

72%

2007 Commuter Survey



3 in 10 Employees

2007 Commuter Survey

Gmail - Bike commuting | Fizz Buzz Test | Wisconsin State Capitol to |

← → ↻ <https://maps.google.com/maps?q=city+of+madison+wi&ie=UTF-8&hq=&hnear=0x8806536d3a2019ff:0x4e0cfcb5ba484198,Madison,+WI&gl=us&ei=vZldUqPAEZL0qQ> ☆

Google city of madison wi

+Raj 3 Share

Get directions My places

Car Bus Walk Bike

A Wisconsin State Capitol Square, East Main St
B Department of Motor Vehicles
Did you mean a different: Department of Motor Vehicles
Add Destination - Show options
GET DIRECTIONS

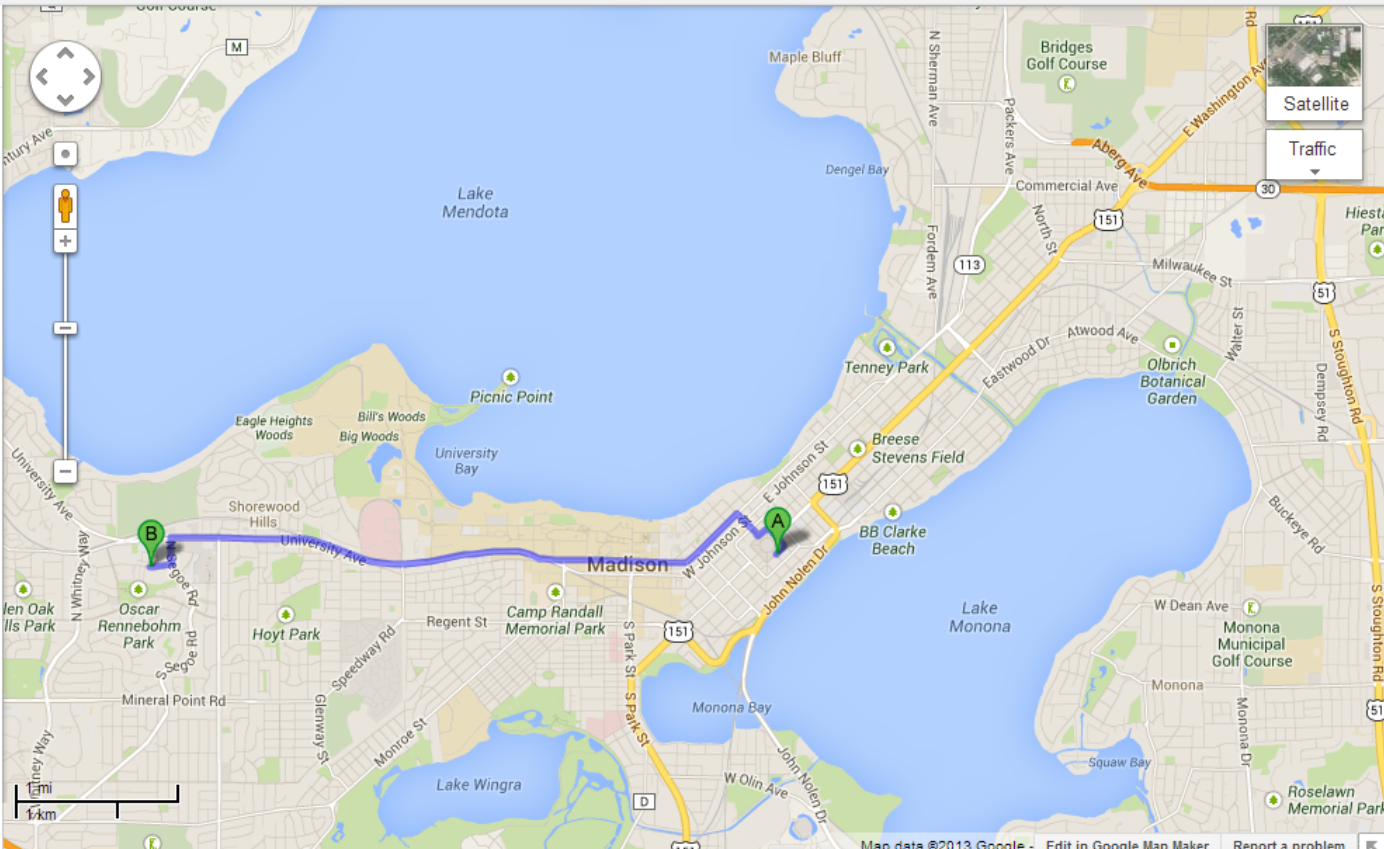
Suggested routes

Campus Dr and University Ave 4.5 mi, 13 mins
In current traffic: 14 mins

Driving directions to Wisconsin Department of Transportation

A Wisconsin State Capitol
2 E Main St
Madison, WI 53703

1. Head northeast on E Main St toward King St 394 ft
2. Slight left onto S Pinckney St 0.1 mi



Map data ©2013 Google - Edit in Google Map Maker Report a problem

