



# USF – Tampa Campus Transportation 2014 Survey Results

Prepared by the New North  
Transportation Alliance and the USF  
Center for Urban Transportation  
Research

January 22, 2015

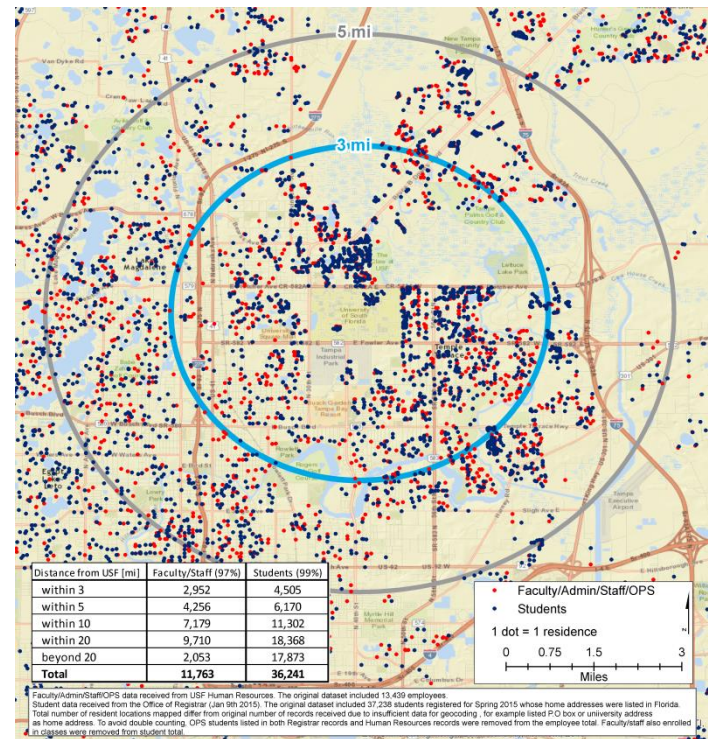
# Survey Purpose

The survey provides measures of various aspects of travel by students, staff and faculty, commuting to and from the USF Tampa Campus. Survey has three purposes:

- Measure travel mode changes as part of the Tampa Campus Master Plan Update process, by USF Facilities Planning and Construction.
- Plan for future parking and improvements to the Bull Runner Shuttle and HART UPASS program, by USF Parking & Transportation Services.
- Guide activities and submit progress reports in keeping with campus sustainability commitments made by USF, by the USF Office of Sustainability.



NNTA's mission is to provide a forum for public and private partners in the area surrounding USF (aka "New North") to jointly address shared transportation concerns, such as traffic congestion, safety, and parking.



# Overview

- Methodology
- Section 1 – Commuting Characteristics
- Section 2 – Awareness and Self-Reported Levels of Use of Various Travel Choices
- Section 3 – Interest in Valet Parking and Potential Affect of More Plug-in Locations on EV Consideration
- Section 4 – Survey Profiles

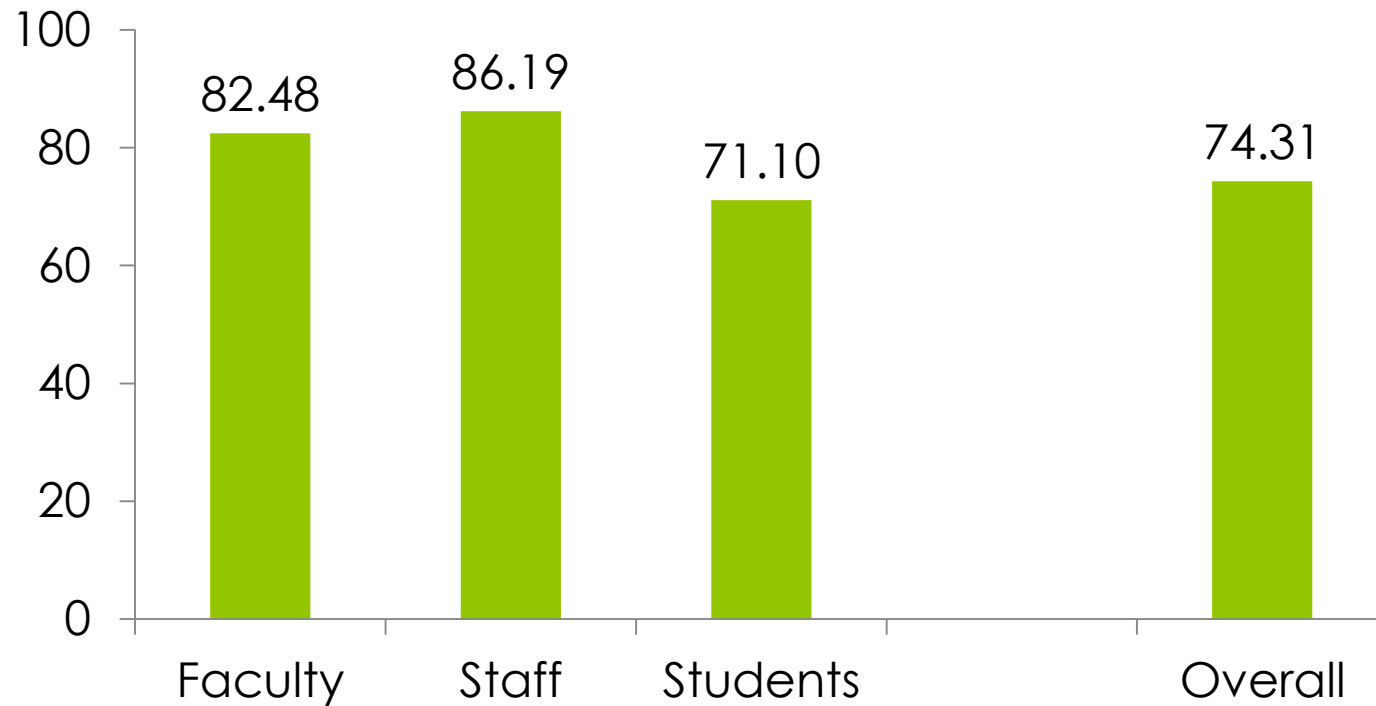
# Methodology

- Online survey link distributed by USF IT to faculty, staff and students
- 2,821 respondents (est. 4.6% of USF)
- Limitations
  - No incentive provided to increase response rate
  - Single email sent to official USF email account
  - Minority populations underrepresented slightly
  - Open-ended responses yet to be analyzed

