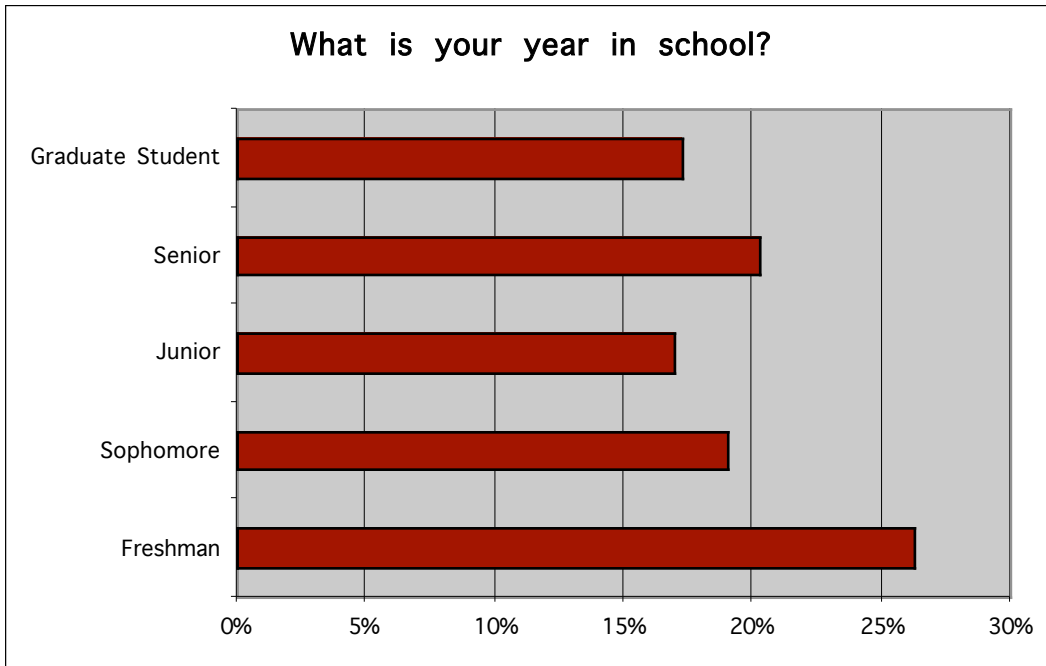


2003 Student Bus Pass Survey

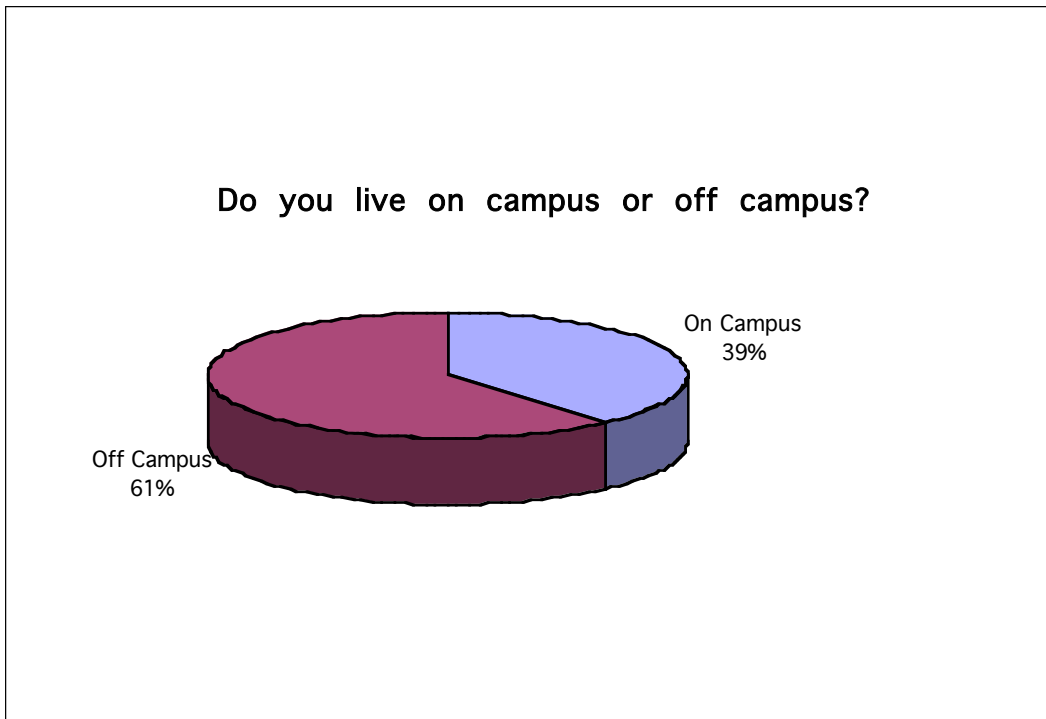
The Alternative Transportation Team is a department of the Environmental Center that is dedicated to the promotion (among students) of biking, mass transit, and other forms of transportation that provide alternatives to car use. This is motivated by the goal to decrease CU's overall car use, and thus minimize its contribution to the problems of global warming and air pollution. Past accomplishments of the Alternative Transportation Team include the installation of the student bus pass, the creation of a bike rental program for students, and promotion and education dealing with the environmental benefits of alternative transportation.

This survey was conducted to measure the success of the Alternative Transportation Team's past projects, as well as to provide insight into the direction that future projects should take. Factors affecting student bus use and car use were measured to analyze the effectiveness of the student bus pass, to determine ways to improve the Boulder mass transit system, and to determine how student bus use affects CU parking demand. Furthermore, the demand for special transportation features, such as real time bus tracking displays and preferential parking for hybrid vehicles, was analyzed. Many questions were also designed to determine ways to provide better information and advertisement to promote bike and bus use.

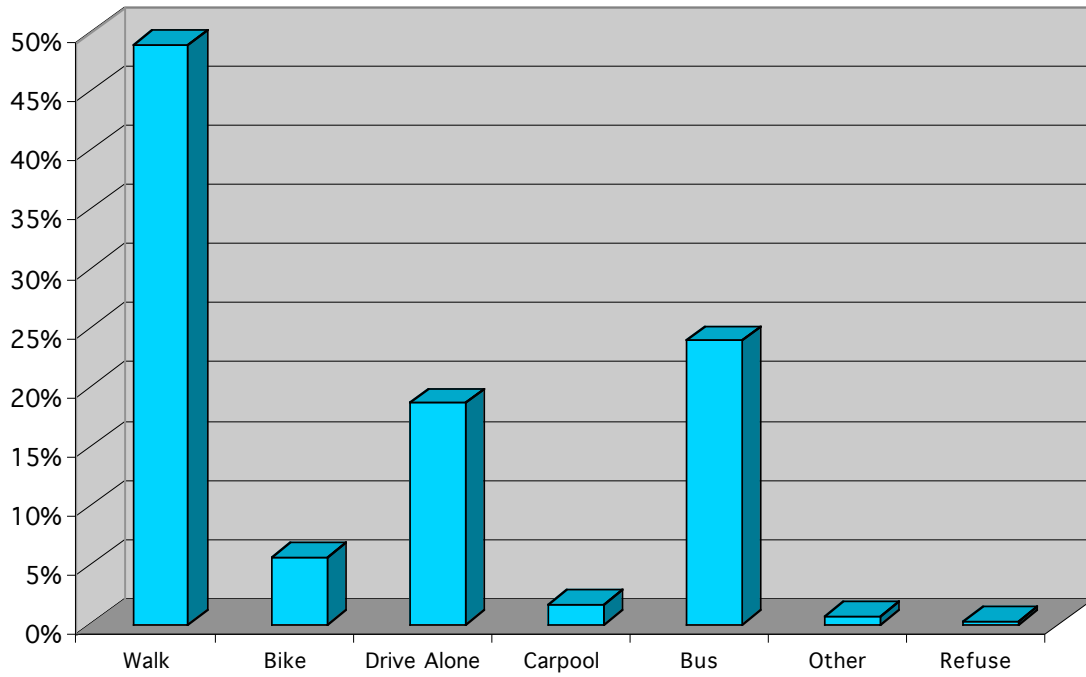
A random sample of 2000 CU students was obtained, of which there were 300 interviewed for the survey. There is a 5% margin of error.



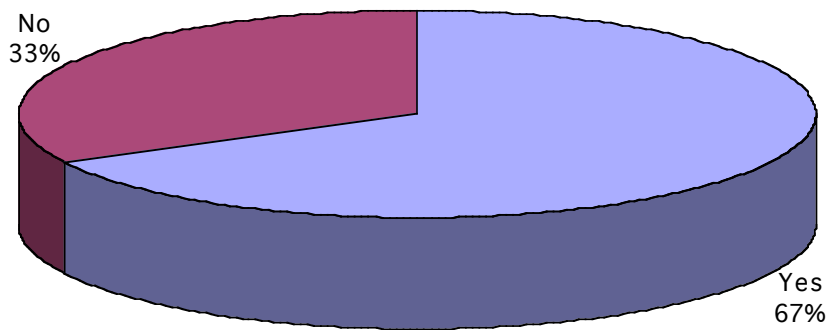
Out of 300 respondents, the grade levels of a random sample of students generally reflected the grade levels of the CU student body as a whole.



