DESTINATION UMED
More Travel Choices. More Opportunity.

Travel Survey Summary Analysis

January 2023

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DESTINATION UMED

More Travel Choices. More Opportunity.

Survey Overview & Methodology

Travel Survey Purpose

Destination UMED conducted **an online survey** to better understand the travel experience and mobility needs to, from, and within the UMED district.

The survey objectives were:

- Gather information on **current travel behavior** by user group and stakeholder.
- Identify **barriers** to use of multimodal travel options.
- Assess **attitudes or preferences** for future services or programs.

Survey Distribution

- The UMED Travel Survey was open from **September 6th to October 9th 2022.**

- The survey was posted to the Destination UMED project website and distributed by email to AMATS and Community Council representatives, as well as UMED Advisory Committee members.

- The survey was administered via two survey collectors to disaggregate responses from AMATS-related communications, and UMED stakeholder-related communications.

Methodology

- The survey utilized skip logic based on whether respondents listed their relationship with UMED as a **student, resident, employee, or patient or visitor**.

- The survey was **not a statistically valid sampling survey**, but rather a "snapshot" of travel behaviors. The survey likely includes an oversampling of non-drivers due to distribution methods focused on transit, biking, and walking users, as well as proximity of resident respondents.

Students

Students included UAA, APU, or K-12 schools located in UMED

Residents

Residents could indicate their affiliate Community Council

### Employees

Employees could indicate their UMED employer

Patients & Visitors

Patient and visitor trips include all other trip purposes

Cleaning the Data

The project team took several steps to verify the validity of survey responses:

- **Removed invalid emails** – Respondents were filtered out if they provided an invalid email address. Email validation was conducted using an online service.

- **Removed out-of-state respondents** – Respondents were included if they listed a home ZIP code within the Anchorage metro area or listed themselves as living in a Community Council district.

- **Weighting by population** – Remaining responses were weighted by population to ensure proportional representation relative to the population within zip codes. For example, if we had a high volume of respondents from a zip code with a very small population relative to other respondent zip codes, those responses got less weight.

Collected survey responses (>3,000)

Removed invalid emails and out-of-state responses

962 total respondents weighted by population
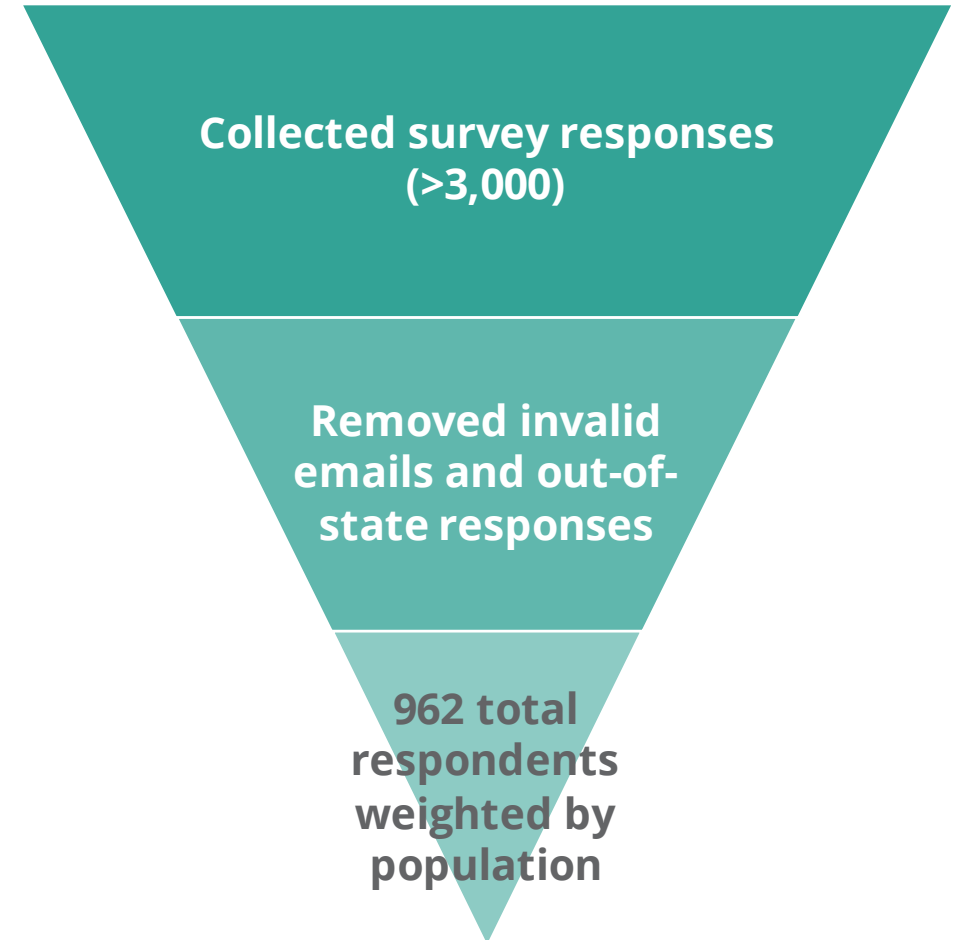
Summary of Findings

All respondent data shown in the following section is based upon weighted responses by zip code.

Survey Responses

NUMBER OF RESPONDENTS AND THEIR PRIMARY RELATIONSHIP TO UMED

- There were a total of **962 valid respondents**.

- The highest share of respondents were **UMED employees (41%)**, followed by residents (non-students) who live within or directly adjacent to UMED (23%).

- The remaining third of respondents were roughly **split among visitors, patients, and students.**

Primary Relationship to UMED

Relationship	Percent
I am an employee who works in UMED	41%
I am a resident (non-student) who lives within or directly adjacent to UMED	23%
I am a visitor to UMED who comes for recreation, shopping, dining, visiting a patient, or...	15%
I am a patient who goes to UMED for healthcare services	11%
I am a student who attends a university or K-12 school	10%
None of the above, but I would still like to provide feedback for Destination UMED	0%

Percent of respondents (n=962)

Where Respondents Live

RESPONDENT HOME ZIP CODE

- 73% of survey respondents live in a ZIP code area that is **within the Anchorage metro** or touches the metro boundary.

- 29% of respondents live in a **ZIP code that is within the UMED area** or touches its boundary.

- **The greatest density** of respondents was in and around UMED.

Legend
- Municipality of Anchorage
- UMED
- Metro Parks
- State Parks

Respondents Per Square Mile by ZIP
- 0 - 1
- 2 - 4
- 5 - 7
- 8 - 10
- 11 - 13

0   0.5   1 Miles
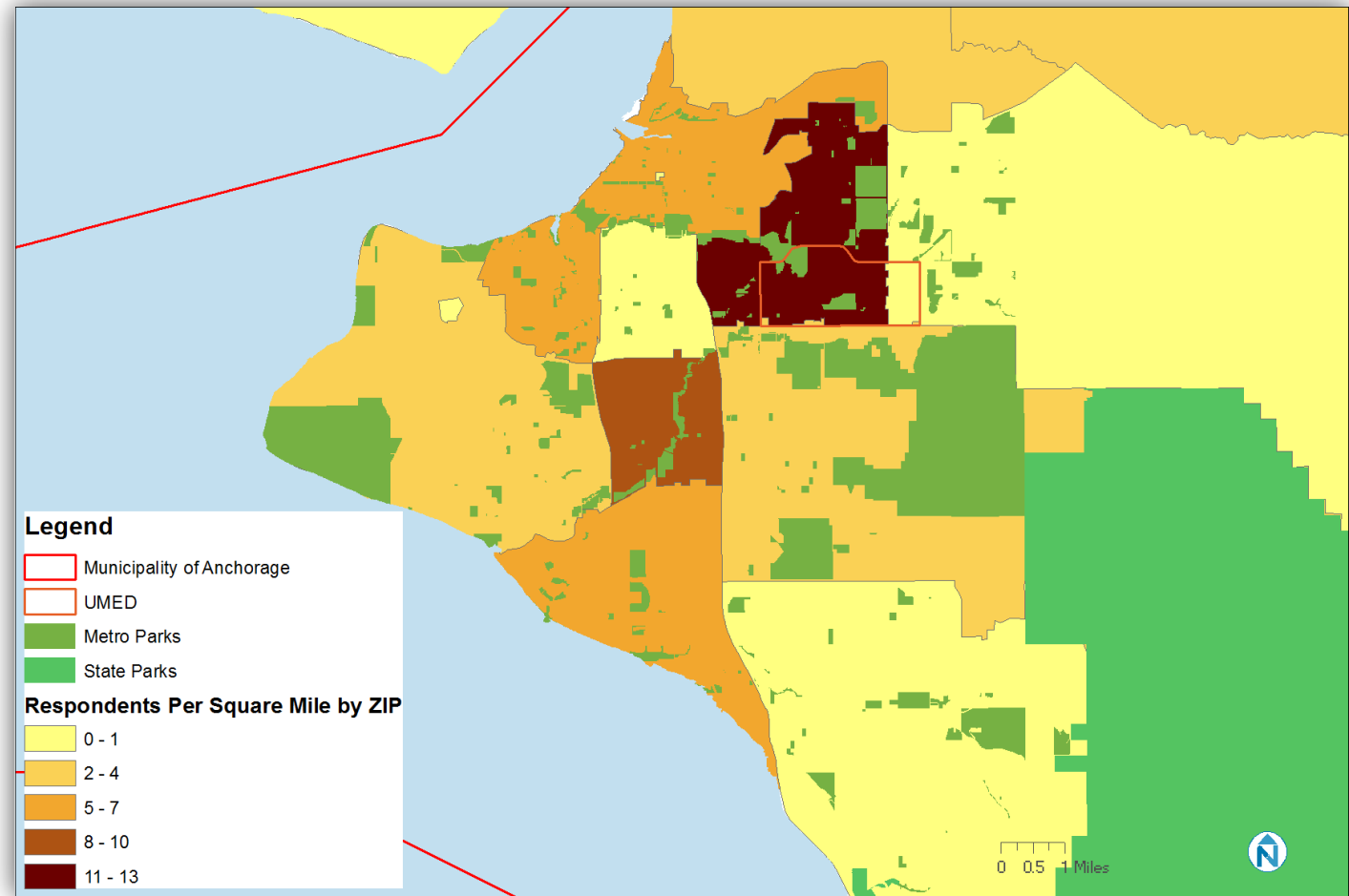
Primary Employer

NUMBER OF EMPLOYEE RESPONDENTS AND THEIR PRIMARY EMPLOYER

- There were a total of **391 valid employee respondents**.

