

THE U-PASS TELEPHONE SURVEY

2000

Prepared for:

**The King County Department of Transportation
and
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EXECUTIVE SUMMARY

Introduction

In the fall of 1991, the U-PASS program began at the University of Washington (UW). The U-PASS program is designed to reduce vehicle trips and mitigate the loss of parking due to campus development by providing alternative commute options for the campus population. As part of the U-PASS agreement, Metro Transit, Community Transit and Sound Transit provide transit services to the University population.

In 2000, as a follow up to the 1992, 1994, 1996, and 1998 surveys, the King County Department of Transportation (Metro Transit) and the University of Washington (UW) Transportation Office contracted with The Gilmore Research Group to conduct a survey to determine levels of use, awareness, satisfaction with the U-PASS program as well as effectiveness of information distribution strategies among three target groups: students, faculty and staff. As in previous years, survey data will also be used as equivalent data for the Washington State Commute Trip Reduction Law employee survey.

Between October 16 and December 11, 2000, a total of 601 students, 394 faculty and 391 staff of the University of Washington were interviewed by telephone. The effective margin of error for the entire sample, after weighting, is $\pm 2.7\%$ at the 95% confidence level.

Objectives and Findings

The survey objectives and a summary of findings for each objective are listed below:

OBJECTIVE: Determine the proportion of UW commute trips made by various modes of transportation.

- When asked *how they primarily commuted to the UW campus* in the week prior to the survey, just over four out of ten respondents (44%) said they used high occupancy modes (HOV), including buses, carpools and vanpools, compared to 27% who said they drove alone. Nearly half (45%) of staff and 46% of students commute primarily by HOV mode, compared to 27% of the faculty. About one-third (29%) of the UW population commuted to campus via some other means such as walking (23%) or riding a bike (5%).
- Similarly, *out of all of the commute trips taken to the UW campus* during the weeks prior to the survey, 44% of trips were by high-occupancy vehicle (HOV). These include Metro Transit (27% of trips), carpools (12%), Community Transit (4%), vanpools (<1%) and Sound Transit (<1%). One-quarter (25%) of the trips were driven alone, one-quarter (25%) were by walking, and 5% were by bicycle.

- As was found in the past, U-PASS holders were significantly more likely than non-holders to commute by more than one mode and to use HOVs the week before the survey. Approximately half (49%) of those who did not have a U-PASS commuted only by driving alone the week before the survey, compared to only 19% of the U-PASS holders.
- Among faculty and students who commute to UW by SOV, the most frequently given reason for driving alone was work-related activities (50% and 49%, respectively). Staff were equally likely to cite work-related activities (31%) and childcare responsibilities (26%) as their primary motivations for driving alone. Students were more likely to say they have no one to rideshare with (15%) than staff (8%) or faculty (3%).
- In 2000, 16% of the UW population said they eliminated traveling to campus by working or studying at home, or teleworking at least one day in the two weeks prior to being surveyed. Only 7% of staff said they had teleworked.
- Overall, an average of 344 round trips to and from UW per week were avoided because faculty, staff, and students teleworked in 2000. When the avoided, "telecommute" trips are added to the regular commute trips made per week, an average of 6% of all commute trips (i.e., round trips to and from UW) per week were avoided because of teleworking.

OBJECTIVE: Evaluate the use of the U-PASS in terms of its various features and the flexibility of its use.

- As in past years, most people use their U-PASS for riding buses: Ninety percent (90%) of all U-PASS holders use it to ride Metro Transit, 27% use it to ride Community Transit (CT), and 10% have used it to ride Sound Transit's buses or commuter rail. Three-quarters (75%) of all U-PASS holders said they use it most often for Metro Transit.
- Compared to 1998, use of U-PASS for carpooling increased significantly (from 33% to 37%). Use of U-PASS for carpooling among faculty and staff who purchase a U-PASS shows an upward trend over the past three surveys, rising from 28% in 1996 to 37% in 2000. Use of U-PASS for the Night Ride shuttle declined significantly from 1998, dropping from 14% to 8% in 2000.

OBJECTIVE: Determine transit ridership of the UW students, faculty, and staff.

- Half of the UW population (50%) took at least one one-way ride on Metro Transit in the week prior to being surveyed. This is a slight increase from 1998 (47%), and comparable to 1996 (51%).
- The UW population averaged 3.6 one-way trips on Metro Transit in the week prior to being surveyed, which is not significantly different from 1998 (3.4), and the same as

found in 1996. Eighty-three percent (83%) of all rides were to or from campus in 2000, significantly higher than the 77% finding in 1998 and the 78% finding in 1996.

- In 2000, students were more likely to ride Metro Transit in the week prior to being surveyed (58%) than were faculty (30%) or staff (37%). Significantly more students reported rides on Metro Transit in 2000 (58%) than in 1998 (53%).
- U-PASS holders in 2000 were much more likely to ride Metro Transit that week (58%) than were non-holders (15%). The average number of weekly rides taken by all U-PASS holders was 4.3.
- 8% of the UW respondents reside in Snohomish County. Just under one-half (45%) of Snohomish County respondents reported using Community Transit in the past week. Just over one-third (34%) used Community Transit for commuting to UW in the past week
- Overall, 2% of the UW population reported using Sound Transit in the week prior to the survey, with 1% using Sound Transit for commuting to and from the UW campus.
- No respondents reported using Sounder Commuter Rail in the week prior to the survey.

OBJECTIVE: Determine awareness of the various U-PASS features.

- All respondents were asked which U-PASS services they were aware of. As in previous surveys, the service most often mentioned was the bus pass (80%). The Merchant Discounts were mentioned by 43%, a significant decrease from 49% in 1998. The two other services mentioned by more than one out of ten respondents were carpool parking (23%) and the Night Ride shuttle (12%).
- Top-of mind, unaided awareness of Discounted Parking, Ridematch Services, the Night Ride shuttle and Reimbursed Ride Home benefits have historically been lower than for other U-PASS services. Those who did not mention these services in the open-ended question were asked specifically if they knew about them. Combined (aided and unaided) awareness is highest for Ridematch (73%) and lowest for Discounted Parking (39%).

OBJECTIVE: Determine satisfaction with the U-PASS.

- The U-PASS program enjoys high levels of satisfaction. Just under two-thirds (63%) of the respondents said they are very satisfied with the program. This is the same finding as in 1998 and similar to 1996 (65%). An additional 25% of respondents in 2000 were somewhat satisfied with U-PASS, for a total satisfaction rating this year of 88%.

- Students were significantly more likely to be very satisfied with U-PASS (68%) than staff (56%) and faculty (52%).

OBJECTIVE: Determine the effectiveness of the U-PASS marketing program and materials in terms of awareness and usage.

- In 2000, as in previous years, the marketing material the UW population was most likely to report having seen or read was the U-PASS User's Guide (79%). This compares to 76% in 1998.
- There were significant declines from 1998 to 2000 in recall of the Merchant Discounts Brochure (64% to 60%) and U-PASS items in the UW Daily (38% to 32%).
- There was a significant increase from 1998 to 2000 in recall of the U-PASS News (from 51% to 58%) among faculty and staff.
- Over one-quarter (28%) of the UW population in 2000 was aware of the existence of the U-PASS Web site, compared to just 20% in 1998. Just under one-half of those aware of the Web site (49% or 14% of all respondents) reported a visit in the past year. Significantly more staff reported awareness of the U-PASS Web site (36%) than either faculty (27%) or students (25%).
- Of those individuals who visited the Web site, 31% were looking for information about bus routes and 33% were looking for information about U-PASS benefits and features.

OBJECTIVE: Determine the effectiveness of various information distribution strategies designed to provide information about the U-PASS to the UW population.

- In 1998 respondents were most likely to name letters and brochures by mail as their preferred information distribution method, but in 2000 the Web site was favored for this purpose (74% *useful*). Letters/brochures by mail and e-mail messages were named second most often in 2000 (70%). These findings are similar among faculty, staff, and students.

INTRODUCTION

Background

In the fall of 1991, the U-PASS program began at the University of Washington (UW), one of the most comprehensive transportation management programs in the nation. The program was designed in response to the need to improve University District air quality, lessen congestion, decrease the demand for campus parking, and improve transit service while encouraging the use of commute alternatives. As part of the U-PASS agreement, Metro Transit and Community Transit increased bus service to the University. In 1999, Sound Transit started providing regional transportation service and also became a partner in the U-PASS program.

The U-PASS program is a flexible package of transportation benefits that allows students, faculty, and staff to choose from a variety of commuting options at a greatly reduced price. This one pass gives access to all elements of the program: Metro Transit, Community Transit and Sound Transit bus service, Sounder Commuter Rail, the Night Ride shuttle, free parking for carpools composed of U-PASS holders, subsidized vanpool fares, and discounts by local merchants. Free ridematch services are promoted and available to all, regardless of whether or not they have a U-PASS. Bicycle facilities have been improved and include racks, lockers and paths on and adjacent to campus. Faculty and staff U-PASS holders have additional benefits – the Reimbursed Ride Home Program which provides reimbursement of cab expenses if they must get home in an emergency and have not driven to campus, and the Discounted Parking Program which allows them to purchase a limited number of Individual Commuter Tickets that provide on-campus parking at a reduced rate for commuters when they must occasionally drive alone.

Purpose

The King County Department of Transportation and the UW Transportation Office contracted with The Gilmore Research Group to survey students, faculty, and staff to determine levels of awareness, use, and satisfaction with the U-PASS program, as well as effectiveness of information distribution strategies. The benchmark U-PASS survey was conducted in 1992, and tracking surveys were conducted in 1994, 1996, and 1998. This report represents the results of the 2000 survey.

As in 1998, the U-PASS survey not only provides information about the U-PASS, but also complies with the requirements of Washington State's Commute Trip Reduction (CTR) Law, which requires periodic surveying of commute behavior at large employment sites, such as the University of Washington. The U-PASS survey asks questions similar to those required by CTR, therefore the two surveys have been combined for cost savings.

Objectives

The specific objectives of this survey are to:

- Determine the proportion of UW commute trips using various modes of transportation.
- Evaluate the flexibility of using the U-PASS.
- Evaluate the various features used by the U-PASS.
- Determine the transit ridership of the UW students, faculty, and staff.
- Identify opportunities for improving the U-PASS.
- Determine awareness of the various U-PASS features.
- Determine satisfaction with the U-PASS.
- Determine the effectiveness of the U-PASS marketing program and materials in terms of awareness and usage.
- Determine the effectiveness of various information distribution strategies designed to provide information about the U-PASS to the UW population.

SUMMARY OF METHODOLOGY

The data used in this study were collected via computer-assisted telephone interviewing. Between October 16 and December 11, 2000, a total of 1,386 students, faculty and staff of the University of Washington were interviewed from the Gilmore Research telephone center in Seattle.

Much of the gathered information focused on commute behavior the week prior to the survey. A week with a holiday is not a typical commute week. Veterans' Day and Thanksgiving fell during the study period, therefore interviewing was not conducted during the weeks following the two holidays.

The data were weighted to reflect the actual population distribution of faculty, staff and students at the UW. Students were further weighted by class year. The effective margin of error for the entire sample, after weighting, is $\pm 2.7\%$ at the 95% confidence level. The margins of errors for the subgroups are slightly larger: $\pm 4.9\%$ for faculty, $\pm 4.9\%$ for staff, and ± 4.0 for students (after weighting).

All three subgroups (students, faculty and staff) are combined to present an overview of the University of Washington population and to allow comparisons with the 1996, 1998, and 2000 reports.

The survey instrument was designed by the King County Department of Transportation and the UW Transportation Office, with the assistance of Gilmore Research. The questionnaire is presented in the appendix. The interviews lasted an average of 11 minutes.

More detail about the methodology is presented in the appendix.

FINDINGS

I. COMMUTE BEHAVIOR

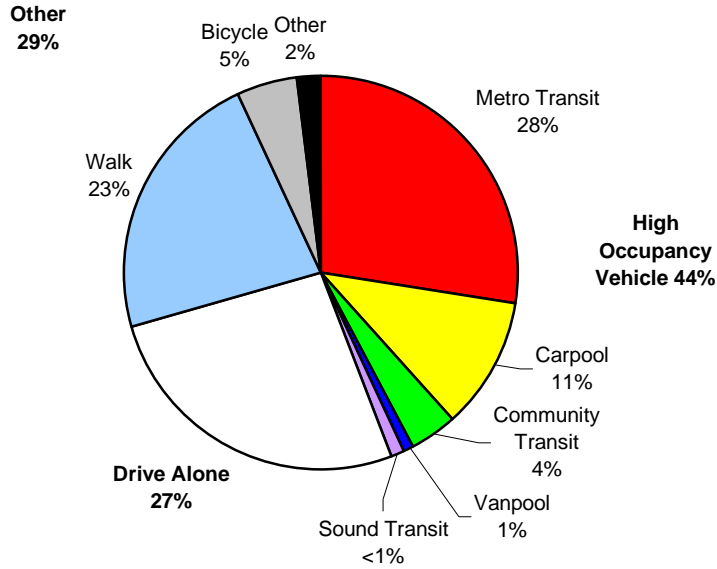
A. Commute Modes

1. Most Frequently Used Commute Modes

Of all those who commute to the UW campus, significantly more do so via high occupancy vehicle (HOV) than by single occupancy vehicle (SOV). When asked how they primarily commuted to the UW campus in the week prior to the survey, just over four out of ten respondents (44%) said they used high occupancy modes, including buses, carpools and vanpools, compared to 27% who said they drove alone. See Figure 1. Nearly one-third (29%) of the UW population arrives on campus via some other means such as walking (23%) or riding a bike (5%).

Staff and students are significantly more likely than faculty to commute primarily by HOV. Nearly half (45%) of staff and 46% of students commute primarily by HOV mode, compared to 27% of the faculty. As might be expected, students are significantly more likely to usually walk to campus (31%) than faculty (7%) and staff (7%). Faculty are significantly more likely to primarily commute by driving alone (57%) than staff (39%) and students (18%). See Figure 1.

