



North Central Texas
Council of Governments

SURVEY ANALYSIS REPORT

NCTCOG Intermodal Transportation Hubs for Colleges and Universities Study

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Cityfi

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Overview

Beginning in the spring of 2022, the Campus Mobility Team, led by Nelson\Nygaard with local support by Fort Worth based Mosaic SKM Collaborative, was assembled to build a public engagement strategy as a part of the Intermodal Transportation Hubs for Colleges and Universities Study for the North Central Texas Council of Governments (NCTCOG). The purpose of the overall study is to identify campus mobility hub opportunities at colleges and universities in the 16-county NCTCOG region.

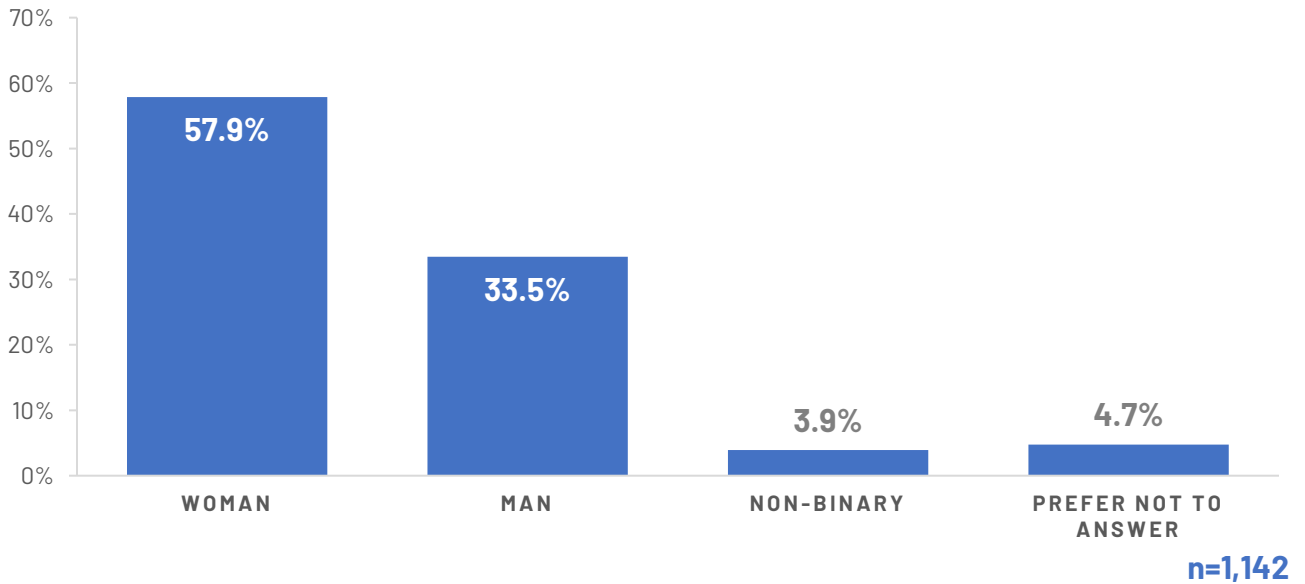
An integral component of the public engagement strategy was the Online Campus Mobility Survey. The survey was developed to understand current campus affiliate travel patterns, commute preferences, and awareness of benefit programs - with the intent of using the survey data to allow campuses to target their mobility hub implementation to the varying needs of campus affiliates. The survey was distributed to campus facilities, university transportation and parking services, student activities, campus-wide organizations, clubs, students, and employees. The survey was designed to glean insights on:

- Frequency of travel to/from campus
- Mode choice
- Barriers to potential shifts to transit or other on-driving modes
- Opportunities for taking alternative modes
- Home/work locations at other end of travel
- Sensitivity to parking and transportation costs

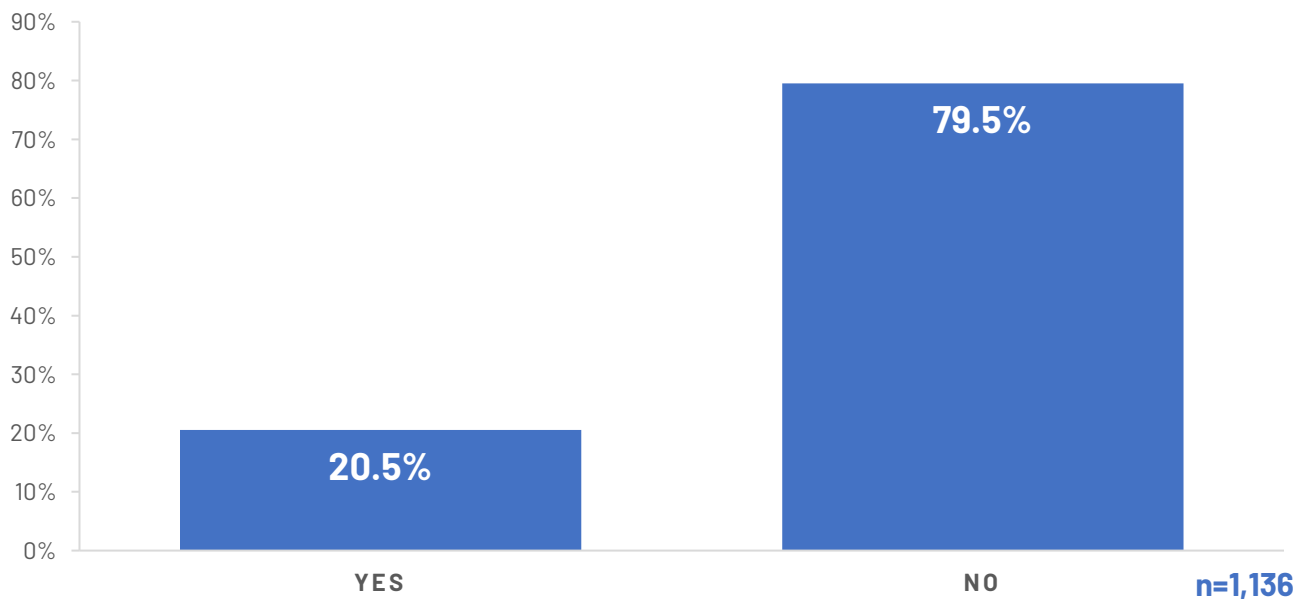
The survey garnered a total of 1,271 responses. A full summary of the survey results is included in the next section.

Who did we hear from?

GENDER IDENTITY



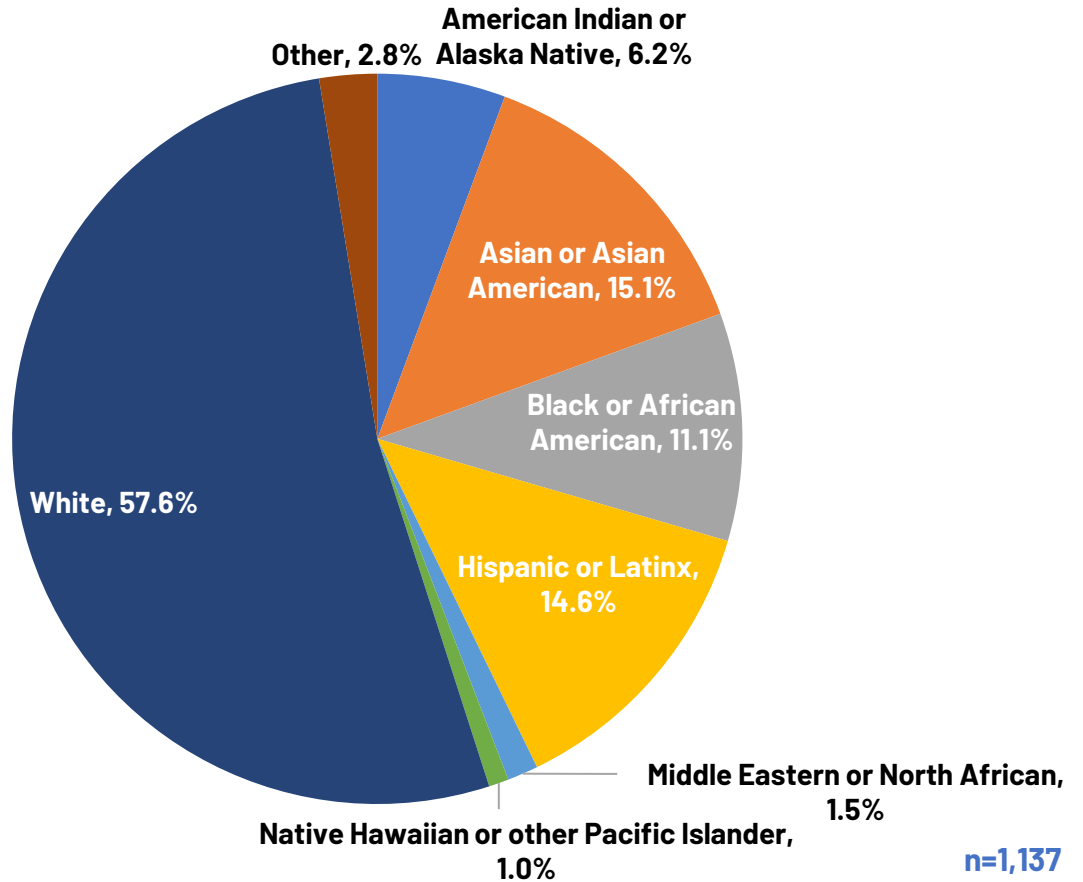
DO YOU CONSIDER YOURSELF TO HAVE A DISABILITY?



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HOW WOULD YOU DESCRIBE YOUR RACE, ETHNICITY, AND/OR ORIGIN?

