



On-Campus Survey Findings UNM October 17, 2012

A survey was conducted at the UNM campus on October 17, 2012. The survey was conducted by four representatives of the UNM/CNM/Sunport Study Team at an on-campus location adjacent to the UNM Bookstore. The survey consisted of 10 questions with two optional questions that were asked depending on the time availability of the respondents. The survey questions focused on the travel destinations, mode of travel, and travel needs of students, faculty, and staff at UNM and UNM Hospital. A copy of the survey is included as Attachment 1.

Sixty-one persons completed the survey. The respondent answers are summarized below. In some instances, the totals are more than or less than the survey total. This is due to respondents having multiple responses to some questions and/or some questions not being answered. When response percentages have been calculated, the percentage is based on the total responses for the referenced question.

Question 1: What is your association with the area? (e.g., student, faculty, staff, visitor, patient, resident, business owner, other)

Of the 61 responses, 49 (80%) identified themselves as students, 6 as staff, 4 as faculty, and two as visitors.

Question 2: What is your primary destination in the UNM area? (e.g., UNM Main Campus, UNM North Campus, CNM Main Campus, Other)

Fifty-four of the responses said they were destined to UNM Main campus locations, 2 were destined to the UNM North Campus, and 1 was destined to CNM. Thirty-five specific destinations were identified by participants. Of these, only one — George Pearl Hall — was mentioned frequently (8 responses). This was likely due to the survey location which was between the UNM Bookstore and George Pearl Hall.

Question 3: How do you normally get to the UNM area? (drive, carpool, bus, walk, bike, other method). Why do you use this travel method?

Seventy-three responses were received for this question. Of these responses, 23 (31%) drive to campus (this number includes 5 responses who said they used the shuttle service and were presumed to have driven to parking lots), 24 (33%) travel by bus for all or part of their trip, 17 travel by bicycle (23%), 8 walk (11%), and 1 travels by carpool (1.4%). The most mentioned transit routes used included the 766, 777, and 790 Rapid Ride service, followed by routes 16/18 and 50.

Question 4: How do you normally get around once you get to campus? (drive, UNM Shuttles, walk, bike).

Fifty-two of the respondents answered that they travel around the campus by foot. Nine use a bicycle and 3 use the UNM shuttle.

Question 5: Do you typically take trips to and from UNM/CNM during the day? For example to eat, to go to work, to do business, etc.



Thirty-one responses to this question (51%) stated they do not leave campus during the day. Twenty-one said they leave campus to eat (14 responses), to travel to work (5 responses), and for other or unstated reasons (2 responses).

Question 6: What is your biggest concern about transportation specific to this area? (e.g., congestion, parking, lack of transit or inefficient transit, lack of pedestrian/bikeways and facilities, safety, other concern)

Eighty-two responses were received for this question. Of these, 23 responses (28%) identified the lack of efficient transit as their biggest concern. The reasons mentioned included long wait times (long headways), poor connections, over-crowding on buses, lack of service in the evenings, and stop locations. Nineteen responses (23%) identified safety concerns. The safety concerns mentioned were generally related to pedestrian conflicts with traffic and bicycle conflicts with traffic. Eight responses cited a lack of bicycle facilities. Seven responses cited parking as a concern. The reasons mentioned included the cost and availability of parking, and parking convenience.

Question 7: What, if anything, would you do more often if it was easier to move around in the area?

Sixty responses were received for this question. Thirty-six responses (60%) said they would not do anything different. Twenty four responses (40%) answered they would leave campus. Common responses were to go to sporting events, the airport, nearby areas such as Nob Hill and Downtown, and restaurants.

Question 8: What one thing would you do to improve the area?

Sixty responses were received for this question. Fourteen of the responses said “nothing.” Suggestions germane to transit, parking, or pedestrian and bicycle facility improvements included the following: 15 responses were specific to bicycle facilities and the need to improve safety for bicyclists; 14 responses suggested better transit service; and, 4 responses were related to pedestrian improvements, although these were mostly related to additional shade trees and separating pedestrian/bicycle conflicts. The remaining responses were not germane to transportation.

Question 9: What other ideas or suggestions do you have for improving transportation to and within the UNM/CNM area?