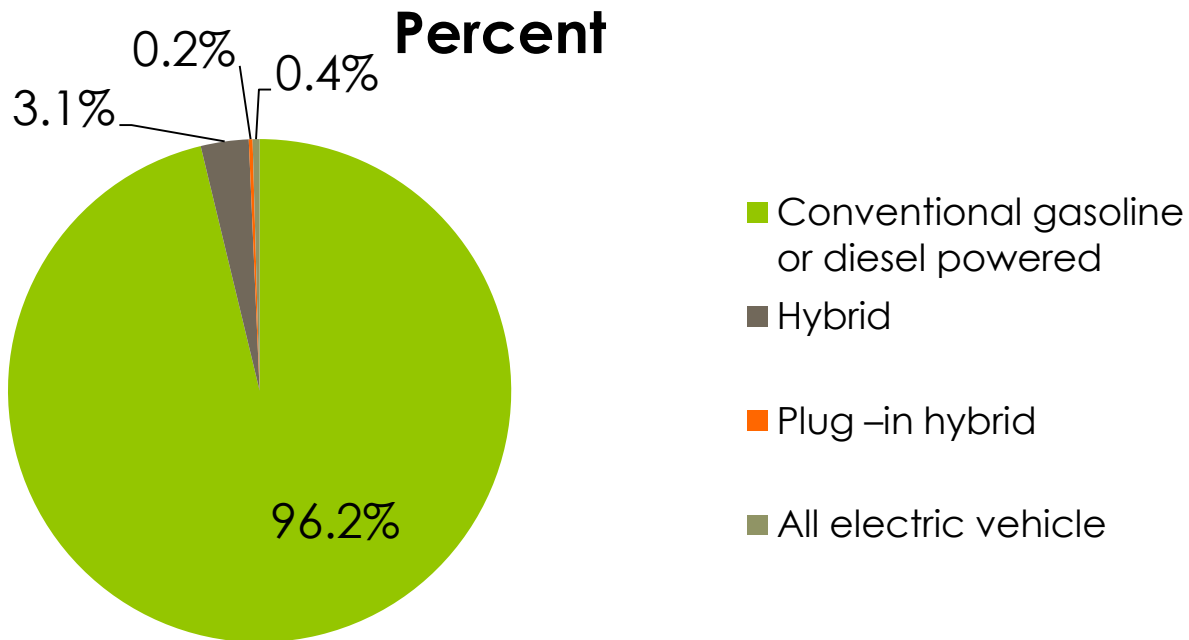
# Section 1

Commuting Characteristics

# Auto Dominates: 74 private vehicle trips per 100 People



# Conventionally Fueled Vehicles Dominate

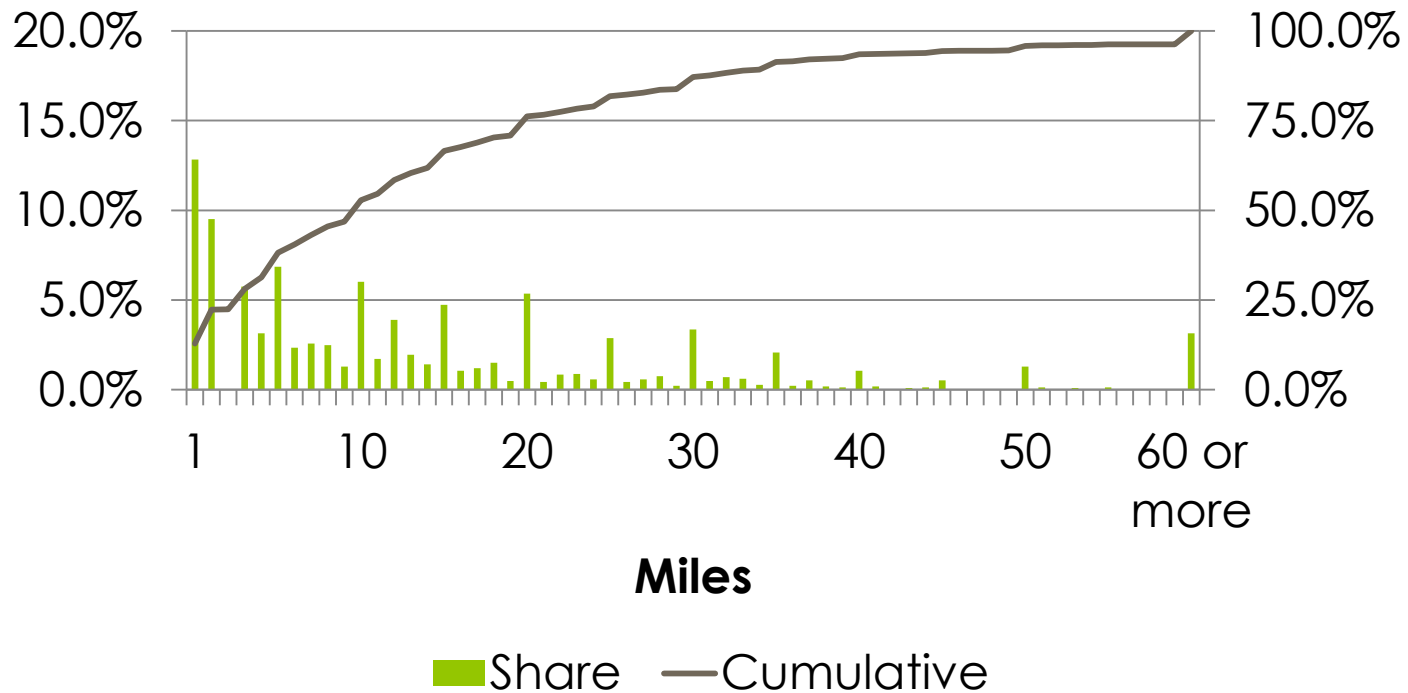




The average trip to campus, excluding on-campus residents, is 15.8 miles one-way.

