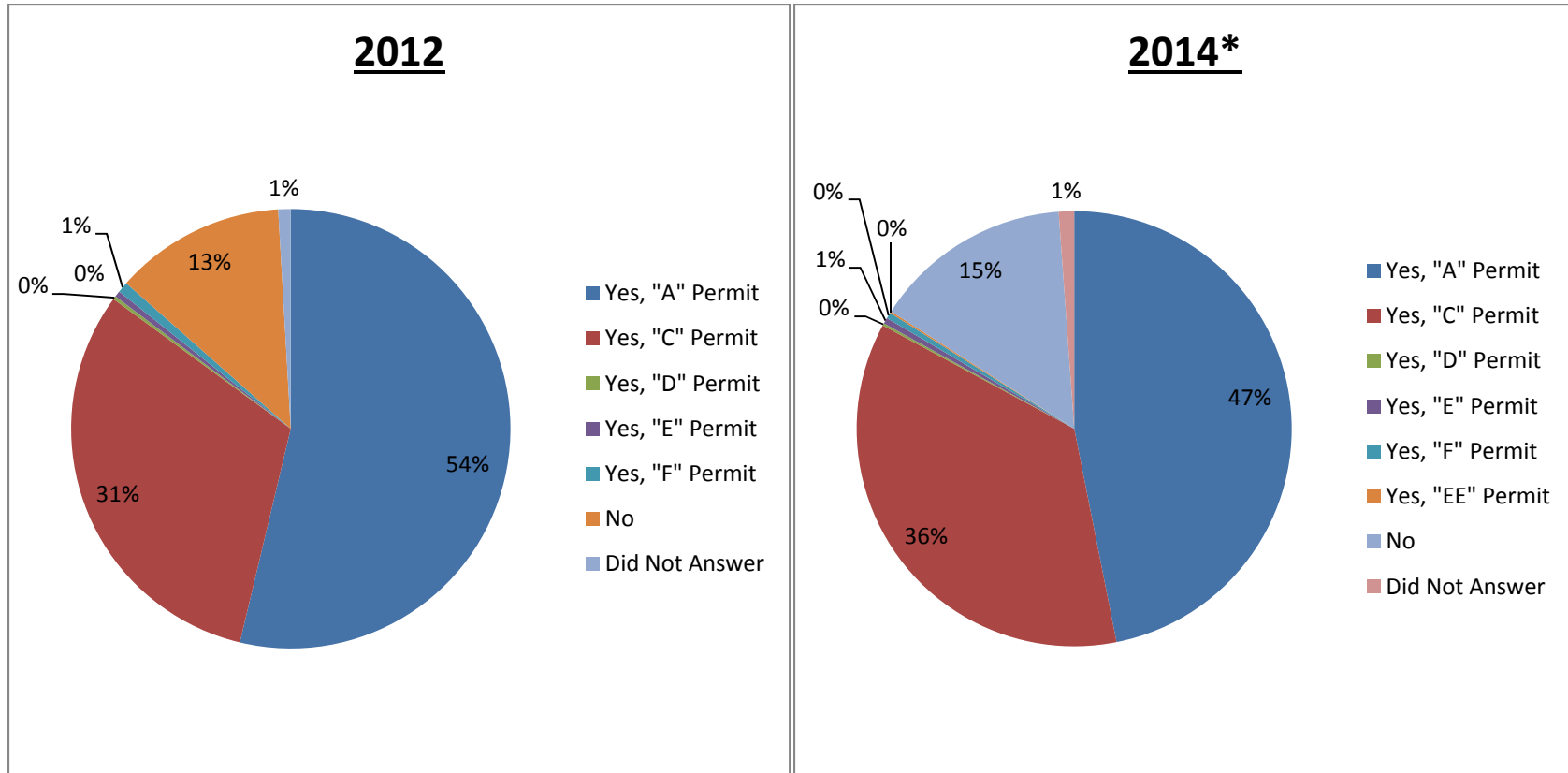
Opinion – Transportation Program Rating, Overall



Satisfaction with IUB transportation programs

*Scale was adjusted to 5-points with a neutral midpoint in 2014.

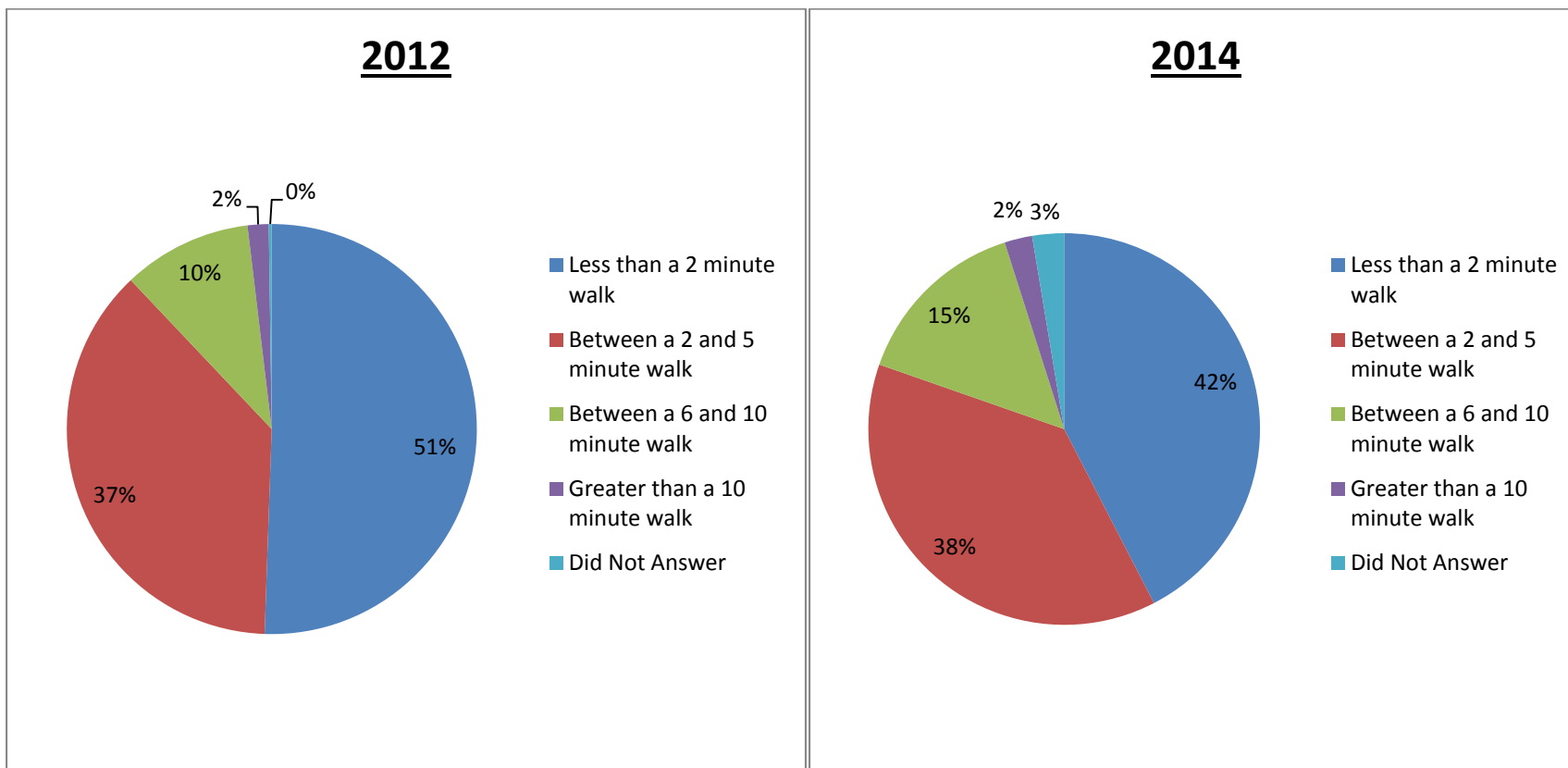
Parking – Permit Purchased



Combined distribution of survey responses to items
 "Did you purchase a 2014/2015 Parking Permit?" and
 "What type of permit did you purchase for 2014/2015?"
 *"EE" Permit option was added in 2014

Encouragement to use alternative modes

Single Operating Vehicle (SOV) commuters – Distance from Parking Space to Final Destination

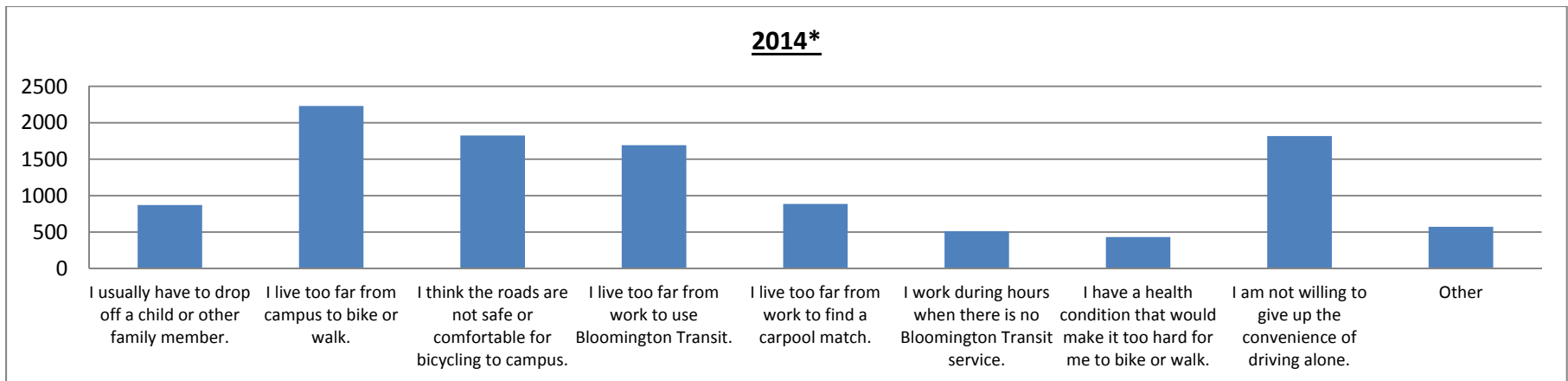
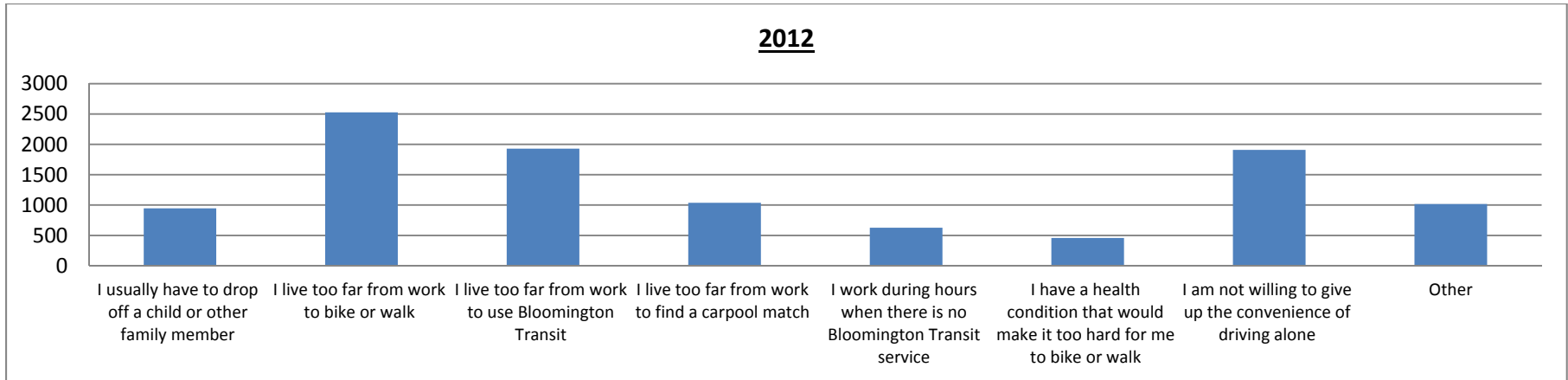


Distribution of survey responses to item

"How far is your parking space from your final destination (typically)?" (SOV commuters)

Encouragement to use alternative modes

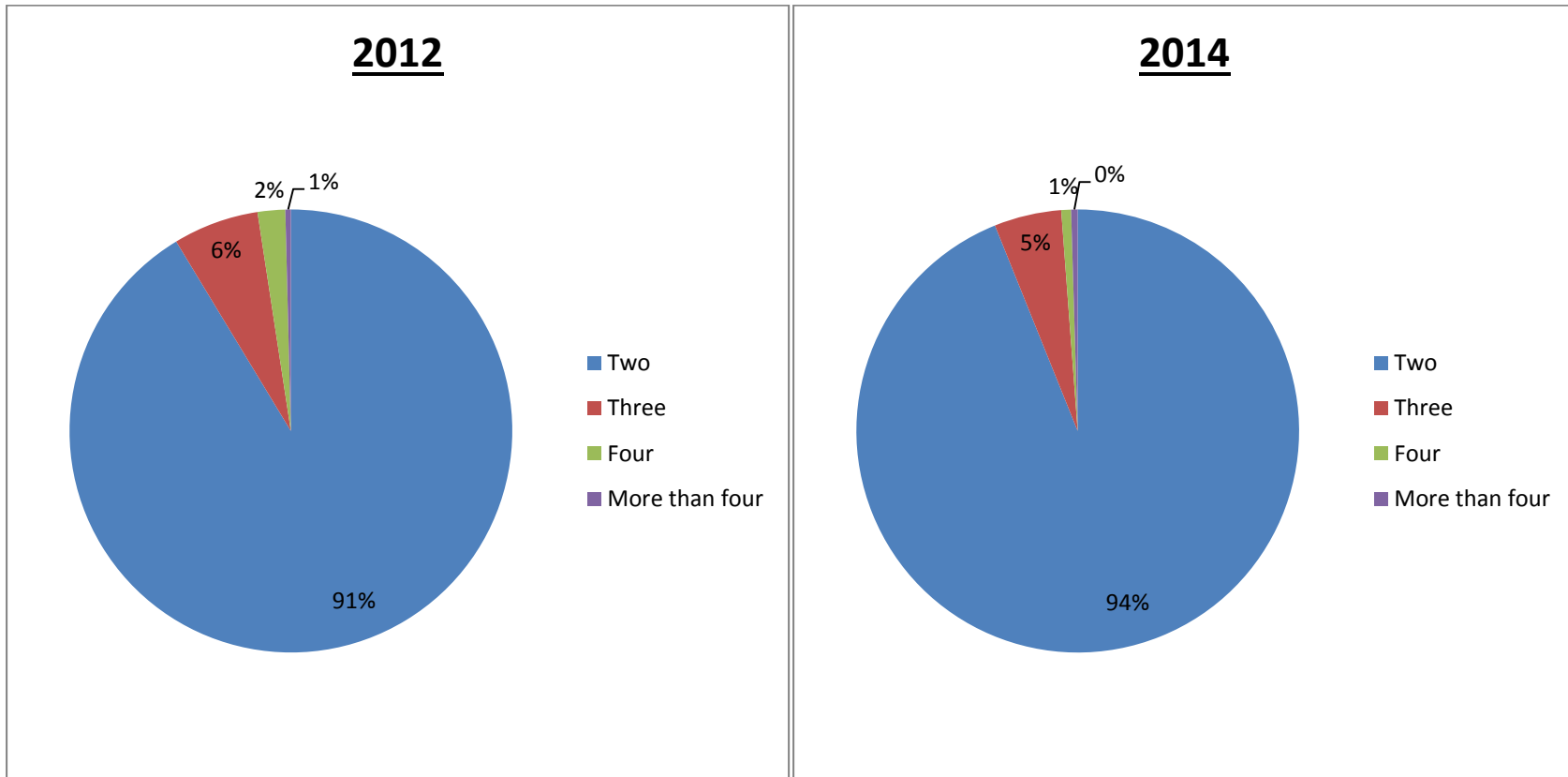
SOV commuters – Reasons for Not Using Alternative Modes



Reasons SOV commuters cannot use alternative modes of transportation.

