

1 Survey results

Transportation Solutions (TS) conducted two online surveys using **zoomerang.com** at the end of fall 2003 semester. The level of participation in these online surveys was quite significant according to officials at SJSU Institutional Research. Both surveys show exciting results that prove this project's effectiveness in reducing reliance on single occupant vehicles and meeting the modal shift targets.

The survey instrument was the same as the one used in the Fall 2002 SJSU commute survey except for some small improvements in the questionair. The survey instument was sent to TFCA staff in October 2003 for approval prior to its launch. The same instrument was used for both surveys. The same questionair was placed on the web for both surveys and an email with the survey's link was sent to the people in the sample asking for their participation.

The first survey, which was done primarily for the purpose of measuring the TS's effectiveness (The Placement Survey), was carried out from October 29 through November 17, 2003. This survey was sent to a sample population of 1,997 who were repeatedly targeted for TS's marketing campaign for direct transit lines, carpool and biking to campus during this period. Of this population, 463 people (23%) responded to the Placement survey.

The second survey (to General Population) was sent to 10,606 people representing the rest of the student population (November 5 – 24, 2003), with the purpose of measuring the different commute modes, the overall alternative transportation usage and other elements in the survey. There were 2,101 respondents (20%) to this survey. The printout of the zoomerang.com survey reports are enclosed at the end of this report.

1.1 Analysis

Both surveys produced remarkable similarities in response ratios for all questions except for question 4 (transportation mode to campus) and Questions 15 and 16 (modes of transportation before and after using TS services). The Placement survey shows TS effectiveness clearly with higher levels of alternative transportation usage and much lower drive-alone rate. The responses to questions 15 and 16 indicate 19% drop in drive-alone rate (from 35% to 16%) in the Placement Survey, and 9% drop in drive-alone rate (from 34% to 25%) in the General Population survey.

Other significant findings from the General Population survey according to the Attachment C of the TFCA 2003-04 Grant Funding Agreement are as follows:

- a) Average frequency of travel to the campus: 3.54 days per week, also see the result of Question 3
- b) One-way trip distance (home to campus): 17.82 miles (average), also see the result of Question 7
- c) Number of days per week using transit/carpool/alternative commute mode: 3.82 days/week, also see the result of Question 3
- d) Mode of travel when not using transit: According to the survey results for questions 15 and 16, about half of the people (48.5%) who use transit (Total transit users = 21.7% of the total population), always have access to an automobile for getting to SJSU (q2 x q4). These people make up about 10.5% of the total population or about 3,000 people choose to use transit; otherwise, they would be driving to campus.

e) Mode of travel prior to use of SJSU-Associated Students services: As mentioned earlier, the Placement survey shows 19% drop and the General Population survey indicates 9% drop in drive-alone rate. See the results of Questions 15 and 16.

f) Net reduction in vehicle trips to campus (based upon prior travel mode): 2,615
 Population 29,061 x 9% drop in drive-alone = 2,615 trips

The following table provides the results and analysis of the findings for each survey question:

Table-2

2. Do you have a car available for getting to San Jose State University (SJSU)?	Placement		General Population	
A. Always	322	69.8%	1625	77.4%
B. Sometimes	72	15.6%	221	10.5%
C. Never	67	14.5%	253	12.1%
Total	461	100.0%	2099	100.0%

3. In a typical week, how many days do you come to SJSU?	Placement		General Population	
A. One day a week	27	5.9%	217	10.3%
B. Two days a week	92	20.1%	392	18.7%
C. Three days a week	69	15.1%	289	13.8%
D. Four days a week	122	26.6%	592	28.2%
E. Five days a week	124	27.1%	503	24.0%
F. Six days a week	13	2.8%	54	2.6%
G. Seven days a week	11	2.4%	52	2.5%
Total	458	100.0%	2099	100.0%

Average frequency of travel to the campus	3.67 days/week	3.54 days/week
Average frequency of alternative commute mode to campus	3.83 days/week	3.82 days/week