7 in 10 Employees

2007 Commuter Survey

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← → ↺ <https://maps.google.com/maps?q=city+of+madison+wi&ie=UTF-8&hq=&hnear=0x8806536d3a2019ff:0x4e0cfc5ba484198, Madison, WI&gl=us&ei=vZldUqPAEZL0qQ> ☆

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Get directions My places

Car Bus Walking Bicycle

A Wisconsin State Capitol Square, East Main St
B Old Sauk Rd
Add Destination - Show options GET DIRECTIONS

Suggested routes

US-12 W	13.3 mi, 21 mins In current traffic: 22 mins
Old Sauk Rd	8.8 mi, 24 mins In current traffic: 25 mins
US-12 W/US-14 W	12.3 mi, 24 mins In current traffic: 25 mins

Driving directions to Old Sauk Rd 3D ▶

A Wisconsin State Capitol
2 E Main St
Madison, WI 53703

1. Head northeast on E Main St toward King St

2007 Commuter Survey

Mode Choice Factors by Importance

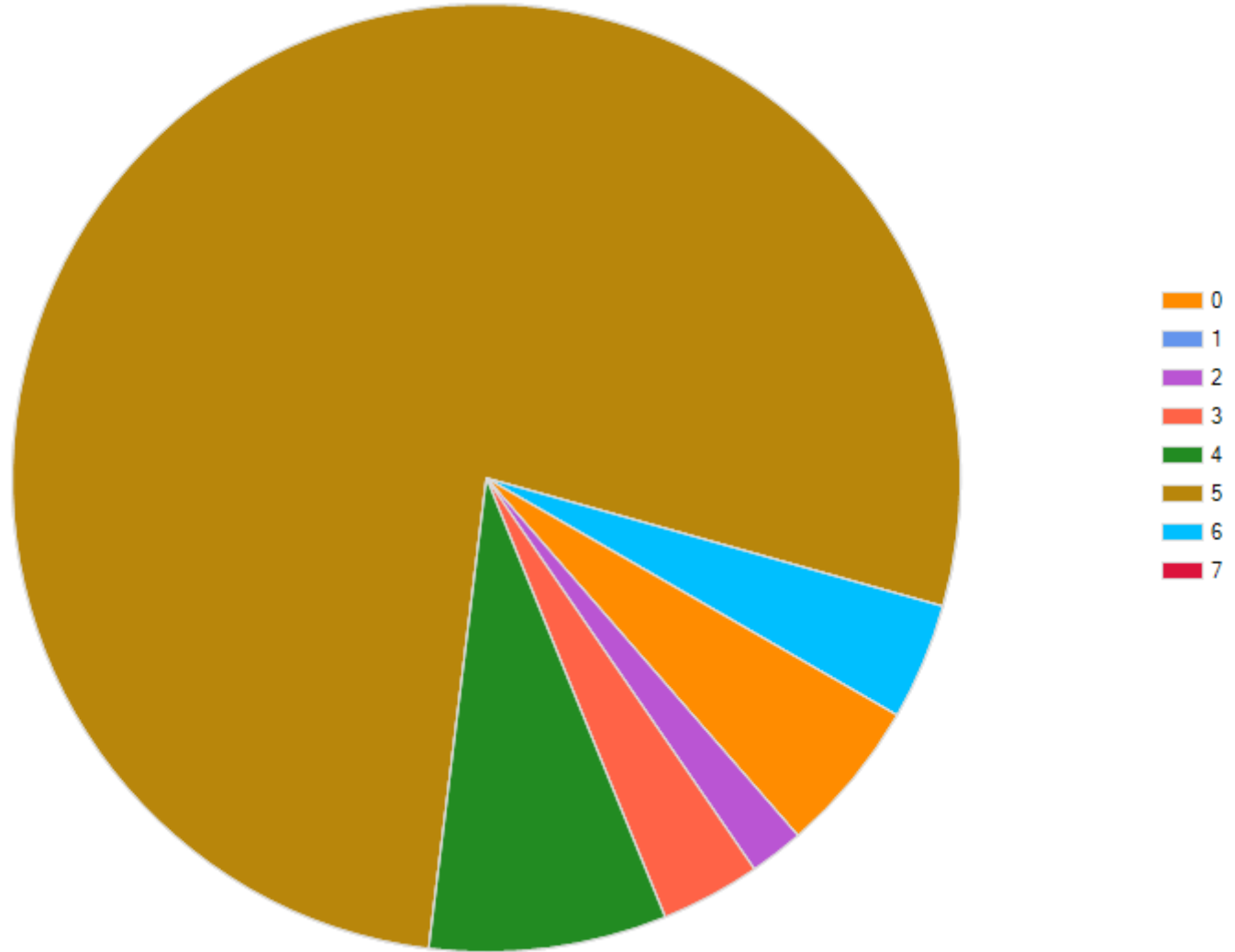
1. Convenience (81%)
2. Travel Time (73%)
3. Cost (64%)
4. Safety (59%)
5. Environment (51%)