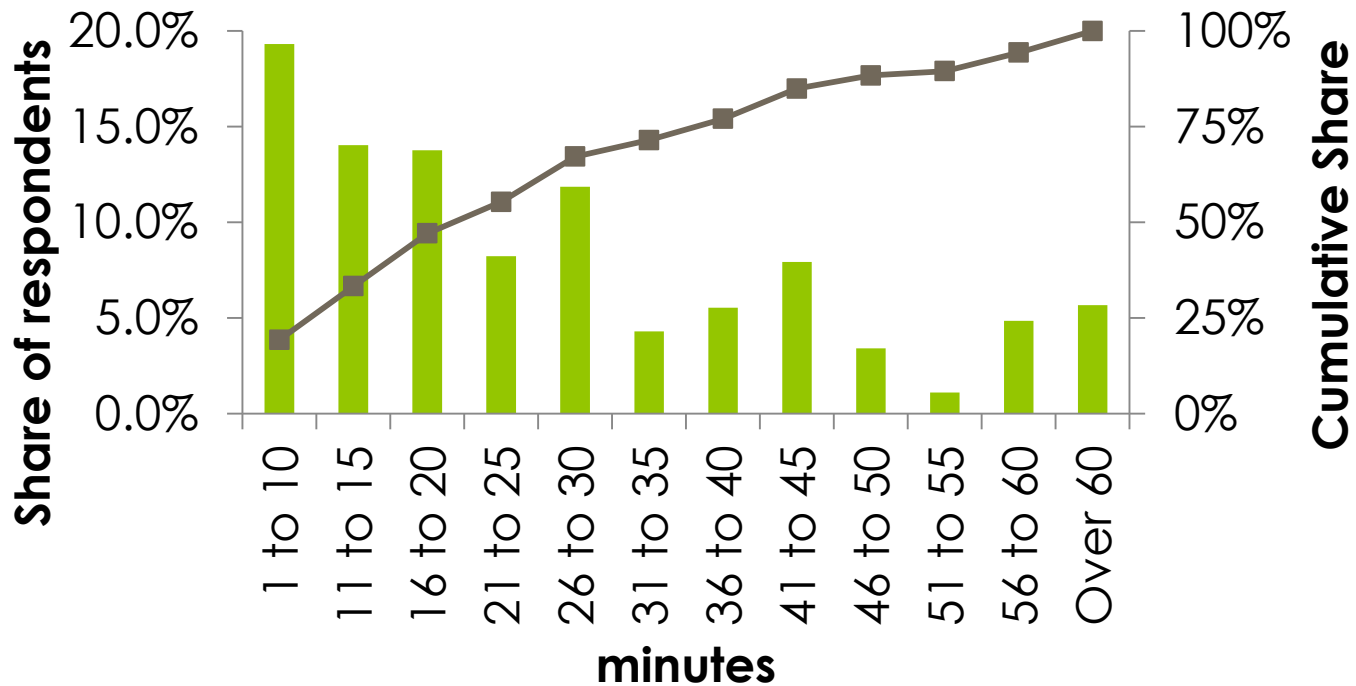
# Mileage

13% commute 30 miles or more

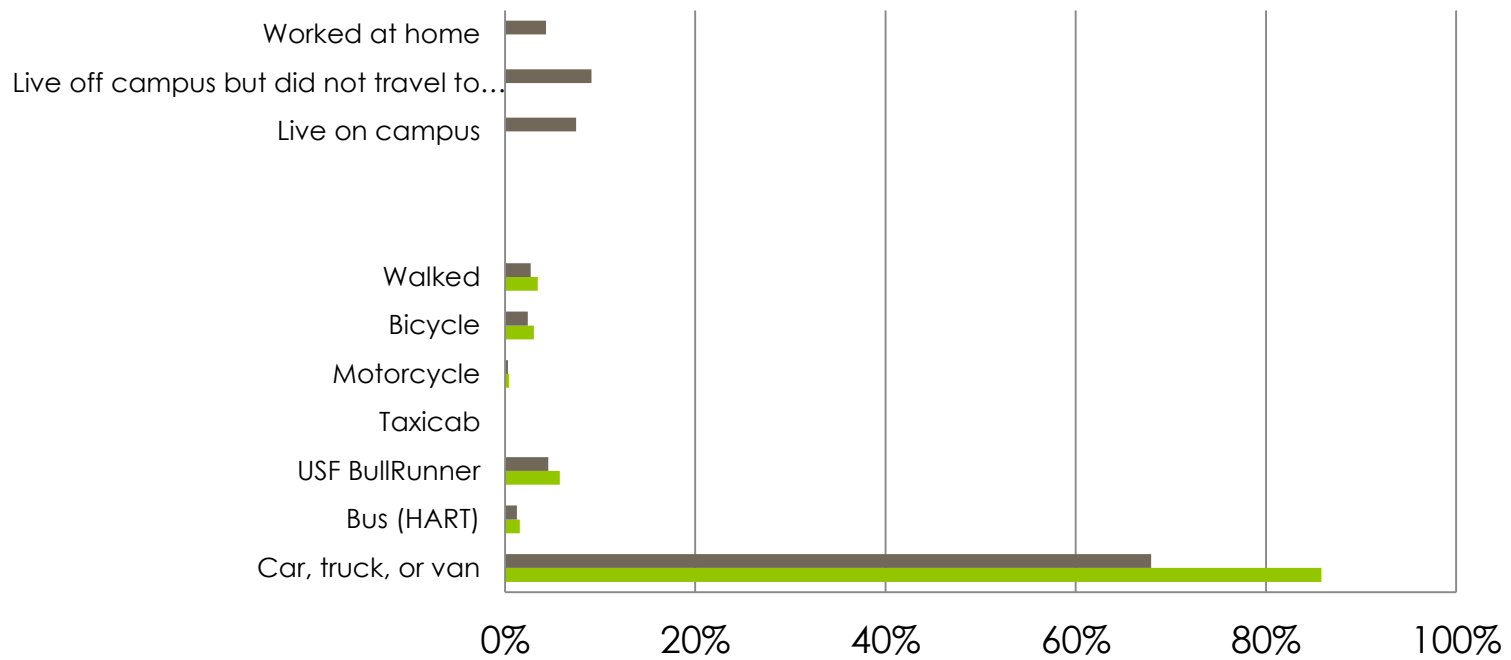


19% have 10 minute or less commute but  
15% have 45 minute or more commute

# Minutes



# Commute Method of an Average Weekday in the Previous Week

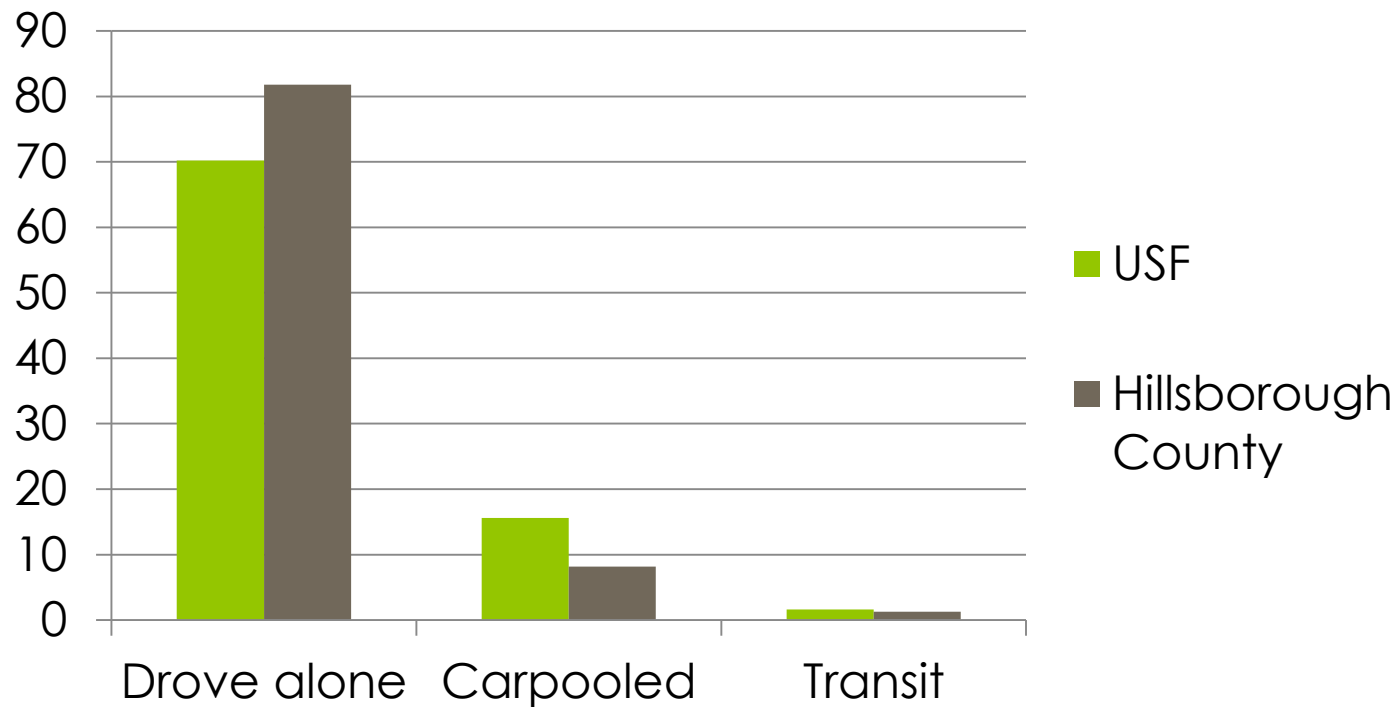


	Car, truck, or van	Bus (HART)	USF BullRunner	Taxicab	Motorcycle	Bicycle	Walked			Live on campus	Live off campus but did not travel to campus	Worked at home
■ Share of All Respondents	67.9%	1.2%	4.6%	0.0%	0.3%	2.4%	2.7%			7.5%	9.1%	4.3%
■ Weekday Commuters	85.8%	1.6%	5.8%	0.0%	0.4%	3.0%	3.4%					

# Single Occupant Vehicles

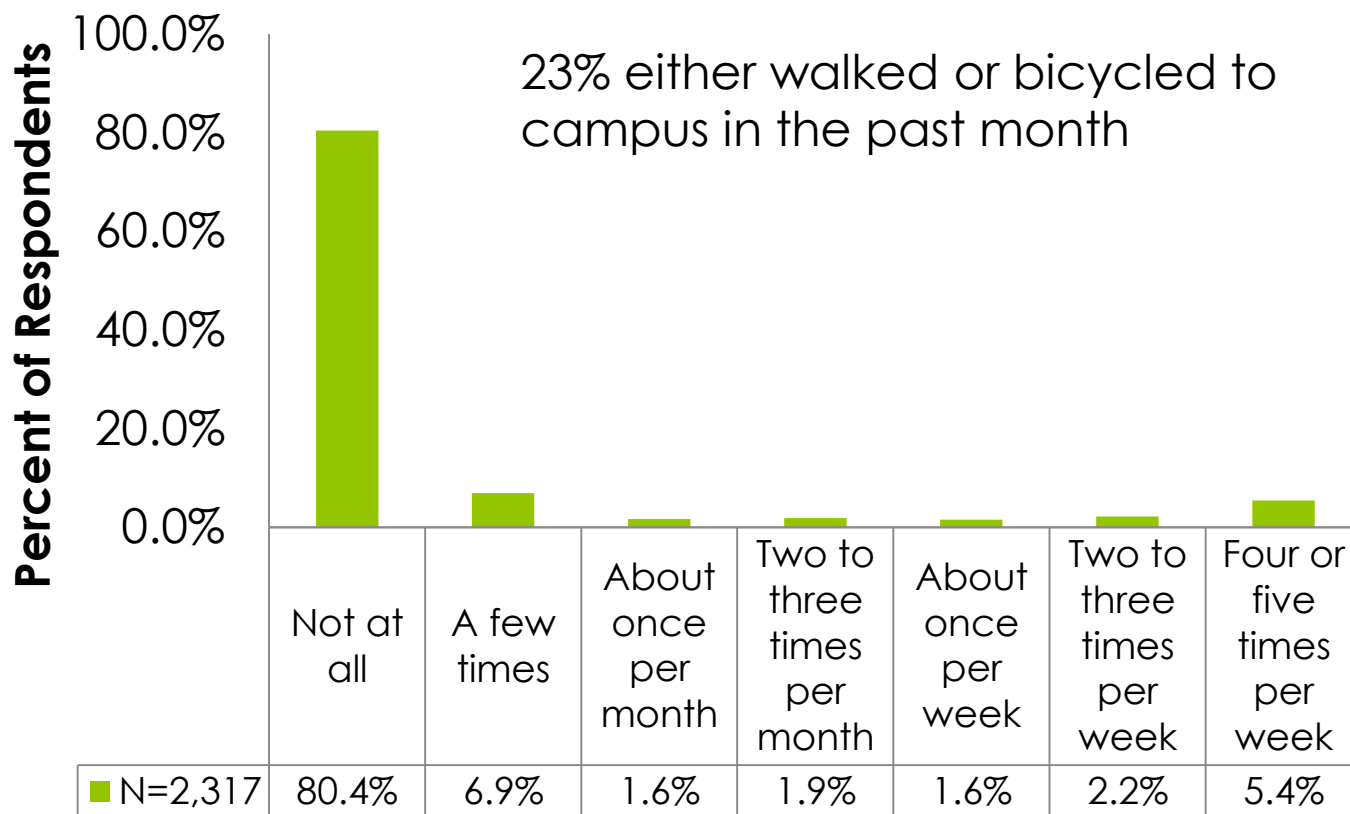
- Overall, 81.8% of USF commuters who travel by car, truck or van are single-occupant vehicles

