



Western Michigan University **Transportation Master Plan**

Presentation of Survey Findings
For the Project Steering
Committee

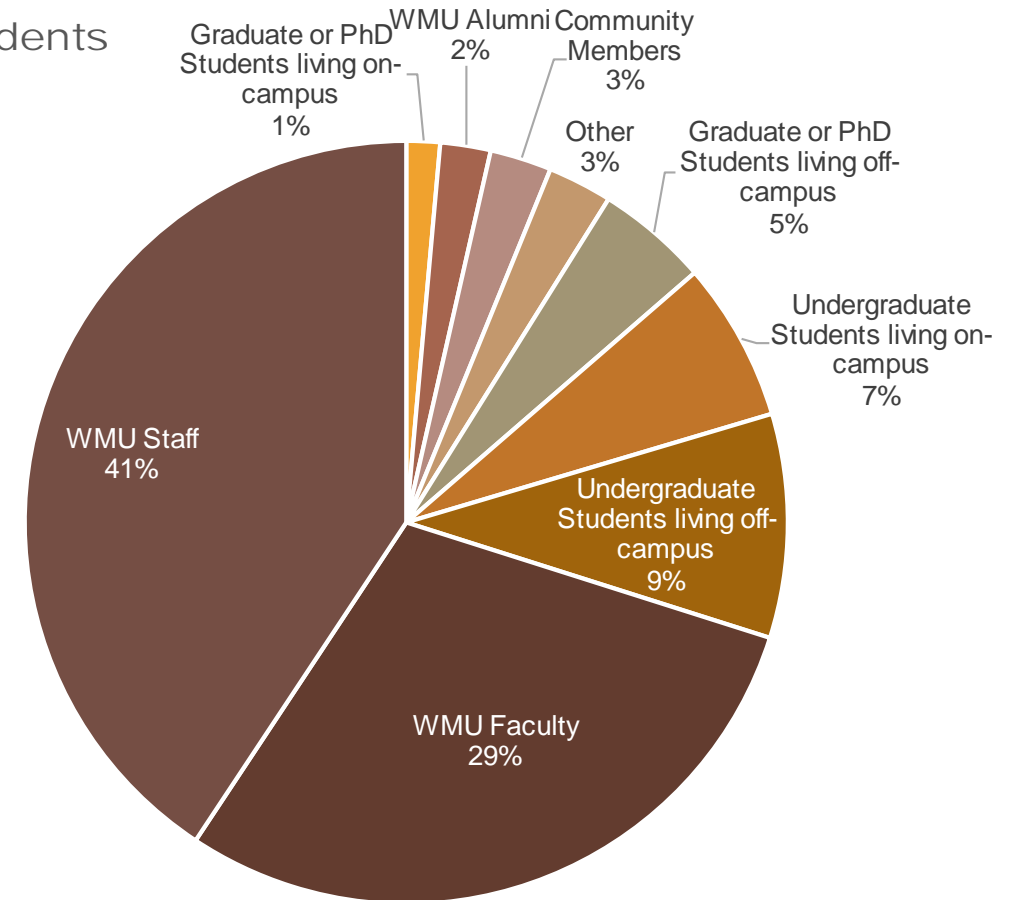
June 5, 2019

Participation

844 respondents

- 343 WMU Staff members
- 248 WMU Faculty
- 80 Undergraduate Students living off-campus
- 57 Undergraduate Students living on-campus
- 40 Graduate or PhD Students living off-campus
- 22 Community Members
- 18 WMU Alumni
- 12 Graduate or PhD Students living on-campus
- 23 Other (WMU retiree, Emerita faculty)

Respondents

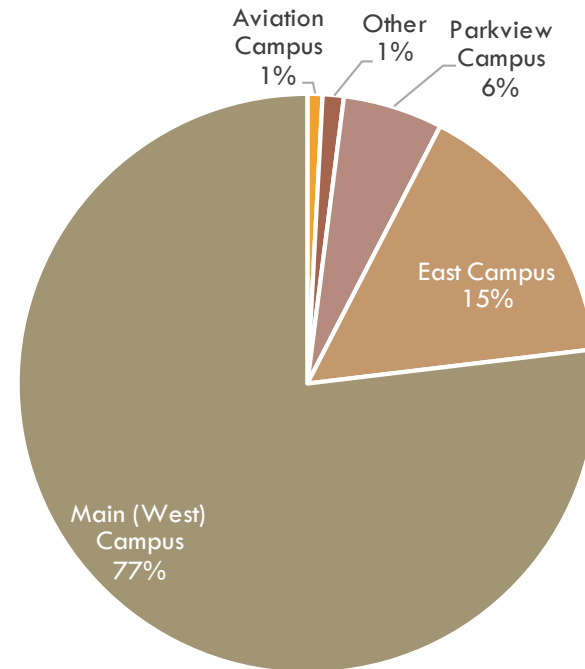


Primary Campus Destinations

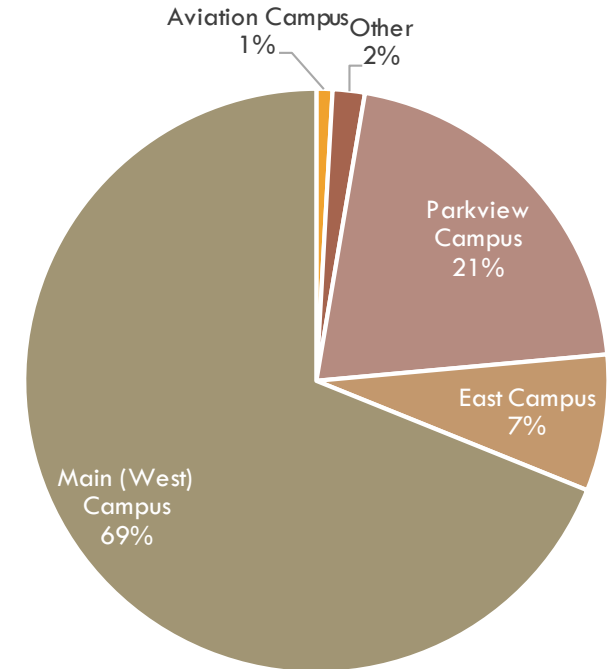
842 Total Respondents

- 593 employees
- 225 students

Employee Campus Destination

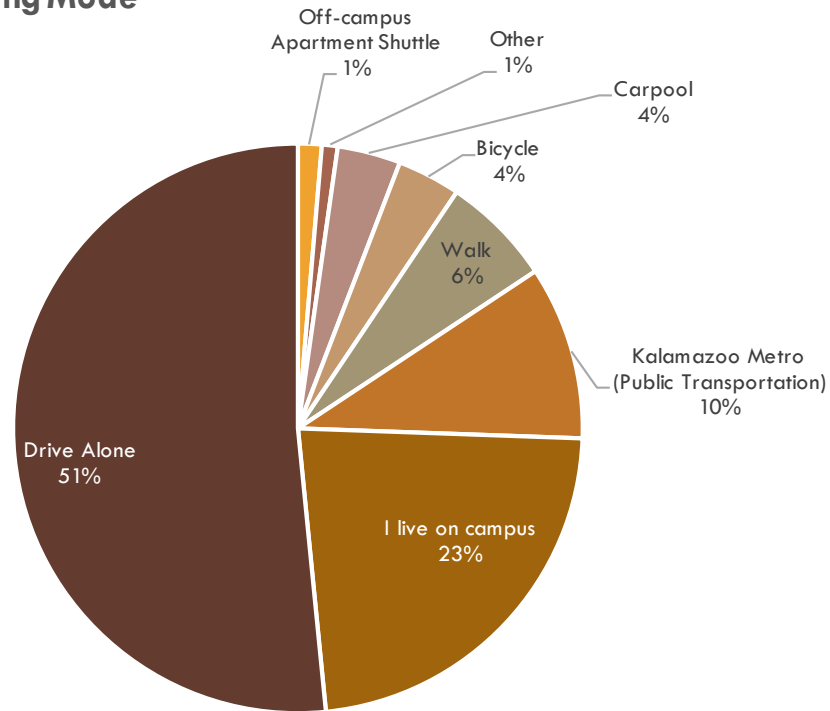


Student Campus Destination

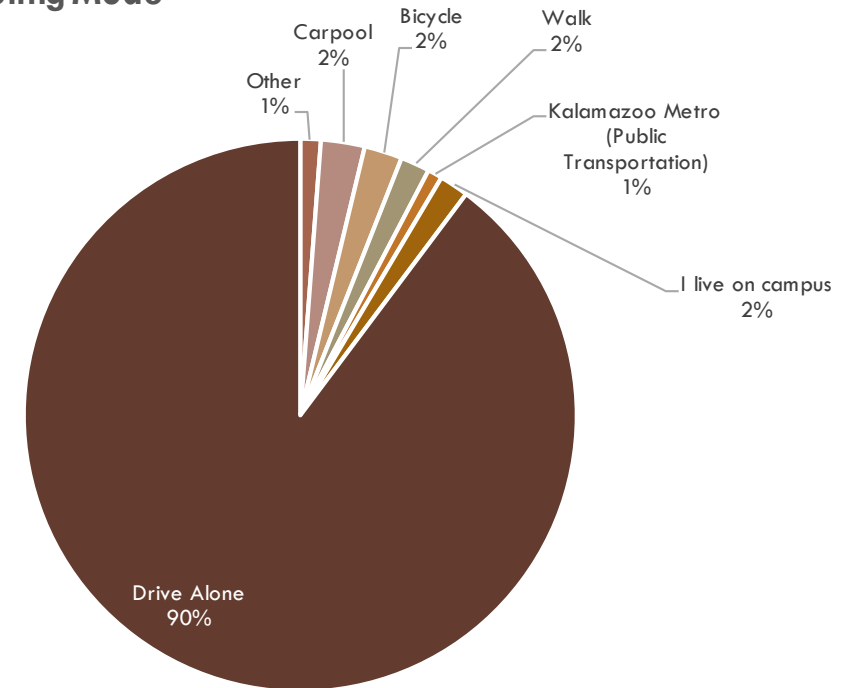


Primary Commute Modes

Primary Commuting Mode
Students



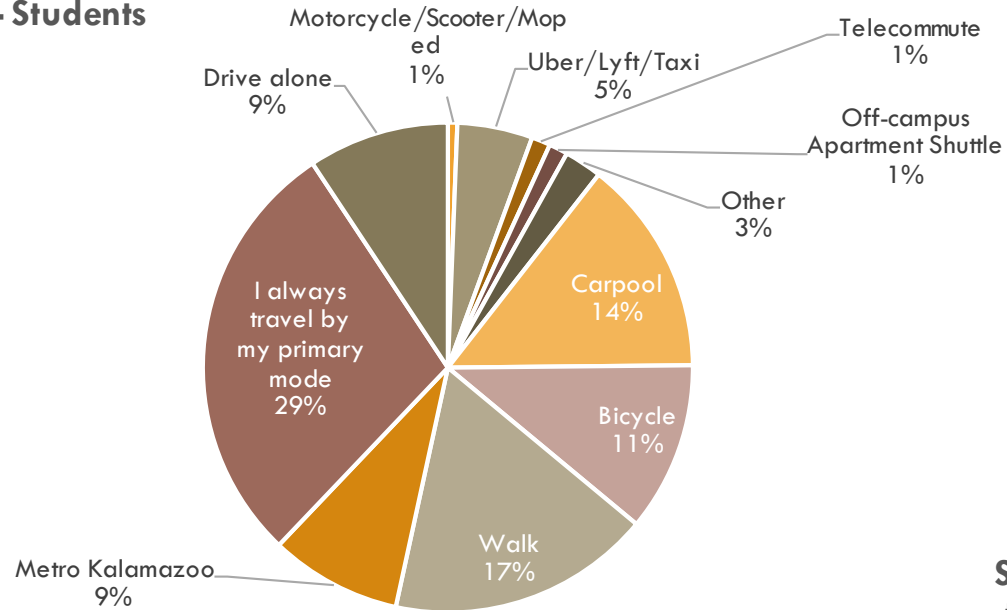
Primary Commuting Mode
Employees



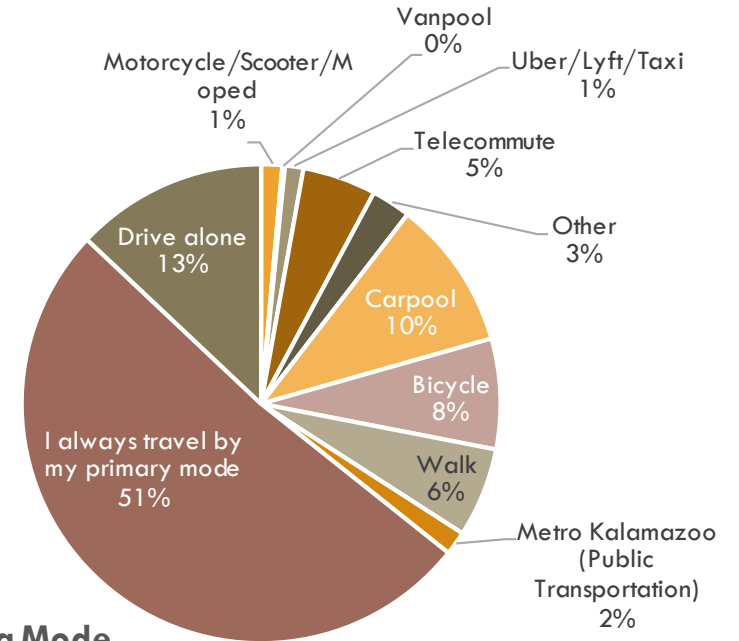
Secondary Commute Modes

740 respondents: Majority of employees do not switch modes, More students use public transit as secondary mode

