

UNIVERSITY OF WASHINGTON

Campus Transportation Survey



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Executive Summary

OVERVIEW

- The U-PASS program, implemented at the University of Washington during Fall Quarter 1991, was developed to provide a range of commute options for the university population with the goal of decreasing the number of vehicles that travel to and from the campus. The U-PASS program offers a wide variety of services.
- The University of Washington has used a biennial survey (and recently an annual survey) to evaluate awareness of, use of, and satisfaction with the U-PASS program among university students, staff, and faculty. Findings from the survey are used to develop mode-split estimates as well as to meet The University's reporting requirements under the Washington State Commute Trip Reduction (CTR) Law.
- As in previous years, the 2015 survey was administered using both telephone and online methodologies. The 2015 research effort resulted in 1,456 completed interviews during the survey period: 609 students, 600 staff, and 247 faculty members.

KEY FINDINGS Travel Behavior

- On average, University of Washington students, faculty, and staff work or attend classes on campus four to five days a week.
 - Consistent with previous years, students and staff are on campus the most number of days while faculty are on campus the least number.

Executive Summary

KEY FINDINGS Travel Behavior

- This year is consistent with previous years' data , showing a multi-year trend of an increased amount of time spent on campus.

Table 1: Number of Days Spent on Campus

	Full Week				
	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
0 days	3%	3%	4%	4%	4%
1 day	5%	6%	6%	3%	4%
2 days	6%	6%	8%	4%	6%
3 days	8%	8%	11%	8%	9%
4 days	12%	11%	15%	13%	14%
5 days	58%	59% C	47%	61% C	57%
6 days	4%	4%	5%	4%	4%
7 days	3%	3%	5%	2%	3%
Mean 2015	4.43	4.41	4.29	4.52 C	4.45
Mean 2014	4.35	4.36	4.28	4.37	4.34
	Weekdays Only				
	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
0 days	4%	3%	4%	4%	4%
1 day	5%	6% D	6%	3%	4%
2 days	6%	7%	8%	5%	6%
3 days	8%	7%	11%	7%	8%
4 days	13%	12%	16%	13%	14%
5 days	64%	65% C	55%	66% C	62%
Mean 2015	4.28	4.27	4.11	4.39 C	4.30
Mean 2014	4.25	4.31	4.06	4.22	4.17
Mean 2012	4.21	4.28	4.02	4.16	4.11
Mean 2010	4.20	4.31	3.66	4.18	4.01

Letters note significant differences between sub-groups at 95% confidence.

Respondent Data

Base: Total Respondents

Q9A Which of the following days did you [WORK / ATTEND CLASSES] at the University of Washington main campus or in the U District?

Executive Summary

KEY FINDINGS Travel Behavior

- Based on the number of days respondents travelled to campus, University of Washington employees and students make at least 313,789 trips to campus in a typical week (Monday through Sunday)
 - Respondent segments accounted for the same proportions of all trips to campus in 2014 as well.
 - Nearly all trips (97%) are made Monday through Friday

Table 2: Total Number of Trips to Campus

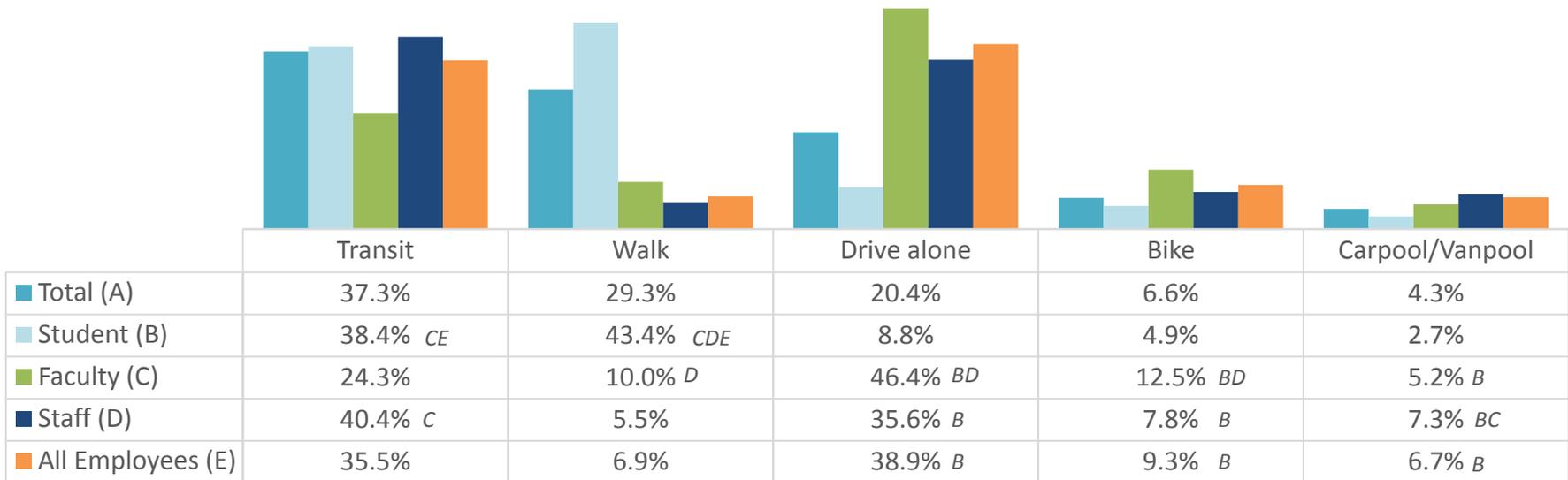
		Total	Student	Faculty	Staff	All Employees
Total Weekly Trips to Campus	Respondent Trips	6,224	3,822	738	1,664	2,402
	Population Trips	313,789	192,679	37,202	83,907	121,110
Total Weekday Trips to Campus	Respondent Trips	6,012	3,692	708	1,612	2,320
	Population Trips	303,063	186,104	35,672	81,287	116,959
Weekday Trips as a Percentage of Weekly Trips		97%	97%	96%	97%	97%

Executive Summary

KEY FINDINGS Mode Share

- More than twice as many weekday trips (Monday through Friday) to campus are transit trips than drive-alone vehicle trips.
 - Transit trips are most prevalent among students and staff. Both groups are more likely to use transit than drive.
 - Over two in five trips made by students are walking trips.
 - Nearly half of faculty member trips are drive-alone trips—compared to just over one out of four transit trips. A significant percentage of faculty trips are bicycle trips.

Figure 1: Mode Share for Commute Trips to Campus (Weekdays)



Letters note significant differences between sub-groups at 95% confidence.

Trip Data: Total Trips taken Monday through Friday

Base: All Respondents

Q10B Which part of your trip covered the longest distance (based on miles traveled)? (excluding telecommuters)

Executive Summary

KEY FINDINGS
Mode Share

- There has been little change in the primary travel mode used for trips to campus over the past decade.

Table 3: Percent of Transit and Drive-Along Trips 2002-2015 – Weekdays Only

		2002	2006	2010	2014	2015
Transit	Faculty	24%	27%	25%	27%	24%
	Staff	36%	37%	44%	43%	40%
	Students	39%	42%	43%	42%	38%
Drive Alone	Faculty	43%	44%	44%	44%	46%
	Staff	38%	39%	33%	32%	36%
	Students	16%	13%	10%	7%	9%

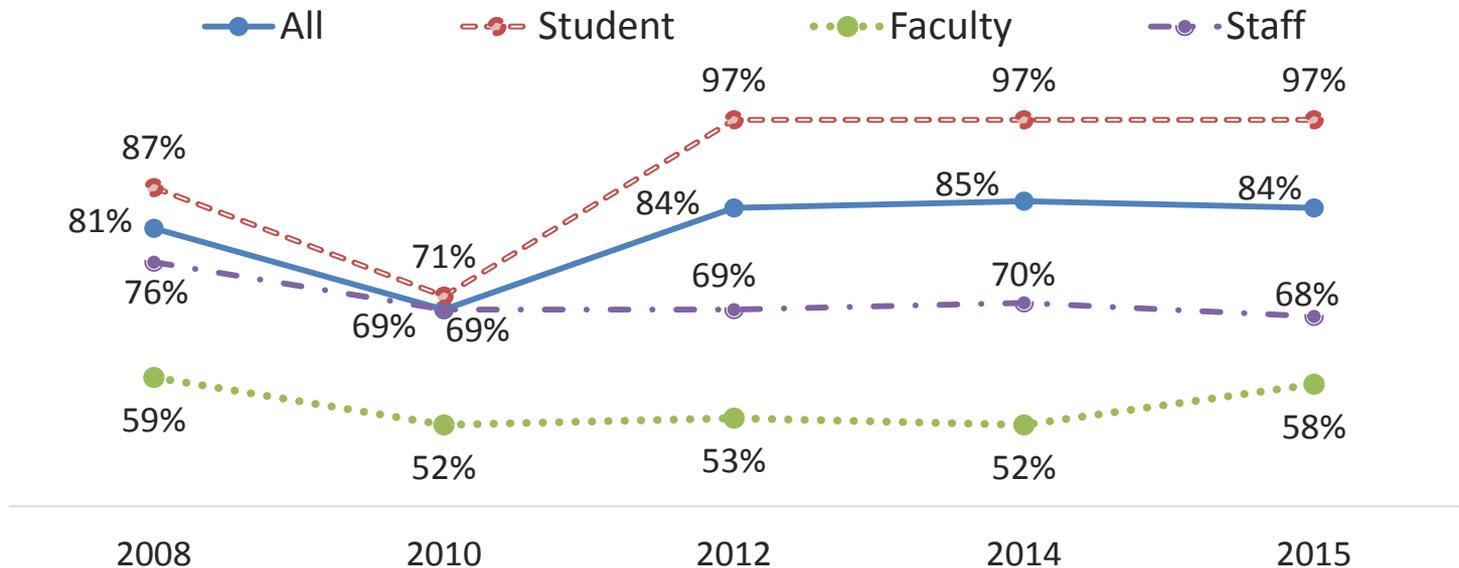
Source: Historical and Current Trip Data.

Executive Summary

KEY FINDINGS U-PASS PARTICIPATION

- Students are more likely than University of Washington employees to have a valid U-PASS – nearly all do (97%). (Note: In 2011 the U-PASS became a universal benefit. The participation among students increased at that time and remains at high levels.)
- Looking at U-PASS participation since 2008 shows that after dropping in 2010 (when the cost of the U-PASS increased), participation rose in 2012 and has remained at generally steady levels among students and staff.
 - Participation has increased in 2015 among faculty, from 52% in 2014 to 58% in 2015.
 - Over two thirds of staff (68%) have a valid U-PASS.

Figure 2: Percent of University of Washington Students, Faculty and Staff with a Valid U-PASS



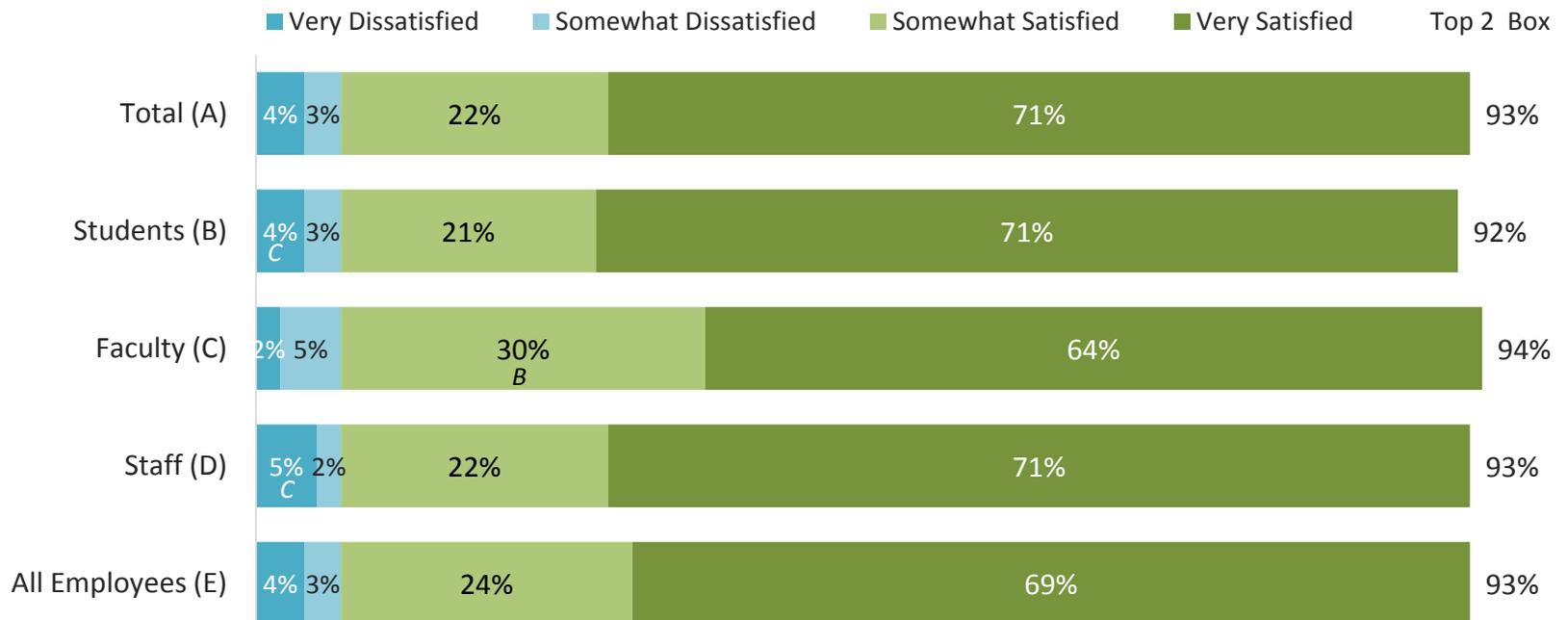
Source: Historical and Current Respondent Data
Base: All Respondents

Executive Summary

KEY FINDINGS Satisfaction with U-PASS

- University of Washington students and staff are overall satisfied with the U-PASS program. Across all respondent segments, at least nine out of ten give a “top two box” satisfaction rating (somewhat satisfied or very satisfied).
- Approximately seven out of ten respondents are “very satisfied” with the program. Ratings between the respondent segments are very similar.

Figure 3: Overall Satisfaction with the U-PASS Program



Letters note significant differences between sub-groups at 95% confidence.

Respondent Data.

Base: Respondents with U-PASS

Q28 Overall, how satisfied are you with the U-PASS program?

Executive Summary

KEY FINDINGS Trends in Satisfaction with U-PASS

- After dropping sharply from 2008 to 2010, satisfaction with the U-PASS program increased in 2012 and remained steady in 2014 and 2015.
- More claim they are very satisfied with the U-PASS program in 2015, 71% compared to 61% in 2014.

Table 4: Trends in Satisfaction with the U-PASS Program

	2006	2008	2010	2012	2014	2015
Total Satisfied	95%	94%	85%	90%	93%	93%
Very Satisfied	68%	67%	51%	63%	61%	71%
Somewhat Satisfied	27%	28%	34%	27%	32%	22%
Dissatisfied	5%	5%	15%	10%	7%	7%

Historical and Current Respondent Data.

Base: Respondents with U-PASS

Q28 Overall, how satisfied are you with the U-PASS program?

Study Background

- The University of Washington represents a major destination for faculty, staff, and students who commute to campus from many locations throughout the Puget Sound area and The University has been very active in taking steps to improve the commuter experience.
- In 1991, The University launched the U-PASS program to provide a range of commute options for the university population with the goal of decreasing the number of vehicles that travel to and from the campus. The U-PASS program offers a wide variety of services:
 - Full bus fare on King County Metro Transit, Pierce Transit, Everett Transit, Kitsap Transit, Community Transit, and Sound Transit.
 - Full fare on the Sounder Commuter Train and Link Light Rail.
 - Free use of the NightRide Shuttle, and an emergency ride home service for university employees who are U-PASS members
 - Discounted carpool parking and subsidized vanpool fares.
 - Discounts from Zipcar, Car2go, Pronto bike share and other transportation related merchants.
- The University of Washington offers bicycle facilities and ridematch services for carpooling and vanpooling to the entire University of Washington community whether or not they have a U-PASS.
- Starting in 1991, University of Washington and King County Metro collaborated on a biennial study to evaluate awareness of, use of, and satisfaction with the U-PASS program among university students, staff, and faculty and to develop ridership factors for use in transit contracts. Beginning in 2014, University of Washington conducted the study independently as the survey is no longer relied on for major factors in the university's transit contract.
- The 2015 study is the first time the study has been conducted annually.
- Findings from the survey are also used to meet The University's reporting requirements under the Washington State Commute Trip Reduction (CTR) Law.

Methodology

- The study began in 1991 as a telephone survey. In 2002, an online survey component was added to the methodology. Sampled faculty, staff, and students were sent an e-mail invitation asking them to complete the survey online. Non-respondents to the invitation were contacted by phone.
- The survey instrument remained largely the same over the years, with the addition of new questions to address changes to programs and services or new priorities. The survey instrument went through a large revision in 2012 increasing the length. In 2015 the number of questions was significantly reduced.
- Although the survey instrument has changed over time, the basic methodology has been retained:
 - University of Washington provided Pacific Market Research with a current roster list of University of Washington faculty, staff, and students associated with the Seattle campus.
 - Pacific Market Research drew a random sample from within each segment to achieve the desired number of completed surveys (assuming an overall response rate of 50%).
 - All those sampled with an e-mail address were sent a notification e-mail from the University of Washington and invitations from Pacific Market Research to complete the survey online.
 - Those with an e-mail address that did not respond were contacted by telephone.
 - All those without an e-mail address were contacted by telephone.
 - Sample with no email and no telephone were sent a letter with study information to their on campus mailbox.
- Extensive outreach was used to increase response rates including:
 - Email pre-notification informing participants of the upcoming study – sent from within the University of Washington.
 - Invitation and reminder emails sent from Pacific Market Research to those selected to take the survey
 - Mail notifications sent from University of Washington Transportation Services to campus mail boxes of faculty and staff selected to take the survey who did not have an email.
 - Email sent by the Provost's Office to faculty and staff selected to take the survey.
- Incentives to complete the survey
 - All completed surveys were entered into a drawing for 12 - \$25 University of Washington Bookstore gift cards. (Odds of winning 1:135)
 - One time boost incentive of a \$5 Amazon gift card to the first 50 completed surveys awarded December 10th.

Sample Plan, Data Collection, Response Rates

- The University of Washington provided a list of 64,188 faculty, staff, and students. Pacific Market Research drew a random sample within each group to achieve the required number of completed interviews.
- To qualify, those contacted were required to meet the following criteria:
 - Enrolled as a student for Fall Quarter 2015 or employed as faculty or staff
 - Working or attending classes on the University of Washington Seattle campus or in a University of Washington owned or leased building in the University District
- Data collection was completed between October 19, 2015, and December 20, 2015.
 - The holiday schedule in 2015 necessitated an extended data collection period. Data collection was stopped during the major holiday period in order to gather travel data for an entire week. In 2015, Veteran’s Day fell on November 11 and the Thanksgiving holiday fell on November 26. To ensure that travel data did not include holiday weeks, data collection was halted from November 11 through November 18 and again from November 25 through December 6.
- To ensure the ability to analyze results within the key subgroups (faculty, staff, and students) and to meet CTR requirements, faculty and staff are oversampled relative to their overall incidence in the University of Washington population. Weighting is applied so that the total responses accurately reflect the University of Washington population. Weights are calculated by dividing the population proportion for each group by the proportion of interviews for each group. The population numbers used for weighting were provided by the University of Washington after data collection had finished. See Appendix III, Table 29 for detailed analysis of weighting.

Final Sample Size and Response Rates

- An overall response rate of 38% was achieved in 2015. This compares to 38% in 2014 and 49% in 2012. (Low faculty participation in 2015 was a factor in reducing the response to the survey in 2015.)
- Sixty-five percent of all surveys were completed online, 35% by telephone.

Table 5: Final Sample Size and Response Rates

	Total	Student	Faculty	Staff	All Employees
Population	73,401	44,993	9,000	19,408	28,408
Total Sample Selected	4,107	1,578	1,128	1,401	2,529
Screened out	296	35	106	155	261
Qualified Sample	3,811	1,543	1,022	1,246	2,268
Completes - Web	953	334	177	442	619
Completes - Phone	503	275	70	158	228
Completes - Total	1,456	609	247	600	847
Response Rate	38%	39%	24%	48%	37%
Margin of Error					
Weighted Base	1,456	892	179	385	564
Unweighted	1,456	609	247	600	847
Margin of Error 95% Confidence Level	2.6%	4.0%	6.3%	4.0%	3.4%

Analysis and Reporting Conventions

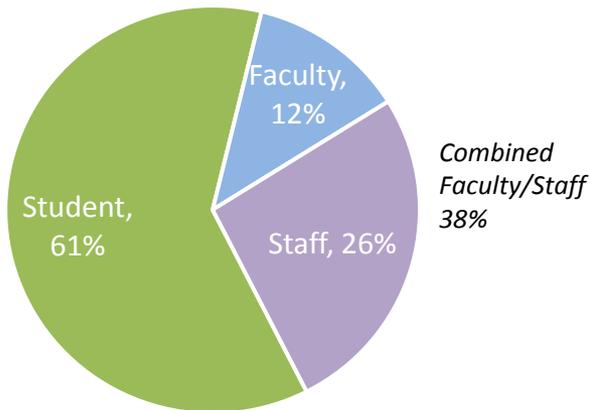
- The report is organized by major topic area, utilizing tables and charts to provide supporting data.
- Overall results for each topic area are reported, as well as relevant, statistically significant differences between key subgroups. Data is presented by respondent type as well as other meaningful subgroups as appropriate.
- Statistically significant differences between subgroup results are indicated with a letter noting the specific comparison at a 95 percent confidence level.
- Except where noted, tables and charts provide information from respondents who offered a valid opinion to a question. “Don’t know” and “refused” are counted as missing values unless “don’t know” is a valid or meaningful response.
- Percents are typically rounded to the nearest whole number. Some columns may sum to more or less than 100% because of rounding, the permissibility of multiple responses for specific questions, or based on presentation of abbreviated data.
- Comparisons with research from prior years are provided where appropriate. Due to significant revisions to the questionnaire, this is not always possible.
- All data in figures and tables are weighted unless specifically noted otherwise.

Section I: Respondent Characteristics

Respondent Profiles

- Approximately six in ten study participants are students (61%), while four in ten are either faculty or staff (38%).
- Nine in ten employees (90%) are employed full time. Over nine in ten students (92%) are enrolled full time.

Figure 4: Respondent Classification



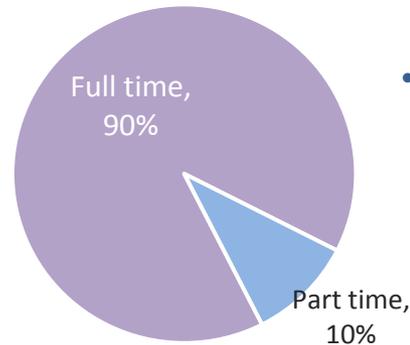
Base: All Respondents

S1 Are you currently (enrolled as a student/employed as faculty/staff member)?

S1A (If multiple roles) Are the majority of your hours spent as a...?

S1B (If multiple in S1A) Do you primarily consider yourself a student, faculty, or staff member?

Figure 5: Employee Hours Classification



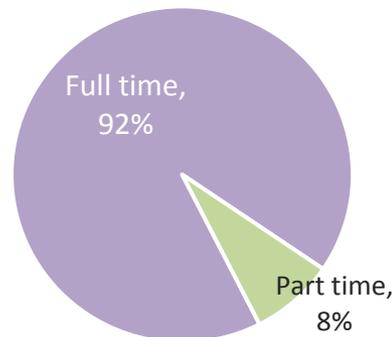
- Employees: 90% of employees are employed full time; 98% say their position is intended to last 12 months or more.

Base: All Employees

QS3 Are you employed (full time/part time)...?

S3A Is your position intended to last 12 months or more?

Figure 6: Student Hours Classification



- Students: 92% of students are enrolled full time (10+ hours).

Base: All Students

QS4 How many credits are you currently registered for this quarter?

S4A Are you a full-time or part-time student?

All Resp.	Student	Faculty	Staff	Faculty/Staff
Base	892	179	385	564
Unweighted	609	247	600	847

Respondent Demographics

- Across all study participants, six in ten (59%) are female, four in ten (41%) are male. Nine in ten (89%) have a valid driver's license, and nearly all (96%) have access to a Smartphone or similar type of device while on campus.

Table 6: Respondent Characteristics

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Gender	Male	41%	41%	53% BD	36%	41%
	Female	59%	59% C	47%	64% BC	59%
Age	18 to 24	43%	68% CDE	0%	3% C	2%
	25 to 34	25%	27% CE	11%	27% C	22%
	35 to 44	13%	4%	27% B	26% B	27% B
	45 to 54	9%	1%	25% B	20% B	21% B
	55 to 64	8%	0%	22% B	21% B	22% B
	65 or older	2%		14% D	3%	6%
	Mean	32	23	49 BD	43 B	45 B
Valid license	Yes	89%	82%	100% BD	98% B	98% B
Smartphone	Yes	96%	98% CDE	95%	92%	93%

- Students: More likely to be female than male. About eight in ten have a valid driver's license, nearly all have a Smartphone to use while on campus.
- Faculty: More likely to be male than female; older than staff (and students). All have a valid driver's license, nearly all have a Smartphone to use while on campus.
- Staff: Almost twice as likely to be female than male. Older than students. Nearly all have a valid driver's license, nine in ten have a Smartphone to use while on campus.