# USF versus Hillsborough County Commute Mode

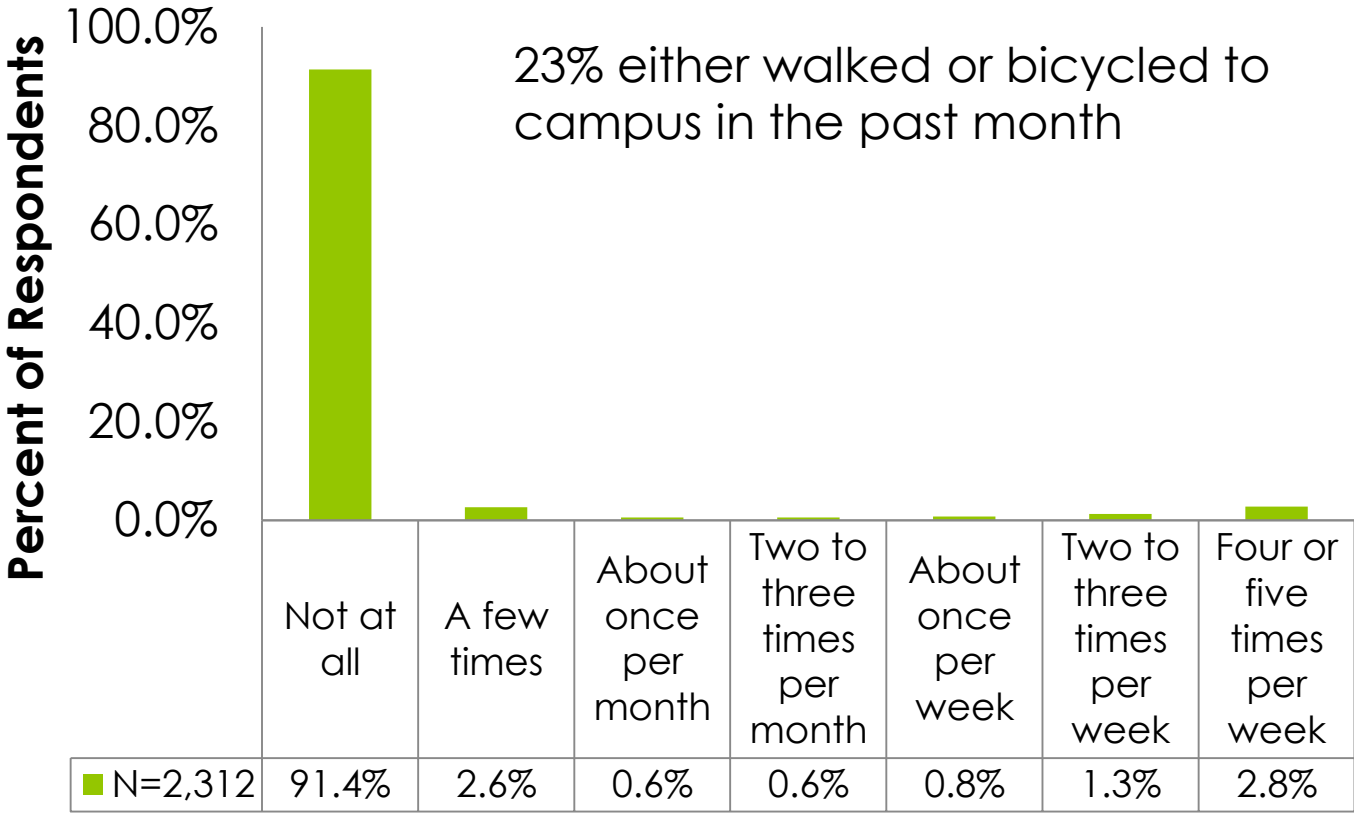


Hillsborough County data from 2013 American Community Survey 1-Year Estimates

## Walk to and from Campus



# Bike to and from Campus



# Section 1 Findings and Recommendations



- While 23% either walked or bicycled to campus in the past month, the data suggest that commuters may find walking and bicycling to campus is not easy. Less than 5 percent bicycle to campus at least once per week and less than 10 percent walk to campus at least once per week.
  - With an estimated 4,500 students and 2,900 faculty/staff within 3 miles of campus, USF should partner with surrounding municipalities to creating a safe and pleasant walking and bicycling environment to campus
  - USF should continue to improve the connectivity of bicycle facilities on campus



# Section 1 Findings and Recommendations

- For those who live in Hillsborough County: USF should actively promote HART's U-Pass that allow students showing a USF ID to ride HART Local, Limited Express, MetroRapid and Flex routes for free and USF faculty and staff to pay 50¢ with a valid USF ID card.
- For the 13% who live outside of the County and commute at least 30 miles, USF should work with TBARTA and its vendor to create vanpools by funding a new vanpool incentive program for USF. PATS should provide free parking for the vanpools (may reduce parking demand by 4 to 9 spaces per vanpool)



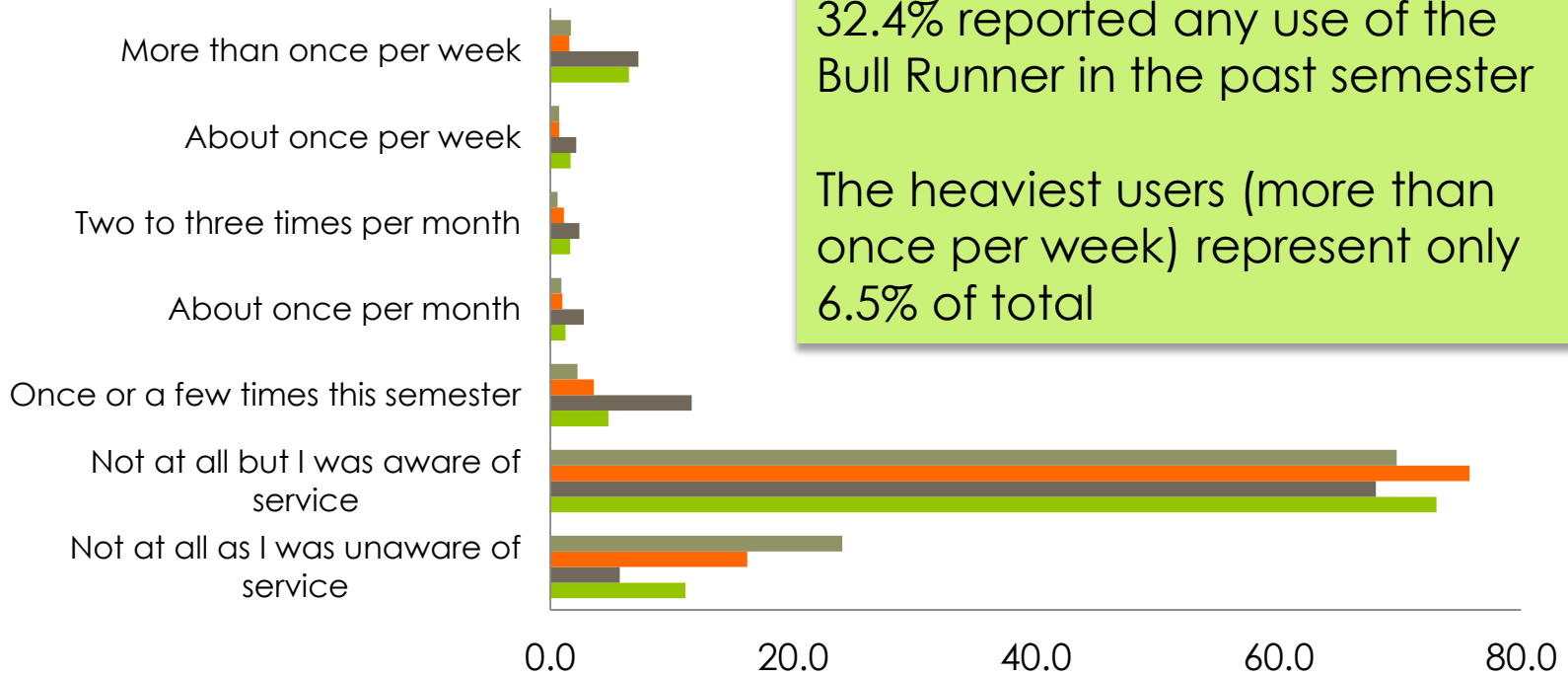
# Section 2

Awareness and Self-Reported Levels of Use of  
Various Travel Choices

# USF Bull Runner Awareness and Self-Reported Use

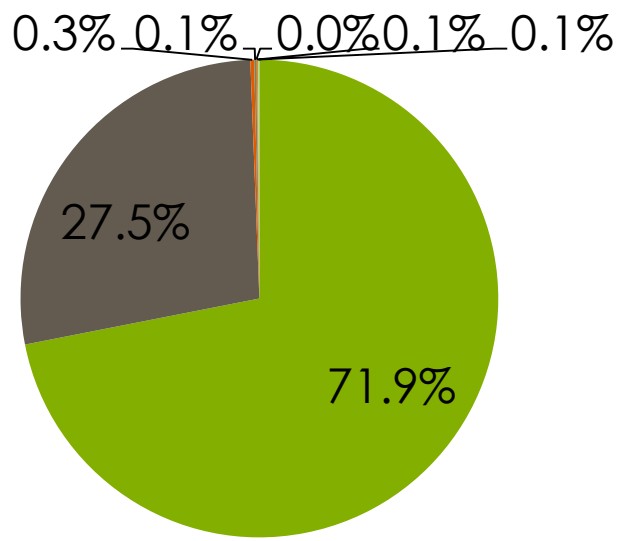
32.4% reported any use of the Bull Runner in the past semester