Secondary Commuting Mode to Campus - Students



Secondary Commuting Mode to Campus - Employees



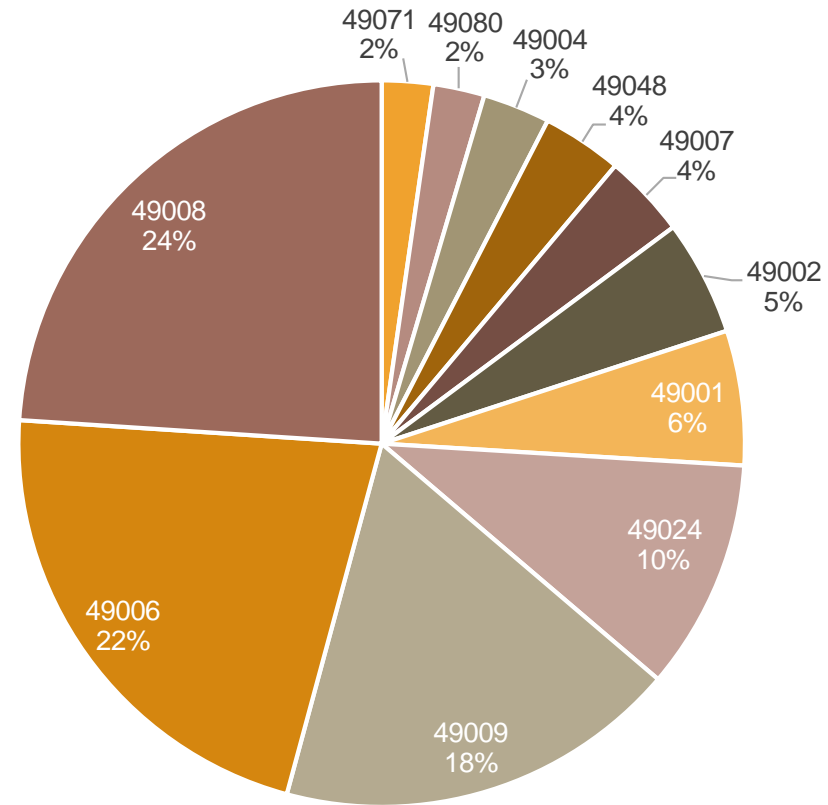
Zip code of Commute Origin

Top 10 most-frequent zip codes of origin
(701 of 816 responses)

Three most-frequent zip codes cover:

- 89% of Full-Time Students
- 81% of Part-Time Employees
- 59% of Full-Time Employees
- 55% of Part-Time Students

Top 10 Frequent Zip Codes

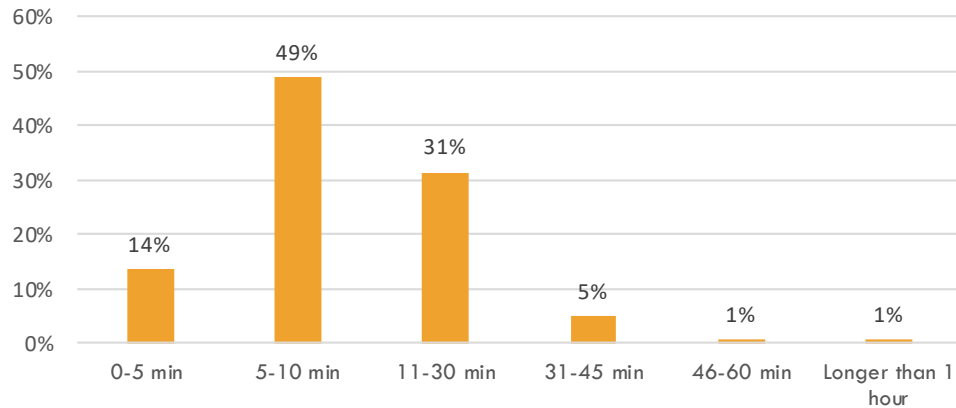


Commute Travel Times

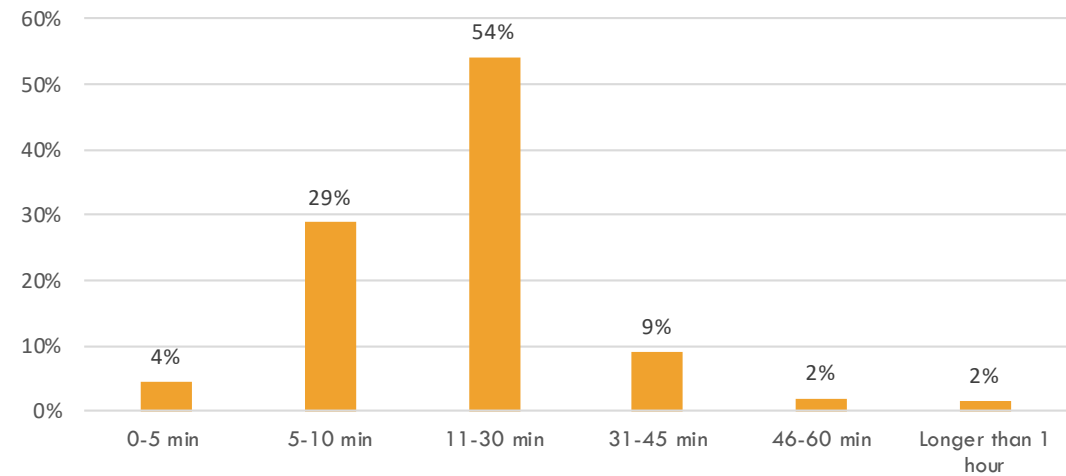
744 respondents:

- Students have a shorter commute
- Majority of employee's commutes take between 11-30 minutes
- 13% of employees commute longer than 30 minutes

