University of Washington / King County Metro

2004 U-Pass Survey Final Summary Report

Submitted March 3, 2005

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Project Overview

Introduction

Since 1992, the UW, in conjunction with King County Metro, has used a biennial study to: evaluate the U-PASS program in terms of student, staff, and faculty awareness, use, and satisfaction; develop ridership estimates to be used in program pricing and transit ridership models; and meet the University’s reporting requirements under the Commute Trip Reduction law.

The Washington State Commute Trip Reduction (CTR) Law applies to all employers with 100 or more full-time employees who are scheduled to arrive at work between 6 and 9 a.m. at a single work site. Affected employers are required to implement programs that encourage employees to reduce their proportion of single-occupant vehicle commute trips (SOV rate).

As was the case in the 2002 survey wave, the current survey was administered via telephone and online methodologies. Components of the questionnaire that are the same as previous years include data on travel and commute patterns, use of transit services, carpool parking, commute decision-making, feasibility of alternative commute options, U-PASS awareness, and overall demographic characteristics. 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 of 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; and
- Determine the effectiveness of various information distribution strategies designed to provide information about the U-PASS to the UW population.

The 2004 study surpassed its completed sample quota of 1,400 interviews, collecting 1,472 completed interviews during the survey period. 657 interviews were completed with students, 414 interviews were completed with staff and 401 interviews were completed with faculty. While the data are weighted to reflect actual population distributions, the base sample sizes allow for reliable analysis within and among the three groups.
Methodology

Research Design

This survey wave was conducted using computer-assisted telephone interviewing (CATI) methodology and a web-based survey that mirrors the CATI survey. Staff, faculty and students who did not have an email address were streamed into the telephone survey. Staff, faculty and students who were initially contacted via email but who did not complete the online survey within a week were contacted by telephone to complete the survey. This dual methodology was first adopted in the 2002 survey wave in an effort to obtain a higher response rate (70%) from faculty and staff for the State of Washington’s Commute Trip Reduction (CTR) measurements and to accommodate respondents’ requests in previous years.

Northwest Research Group, Inc. conducted online surveying from October 18 through November 7, 2004. Telephone interviews were conducted between October 19 and November 26, 2004 and during the hours of 10 a.m. to 9 p.m. on weekdays and from 1:00 p.m. to 8:00 p.m. on the weekends.

Data collection was scheduled over a six-week period to provide representative data of commute travel patterns throughout the UW’s fall quarter. In order to ensure that data was collected over the entire 6-week period, the sample was introduced in successive batches, rolling online sample to the telephone survey and inviting new sample elements to complete the online survey. Respondents were questioned about their travel during the previous week (Monday to Friday). Because weeks with statutory holidays, such as Veterans Day, change typical commute patterns, no data collection – whether online or via telephone – was conducted during the week following each holiday. Data collection was completed by the end of the week of Thanksgiving (November 25, 2004).

Prior to data collection, the UW sent an introductory e-mail to all faculty members, staff and students selected to complete the survey that introduced the survey and discussed the schedule and response options – telephone and online. The timing of the introductory letter was approximately one week before they were to receive their personalized login code in their email inbox. Employees who were selected to participate, but who did not have an email address, received an introductory letter in their UW mailbox. Awareness of the survey effort was also made known through articles in the UW Daily (the school newspaper), and University Week (a publication for faculty and staff).

Questionnaire

The questionnaire contained up to 133 possible questions, including subsets of questions asked of important subgroups such as students, employees, carpoolers, transit riders, single-occupant vehicle travelers (SOV), and U-PASS holders.

The questionnaire contained a variety of question formats, including closed single and multiple-response questions for all categorical data. In situations where not all of the possible responses were known, an “other” category was included so the respondent’s verbatim response could be recorded. These results were reviewed and where appropriate, coded post-facto into the database. All attitude and evaluation questions used scaled response formats. Scales were typically five or seven points in length. To prevent order bias, certain blocks of questions were randomized in both the online and telephone versions of the survey.
Northwest Research Group administered the survey using computer-assisted telephone interviewing technology (CATI) and Sensus Web online interviewing technology. The computer programs automatically handled all skip and branching patterns (e.g., student vs. faculty vs. staff, U-PASS holder vs. Non-holder). The average length of time that was required to complete the questionnaire via telephone was approximately 11.5 minutes, with a standard deviation of 3.3 minutes. The online version averaged 11.9 minutes, with a standard deviation of 8.7 minutes. The length varied greatly depending on respondents’ commute modes and UW classification.

Copies of the telephone and online questionnaires are included in the Appendix.

**Sample Selection and Management**

The UW provided 2 databases to Northwest Research Group from which to draw the sample. One database included all students who had agreed to release their contact information. This file was drawn on October 05 2004 and included 32,901 students. This database matched the known student distribution in terms of class standing, so is assured to be representative of the entire student population. The final enrollment figures, including the students who did not release their contact information to the directory, had 40,619 students. The final enrollment figures were used for weighting purposes in the data file.

The second database included a sub-sample of UW employees (staff and faculty), drawn from UW’s payroll and personnel system on September 10th 2004. The sub-sample included 12,560 staff and 3,823 faculty members, stopping in the “R” names. This error was not discovered until the analysis phase of the project. The complete population of UW employees, pulled on October 20th 2004, included 17,887 staff and 7,211 faculty members. Upon further analysis and examination of the known characteristics of the employee sub-sample and the complete payroll population file, it was determined that each contained a similar ratio of faculty to staff as well as full-time to part-time employees, as well as a similar proportion with e-mail addresses, so it is assured to be representative of the entire employee population. The complete payroll population figures were used for weighting purposes in the data file.

The combined UW databases were stratified into three main groups – faculty, staff and students. Because the sample was already designated (student, staff or faculty) the only qualifying statement that respondents needed to verify was whether or not they worked or attended classes at the University of Washington in the U-District. Those who were reached by telephone were also asked to confirm their sample designation. This verification revealed a very close match with the sample information (99.2% of respondents who completed interviews agreed with their designation).

Based on the desired quotas for each group, and using the state CTR response requirement of 70%, a random sample from each group was drawn to yield 3,050 initial sample elements (1,600 students, 670 staff and 780 faculty members). Based on results from the online and telephone surveys in 2002, an estimated 15 to 25% of the employee sample would be “not qualified”, either because they do not work in the U-District or because the record does not provide an accurate phone number or email address in order to reach them. As the sample was attempted during the data collection phase, a greater proportion than originally estimated of staff sample elements were disqualified or eliminated from the sample. Additional staff records (87) were randomly selected to supplement the sample and replace these additional non-working or disqualified records.

It was determined in examining the total sample frame that a percentage of records did not have an email address – 1 percent of students, 22 percent of faculty and 31 percent of staff. To ensure proportionate representation, NWRG drew a sub-sample sample of student, staff and faculty
records without email addresses to complete the telephone survey. All other sample elements that were pulled were first contacted via email to complete the online survey.

**Table 1: Sample Selection**

<table>
<thead>
<tr>
<th>Sample Frame</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number in database</td>
<td>32,901</td>
<td>12,560</td>
<td>3,824</td>
<td>49,285</td>
</tr>
<tr>
<td>Number of records without email</td>
<td>411</td>
<td>3,878</td>
<td>854</td>
<td>5,143</td>
</tr>
<tr>
<td>% of database without email</td>
<td>1%</td>
<td>31%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Number randomly for online survey</td>
<td>1,568</td>
<td>464</td>
<td>607</td>
<td>2,639</td>
</tr>
<tr>
<td>Number randomly for telephone only survey</td>
<td>32</td>
<td>206</td>
<td>173</td>
<td>411</td>
</tr>
<tr>
<td>Number randomly selected replacements attempted via telephone</td>
<td>0</td>
<td>87</td>
<td>0</td>
<td>87</td>
</tr>
<tr>
<td>Total number of records selected</td>
<td>1,600</td>
<td>757</td>
<td>780</td>
<td>3,137</td>
</tr>
</tbody>
</table>

The initial sample was further stratified into three batches and each week a batch was released for data collection. When a batch was released, an e-mail invitation to participate in the survey was sent from NWRG to each individual in the batch. Once each batch was invited to participate online, respondents were given one week to complete the survey online. A reminder email was sent to those who had not completed the online survey by mid-week. At the end of each week, the records from that batch that had not completed an online survey were transferred out of the online sample and added to the telephone sample. While their record was active in the telephone survey, their login code for the online survey was deactivated and they could no longer access the survey online. The table below shows the timing and details of the new sample distribution in the online and telephone surveys.

**Table 2: Sample Batching / Distribution**

<table>
<thead>
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<th>Wave</th>
<th>Dates</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>E1: new online sample</td>
<td>10/18/04 - 10/22/04</td>
<td>523</td>
<td>155</td>
<td>202</td>
<td>880</td>
</tr>
<tr>
<td>P1: new telephone sample</td>
<td>10/18/04 - 10/22/04</td>
<td>16</td>
<td>103</td>
<td>87</td>
<td>206</td>
</tr>
<tr>
<td>E2: new online sample</td>
<td>10/25/04-10/29/04</td>
<td>523</td>
<td>154</td>
<td>203</td>
<td>880</td>
</tr>
<tr>
<td>P2 new telephone sample (plus non-responders to E1)</td>
<td>10/25/04 - 10/29/04</td>
<td>16</td>
<td>103</td>
<td>86</td>
<td>205</td>
</tr>
<tr>
<td>E3: new online sample</td>
<td>11/01/04 - 11/05/04</td>
<td>522</td>
<td>155</td>
<td>202</td>
<td>879</td>
</tr>
<tr>
<td>P3: telephone sample (non-responders to E2)</td>
<td>11/08/04 - 11/11/04</td>
<td>No new sample elements</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>P4: new telephone sample (plus non-responders to E3)</td>
<td>11/22/04 - 11/26/04</td>
<td>87</td>
<td></td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,600</td>
<td>757</td>
<td>780</td>
<td>3,138</td>
<td></td>
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</table>
Interviewing Outcomes

2,641 records with working e-mail addresses were first attempted online. Each was given the opportunity to complete the online survey for a period of one week. The table below outlines the response rate for the email invitations.

<table>
<thead>
<tr>
<th>Wave</th>
<th>Dates</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
<th>Completes</th>
<th>Response</th>
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<tbody>
<tr>
<td>E1</td>
<td>10/18/04 - 10/22/04</td>
<td>523</td>
<td>155</td>
<td>203</td>
<td>279</td>
<td>31.7%</td>
</tr>
<tr>
<td>E2</td>
<td>10/25/04-10/29/04</td>
<td>523</td>
<td>155</td>
<td>202</td>
<td>285</td>
<td>32.4%</td>
</tr>
<tr>
<td>E3</td>
<td>11/01/04 - 11/05/04</td>
<td>523</td>
<td>155</td>
<td>202</td>
<td>388</td>
<td>44.1%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,569</td>
<td>465</td>
<td>607</td>
<td>952</td>
<td>36.1%</td>
</tr>
</tbody>
</table>

If the respondent did not complete the online survey during their time allotment, the sample record was transferred to the telephone interview sample. Northwest Research Group conducted telephone surveys between October 18 and November 26, 2004 from its telephone research center in Boise, ID. Interviewers made numerous attempts to reach a person to administer the questionnaire.

Respondents were screened and identified as members of one of these groups – faculty, staff, or student – at the beginning of the interview. If a respondent was identified as a student or employee but was not available to be interviewed at the time the current call was placed, a callback interview was scheduled. Significant effort, including repeated callbacks, was made to reach the respondent at both the daytime work number and the evening residence. Respondents who did not qualify for the survey, due to not being affiliated with the UW, being out of the U-District, or over quota were immediately screened out.

Of the total telephone sample, 89 percent of the records were usable; records deemed unusable were non-UW business or nonworking numbers. Eighty-one percent (81%) of the usable sample resulted in an actual contact. The remainder was not reached despite multiple attempts. Of those contacted, the majority (81%) were potentially willing to complete the survey. Fifteen percent (15%) of contacts resulted in an immediate or outright refusal. An additional 3 percent started the survey but terminated part-way through.

Although 81 percent of those contacted agreed to participate in the survey, some were not qualified to do so because they were not affiliated with the UW or in the U-District (11% of those contacted). In very few cases, the quotas for each population group were full. Interviews were not completed with less than 1 percent of those contacted because the respondent was unable to communicate adequately because of a language or other communication barrier. Finally, 20 percent (20%) agreed to complete the survey but were unable to do so at the time contacted. Attempts were made to re-contact these respondents on a regular basis; however, they were unreachable during the scheduled data collection period.
### Table 3: Sample Dispositions

<table>
<thead>
<tr>
<th>Disposition</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sample attempted</td>
<td>1,034</td>
<td>756</td>
<td>770</td>
<td>2,560</td>
</tr>
<tr>
<td>Completed online interview</td>
<td>529</td>
<td>210</td>
<td>213</td>
<td>952</td>
</tr>
<tr>
<td>Completed telephone interview</td>
<td>128</td>
<td>204</td>
<td>188</td>
<td>525</td>
</tr>
<tr>
<td>Total completed interviews</td>
<td>657</td>
<td>414</td>
<td>401</td>
<td>1,472</td>
</tr>
</tbody>
</table>

#### Telephone Sample Dispositions

<table>
<thead>
<tr>
<th>Total telephone sample attempted</th>
<th>505</th>
<th>546</th>
<th>557</th>
<th>1,608</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business/Non-working/ Not UW</td>
<td>125</td>
<td>99</td>
<td>106</td>
<td>330</td>
</tr>
<tr>
<td>Not in U-District</td>
<td>15</td>
<td>46</td>
<td>49</td>
<td>110</td>
</tr>
<tr>
<td><strong>Useable sample</strong></td>
<td>365</td>
<td>401</td>
<td>402</td>
<td>1,168</td>
</tr>
<tr>
<td>No answer</td>
<td>24</td>
<td>19</td>
<td>17</td>
<td>60</td>
</tr>
<tr>
<td>Busy</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Answering machine</td>
<td>54</td>
<td>63</td>
<td>54</td>
<td>171</td>
</tr>
<tr>
<td><strong>Usable sample contacted</strong></td>
<td>285</td>
<td>318</td>
<td>329</td>
<td>930</td>
</tr>
<tr>
<td>Refusal</td>
<td>16</td>
<td>54</td>
<td>83</td>
<td>153</td>
</tr>
<tr>
<td>Mid-terminate</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td><strong>Willing to cooperate</strong></td>
<td>263</td>
<td>257</td>
<td>228</td>
<td>748</td>
</tr>
<tr>
<td>Communication Barrier</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Over quota</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Agreed to interview/ scheduled callback</td>
<td>129</td>
<td>48</td>
<td>49</td>
<td>226</td>
</tr>
<tr>
<td><strong>Total Interview completed</strong></td>
<td>128</td>
<td>204</td>
<td>188</td>
<td>525</td>
</tr>
</tbody>
</table>
State CTR Response Rate

Per state CTR guidelines, a 70% response rate is required among faculty and staff respondents. After eliminating unqualified sample – non-working numbers, non-UW numbers, non U-District – 80 percent of the initial employee sample was deemed as qualified. Of those contacted and confirmed eligible, seventy-six percent (76%) of employees completed a survey. The cooperation rate, based on the ratio of completed interviews to refusals to participate is eighty-four percent (84%). The table below provides the sample and response rate calculation.

Table 4: CTR Response Rate

<table>
<thead>
<tr>
<th></th>
<th>Employees</th>
<th>Staff</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample attempted</td>
<td>1,526</td>
<td>756</td>
<td>770</td>
</tr>
<tr>
<td>Not in U-District</td>
<td>95</td>
<td>46</td>
<td>49</td>
</tr>
<tr>
<td>Other non-working numbers</td>
<td>205</td>
<td>99</td>
<td>106</td>
</tr>
<tr>
<td>Total qualified contacted sample</td>
<td>1,070</td>
<td>528</td>
<td>542</td>
</tr>
<tr>
<td>Completed online interview</td>
<td>431</td>
<td>214</td>
<td>217</td>
</tr>
<tr>
<td>Completed telephone interview</td>
<td>384</td>
<td>200</td>
<td>184</td>
</tr>
<tr>
<td>Total completed interviews</td>
<td>815</td>
<td>414</td>
<td>401</td>
</tr>
<tr>
<td>Response Rate</td>
<td>76.2%</td>
<td>78.4%</td>
<td>73.9%</td>
</tr>
</tbody>
</table>

Sample Size

Northwest Research Group completed a total of 1,472 interviews – 657 interviews with students, 414 interviews with staff, and 401 interviews with faculty. This allows for sufficient subgroup cell sizes when inferring statistical reliability. The margin of error for the total data set is +/- 2.55% at the 95% confidence level. The margins of errors for the three subgroups are: +/- 3.82% for students, +/- 4.82% for staff, and +/- 4.89% for faculty. The data were then weighted to reflect the actual proportions of these groups in the overall UW population. This weighting process does not change the total sample size. The number of interviews obtained and the number resulting from the weighting process for students, faculty and staff are shown in the following table, along with the margins of errors for each group. Calculations used to determine the weights are included in the Appendix.

Table 5: Final Sample Size – 2004 U-PASS Commute Survey

<table>
<thead>
<tr>
<th>Group</th>
<th>Obtained</th>
<th>Weighted</th>
<th>Margin of Error 95% confidence interval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>657</td>
<td>910</td>
<td>(+/-) 3.82%</td>
</tr>
<tr>
<td>Staff</td>
<td>414</td>
<td>401</td>
<td>(+/-) 4.82%</td>
</tr>
<tr>
<td>Faculty</td>
<td>401</td>
<td>162</td>
<td>(+/-) 4.89%</td>
</tr>
<tr>
<td>Total</td>
<td>1,472</td>
<td>1,472</td>
<td>(+/-) 2.55%</td>
</tr>
</tbody>
</table>
The report is organized by major topic areas. Tables and figures provide supporting data. In most figures and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Columns generally sum to 100 percent except where noted and in cases of rounding error. Weighted (n_w) cell sizes are reported for overall results and unweighted (n) cell sizes are reported for student, staff and faculty results in tables and figures. The sample sizes for each question in this report are the total number of weighted cases with valid responses for that question. “Don’t know” and “refused” are counted as missing values unless “Don’t know” is a valid or meaningful response. When testing for significant associations and / or differences between groups in the base, unweighted sample sizes should be used. Differences that are statistically significant are outlined in the text of the report, unless otherwise noted. Descriptive statistics – mean, median, standard deviation – of a group are based on the weighted cell sizes. Complete documentation of the data analysis (in the form of banners) is presented under separate cover.