The heaviest users (more than once per week) represent only 6.5% of total



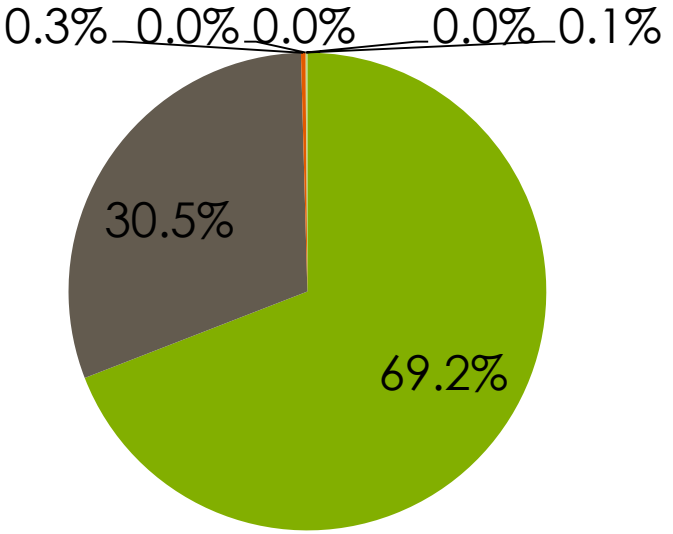
	Not at all as I was unaware of service	Not at all but I was aware of service	Once or a few times this semester	About once per month	Two to three times per month	About once per week	More than once per week
To HART Transfer Center	24.1	69.7	2.3	0.9	0.6	0.7	1.7
To University Mall	16.2	75.7	3.6	1.0	1.1	0.7	1.6
Around campus	5.7	68.0	11.7	2.8	2.4	2.2	7.3
USF Bull Runner transit to and from campus	11.1	73.0	4.8	1.3	1.6	1.7	6.5

# Emergency Ride Home Awareness and Self-Reported Use



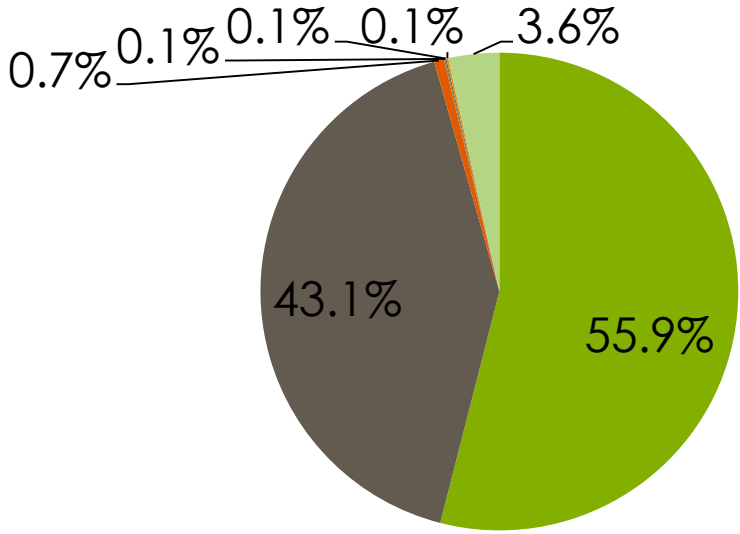
- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

# Zimride Ridematching Service Awareness and Self-Reported Use



- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

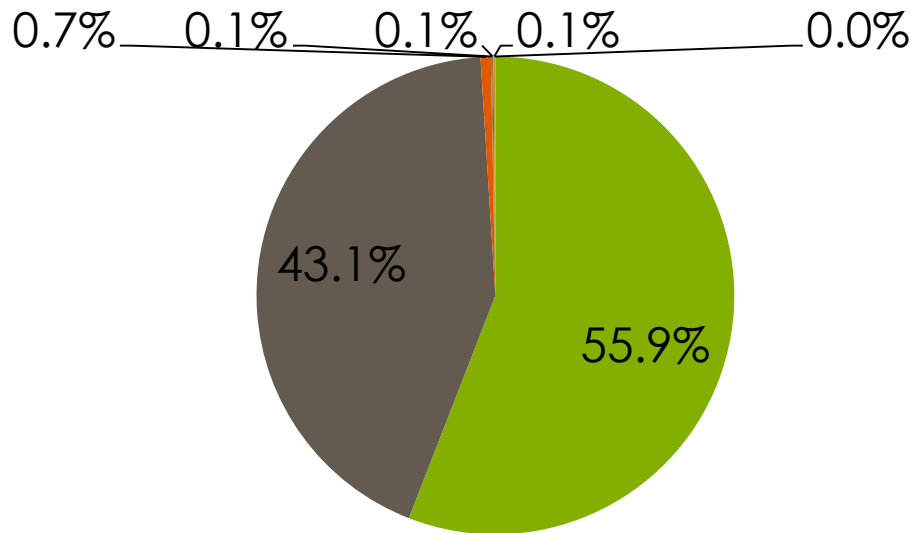
# USF Bicycle Rack or Lid Awareness and Self-Reported Use



- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

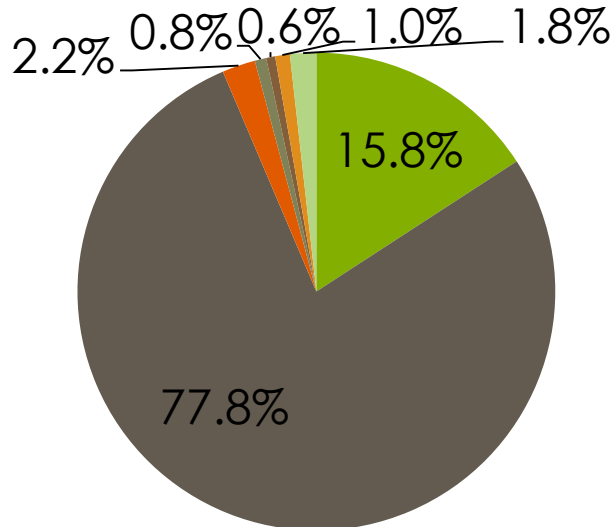


# Enterprise Carshare Awareness and Self-Reported Use



- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

# HART Awareness and Self-Reported Use

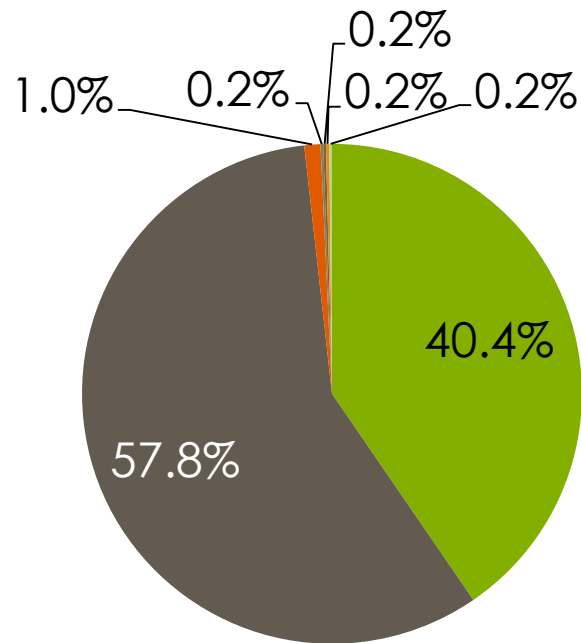


- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week





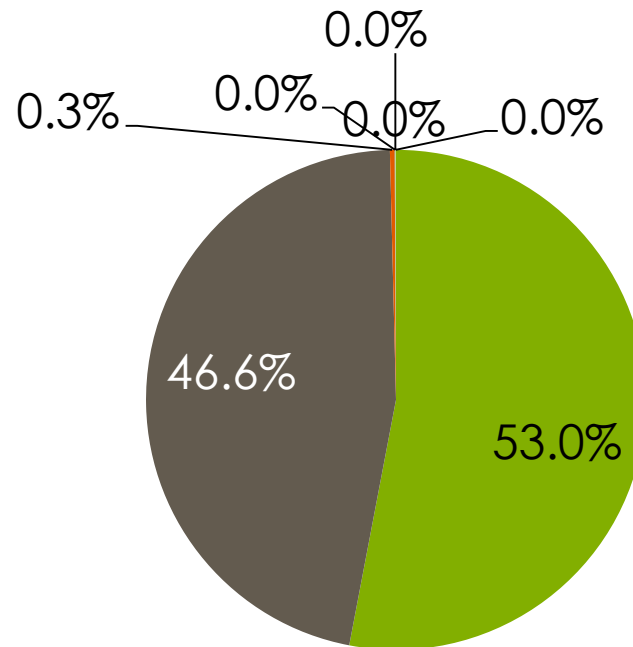
# USF Borrow Our Bikes Awareness and Self-Reported Use



**N=2,307**

- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

# Moffitt Parking Shuttle Awareness and Self-Reported Use



**N=2,302**

- Not at all as I was unaware of service
- Not at all but I was aware of service
- Once or a few times this semester
- About once per month
- Two to three times per month
- About once per week
- More than once per week

## Section 2 – Findings and Recommendations

- About one in three use at least one of the Bull Runner services (to/from campus, on-campus, University Mall and HART transfer center).
- However, the heaviest users (more than once per week) of Bull Runner around campus represent only about seven percent of all respondents.
- Low level of awareness of Bull Runner services to University Mall and HART Transit Center.
  - PATS should promote Bull Runner's access to off-campus destinations and activities

# Section 2 – Findings and Recommendations

- Increase Awareness of Travel Choices
  - Opportunity for growth in usage of travel options is great. The high lack of awareness levels of travel options range from Borrow Our Bikes at 40% to TBARTA's emergency ride home at 72%.
  - NNTA should work with TBARTA to promote the ERH program on campus
    - USF email policy and restrictions on direct marketing USF-sponsored services provided by private vendors like Enterprise Carshare and Zimride and is inconsistent with USF's stated commitment to promoting sustainability. USF should modify the email policy to allow regular communication on transportation and parking issues via email for USF sanctioned services like Enterprise Carshare and Zimride.
  - PATS and NNTA should promote how to download Bull Tracker and OneBusAway (HART's real-time bus information app)

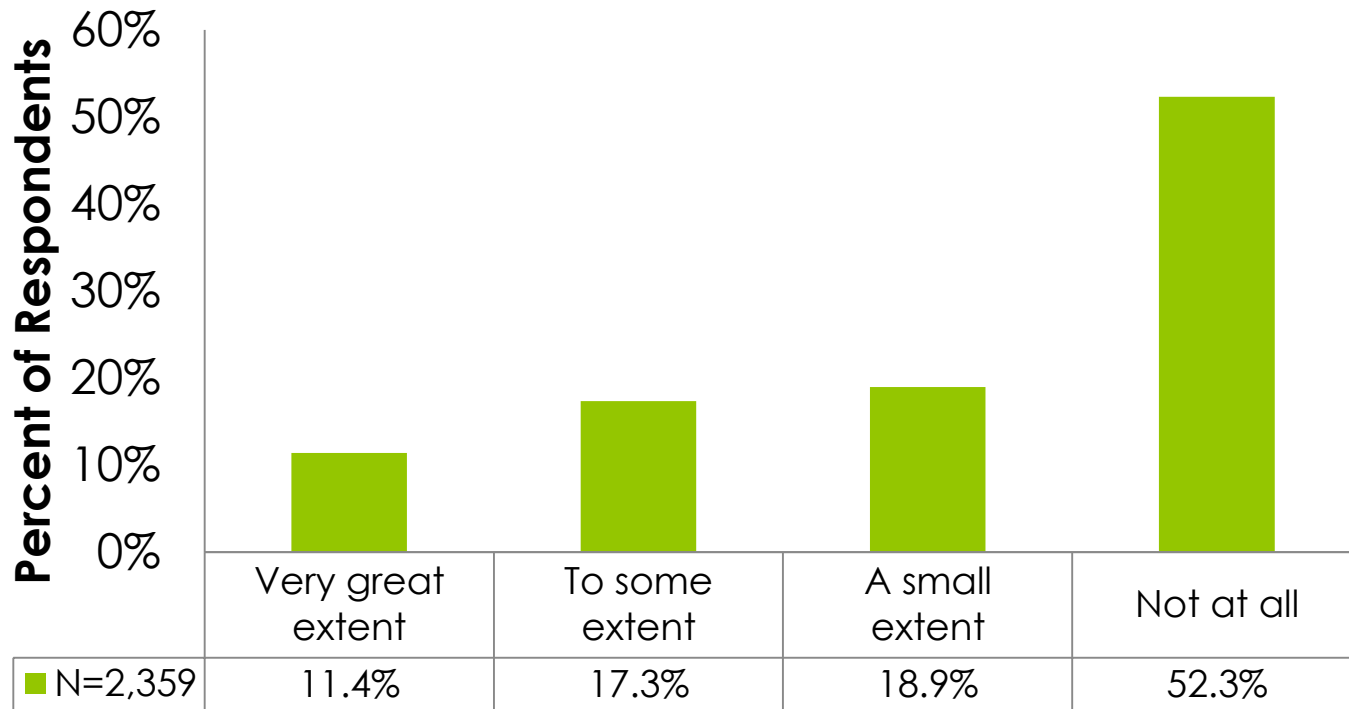
## Section 2 – Findings and Recommendations

- Increase Usage
  - USF should contribute \$50,000 per year to New North Transportation Alliance to support efforts to increase use of transit, ridesharing, bicycling and walking around campus through uses of incentives. NNTA should work with vendors to facilitate increases in usage via special discounts, benefits for frequent customers, etc.