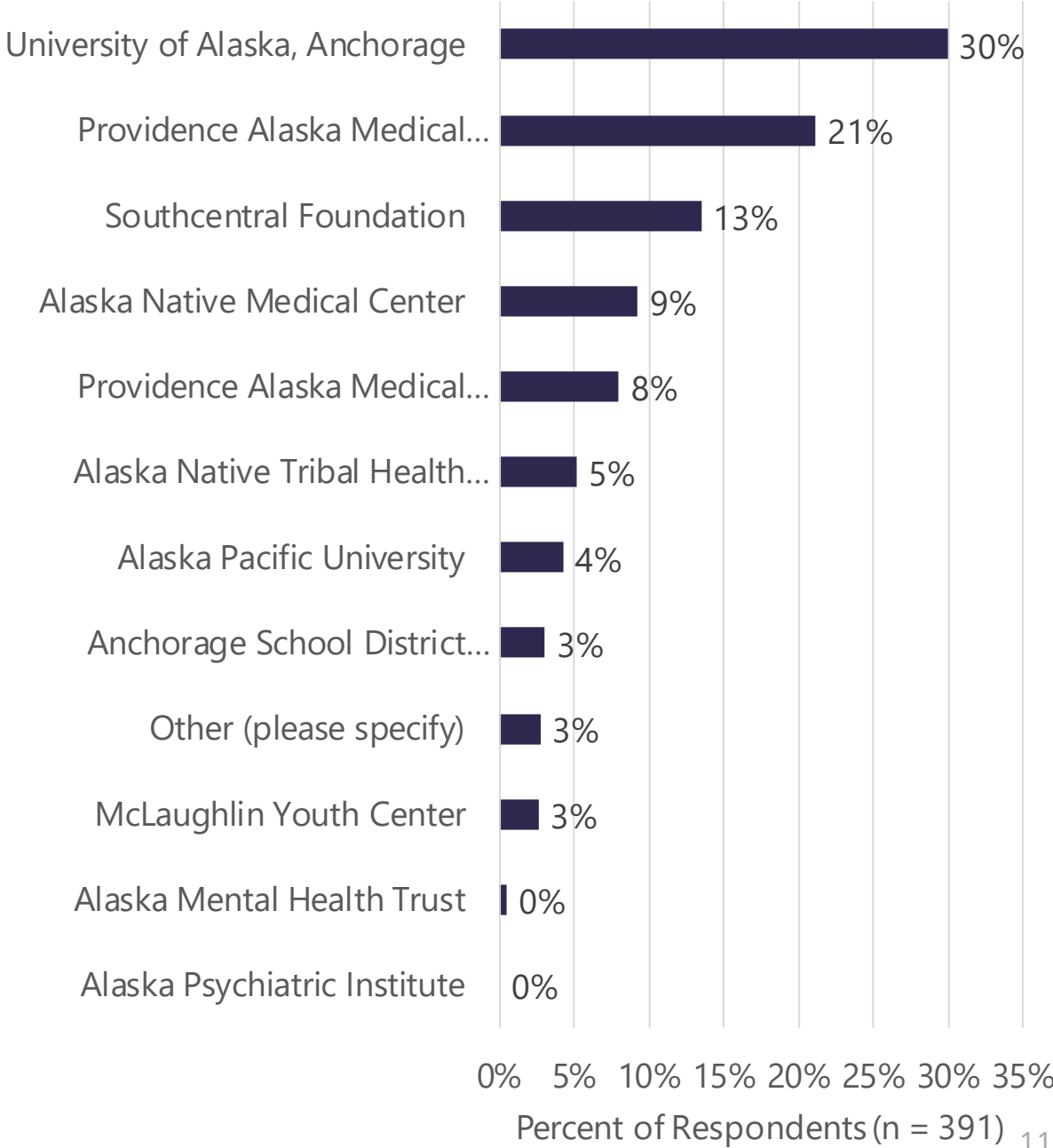- The highest share of employee respondents work for **University of Alaska Anchorage (30%)**, followed by employee respondents at Providence Alaska Medical Center's Hospital and Office Buildings (29%) and then Southcentral Foundation (13%).

- The remaining quarter of employee respondents were roughly **split among the other major UMED employers.**

Primary Employer in UMED

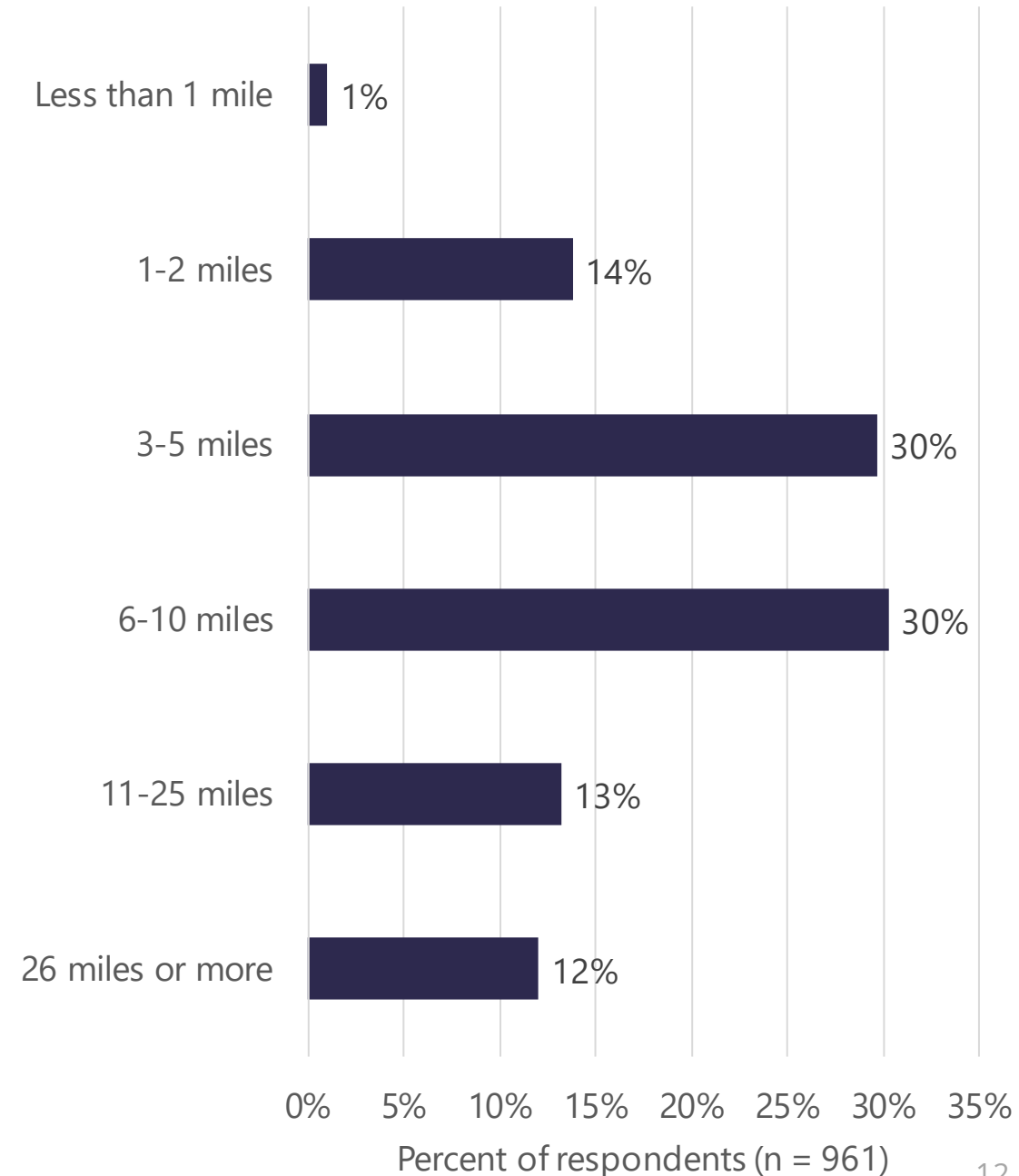| Employer	Percent
University of Alaska, Anchorage	30%
Providence Alaska Medical...	21%
Southcentral Foundation	13%
Alaska Native Medical Center	9%
Providence Alaska Medical...	8%
Alaska Native Tribal Health...	5%
Alaska Pacific University	4%
Anchorage School District...	3%
Other (please specify)	3%
McLaughlin Youth Center	3%
Alaska Mental Health Trust	0%
Alaska Psychiatric Institute	0%

Percent of Respondents (n = 391)

Travel Distance

HOW FAR PEOPLE TRAVEL ONE WAY FROM THEIR CURRENT RESIDENCE TO UMED

- Most respondents (75%) travel **less than 10 miles to UMED.**

- Nearly half (45%) of respondents **live within 5 miles of UMED,** a distance most likely to have the option to bike or take transit.

- 1 in 4 respondents (25%) travel at least 11 miles to get to UMED, and 12% travel **more than 26 miles one-way.**

One-Way Distance to UMED

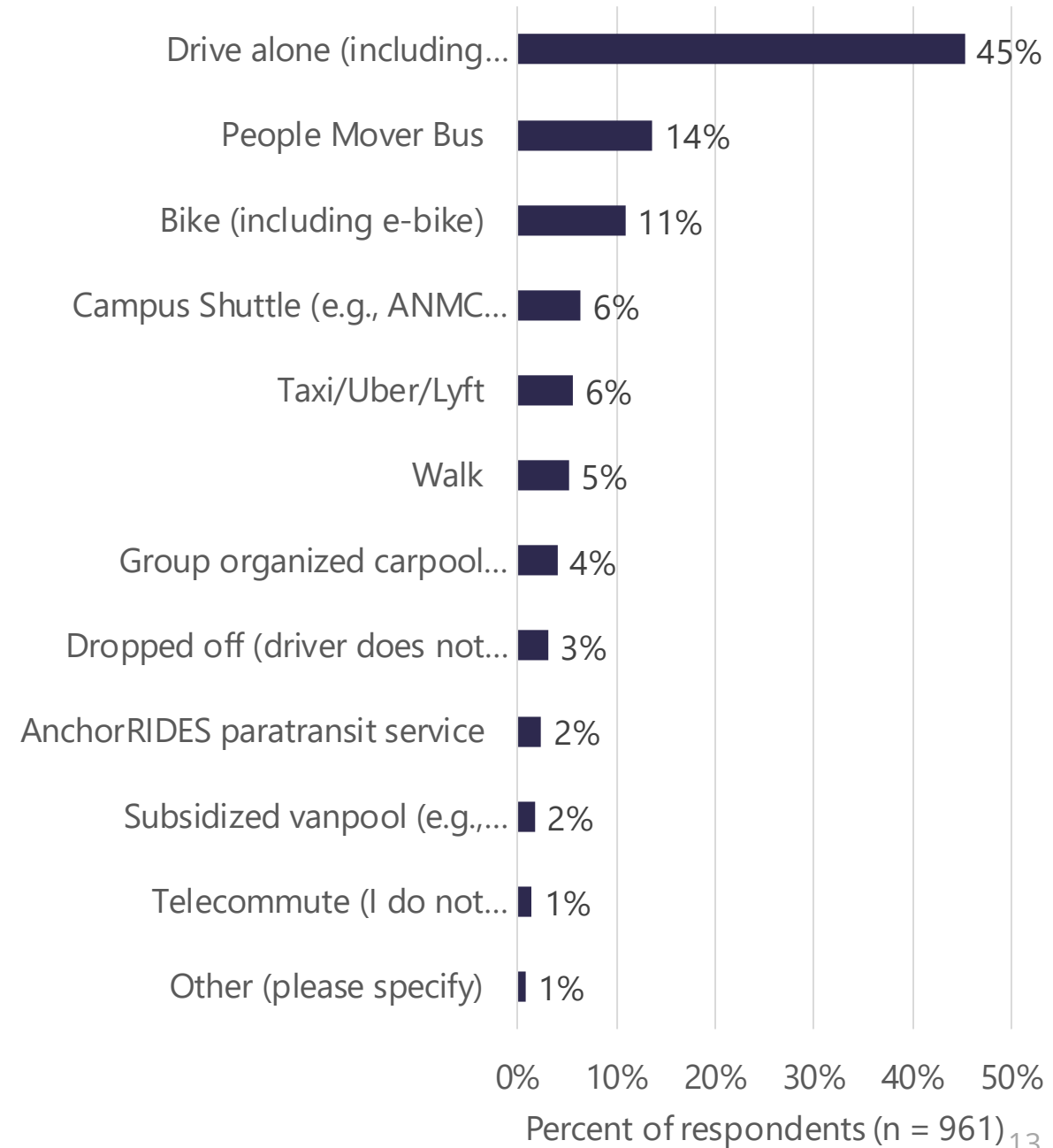| Distance	Percent
Less than 1 mile	1%
1-2 miles	14%
3-5 miles	30%
6-10 miles	30%
11-25 miles	13%
26 miles or more	12%

Percent of respondents (n = 961)

How People Travel

PRIMARY TRAVEL MODE – ALL RESPONSES

- **Driving alone is the primary travel mode (45%)** among all respondents.