Portions of this report contain comparisons of survey data from year to year where applicable.

**Data Analysis and Report Content**

This report summarizes the major findings for each of the survey topics and reports on demographic variations that yielded statistically and practically significant differences from what would be expected in a random sample. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is statistically significant. This report focuses on those statistically significant differences that are practically significant and potentially useful for future planning and analysis by King County Metro and the UW. The following notes describe reporting conventions used in the report:

- All results in this report are based on the final weighted sample data. Actual cell sizes were used when inferring statistical reliability.
- Information about the overall results for each question is presented first, followed by relevant, statistically and practically significant differences between major groups. The probability level for determining statistical significance is ≤ .05 at the 95% confidence level.
- Except where noted, tables and charts provide information among respondents who offered opinions to a question. Non-opinions, refusals to answer, and responses such as “don’t know” were treated as equivalent and recorded as “no answer.” The “no answer” category is not included in the analysis generating the graphics.
- Detailed responses and breakdowns of responses for all questions are provided separately in the form of banners. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample.
Key Findings

The 2004 U-PASS Commute Survey results showcase several interesting findings:

- The number of CTR-affected UW employees increased from 64% in 2002 to 66% in 2004, the highest proportion recorded since the questions first appeared in 1996.

- Both in terms of number of riders and number of commuting trips, transit is the most frequent mode of transportation to get to the UW campus in the University District. Nonetheless, there are important differences between students, staff and faculty in their patterns and modes of commuting.

- Among students and staff, there has been a net increase in transit ridership as the most frequent mode of commuting to the UW campus.

- Both students and staff record the highest level of commuting by transit over the past eight years (41% and 40%, respectively).

- Conversely, the number of staff and students who drive alone to campus are at their lowest since the start of the tracking data.

- Most of the increase of transit ridership in the current period is attributed to a significant increase in Sound Transit riders.

- Among faculty members, there has been a net decrease of transit ridership, notably those riding on Metro buses, as the principal means of getting to work.

- In 2004, 15% of faculty members primarily ride Metro buses to get to work, down from 23% in 2002, when their highest use of Metro for commuting was recorded.

- There was a slight up-tick in 2004 in the proportion of faculty members who drive alone to get to work (50%, up from 44% in 2002); the current level is well below the levels recorded in 1996 (58%), 1998 (56%) or 2000 (57%).

- Faculty members also report a slight increase in the number who bicycle to work (12% in 2004, up from 10% in 2002).

- There was a slight decrease in the number of telecommuting days reported in 2004, particularly among staff and faculty. Hence, the ratio of commuting days to telecommuting days has also increased from the previous survey period.

- The incidence and frequency of carpooling has remained fairly stable over the eight-year survey period. What has changed since 2002 is the increase in the percentage of carpools that end at the UW campus, signaling an increase in the demand for parking for carpools.

- Having more flexible work hours remains the factor identified with the greatest potential for motivating faculty and staff members who drive alone to use an alternative means of getting to campus. The proportion of commuters who would be somewhat or very likely to use an
alternative to driving alone if this incentive was available increased in the current survey period (20% in 2004, up from 18% in 2002).

- The 2004 incidence of U-PASS has remained stable among students (86%) but has had a significant decline among faculty (64%, down from 74% in 2002), as well as a slight decline among staff (72%, down from 76% in 2002). The proportion of U-PASS holders among faculty members is the lowest recorded since the start of tracking data in 1996.

- A majority of respondents who do not have a U-PASS say they do not need one, either because they do not ride the bus, they have another type of pass or they do not see a need for the service. Cost does not emerge as a major barrier for most respondents. In fact, a small but significant percentage of non-U-PASS holders would like to have a pass but do not know how or where to acquire one.

- The use of the U-PASS for Metro has remained very stable over the entire twelve-year survey period. Using U-PASS for Community Transit fares increased significantly in 2004 and the use of U-PASS on Sound Transit buses and Sounder trains continues its strong growth.

- There is relatively low unaided awareness of most U-PASS services. Even the most obvious feature of the U-PASS, the bus pass, is overlooked by a significant proportion of UW students, staff and employees who use their U-PASS to ride the bus. For nearly all U-PASS services, the awareness levels are down significantly in 2004 compared to previous survey waves. The exception is the increased awareness of discounted parking, although it is a small minority who recall this feature.

- While the level of awareness of most U-PASS services has declined, there is a fairly stable level of reported use of these services. In some cases, such as the use of U-PASS on Community Transit, Sound Transit and the Sounder, there continues to be a steady growth in incidence. This may be due to an increased cumulative exposure to these services, since the survey does not frame the use of U-PASS within a finite period.

- The level of recall and use of U-PASS communication and information materials (brochures, ads and newsletter) has declined significantly in 2004. There is a net increase, however, in the level of awareness of the U-PASS web site. Having a web site also rates as the most useful means of making transportation information available to UW students, staff and faculty.

- Overall satisfaction with the U-PASS program is high.
Commuting Behavior

University of Washington (UW) employees and students were asked a series of questions pertaining to their usual work schedules and commuting patterns to UW. One of the objectives of this section is to determine the proportion of employees that are affected by Washington State’s Commute Trip Reduction (CTR) Law.

Work Schedules

Employee Work Schedule

(A01) A majority of UW employees who work in the U-District are in permanent full-time positions (86% among faculty and 80% among staff). Having a permanent full-time position is one of the determining criteria of qualification under the Commute Trip Reduction (CTR) law.

The overall results are very similar to the findings from the previous survey waves, where just over eight in ten UW employees indicated they work in full-time permanent positions (81% in 2000 and 82% in 2002).

- Employees who hold a current U-PASS are more inclined to be in permanent full-time positions at UW (87%, compared to 70% of employees who do not have a U-PASS).

- As might be expected, a greater share of permanent full-time employees are considered “rush hour commuters,” arriving in the U-District between 6 and 9 AM. Nearly nine in ten employees (89%) who arrive between 6 and 9 AM are in permanent full-time positions, compared to eight of ten employees (79%) arriving at other times.
Table 6: Alternative Schedules

[BASE: Staff And Faculty Only (n_w=555)]

(A02) The frequency of work is another component of determining who is affected by the CTR law. While the actual frequency is measured directly in a later question, UW employees were also asked to describe their typical work schedule.

A majority of employees are scheduled to work 5 days per week (67% overall), with a slightly higher incidence of a 5-day work week among staff (70%) than among faculty (61%). On the other hand, faculty are more inclined than staff to say they work 6 days per week (10%, compared to 1%), bringing the mean number of commute trips per week for faculty to 9.35, slightly above 9.31 commute trips per week for staff.

<table>
<thead>
<tr>
<th>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?</th>
<th>Staff n=408</th>
<th>Faculty n=397</th>
<th>Total n(w)=555</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day per week</td>
<td>-</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>2 days per week</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>3 days per week</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>4 days per week</td>
<td>11%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>5 days per week</td>
<td>70%</td>
<td>61%</td>
<td>67%</td>
</tr>
<tr>
<td>6 days per week</td>
<td>&lt;1%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>7 days per week</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>9 days per 2 weeks</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Varies/ never the same</td>
<td>7%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Mean commute trips per week</td>
<td>9.31</td>
<td>9.35</td>
<td>9.32</td>
</tr>
</tbody>
</table>

- The overall results are similar to the findings in 2002, where 68% of employees had a 5 day per week work schedule.
- U-PASS holders are more likely to work 5-day work weeks (75%, compared to 49% of employees who do not have a U-PASS). Conversely, a greater percentage of non U-PASS holders work 3 or fewer days per week (16%, compared to 6% of U-PASS holders).
- Compared to all other usual modes of commuting, particularly those who use transit services, fewer UW employees who usually drive alone to work have a 5-day per week schedule (58%, compared to 77% of transit users who work 5 days per week).
Arrival and Departure Times

Figure 2: Typical Arrival Time on Campus/At Work
[BASE: Respondents Who Went To UW Last Week (nw=1402)]

(A10) Overall, just under half of those surveyed (49%) say they arrive at UW last week between 6 and 9 AM. The stated proportion of typical “rush hour commuters” is highest among UW staff members (70%) and lowest among its student population (39%). Approximately one in two UW faculty members (53%) reports they typically arrive between 6 and 9 AM.

These current results reflect very similar findings from the 2002 survey, where fifty percent (50%) of all respondents reported they typically arrived on campus between 6 and 9 AM. The current distribution of usual arrival times among students, staff, and faculty is also very similar to the 2002 findings.
(A09) The actual number of days that employees arrived at their workplace between 6 and 9 AM is another critical component of determining who is affected by the CTR law. In order to gauge the volume of “rush hour commuting” to the UW campus, students were also asked to report on the number of days they arrived on campus between 6 and 9 AM during the previous Monday to Friday work week.

| During That Same Monday Through Friday, How Many Days Did You Arrive On Campus/At Work Between 6 And 9 A.M.? |
|-------------------------------------------------|---------|----------|----------|-----------|
| Days                                            | Students n=643 | Staff n=377 | Faculty n=379 | Total n(w)=1408 |
| 0 days                                          | 31%      | 13%      | 12%      | 24%       |
| 1 day                                           | 6%       | 3%       | 12%      | 6%        |
| 2 days                                          | 10%      | 6%       | 11%      | 9%        |
| 3 days                                          | 8%       | 7%       | 10%      | 8%        |
| 4 days                                          | 14%      | 12%      | 15%      | 13%       |
| 5 days                                          | 31%      | 59%      | 41%      | 39%       |
| Mean                                            | 2.60     | 3.77     | 3.26     | 2.97      |

% of days arriving between 6 and 9 A.M.            | 56%      | 81%      | 75%      | 64%       |

• Overall, a plurality of respondents (39%) report having arrived all 5 days at the UW campus between 6 and 9 AM. This proportion is significantly higher among UW staff (59%) and faculty members (41%) than among students (31%). Notably, eighty-four percent (84%) of staff members and seventy-seven percent (77%) of faculty members report arriving at work during rush hour at least 2 out 5 days, whereas fewer than two out of three students (63%) report having done so.

• Consequentially, the mean number of arrivals per week to the UW campus between 6 and 9 AM is significantly lower for UW students (2.60) than for staff (3.77) or faculty members (3.26).
Compared to the other UW groups surveyed, staff members are more likely to report leaving work between 3 and 6 PM. Over half of staff members (54%) report leaving their campus workplace during the rush hour period for all 5 days of the previous Monday to Friday work week. In contrast, one in three faculty members (33%) and fewer than one in five students (18%) report the same.

During the last Monday through Friday week of classes, how many days did you leave campus/work between 3 and 6 P.M.?

<table>
<thead>
<tr>
<th></th>
<th>Students n=580</th>
<th>Staff n=366</th>
<th>Faculty n=343</th>
<th>Total n(w)=1296</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 days</td>
<td>25%</td>
<td>17%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>1 day</td>
<td>11%</td>
<td>4%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>2 days</td>
<td>14%</td>
<td>3%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>3 days</td>
<td>17%</td>
<td>9%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>4 days</td>
<td>16%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>5 days</td>
<td>18%</td>
<td>54%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Mean</td>
<td>2.42</td>
<td>3.59</td>
<td>2.92</td>
<td>2.79</td>
</tr>
</tbody>
</table>

| % of days leaving between 3 and 6 P.M. | 53% | 77% | 67% | 61% |

Overall, students report leaving the UW campus between 3 and 6 PM over half of the time (2.42 days) during the previous week. Staff members, on the other hand, report an average of 3.59 (out of 5) days departing the workplace during rush hour. Faculty members report leaving work during rush hour an average of 2.92 days during the previous work week.

Respondents whose typical arrival time is between 6 and 9 AM also tend to leave between 3 and 6 PM, averaging 3.22 days per week of rush-hour departures from the UW U-District campus.

U-PASS holders have a greater number of rush hour commutes from work (2.93 days, compared to 2.22 days per week among non U-PASS holders).

Respondents who usually use transit or carpool/vanpool commuting methods to get to UW tend to leave work or campus more often during rush hour periods (3.21 days among carpoolers/vanpoolers and 3.15 days among Metro riders, in contrast to 2.34 days among commuters who drive alone).
CTR-Affected Employees

Permanent full-time employees who arrive at work at least 2 days during Monday to Friday between 6 and 9 AM are affected by Washington State’s CTR law. Calculations derived from these variables reveal sixty-six percent (66%) of all UW employees (staff and faculty) in December 2004 are affected by the CTR law. This figure is up slightly from 2002 (64%), and is the highest level recorded since the start of the survey in 1996. The lowest level of CTR-affected employees at UW was recorded in 1998 (56%).

![Graph showing percent of UW employees affected by CTR law from 1996 to 2004](image)

### Commuting Distance

#### Distance of Commute

Table 9: Distance from home to UW campus

<table>
<thead>
<tr>
<th>Distance</th>
<th>Students (n=626)</th>
<th>Staff (n=402)</th>
<th>Faculty (n=397)</th>
<th>Total (n(w)=1416)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 mile</td>
<td>25%</td>
<td>2%</td>
<td>2%</td>
<td>16%</td>
</tr>
<tr>
<td>1 – 5 miles</td>
<td>37%</td>
<td>35%</td>
<td>54%</td>
<td>38%</td>
</tr>
<tr>
<td>6 – 10 miles</td>
<td>11%</td>
<td>22%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>11 – 20 miles</td>
<td>17%</td>
<td>25%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>More than 20 miles</td>
<td>11%</td>
<td>16%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Mean</td>
<td>9.00</td>
<td>12.47</td>
<td>9.20</td>
<td>9.97</td>
</tr>
</tbody>
</table>

(A05) On average, respondents commute a distance of 9.97 miles from home to the UW campus. The commuting distance is slightly less for students (9.00 miles) and faculty (9.20 miles) and slightly greater for staff members (12.47 miles).

The sharpest contrast between students and employees is the proportion of those whose commute is less than a mile to the UW campus (25% of students, compared to 2% of employees).
This figure illustrates the cumulative distribution of the frequency of students, staff and faculty by the number of miles they commute from home to UW (one way). The steeper the curve, the greater number of respondents who live closer to UW. While it is clear that more students live within 5 miles of UW, the proportion of students who live within 10 miles of UW is smaller than the proportion of faculty members who live within that radius. More staff members, on the other hand, live further away, with fewer than 50% living within 10 miles of campus, compared to approximately 70% of faculty and students.
Housing Location for Students

Figure 5: Housing Location for Students
[BASE: Students Living Within 10 Miles Of Campus (n=451)]

(A06) Students living within 10 miles of the U-District campus were asked more specific questions about the type of housing they live in. The great majority of these students (70%) report they live in non-UW housing. One in four students living within 10 miles of campus live in UW housing (22% in the U-District and 3% outside the U-District). Five percent (5%) say they live in fraternity or sorority housing.

Students living more than 10 miles away are assumed to live in “other housing.” With this assumption, seventy-eight percent (78%) of all students live in “other housing”.

Figure 6: Reason for Housing Location
[BASE: Students Living More Than 10 Miles From Campus Or In Other Housing Within 10 Miles From Campus (n=485)]

(A07) Nearly half of students who do not live in UW housing (45% of those asked) report moving to that location because they are attending the UW. When the number who report living in UW housing or in fraternity/sorority housing is added to that figure, it is possible to say more than half (56%) of students moved to their current housing location because they are attending the UW.
**Frequency of Commute**

*Table 10 : Commuting Days to the University of Washington*

[BASE: All Respondents (n=1468)]

(A08) On average, respondents report 4.27 commuting days during the Monday to Friday prior to the survey period. The number of commuting days to UW is significantly higher among students (4.37 days out of 5 days) than among staff (4.13 days) or faculty (4.00 days). Seventy percent (70%) of students say they commuted to the University District to work, attend classes or study all five days of the previous Monday to Friday.

U-PASS holders report a greater number of commuting days to the University District than non U-PASS holders (4.49 days compared to 3.37 days). Three out of four U-PASS holders (74%) commuted all five days to the UW campus. This supports previous findings that U-PASS holders also have a greater number of rush-hour commutes than do non U-PASS holders.

During The Last Monday Through Friday Week Of Classes, How Many Days Did You Go To The University District To Work, Attend Classes Or Study At The University Of Washington?

<table>
<thead>
<tr>
<th></th>
<th>Students n=655</th>
<th>Staff n=413</th>
<th>Faculty n=401</th>
<th>Total n(w)=1468</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 days</td>
<td>1%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>1 day</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>2 days</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>3 days</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>4 days</td>
<td>13%</td>
<td>13%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>5 days</td>
<td>70%</td>
<td>66%</td>
<td>64%</td>
<td>68%</td>
</tr>
<tr>
<td>Mean number of days</td>
<td>4.37</td>
<td>4.13</td>
<td>4.00</td>
<td>4.27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>U-PASS n(w)=1172</th>
<th>No U-PASS n(w)=292</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 days</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>1 day</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>2 days</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>3 days</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>4 days</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>5 days</td>
<td>74%</td>
<td>43%</td>
</tr>
<tr>
<td>Mean number of days</td>
<td>4.49</td>
<td>3.37</td>
</tr>
</tbody>
</table>
Respondents were asked which mode of transportation they had used most often and which covered the most distance in their commutes to the UW campus in the University District. The most frequently used means of getting to campus are Metro (29%), followed closely by driving alone (25%) and walking (20%). Ten percent (10%) say they carpool to campus most often. Other transit agencies comprise an additional nine percent (9%) of the most frequent commuting methods (5% ride on Community Transit and 4% use Sound Transit). Six percent (6%) report riding their bicycle most often to get to UW campus.