**Figure 1
Most Frequent Commute Modes to Campus**



	Faculty (370)	Staff (360)	Students (593)
High Occupancy Vehicle (Net)	27%	45%	46%
Metro Transit	17	20	32
Carpool	9	17	9
Community Transit	1	4	4
Vanpool	1	3	0
Sound Transit	<1	<1	<1
Drive Alone	57%	39%	18%
Other (Net)	16%	15%	37%
Walk	7	7	31
Bicycle	7	6	4
Other	2	1	1

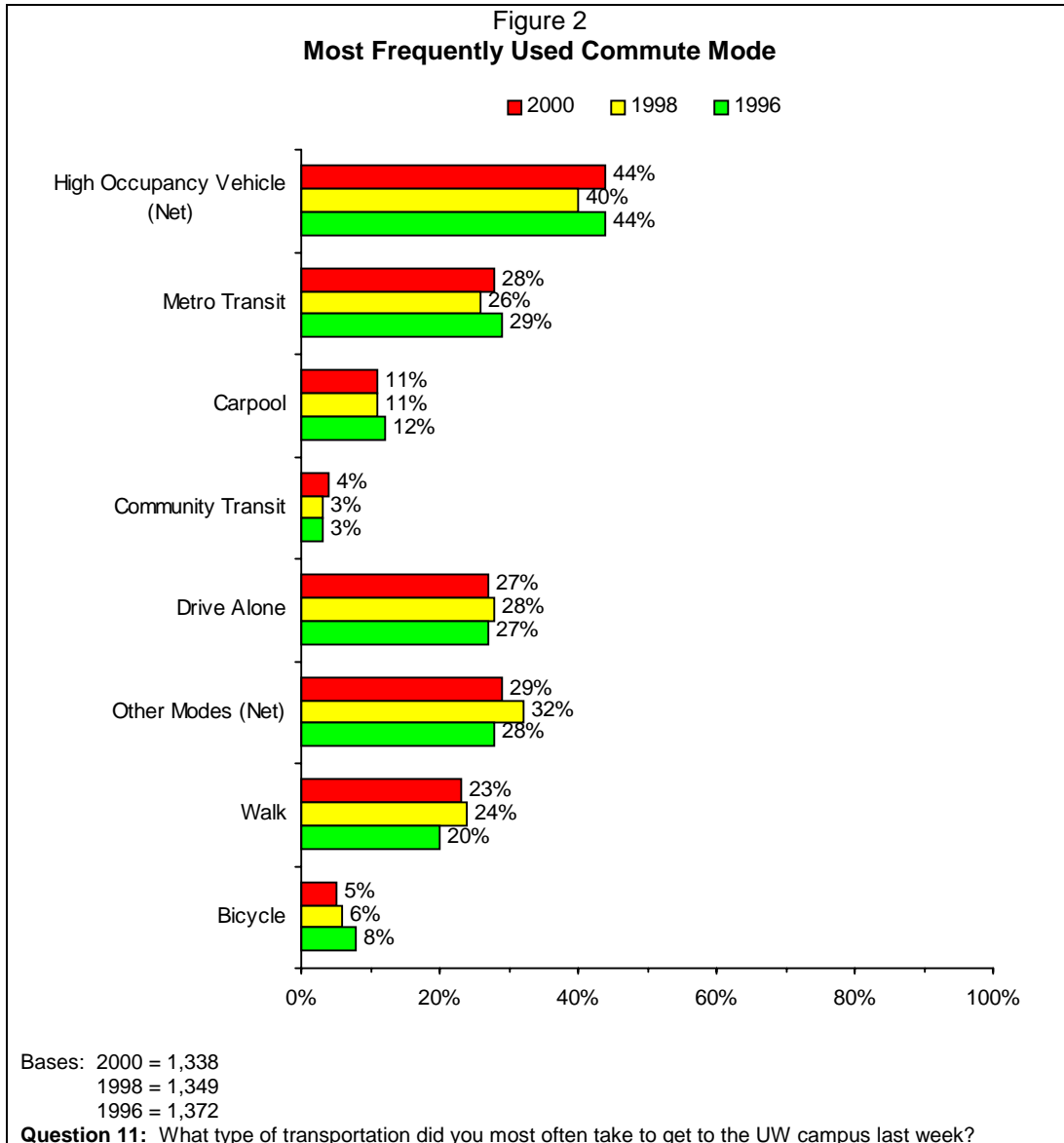
Question 11: What type of transportation did you take most often to get to the UW campus last week?

Among the respondents who have a U-PASS, 51% most often commuted by HOV mode in the week prior to the survey. See Table 1. One reason HOV commuters are not represented as well among U-PASS holders is that SOV parking permit holders receive a free U-PASS with their permit. Regardless, there is still a much higher incidence of HOV use (i.e., Metro Transit and carpool) among those who have a U-PASS than those who do not (13%). Respondents without a U-PASS were significantly more likely to drive alone most often in the week before the survey (51%) than were respondents with a U-PASS (21%). Those without a U-PASS were also more likely to bicycle to campus than U-PASS holders (11% versus 4%, respectively).

Table 1 Usual Commute Mode - By U-PASS Possession -		
	Have U- PASS (1,090)	Don't Have U- PASS (243)
<u>HOV (net)</u>	<u>51%</u>	<u>13%</u>
Metro Transit	33	5
Carpool	12	7
CT	4	1
Vanpool	1	0
Sound Transit	<1	0
<u>Drive Alone</u>	<u>21</u>	<u>51</u>
<u>Other (net)</u>	<u>28</u>	<u>36</u>
Walk	22	24
Bicycle	4	11
Other	2	2
Question 11: What type of transportation did you take most often to get to the UW campus last week?		

2. Most Frequently Used Commute Modes 1996 to 2000

Forty-four percent (44%) of those surveyed said they commute most often by HOV. This is a significant increase from 1998, when 40% used HOVs. The proportion of those who usually walk to campus remains significantly higher in 2000 (23%) than in 1996 (20%). Use of bicycle to get to campus has dropped significantly over the past three surveys, from 8% in 1996 to 5% in 2000. See Figure 2.



Students' use of HOVs as their usual commute mode increased significantly from 1998 (from 39% to 46%), returning to a level comparable to that observed in 1996 (45%). This is due primarily to the increase in Metro Transit use from 26% in 1998 to 32% in 2000.

Staff use of HOV modes declined significantly from 50% in 1998 to 45% in 2000, primarily due to a decline in Metro Transit use (dropping from 30% in 1998 to 20% in 2000). See Table 2.

Faculty commute habits remain unchanged from the 1998 survey.

	1996	1998	2000
FACULTY	(380)	(379)	(370)
<u>HOV (net)</u>	<u>30%</u>	<u>27%</u>	<u>27%</u>
Metro Transit	17	12	17
Carpool	10	12	9
CT	2	1	1
Vanpool	1	1	1
Sound Transit	*	*	<1
<u>Drive Alone</u>	<u>58</u>	<u>56</u>	<u>57</u>
<u>Other (net)</u>	<u>12</u>	<u>17</u>	<u>16</u>
Walk	3	6	7
Bicycle	8	10	7
Other	1	1	2
STAFF	(392)	(367)	(360)
<u>HOV (net)</u>	<u>48%</u>	<u>50%</u>	<u>45%</u>
Metro Transit	29	30	20
Carpool	14	13	17
CT	4	5	4
Vanpool	2	2	3
Sound Transit	*	*	<1
<u>Drive Alone</u>	<u>41</u>	<u>40</u>	<u>39</u>
<u>Other (net)</u>	<u>11</u>	<u>10</u>	<u>15</u>
Walk	4	3	7
Bicycle	6	5	6
Other	1	2	1
STUDENTS	(600)	(591)	(593)
<u>HOV (net)</u>	<u>45%</u>	<u>39%</u>	<u>46%</u>
Metro Transit	31	26	32
Carpool	11	10	9
CT	2	2	4
Vanpool	<1	<1	0
Sound Transit	*	*	<1
<u>Drive Alone</u>	<u>17</u>	<u>19</u>	<u>18</u>
<u>Other (net)</u>	<u>38</u>	<u>42</u>	<u>37</u>
Walk	29	35	31
Bicycle	8	5	4
Other	<1	2	1
Question 11: (1996, 1998, 2000) What type of transportation did you take most often to get to the UW campus last week?			
*New in 2000			

	Weight- ed Total (1,338)	Faculty (370)	Staff (360)	Stu- dents (593)	Have U- PASS (1090)	Don't Have U- PASS (243)
Single Mode (net)	84%	84%	83%	84%	82%	90%
<u>HOV (subnet)</u>	<u>34</u>	<u>21</u>	<u>34</u>	<u>35</u>	<u>39</u>	<u>10</u>
Metro Transit	21	13	14	25	25	3
Carpool	9	7	14	7	9	6
CT	3	1	4	3	4	1
Vanpool	1	<1	2	0	1	0
<u>Drive Alone</u>	<u>24</u>	<u>51</u>	<u>37</u>	<u>16</u>	<u>19</u>	<u>49</u>
<u>Other (subnet)</u>	<u>26</u>	<u>12</u>	<u>12</u>	<u>33</u>	<u>24</u>	<u>31</u>
Walk	21	6	6	29	21	22
Bicycle	3	4	4	3	2	7
Other	2	2	2	1	1	2
Multi-Mode (net)	16%	16%	17%	16%	18%	10%
Questions 11,13: What type of transportation did you take most often to get to the UW campus last week? How did you commute on the other days?						
*Four percent (4%) of the UW population, or 52 individuals, said they did not commute the week prior to the survey.						

As in 1996 and 1998, about one-quarter of all commuters (24%) commuted only by driving alone, and about a third (33% in 1996, 32% in 1998, and 34% in 2000) used only a single HOV mode to commute to work. See Table 3. Analysis of the data showed no prevalence of any multi-mode combinations.

Faculty and staff commute patterns did not change significantly from 1998.

As was found in the past, U-PASS holders were significantly more likely than non-holders to commute by more than one mode and to use HOVs the week before the survey. Approximately half (49%) of those who did not have a U-PASS commuted only by driving alone the week before the survey, compared to only 19% of the U-PASS holders. U-PASS holders remained stable in their use of HOVs from 1996 and 1998, but significantly decreased their use of multiple commute modes from 20% in 1996 to 15% in 1998 and 16% in 2000.

3. Reasons for Driving Alone

Among faculty and students who commute to UW by SOV, the most frequently given reason for driving alone was work-related activities (50% and 49%, respectively). See Figure 3. Staff were about equally likely to cite work-related activities (31%) and childcare responsibilities (26%) as their primary motivations for driving alone.

Students were more likely to say they have no one to rideshare with (15%) than staff (8%) or faculty (3%). Staff were more likely to say they have no bus service available (11%) than faculty (4%) or students (2%).

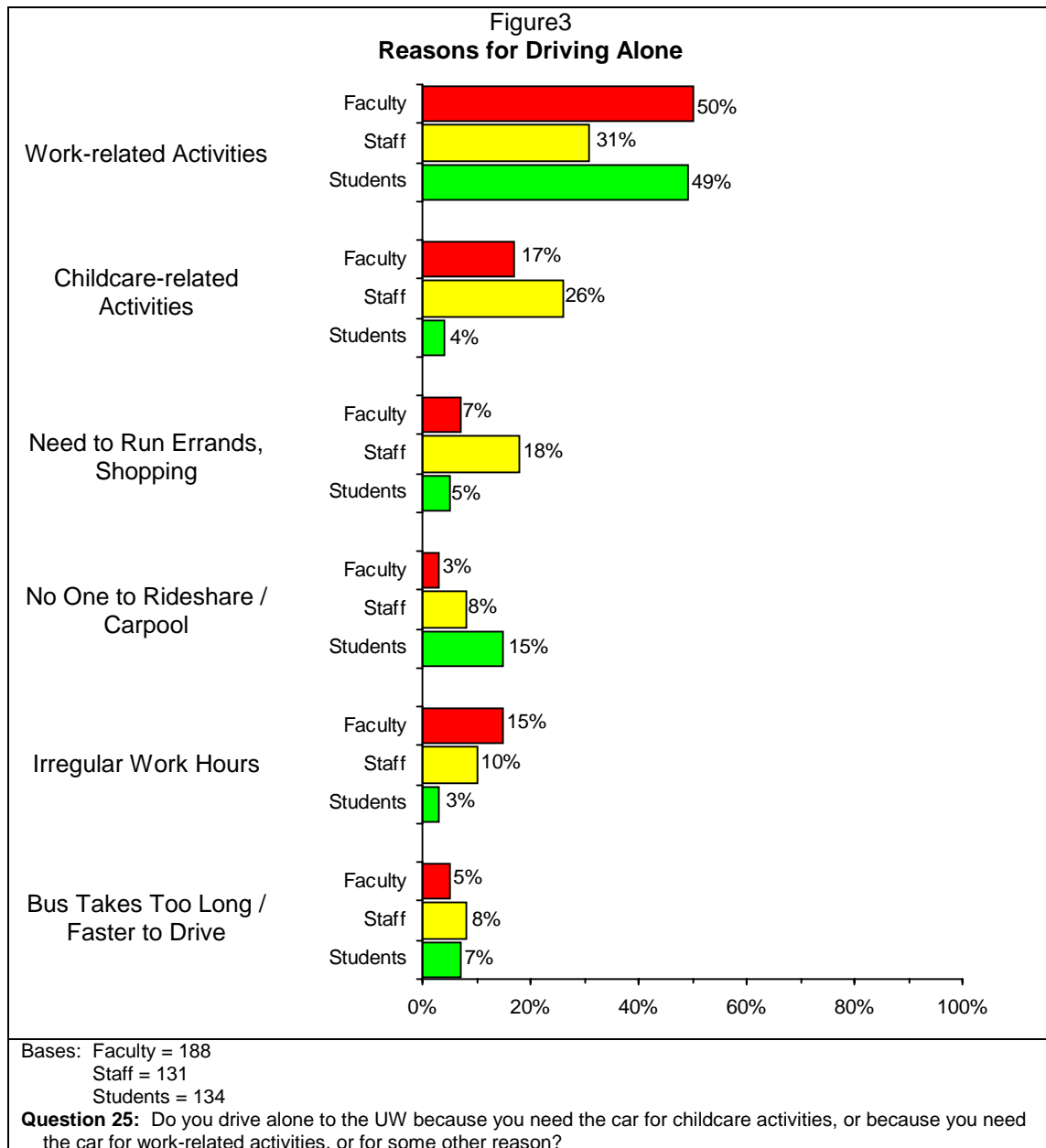
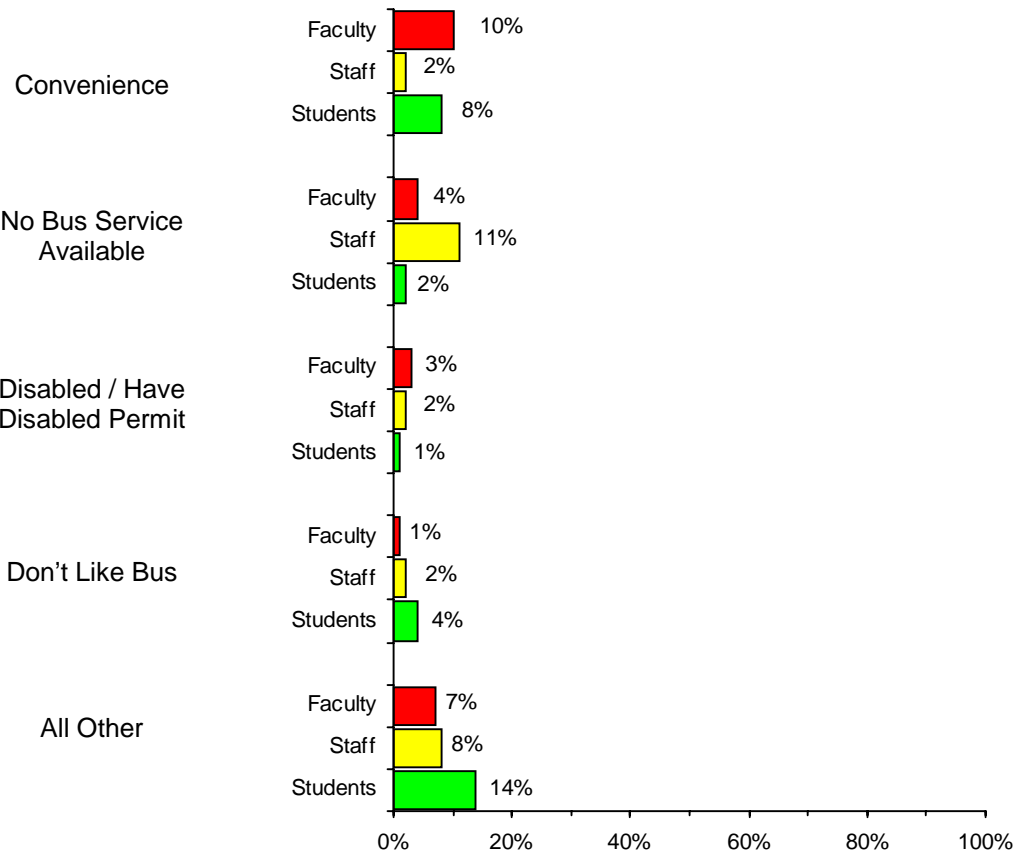


Figure 3 (Cont'd.)
Reasons for Driving Alone



Question 25: Do you drive alone to the UW because you need the car for childcare activities, or because you need the car for work-related activities, or for some other reason?