- The next most common travel mode is **transit (22%),** including PeopleMover, shuttle service, and paratransit.

- About 16% of respondents **walk or bike** to UMED.

- Another 15% share rides, get dropped off, or take a taxi/ride hail service.

Primary Travel Mode to UMED

Travel Mode	Percent
Drive alone (including...	45%
People Mover Bus	14%
Bike (including e-bike)	11%
Campus Shuttle (e.g., ANMC...	6%
Taxi/Uber/Lyft	6%
Walk	5%
Group organized carpool...	4%
Dropped off (driver does not...	3%
AnchorRIDES paratransit service	2%
Subsidized vanpool (e.g.,...	2%
Telecommute (I do not...	1%
Other (please specify)	1%

Percent of respondents (n = 961)

How People Travel

PRIMARY TRAVEL MODE – BY USER GROUP

Primary Travel Mode, By User Group

Employee: 3% | 7% | 69% | 1% | 3% | 15% | 1% | 1%

Patient/Visitor: 5% | 28% | 8% | 20% | 4% | 8% | 1% | 17% | 3% | 3% | 1% | 2%

Student: 2% | 11% | 50% | 10% | 2% | 13% | 1% | 8% | 2%

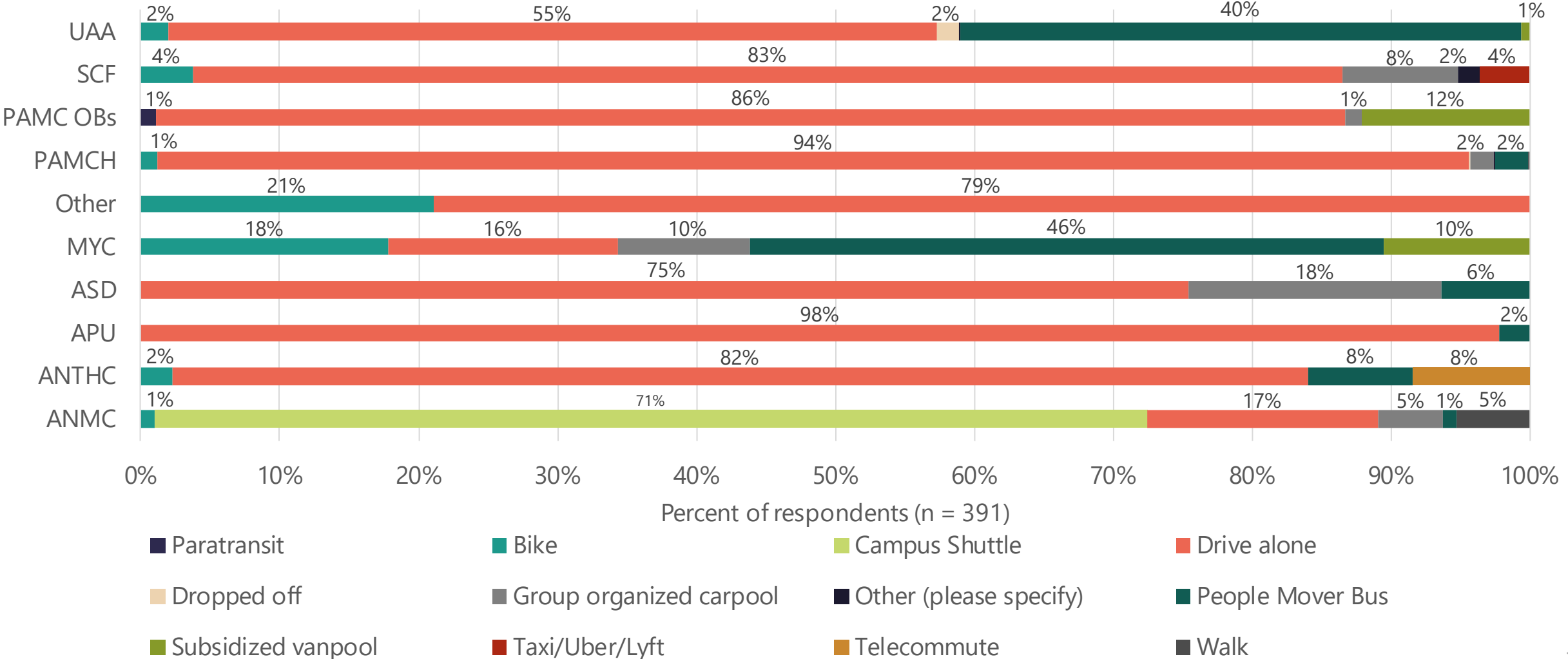**Resident:** 4% | 10% | 1% | 28% | 3% | 3% | 2% | 8% | 2% | 20% | 1% | 18%
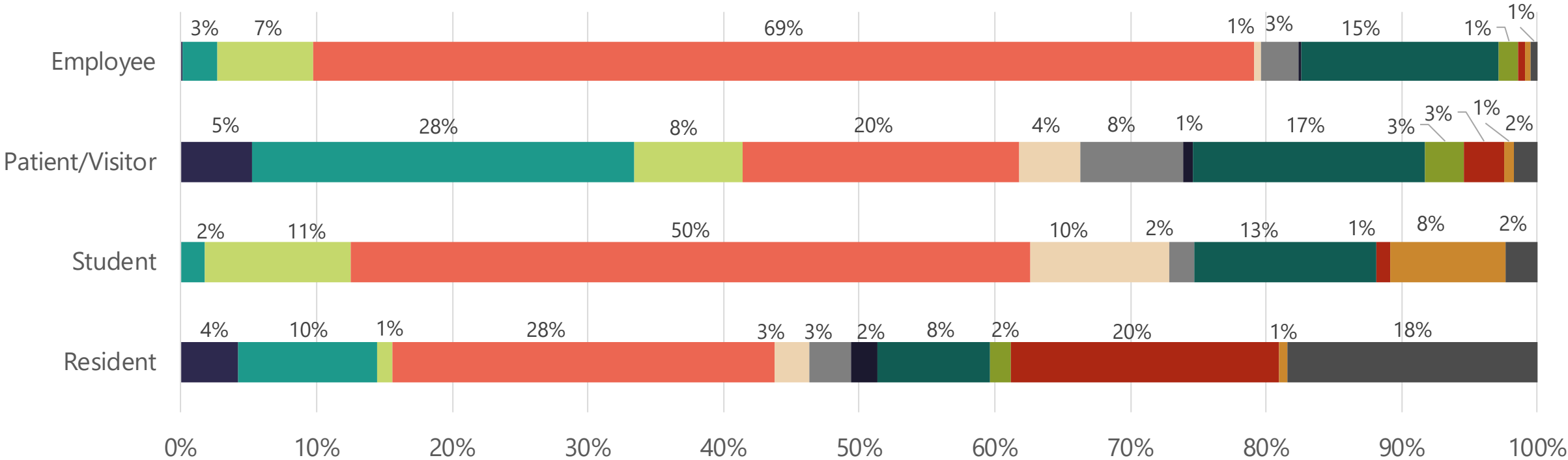
Percent of Respondents (n = 961)

Legend: Paratransit | Bike | Campus Shuttle | Drive Alone | Dropped Off | Carpool | Other | Bus | Vanpool | Taxi/TNC | Telecommute | Walk

How People Travel

PRIMARY TRAVEL MODE – BY UMED EMPLOYEES

Percent of respondents (n = 391)

Legend:
- Paratransit
- Bike
- Campus Shuttle
- Drive alone
- Dropped off
- Group organized carpool
- Other (please specify)
- People Mover Bus
- Subsidized vanpool
- Taxi/Uber/Lyft
- Telecommute
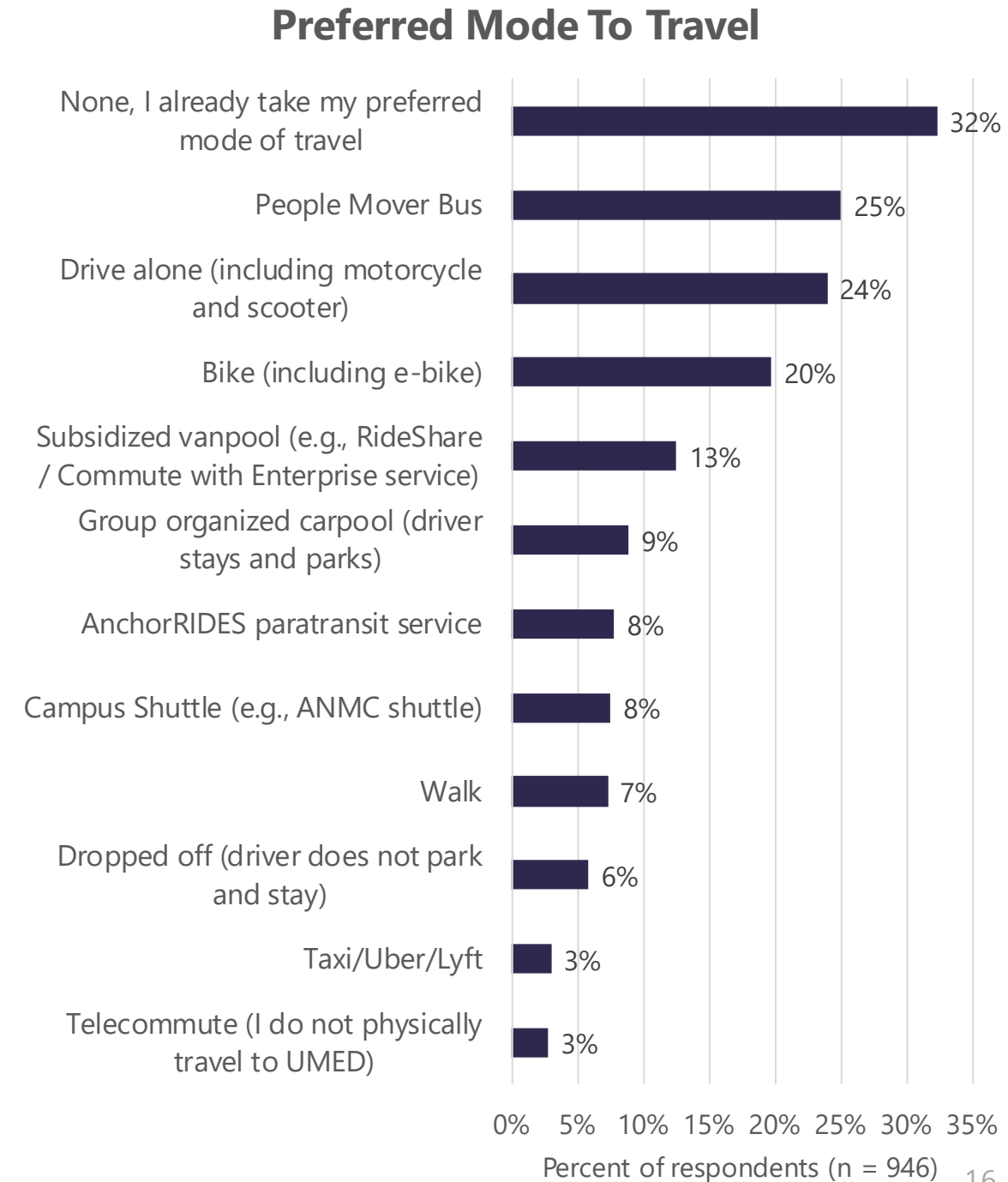- Walk

Travel Preferences

PREFERRED MODE OF TRAVEL – ALL RESPONSES

- About 1 in 3 respondents **already take their preferred mode** of travel to UMED.