**Option "I think the roads are not safe or comfortable for bicycling to campus" was added in 2014.*

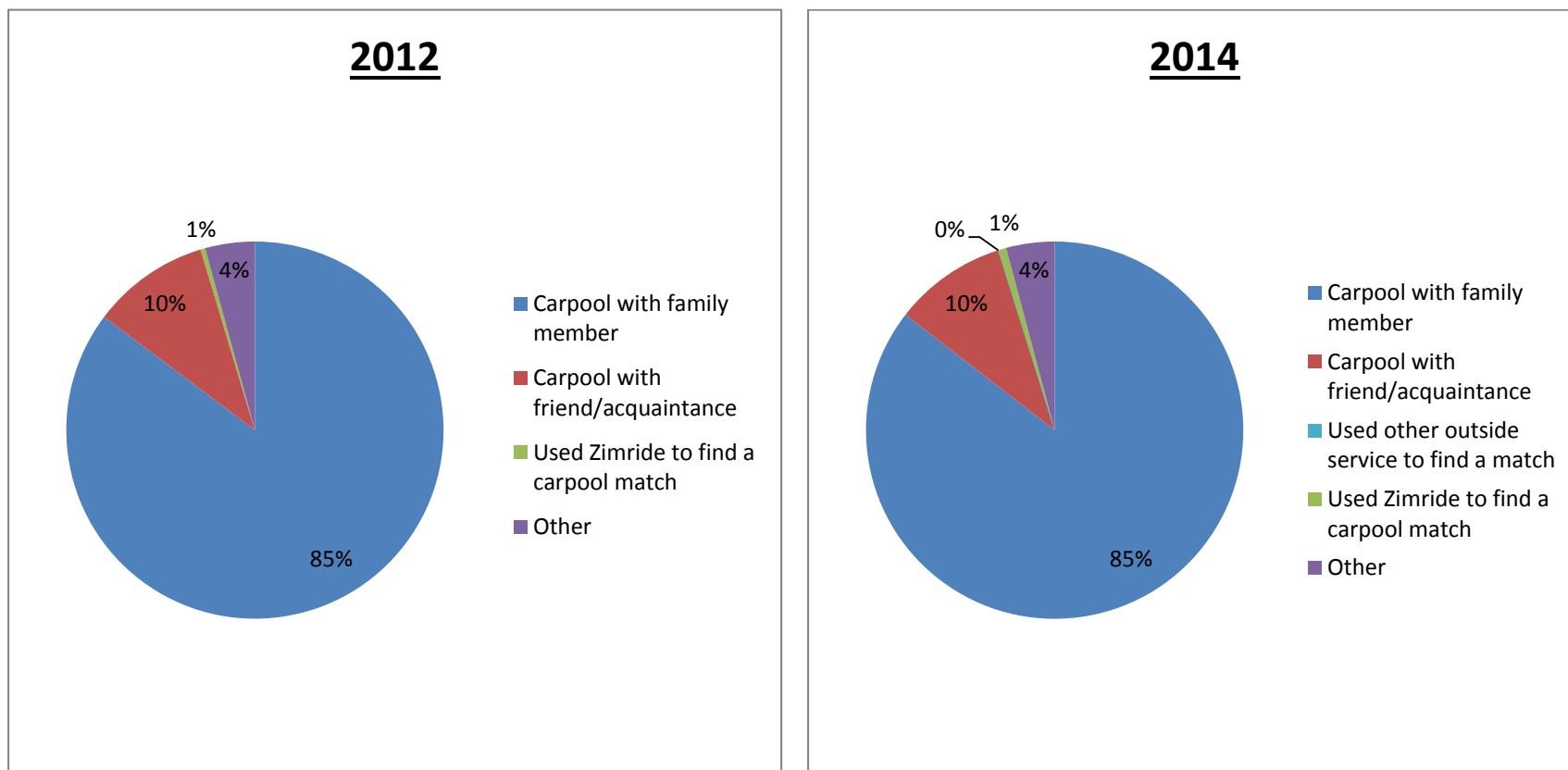
Carpoolers – Number of People in Carpool



Distribution of responses to item

"Including yourself, how many people are typically in your carpool/vanpool each day?" (Carpoolers)

Carpoolers – How Carpooler Joined Carpool

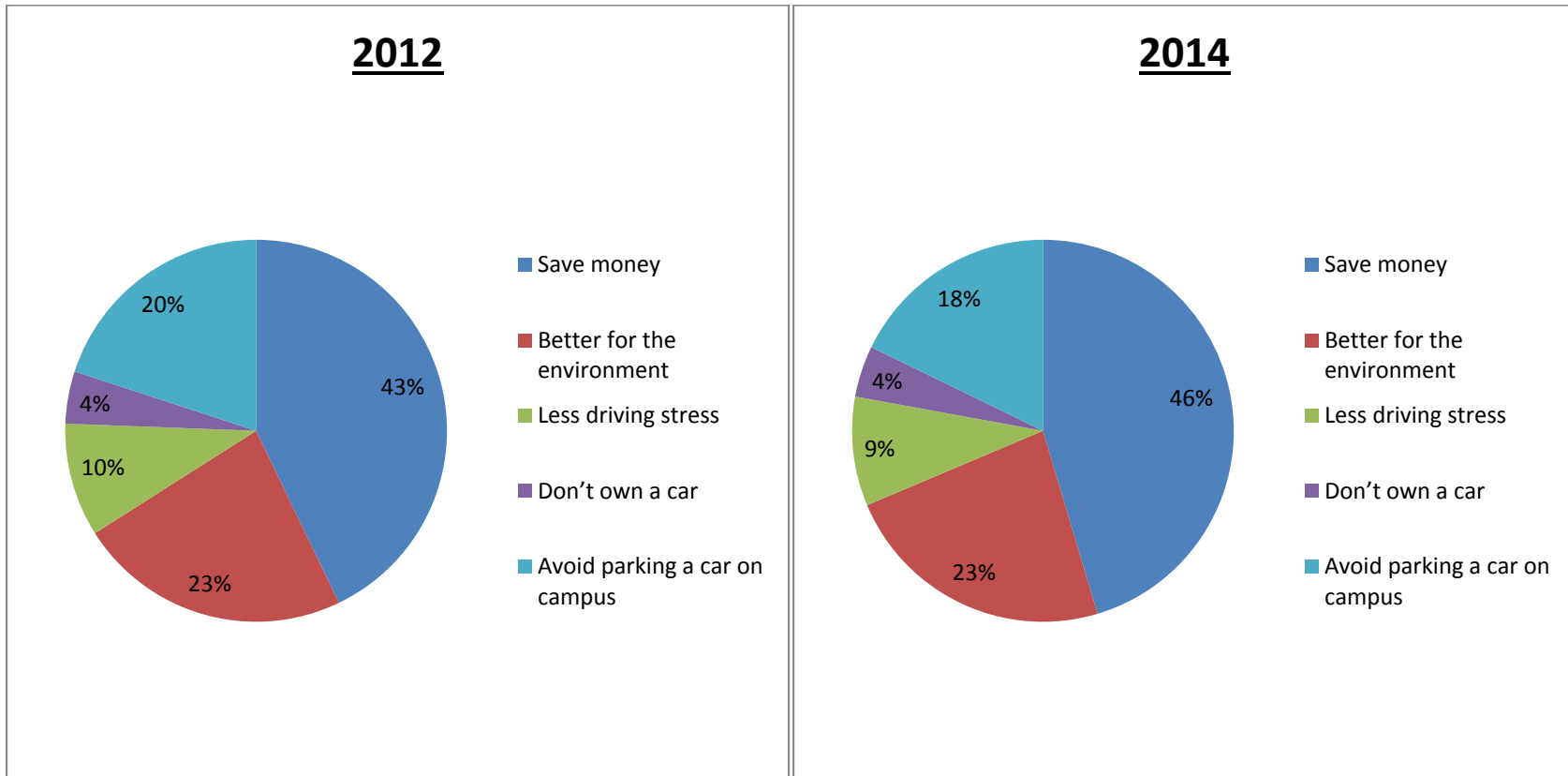


Distribution of responses to item

“How did you become part of this carpool/vanpool?” (Carpoolers)

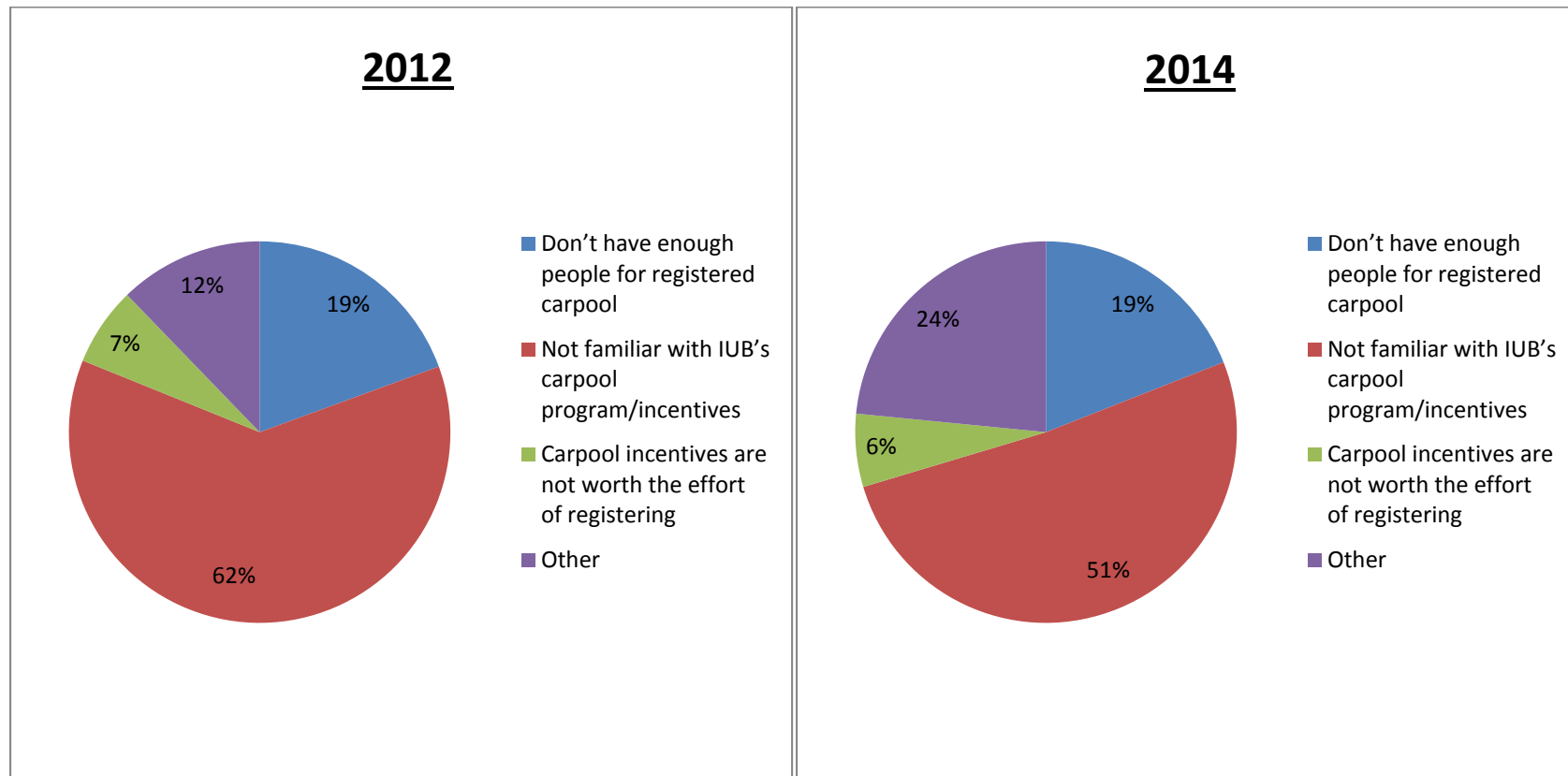
**Option “Used other outside service to find a match” was added in 2014.*

Carpool Commuters – Reasons to Carpool



Reasons for using primary commuting mode (Carpoolers)

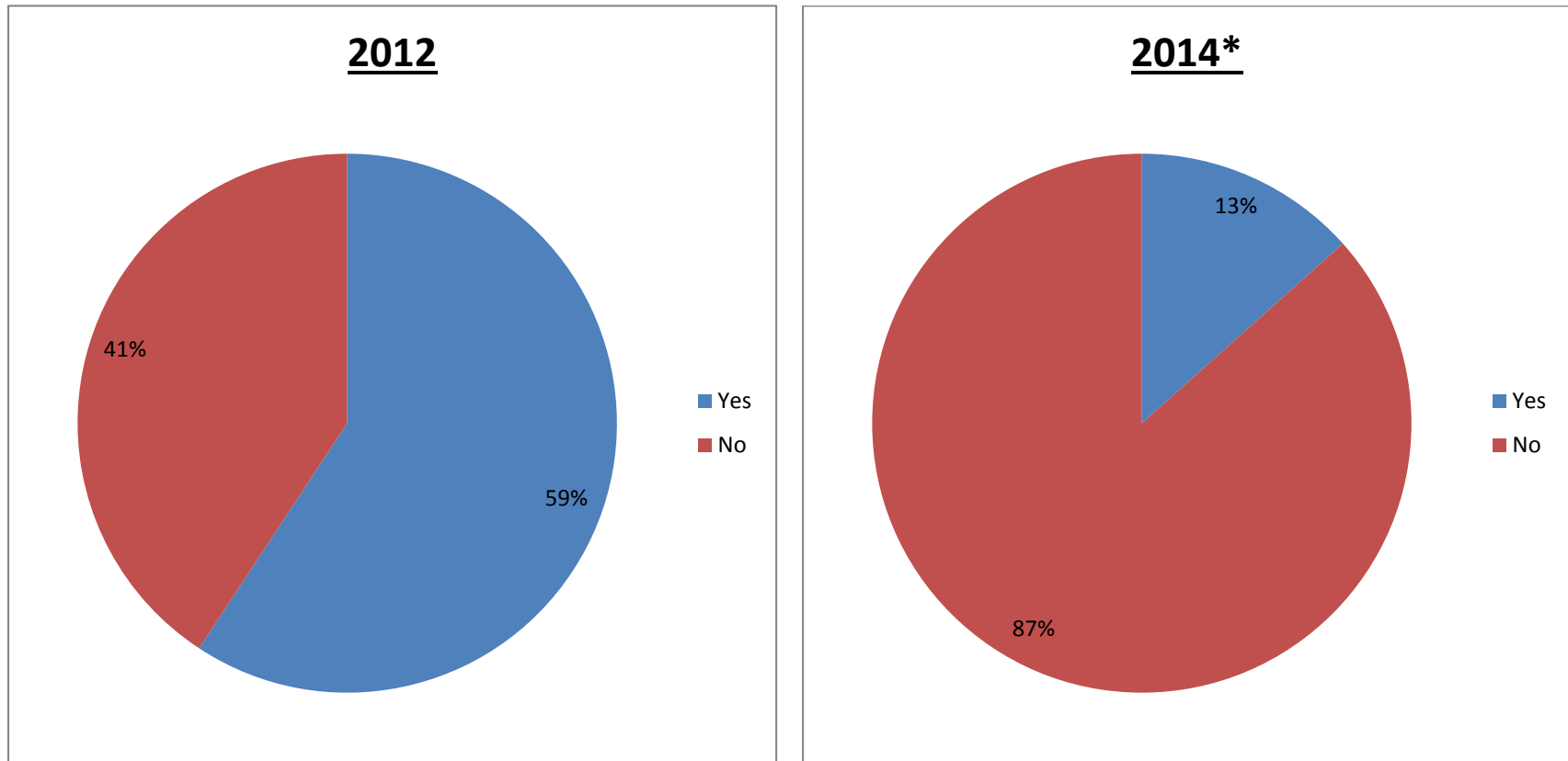
Carpoolers – Reasons Carpool Not Registered



Distribution of responses to item

“Why isn’t your carpool a registered carpool?” (Carpoolers, Carpool not registered with Parking Operations)