Letters note significant differences between sub-groups at 95% confidence.

Base: All Respondents

D1 Are you (age category)?

D2 Are you male or female?

D3 Do you have a valid driver's license?

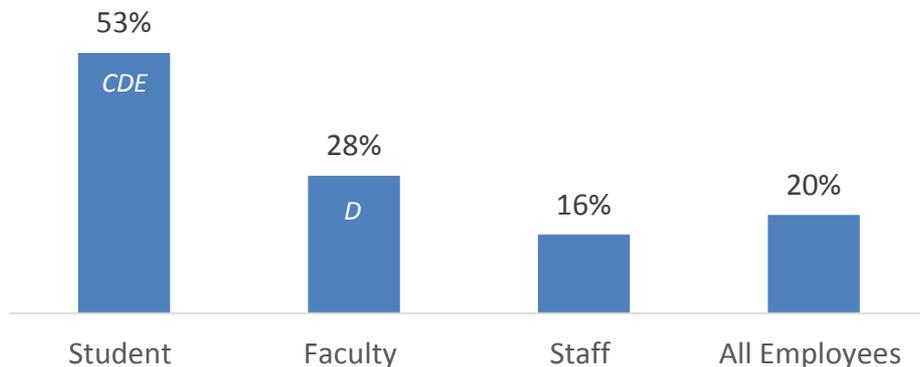
D4 Do you have access to a Smartphone or similar device... while on campus?

Base	1456	892	179	385	564
Unweighted	1456	609	247	600	847

**Section II:
Area of Residence;
Proximity of Home to Campus**

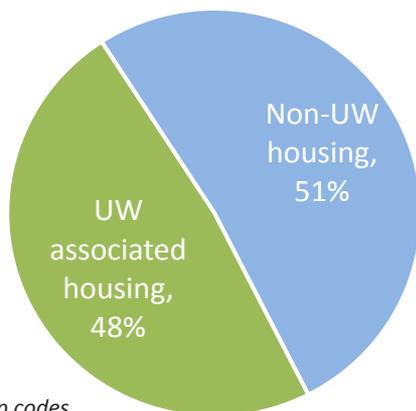
Area of Residence/Proximity to University of Washington Campus

Figure 7: Zip Code Close to Campus (Net)



- Students are more likely than both faculty and staff to live in close proximity to campus. A higher proportion of faculty live in close proximity to campus when compared with staff.

Figure 8: Student Residences in Close Proximity to Campus



- Students in close proximity to campus are almost evenly split between those in non-University of Washington housing (51%) and those in University of Washington associated housing (48%).
- Three in ten students (30%), living in close zip codes, live on campus.

UW Housing Breakdown:

- On campus – 30%
- Off campus – 11%
- Fraternity/sorority – 8%

Respondent Data

Base: Students living in close to UW zip codes

(98105, 98115, 98195)

Base n=469(weighted)

Q4A Do you live in...?

Base: All Respondents

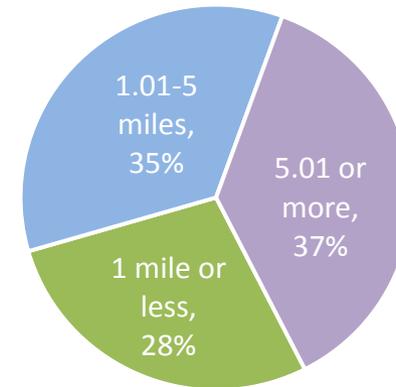
Q4 What is the zip code associated with your current residence (or while attending University of Washington)?

	All Resp.	Student	Faculty	Staff	Faculty/Staff
Base		892	179	385	564
Unweighted		609	247	600	847

Figure 9: Distance From Home to Campus

Distance From Home to Campus

- Respondents were asked how many miles they live from the University of Washington campus. Across all study participants, about three in ten (28%) live within one mile, just over one third (35%) live from one mile to five miles, and the remainder (37%) live more than five miles away from campus.



- Students: More likely to live closest to campus – nearly three quarters (74%) live within five miles or less.
- Faculty: Tend to live closer to campus than staff – six in ten (59%) live within five miles or less.
- Staff: Likely to have the longest commutes – nearly four in ten (37%) live more than ten miles from campus.

Table 7: Distance From Home to Campus

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)	
Distance: Home to Campus	1 mile or less	28%	43% CDE	7%	4%	5%
	1.01-2 miles	10%	10%	17% D	8%	11%
	2.01-5 miles	25%	21%	35% B	31% B	32% B
	5.01-10 miles	14%	10%	19% B	20% B	20% B
	More than 10 miles	23%	17%	22%	37% BC	32% B
	Mean 2015	7.1	5.7	6.9	10.5	9.3
Mean 2014*	-	7.48	10.08	11.78	11.38	
Median	3.5	2.0	4.5	7.0	6.0	

Letters note significant differences between sub-groups at 95% confidence.

* The decline in mileage between 2015 and 2014 may be due to the introduction of a mapping tool for online respondents resulting in more accurate responses.

Respondent Data

Base: All Respondents including those who live on campus
Q5A How many miles is it from where you live to the University of Washington main campus?

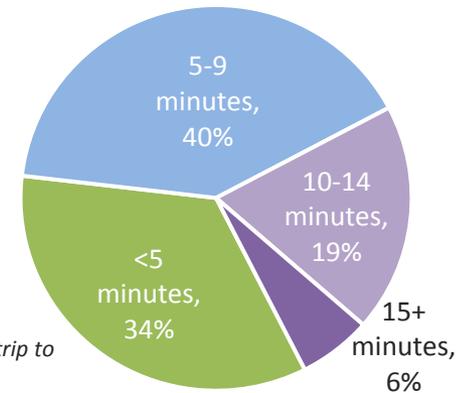
Base	1449	885	179	385	564
Unweighted	1451	604	247	600	847

Section III: Final Destination; Parking; Carpooling

Time From Bus Drop Off on Campus to Arrival at Destination

- Three quarters (74%) of those arriving on campus via bus transit can get to their final destination in under 10 minutes.
 - One third (34%) arrive at their final destination in less than 5 minutes.
 - For one quarter (25%) it takes 10 minutes or more.

Figure 10: Time From Transit Drop Off to Destination on Campus



Base: All Respondents whose last leg of trip to campus is transit; n=621 (weighted)

Table 8: Time From Transit Drop Off to Destination on Campus

- On average, it takes students and staff longer to arrive at their final destination – six and one half minutes compared to four and one half minutes for faculty.

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Time from drop off to final destination					
<5 minutes	34%	31%	41%	40%	40%
5-9 minutes	40%	40%	49%	36%	39%
10-14 minutes	19%	22%	9%	16%	15%
15 or more minutes	6%	6%	1%	7%	6%
Mean	6.3	6.4	4.5	6.5	6.0

Letters note significant differences between sub-groups at 95% confidence.

Base	621	396	53	172	225
Unweighted	612	270	74	268	342

Respondent Data

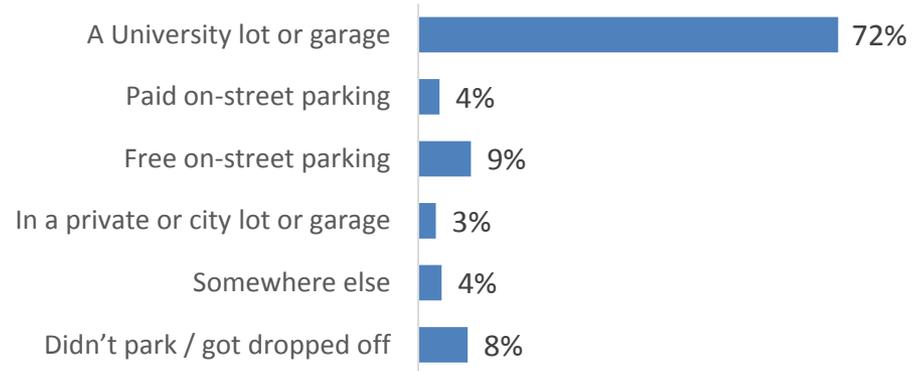
Base: All Respondents whose last leg of trip is on transit

Q18B When you take the bus to campus, how long does it typically take you to walk from where you got off the bus to your final destination?

Parking Upon Arrival at UW Campus

- The majority (72%) of those who arrive on campus via car, carpool, vanpool, motorcycle or moped park in a university lot or garage.

Figure 11: Parking Location



Base: Those whose last leg to campus is driving/carpool/vanpool/motorcycle/moped
Base n=518 (weighted)

Table 9: Parking Location

- Students: More likely to use on street parking (paid or free) or to be dropped off.
- Faculty: More likely than students or staff to park in a university lot or garage.
- Staff: More likely than students to park in a university lot or garage and more likely than faculty to park for free on the street.

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Where they park	A University lot or garage	72%	59%	88% BD	75% B	79% B
	Paid on-street parking	4%	8% CDE	1%	1%	1%
	Free on-street parking	9%	11% C	3%	10% C	7%
	In a private or city lot or garage	3%	4%	2%	4%	3%
	Somewhere else	4%	5%	4%	3%	4%
	Didn't park / got dropped off	8%	12% CE	3%	7%	6%

Letters note significant differences between sub-groups at 95% confidence.

Base	518	195	111	212	323
Unweighted	617	133	154	330	484

Respondent Data

Base: Those whose last leg to campus is driving/carpool/vanpool/motorcycle/moped

Q18 When you [DRIVE / CARPOOL / VANPOOL/RIDE YOUR MOTORCYCLE/MOPED] to

campus, where do you typically park?

Time From Parking to Arrival at Destination on Campus

- Six out of ten (59%) who arrive on campus and park can get to their final destination in under 10 minutes.
 - One quarter (24%) arrive at their final destination in less than 5 minutes.
 - For four out of ten (40%) it takes 10 minutes or more.
- Students: Take significantly more time to arrive at their final destination after parking. A new student parking permit policy was enacted in Fall, 2015.
- Faculty: Average less time than students or staff to get from parking to their final destination.
- Staff: Average less time than students but more time than faculty to get from parking to their final destination.

Figure 12: Time From Parking to Destination on Campus

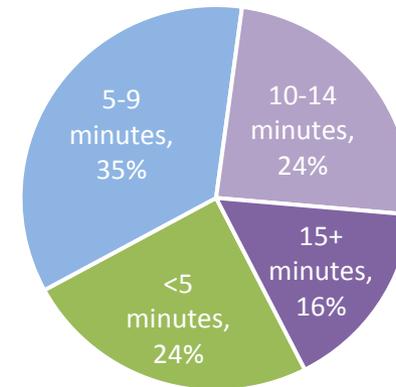


Table 10: Time From Parking to Final Destination on Campus

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Time from parking to final destination					
<5 minutes	24%	12%	33%	31%	32%
5-9 minutes	35%	35%	37%	34%	35%
10-14 minutes	24%	28%	21%	21%	21%
15 or more minutes	16%	24%	9%	13%	12%
Mean	7.8	9.3	6.1	7.4	7.0

Letters note significant differences between sub-groups at 95% confidence.

Base	518	195	111	212	323
Unweighted	617	133	154	330	484

Respondent Data

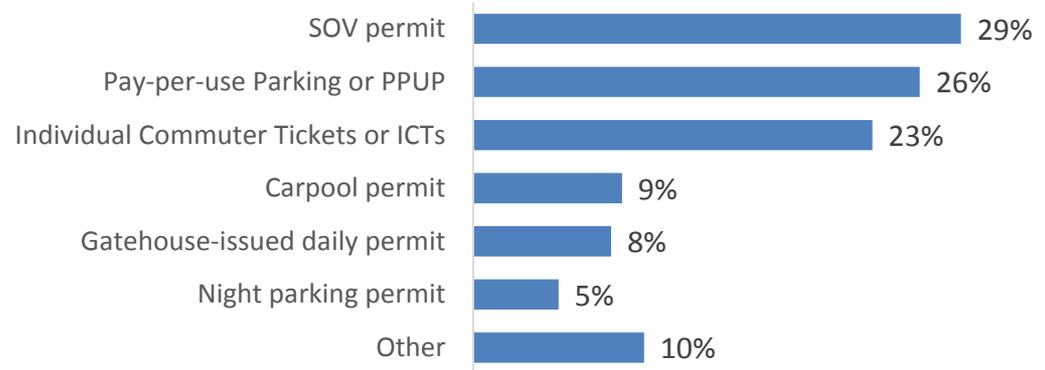
Base: All Respondents whose last leg of trip is driving/carpool/vanpool/motorcycle/moped
 Q18A How long does it typically take you to walk from where you left your vehicle to your final destination?

Base: All Respondents whose last leg of trip to campus is driving/carpool/vanpool/motorcycle/moped; n=518 weighted)

Parking Products Used

- The three most utilized parking products are the Single Occupancy Vehicle (SOV) permit, pay-per-use parking (PPUP), and Individual Commuter Tickets (ICTs).
- Only small numbers use hourly parking permits, motorcycle permits, or gatehouse issued carpool parking permits.

Figure 13: Parking Products Used



Base: Those whose last leg to campus is driving/carpool/motorcycle/moped
Base n=363 (weighted)

Table 11: Parking Products Used

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Parking products used	SOV permit	29%	19%	41% BD	28%	33% B
	Pay-per-use Parking or PPUP *	26%	16%	27%	32% B	30% B
	Individual Commuter Tickets or ICTs *	23%	16%	23%	28% B	26%
	Carpool permit *	9%	10%	9%	9%	9%
	Gatehouse-issued daily parking permit	8%	18% CDE	3%	4%	4%
	Night parking permit	5%	14% DE		2%	1%
	Machine-issued hourly	2%	5%	1%	0%	1%
	Motorcycle permit	2%	4%	1%	1%	1%
	Gatehouse-issued carpool parking permit	2%	5%			
	Other	4%	7%		4%	2%

- Students: More likely to use gatehouse-issued daily permits and night parking permits.
- Faculty: More likely than students or staff to use SOV permits.

* Transportation Services does not offer these products to students unless they are classified as Academic Student Employees. Some students may carpool with UW employees, or may have mistaken these products for others that are available to students.

Letters note significant differences between sub-groups at 95% confidence.

	Base	113	98	153	250
Unweighted	363	77	135	238	373

Respondent Data

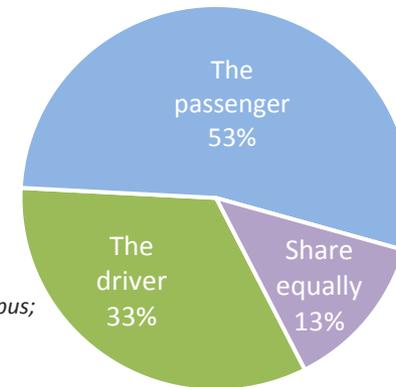
Base: Those whose last leg to campus is driving/carpool/motorcycle/moped

Q18C Which of the following parking products do you use when parking on campus?

Role Played When Carpooling to Campus

- Over half (53%) of those who carpool to campus typically are the passenger, while nearly one third (33%) are the driver. The remaining thirteen percent share the driver/passenger roles equally.

Figure 14: Typical Role When Carpooling



Base: All Respondents who carpool to campus;
n=107 (weighted)

Table 12: Typical Role When Carpooling

- There is little difference in response by respondent segment, except that staff are more likely than faculty to equally share the driver and passenger roles.

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Role in carpool	The driver	33%	29%	41%	36%	37%
	The passenger	53%	60%	55%	44%	47%
	Share driving responsibility equally	13%	11%	5%	20% C	15%

Letters note significant differences between sub-groups at 95% confidence.

Base	107	51	16	40	56
Unweighted	119	35	22	62	84

Respondent Data

Base: All Respondents who carpool to campus
Q19 When you carpool are you typically...?

Carpool Members' Association with University of Washington Campus

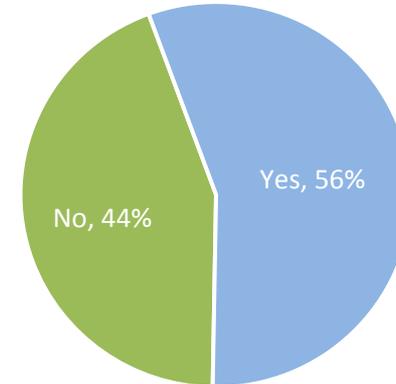
- Over half (56%) of those who carpool to campus say that all members of their carpool work or attend classes at University of Washington owned or leased buildings on the main campus or in the University District, while forty-four percent say they do not.

Those 44% (n=47) were asked if they or other members of the carpool were dropped off somewhere other than the University of Washington campus or University District:

- I was dropped off somewhere else – 27%
- Other members of the carpool were dropped off – 16%
- No one was dropped off – 47%
- Something else – 10%

*Base: Not all carpool members work on campus/attend classes; n=47
Q20A Were you or some other members of your carpool dropped off somewhere other than University of Washington building or the University District?*

Figure 15: All Carpool Members Work/Attend Classes on UW Campus



Base: All Respondents who carpool to campus; n=107 (weighted)

Table 13: All Carpool Members Work/Attend Classes on University of Washington Campus

		Total	Student	Faculty	Staff	All Employees
All Work or Attend Classes at UW	No	44%	46%	27%	49%	43%
	Yes	56%	54%	73%	51%	57%
Base		107	51	16	40	56
Unweighted		119	35	22	62	84

- There were no significant differences on this question by respondent segment.

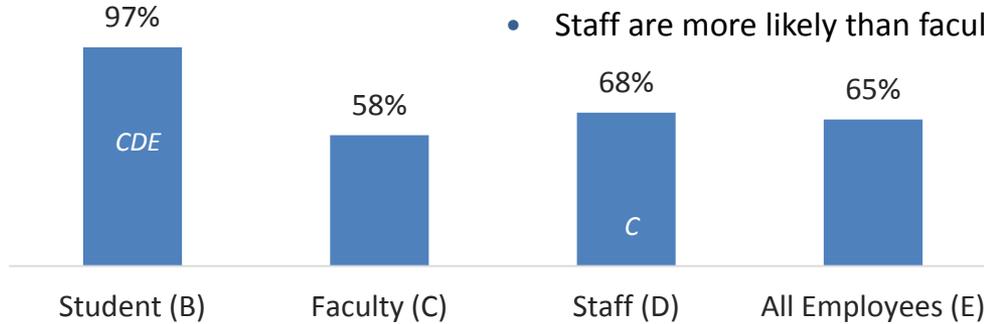
Respondent Data

*Base: All Respondents who carpool to campus
Q20 Do all members of your carpool work or attend classes at UW owned or leased buildings on the main campus or in the University District?*

Section IV: U-PASS Participation

U-PASS Participation

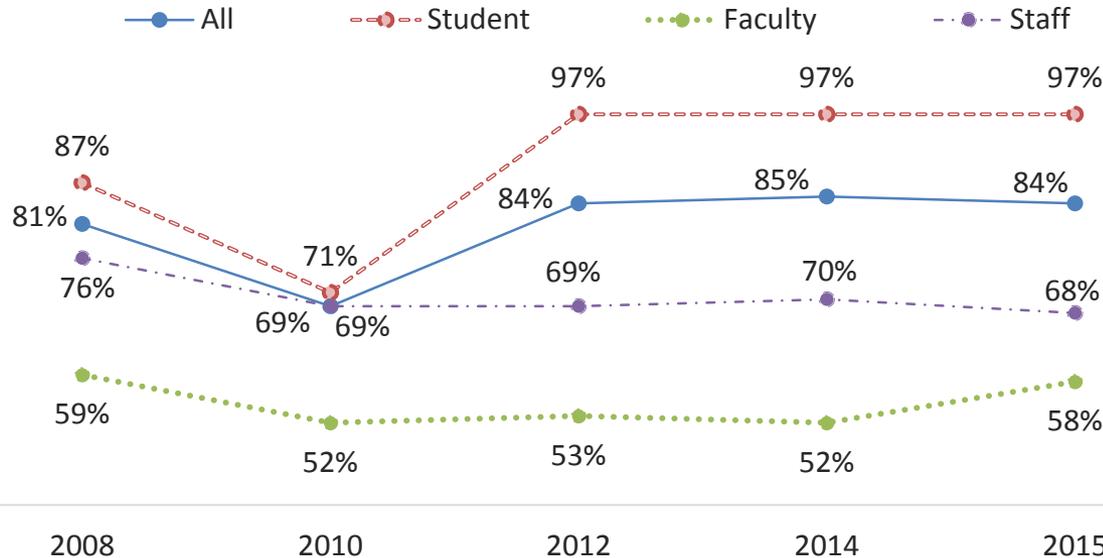
Figure 16: Have U-PASS valid for Fall 2015 “Yes” Responses



Letters note significant differences between sub-groups at 95% confidence.

- Students are more likely than faculty/staff to have a valid U-PASS – nearly all do (97%). (Note: In 2011 the U-PASS became a universal benefit. The participation among students increased at that time and remains at high levels.)
- Staff are more likely than faculty to have a U-PASS valid for Fall 2015 (68% vs. 58%).

Figure 17: Percent with Valid U-PASS – Trend Data



- Looking at U-PASS participation since 2008 shows that after dropping in 2010 (when the cost of the U-PASS increased), participation rose in 2012 and has remained at generally steady levels among students and staff.
- Participation has increased in 2015 among faculty.

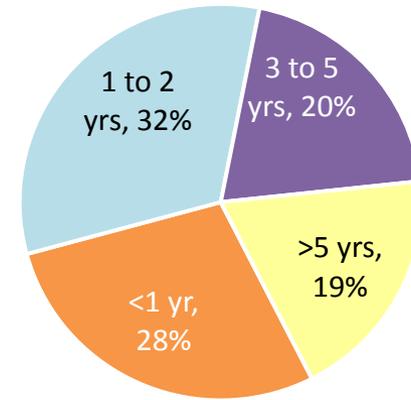
Base: All Respondents
Q24 Do you have a U-PASS that is valid for Fall Quarter 2015?

All Resp.	Student	Faculty	Staff	Faculty/Staff
Base	892	179	385	564
Unweighted	609	247	600	847

Source: Historical data Base: All Respondents

Length of Time Had U-PASS

Figure 18: Length of Time Had U-PASS



- Across all respondents with a valid U-PASS, almost three quarters (71%) have had their U-PASS for a year or more.
- Students make up the greatest proportion of those who have had U-PASS less than a year (35%).

- Students: About one out of four students (28%) are new members – that is, Fall Quarter 2015 is the first quarter they have had U-PASS.
- Not surprisingly, faculty and staff are more likely than students to be long term U-PASS users.
- Faculty exhibit more longevity of use than staff – over two thirds of faculty (67%) have had U-PASS for more than five years, compared to over half of staff (56%).

Table 14: Length of Time Had U-PASS

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Length of time have had U-PASS	First quarter I have had one	20%	28% CDE	4%	1%	2%
	Less than one year	8%	7%	5%	12% BC	10%
	1 to 2 years	32%	40% CDE	12%	15%	14%
	3 to 5 years	20%	22% CDE	12%	15%	14%
	More than 5 years	19%	2%	67% BD	56% B	59% B

Letters note significant differences between sub-groups at 95% confidence.

Base	1210	847	102	261	363
Unweighted	1126	578	141	407	548

U-PASS Acquisition

- Faculty and staff can obtain a U-PASS along with a parking permit or through outright purchase. Combined, about seven in ten employees purchased their U-PASS, while two in ten received them with an SOV (Single Occupancy Vehicle) parking permit. Smaller numbers (7%) received their U-PASS with a carpool parking permit.
- University of Washington faculty (31%) are more likely than staff (14%) to have received their U-PASS with an SOV parking permit, while staff are more likely to have purchased their U-PASS (75%).

Figure 19: How U-PASS Acquired - Employees



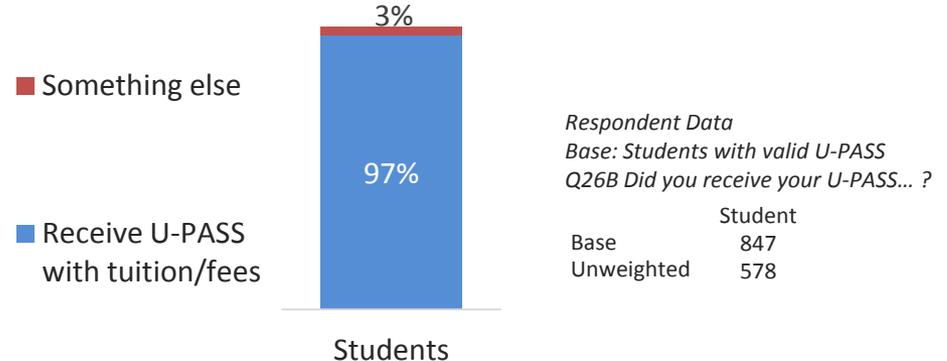
Base: Employees with valid U-PASS
Q26A Did you receive your U-PASS... ?

	Faculty	Staff	Faculty/Staff
Base	102	261	363
Unweighted	141	407	548

Letters note significant differences between sub-groups at 95% confidence.

Figure 20: How U-PASS Acquired - Students

- Students pay for the U-PASS as part of their student fees or through outright purchase. Nearly all students responding to the survey received their U-PASS through their tuition and fees; only 3% purchased their U-PASS.