Commuting time to Main Campus – Students



Commuting time to Main Campus – Employees

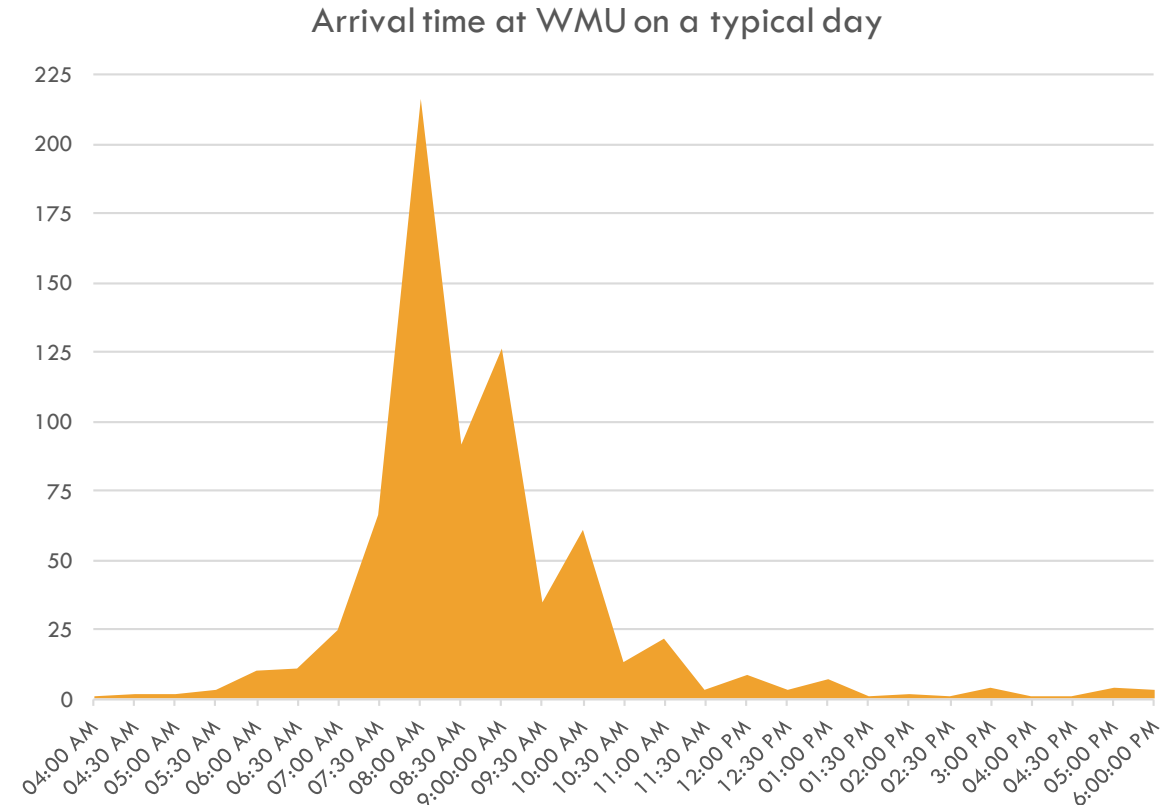


Arrival Times

723 responses

Arrival peak between 8AM-9AM

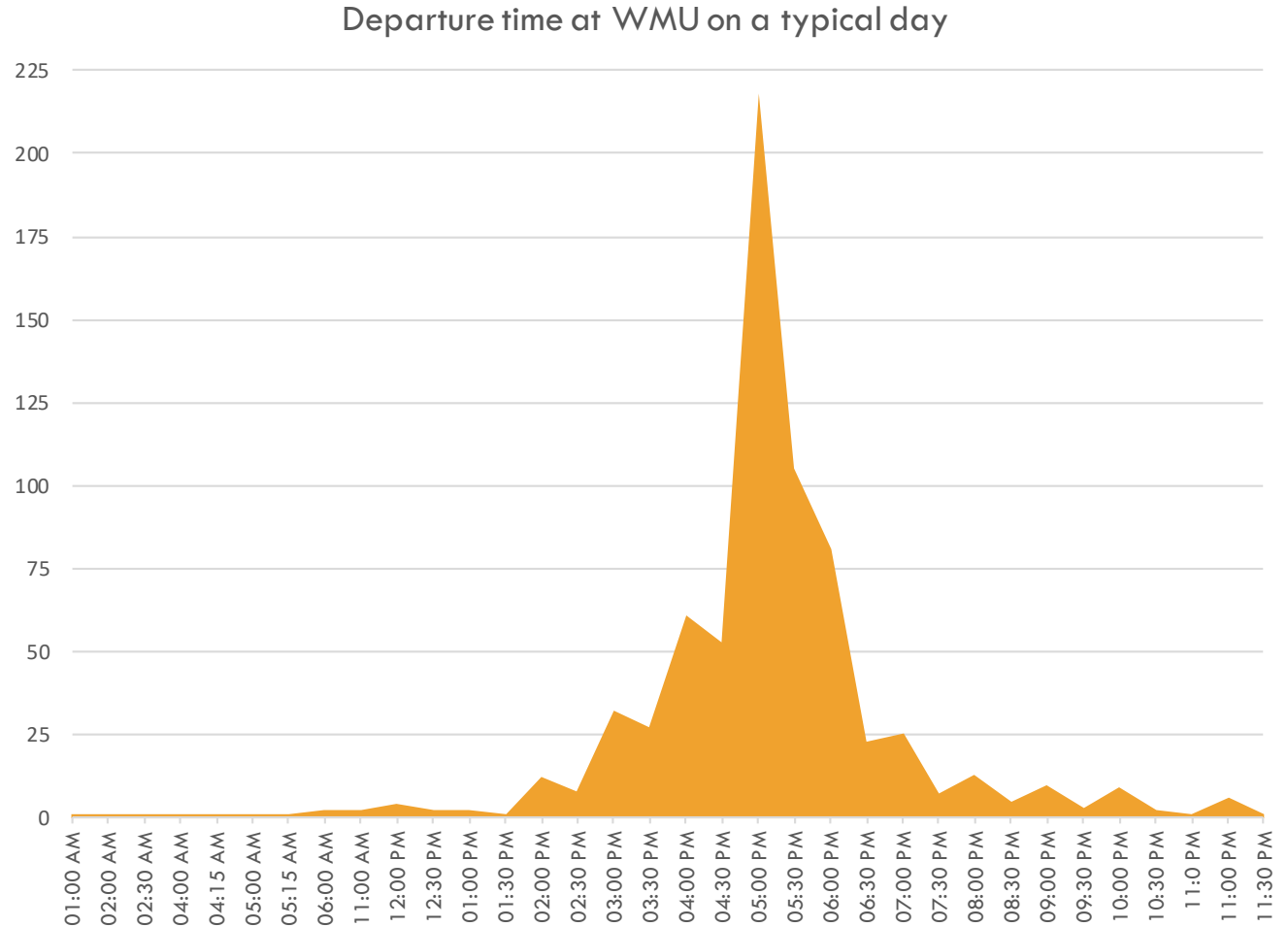
*105 respondents answered 9PM as their typical arrival time, but this number is so high I got the suspicion that this is probably a typo and hence these are added to the 9 AM count (next survey we could let participants choose from a list of half-hour time-periods instead of open format, and not make it 24hr clock – confusing)



Departure Times

722 responses

5 PM – 5:30PM Peak

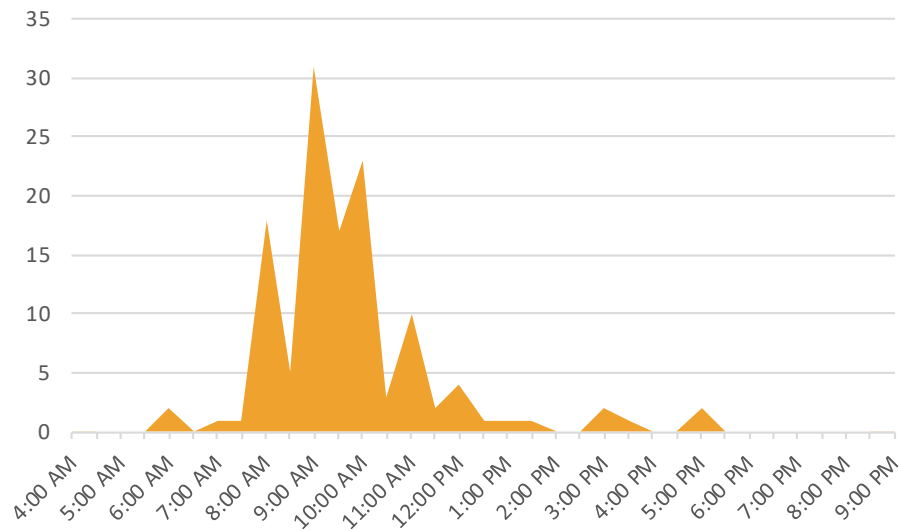


Arrival Times

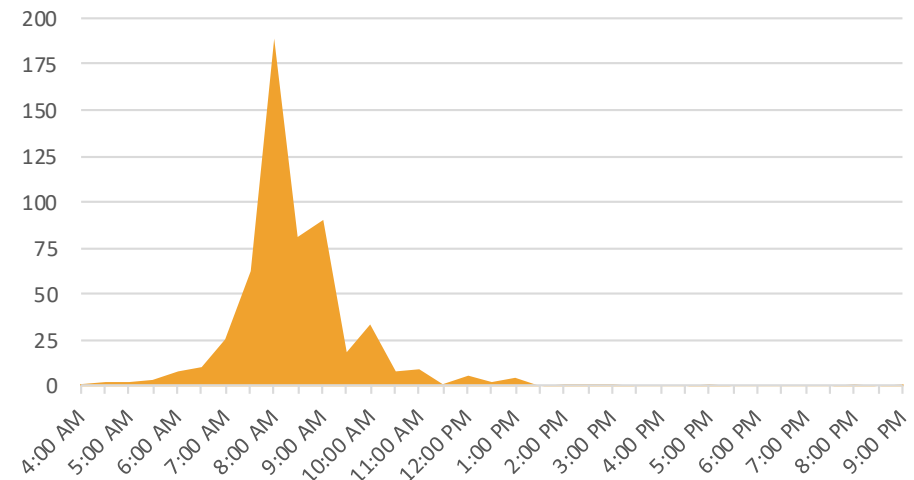
723 responses

Arrival peak between 8AM-9AM

Students: Arrival time at WMU on a typical day



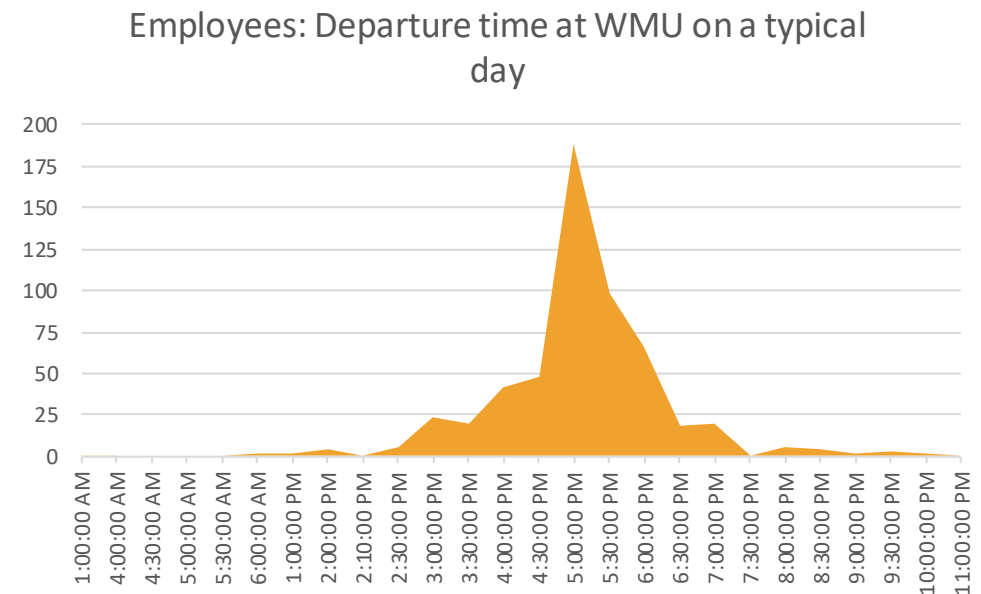
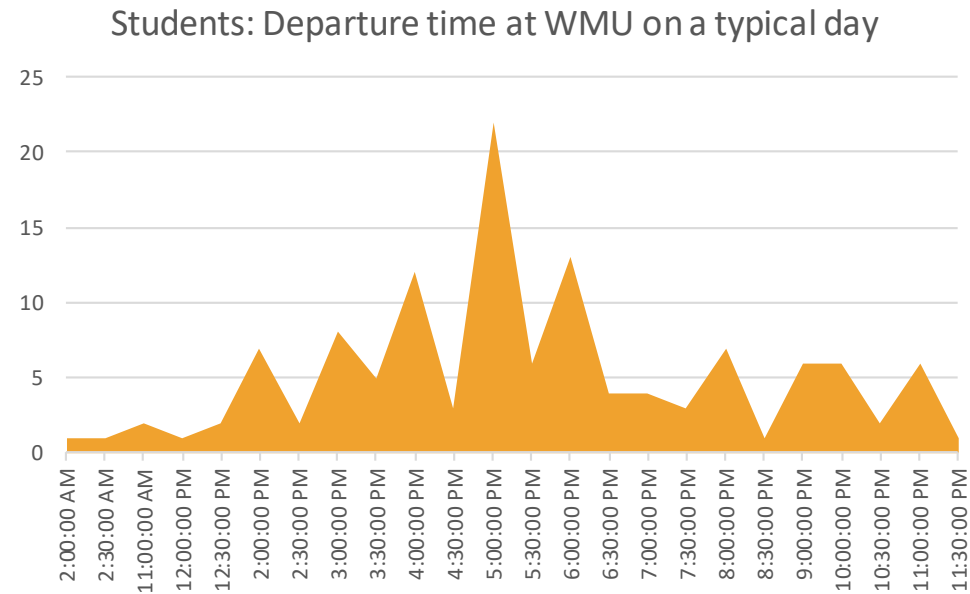
Employees:
Arrival time at WMU on a typical day