Carpoolers – Use of Carpool Parking

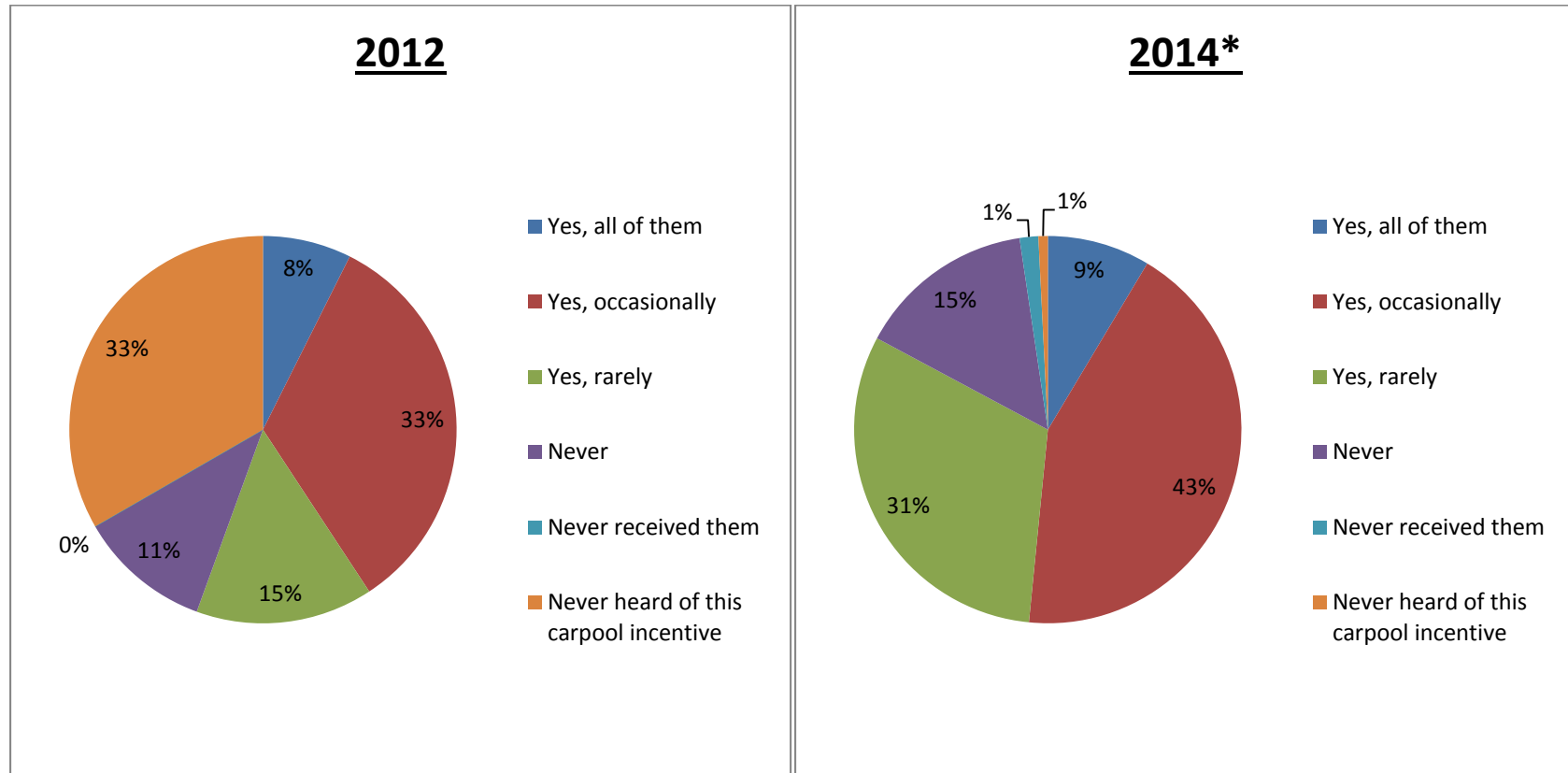


Distribution of survey item

“Does your carpool park in a designated carpool parking space?” (Carpoolers, carpool registered with Parking Operations)

**Number of registered carpools rose from 28 in 2012 to 128 in 2014 resulting in a large change to distribution of use of carpool parking.*

Carpoolers – Use of Individual One-Day Parking Permits

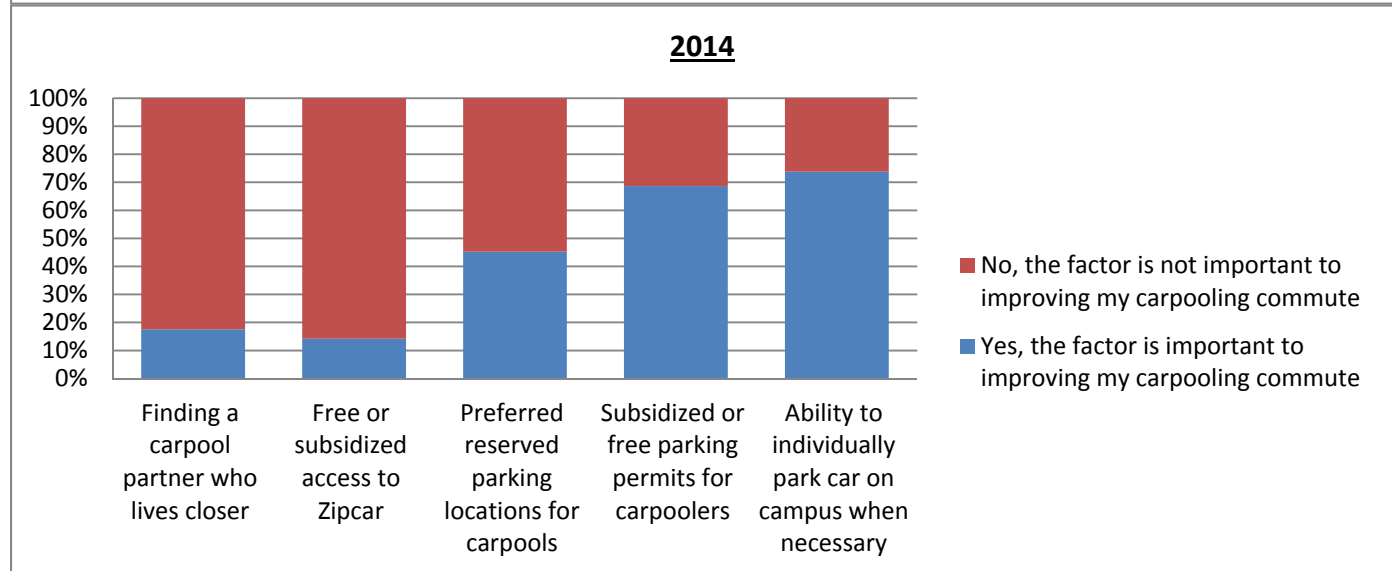
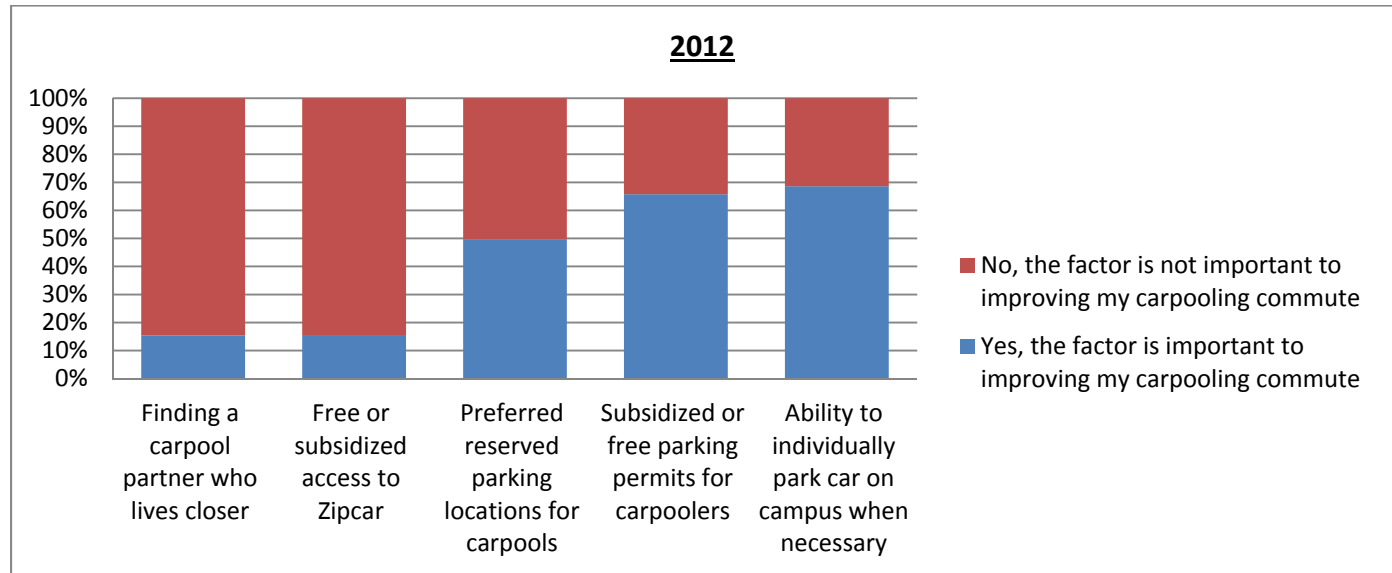


Distribution of survey item

“Do you ever use your individual one-day parking permits (part of your carpool incentive)?” (Carpoolers, carpool registered with Parking Operations)

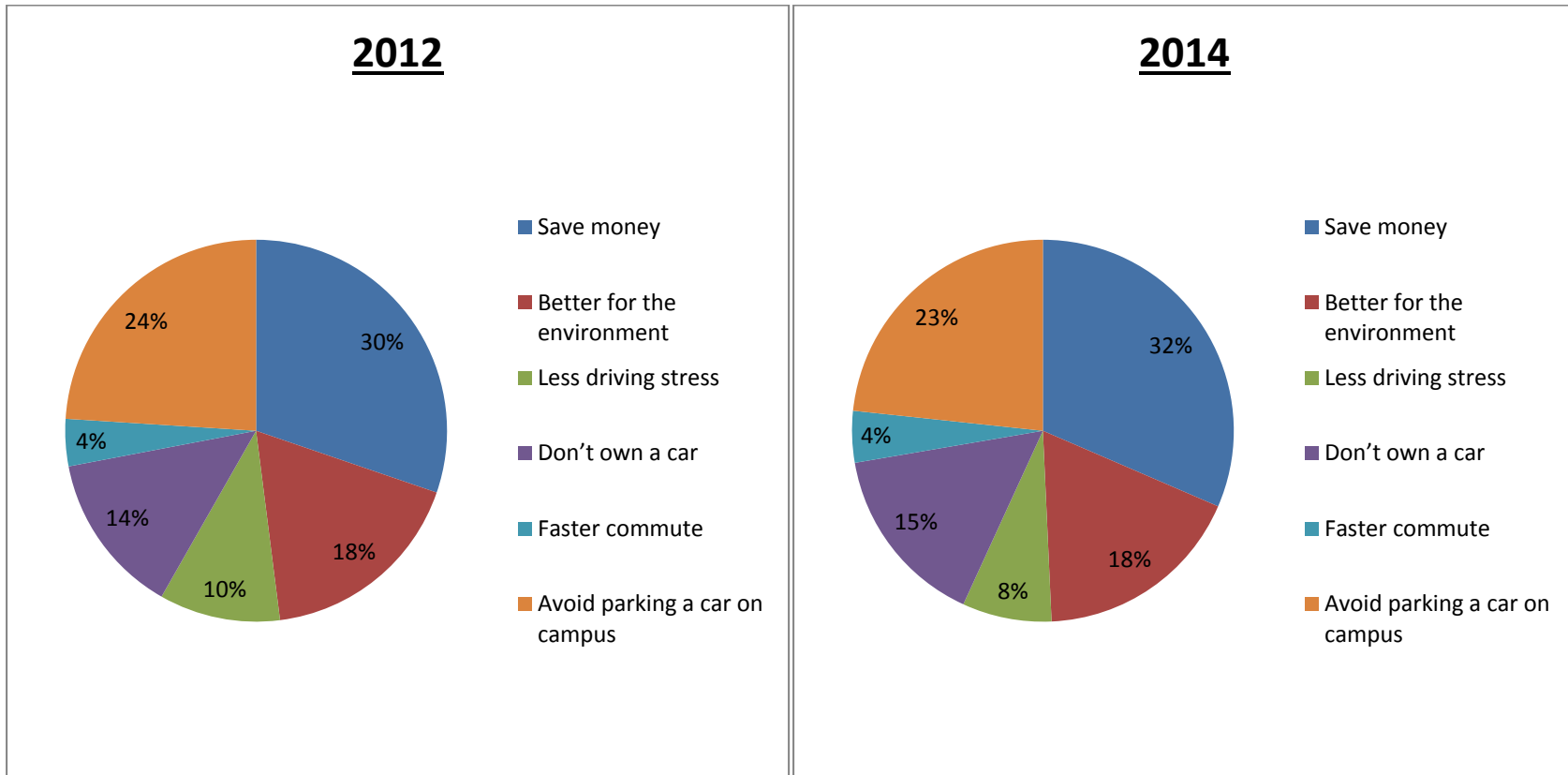
**Number of registered carpools rose from 28 in 2012 to 128 in 2014 resulting in a large change to distribution of use of carpool parking permits.*

Carpoolers – Factors Important to Improving Commuting Experience



Factors important to improving commute to campus (Carpoolers)

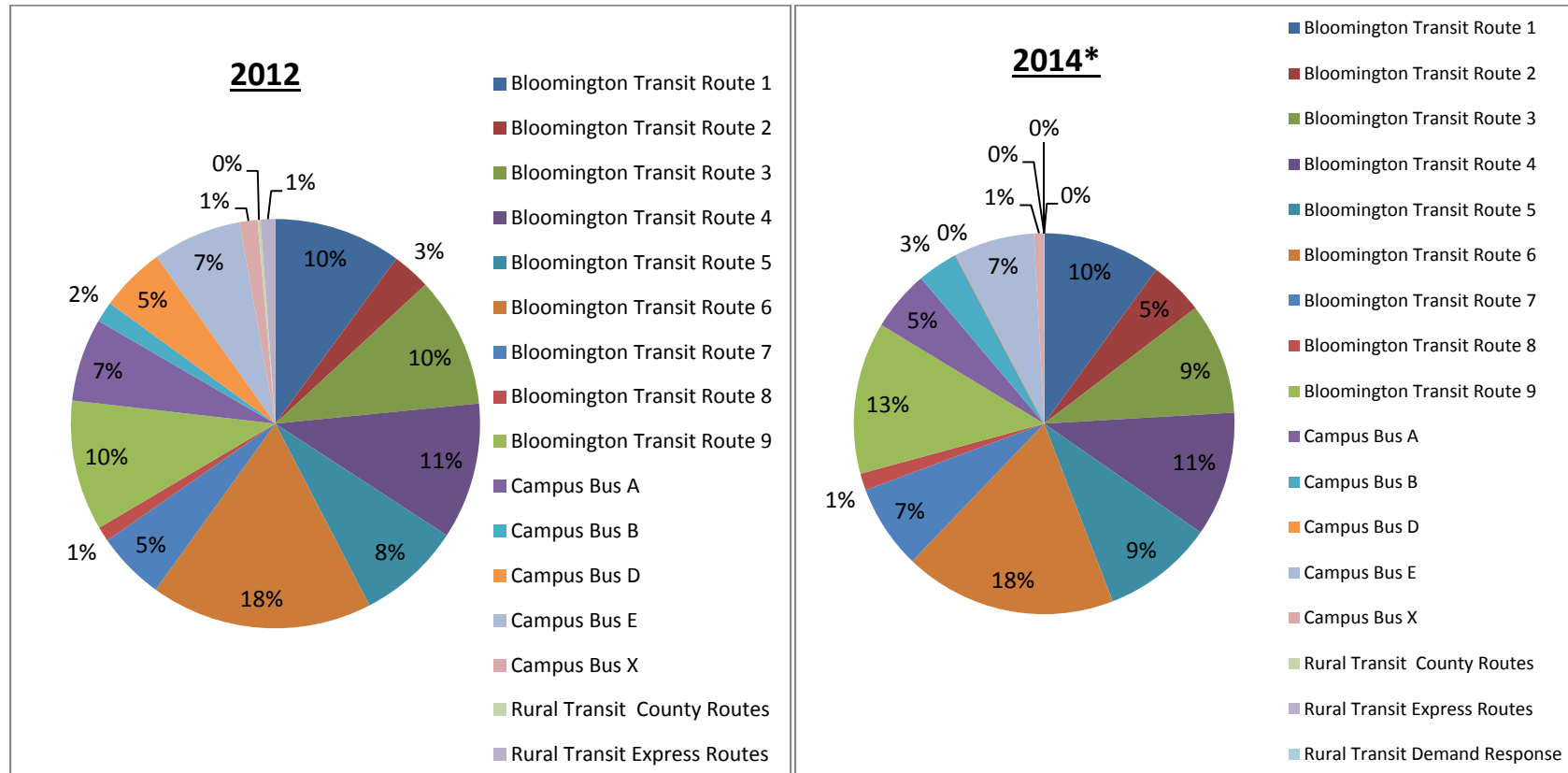
Transit Commuters – Reasons to Commute Via Transit



