



Expand Annual Transportation Demand Management Survey

SUSTAINABILITY COMMITMENT(S) THIS INITIATIVE SUPPORTS

- **4 - Transportation Mode Shift**

INITIATIVE ALIGNMENT WITH THE CHARGE

- **Eliminate Emissions:** Expanding the annual transportation demand management survey would give us reliable data to form our collective understanding of how transportation-related emissions can best be eliminated.
- **Build Community:** This annual survey will be aimed at gathering responses from the community and will allow the community to collectively identify shortcomings in transportation services.
- **Be Actionable:** This initiative is based on existing transportation demand management surveys and aims to expand its reach and influence over university-wide transportation planning.
- **Be Data Informed:** This initiative will create higher-quality and more reliable transportation-related emissions data.
- **Inspire Adaptive Management:** The survey will be modified and edited year after year as results from the survey change, campus culture shifts, and gaps in survey administration are identified.
- **Demonstrate Leadership:** This initiative will allow the university community to voice their needs and concerns and enable university leadership to address them.

INITIATIVE DETAILS

Initiative Summary

This initiative proposes establishing an annual Transportation Demand Survey for staff, faculty, and students at the University of Arizona to accurately track transportation mode usage trends. Unlike the current external survey mandated by the state, this internal survey will be tailored to campus needs and conditions, providing detailed insights into commuting habits and preferences. By implementing this survey, the university aims to gather robust data that can inform targeted investments in alternative transportation infrastructure and programs, fostering a shift away from single-occupancy vehicle commuting. Actionable items include:

- Implement an annual Transportation Demand Survey specifically designed for the University of Arizona community, focusing on collecting detailed data on transportation modes used by staff, faculty, and students.
- Collaborate with local transportation authorities and organizations to align survey methodologies and data sharing, contributing to regional efforts to improve transportation sustainability and reduce carbon emissions.

- Include a demographic survey within the Transportation Demand Survey to capture commuting habits across different groups, enabling targeted strategies to support diverse commuting needs and prioritize infrastructure investments.
- Analyze survey results annually to identify trends in transportation choices and the effectiveness of existing programs, allowing for continuous improvement and adaptation of transportation policies and infrastructure.

Proposed Initiative & Background

An annual transportation demand survey should be established for staff, faculty, and students that track year-over-year transportation mode usage. At this time, employees of the university are surveyed every year through an external survey as a state employer requirement (Pima Association of Governments, Commuter Reduction Program Survey), but the report is not sufficient for accurately capturing a true snapshot of how all campus commuters get to and from campus. The Commuter Reduction Program Survey is primarily used to measure air quality impacts associated with large employers in Southern Arizona, and therefore the questions are not tailored to our campus' needs or conditions.

Transportations Demand Management Surveys like those done by Indiana University are key to understanding trends in transportation choices year over year. The last comprehensive TDM study was the 2008 "University of Arizona Needs Assessment Study" which was completed by PAG and the university (<https://parking.arizona.edu/pdf/uaneedsassessment-april2008.pdf>). This study completed a comprehensive TDM assessment and recommended TDM programs to shift commuters away from SOVs. There have been other surveys and studies in the past, but not as comprehensive as the one done in 2008. These findings can then be used to target investments in alternative transportation mode infrastructure to encourage commuters to drive less.

- <https://transportation.indiana.edu/about-us/2021report/index.html>
- Developing carpool programs is a popular TDM program that would assist in the shift away from SOV commuters.
- **Support for Carpooling Programs is outlined in Initiative 4.1, "Develop & Enact a Transportation Demand Management Plan."**
- This survey should also include a brief demographic survey to understand how various groups commute differently. These findings could highlight the need to prioritize programs or infrastructure for certain communities.

Data Analyses to Support Initiative

The last university-wide transportation survey distributed by Parking & Transportation Services only received about 900 responses, which is not an adequate sample size to gather reliable data that reflects the behaviors of the university's 45,000+ student body and 15,000 employees.

Reliable data is missing and is necessary to make transportation-related planning decisions. This initiative aims to address gaps in existing data-gathering methods.

Resource Requirements & Return on Investment

Resource Requirements

- A consulting company could be hired for the first year to develop the survey and the protocol for administering the survey across main campus
- Personnel time to develop and distribute this survey.
- Employees who can analyze and interpret data results.
- Support for better survey administration methods.
- Potentially incentives to encourage survey responses.

Return on Investment

- This initiative requires little monetary funding but will have massive impacts on the way that transportation-related data is gathered at the university. Current gaps in transportation planning will be addressed once adequate data collection is established.
- Long-term benefits from this simple survey could have lasting financial and operational impacts to help align transportation needs/investments with long-term campus development plans.

Potential Funding Sources

- Central Administration funds
- University Facility Services Funds
- PTS funds

Accountable Division(s) & Department(s)

- Parking & Transportation Services

Partners & Collaborators

- Office of Sustainability
- City of Tucson
- Pima County

Implementation

Length of Time to Implement

- Less than one year
- One to five years
- More than five years

Difficulty of Implementation

- Low
- Medium
- High
- Extremely High

Relative Timing

- Begin within two years
- Begin in three to five years
- Begin in six years or later

Metrics for Success

- Number of survey responses year after year
- Diversity in demographics of survey respondents (responses across departments, students and staff, etc.)
- Frequency of survey distribution