Departure Times

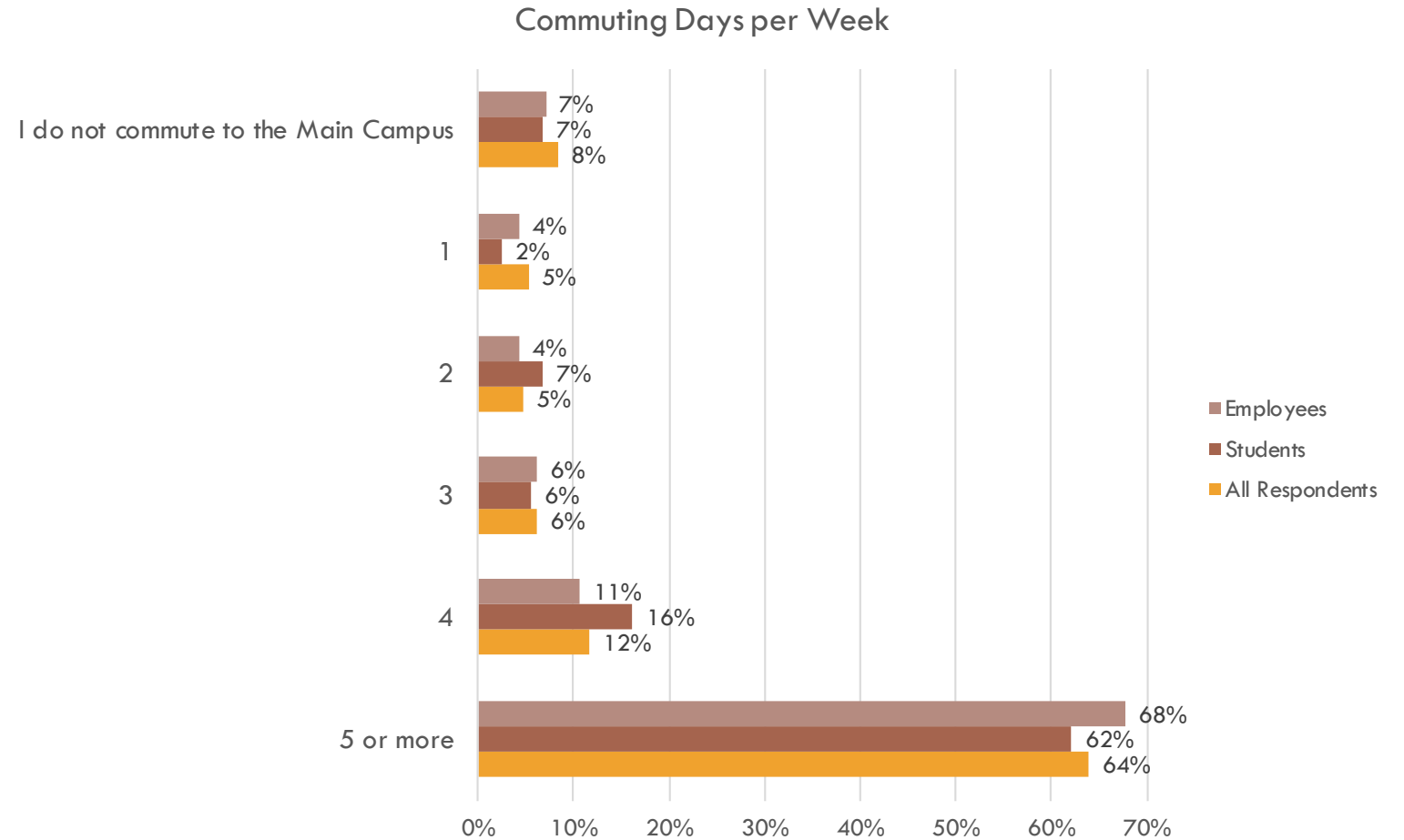
722 responses

5 PM – 5:30PM Peak



Frequency of Main Campus Commutes

742 responses

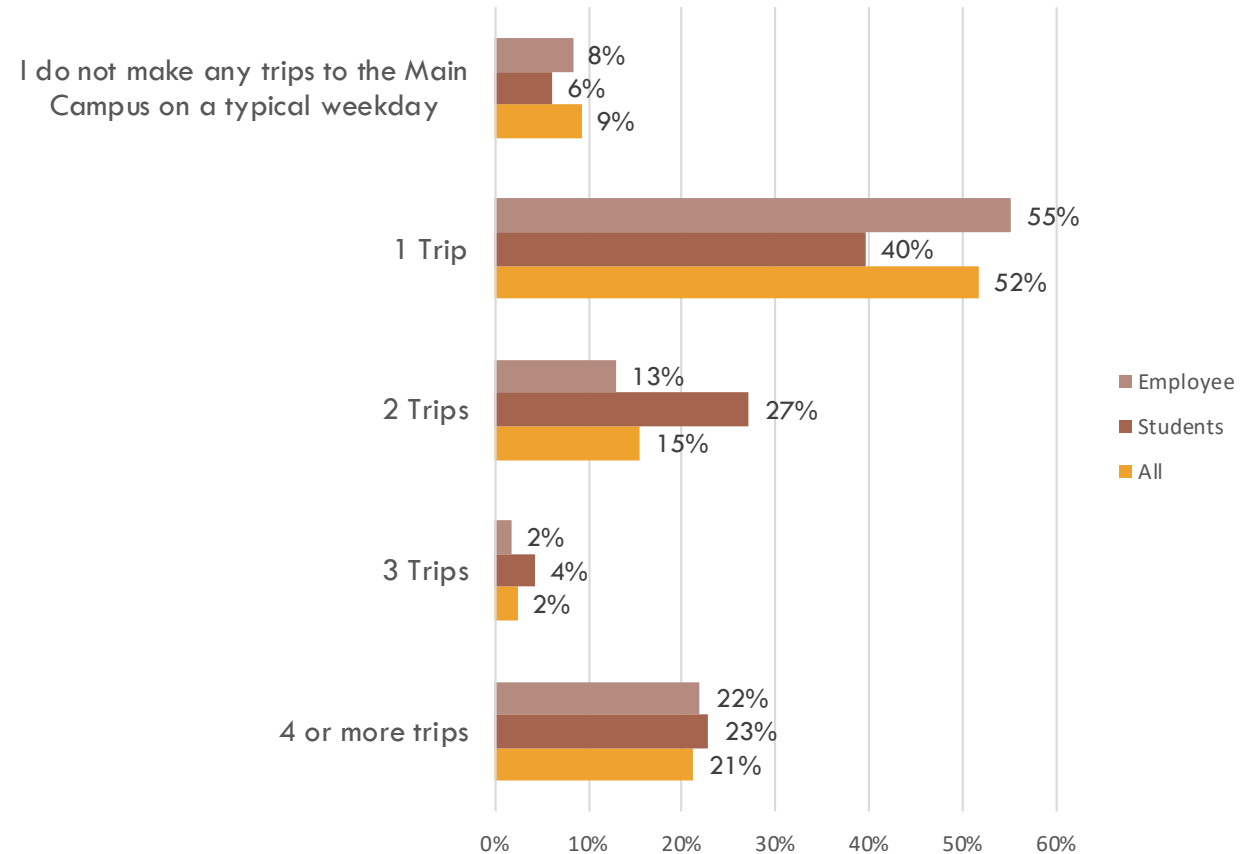


Frequency of Main Campus Trips

742 responses

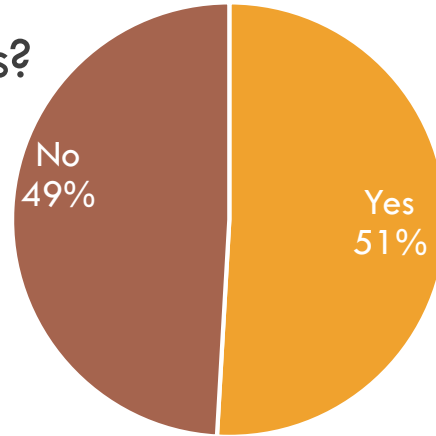
Employees tend to make fewer trips, but students average commute is shorter

Trips to Main Campus on a typical day

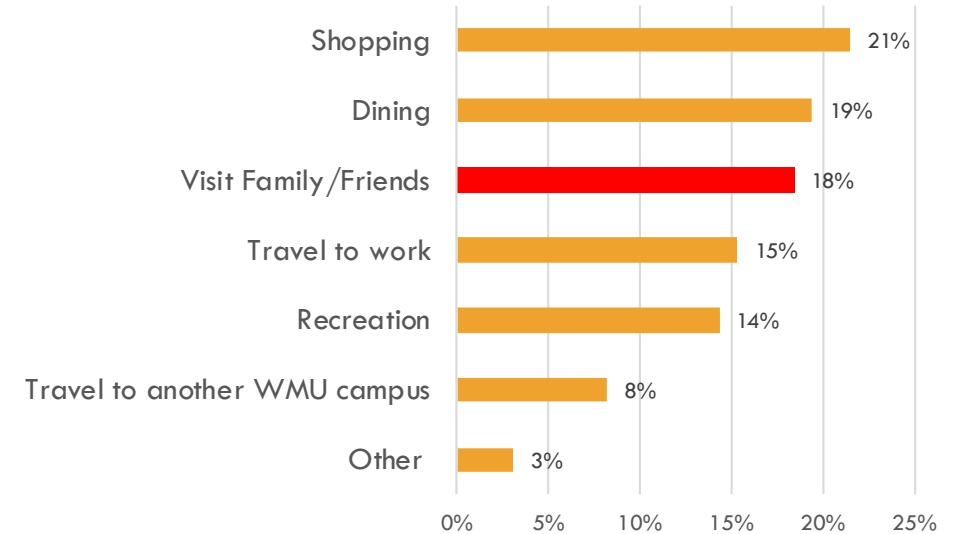
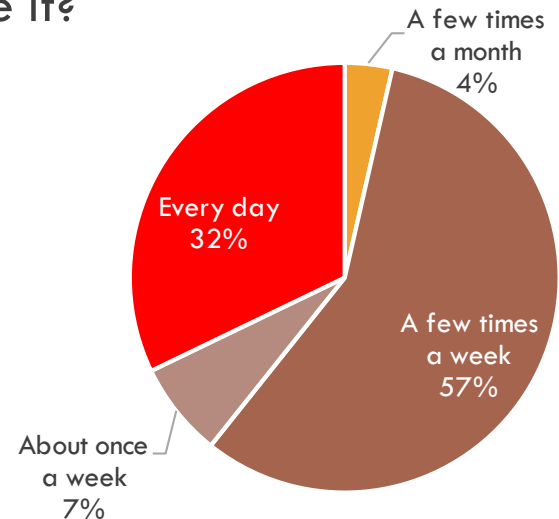


Resident Students

Do you have a car on-campus?



If so, how often do you use it?

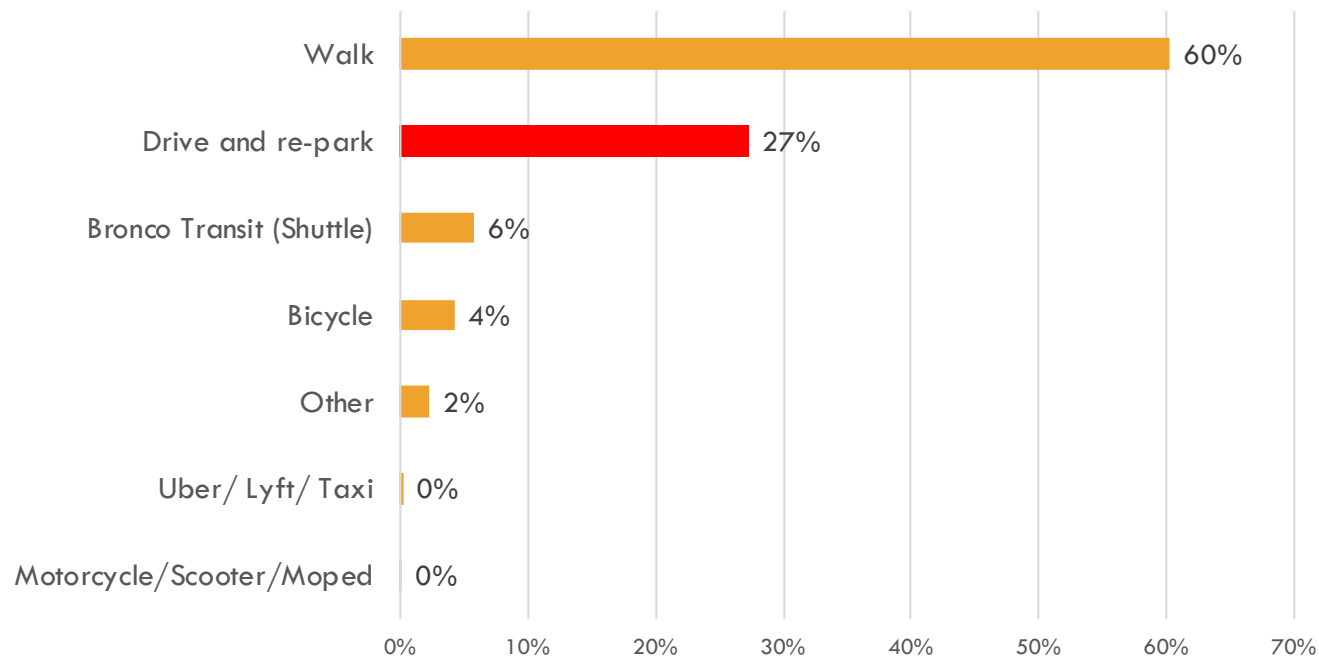


What types of trips do you typically use your car for?