Reasons for using primary commuting mode (Transit commuters)*

**Transit commuters are those who identified as primarily using campus or city (BT) buses to commute.*

Transit Commuters – Transit Routes Taken to Campus

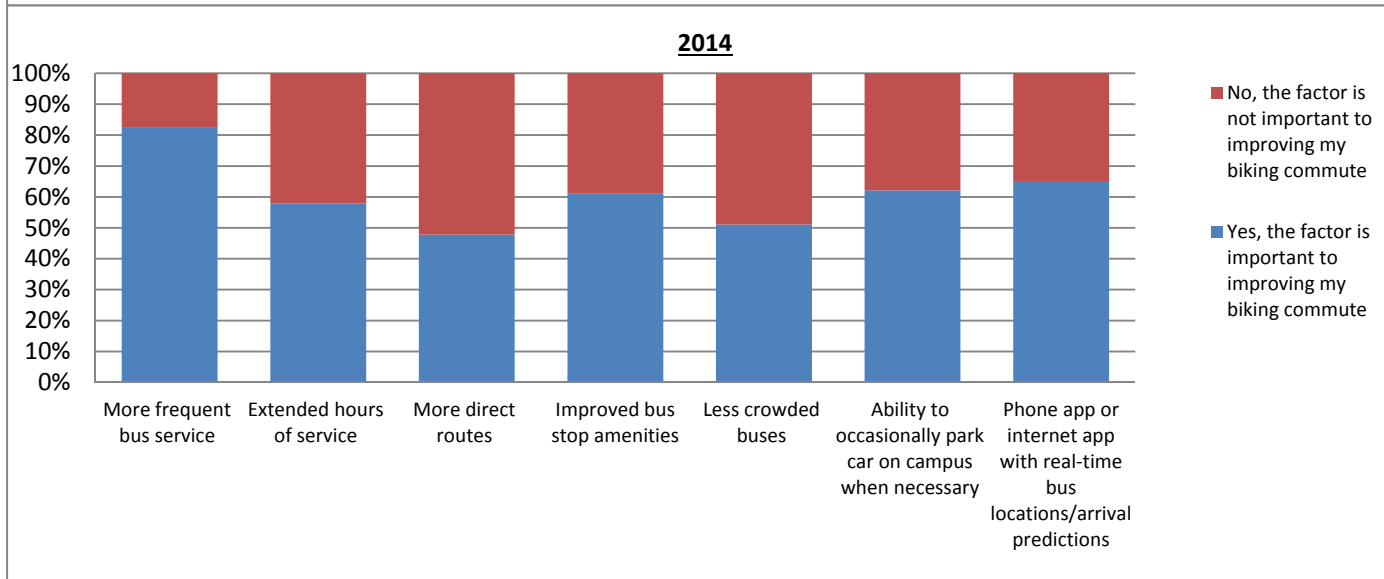
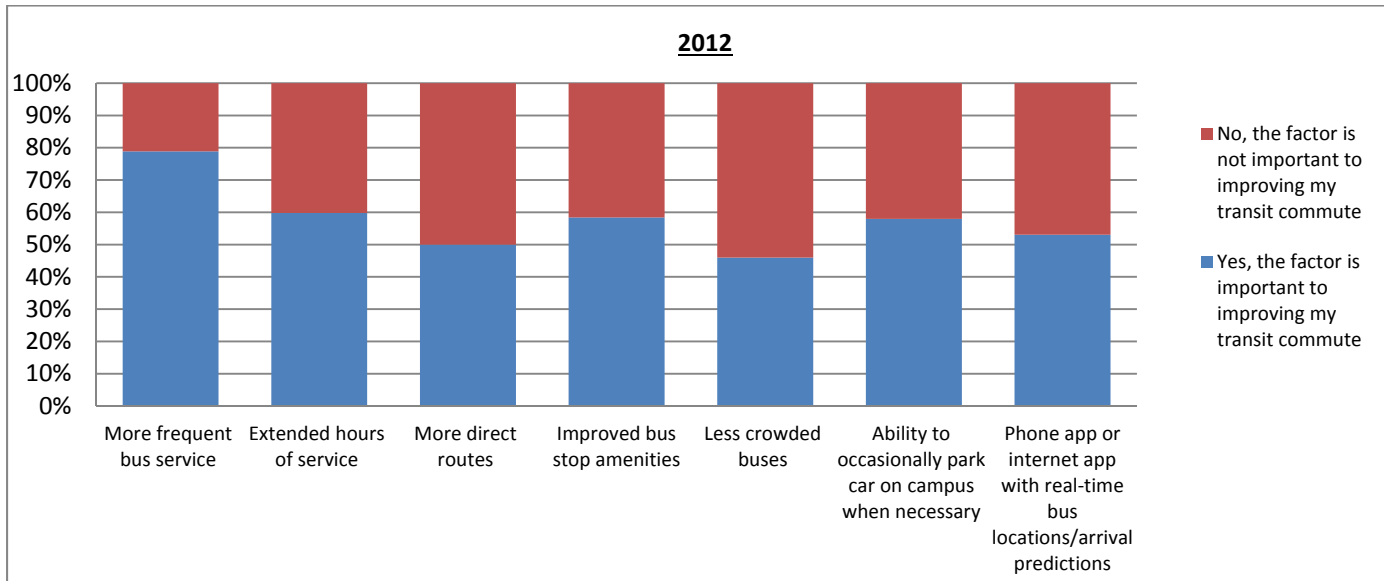


Distribution of survey responses to item

“Which routes do you usually use to commute to campus? (Please select all that apply.)” (Transit commuters)

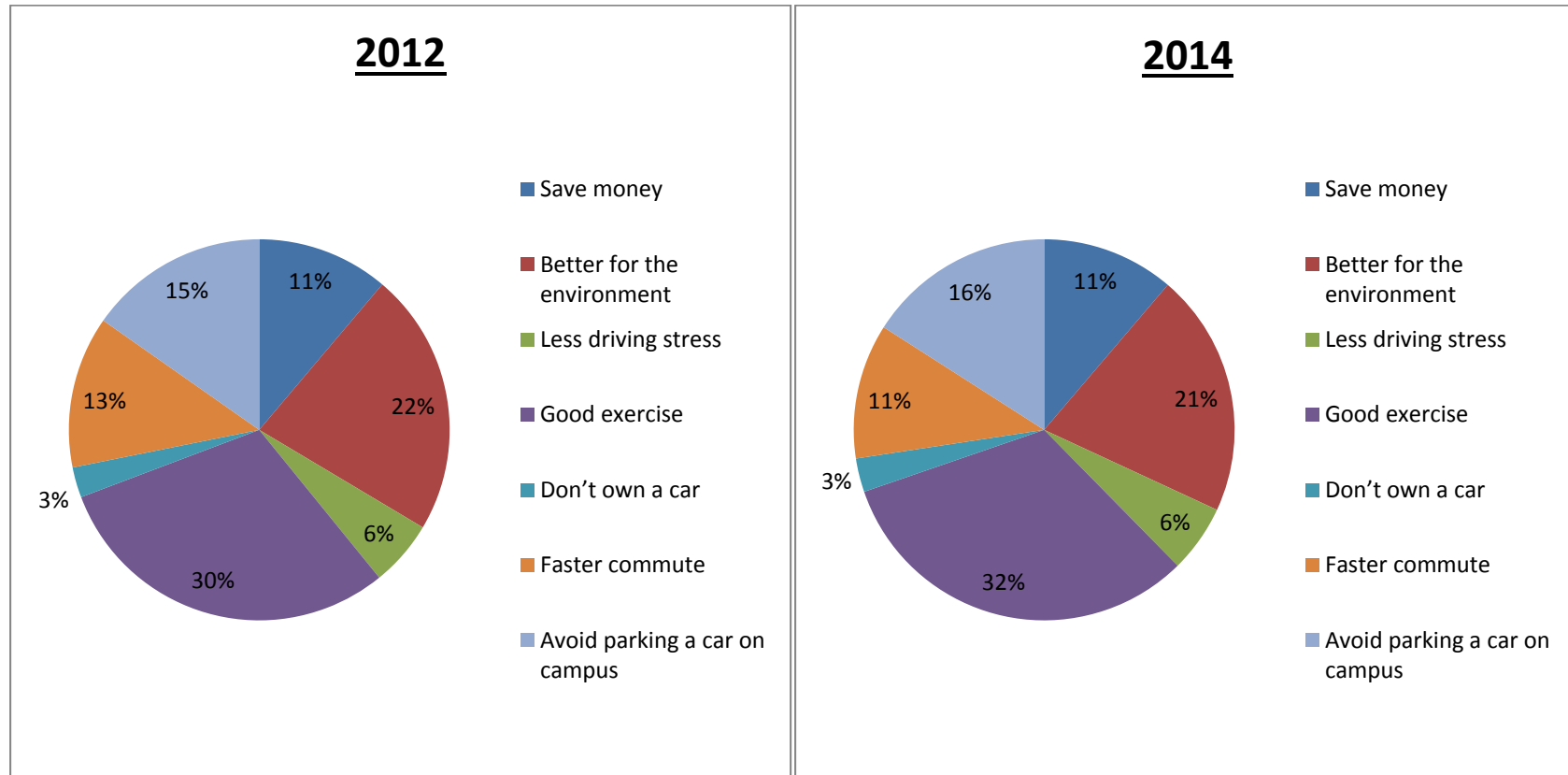
**Option Rural Transit Demand Response was added in 2014.*

Transit Commuters – Factors Important to Improving Commuting Experience



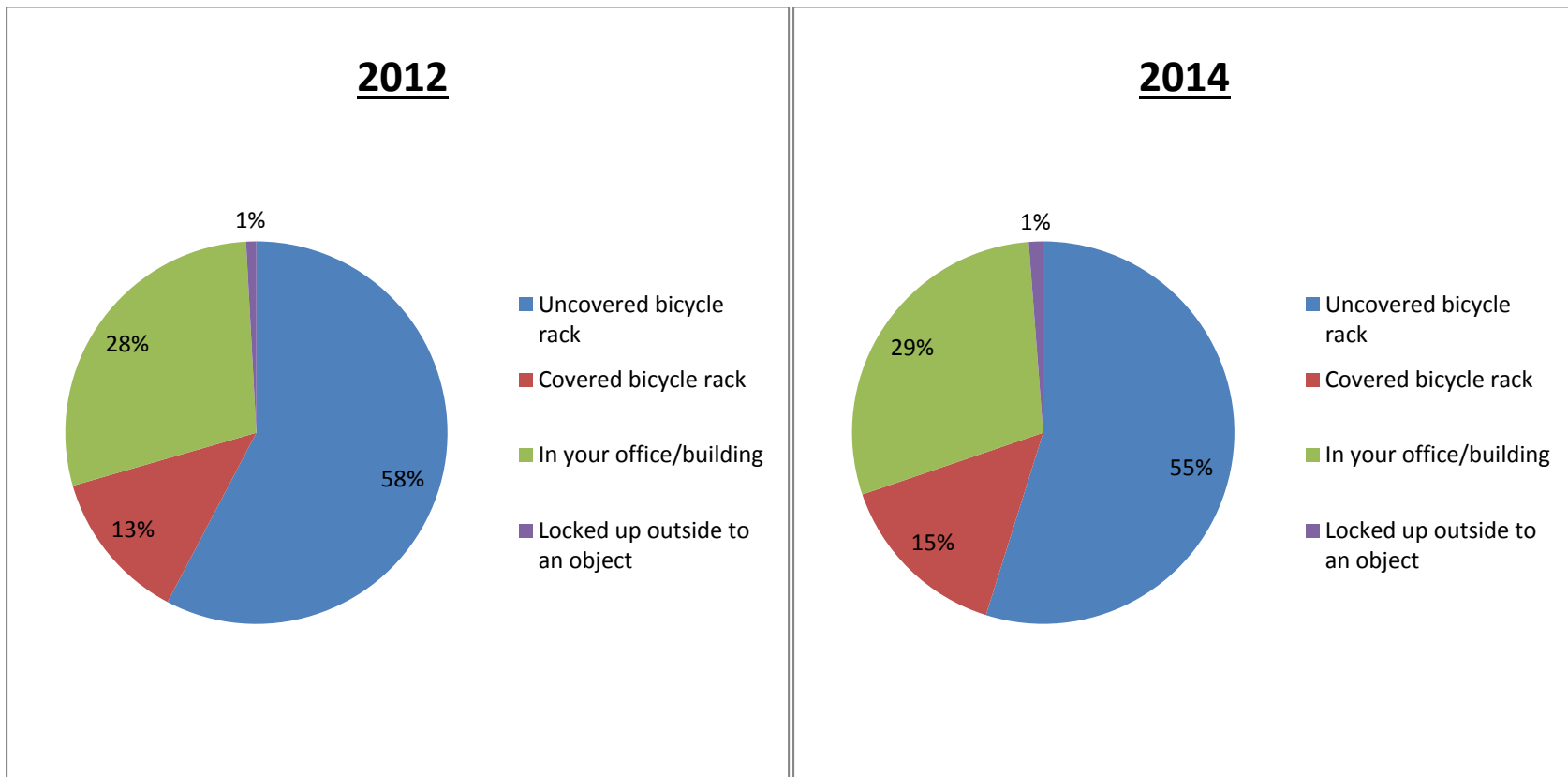
Factors important to improving commute to campus (Transit commuters)

Bicycle Commuters - Reasons to Bike to Campus



Reasons for using primary commuting mode (Bicycle commuters)

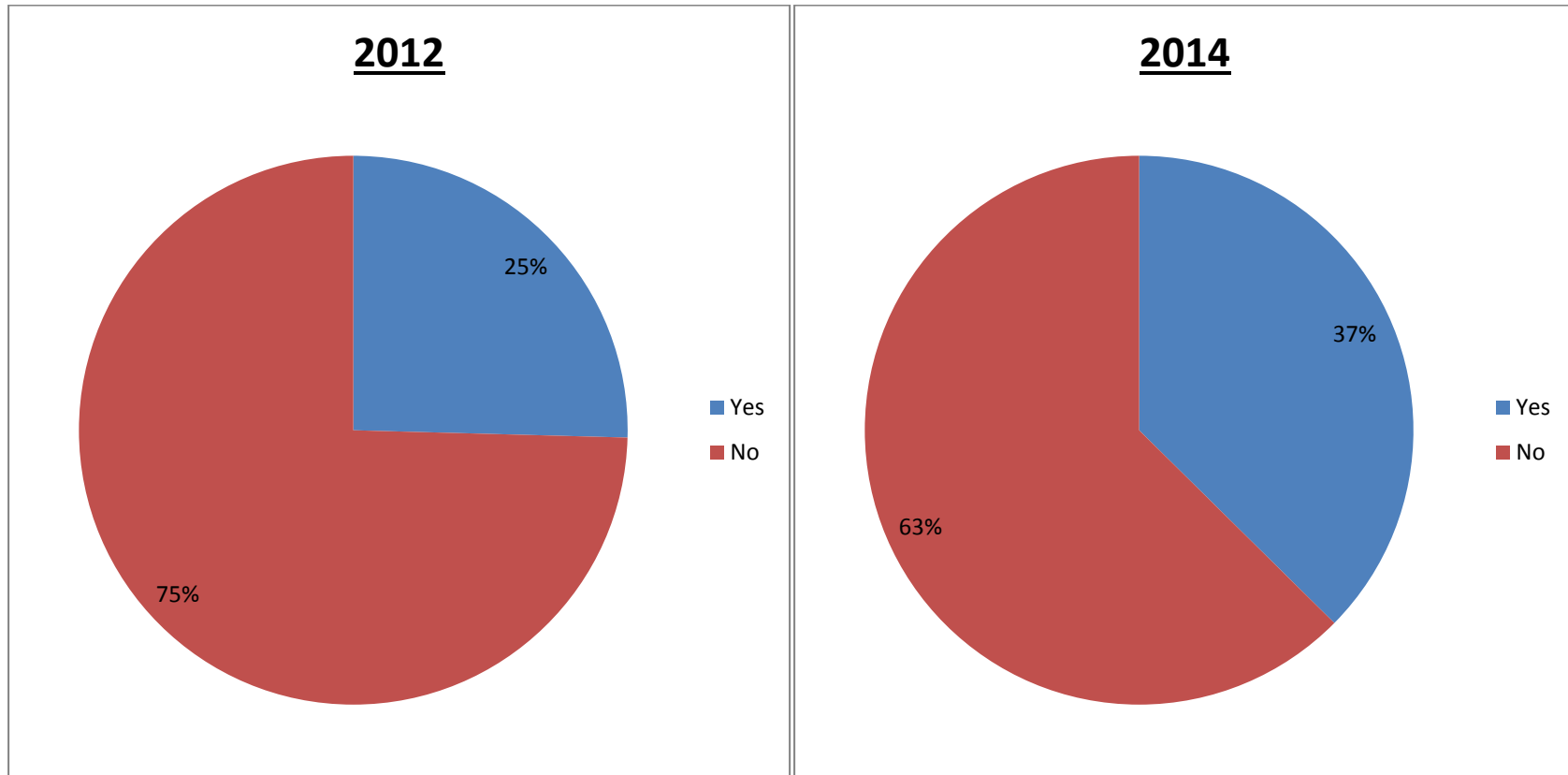
Bicycle Commuters – Bike Parking On-Campus