The principal mode of transportation is greatly influenced by the area where respondents live. The smallest proportion of respondents who drive alone to campus live in Seattle, north of the Ship Canal and east of I-5 (13% from that area drive alone). In contrast, residents from that area of Seattle are more inclined to walk (44%). Metro Transit users are concentrated in Seattle, south of the ship canal (43% ride Metro), whereas over half of respondents who reside in Snohomish County (51%) ride Community Transit. Compared to other respondents, residents of South King County show a greater propensity to carpool (22%). Residents in Seattle, north of the Ship Canal and west of I-5, are more inclined than all other respondents to bicycle to campus (19%). And one in five residents from East King County (19%) uses Sound Transit most often to get to the UW campus in the University District.

Further breakdowns by respondent type, as well as tracking data from previous survey waves are in the tables that follow.
There is significant variation in the most frequent mode of commute to the UW University District Campus between students, staff, and faculty. Part of the variation, as explained above, is due to the geographic areas where each of these groups is most likely to live. Students, for instance, are more likely than other respondents to report they walk to campus most often (28%, compared to 5% of staff and faculty). This is greatly explained by their general proximity to the University District campus (recall that 25% of students reported living less than a mile from campus).

The major shift between staff and faculty members is the proportion whose principal method of getting to campus is via transit (reported by 40% of staff, 20% of faculty) versus driving alone (reported by 36% of staff, 50% of faculty).

Nearly half of U-PASS holders (47%) say they most often use Metro, Community Transit, Sound Transit or the Sounder Commuter Train. Very few respondents who do not have a U-PASS primarily use transit (9%). U-PASS holders also tend to carpool to campus more often than non-U-PASS holders (11% report carpooling as the most frequent means of getting to campus, compared to 4% of non-U-PASS holders). In contrast to the typical commuting methods among U-PASS holders, a much larger proportion of non-U-PASS holders drive alone to campus (59%, compared to 17%). A fairly equal percentage of U-PASS and non-U-PASS holders say they primarily walk or bicycle to campus.
Tracking the most frequent commuting modes over time, the most current survey results indicate a slight increase in the percentage of students who use transit (41%) over the previous survey wave (38% in 2002). When compared to the initial findings in 1996 and 1998, the increase noted in 2004 represents a statistically significant shift from earlier survey waves.

In contrast, the percentage who report driving alone has declined somewhat (16% in 2004 compared to 19% in 2002). All other results in 2004 are very similar to the findings in 2002.

Due to smaller sample sizes among staff members, the changes reported in the tracking data do not represent statistically significant differences. The results, however, are informative and reliable as directional changes.

Staff members of UW also show a net increase in the proportion of respondents who primarily use transit to get to work (40% in 2004, compared to 36% in 2002). The overall increase in transit ridership is found primarily among Sound Transit riders.

The tracking data shows an overall decline in the percentage of staff members who drive alone to campus (36% in 2004 compared to 41% in 1996).
Results in 2004 among UW faculty members show a net decrease since the previous survey wave in the proportion of respondents who use transit as the primary means of getting to work (20%, compared to 25% in 2002). In contrast, there was a slight increase in 2004 in the percentage of faculty members who most often drive alone to the UW campus in the University District (50%, compared to 44% in 2002). The 2004 results in the drive alone category still represent a significant improvement over the findings in the 2000 survey.

Due to the smaller sample sizes, these findings do not present statistically significant changes, although they, too, are informative and reliable directional changes.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit (net)</td>
<td>19%</td>
<td>13%</td>
<td>18%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Metro</td>
<td>17%</td>
<td>12%</td>
<td>17%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Community Transit</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Sound Transit</td>
<td>-</td>
<td>-</td>
<td>&lt;1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Sounder</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>-</td>
</tr>
<tr>
<td>Drive Alone (SOV)</td>
<td>58%</td>
<td>56%</td>
<td>57%</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Carpool</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Vanpool</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other (net)</td>
<td>12%</td>
<td>17%</td>
<td>16%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Walk</td>
<td>3%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- The cumulative effects of change over time are the most significant and concrete findings with regard to the principal commuting mode to campus among students, staff and faculty at the UW. That is, the small changes from each survey period may not be statistically significant but combined, these changes represent significant trends.

- The following charts represent the tracking data for each major mode of transportation to the UW campus in the University District, comparing the trends for students, staff and faculty for each mode of transportation.
Figure 8: Tracking Most Frequent Commute Modes to Campus
[BASE: Respondents Who Went To UW Last Week]

Tracking Most Frequent Transportation Method - Transit

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>33%</td>
<td>19%</td>
<td>0%</td>
</tr>
<tr>
<td>1998</td>
<td>35%</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>2000</td>
<td>36%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>2002</td>
<td>38%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>2004</td>
<td>41%</td>
<td>40%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Tracking Most Frequent Transportation Method - Drive Alone

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
<th>Staff</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>58%</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>1998</td>
<td>56%</td>
<td>40%</td>
<td>19%</td>
</tr>
<tr>
<td>2000</td>
<td>57%</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>2002</td>
<td>44%</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>2004</td>
<td>50%</td>
<td>36%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Tracking Most Frequent Transportation Method - Carpool

Tracking Most Frequent Transportation Method - Walking
Table 13: Combination of Commute Modes  
[BASE: Respondents Who Went To UW Last Week]

(A13,A15,A17) As a follow-up to the question regarding the most frequent means of getting to the UW campus in the University District and the number of days they reported commuting, respondents were asked how they had commuted on the other days they went to campus. Most respondents, students, staff and faculty alike, had used only one mode of transportation to get to the UW campus. Single-mode students tend to use transit (31%) or other means (31%), whereas single-mode staff members are split between driving alone (31%) and transit (28%). Single-mode faculty, on the other hand, are more clearly driving alone (45%), with the remainder split between transit (13%) and other means (12%).

What Type Of Transportation Did You Take Most Often To Get To The UW Campus Last Week? / How Did You Commute To The UW On The Other Days?

<table>
<thead>
<tr>
<th></th>
<th>Student n=641</th>
<th>Staff n=379</th>
<th>Faculty n=379</th>
<th>Total n(w)=1407</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Mode Used (net)</td>
<td>81%</td>
<td>77%</td>
<td>77%</td>
<td>80%</td>
</tr>
<tr>
<td>Transit (net)</td>
<td>31%</td>
<td>28%</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Drive Alone (SOV)</td>
<td>14%</td>
<td>31%</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td>Carpool/ Vanpool</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Other (net)</td>
<td>31%</td>
<td>8%</td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>Multi-Modes Used (net)</td>
<td>19%</td>
<td>23%</td>
<td>23%</td>
<td>20%</td>
</tr>
</tbody>
</table>

U-PASS holders are far more likely than non-U-PASS holders to use more than one mode of transportation to get to work or school during the week (22% of U-PASS holders are multimodal commuters during the week, compared to 10% of non-U-PASS holders).

<table>
<thead>
<tr>
<th></th>
<th>U-PASS n(w)=1138</th>
<th>No U-PASS n(w)=262</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Mode Used (net)</td>
<td>78%</td>
<td>90%</td>
</tr>
<tr>
<td>Transit (net)</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Drive Alone (SOV)</td>
<td>14%</td>
<td>57%</td>
</tr>
<tr>
<td>Carpool/ Vanpool</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Other (net)</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Multi-Modes Used (net)</td>
<td>22%</td>
<td>10%</td>
</tr>
</tbody>
</table>
The percentage of commuting trips to UW by commute mode is based on the calculation of the total number of commute trips taken during the week. Because not everyone commutes the same number of days or by the same mode every day, it is useful to look at each commute mode as a proportion of total commute trips, in addition to reporting respondents’ most frequent mode use.

This calculation gives a true picture of the actual percent of commuting trips by specific mode, rather than a tally of respondents who use that mode to get to the UW campus. The results, however, show a very similar split to the most frequent commute modes to campus (Table 11).

Although there is remarkably little variation between the frequency of commute modes to campus (Table 11) and the percentage of commuting trips to campus by commute mode (Table 14) there is a slight difference for non-U-PASS holders. While fifty-nine percent (59%) of non-U-PASS holders indicate they most often drive alone, only fifty-five percent (55%) of the non-U-PASS holders trips were drive-alone trips. This is most likely due to a larger composition of part-time employees among non-U-PASS holders.
The total (weighted) percentage of UW students and staff who reported that they telecommute at least one day every other week is close to one in six (16%). These results are very similar to the overall findings from the previous survey (16% telecommuted in 2002).

Nearly one in four faculty members (23%) eliminated traveling to the UW at least one day every other week because they worked from home or telecommuted. This figure is nearly three times as high as the percentage of staff members who telecommute (8%). Fewer than one in five students (18%) eliminated at least one trip every other week to the UW because they studied from home.
While sixteen percent (16%) of all respondents report they usually eliminate traveling to UW at least one day every other week, only thirteen percent (13%) overall report having telecommuted in the past two weeks. Of those who report having telecommuted in the past two Monday to Friday work weeks (13% overall), the average number of telecommuting days per week is 1.23, down slightly from 1.37 days per week in 2002. The largest decreases are found among staff and faculty members who telecommute, who currently report 0.93 and 0.99 days per week, respectively. In the 2002 survey wave, telecommuting staff and faculty members reported a weekly average of 1.26 and 1.27 days, respectively. Among students who telecommute, there is also a slight decline in this current survey period, from 1.40 days per week in 2002 to 1.35 days in 2004.

The ratio of telecommute to commute days compares the mean number of days telecommuting per week (all respondents) to the mean days of travel to the UW in the past week. The results generate a ratio of 1 telecommute day to every 23 days of commuting to the UW campus in the University District. The ratio is lower among students (1:19) and faculty (1:18) and significantly higher among staff (1:59). These findings reflect the 2002 results of the number of trips avoided due to telecommuting (the 2002 survey yielded more telecommute days, hence 5% of trips were avoided in 2002, compared to 4% in 2004).
Carpooling

Carpools

(F01) Of the respondents who reported carpooling in the previous week’s commute to the UW campus, there was a fairly even split between drivers (40%) and passengers (40%) in carpools. Likewise, a further one in five (19%) say they were equally drivers and passengers in their carpool.

While a fairly equal proportion of men and women participated in carpools, more men reported they were the driver (54%, compared to 32% of women).

(F02) A substantial majority of carpools to the UW (84%) were comprised of 2 adults. Twelve percent (12%) report having three adults in the carpool and five percent had three or more occupants in the carpool. A greater proportion of carpooling students had more than 2 adults in their car (23%).

Figure 10: Carpool Commuters
[BASE: Carpooled To UW Campus Last Week (n=184)]

When You Carpoled Last Week, Were You The Driver Or A Passenger?

- Driver 40%
- Passenger 40%
- Both Equally 19%
- Equally 19%

Figure 11: Size of Carpool
[BASE: Carpooled To UW Campus Last Week (n=180)]

Including Yourself, How Many People 16 And Older Were Typically In Your Carpool Last Week?

- 84%
- 12%
- 5%
- 0%
- 2
- 3
- More than 3
(F03-F04) A majority of respondents who carpooled to the UW at least one day in the past week were in a carpool that ended at a UW building in the University District (86%). This figure represents a significant increase from the 2002 findings when seventy-seven percent (77%) of all carpools ended at the UW.

**Figure 12: Destination of Carpool**

[BASE: Carpooled To UW Campus Last Week (nw=179)]

Did All The Carpool Members Go To UW-Owned Or Leased Buildings In The U-District?

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>No - Others</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>dropped off</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>elsewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No - Respondent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>dropped off at</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Carpool parking**

(F05) Overall, over one in four respondents (27%) who carpooled to UW at least one day in the past week has a UW plastic hang-tag parking permit. The proportion is significantly higher among staff and faculty members (57% and 54%, respectively) than among students who carpooled to campus (8%).

**Figure 13: Carpool Parking Permits**

[BASE: Carpooled To UW Campus Last Week (nw=182)]

Are You A Member Of A Carpool With A UW Plastic Hang-Tag Parking Permit?

<table>
<thead>
<tr>
<th></th>
<th>Students n=78</th>
<th>Staff n=54</th>
<th>Faculty n=54</th>
<th>Total n(w) = 182</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92%</td>
<td>57%</td>
<td>54%</td>
<td>73%</td>
</tr>
<tr>
<td>No</td>
<td>8%</td>
<td>43%</td>
<td>46%</td>
<td>27%</td>
</tr>
</tbody>
</table>
These findings summarize and combine the results from the previous figures to estimate the number of carpools to the UW who have parking permits. Over half of staff and faculty members whose carpools end at the UW have hang-tag parking permits (57% and 52%, respectively), whereas only six percent (6%) of students whose carpools end at the UW have parking permits.

<table>
<thead>
<tr>
<th></th>
<th>Student n=80</th>
<th>Staff n=57</th>
<th>Faculty n=55</th>
<th>Total n(w)=177</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool Goes to UW</td>
<td>84%</td>
<td>89%</td>
<td>91%</td>
<td>86%</td>
</tr>
<tr>
<td>With Hang-Tag Parking Permit</td>
<td>6%</td>
<td>57%</td>
<td>52%</td>
<td>27%</td>
</tr>
<tr>
<td>Without Hang-Tag Parking Permit</td>
<td>78%</td>
<td>32%</td>
<td>39%</td>
<td>59%</td>
</tr>
<tr>
<td>Carpool Goes Elsewhere</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Table 18 : Carpool Parking at UW

(F06) Parking locations for carpools that end at UW is split by whether the respondent has a plastic hang tag parking permit or not. A solid majority of respondents without parking permits use the Montlake daily lot (54%). Only eight percent (8%) of those with a hang tag parking permit opt for that parking location, a majority of whom choose other University of Washington lots and garages instead (88%).

When You Carpoool To Campus Last Week, Where Did You Park?

<table>
<thead>
<tr>
<th></th>
<th>With Hang-Tag n(w)=48</th>
<th>Without Hang-Tag n(w)=108</th>
<th>Total n(w)=156</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Parking</td>
<td>96%</td>
<td>91%</td>
<td>93%</td>
</tr>
<tr>
<td>Montlake Daily Lot</td>
<td>8%</td>
<td>54%</td>
<td>40%</td>
</tr>
<tr>
<td>Another University Lot/ Garage</td>
<td>88%</td>
<td>33%</td>
<td>53%</td>
</tr>
<tr>
<td>On street</td>
<td>2%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Private Lot/ Garage</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other/ Off Campus</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
A majority of carpoolers who parked in campus lots got discounted parking with a U-PASS (58%). One in four (27%) used their parking permit and a further fifteen percent (15%) had the cost of parking deducted from their paycheck. Very few (6%) carpoolers who parked at UW paid cash to park in campus lots.

Driving Alone

Single Occupancy Vehicle (SOV) Commuters: Parking

(G01) Most respondents who drove alone to campus parked in campus parking facilities and lots (76%), a choice that is even more prevalent among faculty members (88%) than among students (69%) and staff members (76%). In contrast to this finding, a greater proportion of students and staff (24% and 20%, respectively), compared to faculty (6%), used street parking.

When You Drove Alone To Campus Last Week, Where Did You Park?

<table>
<thead>
<tr>
<th></th>
<th>Student n=135</th>
<th>Staff n=180</th>
<th>Faculty n=229</th>
<th>Total n(w)=453</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Parking</td>
<td>69%</td>
<td>76%</td>
<td>88%</td>
<td>76%</td>
</tr>
<tr>
<td>Montlake Daily Lot</td>
<td>39%</td>
<td>10%</td>
<td>4%</td>
<td>21%</td>
</tr>
<tr>
<td>Another University Lot/ Garage</td>
<td>30%</td>
<td>66%</td>
<td>84%</td>
<td>55%</td>
</tr>
<tr>
<td>On street</td>
<td>24%</td>
<td>20%</td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Private Lot/ Garage</td>
<td>13%</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Other/ Off Campus</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
(G02-G03) A minority of employees (this question was only posed to staff and faculty) who drove alone to campus last week have a hang tag parking permit for when they drive alone (42%). Over one in five of these employees (21%) used individual commuter tickets to park while the remaining thirty six percent (36%) used others means for parking.

Table 20 : Number of Days Driving Alone by Parking Method
[BASE: Staff And Faculty Only, Drove Alone To UW Campus Last Week (n=269)]

<table>
<thead>
<tr>
<th></th>
<th>Parking Permit</th>
<th>Commuter Parking Ticket</th>
<th>Paid by Other Means</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>n(w)= 113</td>
<td>8%</td>
<td>49%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>n(w)= 57</td>
<td>5%</td>
<td>25%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>n(w) = 96</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>2%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>5 days</td>
<td>58%</td>
<td>14%</td>
<td>33%</td>
<td>39%</td>
</tr>
<tr>
<td>Mean days driving alone</td>
<td>4.10</td>
<td>2.07</td>
<td>3.16</td>
<td>3.33</td>
</tr>
</tbody>
</table>
Figure 16: Number of Commuter Tickets Used
[BASE: Used Individual Commuter Tickets To Park (n_w=56)]

(G04) Among employees who used individual commuter tickets when they drove alone to campus, the average number of commuter tickets used to park in the last week is 1.60 tickets. The results closely follow the results in Table 20, noting that employees who use commuter tickets to park report fewer days driving alone to campus.

![How Many Individual Commuter Tickets Did You Use Last Week?](image)

Figure 17: Use of West Campus Garage
[BASE: Staff And Faculty Only, Do Not Have Current UW Plastic Hang Tag Parking Permit (n_w=148)]

(G05) Fewer than one in five employees who do not have a plastic hang tag parking permit for when they drive alone (18%) report using pay per use parking in the West Campus Garage during the last week.

![When You Drove Alone Last Week, Did You Park In The West Campus Garage, Using Pay Per Use Parking?](image)
Of those who did use the pay per use parking in the West Campus Garage (n=26), they report parking an average of 2.56 days in a 5-day work week.