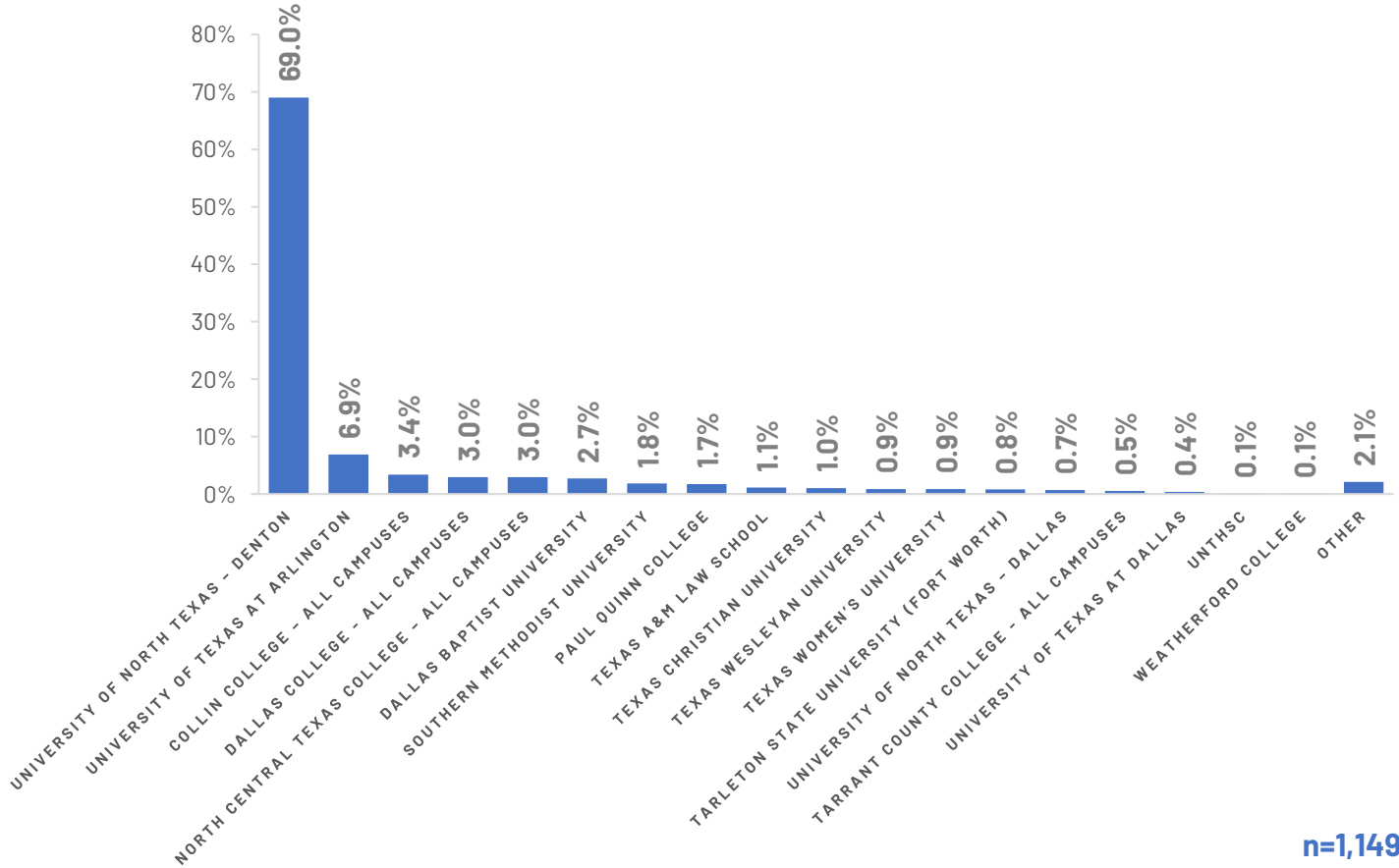


White respondents make up more than half of the survey respondents, with Asian, Hispanic, and Black respondents making up the next largest groups.

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WHICH COLLEGE OR UNIVERSITY DO YOU ATTEND?



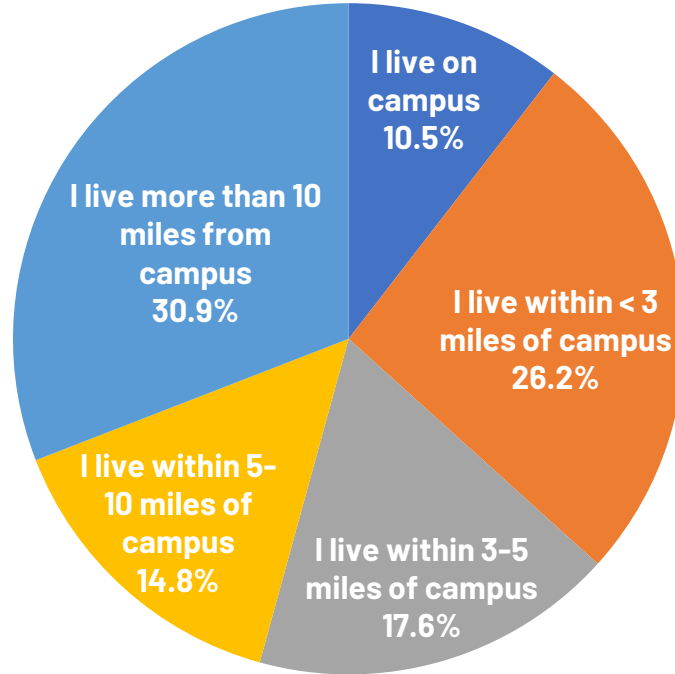
n=1,149

Overwhelmingly, respondents are from UNT Denton, followed by UT Arlington and Collin College (all campuses).

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DO YOU LIVE ON OR OFF-CAMPUS?



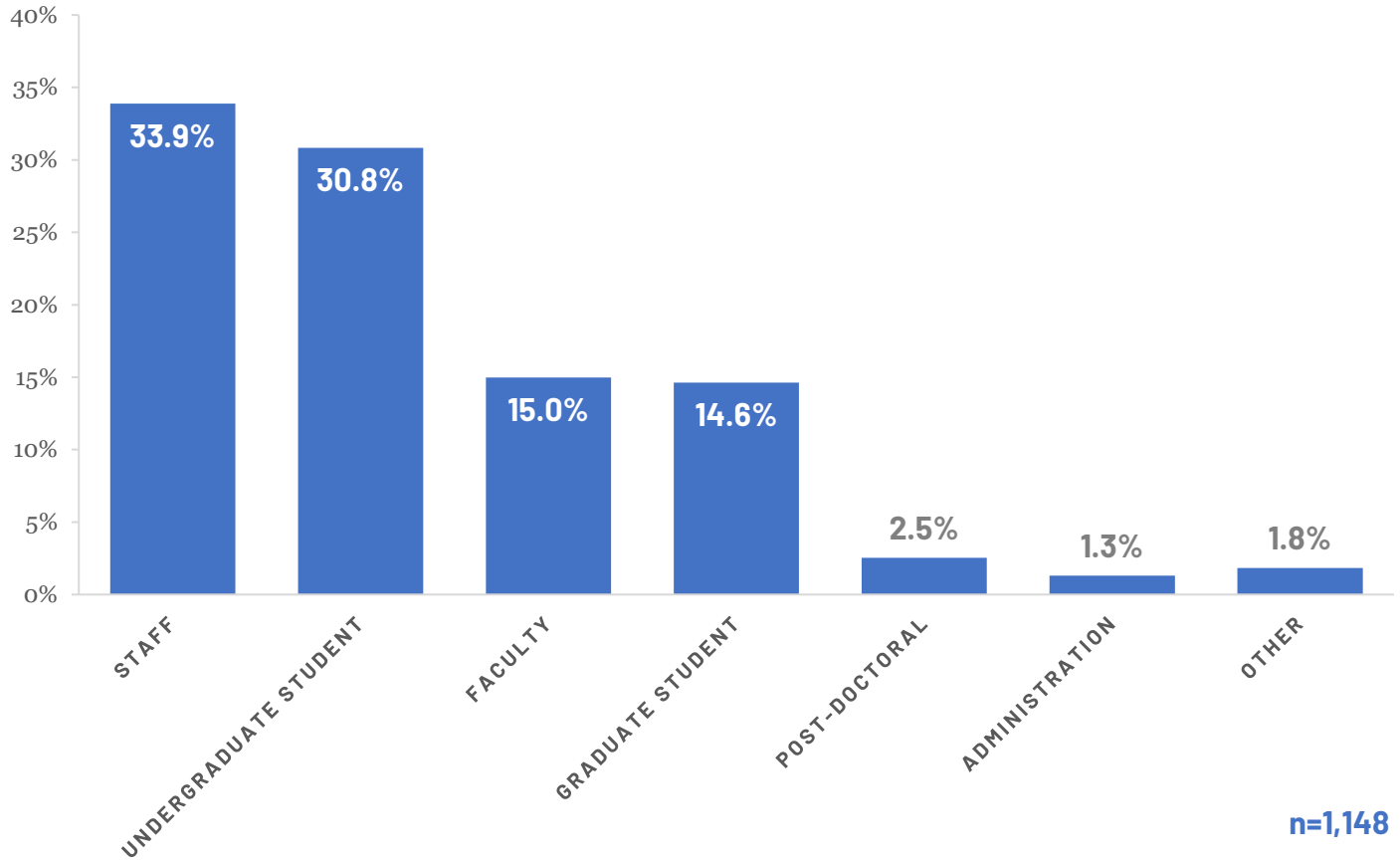
n=1,240

Most respondents live within 5 miles of campus, comprising 54% of survey respondents. The remaining 46% live more than 5 miles from campus.

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WHAT IS YOUR ROLE ON CAMPUS?