How do you get to class on most days?

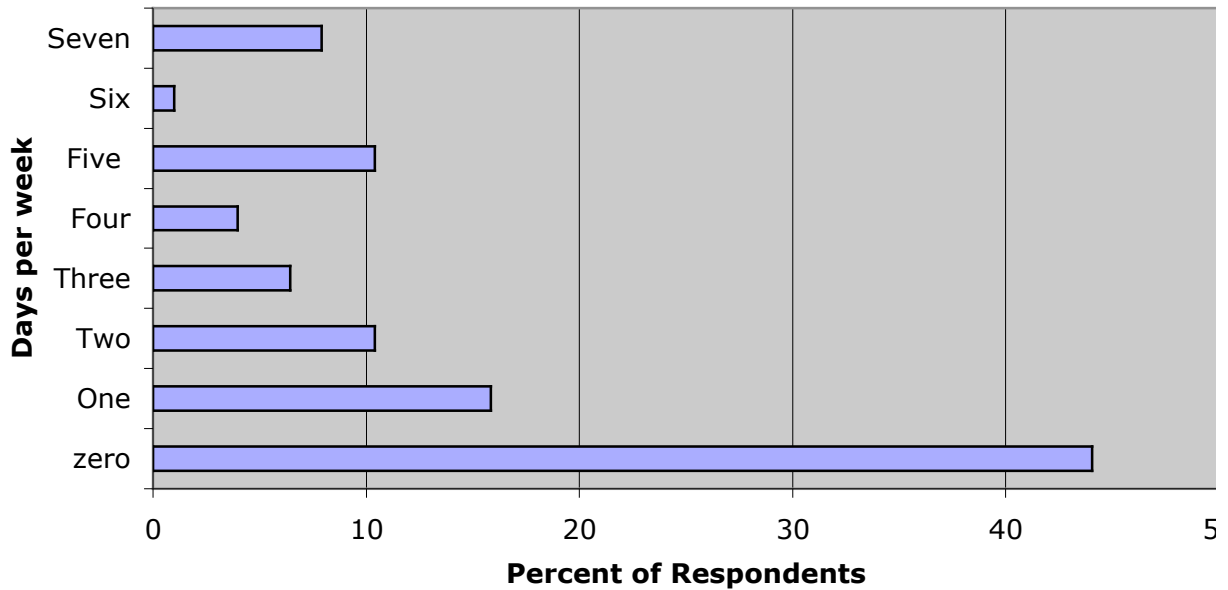


Do you have a car?

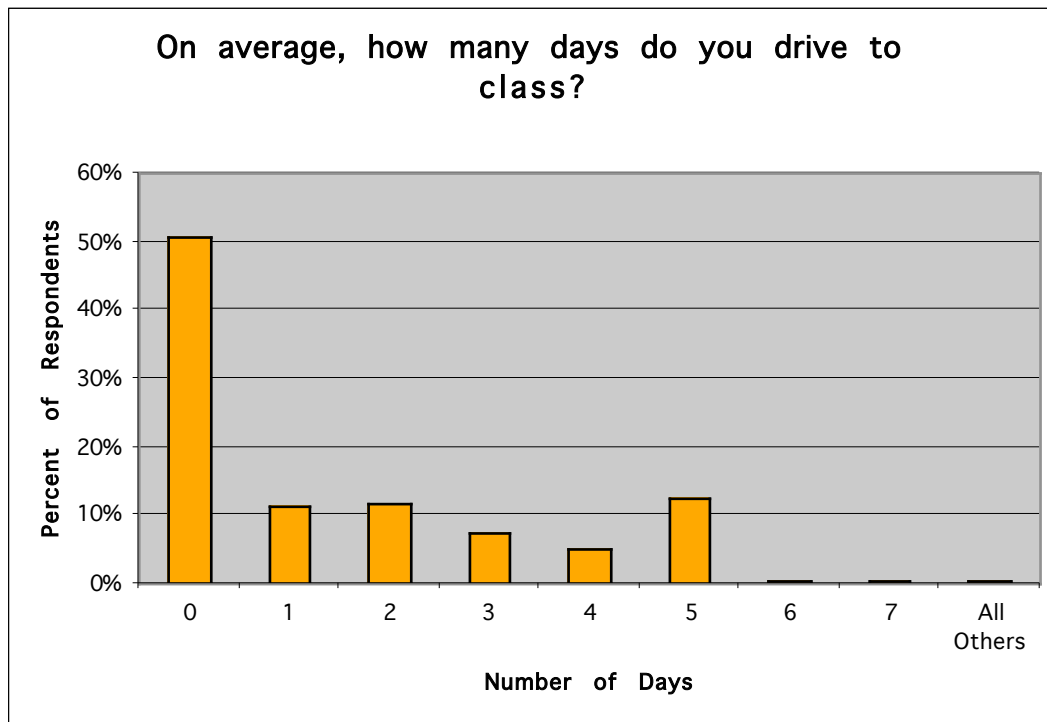


The survey conducted in the year 2000 reveals that the number of students that own cars has remained the same.

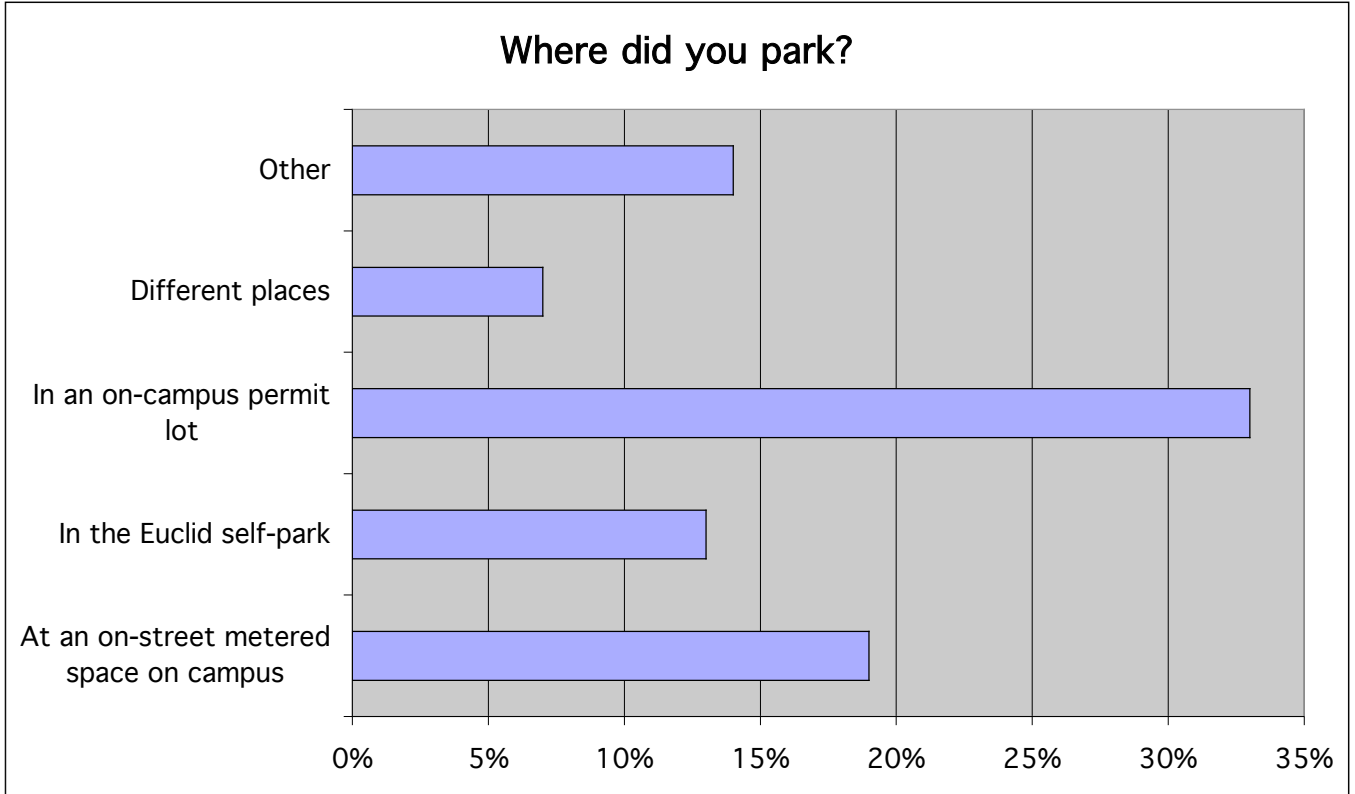
How many days per week do you drive to campus?



