Loyola University Chicago
Commuter Survey Results and Insights
Date: February 6th, 2012
Today’s Discussion

- Objectives and methodology review
- Results and insights
- Potential solutions and next steps
Survey Objectives and Methodology

• Objectives
  – Set a pre-program baseline of current employee commuting behaviors
  – Determine employee desired commute options and barriers to using alternative forms of transportation

• Methodology
  – Survey was launched in a electronic version
    • Employees were surveyed from October 21-November 8, 2011
    • 715 employees responded to survey (40% of all employees)
What employees are doing now...
Part 1: Lake Shore Campus (LSC)
Over half of LSC employees are full time staff

Q2. What type of employee are you? Responses: 418
Rogers Park (13%) and Edgewater (11%) had the largest totals of employees living near the Lake Shore Campus.

Q4. What is your home zip code?
Responses: 420
64% of respondents lived within a five mile radius of the Lake Shore Campus.
Arrival and Departure Times

• Nearly 80% of respondents arrive before 9:00 am

• Almost 2/3 of respondents depart between 4:00 and 6:00 pm

• Just over 20% of respondents depart after 6:00 pm

Q3. What are your typical work hours?
Responses: 412
Half of LSC employees were unaware of discounts with I-GO and Zipcar

Q6. What degree are you aware of the discounts with I-GO and Zipcar currently available to LUC staff and faculty?
Responses: 398
Nearly ¼ of LSC employees were unaware of the pretax program

Q6. What degree are you aware of the Pretax Transit Benefit currently available to LUC staff and faculty? Responses: 390
Nearly ¼ of LSC employees would like to know more about Employer-assisted Housing

Q6. What degree are you aware of the Employer Assisted Housing program currently available to LUC staff and faculty?
Responses: 385
Nearly ¼ of LSC employees were unaware of ChainLinks Bicycle Rentals

Q6. What degree are you aware of the ChainLinks Bicycle Rental program currently available to LUC staff and faculty?
Responses: 385
Over half of LSC employees use the Inter Campus Shuttle

• Inter Campus Shuttle and CTA Train were the top choices of travel between campuses

• Over 25% of respondents don’t need to travel between campuses

• Almost no respondents said that the schedule is not convenient

Q7. To what degree do you use the following to travel between campuses?
Responses: 404
Over 70% of respondents who drove, pay to park on or near LSC

Q8. Which of the following best describes parking at your usual work location?
Responses: 397
Nearly 60% of respondents used an alternative to driving alone when commuting to work.

Q9. Indicate how many days per week you typically use the following modes of transportation as your primary method for your commute to work?
Responses: 418
Short commute times was the key factor to determining transportation modes

Q10. How important are the following factors in determining your primary mode of transportation to get to/from work?
Responses: 418
Commuting inexpensively was the next most important factor

Q10. How important are the following factors in determining your primary mode of transportation to get to/from work?
Responses: 390
Getting exercise, avoiding driving and congestion were selected most often

Q11. How well does your primary mode of transportation perform against the following? Responses: 418
Slow speed of public transit is the largest barrier from choosing an alternate commute option.

Q12. If you currently drive alone to work, what are the barriers to choosing a different option? Responses: 417
Over 40% of LSC survey respondents chose travel time on public transport as the greatest barrier.

Q13. Of all the barriers you selected in the previous question, which ONE is the MOST important reason for not choosing a different option?
Responses: 227
If barriers are addressed, LSC commuters are most likely to **ride public transit**

Q14. Assuming the barriers you cited in the previous question were addressed, how likely would you be to use the following alternative transportation?

Responses: 418
If employees had the opportunity to change nearly half would change 4 or 5 days/week!

Q15. Assuming the barriers you cited were addressed, how many days per week would you use your most preferred alternative transportation option in Q14?
Responses: 243
If barriers are addressed, more employees will use alternate compute options *5 days/week*

Q9. How many days per week do you typically use the following modes of transportation as your primary method for your commute to work?

Q14. If the barriers you cited in the previous question were addressed, how likely would you be to use the following alternative transportation options?

Q15. If the barriers you cited were addressed, how many days per week would you use your most preferred alternative transportation option in Q14?
Moving Forward...
Recommended LSC Solutions

• **Focus on the easy wins:**
  – Remarket existing public transit options
  – Remarket Pretax Benefits and available discount programs
  – Re-promote Employer Assisted Housing
  – Investigate interest in Energy Retrofit Program
  – Consider above as part of Benefits Fair

• **Longer term opportunities:**
  – Investigate better connections to Rogers Park Metra
  – Encourage development of bicycle infrastructure in Rogers Park and Edgewater
Part 2: Water Tower Campus (WTC)
Nearly 60% of employees surveyed are full time staff

Q2. What type of employee are you?  
Responses: 277
Over half of all surveyed live within 10 miles of the WTC

Q3. How far do you commute to work (one way)?
Responses: 279
Rogers Park (6%), Edgewater (6%) and Lake View (6%) were the neighborhoods with the largest totals of employees commuting to the Water Tower Campus.