- Over three-fourths of respondents would prefer to travel in other ways that **do not involve driving alone.**

- The most popular alternatives are **People Mover bus** (25%), **bike** (20%), **vanpool** (13%), **carpool** (9%), or **paratransit/shuttle service** (8%).

Preferred Mode To Travel

Mode	Percent
None, I already take my preferred mode of travel	32%
People Mover Bus	25%
Drive alone (including motorcycle and scooter)	24%
Bike (including e-bike)	20%
Subsidized vanpool (e.g., RideShare / Commute with Enterprise service)	13%
Group organized carpool (driver stays and parks)	9%
AnchorRIDES paratransit service	8%
Campus Shuttle (e.g., ANMC shuttle)	8%
Walk	7%
Dropped off (driver does not park and stay)	6%
Taxi/Uber/Lyft	3%
Telecommute (I do not physically travel to UMED)	3%

Percent of respondents (n = 946)

Feedback Snapshot

WHAT DID RESPONDENTS SAY ABOUT TRAVEL PREFERENCES?

"I would like to take [the] bus more but transfer connections are lousy, non-existent or not late enough."

"I used to ride Rt. 1. Some years ago, PeopleMover canceled that route. Now to catch a bus I have to walk to Tudor, then get dropped at ANMC and either wait for a short connector or walk from there. Since that change, I mostly drive as a convenience."

"I would prefer to bike more often but there are not many options for quality bike security. Would really like to see bike lockers be made available for rent."
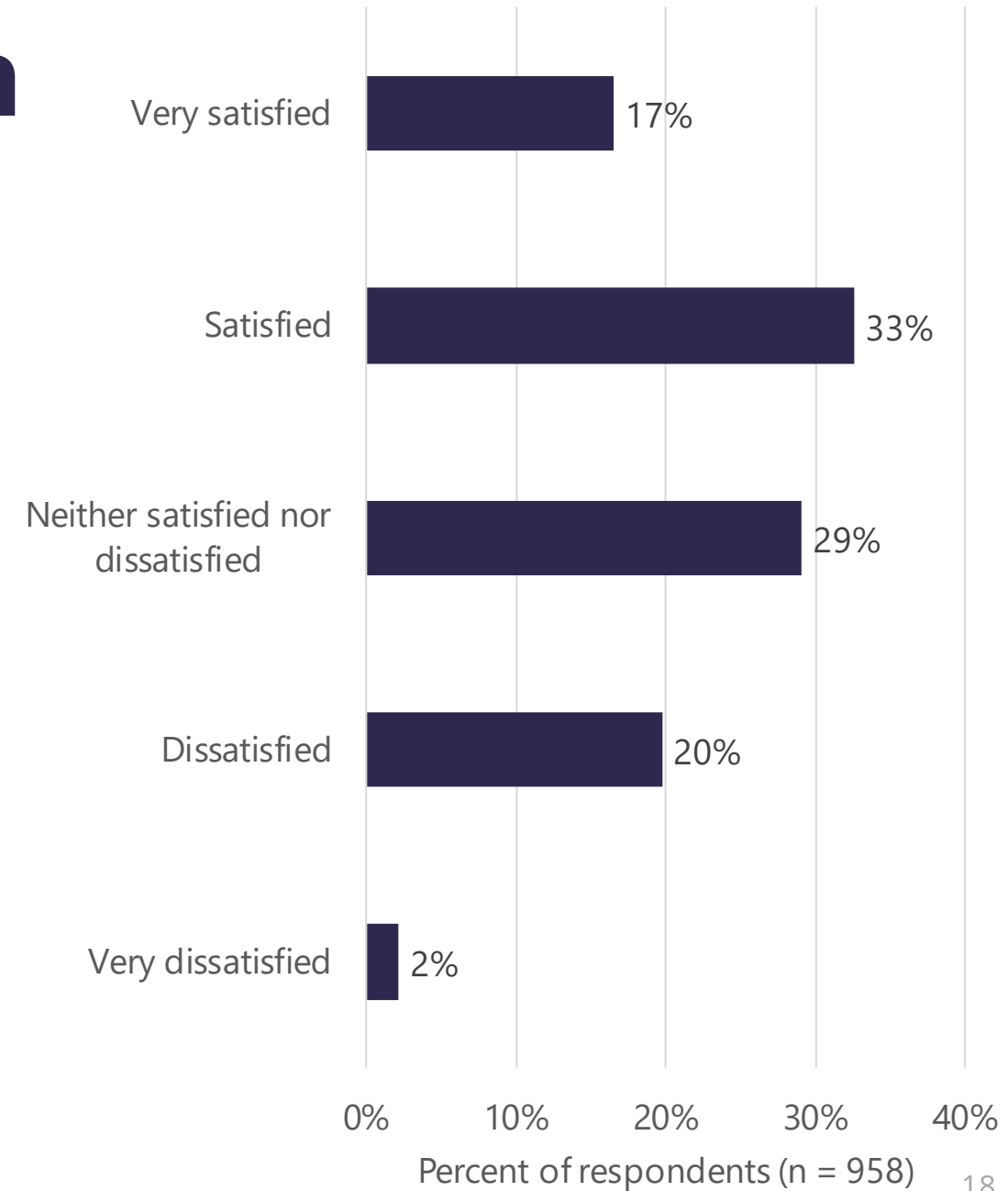
"I need to have my own vehicle, because I might have to visit other locations through out the day."

"No People Mover bus in my housing area."

Commute Satisfaction

SATISFACTION TRAVELING TO/FROM UMED – ALL RESPONSES

- Half of respondents (50%) are either **satisfied** or **very satisfied** with their commute to and from UMED.

- About 1 in 5 respondents (22%) are **dissatisfied** or **very dissatisfied.**

Level of Commute Satisfaction

Category	Percent
Very satisfied	17%
Satisfied	33%
Neither satisfied nor dissatisfied	29%
Dissatisfied	20%
Very dissatisfied	2%

Percent of respondents (n = 958)
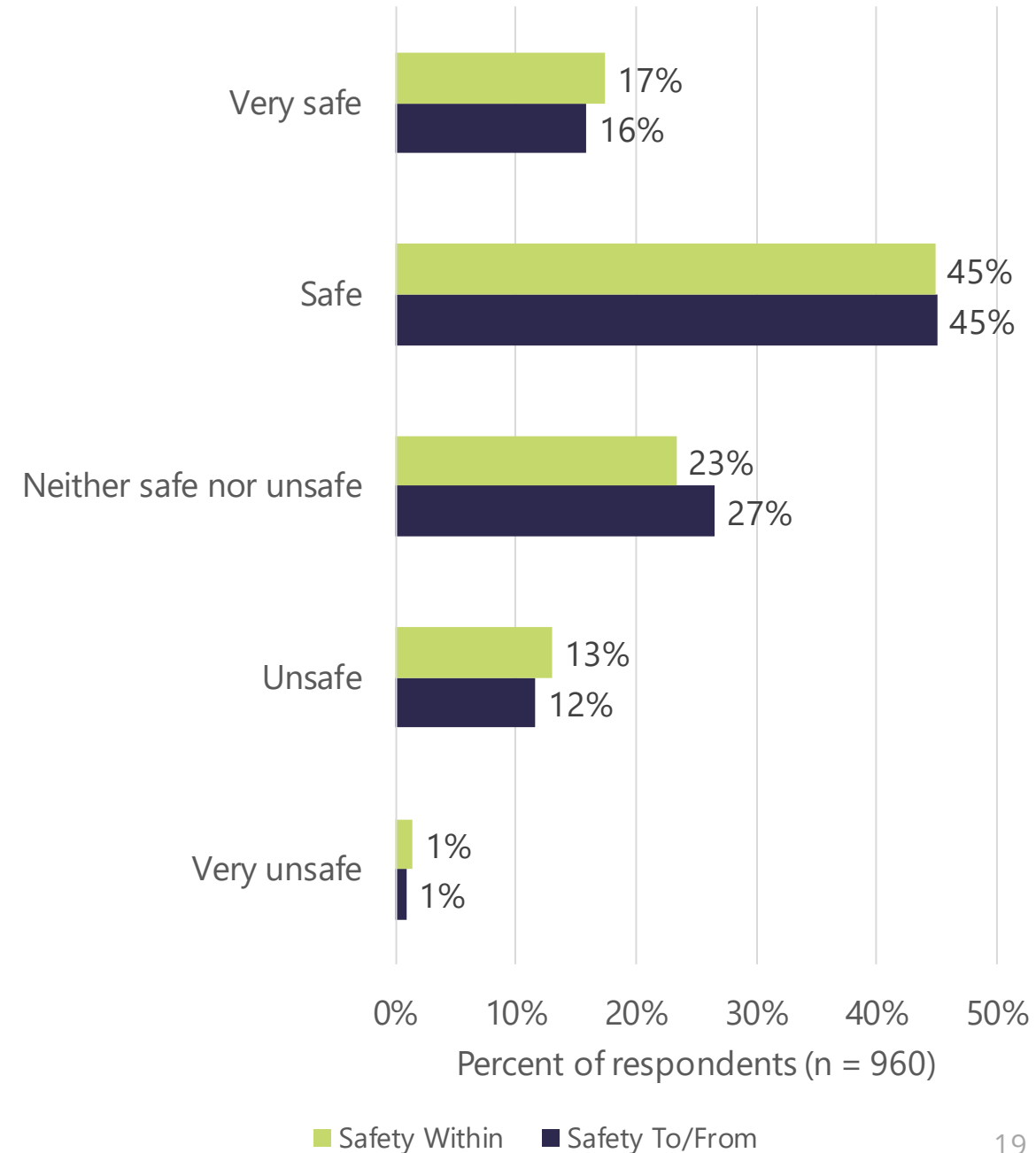
Sense of Safety

SAFETY TRAVELING <u>WITHIN</u> UMED AND TO/FROM UMED – <u>ALL</u> RESPONSES

We asked respondents about their sense of safety traveling *within* UMED, as well as traveling *to/from* UMED.

- Almost two-thirds of respondents feel **safe** or **very safe** traveling *within* or *to and from* UMED.

- About 14% of respondents feel **neither unsafe or very unsafe** traveling *within* UMED.