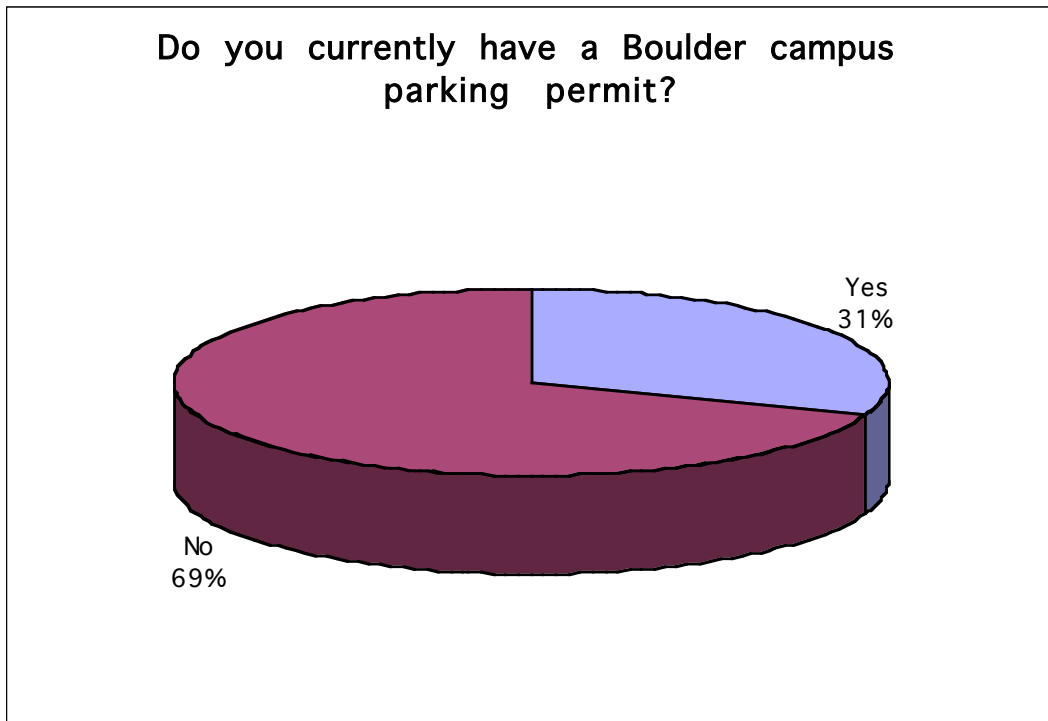
(Only those who own a car qualified for the above question).



(Only those who own a car qualified for the above question).

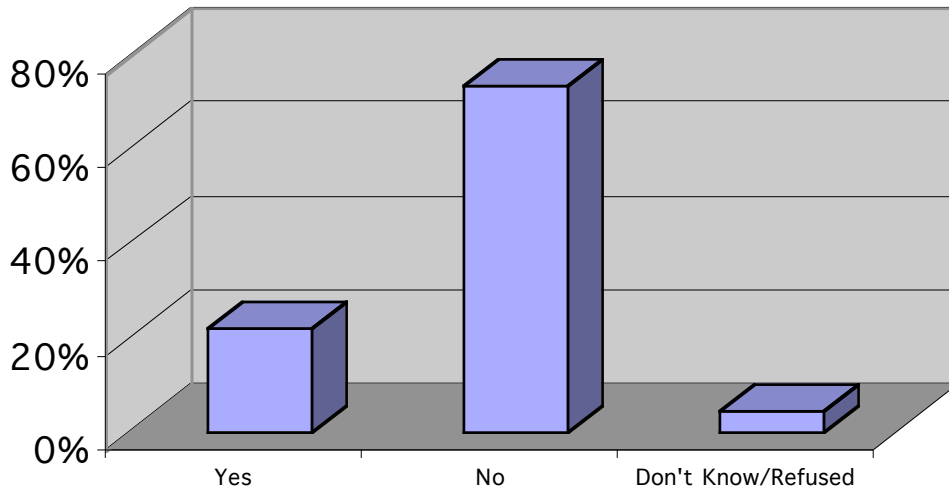


(33% of those interviewed qualified for the above question).



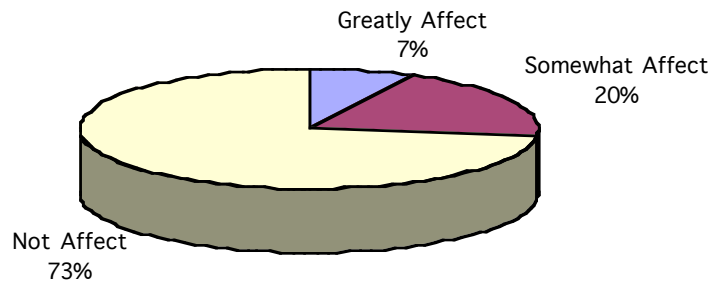
(Only those students who own a car qualified for the above question).

If the bus pass program did not exist, so you had to pay full bus fares, would you purchase a parking permit?

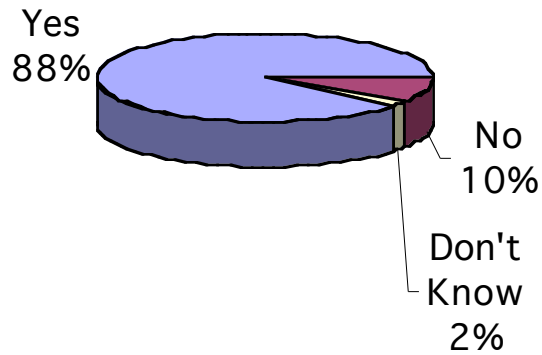


(47% of those interviewed qualified for the above question, because they own a car and don't own a parking permit).

There is a proposal to offer preferential parking (better location and better costs) for low emission hybrid electric vehicles. How would this affect your choice of vehicle?

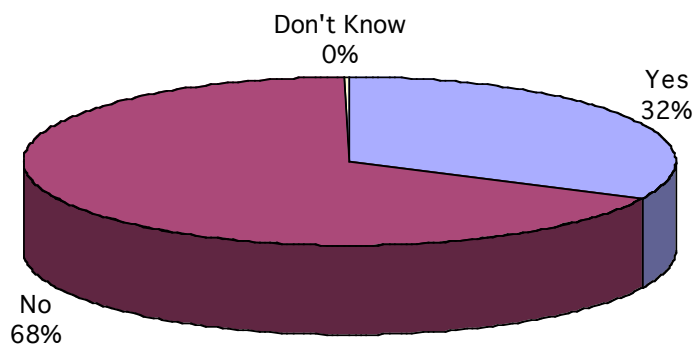


Are you aware of the CU Boulder student bus pass program?

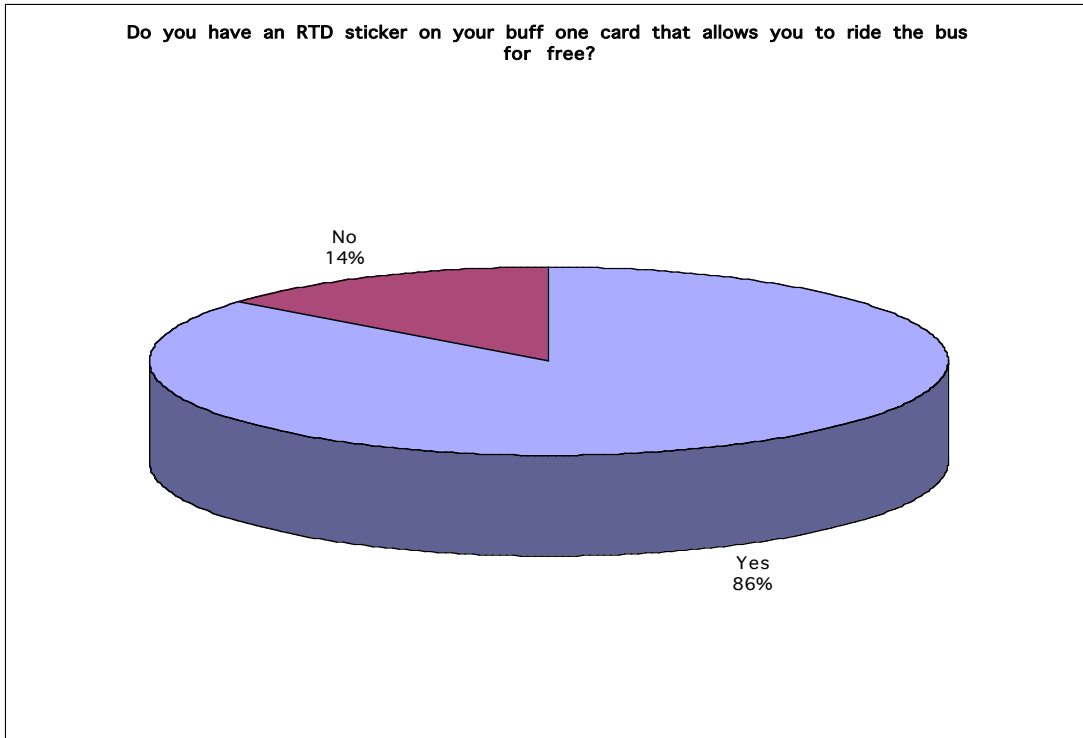


Comparison to an E-Center survey conducted in the year 2000 reveals that the amount of students aware of the CU Boulder student bus pass program has remained roughly the same.