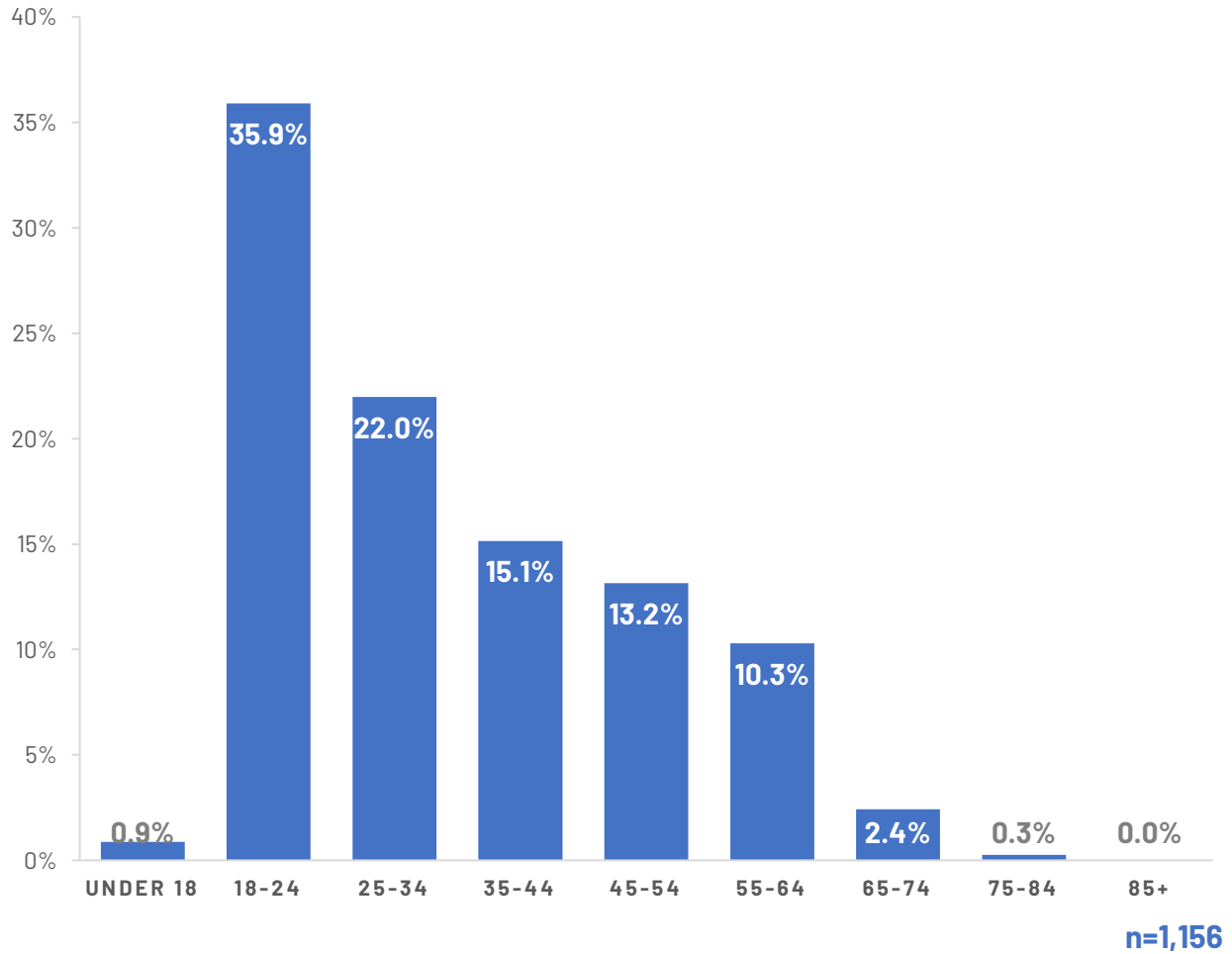


Most respondents are staff and undergraduate students, making up nearly 65% of the survey group.

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WHAT IS YOUR AGE?

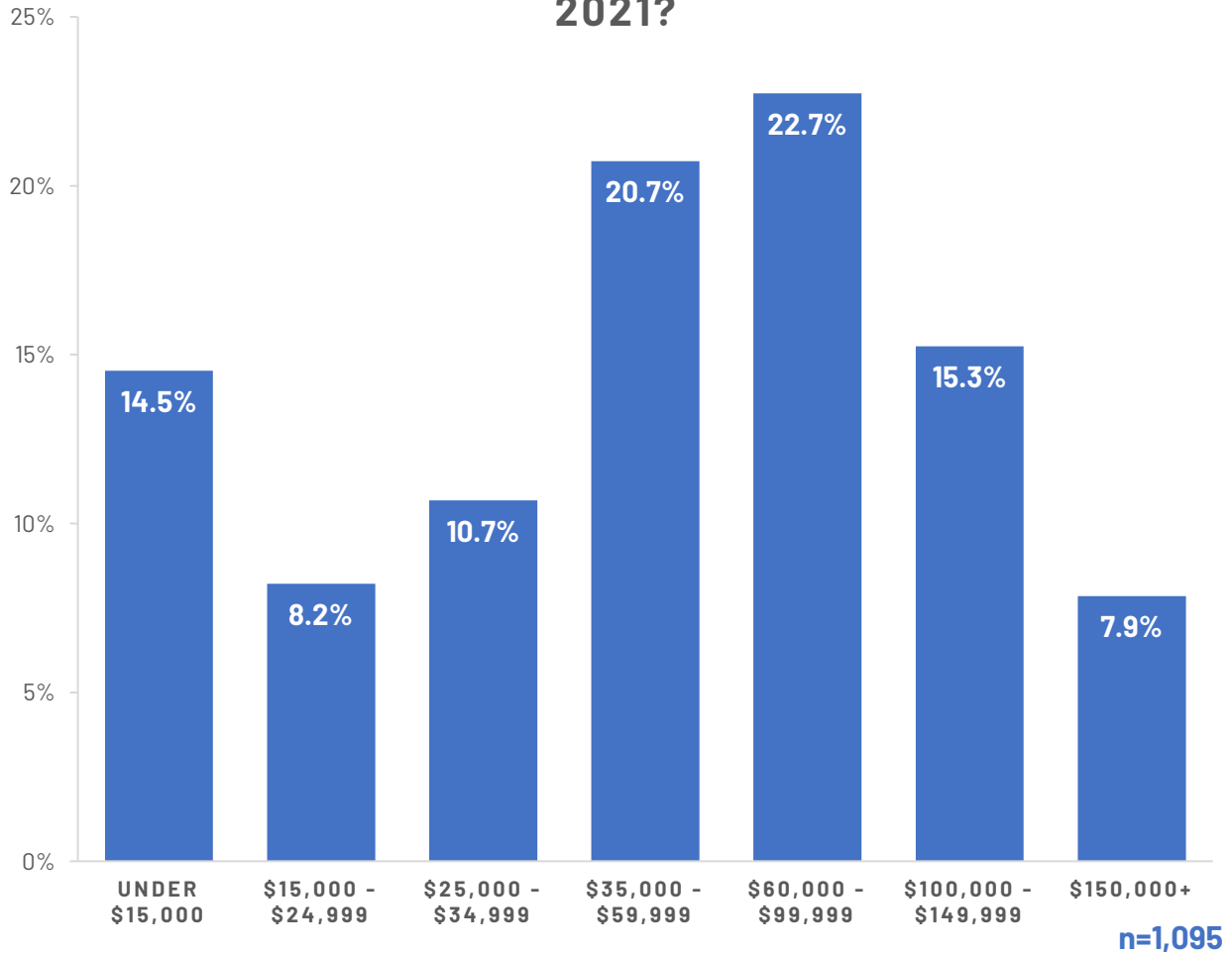


Respondents in the 18-24 and 25-34 age groups are most represented in this survey, making up more than half of respondents.

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WHAT WAS YOUR HOUSEHOLD INCOME IN 2021?

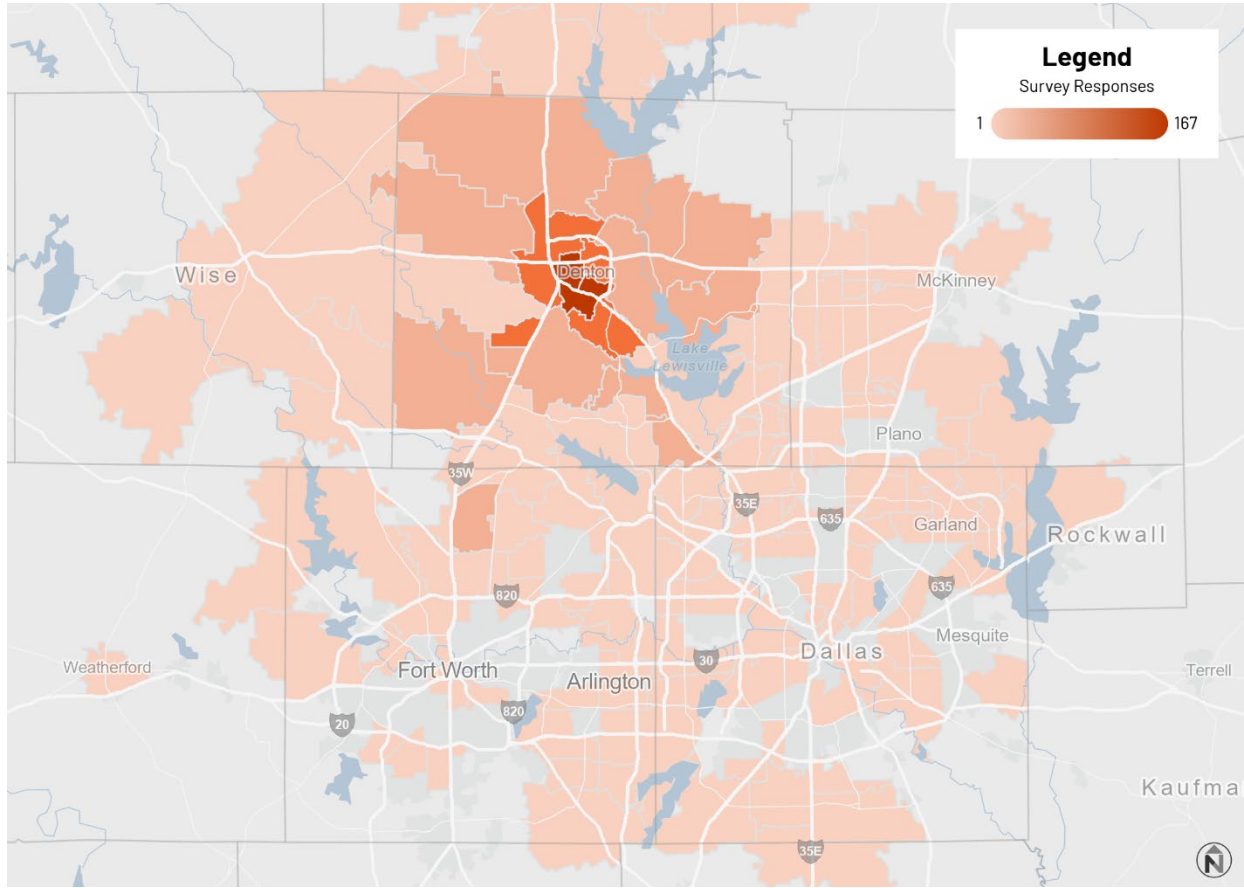


Earners making less than \$15,000 per year make up nearly 15% of the survey respondents - likely representing student respondents.