- Respondents did not indicate any difference in sense of safety for travelers *within* UMED as compared to travelers *to/from* UMED.
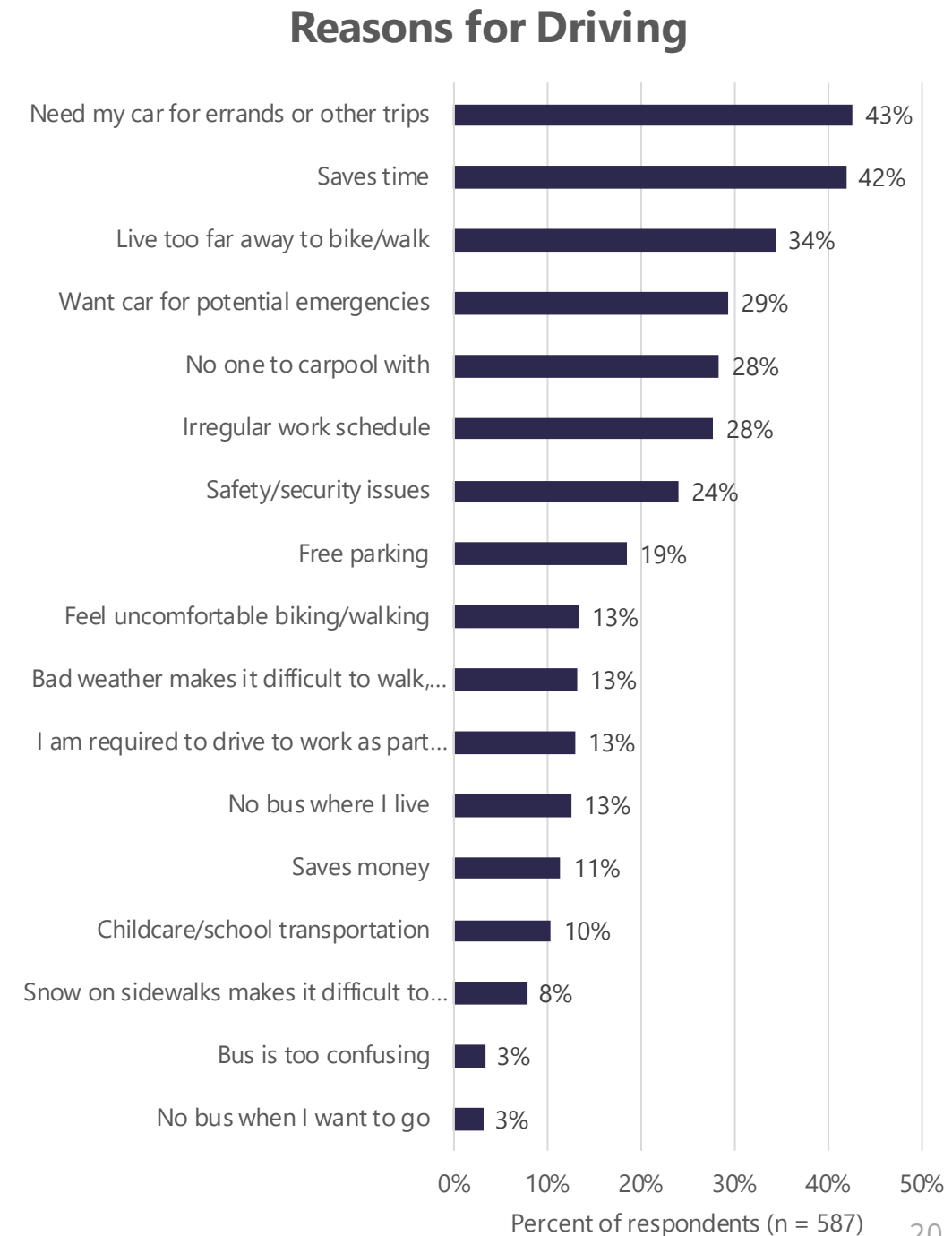
Sense of Travel Safety

Very safe	17% / 16%
Safe	45% / 45%
Neither safe nor unsafe	23% / 27%
Unsafe	13% / 12%
Very unsafe	1% / 1%

Percent of respondents (n = 960)

■ Safety Within ■ Safety To/From

Primary Reason for Driving

RESPONDENTS WHO DRIVE ALONE

- Respondents drive alone because of:

  - **Convenience, access, and contingencies** – Such as needing to run errands (43%), saving time and money (42%), or being prepared for emergencies and safety issues (29%).

  - **Barriers to multimodal travel** – Including living too far to bike or walk (34%), bad weather or snow on sidewalks (21%), limited access to transit or confusing service (19%), or being uncomfortable with biking or walking (13%).

  - **Limited flexibility** – Many respondents have irregular work schedules (28%), are required by their job to drive (13%), or need to drive for childcare/school (10%).

Reasons for Driving

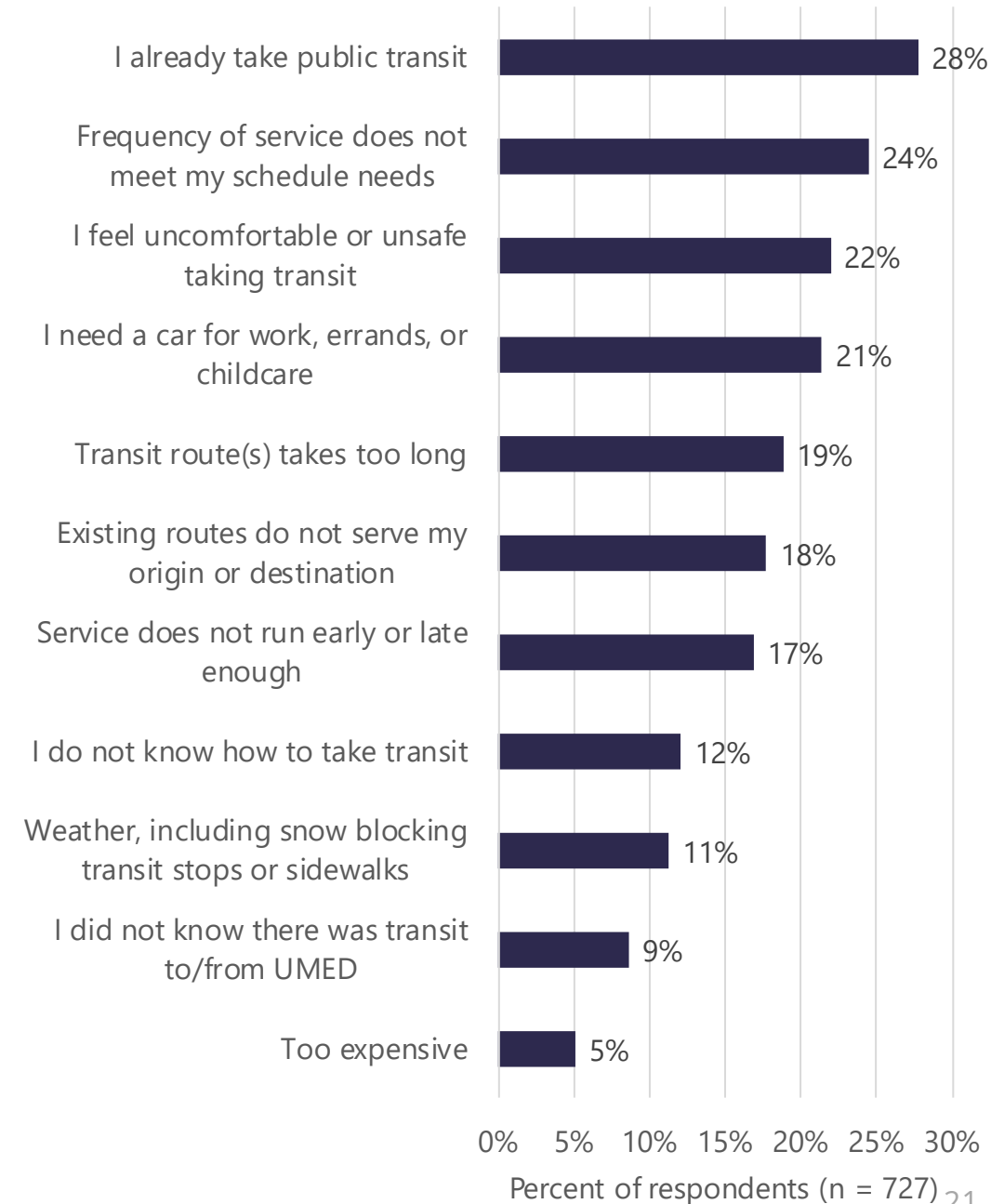| Reason	%
Need my car for errands or other trips	43%
Saves time	42%
Live too far away to bike/walk	34%
Want car for potential emergencies	29%
No one to carpool with	28%
Irregular work schedule	28%
Safety/security issues	24%
Free parking	19%
Feel uncomfortable biking/walking	13%
Bad weather makes it difficult to walk,...	13%
I am required to drive to work as part...	13%
No bus where I live	13%
Saves money	11%
Childcare/school transportation	10%
Snow on sidewalks makes it difficult to...	8%
Bus is too confusing	3%
No bus when I want to go	3%

Percent of respondents (n = 587)

Reasons to Not Ride Transit

AMONG ALL RESPONDENTS

- While 28% of respondents already take public transit, many do not because of:

  - **Transit service characteristics** – Including limitations in service frequency (24%), service area (18%), travel time (19%), or operating hours (17%).

  - **Discomfort/unfamiliarity with transit** – Such as feeing uncomfortable/unsafe taking transit (22%), not knowing how to take transit (12%), or not knowing there was transit to/from UMED (9%).

  - **Situational challenges** – Some respondents need to drive for work, errands, or childcare (21%), or are deterred from transit by the weather (11%).

Reasons for Not Riding Transit

Reason	Percent
I already take public transit	28%
Frequency of service does not meet my schedule needs	24%
I feel uncomfortable or unsafe taking transit	22%
I need a car for work, errands, or childcare	21%
Transit route(s) takes too long	19%
Existing routes do not serve my origin or destination	18%
Service does not run early or late enough	17%
I do not know how to take transit	12%
Weather, including snow blocking transit stops or sidewalks	11%
I did not know there was transit to/from UMED	9%
Too expensive	5%

Percent of respondents (n = 727)

Feedback Snapshot

WHAT DID RESPONDENTS SAY ABOUT REASONS TO NOT RIDE TRANSIT?

"Busses are unreliable; sometimes they just never show up and have to wait for the next bus thus being late for school/work."

"Never ridden a public bus. I have no clue how it works, I have an idea of what to do, but a lack of confidence prevents me from trying it alone. The fear of doing it wrong has kept me from attempting lest I encounter embarrassment."

"Have to drop children at school. Our school does not provide bus transportation."

"I am traveling with young children who need car seats."

"Haven't developed the habit of taking public transit."

"I live so close that public transit represents a substantially longer trip (eg 2 mins by car, perhaps 15 mins by bus)."

Reasons to Not Walk or Bike

AMONG ALL RESPONDENTS

- 28% of respondents already walk or bike to UMED, though many do not because of:

  - **Environmental conditions and safety concerns** – Including the weather (31%), high vehicle traffic and fast speeds (20%), feeling unsafe/uncomfortable (19%), missing or poor facilities (16%), inadequate lighting (13%), and a lack of connectivity (13%).

  - **Lack of time and work/personal demands** – Such as long trip distance or travel time (23%), inconvenience for errands and other trips (15%)

  - **Lack of supportive amenities** – Some respondents noted limited bike parking (10%) or showers/lockers (7%) at their destination(s).