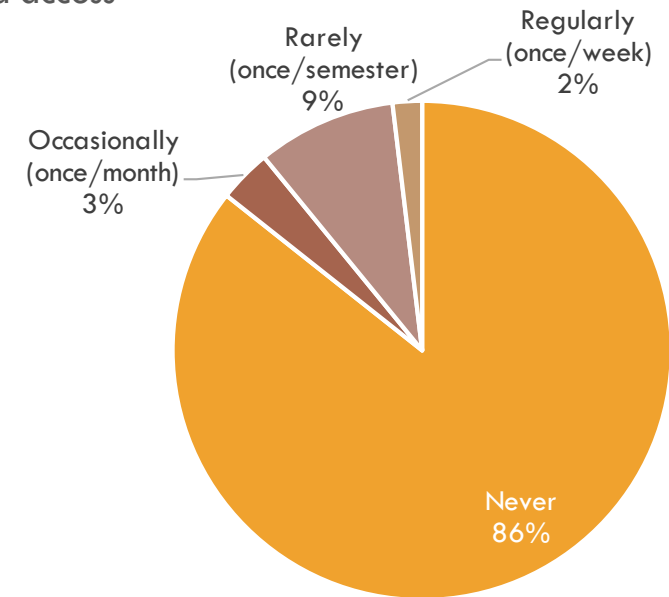
On-Campus travel

798 responses

Mode of Travel between Campus destinations throughout the day



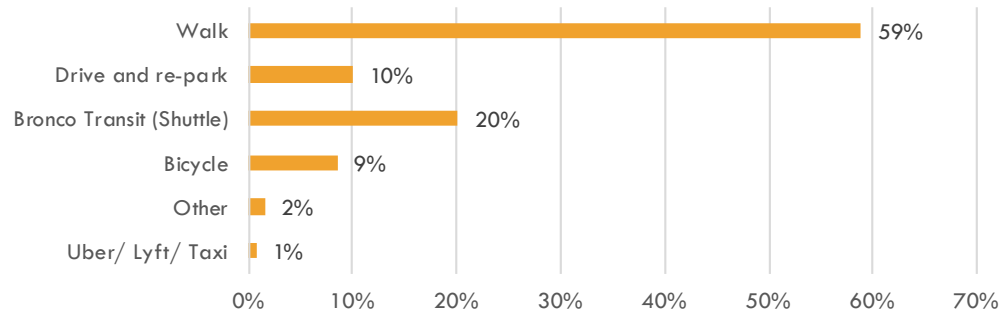
Use of Lyft/Uber for campus travel and access



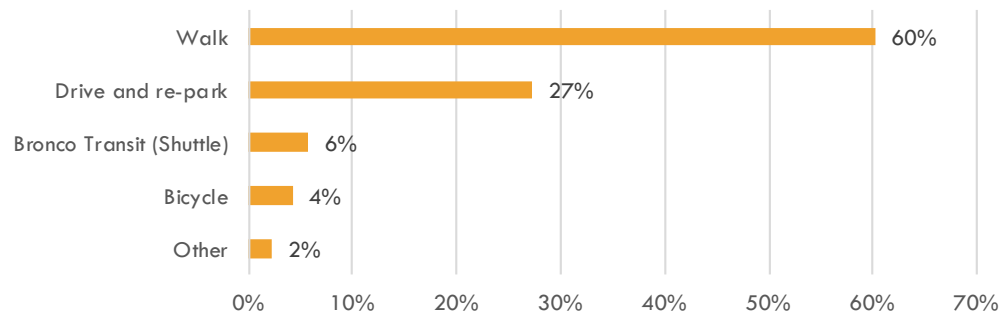
On-Campus travel

798 responses

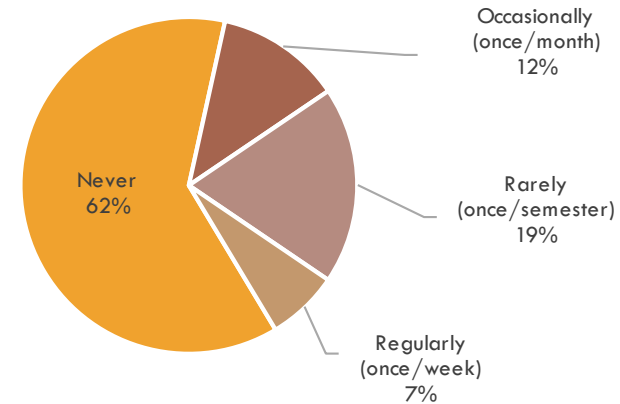
Students: Mode of Travel between Campus destinations throughout the day



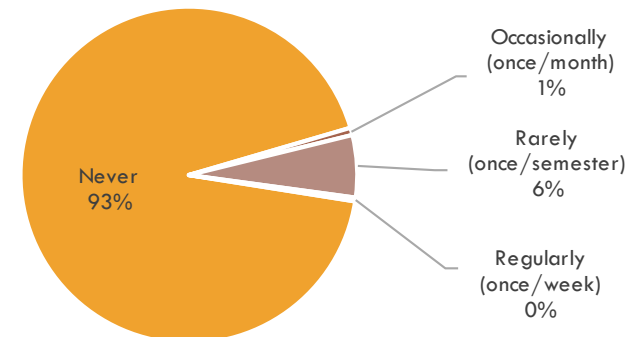
Employee Mode of Travel between Campus destinations throughout the day



Students: Lyft/Uber Use for Campus Travel and Access



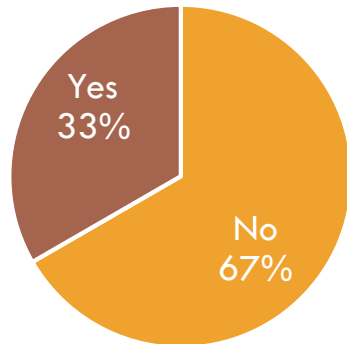
Employees: Lyft/Uber Use for Campus Travel and Access



Travel Between Campuses

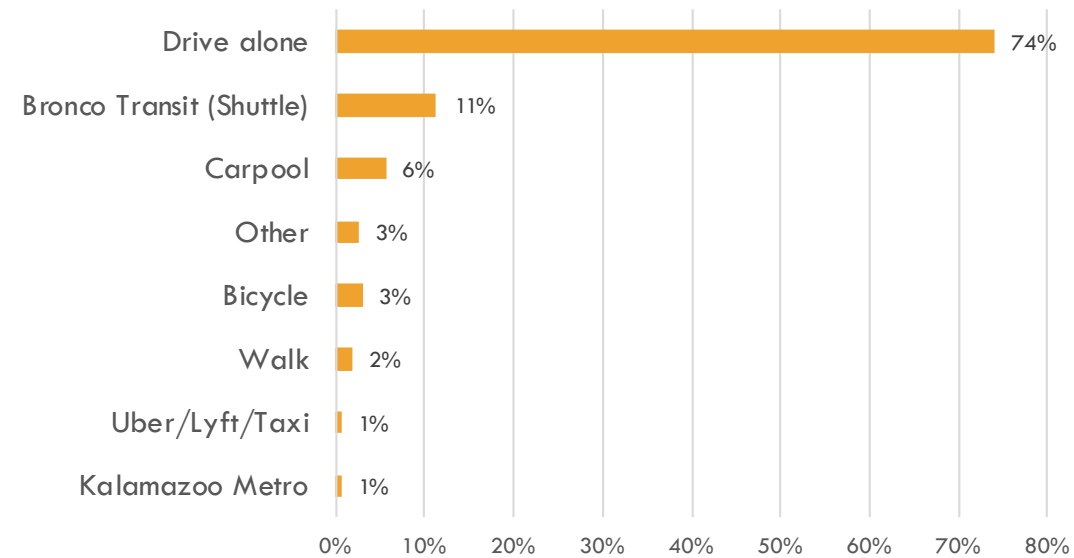
N=801

Do you regularly travel between Main Campus and other WMU Campuses?



N=266

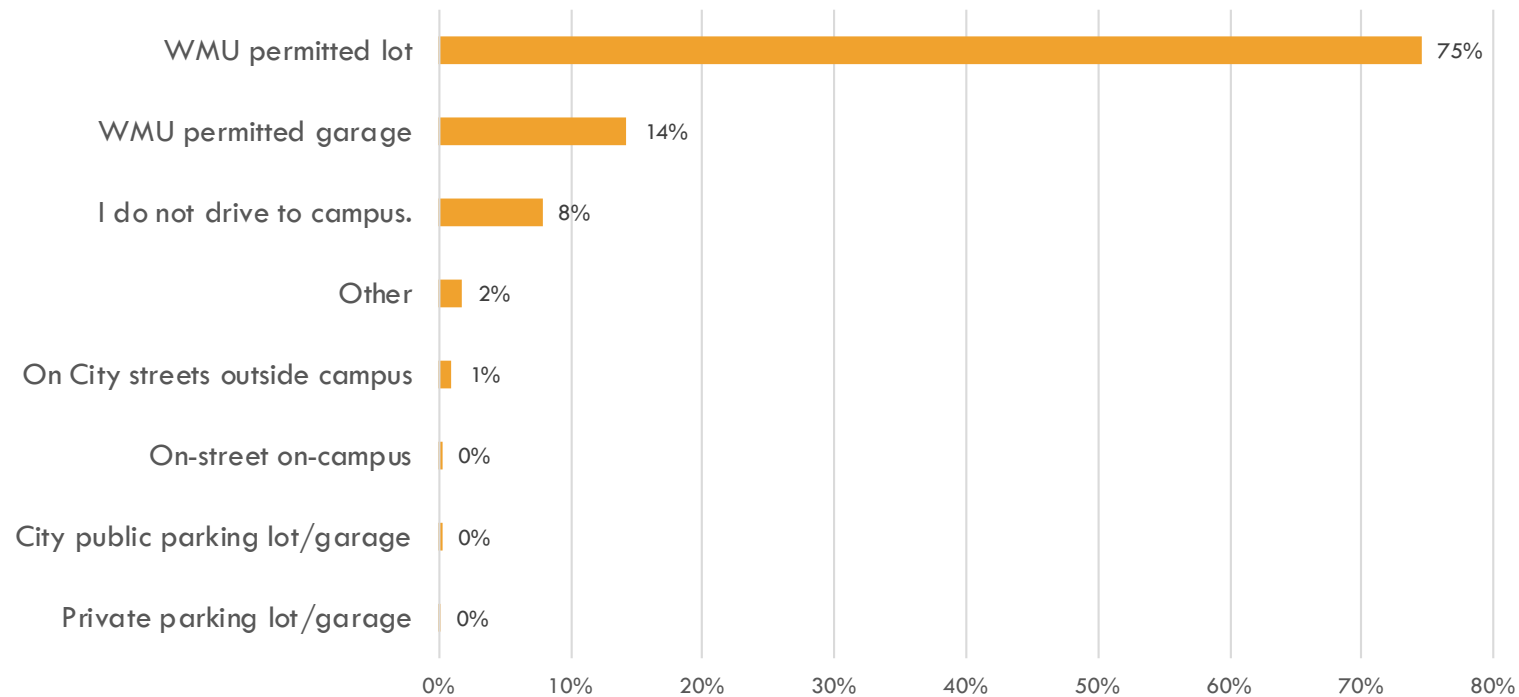
Primary Mode of Travel for Trips between Campuses



Survey Results: Parking

N=793

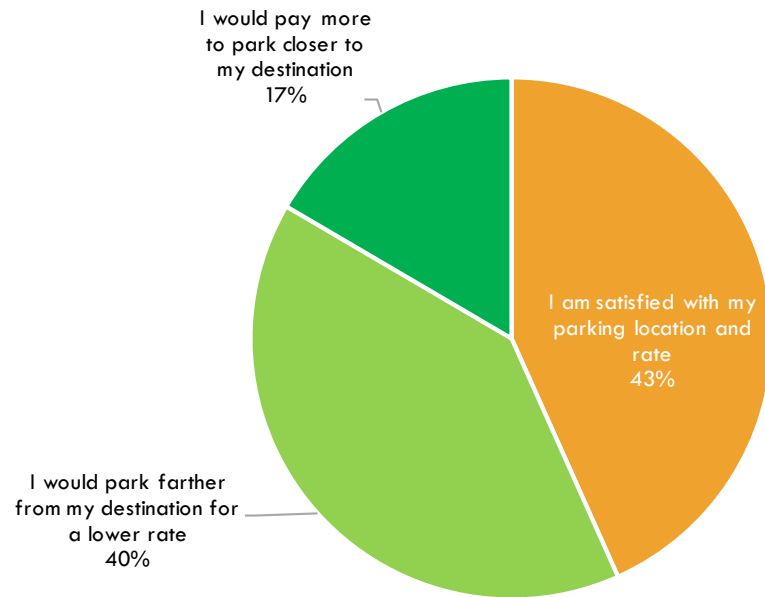
Usual Parking Location around Main Campus