Distribution of survey responses to item

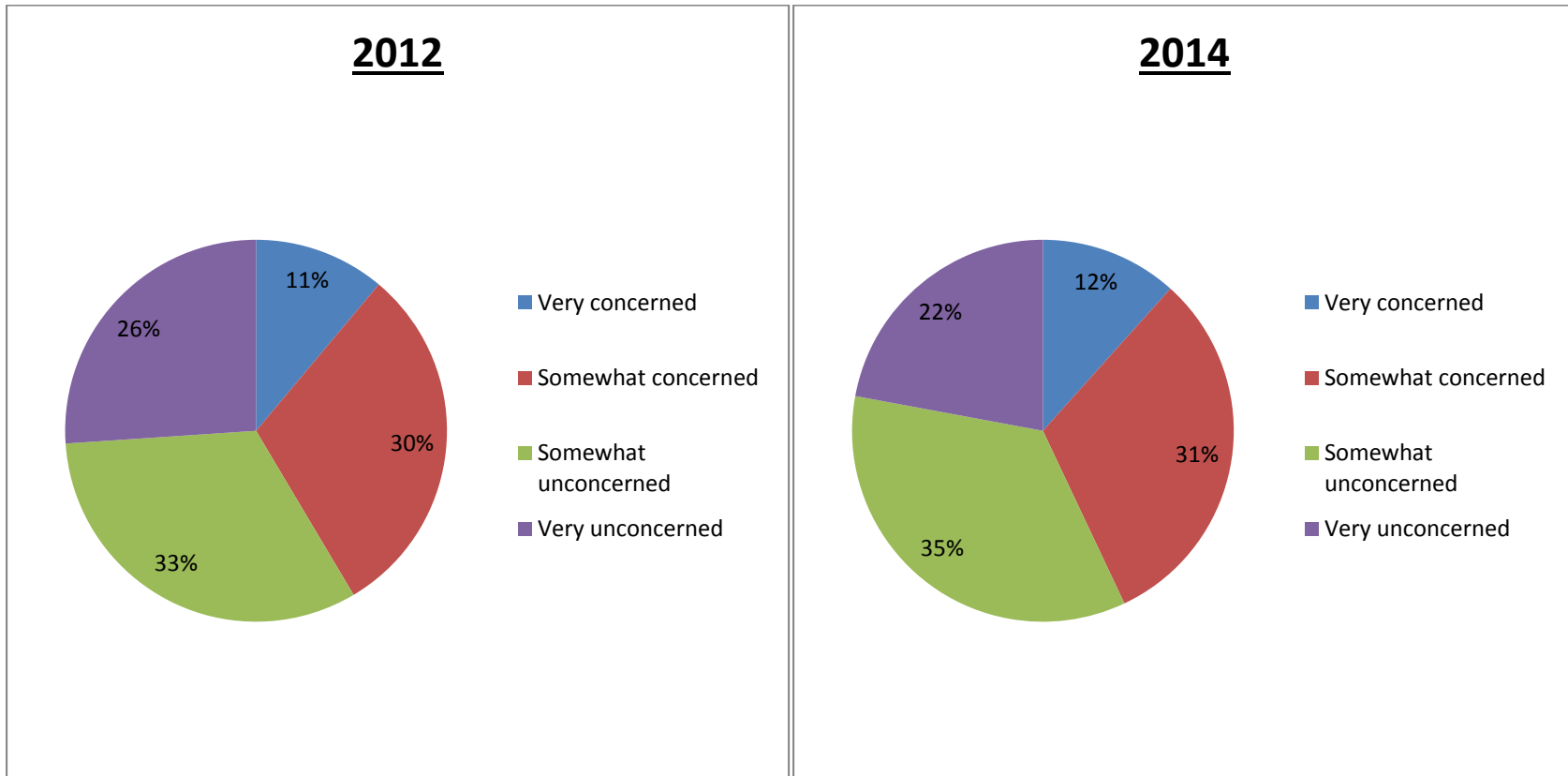
“Where do you park your bike on campus the majority of the time?” (Bicycle commuters)

Bicycle Commuters - Did you register your bike?



*Distribution of survey responses to item
"Did you register your bike?" (Bicycle commuters)*

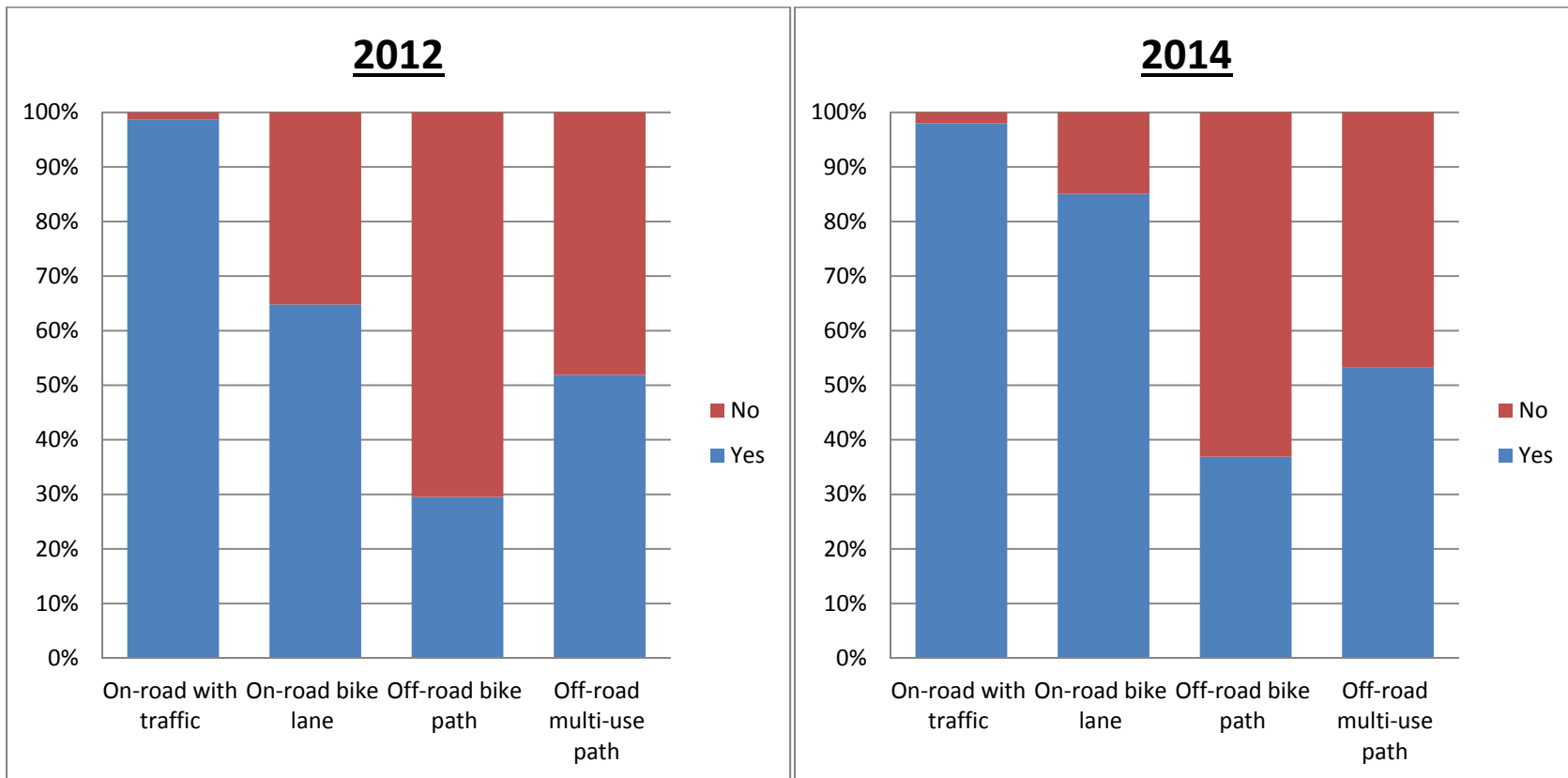
Bicycle Commuters – Bike Theft or Vandalism



Distribution of survey responses to item

“How concerned are you with bike theft or vandalism are you when you park your bike on campus?” (Bicycle commuters)

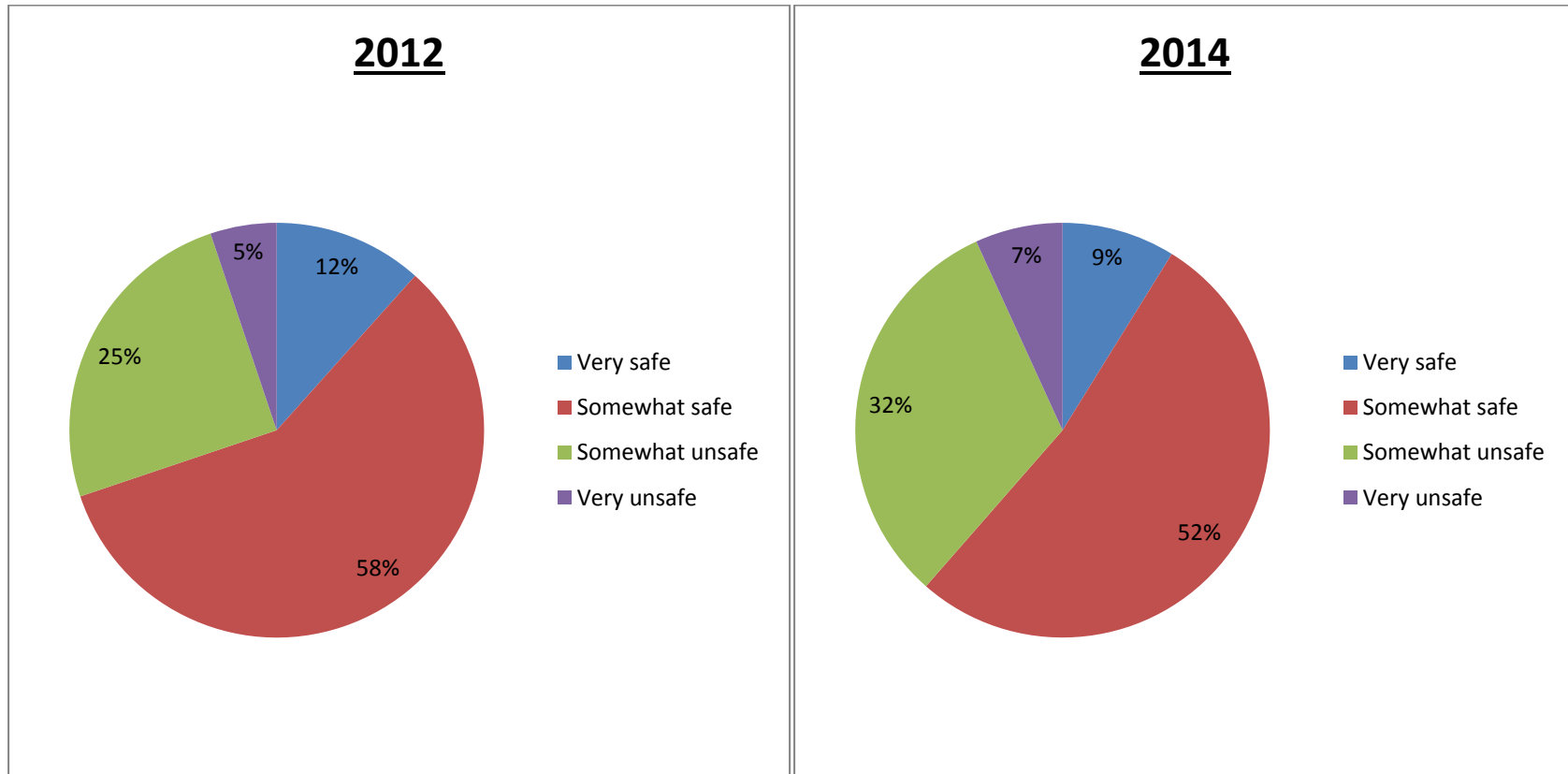
Bicycle Commuters - Type of Route Used



Distribution of survey responses to item

"How do you commute via bike to campus?" (Bicycle commuters)

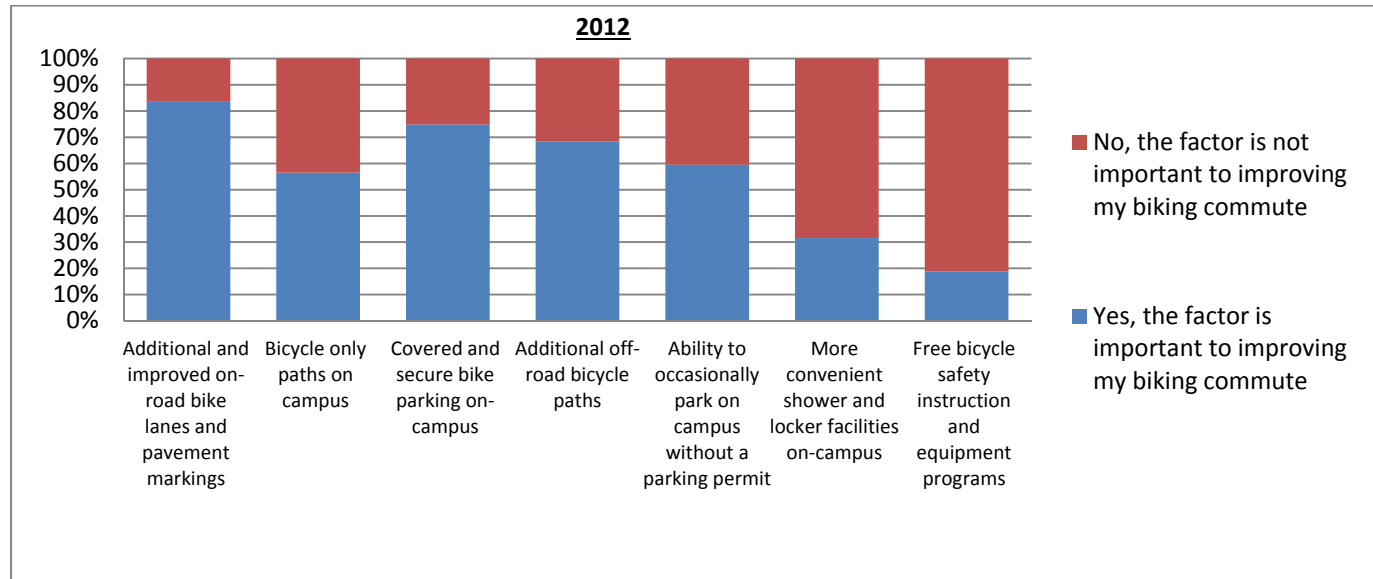
Bicycle Commuters – Opinion on Roadway Safety