B. Total Commute Days

Most of the UW population commutes to campus five days per week (68%), an increase of 3% over 1998 (65%). See Table 4. As in 1998, students (70%) and staff (66%) were more likely than faculty (57%) to commute all five days.

As found in previous surveys, U-PASS holders went to campus more often (an average of 4.5 days per week) than did respondents without a U-PASS (3.3). The need to commute five days per week may be a primary impetus for U-PASS purchases.

Table 4 Number of Days Commuting to UW in Week Prior to Survey						
	<u>Weighted Total</u>		<u>Have U-PASS</u>		<u>Don't Have U-PASS</u>	
	2000	1998	2000	1998	2000	1998
	(1,386)	(1,401)	(1,109)	(1,088)	(273)	(306)
No days	4%	4%	2%	2%	11%	9%
One day	3	5	2	3	10	12
Two days	5	5	3	3	15	13
Three days	7	7	7	6	10	10
Four days	13	14	13	14	12	13
Five days	68	65	74	72	43	43
<i>Mean</i>	<i>4.3</i>	<i>4.2</i>	<i>4.5</i>	<i>4.4</i>	<i>3.3</i>	<i>3.3</i>
Don't know	<1	1	<1	1	<1	<1
	<u>Faculty</u>		<u>Staff</u>		<u>Students</u>	
	2000	1998	2000	1998	2000	1998
	(394)	(400)	(391)	(400)	(601)	(601)
No days	6%	5%	8%	8%	1%	2%
One day	7	7	3	5	3	5
Two days	6	8	5	4	6	5
Three days	10	9	7	6	7	7
Four days	11	13	11	14	13	14
Five days	57	57	66	63	70	68
<i>Mean</i>	<i>3.9</i>	<i>3.9</i>	<i>4.1</i>	<i>4.0</i>	<i>4.4</i>	<i>4.3</i>
Don't know	2	1	<1	<1	<1	1
Question 8: During the last Monday through Friday week of classes, how many days did you go to the UW for work, classes or study?						

Because not everybody commutes the same number of days or by the same mode every day, it is useful to look at commute modes as a proportion of total commute days. Instead of seeing what percentage of *people* commuted to campus by each mode, we can look at the percentage of *commute trips* that were taken to campus by each mode.

The results of this analysis (shown below) are similar to those for the most frequent commute modes shown in Figure 1. Likewise, the relationships among the study years are similar to those shown in Table 5.

	Weighted Total (5,878)	Faculty (1,500)	Staff (1,590)	Students (2,632)	Have U-PASS (4,968)	Don't Have U-PASS (896)
HOV (net)	<u>44%</u>	<u>29%</u>	<u>46%</u>	<u>45%</u>	<u>49%</u>	<u>13%</u>
Metro Transit	27	17	20	31	31	4
Carpool	12	11	18	10	13	8
CT	4	1	5	4	4	<1
Sound Transit	<1	<1	<1	<1	<1	<1
Vanpool	<1	<1	3	<1	1	0
Drive Alone	<u>25</u>	<u>54</u>	<u>39</u>	<u>16</u>	<u>22</u>	<u>43</u>
Other (net)	<u>31</u>	<u>17</u>	<u>15</u>	<u>39</u>	<u>29</u>	<u>44</u>
Walk	25	8	7	34	24	30
Bicycle	5	7	5	4	4	12
Other	1	2	3	1	1	2

Questions 11-13d: What type of transportation did you take most often to get to the UW campus last week?
During the last Monday through Friday week of classes, how many days did you commute to the UW by ___?
How did you commute on the other ___ days?

Among all of the commute trips taken to the UW campus during the weeks prior to the survey, 44% were by high-occupancy vehicle (HOV). These include Metro Transit (27%), carpools (12%), Community Transit (4%), vanpools (<1%) and Sound Transit (<1%). One-quarter (25%) of the trips were driven alone, one-quarter (25%) were by walking, and 5% were by bicycle.

Commute trips to campus made by members of the UW population who have a U-PASS were far more likely to be by HOV (49%) than were commute trips made by those without a U-PASS (13%).

Slightly more commute trips were by HOV in 2000 (44%) than in 1998 (40%), but about the same number were made in 2000 as made in 1996 (45%). About the same proportion of drive alone, walking, and bicycle trips were in 2000 as in 1998.

C. Teleworking

In 1996, 1998, and 2000 respondents were asked about working or studying from home. In 2000, 16% of the UW population said they eliminated traveling to campus by working or studying at home, or teleworking at least one day in the two weeks prior to being surveyed. See Table 6. This finding is comparable to 1998 (17%), but still significantly higher than 1996 (12%).

Faculty and students in 2000 were about equally likely to telecommute (18% and 19%, respectively). Only 7% of staff said they teleworked.

In 2000 those who worked or studied from home (i.e., teleworked) did so an average of 3.1 days in the two weeks prior to the survey. Faculty who teleworked averaged 2.9 days in 2000, staff averaged 3.8 days, and students averaged 3.0 days.

	Weighted Total (1,386)	Faculty (394)	Staff (391)	Students (601)
<u>Teleworked (net)</u>	<u>16%</u>	<u>18%</u>	<u>7%</u>	<u>19%</u>
One day	5	5	2	7
Two days	4	5	3	5
Three to five days	4	6	1	5
Six or more days	3	2	1	2
Don't know number	1	<1	0	<1
<i>Mean</i>	<i>3.1 days</i>	<i>2.9 days</i>	<i>3.8 days</i>	<i>3.0 days</i>
Did not telecommute	84%	81%	93%	80%
Don't know	1	<1	0	1
Questions 4-5: Do you eliminate traveling to the UW at least one day every other week because you (work/study) from home or telecommute? In the past two Monday through Friday work weeks, how many days did you not travel to campus because you (worked/studied) from home or teleworked?				

1. Trips Avoided

Once commute and telecommute statistics are assembled, the number of regular commute trips not made because of teleworking may be calculated. See Table 7. Overall, an average of 344 round trips to and from UW per week were avoided because faculty, staff, and student respondents teleworked in 2000. When the avoided "telecommute" trips are added to the regular commute trips made per week, an average of 6% of all commute trips (i.e., round trips to and from UW) per week were avoided because of teleworking.

Table 7 Trip Avoidance Due to Teleworking				
	Weighted Total (1,386)	Faculty (394)	Staff (391)	Students (601)
Teleworkers	16%	18%	7%	19%
Mean days per week <i>Teleworked</i>	1.55 days	1.45 days	1.9 days	1.5 days
<u>Round trips avoided per week (Teleworked)</u>	<u>344</u>	<u>103</u>	<u>52</u>	<u>171</u>
Regular commute round trips	5,878	1,500	1,590	2,632
<u>% of all commute trips Teleworked per week</u>	<u>6%</u>	<u>6%</u>	<u>3%</u>	<u>6%</u>
<p>Questions 4-5: Do you eliminate traveling to the UW at least one day every other week because you (work/study) from home or telecommute? In the past two Monday through Friday work weeks, how many days did you not travel to campus because you (worked/studied) from home or teleworked? and</p> <p>Questions 11-13d: What type of transportation did you take most often to get to the UW campus last week? During the last Monday through Friday week of classes, how many days did you commute to the UW by ... ? How did you commute on the other ... days?</p>				

Faculty respondents avoided an average 103 commute trips per week due to teleworking, staff avoided 52 trips, and students avoided 171 trips. The proportion of all commute trips avoided per week due to teleworking is 6% among faculty, 3% among staff, and 6% among students. It is questionable if studying at home is really teleworking, because it may not constitute a trip to UW that students would normally have made. Thus, the rather large incidence of teleworking observed among students in Table 7 should probably be interpreted with caution.

2. Awareness of Telework Policy Among UW Staff

Table 8			
Awareness of Teleworking Policy			
	Weighted		
	Total	Have	Don't Have
Awareness of Teleworking Policy	(Staff)	U-PASS	U-PASS
	(385)	(270)	(113)
Yes	37%	42%	25%
No	62	56	75
Questions 5a: Are you aware that the UW recently established a teleworking policy?			

Staff were asked if they were aware that the UW recently established a teleworking policy. Overall, just over one-third (37%) of UW staff were aware of the policy. See Table 8. Staff who were U-PASS holders were significantly more likely to be aware of the policy (42%) than those not holding a U-PASS.

D. Work Schedules

1. Time Arriving on Campus

Among the UW population who commuted to campus in the week prior to being surveyed, just over one-half (52%) said they typically arrived between 6:00 a.m. and 9:00 a.m. See Table 9. This represents a significant decline over 1998 when 62% of all commuters typically arrived between 6:00 a.m. and 9:00 a.m. (primarily due to a drop in students arriving during early morning hours). Faculty and staff were more likely to arrive during these hours (52% and 70%, respectively) than were students (43%). The proportion of students arriving between 6 a.m. and 9 a.m. declined significantly from 1998 when 54% arrived between 6:00 a.m. and 9:00 a.m.

Based on all the commute *trips* to campus made in the week before being surveyed, the UW population arrived on campus between 6:00 a.m. and 9:00 a.m. 69% of the time. This proportion (higher than the 52% who say they typically arrive at that time) is because those who go to campus most often in a week, tend to arrive between 6:00 a.m. and 9:00 a.m.

Table 9 Times of Day Arriving on Campus - In the Monday to Friday Prior to Interview -				
	Weighted			
	Total	Faculty	Staff	Students
Days Arriving Between 6 and 9 a.m.	(1,386)	(394)	(391)	(601)
Did not commute previous week	4%	6%	8%	1%
None	26	19	15	32
One	5	9	4	6
Two	7	10	4	8
Three	10	11	10	10
Four	9	7	9	9
Five	38	36	51	33
<i>% of Days Arriving on Campus That Were Between 6 and 9 a.m.</i>	69%	73%	77%	66%
Time Typically Arriving on Campus	(1,338)	(370)	(360)	(593)
Before 6:00 a.m.	2%	1%	4%	2%
6:00 to 6:59 a.m.	5	5	13	1
7:00 to 7:59 a.m.	13	20	27	6
8:00 to 8:59 a.m.	34	27	30	36
9:00 to 9:59 a.m.	19	23	9	23
10:00 to 11:59 a.m.	15	10	6	19
12:00 to 5:59 p.m.	7	5	5	8
6:00 p.m. or later	2	<1	2	2
Varies	3	8	3	3
Don't know	1	1	<1	1
Questions 9-10: During the past Monday through Friday work week, how many days did you arrive on campus between 6:00 and 9:00 a.m.? What time did you typically arrive on campus?				

2. Full-Time/Part-Time or Temporary

Eighty-one percent (81%) of all UW faculty and staff indicated they were in full-time, long-term positions, a significant increase from 1998 (77%). See Table 10. There were increases over the 1998 study in the proportion of both faculty (80% to 85%) and staff (76% to 80%) reporting full-time employment.

	<u>Weighted Total</u>		<u>Faculty</u>		<u>Staff</u>	
	2000	1998	2000	1998	2000	1998
	(760)	(779)	(385)	(393)	(377)	(388)
Work 35+ hours	81%	77%	85%	80%	80%	76%
Work <35 hours	19	22	15	19	20	23
Don't know	0	1	0	1	0	1
Question 2: Do you work for the UW 35 or more hours per week in a position intended to last 12 months or more?						

3. Days Worked Per Week

The majority of UW employees (70%) work a five-day work week. The most common alternative schedules to the five-day work week are four-day work weeks (7%) and variable work weeks (8%). See Table 11. Among faculty who work 35 or more hours per week in a position lasting twelve months or more, 73% work a five-day week, a significant decline from 1998 (81%). Among full time staff, 84% work a five-day week, comparable to 1998 (84%).

Among part time or temporary faculty and staff, the most common schedules were 2 day per week (24% faculty) or 4 days per week (20% staff). These faculty and staff were also equally likely to have schedules that vary (20% each group).

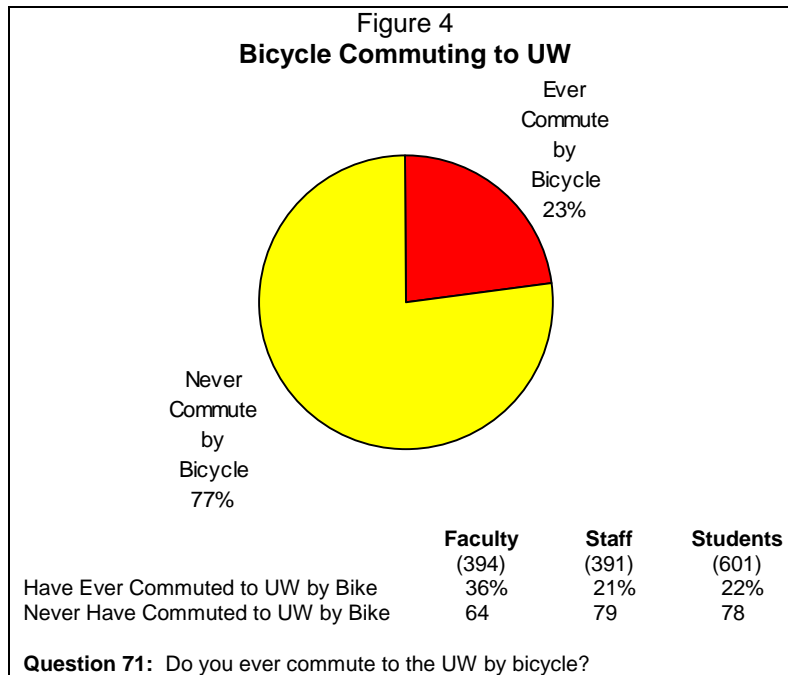
	<u>Weighted Total</u>	<u>Full Time / 12 Months</u>		<u>Not Full Time / 12 Months</u>	
		Faculty	Staff	Faculty	Staff
	(760)	(327)	(300)	(58)	(77)
5 days a week	70%	73%	84%	17%	25%
<u>Other Schedules (net)</u>	<u>30</u>	<u>27</u>	<u>16</u>	<u>83</u>	<u>75</u>
4 days a week	7	4	5	7	20
3 days a week	4	2	1	9	16
2 days a week	2	<1	0	24	7
9 days in 2 weeks	2	<1	3	2	0
Varies	8	7	4	20	20
Other / Don't know	7	13	3	21	12
Question 3: Are you scheduled to work for the UW five days a week, or do you work an alternative schedule such as 4 days per week or 9 days in 2 weeks?					