![Bar chart](chart.png)

**How Many Days Did You Park In The West Campus Garage?**

- 33% for 1 day
- 27% for 2 days
- 12% for 3 days
- 5% for 4 days
- 22% for 5 days

**Commuting Decisions**

**Reasons for SOV Commute**

*Table 21: Number of Days Driving Alone by Reason*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Student n=137</th>
<th>Staff n=180</th>
<th>Faculty n=233</th>
<th>Total n(w)=458</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Personal Errands</td>
<td>0.99</td>
<td>1.63</td>
<td>1.15</td>
<td>1.27</td>
</tr>
<tr>
<td>For Travel To An Off-Campus Work/Meeting</td>
<td>1.10</td>
<td>0.64</td>
<td>1.08</td>
<td>0.92</td>
</tr>
<tr>
<td>To Carry Lots Of Stuff Back And Forth From Home</td>
<td>0.59</td>
<td>0.82</td>
<td>0.75</td>
<td>0.71</td>
</tr>
<tr>
<td>For Work Errands Off-Campus</td>
<td>(n/a)</td>
<td>0.55</td>
<td>0.57</td>
<td>0.56</td>
</tr>
<tr>
<td>For Work Errands On-Campus</td>
<td>0.39</td>
<td>0.60</td>
<td>0.44</td>
<td>0.48</td>
</tr>
<tr>
<td>For Child Care Activities</td>
<td>0.26</td>
<td>0.53</td>
<td>0.63</td>
<td>0.44</td>
</tr>
</tbody>
</table>

The most frequent reason for driving alone among students is for travel to an off-campus work site or meeting (1.10 days, similar to faculty members at 1.08 days but higher than staff who report 0.64 days per week).

For all other reasons probed in this study, each account for less than one day of driving alone. Carrying lots of stuff back and forth from home is slightly more common among staff (0.82 days) and faculty (0.75 days) than among students (0.59 days). As well, staff members more frequently report work errands on campus (0.60 days), compared to faculty and students (0.44 days and 0.39 days, respectively).
• Work errands off campus earned approximately one half day from both staff (0.55 days) and faculty (0.57 days).

• Finally, child care activities was the least frequently mentioned reason for driving alone to campus, accounting for an average of 0.44 days overall, higher among faculty and staff (0.63 and 0.53 days, respectively) and lower among students (0.26 days).

Table 22 : Reasons for Driving Alone to U-District

(BASE: Staff And Faculty, Drove Alone To UW Campus Last Week (n_w=267))

(G14-G15) Employees who drove alone to campus were asked to what extent they agree or disagree with statements that describe the motivations for driving alone to campus in the past week.

<table>
<thead>
<tr>
<th>(%) agree</th>
<th>Staff</th>
<th>Faculty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=178</td>
<td>n=230</td>
<td>n(w)=267</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statement</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>You Sometimes Have Irregular Work Hours</td>
<td>60%</td>
<td>72%</td>
<td>64%</td>
</tr>
<tr>
<td>To Have Your Car In Case Of A Family Emergency</td>
<td>32%</td>
<td>20%</td>
<td>28%</td>
</tr>
</tbody>
</table>

• A majority of these employees agree they drive alone to campus because they sometimes have to work irregular work hours. The proportion of employees who agree with this statement is significantly higher among faculty (72%) than among staff members (60%).

• On the other hand, a much smaller proportion of employees agree they drive alone to work to have their car in case of a family emergency. In this case, it is a greater proportion of staff who agrees with the statement (32%, compared to 20% of faculty members).
Alternatives to Driving Alone

Figure 18: Tracking Likelihood of Alternatives to Driving Alone

[BASE: Staff And Faculty Only, Drove Alone To UW Campus Last Week (nw=268)]

(G17-G23) Employees who drove alone to campus in the last week were asked to rate a series of seven measures on how likely each measure would be to make them use an alternative to driving alone.

Comparing the results from the current survey period to those from the 2002 wave shows a remarkable degree of concord, both in terms of the strength and the ranking of each measure. For the most part, the results in 2004 rate the likelihood measures slightly higher than in 2002.

- Providing more flexible work hours to meet carpools and buses rates highest, although the mean likelihood that this measure would prompt these employees to seek an alternative to driving alone is barely over two on a five-point scale (2.02 out of 5, where 1 means not at all likely and 5 means very likely).

- Having an employer-provided car for work purposes rates second (mean score of 1.93), followed by having showers for walkers and bicyclists (1.89) and providing better parking locations for high occupancy vehicles, i.e., carpools and vanpools (1.78).

- Incentives such as having personalized help to form a vanpool or carpool (1.71) or to find bus times and routes (1.58) do not rate highly as likely motivators to switch to alternative commuting modes to driving alone.

- Finally, employees rate lowest of all the likelihood that having a low cost car to rent for personal errands while at work would encourage them to find alternatives to driving alone to campus (1.53).
Figure 19: Likelihood of Using Alternative to Driving Alone

[BASE: Staff And Faculty, Drove Alone To UW Campus Last Week (n_w=268)]

- The distribution of responses over the five-point scale for each of the measures proposed as an incentive to find an alternative to driving alone shows a clear preponderance of responses rating the measures as “not at all likely” to make employees use an alternative to driving alone.
- In fact, there is little variation and variability in the results over all seven measures to persuade employees who drive alone to consider alternative means to getting to work.

<table>
<thead>
<tr>
<th>Incentive</th>
<th>1 (Not at all likely)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Very likely)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Flexible Work Hours To Meet Carpoools, Buses</td>
<td>9%</td>
<td>11%</td>
<td>8%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>An Employer-Provided Car For Work Purposes</td>
<td>6%</td>
<td>14%</td>
<td>8%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Showers For Walkers / Bicyclists</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Better Parking Locations HOV</td>
<td>10%</td>
<td>13%</td>
<td>5%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Personalized Help Forming A Carpool Or Vanpool</td>
<td>11%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Personalized Help Finding Bus Times And Routes</td>
<td>12%</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>A Low Cost Car To Rent For Personal Errands</td>
<td>13%</td>
<td>7%</td>
<td>3%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>
Upon closer examination, the incentive provided by more flexible work hours to meet carpools, buses, etc., is offered the most significant approval by employees who commute longer distances. Nearly one in four employees who commute more than 20 miles (24%) report this measure is very likely to make them use an alternative to driving alone.

On the other hand, providing showers for walkers and bicyclists has a very diminishing effect on increasing the likelihood that employees who commute more than 10 miles to the UW campus in the University District would choose an alternative to driving alone.
Transit Use

There are three transit agencies that serve the University of Washington campus: Metro Transit, Community Transit and Sound Transit. This section will assess the ridership level among UW students, staff and faculty, including the number of rides on each agency’s buses or trains and the number of intra and inter-agency transfers.

Accessing Transit

Figure 20: Getting To The Bus

(BASE: Took The Bus To Campus Last Week (n=595))

(A25) Most respondents who report taking the bus to the UW campus at least one day in the past work week walked to their bus stop (70% overall). Three in ten bus commuters (30%) drove to the bus stop, park and ride or transit center to catch their bus. Noting that this survey item permitted more than one answer, a further five percent (5%) were dropped off at the bus stop. These results are fairly similar for students, staff and faculty members of UW, with a slightly higher percentage of staff members who report driving to the bus stop (40%).
A majority of students (65%) have ridden Metro buses in the past week (including the previous Saturday and Sunday). The proportion of UW staff and faculty who have ridden Metro buses in the past week declines to a minority among these groups (46% of staff and 32% of faculty have ridden Metro buses in the past week).

The mean number of rides among all respondents: 4.08 for students, 2.98 for staff and 1.77 for faculty.

The mean number of rides among riders only: 7.07 for students, 6.91 for staff and 6.78 for faculty.
Among all respondents, the mean number of one-way rides in the past week is 3.92: 3.51 rides between Monday and Friday, 0.25 rides on Saturday and 0.16 rides on Sunday. The mean number of weekly rides is significantly higher for students (4.61 rides) and staff members (3.32 rides) than for faculty members (1.90 rides per week).

Overall, students are more frequent week-day riders (64%, compared to 45% of staff and 32% of faculty). They are also more likely than staff or faculty to be weekend riders (16% and 12% of students ride the bus on Saturday and Sunday). In contrast, half as many staff members (8%) and even fewer faculty members (5%) ride the bus on Saturday. Fewer than five percent (5%) of UW employees ride the bus on Sunday.

Table 24: Number of Metro Rides
[BASE: All Respondents (nw=1465)]

<table>
<thead>
<tr>
<th></th>
<th>Student n=639</th>
<th>Staff n=413</th>
<th>Faculty n=401</th>
<th>Total n(w)=1465</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total for Week (Mean)</td>
<td>4.61</td>
<td>3.23</td>
<td>1.90</td>
<td>3.92</td>
</tr>
<tr>
<td>Rider</td>
<td>65%</td>
<td>46%</td>
<td>32%</td>
<td>57%</td>
</tr>
<tr>
<td>1 to 5 rides</td>
<td>25%</td>
<td>20%</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>6 to 10 rides</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>11+ rides</td>
<td>10%</td>
<td>7%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Non-Rider</td>
<td>35%</td>
<td>54%</td>
<td>68%</td>
<td>43%</td>
</tr>
<tr>
<td>Monday-Friday (Mean)</td>
<td>4.08</td>
<td>2.98</td>
<td>1.77</td>
<td>3.51</td>
</tr>
<tr>
<td>Rider</td>
<td>64%</td>
<td>45%</td>
<td>32%</td>
<td>55%</td>
</tr>
<tr>
<td>1 to 5 rides</td>
<td>28%</td>
<td>20%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>6 to 10 rides</td>
<td>30%</td>
<td>20%</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td>11+ rides</td>
<td>6%</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Non-Rider</td>
<td>36%</td>
<td>55%</td>
<td>68%</td>
<td>45%</td>
</tr>
<tr>
<td>Saturday (Mean)</td>
<td>0.32</td>
<td>0.15</td>
<td>0.08</td>
<td>0.25</td>
</tr>
<tr>
<td>Rider</td>
<td>16%</td>
<td>8%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Non-Rider</td>
<td>84%</td>
<td>92%</td>
<td>95%</td>
<td>87%</td>
</tr>
<tr>
<td>Sunday (Mean)</td>
<td>0.21</td>
<td>0.10</td>
<td>0.05</td>
<td>0.16</td>
</tr>
<tr>
<td>Rider</td>
<td>12%</td>
<td>5%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Non-Rider</td>
<td>88%</td>
<td>95%</td>
<td>97%</td>
<td>91%</td>
</tr>
</tbody>
</table>
The level of Metro ridership is also demarcated by whether or not respondents have a U-PASS. Two out of three U-PASS holders (65%) have ridden Metro buses at least once in the past week, compared to one in five non-U-PASS holders (19%).

U-PASS holders have an average of 4.63 Metro bus rides per week, compared to 1.11 bus rides for non-U-PASS holders. As well, the incidence of Metro ridership among U-PASS holders increases four-fold on Saturday (15%, compared to 4% among non-U-PASS holders) and is more than doubled on Sunday (11% of U-PASS holders rode Metro on Sunday, compared to 4% of non-U-PASS holders).

<table>
<thead>
<tr>
<th></th>
<th>U-PASS n(w)=1175</th>
<th>No U-PASS n(w)=292</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total for Week</strong></td>
<td><strong>Rider</strong></td>
<td><strong>Non-Rider</strong></td>
</tr>
<tr>
<td>(Mean)</td>
<td>4.63</td>
<td>1.11</td>
</tr>
<tr>
<td><strong>1 to 5 rides</strong></td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>6 to 10 rides</strong></td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>11+ rides</strong></td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Monday-Friday</strong></td>
<td><strong>Rider</strong></td>
<td><strong>Non-Rider</strong></td>
</tr>
<tr>
<td>(Mean)</td>
<td>4.16</td>
<td>0.95</td>
</tr>
<tr>
<td><strong>1 to 5 rides</strong></td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>6 to 10 rides</strong></td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>11+ rides</strong></td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td><strong>Rider</strong></td>
<td><strong>Non-Rider</strong></td>
</tr>
<tr>
<td>(Mean)</td>
<td>0.29</td>
<td>0.08</td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td><strong>Rider</strong></td>
<td><strong>Non-Rider</strong></td>
</tr>
<tr>
<td>(Mean)</td>
<td>0.19</td>
<td>0.08</td>
</tr>
<tr>
<td><strong>Non-Rider</strong></td>
<td>89%</td>
<td>96%</td>
</tr>
</tbody>
</table>

Northwest Research Group, Inc.
2004 U-Pass Survey Summary Report
(B06) Looking at Metro riders only, they have a weekly mean of 6.95 rides. The mean number of Metro rides to or from the UW campus in the past week is 5.86 rides. UW students and staff members have a slightly greater average number of rides to and from campus (5.92 and 6.02, respectively) than do faculty members (4.63 rides).

It follows that a very strong majority of all Metro bus rides were taken going to or from the UW campus in the University District. Overall, three out of four Metro riders (74%) report that at least eighty percent (80-100%) of their bus rides were originating from or arriving to the UW campus. These results are very similar for students (75%) and staff (77%), although slightly fewer faculty members (68%) report that most (80-100%) of their Metro rides were to or from campus.
Transfers within and to Metro Buses

Table 25: Transfers Between Metro Buses
[BASE: Rode Metro Buses Last Week (n=826)]

(B09) A vast majority of rides did not include a transfer between Metro buses (76% overall). Staff members report taking the most number of transfers, with an average of 1.14 transfers between Metro buses out of a total of 6.91 rides.

Number Of Rides That Included A Transfer Between Metro Buses.

<table>
<thead>
<tr>
<th></th>
<th>Student n=424</th>
<th>Staff n=192</th>
<th>Faculty n=132</th>
<th>Total n(w)=826</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>76%</td>
<td>73%</td>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>1</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>6%</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>3-5</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>6-10</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>More than 10</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean</td>
<td>1.01</td>
<td>1.14</td>
<td>0.69</td>
<td>1.02</td>
</tr>
</tbody>
</table>

Figure 23: Percent of Metro Bus Rides That Included A Transfer Between Metro Buses
[BASE: Rode Metro Buses Last Week (n=826)]

Another way of looking at the number of Metro rides that included a transfer between Metro buses is to determine the proportion of Metro rides that had a transfer between buses. As noted above, over three in four (76%) of all Metro rides never included a transfer between Metro buses. Of the remaining Metro riders who did use transfers, they are evenly split between riders who include a transfer at least half the time (12%) and those who include a transfer less than half the time (12%).
Table 26: Transfers Between Transit Agencies
[BASE: Rode Metro Buses Last Week (n w=822)]

(B08-B08A) Looking at the total transfers between transit agencies, a great proportion of Metro riders (85%) did not include a transfer between Metro and other transit agencies. Of the 15% who did transfer between transit agencies, more Metro riders transfer with Sound Transit (49%) than with Community Transit (7%). As well, Metro riders who transfer between transit agencies and have more frequent transfers with Sound transit (1.54 transfers) than with Community Transit buses (0.21 transfers).

Figure 24: Percent of Metro Bus Rides That Included A Transfer with Another Transit Agency
[BASE: Rode Metro Buses Last Week (n w=822)]

(B07) Although the percentage of Metro riders who transfer with other transit agencies is smaller than the percentage who transfer to other Metro buses, those who transfer to other agencies’ buses or trains do so with greater frequency. Of Metro riders who transfer with other agencies, nine percent (9%) include a transfer over half of the time, whereas only six percent (6%) transfer with other agencies less than half the time).
(B10) A very large majority of Metro riders use the U-PASS to pay their fare (92%). Cash and tickets make up five percent of payments (4% cash, 1% tickets) and the remaining Metro riders used another type of pass when they ride Metro.

Staff and faculty are more likely than students to pay their fare with cash (8% and 10%, respectively, compared to 2% of students who pay cash).
(B11) Metro riders express a very high level of satisfaction with Metro’s bus service. Overall, more than nine in ten (92%) are either “somewhat satisfied” (49%) or “very satisfied” (43%) with the bus service.

UW faculty members are the most likely among all Metro riders to be “very satisfied” (55%) with Metro’s bus service.

While underscoring that all respondents recorded very high levels of satisfaction, there were a few significant differences among demographic groups. Notably, residents in Seattle, north of the Ship Canal and west of I-5 assess a lower satisfaction score with Metro’s bus service (55% are “somewhat satisfied” and 35% are “very satisfied”).
(C01-C03) A relatively small percentage of UW students, staff, and faculty rode on Community Transit buses in the last week (8% of students and staff, 3% of faculty). Nearly all respondents who rode on Community Transit were also U-PASS holders.

The mean number of rides among UW Community Transit riders is 6.68 in the last week.

Most of these rides on Community Transit buses (94%) were to get to the UW campus in the University District.
(D01-D04) The rate of ridership on Sound Transit buses is only marginally higher than on Community Transit. Overall, eight percent (8%) of UW students, staff and faculty rode on Sound Transit last week.

The mean number of rides among Sound Transit riders at the UW is 4.43 in the last week.

A large majority (91%) of these Sound Transit rides taken last week were to get to the UW campus.

Just under half (42%) of Sound Transit rides among UW students, staff, and faculty members also included a transfer to another agency’s buses.
Satisfaction with Sound Transit

(D05) Overall rider satisfaction with Sound Transit bus service is very high, with a clear majority who report being “very satisfied” (68%). Very few riders are dissatisfied with Sound Transit bus service (only 3% report being “somewhat dissatisfied”).

Again, UW faculty members are the most likely among all Sound transit riders to be “very satisfied” (86%) with Sound Transit’s bus service.

Respondents who typically use Sound Transit to commute to UW rate Sound Transit’s bus service lower (57% are “very satisfied”) compared to those who usually commute to UW on Metro (80% indicate “very satisfied”).

Number of Sounder Commuter Train Rides

(E01-E05) Very few respondents (1%) took the Sounder Commuter Train last week.

Among Sounder riders at the UW, the mean number of rides is 4.37 in the last week. All Sounder rides were to get to the UW campus.

