

# Campus Drive Pilot Closure Data

## Campus-wide Opinion Survey

### Survey Methodology

An invitation to complete the survey, with a link to a web address, was sent by email to the campus community (about 25,000 people) on August 16, 2010. We received 7,101 responses, an estimated response rate of 28%. It was possible to complete the survey more than once, and for outsiders to obtain the survey link. However, unless this was done on a large scale it would not have significantly impacted the results.

All responses were self-reported. Status reported by respondents was 67% students\* (83% returning, 17% new), 12% staff and 11% faculty. The campus population is roughly 80% students, 9% faculty and 11% staff, so students were underrepresented and faculty overrepresented in the respondent sample. Handicapped permit users represented 2% of respondents. 19% of respondents lived on campus.

### Highlights of the Survey Results

NOTE: All percentages have been rounded to the nearest 1%. Except where indicated, responses are ordered from highest to lowest frequency.

- **More than half of respondents drive private vehicles to UM, one in five walk or bike, and one in five use public transportation. While on campus, more than two thirds of respondents walk or bike.**

“Between September and May what is your primary method of traveling to and from where you live to your campus work/study area?”

Private vehicle	57%
Walk, bike, non-motorized transportation	22%
Public transportation	19%
Public transportation not incl. Shuttle-UM	2%

“Between September and May what is your primary method of getting around campus?”

Walk, bike, non-motorized transportation	69%
Private vehicle	20%
Shuttle-UM	7%
State vehicle	3%

- **Nine of ten respondents were on campus at some point during the closure.**

“How frequently were you on campus between June 19 and August 13?”

Most weekdays	48%
Several times a week	15%
Some weeks but not others	8%
A few times	19%
Not at all	10%

- **Two thirds of respondents reported being affected by the closure.**

“How much did this summer's Campus Drive closure pilot affect you?”

Somewhat	45%
Not at all	33%
Significantly	23%

- **For the two thirds who were affected by the closure, most took alternate routes to and/or around campus.**

“If you were affected by the closure, what change(s) did you make as a result (check all that apply)?”

Took alternate routes around campus	54%
Took alternate routes to get to campus	33%
<i>Not affected</i>	28%
Changed parking location	15%
Walked or biked more	15%
Changed schedule	14%
Used less public transportation	7%
Other change	6%
Did not make any changes	4%
Used more public transportation	3%

- **For those who needed information about the closure, most-used sources were road signs and campus-wide email.**

“As a pilot initiative, Campus Drive was closed to most vehicles for 8 weeks this summer. How did you get information about the closure? (check all that apply)”

Road signs	61%
FYI or campus-wide email	51%
Communication from school/dept/unit	24%
Diamondback or other publication	24%
UM web page	19%
Talked to others, including FM and DOTS	17%
<i>Did not know about it</i>	12%
Departmental (FM, DOTS) websites	10%

- **About half of respondents who needed information found it complete and easy to get.**

“Did you get the information you needed to help you get around during the Campus Drive closure pilot?”

Yes	38%
<i>Did not need information</i>	28%
Got some information but not enough	21%
No	14%

“How easy was it for you to get the information you needed about the Campus Drive closure pilot?”

Easy	37%
<i>Did not need information</i>	30%
Somewhat difficult	25%
Very difficult	7%

- **Survey responses did not reflect a consensus about the way the pilot turned out.**

“How did the Campus Drive closure pilot this summer turn out, compared to the way you thought it would?”

More or less as expected	32%
Worse than expected	23%
Better than expected	16%
Don't know	29%

- **Responding to the idea of a permanent Phase I-type closure (Campus Drive open to buses), less than one third said it would be a good idea, with one in four “not sure”.**

“If in the future Campus Drive were closed to vehicles except Metro and Shuttle-UM buses, what do you think that would mean for the campus?”