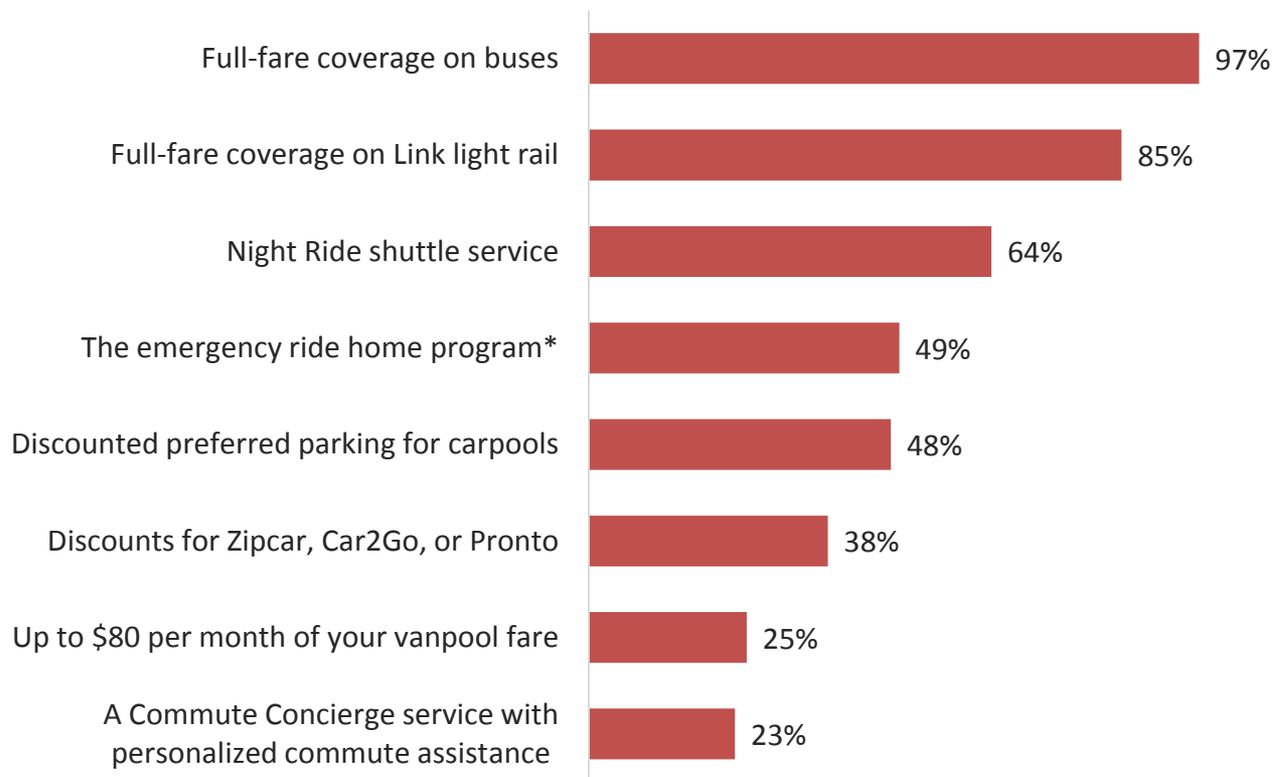
Respondent Data
Base: Students with valid U-PASS
Q26B Did you receive your U-PASS... ?

	Student
Base	847
Unweighted	578

Awareness of U-PASS Benefits

- Respondents were asked about their awareness of a variety of U-PASS benefits or features. Across all study participants, awareness is highest regarding full-fare coverage on buses and on Link light rail.
- Respondents have lowest awareness regarding vanpool fare credits and the Commute Concierge service.

Figure 21: Awareness of U-PASS Features/Benefits – “Yes” Responses



Respondent Data

Base: All Respondents; n=1456 (weighted)

*Base: Only Faculty/Staff rated this benefit

Q27C Are you aware that the U-PASS provides...?

Awareness of U-PASS Benefits

- Awareness of the different U-PASS benefits varies by participant segment.

Table 15: Awareness of U-Pass Feature/Benefit – “Yes” Responses

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Yes, aware that U-PASS provides...	Full-fare coverage on buses	97%	98% CDE	95%	96%	95%
	Full-fare coverage on Link light rail	85%	85%	79%	86% C	84%
	Night Ride shuttle service	64%	68% CDE	58%	57%	57%
	The emergency ride home program	49%	N/A	47%	51%	49%
	Discounted preferred parking for carpools	48%	42%	53% B	58% B	56% B
	Discounts for Zipcar, Car2Go, or Pronto	38%	39%	35%	39%	38%
	Up to \$80 per month of your vanpool fare	25%	22%	24%	33% BC	31% B
	A Commute Concierge service with personalized commute assistance	23%	21%	20%	30% BC	27% B

- Students: Highest awareness of the benefit of full-fare coverage on buses and of the Night Ride shuttle service compared to faculty and staff, but lower awareness of the discounted preferred parking for carpools.
- Staff: Greater awareness of the vanpool fare credits and the Commute Concierge service than both faculty and students.
- Faculty: Less aware of several U-PASS benefits when compared to staff (Link light rail fare coverage, vanpool fare credit and concierge service).

Letters note significant differences between sub-groups at 95% confidence.

Base	1456	892	179	385	564
Unweighted	1456	609	247	600	847

Respondent Data

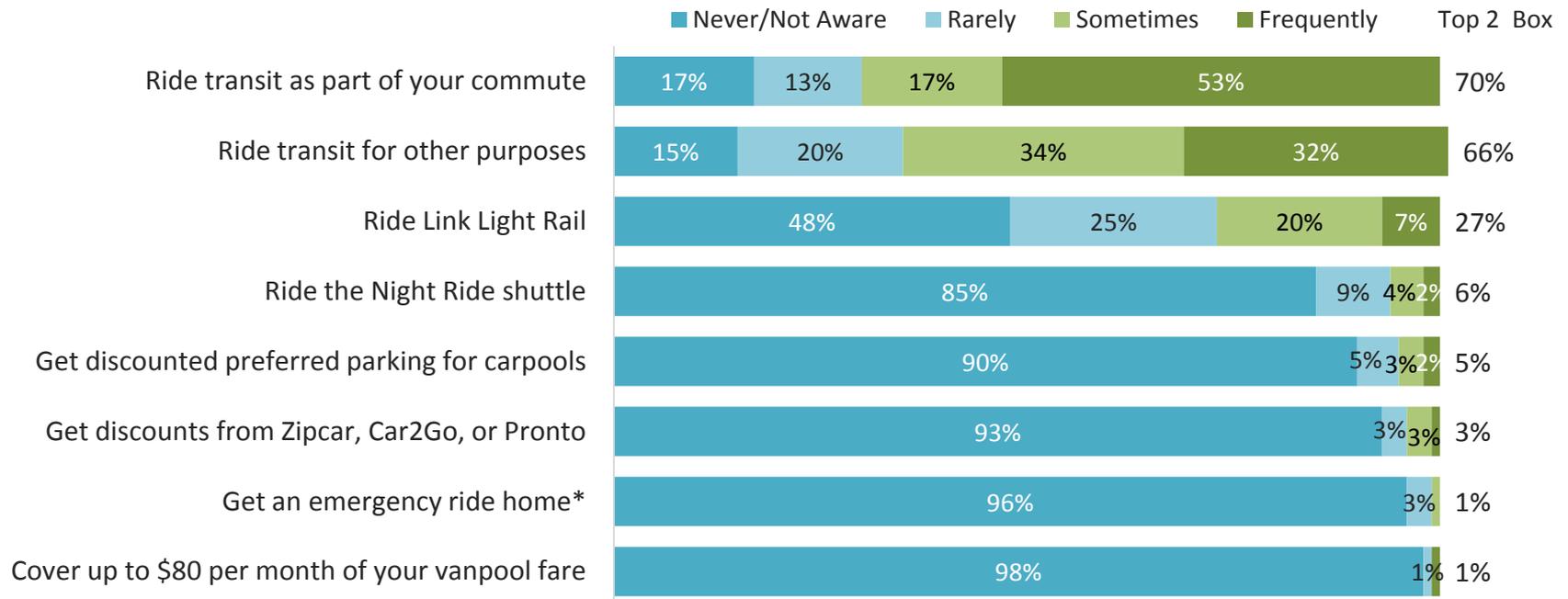
Base: All Respondents

Q27C Are you aware that the U-PASS provides...?

Using the U-PASS

- Respondents were asked about their use of U-PASS for a variety of different activities, using a frequency scale of frequently/sometimes/rarely/never.
- Results across total participants with a valid U-PASS shows a lot of variation in the use of different benefits.
- Riding transit as part of their commute or for other purposes are by far the most common uses of U-PASS.
- The least utilized features are for discounts on Zipcar, Car2Go, or Pronto; for vanpool fare credits, or for an emergency ride home (for faculty/staff).

Figure 22: Use of Various U-PASS Features/Benefits



For readability, mentions of 1% not labeled on graph.

Respondent Data

Base: All Respondents with U-PASS; n=1,210 (weighted)

*Base: Only Faculty/Staff rated this benefit

Q27 How often have you used your U-PASS to do each of the following...?

Primary Uses of U-PASS by Segment

- The primary usage patterns for U-PASS vary by segment.

Table 16: Primary Uses of U-PASS by Segment

		Never	Rarely	Some-times	Freque-ntly	Top 2 Box
Ride transit as part of commute	Students (B)	20% DE	13%	18% D	49%	67%
	Faculty (C)	16% D	18% D	17%	49%	66%
	Staff (D)	9%	11%	12%	68% BC	80% BC
Ride transit for other purposes	Students (B)	14%	17%	34%	35% CD	69% CD
	Faculty (C)	19%	29% B	34%	18%	52%
	Staff (D)	15%	25% B	34%	26% C	60%
Ride Link Light Rail	Students (B)	50% D	24%	18%	7%	25%
	Faculty (C)	44%	21%	29% B	5%	34% B
	Staff (D)	42%	30% C	21%	7%	28%

Letters note significant differences between sub-groups at 95% confidence.

Respondent Data

Base: All Respondents with U-PASS

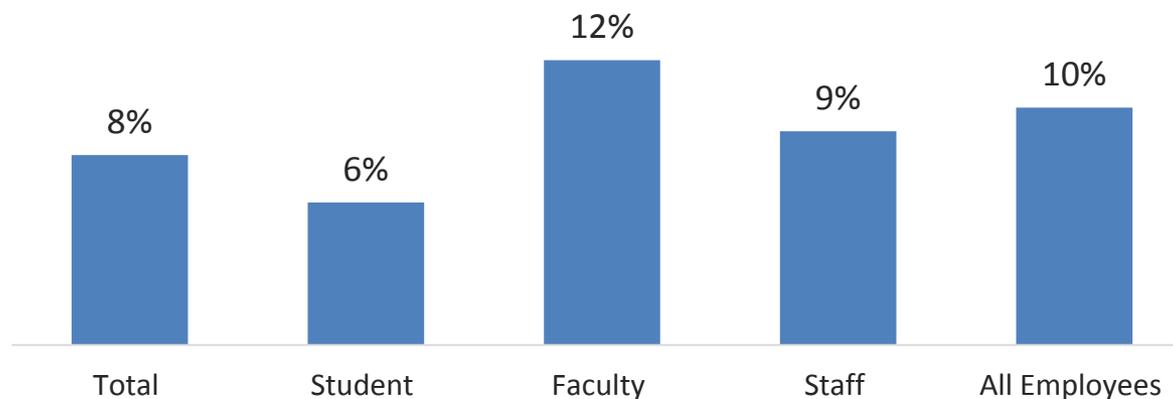
Q27 How often have you used your U-PASS to do each of the following...?

All Resp.	Student	Faculty	Staff
Base	847	102	261
Unweighted	578	141	407

Commute Concierge Service Usage

- Among those aware of the Commute Concierge Services (23% of all respondents), few have used the service to receive personalized commute assistance to campus.
- There are no significant differences in usage between respondent segments.

Figure 23: Have Used Commute Concierge Service – “Yes” Responses



Respondent Data

Base: Respondents aware of Commute Concierge service

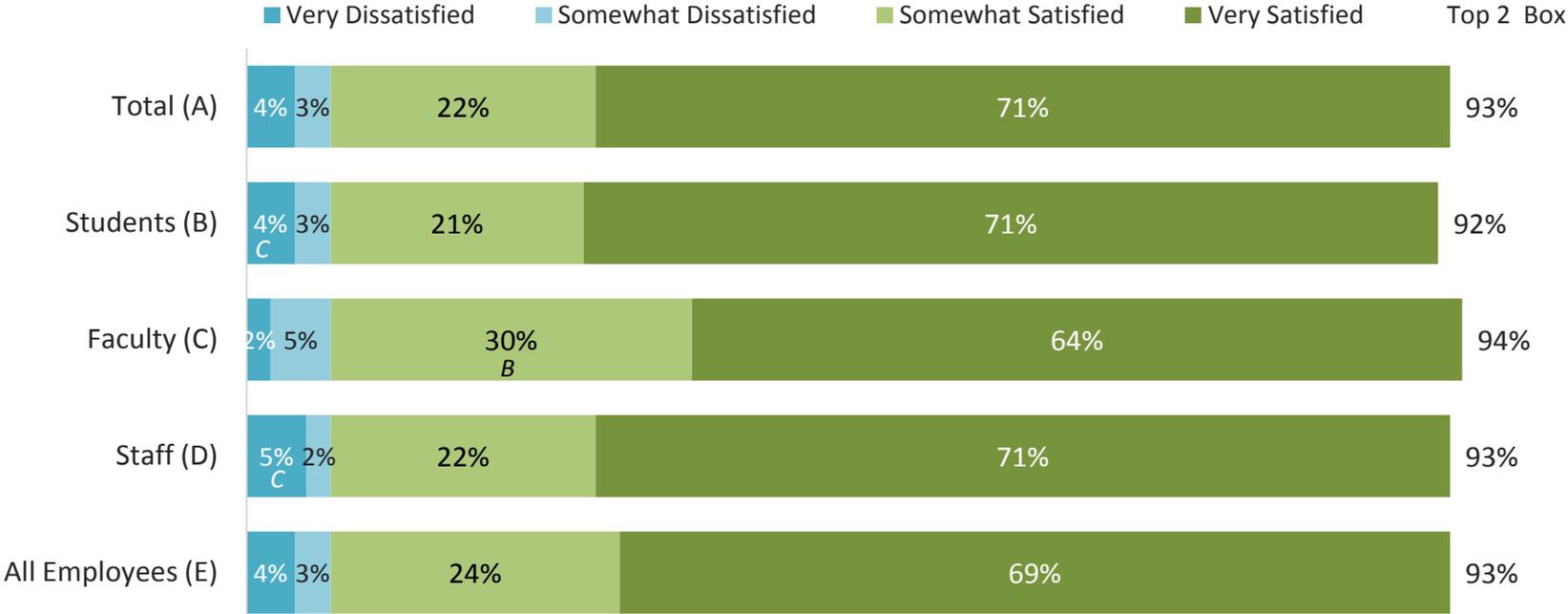
Q27B Have you used the Commute Concierge service to receive personalized commute assistance to campus?

	Total	Student	Faculty	Staff	All Employees
All Resp.					
Base	342	188	38	116	154
Unweighted	362	128	53	181	234

Overall Satisfaction with U-PASS Program

- University of Washington students and staff are overall satisfied with the U-PASS program. Across all respondent segments, at least nine out of ten give a “top two box” satisfaction rating (somewhat satisfied or very satisfied).
- Approximately seven out of ten respondents are “very satisfied” with the program. Ratings between the respondent segments are very similar, although staff are more likely than faculty to give a “very dissatisfied” rating, and faculty are more likely than students to be “somewhat satisfied.”

Figure 24: Overall Satisfaction with U-PASS Program



Letters note significant differences between sub-groups at 95% confidence.

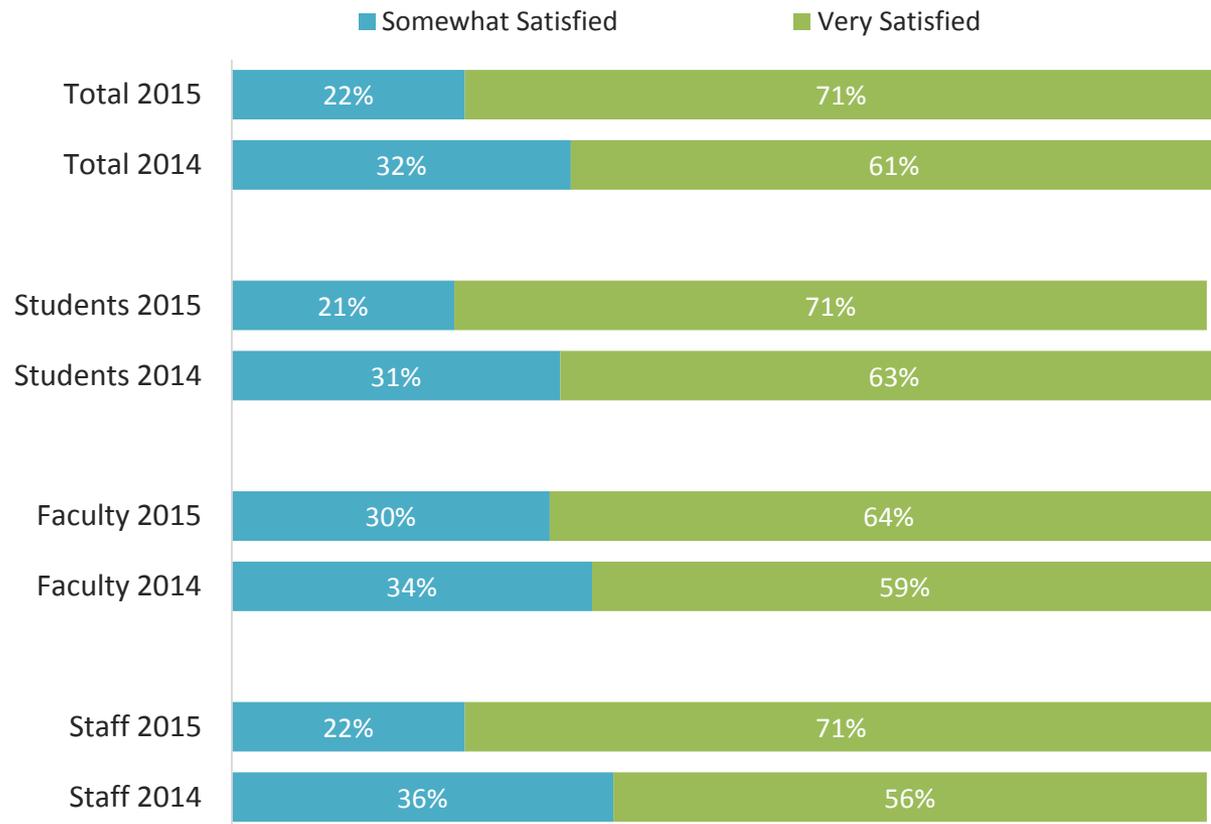
Respondent Data
 Base: All Respondents with U-PASS
 Q28 Overall, how satisfied are you with the U-PASS program?

	All Resp.	Total	Student	Faculty	Staff	All Employees
Base		1210	847	102	261	363
Unweighted		1126	578	141	407	548

Overall Satisfaction with U-PASS Program: 2015 vs. 2014

- Comparing overall satisfaction ratings from 2015 to the 2014 survey shows that more respondents have moved to the “very satisfied” level in 2015, particularly staff members.

Figure 25: Overall Satisfaction with U-PASS Program – 2015 vs. 2014

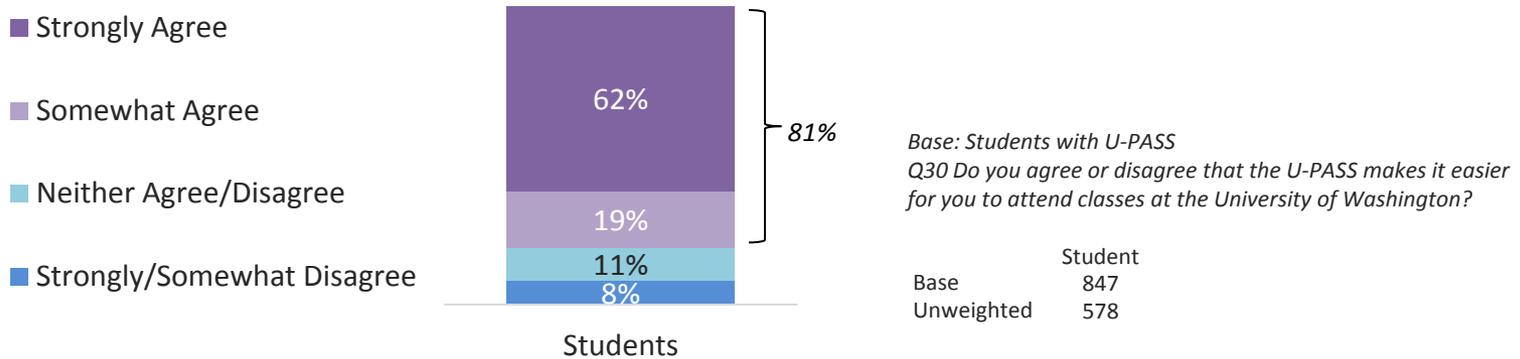


Historical and current data
Base: All Respondents with U-PASS
Q28 Overall, how satisfied are you with the U-PASS program?

U-PASS Makes it Easier for Students, and it Benefits Employees

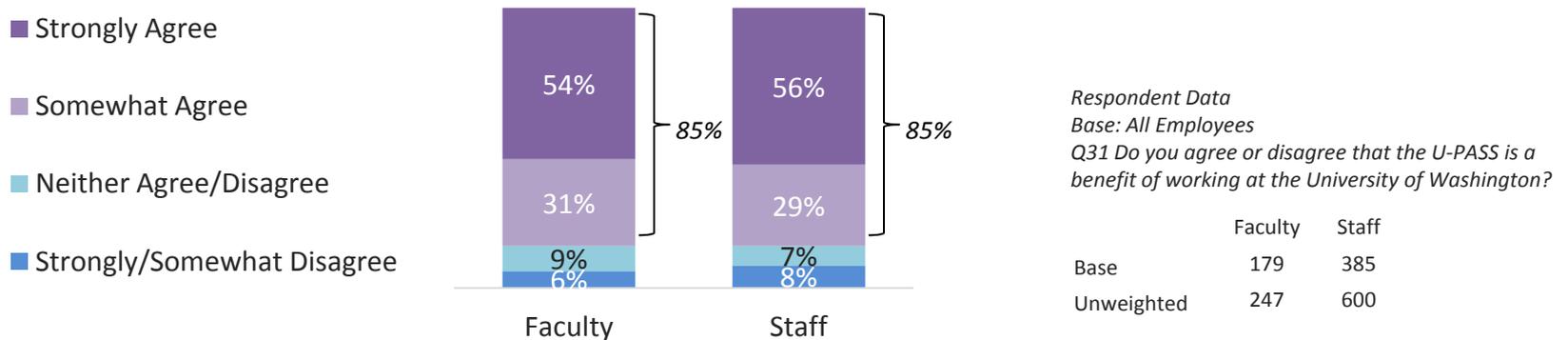
- Eight out of ten students with U-PASS agree that the U-PASS makes it easier for them to attend classes at the University of Washington (combined somewhat agree/strongly agree).

Figure 26: U-PASS Makes it Easier to Attend Classes - Students



- All employees were asked whether they agree that U-PASS is a benefit of working for the University of Washington, and over eight out of ten do agree with that statement (combined somewhat agree/strongly agree).

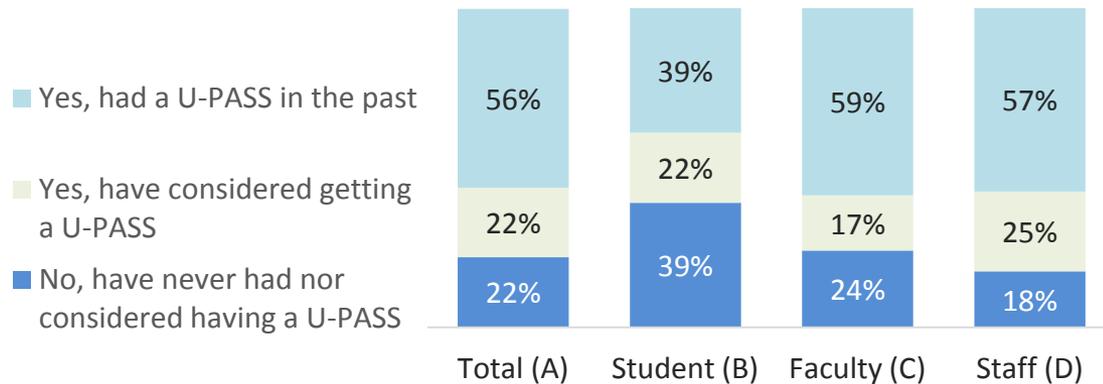
Figure 27: U-PASS is a Benefit of Working at University of Washington – Faculty/Staff



Consideration of U-PASS Among Non-U-PASS Users

- Over one half of non-U-PASS users (56%) have had a U-PASS in the past. Students are more likely than faculty and staff to have never had a U-PASS.
- The majority of non-U-PASS users say they are not likely to acquire a U-PASS in the future. This is especially the case with non-users who are faculty or staff.