4. CTR-Affected Employees

Among both faculty and staff, 60% are considered to be “affected” by the CTR law. This is because these employees satisfied the following classification requirements: They arrived on campus between 6:00 a.m. and 9:00 a.m. at least two days in the week prior to the survey, and they are full-time employees in positions lasting 12 months or more. The number of “affected” employees is similar to the 59% in 1996, but lower higher than the 56% in 1998.

E. Bicycle Commuting

Just under one-quarter (23%) of the UW population said they had, at some time, commuted to campus by bicycle, and 5% used a bicycle as their usual commute mode. See Figure 4.



In 2000, faculty were significantly more likely than students to ever have commuted to UW via bicycle.

Among the UW population who said they had not commuted to the UW campus by bicycle, and live within 15 miles of campus, the most common reasons given is that they do not have a bicycle available for commuting (mentioned by 36%) or that the distance is too far (28%). See Table 12. Others said they live close enough to walk (11%), commuting by bike is too dangerous (11%), or the weather is too bad (10%). It should be noted that this question cannot be compared to 1998. The question wording was revised slightly from the version used in 1998 and in addition, respondents living over 15 miles from campus were eliminated from answering this question.

	Weight- ed Total (758)	Faculty (212)	Staff (199)	Students (339)
No bicycle available for commuting	36%	22%	26%	42%
Too far	28	34	35	25
Live close enough to walk	11	7	4	14
Too dangerous	11	14	17	8
Bad weather	10	11	9	10
Don't like bike / Don't know how to ride	4	3	8	2
Too difficult	4	5	3	4
Takes too long	3	4	3	3
Too old, not in shape	2	4	5	1
Concerns about theft	2	1	1	3
Need good clothes	2	6		1
Need to run errands	2	2	5	<1
Evergreen Bridge (520) does not allow	1	1	1	1
Odd schedules	<1	2	1	0
Other	10	20	18	11

Question 72: (2000) What are the main reasons you don't commute to the UW by bicycle? Asked of respondents living within 15 miles of campus. (1998) What are the reasons why you do not commute to the UW by bicycle? (Multiple responses permitted.)

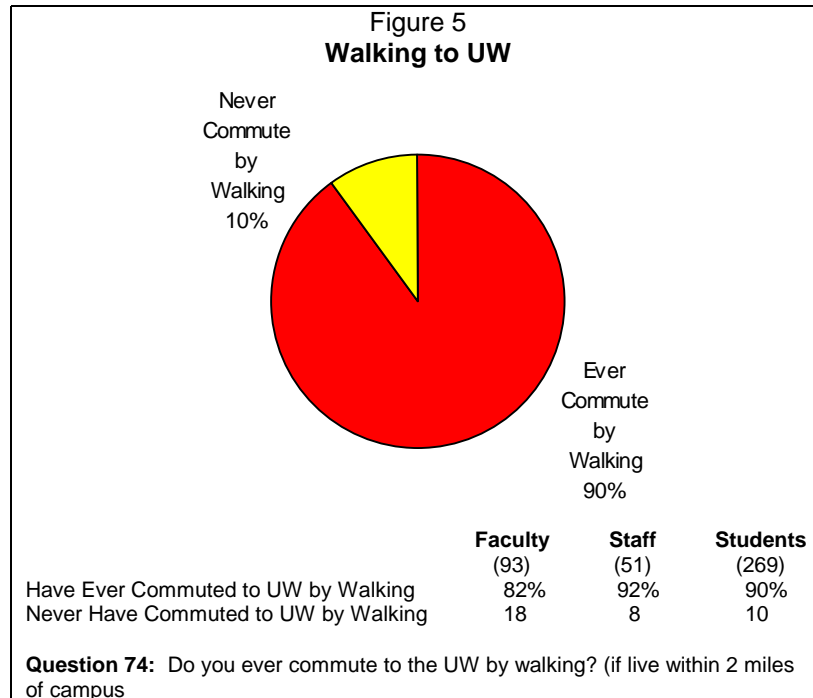
Just over one-quarter (28%) of the respondents said one of the reasons for not commuting by bike was that UW was too far. These respondents were asked if they had ever considered commuting via bus and bicycle combination. About one-fifth (21%) said they had. See Table 13. Students were slightly more likely to consider this option (25%) than faculty (17%) or staff (15%).

	Weighted Total (212)	Faculty (71)	Staff (69)	Students (83)
Yes	21%	17%	15%	25%
No	79	80	84	75
Don't know how	<1	0	1	0
Don't know	<1	3	0	0

*Asked of those who do not bike because "Too far"
Question 73: Have you ever considered commuting to the UW by a bus and bicycle combination?

F. Walking to UW

Thirty-four percent (34%) of the UW population reported living within walking distance of campus (i.e., within two miles of UW). Most (90%) of those within two miles of UW said they had, at some time, commuted to campus by walking. See Figure 5. In 2000, staff and students were slightly more likely to have commuted by walking (92%, and 90%, respectively) than faculty (82%).



Among the UW population who said they had never commuted to the UW campus by walking, and live within 2 miles of campus, the most common reasons given were *takes too long* (27 weighted mentions) and *too far* (12 weighted mentions). Together these responses account for over one-half of all reasons given for not commuting by walking (29 weighted mentions).

Table 14 Reasons for Not Commuting by Walking (number of mentions)				
	Weighed			
	Total (48)	Faculty (17)*	Staff (4)*	Students (26)*
Takes too long	27	8	4	14
Too far	12	2	1	7
Too much to carry	3	1	--	2
Bad weather	3	1	--	2
Not enough time	2	2	--	1
Physically unable	2	2	--	1
Too dangerous	2	1	--	1
No sidewalks	1	--	--	1
Other	5	2	--	3

Question 75: What are the main reasons you don't commute to the UW by walking? Asked of respondents living within 2 miles of campus. (Multiple responses permitted.)
*caution: small base (n<30)

G. Parking

1. Carpools

Among the University population who went to campus in 2000 for classes, work or study during the week prior to being surveyed, 14% commuted to the UW campus by carpool at some time during that week (13% of faculty, 18% of staff, 13% of students).

Most UW carpoolers (83%) were in carpools that were destined for the campus area, either in carpools composed entirely of members coming to campus (76%) or in carpools which dropped off others before arriving at campus (7%). See Table 15. About one in seven UW carpoolers (15%) is dropped off at campus by a carpool going on to other destinations.

Table 15 Carpool Destinations				
	Weighted			
	Total	Faculty	Staff	Students
	(198)	(51)	(72)	(77)
<u>Carpool Goes to UW (net)</u>	<u>83%</u>	<u>81%</u>	<u>77%</u>	<u>85%</u>
All members go to UW	76	73	69	80
Others dropped off before UW	7	8	8	5
Carpool goes elsewhere – respondent dropped off at UW	15	16	19	13
Other	1	0	1	1
Don't know	1	3	3	1
Question 16c: Did all the carpool members go to the UW campus?				
Question 16d: Were others dropped off somewhere else other than the UW campus, or were you dropped off? (Multiple responses permitted)				

Among the UW population that commuted to campus by carpool in the week before the survey, 26% are members of carpools with UW hang-tag parking permits. See Table 16. This is more prevalent among faculty (49%) and staff (58%) than among students (4%).

Table 16 Carpool Hang-Tag Parking Permits				
	Weighted			
	Total	Faculty	Staff	Students
	(198)	(51)	(72)	(77)
<u>Carpool Goes to UW (net)</u>	<u>83%</u>	<u>81%</u>	<u>77%</u>	<u>85%</u>
With hang-tag permit	26	49	58	4
Without hang-tag permit	53	30	18	77
Don't know	4	2	1	4
Carpool goes elsewhere	15	16	19	13
Question 17: (Carpools where driver went to campus) Are you a member of a carpool with a UW hang-tag parking permit?				

Four out of five (83%) UW carpoolers parked on campus. Thirty-five percent (35%) parked in the Montlake daily lot and 58% parked in another University lot. See Table 17. A few were in carpools that parked on the street (5%) or in a city or private lot (3%).

Nearly all UW carpoolers with hang-tag parking permits parked on campus (97%), most in a University lot (92%) other than the Montlake daily lot (5%). Those UW carpoolers without a hang-tag parking permit were more likely than those with hang-tag permits to park in the Montlake daily lot (49% versus 5%) or on the street (8% versus 2%).

Table 17 Where Carpools Going to UW Parked - Among carpools that terminated at UW campus -			
	Weighted Total (166)	With Hang Tag (52)	Without Hang Tag (108)
<u>On campus (net)</u>	<u>83%</u>	<u>97%</u>	<u>90%</u>
In the Montlake daily lot	35	5	49
In another University lot	58	92	41
In a private or city lot	3	1	4
On the street	5	2	8
Questions 19: When you carpoled to campus last week, where did you park?			

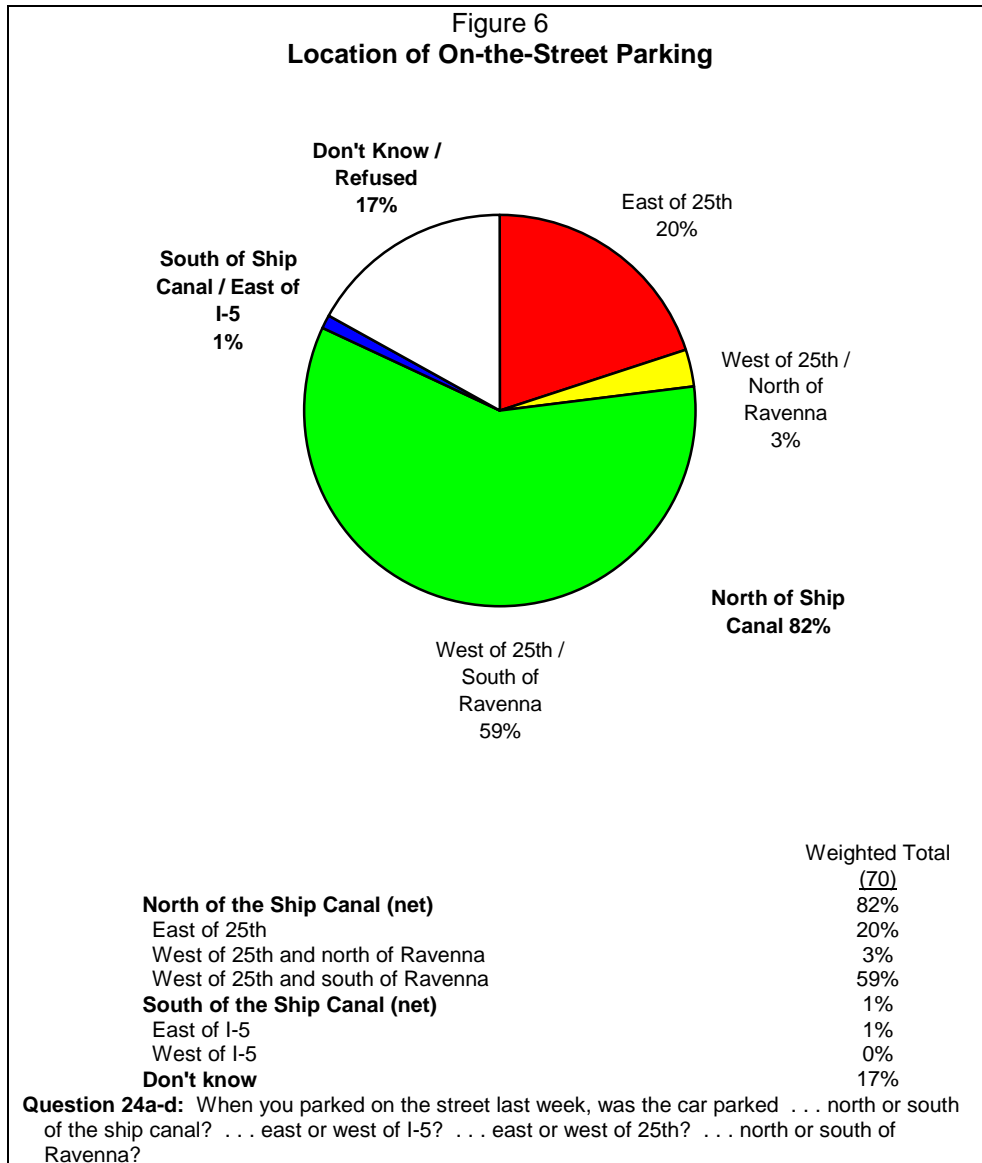
Of those carpoolers who parked on campus, 84% used their U-PASS to park free (78% of all UW carpoolers whose drivers went to campus).

2. Single Occupancy Vehicles

Most respondents who drove alone to campus the week prior to the survey said they parked on campus (83%), either in the Montlake daily pay lot (21%) or another University lot (63%). See Table 18. This represents a significant increase over 1998 when 76% of SOV commuters reported parking on campus. Students were most likely to park in the Montlake lot (39%), while faculty and staff were likely to park in another University lot (92% and 80%, respectively). Students were more likely to park on the street (22%) than staff (13%) or faculty (4%). The additional spots to make up for the anticipated loss of parking from Sound Transit facilities could account for additional parking on campus.

Table 18 Where Single Occupancy Vehicle Drivers Parked				
	Weighted Total (448)	Faculty (223)	Staff (175)	Students (141)
<u>On Campus (net)</u>	<u>83%</u>	<u>95%</u>	<u>86%</u>	<u>77%</u>
In the Montlake daily pay lot	21	3	6	39
In another University lot	63	92	80	39
<u>Off Campus (net)</u>	<u>20</u>	<u>6</u>	<u>15</u>	<u>28</u>
On the street	16	4	13	22
In a private or city lot	3	2	1	4
Somewhere else	2	-	2	2
Question 24: When you drove alone to campus last week, where did you park? (Multiple responses permitted.)				

3. On-the-street Parking



Of all those who reported parking on the street, 82% reported parking north of the ship canal, 1% parked south of the canal, and 17% did not know or were unfamiliar with street names and locations used in the question. See Figure 6. The largest proportion of those parking on the street (59%) said they parked north of the ship canal, west of 25th and south of Ravenna.