All Sounder rides included a transfer with a bus (78% with Metro and 48% with Sound Transit).
U-PASS

The U-PASS provides a host of services and benefits to its holders, beyond the unlimited rides on Metro Transit, Community Transit, Sound Transit and Sounder trains. The U-PASS program is adopted by a majority of the UW population although this study reveals that few are aware of or use most of its services.

Incidence of U-PASS Possession

Current Use

Figure 30: Current U-PASS Possession
[BASE: All Respondents (n=1467)]

(A22) As in previous survey waves, results indicate a firm majority of respondents have a U-PASS (80% overall).

The rate of U-PASS holders is highest among UW residents in Snohomish County (87%) and lowest among those who live in King County, East of Lake Washington (72%).

Table 28: Current U-PASS Possession
[BASE: All Respondents (n=1468)]

The incidence of U-PASS possession is highest among students (86%). A significantly smaller proportion of staff (72%) and faculty (64%) have a current U-PASS.
The overall incidence of U-PASS holders at UW has remained fairly stable over the past five survey waves, approaching eight in ten respondents. This is mostly due to the stability of U-PASS incidence among the large student population.

Compared to the previous survey period, the incidence of U-PASS possession has declined (albeit slightly) among staff members, from 76% in 2002 to 72% in 2004. Among faculty members, there has been a significant decline in U-PASS holders (from 74% in 2002 to 64% in 2004).

**Acquisition of U-PASS**

**Table 29: Acquisition Of Current U-PASS**

<table>
<thead>
<tr>
<th></th>
<th>Students n=563</th>
<th>Staff n=295</th>
<th>Faculty n=248</th>
<th>Total n(w)=1165</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased</td>
<td>97%</td>
<td>79%</td>
<td>52%</td>
<td>89%</td>
</tr>
<tr>
<td>Received with Parking Permit</td>
<td>3%</td>
<td>21%</td>
<td>48%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Nearly all students (97%) purchased their U-PASS. Among staff, almost eight in ten (79%) purchased their U-PASS while the remaining share (21%) received it with a parking permit. Faculty members are evenly split between those who purchased it (52%) and those who received a complimentary U-PASS with their parking permit (48%).
(A24) The most salient reason for not having a U-PASS, and this is reflected among students, staff, and faculty members, is because these respondents do not ride the bus (56% overall). This was an open-ended question (i.e., there were no answer options from which to choose) and respondents were asked to provide their principal reasons for not having a U-PASS.

The second most cited answer referred to the cost of a U-PASS (mentioned by 14% of non-U-PASS holders). Students are most likely to say they have another type of pass (17%).

A small but significant portion of staff members (13%) report they would like to have a U-PASS but do not know where to get one.
Awareness and Use of U-PASS Services

Unaided Awareness of U-PASS Services

Table 30: Unaided Awareness of U-PASS Services

[BASE: All Respondents (nw=1470)]
(H01) Most respondents are aware (unaided) that the U-PASS offers a bus pass (mentioned by 59% overall). This question was provided in an open-ended format in order to gauge the unaided level of awareness of various U-PASS services.

Overall, 29% of respondents were aware of the merchant discount program. U-PASS holders (31%) were more likely to be aware than non-U-PASS holders (23%).

Also mentioned by at least one in ten respondents are carpool parking benefits (13%), discounted parking for U-PASS holders (11%) and free rides on the Sounder commuter train (9%).

One in five respondents (20% overall, 27% among non-U-PASS holders) could not name any benefits or services provided with the U-PASS.

The U-PASS Offers A Variety Of Services. What U-PASS Services Are You Aware Of?

<table>
<thead>
<tr>
<th>Service</th>
<th>Students n=657</th>
<th>Staff n=413</th>
<th>Faculty n=398</th>
<th>Total n(w)=1470</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus pass</td>
<td>63%</td>
<td>51%</td>
<td>56%</td>
<td>59%</td>
</tr>
<tr>
<td>Merchant discounts</td>
<td>24%</td>
<td>41%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Carpool parking</td>
<td>16%</td>
<td>10%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Discounted parking</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Sounder Rides</td>
<td>12%</td>
<td>5%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Husky account</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Night ride</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Flex car discounts</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Reimbursed ride home</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Vanpooling</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Ridematch</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Reduced rate commuter tickets</td>
<td>&lt;1%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Do not know of any</td>
<td>20%</td>
<td>19%</td>
<td>28%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>U-PASS n(w)=1172</th>
<th>No U-PASS n(w)=292</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus pass</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Merchant discounts</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Carpool parking</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Discounted parking</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Sounder Rides</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Husky account</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Night ride</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Flex car discounts</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Reimbursed ride home</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Vanpooling</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Ridematch</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Reduced rate commuter tickets</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Do not know of any</td>
<td>19%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Tracking the level of unaided awareness since 1996 shows a net decline in nearly all U-PASS services. Unaided awareness of the bus pass has declined twenty-three percentage points, from 82% in 1996 to 59% in 2004. The levels of awareness of merchant discounts and carpooling benefits also declined at least ten percentage points each in the past 8 years.

The level of top-of-mind awareness of vanpooling benefits, the reimbursed ride home and Ridematch services have remained low over the past eight years. Each of these U-PASS services was mentioned by no more than five percent (5%) of respondents.

On the other hand, there has been a notable increase in the percentage of respondents who mention discount parking benefits of the U-PASS (11% in 2004, up from 7% in 2002). The decline in the awareness in the Night Ride Shuttle that was observed in 2002 has leveled off to four percent (4%) in 2004.
(H02-H05) A number of follow-up questions were posed to different UW groups in order to determine the aided awareness of these services. Combining these results with previous unaided awareness levels yields a total awareness figure for these U-PASS services.

Six out of ten employees (63% of staff, 53% of faculty) are aware of the discounted individual commuter tickets for parking. U-PASS holders have higher levels of total awareness of this feature than non-U-PASS holders (65% aware, compared to 51%).

Fewer than half of all employees (51% of staff, 35% of faculty) are aware of the reimbursed ride home, although this level of awareness is significantly higher among employees who are U-PASS holders (52%).

Overall, six in ten respondents (61%) are aware of Ridematch services, with a slightly higher proportion of staff members indicating awareness of this U-PASS service (73%).

- The Night Ride Shuttle, although garnering only four percent (4%) of unaided awareness, has nearly seven in ten respondents (69%) aware of its services. More students are aware of the Night Ride Shuttle (71%), as are U-PASS holders (72%).

### Table 31: Total Awareness of Specific U-PASS Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Students n=657</th>
<th>Staff n=410</th>
<th>Faculty n=394</th>
<th>Total n(w)=1470</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounted individual commuter tickets for parking*</td>
<td>(n/a)</td>
<td>63%</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td>Ridematch services</td>
<td>56%</td>
<td>73%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td>Night Ride shuttle</td>
<td>71%</td>
<td>68%</td>
<td>59%</td>
<td>69%</td>
</tr>
<tr>
<td>Reimbursed ride home*</td>
<td>(n/a)</td>
<td>51%</td>
<td>35%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Includes unaided and aided awareness

(* questions not asked of Students, total n(w) = 557)
Use of U-PASS Services

(Table 32: Use of U-PASS Services
[BASE: Current U-PASS Holders (n_0=1175])

Have You Ever Used Your U-PASS To...?
(* questions not asked of Students, total n(w) = 484)

<table>
<thead>
<tr>
<th>Service</th>
<th>Students n=567</th>
<th>Staff n=298</th>
<th>Faculty n=253</th>
<th>Total n(w)=1175</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ride a Metro bus</td>
<td>91%</td>
<td>94%</td>
<td>87%</td>
<td>91%</td>
</tr>
<tr>
<td>Carpool to UW</td>
<td>37%</td>
<td>35%</td>
<td>22%</td>
<td>35%</td>
</tr>
<tr>
<td>Ride a Community Transit bus</td>
<td>34%</td>
<td>39%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Ride a Sound Transit bus</td>
<td>34%</td>
<td>32%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Get discounts from local merchants</td>
<td>28%</td>
<td>35%</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>Ride the Night Ride shuttle</td>
<td>13%</td>
<td>6%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Purchase discounted individual commuter parking tickets*</td>
<td>(n/a)</td>
<td>24%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Ride the Sounder commuter train</td>
<td>6%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Vanpool to UW</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Use the reimbursed ride home program*</td>
<td>(n/a)</td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- Overall, three in ten U-PASS holders (29%) had used their U-PASS to get discounts at participating local merchants. Staff members were significantly more likely than faculty members to have used their U-PASS at local merchants (35%, compared to 24%).
- Although the numbers are relatively low, students are among those most likely to have used their U-PASS for the Night Ride Shuttle (13%, compared to 6% of staff and 4% of faculty). As previously noted in the usual commuting modes taken to the UW, very few U-PASS holders (3%) have used their U-PASS to Vanpool to the University District.
- Among employees, over one in five U-PASS holders (22%) has used their U-PASS to purchase discounted commuter parking tickets. This proportion is significantly higher among staff (24%) than among faculty (17%).
- There is a relatively low level of use of the reimbursed ride home program (4%) among faculty and staff U-PASS holders.
Tracking the use of U-PASS services since 1996 shows a very stable proportion of U-PASS holders who use their U-PASS to ride a Metro bus.

The incidence of using the U-PASS to carpool shows a significant increasing trend in the years spanning 1996 (28%) to 2004 (35%).

As well, there is a significant increase in the proportion of U-PASS holders who ride Community Transit buses with their U-PASS (26% in 2002 to 35% in 2004).

Since 2000, the proportion who use their U-PASS to ride Sound Transit buses has increased by at least ten percentage points every year (10% in 2000 to 32% in 2004).

Although the numbers are still very small, there was an increase to six percent (6%) of Sound Transit users.
The trends for the use of U-PASS for vanpools, discounts for local merchants and the Night Ride Shuttle have remained relatively flat since 1996. Any significant year-to-year differences (shifts greater than 4%) have generally equalized themselves over the past eight years of tracking data.

Most Frequent Use of U-PASS

(H16) The largest proportion of U-PASS holders use their U-PASS most often to ride Metro buses, mentioned by two out of three respondents (67%). The remaining share of U-PASS holders are fairly evenly split between those who ride Community Transit buses (8%), Sound Transit buses (5%) and those who use their U-PASS most often to carpool (5%) or for parking (6%).

What Do You Use Your U-PASS For Most Often?

<table>
<thead>
<tr>
<th></th>
<th>Students n=563</th>
<th>Staff n=295</th>
<th>Faculty n=252</th>
<th>Total n(w)=1167</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Bus</td>
<td>70%</td>
<td>61%</td>
<td>60%</td>
<td>67%</td>
</tr>
<tr>
<td>Community Transit Bus</td>
<td>7%</td>
<td>11%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Parking</td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Sound Transit Bus</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Carpooling</td>
<td>4%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>All other</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Do not use U-PASS</td>
<td>4%</td>
<td>4%</td>
<td>8%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Compared to UW employees, significantly more students use their U-PASS most often to ride Metro bus (70%). And when comparing to faculty or students, a significantly larger proportion of staff members use their U-PASS most often to ride Community Transit buses (11%).
Evaluating the U-PASS

Importance of U-PASS Attributes

(H18-H25) The most important factor when purchasing a U-PASS is the unlimited bus or train rides. This attribute earns a mean importance rating of 4.68 out of 5. The importance scores are high among students, staff and faculty.

A second tier of attributes for UW employees, rating between 3 and 4 on a 5-point importance scale, include discounted individual commuter tickets for parking and the reimbursed taxi ride home in case of emergency. These results are somewhat surprising, given the findings in Table 32 that show very few employees actually use these services.

(* questions not asked of Students, total n(w) = 245)

How Important Are The Following In Your Decision To Buy A U-PASS?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Students n=540</th>
<th>Staff n=234</th>
<th>Faculty n=128</th>
<th>Total n(w)=1026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited Bus or Train Rides</td>
<td>4.72</td>
<td>4.60</td>
<td>4.57</td>
<td>4.68</td>
</tr>
<tr>
<td>Discounted Individual Commuter Tickets for Parking *</td>
<td>n/a</td>
<td>3.41</td>
<td>3.19</td>
<td>3.37</td>
</tr>
<tr>
<td>Reimbursed Taxi Ride Home In Case of Emergency *</td>
<td>n/a</td>
<td>3.28</td>
<td>2.76</td>
<td>3.19</td>
</tr>
<tr>
<td>Discounted Parking for Carpools</td>
<td>3.28</td>
<td>2.96</td>
<td>2.67</td>
<td>3.17</td>
</tr>
<tr>
<td>Discounts At Local Merchants</td>
<td>2.93</td>
<td>2.66</td>
<td>2.09</td>
<td>2.82</td>
</tr>
<tr>
<td>Night Ride Shuttle</td>
<td>2.71</td>
<td>2.29</td>
<td>2.22</td>
<td>2.59</td>
</tr>
<tr>
<td>Discounts on Flexcar Rates</td>
<td>2.11</td>
<td>2.35</td>
<td>2.05</td>
<td>2.16</td>
</tr>
<tr>
<td>Discounted Vanpool Fares</td>
<td>1.99</td>
<td>2.17</td>
<td>1.79</td>
<td>2.02</td>
</tr>
</tbody>
</table>

In the decision to buy a U-PASS, the importance of discounted parking fees for carpool, benefits at local merchants and the Night Ride Shuttle all rate higher among students than among employees. UW faculty members, who are less likely to have used these services (see Table 32), rate these features lower than do staff.
When examining the distribution of responses for each U-PASS attribute along the five-point importance scale, it is evident how one factor (unlimited bus or train rides) dominates the scale at the high end.

A very significant majority of respondents (84%) indicate unlimited bus or train rides as “very important” in their decision to buy a U-PASS.

The importance of discounts on parking for carpools is divided between “very important” and “not at all important.”

The importance of discounts at local merchants “peaks” at the middle of the scale.

The ratings for all other attributes (Night Ride Shuttle, discounted Flexcar rates, and Discounts on vanpool fares) lean increasingly toward the low end of the importance scale.
Figure 36: Importance of Attributes Available to Staff and Faculty In Decision To Buy U-PASS

(BASE: Staff And Faculty Who Purchased Their Current U-PASS (n=274))

(H24-H25) U-PASS attributes are generally rated more important by staff than by faculty members. This is the case for the importance of vanpool subsidies, discounts at local merchants and discounts on Flexcar rates.

The difference between staff and faculty members is perhaps most striking on the attribute of having a reimbursed ride home. Whereas one in three (33%) staff members feel reimbursed taxi rides home are very important in their decision to buy a U-PASS, only nineteen percent (19%) of faculty hold that view.

The importance of discounts of individual commuter tickets is about the same for faculty as it is for staff. This feature rates highest among employees living in Snohomish County (4.02 on a 5-point scale).
(H35) With very little variation between students, staff and faculty members at UW, a significant majority of respondents (62%) are “very satisfied” with the U-PASS program. A further one in three (32%) are “somewhat satisfied” with the program, leaving a very small share who report dissatisfaction with the U-PASS program (4% are “somewhat dissatisfied”, 2% are “very dissatisfied”).

Non-U-PASS holders are evenly split between “very satisfied” (41%) and “somewhat satisfied” (41%) with the U-PASS program.

- Respondents who register higher levels of satisfaction with the U-PASS program also tend to be more aware of U-PASS services (Table 30). The level of use of U-PASS services, as noted in Table 32, does not alter the overall rating of the U-PASS program.

- As well, satisfaction with the U-PASS program is significantly higher among respondents who are more aware of U-PASS communication materials as well as the U-PASS web site.
Reporting on the percentage of respondents who stated their satisfaction with the U-PASS program, there is a significant decrease from 2002 in the percentage of UW students, staff and faculty who are “very satisfied” with the program (66% in 2002 down to 62% in 2004).

Another interesting observation is the proportion of non-response to this question. Although not represented in the chart, over one in eight respondents (13%) did not state their opinion about the U-PASS program. The rate of non-response in 2002 was one in ten (10%).

The level of non-response was understandably higher among non-U-PASS holders (47%). Given the higher incidence of U-PASS holders among those who completed the online survey, there is also a disproportionate amount of non-response in the online survey. Since the proportion of online surveys increased in 2004 over 2002, this may account for the increased level of non-response about the overall satisfaction with the U-PASS program.
Price Sensitivity to Limited-Use Bus Pass

**Table 35: Reasonable Cost of Limited-Use Bus Pass**

[BASE: All Respondents (n_w=1082)]

What Price Would You Consider Reasonable To Pay For A Quarterly Bus Pass That Would Allow You To Use Up To 10 Rides Per Month?

<table>
<thead>
<tr>
<th></th>
<th>Students n=521</th>
<th>Staff n=270</th>
<th>Faculty n=247</th>
<th>Total n(w)=1082</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>6%</td>
<td>8%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>$1-5</td>
<td>28%</td>
<td>14%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>$6-10</td>
<td>28%</td>
<td>27%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>$11-15</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>$16-20</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>$21-30</td>
<td>10%</td>
<td>11%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>$31-40</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>$41-50</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Over $50</td>
<td>&lt;1%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>(21%)</td>
<td>(35%)</td>
<td>(38%)</td>
<td>(27%)</td>
</tr>
</tbody>
</table>

Figure 39: Reasonable Cost of Limited-Use Bus Pass

[BASE: All Respondents (n_w=1094)]

The mean “reasonable” price offered by students ($12.91) is significantly lower than the price by staff ($17.89) or faculty ($15.92).

U-PASS holders are also more likely to want a lower price for this limited-use bus pass. The mean price among U-PASS holders is $13.70, compared to $17.30 offered by non-U-PASS holders.
In order to gauge the range of prices that respondents would be willing to pay for a limited-use bus pass, they were asked what price such a pass would be considered expensive but still accessible and attractive to them.