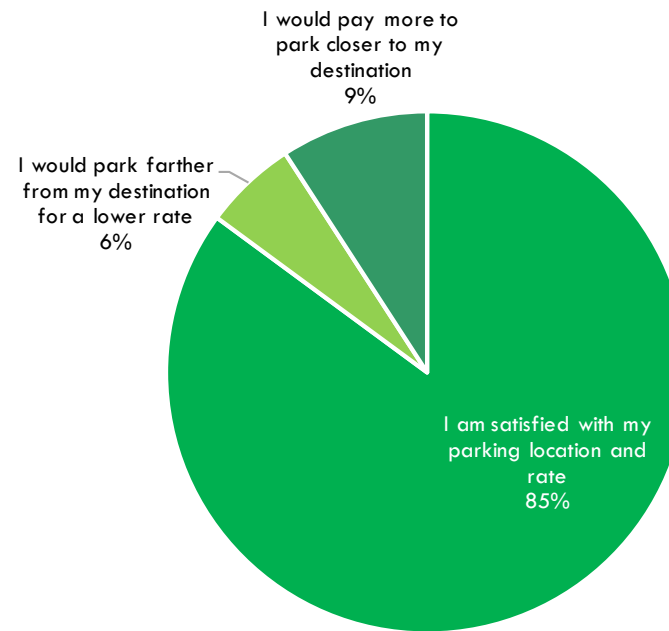
Parking Tradeoffs

N=714

Students



Employees



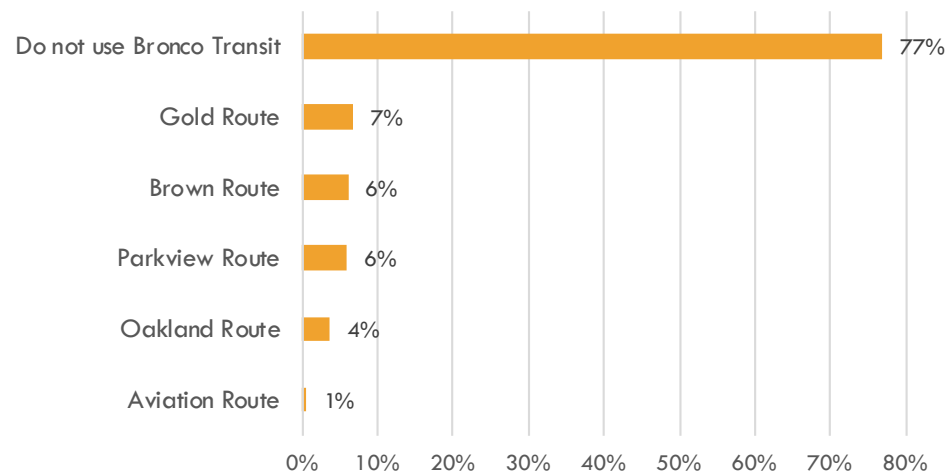
Score - Least (0) to Most Important (5)



Transit

N=747

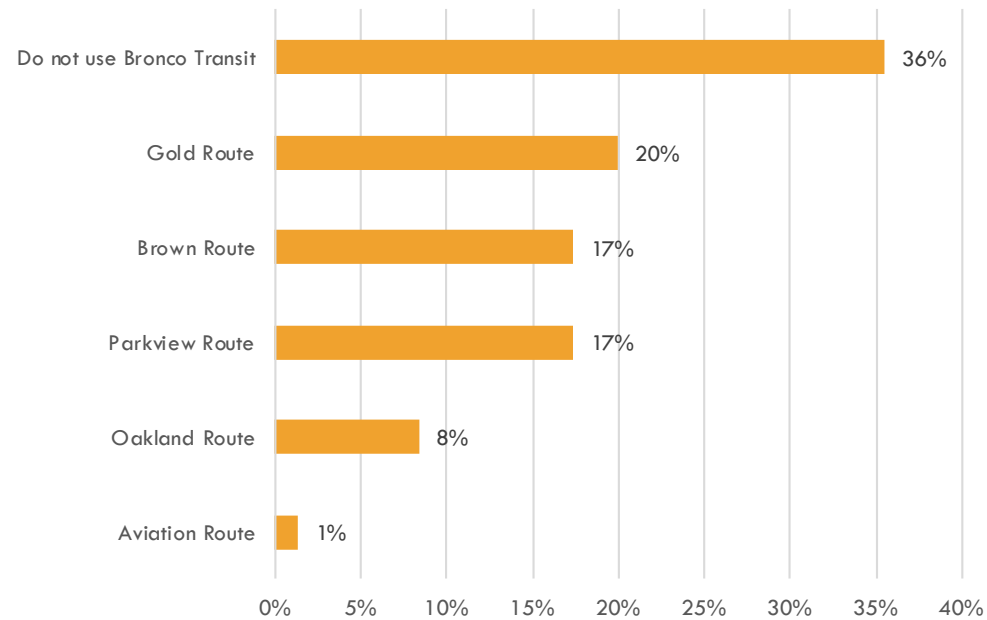
Which Bronco Transit Route do you use?



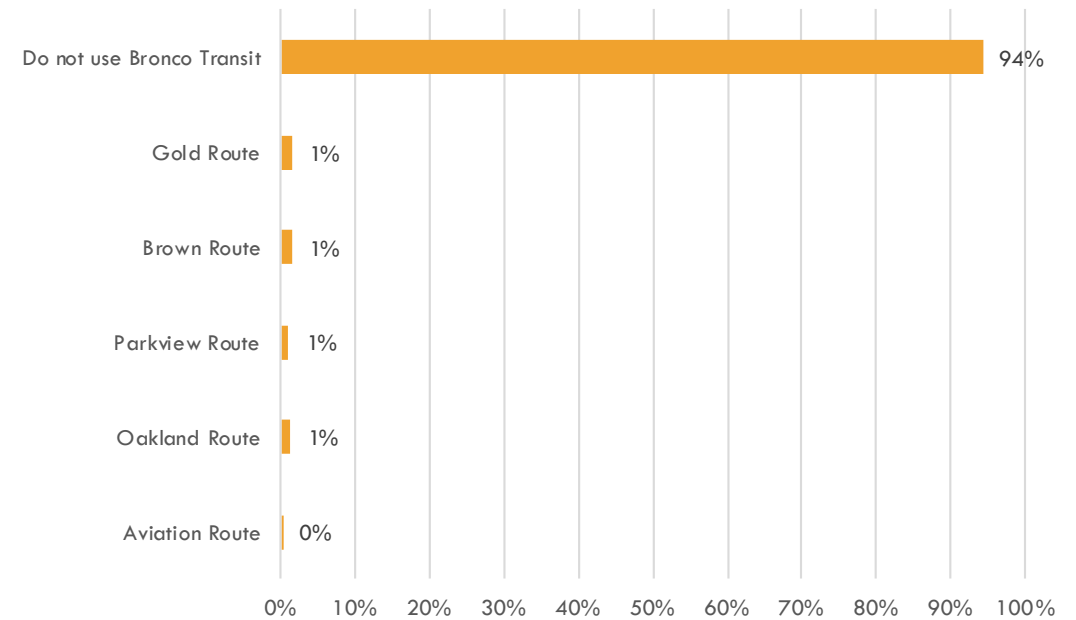
Transit

N=747

Students: Which Bronco Transit Route do you use?



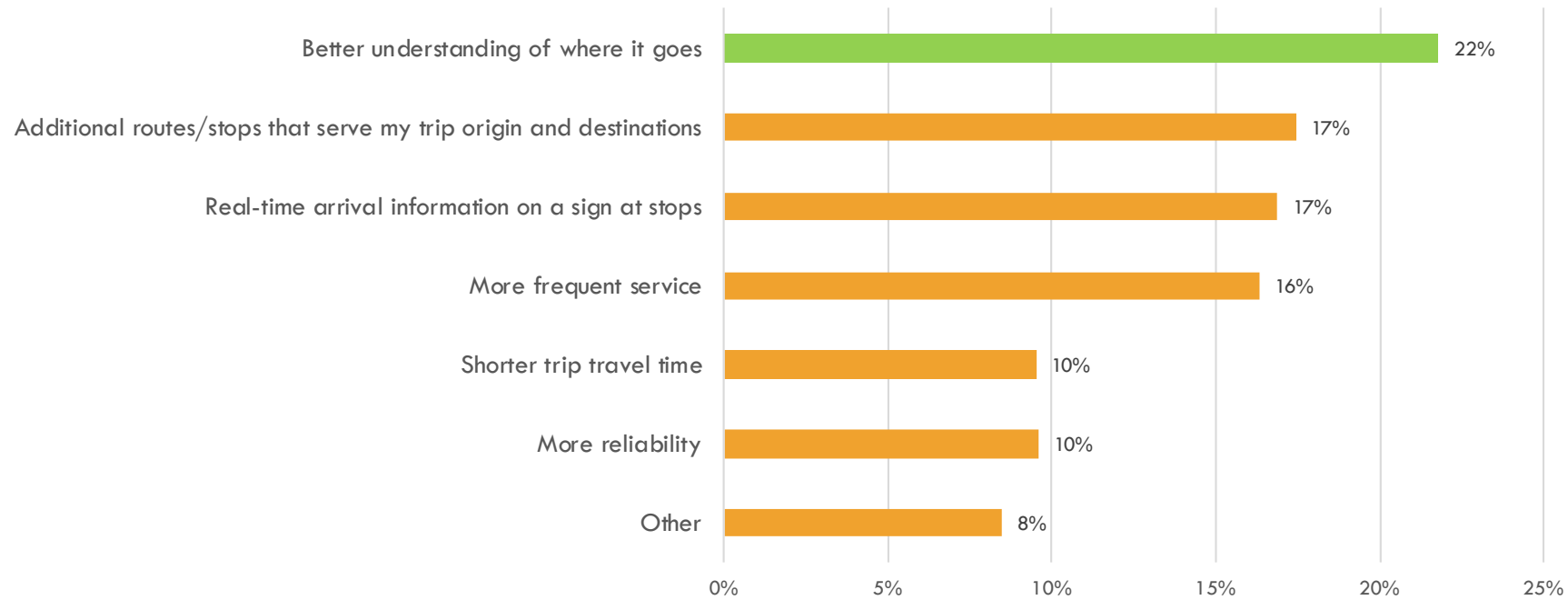
Employees: Which Bronco Transit Route do you use?



Transit

N=747

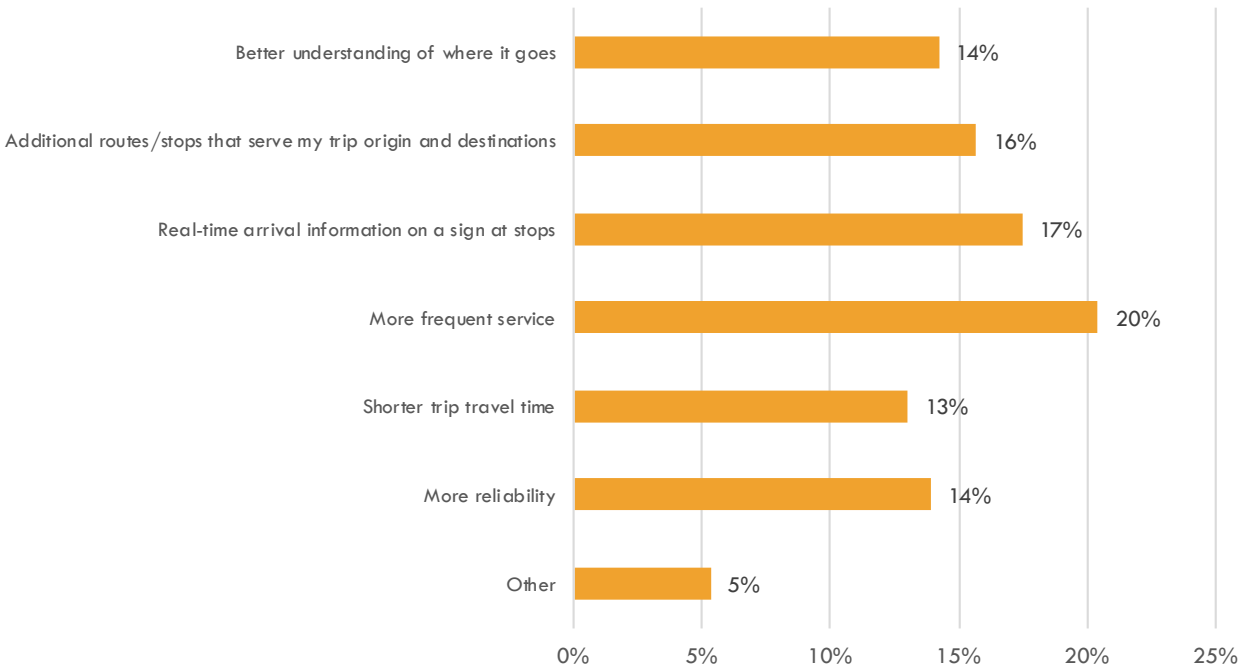
Would any of the following make it more likely for you to use Kalamazoo Metro?