Did having a bus pass program make a difference when you were deciding where you were going to live while at CU?

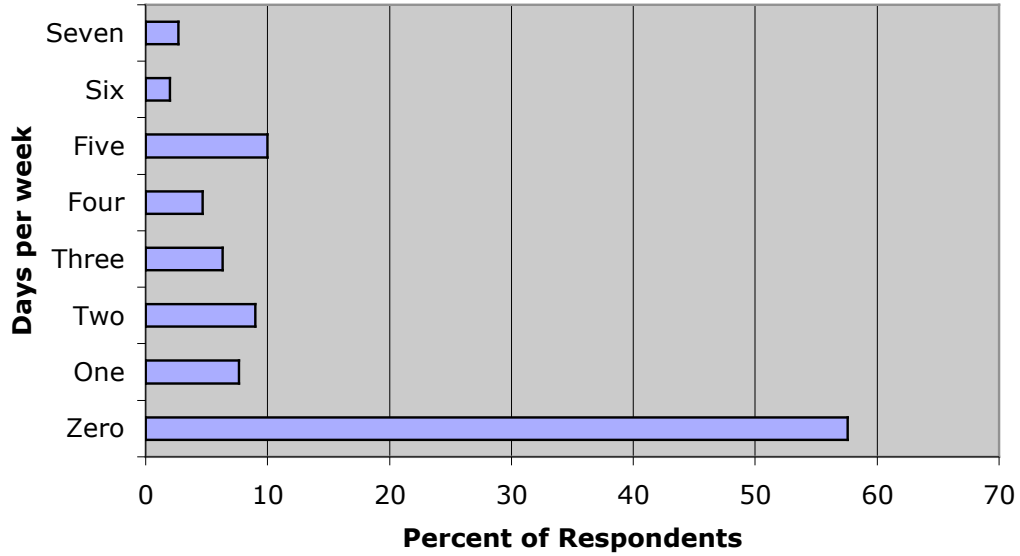


(Only those who confirmed that they are aware of the student bus program qualified for the above question).

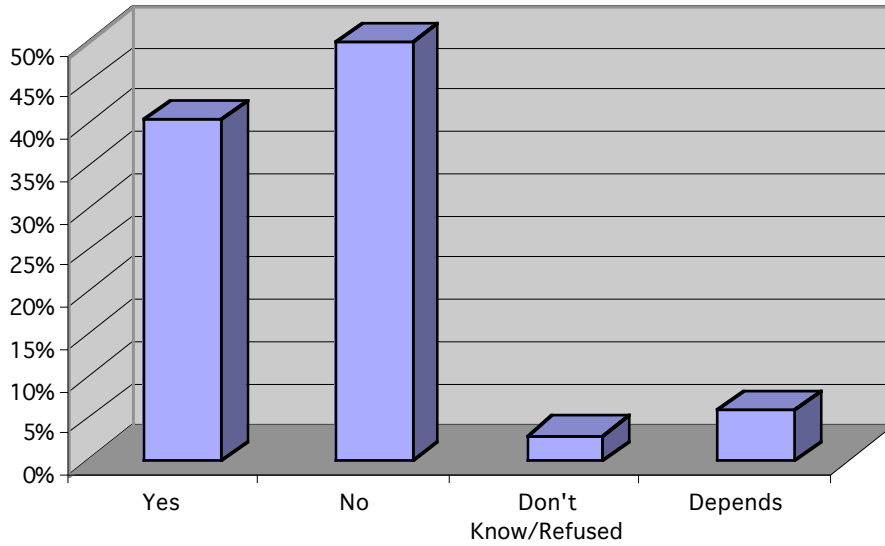


Since the year 2000, the amount of students who have the bus pass sticker has decreased by 5%. (Only those who confirmed that they are aware of the student bus program qualified for the above question).

How many days a week on average do you take the bus to campus?

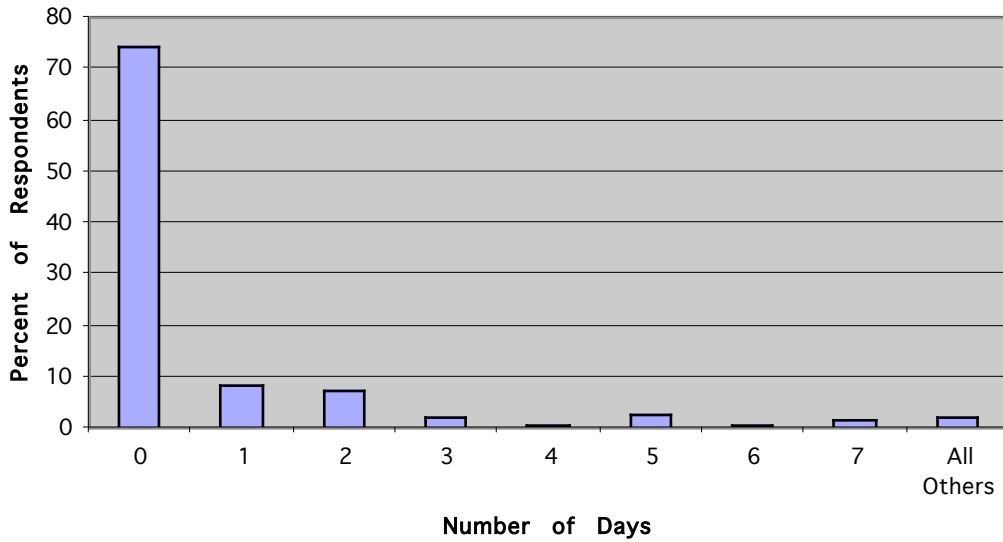


If the bus program did not exist, and you had to pay full fares, would you purchase a car?

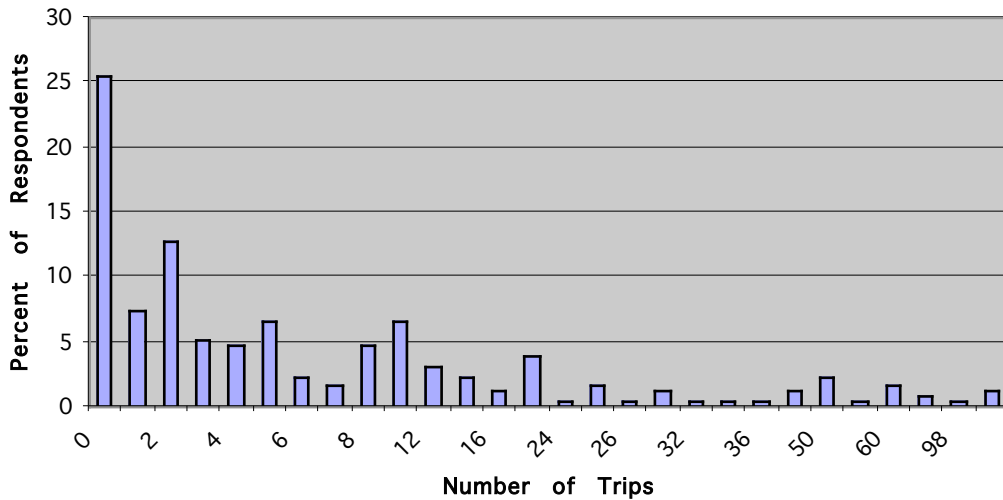


(Only those students who do not own a car qualified for the above question).

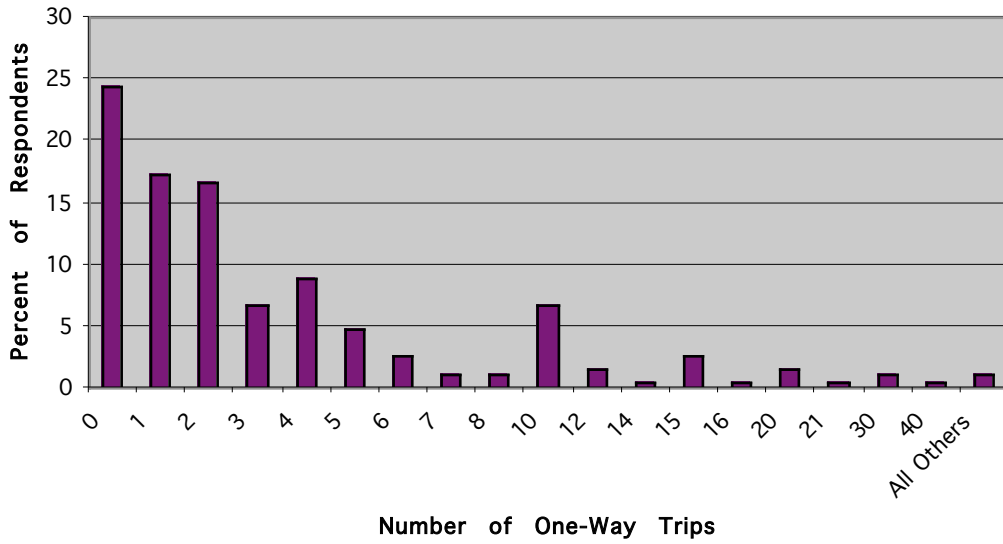
How many days would you take the bus to campus if you had to pay full fare?