Reasons for Not Walking or Biking

Reason	Percent
Weather, including snow in bike lanes or on sidewalks	31%
I already bike or walk	28%
Long trip distance/Too much time	23%
A lot of vehicle traffic and fast speeds on roadways	20%
Feel unsafe or uncomfortable	19%
Sidewalks, pathways, or trails are narrow, missing, or are in poor condition	16%
Inconvenient for errands and other personal trips	15%
Lack of bikeways/walking routes connecting to my destinations	13%
Lack of adequate lighting	13%
Limited bicycle parking locations at my destination	10%
Limited/no showers or lockers at my destination(s)	7%

Percent of respondents (n = 723)

23

Feedback Snapshot

WHAT DID RESPONDENTS SAY ABOUT REASONS TO NOT WALK OR BIKE?

"Bike Theft- don't want to lock my bike anywhere in the Muni."

"Cannot ask children to bike daily in Alaska weather."

"Constant rain lately, and needing to look professional when at work. No adequate place at work to freshen up after bike ride in the rain."

"It is nearly impossible for the average person to safely/reasonably bike around UMED. There is nowhere to lock your bike when you arrive at your destination, and its incredibly unsafe period-- especially for women. I would like to bike to work more but it's unsafe and dangerous and the lack of infrastructure is prohibitive."

"Parking at my destination is not secure. There are no security cameras or gates in the bike park area at my building, so I often bring my bike inside (which is against the rules) or choose not to bike to work."

Future Investments in UMED

- Respondents were asked to rank potential transportation investments from "no importance" to "very high importance."

- Transportation investments were categorized into four groups: **physical infrastructure, marketing and management, policies and programs**, and **pricing and incentives**.
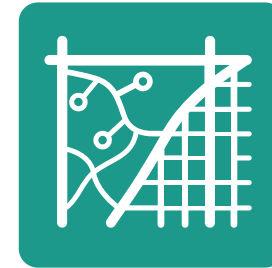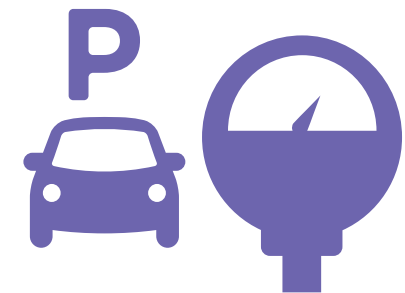
PHYSICAL INFRASTRUCTURE
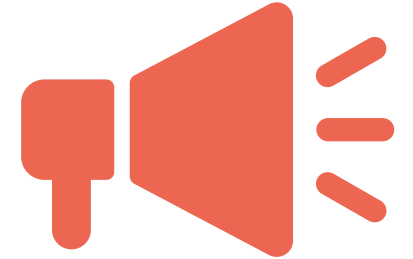
MARKETING & MANAGEMENT

POLICIES & PROGRAMS

PRICING & INCENTIVES

Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – ALL USERS

The *top* investment priorities based on a **high** or **very high** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
New infrastructure to create a safer pedestrian network (55%)	Incentives and rewards programs that encourage taking transit, rideshare, biking and walking (49%)	Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes (68%)	A rewards program for taking trips by transit, biking, walking, carsharing, ridesharing, and telecommuting (49%)
Improved bus stops and amenities (50%)	Free Wi-Fi within UMED to use mobility apps and services (47%)	Remote work or flexible schedule options (55%)	An employer subsidized carpool program (42%)
More bike facilities or improvements to existing bike facilities (50%)	A web and mobile app that allows to easily pay for parking, renew permits, and track parking activities (46%)	More frequent public transit service (51%)	A "pay not to drive" incentive program (38%)
More or improved bike parking facilities at destinations (45%)	A web and mobile app that would help facilitate carpool matching (45%)	Shuttle service within UMED that serves and connects destinations (51%)	Priced parking to manage peak vehicle trips and reduce congestion (37%)
		More security patrols and/or a safe escort program, including at parking facilities (51%)	

Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – ALL USERS

The *lowest* investment priorities based on a **low** or **very low** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
Preferred and front-door carpool parking spaces (43%)	Real-time signage and/or mobile app showing number of available parking spaces by facility (29%)	District-wide scooter share program (38%)	Priced parking to manage peak vehicle trips and reduce congestion (37%)
More or improved showers and lockers at my destination (42%)	Improved wayfinding to navigate to, from, and within campuses at UMED (29%)	District-wide car share program (35%)	A "pay not to drive" incentive program (33%)

Feedback Snapshot

WHAT DID RESPONDENTS SAY ABOUT INVESTMENT PRIORITIES?

"A better detailed trail map system or App to aid you on your way through the trail system by bike."

"How about HOV (High-occupancy vehicle lane) for folks traveling with one or more passenger?"

"More focus on making pedestrians feel safe to be able to walk without feeling like we will be run over by traffic."

"Encourage employers to allow more flexible work hours as a rigid 8 to 5 schedule means significantly longer periods of time tied up in traffic, increasing frustration, burnout and lower job satisfaction."

"Grooming and clearing the trails of ice and snow so users can safely use the trails all year around. Use solar LED lights to light up trails to improve trail safety."

"More pedestrian passages and signs should be added, and the traffic flow should be properly limited, so that it is safer."

Top Takeaways

1. **Driving alone is the primary travel mode** among all respondents, but about two-thirds of respondents would prefer to travel in other ways, such as biking, transit, or rideshare.

2. **Employees have the highest drive alone rate,** but also have the most interest in commuter rewards and snow removal programs to support walking, biking, or transit.

3. **Students and Patients/Visitors have the highest carpool/drop-off rates** and the most interest in subsidized carpools, matching services/apps, and rewards for non-driving trips.

4. **Residents report the greatest mix of modes to get to UMED** and had relatively equal support strategies to improve pedestrian and bicycle safety, transit stops, and winter maintenance, and commuter rewards.

5. **Many respondents choose to drive because they need to run errands or be prepared for unexpected emergencies.** Having car-share vehicles on-site or an Emergency Ride Home Program could help alleviate this need.

6. **A quarter of respondents do not take transit because they are unfamiliar, unsure, or feel uncomfortable** with how to ride. Subsidized transit passes combined with education/information campaigns could go a long way towards encouraging ridership.

Top Takeaways (continued)

7. **More than half of respondents do not walk or bike because of environmental conditions and safety concerns.** Other factors such as travel time and supportive amenities are important, but investments to address weather impacts and connectivity between destinations show the most promise.

8. **Employees and residents rated new infrastructure for a safer pedestrian network** highest among **physical infrastructure investments**, whereas students and visitors prioritized end-of-trip facilities like bike parking, transit stops, and preferred parking spaces.

9. **Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes** ranked highest among **policy and programmatic** investments for all user groups, followed by safety/security patrols and more frequent transit service.

10. **Incentive programs that encourage and financially reward non-driving trips** ranked very high among **marketing and management** and **pricing and incentive** investments.

DESTINATION UMED

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Appendix

Includes respondent demographics and investment priorities by user group.

Demographics

AGE
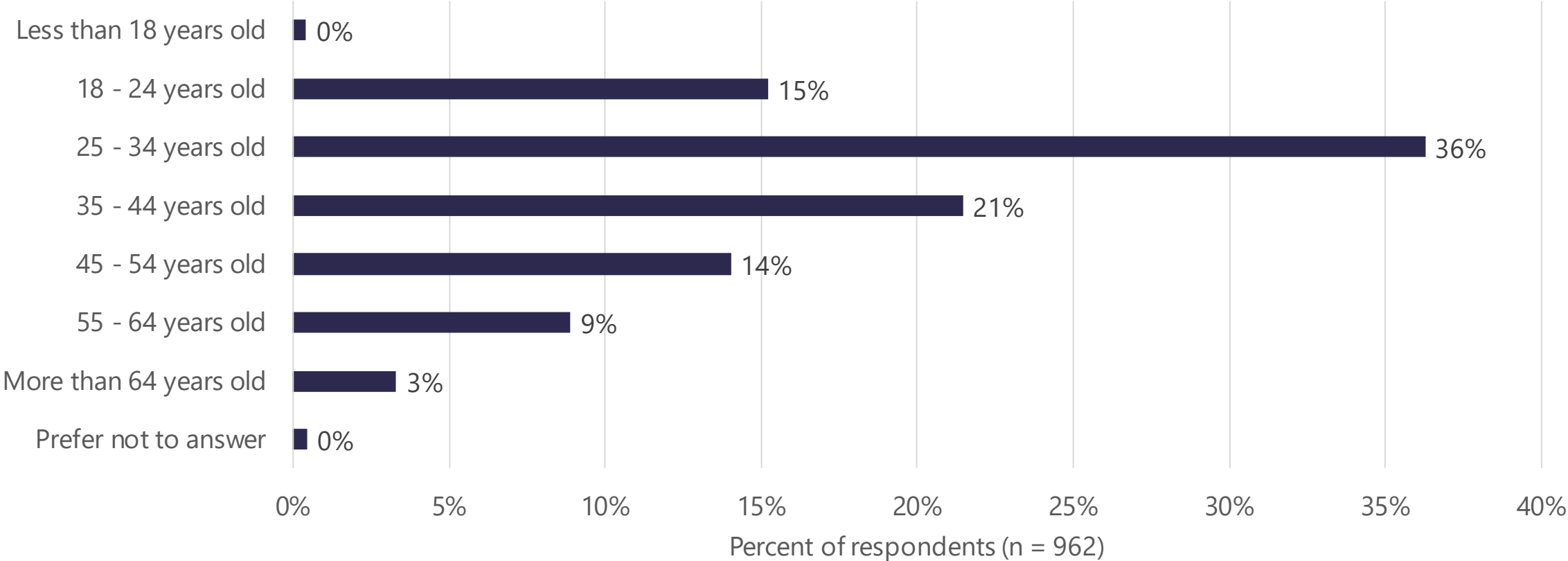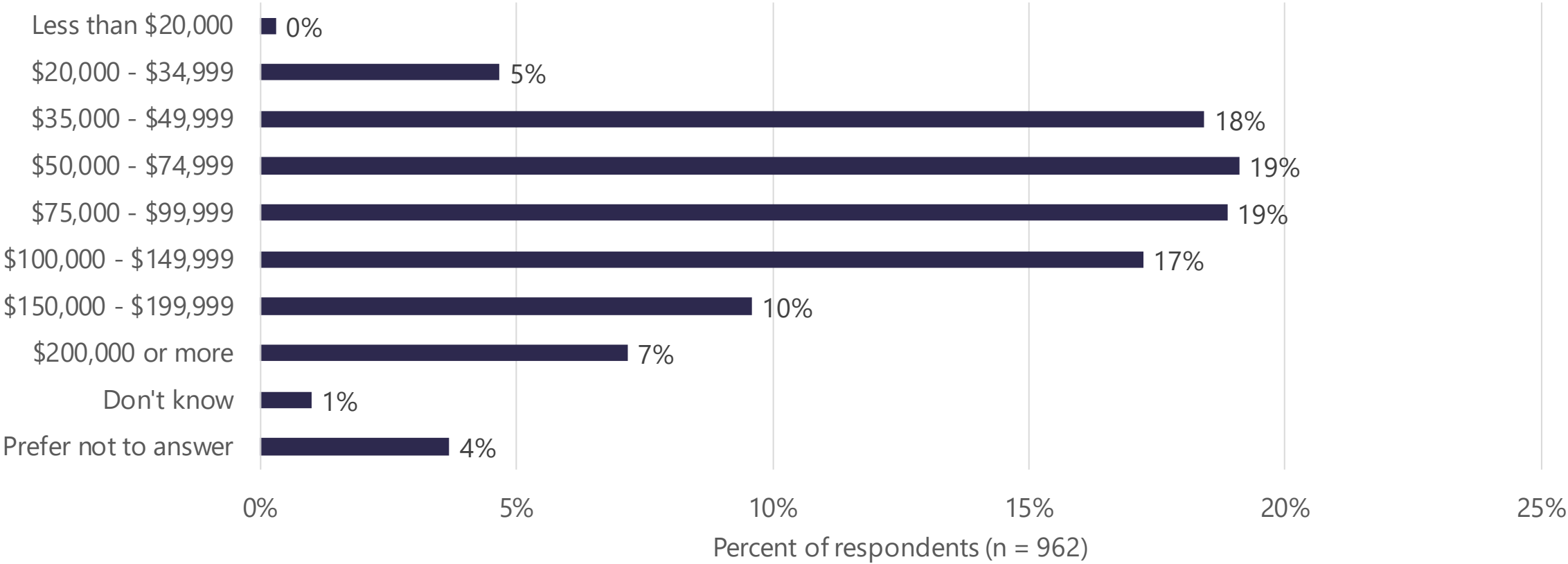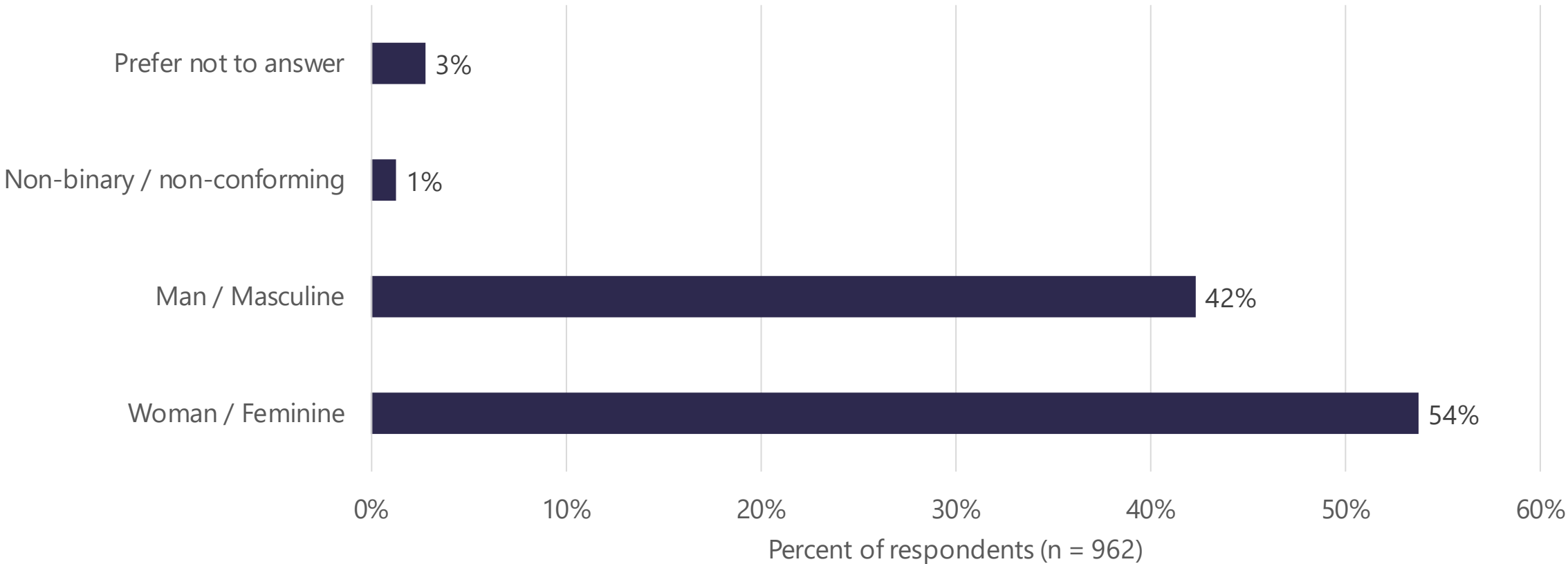
Respondents by Age