Sixty responses were received for this question. Twenty-seven people did not offer suggestions. Of the remaining 33 responses, 20 (33%) suggested improvements to transit. These included suggestions to implement light rail, add dedicated bus lanes, provide more frequent bus service, provide later hours for existing routes, and improve safety both at stops and on-bus (a common response to this and other questions referenced problems with the homeless and vagrants riding the bus). Suggestions for improvements to specific routes were also mentioned including Lead/Coal, service to the South Valley, and better connections to other local routes. Five responses mentioned parking improvements and the lower costs for parking. Four responses mentioned bicycle facility improvements.

Question 10: What are the best ways for us to communicate project information and updates to you?



Of the 79 responses to this question, 23 identified email, 16 suggested Face Book, 8 suggested a project webpage, 9 suggested newspaper articles 8 of which were specific to the Daily Lobo, and 1 suggested project newsletters. Seventeen responses did not have a suggestion.

Optional Question #1: *If you drive to UNM/CNM, where do you usually park?*

Eighteen responses were received for this question. Five responses stated they used permit lots, 6 park in nearby neighborhoods, 2 specified free parking but did not identify a location, and one uses parking meters. Two stated "other" locations.

Optional Question #2: *What shuttles do you use? What do you think about the service?*

Seventeen responses were received for this question. Six responses stated they use the UNM Shuttle, nine state they do not use shuttle service, and two stated they use other services. The reasons given for not using the shuttle stated that it was slow, inconvenient, too crowded, and dirty. The reasons for using the shuttle stated that it was convenient and "ok" service.

Notable Findings

The mode split indicates a high percentage of for those surveyed rely on non-single occupant vehicle transportation. With 33% traveling by bus, 23% traveling by bicycle, and 11% walking, 67% of all responses indicate travel by a non-SOV mode. While the sample size is small, this finding suggests a strong opportunity for transit, bicycle, and pedestrian investments.

The responses to questions 6, 8, and 9 also suggest an interest in transit and bicycle travel. In response to the biggest concerns about transportation within the UNM area, 28% cited transit. When asked what they would improve, 23% to 33% identified transit improvements. Most of the suggestions focused on more service, shorter headways, extended service hours, and additional routes. Many responses also identified concerns with safety at transit stops and while on the bus. Concerns with homeless and transients on the bus were also raised in numerous responses.

Bicycle facility improvements were also mentioned frequently. These included the need for better facilities and the need to separate bicyclists from pedestrians. Pedestrian safety was also mentioned often. Safety issues included conflicts at street crossings and conflicts with bicyclists.

The response to optional question #1, suggest a high percentage of responses stated they park in the surrounding neighborhoods. However, the response number for this question was small. Nonetheless, it still suggests the need for improved parking strategies.

With regard to communication of project information, most responses identified the use of email, social media, webpage, and newspaper articles as the best methods.



On-Campus Survey Findings CNM November 7, 2012

A survey was conducted at the CNM campus on November 7, 2012. The survey was conducted by four representatives of the UNM/CNM/Sunport Study Team at a location adjacent to the Student Services Center. The survey consisted of 10 questions with one optional question that was asked depending on the time availability of the respondents. The survey questions focused on the travel destinations, mode of travel, and travel needs of students, faculty, and staff at CNM. A copy of the survey is included as attachment 1.

Fifty-nine persons completed the survey. The respondent answers are summarized below. In some instances, the totals are less than or more than the survey total. This is due to respondents having multiple responses to some questions and/or some questions not being answered.

Question 1: What is your association with the area? (e.g., student, faculty, staff, visitor, patient, resident, business owner, other)

Of the 59 respondents, 56 identified themselves as students, two as staff, and one as a business owner.

Question 2: What is your primary destination in the UNM or CNM area? (e.g., UNM Main Campus, UNM North Campus, CNM Main Campus, Other)

All of the respondents identified CNM as their primary destination. In addition, 3 identified the UNM Main Campus and one identified the UNM North Campus as a primary destination. This indicates that some students travel between CNM and UNM campuses during the day.

Question 3: How do you normally get to the UNM/CNM area? (drive, carpool, bus, walk, bike, other method). Why do you use this travel method?