2007 Commuter Survey

Appeal of Incentives

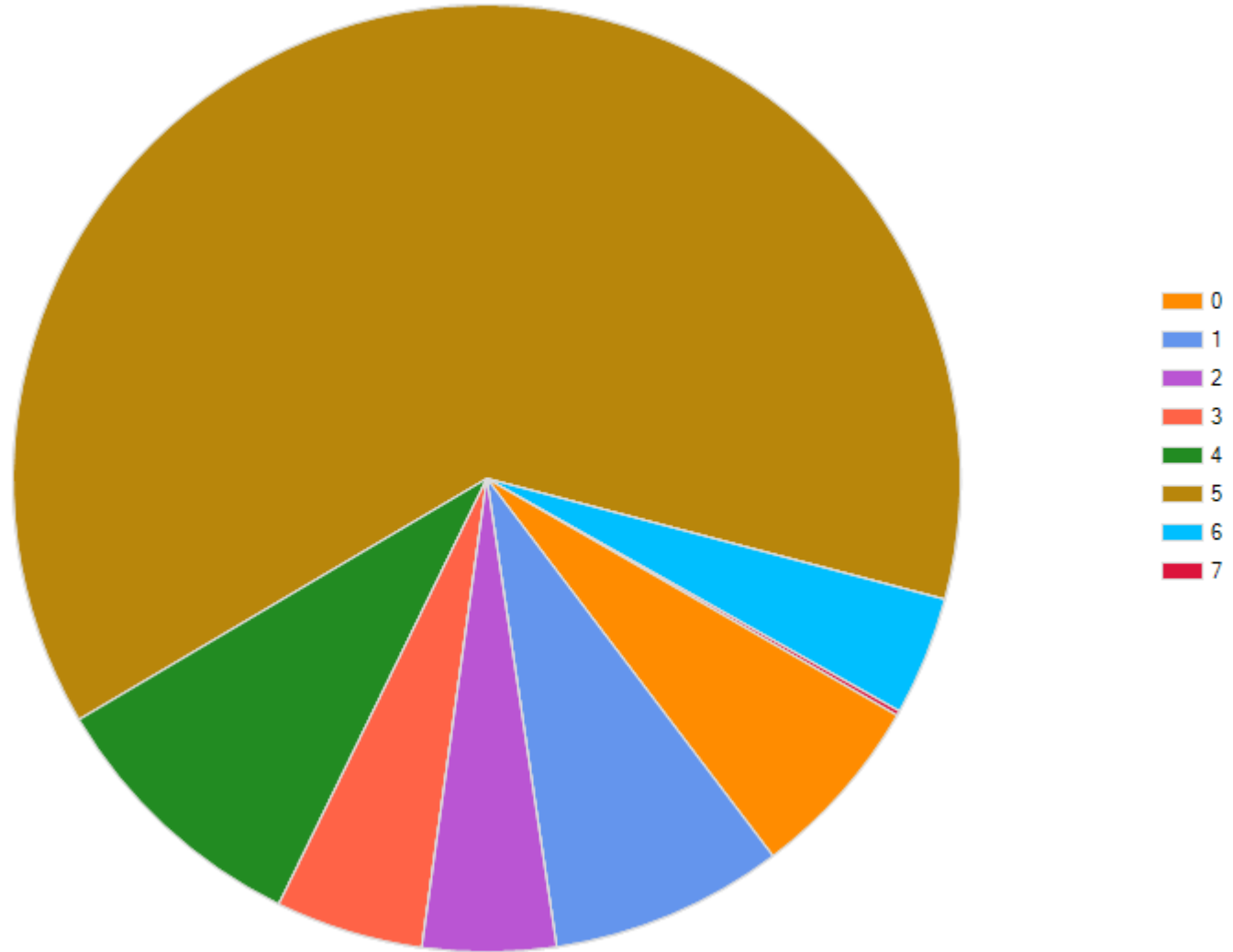
1. Compressed Work Schedule (69%)
2. Free Bus Pass (67%)
3. Flex Time (65%)
4. Monetary Reward (62%)
5. Free Parking for those w/ride share (47%)
6. Fleet vehicle carpool (32%)
7. Bike at Work Program (25%)