Q4. What is your home zip code? Responses: 279
41% of responders lived within a five mile radius of the Water Tower Campus.
Arrival and Departure Times

• Nearly 70% of respondents arrive before 9am
• Nearly 65% of respondents depart between 4 and 6pm
• Over 20% of respondents depart after 6pm

Q5. What are your typical work hours?
Total responses: 275
Nearly half of those surveyed did not know discounts were offered.

**Discounts for I-GO and Zip Car-WTC**

Q6. What degree are you aware of the discounts for I-GO and Zip Car currently available to LUC staff and faculty? Responses: 268
Over 25% of those surveyed did not know Loyola offered the Pretax Transit Program.

**Pre-Tax Transit Benefit Program-WTC**

- 47.4%: I use this and it is great
- 25.0%: I did not know we had this
- 17.2%: I would like to know more information about this
- 10.4%: This benefit does not apply to me
- 10.4%: This benefit does not apply to me

Q6. What degree are you aware of the Pre-Tax Transit Program programs currently available to LUC staff and faculty?
Responses: 268
Less than 4% of those surveyed used the Employer Assisted Housing Program.

Q6. What degree are you aware of the Employer Assisted Housing Program currently available to LUC staff and faculty? Responses: 262
Over half of WTC employees surveyed used the Inter Campus Shuttle

- Most respondents use the Inter Campus Shuttle, CTA Train, or CTA Bus to travel between campuses

- Over 20% of respondents don’t need to travel between campuses for their job

- Almost no respondents said that the schedule was not convenient

Q7. To what degree do you use the following to travel between campuses? Responses: 273
Over 60% of respondents who pay to park used nearby paid parking facilities

Q8. Which of the following best describes parking at your usual work location?
Responses: 263
Over 75% of respondents used an alternative to driving alone when commuting to work.

Q9. Indicate how many days per week you typically use the following modes of transportation as your primary method for your commute to work?
Responses: 206
Commuting time and cost of commute were the most important factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Commute in the shortest time</td>
<td>78.4%</td>
</tr>
<tr>
<td>Commute inexpensively</td>
<td>74.7%</td>
</tr>
<tr>
<td>Avoid congestion</td>
<td>64.3%</td>
</tr>
<tr>
<td>Avoid driving</td>
<td>48.3%</td>
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<tr>
<td>Be flexible to make work-related trips during the day (e.g., meetings at other locations)</td>
<td>37.9%</td>
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<tr>
<td>Be environmentally friendly with my commute</td>
<td>36.1%</td>
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<tr>
<td>Be flexible to make stops on my way to/from work</td>
<td>29.4%</td>
</tr>
<tr>
<td>Get exercise while commuting</td>
<td>25.3%</td>
</tr>
<tr>
<td>Be flexible to make personal trips during the day (e.g., lunch, errands)</td>
<td>21.9%</td>
</tr>
</tbody>
</table>

Q10. How important are the following factors in determining your primary mode of transportation to get to/from work?
Responses: 263
Many WTC commuters are satisfied with using alternative commute options

Q11. How well does your primary mode of transportation perform against the following? Responses: 264
Nearly 30% of those surveyed cited travel time as the largest deterrent to using public transportation.

Q12. If you currently drive alone to work, what are the barriers to choosing a different option?
Responses: 221
Making stops to/from home was the second most selected reason why respondents didn’t use alternative modes

Q13. Of all the barriers you selected in the previous question, which ONE is the MOST important reason for not choosing a different option?
Responses: 227
44% said they would use an alternative mode if their barriers were addressed

Q14. Assuming the barriers you cited in the previous question were addressed, how likely would you be to use the following alternative transportation?

Responses: 119
If barriers are addressed, more employees will use alternate compute options **5 days/week**

Q9. How many days per week do you typically use the following modes of transportation as your primary method for your commute to work?

Q14. If the barriers you cited in the previous question were addressed, how likely would you be to use the following alternative transportation options?

Q15. If the barriers you cited were addressed, how many days per week would you use your most preferred alternative transportation option in Q14?
Moving Forward...
Recommended Solutions

• **Focus on the easy wins:**
  – Remarket Pretax Benefits and discount options
  – Re-promote Employer Assisted Housing
  – Investigate interest in Energy Retrofit Program
  – Consider above as part of Benefits Fair
  – Promote Bike to Work Week and bicycling

• **Longer term opportunities:**
  – Encourage development of bicycle infrastructure in around the Water Tower Campus
  – Investigate better connections between downtown Metra stations and the Water Tower Campus
Next Steps