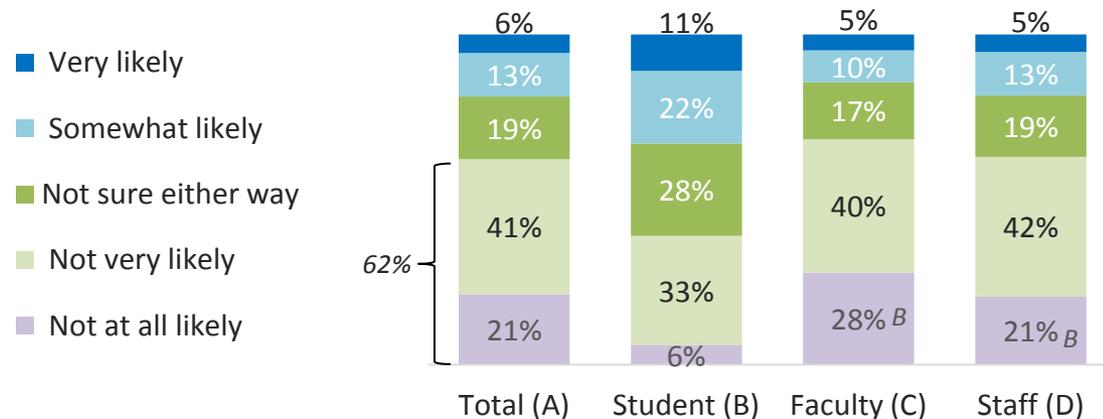
Figure 28: Consideration of U-PASS – Non-Users



Base: Those without a U-PASS
Q37 Have you ever had or considered having a U-PASS?

	Total	Student	Faculty	Staff
Base	223	26	75	121
Unweighted	311	18	104	189

Figure 29: Likelihood of Acquiring U-PASS in Future – Non-Users



Respondent Data
Base: Those without a U-PASS
Q38 How likely are you to get a U-PASS in the future?

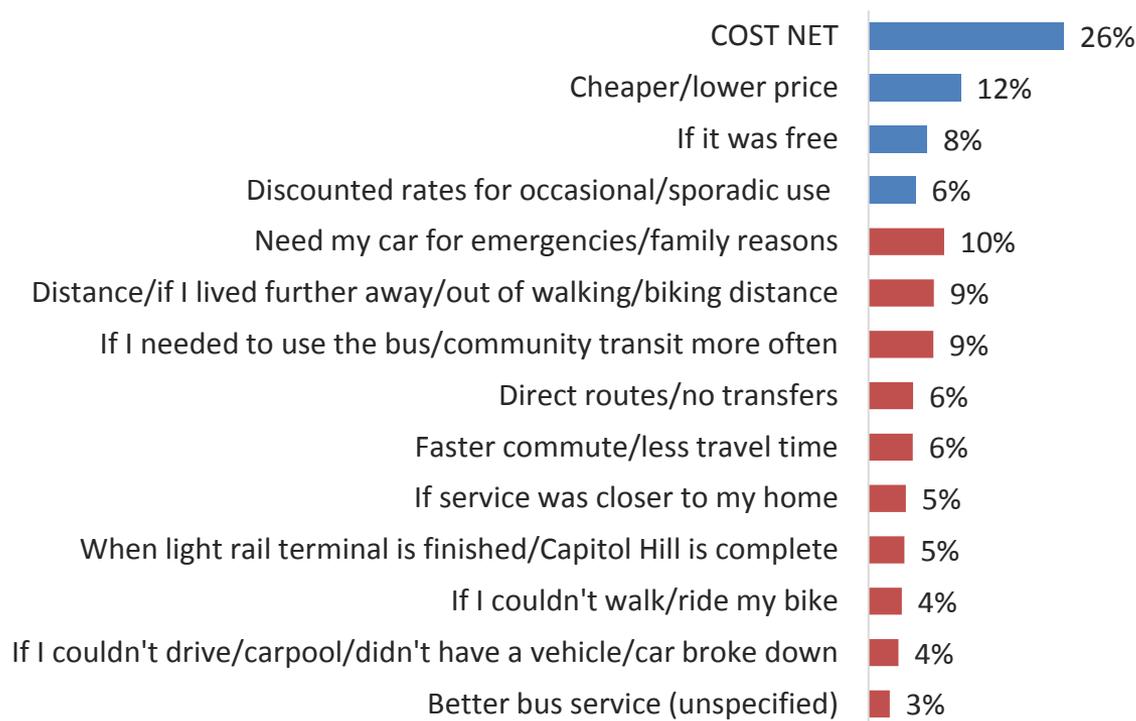
	Total	Student	Faculty	Staff
Base	223	26	75	121
Unweighted	311	18	104	189

Letters note significant differences between sub-groups at 95% confidence.

To Encourage U-PASS Consideration

- One quarter of non-U-PASS users mentioned that a lower price or discount would encourage their consideration of a U-PASS.
- About one out of ten say they need to have their vehicle (making U-PASS impractical), or that they live within walking or biking distance to campus (and therefore do not need U-PASS), or that they might consider U-PASS if they used transit more frequently.

Figure 30: What Would Encourage U-PASS Consideration – Non-Users



Respondent Data

Base: Do not have a U-PASS; n=223 (weighted)

Q39 What would encourage you to get a U-PASS? (responses of 3% or greater included)

Section V: Travel Behavior

Prior Seven Days of Travel

- Beginning in 2012, the U-PASS survey instrument was changed to be more consistent with the data gathered by Washington State's Commute Trip Reduction surveys—that is, respondents were asked to record data for commute trips taken over the previous 7 days rather than weekdays only as in the past. In addition, the web survey technology had respondents start with the day of the survey (if completing after 5:00 p.m. on that day) or the day immediately prior to the day of the survey. Respondents then recorded data for the previous 7 days starting with the most recent day, as shown below. The same question methodology was used in 2014 and 2015.

Q9A. Which of the following days did you **[WORK / ATTEND CLASSES]** at the UW main campus or in the University District? Today is Saturday, Oct 24.

CURRENT DAY OR YESTERDAY	START DAY -1	START DAY -2	START DAY -3	START DAY -4	START DAY -5	START DAY -6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Subsequent questions asked for arrival and departure times.

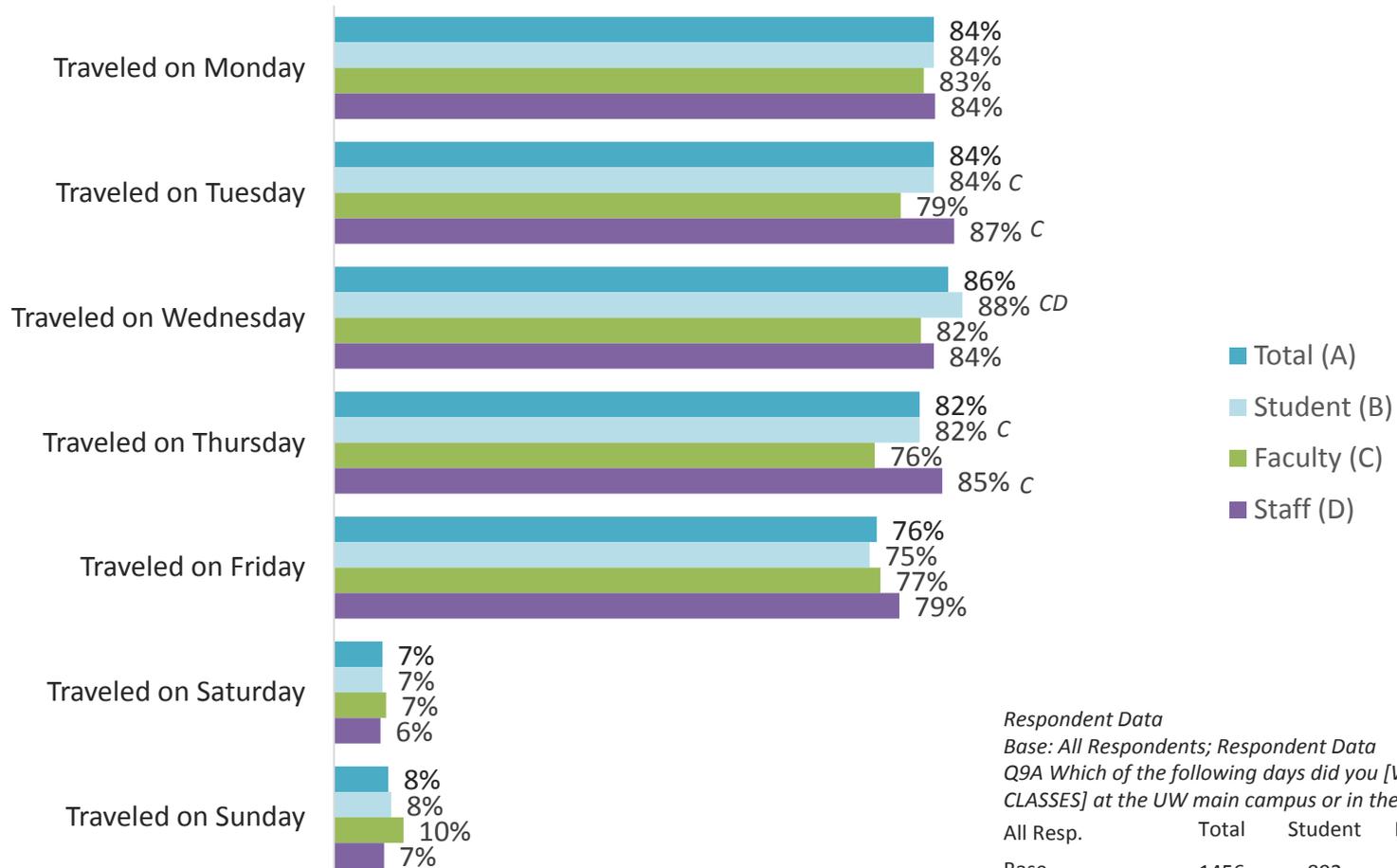
Q9B. What time did you **arrive** and **depart** on campus on these days? Enter actual time (e.g. 8:30) and AM/PM.

	CURRENT DAY OR YESTERDAY	START DAY -1	START DAY -2	START DAY -3	START DAY -4	START DAY -5	START DAY -6
ENTER START TIME	___:___	___:___	___:___	___:___	___:___	___:___	___:___
A.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ENTER DEPARTURE TIME	___:___	___:___	___:___	___:___	___:___	___:___	___:___
A.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Day of the Week Traveled to Campus

- Most made their trips to campus during weekdays, regardless of respondent segment.
- Students and staff are more likely than faculty to be on campus on Tuesdays and Thursdays, and students have a higher likelihood than either employee group of being on campus on Wednesdays.

Figure 31: Day of the Week Traveled to Campus/in University District



Letters note significant differences between sub-groups at 95% confidence.

Respondent Data

Base: All Respondents; Respondent Data Q9A Which of the following days did you [WORK / ATTEND CLASSES] at the UW main campus or in the University District?

All Resp.	Total	Student	Faculty	Staff
Base	1456	892	179	385
Unweighted	1456	609	247	600

Number of Days on Campus – Full Week

- On average, University of Washington students, faculty, and staff work or attend classes on campus four to five days a week.
 - As in previous years, students and staff are on campus the most number of days while faculty are on campus the least number.
 - The overall average number of days on campus is similar to 2014, but part of a multi-year trend in increasing time.

Table 17: Number of Days Traveled to Campus – Full Week

Days on Campus – Full Week	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
0 days	3%	3%	4%	4%	4%
1 day	5%	6%	6%	3%	4%
2 days	6%	6%	8%	4%	6%
3 days	8%	8%	11%	8%	9%
4 days	12%	11%	15%	13%	14%
5 days	58%	59% C	47%	61% C	57%
6 days	4%	4%	5%	4%	4%
7 days	3%	3%	5%	2%	3%
Mean 2015 (1-7 days)	4.43	4.41	4.29	4.52 C	4.45
Mean 2014	4.35	4.36	4.28	4.37	4.34

Letters note significant differences between sub-groups at 95% confidence.

Respondent Data

Base: Total Respondents

Q9A Total number of days on campus for week

Total	1456	892	179	385	564
Unweighted	1456	609	247	600	847

Number of Days on Campus – Weekdays Only

- Looking at travel to campus only on weekdays shows that two thirds of total respondents made trips to campus on all five days.
 - Once again, students and staff are on campus for more days than are faculty.
 - This is consistent with previous years' data , but part of a multi-year trend in increasing time.

Table 18: Number of Days Traveled to Campus – Weekdays Only

Days on Campus – Weekdays	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
0 days	4%	3%	4%	4%	4%
1 day	5%	6% D	6%	3%	4%
2 days	6%	7%	8%	5%	6%
3 days	8%	7%	11%	7%	8%
4 days	13%	12%	16%	13%	14%
5 days	64%	65% C	55%	66% C	62%
Mean 2015 (1-5 days)	4.28	4.27	4.11	4.39 C	4.30
Mean 2014	4.25	4.31	4.06	4.22	4.17
Mean 2012	4.21	4.28	4.02	4.16	4.11
Mean 2010	4.20	4.31	3.66	4.18	4.01

Letters note significant differences between sub-groups at 95% confidence.

Total	1456	892	179	385	564
Unweighted	1456	609	247	600	847

Respondent Data
 Base: Total Respondents
 Q9A Total number of days on campus:
 Monday through Friday

Total Number of Commute Trips to Campus

- Based on the number of days respondents travelled to campus, University of Washington employees and students make at least 313,789 trips to campus in a typical week (Monday through Sunday).
 - Respondent segments accounted for the same proportions of all trips to campus in 2014 as well.
- Nearly all trips (97%) are made Monday through Friday.

Table 19: Total Number of Trips to Campus

		Total	Student	Faculty	Staff	All Employees
Total Weekly Trips to Campus	Respondent Trips	6,224	3,822	738	1,664	2,402
	Population Trips	313,789	192,679	37,202	83,907	121,110
Total Weekday Trips to Campus	Respondent Trips	6,012	3,692	708	1,612	2,320
	Population Trips	303,063	186,104	35,672	81,287	116,959
Weekday Trips as a Percentage of Weekly Trips		97%	97%	96%	97%	97%

*Trip Data
Base: All Respondents
Total Trips Taken*

Arrival Time on Campus - Weekdays

- Over half of the trips to campus (56%) have an arrival time on campus between peak commute hours of 6:00 and 9:00 a.m.
 - University of Washington staff trips are significantly more likely than those taken by faculty or students to have arrival times during the peak period; 84% of their trips falls within the peak commute hours, compared to 68% of faculty and 41% of students.
- The majority of arrival trips during the peak morning commute time occur between 8:00 and 9:00 (39%).

Table 20: Number and Percentage of Weekday Trips Arriving on Campus

		Total	Student	Faculty	Staff	All Employees
Arrive before 6:00 a.m.	Respondent Trips	134	79	4	51	55
	Population Trips	6,759	3,990	182	2,588	2,770
	% of Arrivals	2%	2%	1%	3%	2%
NET Arrive 6:00 a.m. to 9:00 a.m.	Respondent Trips	3,342	1,508	482	1,352	1,834
	Population Trips	168,481	76,023	24,304	68,154	92,458
	% of Arrivals	56%	41%	68%	84%	79%
Arrive 6:00 a.m. to 6:59 a.m.	Respondent Trips	287	40	68	180	248
	Population Trips	14,477	1,995	3,425	9,057	12,482
	% of Arrivals	5%	1%	10%	11%	11%
Arrive 7:00 a.m. to 7:59 a.m.	Respondent Trips	718	151	108	459	567
	Population Trips	36,203	7,610	5,466	23,128	28,593
	% of Arrivals	12%	4%	15%	28%	24%
Arrive 8:00 a.m. to 9:00 a.m.	Respondent Trips	2,337	1,317	306	713	1,019
	Population Trips	117,801	66,148	15,413	35,969	51,382
	% of Arrivals	39%	36%	43%	44%	44%

Trip Data

Peak morning commute is defined at 6:00 a.m. to 9:00 a.m.

Base: All respondents

Q9B What time did you arrive on campus on these days? (Monday–Friday)

Percentage is based on number of trips arriving during specified time periods

Table continues on next page...

Arrival Time on Campus - Weekdays

- (Table continues from previous page.)
- Students are more likely than faculty or staff to arrive after 10:00 a.m.

Table 21: Number and Percentage of Weekday Trips Arriving on Campus

		Total	Student	Faculty	Staff	All Employees
Arrive 9:01 a.m. to 9:59 a.m.	Respondent Trips	772	614	79	80	158
	Population Trips	38,938	30,956	3,972	4,011	7,983
	% of Arrivals	13%	17%	11%	5%	7%
Arrive 10:00 a.m. to 10:59 a.m.	Respondent Trips	830	676	91	63	154
	Population Trips	41,820	34,059	4,591	3,170	7,761
	% of Arrivals	14%	18%	13%	4%	7%
Arrive 11:00 a.m. to 11:59 a.m.	Respondent Trips	407	366	22	18	40
	Population Trips	20,505	18,470	1,130	906	2,035
	% of Arrivals	7%	10%	3%	1%	2%
Arrive Noon to 2:59 p.m.	Respondent Trips	339	289	29	22	51
	Population Trips	17,112	14,554	1,457	1,100	2,557
	% of Arrivals	6%	8%	4%	1%	2%
Arrive 3:00 p.m. or later	Respondent Trips	173	145	1	27	28
	Population Trips	8,709	7,314	36	1,359	1,395
	% of Arrivals	3%	4%	0%	2%	1%

Trip Data

Peak morning commute is defined at 6:00 a.m. to 9:00 a.m.

Base: All respondents

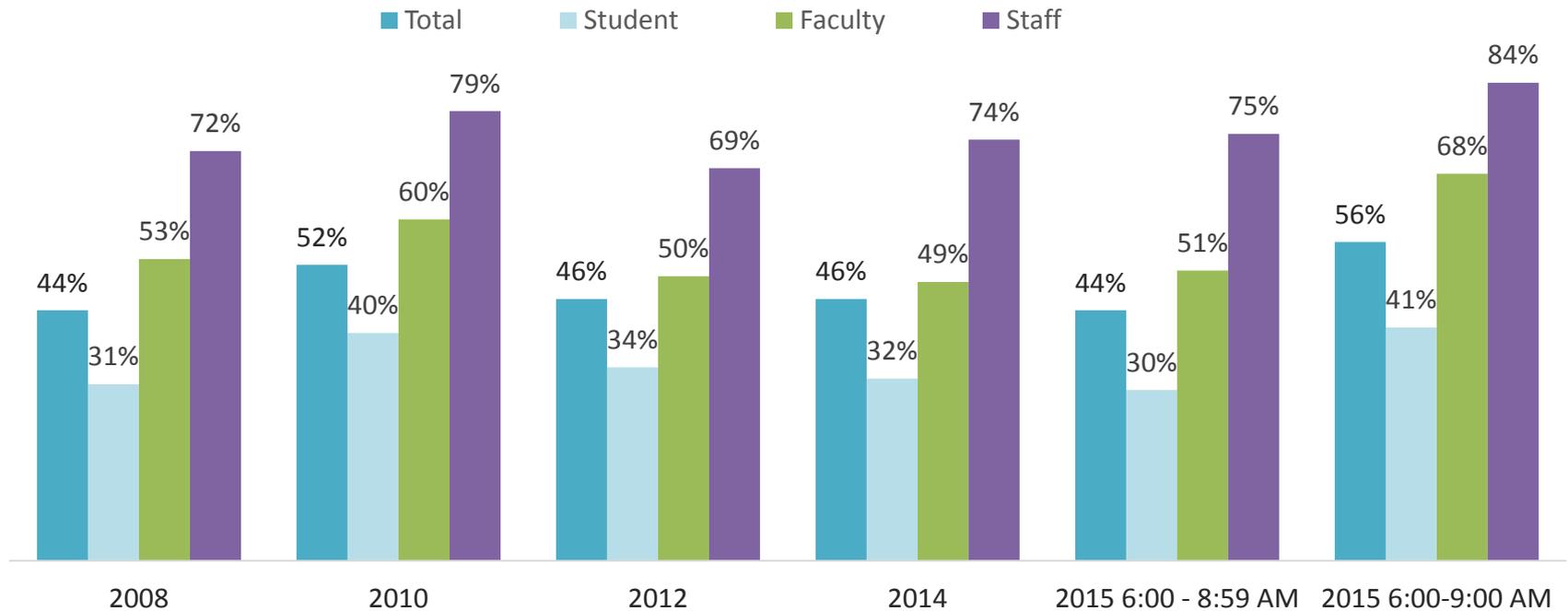
Q9B What time did you arrive on campus on these days? (Monday–Friday)

Percentage is based on number of trips arriving during specified time periods

Weekday Peak Morning Commute Times

- The percentage of trips taken by University of Washington faculty, staff, and students that have arrival times on campus during peak morning commute times have held steady for each of the respondent segments.

Figure 32: Trends: Trips to Campus during Peak Morning Commute Times



Trip Data
 Peak morning commute is defined at 6:00 a.m. to 8:59 am 2008-2014, 2015 6:00-9:00 am.
 Base: All respondents
 Current and Historical Data

Peak morning commute definition changed in 2015 to include 6:00 – 9:00 AM, 2014 definition was 6:00 – 8:59 AM.

Departure Time from Campus - Weekdays

- The majority of weekday trips have a departure time during peak afternoon and evening commute hours (3:00 p.m. to 6:00 p.m.).
 - A greater percentage of trips made by staff and, to a lesser extent, faculty have departure times during peak afternoon and evening commute hours compared to students.

Table 22: Number and Percentage of Weekday Trips Departing From Campus

		Total	Student	Faculty	Staff	All Employees
NET Depart before 3:00 p.m.	Respondent Trips	1,399	1,250	33	116	149
	Population Trips	70,551	63,020	1,676	5,855	7,531
	% of Departures	23%	34%	5%	7%	6%
NET Depart 3:00 p.m. to 6:00 p.m.	Respondent Trips	3,524	1,729	501	1,294	1,795
	Population Trips	177,673	87,179	25,251	65,243	90,494
	% of Departures	59%	47%	71%	80%	77%
Depart 3:00 p.m. to 3:59 p.m.	Respondent Trips	613	421	36	157	193
	Population Trips	30,918	21,204	1,822	7,893	9,714
	% of Departures	10%	11%	5%	10%	8%
Depart 4:00 p.m. to 4:59 p.m.	Respondent Trips	973	454	108	411	519
	Population Trips	49,070	22,903	5,466	20,702	26,167
	% of Departures	16%	12%	15%	25%	22%
Depart 5:00 p.m. to 6:00 p.m.	Respondent Trips	1,938	854	356	727	1,083
	Population Trips	97,684	43,072	17,964	36,649	54,612
	% of Departures	32%	23%	50%	45%	47%

Trip Data

Peak afternoon/evening commute is defined at 3:00 p.m. to 6:00 p.m.

Base: All respondents

Q9C What time did you depart campus on these days? (Monday–Friday) Percentage is based on number of trips departing campus during specified time periods

Table continues on next page...

Departure Time from Campus - Weekdays

- (Table continues from previous page.)
- About two out of 10 departures occurred after peak afternoon/evening commute times – 18% of reported departure times occurred later than 6:00 pm.
- Faculty departures (25%) are more likely than student (19%) or staff (12%) departures to occur after peak hours.

Table 23: Number and Percentage of Weekday Trips Departing From Campus

		Total	Student	Faculty	Staff	All Employees
Depart 6:01 p.m. to 6:59 p.m.	Respondent Trips	229	92	70	66	136
	Population Trips	11,521	4,654	3,534	3,332	6,866
	% of Departures	4%	3%	10%	4%	6%
Depart 7:00 p.m. and later	Respondent Trips	845	605	103	136	239
	Population Trips	42,581	30,512	5,211	6,857	12,068
	% of Departures	14%	16%	15%	8%	10%

Trip Data

Peak afternoon/evening commute is defined at 3:00 p.m. to 6:00 p.m.

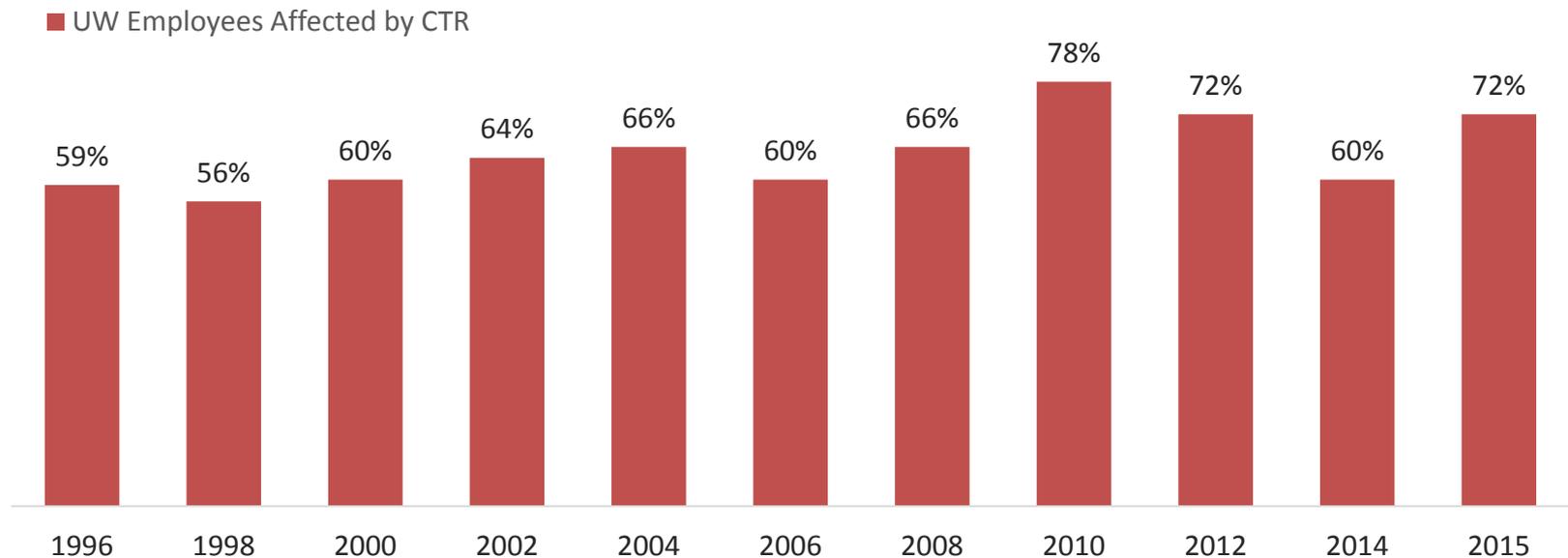
Base: All respondents

Q9C What time did you depart campus on these days? (Monday–Friday) Percentage is based on number of trips departing campus during specified time periods

University of Washington Employees Affected by Commute Trip Reduction (CTR)

- Washington State’s CTR law defines CTR-affected employees as regular, full-time employees who arrive at work between 6 and 9 a.m. at least two days during the Monday to Friday work week.
- 2015 shows a rise in the percentage of CTR-affected employees – back to levels similar to 2012.