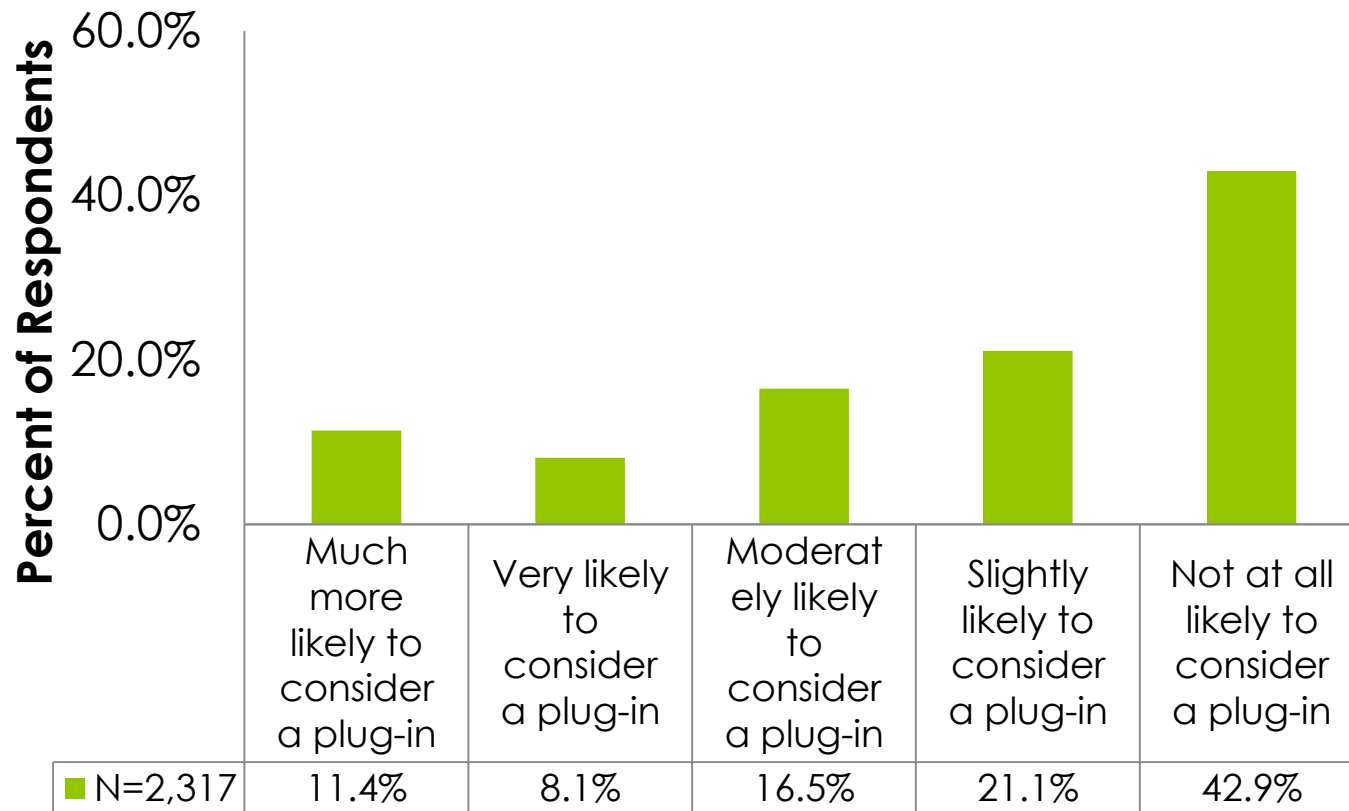
# Section 3

Interest in Valet Parking  
Interest in Electric Vehicle

# To what extent would you be interested in a valet parking service on the Tampa campus?



If there was access to more electric vehicle charging options on campus, how likely would you consider an electric plug-in vehicle as your next vehicle?





## Section 3 – Findings and Recommendations

- 11% have high level of interest in valet parking service
  - PATS may want to examine this option in high demand areas.
- 57% would consider an electric vehicle as their next vehicle if there was access to more electric vehicle charging options on campus with 20% much more to very likely

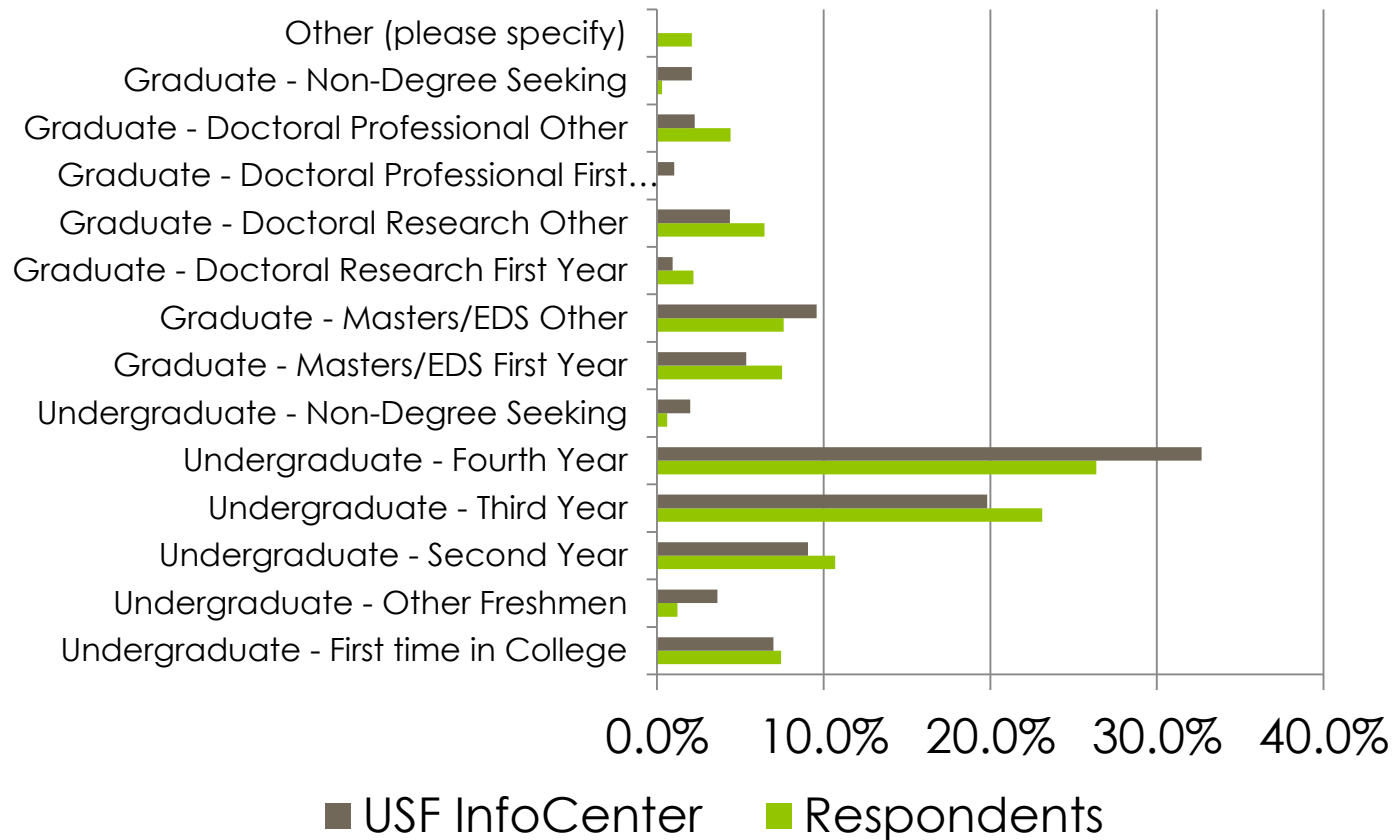
# Section 4

Survey Respondent Profiles

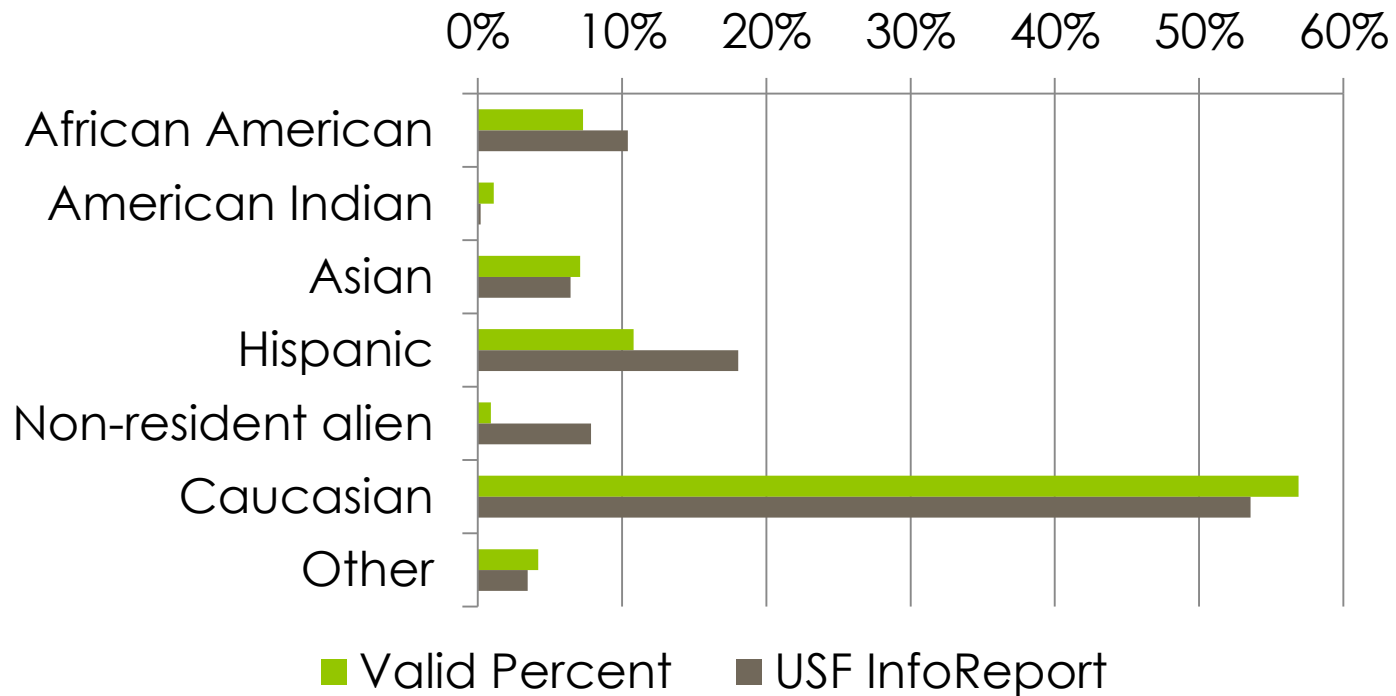
# Survey Respondents

- Faculty 5.6%
  - Staff 14.9%
  - Student 69.3%
  - Unknown 10.2%
- 
- Female 67.2%
  - Male 32.8%