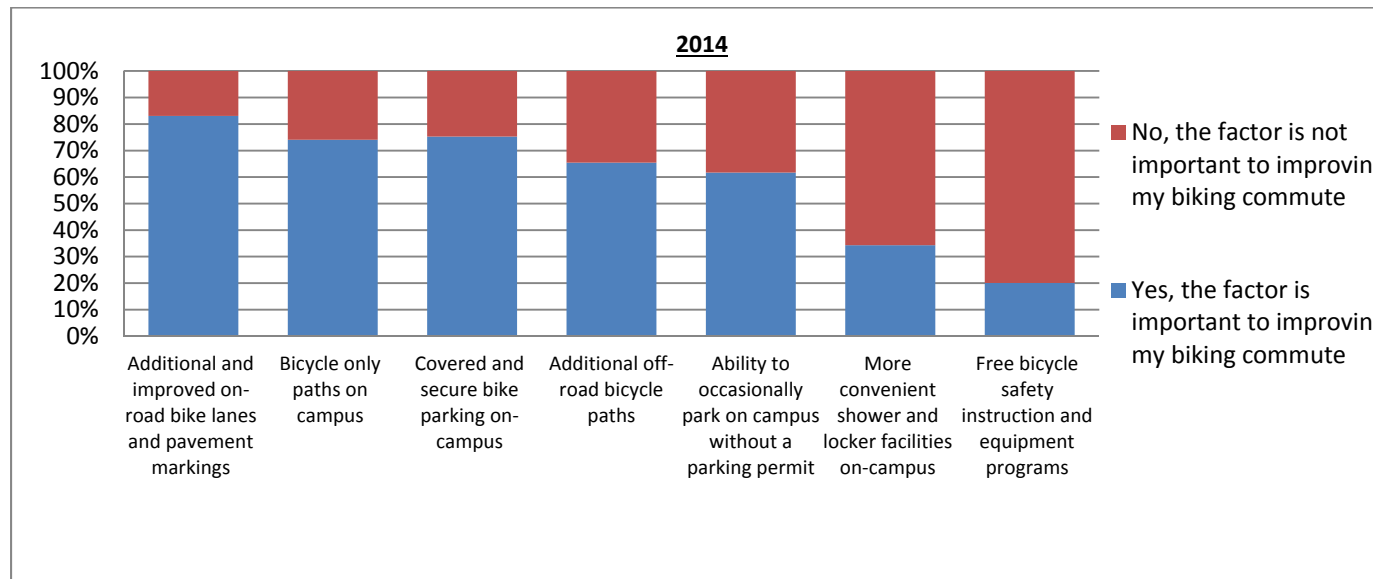
Distribution of survey responses to item

“How safe do you feel with automobile traffic when you bike to campus?” (Bicycle commuters)

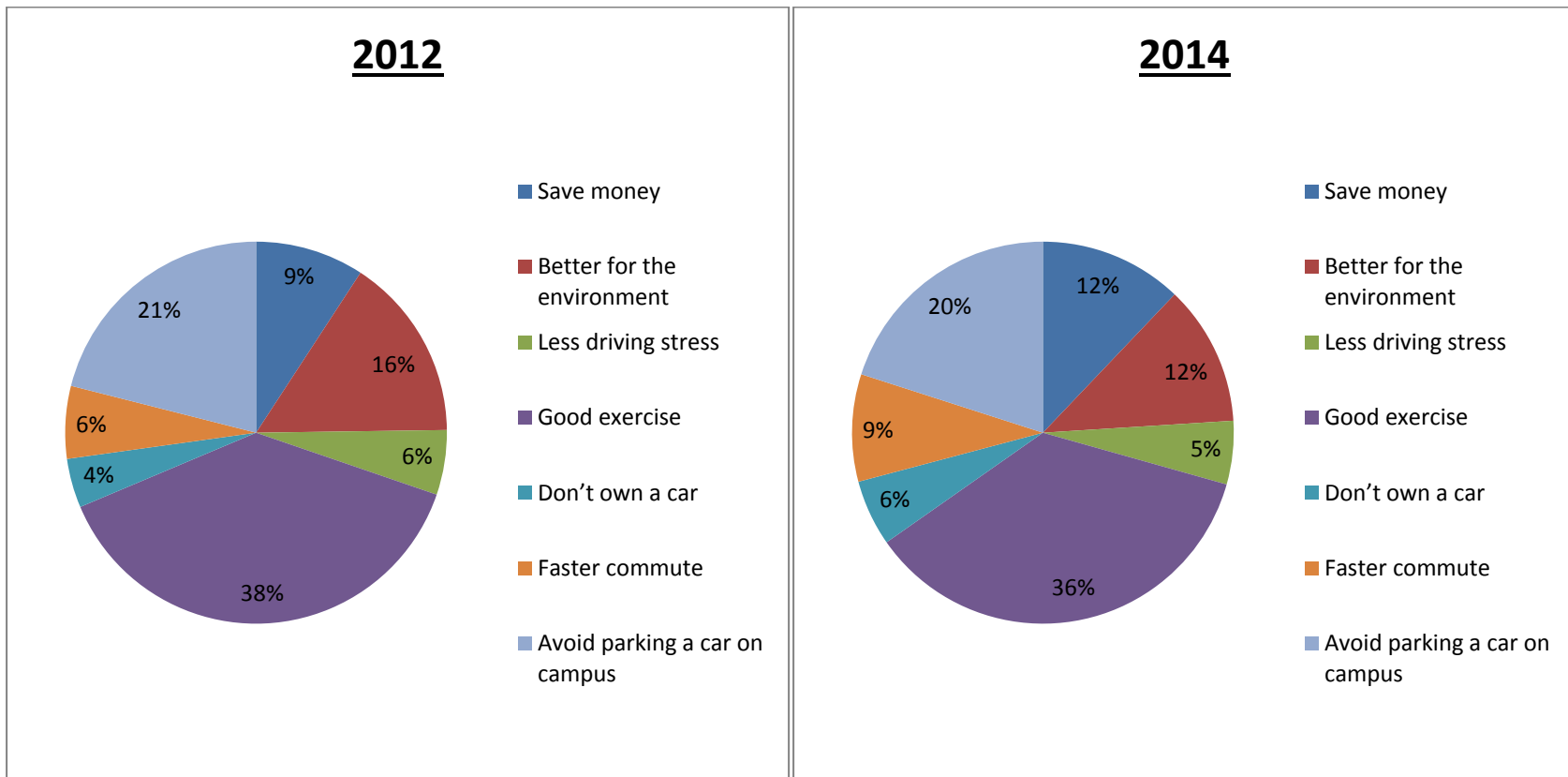
Bicycle Commuters – Factors Important to Improving Commuting Experience



Factors important to improving commute to campus (Bicycle commuters)

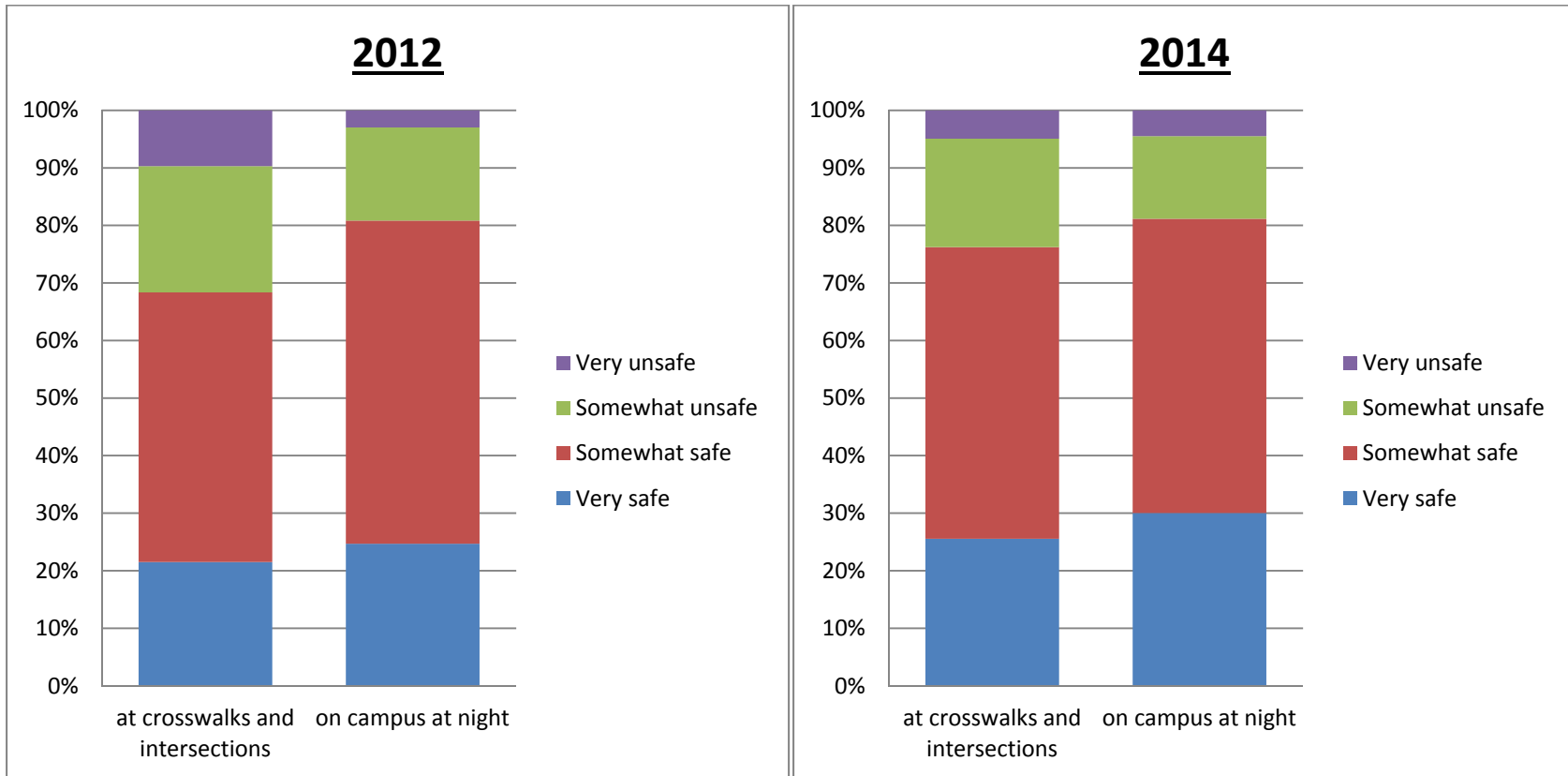


Walk Commuters – Reasons to Walk to Campus



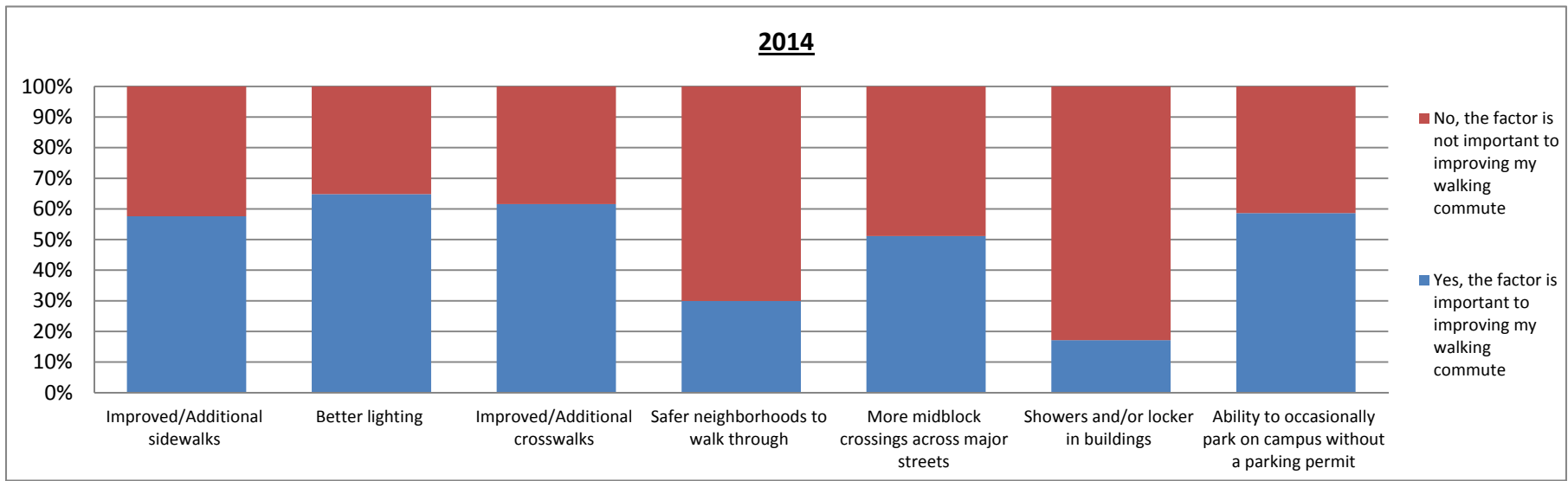
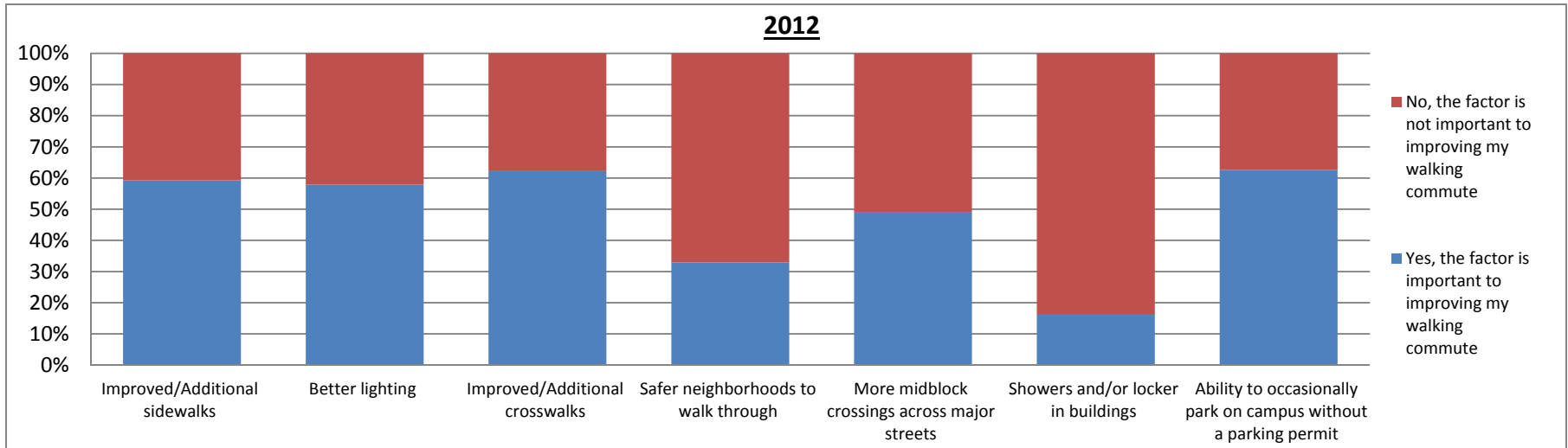
Reasons for using primary commuting mode (Walk commuters)