How many days per week do you commute to work?



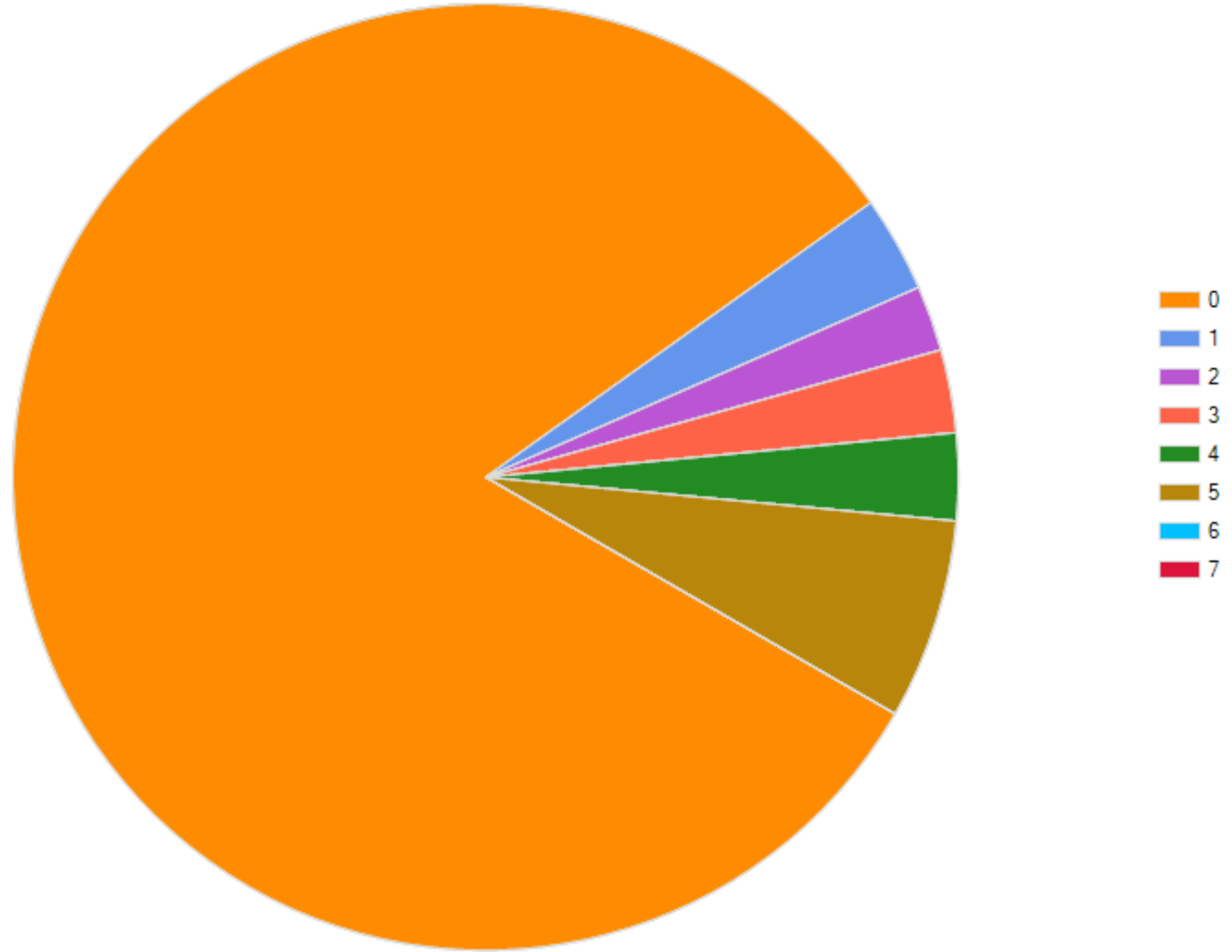
2010 Commuter Survey

How many days per week do you drive to work?



2010 Commuter Survey

How many days per week on average do you walk or bike to work?