4. In a typical week, which transportation mode do you mostly use to come to SJSU? (Mark only one mode you use in the longest part of your trip to campus)	Placement		General Population	
A. ACE train	0	0.0%	3	0.1%
B. Amtrak/Capitol Corridor/Thru Bus	0	0.0%	3	0.1%
C. BART + Express Bus 180	6	1.3%	10	0.5%
D. Express Bus 180 (VTA) only	8	1.7%	12	0.6%
E. Bicycle	48	10.4%	50	2.4%
F. Bus (VTA)	70	15.2%	171	8.2%
G. Light Rail (VTA)	38	8.2%	188	9.0%
H. Caltrain	17	3.7%	51	2.4%

I. Carpool with other SJSU students or employees	27	5.8%	119	5.7%
J. I get dropped off	19	4.1%	74	3.5%
K. Drive alone	166	35.9%	1080	51.5%
L. Drive to Park & Ride Lot and take SJSU Shuttle	25	5.4%	99	4.7%
M. SJSU Shuttle from Esplanade or Spartan Village	3	0.6%	40	1.9%
N. Hwy 17 Express	5	1.1%	19	0.9%
O. Motorcycle	4	0.9%	11	0.5%
P. Outreach (VTA)	1	0.2%	2	0.1%
Q. Skateboard/roller blade/scooter	0	0.0%	2	0.1%
R. Walk, (live on/near campus)	24	5.2%	148	7.1%
S. Other	1	0.2%	16	0.8%
Total	462	100.0%	2098	100.0%

5. Your direct trip to SJSU normally starts from	Placement		General Population	
A. Home/dorm/current residence	390	84.8%	1732	82.6%
B. Work	59	12.8%	302	14.4%
Other, Please Specify	11	2.4%	64	3.1%
Total	460	100.0%	2098	100.0%

6. Where do you go after leaving the university?	Placement		General Population	
A. Home/dorm/current residence	413	89.4%	1780	84.8%
B. Work	37	8.0%	238	11.3%
Other, Please Specify	12	2.6%	80	3.8%
Total	462	100.0%	2098	100.0%

7. How far is your one-way trip to SJSU (miles)?	Placement	General Population
Average one-way trip distance	15.2 miles	17.8 miles

8. How long is your one-way trip to campus?	Placement	General Population
Average	0:31	0:31

9. If you come to the university by carpooling, bus or train (in Question 3), how do you get to your bus stop, train station or carpool location?	Placement		General Population	
A. Walk/skateboard/roller blade/scooter	96	43.0%	314	36.0%
B. Bicycle	21	9.4%	25	2.9%
C. Bus/light rail/train/ferry	8	3.6%	37	4.2%
D. I carpool or get dropped off	22	9.9%	105	12.0%
E. Drive alone	64	28.7%	338	38.8%

F. Motorcycle	1	0.4%	1	0.1%
G. Other	11	4.9%	52	6.0%
Total	223	100.0%	872	100.0%

10. How far do you travel to this bus stop, train station or carpool pick-up location (miles)?	Placement	General Population
	2.24	1.6

11. Do you know about "Spare the Air Days"?	Placement	General Population		
Yes	294	64.2%	1311	62.5%
No	164	35.8%	787	37.5%

12. If yes, do you use bus, rail, bicycle or carpool to campus because of an announced "Spare the Air Day"?	Placement	General Population		
Yes	96	26.7%	298	19.3%
No	263	73.3%	1247	80.7%

13. How did you first hear about the VTA Transit Access Program (TAP) Sticker or Transportation Solutions (TS)?	Placement	General Population		
A. Brochure	48	10.6%	194	9.2%
B. Website	21	4.6%	88	4.2%
C. Campus fair or tabling event	10	2.2%	49	2.3%
D. Email	22	4.9%	105	5.0%
E. Friend/classmate/colleague	66	14.6%	272	13.0%
F. I was mailed a letter/postcard	165	36.5%	689	32.8%
G. Poster/sign	6	1.3%	23	1.1%
H. Spartan Daily	4	0.9%	30	1.4%
I. Student Orientation	87	19.2%	289	13.8%
J. I have not heard of VTA TAP Sticker or TS	23	5.1%	359	17.1%
Total	452	100.0%	2098	100.0%