Walk Commuters – Opinion on Safety



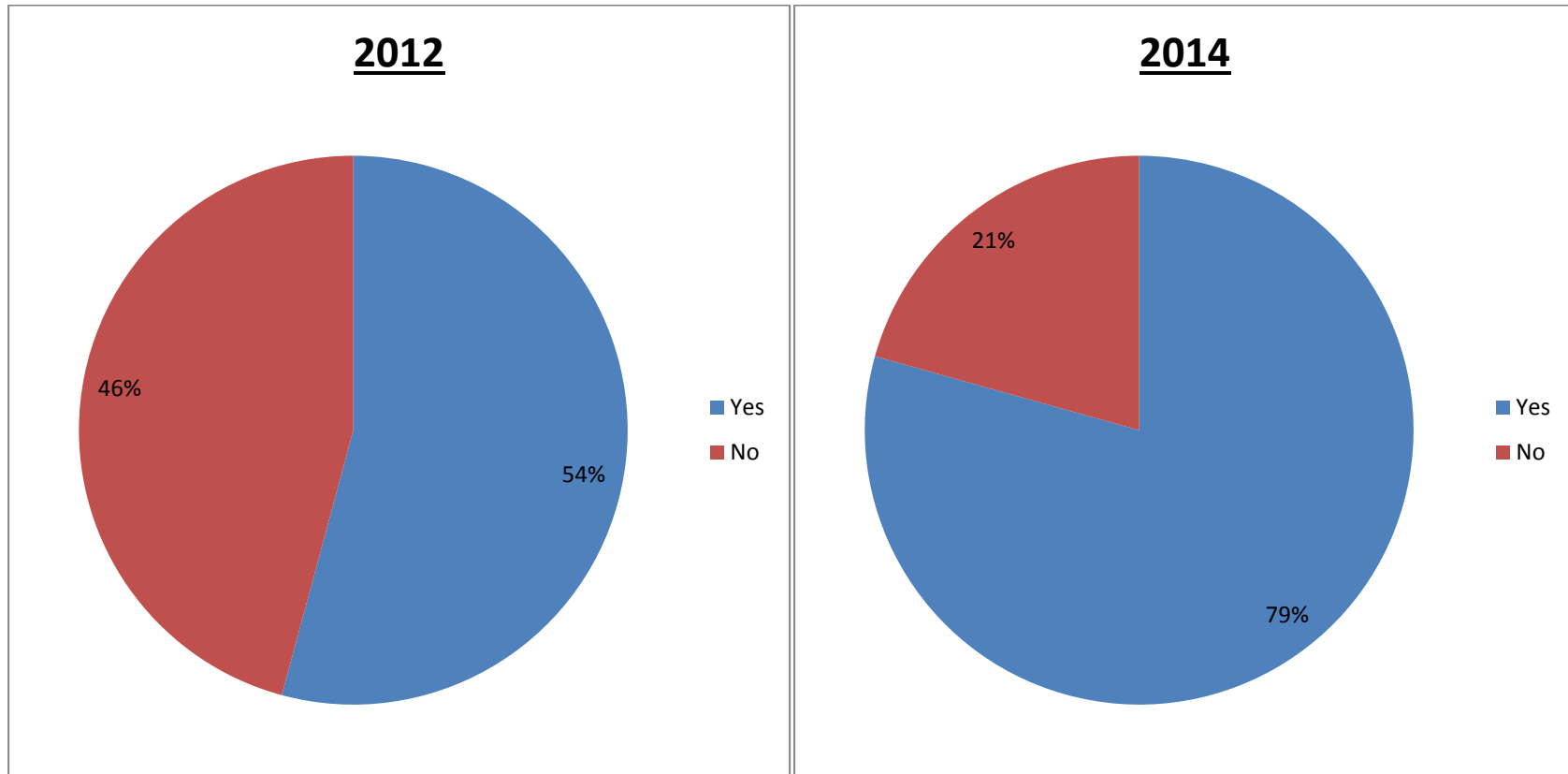
Distribution of survey responses to items
 "How safe do you feel..."
 "...at crosswalks and intersections?"
 "...walking on campus at night?" (Walk commuters)

Walk Commuters – Factors Important to Improving Commuting Experience



Factors important to improving commute to campus (Walk commuters)

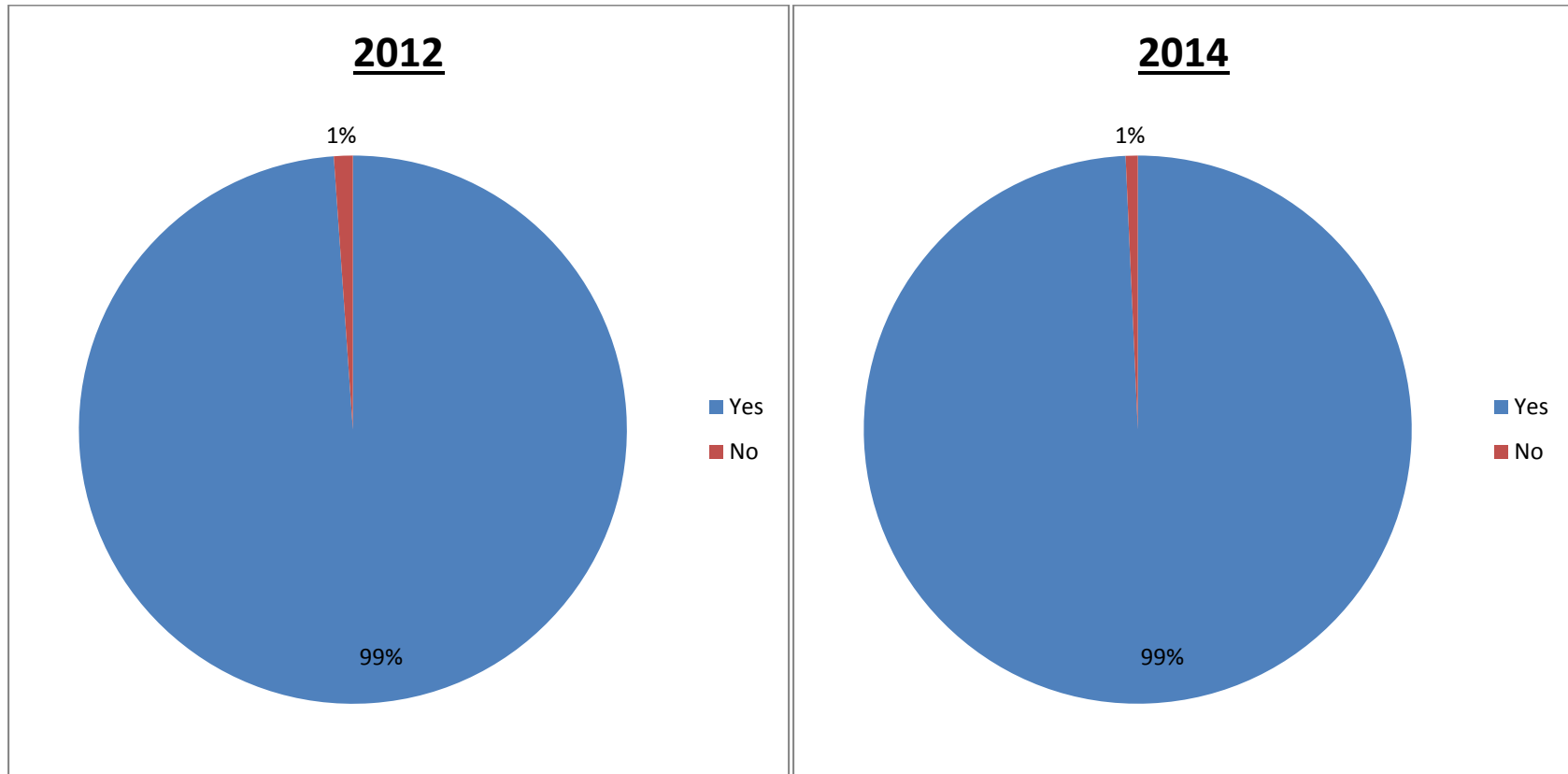
Other – Do you have a smartphone with a data plan?



Distribution of survey responses to item

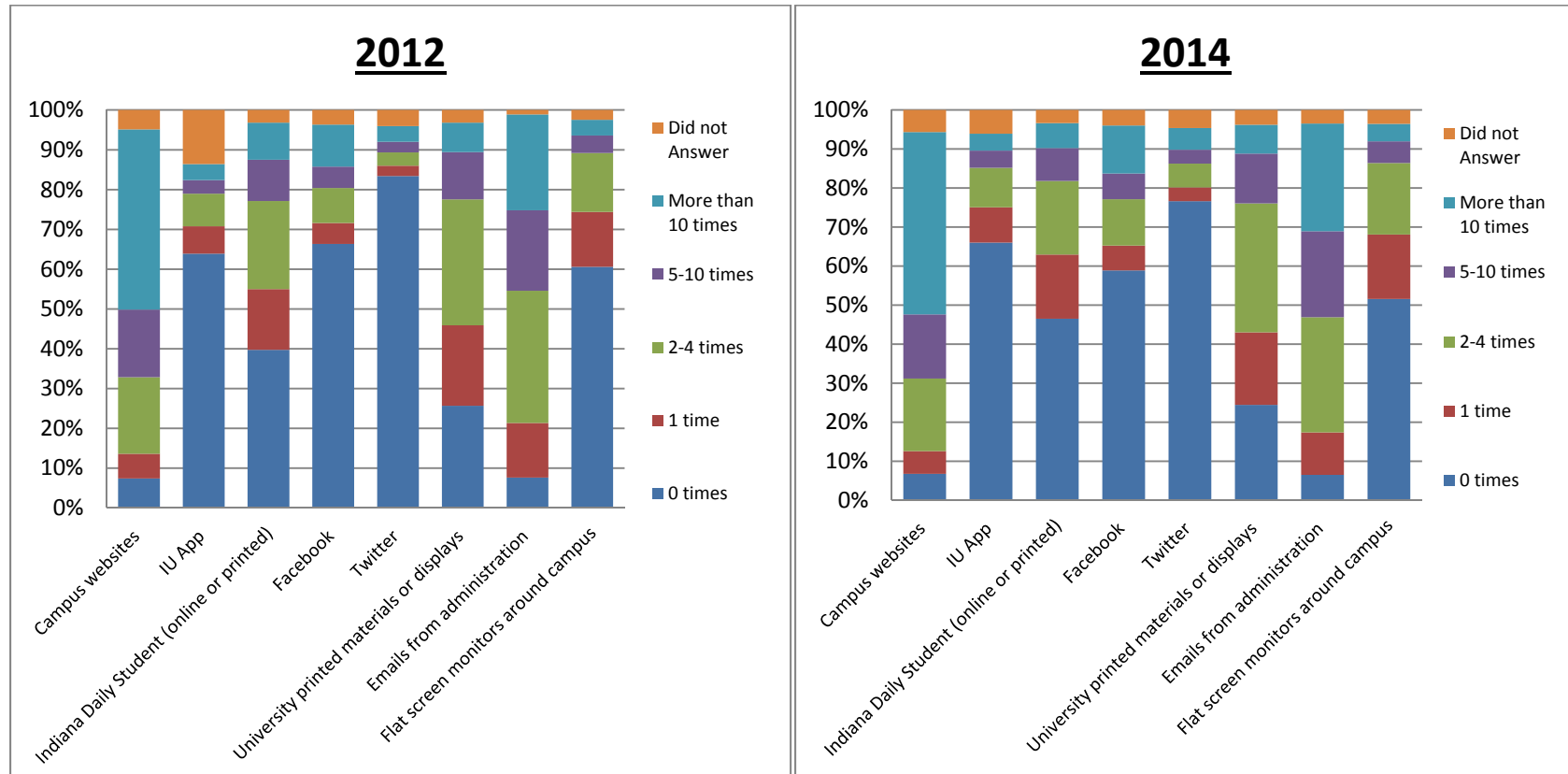
“Do you own a smartphone with a data plan (e.g., iPhone, Android, Blackberry, etc.)?”

Other – Do you have internet access at work?



*Distribution of survey responses to item
"Do you have internet access from your primary place of work?"*

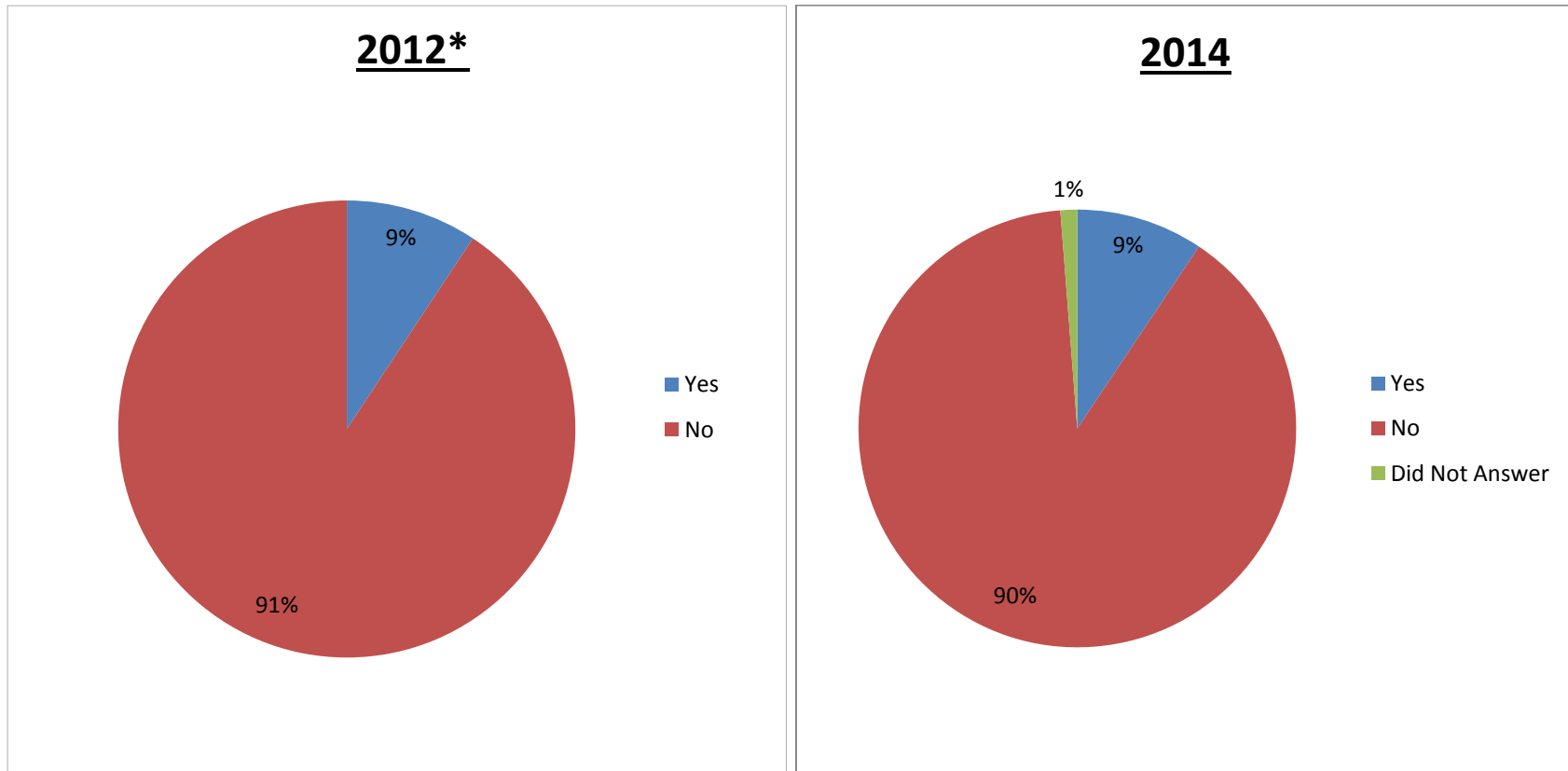
Other – IUB Information Sources



Distribution of survey responses to item

“How many times a month do you use these sources to get information about IUB?”