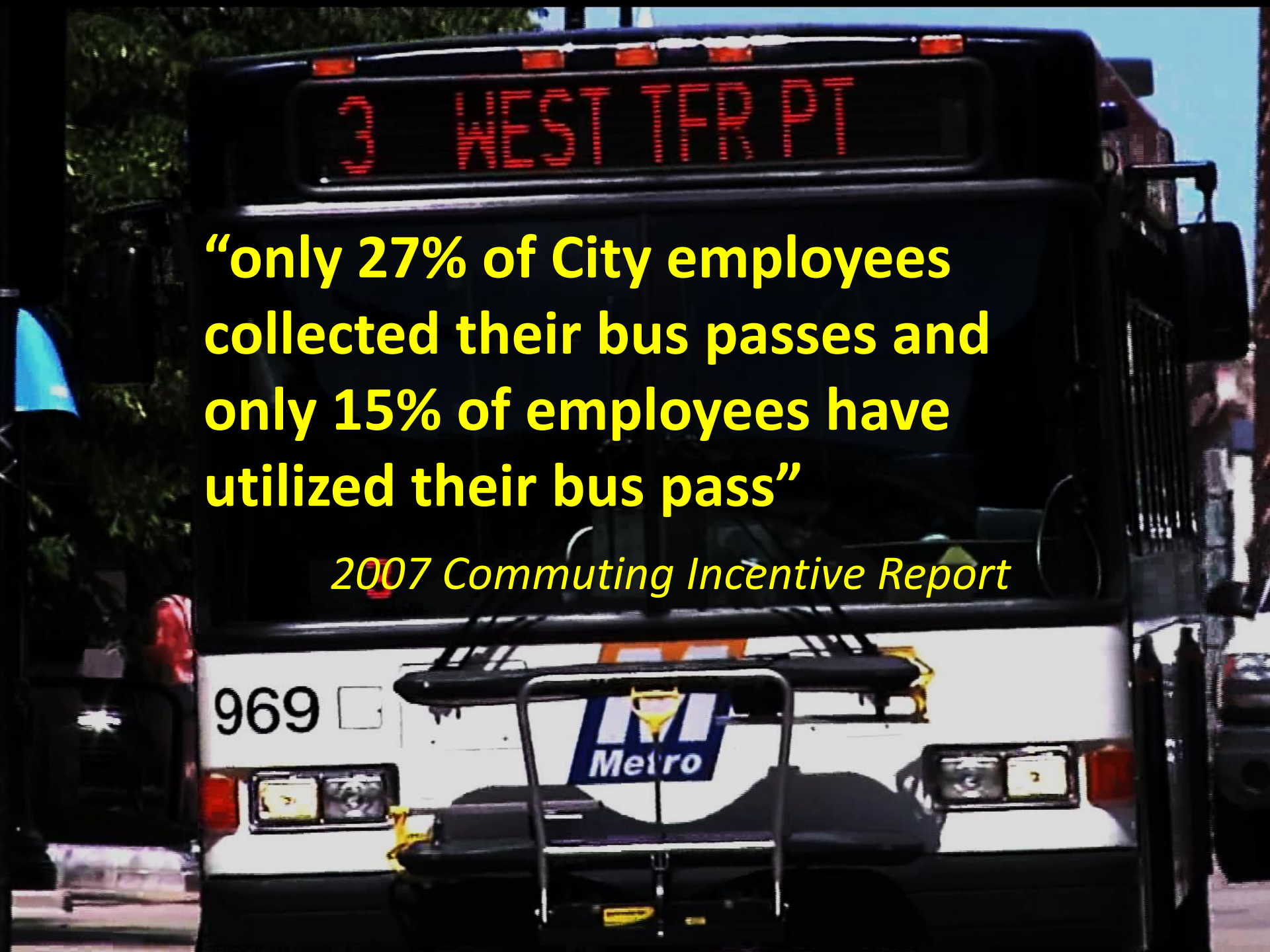
2010 Commuter Survey

Arthur Ross

Overcoming Barriers to Biking

- Parking (more of it, more comfortable/secure)
- Showers and/or lockers
- Social support (Bike User Group – BUG)
- Mileage compensation for work travel

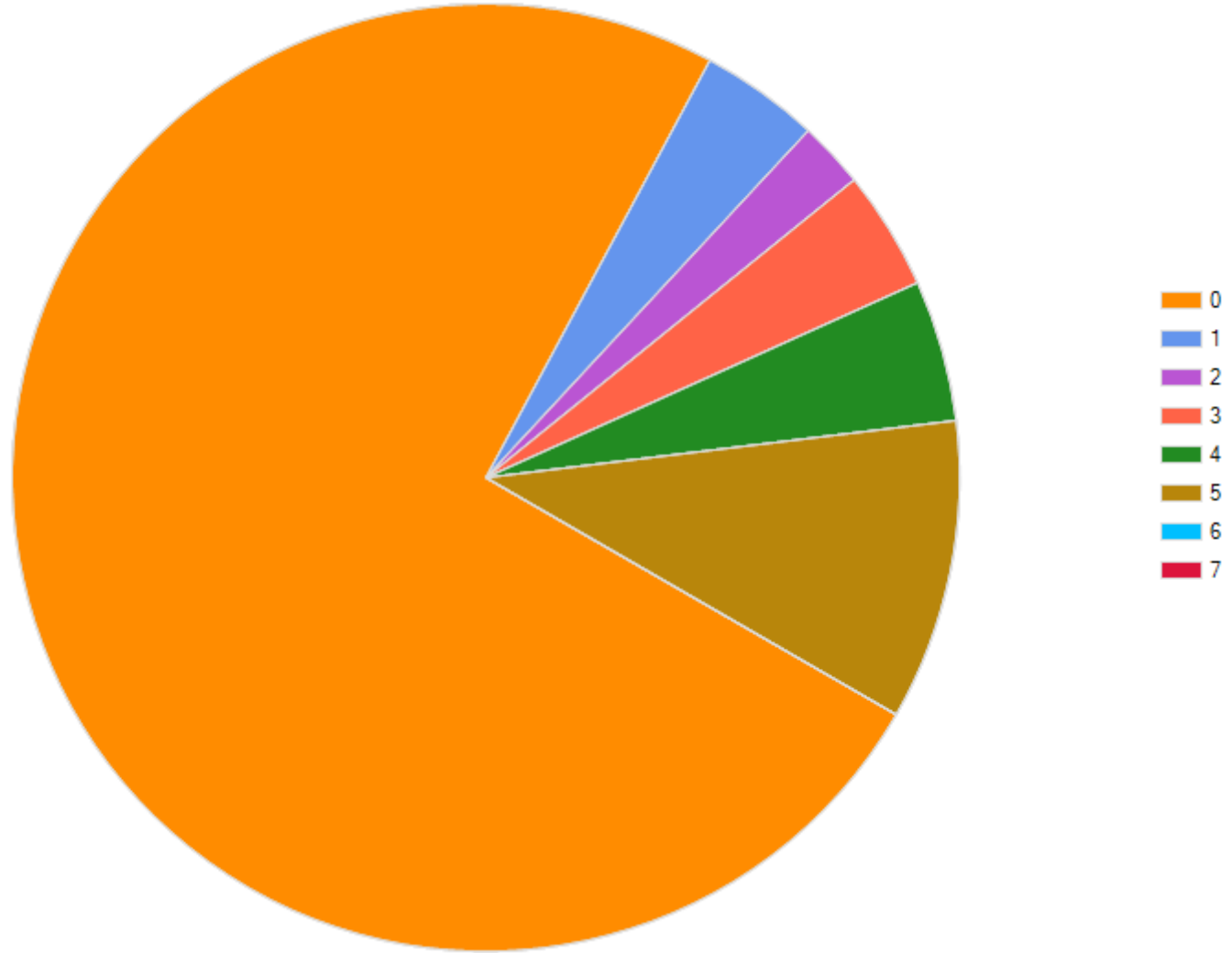
WALK

A photograph of the front of a white Metro bus. The destination sign at the top displays "3 WEST TFR PT" in red. The bus number "969" is visible on the left side of the front. The Metro logo is centered on the front. The text "only 27% of City employees collected their bus passes and only 15% of employees have utilized their bus pass" is overlaid in yellow.