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Geographic Diversity by ZIP Code of Campus Mobility Survey respondents



n=1,030

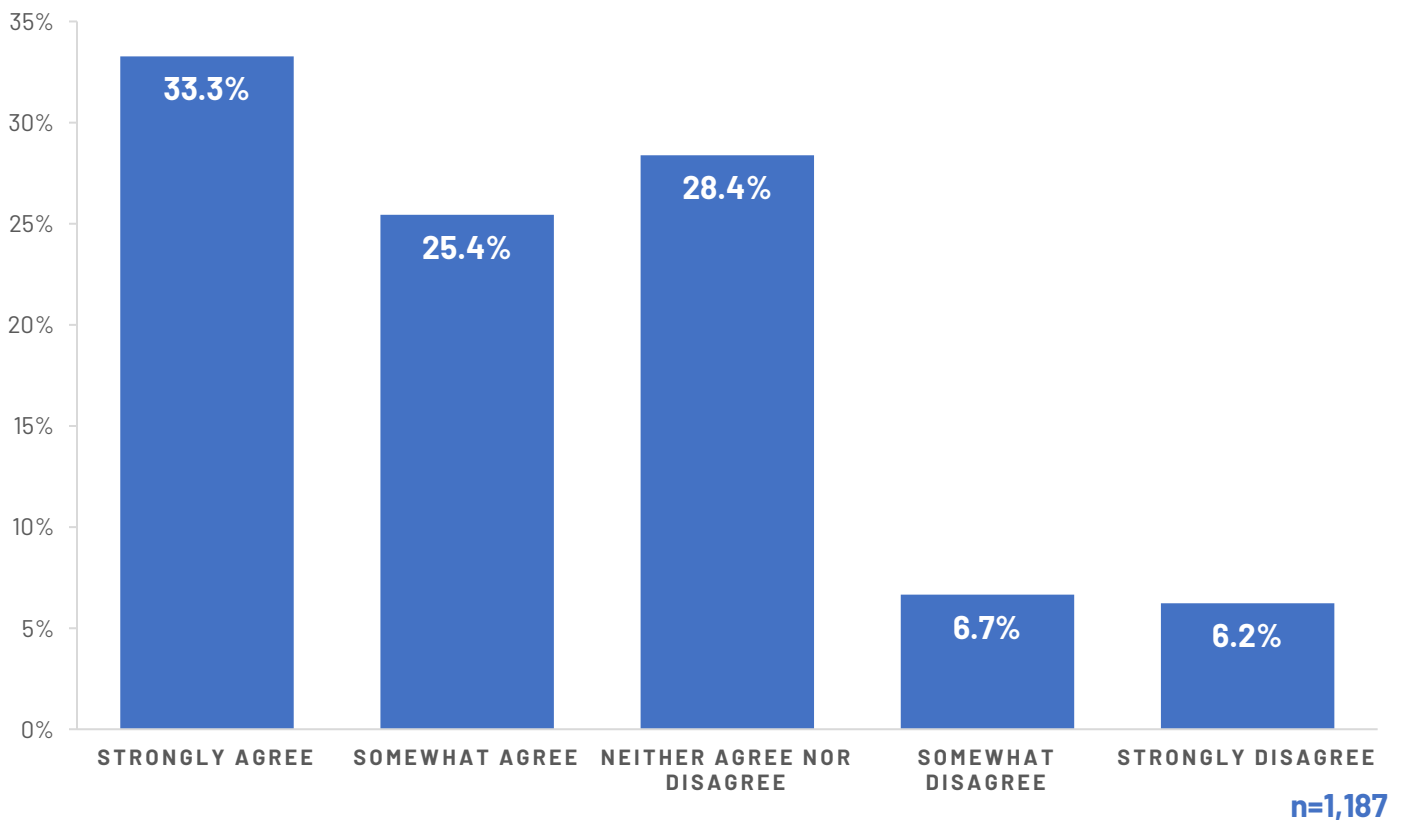
Consistent with the university attendance chart, the majority of respondents are in the Denton area, with other respondents being spread out across the DFW area.

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What is important to campus commuters?

REAL-TIME INFORMATION ABOUT MY TRANSPORTATION OPTIONS AND/OR SERVICE DISRUPTIONS IS CENTRAL TO ME NOT DRIVING TO CAMPUS.

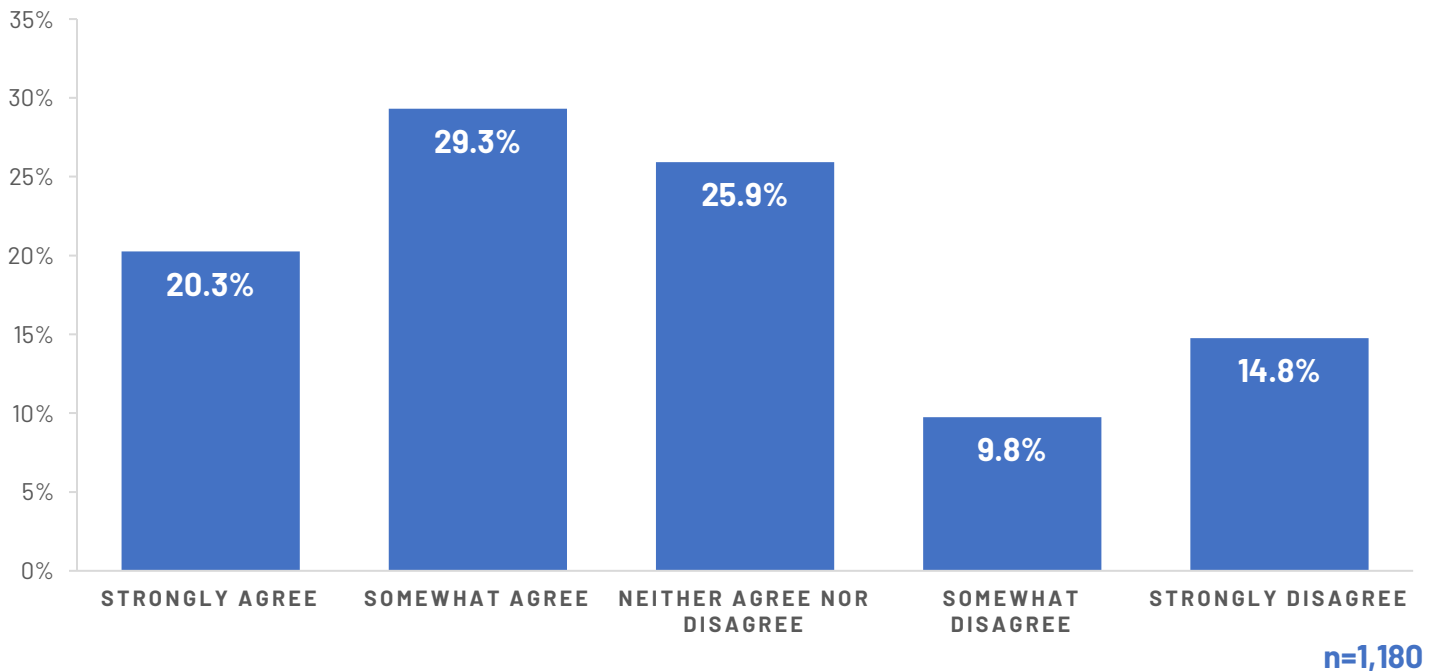


Most respondents strongly agree - real-time information about transportation options and/or service disruptions is central to their decision to drive to campus.

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I AM INTERESTED IN ACCESSING CAMPUS BY DRIVING AND PARKING AT A PARK-AND-RIDE IF THERE ARE FAST AND RELIABLE LAST MILE TRANSPORTATION OPTIONS TO GET ME TO CAMPUS.