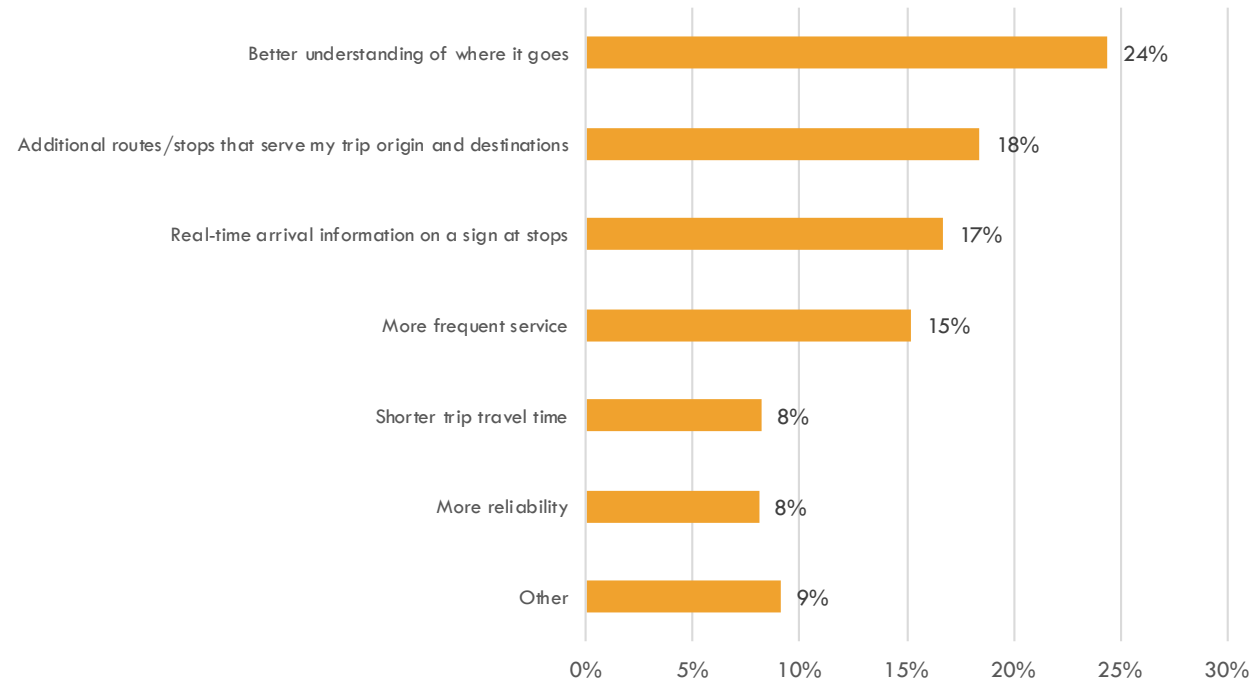
Transit

N=747

Students: Would any of the following make it more likely for you to use Kalamazoo Metro?



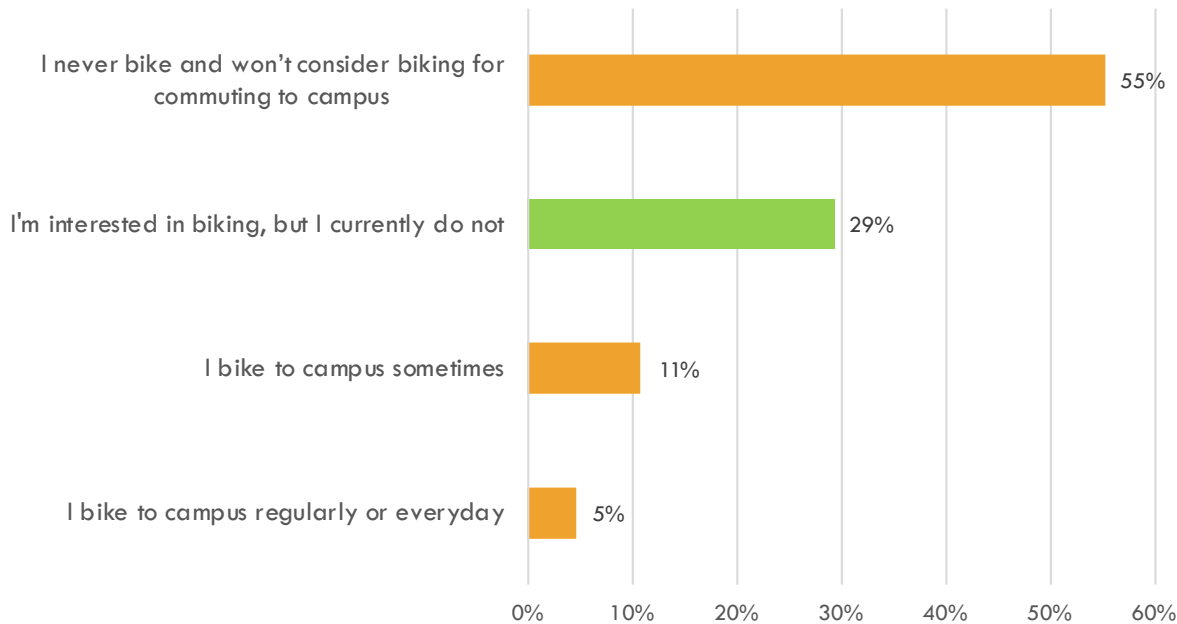
Employees: Would any of the following make it more likely for you to use Kalamazoo Metro?