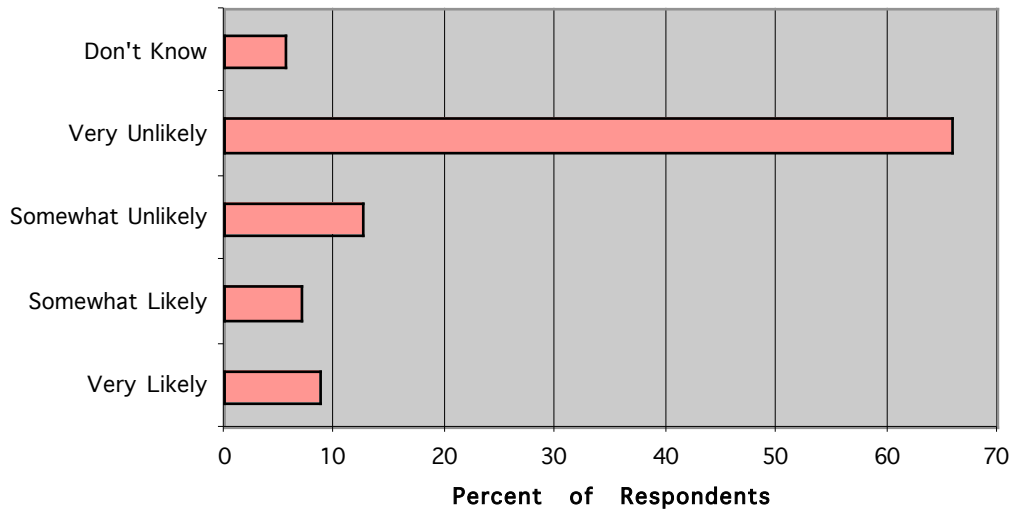
In the past four weeks, approximately how many one-way trips have you taken on an RTD bus or light rail?



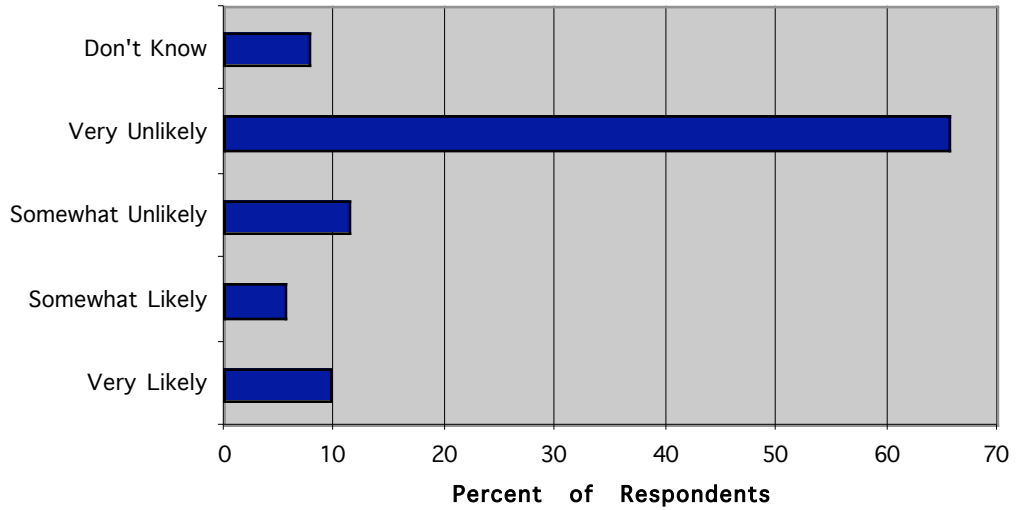
During a typical week, how many one-way trips do you take on an RTD bus or light rail?



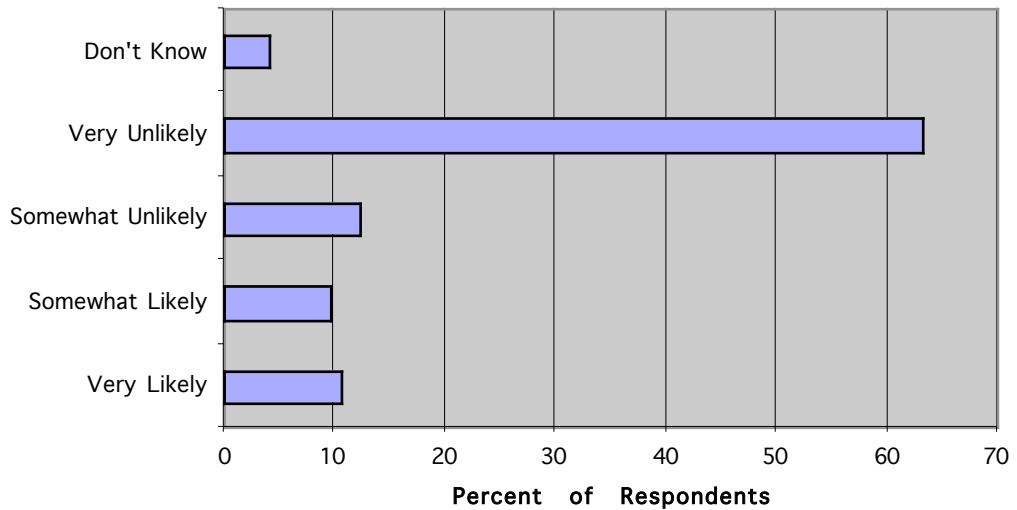
If Frequency were reduced to once every 15 minutes, how would this effect your likelihood to ride the JUMP?



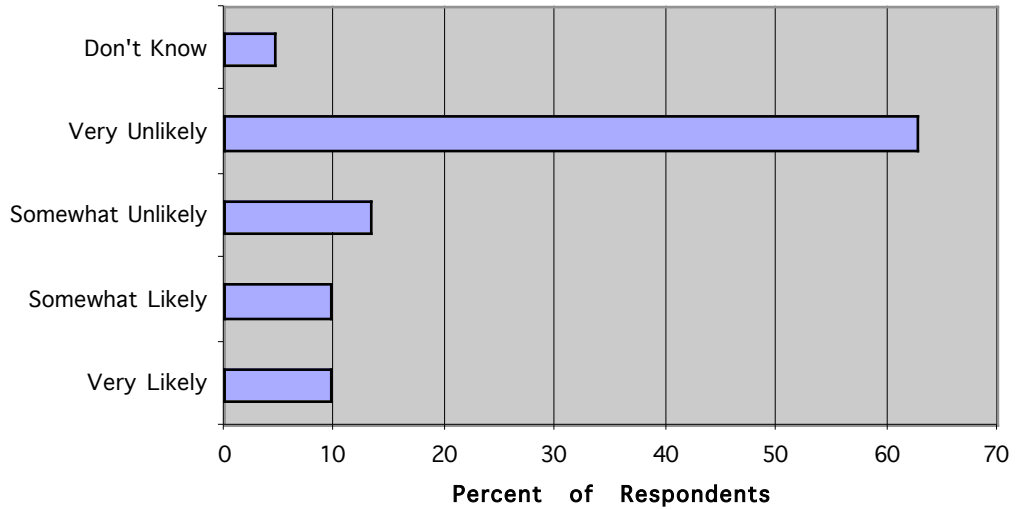
If frequency were reduced to once every 15 minutes, how would this effect your likelihood to ride the DASH?



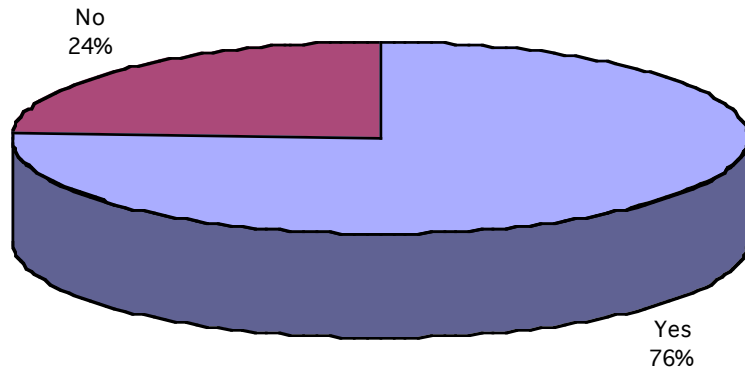
If frequency were reduced to once every 15 minutes, how would this effect your likelihood to ride the STAMPEDE?