Figure 33: Trends in Percentage of University of Washington CTR-Affected Faculty / Staff



Respondent Data

Base: All faculty and staff; weighted by EmployeeWt

A CTR trip is defined as a trip taken by faculty or staff members Monday–Friday between 6 a.m. and 9 a.m.

Change in peak morning commute definition in 2015 to include 6:00-9:00, previously in 2014 defined as 6:00-8:59 AM.

Commute Modes Used

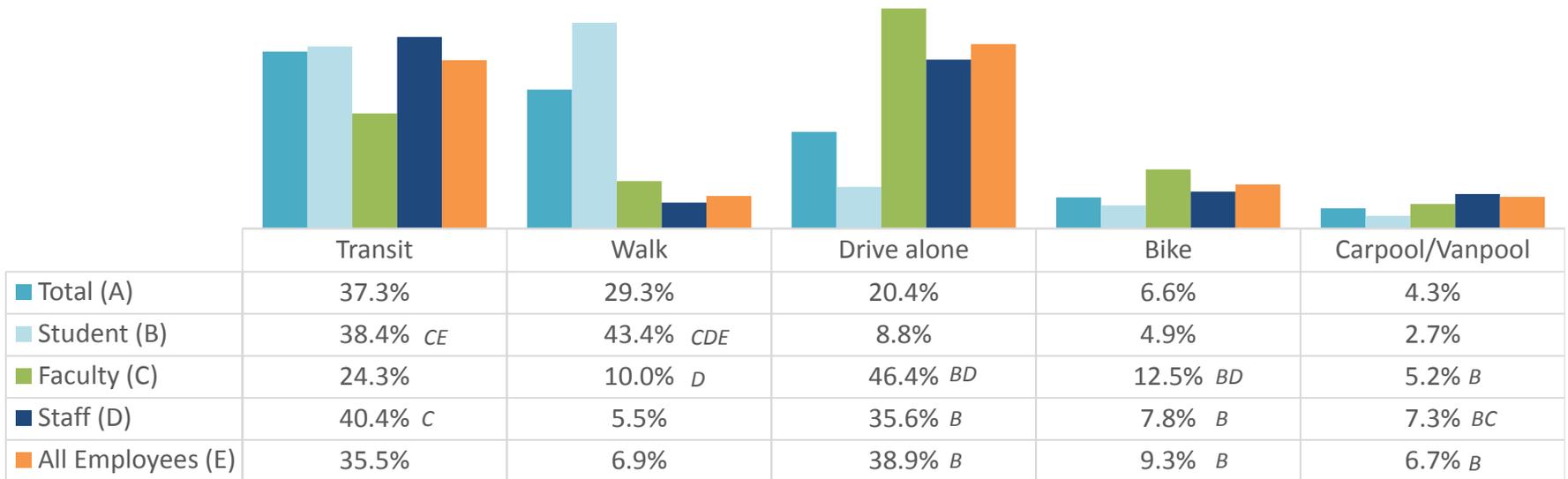
- The Puget Sound metropolitan area offers a complex, multimodal transportation system. To better understand travel behavior, respondents were asked to describe what types of transportation they used to get from home to campus or the University District.
- If the respondent used more than one mode, they were asked to enter each type used in the order of their trip, starting from where they live until they reached their destination. A change was made in 2015 to include up to five modes with the fifth mode being the final leg of the trip. (See sample questionnaire section at right.)
- Those using more than one mode were asked a follow-up question to identify **their primary mode**, defined as the mode used for the longest part (based on miles traveled) of their trip. This allows for comparisons to previous years when respondents only provided a single mode.

What type of transportation did you use for the [first, second, etc.] part of your commute to the UW? (READ LIST IF NECESSARY, CLARIFY)	Leg 1	Leg 2-4	Last leg 5
Trip Finished (shown for Leg 2 and onwards)		<input type="radio"/>	<input type="radio"/>
Drove alone (or with children under 16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpooled (2 or more people) [ASK IF CARPOOL] Including yourself, how many people 16 and older were in your carpool?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vanpooled [ASK IF VANPOOL] Including yourself, how many people 16 and older were in your vanpool?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorcycle / Moped / Scooter [ASK IF MOTORCYCLE] Including yourself, how many people 16 and older were on the motorcycle/moped/scooter?"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Etc. for all transportation modes			

Mode Share for Commute Trips to Campus – Weekdays

- Nearly twice as many weekday trips (Monday through Friday) to campus are transit trips than drive-alone vehicle trips.
 - Transit trips are most prevalent among students and staff.
 - Over two in five trips made by students are walking trips.
 - Nearly half of faculty member trips are drive-alone trips—compared to just over one out of four transit trips. A significant percentage of faculty trips are bicycle trips.

Figure 34: Mode Share – Commute Trips to Campus (Weekdays)



Letters note significant differences between sub-groups at 95% confidence.

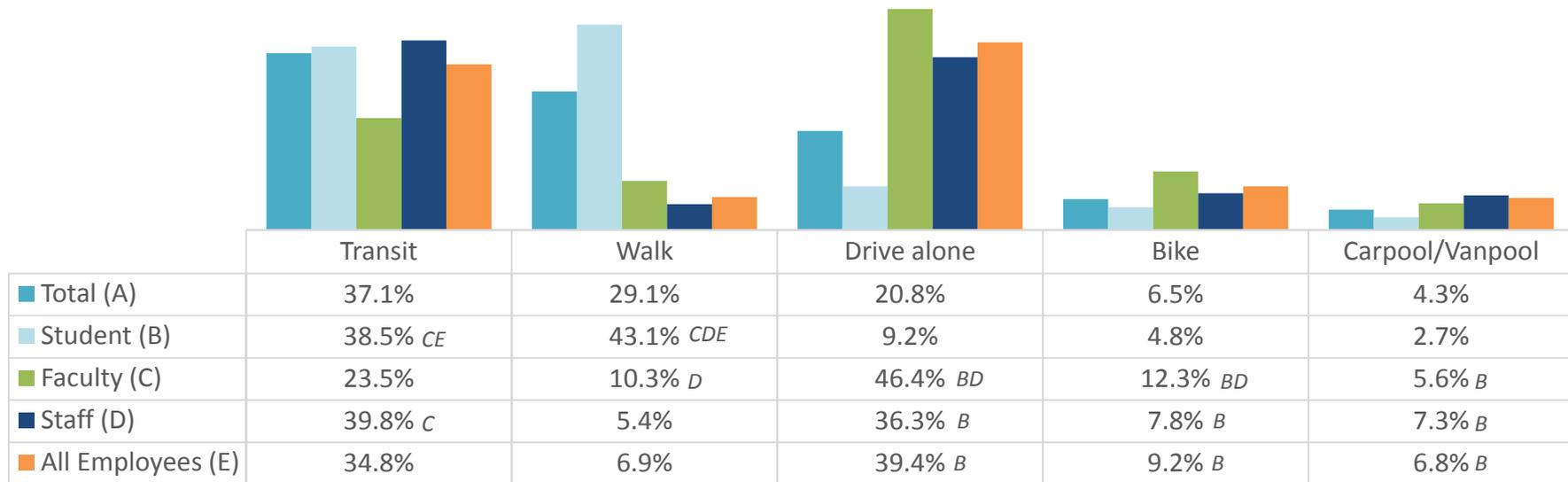
Trip Data Base: Total Trips
 Q10B Which part of your trip covered the longest distance (based on miles traveled)? (excluding telecommuters)

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	5985	3680	704	1601	2305
Unweighted	5980	2511	974	2495	3469

Mode Share for Commute Trips to Campus – Total Trips to Campus

- Proportions of mode share are nearly the same when looking at all trips to campus for the entire week (Monday through Sunday).

Figure 35: Mode Share – Commute Trips to Campus (All Seven Days)



Letters note significant differences between sub-groups at 95% confidence.

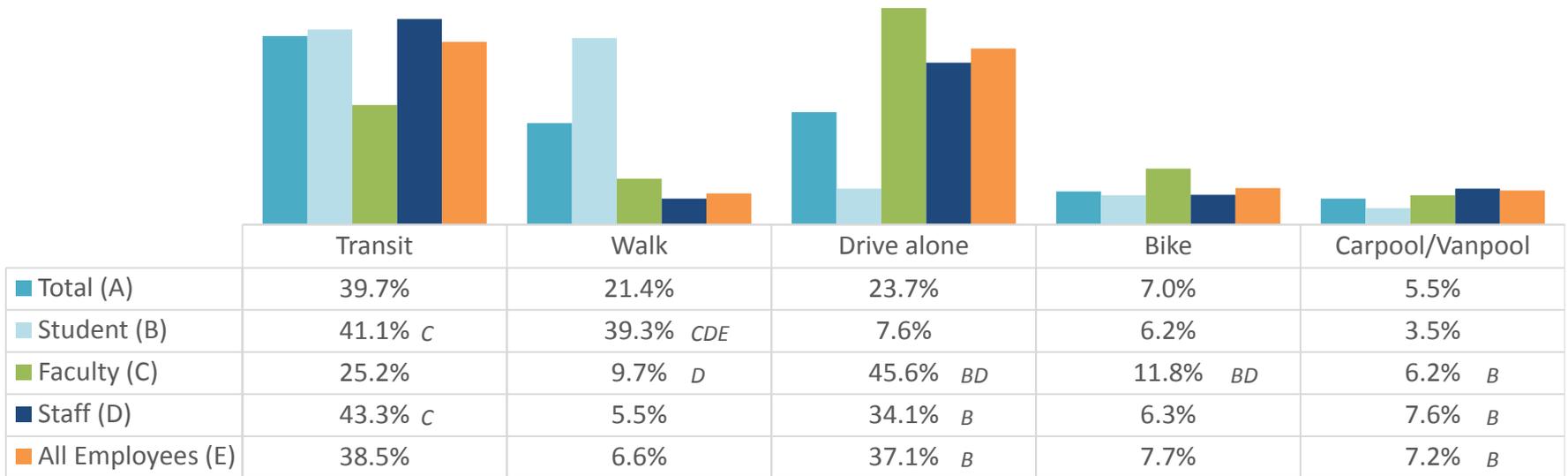
Trip Data
 Base: Total Trips
 Q10B Which part of your trip covered the longest distance (based on miles traveled)? (excluding telecommuters) Monday through Sunday

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	6196	3809	734	1653	2387
Unweighted	6191	2599	1016	2776	3492

Mode Share: Peak Hours Commute – Monday through Friday

- Mode share for all trips during weekday peak morning hours (6am to 9am) varies somewhat when compared to all Monday through Friday trips. Peak hours commutes show a reduction in walking and slight increases in transit and driving alone.
 - Walking mode share: all M-F 29%, peak hours M-F 21%
 - Transit mode share: all M-F 37%, peak hours M-F 40%
 - Driving alone mode share: all M-F 20%, peak hours M-F 24%

Figure 36: Mode Share – Monday through Friday – 6am to 9am



Letters note significant differences between sub-groups at 95% confidence.

Trip Data Base: Total Trips; All Respondents

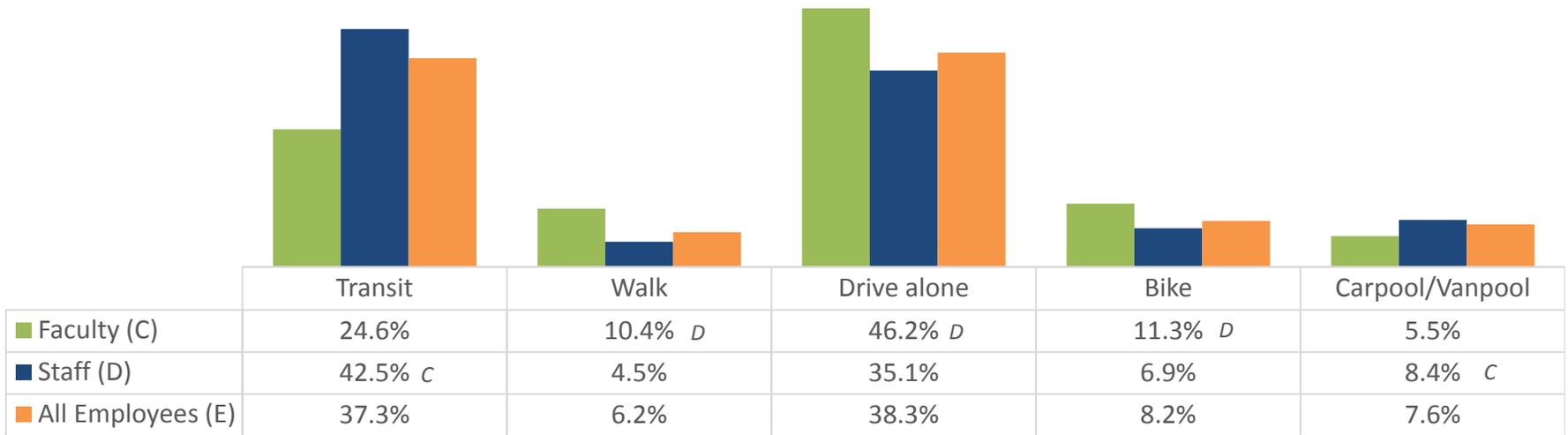
Percentages are based to total weekday trips to campus and in those instances where multiple modes were reported for a single trip, reflect the mode used for the longest portion of the trip. (excluding telecommuters)

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	3327	1507	479	1341	1820
Unweighted	3781	1028	663	2090	2753

Mode Share: CTR-Eligible Trips (Monday through Friday)

- CTR-eligible trips are those taken by full-time faculty or staff whose position is intended to last at least 12 months, who arrive at work between 6 and 9 a.m., and who work at least two days during the week.
 - CTR eligible staff are significantly more likely to take transit and carpool/vanpool than faculty.

Figure 37: Mode Share – CTR-Eligible Trips (Monday through Friday)



Letters note significant differences between sub-groups at 95% confidence.

Trip Data

Base: Selected Respondents: Employees; Weighted by EmployeeWt
 Percentages are based to total weekday trips to campus and in those instances where multiple modes were reported for a single trip, reflect the mode used for the longest portion of the trip. (excluding telecommuters)

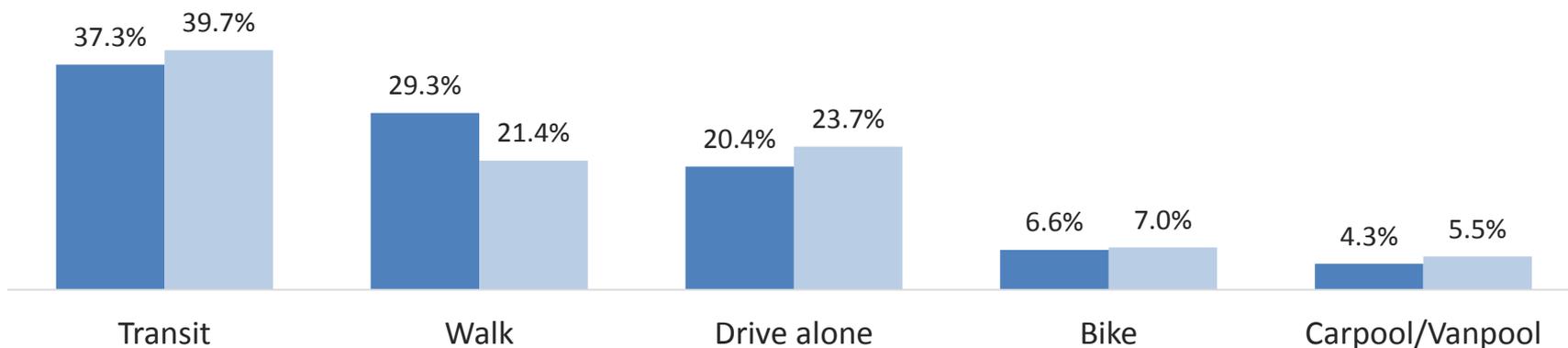
Total Trips	Faculty	Staff	All Emp.
Total	813	1980	2793
Unweighted	741	2063	2804

Mode Share for Commute Trips to Campus: Total vs. A.M. Commute Time

- Peak commute weekday trips (Monday through Friday) to campus are more likely to entail driving alone than walking.

■ Total - All M-F Commutes ■ All M-F 6am-9am Commutes

Figure 38: Mode Share – Total vs. A.M. Commute Time



Trip Data

Base: Total Trips

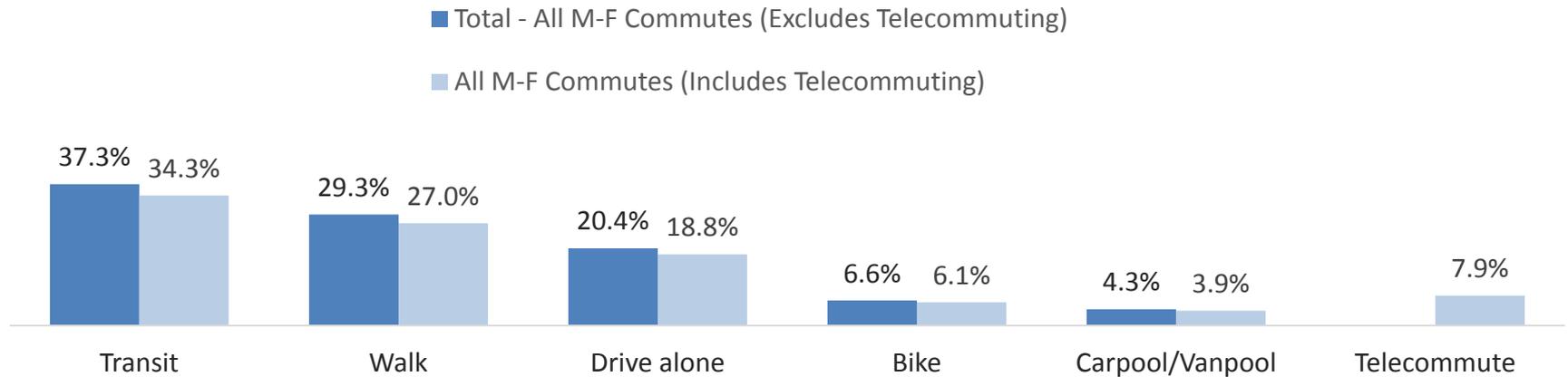
Q10B Which part of your trip covered the longest distance (based on miles traveled)?
(excluding telecommuters)

Total Trips	Total M-F	Total M-F 6am-9pm
Total	5985	3327
Unweighted	5980	3781

Mode Share for Telecommute Trips to Campus

- For this study telecommuting is defined as conducting work or academic activity remotely from an off-campus location. When telecommuting is figured into the trip data, it accounts for nearly 8% of total times worked/attended classes during the weekdays (Monday through Friday).

Figure 39: Mode Share for Commute Trips to Campus (Weekdays)



Trip Data

Base: Total Trips

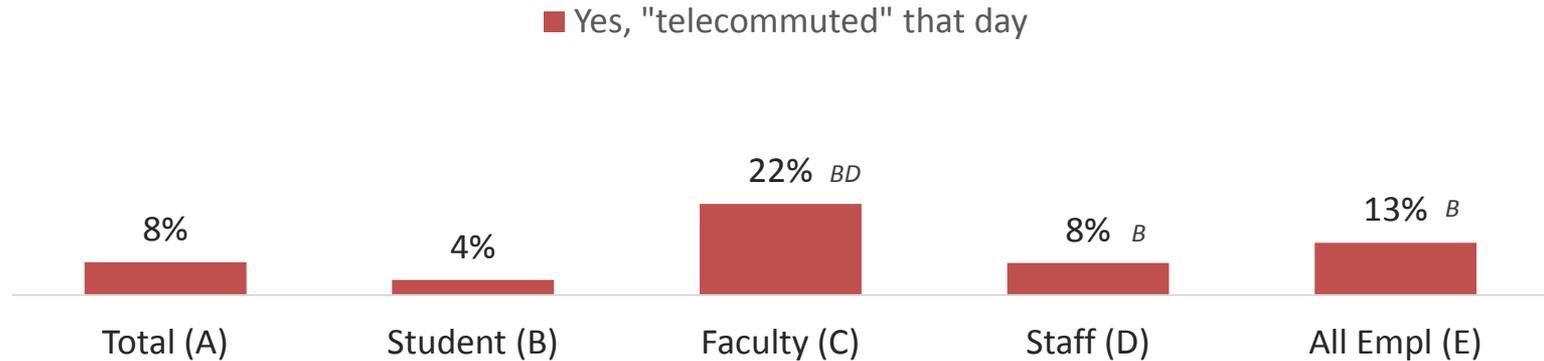
Q10B Which part of your trip covered the longest distance (based on miles traveled)?

	Total M-F excluding telecommute	Total M-F including telecommute
Total Trips		
Total	5985	6497
Unweighted	5980	6602

Telecommuting

- Faculty were significantly more likely than students or staff to telecommute/work remotely.

Figure 40: Percentage of Trips That Were “Telecommutes”



Letters note significant differences between sub-groups at 95% confidence.

Trip Data

Base: Total Answering

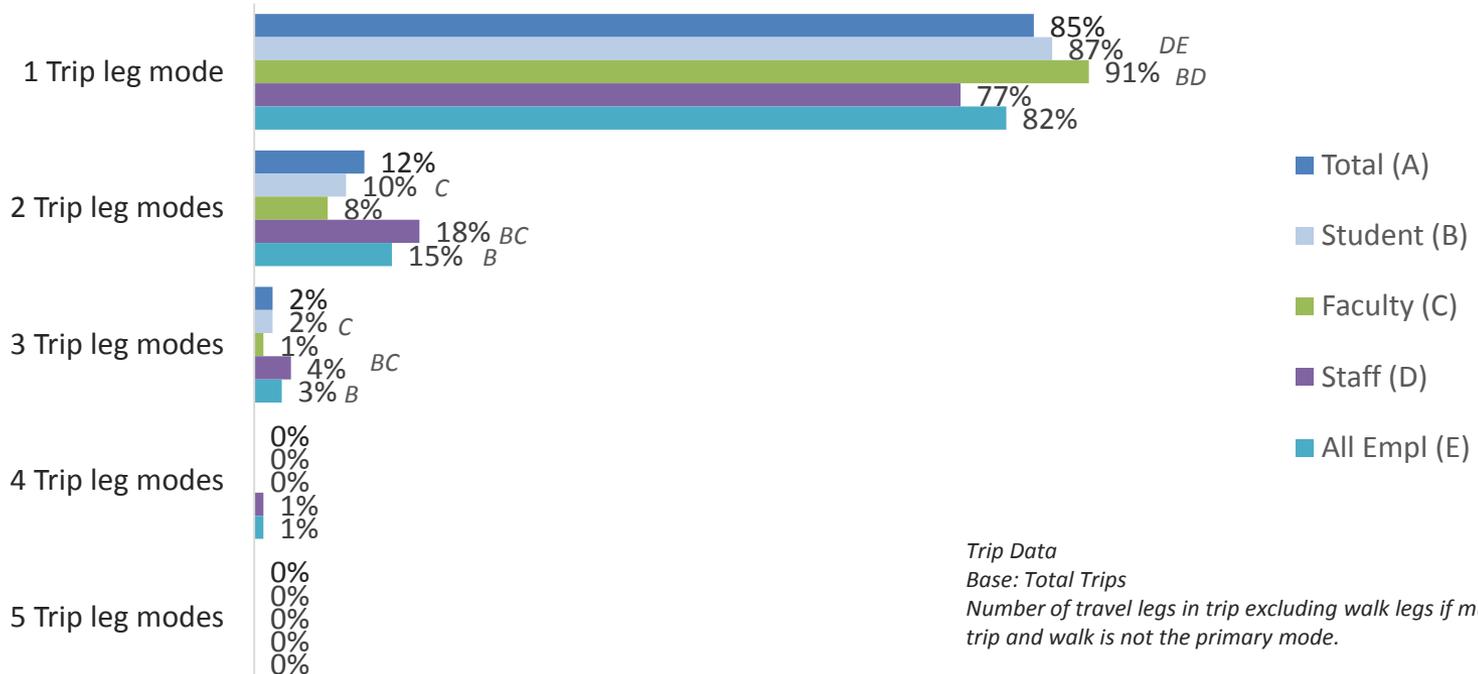
Q9D You indicated that on [INSERT DAY] you did not [WORK / ATTEND CLASSES] at the UW campus or in the University District. Did you telecommute or [WORK / ATTEND CLASSES] from a remote location that day?