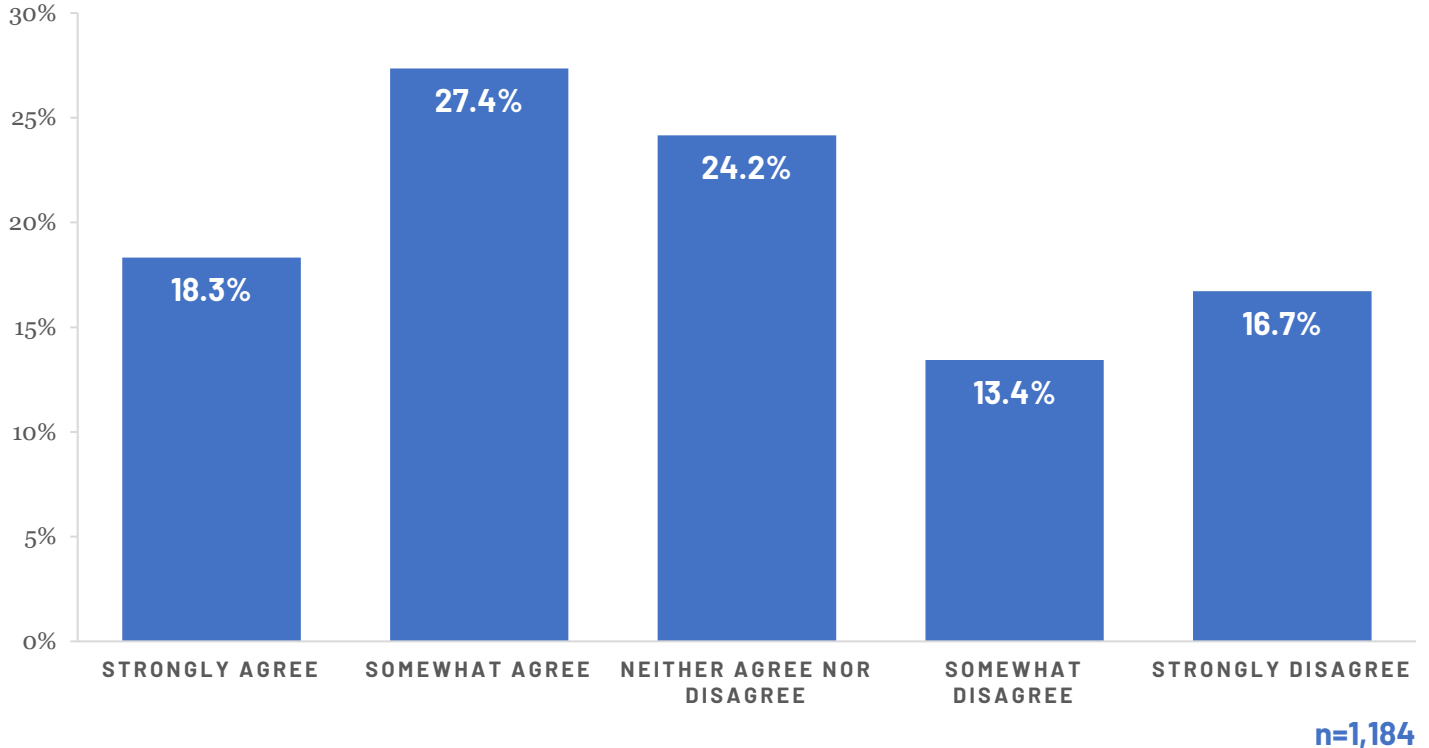


More respondents agree than disagree that they would be interested in accessing campus by driving and parking at a park-and-ride if they were able to get to campus using last and reliable transportation options to fill the gap.

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I AM INTERESTED IN ACCESSING CAMPUS VIA TRANSIT WITH A SHORT LAST MILE CONNECTION TO CAMPUS

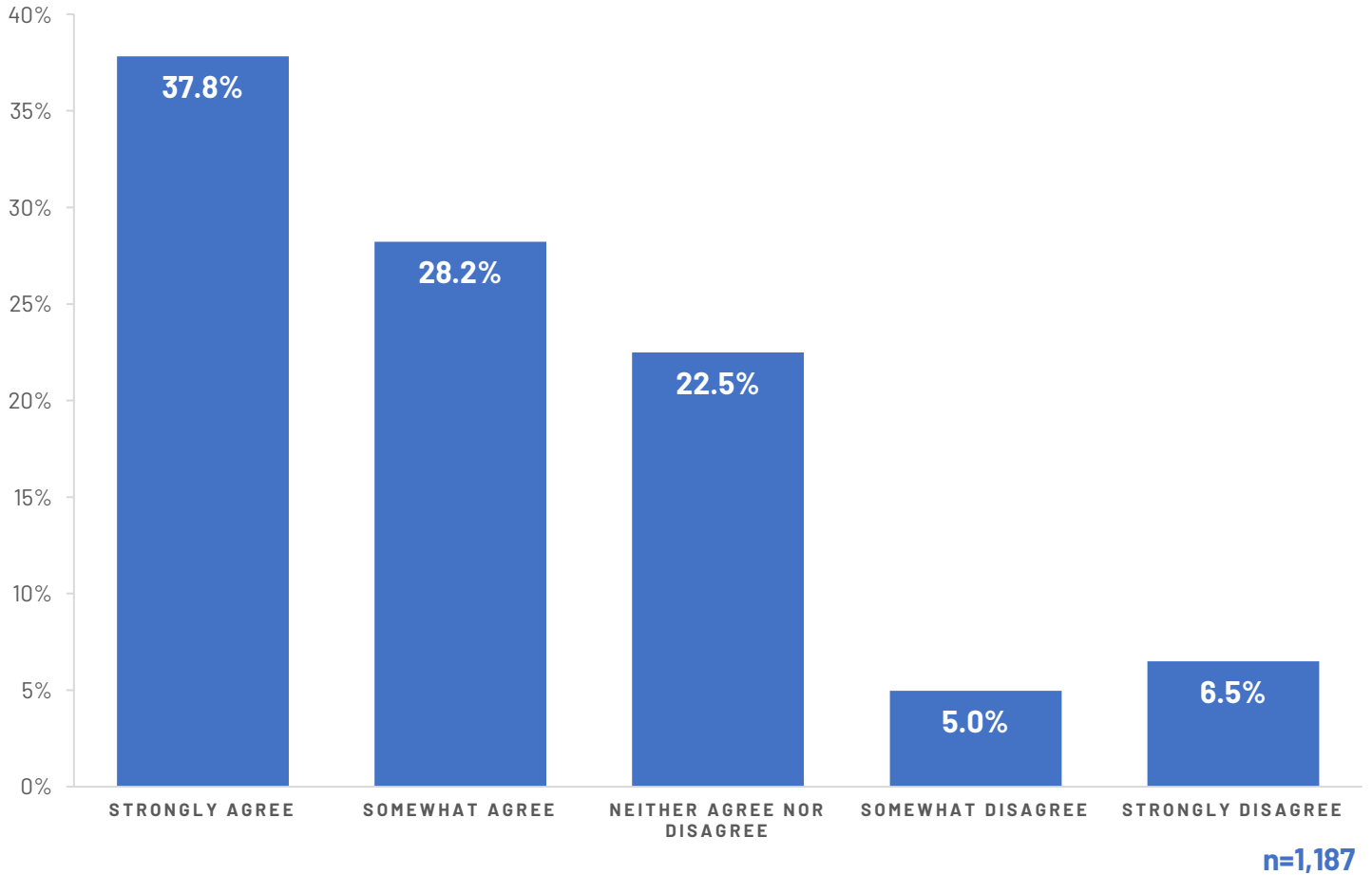


Many respondents would be interested in accessing campus via transit with a short last mile connection to campus (e.g., riding bus to the closest stop; scooter to destination).

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I WOULD LIKE TO MAKE FEWER TRIPS TO CAMPUS IN MY CAR

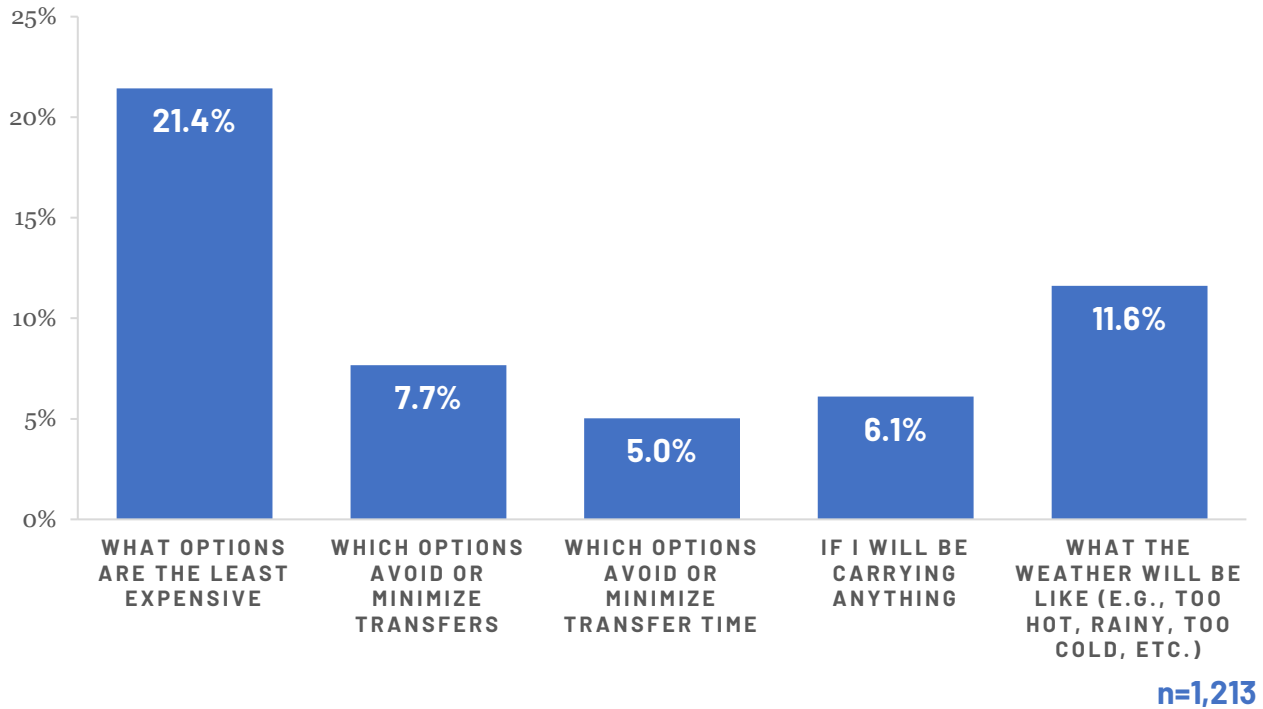


Almost 60% of respondents strongly or somewhat agree that they would like to drive to campus less, meaning an eager and engaged community is ready to adapt to alternative modes of transportation.