If frequency were reduced to once every 15 minutes, how would this effect your likelihood to ride the BOUND?

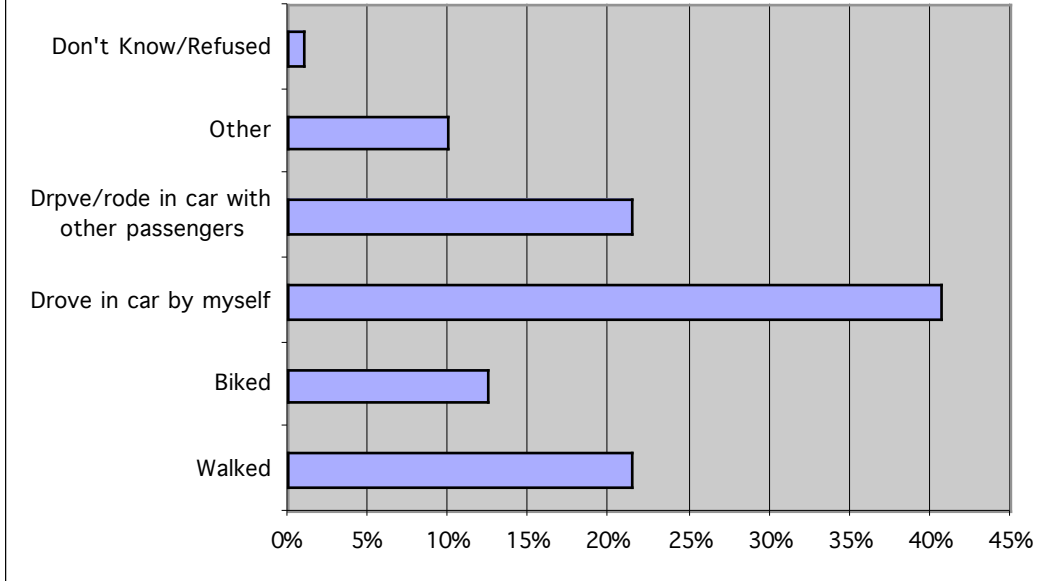


Hav you taken an RTD bus any time since September?



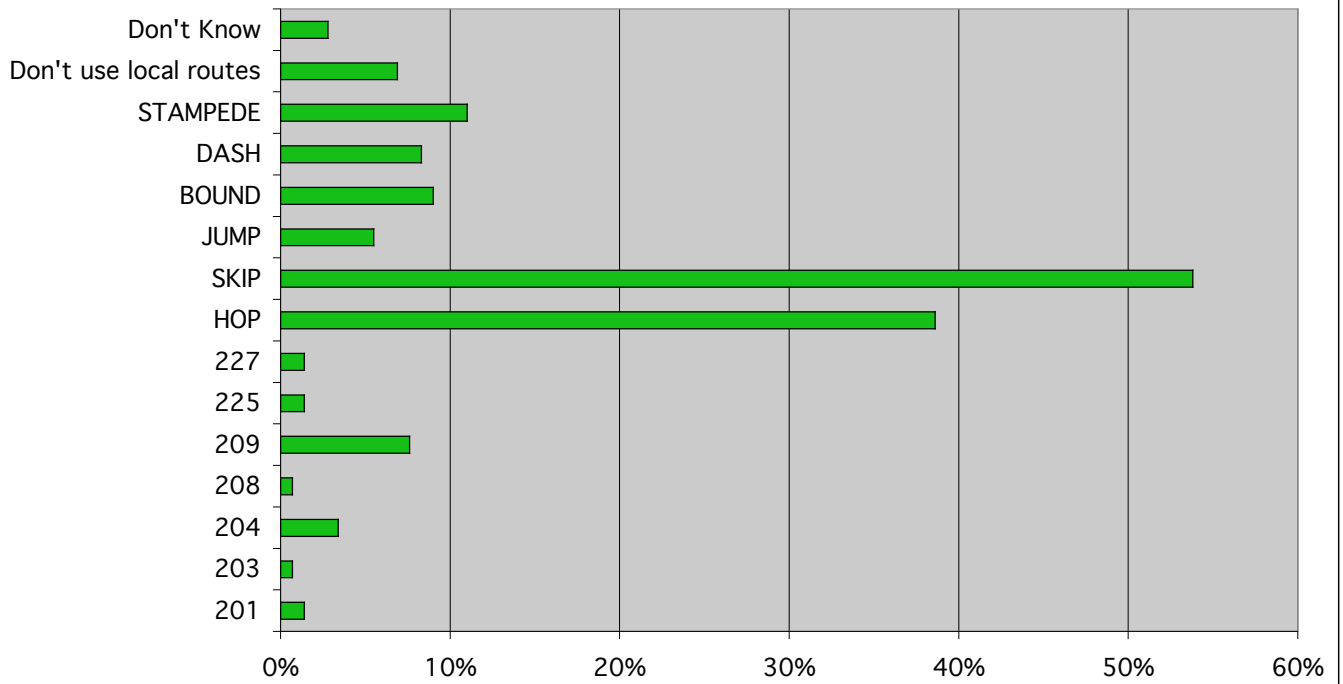
Since the year 2000, the number of students who have taken the bus since September has decreased by five percentage points.

If you hadn't taken the bus on these trips, what type of transportation would you have typically used?

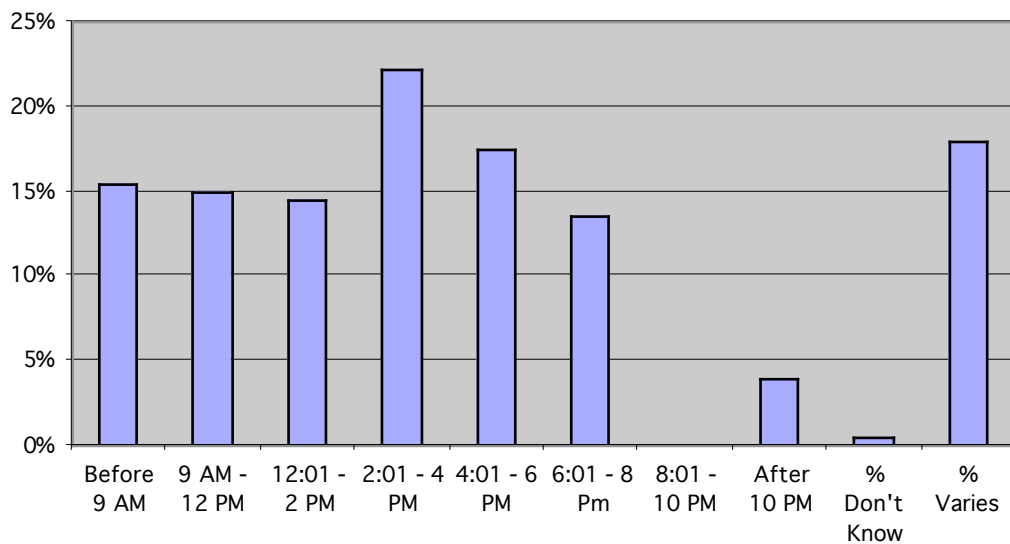


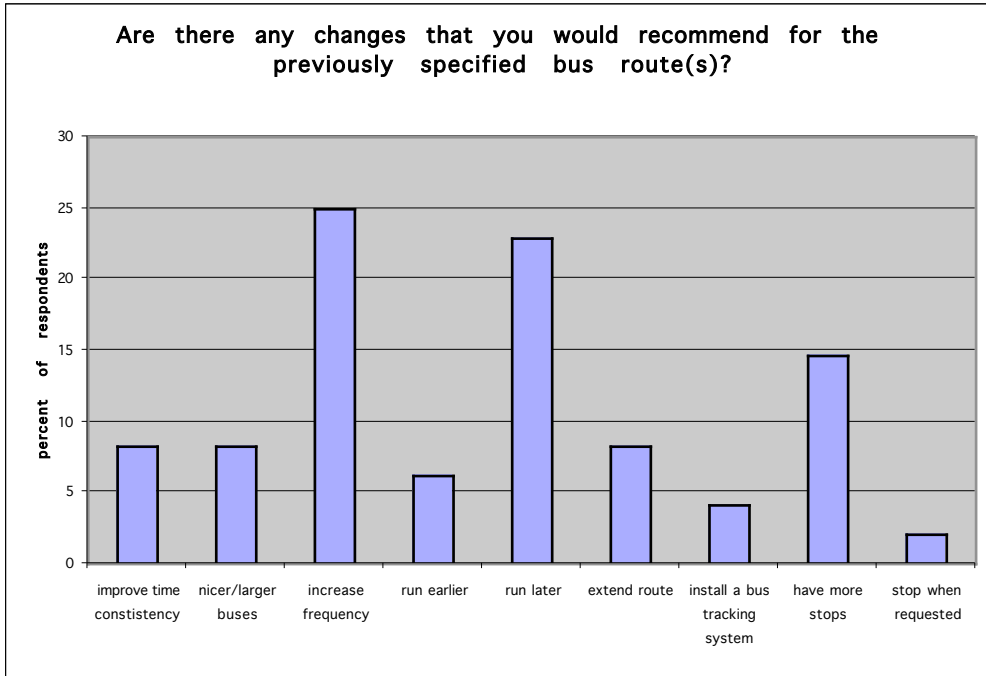
Since the year 2000, the number of students who would have walked has stayed the same, the number of students that would have biked has decreased slightly, the number of students who would have driven alone has decreased slightly, and the number of students who would have driven with others has increased slightly. However, the overall trends are roughly the same.