14. Have you ever used the VTA Transit Access Sticker (TAP) or Transportation Solutions (TS) services?	Placement	General Population		
Yes	268	58.4%	897	42.8%
No	191	41.6%	1201	57.2%

15. If yes, what was your mode of transportation before using TAP/TS to campus?	Placement	General Population		
A. Bicycle	36	12.3%	19	1.9%
B. Carpool	17	5.8%	43	4.3%

C. Drive alone	101	34.6%	340	33.9%
D. VTA bus/light rail	59	20.2%	172	17.2%
E. Regional train/bus	9	3.1%	19	1.9%
F. Walk	33	11.3%	95	9.5%
Other, Please Specify	37	12.7%	314	31.3%
Total	292	100.0%	1002	100.0%

16. If yes, what was your mode of transportation after using TAP/TS to campus?

	Placement		General Population	
A. Bicycle	31	10.7%	29	3.0%
B. Carpool	14	4.8%	41	4.3%
C. Drive alone	46	15.8%	235	24.7%
D. VTA bus/light rail	124	42.6%	377	39.6%
E. Regional train/bus	12	4.1%	21	2.2%
F. Walk	46	15.8%	175	18.4%
Other, Please Specify	18	6.2%	73	7.7%
Total	291	100.0%	951	100.0%

17. How did you receive your VTA Transit Access (TAP) sticker this semester to validate your Tower Card (Student ID)?

	Placement		General Population	
A. By mail before classes started	308	69.7%	1154	55.0%
B. By mail after classes started	39	8.8%	237	11.3%
C. Picked up before classes started	19	4.3%	86	4.1%
D. Picked up after classes started	28	6.3%	183	8.7%
E. I never received my TAP sticker	39	8.8%	392	18.7%
Other, Please Specify	9	2.0%	46	2.2%
Total	442	100.0%	2098	100.0%

18. If you use bus or light rail, or carpool to campus, select the THREE MOST IMPORTANT reasons for doing so (Mark no more than 3).

	Placement		General Population	
A. Have no other way	94	11.9%	301	11.6%
B. Ability to use Student ID Card/TAP	130	16.4%	371	14.3%
C. Because of "Spare the Air Announcements"	12	1.5%	45	1.7%
D. Allows someone else to use the car	27	3.4%	125	4.8%
E. Avoid traffic and parking hassles	204	25.7%	653	25.1%
F. Costs less	156	19.7%	546	21.0%
G. Good for the environment	90	11.3%	293	11.3%
H. Saves time	53	6.7%	179	6.9%
Other, Please Specify	27	3.4%	87	3.3%
Total	793	100.0%	2600	100.0%

19. What is your employment status?

	Placement		General Population	
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A. Employed full-time	93	20.1%	440	21.0%
B. Employed part-time	190	41.1%	872	41.6%
C. Not employed	179	38.7%	786	37.5%
Total	462	100.0%	2098	100.0%

20. If employed, where do you work?

B. On campus	50	19.6%	157	11.8%
C. Within walking distance of campus	4	1.6%	48	3.6%
D. Off campus	201	78.8%	1127	84.6%
Total	255	100.0%	1332	100.0%

21. What is your class level:

	Placement		General Population	
A. Freshman	77	16.7%	340	16.2%
B. Sophomore	20	4.3%	117	5.6%
C. Junior	125	27.1%	483	23.0%
D. Senior	65	14.1%	355	16.9%
E. Graduate	153	33.2%	689	32.8%
F. Open University/continuing education/extended studies	5	1.1%	76	3.6%
Other, Please Specify	16	3.5%	38	1.8%
Total	461	100.0%	2098	100.0%

2 ATTACHMENTS

2.1 Attachment I – Online survey reports

Attachment I

Online survey reports