• Determine program components

• Create communication plan with input from Loyola University Chicago

• Launch!
Appendix

1) never learned to ride a bike-- I have a 2 year old to get to the sitter.
2) The bus closest to my home stops running at 7:30 pm.
3) I take kids to school on the way and drop my partner off on the way.
4) only drive during summer, once a week.
5) I bike during warm months and drive during colder months.
6) children's school bus schedule
7) Taking public transportation to LSC would take me hours from my home. The amount of time commuting would be an impediment to working at LUC.
8) I almost never drive, but when I have to it is because I have to drive a child to school and then get to campus for a morning class. This is only an issue when my spouse is out of town. There is no way around this until my son finishes high school, as my teaching schedule is fixed for all time.
9) My travel time on public transportation is so long, it is inefficient, tiring, and I lose more time than the cost benefit.
10) working early mornings, late nights, traveling and returning from trips in the middle of the night make driving the best option.
11) I use a walker so public transportation would be unwieldy
12) I do not drive at all to work, none of these apply.
13) public transport to unreliable workplace needs to make concessions for tardiness due to public transportation mishaps
14) I don't drive "alone" but I drive myself and children. There is no way to drop 2 kids off in 2 different places and arrive on time other than by car
15) I usually drive to work with my husband
16) I have to transfer- the purple line needs a Loyola stop!

Q12. Specify what are the barriers to choosing a different transportation option to the LSC?
Responses: 45
Appendix

1) how about opening another classroom for childcare
2) Not a very well designed survey. Some of the transportation options that I currently use are NOT great—they are the only choice available.
3) I often carry heavy bags of books and also need to teach at night so public transport is not at all friendly to these concerns.
4) I bike 2 or 3 times a week in the summer, but it's too difficult in the winter due to weather and lack of light (don't feel safe).
5) I ride my bike to work weather and wind permitting, unless I need to use my car for a doctor appt during the day, go somewhere straight from work in the evening, or simply because there's no unmetered parking available near my home where I can leave the car. Also, I need either my car or my bike to stop at stores on my way home. I take public transportation only if my car's in the shop or there's too much snow to drive.
6) So I didn't answer these last questions because I don't drive. As in, never. So I hope that was right.
7) Could you please operate the intercampus shuttle at least 1 trip each wasy during breaks, or arrange for fac/staff to use NU's? Thank you
8) I think one issue not addressed in the survey is the LUREC campus. How can we provide a better sustainable option to the LUREC campus for retreat groups and employees? There may not be the same volume of usership, but same issues apply.
9) a shuttle from the Metra station closest to the Lake Shore Campus would be AWESOME!!! I would also love the option to work at WTC.
10) I work off site at a CPS school as imbedded LUC faculty. That complicates matters because most often I'm not on campus.
11) My job requires a 24/7 work status & travel between campuses including LUMC & LUREC along travel to various City buildings.

Q16. Additional comments? (LSC)
Responses: 78
Appendix

1) I rarely drive, but do when I have an errand that requires it
2) Transportation needed to an after-work commitment.
3) I have a disability and can no longer walk up and down stairs and the long distances to/from CTA trains, which was previously my preferred transportation.
4) Public transportation in Chicago is insufficient and unreliable to be considered as a primary mode of transportation.
5) I take the bus or walk to work.
6) I need to pick up my kids from daycare at the end of the day. This is the main reason I have to drive.
7) I need to transport bulky items weekly.
8) I work from 6:30 a.m. to 3 p.m. because I can avoid the worst of the traffic and cut the commute from 90 + minutes to 45 minutes total.
9) Public transp. too crowded, no security, and too many losers, panhandlers, and mental cases.
10) We need showers at WTC!!!! I would bike regularly if they were there; as it is I run home on the Lakeshore Path on a regular basis to my home in Rogers Park but I cannot run to WTC (but would love to!) because there is no shower facility there.
11) The one day a week I drive I have to drive out to the suburbs after work.
12) I live an hour away from Work.
13) On the occasions that I do drive I would say parking at WTC is the biggest issue.
14) I take the CTA.
15) I rarely drive alone - only when my usual ride is unavailable (husband works downtown as well).
16) I don't drive to work.
17) I DON'T OWN A CAR ANYMORE.
18) I prefer not to interact with public transportation riders.

Q12. Specify what are the barriers to choosing a different transportation option to the (WTC)?
Responses: 29
Appendix

1) For me biking depends on the weather. If it is too cold or wet, I take the train or drive, about 50-50.

2) My early hours don't allow me to use Metra. I live 1 block from a Metra station, presently I have to drive 5 miles to CTA. If I could start at 7 versus 6 am I could use Metra trains and not drive at all.

3) The survey didn't include disability issues in considering mode of transportation; this is #1 issue for me.

4) I almost never drive to work. There are no barriers. I almost always come on CTA in the morning and return home on Metra at night. I live in Oak Park. I use the Loyola Metra shuttle a lot.

5) Need gym or showers at WTC.

6) Taking the Green Line into the city in the morning feels safe, but taking it in the afternoon is not an option for me. If the CTA were fast and safe both directions, I would use it all the time.

7) Survey is misguided. Employees at Loyola should be given free parking at WTC and LSC, PERIOD.

8) Need Shower facility in Lewis Towers. Very Important!

9) Less expensive parking options near WTC are needed.

10) Would be wonderful to have a shuttle bus from the Metra station!

11) I typically take Metra/CTA to get to work, although it is pricey. I only drive to work when I teach a late class (e.g., until 9:30).

Q16. Additional comments? (WTC)
Responses: 51