Age Group	Percent
Less than 18 years old	0%
18 - 24 years old	15%
25 - 34 years old	36%
35 - 44 years old	21%
45 - 54 years old	14%
55 - 64 years old	9%
More than 64 years old	3%
Prefer not to answer	0%

Percent of respondents (n = 962)

Demographics

INCOME

Respondents by Income

Income	Percent
Less than $20,000	0%
$20,000 - $34,999	5%
$35,000 - $49,999	18%
$50,000 - $74,999	19%
$75,000 - $99,999	19%
$100,000 - $149,999	17%
$150,000 - $199,999	10%
$200,000 or more	7%
Don't know	1%
Prefer not to answer	4%

Percent of respondents (n = 962)

Demographics

GENDER

Respondents by Gender

Gender	Percent
Prefer not to answer	3%
Non-binary / non-conforming	1%
Man / Masculine	42%
Woman / Feminine	54%

Percent of respondents (n = 962)

Demographics
RACE/ETHNICITY

Respondents by Race and Ethnicity

Race/Ethnicity	Percent
White	70%
Prefer to self-describe (Please specify):	1%
Prefer not to answer	4%
Native American or American Indian	3%
Hispanic or Latino	6%
Black or African American	6%
Asian / Pacific Islander	5%
Alaska Native	6%

Percent of respondents (n = 962)
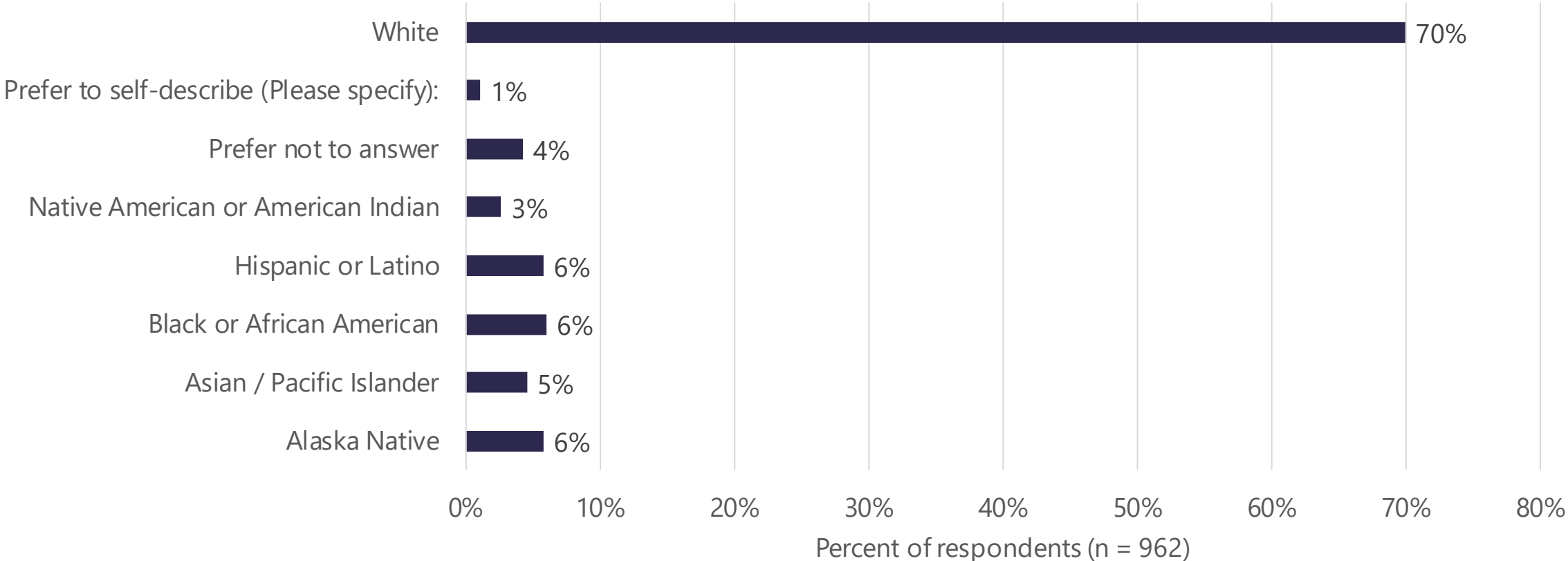
Demographics

VALID DRIVER'S LICENSE

- Almost all respondents have a valid driver's license.

Respondents with a Valid Driver's License

Yes — 98%

No — 2%

Percent of respondents (n = 962)
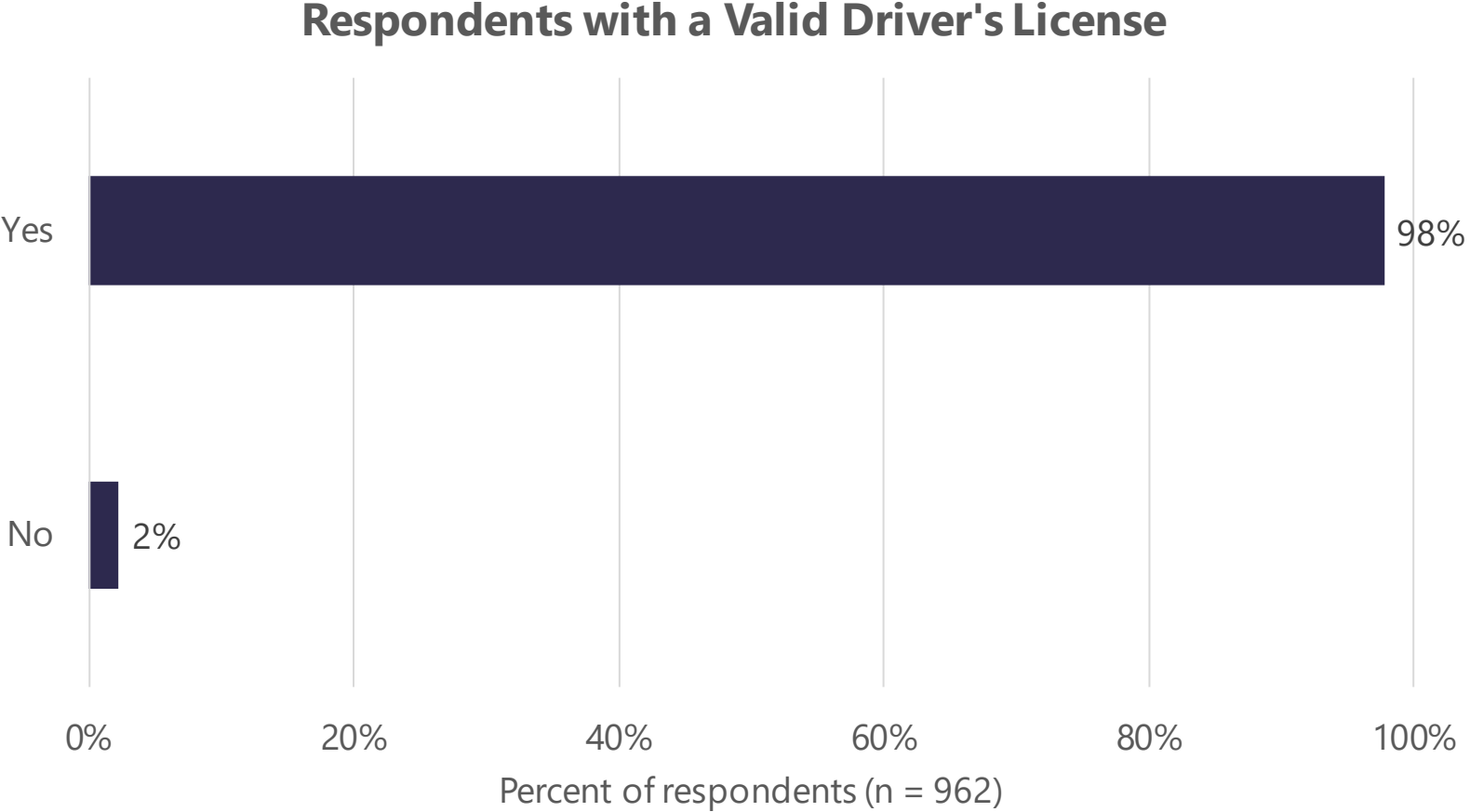
Demographics