Seventy-five responses were received for this question. Of these responses, 33 (44%) drive to campus, 25 travel by bus for all or part of their trip (33%), 6 carpool (8%), 9 walk or travel by skateboard (12%), and 2 travel by bicycle (3%).

Question 4: How do you normally get around once you get to campus? (drive, UNM Shuttles, walk, bike).

All 59 respondents answered that they walk (or use a skateboard) to travel around the campus. Given the relatively small campus size, this finding is not unexpected. Two stated they use the UNM shuttle. This corresponds to the inter-campus travel identified in Question 2.

Question 5: Do you typically take trips to and from UNM/CNM during the day? For example to eat, to go to work, to do business, etc.

Of the 59 responses to this question, 32 (54%) stated they travel to other destinations during the day while at CNM. Of these, 13 trips were to eat, 7 to travel to UNM classes, and 3 were to their place of employment. Twenty-six persons (44%) stated they did not leave campus during their school day.



Question 6: *What is your biggest concern about transportation specific to this area? (e.g., congestion, parking, lack of transit or inefficient transit, lack of pedestrian/bikeways and facilities, safety, other concern)*

Eighty-two responses were received for this question. Of these, 26 (32%) identified parking and 29 (35%) identified the lack of efficient transit as their biggest concerns. Seven persons (9%) identified traffic congestion as their concern and nine respondents (11%) indicated they did not have any major concerns about transportation. The lack of pedestrian facilities and bicycle facilities, safety, and cost were identified by several individuals, although these responses were less than 5% of the totals. Fourteen comments about transit service were made. These included lack of buses, long wait times (long headways), lack of service in the evenings, and slow travel by buses.

Question 7: *What, if anything, would you do more often if it was easier to move around in the area?*

For this question, 19 (32%) respondents said they would not do anything different. Forty respondents (68%) answered they would leave campus to go to restaurants, run errands/pay bills, visit UNM, and/or use transit more often.

Question 8: *What one thing would you do to improve the area?*

Forty-six suggestions were received for this question. Several of the responses were unrelated to transit, parking, or pedestrian and bicycle facility improvements. Eleven responses stated they would like to have more restaurants in the area, 9 suggested more and/or better managed parking, 6 suggested better transit service, and 6 identified pedestrian/bicycle improvements (or the elimination of barriers for bicycle and pedestrian travel). Four responses indicated a desire for better safety.

Question 9: *What other ideas or suggestions do you have for improving transportation to and within the UNM/CNM area?*

Forty-three responses were received for this question. Of these, 27 were specific to transit improvements including more frequent service, later hours of operation, additional routes, shuttle service serving CNM and between CNM and UNM, and better/safer bus stops. Seven responses suggested improvements to parking including adding parking structures, more parking, and more free parking. Several parking management suggestions were also made.

Question 10: *What are the best ways for us to communicate project information and updates to you?*

Of the 89 responses to this question, 26 identified email, 26 suggested social media tools including Face Book and Twitter, 10 suggested a project webpage, 11 suggested newspaper articles, 10 of which were specific to the CNM Chronicle, and 7 suggested project newsletters. Five responses stated nothing.

Optional Question: *If you drive to UNM/CNM, where do you usually park?*

Thirty-four responses were received for this question. Seventeen responses (50%) stated they used permit lots, 16 (47%) use free parking, and one stated paid parking but did not specify the location.



Notable Findings:

Despite the fact that several respondents provided multiple answers to the mode share question #3, the results suggest that there is a large non-SOV market. While the survey indicates that 44% of the market drives alone and 56% utilize other modes, because some respondents provided more than once answer the truth is probably somewhere in between, but still notable. The multiple answers to this question is probably explained in part by respondents who drive on some days and use other modes on other days.

For several of the questions (5,6,7,8, and 9) a sizable portion of the respondents indicated that transit to and within the area should be improved (more service, shorter headways, extended service hours) and that they would use it, or use it more often if the transit system were improved. The large percentage of respondents (54%) that currently leave the CNM campus to travel to UNM or for other business in the area would suggest that there is a potential secondary transit market for these types of trips if service were improved.

It is also clear from the survey that those who drive are concerned about parking (or lack thereof) and parking management.

With regard to communication of project information, most responses identified the use of email, social media, webpage, and newspaper articles as the best methods.