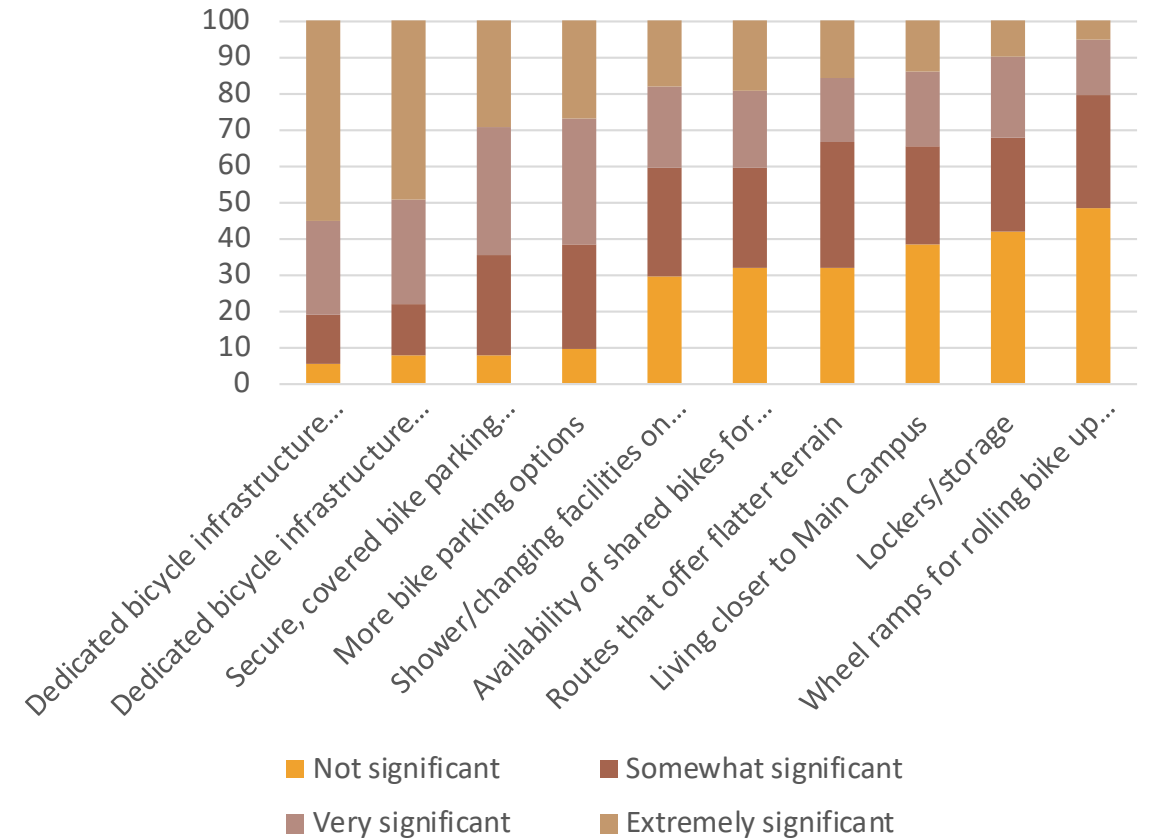
Potential to Increase Cycling

N=766

Use of Biking as a means of getting to Campus



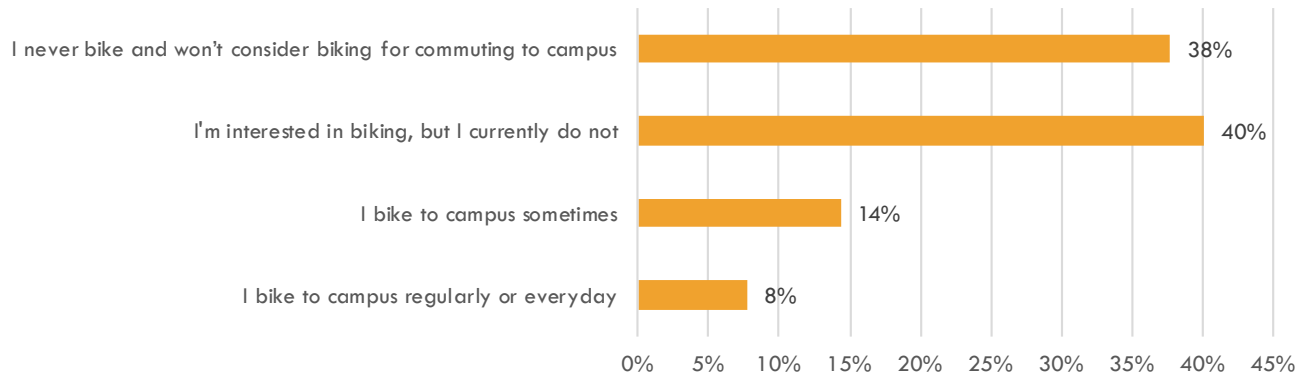
Factors affecting choice to bike



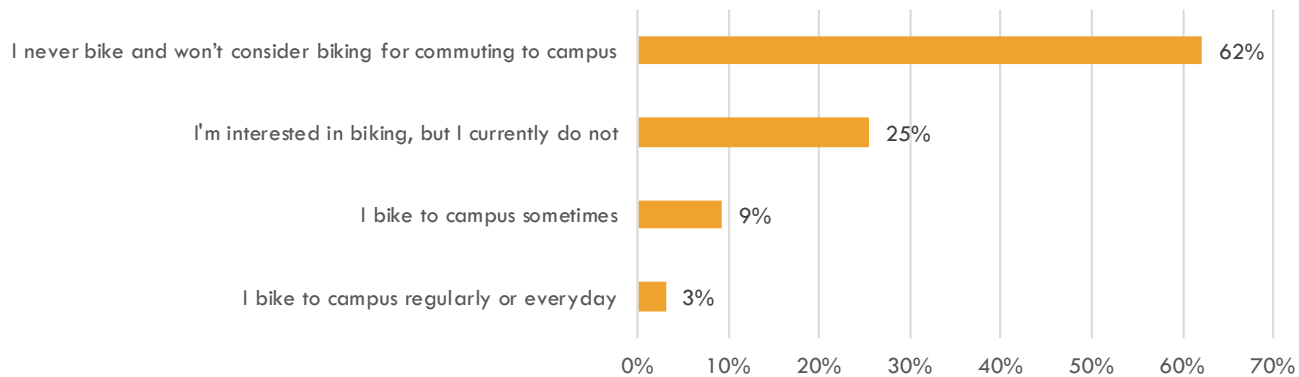
Potential to Increase Cycling

N=766

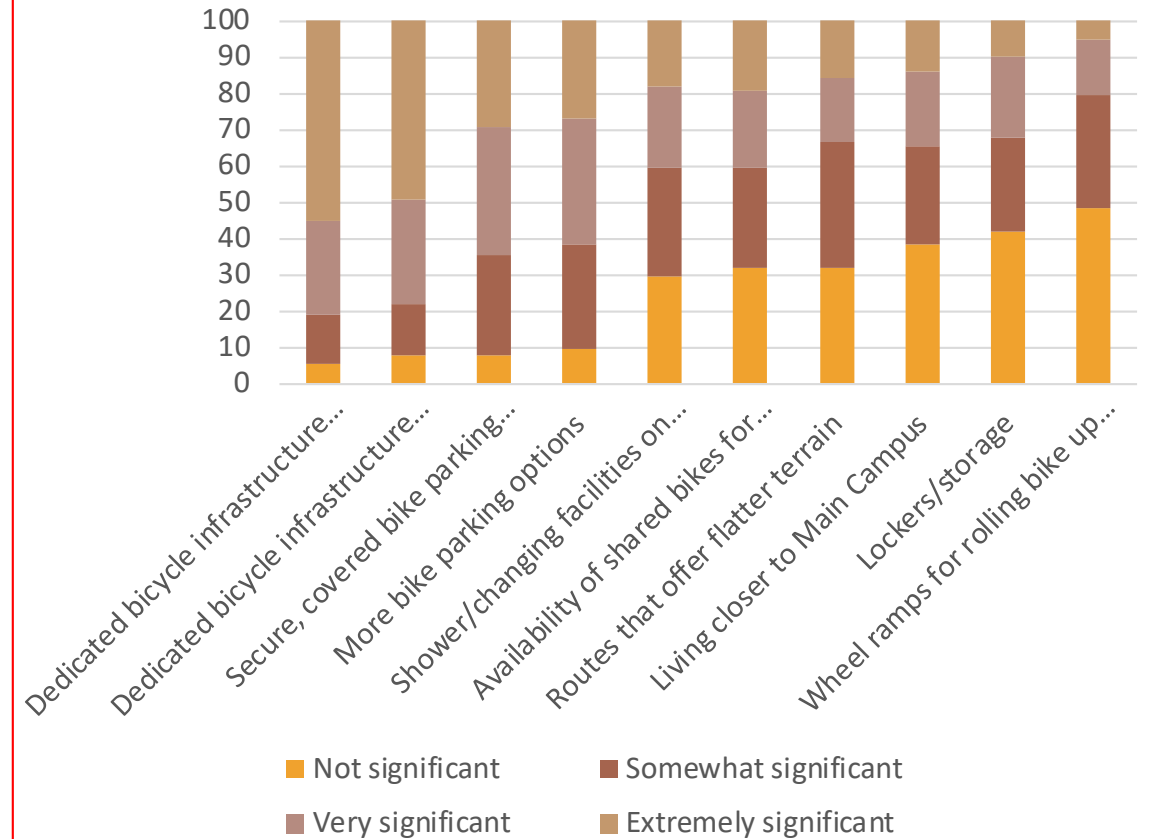
Students: Use of Biking as a means of getting to Campus



Employees: Use of Biking as a means of getting to Campus

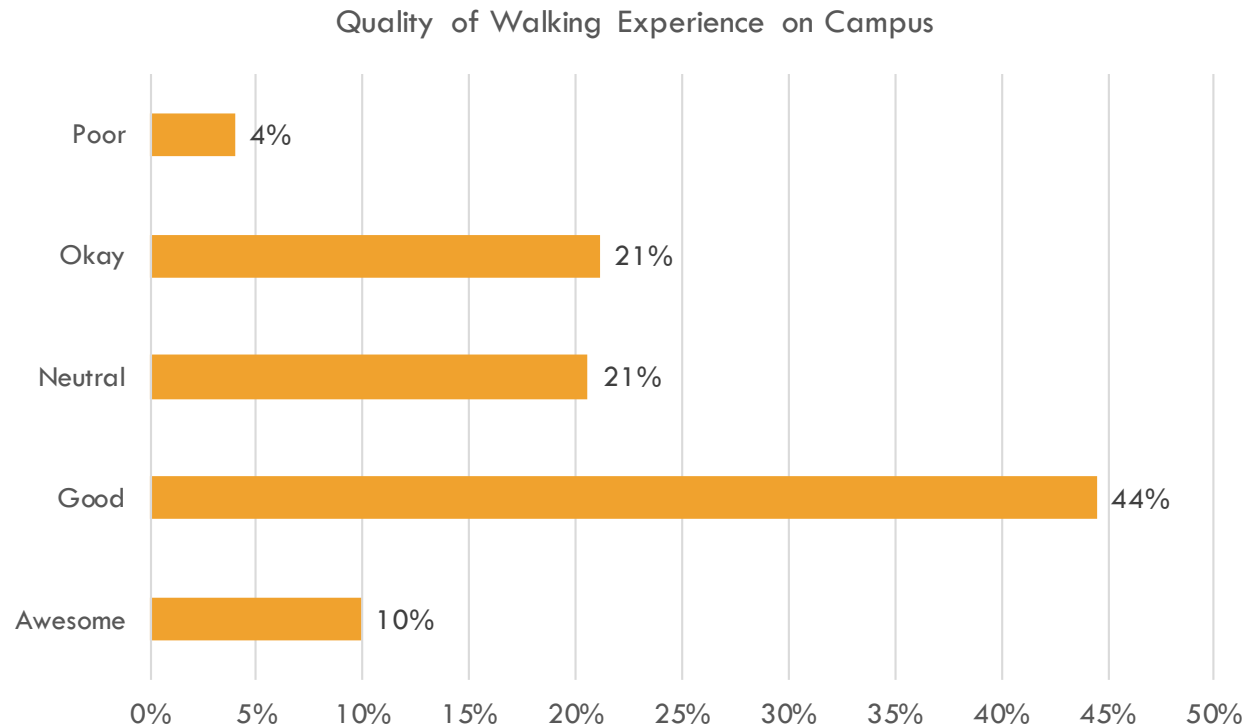


Factors affecting choice to bike



Quality of Campus Walking

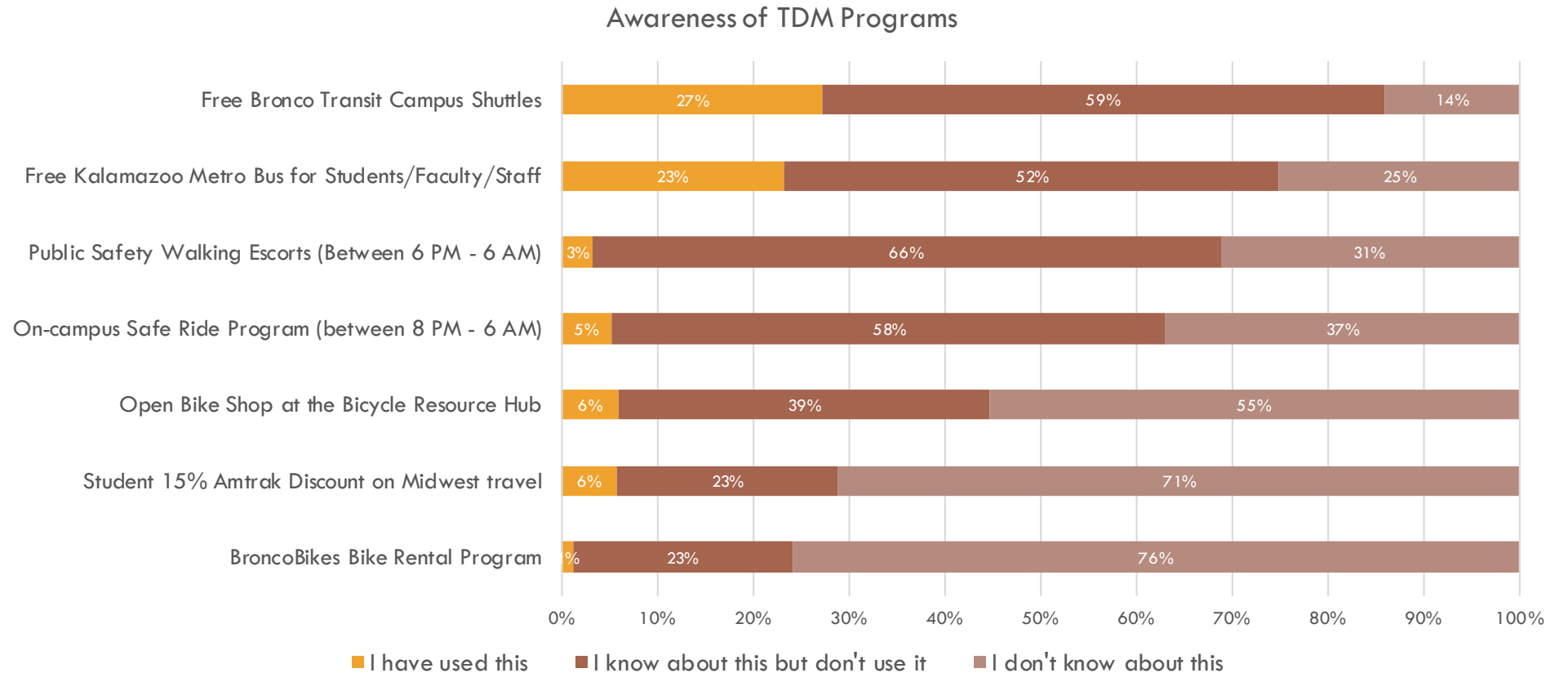
N=758



Awareness of TDM programs

748
respondents

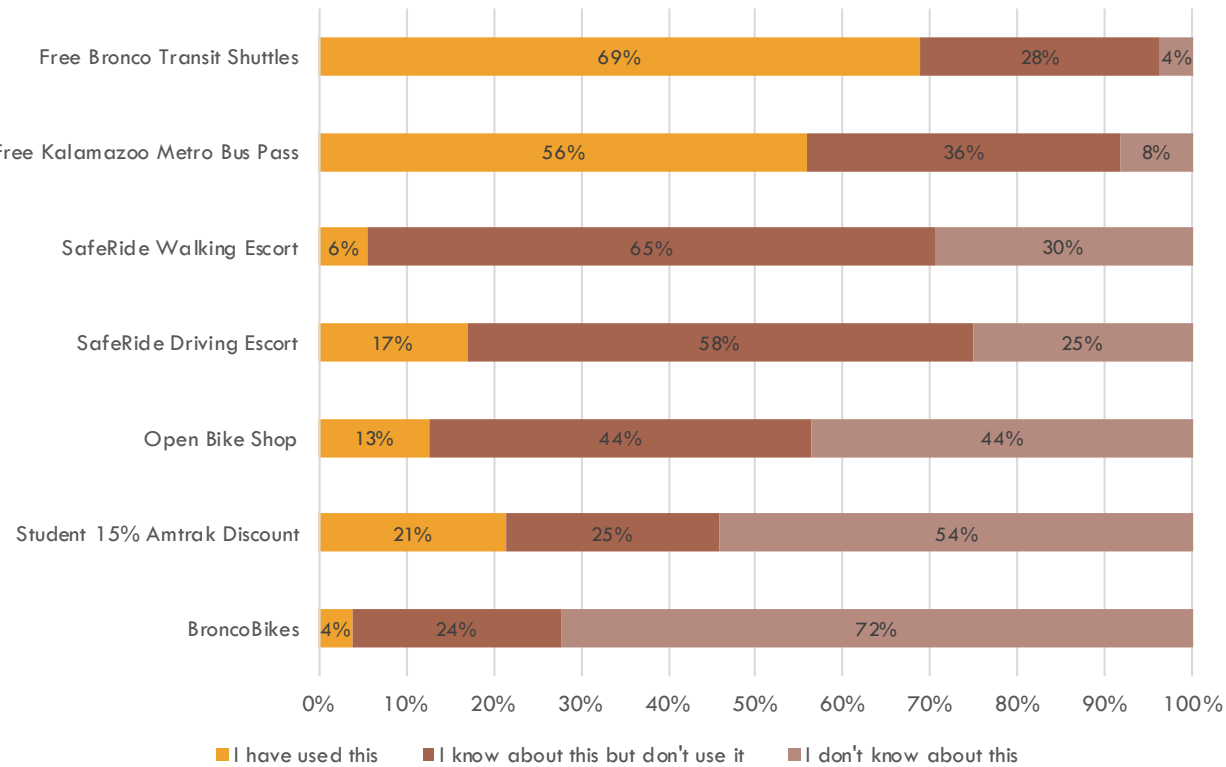
3 out of 4
respondents do
not know about
BroncoBikes



Awareness of TDM programs

748 respondents

Students: Awareness of TDM Programs



Employees: Awareness of TDM Programs