Other – Bike or Walk More if Nicer Weather

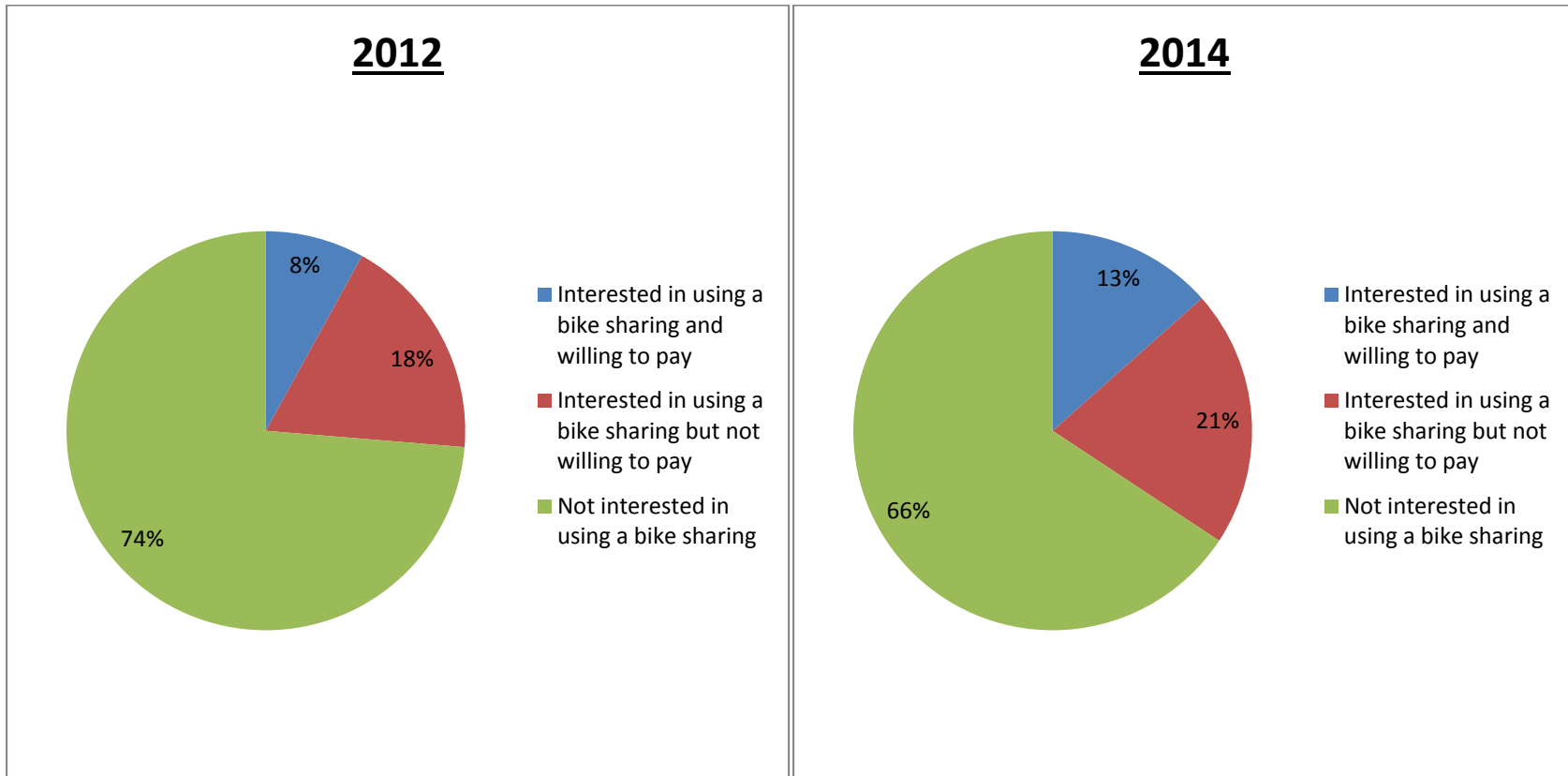


Distribution of survey responses to item

“Would you have biked or walked to campus more if the weather had been nicer last week?”

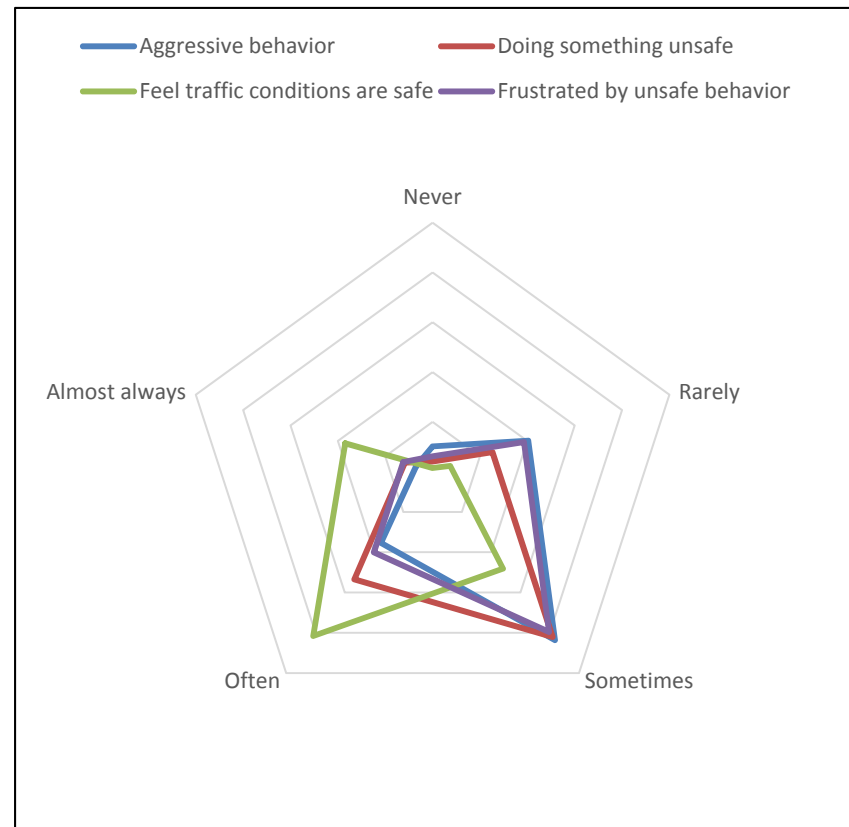
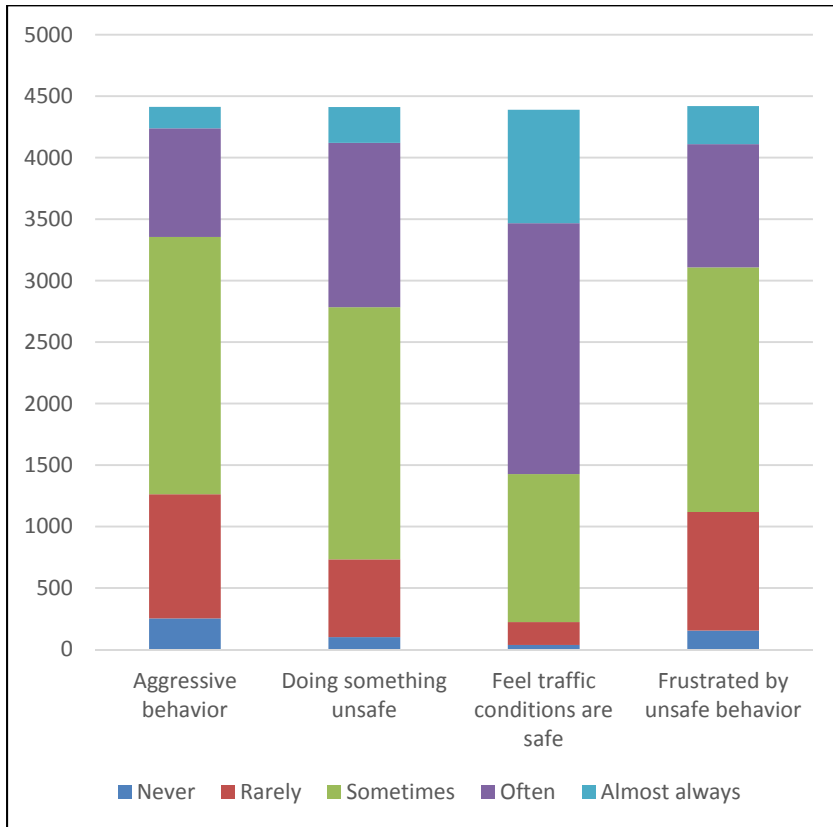
**0% Did Not Answer in 2012*

Other – Opinion on Bike Sharing



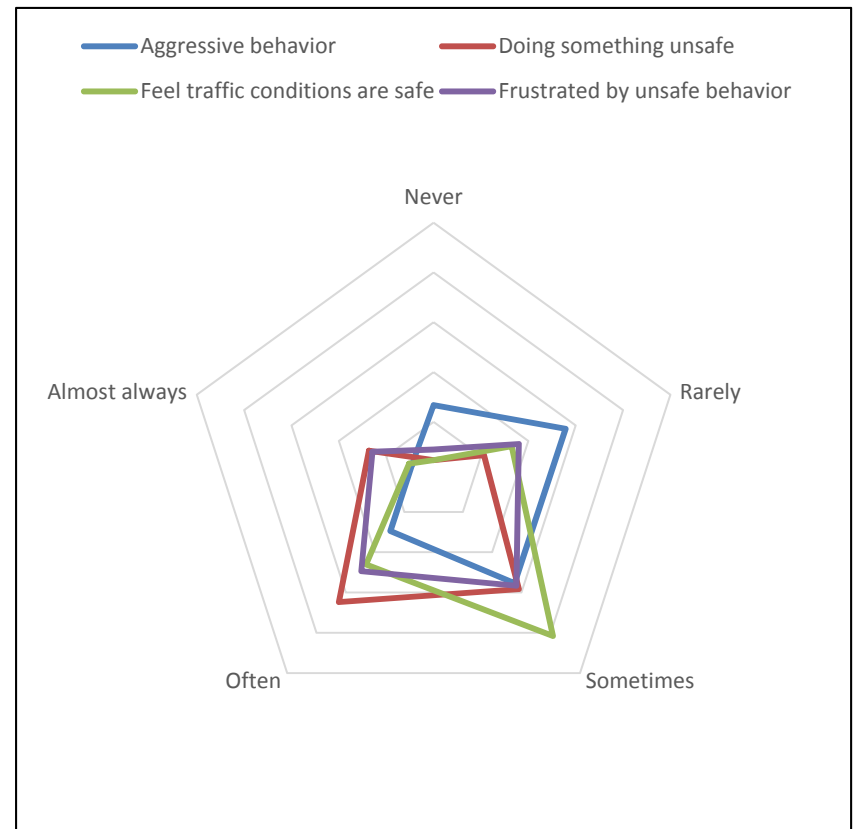
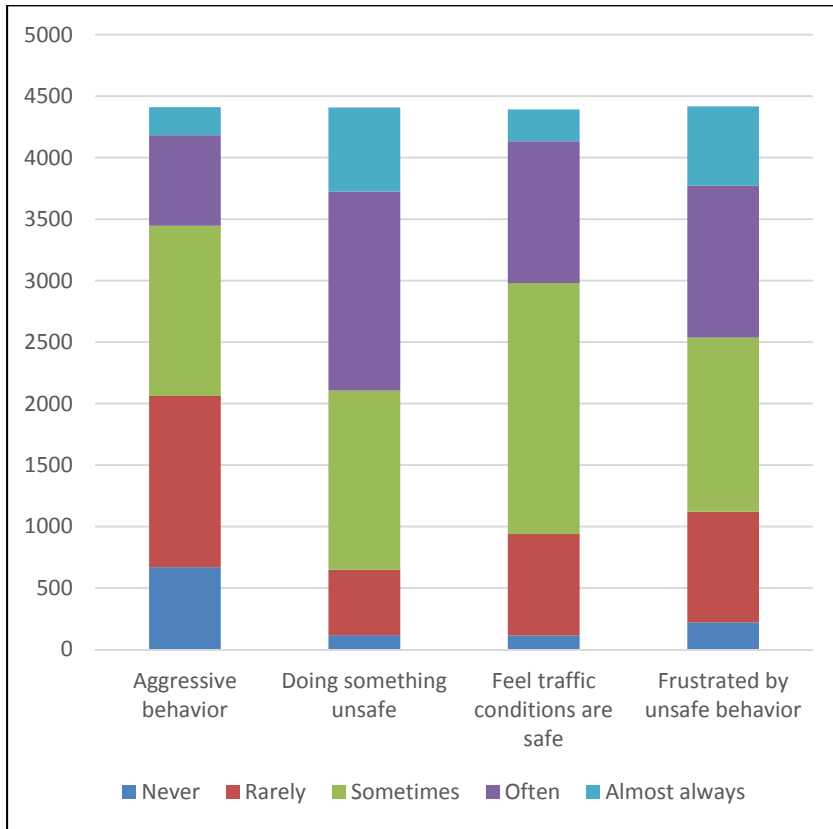
Interest in bike sharing system around campus and willingness to pay

Other – Opinions on Motorist Behavior



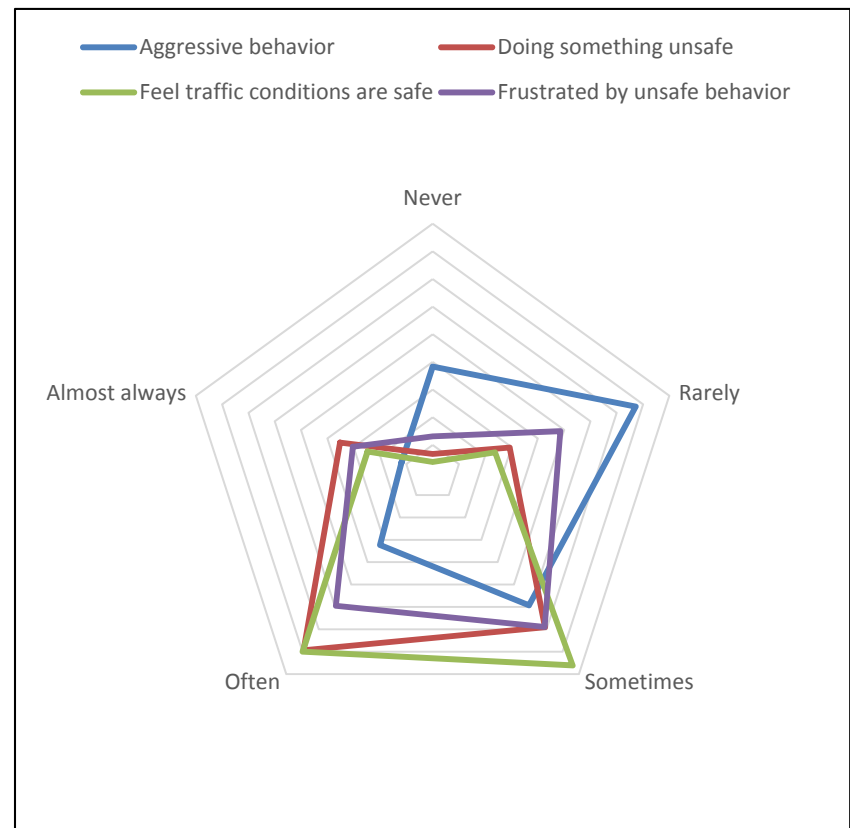
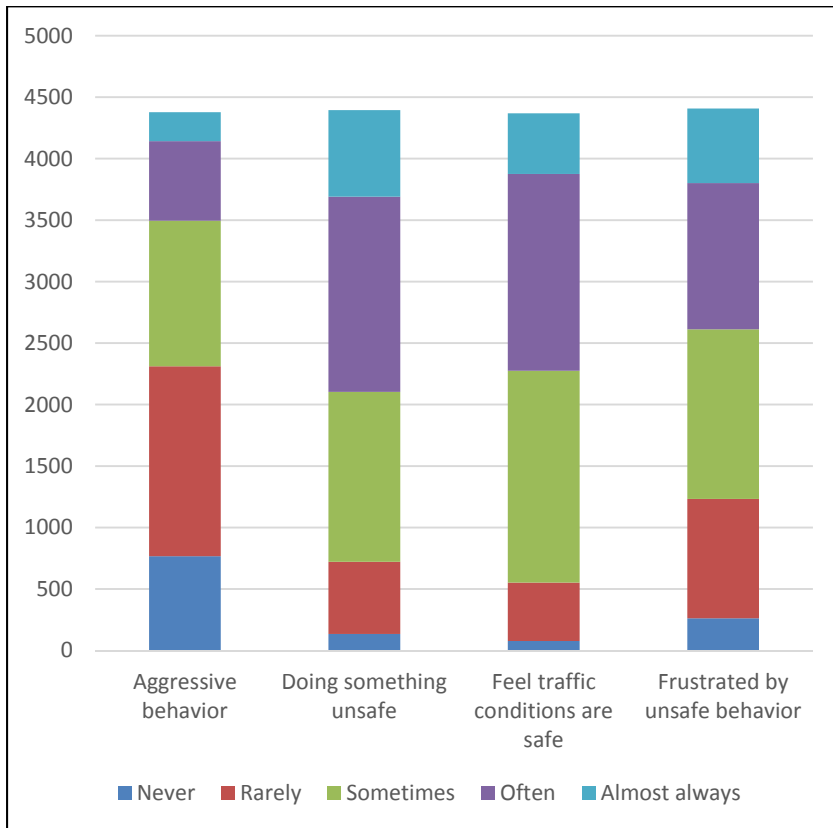
Combined distribution of responses – opinions on unsafe behaviors (Motorists)

Other – Opinions on Bicyclist Behavior



Combined distribution of responses – opinions on unsafe behaviors (Bicyclists)

Other – Opinions on Pedestrian Behavior



Combined distribution of responses – opinions on unsafe behaviors (Pedestrians)