The non-response rate for this question is similarly high (21% of students, 36% of staff and 40% of faculty).

| What Price Would You Consider Expensive But Would Still Be Willing To Pay For A Quarterly Bus Pass That Would Allow You To Use Up To 10 Rides Per Month? |
|---------------------------------|--|--|--|--|
| $0                              | Students n=518 | Staff n=267 | Faculty n=239 | Total n(w)=1072 |
| $1-5                            | 2%             | 6%           | 7%             | 10%           |
| $6-10                           | 11%            | 7%           | 12%            | 22%           |
| $11-15                          | 18%            | 12%          | 16%            | 33%           |
| $16-20                          | 12%            | 16%          | 12%            | 22%           |
| $21-30                          | 14%            | 16%          | 18%            | 37%           |
| $31-40                          | 11%            | 10%          | 9%             | 20%           |
| Over $50                        | 2%             | 13%          | 7%             | 5%            |
| Mean                            | $19.44         | $27.73       | $23.84         | $21.84        |
| Don't know (Not included in total %) | (21%)         | (36%)        | (40%)          | (27%)         |

The mean “expensive” price offered by students ($19.44) is significantly lower than the price by staff ($27.73) or faculty ($23.84).

U-PASS holders also lower the threshold of what they consider “expensive” for a limited-use bus pass. The mean “expensive” price among U-PASS holders is $20.70, compared to $26.90 offered by non-U-PASS holders.
Figure 41 illustrates the price indifference point, where an equal number feel the price for a limited-use pass is “reasonable” as feel it is “expensive”.

Among all respondents, the Indifference Price Point amounts to $14.

The relatively high level of price indifference (40%) suggests a low level of price consciousness. Priced any lower, and the value is undercutting what 40% are willing to pay; conversely, if it is priced any higher, than 40% are going to say it is too expensive.

It is interesting to note that a very significant portion of respondents (30%) feel that less than $5 is a reasonable (expected) price to pay for a limited use bus pass.
(H36C) Respondents were asked what price they would consider too expensive to pay for a limited-use bus pass. The prohibitive cost point is the price at which potential consumers drop out of the market.

The non-response rate for this question is also high, but has declined somewhat from the previous question (21% of students, 32% of staff and 38% of faculty). It may be the case that more respondents understand the notion of “too expensive” from a consumer’s point of view.

### Table 37: Prohibitive Cost of Limited Use Bus Pass

| What Price Would You Consider Too Expensive To Pay For A Quarterly Bus Pass That Would Allow You To Use Up To 10 Rides Per Month? |
|---|---|---|---|
| Students | Staff | Faculty | Total |
| n=521 | n=281 | n=249 | n(w)=1094 |
| $0 | 1% | 3% | 4% | 2% |
| $1-5 | 4% | 4% | 7% | 5% |
| $6-10 | 14% | 8% | 9% | 12% |
| $11-15 | 19% | 10% | 9% | 16% |
| $16-20 | 16% | 16% | 14% | 16% |
| $21-30 | 16% | 16% | 20% | 16% |
| $31-40 | 13% | 10% | 10% | 12% |
| $41-50 | 11% | 13% | 12% | 12% |
| Over $50 | 5% | 19% | 15% | 10% |
| Mean | $26.25 | $36.94 | $34.48 | $29.66 |
| Don’t know | (21%) | (32%) | (38%) | (26%) |

The mean “exorbitant” price for students ($26.25) is also significantly lower than the price for staff ($36.94) or faculty ($34.48).

The mean “exorbitant” price among U-PASS holders is $28.10, compared to $36.90 offered by non-U-PASS holders.
The intersection of the “exorbitant” and the “not expensive” curves is the point of marginal expensiveness. This is the pricing point at which the number of people who feel a limited-use bus pass would be too expensive is the same as the number who feel the price is “not expensive.”

The “not expensive” curve is the reverse cumulative “expensive” curve. That is, if 30% feel that $10 is “expensive”, then 70% feel that $10 is “not expensive”. The “not expensive” point is to be distinguished from the price at which people say this item would be “reasonable”.

Among all respondents, the point of marginal expensiveness is $20.

- The most revealing findings from the price sensitivity measurement of a limited-use bus pass are the low price awareness and low price consciousness. Nearly a third of respondents did not know what value to assign to this type of product. As well, having a bus-pass that offered a fixed number of rides vs. an unlimited number of rides amounted to asking respondents: “would you be willing to pre-pay for your bus rides?” Because this option had limited value to many respondents, there is strong reason to believe the risk of pre-pay may have driven the expected, expensive and exorbitant price points down.
U-PASS Information and - Communications

U PASS Media Awareness

Table 38: Awareness of U-PASS Communication and Information Materials

<table>
<thead>
<tr>
<th>Have you seen or read…?</th>
<th>Students n=657</th>
<th>Staff n=410</th>
<th>Faculty n=394</th>
<th>Total n(w)=1424</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Informational Brochure Called the U-PASS Ultimate Guide to Getting to Campus?</td>
<td>75%</td>
<td>76%</td>
<td>65%</td>
<td>74%</td>
</tr>
<tr>
<td>Ads about the U-PASS in the UW Daily?</td>
<td>35%</td>
<td>38%</td>
<td>30%</td>
<td>35%</td>
</tr>
<tr>
<td>The newsletter called the U-Commute News? *</td>
<td>(n/a)</td>
<td>38%</td>
<td>28%</td>
<td>35%</td>
</tr>
</tbody>
</table>

(H27-H30) Respondents were asked about their awareness of a number of communications and information materials pertaining to U-PASS.

A majority (74% overall) report awareness of the information brochure entitled “The U-PASS Ultimate Guide to Getting to Campus.” The level of awareness of the brochure is significantly lower among UW faculty members (65%) than among students (75%) or staff (76%).

Staff members are significantly more likely than faculty to have recalled ads about the U-PASS in the UW Daily (38%, compared to 30%) or to have seen the newsletter called the U-Commute News (38% compared to 28%).

U-PASS holders are significantly more likely than non-U-PASS holders to be aware of all three communications and information forms about the U-PASS.

Those who had seen the “U-PASS Ultimate Guide to Getting to Campus” were asked if they had referred to it. Of those, one in four (26%) say they had. A far larger proportion of U-PASS holders referred to the guide (27%, compared to 17% of non-U-PASS holders).
Tracking the awareness of U-PASS communications and information materials over the past eight years, there has been a net decline in the level of awareness for all three communications tools.

Readership of the U-Commute News among employees has declined significantly, from a high of 58% in 1998 down to 45% in 2002 and 35% in 2004.

There has also been a significant decrease in the level of awareness from 2002 to 2004 in the U-PASS User’s Guide (now called the Ultimate Guide to Getting to Campus).

Although the difference from the previous survey wave does not mark a significant decrease, the level of awareness of the U-PASS ads in the UW Daily continues the downward trend observed since 1996.
U-PASS Web Site Awareness

(H31) On a more positive note, there are an increasing number of students, staff and faculty who are aware the U-PASS has a web site. From 2002 to 2004, the percentage who are aware of the U-PASS web site increased from thirty-five percent (35%) to forty-five percent (45%).

As was the case in the previous survey wave, UW staff members are significantly more likely than faculty or students to report awareness of the U-PASS web site (60%, compared to 45% and 39%, respectively).

(H32) The number of visits to the U-PASS web site (among those aware of it) is generally divided in thirds: those who have never visited it (36%), those who have visited once or twice (42%) and those who have had multiple visits to the site (23%) in the past year. The mean number of yearly visits is 2.15.
Of those aware of the U-PASS web site, U-PASS holders visit the site more than twice as often as non-U-PASS holders (2.39 compared to 1.13).

(H33) A majority of visitors to the U-PASS web site found it initially from the UW home page (55%). Another one in four (25%) found the site from a brochure, newsletter, poster, ad or email. One in ten (10%) used a web search engine.

Compared to 2002, the proportion who found the U-PASS web site from the UW home page is down (61% in 2002), replaced by an increase who used web search methods (10% in 2004, 3% in 2002).
Table 40: Usage of U-PASS Web Site
[BASE: Respondents Visited Web Site (n=385)]

(H34) The type of information respondents were looking for on the U-PASS web site varied somewhat whether or not they had a current U-PASS. These differences, however, are not statistically significant due to the smaller sample size of non-U-PASS holders.

This question was also formulated as an open-ended question and allowed for multiple responses.

The most frequently-mentioned reason for visiting the U-PASS web site is to get information on the features and benefits of U-PASS (54%)

What Information Were You Looking For On The U-PASS Web Site?

<table>
<thead>
<tr>
<th></th>
<th>U-PASS n(w)=333</th>
<th>No U-PASS n(w)=52</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are U-PASS Benefits/ Features</td>
<td>55%</td>
<td>47%</td>
</tr>
<tr>
<td>How to Purchase a U-PASS/ Cost</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>Bus Routes/ Schedules</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>Transportation Options</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Parking Discounts</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Where to Use the U-PASS</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>How to Use the U-PASS</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>9%</td>
</tr>
</tbody>
</table>

- Those who visited the U-PASS web site were also searching for information on how to purchase a U-PASS or the cost of a U-PASS (37% overall, 44% among non-U-PASS holders).
- Another thirty-six percent of U-PASS web site visitors were looking for bus schedules and routes. The primary interest for this information was among U-PASS holders.
- Other information searched on the U-PASS website includes: transportation options (20%), parking discounts (18%), specifically where to use the U-PASS (13%) and how to use the U-PASS (10%).
(H38-H46) Respondents were asked to rate a series of distribution options to make transportation information available to them. Tracking the results from 2002 reveals very little change in either the magnitude or the ranking of the usefulness of nine distribution options.

At the top of the ranking is a web site, deemed by a strong majority of respondents (84%) to be “somewhat” or “very useful” to them. Falling slightly below is an email list serve, where subscribers would be sent pertinent traffic and commuting information (68% say it would be “somewhat” or “very useful”).

A similar proportion rate email messages (58%) and brochures displayed at central locations on Campus (58%) as useful.

Just over one in two respondents rate brochures in the mail (53%) and fliers posted in the department (52%) as useful.

Further down the list of options are transportation fairs (44% indicate “very” or “somewhat” useful). Fewer than half (43%) of staff and faculty rate a commuter information resource person as useful for making transportation information available to them.

Finally, there has been a significant decline in the percentage of respondents who feel that ads in the UW daily would be a useful means of making transportation information available (33% in 2004, down from 39% in 2002).
Respondent Profiles

Demographics

Employment Status: Students

Figure 47: Student Employment

[BASE: All Students (n=651)]

(K05-K06) Over half of students (58%) report being employed, of which a substantial portion (23% of all students) are employed by the UW.

(K07) Two in five employed students (41%) work in the U-District and a further fifteen percent (15%) are employed in downtown Seattle. The remaining – and largest – share of employed students (44%) works in other locations.
Geographic Location

Table 41: Home Geographic Location

[BASE: All Respondents (n=1422)]

(K10) Most respondents to the survey reside in King County (84% overall). In particular, the highest concentrations of students and faculty are found in Seattle, north of the ship canal and east of I-5 (45% of students, 38% of faculty from the sample). Staff members are more evenly distributed between the aforementioned area (22%), north Seattle west of I-5 (19%) and south Seattle (18%).

<table>
<thead>
<tr>
<th>What is your home zip code?</th>
<th>Students n=627</th>
<th>Staff n=409</th>
<th>Faculty n=393</th>
<th>Total n(w)=1422</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County (net)</td>
<td>85%</td>
<td>78%</td>
<td>90%</td>
<td>84%</td>
</tr>
<tr>
<td>North of Ship Canal, East of I-5</td>
<td>45%</td>
<td>22%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>North of Ship Canal, West of I-5</td>
<td>11%</td>
<td>19%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Seattle, South of Ship Canal</td>
<td>15%</td>
<td>18%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>East King County</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>South King County</td>
<td>7%</td>
<td>9%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Snohomish County</td>
<td>7%</td>
<td>14%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Counties</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Also, a larger proportion of staff members reside in other counties, particularly in Snohomish County (14%).

The distinctions between U-PASS and non-U-PASS holders are largely explained by the preponderance of students among U-PASS holders.

<table>
<thead>
<tr>
<th>U-PASS n(w)=1136</th>
<th>No U-PASS n(w)=282</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County (net)</td>
<td>83%</td>
</tr>
<tr>
<td>North of Ship Canal, East of I-5</td>
<td>40%</td>
</tr>
<tr>
<td>North of Ship Canal, West of I-5</td>
<td>13%</td>
</tr>
<tr>
<td>Seattle, South of Ship Canal</td>
<td>16%</td>
</tr>
<tr>
<td>East King County</td>
<td>7%</td>
</tr>
<tr>
<td>South King County</td>
<td>7%</td>
</tr>
<tr>
<td>Snohomish County</td>
<td>10%</td>
</tr>
<tr>
<td>Other Counties</td>
<td>7%</td>
</tr>
</tbody>
</table>
Access to Vehicles

(K02-K03) Nearly all respondents indicate they have a driver’s license (96% overall). As well, a very large proportion has access to a car (87%). The gap between having a driver’s license and having access to a car is largest among students (12 percentage points), as well as among U-PASS holders (11 percentage points).

(K04) Respondents who live within five miles of campus were asked whether or not they have a bicycle. The tally of bicycle owners also included those who reported commuting to UW by bicycle. Overall, three in five (61%) report they own or have access to a bicycle. This proportion is higher among faculty and staff members (72% and 70%, respectively) than among students (57%).
### Demographic Characteristics

**Table 42: Demographic Characteristics**  
[BASE: All Respondents]

<table>
<thead>
<tr>
<th>Age</th>
<th>Students n=649</th>
<th>Staff n=407</th>
<th>Faculty n=394</th>
<th>Total n(w)=1451</th>
<th>U-PASS n(w)=(1161)</th>
<th>No U-PASS n(w)=286</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19</td>
<td>22%</td>
<td>&lt;1%</td>
<td>-</td>
<td>14%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>20-24</td>
<td>38%</td>
<td>6%</td>
<td>-</td>
<td>25%</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
<td>25%</td>
<td>22%</td>
<td>27%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>35-44</td>
<td>6%</td>
<td>22%</td>
<td>26%</td>
<td>13%</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>45-64</td>
<td>5%</td>
<td>44%</td>
<td>45%</td>
<td>20%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>65+</td>
<td>1%</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Mean Age</td>
<td>25.4</td>
<td>41.9</td>
<td>45.5</td>
<td>32.0</td>
<td>30.5</td>
<td>38.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Students n=647</th>
<th>Staff n=413</th>
<th>Faculty n=397</th>
<th>Total n(w)=1456</th>
<th>U-PASS n(w)=1160</th>
<th>No U-PASS n(w)=291</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43%</td>
<td>37%</td>
<td>57%</td>
<td>43%</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
<td>63%</td>
<td>43%</td>
<td>57%</td>
<td>58%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Appendix

Weighting

Northwest Research Group completed a total of 1,472 interviews – 657 interviews with students, 414 interviews with staff, and 401 interviews with faculty. The data were then weighted to reflect the actual proportions in the overall UW population. This weighting process does not change the total sample size.

The final data from the base survey and the proportions of each group in the UW database are shown below. The weight is calculated by dividing the population proportion for each group by its proportion of interviews.

<table>
<thead>
<tr>
<th>Group</th>
<th>UW Population</th>
<th>(%) of Population</th>
<th>Interviews</th>
<th>% of Interviews</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>40,619</td>
<td>62%</td>
<td>657</td>
<td>45%</td>
<td>1.384822</td>
</tr>
<tr>
<td>Staff</td>
<td>17,887</td>
<td>27%</td>
<td>414</td>
<td>28%</td>
<td>0.967759</td>
</tr>
<tr>
<td>Faculty</td>
<td>7,211</td>
<td>11%</td>
<td>401</td>
<td>27%</td>
<td>0.402792</td>
</tr>
</tbody>
</table>

Telephone questionnaire

NWRG Survey Instrument Style Conventions:
1) Text in ALL CAPS is not read to the respondent – these are generally interviewer instructions.
2) Text in parenthesis regardless of case is read to the respondent as necessary.
3) Text in sentence or lowercase is always read to the respondent.
4) Text in bold found in question text indicates interviewer emphasis.

SAMPLE DESIGNATION: STUDENT/ STAFF/ FACULTY

Screener

INTRO May I speak with [INSERT RESPONDENT NAME]?

Hello, my name is ______ calling on behalf of the University of Washington. (Today)/(Tonight) we are conducting a study about transportation to and from campus.

1 CONTINUE WITH RESPONDENT
2 RESPONDENT NOT AVAILABLE – SCHEDULE CALLBACK
3 REFUSED [SKIP TO THANK8 – DISPOS = 8]

SCR1 Our records indicate that you are a [(student attending classes)/ (staff member working at UW-owned or leased buildings in the U-District) / (faculty member working at UW-owned or leased buildings in the U-District)]. Is that correct?

1 YES [NOTE:RESPONDENT MAY BE ANOTHER CATEGORY ALSO [SKIP TO A01 IF FACULTY/STAFF, SKIP TO A03 IF STUDENT]
NO [GO TO SCR2 TO ENTER RESPONDENT-IDENTIFIED CATEGORY]

NO NOT CURRENTLY WORKING OR ATTENDING UW [SKIPTO THANK1 – DISPOS = 14]

NOT ON UW CAMPUS OR IN U-DISTRICT [SKIPTO THANK2 – DISPOS = 15]

DON’T KNOW [SKIPTO THANK8 – DISPOS = 8]

REFUSED [SKIPTO THANK8 – DISPOS = 8]

SCR2 ENTER RESPONDENT-IDENTIFIED DESIGNATION (R)
[NOTE TO INTERVIEWERS: RESPONDENT WILL CONTINUE TO BE ADMINISTERED THE QUESTIONNAIRE ACCORDING TO THE SAMPLE DESIGNATION OF STUDENT, STAFF OR FACULTY]

1 STUDENT(R)
2 STAFF(R)
3 FACULTY(R)

QAL THANK3

IF (SCR1 = 1) STUDENT = 1, N=600
IF (SCR1 = 2) STAFF = 1, N=400
IF (SCR1 = 3) FACULTY = 1, N=400
IF (SCR1 = 4) DEFAULT TO SAMPLE DESIGNATION
IF (SCR1 = 5) DEFAULT TO SAMPLE DESIGNATION

GENERAL COMMUTING BEHAVIOR – ALL RESPONDENTS

A01 [ASK IF FACULTY OR STAFF = 1] Do you usually work 35 or more hours per week for the UW in a position intended to last 12 months or more?