DISABILITY

Travel Mode Impacted by a Disability

Use transit — 6%
Walk/Bike — 14%
Drive — 13%
None — 66%

Percent of respondents (n = 962)
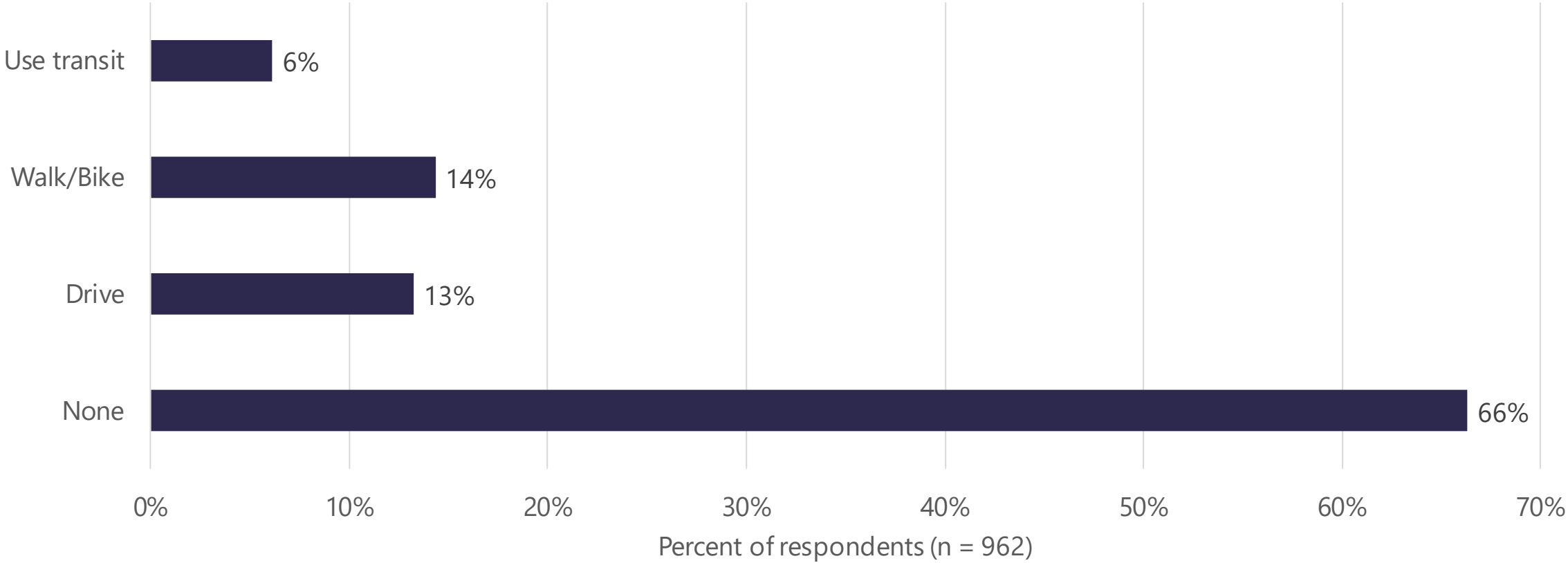
Demographics

VEHICLE, BIKE, AND TRANSIT PASS OWNERSHIP

Respondents by Vehicle, Bike, and Transit Pass Ownership

Percent of respondents (n = 962)
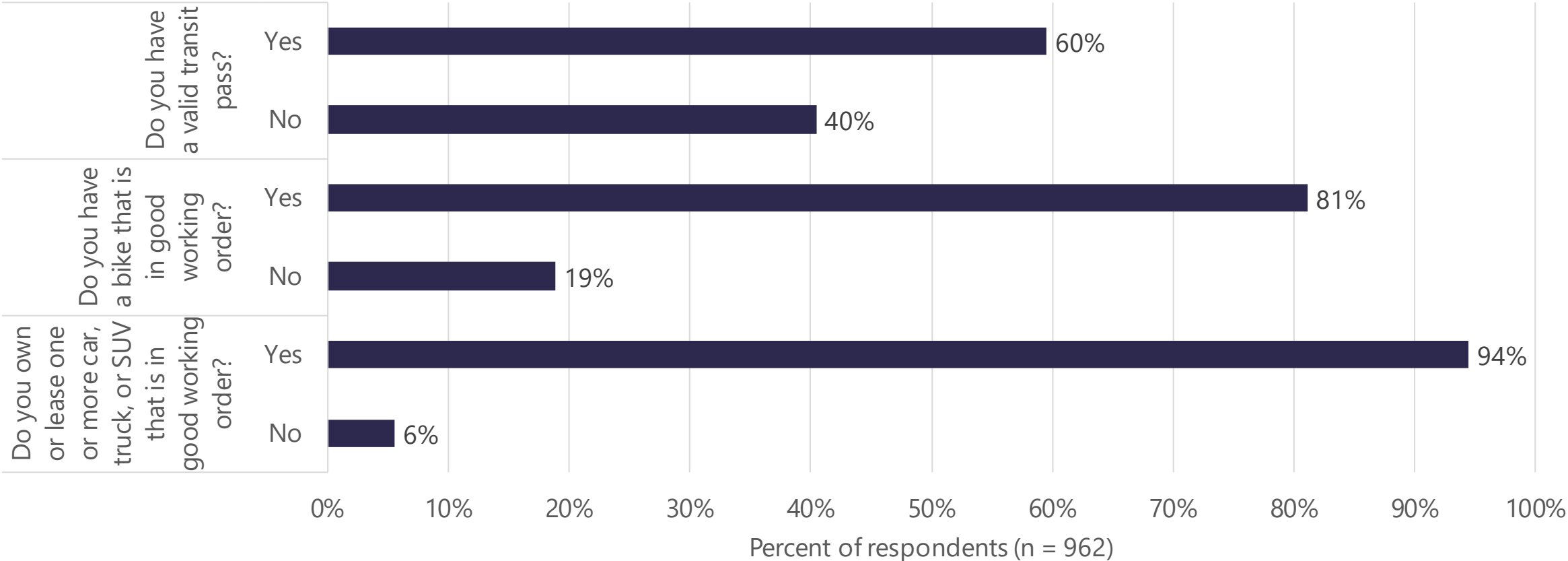
Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – AMONG EMPLOYEES

The top investment priorities based on a **high** or **very high** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
New infrastructure to create a safer pedestrian network (71%)	An app for travel info, paying commute, rewards / incentives, tracking spending / commute, transport updates (55%)	Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes (84%)	A rewards program for when I take trips by transit, biking, walking, carsharing, ridesharing, and telecommuting (53%)
More bike facilities or improvements to existing bike facilities (64%)	Additional information about transportation options (55%)	More security patrols and/or a safe escort program around UMED, including at parking facilities (64%)	Employer subsidized carpool program (50%)
Improved bus stops and amenities (61%)	Free Wi-Fi within UMED to use mobility apps and services (55%)	More transit routes to other areas of Anchorage from UMED (60%)	A "pay not to drive" incentive program (48%)
More or improved bicycle parking facilities at my destination (48%)	An app that allows to pay for parking, renew permits, track parking activity. (54%)	More frequent public transit service (57%) Shuttle service within UMED that serves and connects all campuses/destinations (57%)	Priced parking to manage peak vehicle trips and reduce congestion (38%)

Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – AMONG RESIDENTS

The top investment priorities based on a **high** or **very high** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
New infrastructure to create a safer pedestrian network (54%)	Incentives and rewards programs that encourage taking transit, rideshare, biking, and walking (50%)	Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes (59%)	A rewards program for when I take trips by transit, biking, walking, carsharing, ridesharing, and telecommuting (47%)
More or improved bicycle parking facilities at my destination (50%)	An app that allows to pay for parking, renew permits, track parking activity. (46%)	More frequent public transit service (54%)	A "pay not to drive" incentive program (40%)
Improved bus stops and amenities (46%)	Free Wi-Fi within UMED to use mobility apps and services (44%)	Remote work or flexible schedule options (53%)	Employer subsidized carpool program (39%)
More bike facilities or improvements to existing bike facilities (44%)	Improved wayfinding to navigate to, from, and within campuses at UMED (43%)	Shuttle service within UMED that serves and connects all campuses/destinations (53%)	Priced parking to manage peak vehicle trips and reduce congestion (37%)
		More transit routes to other areas of Anchorage from UMED (52%)	

Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – AMONG STUDENTS

The top investment priorities based on a **high** or **very high** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
Preferred and front-door carpool parking spaces (50%)	An app that helps facilitate carpool matching with students or employees near me (50%)	Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes (74%)	Employer subsidized carpool program (50%)
Additional park-and-ride locations with connecting shuttle services (45%)	Improved wayfinding to navigate to, from, and within campuses at UMED (40%)	More frequent public transit service (66%)	A rewards program for when I take trips by transit, biking, walking, carsharing, ridesharing, and telecommuting (39%)
Improved bus stops and amenities (43%)	Incentives and rewards programs that encourage taking transit, rideshare, biking, and walking (40%)	More or more frequent employee or student shuttle services (59%)	A "pay not to drive" incentive program (24%)
More bike facilities or improvements to existing bike facilities (35%)	Real-time signage and/or mobile app showing number of available parking spaces by facility (39%)	Shuttle service within UMED that serves and connects all campuses/destinations (57%) Free or heavily discounted People Mover transit pass (53%)	Priced parking to manage peak vehicle trips and reduce congestion (13%)

Investments Ranking

IMPORTANCE OF FUTURE INVESTMENTS STRATEGIES – AMONG PATIENTS AND VISITORS

The top investment priorities based on a **high** or **very high** ranking include:

Physical Infrastructure	Marketing and Management	Policy and Programs	Pricing and Incentives
More or improved bicycle parking facilities at my destination (43%)	Incentives and rewards programs that encourage taking transit, rideshare, biking, and walking (48%)	Improved winter maintenance to clear snow from sidewalks, transit stops, and bike lanes (51%)	A rewards program for when I take trips by transit, biking, walking, carsharing, ridesharing, and telecommuting (49%)
Improved bus stops and amenities (41%)	Free Wi-Fi within UMED to use mobility apps and services (42%)	More security patrols and/or a safe escort program around UMED, including at parking facilities (41%)	Priced parking to manage peak vehicle trips and reduce congestion (44%)
More bike facilities or improvements to existing bike facilities (39%)	An app that helps facilitate carpool matching with students or employees near me (39%)	Remote work or flexible schedule options (40%)	Employer subsidized carpool program (28%)
New infrastructure to create a safer pedestrian network (39%)	Improved wayfinding to navigate to, from, and within campuses at UMED (38%)	Free or heavily discounted People Mover transit pass (40%)	A "pay not to drive" incentive program (26%)
		Later or earlier public transit service (38%)	