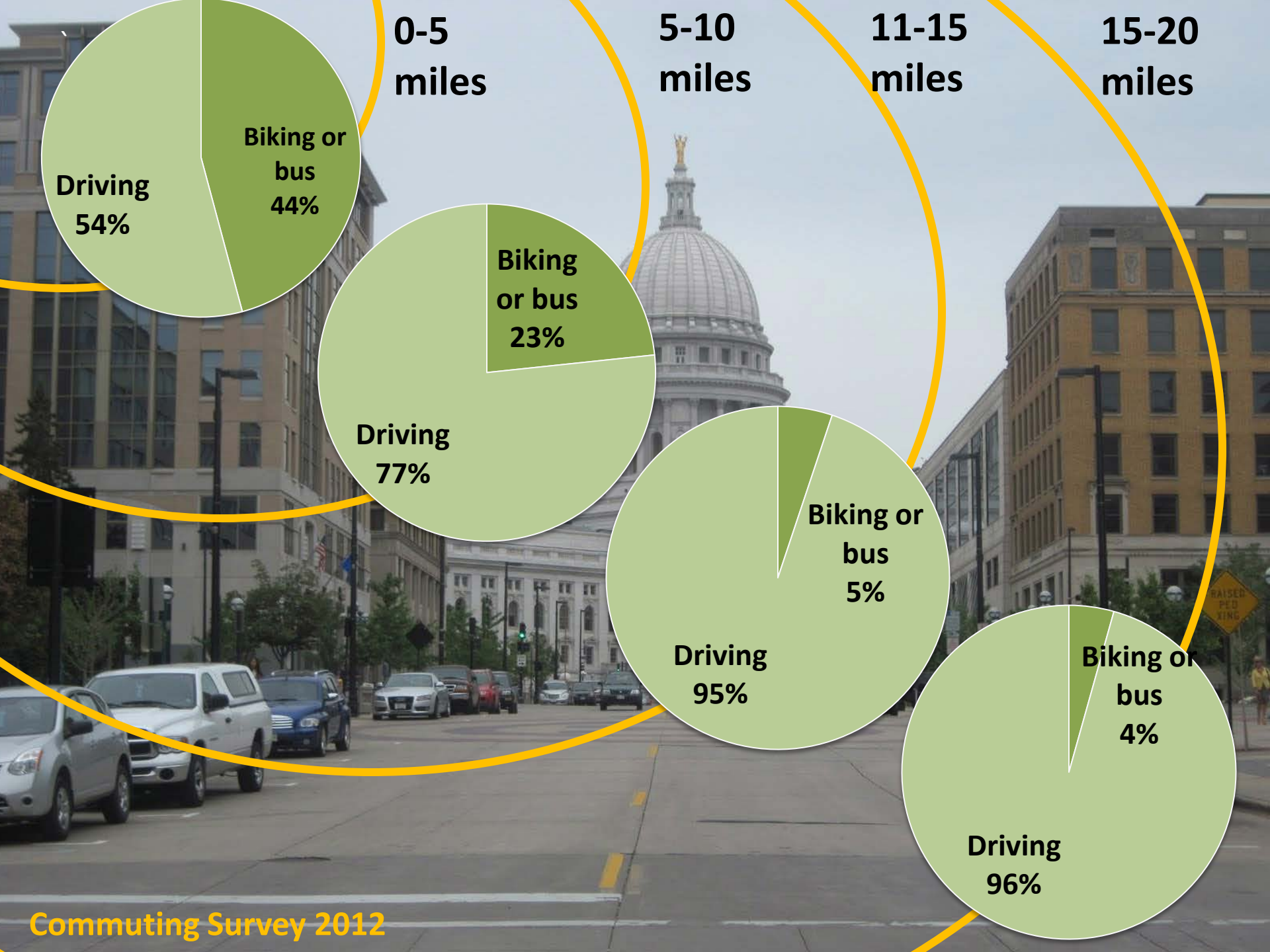
**“only 27% of City employees
collected their bus passes and
only 15% of employees have
utilized their bus pass”**