	Total	Student	Faculty	Staff	All Emp.
Total Trips Taken or Telecommute	6737	3982	949	1806	2755
Unweighted	6845	2717	1313	2815	4128

Number of Transportation Modes Used on Commute

- The majority of trips to campus across all respondent segments were accomplished in one leg.
 - Faculty commutes are more likely than staff or student commutes to be single-mode trips.
 - Student commutes are more likely than staff commutes to be single-mode trips.
 - Staff are significantly more likely to use three modes of travel.

Figure 41: Number of Transportation Modes Used on Commute



Trip Data
 Base: Total Trips
 Number of travel legs in trip excluding walk legs if multiple mode trip and walk is not the primary mode.

Trip Data	Total	Student	Faculty	Staff	All Emp.
Total Trips	6225	3822	739	1664	2403
Unweighted	6224	2608	1022	2594	3616
Mean	1.2	1.2 C	1.1	1.3 BC	1.2

Letters note significant differences between sub-groups at 95% confidence.

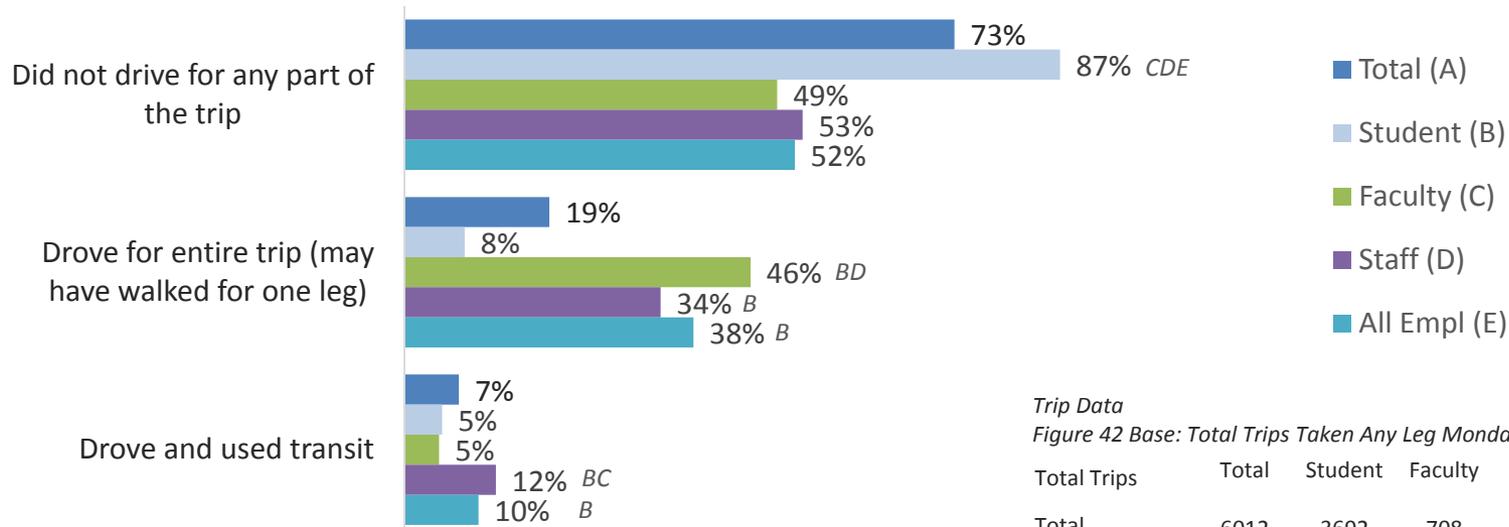
Driving Alone - Weekdays

- Faculty were the most likely to drive alone in their commute to campus, followed by staff. Fewer than one in ten student commutes were accomplished through driving alone.
- The majority of those who drive alone as their primary travel mode report that they drove for their entire trip. Staff are the most likely to use a combination of driving and transit as part of their commute

Table 24: Percent Drove Alone as Primary Mode (Monday through Friday)

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Drove Alone	20%	9%	46% BD	36% B	39% B

Figure 42: Drive For Entire Commute vs. Part of Commute Any Leg of Trip (Monday through Friday)



Trip Data

Figure 42 Base: Total Trips Taken Any Leg Monday-Friday

	Total	Student	Faculty	Staff	All Emp.
Total Trips					
Total	6012	3692	708	1612	2320
Unweighted	6011	2519	979	2513	3492

Letters note significant differences between sub-groups at 95% confidence.

Carpooling/Vanpooling

- Four percent (4%) of commute trips per week to campus are primarily carpool.
 - Carpools average two members (2.14).
- Very few utilized vanpool services (.4%), and those who did vanpool were staff.

Table 25: Percent Carpooled or Vanpooled as Primary Mode

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Carpool	4%	3%	5% B	6% B	6% B
Vanpool	0.4%	0%	0%	1.4% B	.9% B

Table 26: Number of Commuters in Carpool or Vanpool Any Leg of Trip

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Carpool	% 2-Person	74%	68%	97% BD	74% B	80% B
	Mean	2.14	2.27	2.04	2.03	2.03
Vanpool	Mean	8.46	3.00		8.73	8.73

Letters note significant differences between sub-groups at 95% confidence.

Trip Data

Base table: Total Carpool or Vanpool Trips Any Leg of Trip Q10A Including yourself, how many people 16 and older were in your carpool (or vanpool)?

	Total	Student	Faculty	Staff	All Emp.
Total Carpool	340	149	49	141	190
Unweighted	390	102	68	220	288
Total Vanpool	30	1	0	29	29
Unweighted	46	1	0	45	45

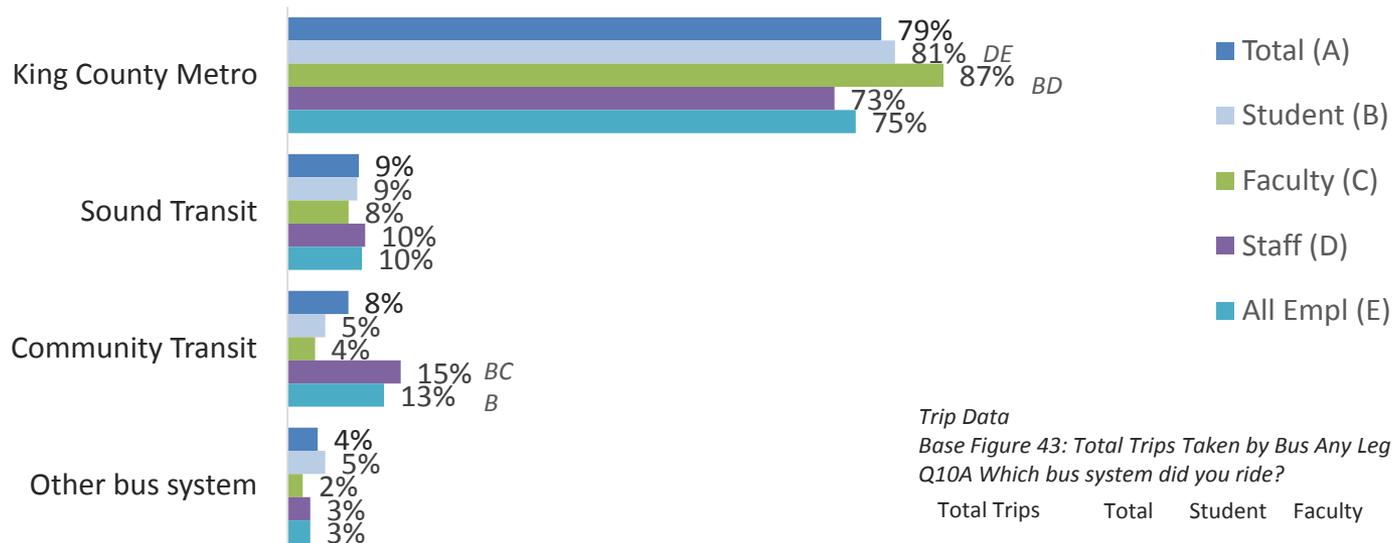
Transit Trips

- Transit travel was the primary mode of travel to campus for 37% of trips. Students and staff were more likely than faculty to use transit.
- The vast majority of trips to campus via bus were on King County Metro. Staff had higher use of Community Transit compared to students or faculty.

Table 27: Percent Used Transit as Primary Mode

	Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Transit (net)	37%	38% CE	24%	40% C	36%

Figure 43: Bus System Rode to Campus Any Leg of Trip



Trip Data

Base Figure 43: Total Trips Taken by Bus Any Leg of Trip
Q10A Which bus system did you ride?

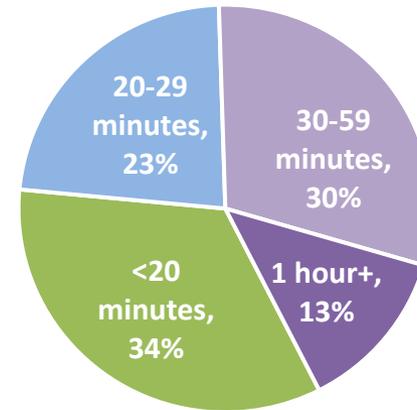
	Total Trips	Total	Student	Faculty	Staff	All Emp.
Total		2536	1624	179	733	912
Unweighted		2498	1108	247	1143	1390

Letters note significant differences between sub-groups at 95% confidence.

Figure 44: Commute Time From Home to Campus

Commute Time From Home to Campus

- Respondents were asked how long in minutes it takes for their entire commute to the University of Washington campus each day. Across all commute trips, over three in ten (34%) take less than 20 minutes, just under one quarter (23%) take 20-29 minutes, about one third take between 30 to 59 minutes and the remainder (13%) take more than one hour to commute to campus.



- Students: More likely to have the shortest commute to campus – nearly half (46%) spend less than 20 minutes.
- Faculty: Have a shorter commute to campus than staff – half commute 30 minutes or less to campus (53%).
- Staff: Likely to have the longest commutes – one in five (21%) commute one hour or more to campus.

Table 28: Commute Time From Home to Campus

		Total (A)	Student (B)	Faculty (C)	Staff (D)	All Employees (E)
Commute time: Home to Campus	Less than 10 minutes	5%	7% CDE	4% D	3%	3%
	10-19 minutes	29%	39% CDE	19% D	12%	14%
	20-29 minutes	23%	22%	30% BD	21%	24%
	30-59 minutes	30%	22%	39% B	44% BC	42% B
	One hour or more	13%	10% C	8%	21% BC	17% B
	Mean 2015	31	27	31 B	41 BC	37 B
Mean 2014	32	27	33	41	38	
Median	25	20	25	35	30	

Letters note significant differences between sub-groups at 95% confidence.

Trip Data

Base: Total Trips

Q10C How long in minutes does it take from leaving your home to arriving at your final University of Washington destination.

Base	6123	3749	731	1643	2374
Unweighted	6130	2558	1012	2560	3572

Appendices

Appendix I: Methodology

- This survey was conducted via mixed modes, using a web-based survey and a computer-assisted telephone interviewing (CATI) methodology that mirrored the web survey. Staff, faculty, and students who did not have an email address were streamed into the telephone survey. Sampled records that did not have an email address nor a phone number were sent a letter invitation via their campus mailbox with instructions to go online to a web link to complete the study. Those who were initially contacted by email but did not complete the online survey within a week were contacted by telephone to complete the survey. This dual methodology was first adopted in the 2002 survey in an effort to obtain a higher response rate (50% is required) from faculty and staff for the State of Washington's Commute Trip Reduction measurements and to accommodate respondent requests from previous years.
- Data collection was conducted over an eight-week period to provide representative data of commute travel patterns throughout University of Washington's fall quarter. In order to ensure that data was collected over the entire eight-week period, the sample was introduced in successive batches, rolling the online sample to the telephone survey and inviting new sample elements to complete the online survey.
- Prior to data collection, University of Washington sent an introductory email or letter to all faculty members, staff, and students that had been randomly selected to complete the survey. The email or letter introduced the survey and discussed the schedule and response options—telephone and online. Awareness of the survey effort was also made known through the outreach materials listed below. Full text of the outreach materials is in Appendix V.
- Outreach materials consisted of the following:
 - E-mail from Provost's Office to the faculty, staff, and student sample.
 - University of Washington pre-notification email .
 - Mail notifications—sent to on-campus mail boxes of faculty and staff without an email address only.
 - Pacific Market Research email invitation and reminders.
 - FAQs for posting on websites, e-mailing to respondent, requests for additional information, etc.

Questionnaire

- The questionnaire contained approximately 44 possible questions, including subsets of questions specifically for students, employees, carpoolers, transit riders, bicyclists, single occupant vehicle (SOV) travelers, or U-PASS members.
- The questionnaire contained a variety of question formats, including closed single and multiple response questions for all categorical data. In situations where not all of the possible responses were known, an “other” category was included so the respondent’s verbatim response could be recorded. These results were reviewed and, where appropriate, coded post-facto into the database. All attitude and evaluation questions used scaled response formats. Scales were typically four or five points in length. To prevent order bias, certain blocks of questions were rotated or randomized in both the online and telephone versions of the survey.
- Pacific Market Research conducted a pretest of the telephone and online survey instruments with staff, faculty, and students on October 19, 2015.
- A copy of the questionnaire is included in Appendix IV.

Sample Selection and Management

- The University of Washington provided two databases to Pacific Market Research for sampling: the student database and a database including all types of University of Washington employees (staff and faculty), drawn from University of Washington's payroll and personnel system.
- The combined University of Washington databases were stratified into three main groups—faculty, staff, and students. Because the sample was already designated (student, staff, or faculty) the only qualifying statement that respondents needed to verify was whether or not they worked or attended classes at a University of Washington owned or leased building. Respondents were also asked to confirm their sample designation. This verification revealed a very close match with the sample information. Prior to data collection, an analysis of the student sample was conducted to ensure accurate representation of class standing within the student sample universe.
- Based on the desired quotas for each group, and limited by the state CTR response requirements, a random sample was drawn for each group. This process yielded 4,107 initial sample elements (1,578 students, 1,128 staff, and 1,401 faculty). Approximately 200 of the sample records used were randomly drawn for the pretest from each group. No changes were made to the questionnaire that would change the data collection after the pretest, so all of the pretest sample and completed surveys were included in the final data file.
- Sample elements with email addresses were initially contacted online, while those without e-mail addresses were contacted via telephone.
- If the respondent did not complete the online survey during their time allotment, the sample record was transferred to the telephone interview sample. Data collection for staff, faculty, and students ran between October 19 and December 14, 2015 for students and faculty, and December 20, 2015 for staff. Telephone interviewing was conducted weekdays 8 a.m. to 9 p.m., and Saturday and Sunday from 10:00 a.m. to 6:00 p.m. Interviewers made up to five attempts to reach respondents by telephone.

Sample Selection and Management (continued)

- At the beginning of the interview, respondents were screened and identified as members of one of three groups—faculty, staff, or student. Respondents who did not qualify for the survey were immediately screened out. If a respondent was identified as a student or employee but was not available to be interviewed at the time the current call was placed, a callback interview was scheduled. Significant effort (including repeated callbacks) were made to reach the respondent by telephone. In addition, respondents with email addresses who were not reached during the initial attempts by email and telephone were re-invited to complete the online survey with two additional online reminder emails. These were simultaneous to the telephone follow-up efforts.
- Pacific Market Research completed a total of 1,456 interviews (for a full breakdown of interviews by group and the weighting process and weighted results, see Table 29). This number of interviews allows for sufficient subgroup cell sizes when inferring statistical reliability. The data were then weighted to reflect the actual proportions of these groups in the overall University of Washington population.

Sample Dispositions

Table 29: Sample disposition

	Disposition			
	Student	Faculty	Staff	total
Total Sample	1,578	1,128	1,401	4,107
Screened out	35	106	155	296
Qualified Sample	1,543	1,022	1,246	3,811
Completes - Web	334	177	442	953
Completes - Phone	275	70	158	503
Completes - Total	609	247	600	1,456
Final call results				
Break off during screener	11	4	10	25
Changed number - cell phone	1	2	1	4
Claims previous interview	6	9	7	22
Completed survey	275	70	158	503
Hard refusal	80	43	50	173
Link resolved - completed	10	8	9	27
Link resolved - internal error	2	2	1	5
No such person	19	31	40	90
Non-residential number		7	10	17
Non-working number	62	27	21	110
Other telephone problems	15	7	9	31
Qualified refusal	2	1	1	4
Terminated	25	12	37	74
Answering machine	296	201	91	588
Busy	5	2	6	13
Changed number		1	1	2
No answer	62	32	191	285
Scheduled callback	32	40	37	109
Total	903	499	680	2,082

Appendix II: Mode Share Data Including Telecommute

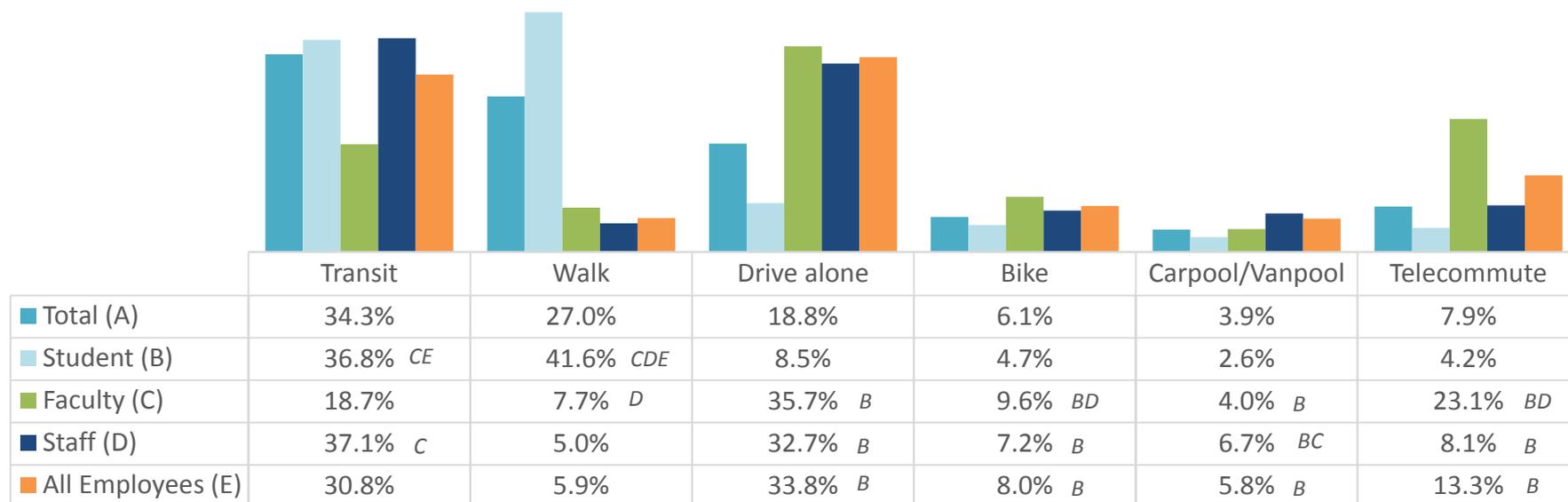
- Prior to 2012, the mode share data was calculated using a different methodology. The previous data files are either unavailable or do not contain the variable or calculation used to determine mode-share. The mode share numbers from 2002 through 2010 have been imported from the previous reports. The table below provides the table number from which the mode share data was imported for each of the previous years.
- 2012 and 2014 mode share data taken from the 2014 report.
- In 2015 telecommute work days were integrated into the mode share questions on past week travel more thoroughly than in past years data collection. This appendix represents mode share with the telecommute days included.

Sources for Mode Share Data from 2002 to 2010 Year

2002	Final Report—Table 13
2004	Final Report—Table 13
2006	Final Report—Table 18
2008	Final Report—Table 17
2010	Final Report—Table 21

Mode Share for Commute Trips to Campus – Weekdays Including Telecommute

Figure 45: Mode Share – Commute Trips to Campus Weekdays - Including Telecommute



Letters note significant differences between sub-groups at 95% confidence.

Trip Data

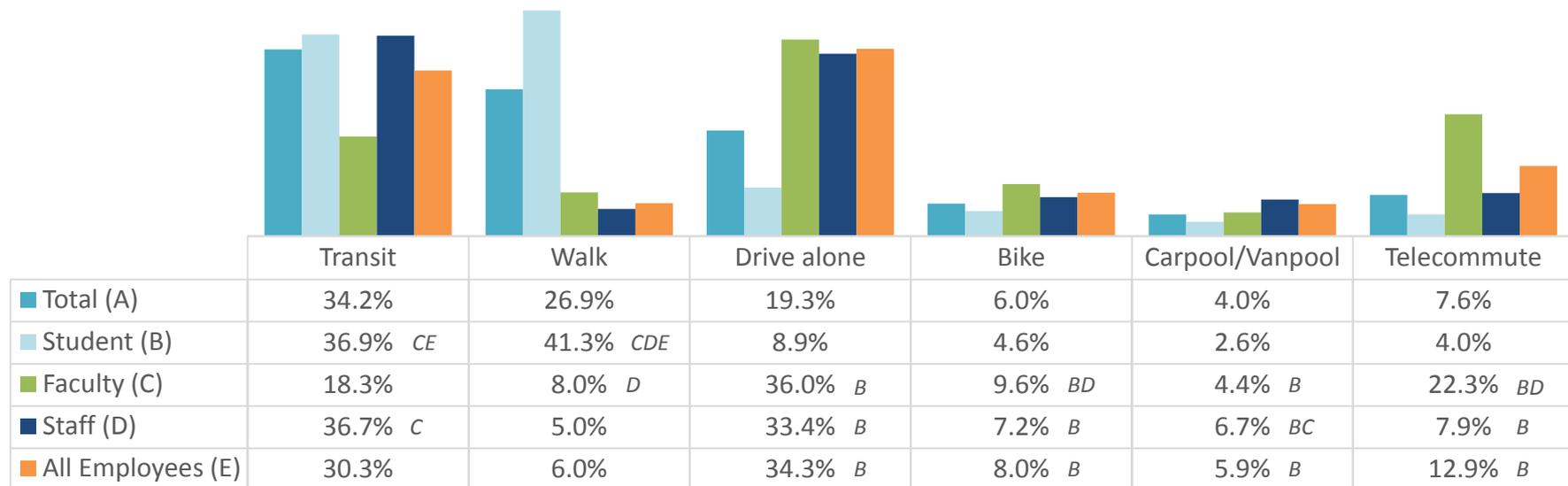
Base: Total Trips

Q10B Which part of your trip covered the longest distance (based on miles traveled)? (Including telecommuters)

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	6497	3840	915	1743	2658
Unweighted	6602	2620	1266	2716	3982

Mode Share for Commute Trips to Campus – Total Trips to Campus Including Telecommute

Figure 46: Mode Share – Commute Trips to Campus All Seven Days – Including Telecommute



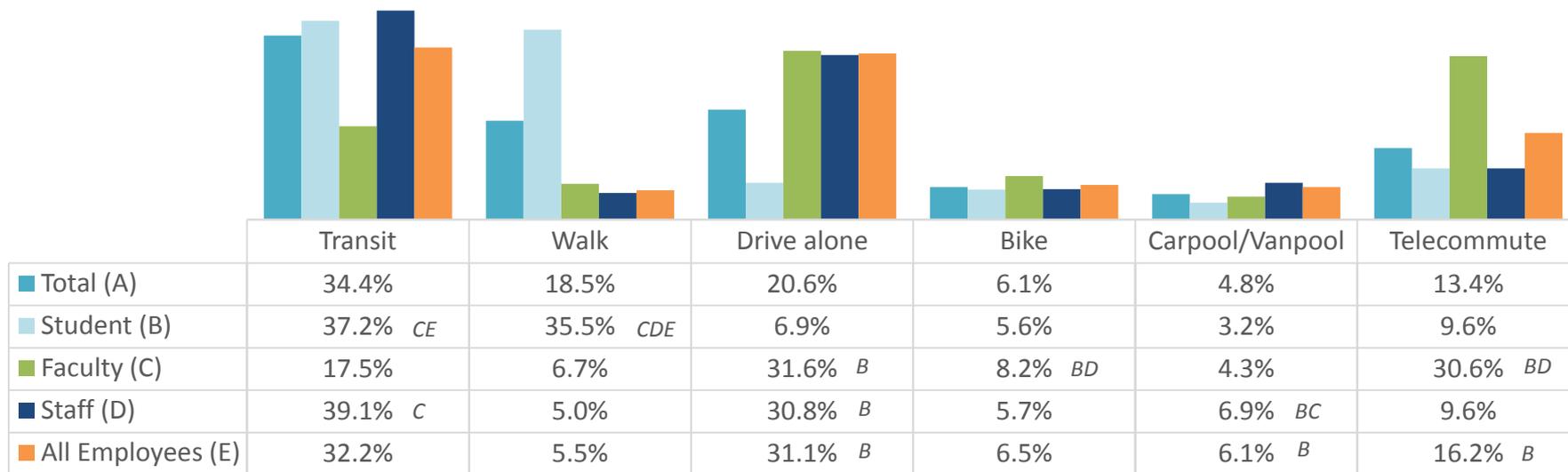
Letters note significant differences between sub-groups at 95% confidence.