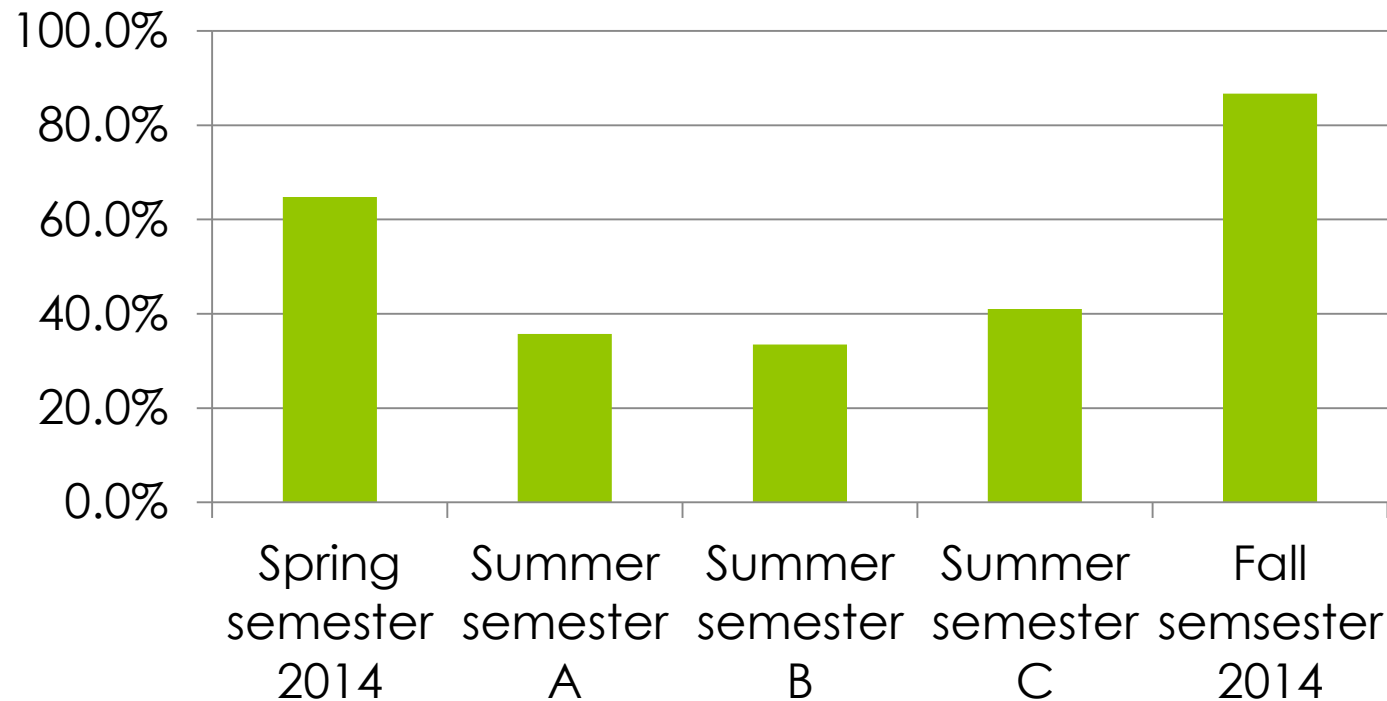
# Survey Respondents - Students



# Survey Respondents – Students by Race/Ethnicity

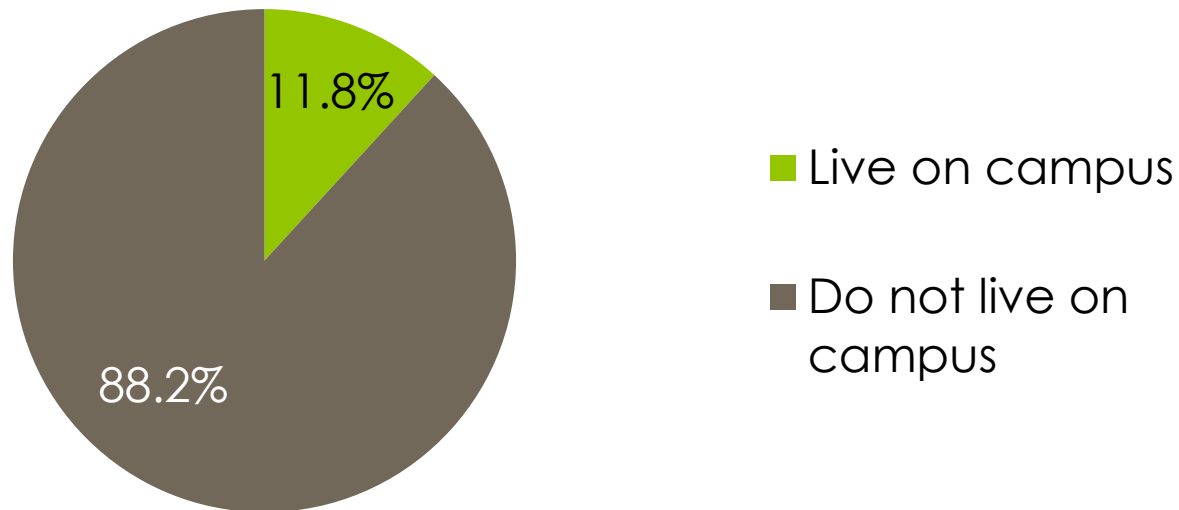


# Share of Student-Respondents Who Traveled to/from USF-Tampa by Semester



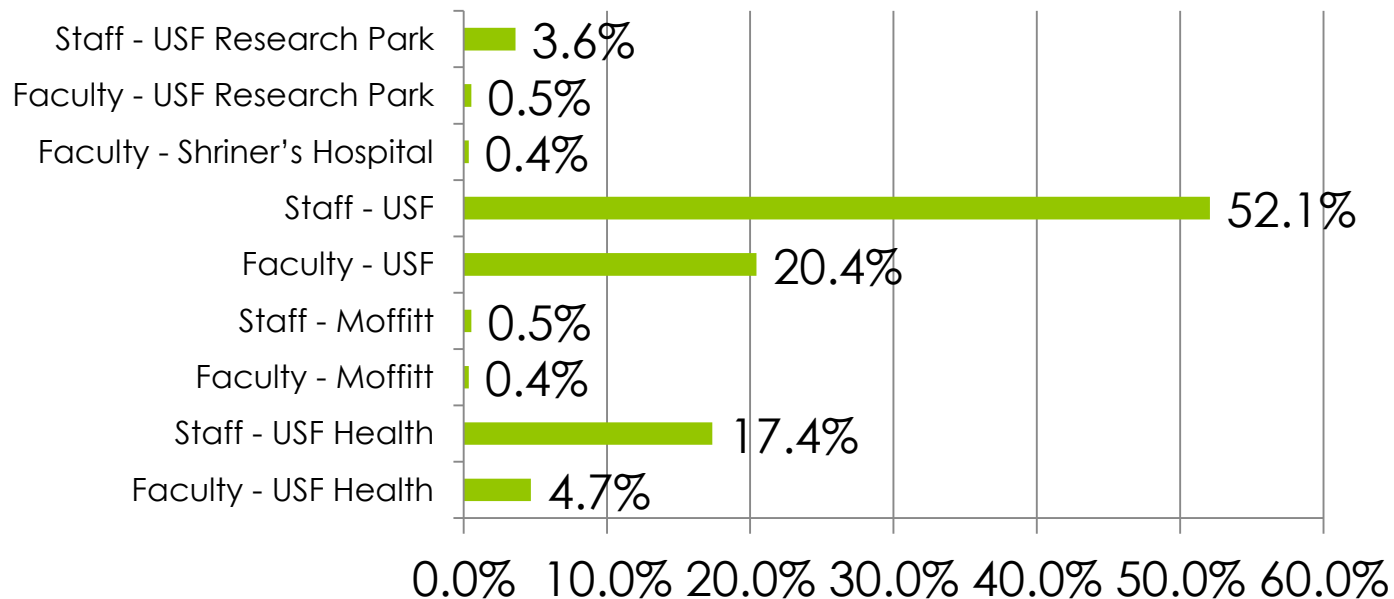
# Survey Respondents - Residency

## Share of Respondents



# Respondents – Share of Faculty and Staff by Campus Location

## Share of Faculty & Staff





# Contacts

Phil Winters

Director, TDM Program

Center for Urban Transportation Research

University of South Florida

[winters@cutr.usf.edu](mailto:winters@cutr.usf.edu)

813-974-9811

Sara Hendricks

Senior Research Associate

Center for Urban Transportation Research

University of South Florida

[hendricks@cutr.usf.edu](mailto:hendricks@cutr.usf.edu)

813-974-9801