4. Frequency of Driving Alone by Parking Payment Method

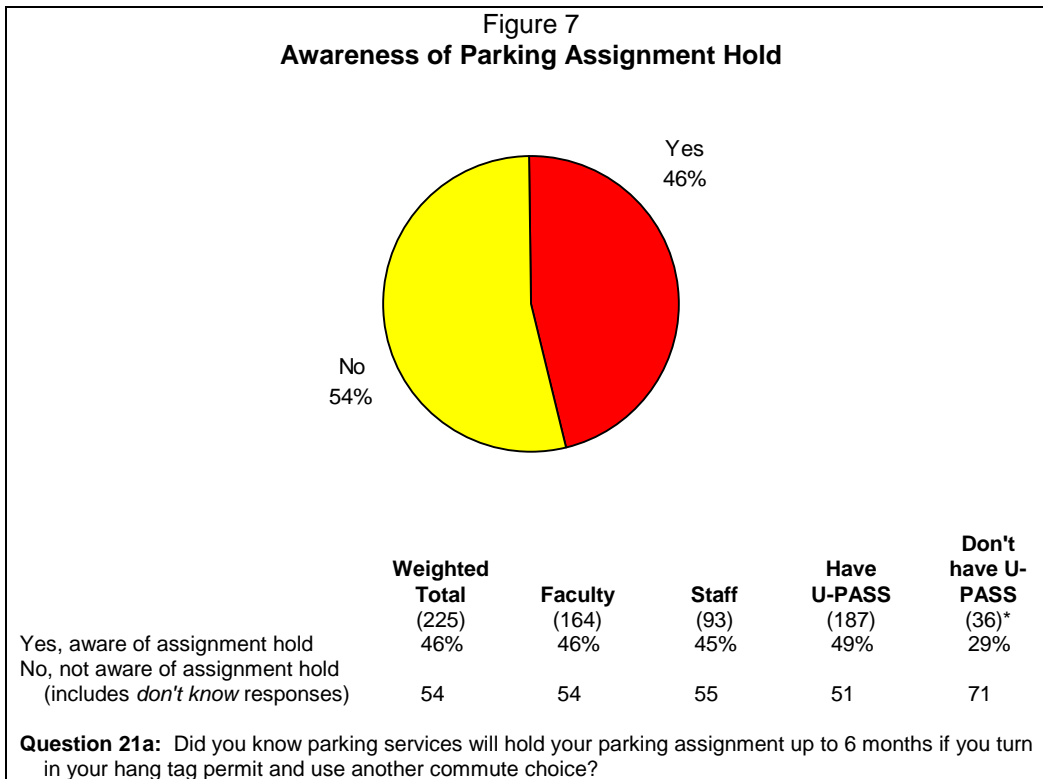
Faculty and staff who drove alone at least one day during the week prior to the survey either had an SOV parking permit (60%), used commuter tickets (22%) or made some other arrangement for parking their vehicles (18%).

Those who had parking permits tended to drive alone more days to campus than those who used commuter tickets (4.26 days versus 2.25 days, on average). See Table 19. Just under two-thirds (62%) of UW employees with SOV parking permits drove alone all five days to campus, compared to only 10% of those using commuter tickets.

	Weighted Total (378)	Parking Permit (225)	Commuter Parking Ticket (80)
One	17%	4%	41%
Two	13	5	27
Three	12	14	10
Four	14	14	12
Five	44	62	10
<i>Average days driving alone</i>	<i>3.56 days</i>	<i>4.26 days</i>	<i>2.25 days</i>
Questions 11-13f: During the last Monday through Friday week of classes, how many days did you commute to the UW by _____?			
Question 21-22: Do you have a current UW plastic parking permit for when you drive alone? When you drove alone last week, did you use an individual commuter ticket to park?			
*Faculty and staff only			

5. Awareness of Parking Assignment Hold for Those Who Turn in Hang Tags for Another Commute Choice

Just under one-half (46%) of faculty and staff who hold hang tag parking permits were aware that parking services will hold their parking assignment for up to six months if they turn in their hang tag and use another commute choice. See Figure 7.



There was no significant difference in awareness of the assignment hold between faculty and staff (46% compared to 45%). However, U-PASS holders were more inclined to know of this feature than non-holders (49% versus 29%).

H. Multi-Stop Commute Trips

Overall, UW commuters were more likely to make stops on the way home from the University (23%) than on the way to the University (12%). Those commuting via SOV were most likely to make stops on the way to (19%) and from (33%) UW. See Table 20.

	Weighted Total	SOV	Car-/Van- pool	Metro	Walk	Bike	Any HOV
Commute <u>to</u> UW.	(1,338)	(358)	(161)	(373)	(302)	(67)	(586)
Commute directly to UW	86%	77%	83%	90%	93%	90%	88%
Stop Somewhere else	12	19	17	10	5	10	12
Don't know/varies	2	4	0	<1	2	0	<1
Commute <u>from</u> UW	(1,338)	(358)	(161)	(373)	(302)	(67)	(586)
Commute directly to home	73%	59%	67%	79%	82%	85%	76%
Stop Somewhere else	23	33	29	19	15	11	22
Don't know/varies	4	8	4	1	2	4	2
Questions 14a and 14b: Do you usually go directly to the UW from home, or do you stop somewhere else before arriving at the UW? Do you usually go directly home from the UW, or do you stop somewhere else before going home?							

I. Importance of Commuting to Housing Choice

Overall, nearly half (47%) the student respondents moved to their current location when they decided to attend UW. See Table 21. Students who commute to the UW campus by walking or biking were significantly more likely than those commuting via other modes to say they picked their current housing because of their UW attendance (81% and 62% yes, respectively).

Interestingly, 49% of U-PASS holders said they moved to their current location when they decided to attend UW, compared to 37% of those who do not have a current U-PASS.

Table 21
UW Attendance Influenced Housing Choice by Commute Mode

	Weighted Total (598)	SOV (104)	Car-/Van- pool (55)	Metro (214)	Walk (183)	Bike (26)*	Any HOV (269)
Influenced (net)	47%	22%	31%	33%	81%	62%	33%
In UW Housing or Fraternity/Sorority	21	3	5	6	59	4	5
Yes (other housing)	26	19	26	27	22	58	28
No (other housing)	52	77	67	67	18	38	67
Don't know	1	1	2	0	1	0	<1

Question 7: Do you live in UW housing in the U-District, in UW housing outside the U-District, in a fraternity or sorority or in other housing?
Question 7a: Did you move to that location when you decided to attend the UW? (Includes students in UW housing.)
 * Caution: small base (n<30)

Overall, 60% of students, faculty and staff rate ease of commute important in their housing choice (mean 3.60). Ease of commute was most important in housing choices for those who commute via bicycle (84% *important*, mean 4.14), and least important to those who carpool or vanpool (50% *important*, mean 3.41). See Table 22. Students who did not move to their current location when they decided to attend UW are not represented in these statistics.

Table 22
Importance of Ease of Commute in Housing Choice by Commute Mode

	Weighted Total (915)	SOV (237)	Car-/Van- pool (103)	Metro (189)	Walk (252)	Bike (51)	Any HOV (317)
Important (net 4,5)	60%	55%	50%	64%	62%	84%	57%
Does not matter (3)	17	20	22	17	15	7	20
Not important (net 1, 2)	21	22	24	16	21	9	20
Don't know	2	3	4	3	2	0	3
<i>Mean</i>	<i>3.60</i>	<i>3.47</i>	<i>3.41</i>	<i>3.78</i>	<i>3.66</i>	<i>4.14</i>	<i>3.61</i>

Question 7b: On a scale of 1 to 5 with 5 meaning "very important" and 1 meaning "not at all important," how important was ease of commute in selecting where you live? (Base excludes students who did not move to their current location when they decided to attend UW (Q7a=No))

II. BUS USE

A. Metro Transit

1. Frequency of Use

Half of the UW population (50%) took at least one one-way ride on Metro Transit in the week prior to being surveyed. This is a slight increase from 1998 (47%), and comparable to 1996 (51%). Almost one-third (31%) took six or more rides. See Figure 8.

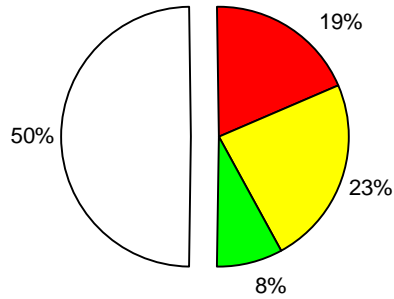
The UW population averaged 3.6 one-way trips in the week prior to being surveyed which is not significantly different from 1998 (3.4), and the same as found in 1996. Among respondents who took at least one ride on Metro Transit during the previous week, the 2000 average was 7.2 weekly trips. It is the same as the 1998 average, and not significantly different from the 1996 average of 7.0 weekly trips. Eighty-three percent (83%) of all rides were to or from campus in 2000, significantly higher than the 77% finding in 1998 and the 78% finding in 1996.

Among the UW population with U-PASSes, over half (58%) had taken at least one one-way ride on Metro Transit in the week prior to being surveyed, nearly identical to the 1998 finding (56%). Their average number of weekly rides on Metro Transit is 4.3 (among all U-PASS holders including non-riders). This is higher, but not significantly different than in 1998 when U-PASS holders averaged 4.1 weekly trips. The 1996 average for U-PASS holders was also 4.3 rides per week. Over four-fifths (84%) of these rides taken by U-PASS holders were to or from campus.

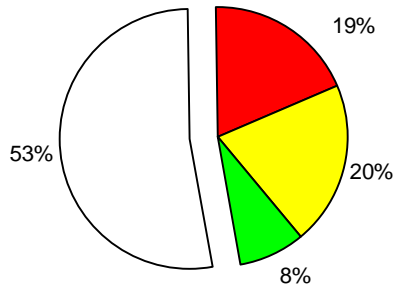
Figure 8
**Metro Transit Bus Trips in Past Week
 (One-way)**

■ 1 to 5 ■ 6 to 10 ■ More than 10 □ None

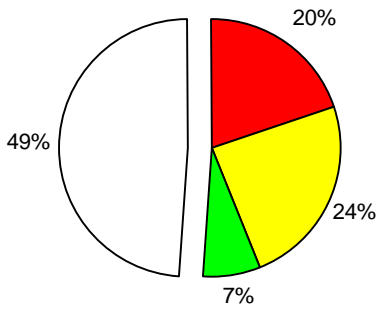
2000 (Base = 1,386)



1998 (Base = 1,401)



1996 (Base = 1,426)



Question 42-44: Last week, how many one-way Metro Transit bus rides did you take (Monday through Friday/Saturday/Sunday)?

Students were more likely to ride Metro Transit in the week prior to being surveyed (58%) than were faculty (30%) or staff (37%). See Table 23. Significantly more students reported rides on Metro Transit in 2000 (58%) than in 1998 (53%). Comparable to the current wave of study, 1998 ridership was 27% for faculty and 38% for staff.

U-PASS holders in 2000 were much more likely to ride Metro Transit that week (58%) than were non-holders (15%). These findings are consistent with 1998 when 56% of U-PASS holders rode Metro Transit in the prior week, compared to 15% of non-holders.

	Weight- ed Total (1,386)	Faculty (394)	Staff (391)	Students (601)	Have U- PASS (1,109)	Don't Have U- PASS (273)
<u>Total</u>						
One + (net)	50%	30%	37%	58%	58%	15%
One to five	19%	15%	17%	21%	21%	11%
Six to ten	23	11	15	28	28	4
Eleven +	8	4	5	9	9	1
None	50	70	63	42	42	84
Mean	3.6	1.9	2.6	4.2	4.3	0.8
<u>Mon. - Fri.</u>						
One to five	20%	14%	18%	22%	23%	10%
Six to ten	25	14	16	30	30	4
Eleven +	4	1	2	5	4	<1
None	52	71	64	44	43	86
Mean	3.2	1.7	2.2	3.8	3.9	0.7
<u>Saturday</u>						
One +	11%	7%	7%	13%	13%	3%
None	89	93	93	87	87	97
Mean	0.2	0.1	0.2	0.2	0.3	0.1
<u>Sunday</u>						
One +	6%	3%	4%	7%	7%	2%
None	94	97	96	93	93	98
Mean	0.1	0.1	0.1	0.1	0.1	<0.1
Questions 42-44: How many one-way Metro rides did you take last (Monday through Friday / Saturday / Sunday)?						

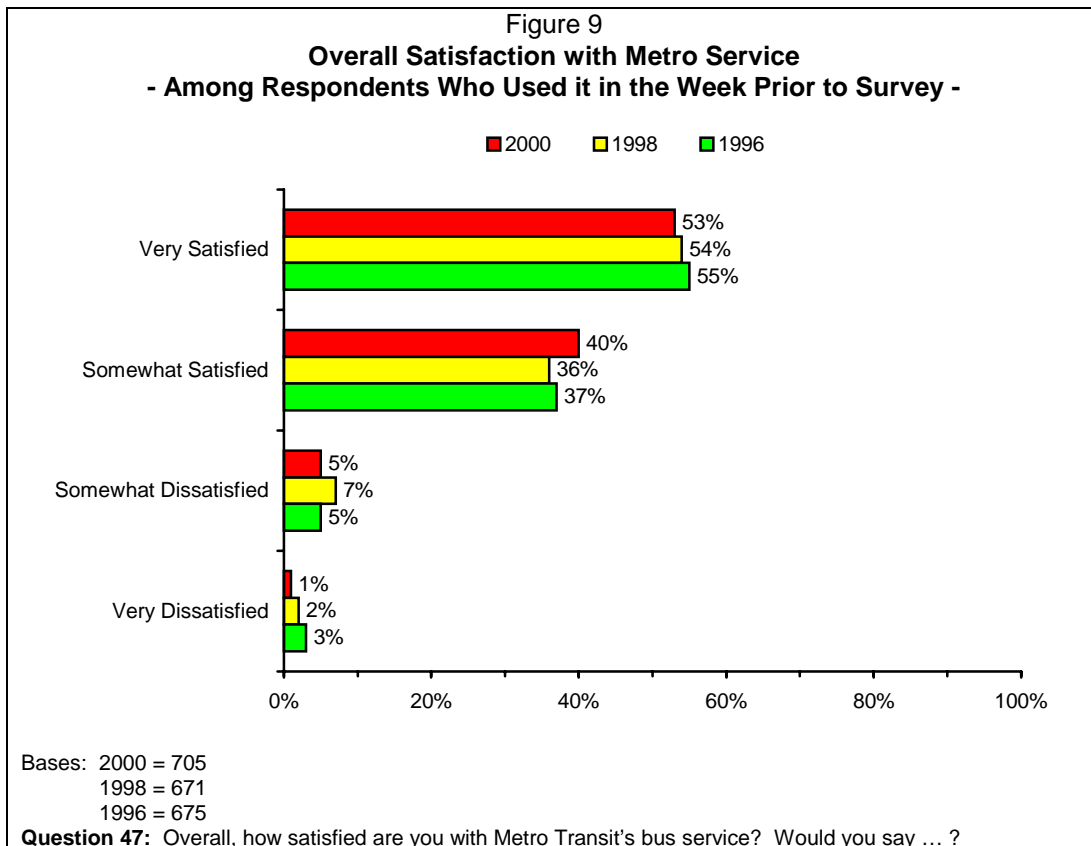
Transfers: Of the total number of one-way rides on Metro Transit taken the week before the survey in 2000, 14% included a transfer between Metro buses and 3% included a transfer between a Metro bus and another transit agency's bus. This is nearly the same as in 1998, when 12% of the rides included a transfer between Metro buses and 1% included a transfer between a Metro bus and another transit agency's bus.

2. How Fares Are Paid

Among respondents in 2000 who rode Metro Transit in the week prior to the survey, 93% said they usually pay their fare with a U-PASS, compared with 92% in 1998. Another 4% of respondents in 2000 paid with cash or tickets, and 2% used another type of pass.

3. Overall Satisfaction

Nearly all respondents in 2000 who rode Metro Transit in the week before being surveyed expressed some level of satisfaction with Metro Transit's bus service: Fifty-three percent (53%) said they were *very* satisfied and 40% said they were *somewhat* satisfied. See Figure 9. Faculty and students were significantly more likely to be very satisfied with Metro service (56% and 55%, respectively) than staff (44%).