2007 Commuting Incentive Report

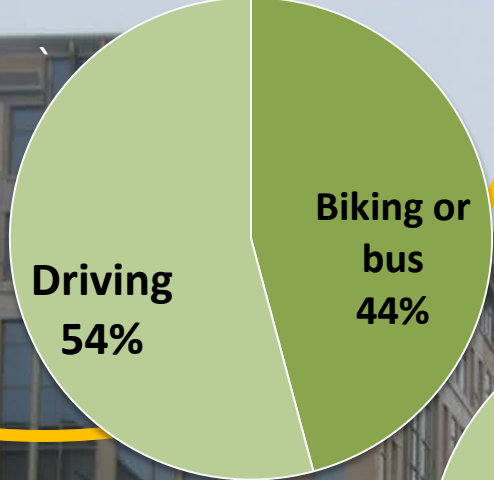
How many days per week do you ride the bus to work?



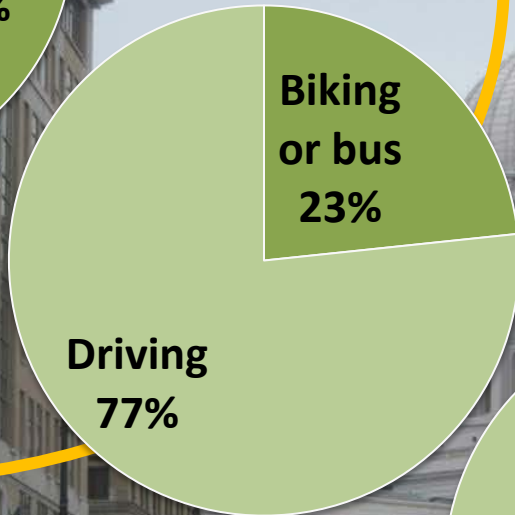
2010 Commuter Survey



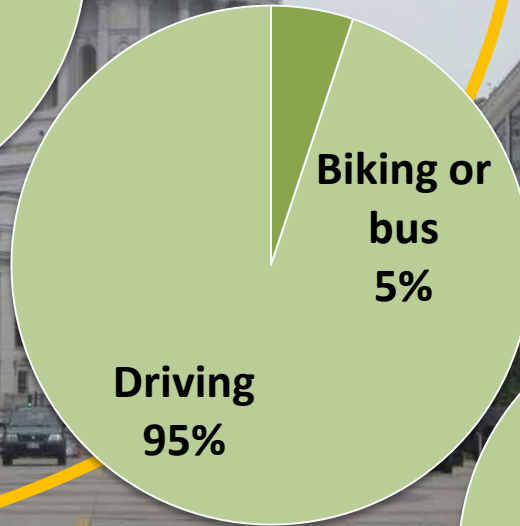
**0-5
miles**



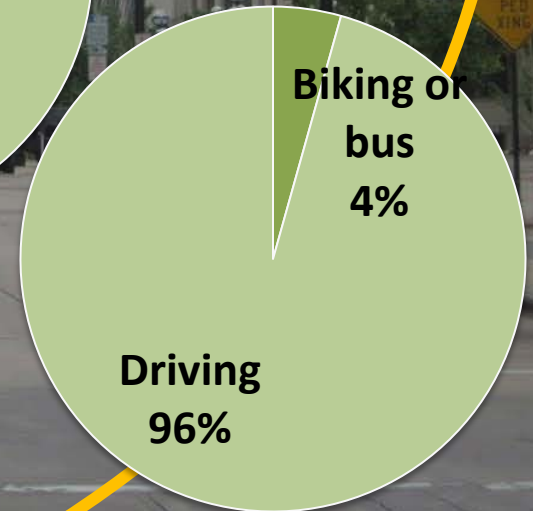
**5-10
miles**



**11-15
miles**



**15-20
miles**



New Questions

Jeannette/Raj – more ideas welcome!

- Why do people that live less than 5 miles away commute by car and why?
- Impediments to biking/bussing?
- How much are people paying for parking?
- Promote all alternative vs. biking only?