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THE MOST IMPORTANT THING TO ME WHEN I DECIDE HOW TO GET TO CAMPUS IS:

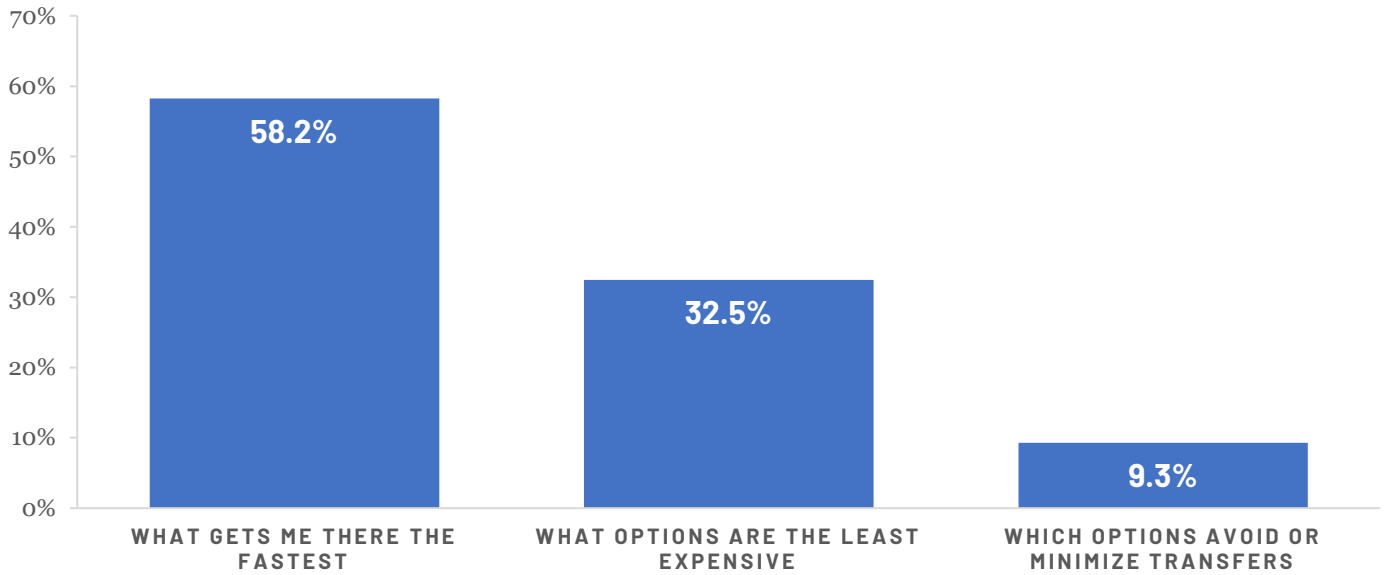


Cost and weather are the most important considerations when deciding how to get to campus.

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WHAT REAL-TIME INFORMATION ABOUT TRANSPORTATION OPTIONS ON CAMPUS ARE MOST IMPORTANT TO YOU?



n=1,195

Time and cost are the most important considerations when deciding about on-campus transportation options.

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What comments do you have about connecting across different transportation options when travelling to or from campus?



Safety is a concern



Connections are unreliable



Misaligned schedules across modes



Convenience must be better than single car



Confusion/ lack of communication

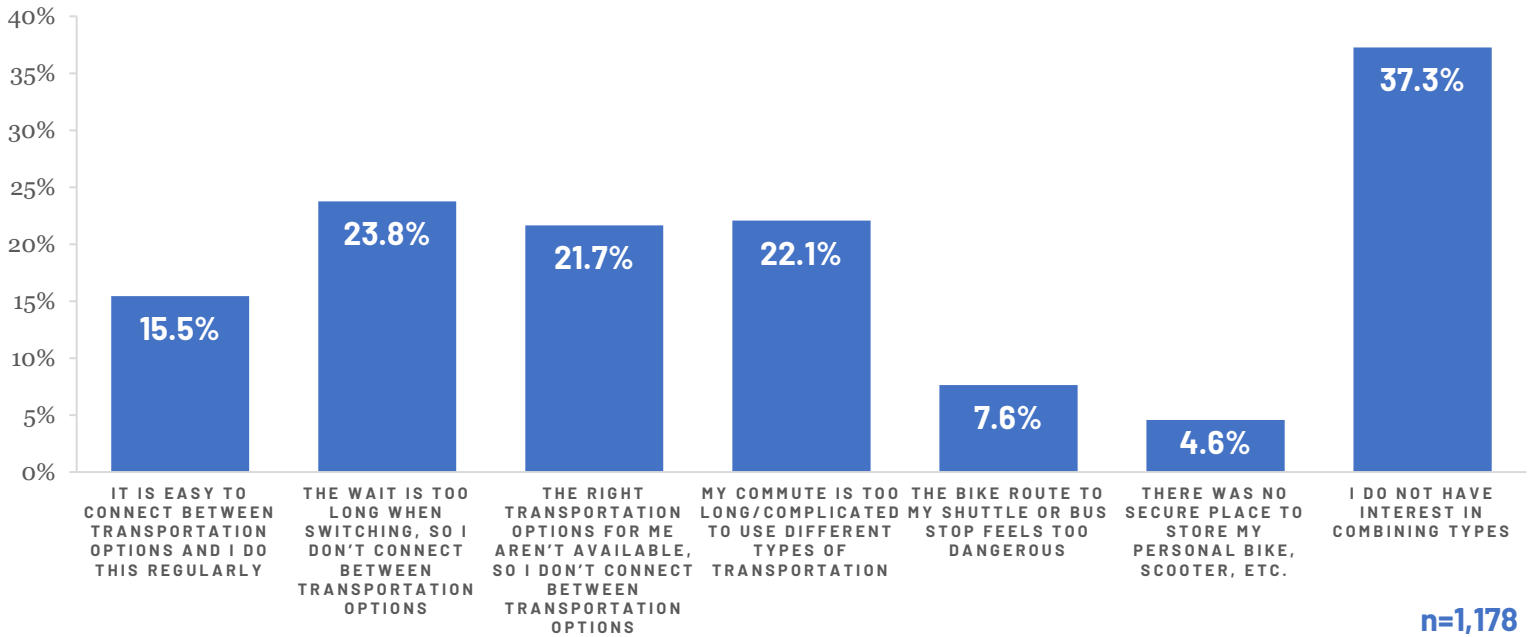
n=517

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What is the campus commuting experience?

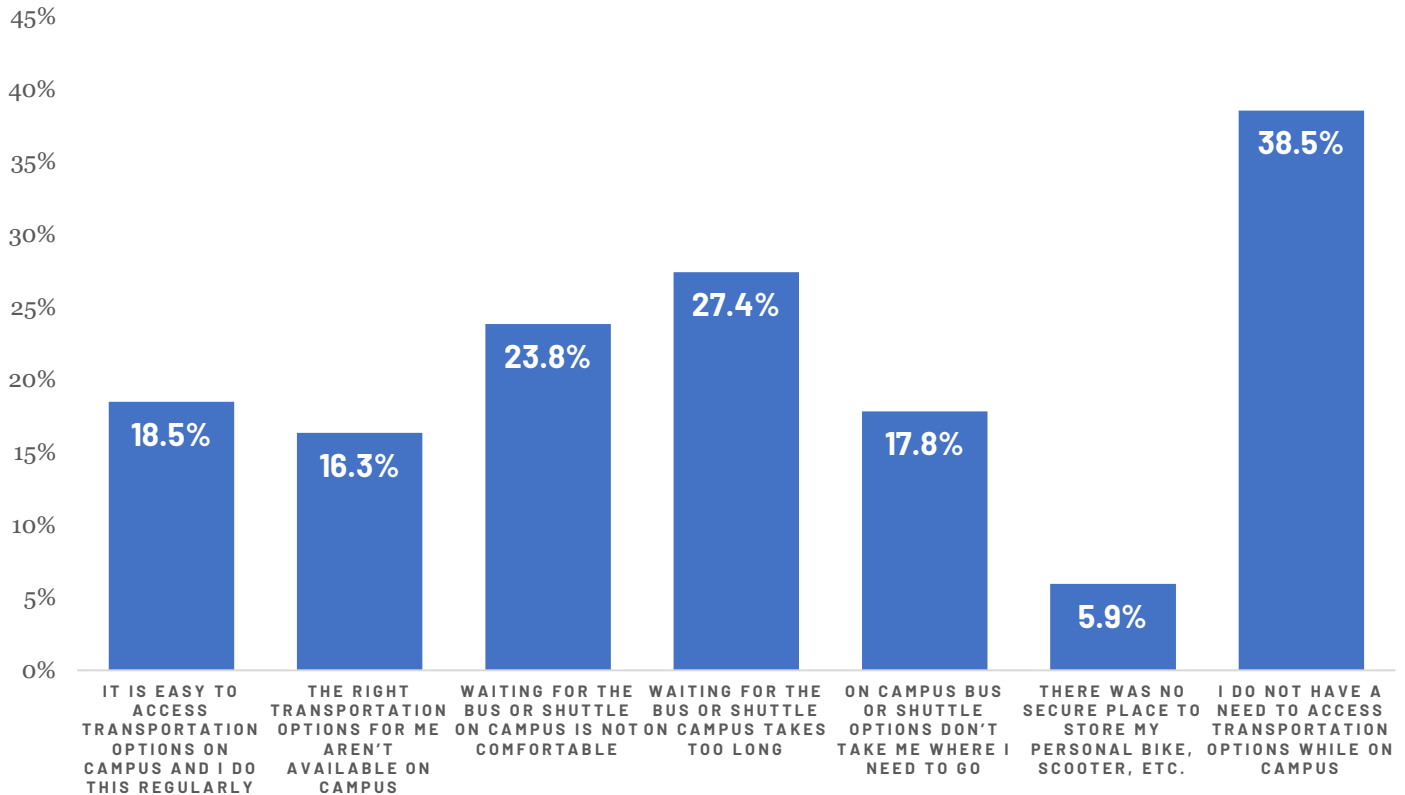
WHICH OF THE FOLLOWING BEST MATCHES YOUR EXPERIENCE WHEN CONNECTING ACROSS DIFFERENT TRANSPORTATION OPTIONS WHEN TRAVELING TO OR FROM CAMPUS?



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WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WHEN ACCESSING TRANSPORTATION OPTIONS WHILE ON CAMPUS?