B. Community Transit

1. Frequency of Use by UW Population

Six percent (6%) of the UW population said they took a ride on Community Transit (CT) in the week prior to being surveyed.

	Weight- ed Total (116)	Faculty (14)*	Staff (53)	Students (42)	Have U- PASS (99)	Don't Have U- PASS (17)*
Used CT in Previous Week	45%	21%	38%	52%	50%	12%
Commuted to UW by CT in previous week	34	21	23	44	38	6
Rode CT local service within Snohomish County in past week	9	0	13	7	9	6

Questions 11, 13, 49a, 49b: What type of transportation did you take most often to get the UW campus last week? How did you commute to the UW on the other days? Last week, how many rides did you take on Community Transit? How many of those rides were on Community Transit's local service entirely within Snohomish County?
Base = Snohomish County residents
* Caution: small base (n<30)

Eight percent (8%) of the UW population reside in Snohomish County. Just under one-half (45%) of Snohomish County respondents reported using Community Transit in the past week. Just over one-third (34%) used Community Transit for commuting to UW in the past week, and 9% used Community Transit for local trips. Table 24 excludes a small proportion of respondents who did not use Community Transit for trips to UW, and did not use the service solely for local trips, either.

C. Sound Transit

1. Sound Transit Regional Express and Sounder Commuter Rail

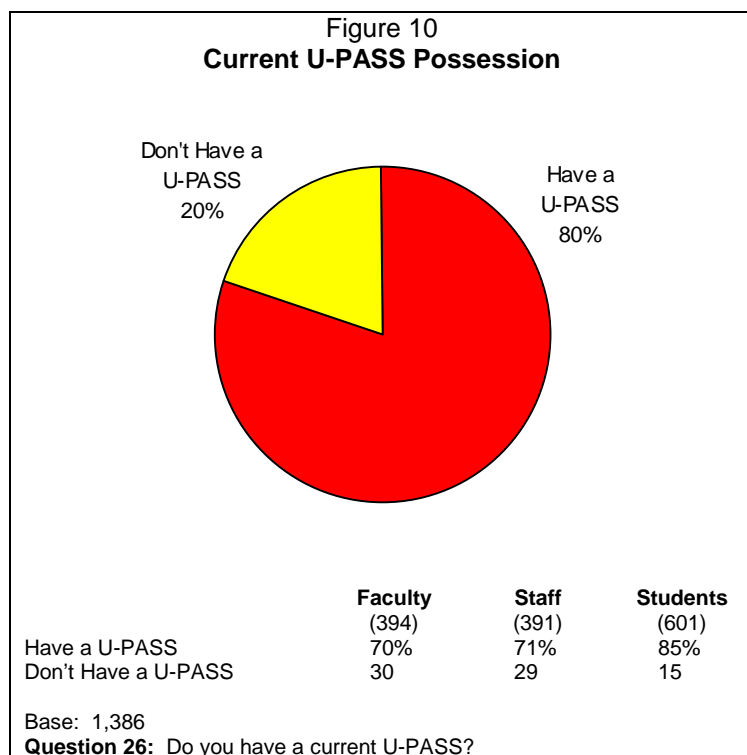
Overall, 2% of the UW population reported using Sound Transit in the week prior to the survey, with 1% using Sound Transit for commuting to and from the UW campus. No respondents reported using Sounder Commuter Rail in the week prior to the survey. See Table 25.

	Total (1,386)	Faculty (394)	Staff (391)	Students (601)
Rode Sound Transit	2%	1%	2%	2%
Used Sound Transit for commuting to/from UW	1	<1	<1	1
Rode Sounder Commuter Rail	0%	0%	0%	0%
Questions 50a-50c: In the last week, have you taken any rides on ____? How many rides did you take on ____? How many of those rides were part of your commute to or from the UW campus?				

III. THE U-PASS

A. Incidence of U-PASS Possession

1. Current Use



In the 2000 study, 80% of the UW population reported having a U-PASS, compared to 78% in 1998 and 80% 1996. Students in 2000 were more likely to have a U-PASS (85%) than were faculty (70%) or staff (71%). See Figure 10.

As can be expected, respondents who most often commuted by bus were very likely to have a U-PASS (97% did). Those who most often carpooled also had a higher than average incidence of U-PASS possession (89%). The lowest levels of U-PASS possession were among those who most often drove alone (65%) or bicycled (62%).

Undergraduates were significantly more likely to hold a U-PASS than graduate students (89% compared to 81%).

Incidence of U-PASS possession among faculty, staff, and students has not changed significantly over the past three surveys. See Table 26.

Table 26 Incidence of U-PASS Possession 1996-2000			
	2000	1998	1996
Total	80% (1,386)	78% (1,401)	80% (1,426)
Faculty	70% (394)	71% (400)	73% (394)
Staff	71% (391)	73% (400)	74% (423)
Students	85% (601)	81% (601)	84% (609)
Question 26: Do you have a current U-PASS?			

2. Previous U-PASS Possession

Among the UW population that was at the UW in previous quarters, 86% previously had a U-PASS. There is strong consistency in U-PASS possession over time. See Table 27. Among the U-PASS holders who were at the UW in previous quarters, 96% had a U-PASS in the past. This repeated possession is an indicator of satisfaction. However, many in the UW population never had a U-PASS. Among those without a U-PASS in 2000 and at UW in previous quarters, 50% did not have one in the past either.

Table 27 U-PASS Possession in Previous Quarters - Among UW Population at UW in Previous Quarters -						
	Weight- ed Total (1,151)	Faculty (367)	Staff (366)	Students (466)	Have U- PASS (912)	Don't Have U- PASS (238)
Had U-PASS in past	86%	81%	81%	89%	96%	50%
Did not have U- PASS in past	14	19	19	11	4	50
Question 28a: Did you have a valid U-PASS in previous quarters?						
Question 28b: Were you at UW in previous quarters?						

3. How the U-PASS Was Acquired

U-PASSes may be acquired in one of two ways. They are either purchased or a complimentary U-PASS is provided when a parking permit is purchased. Most U-PASS holders purchased it (82%). See Table 28. This is because most U-PASS holders are students, and more than nine out of ten students with a U-PASS purchased one (93%), as did just under two-thirds (64%) of staff. However, the majority of faculty with a U-PASS received one with a parking permit (58%).

Table 28				
How the U-PASS was Received				
- Among UW Population With a U-PASS -				
	Weighted			
	Total	Faculty	Staff	Students
	(1,109)	(274)	(277)	(513)
Purchased	82%	41%	64%	93%
Received with parking permit	16	58	35	4
Don't know/Other	2	2	2	3
Question 27: Did you purchase the U-PASS or did you receive a complementary U-PASS with a parking permit?				

4. Reasons for Purchasing the U-PASS

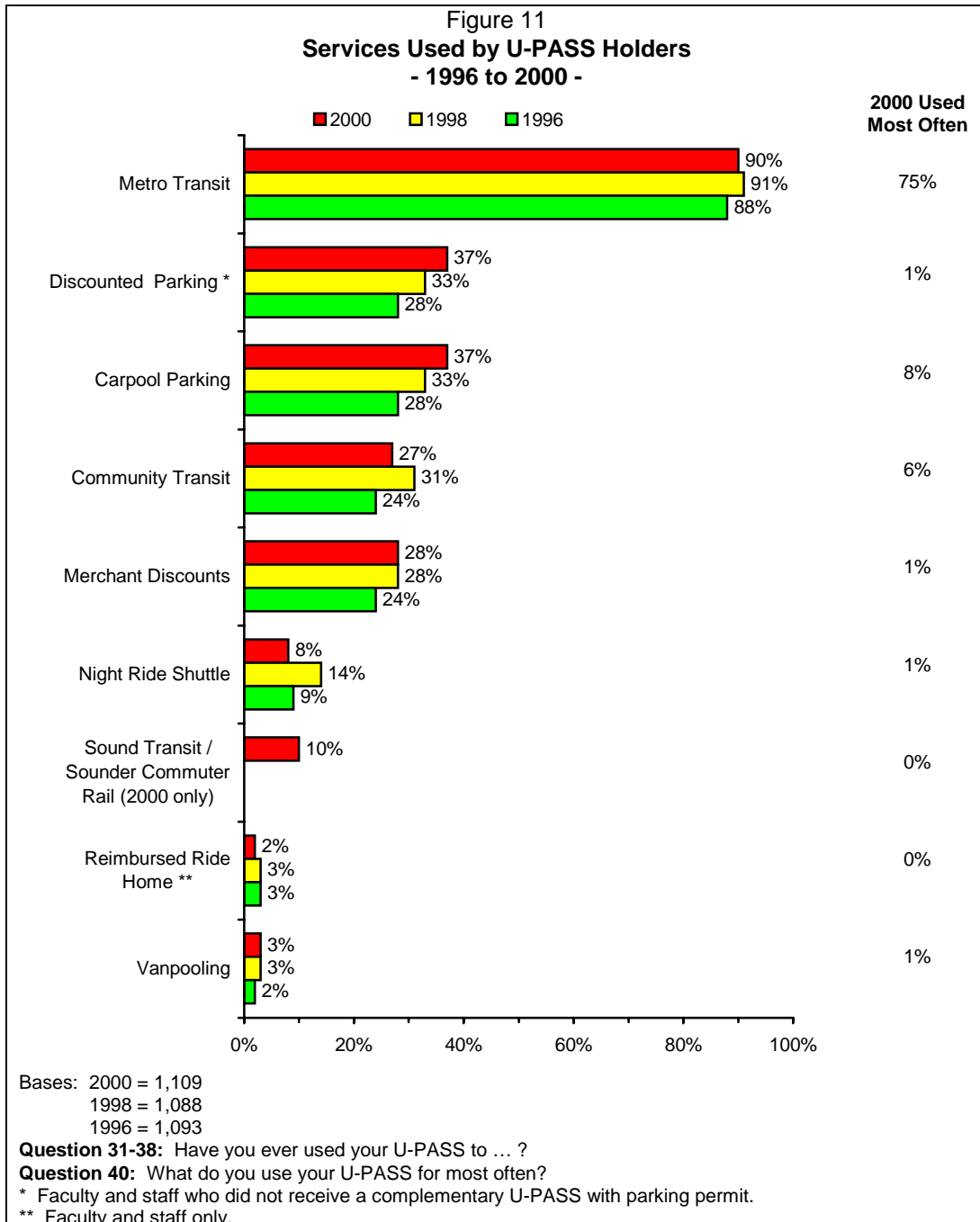
In 2000 respondents to the U-PASS study were asked why they had initially decided to purchase the U-PASS. The primary reasons given for purchasing the U-PASS were the bus benefit (40%) and the low cost of the U-PASS itself and/or the ability to save some money on the bus (19%). See Table 29. Students, faculty, and staff were about equally likely to have initially purchased a U-PASS because of the busing benefit.

	Weighted Total (1,061)	Faculty 166	Staff (228)	Students (536)	Have U- PASS (943)	Don't Have U- PASS (118)
U-PASS Benefit: Busing	40%	44%	36%	40%	40%	37%
Inexpensive price of U-PASS/ Lower cost to take bus	19	19	23	18	20	13
Needed for transportation/ No car/ Good way to get around	15	7	8	17	15	12
Allows more commuting options / Flexibility	5	7	5	4	4	6
Hassle / Expense of parking on or near campus	4	5	4	4	5	0
Easy because it arrived by mail; Came with registration / tuition	4	2	<1	6	5	<1
U-PASS Benefit: Carpooling	4	2	4	4	4	5
Easy / Convenient / Good idea	4	2	3	4	4	4
Don't want to drive / Easier, faster than driving	3	1	3	3	3	0
Came with parking permit	2	7	5	1	2	6
Didn't purchase / It was complimentary / Free	2	5	2	2	2	4
Contributed to less traffic congestion / Pollution	<1	1	1	<1	1	0
Discount individual commuter tickets / Parking discounts	1	1	2	1	1	0
All other	8	9	10	7	8	11
Don't know	1	2	3	1	1	3
Question Q28C (new 1998): Why did you decide to purchase the U-PASS (the very first time)? (Multiple responses allowed.)						

B. Use of U-PASS Services

1. All Services

As in past years, most U-PASS holders use the U-PASS for riding buses: Ninety percent (90%) of all U-PASS holders use it to ride Metro Transit, 27% use it to ride Community Transit (CT), and 10% have used it to ride Sound Transit's buses or commuter rail. See Figure 11. Three-quarters (75%) of all U-PASS holders said they use it most often for Metro Transit.



Compared to 1998, use of U-PASS for carpooling increased significantly (from 33% to 37%). Use of U-PASS for carpooling among faculty and staff who pay for the pass shows an upward trend over the past three waves of tracking, rising from 28% in 1996 to 37% in 2000.

Use of U-PASS for the Night Ride shuttle declined significantly from 1998, dropping from 14% to 8%.

Use of U-PASS for Community Transit also decline significantly from 1998, falling from 31% to 27%.

Table 30 shows more detail of the U-PASS services used. Compared to 1998, U-PASS usage for the various privileges is relatively similar among students, faculty and staff, with several exceptions. Staff use of U-PASS for carpool parking increased significantly over the previous wave of study (from 28% to 35%). Students' use of U-PASS for the Night Ride shuttle declined significantly from 19% in 1998 to 9% in 2000.

Table 30 U-PASS Services Ever Used - By U-PASS Holders -								
	Weighted Total		Faculty		Staff		Students	
	2000 (1,109)	1998 (1088)	2000 (274)	1998 (283)	2000 (277)	1998 (291)	2000 (513)	1998 (485)
Metro Transit	90%	91%	84%	83%	88%	90%	92%	92%
Carpool parking	37	33	19	24	35	28	40	36
Discounted parking*	37	33	32	33	38	33	*	*
Community Transit	27	31	18	22	30	32	28	32
Merchant discounts	28	28	23	18	27	28	29	29
Night Ride shuttle	8	14	3	4	8	3	9	19
Reimbursed Ride Home**	2	3	1	3	3	3	**	**
Vanpooling	3	3	2	4	8	7	1	2
Sound Transit / Sounder Commuter Rail	10	NA	4	NA	12	NA	10	NA
Use no services	5%	7%	12%	15%	8	7%	3%	5%

Questions 31-38, 40: Have you ever used your U-PASS to ___?
 * Asked only of faculty and staff who purchased a U-PASS, rather than got a complimentary one.
 ** Asked only of faculty and staff.

Significantly more staff and students used the carpool parking privilege of U-PASS (35% and 40%, respectively) than faculty (19%). More staff and students also used U-PASS for Community Transit (30% and 28%, respectively) than faculty (18%). The same is true for Sound Transit's bus and rail service, accessed through U-PASS by 12% of staff, 10% of students, and 4% of faculty.

2. Use of the U-PASS for Commuting to UW

As noted in the previous section, the U-PASS is most often used for transit, and many transit trips are to and from the UW campus. In addition, the U-PASS is often used for carpooling to campus. This section of the report ties together many of the previously reported findings about commuting with the U-PASS.

TRANSIT: Thirty-two percent (32%) of U-PASS holders who commuted to campus the week before the survey commuted by Metro Transit at least one day that week, and another 4% commuted by Community Transit. Virtually all U-PASS holders who rode Metro Transit the week before being surveyed said they usually pay their Metro Transit fares with a U-PASS (99%).