What one or two local RTD bus routes do you use most often?



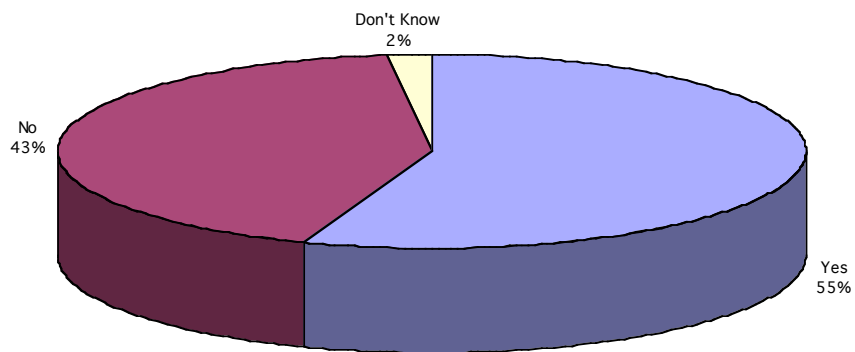
At what time of day do you take the previously specified route?



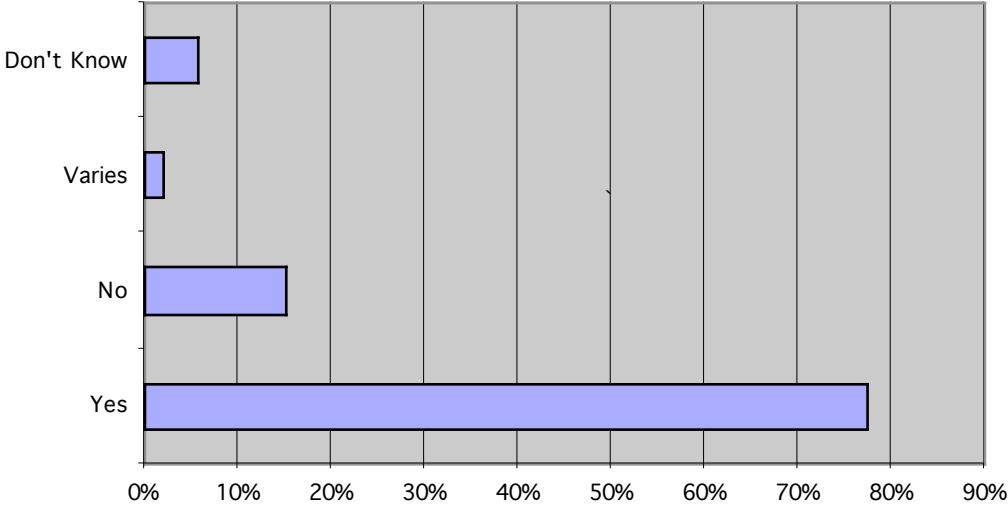


21% of those interviewed qualified for the above question by answering “yes” and choosing to specify.

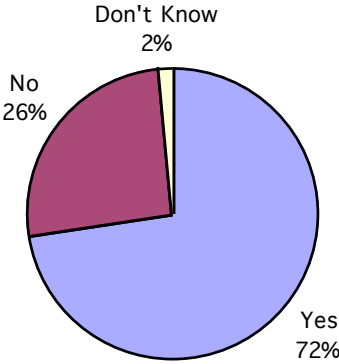
During the current school year, have you used your RTD bus pass on a regional bus route, such as the route B or the route M?



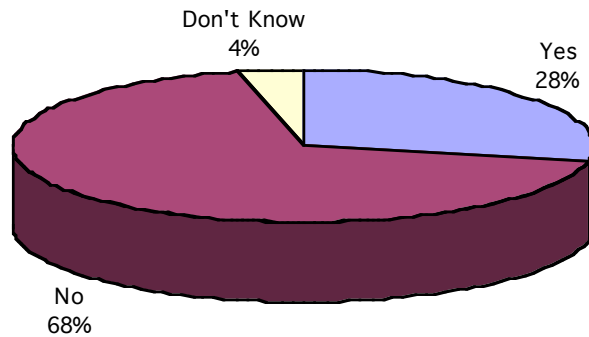
Do you think there is sufficient information available at bus stops in Boulder to figure out how to ride the bus?



Would you support raising the student bus pass fee by \$1.50 to pay for real time displays at bus shelters on and adjacent to campus?

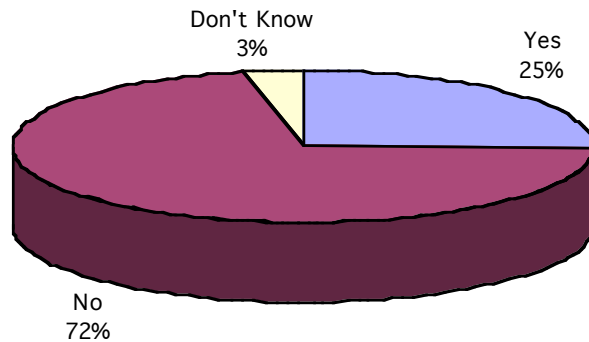


Would you support raising the student bus pass fee by \$1.00 to pay for real time a bus shelters on and adjacent to campus?



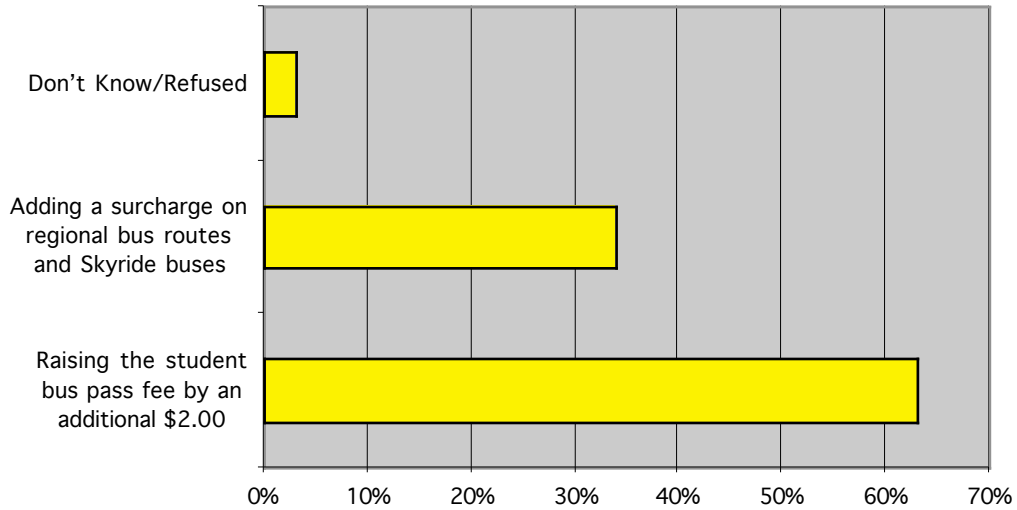
(The above question was only asked of people who answered no to a \$1.50 fee increase.)

Would you support raising the student bus pass fee by \$0.50 to pay for this service for bus shelters on and adjacent to campus?

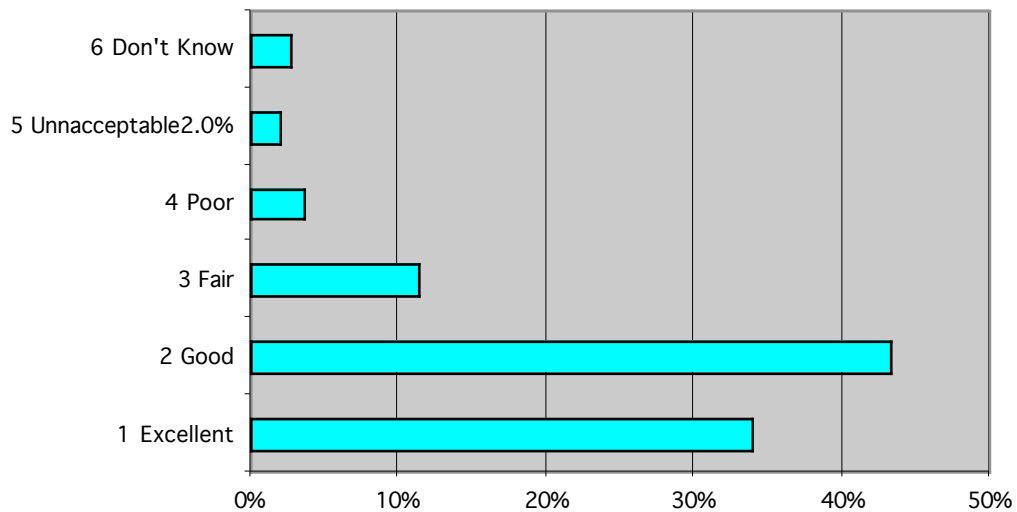


(The above question was only asked of people who said no to a fee increase of \$1.00 and higher.)