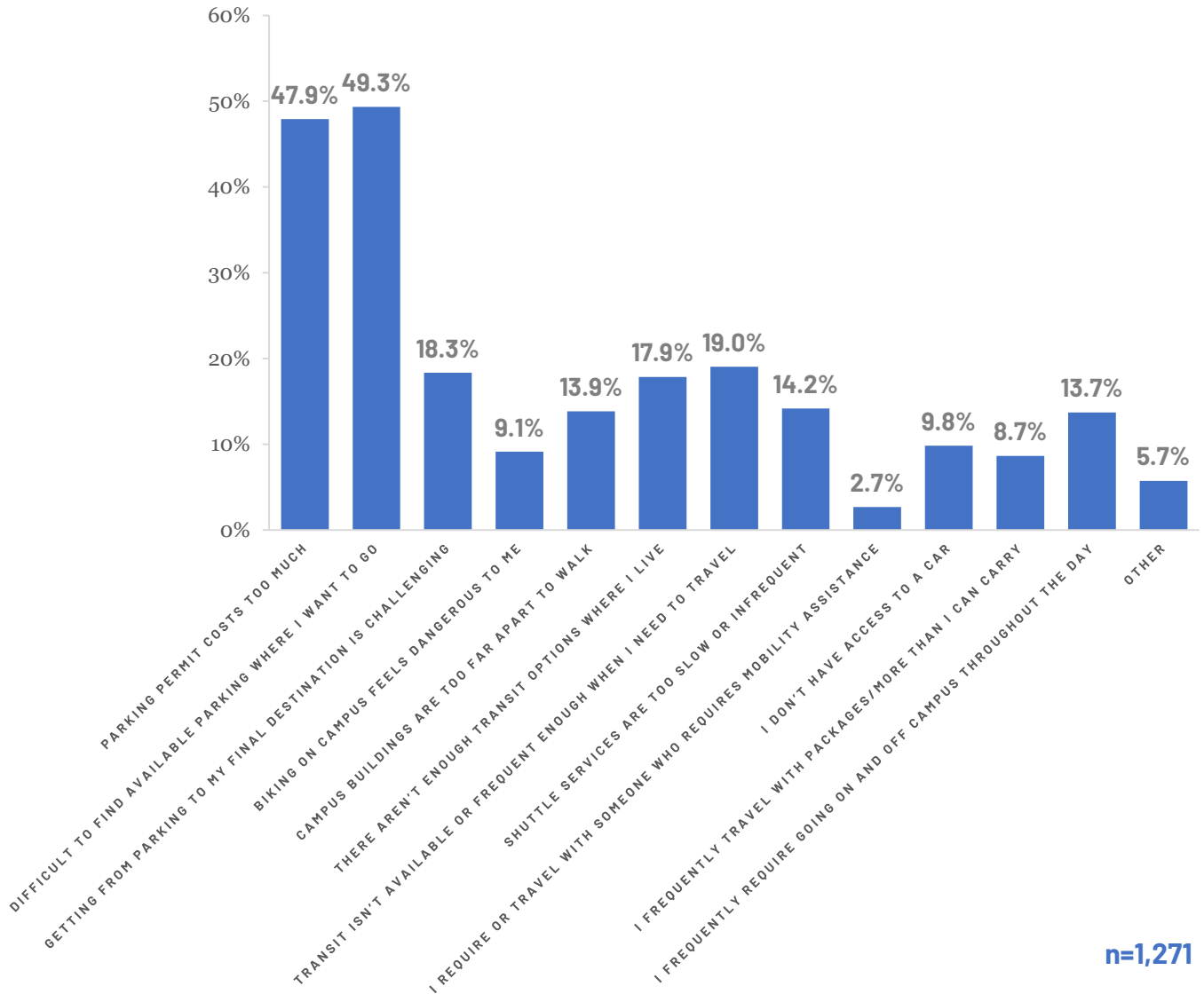
n=1,212

Most respondents are uninterested in combining options within a single trip; those that might are deterred by wait times.

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WHAT ARE THE THREE CHALLENGES YOU FACE MOST OFTEN WHEN TRYING TO GET TO CAMPUS OR AROUND CAMPUS?

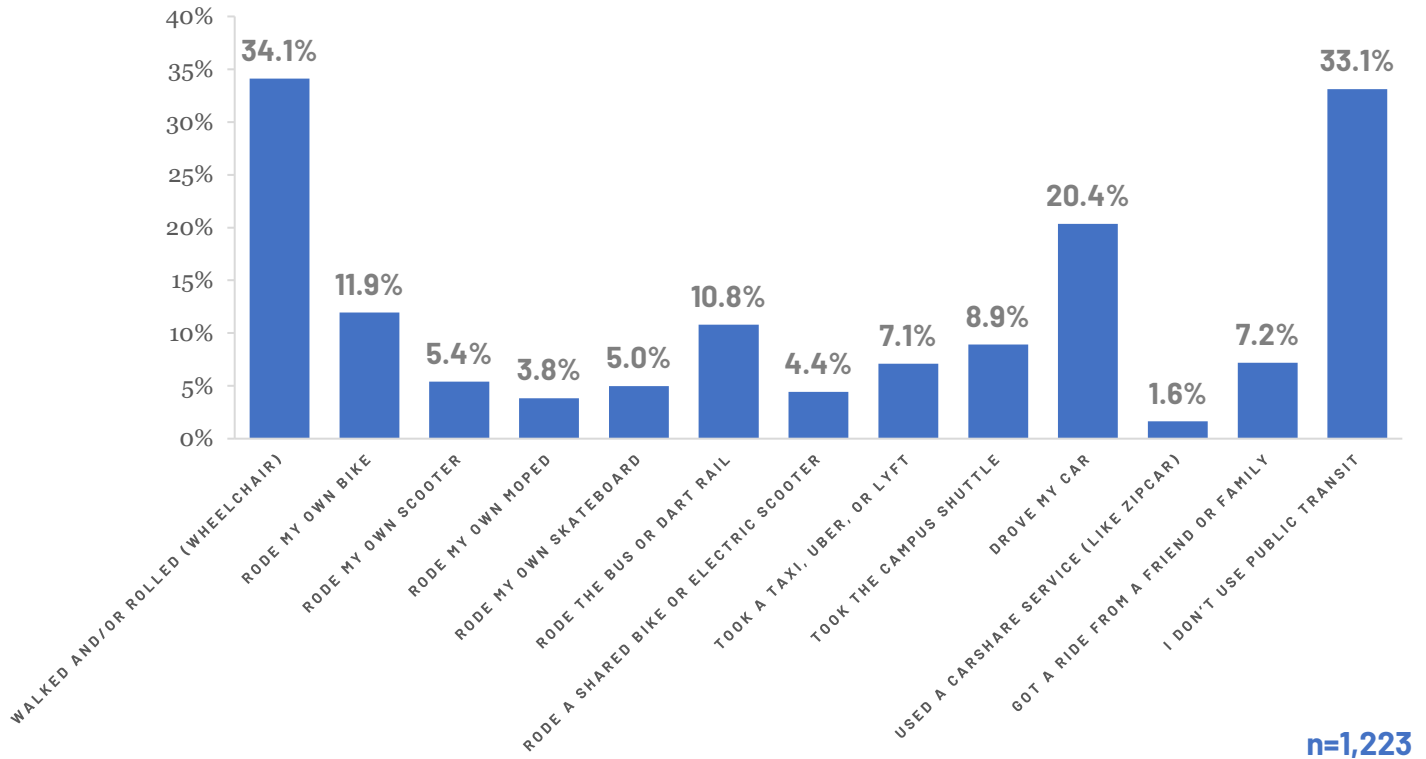


Permit costs, parking, and first/last mile limitations are the biggest issues related to getting to or around campus.

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WHEN TRAVELING TO OR FROM CAMPUS, WHAT TRAVEL OPTIONS HAVE YOU USED TO GET TO A TRANSIT STOP OR STATION?

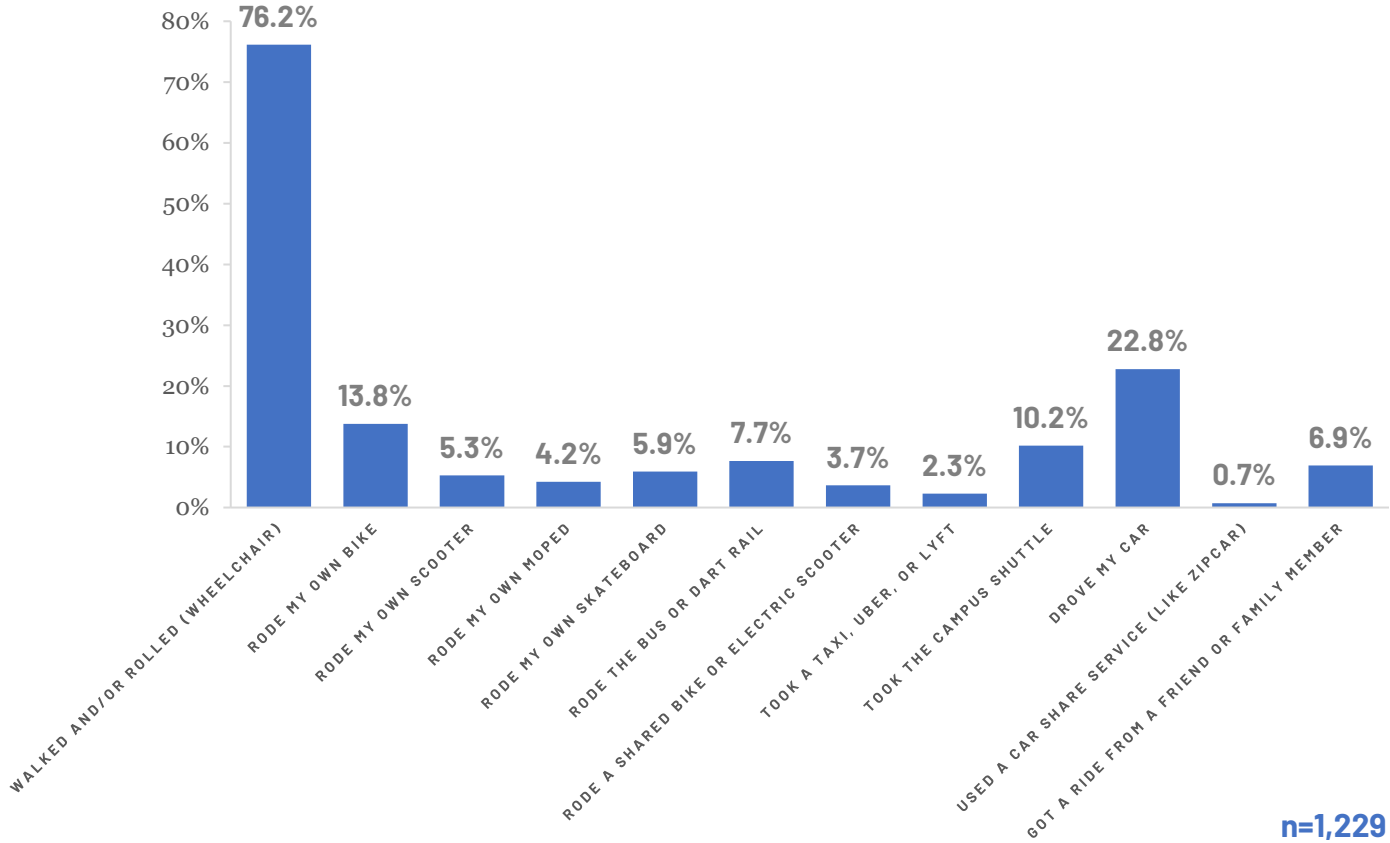


Most respondents do not use public transit but those that do have walked, rolled (wheelchair), or drove their car to the transit stop or station.