CARPOOLING: Thirty-seven (37%) of U-PASS holders said they have used their U-PASS for carpooling to the UW. Twelve percent (12%) of U-PASS holders commuted to the UW campus via carpool at least one day in the week before being surveyed. Eighty-six percent (86%) of those who usually commute to campus via carpool use their U-PASS to pay for parking.

VANPOOLING: Another HOV commute feature of the U-PASS is vanpooling. Three percent (3%) of the U-PASS holders said they have used it for vanpooling, and 1% vanpooled to campus at least one day during the week before being interviewed.

SOV COMMUTER PARKING TICKETS: About one-third (32%) of the faculty and UW staff (38%) who purchased a U-PASS said they had used it to purchase discounted commuter tickets for parking. Faculty said they use an average of five tickets each month, while staff use four tickets.

3. Night Ride Shuttle

The Night Ride shuttle provides transportation after dark between the campus and nearby neighborhoods. It is a feature of the U-PASS but it is also available, for a fare, to those without a U-PASS. As noted earlier, 8% of the respondents with a U-PASS said they had used their U-PASS to ride the Night Ride shuttle at some time.

All respondents were asked if they had taken any rides on the Night Ride shuttle within the previous thirty days. Two percent (2%) of all respondents had used the service recently. All of the Night Ride shuttle riders had a U-PASS. Of those who have ever used Night Ride, 74% are students, 5% are staff, and 21% are faculty.

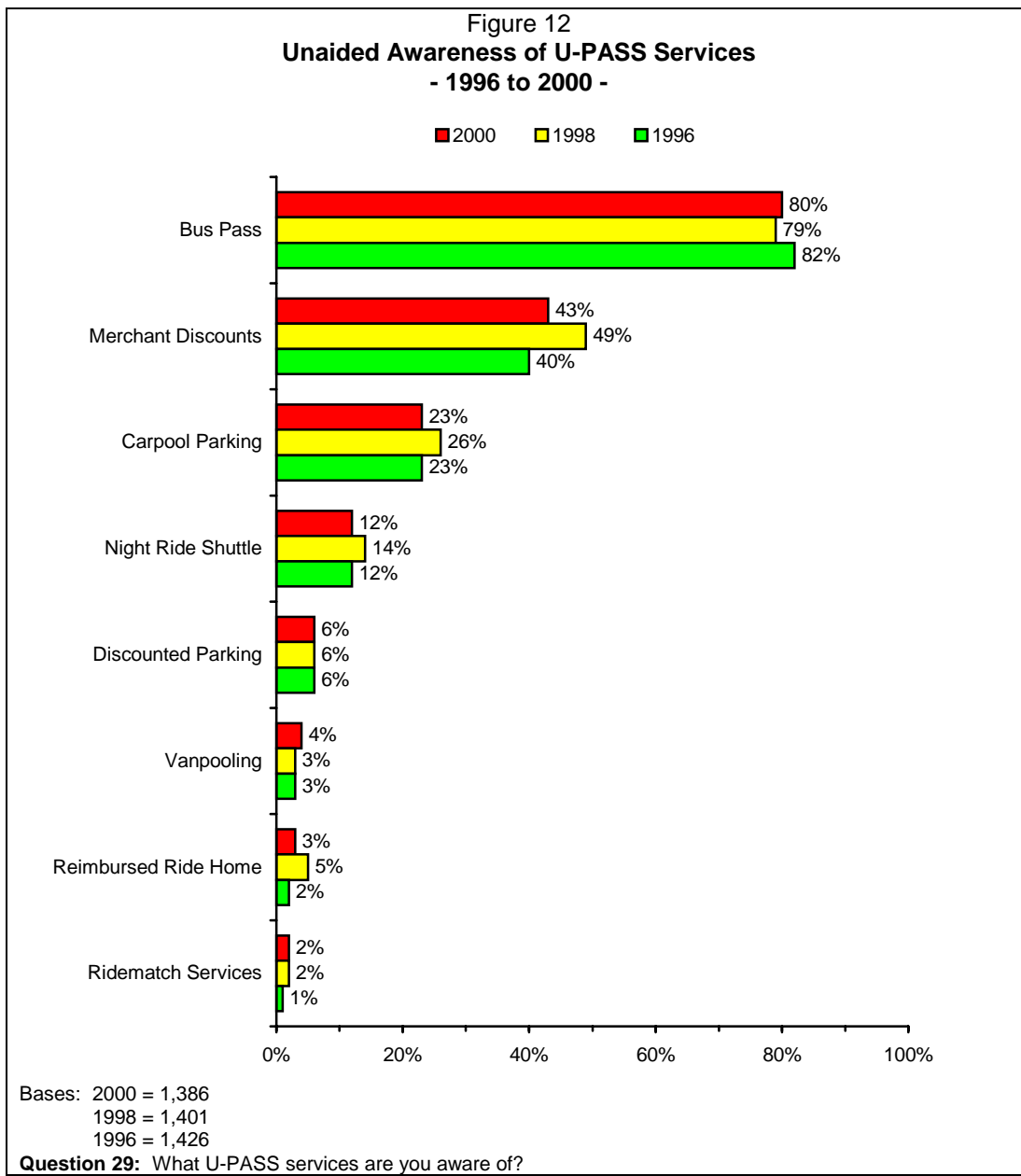
4. Reimbursed Ride Home

As noted earlier, 2% of the faculty and staff who have U-PASSes had ever used the Reimbursed Ride Home taxi service. Despite the low level of use of the Reimbursed Ride Home service, just over one-quarter (26%) of faculty and staff U-PASS holders rated the privilege as important, either *very* important (14%) or *somewhat* important (12%).

C. Awareness of the U-PASS

1. Unaided Awareness of U-PASS Services

All respondents were asked which U-PASS services they were aware of. As in previous surveys, the service most often mentioned was the bus pass (80%). Merchant discounts were mentioned by 43%, a significant decrease from 49% in 1998. The two other services mentioned by more than one out of ten respondents were carpool parking (23%) and the Night Ride shuttle (12%). See Figure 12. Mention of carpool parking declined slightly from 1998 (26%) to 2000 (23%).



There were some differences in top-of-mind, unaided awareness of U-PASS services among the population types. Faculty and students were more likely to mention the bus pass (81% and 82%, respectively) than staff (76%). Staff were more likely to mention merchant discounts (54%) than faculty (37%) or students (40%). Students were more likely to mention carpooling (26%) than staff (20%) or faculty (11%). Those without a U-PASS were, not surprisingly, less likely to mention most of the commonly used U-PASS services. See Table 31.

	Weight- ed Total	Faculty	Staff	Students	Have U- PASS	Don't Have U- PASS
	(1,386)	(394)	(391)	(601)	(1,109)	(273)
Bus pass	80%	81%	76%	82%	82%	72%
Merchant discounts	43	37	54	40	44	41
Carpooling	23	11	20	26	25	17
Night Ride shuttle	12	6	7	15	13	9
Reduced-rate parking	6	8	10	5	6	8
Vanpooling	4	3	8	2	4	3
Reimbursed Ride Home	3	5	8	1	3	3
Ridematch services	2	2	3	1	1	3
Other	4	6	5	3	4	4
None	6	10	7	5	3	15
Question 29: What U-PASS services are you aware of? (Multiple responses permitted.)						

2. Awareness of Specific U-PASS Services

Top-of mind, unaided awareness of Discounted Parking, Ridematch Services, the Night Ride shuttle and Reimbursed Ride Home benefits have historically been lower than for other U-PASS services. In 1998 four questions were added to the survey to further explore respondents' awareness of these services. Those who did not mention these services in the open-ended question were asked specifically if they knew about them.

Respondents' awareness of various U-PASS services with low top-of-mind awareness was much higher when they were asked specifically about each of these services. For example, just 2% of respondents mentioned Ridematch services unaided as a "top of mind" U-PASS service. When they were asked specifically if they were aware of Ridematch, an additional 71% said, yes, they were.

As Table 32 shows, combined (aided and unaided) awareness is highest for Ridematch (73%) and lowest for Reduced Rate Parking (39%). Staff reported particularly high overall awareness of Ridematch (83%) and Night Ride Shuttle (70%), compared to faculty and students. Staff also reported significantly higher overall awareness of Reimbursed Ride and Reduced Rate Parking (48% and 48%) than faculty (35% and 35%).

Not surprisingly, those without a U-PASS had lower aided awareness of all four services than U-PASS holders.

	Weight- ed Total (1,386)	Faculty (394)	Staff (391)	Students (601)	Have U- PASS (1,109)	Don't Have U- PASS (273)
Night Ride Shuttle (net)	66%	58%	70%	66%	69%	58%
Unaided	12	6	7	15	13	9
Aided	54	52	63	51	56	49
Ridematch (net)	73%	73%	83%	69%	76%	63%
Unaided	2	2	3	1	1	3
Aided	71	71	80	68	75	60
Reimbursed Ride Home (net)*	43%	35%	48%	NA	49%	29%
Unaided	3	5	8	NA	3	3
Aided	40	30	40	NA	46	26
Discounted Parking (net)*	39%	35%	48%	NA	41%	37%
Unaided	6	8	10	NA	6	8
Aided	33	27	38	NA	35	29

Questions: Q29, Q29a-d: What U-PASS services are you aware of? (Multiple responses permitted.) Did you know that if you have a U-PASS you are eligible to purchase individual commuter tickets for parking at a discount? Did you know that Ridematch services are available at UW? Are you aware of the night ride shuttle? Did you know that if you have a U-PASS you are eligible for the Reimbursed Ride Home Taxi Service?

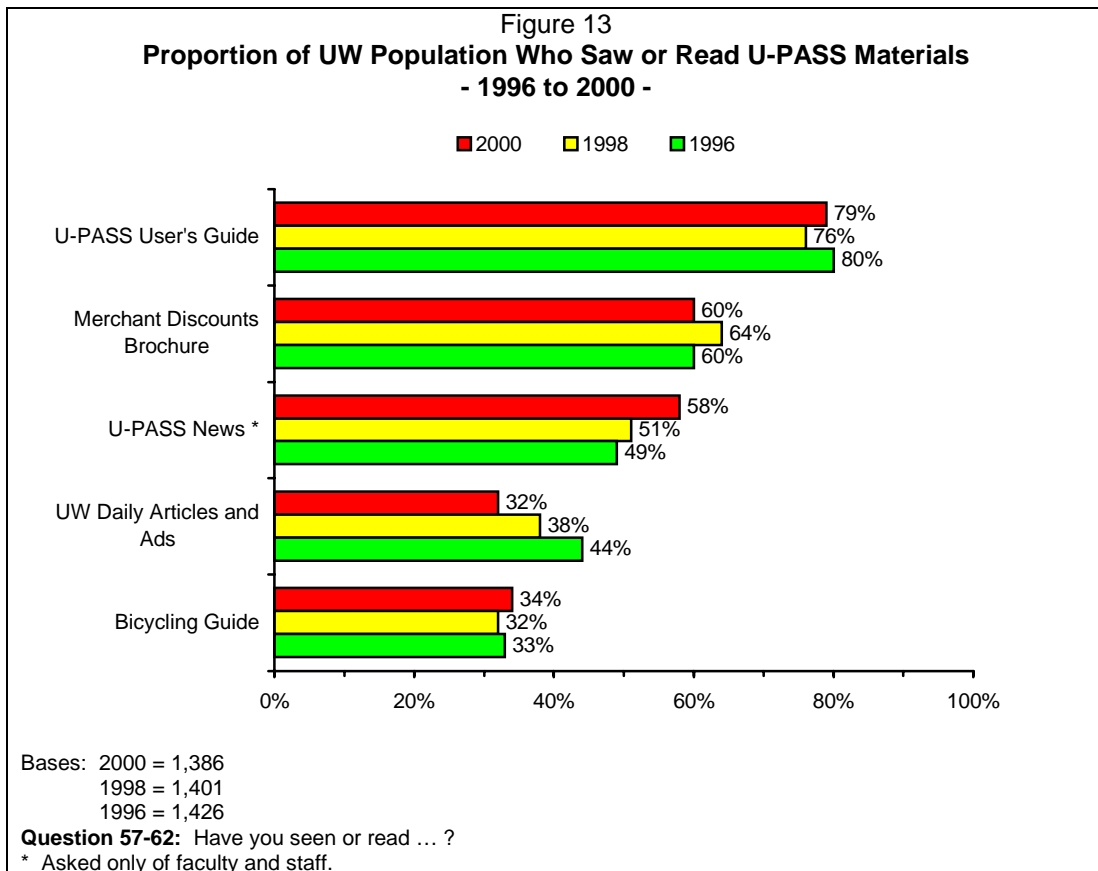
* Based on Faculty & Staff only

3. U-PASS Media Awareness

As in previous years, the marketing material the UW population in 2000 was most likely to report having seen or read was the *U-PASS User's Guide* (79%).

There were significant declines from 1998 to 2000 in recall of the Merchant Discounts Brochure (64% to 60%) and U-PASS items in the UW Daily (38% to 32%). See Figure 13.

There was a significant increase from 1998 to 2000 in recall of the U-PASS News (from 51% to 58%) among faculty and staff.



There were some differences in media awareness among the population types. Students and staff were more likely to see the *User's Guide* (80% and 79%, respectively) than faculty (70%). Staff were more likely to have examined the Merchant Discounts Brochure (71%) than students (56%) or faculty (57%). Students were more likely to have seen the Night Ride Schedule than faculty (33% versus 22%). Staff were more likely than students to have read or seen the Bicycling Guide (41% versus 31%). U-PASS holders were more likely to have read or seen all of these materials than non-holders. See Table 33.

Table 33
Proportion of the UW Population Who Saw or Read U-PASS Materials

	Weight- ed Total	Faculty	Staff	Students	Have U- PASS	Don't Have U- PASS
	(1,386)	(394)	(391)	(601)	(1109)	(273)
<i>U-PASS User's Guide</i>	79%	70%	79%	80%	83%	62%
Merchant Discount Brochure	60	57	71	56	62	52
<i>U-PASS News</i> *	58	53	60	*	65	40
Night Ride Schedule	31	22	29	33	33	25
<i>UW Daily</i> articles or ads	32	30	33	32	32	31
Bicycling Guide	34	36	41	31	36	25
Question 57, 59, 60, 61, 62, 62a: Have you seen or read ____ ?						
* Asked of faculty and staff only.						

4. U-PASS Web Site Awareness

Over one-quarter (28%) of the UW population in 2000 was aware of the existence of the U-PASS Web site, compared to just 20% in 1998. Just under one-half of those aware of the Web site (49% or 14% of all respondents) reported a visit in the past year. Significantly more staff reported awareness of the U-PASS Web site (36%) than either faculty (27%) or students (25%). See Table 34.