1 YES
2 NO
8 DON’T KNOW
9 REFUSED

A02 [ASK IF FACULTY OR STAFF = 1] 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?

[IF NOT 5 DAYS PER WEEK, CLARIFY SCHEDULE IF THEY SAY THEY DO NOT WORK ON CAMPUS, ASK IF THEY WORK IN THE U-DISTRICT. IF YES, RE-ASK QUESTION]

1 (1 day per week)
2 (2 days per week)
3 (3 days per week)
4 (4 days per week)
5 (5 days per week)
6 (6 days per week)
7 (7 days in 2 weeks)
8 (9 days in 2 weeks)
10 (Varies/Never the same)
11 OTHER: SPECIFY:
97 DO NOT WORK IN THE U DISTRICT
98 DON’T KNOW
99 REFUSED
A03  Do you **eliminate** traveling to the UW at least one “day” every other week because you [IF STUDENT = 1, SHOW “study” / IF FACULTY or STAFF =1, SHOW “work”] from home or telecommute?

    [IF NEEDED: Telecommuting is when you work or take classes from home, at a telecommute center or at a satellite office less than one-half as far from your home as your usual work/school location.]
    1  YES  [SKP TO A05]
    2  NO [SKP TO A05]
    8  DON’T KNOW [SKP TO A05]
    9  REFUSED [SKP TO A05]

A04  In the past **two** Monday through Friday work weeks, how many “days” did you not travel to campus because you [IF STUDENT = 1, SHOW “studied” / IF FACULTY or STAFF =1, SHOW “worked”] from home or telecommuted?

    __  ENTER NUMBER OF DAYS
    00  NONE, ZERO
    98  DON’T KNOW / NOT SURE
    99  REFUSED

A05  One way, how many miles do you commute from home to the UW campus?

    [IF DON’T KNOW, PROBE: Just give me your best estimate.]
    ____  ENTER ONE-WAY MILES
    000  LESS THAN 1 MILE
    998  DON’T KNOW / NOT SURE
    999  REFUSED

A06  [SKP IF FACULTY / STAFF; SKP IF A05>10] Do you live. . .

    1  In UW housing in the U-District, [SKP TO A08]
    2  In UW housing outside the U-District, [SKP TO A08]
    3  In a fraternity or sorority, [SKP TO A08]
    4  Or in other housing?
    8  DON’T KNOW [SKP TO A08]
    9  REFUSED [SKP TO A08]

A07  [SKP IF FACULTY / STAFF] [ASK IF A06=4 or A05>10] Did you move to that location because you are attending the UW?

    1  YES
    2  NO
    8  DON’T KNOW
    9  REFUSED

A08  During the last Monday through Friday week of classes, how many days did you go to the University District to work, attend classes or study at the University of Washington?

    1  (None) [SKP TO A22]
    2  (One)
    3  (Two)
    4  (Three)
A09 During that same Monday through Friday, how many days did you arrive [IF STUDENT = 1, SHOW “on campus” / IF FACULTY/STAFF = 1, SHOW “at work”] between 6 and 9 a.m.? 

[IF A09 > A08 REASK]

1 (None)
2 (One)
3 (Two)
4 (Three)
5 (Four)
6 (Five)
8 DON’T KNOW
9 REFUSED

A10 Last week, what time did you typically arrive [IF STUDENT = 1, SHOW “on campus” / IF FACULTY/STAFF = 1, SHOW “at work”]? 


9997 VARIES [SKIPTO A12]
9998 DON’T KNOW [SKIPTO A12]
9999 REFUSED [SKIPTO A12]

A11 [ENTER ‘1’ FOR AM OR ‘2’ FOR PM]

1 AM
2 PM

A12 During the last Monday through Friday week of classes, how many days did you leave [IF STUDENT = 1, SHOW “campus” / IF FACULTY/STAFF = 1, SHOW “work”] between 3 and 6 p.m.? 

1 (None)
2 (One)
3 (Two)
4 (Three)
5 (Four)
6 (Five)
8 DON’T KNOW
9 REFUSED

A13 What type of transportation did you take "most often" to get to the UW campus last week?
A14  During the last Monday through Friday week of classes, how many days did you commute to the UW by [SHOW A13 RESPONSE]?

1  (One)
2  (Two)
3  (Three)
4  (Four)
5  (Five)
8  DON'T KNOW
9  REFUSED

[CALCULATE (A08 – A14) = SEC]
[IF (SEC<0), REASK A14]
[IF (SEC = 0) SKIPTO A22] ELSE CONTINUE

A15  How did you commute to the UW on the other [SEC] days?

[IF MORE THAN 2 MODES IN ONE DAY, SAY: Which one covered the MOST miles?]  
[IF CARPOOL, PROBE: Is that with at least one other person 16 or older? IF NO, CODE 01, DRIVE ALONE.]
[IF BUS, PROBE: Is that Metro, Community Transit or Sound Transit?]  
[IF SEATTLE EXPRESS, USE CODE 6]
[IF CAR: Did you drive alone or with at least one other person age 16 or older?]  
[IF FERRY: What type of transportation did you take to the ferry terminal?]  

[PROGRAMMER NOTE: CLEAR A13 RESPONSE]  

NOTE: WILL NOT ALLOW DUPLICATE RESPONSE FROM PREVIOUS QUESTION

1  (Drive alone)
2  (Carpool (2 or more adults))
3  (Vanpool)
4  (Riding Metro)
A16 During the last Monday through Friday week of classes, how many days did you commute to the UW by [SHOW A15 RESPONSE]?
1 (One)
2 (Two)
3 (Three)
4 (Four)
5 (Five)
8 DON'T KNOW [SKIP TO A22]
9 REFUSED [SKIP TO A22]
CALCULATE [A08 – (A16 + A14) = SUB]
[IF SUB = 0 SKIP TO A22] ELSE CONTINUE

A17 How did you commute to the UW on the other [SHOW SUB] days?
[IF MORE THAN 2 MODES IN ONE DAY, SAY: Which one covered the MOST miles?] [IF CARPOOL, PROBE: Is that with at least one other person 16 or older? IF NO, CODE 01, DRIVE ALONE.] [IF BUS, PROBE: Is that Metro, Community Transit or Sound Transit?] [IF SEATTLE EXPRESS, USE CODE 6] [IF CAR: Did you drive alone or with at least one other person age 16 or older?] [IF FERRY: What type of transportation did you take to the ferry terminal?] [PROGRAMMER NOTE: CLEAR A13 & A15 RESPONSES]
NOTE: WILL NOT ALLOW DUPLICATE RESPONSE FROM PREVIOUS QUESTION
1 (Drive alone)
2 (Carpool (2 or more adults))
3 (Vanpool)
4 (Riding Metro)
5 (Riding Community Transit (CT))
6 (Riding Sound Transit (ST) buses)
7 (Riding the Train (Sounder Commuter rail))
8 (Motorcycling/Moped)
9 (Bicycling)
10 (Walking)
11 OTHER (SPECIFY:)
98 DON'T KNOW / NOT SURE [SKIP TO A22]
99 REFUSED [SKIP TO A22]

A18 During the last Monday through Friday week of classes, how many days did you commute to the UW by [SHOW A17 RESPONSE]?
1 (One)
2 (Two)
3 (Three)
4 (Four)
5  (Five)
8  DON'T KNOW [SKIP TO A22]
9  REFUSED [SKIP TO A22]
CALCULATE [A08 – (A18 + A16 + A14) = SUB1]
[IF SUB1 = 0 SKIP TO A22] ELSE CONTINUE

A19  How did you commute to the UW on the other [SHOW SUB1] days?
[IF MORE THAN 2 MODES IN ONE DAY, SAY: Which one covered the MOST miles?]
[IF CARPOOL, PROBE: Is that with at least one other person 16 or older? IF NO, CODE 01, DRIVE ALONE.]
[IF BUS, PROBE: Is that Metro, Community Transit or Sound Transit?]
[IF SEATTLE EXPRESS, USE CODE 6]
[IF CAR: Did you drive alone or with at least one other person age 16 or older?]
[IF FERRY: What type of transportation did you take to the ferry terminal?]

[PROGRAMMER NOTE: CLEAR A13 & A15 & A17 RESPONSES]
NOTE: WILL NOT ALLOW DUPLICATE RESPONSE FROM PREVIOUS QUESTION
1  (Drive alone)
2  (Carpool (2 or more adults))
3  (Vanpool)
4  (Riding Metro)
5  (Riding Community Transit (CT))
6  (Riding Sound Transit (ST) buses)
7  (Riding the Train (Sounder Commuter rail))
8  (Motorcycling/Moped)
9  (Bicycling)
10 (Walking)
11 OTHER (SPECIFY:)
98  DON'T KNOW / NOT SURE [SKIP TO A22]
99  REFUSED [SKIP TO A22]

A20 During the last Monday through Friday week of classes, how many days did you commute to the UW by [SHOW A19 RESPONSE]?  
1  (One)
2  (Two)
3  (Three)
4  (Four)
5  (Five)
8  DON'T KNOW [SKIP TO A22]
9  REFUSED [SKIP TO A22]

CALCULATE [A08– (A20 + A18 + A16 + A14) = SUB2]
[IF SUB2 = 0 SKIP TO A22] ELSE CONTINUE

A21  How did you commute to the UW on the other [SHOW SUB2] days?
[IF MORE THAN 2 MODES IN ONE DAY, SAY: Which one covered the MOST miles?]  
[IF CARPOOL, PROBE: Is that with at least one other person 16 or older? IF NO, CODE 01, DRIVE ALONE.]  
[IF BUS, PROBE: Is that Metro, Community Transit or Sound Transit?]  
[IF SEATTLE EXPRESS, USE CODE 6]  
[IF CAR: Did you drive alone or with at least one other person age 16 or older?]  
[IF FERRY: What type of transportation did you take to the ferry terminal?]  

NOTE: WILL NOT ALLOW DUPLICATE RESPONSE FROM PREVIOUS QUESTION  
[PROGRAMMER NOTE: CLEAR A13 & A15 & A17 & A19 RESPONSES]  

1  (Drive alone)  
2  (Carpool (2 or more adults))  
3  (Vanpool)  
4  (Riding Metro)  
5  (Riding Community Transit (CT))  
6  (Riding Sound Transit (ST) buses)  
7  (Riding the Train (Sounder Commuter rail))  
8  (Motorcycling/Moped)  
9  (Bicycling)  
10  (Walking)  
11  OTHER (SPECIFY:)  
98  DON'T KNOW / NOT SURE [SKIP TO A22]  
99  REFUSED [SKIP TO A22]  

A22  Do you have a current U-PASS?  
1  YES [SKIP TO A24]  
2  NO [SKIP TO A24]  
8  DON'T KNOW [SKIP TO A25]  
9  REFUSED [SKIP TO A25]  

A23  Did you purchase the U-PASS or did you receive a complimentary U-PASS with your parking permit?  
1  PURCHASED U-PASS / CAME WITH REGISTRATION / PART OF TUITION  
2  RECEIVED WITH PARKING PERMIT  
3  OTHER (SPECIFY:)  
8  DON'T KNOW / DON'T REMEMBER  
9  REFUSED  

A24 [SKIP IF A22 = 1] Why don’t you have a U-PASS?  
[OPEN END]  
[PROBE AND CLARIFY]  

A25 [SKIP IF (A13 & A15 & A17 & A19 & A21) <> 4] When you took the bus to the UW last week, how did you get to your bus? Did you...  

[READ OPTIONS 1 – 5] [SELECT ALL THAT APPLY]  
1  Drive to a park and ride lot/ transit center  
2  Drive closer to the University and catch a bus,  
3  Get dropped off at the bus stop or park and ride,  
4  Walk directly to the bus stop,  
5  Or did you use some other way? (SPECIFY)  
8  DON'T KNOW  
9  REFUSED  

METRO RIDERS  

B01 [ASK IF (A13 & A15 & A17 & A19 & A21) <> 4] Have you taken any rides on Metro buses in the
last week?

1  YES
2  NO  [SKIP TO C01]
8  DON'T KNOW  [SKIP TO C01]
9  REFUSED  [SKIP TO C01]

B02  I'm going to ask you about the number of rides you took on Metro last week. Count a round trip as
     two rides. Transfers between Metro buses count as only one ride. Don't count rides taken entirely
     within the downtown ride free area.

     [PRESS ANY KEY TO CONTINUE]

B03  Last week, how many Metro bus rides did you take Monday through Friday?
     [IF DON'T KNOW/NOT SURE, SAY: Just give me your best estimate.]

     __  ENTER NUMBER OF BUS RIDES
     00  NONE
     98  DON'T KNOW
     99  REFUSED

B04  How many Metro bus rides did you take last Saturday?
     [IF DON'T KNOW/NOT SURE, SAY: Just give me your best estimate.]

     __  ENTER NUMBER OF BUS RIDES
     00  NONE
     98  DON'T KNOW
     99  REFUSED

B05  How many Metro bus rides did you take last Sunday?
     [IF DON'T KNOW/NOT SURE, SAY: Just give me your best estimate.]

     __  ENTER NUMBER OF BUS RIDES
     00  NONE
     98  DON'T KNOW
     99  REFUSED

**[CALCULATE, SUM = B03+B04+B05]**

B06  How many of those [SHOW SUM] rides you took last week included getting to or from the UW campus
     area?

     __  ENTER NUMBER OF BUS RIDES
     00  NONE
     98  DON'T KNOW
     99  REFUSED

B07  How many of those [SHOW SUM] rides you took last week included a transfer between a Metro bus
     and another transit agency's buses or trains?
     [IF NEEDED: Other transit agencies include Community Transit, Pierce Transit, Sound Transit or
     Sounder Commuter Rail.]

     __  ENTER NUMBER OF BUS RIDES
     00  NONE  [SKIP TO B09]
     98  DON'T KNOW  [SKIP TO B09]
B08  How many of those [SHOW # FROM B07] transfers last week were with Sound Transit buses or Sounder Commuter Rail?

__ ENTER NUMBER OF TRANSFERS
00  NONE
98  DON'T KNOW
99  REFUSED

B08A  How many of those [SHOW # FROM B07] transfers last week were with Community Transit buses?

[IF NEEDED: That is the Snohomish County Bus system.]

__ ENTER NUMBER OF TRANSFERS
00  NONE
98  DON'T KNOW
99  REFUSED

B09  How many of those [SHOW SUM] rides you took last week included a transfer between Metro buses?

__ ENTER NUMBER OF BUS RIDES
00  NONE
98  DON'T KNOW
99  REFUSED

B10  When you ride Metro buses, how do you usually pay your fare?

[IF "PASS", PROBE: Is that a U-PASS or another type of pass?]  [DO NOT READ LIST]
1  U-PASS
2  ANOTHER TYPE OF PASS (PUGET PASS, FLEX PASS)
3  TICKETS
4  CASH (BILLS OR COINS)
5  ANY COMBINATION
6  OTHER (SPECIFY:)
8  DON'T KNOW / NOT SURE
9  REFUSED

B11  Overall, how satisfied are you with Metro's bus service? Would you say you are satisfied or dissatisfied?

PROBE: Would that be very or somewhat (satisfied)/(dissatisfied)?
1  VERY SATISFIED
2  SOMewhat SATISFIED
3  SOMEWHAT DISSATISFIED
4  VERY DISSATISFIED
5  NO OPINION
8  DON'T KNOW
9  REFUSED

COMMUNITY TRANSIT RIDERS

C01  [ASK IF A13 & A15 & A17 & A19 & A21 <> 5] Have you taken any rides on Community Transit buses in the last week?
C02 Last week, how many rides did you take on Community Transit? Please count a round trip as two rides, and transfers between buses count as only one ride.

[IF DON'T KNOW/NOT SURE, SAY: Just give me your best estimate.]

__ ENTER NUMBER OF BUS RIDES
00 NONE [SKIP TO D01]
98 DON'T KNOW [SKIP TO D01]
99 REFUSED [SKIP TO D01]

C03 How many of those [SHOW C02 RESPONSE] rides you took last week included getting to or from the UW campus area?

__ ENTER NUMBER OF BUS RIDES
00 NONE
98 DON'T KNOW
99 REFUSED

C04 [IF C02 NE C03] How many of those [SHOW C02 RESPONSE] rides were on Community Transit's local service entirely within Snohomish County?

__ ENTER NUMBER OF BUS RIDES
00 NONE
98 DON'T KNOW
99 REFUSED

SOUND TRANSIT RIDERS

D01 [ASK IF A13 & A15 & A17 & A19 & A21 <> 6] In the last week, have you taken any rides on Sound Transit's Express buses?

[IF NEEDED: That is the buses with the blue waves.]

1 YES
2 NO [SKIP TO E01]
8 DON'T KNOW [SKIP TO E01]
9 REFUSED [SKIP TO E01]

D02 Last week, how many rides did you take on Sound Transit's Express buses? Please count a round trip as two rides and transfers between Sound Transit buses as only one ride.

[IF DON'T KNOW/NOT SURE, SAY: Just give me your best estimate.]

ENTER NUMBER OF BUS RIDES
00 NONE [SKIP TO E01]
98 DON'T KNOW [SKIP TO E01]
99 REFUSED [SKIP TO E01]

D03 How many of those [SHOW D02 RESPONSE] rides you took last week were part of your commute to or from the UW campus area?
D04 How many of those [SHOW D02 RESPONSE] rides you took last week included a transfer between a Sound Transit bus and another transit agency's bus?

[IF NEEDED: Other transit agencies include Metro, Community Transit, or Pierce Transit.]

D05 Overall, how satisfied are you with Sound Transit's bus service? Would you say you are satisfied or dissatisfied?

PROBE: Would that be very or somewhat (satisfied)/(dissatisfied)?

SOUNDER RIDERS

E01 [ASK IF A13 & A15 & A19 & A21 <> 7] In the last week, have you taken any rides on the Sounder Commuter Train?