Sounds like a bad idea	40%
Sounds like a good idea	29%
Not sure	25%

- **In the event of a permanent Phase I-type closure, one third would not make any changes. Many others would take alternate routes to and from, or on, campus.**

“If in the future Campus Drive were closed to vehicles except Metro and Shuttle-UM buses, what changes do you think you would make as a result (check all that apply)?”

Take alternate routes around campus	50%
Take alternate routes to get to campus	33%
<i>No changes</i>	28%
Walk or bike more	24%
Change schedule	18%
Change parking location	18%
Use more public transportation	14%
Other change	9%

- **Responding to the idea of a permanent Phase II-type closure (Campus Drive closed to all but Campus Connector buses), about one in ten said it would be a good idea.**

“If in the future Campus Drive were closed to most vehicles, and Shuttle-UM dropped off passengers on the outskirts of campus (only Campus Connectors would be permitted on Campus Drive), what do you think that would mean for the campus?”

Sounds like a bad idea	63%
Not sure	21%
Sounds like a good idea	11%
No opinion	6%

- **The more a respondent was impacted by the pilot closure, and the more restrictive the proposed closure, the less positive they were about a permanent closure.**
  - **The most positive responses were from the “not impacted” group regarding a Phase I-type closure – 43% said “Sounds like a good idea”.**
  - **The most negative responses were from the “strongly impacted” group regarding a Phase II-type closure - only 2% thought a Phase II-type closure sounded like a good idea.**

How much did this summer’s closure pilot affect you?

	<u>Not at all</u> (n=2,257)	<u>Somewhat</u> (n=3,107)	<u>Significantly</u> (n=1,548)
<u>Phase I-type closure</u>			
Sounds like a good idea	<b>43%</b>	28%	12%
Not sure about it	27%	30%	13%
Sounds like a bad idea	19%	39%	<b>75%</b>
No opinion	11%	3%	<1%
<u>Phase II-type closure</u>			
Sounds like a good idea	<b>20%</b>	10%	2%
Not sure about it	28%	22%	7%
Sounds like a bad idea	41%	65%	<b>91%</b>
No opinion	11%	4%	1%

## Comments from the Campus-Wide Survey

### Comments about the Pilot Closure

A total of 3,507 comments were received in response to “In this space, please provide comments about the Campus Drive closure pilot.” Because of the volume and wide-ranging topic areas in the comments, we decided to categorize them by topic. To date 1,557 comments have been categorized directionally – 253 were positive, 296 neutral and 1,008 negative. The categorization process is ongoing.

### Additional comments

A total of 1,056 comments were received in response to “Please use this space for additional comments.” All of the comments have been categorized. Results are in the table below.

<u>Subject of Comment</u>	<u># Positive Comments</u>	<u># Neutral Comments</u>	<u># Negative Comments</u>
Access to buildings during the pilot	0	0	1
Biking during the pilot	3	4	5
About the closure pilot	17	14	62
Permanent closure of Campus Drive	<b>100</b>	<b>293</b>	<b>470</b>
Driving during the pilot	0	1	23
General comment	14	94	120
Related to handicapped/disability	1	7	21
Information about the closure	0	16	22
Other	6	30	20
Parking during the pilot	0	0	2
Purple Line/rail transportation on campus	57	16	13
Public transportation during the pilot	2	25	8
Safety/security	1	3	9
Timing of the pilot closure	0	8	10
Sustainability issues not directly related to the closure	38	58	269
Walking during the pilot	2	0	1
<b>Total</b>	<b>241</b>	<b>569</b>	<b>1056</b>

# Shuttle-UM Rider Survey

## Survey Methodology

In early July and at the beginning of Phase II, Shuttle-UM riders were asked by drivers on some routes to complete an onboard opinion survey. A total of 224 riders completed the survey. Results follow. All percentages were rounded to the nearest percentage. Comments about the pilot closure were categorized as 4 positive, 11 neutral and 27 negative.