Trip Data
 Base: Total Trips
 Q10B Which part of your trip covered the longest distance (based on miles traveled)? (Including telecommuters) Monday through Sunday

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	6709	3969	945	1795	2740
Unweighted	6813	2708	1308	2797	4105

Mode Share: Peak Hours Commute – Monday through Friday Including Telecommute

Figure 47: Mode Share – Monday through Friday – 6am to 9am – Including Telecommute



Letters note significant differences between sub-groups at 95% confidence.

Trip Data

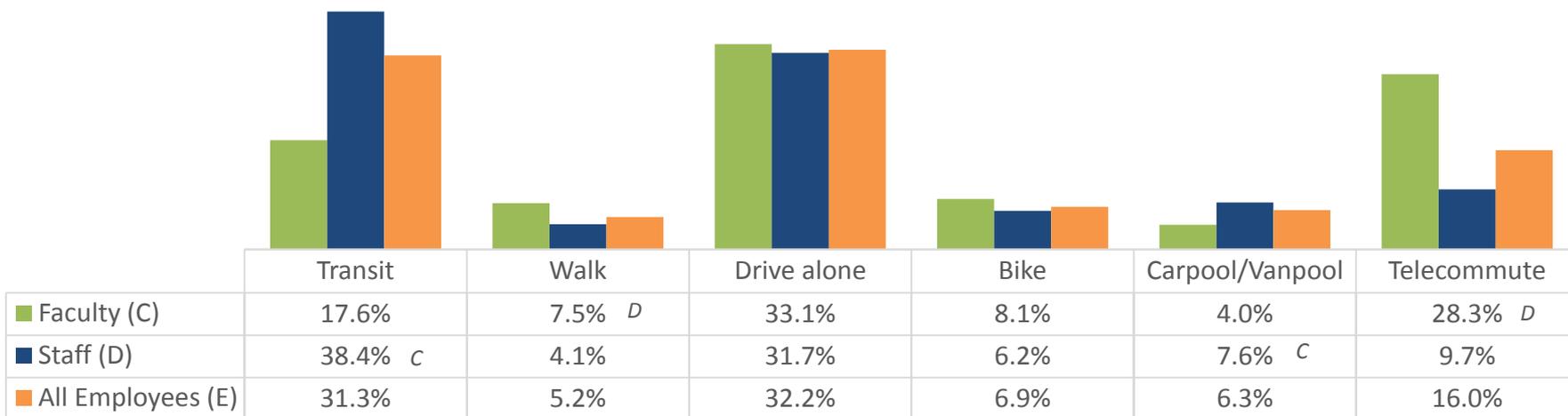
Base: Total Trips; All Respondents

Percentages are based to total weekday trips to campus and in those instances where multiple modes were reported for a single trip, reflect the mode used for the longest portion of the trip. (Including telecommuters)

Total Trips	Total	Student	Faculty	Staff	All Emp.
Total	3839	1666	690	1483	2173
Unweighted	4403	1137	955	2311	3266

Mode Share: CTR-Eligible Trips (Monday through Friday) Including Telecommute

Figure 48: Mode Share – CTR-Eligible Trips (Monday through Friday)



Letters note significant differences between sub-groups at 95% confidence.

Trip Data

*Base: Selected Respondents: Employees; Weighted by EmployeeWt
Percentages are based to total weekday trips to campus and in those instances where multiple modes were reported for a single trip, reflect the mode used for the longest portion of the trip.*

Total Trips	Faculty	Staff	All Emp.
Total	1134	2192	3326
Unweighted	1033	2284	3317

Appendix III: Sample Size and Data Weighting

- To ensure the ability to analyze results within the key subgroups (faculty, staff, and students), faculty and staff were oversampled to allow for sufficient subgroup cell sizes when inferring statistical reliability. The data were then weighted to reflect the actual proportions of these groups in the overall University of Washington population. The population numbers used for weighting were provided by the University of Washington after data collection had finished.

Table 30: Sample sizes and weights

	Total	Student	Faculty	Staff	All Employees
Original Plan	1,624	600	300	724	1,024
Final Completed Surveys	1,456	609	247	600	847
Completed Survey %		41.8%	17.0%	41.2%	58.2%
University of Washington Population	73,401	44,993	9,000	19,408	28,408
Population %		61.3%	12.3%	26.4%	38.7%
Overall Weight		1.465504	0.722778	0.641636	
Weighted Base	1,456	892	179	385	564
Unweighted	1,456	609	247	600	847
Population Expansion Weight		73.88013	36.43725	32.34667	
Weighted Population Base	73,401	44,993	9,000	19,408	28,408
Employee Only Weights			1.0973	0.9599	
Weighted Employee Base			271	576	847
Margin of Error 95% Confidence Level	2.6%	4.0%	6.3%	4.0%	3.4%

Appendix IV: 2015 Questionnaire - 1

UNIVERSITY OF WASHINGTON TRANSPORTATION / CTR SURVEY

DATE LAST MODIFIED: 10/18/2015

TEXT CONVENTIONS

BOLD, PURPLE TEXT DENOTES STYLE-GUIDE INSTRUCTIONS

RED TEXT DENOTES PROGRAMMING INSTRUCTIONS

GREEN TEXT DENOTES INTERVIEWER INSTRUCTIONS

TEXT IN ALLCAPS IS NOT READ TO RESPONDENTS

WEB PROGRAMMING INSTRUCTIONS

Do not show “DON’T KNOW” or “PREFER NOT TO ANSWER” response options unless respondent attempts to skip question

Show “PREFER NOT TO ANSWER” instead of “REFUSED”

Show “unread” response options, and use Sentence Case (Capitalize first letter of word / phrase only)

Rating scales must be shown in the format below

SECTION HEADER INSTRUCTIONS

[BASE: LIST THE BASE FOR THE SECTION – IS IT ALL RESPONDENTS OR A SUBSECTION OF RESPONDENTS?]

[PROGRAMMING: SECTION FOR TIMING] – MOST SECTIONS SHOULD HAVE A NEW SECTION FOR TIMING

Illustration of how rating scales were shown; this question was not asked of respondents in this survey.

	Much Worse Than Other Communities											Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10	
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Questionnaire - 2

SAMPLE PLAN

SEE THE PROJECT WORK PLAN FOR QUOTA INSTRUCTIONS

RESPONSE OPTION NUMBERING

“OTHER (SPECIFY)” RESPONSES: SHOULD BE 888.

“DON’T KNOW” RESPONSES: SHOULD BE 998.

“REFUSED / PREFER NOT TO ANSWER” RESPONSE: SHOULD BE 999.

FOR “YES / NO” QUESTIONS: “YES” SHOULD BE 01; “NO” SHOULD BE 00

SCALE QUESTIONS SHOULD ALWAYS GO LOW TO HIGH WHERE THE LOW NUMBER INDICATES A LOWER LEVEL OF SATISFACTION / AGREEMENT, ETC., AND THE HIGHER NUMBER INDICATES A HIGHER LEVEL OF SATISFACTION / AGREEMENT, ETC. WHEN SHOWN ON A SCREEN, THE LOWER LEVEL SHOULD BE SHOWN ON THE LEFT SIDE AND THE HIGHER NUMBER ON THE RIGHT SIDE.

PHONE INTRODUCTION

[BASE: PHONE RESPONDENTS]

(ASK TO SPEAK TO INSERT PARTICIPANT NAME)

Hello, my name is _____, calling from [contractor]. The University of Washington recently sent you an email mentioning that we would be contacting you about an important study that provides information on how students, faculty and staff commute to campus. You were randomly selected to participate in the research effort. I can assure you that your responses will be kept confidential and only used in aggregate with others participating in this study.

IF MORE INFORMATION NEEDED:

The information gathered in this study will be used to help improve transportation in and around the University District. Additionally, it provides data to help the University meet State and City regulatory requirements.

This important survey. . .

- Provides information on travel behavior that the University uses for long-range development plans.
- Provides data required by the State of Washington’s Commute Trip Reduction Law. Major employers are required by this law to provide data on their employees commuting choices as determined by the survey. (<http://www.wsdot.wa.gov/Transit/CTR/overview.htm>)
- Provides important information on the effectiveness of the University’s transportation programs and potential program improvements.

If you have program or general questions, please contact Zachary Howard, the UW Commute Options Transit Program Specialist at znhoward@uw.edu or (206) 616-6087. If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

IF RESPONDENT REFUSES OR SAYS THEY ARE TOO BUSY, TRY TO SEND THEM BACK TO THE ONLINE SURVEY. ASK TO CONFIRM THEIR E-MAIL ADDRESS OR IF WE DON’T HAVE EMAIL ADDRESS REQUEST IT AND SEND IMMEDIATE INVITATION.

2015 Questionnaire - 3

WEB INTRODUCTION

[BASE: WEB RESPONDENTS]

Thank you for agreeing to participate in this important study for the University of Washington. The information gathered in this study will be used to help improve transportation in and around the University District. Additionally, it provides data to help the University meet State and City regulatory requirements. You have been randomly selected to participate in the research effort and all of your responses will be kept confidential and only used in aggregate with others participating in this study.

This important survey. . .

- Provides information on travel behavior that the University uses for long-range development plans.
- Provides data required by the State of Washington's Commute Trip Reduction Law. Major employers are required by this law to provide data on their employees commuting choices as determined by the survey.
(<http://www.wsdot.wa.gov/Transit/CTR/overview.htm>)
- Provides important information on the effectiveness of the University's transportation programs and potential program improvements.

If you have program or general questions, please contact Zachary Howard, the UW Commute Options Transit Program Specialist at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

SCREENER

[BASE: ALL RESPONDENTS]

[PROGRAMMING: SECTION FOR TIMING]

QS1 Are you **currently**. . .

ENTER ALL THAT APPLY

- | | |
|-----|--|
| 01 | Enrolled as a student (AS NEEDED: Fall Quarter 2015) |
| 02 | Employed as a faculty member |
| 03 | Employed as a staff member |
| 997 | None of the above (Specify: [Add 11/23/15]) |
| 998 | DON'T KNOW |
| 999 | PREFER NOT TO ANSWER |

IF QS1 EQ 997, 998, 999 THANK AND CONCLUDE

IF MULTIPLE RESPONSES GIVEN TO QS1 ASK QS1A

QS1A **[ASK IF MULTIPLE RESPONSES GIVEN TO S1]** Are the majority of your hours spent as a . . .

- | | |
|-----|--|
| 01 | Student (AS NEEDED: Fall Quarter 2015) |
| 02 | Faculty member |
| 03 | Staff member |
| 997 | None of the above |
| 998 | DON'T KNOW |
| 999 | PREFER NOT TO ANSWER |

2015 Questionnaire - 4

QS1B **[ASK IF MULTIPLE RESPONSES GIVEN TO S1A]** Do you primarily consider yourself a Student, Faculty, or Staff member?

- 01 Student (AS NEEDED: Fall Quarter 2015)
- 02 Faculty member
- 03 Staff member
- 997 None of the above
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

**IF QS1A OR QS1B EQ 997, 998, 999 THANK AND CONCLUDE
IF MULTIPLE RESPONSES GIVEN TO QS1B, THANK AND CONCLUDE.**

CREATE VARIABLE: TYPE

01 = STUDENT (QS1 EQ 01 ONLY) OR (QS1A=01 ONLY) OR (QS1B=01 ONLY)

02 = FACULTY (QS1 EQ 02 ONLY) OR (QS1A=02 ONLY) OR (QS1B=02 ONLY)

03 = STAFF (QS1 EQ 03 ONLY) OR (QS1A=03 ONLY) OR (QS1B=03 ONLY)

IF TYPE EQ 01: RESTORE [ATTEND CLASSES OR OTHER SPECIFIED WORDING] WHERE SPECIFIED

IF TYPE EQ 02 OR 03: RESTORE [WORK] WHERE SPECIFIED

IF TYPE EQ 02 OR 03: SKIP TO QS2

IF TYPE EQ 01: READ FOLLOWING STATEMENT

This survey is interested in travel made to campus for any reason associated with your status as a student. This could include attending classes, studying, group projects, or academic employment such as teaching or research. For simplicity's sake, the term "attend classes" will be used to cover all of these activities.

QS2 Do you **[WORK / ATTEND CLASSES]** on the Seattle campus or in a UW owned or leased building in the University District?

- 00 NO, NEITHER (Specify: [Add 11/23/15])
- 01 YES, ON SEATTLE CAMPUS
- 02 YES, IN THE UNIVERSITY DISTRICT
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

IF QS2 EQ 01 OR 02 CONTINUE

IF QS2 EQ 00 THANK AND CONCLUDE "That is all the information we need from you today"

IF QS2 EQ 998, 999 THANK AND CONCLUDE

ASK QS3 AND QS3A IF TYPE EQ 02 OR 03

QS3 Are you employed. . . ?

- 01 Full-time (35 hours or more per week)
- 02 Part-time (20 to 34 hours per week)
- 03 Part-time (less than 20 hours per week)
- 888 Something else (please describe)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

IF QS3 EQ 998, 999 THANK AND CONCLUDE

2015 Questionnaire - 5

QS3A Is your position intended to last 12 months or more?

- 00 NO
- 01 YES
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK QS4 IF TYPE EQ 01

QS4 How many credits are you currently registered for this quarter?

- ___ Record number of credits **[RANGE 1 - 30]**
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK QS4A IF S4 EQ 998 OR 999

QS4A Are you a full-time or part-time student?

- FULL TIME
- PART TIME
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

CREATE VARIABLE: FT STD
01 = PART TIME [QS4 < 10] OR [QS4A=02]
02 = FULL TIME [QS4 >= 10] OR [QS4A=01]

GENERAL TRAVEL

[BASE: ALL RESPONDENTS]

[PROGRAMMING: SECTION FOR TIMING]

Q4 What is the zip code associated with your current residence **[IF S1 EQUALS 01 SHOW "while attending the UW"]**?

- ___ Record Zip Code **[MUST START WITH 98]**
- 99998 DON'T KNOW
- 99999 PREFER NOT TO ANSWER

ASK Q4A IF TYPE=01 AND Q4 EQUALS 98105 OR 98115 OR 98195

Q4A Do you live in. . .

- UW housing, on campus
- UW housing, off campus
- 03 A fraternity or sorority
- 04 Non-UW housing
- 888 Something else (please specify)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

IF Q4A EQUALS 01/LIVE ON CAMPUS, SKIP TO Q9A1

2015 Questionnaire - 6

How many miles is it from where you live to the UW main campus? Your best estimate is fine. If not sure or don't know ask

(**PHONE:** what are your cross streets, I can look up the mileage for you.)

(**WEB:** If not sure please use the link below to calculate the mileage. The link is in no way connected to the survey, we will not have any access to what you type into the address field in Google Maps. It will just give you an accurate mileage number to type into the survey.

[Show Google maps link]

[WEB ONLY SHOW: You may use whole and partial numbers by using a decimal point. For example if you live a half mile away, enter .5.

____ Record number of miles [RANGE 0.1 TO 90]
 998 DON'T KNOW
 999 PREFER NOT TO ANSWER

CTR TRAVEL BEHAVIOR [BASE: ALL RESPONDENTS] [PROGRAMMING: SECTION FOR TIMING]

Base grid based on the day of the week respondent starts the survey
 Include current day if respondent starts survey after 6:00 p.m. (Pacific).
 Otherwise grid would start with Current Day – 1.

Q9A_1-Q9A_7. Q9A_997=Did NOT work/attend classes in past week. SKIP TO Q9D and then go to Q24

Which of the following days did you **[WORK / ATTEND CLASSES]** at the UW main campus or in the University District? Today is Saturday, Oct 24.

SHOW LIST STARTING WITH CURRENT DATE IF RESPONDENT STARTS SURVEY AFTER 6:00 P.M. (PACIFIC). HEADINGS FOR GRID SHOULD BE DAY AND DATE

USE SAME GRID BUT ONLY SHOW RADIO BUTTON FOR APPLICABLE DAYS.

CURRENT DAY OR YESTERDAY	START DAY - 1	START DAY -2	START DAY -3	START DAY -4	START DAY -5	START DAY -6
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IF Q4A EQUALS 01 (STUDENT LIVING ON CAMPUS), SKIP TO Q10A

Q9x1. Did you stay on campus past midnight any of those days?

- 00 NO Go to regular AM/PM time screen
- 01 YES ask Q9x2.
- 998 DON'T KNOW Go to regular AM/PM time screen
- 999 PREFER NOT TO ANSWER Go to regular AM/PM time screen

Q9x2. Which days did you stay past midnight

2015 Questionnaire - 7

Q9B_HOURS_1 TO Q9B_HOURS_7

Q9B_MINUTES_1 TO Q9B_MINUTES_7

Q9B_AMPM_1 TO Q9B_AMPM_7

[WEB DISPLAY: What time did you **arrive** on campus on each of the days below? Enter the time and then check AM or PM (e.g. 8:30 AM).]

[PHONE DISPLAY: What time did you **arrive** on campus on **[INSERT MOST RECENT DAY THEN READ LIST BACKWARDS (E.G. TUESDAY, MONDAY, ETC.)]**

INTERVIEWER NOTE (DO NOT READ): Enter actual time (e.g. 8:30) and then check whether a.m. or p.m. Enter time in standard format, for example: 3:30 (using a colon)]

	CURRENT DAY OR YESTERDAY	START DAY - 1	START DAY -2	START DAY -3	START DAY -4	START DAY -5	START DAY -6
ENTER TIME	___:___	___:___	___:___	___:___	___:___	___:___	___:___
A.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9C_HOURS_1 TO Q9C_HOURS_7 SHOW DAY OF WEEK AND DATE FOR EACH

Q9C_MINUTES_1 TO Q9C_MINUTES_7

Q9C_AMPM_1 TO Q9C_AMPM_7

[WEB DISPLAY: What time did you leave campus on each of the days below? Enter the day you left, the time and then check AM or PM (e.g. 8:30 AM).]

[PHONE DISPLAY: What time did you leave campus on **[INSERT MOST RECENT DAY THEN READ LIST BACKWARDS (E.G. TUESDAY, MONDAY, ETC.)]**

INTERVIEWER NOTE (DO NOT READ): Enter actual time (e.g. 8:30) and then check whether a.m. or p.m. Enter time in standard format, for example: 3:30 (using a colon)]

	CURRENT DAY OR YESTERDAY	START DAY - 1	START DAY -2	START DAY -3	START DAY -4	START DAY -5	START DAY -6
ENTER TIME	___:___	___:___	___:___	___:___	___:___	___:___	___:___
A.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P.M.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMPUTE / STORE VARIABLE: AM_ARR. THIS IS A BINARY FLAG WHERE 1 = ARRIVED ON CAMPUS BETWEEN 6AM AND 9AM (INCLUSIVE).

COMPUTE / STORE VARIABLE: PM_ARR. THIS IS A BINARY FLAG WHERE 1 = DEPARTED CAMPUS BETWEEN 3PM AND 6PM (INCLUSIVE).

2015 Questionnaire - 8

[ASK Q9D FOR EACH DAY NOT SELECTED IN Q9A]

Q9D_1 TO Q9D_7 You indicated that on [INSERT DAY] you did not **[WORK / ATTEND CLASSES]** at the UW campus or in the University District. Did you telecommute or **[WORK / ATTEND CLASSES]** from a remote location that day?

00 NO
01 YES
998 DON'T KNOW
999 PREFER NOT TO ANSWER

INSTRUCTION PAGE FOR Q10A

For the next questions, please think about how you traveled to the UW campus/ University District in the previous week. You will be asked to describe your commute for each day you went to campus. Your trip may have been very straightforward, like walking to campus, or you may have used a number of different types of transportation. For these questions think of all the different ways you traveled as a “leg” of each day’s commute. The final leg will be “Trip Finished”.

For example, a person who walks to campus would select:

Leg 1: Walk
Leg 2: Trip finished

A person with a more complex commute might choose the following:

Leg 1: Drive alone
Leg 2: Link light rail
Leg 3: Metro bus
Leg 4: Walk
Leg 5: Trip finished

**Q10 SERIES ASKED FOR EACH DAY RESPONDENT RECORDS TRAVELING TO CAMPUS FOR WORK / TO ATTEND SCHOOL (FROM Q9A)
REPEAT Q10A THROUGH Q10D.**

SHOW FIRST THREE PARAGRAPHS FOR FIRST QUESTION SERIES ONLY.

IF Q9D = 1 POPULATE Q10B FOR CORRESPONDING DAY WITH VALUE “20”

Q10A_DAY1_L01 TO Q10A_DAY7_L05

Thinking about your travel from where you live to the UW on [RESTORE CURRENT OR MOST RECENT DAY TRAVELED TO CAMPUS], how did you get to [WORK / CLASS]?

[WEB DISPLAY: If you used more than one type of transportation, please list each type you used in the order of your trip, starting from where you live until you reached your destination.

[IF Q4A=1 DISPLAY If you live on campus, please list how you get from your home to where you work/attend class on campus]

[PHONE DISPLAY: AS NECESSARY READ: If you used more than one type, please list each type you used in the order of your trip, starting from where you live until you reached your destination.

[IF Q4A=1 DISPLAY If you live on campus, please tell me how you get from your home to where you work/attend class on campus]

[PHONE DISPLAY: INTERVIEWER NOTE: AFTER EACH LEG/RESPONSE, ASK “DID YOU USE ANY OTHER METHOD OF TRANSPORTATION TO GET TO CAMPUS?” IF YES, ASK WHICH ONE, IF NO, SELECT “NO OTHER SYSTEMS”. AFTER 4th LEG, ASK “WHAT WAS THE LAST MODE OF TRANSPORTATION YOU USED TO GET TO CAMPUS?”]

2015 Questionnaire - 9

Q10A. Thinking about your travel from where you live to the UW on **[RESTORE CURRENT OR MOST RECENT DAY TRAVELED TO CAMPUS]**, how did you get to **[WORK / CLASS]**?

CODE	What type of transportation did you use for the [first, second, etc.] part of your commute to the UW? (READ LIST IF NECESSARY, CLARIFY)	Leg 1	Leg 2-4	Last leg 5
1	Trip Finished (shown for Leg 2 and onwards)		<input type="radio"/>	<input type="radio"/>
2	Drove alone (or with children under 16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Q10A_DAY1-7_L01-I07_CARPOOL	Carpooled (2 or more people) [ASK IF CARPOOL] Including yourself, how many people 16 and older were in your carpool?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 Q10A_DAY1-7_L01-I07_VANPOOL	Vanpooled [ASK IF VANPOOL] Including yourself, how many people 16 and older were in your vanpool?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 Q10A_DAY1-7_L01-I07_MOTORCYCLE	Motorcycle / Moped / Scooter [ASK IF MOTORCYCLE] Including yourself, how many people 16 and older were on the motorcycle/moped/scooter?"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6 Q10A_DAY1-7_L01-I07_BUS	Bus [ASK IF TOOK BUS] Which bus system did you ride (READ LIST IF NECESSARY)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	King County Metro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Sound Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Community Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Everett Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Pierce Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Kitsap Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Other bus system (specify) 99=Bus System Unknown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Questionnaire - 10

Q10A. Cont.	What type of transportation did you use for the [first, second, etc.] part of your commute to the UW? (READ LIST IF NECESSARY, CLARIFY)	Leg 1	Leg 2-4	Last leg 5
7 Q10A_DAY1-7__LINK_ON	Link Light Rail [ASK IF USED LINK] At which station did you board the Link?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1 2 3 4 5 6 7 8 9 10 11 12 13	SeaTac Airport Tukwila / International Blvd Rainier Beach Othello Columbia City Mount Baker Beacon Hill SODO Stadium International District / Chinatown Pioneer Square University Street Westlake Unknown station	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
Q10A_DAY1-7__LINK_OFF	[ASK IF USED LINK] At which station did you get off the Link?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>

2015 Questionnaire - 11

Q10A. Thinking about your travel from where you live to the UW on **[RESTORE CURRENT OR MOST RECENT DAY TRAVELED TO CAMPUS]**, how did you get to **[WORK / CLASS]**?

Q10A. Cont	What type of transportation did you use for the [first, second, etc.] part of your commute to the UW? (READ LIST IF NECESSARY, CLARIFY)	Leg 1	Leg 2-4	Last leg 5
8	Seattle Streetcar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Water Taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Sounder Commuter Rail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Washington State Ferries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Walked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Health Sciences Express Shuttle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Other (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**COMPUTE / STORE VARIABLE: NUMLEGS. THIS IS THE NUMBER OF LEGS USED TO GET TO CAMPUS. IF Q10B EQ 20, SET NUMLEGS EQ 0. COMPUTE THIS VARIABLE EACH TIME THE PARTICIPANT GOES THROUGH THE Q10A SERIES.
ASK Q10B IF NUMLEGS > 0
DISPLAY ONLY THE MODES SELECTED IN Q10A**

2015 Questionnaire - 12

Q10B Which part of your trip covered the longest distance (based on miles traveled)?

- | | | | |
|----|--|-----|---------------------------------|
| 02 | Alone in car (or with children under 16) | 08 | Seattle Streetcar |
| 03 | Carpool | 09 | King County Water Taxi |
| 04 | Vanpool | 10 | Sounder Commuter Rail |
| 05 | Motorcycle/Moped/Scooter | 11 | Washington State Ferries |
| 16 | King County Metro bus | 12 | Bicycle |
| 17 | Sound Transit Express bus | 13 | Walk |
| 18 | Community Transit | 14 | Health Sciences Express Shuttle |
| 19 | Everett Transit | 20 | [DO NOT READ] TELEWORK |
| 30 | Pierce Transit | 15 | Other |
| 21 | Kitsap Transit | 998 | DON'T KNOW |
| 22 | Other bus | 999 | PREFER NOT TO ANSWER |
| 07 | Link Light Rail | | |

Q10C How long in minutes did your entire commute take from leaving your home to arriving at your final UW destination?