[IF NEEDED: That is the regional transit system that provides commuter rail service between Tacoma or Everett and downtown Seattle.]

E02 Last week, how many rides did you take on the Sounder Commuter Train? Please count a round trip as two rides.

E03 How many of those [SHOW E02 RESPONSE] rides you took last week were part of your commute to or from the UW campus area?

E04 How many of those [SHOW E02 RESPONSE] rides you took last week included a transfer between a Sounder Train and a bus?
[IF NEEDED: The bus could have been operated by Metro, Community Transit, Pierce Transit or Sound Transit.]

ENTER NUMBER OF BUS RIDES
00 NONE
98 DON'T KNOW
99 REFUSED

E05 Which agency’s buses did you transfer to or from when riding the Sounder last week?

[ACCEPT UP TO TWO RESPONSES]
1 Community Transit
2 Metro
3 Pierce Transit
4 Sound Transit
5 OTHER (SPECIFY)
8 DON'T KNOW
9 REFUSED

CARPOOLERS only
IF [A08 = 1 OR (A13 & A15 & A17 & A19 & A21 <> 2)] SKIPTO G01

F01 When you carpooled last week, were you the driver or a passenger?

[IF BOTH, ASK: Which did you do most often?]
1 DRIVER
2 PASSENGER
3 BOTH EQUALLY
8 DON'T KNOW
9 REFUSED

F02 Including yourself, how many people 16 and older were typically in your carpool last week?

ENTER NUMBER OF PEOPLE 16 AND OLDER
98 DON'T KNOW
99 REFUSED

F03 Did all the carpool members go to UW-owned or leased buildings in the U-District?
1 YES [SKIP TO F05]
2 NO
8 DON'T KNOW [SKIP TO F05]
9 REFUSED [SKIP TO F05]

F04 Were others dropped off somewhere else other than at UW-owned or leased buildings in the U-District, or were you dropped off?

[ENTER UP TO 2 RESPONSES]
1 OTHERS DROPPED OFF ELSEWHERE
2 RESPONDENT DROPPED OFF AT UW
3 OTHER (SPECIFY:)
8 DON'T KNOW / NOT SURE
9 REFUSED

F05 Are you a member of a carpool with a UW plastic hang-tag parking permit?
1 YES
2 NO
8 DON'T KNOW
9 REFUSED

F06 [ASK IF F04 NE 2] When you carpooled to campus last week, where did you park?
[READ ALL OPTIONS] [SELECT ALL THAT APPLY]
1 On the street, [SKIP TO G01]
2 In a private or city lot or garage, [SKIP TO G01]
3 In the Montlake daily lot, / Student parking lot
4 In another university lot or garage, / underground, Odegaard, Padelford or Husky Stadium
5 Or somewhere else? [SPECIFY] [SKIP TO G01]
98 DON'T KNOW / NOT SURE
99 REFUSED [SKIP TO G01]

F07 Did you pay cash or did you get discounted parking with a U-PASS?
[SELECT UP TO 2 RESPONSES]
1 PAID CASH
2 DISCOUNTED PARKING WITH U-PASS / ID CARD
3 PARKING PERMIT
4 DEDUCTED FROM PAYCHECK
5 OTHER (SPECIFY:)
98 DON'T KNOW / NOT SURE
99 REFUSED

SOV COMMUTERS
IF [A08 = 1 or (A13 & A15 & A17 & A19 & A21 <> 1)] SKIPTO H01

G01 When you drove alone to campus last week, where did you park? Was it...
IF YES, PROBE: Did you park anywhere else?
[SELECT ALL THAT APPLY]
1 On the street
2 In a private or city lot or garage
3 In the Montlake daily pay lot
4 In another University lot or garage
5 Or somewhere else (SPECIFY:)
98 Don't Know
99 Refused

FACULTY/STAFF SOV COMMUTERS
SKIPTO G07INT IF STUDENT=1

G02 Do you have a current UW plastic hang tag parking permit for when you drive alone?
1 YES [SKIPTO G07INT]
2 NO
8 DON'T KNOW
9 REFUSED

G03 When you drove alone last week did you use an individual commuter ticket to park?
1 YES
2 NO [SKIPTO G05]
8 DON'T KNOW [SKIPTO G05]
9 REFUSED [SKIPTO G05]
G04 How many individual commuter tickets did you use last week?
1 (One)
2 (Two)
3 (Three)
4 (Four)
5 (Five)
8 DON'T KNOW
9 REFUSED

G05 When you drove alone last week, did you park in the West Campus Garage, using Pay Per Use Parking?
1 YES
2 NO [SKIPTO G07INT]
8 DON'T KNOW [SKIPTO G07INT]
9 REFUSED [SKIPTO G07INT]

G06 How many days did you park in the West Campus Garage, using Pay Per Use Parking, last week?
1 (One)
2 (Two)
3 (Three)
4 (Four)
5 (Five)
8 DON'T KNOW
9 REFUSED

ALL SOV COMMUTERS

G07INT Next you'll be asked some questions concerning possible reasons you drove alone to the campus.

You answered earlier that you drove to UW [SHOW NUMBER OF DAYS DROVE ALONE LAST WEEK] days last week.

**PROGRAMMER NOTE: The response to any single question in this series should not be greater than the # of days they drove alone to UW (A13 THROUGH A21)**

"CORRECT" EXAMPLE OF HOW RESPONDENT MIGHT ANSWER
# DAYS DROVE ALONE LAST WEEK: 3
# DAYS DROVE ALONE FOR CHILD CARE ACTIVITIES: 3
# DAYS DROVE ALONE FOR PERSONAL ERRANDS: 3
# DAYS DROVE ALONE FOR LUNCH: 2

"INCORRECT" EXAMPLE OF HOW RESPONDENT MIGHT ANSWER
# DAYS DROVE ALONE LAST WEEK: 3
# DAYS DROVE ALONE FOR CHILD CARE ACTIVITIES: 4
# DAYS DROVE ALONE FOR PERSONAL ERRANDS: 3
# DAYS DROVE ALONE FOR LUNCH: 2

*IN THIS "INCORRECT" EXAMPLE THEY RESPONDENT COULD NOT HAVE DRIVEN ALONE 4 DAYS FOR CHILD CARE ACTIVITIES BECAUSE THEY ONLY DROVE ALONE 3 DAYS LAST WEEK

[RANDOMIZE ORDER G08 – G12]

G08 During Monday through Friday of last week, how many days did you drive alone because you needed your car for child care activities on the way to or from or while in the U District?

G09 for personal errands on the way to or from or while in the U-District?

G10 for work errands on-campus?

G11 to travel to an off-campus work-site or off-campus meeting?
G12 to carry lots of stuff back and forth from home?

1  (None)
2  (One)
3  (Two)
4  (Three)
5  (Four)
6  (Five)
8  DON'T KNOW
9  REFUSED

FACULTY/STAFF SOV COMMUTERS
SKIP TO H01 IF STUDENT=1

G13 During Monday through Friday of last week, how many days did you drive alone because you needed your car for work errands off-campus?

1  (None)
2  (One)
3  (Two)
4  (Three)
5  (Four)
6  (Five)
8  DON'T KNOW
9  REFUSED

G14 Do you drive alone to the U-District because you want to have your car in case of a family emergency?

1  YES
2  NO
8  DON'T KNOW
9  REFUSED

G15 Do you drive alone to the U-District because you sometimes have irregular work hours?

1  YES
2  NO
8  DON'T KNOW
9  REFUSED

G16 INT I am going to read a list of ways that might make an alternative to driving alone more appealing to you. On a scale of 1 to 5, with 1 meaning “not at all likely” and 5 meaning “very likely,” how likely would each of the following be to make you use an alternative to driving alone:

[RANDOMIZE G17 – G23]

G17 (How likely would the following be to make you use an alternative to driving alone?)
An employer-provided car for work purposes during work hours . . .

G18 A low cost car, convenient to rent on lunch or breaks for personal errands . . .

G19 More flexible work hours to meet carpools, buses, etc. . . .

G20 Personalized help forming a carpool or vanpool . . .

G21 Personalized help finding bus times and routes . . .

G22 Better parking locations for carpools and worse parking locations for those who drive alone

G23 Showers for walkers and bicyclists . . .
U-PASS: ALL RESPONDENTS

H01 The U-PASS offers a variety of services. What U-PASS services are you aware of?

[DO NOT READ LIST] [PROBE: What other services are you aware of?]
[SELECT ALL THAT APPLY]

1 BUS PASS / FREE BUS
2 CARPOOL PARKING (3 CARS FREE)
3 VANPOOLING
4 RIDEMATCH SERVICES / RIDESHARE
5 REDUCED RATE COMMUTER TICKETS
6 REIMBURSED RIDE HOME
7 NIGHT RIDE
8 MERCHANT DISCOUNTS
9 TRAIN / SOUNDER COMMUTER TRAIN
10 USE TO BUY LUNCH / HUSKY ACCOUNT (DEBIT)
11 DISCOUNTED PARKING
12 FLEXCAR DISCOUNT
13 OTHER (SPECIFY:)
97 NONE / NOT AWARE OF ANY
98 DON'T KNOW / NOT SURE
99 REFUSED

**H02 – H05 ARE EACH ASKED IF THE RESPONDENT DID NOT ALREADY MENTION THEM.**

H02 [SKIP IF STUDENT=1 OR H01 = 5] Did you know that if you have a U-PASS you are eligible to purchase discounted individual commuter tickets for parking?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

H03 [SKIP IF H01 = 4] Did you know that Ridematch services are available for people who want to carpool or vanpool and need help finding someone else to share the ride with?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

H04 [SKIP IF H01 = 7] Are you aware of the Night Ride shuttle, which provides transportation from campus to nearby neighborhoods after dark?

1 YES
2 NO
8 DON'T KNOW
9 REFUSED
Did you know that if you have a U-PASS you are eligible for the reimbursed Ride Home Taxi Service in case of an emergency?
1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Have you ever used your U-PASS to . . . Ride a Metro bus?
1 YES
2 NO
8 DON'T KNOW
9 REFUSED

Have you ever used your U-PASS to purchase discounted individual commuter tickets for parking?
1 YES
2 NO
8 DON'T KNOW
9 REFUSED

What do you use your U-PASS for most often?
[DO NOT READ LIST]
[IF BUS, PROBE: Is that Metro, Community Transit or Sound Transit?]
[IF USE MORE THAN 2 MODES EQUALLY, ASK: Which one covered the MOST miles?]
H17INT How important are the following features of the U-PASS program in your decision to buy a U-PASS? Please base your answer on a five point scale where 1 means “not at all important” and five means “very important”. You can use any number in between-

(How important is…)

[programming note: if respondent answers “7: did not buy a U-PASS/ Complimentary” then skip to H26INT]

[ROTATE ORDER H18 – H25]

H18 Unlimited bus or train rides
H19 Discounted parking for carpools
H20 Discounted vanpool fares
H21 Discounts at local stores and restaurants
H22 Night Ride shuttle
H23 Discounts on Flexcar rates
H24 [SKIP IF STUDENT] Reimbursed taxi ride home in case of emergency
H25 [SKIP IF STUDENT] Discounted individual commuter tickets for parking

1 NOT AT ALL IMPORTANT
2
3
4
5 VERY IMPORTANT
7 DID NOT BUY A U-PASS/ COMPLIMENTARY
8 DON'T KNOW
9 REFUSED

ALL RESPONDENTS

H26INT I’m going to read some of the ways you could have heard about the U-PASS. As I read each one, please tell me whether or not you have seen or read the materials. First, have you seen or read...

[PRESS ANY KEY TO CONTINUE]

Programming note: keep H27 & H29 together

[ROTATE order:]

H27 –H29 – H28 OR
H28 – H27 – H29

H27 (Have you seen or read. . . ) The informational brochure called the U-PASS Ultimate Guide to Getting
to Campus?
H28  (Have you seen or read . . . ) Ads about the U-PASS in the UW Daily?

1   YES
2   NO
8   DON'T KNOW
9   REFUSED

H29  [SKIP IF H28 <>1] Do you refer to the U-PASS Ultimate Guide to Getting to Campus for transportation information?

1   YES
2   NO
8   DON'T KNOW
9   REFUSED

H30  [ASK IF STAFF OR FACULTY =1] (Have you seen or read . . . ) The newsletter called the U Commute News?

1   YES
2   NO
8   DON'T KNOW
9   REFUSED

H31  Were you aware that the U-PASS has a web site?

1   YES
2   NO [SKIP TO H35]
8   DON'T KNOW [SKIP TO H35]
9   REFUSED [SKIP TO H35]

H32  How many times have you visited the U-PASS web site in the past year?

ENTER # TIMES VISITED WEB SITE IN PAST YEAR
00   NONE / NEVER [SKIP TO H35]
98   DON'T KNOW [SKIP TO H35]
99   REFUSED [SKIP TO H35]

H33  How did you initially find the U-PASS web site?

[DO NOT READ LIST] [SELECT ONE]
1   THROUGH THE UW HOME PAGE
2   FROM BROCHURE, NEWSLETTER, POSTER, AD, EMAIL, ETC. / READ ABOUT IT
3   FROM FRIEND, CO-WORKER
4   WEB SEARCH (NOT UW HOME PAGE SPECIFIC)
5   OTHER (SPECIFY:)
8   DON'T KNOW / NOT SURE
99   REFUSED

H34  What information were you looking for on the U-PASS web site?

[DO NOT READ LIST] [SELECT TOP 3 RESPONSES]
1   U-PASS BENEFITS / FEATURES (GENERAL INFO)
2   HOW TO PURCHASE A U-PASS / COST
H35 Overall, how satisfied are you with the U-PASS Program? Would you say you are satisfied or dissatisfied? PROBE: Would that be very (satisfied)/(dissatisfied) or somewhat (satisfied)/(dissatisfied)?

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 SOMEWHAT DISSATISFIED
4 VERY DISSATISFIED
5 NO OPINION
8 DON'T KNOW
9 REFUSED

H36A The current U-PASS provides unlimited rides. What price would you consider reasonable to pay for a quarterly bus pass that would allow you to use up to 10 bus rides per month? [OPEN END] [PROBE AND CLARIFY]

H36B What price would you consider expensive, but you would still be willing to pay, for a quarterly bus pass that would allow you to use up to 10 bus rides per month? [OPEN END] [PROBE AND CLARIFY]

H36C What price would you consider too expensive to pay for a quarterly bus pass that would allow you to use up to 10 bus rides per month? [OPEN END] [PROBE AND CLARIFY]

H37INT I’m going to read some ways that the University can make transportation 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 way of receiving commuting information. The first one is...

[PRESS ANY KEY TO CONTINUE]

[ROTATE H38 – H45 SERIES]

H38 A web site.
H39 Email messages sent to you
H40 Providing an e-mail list serve where people would receive information about road closures, bus service changes, carpool information, etc.
H41 Brochures displayed in a few central locations on campus

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H42 Ads in the UW Daily
H43 Letters and brochures sent to you in the mail
H44 Fliers posted in your department
H45 Transportation fairs on campus
[IF NEEDED: A transportation fair consists of booths and displays about alternative transportation modes like biking, carpools, and public transportation.]
H46 [SKIP IF STUDENT] A commuter information resource person in your department
(Would this be very useful to you, somewhat useful, not very useful, or not at all useful to you as a way of receiving commuting information?)
   1 VERY USEFUL
   2 SOMEWHAT USEFUL
   3 NOT VERY USEFUL
   4 NOT AT ALL USEFUL
   8 DON'T KNOW / NOT SURE
   9 REFUSED

ALL RESPONDENTS

K01INT Finally, I have some background questions which will be used to help group your answers with those of other people similar to yourself.
[PRESS ANY KEY TO CONTINUE]

K02 Do you have a driver's license?
   1 YES
   2 NO
   8 DON'T KNOW
   9 REFUSED

K03 [ASK IF (A13 & A15 & A17 & A19 & A21 <> 1) OR (F01 <> 1 OR 3)] Do you own or have access to a car?
   1 YES
   2 NO
   8 DON'T KNOW
   9 REFUSED

K04 [ASK ONLY IF (A13 & A15 & A17 & A19 & A21 <> 9) AND (A05 < 5)] Do you own or have access to a bike?
   1 YES
   2 NO
   8 DON'T KNOW
   9 REFUSED

K05 [ASK ONLY IF STUDENT = 1] Are you currently employed?
[IF NEEDED: For the purposes of this study being a student only is not employed.]
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K06 [K05=1] Do you work for the UW?
1 YES
2 NO
8 DON'T KNOW
9 REFUSED [SKIP TO K08]

K07 [K05=1] Do you work in the U-District, downtown or somewhere else?
1 (Employed in the U-District)
2 (Employed in downtown Seattle)
3 (Employed elsewhere)
9 REFUSED

K08 What is your age?
__ ENTER RESPONDENT'S AGE
99 REFUSED

K09 [IF K08 = 99] Is that...
1 16 to 19,
2 20 to 24,
3 25 to 34,
4 35 to 44,
5 45 to 54,
6 55 to 64,
7 Or 65 or older?
9 REFUSED

K10 What is the zip code where you are currently living?
_____ ENTER ZIP CODE
99998 DON'T KNOW
99999 REFUSED

GENDR RECORD GENDER
[DO NOT ASK]
1 MALE
2 FEMALE

INT01 That concludes this survey. Thank you for participating in the University of Washington's Commuter Study.

[PRESS ANY KEY TO END INTERVIEW]
[DISPOS = 40]

THANK1 Thank you for your time. Our study only includes people employed at or attending the University of Washington.
[DISPOS = 14]

THANK 2 Thank you for your time. Our study only includes people employed at or attending the University of Washington in the U-District.
[DISPOS = 15]

THANK3 Thank you for your time, but we have already completed the number of interviews needed in your category.
[IF STUDENT, DISPOS = 24]
[IF STAFF, DISPOS = 25]
[IF FACULTY, DISPOS = 26]

THANK8 Thank you for your time, but we cannot continue without that information.
[DISPOS = 8]