	Weight- ed Total	Faculty	Staff	Students	Have U- PASS	Don't Have U- PASS
Awareness of Web Site	(1,386)	(394)	(391)	(601)	(1109)	(273)
Yes	28%	27%	36%	25%	30%	18%
No	72	72	63	75	70	81
How Did You Learn about Web Site?	(385)	(106)	(140)	(148)	(336)	(49)
From brochure, news- letter, poster, ad, e-mail and so forth	45%	43%	44%	47%	45%	48%
Through UW home page	24	28	21	26	25	20
From friend, co-worker	9	9	9	9	9	10
Other	13	10	17	11	13	14
Don't know	9	9	10	8	9	8
Visited Web Site in Past Year? (Among those aware)	(385)	(106)	(140)	(148)	(336)	(49)
Yes	49%	41%	52%	49%	51%	35%
No	50	57	47	51	48	65
What Information Were You Looking for on U- PASS Web Site?	(189)	(43)	(73)	(72)	(172)	(17)
U-PASS benefits, features	33	26	40	30	32	42
Bus routes	31%	16%	19%	41%	34%	7%
How to purchase U- PASS	7	12	7	7	7	11
Schedules	7	7	8	6	7	2
Prices	5	5	7	4	4	18
Other	19	28	25	21	20	29

Questions 63a-d: Were you aware that the U-PASS has a Web site? How did you learn about the Web site? Have you visited the...site in the past year? What information were you looking for...?

Just under half of those who were aware of the Web site found out about it through brochures, newsletters and other written materials (45%), 24% found out about it through the UW home page, and 9% learned about it from a friend or co-worker. Of those individuals who visited the Web site, 31% were looking for information about bus routes and 33% were looking for information about U-PASS benefits and features.

5. Usefulness of Information Distribution Strategies

Respondents were asked some questions about how useful various information distribution strategies would be to them. In 1998 respondents were most likely to name letters and brochures by mail as their preferred information distribution method, but in 2000 the Web site was favored for this purpose (74% *useful*). See Table 35. Letters/brochures by mail and e-mail messages were named second most often (70% *useful*, each) in 2000. These findings hold true among faculty, staff, and students.

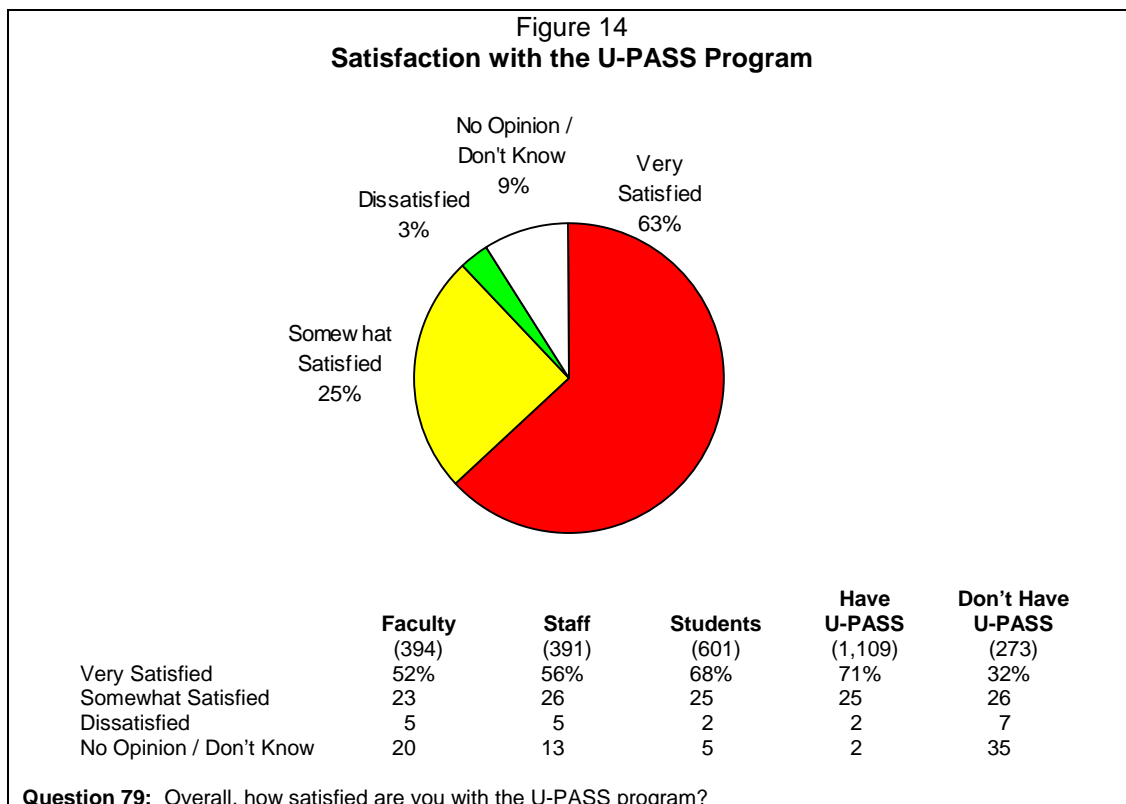
	Weight- ed Total (1,386)	Faculty (394)	Staff (391)	Students (601)	Have U- PASS (1109)	Don't Have U- PASS (273)
A Web site	74%	70%	73%	75%	76%	65%
Letters and brochures sent in the mail	70	66	71	70	70	69
E-mail messages	70	69	72	70	71	67
Fliers posted in your department	61	61	63	59	61	60
Brochures displayed in a few central locations on campus	58	41	52	63	60	53
Ads in the UW Daily	45	26	31	54	48	33
A resource person in your department	42*	38	43	*	40*	44*
Transportation fairs on campus	40	22	37	44	41	33
Visiting an e-mail newsgroup	31	23	31	33	32	29
<p>Questions 64a-j: I will read some ways that the University can make the information available. As I read each one, please tell me if it would be very useful to you, somewhat useful, not very useful, or not at all useful to you as a means of receiving commuting information.</p> <p>* Asked of staff and faculty only.</p>						

D. Satisfaction With the U-PASS

1. Overall Satisfaction

The U-PASS program enjoys high levels of satisfaction. Just under two-thirds (63%) of the respondents said they are *very* satisfied with the program. This is the same finding as in 1998 and similar to 1996 (65%). An additional 25% of respondents in 2000 were *somewhat* satisfied with U-PASS, for a total satisfaction rating this year of 88%. Only 3% said they are dissatisfied in 2000, which is similar to past years. See Figure 14.

Students were significantly more likely to be very satisfied with U-PASS (68%) than staff (56%) and faculty (52%). Of course, U-PASS holders were significantly and overwhelmingly more likely to be very satisfied with U-PASS than non-holders (71% versus 32%).



IV. RESPONDENT PROFILES

With any survey, it is important to keep in mind the demographic characteristics of those responding. The following Tables 36-38 details the demographics of those interviewed for the U-PASS study.

	Weighted Total (1,386)	Faculty (394)	Staff (391)	Students (601)	Have U- PASS (1109)	Don't Have U- PASS (273)
Gender:						
Female	55%	37%	65%	53%	55%	54%
Male	45	63	35	47	45	46
Age:						
16 to 19	15%	0%	1%	23%	17%	7%
20 to 24	28	1	5	42	31	15
25 to 34	24	26	23	23	22	30
35 to 44	15	23	28	9	13	24
45 to 54	12	26	29	3	11	15
55 to 64	5	17	10	1	5	5
65 and older	1	6	1	<1	1	3
Refused	1	2	4	<1	1	1
Residence:						
<u>King County (Net)</u>	<u>85%</u>	<u>90%</u>	<u>78%</u>	<u>87%</u>	<u>85%</u>	<u>85%</u>
North of Ship Canal	55	57	42	60	56	49
South of Ship Canal	20	24	24	18	19	24
Eastside	10	9	12	9	10	12
Other	13	10	22	13	15	15
Distance to UW:						
Less than 1 mile	19%	2%	4%	28%	19%	18%
1 mile	5	7	3	6	5	7
2 miles	7	13	5	7	7	8
3 to 5 miles	20	36	22	17	20	21
6 to 10 miles	15	20	23	11	16	11
11 to 20 miles	16	17	24	13	16	19
More than 20 miles	11	4	16	11	11	12
<i>Median</i>	<i>5 miles</i>	<i>5 miles</i>	<i>10 miles</i>	<i>3 miles</i>	<i>5 miles</i>	<i>5 miles</i>
Don't know	5	2	4	6	5	5

Table 37 Student Respondent Profile			
	Weighted Total (601)	Have U- PASS (513)	Don't Have U- PASS (86)
Employment:			
<u>Employed (Net)</u>	<u>64%</u>	<u>63%</u>	<u>69%</u>
UW	24	25	12
U-District/non-UW	2	2	1
Downtown	11	10	15
Elsewhere	28	26	41
<u>Not employed</u>	<u>36%</u>	<u>37%</u>	<u>31%</u>
Class:			
Freshman	16%	18%	6%
Sophomore	13	13	12
Junior	19	19	18
Senior	19	20	16
5th yr. / Non-matric.	6	4	19
Graduate School	22	21	29
Professional	5	5	1
Residence:			
UW campus housing	14%	14%	9%
UW off-campus housing	2	2	1
Fraternity / Sorority	6	5	9
Other	78	78	81
Housing location due to UW attendance	47%	49%	37%

Table 38 Employee Respondent Profile					
	Weighted Total (487)	Faculty (394)	Staff (391)	Have U- PASS (553)	Don't Have U- PASS (229)
Employed 35+ hours in 12 month position	81%	85%	80%	89%	61%
Arrived 6-9 a.m. two or more days	71	64	73	78	48
CTR affected employee	53	42	57	64	27

APPENDIX

I. DETAILED METHODOLOGY

Following is a detailed description of the methodology used in this study.

Sample

The sample frame for this study included students, faculty and staff who were either employed or enrolled in classes on the UW Seattle campus during the fall of 2000. The University provided Gilmore Research with a sample of names, which included phone numbers and e-mail addresses for most of them.

Because the Washington State Commute Trip Reduction survey requires a 70% response rate, extraordinary efforts were taken to reach members of the sample. The UW sent e-mail explaining the purpose of the survey to all sample members. Those without phone numbers and those with disconnected numbers also were sent e-mail requesting phone numbers at which they could be reached. Among all of the sample drawn who attended the UW in the fall quarter, including those without phone numbers, interviews were completed with a 64.7% completion rate. Those sample members resulting in a “no answer” or “answering machine” after four attempts were sent an e-mail containing Gilmore’s toll-free call in phone number to complete the survey at a more convenient time.

Table A-1 Sample Disposition				
	Total	Faculty	Staff	Student
Initial Sample	2,341	675	687	979
Not currently active at UW	200	65	81	54
Total qualified sample	2141	610	606	925
Complete	1386	394	391	601
<i>Completion rate</i>	<i>64.7%</i>	<i>64.6%</i>	<i>64.5%</i>	<i>65.0%</i>
Non-Complete:				
No phone numbers in sample*	132	19	25	88
Disconnect	59	8	19	32
Business / Fax / Modem	7	5	1	1
No answer / Answering machine	304	133	79	122
Too busy, unavailable	24	5	8	11
Initial refusal	136	36	50	50
Terminated survey	31	7	13	11
Language barrier	38	6	20	12
Hearing problem, etc.	5	0	3	2

* The University provided up to three phone numbers for each respondent. In cases where the primary phone number was not operative, a business or not associated with the named respondent, the second phone number was called. If the same conditions occurred with the second and third numbers, the sample was disposed as “no phone number in the sample.”

A total of 31 sample members terminated their participation after initiating the survey. However, 26 of those 31 completed the survey at least through the Commute Trip Reduction questions. Table A-2 displays the CTR response rate which includes the 26 sample members, for a total of 1412 completed surveys.

	Total	Faculty	Staff	Student
Initial Sample	2,341	675	687	979
Not currently active at UW	200	65	81	54
Total qualified sample	2,141	610	606	925
Complete	1,412	400	400	612
<i>Completion rate</i>	<i>66.0%</i>	<i>65.6%</i>	<i>66.0%</i>	<i>66.2%</i>

Questionnaire Development

The King County Department of Transportation and the UW Transportation Office developed the survey instrument with assistance from Gilmore Research. Most of the previous U-PASS survey questions were used, with few revisions. A copy of the final questionnaire is presented in this appendix.

Data Collection

Between October 16 and December 11, 2000, telephone interviews were conducted with 601 students, 391 staff and 394 faculty (a total of 1,386). The interviews averaged 11 minutes in length. All interviewing was conducted from the Gilmore Research telephone center in Seattle.

Much of the gathered information focused on commute behavior the week prior to the survey. Interviewing was not conducted the weeks following Veterans' Day and Thanksgiving. A week with a holiday is not a typical commute week.

Because of the high completion rate required for the CTR survey, up to thirty attempts were made to reach members of the sample. Sample members who were unable to be contacted after several attempts were sent e-mail messages requesting that they call Gilmore Research at their convenience. Staff and faculty were called at home first, and if needed or requested, at their offices.

Gilmore used standardized supervising practices which include monitoring and feedback on a regular basis. Supervisors tracked interviews on a monitoring screen. Each interviewer was monitored at least once on every shift. The monitoring forms on all projects were reviewed on a daily basis by the site manager.

Data Processing

The data file was reviewed after the first day's interviewing and periodically throughout the early data collection period to check the computer logic of the question sequence. Responses to open-ended questions were reviewed during each shift to ensure that answers were complete and responsive. If any answers were incomplete or ambiguous, respondents were recalled immediately for correction or clarification.

Verbatim responses were listed, code lists were developed, and questions were coded by trained, experienced coders.

Data Analysis

The sample sizes of faculty, staff and students were selected to allow analysis of each subgroup. However, the sample sizes are not the true proportions that exist in the UW population. For instance, students comprise 64% of the population, but 43% of the sample. To reflect the actual population distribution of faculty, staff and students, the sample was weighted. Students were further weighted by class year. The effective margin of error for the entire sample, after weighting, is $\pm 2.7\%$ at the 95% confidence level. The margins of errors for the subgroups are slightly larger: $\pm 4.9\%$ for faculty, $\pm 4.9\%$ for staff, and ± 4.0 for students (after weighting).

Analysis was conducted using weighted data reflecting the actual proportion of faculty, staff and students at the University. Weighting is calculated by dividing the population proportion for each subgroup by its sample proportion. Table A-3 shows the populations, samples and weights for each subgroup. These weights were applied and used for analysis and reporting of any data that were a combination of student, staff and faculty responses.

	Population		Sample		Weight
Freshman	6,353	10.5%	81	5.8%	1.80178
Sophomore	5,065	8.4%	69	5.0%	1.68631
Junior	7,153	11.9%	123	8.9%	1.33595
Senior	7,305	12.1%	125	9.0%	1.34232
Non-Mat / 5th Year	2,450	4.1%	42	3.0%	1.34006
Graduate	8,558	14.2%	129	9.3%	1.52402
Professional	1,726	2.8%	32	2.3%	1.23908
Faculty	5,906	9.8%	394	28.4%	.34435
Staff	15,818	26.2%	391	28.2%	.92936
Total	60,333		1,386		

When only students were the population of interest, a second weight – by class only – was used to analyze and report on students' responses. When University employees – faculty & staff – were the only population of interest, a third weight based on the proper proportion between just faculty and staff was used to analyze and report employee responses.

Tables of cross-tabulations were produced. For analysis, the data were put into an SPSS system file. Both are made available to the UW Transportation Office and the King County Department of Transportation. Gilmore Research will work with the UW in calculating of the CTR-defined mode splits.