RTD may need more revenue in order to continue to offer bus pass programs. Given the choice, which approach would you support?

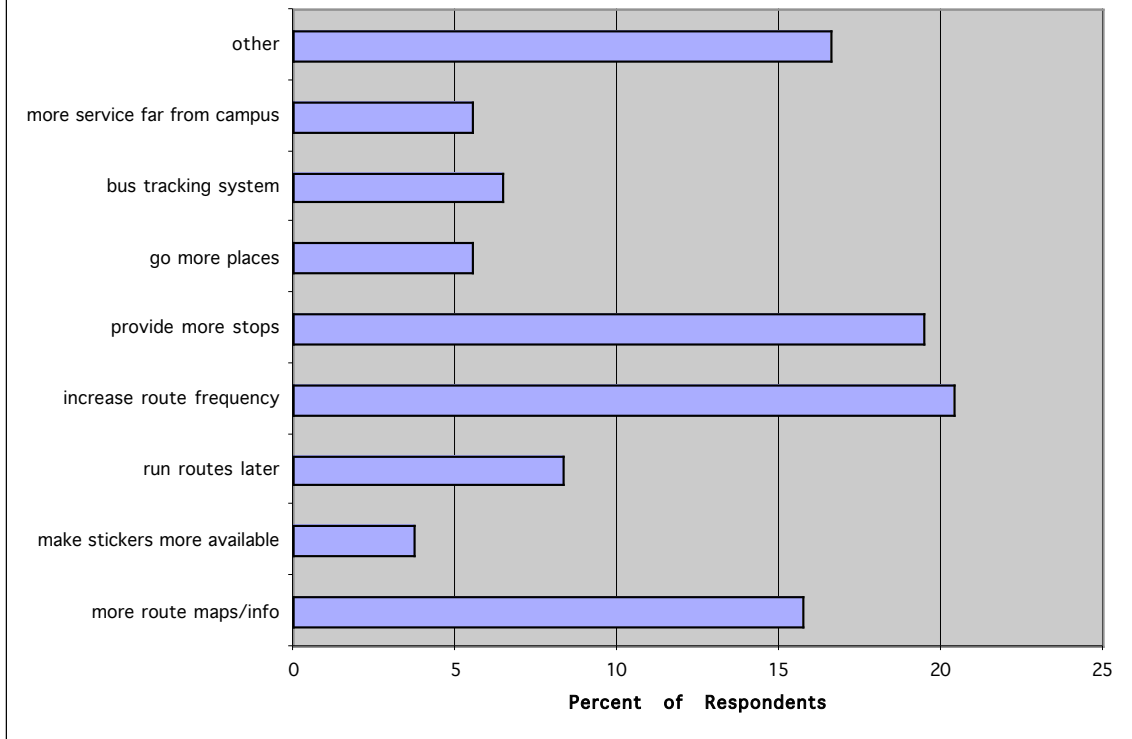


One a scale of 1-5, with 1 being excellent and 5 being unacceptable, how would you rate the CU RTD bus pass program overall?



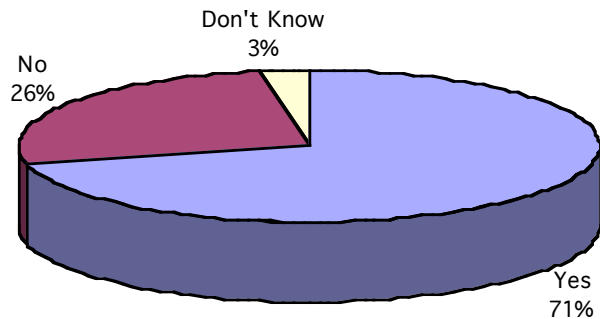
RTD bus program ratings are roughly the same as they were in 2000, although slightly less people gave it an excellent rating.

What changes in the RTD bus program would make you more likely to start using your CU RTD bus pass or use it more often?

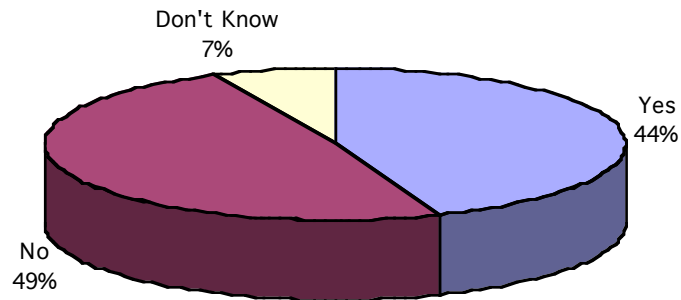


39% of those interviewed qualified for the above question by choosing to specify any changes. 50% said they would not choose to change anything.

Would you support increasing the student bus pass fee by \$2.00 in order to maintain current levels of HOP service?

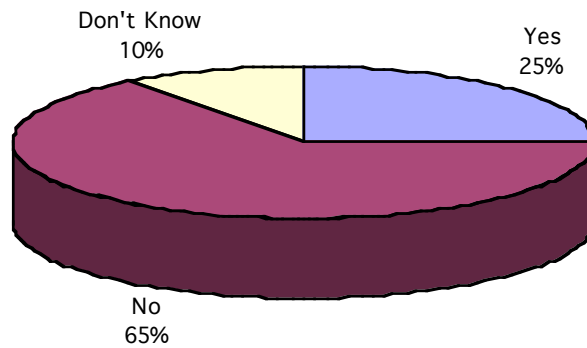


Would you support increasing the student bus pass fee by \$1.00 in order to maintain current levels of HOP service?



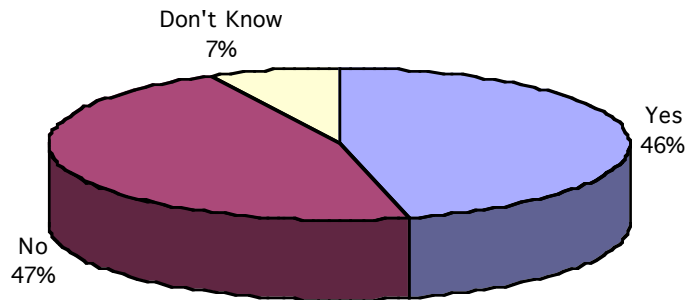
(The above question was only asked of those that said no to a \$2.00 fee increase.)

Would you support increasing the student bus pass fee by \$0.50 in order to maintain current levels of HOP service?

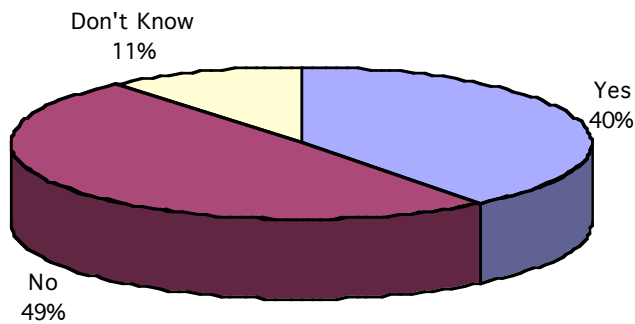


(The above question was only asked of those that said no to a fee increase of \$1.00 and higher.)

Would you support increasing the student bus pass fee to \$2.00 in order to maintain current STAMPEDE service?

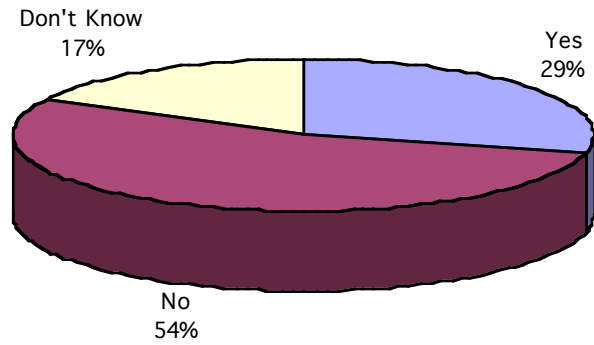


Would you support increasing the student bus pass fee to \$1.00 in order to maintain the current STAMPEDE service?



(The above question was only asked of people that said no to a \$2.00 fee increase.)

Would you support increasing the student bus pass fee to \$0.50 in order to maintain current STAMPEDE service?



(The above question was only asked of those that said no to a fee increase of \$1.00 and higher.)