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ONCE YOU ARRIVE ON CAMPUS, HOW DO YOU TYPICALLY GET AROUND CAMPUS?

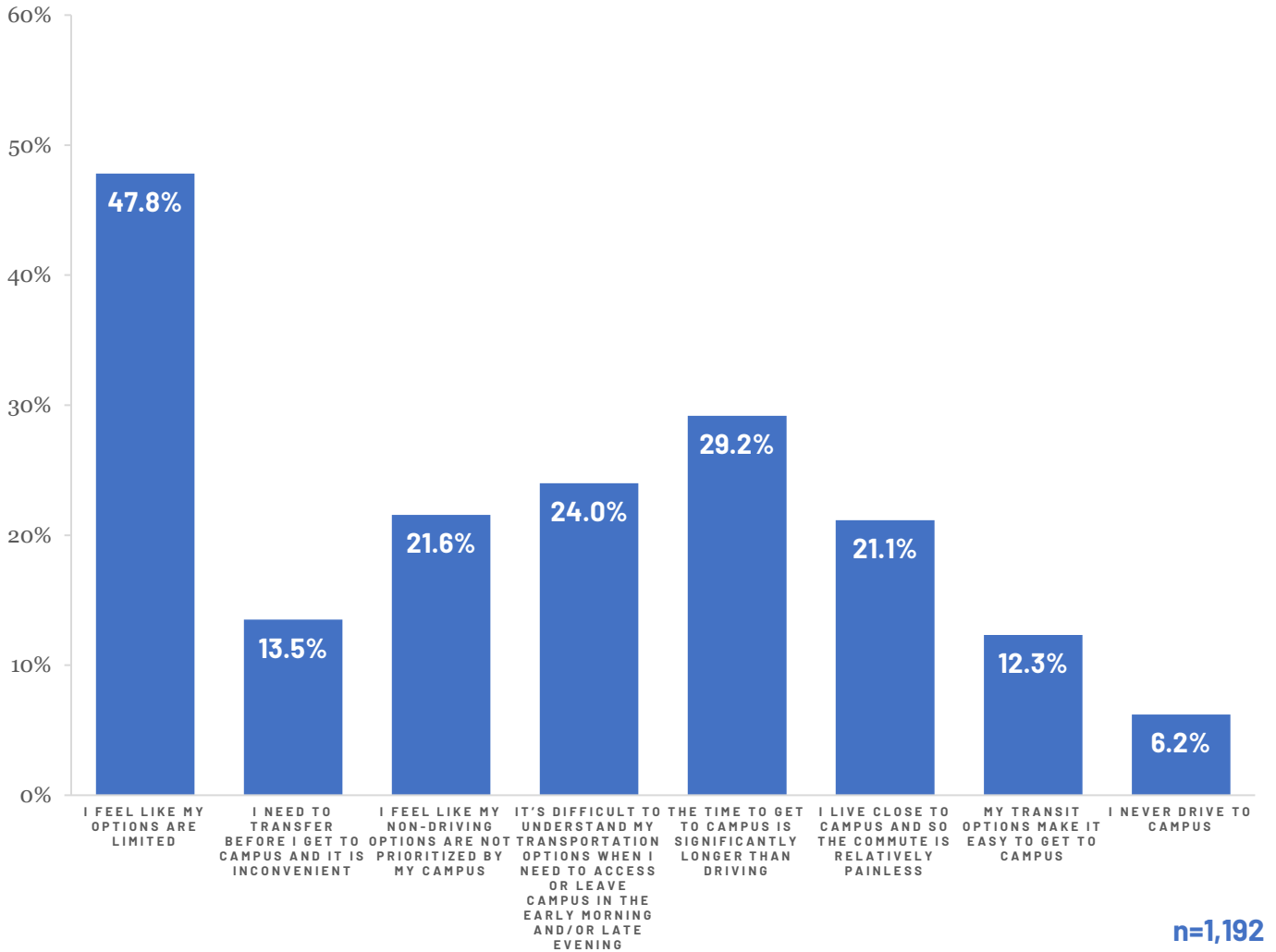


To get around campus, the vast majority of respondents walk or use their wheelchair.

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WHAT IS YOUR EXPERIENCE LIKE WHEN YOU DO NOT DRIVE TO CAMPUS?

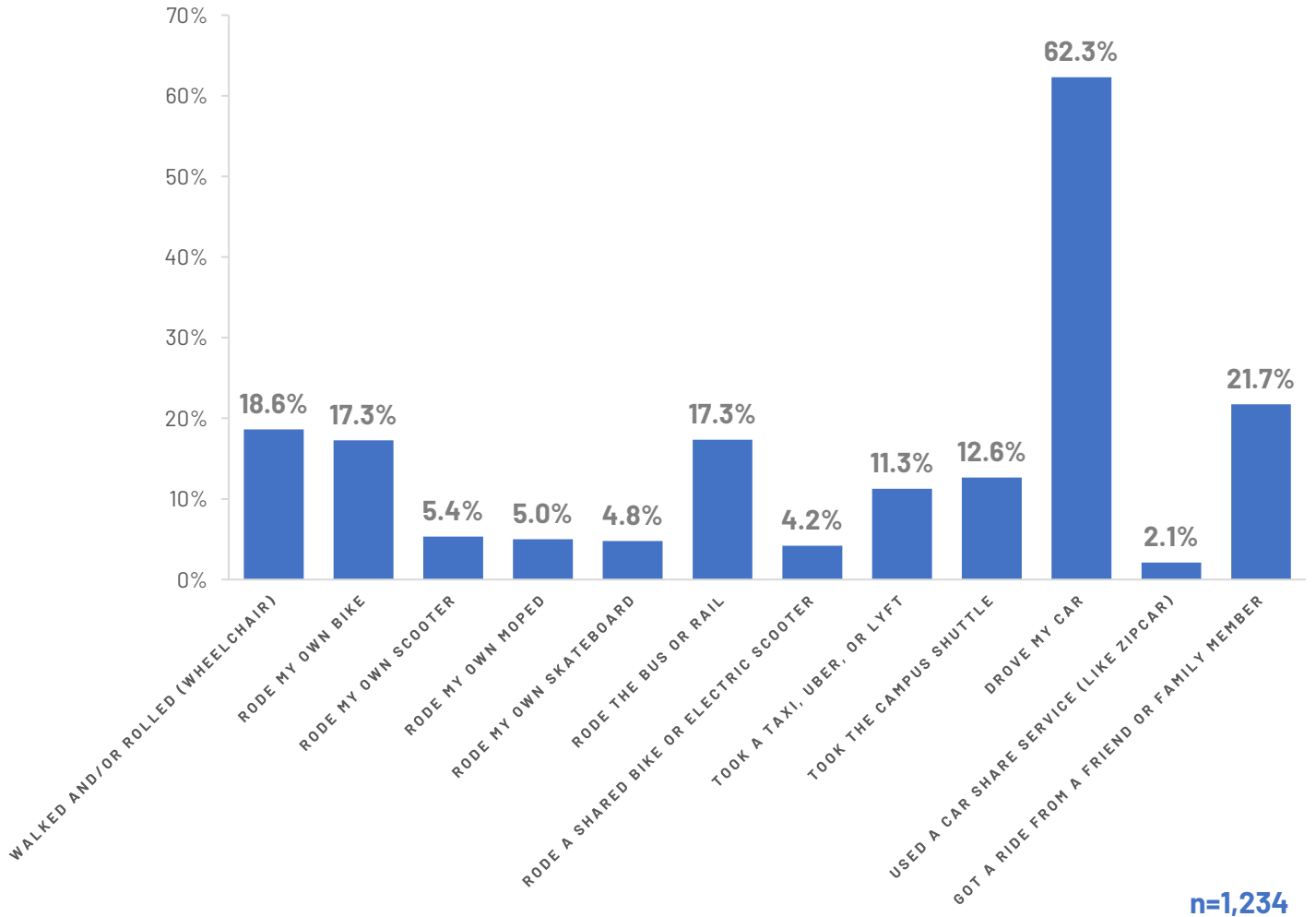


When respondents did not drive to campus, they felt their options were limited or the trip time was increased.

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WHAT TYPES OF TRANSPORTATION HAVE YOU USED TO GET TO OR FROM YOUR COLLEGE OR UNIVERSITY CAMPUS IN THE LAST YEAR?

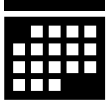


Over half of the respondents used their car to get to campus in the last year, while the other two most popular modes of transportation to get to campus were bikes or walking/rolling (wheelchair).

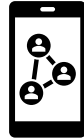
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What comments do you have about accessing transportation options while on campus?



Schedules don't align w/classes, jobs, or campus hours.



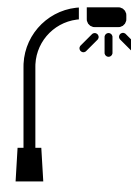
Analog tech hinders access.



Limited on-campus options.



Walking is most reliable but long.



**Safety, lack of light.
Dangerous off-peak times**

n=629