IF DON'T KNOW PROMPT WITH: Please give us your best estimate.

- ____ Record number of minutes **[RANGE 0 TO 180]**
998 DON'T KNOW
999 PREFER NOT TO ANSWER

Q10D_1 TO Q10D_7 On **[RESTORE NEXT TRAVEL DAY]**, did you use the same types of travel as **[RESTORE PREVIOUS TRAVEL DAY]**?

- 00 NO
01 YES
998 DON'T KNOW
999 PREFER NOT TO ANSWER

**IF Q10D EQUALS 01, POPULATE A10A AND Q10C WITH SAME VALUES AS PREVIOUS DAY. ASK Q10D
IF Q10D EQUALS 00, REPEAT QUESTION Q10A THROUGH Q10D FOR NEXT TRAVEL DAY**

REPEAT UNTIL ALL TRAVEL DAYS COMPLETED

CREATE VARIABLES TO REFLECT LAST LEG NAMES; LASTLEGMODE

IF LAST LEG EQUALS WALK THEN USE PREVIOUS LEG THAT IS DRIVE ALONE, CARPOOL, VANPOOL, MOTORCYCLE / MOPED, TRANSIT, ETC.

CREATE UP TO TWO LASTLEG VARIABLES – ONE FOR TRANSIT AND ONE FOR ALL OTHERS

2015 Questionnaire - 13

IF RESPONDENT QUALIFIES WITH MORE THAN ONE FOR DRIVE/CARPOOL/VANPOOL/MOTORCYCLE, USE MOST RECENT DAY TRAVELED

02 = DRIVE ALONE

03 = CARPOOL

04= VANPOOL

05= MOTORCYCLE / MOPED

06= TRANSIT (BUS ONLY)

ASK Q18B IF LAST LEG = 06 (BUS TRANSIT) if last leg=walk use previous leg

When you take the bus to campus, how long does it **typically** take you to walk from where you got off the bus to your final destination?

[WEB DISPLAY: IF LESS THAN ONE MINUTE, ENTER "0"]

[PHONE DISPLAY: INTERVIEWER NOTE: IF LESS THAN ONE MINUTE, ENTER "0"]

Record number of minutes walked, enter 0 for less than one minute [RANGE 0 – 60]

998 DON'T KNOW
999 PREFER NOT TO ANSWER

PARKING /CARPOOLING/VANPOOLING

[BASE: IF ANY LASTLEG VARIABLE = 02 OR 03 OR 04 OR 05 (DRIVE ALONE, CARPOOL, VANPOOL, MOTORCYCLE/MOPED)]

[PROGRAMMING: SECTION FOR TIMING]

Q18 When you [DRIVE / CARPOOL / VANPOOL / RIDE YOU MOTORCYCLE/MOPED] to campus, where do you **typically** park?

[PHONE DISPLAY: READ LIST IF NECESSARY]

01 A University lot or garage
02 Paid on-street parking
03 Free on-street parking
04 In a private or city lot or garage
05 Somewhere else [specify]
95 [DO NOT READ] Didn't park / got dropped off
998 DON'T KNOW
999 PREFER NOT TO ANSWER

Q18A How long does it **typically** take you to walk from where you left your vehicle to your final destination?

[WEB DISPLAY: IF LESS THAN ONE MINUTE, ENTER "0"]

[PHONE DISPLAY: INTERVIEWER NOTE: IF LESS THAN ONE MINUTE, ENTER "0"]

Record number of minutes walked, enter 0 for less than one minute [RANGE 0 – 60]

998 DON'T KNOW
999 PREFER NOT TO ANSWER

2015 Questionnaire - 14

ASK Q18C IF Q18 EQ 01 SKIP IF ANY LASTLEG VARIABLE = 04 VANPOOL

Q18C Which of the following parking products do you use when parking on campus?

- 01 SOV permit
- 02 Individual Commuter Tickets or ICTs
- 03 Carpool permit
- 04 Night parking permit
- 05 Pay-per-use Parking or PPUP **[PRONOUNCED "PUP"]**
- 06 Swing shift permit
- 07 Motorcycle permit
- 08 Gatehouse-issued daily parking permit
- 09 Gatehouse-issued carpool parking permit
- 10 Machine-issued hourly parking permit
- 11 Other
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK Q19 IF ANY Q10 LEG EQUALS CARPOOL

Q19 When you carpool are you typically. .

- 01 The driver
- 02 The passenger
- 03 Share driving responsibility equally
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK Q20 IF ANY Q10 LEG EQUALS CARPOOL

Q20 Do all members of your carpool work or attend classes at UW owned or leased buildings on the main campus or in the University District?

- 00 NO
- 01 YES
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK Q20A IF Q20 EQUALS 00

Q20A_1 TO Q20A_999 Were you or some other members of your carpool dropped off at somewhere other than a UW owned or leased building on the main campus or in the University District?

[PHONE SHOW: READ LIST IF NECESSARY] BINARY

[ENTER ALL THAT APPLY]

- 01 I was dropped off somewhere else
- 02 Other members of the carpool were dropped off
- 03 No one dropped off **[MUTUALLY EXCLUSIVE – IF THEY CHECK THIS THEY CANNOT CHECK ANY OTHERS]**
- 888 Something else (please describe)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

2015 Questionnaire - 15

UPASS USERS PLUS NON-PASS USERS Q27C, Q27B, Q31 FOR ALL [PROGRAMMING: SECTION FOR TIMING]

ASK Q24 OF ALL PARTICIPANTS

- Q24 Do you have a U-PASS that is valid for Fall Quarter 2015?
- 00 NO SKIP TO Q27C
 - 01 YES CONTINUE Q25
 - 998 DON'T KNOW SKIP TO Q27C
 - 999 PREFER NOT TO ANSWER SKIP TO Q27C

- Q25 How long have you had a U-PASS?

[PHONE DISPLAY: INTERVIEWER NOTE: DO NOT READ LIST UNLESS RESPONDENT SAYS DON'T KNOW]

- 01 FIRST QUARTER I HAVE HAD ONE [INTERVIEWER NOTE: CHOOSE THIS IF ISSUED AFTER SEPT 15, 2015]
- 02 LESS THAN ONE YEAR
- 03 1 TO 2 YEARS
- 04 3 TO 5 YEARS
- 05 MORE THAN 5 YEARS
- 888 OTHER (PLEASE DESCRIBE)
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

ASK Q26A IF TYPE EQ 02 OR 03 (FACULTY OR STAFF)

- Q26A Did you. .
- 01 Purchase your U-PASS
 - 02 Receive a U-PASS with an SOV (Single Occupancy Vehicle) parking permit
 - 03 Receive a U-PASS with a carpool parking permit
 - 04 Receive a U-PASS with a motorcycle parking permit
 - 05 Receive a U-PASS because you are a vanpool driver or bookkeeper
 - 888 Something else [describe]
 - 998 DON'T KNOW
 - 999 PREFER NOT TO ANSWER

ASK Q26B IF TYPE EQ 01

- Q26B Did you. .
- 01 Receive a U-PASS with your tuition and fees
 - 02 Purchase a U-PASS from UW Professional and Continuing Education
 - 03 Purchase a U-PASS from UW Transportation Services
 - 04** [DO NOT READ] Purchased as a staff / employee
 - 888 Something else [describe]
 - 998 DON'T KNOW
 - 999 PREFER NOT TO ANSWER

2015 Questionnaire - 16

ASK Q27C ALL PARTICIPANTS

Q27C Are you aware that the U-PASS provides . . .

[PHONE DISPLAY: [INTERVIEWER NOTE: READ SCALE FOR FIRST ATTRIBUTE, THEN READ ONLY IF NECESSARY]]

		<u>Yes</u>	<u>No</u>	DO NOT READ PREFER NOT TO ANSWER
Q27C_1	Full-fare coverage on buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2C7_2	Full-fare coverage on Link light rail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27C_3	Night Ride shuttle service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2C7_4	The emergency ride home program [SHOW FOR TYPE EQ 02,03 ONLY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27C_5	Discounted preferred parking for carpools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27C_6	Up to \$80 per month of your vanpool fare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27C_7	Discounts for Zipcar, Car2Go, or Pronto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q27C_8	A Commute Concierge service with personalized commute assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Questionnaire - 17

ASK IFQ24 =01

Q27 How often have you used your U-PASS to do each of the following . . .

[READ EACH ONLY IF ANSWERED YES IN Q27] [IN DATA BASE TO TOTAL]

[PHONE DISPLAY: [INTERVIEWER NOTE: READ SCALE FOR FIRST ATTRIBUTE, THEN READ ONLY IF NECESSARY]]

		Never-1	Rarely-2	Someti mes-3	Frequ ently-4	DO NOT READ PREFER NOT TO ANSWER
Q27_16	Ride transit as part of your commute	<input type="radio"/>				
Q27_17	Ride transit for other purposes	<input type="radio"/>				
Q27_7	Ride Link Light Rail	<input type="radio"/>				
Q27_11	Ride the Night Ride shuttle	<input type="radio"/>				
Q27_12	Get an emergency ride home [SHOW FOR TYPE EQ 02,03 ONLY]	<input type="radio"/>				
Q27_13	Get discounted preferred parking for carpools	<input type="radio"/>				
Q27_14	Cover up to \$80 per month of your vanpool fare	<input type="radio"/>				
Q27_18	Get discounts from Zipcar, Car2Go, or Pronto	<input type="radio"/>				
Q27_00	I have never used my U-PASS					

2015 Questionnaire - 18

SKIP OF Q27C_8 = 02

Q27_B Have you used the Commute Concierge service to receive personalized commute assistance to campus?
 00 NO
 01 YES
 998 DON'T KNOW
 999 PREFER NOT TO ANSWER

ASK IFQ24 =01

Q28 Overall, how satisfied are you with the U-PASS program?

[PHONE SHOW: Would you say you are (READ SCALE)]

Very Dissatisfied-1	Somewhat Dissatisfied-2	Somewhat Satisfied-3	Very Satisfied-4	DO NOT READ Prefer not to answer
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ASK Q30 IF Q24=01 AND TYPE EQ 01

Q30 Do you agree or disagree that the U-PASS makes it easier for you to attend classes at the University of Washington?

[PHONE SHOW: FOLLOW UP WITH: Would that be strongly or somewhat Agree/Disagree?]

Strongly Disagree-1	Somewhat Disagree-2	Neither Agree nor Disagree-3	Somewhat Agree-4	Strongly Agree-5	DO NOT READ PREFER NOT TO ANSWER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Questionnaire - 19

ASK Q31 IF TYPE EQ 02, 03 Q24=00-999

Q31 Do you agree or disagree that the U-PASS is a benefit of working at the University of Washington?

[PHONE SHOW: FOLLOW UP WITH: Would that be strongly or somewhat Agree/Disagree?]

Strongly Disagree- 1	Somewhat Disagree-2	Neither Agree nor Disagree-3	Somewhat Agree-4	Strongly Agree-5	DO NOT READ PREFER NOT TO ANSWER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NON-UPASS USERS

[BASE: Q24=00 (NO)]

[PROGRAMMING: SECTION FOR TIMING]

- Q37 Have you ever had or considered having a U-PASS?
- 00 No, have never had nor considered having a U-PASS
 - 01 Yes, have considered getting a U-PASS
 - 02 Yes, had a U-PASS in the past
 - 998 DON'T KNOW
 - 999 PREFER NOT TO ANSWER

Q38 How likely are you to get a U-PASS in the future?

[PHONE SHOW: Would you say you are (READ SCALE)]

Not at All Likely-1	Not Very Likely-2	Not Sure Either Wa-3y	Somewhat Likely-4	Very Likely-5	DO NOT READ PREFER NOT TO ANSWER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2015 Questionnaire - 20

Q39 What would encourage you to get a U-PASS? **[INTERVIEWER NOT ALLOW ONE RESPONSE]**
Open-ended question

Post-codes:

- | | | | |
|----|---|-----|---|
| 1 | <i>Cheaper/lower price</i> | 20 | <i>Safety/security</i> |
| 2 | <i>If it was free</i> | 21 | <i>More options (unspecified)</i> |
| 3 | <i>Cheaper/discounted rates for less frequent/occasional/sporadic use</i> | 22 | <i>Better bus service (unspecified)</i> |
| 4 | <i>Lower Senior rate/Disabled rate</i> | 24 | <i>If service was closer to my home</i> |
| 5 | <i>Cheaper/free for staff/employees/part-time employees</i> | 25 | <i>Distance/if I lived further away/out of walking/biking distance</i> |
| 6 | <i>Discounted/free parking</i> | 26 | <i>If I couldn't walk/ride my bike</i> |
| 7 | <i>Lower price/discount for bicyclists</i> | 27 | <i>If I needed to use the bus more often</i> |
| 8 | <i>Ability to pay per use/pay as you go</i> | 28 | <i>If I couldn't drive/carpool/didn't have a vehicle/car broke down</i> |
| 9 | <i>Easier/more convenient (unspecified)</i> | 29 | <i>Better service to/from West Seattle</i> |
| 10 | <i>Reliable/on time service</i> | 30 | <i>When light rail terminal is finished/light rail to/from my location is complete</i> |
| 11 | <i>Faster commute/less travel time</i> | 31 | <i>Other specified parking mentions</i> |
| 12 | <i>Better connections (unspecified)</i> | 32 | <i>Need to know more about it</i> |
| 13 | <i>Direct routes/no transfers</i> | 33. | <i>Need my car for emergencies/family reasons/work meetings</i> |
| 14 | <i>More frequent buses/bus service</i> | 94 | <i>Other Cost mentions</i> |
| 15 | <i>If I worked different hours/if bus schedule fit my schedule/work schedule</i> | 888 | <i>Other</i> |
| 16 | <i>Earlier/early morning service</i> | 997 | <i>Nothing/don't need it</i> |
| 17 | <i>Later evening/night service</i> | 998 | <i>DON'T KNOW</i> |
| 18 | <i>Less crowded buses/evening buses</i> | 999 | <i>PREFER NOT TO ANSWER</i> |
| 19 | <i>If buses were more comfortable</i> | | |

2015 Questionnaire - 21

WRAP UP

[BASE: ALL PARTICIPANTS]

[PROGRAMMING: SECTION FOR TIMING]

These final questions will help us group your answers with others. Please let us assure you that all of your responses will remain completely confidential.

- D1 What is your age?
____ Enter number ? (RANGE=16-97)
998 DON'T KNOW
999 PREFER NOT TO ANSWER

ASK IF D1 EQUALS 998 OR 999

- D1A Are you . . .
01 Under the age of 18?
02 Between 18? and 24
03 Between 25 and 34
04 Between 35 and 44
05 Between 45 and 54
06 Between 55 and 64
07 65 or older
999 PREFER NOT TO ANSWER

- D2 **[WEB SHOW]** Are you . .
[PHONE] RECORD GENDER, IF UNSURE ASK. . . "So there's no confusion, I have to record your answer. Do you identify as. . .
01 Male
02 Female
03 OTHER
999 PREFER NOT TO ANSWER

- D3 Do you have a valid driver's license?
00 NO
01 YES
998 DON'T KNOW
999 PREFER NOT TO ANSWER

- D4 Do you have access to a Smartphone or similar handheld internet-capable device that you use while on campus?
00 NO
01 YES
998 DON'T KNOW
999 PREFER NOT TO ANSWER

ASKED ONLY IN PRETEST: Do you have any feedback for us on your experience taking the survey?

Thank you for participating in this important study. The information you provided today will help the UW better serve your transportation needs.

Appendix V: Outreach Materials

UW Email Notification

Subject line: How do you get to campus?

Dear [INSERT NAME]:

Every year, the University of Washington conducts an important study to gather information on how students, faculty and staff commute to campus. The information gathered in this study will be used to help improve transportation to and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

You have been randomly selected to participate in this study. Survey results will be used to shape future transportation programs for campus. Upon completion of the survey, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

In the next few days, you will be contacted by Pacific Market Research with instructions on how to participate in this study and a link to the online questionnaire. Pacific Market Research is working with the UW to complete this survey. All survey responses will remain confidential, although anonymous, summarized data will be available to the public sometime next year.

Please help the UW better understand its transportation needs by participating in this important study.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

Thank you in advance for your participation in this important research.

Appendix V: Outreach Materials

UW Campus Mail Notification (Faculty and staff only – no e-mail)

Dear **[INSERT NAME]**:

Every year, the University of Washington conducts an important study to gather information on how students, faculty, and staff commute to campus. The information gathered in this study will be used to help improve transportation in and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

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Appendix V: Outreach Materials

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You have been randomly selected to participate in this study. Survey results will be used to shape future transportation programs for campus. Upon completion of the survey, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

To begin your participation in the study, please transcribe the following link into your browser.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://s.....>

Pacific Market Research is working with the UW to complete this survey. All survey responses will remain confidential, although anonymous, summarized data will be available to the public sometime next year.

Please help the UW better understand its transportation needs by participating in this important study.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

Thank you in advance for your participation in this important research.

Appendix V: Outreach Materials

Vendor Email Invitation

Subject line: Please help improve campus transportation

Dear **[INSERT NAME]**:

Recently, the UW sent you a notification that you have been randomly selected to participate in an important study to shape future transportation programs for campus.

To begin your participation in the study, please click on the link below.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://s.....>

If the above link does not work, please copy the link and paste it into your browser, then press “enter” to begin taking the survey.

In addition to shaping future transportation programs for campus, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store upon completion of the survey. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

Pacific Market Research is working with the UW to complete this research. All survey responses will remain confidential, although anonymous, summarized data will be available to the public sometime next year.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

Thank you for your participation in this important research.

Appendix V: Outreach Materials

1st Reminder Email (Pacific Market Research)

Subject line: We want to hear from you – please help improve campus transportation

Dear **[INSERT NAME]**:

You were selected to take part in the University of Washington's transportation study, but according to our records, have not yet taken the survey. The survey should only take about 10 minutes to complete; will you please take the survey at your earliest convenience? If you have already completed the survey, you may disregard this email.

This study is conducted every year to collect information on how students, faculty, and staff commute to campus. The information gathered in this study will be used to help improve transportation to and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

You have been randomly selected to participate in this study. In addition to shaping future transportation programs for campus, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store upon completion of the survey. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

Please help the UW transportation system by participating in this important study.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://survey5.....>

If the above link does not work, please copy the link and paste it into your browser and then press enter to begin taking the survey.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

Thank you for your participation in this important research.

Appendix V: Outreach Materials

1st Reminder Email - After holiday closure

Subject line: We want to hear from you – please help improve campus transportation

Dear **[INSERT NAME]**:

You are one of the few who were selected to take part in the University of Washington’s transportation study, but according to our records, have not yet taken the survey. The survey should only take about 10 minutes to complete; will you please take the survey at your earliest convenience? If you have already completed the survey, you may disregard this email.

If you accessed this survey in the past seven days it was temporarily closed due to the Thanksgiving Holiday and the change this causes in commuting patterns. This survey includes information on your weekly commute to campus. The survey is now open and your input is **extremely important** so please be sure to log in to complete the survey, now that the commute week is back to normal.

This study is conducted every year to collect information on how students, faculty, and staff commute to campus. The information gathered in this study will be used to help improve transportation to and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

You have been randomly selected to participate in this study. In addition to shaping future transportation programs for campus, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store upon completion of the survey. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

Please help the UW transportation system by participating in this important study.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://survey5.....>

If the above link does not work, please copy the link and paste it into your browser and then press enter to begin taking the survey. If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300. Thank you for your participation in this important research.

Appendix V: Outreach Materials

2nd Reminder Email (Pacific Market Research)

Subject line: Your transportation feedback helps in more ways than one

Dear **[INSERT NAME]**:

You were selected to take part in the University of Washington's transportation study but according to our records, have not yet taken the survey. The survey should only take about 10 minutes to complete; will you please take the survey at your earliest convenience? If you have already completed the survey you may disregard this email.

This study is conducted every year to collect information on how students, faculty, and staff commute to campus. The information gathered in this study will be used to help improve transportation to and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

You have been randomly selected to participate in this study. In addition to shaping future transportation programs for campus, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store upon completion of the survey. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

Please help the UW transportation system by participating in this important study.

To begin your participation in the study, please click on the link below.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://survey5.....>

If the above link does not work, please copy the link and paste it into your browser and then press enter to begin taking the survey.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

Thank you for your participation in this important research.

Appendix V: Outreach Materials

Incentive Reminder Email

Subject line: **Complete the UW transportation survey to be eligible for a thank you gift**

Dear [name],

You were selected to take part in the University of Washington's transportation study, but according to our records you have not yet taken the survey. As we near the close of the data collection period, we need to hear from you soon to ensure this important study accurately represents our campus community.

To encourage your response today, **we are offering a \$5 eGift card to Amazon.com to the first fifty (50) respondents** who successfully complete the survey.

The survey should only take about 10 minutes to complete. Your answers are very important to us and we appreciate your taking the time to complete the survey.

To begin your participation in the study, please click on the link below.

[INSERT SURVEY LINK HERE with unique ID appended to end]

<http://survey5.....>

If the above link does not work, please copy the link and paste it into your browser and then press enter to begin taking the survey.

If you have questions, please contact Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

If you have technical survey questions, please contact, Pacific Market Research at support@pacificmarketresearch.com or (425) 271-2300.

Thank you for your participation in this important research!

Please note: \$5 Amazon.com eGift card offer is only available to the first fifty (50) eligible respondents who complete the survey successfully; eligibility is determined by the survey questionnaire accessed via the unique survey link. eGift card recipients will receive a redeemable code at the email record on file within four weeks. eGift card recipients will not be eligible for the University Bookstore gift card drawing offered in earlier survey invitations. Once all fifty (50) eGift cards have been awarded, participants who successfully complete the survey will be automatically entered for a chance to win one of twelve (12) \$25 gift cards to the University Book Store upon completion of the survey. Odds of winning the drawing are 1:135, but may vary depending on the final number of completed surveys. Survey participants who completed the survey before receiving this email will be entered into the University Book Store gift card drawing.

Appendix V: Outreach Materials

Provost

Subject line: Campus Transportation Survey

Every year, the University of Washington conducts an important study to gather information about how students, faculty, and staff commute to campus. The information gathered in this study will be used to help improve transportation to and around the U-District. Additionally, it provides data to help the University meet State and City regulatory requirements.

Please help us with the success of this study by participating in this survey if you are contacted.

The research will:

1. Provide information on travel behavior that the University uses for long-range campus planning.
2. Provide data required by the State of Washington's Commute Trip Reduction Law. Major employers are required by law to provide data on their employees' commuting choices. (<http://www.wsdot.wa.gov/Transit/CTR/overview.htm>)
3. Provide important feedback about the effectiveness of the University's U-PASS program and potential program improvements.

A random selection of students, faculty and staff will be contacted by Pacific Market Research via email or telephone during the fall quarter. Survey results will be used to shape future transportation programs for campus.

Your participation is very important. Thank you for contributing to the success of this effort.

Appendix V: Outreach Materials

FAQs – for posting on website(s), emailing to respondents requesting additional information, etc.

Q: What is the purpose of this research?

A: The UW conducts this study every year. The research will:

- a. Gather information on travel behavior that the University uses for long-range development plans.
- b. Provide data required by the State of Washington’s Commute Trip Reduction Law. Major employers are required by this law to provide data on their employees commuting choices as determined by the survey.
<http://www.wsdot.wa.gov/Transit/CTR/overview.htm>
- c. Provide important information on the effectiveness of the UW’s transportation programs and potential program improvements.

Q: Who is Pacific Market Research?

A: Pacific Market Research (www.pacificmarketresearch.com) is a full-service research firm that is working with the UW to support this research study. Pacific Market Research has extensive experience with transportation research and has worked with on many transportation surveys locally as well as across the country. Pacific Market Research is based in Renton.

Pacific Market Research is hosting the survey on their secure servers to maintain respondent confidentiality. All work is conducted in accordance with ISO 20252—Market Research Standards. Pacific Market Research is a member of the Council of American Survey Research Organizations (CASRO) and is bound by their strict business and ethical guidelines (<http://www.casro.org/?page=TheCASROCode>).

Q: Why was I selected?

A: A sample (n= 3,000) of students, faculty, and staff were randomly selected from all enrolled students as well as faculty and staff on payroll for Fall Quarter 2015. Pacific Market Research drew the sample. Your survey responses are kept completely separate from any individual data that would identify you personally, such as your email address, address, phone, etc.

Pacific Market Research has agreed to abide by the University of Washington’s strict data confidentiality and security standards.

The CASRO Code of Ethics states:

Since individuals who are interviewed are the lifeblood of the survey research industry, it is essential that survey research organizations be responsible for protecting from disclosure to third parties—including clients and members of the public—the identity of individual respondents as well as respondent-identifiable information, unless the respondent expressly requests or permits such disclosure.

Our goal is to collect at least 1,624 completed surveys. We are required under the Commute Trip Reduction reporting requirements to achieve at least a 50 percent response rate; it is very important for those selected to respond so as to ensure that results represent the entire university.

To encourage responses, you will be automatically entered to win one of twelve \$25 gift cards to the University Book Store. Odds of winning are 1:135, but may vary depending on the final number of completed surveys.

Q: Who do I contact at the UW if I need more information?

A: Zachary Howard with UW Transportation Services, at znhoward@uw.edu or (206) 616-6087.

Q: Who do I contact at Pacific Market Research if I need more information or the survey link does not work?

A: Rachel Austin, Project Director Pacific Market Research, at raustin@pacificmarketresearch.com or (425) 271-2300.