## Results

- **What is your status at UM?**

Faculty 10% Staff 28% Student 59% Visitor 2% Affiliate <1%

- **Rate your experience on Shuttle-UM today**

Good 75% OK 23% Not Good 2%

- **Campus Drive is closed to most vehicles for 8 weeks this summer. Has this closure changed your use of Shuttle-UM?**

No 74%  
Yes, I've used it less frequently 15%  
Yes, I've used it more frequently 9%

- **As part of the Campus Dr. closure, from July 17-August 13, the Shuttle-UM route will terminate at Regents Dr. garage instead of on Campus Dr. Only the Campus Connectors will be able to travel on Campus Dr. Do you think this will change your use of Shuttle-UM? (Only completed during Phase I, 180 responses)**

No 66%  
Yes, I will use it less frequently 28%  
Yes, I will use it more frequently 7%

- **As part of the Campus Dr. closure, from July 17-August 13, the Shuttle-UM route terminates at Regents Dr. garage instead of on Campus Dr. Only the Campus Connectors can travel on Campus Dr. Has this changed your use of Shuttle-UM? (Only completed during Phase II, 39 responses)**

No 62%  
Yes, I use it less frequently 28%  
Yes, I use it more frequently 10%

- **If the Shuttle-UM bus route terminated at Regents Dr. garage, how long would you usually be willing to wait for a Campus Connector to take you to the center of campus?**

I would not transfer 35%  
5 minutes 35%  
0 minutes 20%  
Up to 15 minutes 7%  
Up to 30 minutes 4%

# Shuttle-UM Ridership Data

## Stamp Stop Data

From 6/28/10 - 7/16/10, Shuttle-UM recorded how many riders got off at the Union stop.

All data was collected after the hub was moved from the Student Union to Regents Drive garage.

<b>Date</b>	<b># Exiting at Stamp</b>	<b>Total Riders</b>	<b>Stamp Exiters as % of Total</b>
28-Jun	340	1108	31%
29-Jun	362	1174	31%
30-Jun	426	1160	37%
1-Jul	355	1152	31%
2-Jul	299	915	33%
6-Jul	365	1139	32%
7-Jul	398	1360	29%
8-Jul	433	1124	38%
9-Jul	306	1021	30%
12-Jul	380	1240	31%
13-Jul	410	1329	31%
14-Jul	342	1253	27%
15-Jul	359	1376	26%
16-Jul	289	1158	25%
	<b>Average</b>		<b>31%</b>

## Adele H. Stamp Student Union – Center for Campus Life Campus Drive Closure Statistics

The Stamp has door mounted traffic counters installed at every building entrance that count traffic in and out of the building. **The Stamp suffered a significant decrease in building traffic (111,639 people which equaled a drop of 26.1%) during the time period that Campus Drive was closed as compared to the same period of time from 2009.** Comparative statistics in the table below.

<u>2009 Data</u>	<u>Count</u>	<u>2010 Data</u>	<u>Count</u>	<u>Difference</u>	<u>%</u>
June 14-20*	81,402*	June 13-19*	75,182*	-6,220*	-7.7%*
June 21-27	60,287	June 20-26	50,596	-9,691	-16.07%
June 28-July 4	44,675	June 27-July 3	42,857	-1,818	-4.07%
July 5-11	54,793	July 4-10	28,777	-26,016	-47.48%
July 12-18	65,491	July 11-17	48,834	-16,657	-25.43%
July 19-25	53,328	July 18-24	41,203	-12,125	-22.74%
July 26-August 1	52,942	July 25-31	41,490	-11,452	-21.63%
August 2-8	50,227	August 1-7	32,093	-18,134	-36.10%
August 9-15	45,932	August 8-14	30,186	-15,746	-34.28%
Totals	427,675		316,036	-111,639	-26.10%

\*Prior to closure; not included in overall totals.

### Food Court Vendors

Detailed statistics will be provided by the Department of Dining Services.

### University Book Center

The University Book Center, operated by Barnes & Noble Collegiate Books reported a 3,250 (11.1% decrease) fewer customers and a decrease in sales of \$55,700 (3.3% decrease) during the closure of Campus Drive as compared to the same time period of the previous year.